



December 10, 2018

The Georgia Department of Community Affairs  
ATTN: Office of Planning  
60 Executive Park South, NE  
Atlanta, Georgia 30329

RE: City of Snellville 2040 Comprehensive Plan Update Submittal

Dear Sir/Madam,

The City of Snellville, Georgia has completed an update of its comprehensive plan and is submitting it with this letter for review by the Atlanta Regional Commission and the Georgia 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 Jacobs Engineering and City of Snellville 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 Butch Sanders, City Manager at 770-985-3500 or [BSanders@snellville.org](mailto:BSanders@snellville.org).

Sincerely,

THE CITY OF SNELLVILLE, GEORGIA

Barbara Bender  
Mayor Pro Tem

Enclosures

Cc: Jared Lombard, Atlanta Regional Authority

**City of Snellville Administration Department**

2342 Oak Road Snellville, GA 30078 770-985-3500 770-985-3525 Fax [www.snellville.org](http://www.snellville.org)



December 10, 2018

The Atlanta Regional Commission  
Local Comprehensive Planning  
ATTN: Mr. Jared Lombard  
229 Peachtree Street NE, Ste 100  
Atlanta, Georgia 30303

RE: City of Snellville 2040 Comprehensive Plan Update Submittal

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# SNELLVILLE 2040

## COMPREHENSIVE PLAN

NOVEMBER 2018 DRAFT



**CITY OF SNELLVILLE**

Prepared by Jacobs



## ACKNOWLEDGEMENTS

Thank you to everyone who played a part in developing the Snellville 2040 Comprehensive Plan by giving an interview, joining a pop-up event, attending a meeting, taking a survey, or spreading the word. Your time and input helped create a visionary plan to ensure everybody will always be proud to be somebody in Snellville. Special thanks to:

### COMMUNITY TASK FORCE

Mayor Pro Tem Barbara Bender  
Don Britt  
Matt Czarick  
Karen Foote  
Bill Kingsbury  
Shaysha Kingsbury  
Joe Lewis  
Chad Lockhart  
Jamie Parker  
Nike Patel  
Marcy Pharris  
Austin Shelton  
Patrick Stewart  
Marilyn Swinney  
Richard Swope  
Laurie Tis  
Jamey Toney  
Eric Van Otteren  
Tod Warner  
...and student representatives from Brookwood High School, Grayson High School, Shiloh High School, and South Gwinnett High School.

### ELECTED OFFICIALS

Mayor Pro Tem Barbara Bender  
Council Member Dave Emanuel  
Council Member Gretchen Schulz  
Council Member Cristy Lenski  
Council Member Roger Marmol

### CITY STAFF

Butch Sanders, City Manager  
Jason Thompson, Planning and Development Director  
Austin Shelton, City Planner  
Eric Van Otteren, Economic Development Manager  
Brian Arrington, Public Information Officer  
John Dennis, Zoning Administrator  
Lisa Platt, Parks and Recreation Director  
Gaye Johnson, Public Works Director  
Roy Whitehead, Chief of Police

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Michael Kray, Senior Transportation Planner  
Jonathan Webster, Senior Transportation Planner  
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# Executive Summary

The City of Snellville's Comprehensive Plan is the foundation for its future. It is a community-driven plan, focused on an aspirational vision for the future and identifying the issues and opportunities that matter most to residents, employees, and local businesses in achieving that vision. It presents strategies to address the community's concerns, with an emphasis on what can be done over the next five years (2019 to 2023).

## Elements of the Plan

To meet the Georgia Department of Community Affairs' requirements for Qualified Local Government Status and remain eligible for state financial resources, it addresses four main topic areas: land use, transportation, housing, and economic development. Other issues that impact everyday life in Snellville, like parks and recreation, were included in the quality of life category.

## Creating the Plan

The 2040 Comprehensive Plan was developed beginning in April 2018 and adopted in February 2019. The process began with a technical analysis of existing conditions, layered with community input on priority issues and opportunities. Members of the community were invited to share their ideas through interviews, pop-up events, online surveys, a project website, and an open house. A core group of participants served on the Community Task Force, a group that met regularly to guide the development of the plan. (See Appendix D for more information.)

## Setting a Vision

This plan is visionary. It sets its sights on the kind of place Snellville wants to become by 2040, thinking big before stepping back to determine what that means for the City today. Community members co-created the City's vision statement to guide the plan:

## Our Vision

**"In its second century, Snellville is a progressive, thriving community that is family-friendly and booming with activity.**

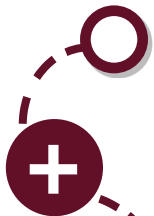
**Rooted in its people and a vibrant Towne Center, our multi-generational and multi-cultural city sets the standard for quality of life, balanced growth, and economic opportunity."**



## Key Strategies

Action toward our vision requires both short-term and long-term strategies. These are organized into goals, with supportive policies and work program items designed to achieve each one.

### Strategies



#### Goals

The goals establish broad direction for what the City wants to achieve, highlighting how the overall vision applies to each of the five elements of the plan: land use, transportation, housing, economic development, and quality of life. (See page 21 for more information.)



#### Policies

Each of the goals has several associated policies, which offer detail on how decisionmakers should proceed regarding various issues they will likely have to address in the future. These help elected officials and City staff make decisions in accordance with the community's desires as they prioritize resources and when new, unforeseen issues arise. (See page 25 for more information.)



#### 5-year Work Program

The 5-year Work Program turns the policies into actions, considering the specific issues and opportunities in play and the discrete tasks that can be undertaken to address them in the near term. Projects already planned by partners like Gwinnett County or the Evermore Community Improvement District are also listed in the work program to paint a complete picture of what needs are already being addressed. Some of the newly proposed actions are shown as concrete actions, while those that require additional study are proposed as exploratory issues requiring allocated staff time for evaluation and more detailed recommendations. (See page 55 for more information.)

What strategies will be most critical for Snellville? The strategies outlined below will help the City address the issues and opportunities that matter most to community members, including the combination of key policies and projects associated with each strategy. The policy and project numbers referenced tie to Chapters 4 and 6 of the full plan.



## STRATEGY: Establish a vibrant, walkable Towne Center.

Residents are craving the active, attractive, mixed-use environment of a traditional downtown with good food, community gathering spaces, local businesses, and easy living. The City is investing in foundational infrastructure and civic facilities and partnering with private developers to bring this dream to life as a top priority for this planning period.

### Key Policies:

- LU1.1: Encourage the design and development of spaces that support community interaction
- LU-1.5: Ensure that transportation networks within, to, and around the Towne Center are multimodal
- LU-5.2: Promote the redevelopment of older, underused commercial sites

### Key Projects:

- Complete Towne Center core property acquisition, including Post Office Site (LU-1)
- Towne Center landscaping improvements (LU-2)
- Construct planned mixed-use development in the Towne Center core (LU-7)
- New Towne Center Phase I roads and utilities (T-1)

- Snellville Greenway Phase I – Towne Center Loop (T-15)
- Pedestrian/bicycle improvements (T-34 to T-41)
- Towne Center parking garage (T-42 and T-43)
- New City Market building (ED-6 to ED-8)
- New green (QL-1)
- New Gwinnett County Library at the Towne Center (QL-5)
- As part of the new Unified Development Ordinance (UDO), allow a greater variety of housing types in the Towne Center (H-1)
- Explore Tax Allocation District legislation (ED-14)



## STRATEGY: Enhance Snellville's residential neighborhoods while diversifying housing options near the Towne Center.

Snellville's spacious, single-family residences are a big reason families choose to call the city home. The City will support these beloved neighborhoods through active code enforcement and infrastructure improvements like sidewalks, parks, and sewer. Expanding housing opportunities for young professionals and seniors will support a multi-generational community, with suitable housing types focused in the Towne Center area.

### Key Policies:

- H-1.1: Explore the creation of homeowner maintenance assistance programs
- H-1.2: Strengthen ordinances regarding upkeep of residential properties
- H-2.2: Encourage the construction of housing types that appeal to young families
- H-3.1: Pursue more development opportunities focused on seniors and assisted living
- ED-8.1: Reduce reliance on septic systems

### Key Projects:

- Seek grant funding to support the rehabilitation of existing multi-family housing (H-5)
- Provide Snellville marketing materials to intown realtors (H-6)
- Add pedestrian connections on all sides of Briscoe Park (QL-3)
- Identify and acquire parcels for additional future parks (QL-3)
- Install gravity sewer line along Nelson Creek (LU-11)



## **STRATEGY: Create a clear sense of identity.**

The City will support the development of memorable places through public improvements and supportive regulations. Investments in distinctive civic facilities, landscaping, wayfinding, and art will enhance the public realm. The new Unified Development Ordinance will establish high standards for new private buildings that have thoughtful architecture and contribute to a more pedestrian-friendly environment.

### **Key Policies:**

- LU-1.2: Pursue projects that contribute to Snellville's unique character
- LU-4.2: Invest in the beautification of the community's main corridors
- LU-4.3: Establish a Snellville brand and enforce through placemaking projects
- QL-6.1: Identify and inventory remaining historic and cultural resources
- QL-8.1: Plan for public art that is integrated throughout the community

### **Key Projects:**

- Adopt new Unified Development Ordinance (LU-3)
- Implement citywide Wayfinding Master Plan (T-5)
- Consider replacement for Snellville Arts Commission to make recommendations for public art (QL-12)
- Install landscaping as part of various roadway projects
- Create signature destinations: the new City Market, Towne Center library, and green (ED-6, ED-7, QL-5)



## **STRATEGY: Integrate healthier, safe, multimodal transportation options.**

While people will continue to make trips by car, they also want infrastructure that would allow them to safely walk, bike, or take transit. Expanded active transportation options are not only good for the environment and personal health, they are also needed by people who do not drive, like teens and seniors. The City will begin a phased investment in a citywide greenway system with an initial loop in the Towne Center and connections to nearby parks and schools, as well as improvements to sidewalks and pedestrian crossings. Gwinnett County Transit will begin offering limited local bus service in the area, along with on-demand transit options.

### **Key Policies:**

- T-2.2: Implement traffic calming schemes, such as narrow travel lanes, on-street parking, and street trees to slow traffic and increase safety
- T-3.1: Continue to support the City's efforts to expand the greenway trail system
- T-3.2: Create an interconnected system of sidewalks

### **Key Projects:**

- Snellville Greenway (T-15 to T-28)
- Establish a dedicated sidewalk fund (T-33)
- Pedestrian/bicycle improvements (T-34 to T-41)
- Gwinnett County Transit (GCT) Flex Route 503 (T-45)
- New GCT local bus service (Routes 60 and 70) (T-46 and T-47)
- Work with GCT to explore potential subsidized vanpool service between the Towne Center, Eastside Medical Center, and TOMCO2 (T-48)



## STRATEGY: Expand the medical services cluster.

Healthcare is the largest employment industry in Snellville, anchored by Eastside Medical Center. The City will support industry expansion through targeted recruitment and physical improvements to the public realm surrounding the hospital.

### Key Policies:

- LU-4.2: Invest in the beautification of the community's main corridors
- T-1.2: Improve traffic flow and circulation near Eastside Medical Center
- ED-5.1: Market Snellville to the medical service industry
- ED-5.3: Invest in physical improvements to the public realm around Eastside Medical Center

- ED-5.4: Support the growth of urgent care and outpatient facilities

### Key Projects:

- Tree Lane alignment from Ronald Reagan Parkway to Scenic Highway (SR 124) and right-of-way acquisition
- Gateway feature at Ronald Reagan Parkway and city limit



## STRATEGY: Support small business initiatives and lifelong learning.

Support for entrepreneurs is essential to achieving Snellville's goals of increasing local businesses and higher wage jobs within the city. The City will continue working with partner organizations that specialize in small business support to provide regular training opportunities, which will be enhanced by the new business training and incubator space on the second floor of the Towne Center library. Simplified permitting and processes will make Snellville an easy and inviting place to do businesses.

### Key Policies:

- ED-1.1: Pursue the location of higher wage industrial/office jobs in Snellville
- ED-3.1: Prioritize the recruitment of local businesses to locate in the Towne Center
- ED-3.3: Remove barriers to the establishment of restaurants and breweries
- ED-4.1: Enhance and grow the community's business incubators
- ED-4.3: Support local businesses through training programs and streamlined processes

- Review City financial policy and explore options to implement online payments (ED-13)
- Adopt an online permit application system (LU-10)
- Establish educationally-oriented programming and identify potential partners for the second floor of the new library, including the relocation of GarageWorx (ED-9)
- Continue to fund the Snellville Youth Commission and expand its professional development programming (QL-7)
- Create an economic development strategic plan (ED-12)

### Key Projects:

- Continue working with Partnership Gwinnett, SCORE, and the University of Georgia's Small Business Development Center (ED-1 to ED-3)





## **STRATEGY: Increase opportunities for recreation and relaxation.**

Snellville residents want places to play! The City will improve existing parks and recreation facilities and create new ones by adding a new green in the Towne Center and updating its Parks and Recreation Master Plan. Key initiatives for that plan may include a new recreation center at Briscoe Park, improved pedestrian connections to existing parks, and the identification and acquisition of new park land. The planned greenway system will offer space to walk, run, and bike and better connect residents to the City's parks.

### **Key Policies:**

- QL-3.1: Implement the greenway plan
- QL-3.2: Make improvements at existing parks
- QL-3.3: Identify future green space opportunities
- QL-3.4: Improve access to parks and green space from neighborhoods
- QL-4.2: Develop youth facilities as part of a new Recreation Center

### **Key Projects:**

- Update Parks and Recreation Master Plan, including a new recreation center at Briscoe Park and the identification and acquisition of parcels for future parks (QL-3)
- Work with Gwinnett County to acquire and identify an alternative, community-serving use for the old library branch on Lenora Church Road (QL-4)
- Continue to program and diversify community events, including events specifically for teens (QL-6)
- Snellville Greenway (T-15 to T-28)

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These strategy highlights capture the big picture direction of this plan, but not its entirety. For more detailed information on all the initiatives the City is pursuing, see the complete set of policies in Chapter 4, beginning on page 25, and the full 5-year Community Work Program in Chapter 6, beginning on page 55.

## **Place-Based Direction**

Snellville is made up of residential neighborhoods, commercial corridors, and mixed-use environments, each with their own existing and desired character. To address how each part of the city should develop, the Comprehensive Plan outlines place-based guidance at both the neighborhood and parcel level. This guidance is intended to help staff and elected officials make decisions about rezonings and physical improvements, as well as to inform the private sector about desired development patterns. It comes in the form of two maps, each with associated narratives: the Future Development Map (FDM) and the Future Land Use Map (FLUM).

### **Future Development Map**

The FDM illustrates 13 character areas, places that share several typical characteristics, such as similar land uses,

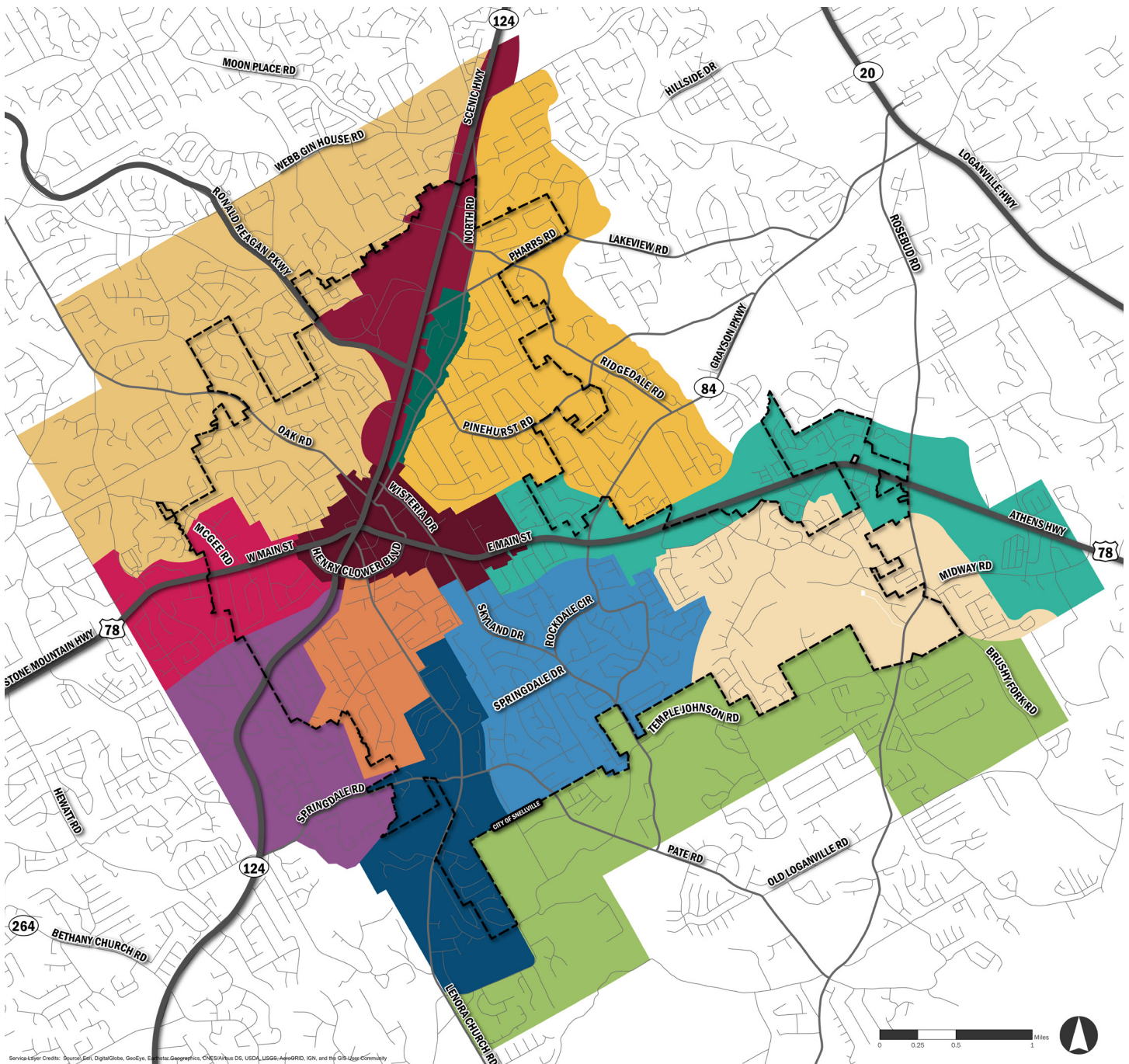
street design, intensity of development, building types, or unique environmental resources. They are grounded in the qualities of existing places but take an aspirational approach to defining the form of development the community wants to see in each area. A narrative for each character area is provided on page 36 through page 49. These narratives help guide future public investments, as well as rezoning, special use, and development applications.

### **Future Land Use Map**

This parcel-specific map provides decisionmakers with policy guidance for rezoning decisions. Each parcel is assigned a Future Land Use category, which is tied to a set of appropriate or considered existing or proposed zoning districts, outlined in Table 2 on page 53.

For more information about the FDM or FLUM, see Chapter 5, beginning on page 33.

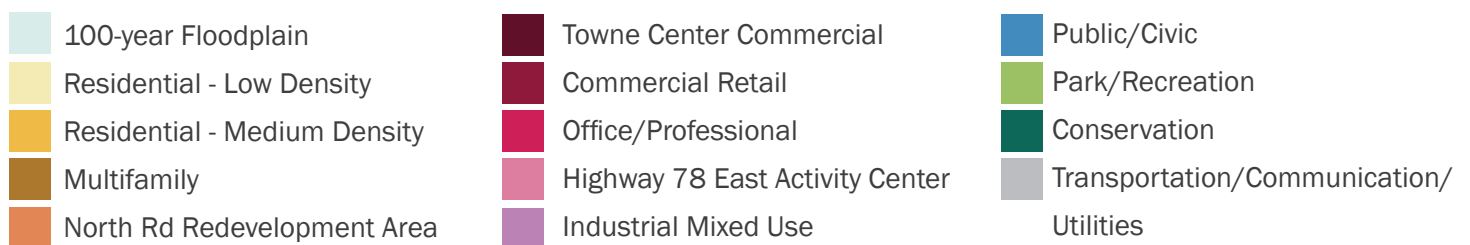
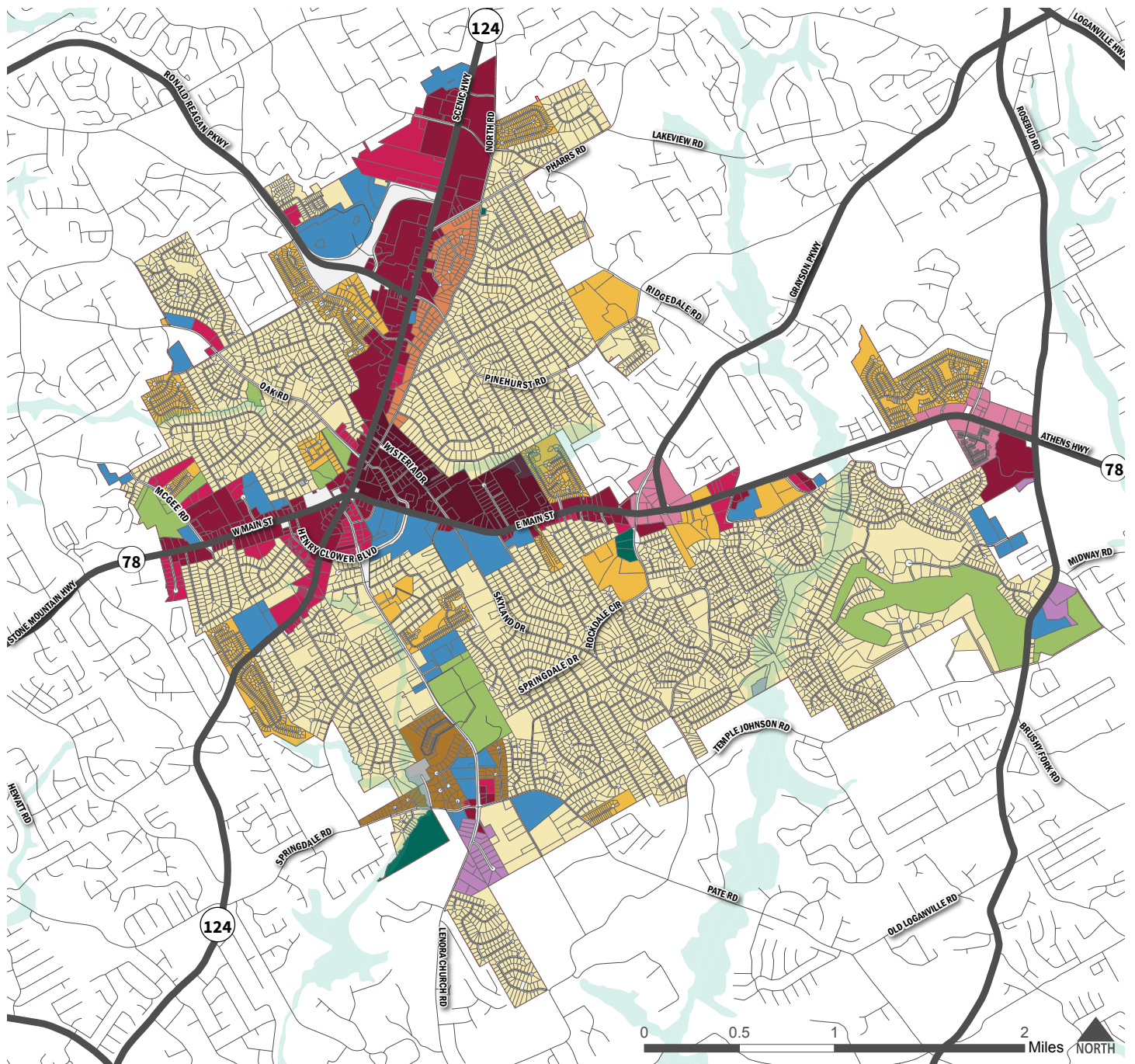
## Future Development Map



- |                                                                                                                                                              |                                                                                                                                             |                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #f4a460; border: 1px solid black;"></span> Brookwood District               | <span style="display: inline-block; width: 20px; height: 10px; background-color: #e91e63; border: 1px solid black;"></span> Highway 78 West | <span style="display: inline-block; width: 20px; height: 10px; background-color: #f4a460; border: 1px solid black;"></span> No Business Creek    |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #800000; border: 1px solid black;"></span> Scenic Highway North             | <span style="display: inline-block; width: 20px; height: 10px; background-color: #4b0082; border: 1px solid black;"></span> Towne Center    | <span style="display: inline-block; width: 20px; height: 10px; background-color: #8e44ad; border: 1px solid black;"></span> Scenic Highway South |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #006d6d; border: 1px solid black;"></span> North Road Transitional Corridor | <span style="display: inline-block; width: 20px; height: 10px; background-color: #008080; border: 1px solid black;"></span> Highway 78 East | <span style="display: inline-block; width: 20px; height: 10px; background-color: #003366; border: 1px solid black;"></span> Lenora Church Road   |
| <span style="display: inline-block; width: 20px; height: 10px; background-color: #f4a460; border: 1px solid black;"></span> Pinehurst                        | <span style="display: inline-block; width: 20px; height: 10px; background-color: #f4a460; border: 1px solid black;"></span> Summit Chase    | <span style="display: inline-block; width: 20px; height: 10px; background-color: #2e8b57; border: 1px solid black;"></span> Temple Johnson Road  |
|                                                                                                                                                              | <span style="display: inline-block; width: 20px; height: 10px; background-color: #3498db; border: 1px solid black;"></span> Skyland         |                                                                                                                                                  |



## Future Land Use Map







## 1

# Introduction

## Welcome to Snellville

The City of Snellville is located 25 miles northeast of Atlanta at the crossroads of US 78 (Main Street) and SR 124 (Scenic Highway). It has evolved from a rural outpost and later a bedroom community to become a suburban city with a growing economy, reaching a population of 19,400 people by 2016. The 10.48-square-mile city continues to be oriented around the intersection of these two regional routes and is made up primarily of shopping plazas along major roads and quiet residential neighborhoods with single-family homes. Eastside Medical Center and retailers along SR 124 (Scenic Highway) are hallmarks of the Snellville economy.

Excellent schools, a variety of parks and recreational options, an active faith community, and Summit Chase Golf and Country Club support the quality of life in Snellville. Undeveloped land is limited, located primarily in the eastern part of the city. (See Figure 1 and Figure 2.) Looking to the future, the City is preparing to improve infrastructure and community facilities, foster unique and walkable destinations, increase family-friendly and senior-friendly resources, and support local businesses and education so everybody will continue to be somebody in Snellville.

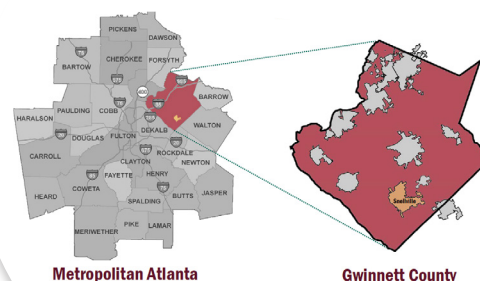


Figure 1. City of Snellville

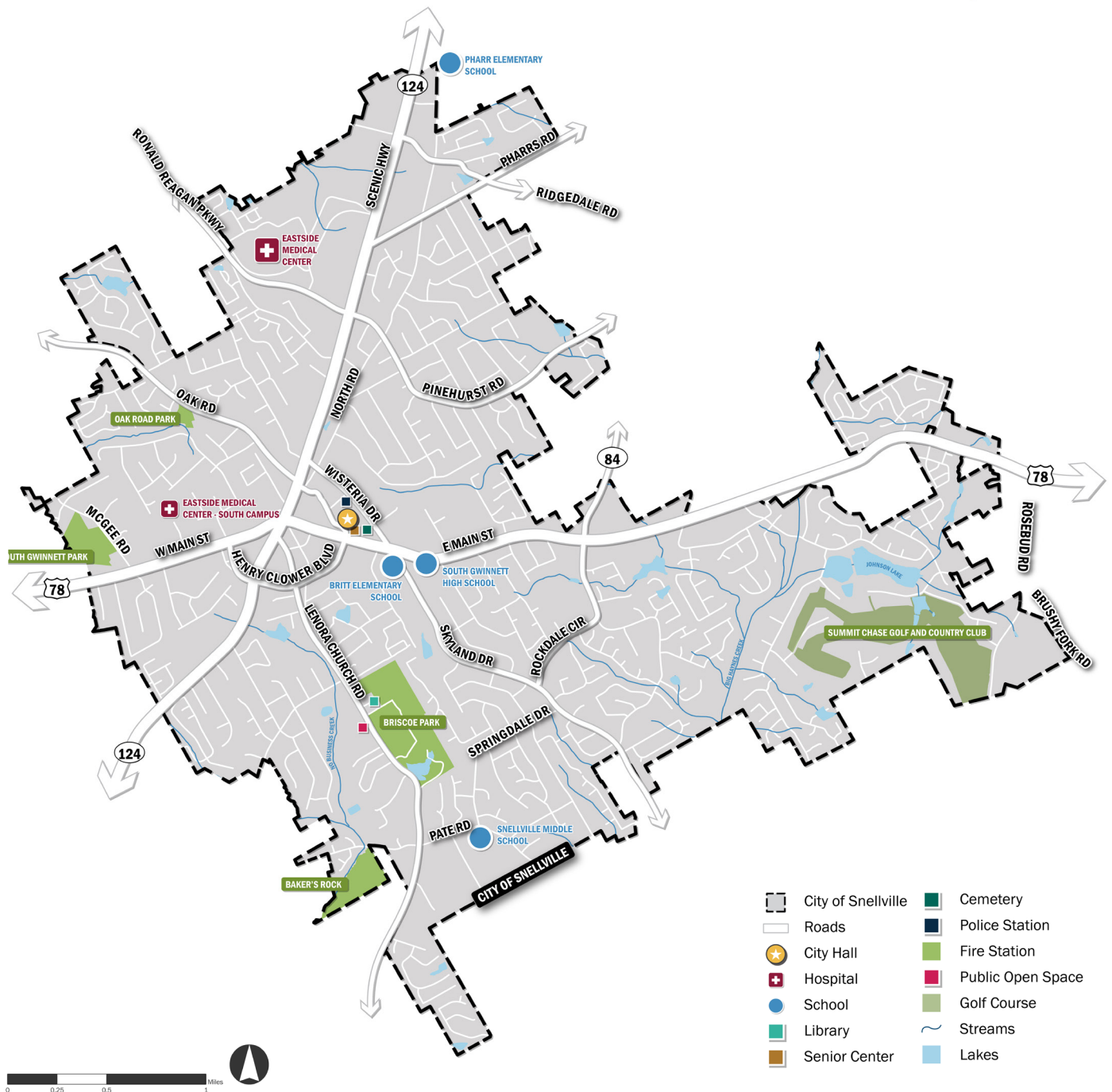
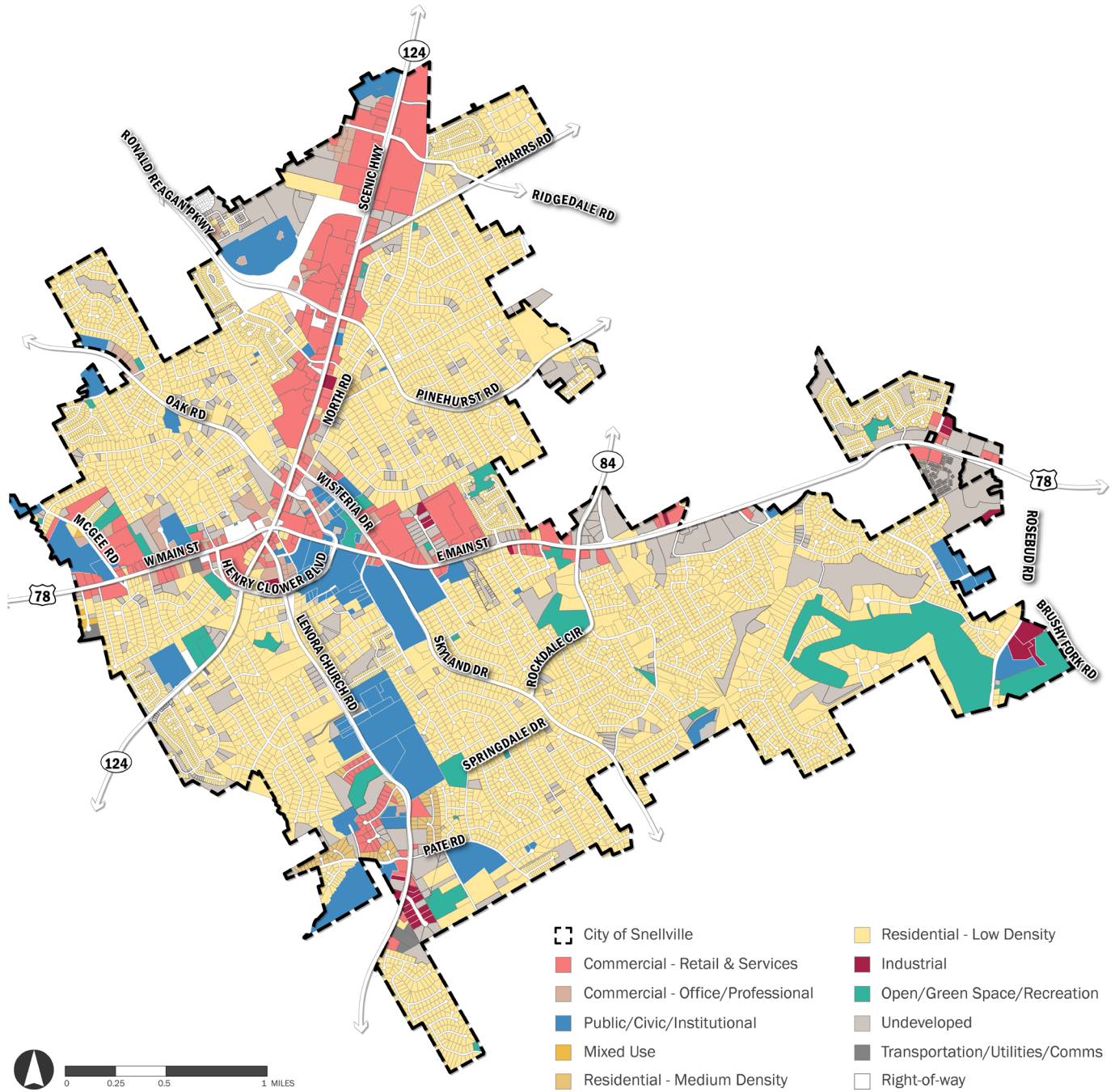


Figure 2. Existing Land Use Map



Source: Gwinnett County GIS (September 2017)





# Snellville Snapshots

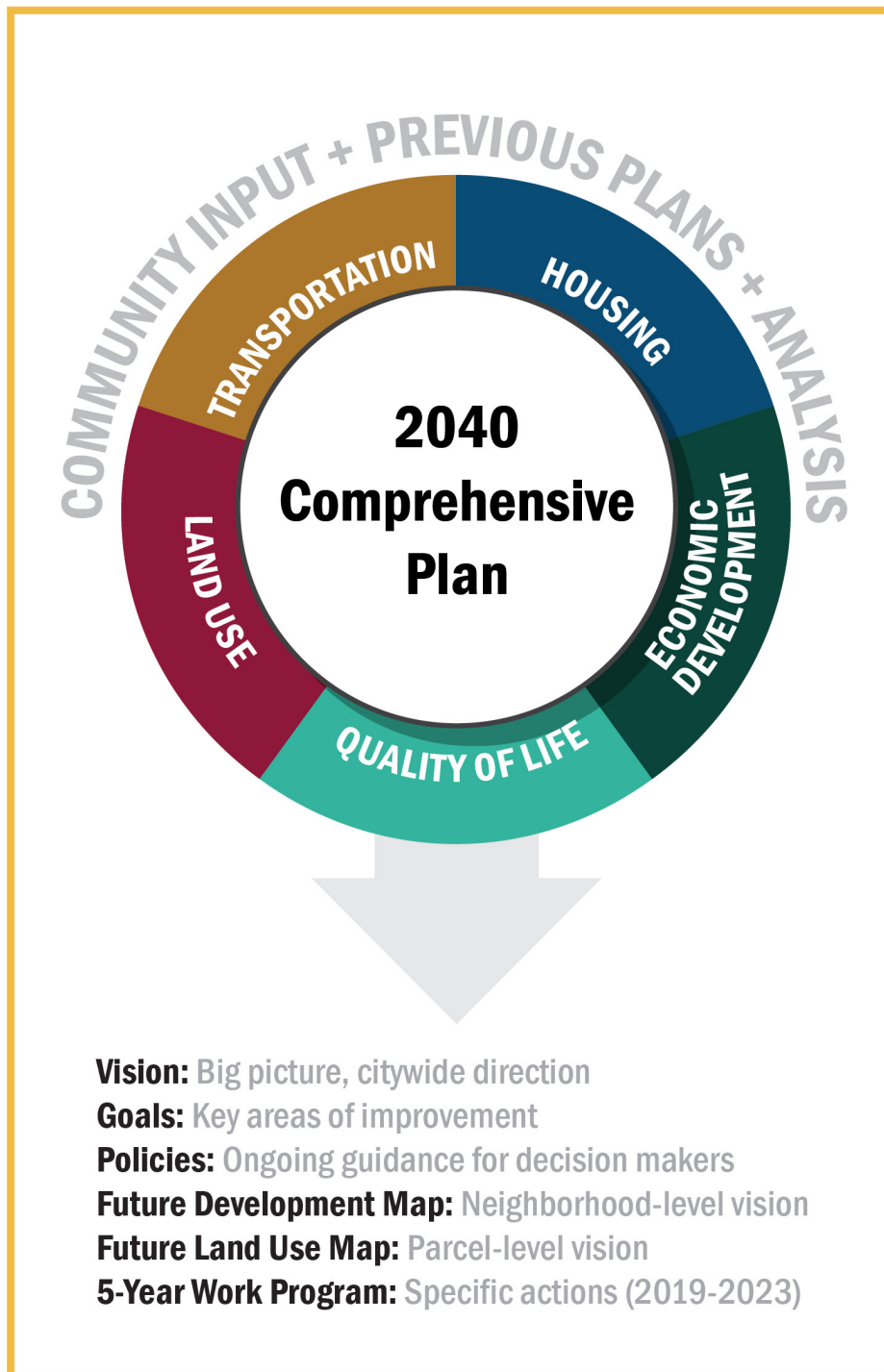








# What is the 2040 Comprehensive Plan?



This Comprehensive Plan is the guiding policy document for the City of Snellville and helps ensure future decision about city resources and future development align with the community's vision and priorities. The plan considers a 20-year horizon, honing in on the kind of place Snellville wants to be in 2040 and what needs to happen to get there. It provides background information, community input, guiding policies, and a set of action steps to guide elected officials and city staff in their decision-making process.

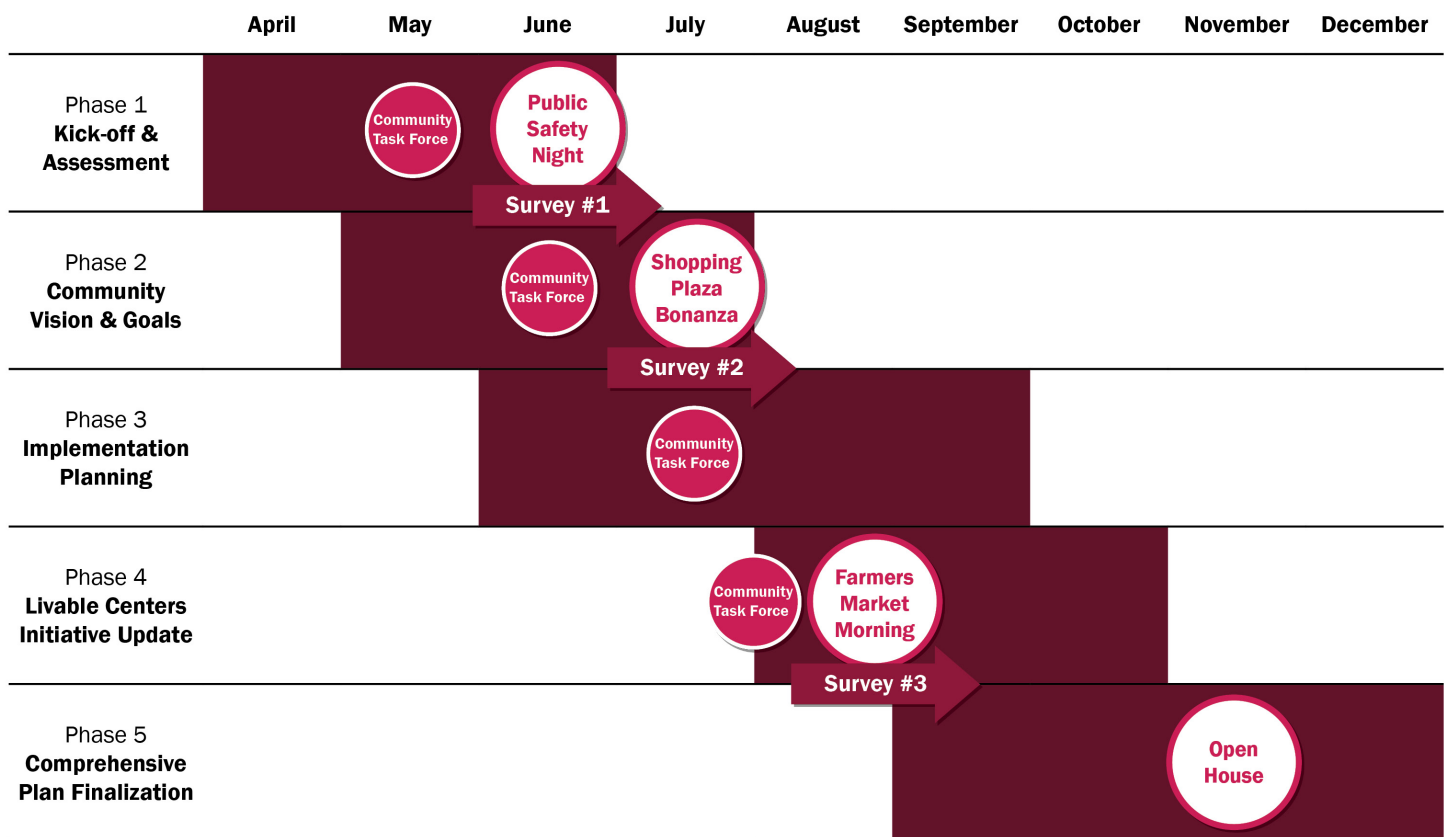
It focuses on four main topic areas: land use, transportation, housing, and economic development. Other issues that impact the quality of life in Snellville, like parks and recreation, are considered as part of a holistic strategy. It builds on previous work, connecting the dots between smaller ongoing projects and plans to make sure they are aligned and identify gaps where additional work may need to be done.

The Georgia Department of Community Affairs requires all local municipalities to update their comprehensive plans every five years to maintain qualified local government status. This plan replaces the City's previous comprehensive plan, the 2030 Comprehensive Plan. It should be reviewed and updated on a regular basis to reflect changes in community conditions and desires.

# Plan Development

## Schedule

The planning process began in April 2018 and was coordinated with the update to the Towne Center Livable Centers Initiative plan. A draft of the plan was completed by November 2018, revised, and adopted in February 2019.





# Community Engagement Activities

The Snellville community was invited to collaborate in the development of this plan through in-person engagement events and online activities. Highlights from these community conversations are highlighted throughout the report. For a full report of all input received, see Appendix C: Community Engagement.

## Website

The project website, [www.snellville2040.org](http://www.snellville2040.org), was regularly updated with information about the Comprehensive Plan and Livable Centers Initiative update. It provided background knowledge, as well as materials from all engagement events, draft documents, and blog posts discussing the latest developments in the plan.

## Stakeholder Interviews

In-person engagement kicked off with individual and small group interviews. The mayor, City Council representatives, city staff, neighborhood representatives, local entrepreneurs, nonprofit leaders, real estate experts, and others with deep knowledge of the community shared their thoughts on the current state of the City, key issues and opportunities to address, and vision for Snellville’s future. Interviews were held in person on April 18, 2018 and by phone.

## Community Task Force

The Community Task Force met four times during the planning process to lead the development of the plan. This 25-person committee included elected officials, city staff, board representatives, business leaders, nonprofit leaders, high school students, and other community members. The group met on May 3, June 7, August 9, and October 4, 2018.

## On-the-spot Engagement

In-person events were designed to meet people out and about in the community at popular events and destinations. Each of these on-the-spot engagement events focused on gathering information about a different topic and was complemented with an online survey about the same topic.



### *Public Safety Night*

**June 5, 2018 at the Towne Green**

Attendees stopped by to discuss their views on the priority needs and opportunities facing Snellville

### *Shopping Plazas and Briscoe Park*

**July 7, 2018 at Presidential Marketplace and Briscoe Park**

Shoppers shared their opinions on how to improve major corridors and the shopping experience along Scenic Highway/SR 124, and park guests made requests for improvements to the City's recreational opportunities

### *Farmers Market*

**August 4, 2018 at the Towne Green**

Market patrons reviewed draft recommendations for the Towne Center area and shared their opinions on transportation, housing, and other needs to activate the Towne Center

## Surveys

Three online surveys were conducted to extend the conversation beyond in-person engagement events. They were promoted on the city website and social media, as well as in the press. 509 people participated. While not statistically valid surveys, this insight provided a sample of the local opinion on key issues.

### *Survey #1: Needs and Opportunities*

**June 4, 2018 to July 2, 2018**

### *Survey #2: Improving Major Corridors and Making Snellville Fun and Family-Friendly*

**August 1, 2018 to August 17, 2018**

### *Survey #3: Towne Center*

**September 10, 2018 to October 1, 2018**

## Open House

**November 8, 2018 at City Hall**

The community was invited to an open house to review highlights from the draft plan, including the vision, priority issues and opportunities, goals, policies, work program items, and Future Development Map. Participants provided feedback on input boards, comment forms, and discussions with staff, which was used to revise the draft plan.









## 2

# Priority Issues and Opportunities

What are the major problems facing Snellville today?  
What future issues do we need to anticipate? How can we better leverage our assets to make the most of what we have?

The themes that follow emerged as priority issues and opportunities identified through community input and a technical analysis. Demographic data, unless otherwise specified, is from the U.S. Census 2016 American Community Survey 5-year Estimates. More detailed background information is available in Appendix D: Market Analysis and Appendix E: Existing Conditions Report. The policies and work program items in this plan are designed to help Snellville overcome these issues and take advantage of key opportunities.

Many of the priority issues and opportunities relate to multiple topic areas. These icons are used throughout this chapter to identify which topic areas relate to each of the emerging themes.





## **Eastside Medical Center is a strong and growing anchor for the medical industry.**

Healthcare and social assistance is the largest industry in Snellville, employing 37 percent of people who work in the city. The industry is anchored by Eastside Medical Center, which employs more than 1,250 people. With new leadership, the hospital's regional profile has been on the rise as it has increased its focus on attracting top surgical talent and providing excellent patient safety. The hospital anticipates that demand for healthcare services will continue to grow as the local population ages, and it plans to expand its main campus and develop additional outpatient facilities like an imaging center and boutique health facilities in the surrounding area. Medical offices have located off near the main hospital off Ronald Reagan Parkway and the recently opened Eastside Medical Center South Campus and Emergency Department off Fountain Square. In line with national trends, a senior housing development is under construction next to the main campus, highlighting convenient access to quality healthcare as a driver for senior living.

## **Most jobs within the city are lower wage positions.**

More than 34 percent of people who work in Snellville work in the retail industry, and another 28 percent work in accommodation and food services. These rates are significantly higher than Gwinnett County overall, where less than 10 percent of all employees work in retail and 6 percent work in accommodation and food services. Many of the jobs in this industry are hourly, low-wage positions with limited benefits. The average employee salary in Snellville is around \$31,000 annually, lower than the MSA average of around \$52,000. Increasing opportunities for higher wage jobs within the city was repeatedly cited as a priority by participants. Most Snellville residents (96 percent) commute outside of the city for work, with an average commute time of 40 minutes, longer than the Metropolitan Statistical Area (MSA) average of 31 minutes.





### **A lack of Interstate or rail access limits appeal for industrial or office development.**

The closest Interstate access point to Snellville is 14 miles from city limits, more than a 20-minute drive. There are no railroads within the city. While Snellville does have access to state and US routes, higher speed, limited access Interstates and railroads are particularly important for industrial businesses, who depend on strong regional access to move their products. Industrial demand in Metro Atlanta is high, with asking rents in the region for Q2 2018 were the highest since 2001. However, the Stone Mountain Industrial Submarket, which includes Snellville has the second lowest occupancy rate of any industrial submarket in the region and is not identified as a target manufacturing/distribution cluster in the Atlanta Regional Freight Mobility Plan. Demand for office space in the Atlanta area has also increased, with most activity in locations with strong access to transit and interstates. In the Stone Mountain/Northlake Retail Submarket, where Snellville is located, regional access is limited. Vacancy rates in this submarket have exceeded 30 percent for the past four quarters and absorption rates have been negative for five of the last six quarters.

### **The changing retail industry may impact the extensive retail corridor on Scenic Highway (SR 124).**

Scenic Highway (SR 124) has one of the highest concentrations of retailers in the metro area, with shopping plazas leased primarily by national chain and big box retailers providing convenience goods for local shoppers. Specialty goods retailers, like furniture and beauty supply stores, attract shoppers from outside the Snellville area. The existing supply of retail exceeds the level of demand generated by Snellville residents alone for most industry subgroups, indicating a need to draw regional consumers to sustain the current supply. As consumers continue to embrace online shopping, national retail development trends have moved away from brick and mortar shopping plazas and malls. For the moment, the Atlanta region has defied this trend and is experiencing increased retail sales, declining vacancy rates, new construction, and increased average rental rates.

Long term, the prevalence of retail in this corridor may make it particularly susceptible to potential disinvestment, if demand for physical stores continues to decline. Nearby, Main Street (US 78) has already experienced a decline in retail occupancy and several properties need improvements or redevelopment. Strategies to maintain a competitive advantage, offer experiential retail in walkable settings, and diversify uses will be needed help retain its quality. At the on-the-spot engagement event and online survey asking about the future of Scenic Highway (SR 124), most participants thought indoor entertainment, mixed-use lifestyle centers, community colleges or vocational schools, and medical facilities made sense to integrate into the future of the corridor. In general, they do not want to see a higher intensity of uses than is present today.



## National chains dominate the retail scene, but residents are craving more local options.

A top request from community members throughout the planning process was to support more local shops and restaurants, especially places with cool atmospheres, outdoor dining, and walkable surroundings. Many of the national brands currently found in Snellville use the same generic, corporate architecture throughout the country, contributing to the lack of unique, recognizable places in Snellville.



Chains



VS



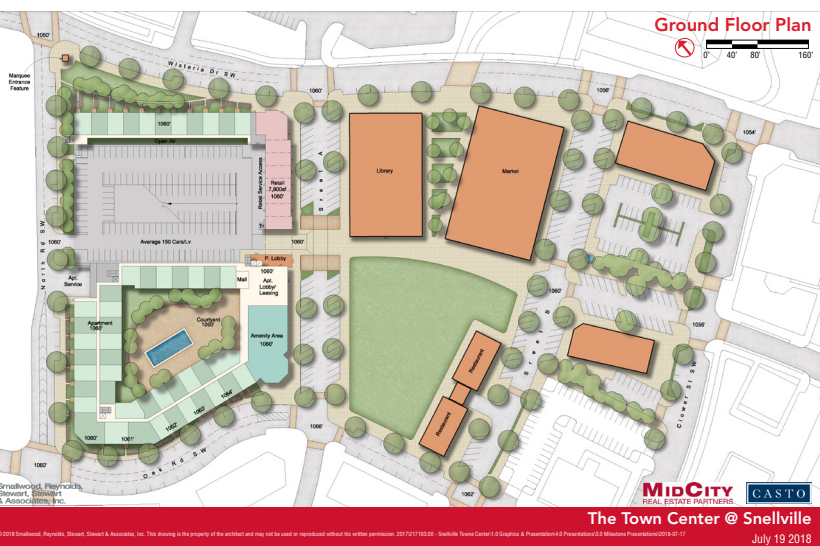
Local



## Community members desire an active, walkable downtown with small town charm, and plans for the Towne Center at Snellville are underway.

Taking shape as a suburban community in the age of the automobile, Snellville never developed a historic downtown. Now, residents are looking for the kind of walkable place where they can walk around, pop into shops, grab a bite, explore cultural programs, and bump into their neighbors the way they would in a traditional downtown. Plans for a Towne Center near the intersection of Main Street (US 78) and Scenic Highway (SR 124) began when the City joined the Livable Centers Initiative (LCI) program through the Atlanta Regional Commission (ARC). The LCI program funds studies and transportation improvements for participating areas to make more walkable, healthy neighborhoods and is a potential funding source for improvements to the Towne Center. Implementation of the planned Towne Center is a high priority for community members and elected officials.

The City has begun reactivating this area with the construction of the new City Hall and Senior Center, the creation of a successful weekend farmers market, and streetscape projects on Oak Road, Clower Street, and Wisteria Drive. The next phase is slated to break ground in 2019 in the core block between North Road, Oak Road, Clower Street, and Wisteria Drive. It will include the construction of a new Gwinnett County public library, a new city market, a new central green, a public-private parking garage, private mixed-use development, and new roads to create smaller, walkable blocks.





### **The Towne Center will face competition from nearby, established downtowns.**

Snellville residents are not alone in their desire for that small town center. A national trend toward more walkable, compact suburban town centers with a mix of activities has made its way to Metro Atlanta. Nearby cities like Lawrenceville, Norcross, Duluth, and Suwanee have already established their downtowns, including both historic main streets and recent developments. As Snellville implements the first phase of its Towne Center plan, it will need to distinguish itself from the competition to successfully attract development partners and future residents and tenants. Economic development staff and partners will need to be intentional about attracting and supporting commercial tenants.



### **Snellville is an affordable, attractive place to raise a family.**

Almost all households in Snellville are family households (80 percent), reflective of the city's housing stock. Detached-single family homes make up 91 percent of all housing units, significantly more than the MSA average of 67 percent. Most are single-family homes with three or more bedrooms (86 percent), a higher share than the MSA (70 percent). These large homes with spacious, often wooded lots tend to have reasonable price points. More than 76 percent of residents own their own homes, significantly more than neighboring cities and Gwinnett County as a whole. The average home value for owner-occupied units in Snellville is \$150,000, lower than the MSA average of \$173,300 despite the city's relatively large homes. Median home prices for recent sales are higher at \$205,000 as of September 2018, an 11 percent year-over-year increase. Rental units are also geared toward families, with 67 percent of rental units having three or more bedrooms.



### **Housing stock is relatively homogenous, limiting options within the city.**

While there are benefits to this family-oriented housing mix, the lack of variety limits the potential for people with different lifestyles and price points to find a home in Snellville. Major employers like Eastside Medical Center have reported a lack of reasonably priced, smaller rental options nearby as a barrier to employee attraction and retention and believe housing choices within a downtown environment are particularly in demand by their employees. When considering housing types other than large single-family homes that might be appropriate in Snellville, most survey respondents preferred smaller single-family homes, accessory dwelling units, senior housing, live-work units, or townhomes. If multi-family housing is added, participants want to make sure it is good quality and associated infrastructure improvements are made.

### **It is difficult to retain and attract younger residents.**

The family-oriented housing stock, distance to the primary job market, and lack of interesting activities or social spaces make it hard for Snellville to attract young professionals as residents, and community members report many people who grow up in Snellville do not choose to stay. Teenagers have few local options for entertainment or personal development, like after school programs or internship opportunities.

### **Senior housing has begun developing in Snellville, but the price point is out of reach for many residents.**

With Snellville's older population, demand for senior housing is growing. Of the 358 residential units currently under construction in planned communities in Snellville, 330 units are age-restricted for residents 55 and older. This includes a development of 130 single-family homes near the intersection of Ridgedale Drive and Pinehurst Road, along with 200 units at the Sheridan at Eastside next to Eastside Medical Center, which includes a mix of cottages, apartments, assisted living, and memory care. With rates at the Sheridan beginning at \$3,175 per month, this desirable, luxury lifestyle option is unattainable for many families.



## Regional transportation patterns and a high share of single-occupancy vehicle trips lead to frustrating traffic congestion.

The intersection of Main Street (US 78) and Scenic Highway (SR 124) feels the strongest effects of congestion from regional traffic, and a continuous flow intersection is currently under construction to improve left turn movements and increase vehicular throughput. Congestion around shopping plazas on Scenic Highway is often cited by residents as an issue with traffic flow, and a roadway expansion from four to six lanes is planned as part of the Gwinnett County Comprehensive Transportation Plan. Coordinated signal timing, parallel access roads, connections between shopping plazas, and limits to curb cuts were frequent transportation requests from community members throughout the planning process.



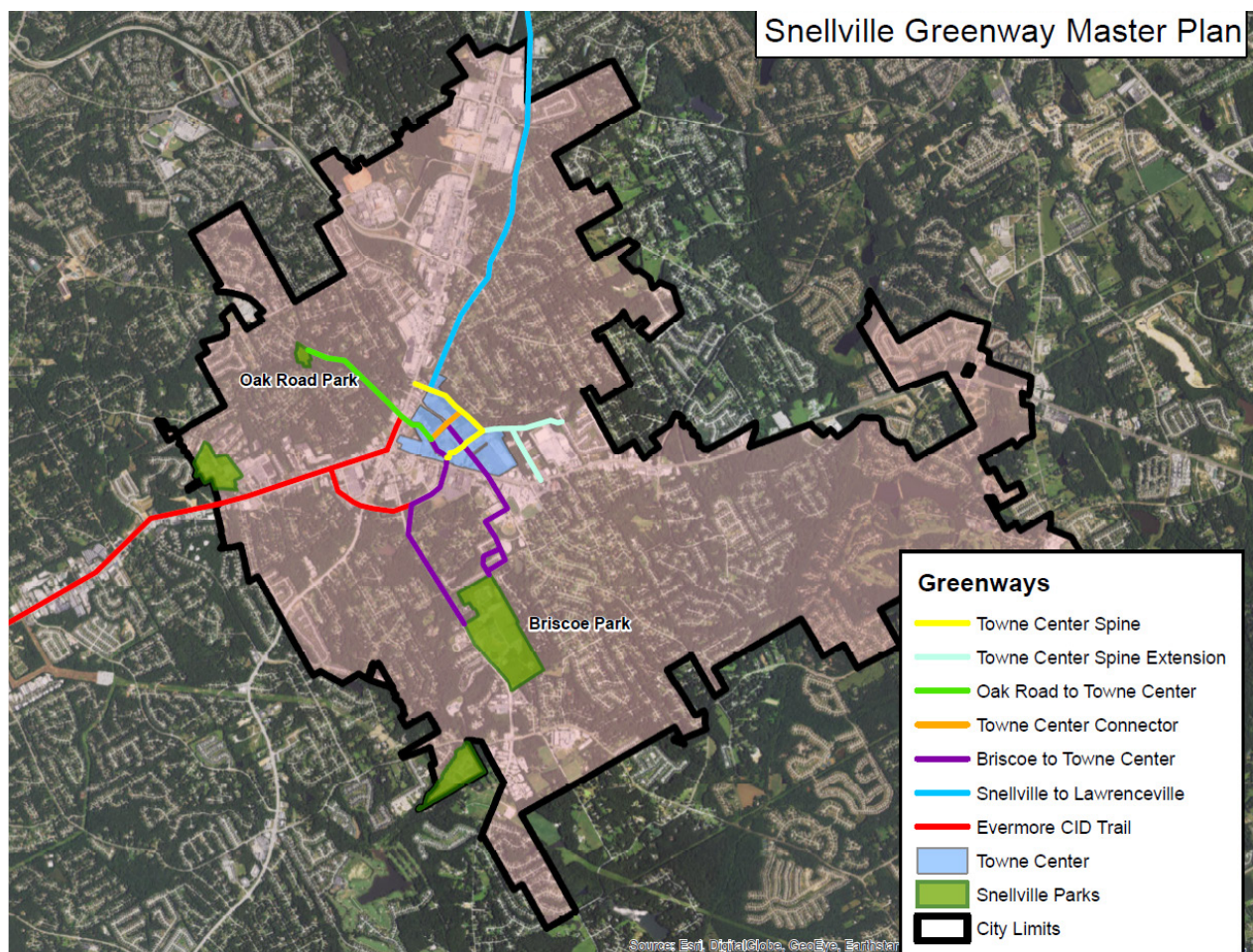
## There are few mobility options for people who do not drive, such as teens and seniors.

Almost all trips in Snellville are made by car. Community members would like to be able to make some trips by other modes, but options are limited. The sidewalk network is inconsistent, and the long distance between destinations makes walking an impractical mode for many trips. There are currently no bike lanes or local bus routes available within the City of Snellville. Express commuter bus service to Downtown Atlanta is available through GRTA, picking up from a park and ride lot on Henry Clower Boulevard. Gwinnett County Transit recently began running an on-demand transit pilot program, which has gotten positive reviews from locals. A local circulator shuttle connecting the Towne Center to shopping plazas along Scenic Highway (SR 124) was often requested in community engagement activities.



## Greenway Master Plan established a framework for comfortable pedestrian and bicycle infrastructure.

The City created its first ever Greenway Master Plan in 2017, aimed at encouraging active transportation by providing paths connecting neighborhoods to the Towne Center and local parks. The plan calls for 7.3 miles of greenways by 2040. The first phase of the greenway will be a one-mile loop in the Towne Center, using a combination of existing 10-foot-wide sidewalks and new off-road paths. It is expected to be complete in 2019. In a survey about overall recreation priorities, participants ranked trails and linear parks like these as their priority improvement to the Snellville recreation system. Safer streets and sidewalks were also ranked as the top need to make Snellville more family-friendly. When asked which segments of the proposed greenway they would like to see built next, they most often selected a connection to Briscoe Park, Henry Clower Boulevard, and additional connections within the Towne Center. The Gwinnett County Trails Plan also calls for regional trails, including paths that would link Snellville to Lawrenceville, Stone Mountain, Loganville, Grayson, and Walton.







### **There is room to maximize the benefits of Briscoe Park and expand park access.**

Briscoe Park is Snellville's largest recreational amenity. The 178-acre park is located on Lenora Church Road and includes sports fields, a pool and splash pad, playgrounds, a community garden, a lake, and picnic areas. In the engagement process, participants considered improvements to Briscoe Park a top recreation priority for the city. The park is only accessible from one side, along Lenora Church Road, and additional, neighborhood-facing entrances and connections to the planned greenway could improve its utility. Portions of the park are underused and could be enhanced to meet some of residents' desires for additional recreation facilities, like a youth center, dog park, or landscaped green spaces. Engagement participants also cited a desire for additional neighborhood parks throughout the city.

### **Most land in the city has already been developed, so future growth requires redevelopment.**

The population is expected to grow by up to 7,000 residents by 2040 and most land within the city has already been built out. A few undeveloped parcels remain, including a few parcels in the Towne Center that are well suited to near term development. To accommodate a growing population, some properties will also need to be redeveloped, in some places with a more compact pattern of development than the low-density model found in Snellville today. Aging shopping plazas with oversized parking lots present an opportunity to redevelop with a more walkable design as they reach the end of their useful lives.



### **New city leadership has an opportunity to build public trust and confidence from the development community.**

The current administration has a clear vision for the city and is highly motivated to implement improvements, particularly the Towne Center. To attract investment, this direction needs to be clearly communicated to the public and the developers to convey a sense of stability, trustworthiness, and commitment to increasing value in the community.







## 3

# Vision and Goals

The City's approach to improvements is guided by the vision and goals established by the community through the engagement process. These overarching principles will be implemented through citywide policies (Chapter 4), neighborhood-specific future development recommendations (Chapter 5), and action items in a five-year work program (Chapter 6) that tackles the key issues that must be addressed to achieve these goals.







## Vision

“In its second century, Snellville is a progressive, thriving community that is family-friendly and booming with activity. Rooted in its people and a vibrant Towne Center, our multi-generational and multi-cultural city sets the standard for quality of life, balanced growth, and economic opportunity.”

# Goals



## Land Use

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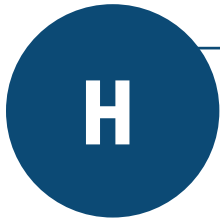
- LU-1: Continue to pursue the development of the Towne Center.
- LU-2: Retain and conserve the character of existing residential neighborhoods.
- LU-3: Support the development of live/work/play communities.
- LU-4: Establish a unique identity and sense of arrival into Snellville.
- LU-5: Discourage additional strip commercial development.



## Transportation

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- T-1: Alleviate congestion on major roadways.
- T-2: Address safety issues at dangerous intersections and roadways.
- T-3: Expand the City's walking and bicycling infrastructure.
- T-4: Enhance access to transit and ridesharing services.
- T-5: Ensure coordination with state, regional, county, and local agencies and partners.



## Housing

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- H-1: Develop initiatives that encourage upkeep and maintenance of housing.
- H-2: Ensure housing stock remains affordable.
- H-3: Encourage the development of a diversity of housing types.
- H-4: Promote home ownership.



## Economic Development

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- ED-1: Diversify the types of jobs available in the city.
- ED-2: Proactively position the City to respond to the changing retail economy.
- ED-3: Promote Towne Center as a hub for economic development activity.
- ED-4: Support technology and small business initiatives.
- ED-5: Continue to expand the medical services cluster.
- ED-6: Address the "brain drain" of the city's youth leaving Snellville.



## Quality of Life

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- QL-1: Continue to cultivate a close-knit community.
- QL-2: Support the school system.
- QL-3: Expand the amount and types of parks and green space.
- QL-4: Focus on improving services for youth and teen populations.
- QL-5: Maintain the high quality of the police force.
- QL-6: Protect historic and cultural resources.
- QL-7: Protect water resources.
- QL-8: Grow the presence of public art in Snellville.
- QL-9: Encourage healthy living.





## 4

# Policies

The following policies build on the goals, detailing the approach the city should take to achieve them. They are based in community input and provide citywide guidance for decision makers as they assess ongoing issues, review development proposals, consider new projects, and prioritize funding. They also establish a framework of expectations for residents, developers, businesses, and others as they consider investing in Snellville. Policies are organized under the goals for each topic area: land use, transportation, housing, economic development, and quality of life. The next chapters build on this citywide direction through neighborhood- and parcel-specific development guidance (Chapter 5) and specific clear, near term projects (Chapter 6) that Snellville can act on to begin achieving its goals.

**Policies provide guidance for elected officials and City staff to ensure ongoing decisions align with the community's vision and goals**



# Land Use Policies

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## **Goal LU-1: Continue to pursue the development of the Towne Center.**

- LU-1.1: Encourage the design and development of spaces that support community interaction
- LU-1.2: Pursue projects that contribute to Snellville's unique character
- LU-1.3: Promote mixed uses within the Towne Center
- LU-1.4: Support the growth of a diversity of entertainment options
- LU-1.5: Ensure that transportation networks within, to, and around the Towne Center are multimodal

## **Goal LU-2: Retain and conserve existing single-family neighborhoods.**

- LU-2.1: Encourage compatible uses and the utilization of transitional zones and buffers between residential and non-residential development
- LU-2.2: Support property owners in the upkeep and maintenance of properties

## **Goal LU-3: Support the development of live/work/play communities.**

- LU-3.1: Invest in infrastructure that creates more walkable neighborhoods
- LU-3.2: Pursue density in targeted areas of the community
- LU-3.3: Promote redevelopment opportunities of underused sites into mixed use projects
- LU-3.4: Ensure access to green space in dense, high-activity areas of Snellville

## **Goal LU-4: Combat lack of identity and generic development.**

- LU-4.1: Develop gateways and a sense of arrival into Snellville.
- LU-4.2: Invest in the beautification of the community's main corridors
- LU-4.3: Establish a Snellville brand and enforce through placemaking projects
- LU-4.4: Provide signage and wayfinding throughout the community
- LU-4.5: Improve the urban environment through better streetscapes

## **Goal LU-5: Discourage the development of additional strip commercial uses.**

- LU-5.1: Encourage mixed use
- LU-5.2: Promote the redevelopment of older, underused commercial sites





# Transportation Policies

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## **Goal T-1: Alleviate congestion on major roadways.**

- T-1.1: Coordinate planning with GDOT's US 78/SR 124 projects
- T-1.2: Improve traffic flow and circulation near Eastside Medical Center.
- T-1.3: Promote connectivity of our road network without interfering with the quality of life in our residential neighborhoods.
- T-1.4: Synchronize traffic lights for improved flow
- T-1.5: Require interparcel access in new development

## **Goal T-2: Address safety issues at dangerous intersections and roadways.**

- T-2.1: Make high visibility crosswalks on central community corridors a top priority for improving pedestrian movement in our city.
- T-2.2: Implement traffic calming schemes, such as narrow travel lanes, on-street parking, and street trees to slow traffic and increase safety.

## **Goal T-3: Expand the City's walking and bicycling infrastructure.**

- T-3.1: Continue to support the City's efforts to expand the greenway trail system.
- T-3.2: Create an interconnected system of sidewalks
- T-3.3: Facilitate improved multi-modal connectivity between related sites, including downtown and residential areas and schools and parks.
- T-3.4: Ensure that walking and bicycling infrastructure is ADA accessible

## **Goal T-4: Enhance access to transit and ridesharing services.**

- T-4.1: Explore the expansion of park-and-ride facilities in the city.
- T-4.2: Continue to coordinate with Gwinnett County Transit
- T-4.3: Support the expansion of ridesharing services

## **Goal T-5: Ensure coordination with state, regional, county, and local partners.**

- T-5.1: Coordinate transportation plans with county, state, and federal transportation plans that will be included in the Transportation Improvement Program so improvements can be considered for state and federal funding.
- T-5.2: Continue to build partnerships with the County and GDOT to implement Towne Center transportation projects.
- T-5.3: Coordinate all Highway 78 improvements with the Evermore Community Improvement District.



# Housing Policies

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## **Goal H-1: Develop initiatives that encourage upkeep and maintenance of housing.**

- H-1.1: Explore the creation of homeowner maintenance assistance programs
- H-1.2: Strengthen ordinances regarding upkeep of residential properties
- H-1.3: Encourage the establishment of neighborhood groups/associations
- H-1.4: Consider developing programs to support home ownership

## **Goal H-2: Ensure housing stock remains affordable.**

- H-2.1: Promote Snellville as an affordable alternative to intown housing
- H-2.2: Encourage the construction of housing types that appeal to young families
- H-2.3: Pursue more options for quality workforce housing
- H-2.4: Support the development of housing that is within financial reach of households on fixed incomes

## **Goal H-3: Encourage the development of a diversity of housing types.**

- H-3.1: Pursue more development opportunities focused on seniors and assisted living
- H-3.2: Encourage the construction of high-quality townhomes and multi-family units in areas where higher density has been targeted
- H-3.3: Allow the development of smaller single-family residential units





# Economic Development Policies

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## **Goal ED-1: Diversify the types of jobs available in the city.**

- ED-1.1: Pursue the location of higher wage industrial/office jobs in Snellville
- ED-1.2: Explore options to support workforce development
- ED-1.3: Partner with organizations to ensure access to vocational training
- ED-1.4: Market the city as an emerging economic hub of Gwinnett County

## **Goal ED-2: Proactively position the City to respond to the changing retail economy.**

- ED-2.1: Evaluate the impact of online retail on Snellville storefronts
- ED-2.2: Support the transition of underused “big box” sites to new uses
- ED-2.3: Reduce parking requirements

## **Goal ED-3: Promote Towne Center as a hub for economic development activity.**

- ED-3.1: Prioritize the recruitment of local businesses to locate in Towne Center
- ED-3.2: Support the development of unique events and entertainment options
- ED-3.3: Remove barriers to the establishment of restaurants and breweries
- ED-3.4: Attract small-scale office tenants to Towne Center
- ED-3.5: Ensure a variety of shopping experiences in Towne Center
- ED-3.6: Promote Towne Center as a destination for both residents and visitors

## **Goal ED-4: Support technology and small business initiatives.**

- ED-4.1: Enhance and grow the community’s business incubators
- ED-4.2: Continue to support entrepreneurs in Snellville
- ED-4.3: Support local businesses through training programs and streamlined processes

## **Goal ED-5: Continue to expand the medical services cluster.**

- ED-5.1: Market Snellville to the medical service industry
- ED-5.2: Recruit additional jobs in healthcare to the community
- ED-5.3: Invest in physical improvements to the public realm around Eastside Medical Center
- ED-5.4: Support the growth of urgent care and outpatient facilities



# Economic Development Policies

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## **Goal ED-6: Address the “brain drain” of the city’s youth leaving Snellville.**

- ED-6.1: Attract a partner to provide higher education opportunities in the community
- ED-6.2: Support programs that promote career readiness, jobs for teens, and internships
- ED-6.3: Ensure attractive, affordable housing is available for younger households
- ED-6.4: Cultivate a variety of things to do that are attractive to youth and young adults
- ED-6.5: Support Snellville’s high schools and their programs

## **Goal ED-7: Improve access to broadband.**

- ED-7.1: Work with broadband providers to identify any areas of the community that lack access to broadband

## **Goal ED-8: Support the expansion of sewer throughout the city.**

- ED-8.1: Reduce reliance on septic systems





# Quality of Life Policies

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## **Goal QL-1: Continue to cultivate a close-knit community.**

- QL-1.1: Promote a culture of caring and inclusivity
- QL-1.2: Continue to build partnerships with local organizations

## **Goal QL-2: Support the school system.**

- QL-2.1: Bridge gaps between the four school clusters
- QL-2.2: Coordinate growth with Gwinnett County Schools
- QL-2.3: Improve transportation options and connections to and around schools

## **Goal QL-3: Expand the amount and types of parks and green space.**

- QL-3.1: Implement the greenways plan
- QL-3.2: Make improvements at existing parks
- QL-3.3: Identify future green space opportunities
- QL-3.4: Improve access to parks and green space from neighborhoods

## **Goal QL-4: Focus on improving services for youth and teen populations.**

- QL-4.1: Improve the breadth and depth of recreation programs and facilities available to Snellville residents
- QL-4.2: Develop youth facilities as part of a new Recreation Center
- QL-4.3: Create partnerships to enhance educational opportunities in the community
- QL-4.4: Ensure that youth and teens are also served by new facilities and events in Towne Center

## **Goal QL-5: Maintain the high quality of the police force.**

- QL-5.1: Continue the police force's community orientation approach

## **Goal QL-6: Protect historic and cultural resources.**

- QL-6.1: Identify and inventory remaining historic and cultural resources
- QL-6.2: Support programs and efforts of the Historical Society

## **Goal QL-7: Protect water resources.**

- QL-7.1: Protect water quality in the Big Haynes Creek watershed
- QL-7.2: Pursue greenway opportunities with water resource benefits
- QL-7.3: Encourage septic tank removal

## **Goal QL-8: Grow the presence of public art in Snellville.**

- QL-8.1: Plan for public art that is integrated throughout the community
- QL-8.2: Build partnerships with artists and cultural organizations to promote the arts community in Snellville

## **Goal QL-9: Encourage healthy living.**

- QL-9.1: Promote the development of an urban environment that encourages walking
- QL-9.2: Pursue partnerships to develop healthy living programs
- QL-9.3: Continue to support and grow the Farmers Market
- QL-9.4: Continue to support the community garden

## **Goal QL-10: Increase reach of Quality of Life Program**

- QL-10.1: Explore incentives to encourage Code compliance



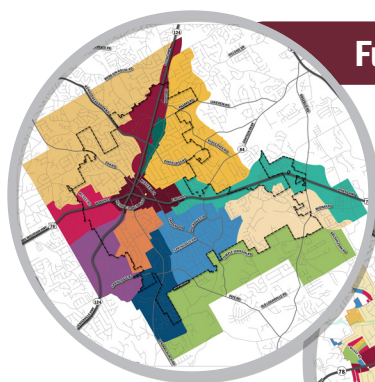




## 5

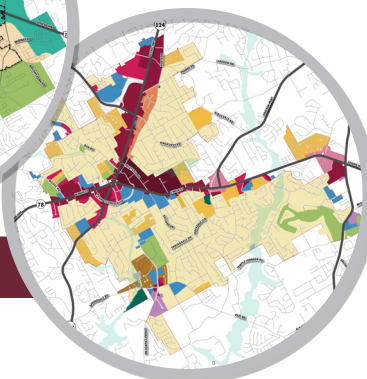
# Snellville Tomorrow

The community's vision for how land will evolve over time is translated into two guiding policy maps, each with associated narratives: the Future Development Map and the Future Land Use Map. The Future Development Map (FDM) focus on preferred development patterns and improvement strategies for larger neighborhoods (character areas), where the Future Land Use Map (FLUM) focuses on individual uses, providing parcel-by-parcel guidance for future rezoning decisions.



## Future Development Map

Neighborhood-level guidance  
Begins on page 34



## Future Land Use Map

Parcel-level guidance  
Begins on page 50



# Future Development Map

## What is a Character Area?

Snellville is made up of distinct places, each with their own purpose and feel. The Future Development Map (FDM) illustrates these as character areas, places that share several typical characteristics, such as similar land uses, street design, intensity of development, building types, or unique environmental resources. They are grounded in the qualities of existing places but take an aspirational approach to defining the form of development the community wants

to see in each area. A narrative for each character area is provided on page 36 through page 49. These narratives help guide future public investments, as well as rezoning, special use, and development applications.

There are 13 character areas in Snellville, as illustrated on the FDM:



**Brookwood District**  
(page 36)



**Scenic Highway North**  
(page 33)



**North Road Transitional Corridor**  
(page 34)



**Pinehurst**  
(page 35)



**Highway 78 West**  
(page 36)



**Towne Center**  
(page 37)



**Highway 78 East**  
(page 38)



**Summit Chase**  
(page 39)



**Skyland**  
(page 43)



**No Business Creek**  
(page 41)



**Scenic Highway South**  
(page 42)



**Lenora Church Road**  
(page 43)



**Temple Johnson Road**  
(page 44)



This map illustrates the City of Snellville, Georgia, divided into several colored zones. The zones are: a large yellow zone in the north and west; a red zone in the center; a green zone in the east; a blue zone in the south; and a purple zone in the southwest. Major roads are shown as thick black lines, including US Highway 78 (Stone Mountain Hwy), US Highway 84 (Grayson Pkwy), and US Highway 124. Other roads include Moon Place Rd, Webb C. House Rd, North Rd, Pharrs Rd, Lakeview Rd, Hillside Dr, Loganville Hwy, Ridge Dale Rd, Pinehurst Rd, Oak Rd, McGee Rd, W Main St, Henry C. C. Blvd, E Main St, Skyland Dr, Rosedale Cir, Springdale Dr, Temple Johnson Rd, Brushy Fork Rd, Pate Rd, Old Loganville Rd, and Bethany Church Rd. The map also shows the city limits of Snellville and the surrounding areas of Marietta and Atlanta. A scale bar and a north arrow are located in the bottom right corner.



## CHARACTER AREA

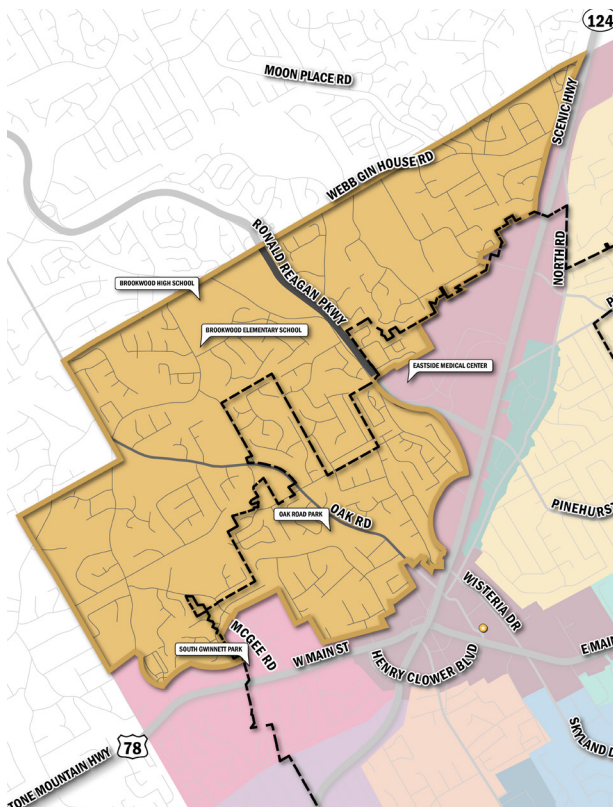
# BROOKWOOD DISTRICT

## Existing Character Description

The Brookwood District character area is known for its single-family neighborhoods, supported by schools, places of worship, and a few small offices and neighborhood-serving retailers along the main roads. Homes include a mix of well maintained, older, ranch-style homes on large lots with newer, more compact subdivisions scattered throughout. Both natural wooded areas with mature trees and manicured landscaping fill the area with greenery. Ronald Reagan Parkway, a divided, limited access highway, does not have any crossings within the character area and serves as a physical barrier. Sidewalks are available on many, but not all streets in this area. The 4.7-acre Oak Road Park is a passive recreation space for neighbors to play and exercise in a natural setting.

## Predominate Land Uses

Low-density residential, medium density residential, park/recreation



## Vision

A vibrant community that maintains its high values over time, the Brookwood District is strongly linked to Brookwood Elementary School and High School. It is characterized by quiet streets and green spaces, with strong community cohesion and social ties.

## Key Implementation Strategies

- Add traffic calming improvements (speed tables, bulb outs, landscaped medians, chicanes, on-street parking) and increase street connections to improve walkability within neighborhoods
- Implement the planned greenway route on Oak Road and expand sidewalk system to connect community facilities like the Brookwood schools and Oak Road Park to surrounding neighborhoods. Sidewalks are particularly needed on Oak Road, Holly Brook Road, and Highpoint Road
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties
- Add wayfinding signs for easy navigation



Clockwise from top left: 1, 2, and 3) Existing single-family homes; 4) Brookwood High School



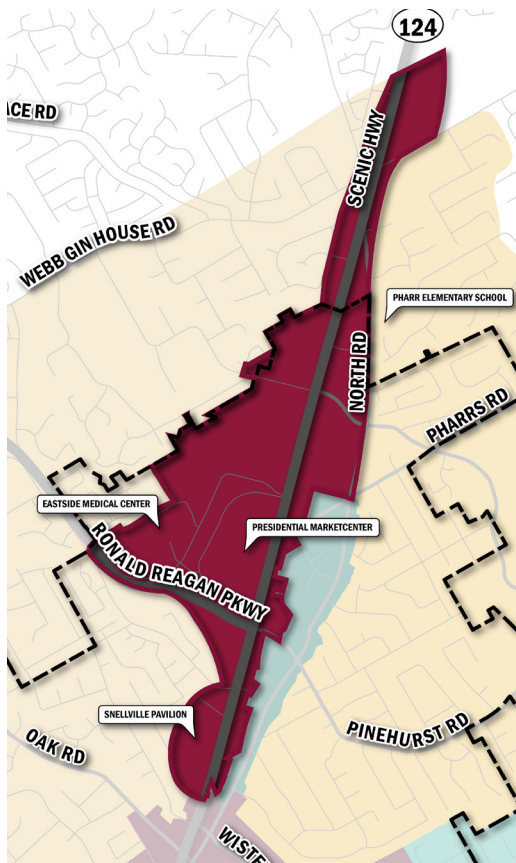
## Scenic Highway North

### Existing Character Description

The Scenic Highway North character area is the city's economic engine, including a regionally significant shopping corridor along Scenic Highway (SR 124) and Snellville's largest employer, Eastside Medical Center. Shopping plazas along Scenic Highway are occupied primarily by national big box retailers and have oversized surface parking lots with deep building setbacks. Eastside Medical Center, located off Ronald Reagan Parkway on Tree Lane, has grown in recent years and plans to further expand its footprint in the area. Nearby, medical office parks have located on minor roads with convenient access to the hospital and a new continuing care retirement community is under construction next to the medical center.

### Predominate Land Uses

Commercial/retail, office/professional, health village



### Vision

An impressive gateway corridor into the city containing a mixture of land uses, including destination retail and health services. Parts of this area have been redeveloped to contain additional offices and facilities for senior living.

### Key Implementation Strategies

- As shopping plazas redevelop, encourage buildings to face the street and locate parking to the side and rear
- Reduce parking requirements
- Provide adequate buffers between residential neighborhoods and intense commercial development on Scenic Highway
- Construct gateway feature along Scenic Highway to signify entrance into the City of Snellville
- Require inter-parcel access between developments
- Work with Gwinnett County and GDOT to encourage wide sidewalks, landscaped medians, and crosswalks as part of the planned roadway widening project for Scenic Highway
- Enhance pedestrian connections between commercial uses and adjacent residential neighborhoods



Clockwise from top left: 1) Eastside Medical Center; 2) rendering of the Sheridan at Eastside senior living development; 3) Potential future retail character; 4) Existing retail



## North Road Transitional Corridor

### Existing Character Description

The North Road Transitional Corridor character area surrounds North Road, a parallel road to nearby Scenic Highway and a key north-south connection for locals. The southern end of the character area connects to the Towne Center, and several homes have already been converted to offices. Farther north, the area is mostly older, single-family ranch homes and a few small offices, all with a residential character and relatively deep setbacks. Properties on the west side of the corridor abut commercial properties on Scenic Highway. Natural vegetation provides greenery and shade along much of the corridor. Sidewalks are available along portions of North Road.



### Predominate Land Uses

Low-density residential, medium density residential, North Road Redevelopment Area, office/professional

### Vision

With its proximity to the Towne Center, the southern portion of the North Road Transitional Corridor is well suited to office expansion. To the north, infill mixed uses are envisioned to help buffer the quieter residential neighborhoods to the east from the commercial development along Highway 124 to the west. North Road itself will be major corridor in Snellville's growing system of greenways, linking the City north toward the Shoppes at Webb Gin House. Traffic will be eased by consolidating the number of curb cuts, building roundabouts, and implementing access management strategies.

### Key Implementation Strategies

- Construct planned roundabouts to improve turn movements at the intersections of Pharrs Road, Pinehurst Road, and Ridgedale Drive
- Implement the planned greenway route along North Road
- Expand sidewalks, particularly along Pinehurst Road and Pharrs Road
- Adopt the North Road Overlay
- Encourage shared driveway access and alleys for future redevelopment to minimize curb cuts
- Support the consolidation of parcels to encourage unified redevelopment
- Establish a consistent development pattern along the corridor by implementing design guidelines for signage, sidewalks, and landscaping
- Permit well designed, infill development small offices and medium density residences



Existing character



Potential future character in the southern portion of the corridor



## CHARACTER AREA

# Pinehurst

## Existing Character Description

The Pinehurst character area is an older, established residential neighborhood. Most homes are ranch-style houses on generous lots with a full and mature tree canopy. Some undeveloped, wooded pockets remain. There are few sidewalks on local roads. Currently, the lack of sewer limits more intense uses.

## Predominate Land Uses

Low-density residential

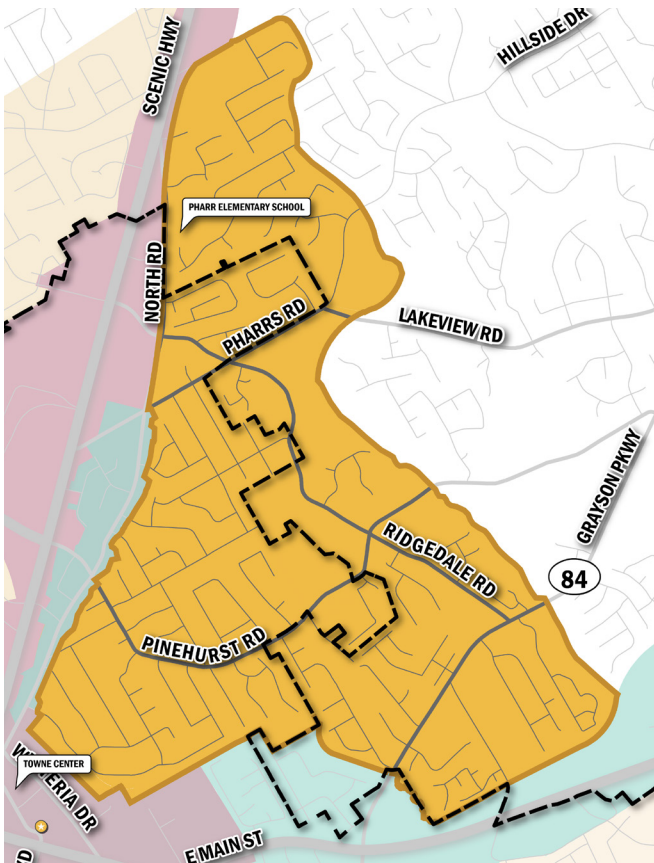
## Vision

Expanding on the neighborhood's quality and vitality, Pinehurst will remain a healthy community of low-density residences. Walkability will be improved through the addition of sidewalks, and most new housing in the area will be aligned with the existing size and scale of homes currently in

place. Closer to the Towne Center, some single family homes with more compact design may be appropriate.

## Key Implementation Strategies

- Implement planned greenway along North Road and neighborhood greenway connection to the Towne Center
- Expand sidewalks particularly along the North Road, Pinehurst Road, and Ridgedale Drive
- Continue to address code enforcement violations
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties
- Construct planned roundabouts to improve turn movements at the intersections of Pharrs Road, Pinehurst Road, and Ridgedale Drive



Clockwise from top left: 1, 2, and 3) Existing residences with large lots and wooded streets; 4 and 5) Potential new single-family homes on moderate lots



## Highway 78 West

### Existing Character Description

The Highway 78 West character area is the western gateway into Snellville, including US 78 (Stone Mountain Highway) and the surrounding residential neighborhoods. US 78 is an important regional connection for Snellville, connecting it to Atlanta to the west and Athens to the east. Within this character area, the corridor has attracted mainly standalone retailers, shopping plazas, and automotive repair businesses. Most of these commercial users have individual curb cuts and lack inter-parcel connectivity. Portions of the corridor remain undeveloped. There are mixed levels of investment in the corridor, including aging stores, recently remodeled facades, and some new buildings. Just north of US 78, South Gwinnett Park is a 23-acre, county operated park with active recreation facilities offers a variety of youth sports programs. This character area is part of the Evermore Community Improvement District and has seen public improvements like landscaped medians in some places. The new continuous flow intersection at US 78 and SR 124 will impact this area, improving traffic flow for vehicles while creating a barrier for pedestrians and cyclists to the planned Towne Center.

### Predominate Land Uses

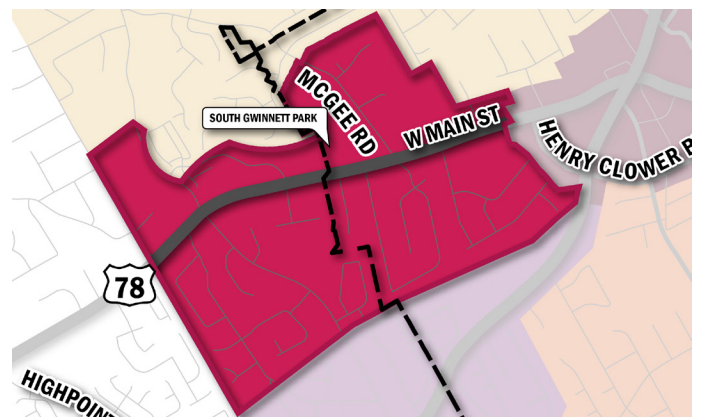
Commercial/retail, low density residential, park/recreation

### Vision

A vibrant commercial corridor that is a mix of well-kept, established businesses and new infill development. Commercial properties have a high degree of connectivity between each other, attractive streetscape, underground utilities, and unified architectural facades. Stable residential communities border these commercial uses.

### Key Implementation Strategies

- As shopping plazas redevelop, encourage buildings to face the street and locate parking to the side and rear
- Require inter-parcel access between developments
- Implement the planned greenway along US 78, including a vegetative buffer near the intersection of US 78 and SR 124 and a connecting spur to South Gwinnett Park
- Enhance pedestrian crossing at US 78 and Henry Clower Boulevard
- Study the potential for additional landscaped medians
- Provide bicycle and pedestrian amenities, including covered walkways, benches, lighting, and bike racks
- Continue working with the Evermore Community Improvement District to redevelop portions of the corridor and facilitate transportation improvements along US 78
- Continue active code enforcement
- Actively promote redevelopment of the area through the Downtown Development Authority
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties



South Gwinnett Park



Existing office



Landscaped median with artistic lighting



Existing office

## Highway 78 East

### Existing Character Description

The Highway 78 East character area is one of the least developed within Snellville, consisting mostly of isolated retail uses and undeveloped parcels. There are several new residential developments off the highway, including townhomes and single-family homes on smaller lots. Farther east, undeveloped, wooded lots next to the highway make for a more scenic drive. There are fewer individual curb cuts along this portion of the highway because of shared driveway access and large undeveloped tracts. Many segments are missing sidewalks. This portion of US 78 is one of the few major roads in Snellville that has not already been developed as strip commercial, and there is an opportunity to encourage clustered, connected development at key intersections while preserving some frontage as undeveloped land or residential development.

### Predominate Land Uses

Commercial/retail, low-density residential, medium-density residential, undeveloped



Potential future character of neighborhood-oriented, small scale, street-facing, mixed use

### Vision

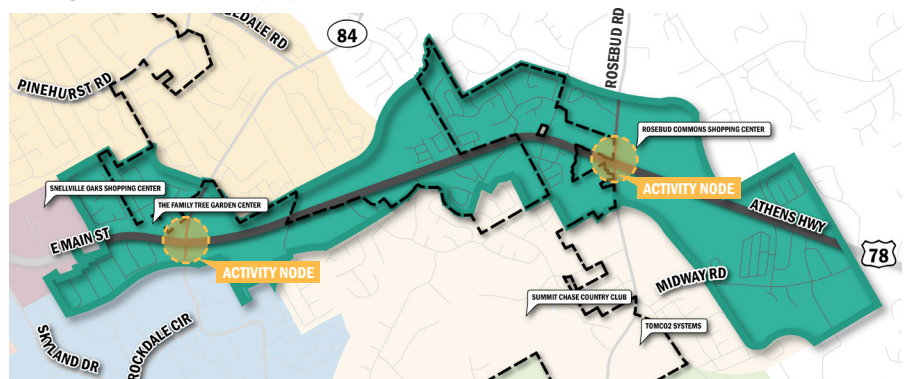
A corridor with high developed activity nodes, containing a mixture of uses with a pedestrian scale and infrastructure to support walking and bicycling. The high school is a major center of activity within the character area. Open green space or low-density residential land uses will frame the space around the nodes, which are envisioned at the intersections of US 78 with Grayson Parkway and Rosebud Road.

### Key Implementation Strategies

- Create new land use and zoning designation for areas within specified activity nodes. This should permit a mixture of land uses, similar to the Towne Center Overlay District, and could require the construction of a street grid system, similar to what is specified in the city's Residential Village Overlay District.
- Prohibit retail and encourage residential development in areas located between activity nodes
- Construct gateway feature along US 78 to signify entrance into the city
- Control and limit access points to US 78
- Require inter-parcel access between developments or parallel access roads where possible
- Implement the planned greenway route along US 78



Existing residences between proposed nodes





## Towne Center

### Existing Character Description

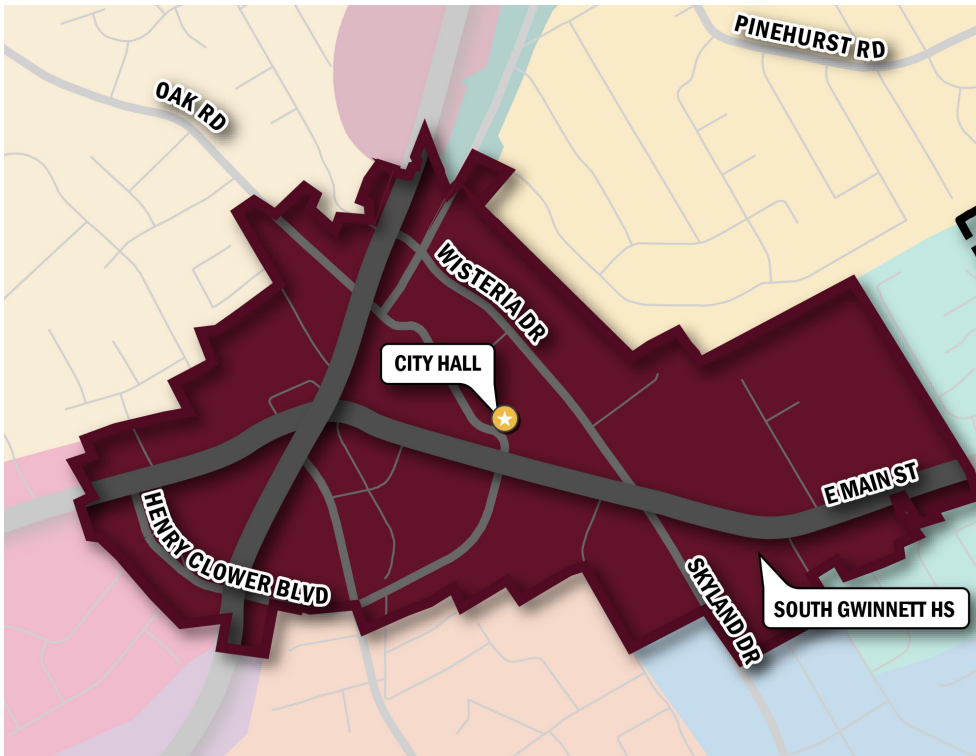
The Towne Center is located at the center of Snellville and includes a mix of civic, retail, office, and educational uses, as well as the Snellville Historical Cemetery. Having developed in the age of the automobile, its current form is low density and suburban in nature, unlike traditional downtowns, which are more pedestrian friendly. The City has taken steps to begin developing a true, walkable center with the construction of City Hall, the Towne Green, the Snellville Senior Center, and several streetscape projects. Plans are underway to construct a new library, city market, green, and parking garage just a block away. There are several large, undeveloped parcels in the area, as well as shopping centers with oversized parking lots with potential for redevelopment. Elected officials and city staff are focused on identifying private development partners to bring in more compact, mixed use development typical of a traditional downtown.

### Predominate Land Uses

Public/civic, commercial/retail, office/professional, medium density residential, high density residential

### Vision

A vibrant downtown that includes residences, offices, restaurants, small-scale shops, educational and cultural facilities, and entertainment venues—it is the focal point of the community and the destination for dining, shopping and cultural pursuits. There is a variety of housing available to meet the needs of multiple generations, as well as an interconnected system of parks and greenways for people to gather and exercise. Streets are designed with generous spaces for pedestrians, cyclists, and transit riders and buildings are oriented to face the streets. Lighting, landscaping, and art create a welcoming environment.

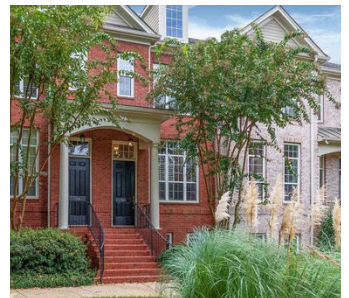
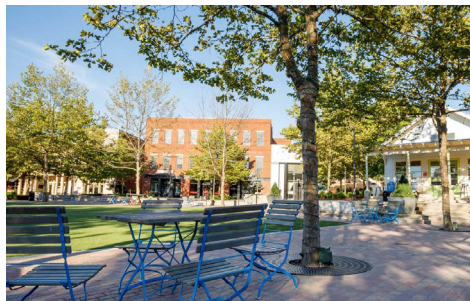


Existing spaces and buildings

## Towne Center (Continued)

### Key Implementation Strategies

- Implement the Towne Center Livable Centers Initiative (LCI) Plan
- Actively promote redevelopment through the Downtown Development Authority to assemble parcels and attract quality private development partners
- Focus on redeveloping a core, active block with a mix of uses and pedestrian-oriented design on the block between Wisteria Drive, North Road, Oak Road, and Clower Street to anchor surrounding redevelopment
- Work with Gwinnett County to relocate the library on Lenora Church Road to the Towne Center
- Create a new city market, actively recruit unique tenants, and identify a market operator partner
- Partner with private developers to build a new public-private parking garage
- Create a new public green as part of the library and city market development
- Design and construct a regional stormwater detention pond as an amenity and encourage green infrastructure to manage stormwater throughout the area
- As larger blocks redevelop, require the implementation of the spine roads proposed in the LCI plan and encourage the creation of new midblock streets throughout to create a more walkable, connected street network
- Implement the Greenway Master Plan, including the Phase I Towne Center Loop and connections to surrounding neighborhoods Complete remaining streetscape projects on Oak Road, North Road, and Wisteria Drive
- Enhance pedestrian crossings at the intersections of Oak Road with US 78 and SR 124
- Install traffic calming features like pedestrian crossing signs
- Install wayfinding signs
- Adopt simplified zoning and development regulations that encourage a mix of uses and pedestrian-oriented design
- Continue to work with STAT to program community activities like the Farmers Market
- Apply for transportation project funding through the Atlanta Regional Commission's LCI grant program



Clockwise from top left: 1) Rendering of new City Market building; 2) Public green at Vickery Village; 3) Lofts at Vickery Creek condominiums in Roswell; 4) Townhomes in Decatur; 5) Outdoor dining; 6) Indianapolis Cultural Trail; 7) Landscaped pick up shelter



## CHARACTER AREA

# Skyland

### Existing Character Description

The Skyland character area is the predominately residential neighborhood south of Britt Elementary School and Gwinnett High School. There is a mix of older ranch homes built in the 1950s and 1960s, as well as newer subdivisions with traditional, two-story homes. Snellville Middle School is in the southern end of the character area. Most homes are on large lots with mature trees. Some streets have underground utilities and traffic calming devices, but few local roads have sidewalks. Currently, the lack of sewer infrastructure limits the development of more intensive uses.



Top to bottom: 1 and 2) Existing homes; 3) Snellville Middle School

### Predominate Land Uses

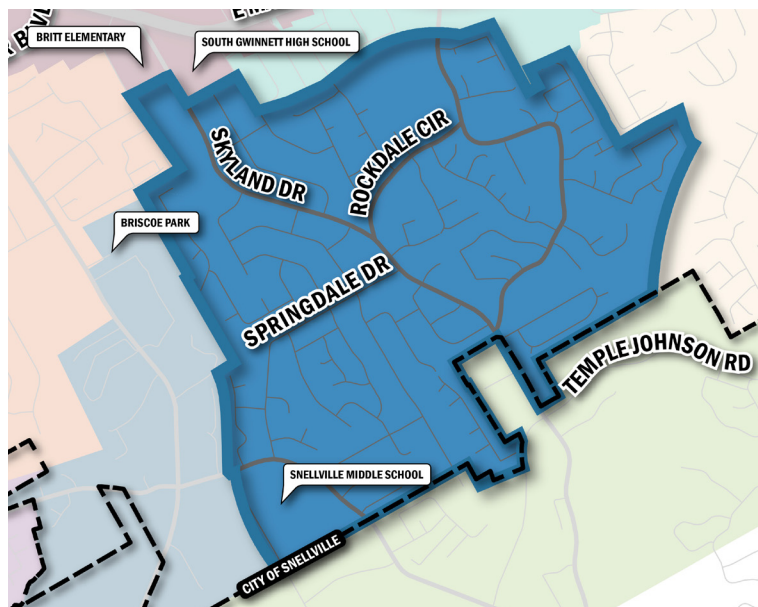
Low-density residential

### Vision

A school-focused community with strong social ties to neighborhood schools, the Skyland character area is a group of neighborhoods that protects its residential character. As the Towne Center develops, this area will also grow with accessory dwelling units encouraged closer to downtown, but no encroachment of commercial/office uses.

### Key Implementation Strategies

- Expand sidewalk network along Skyland Drive and in adjacent residential neighborhoods to improve connectivity to neighborhood schools and Briscoe Park
- Add traffic calming improvements (speed tables, bulb outs, landscaped medians, chicanes) and increase street interconnections to improve walkability within neighborhoods
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties
- Continue to enforce code violations
- Explore options to construct a neighborhood park
- Improve area infrastructure, including adding curb and gutters for stormwater management



## CHARACTER AREA

# Summit Chase



### Existing Character Description

The Summit Chase character area has two central focal points: Johnson Lake and the Summit Chase Golf and Country Club. These scenic, recreational amenities support a high quality of life for residents in the surrounding neighborhoods. Homes in this area have a range of styles and ages, including single-family homes and estate residences on generous lots. Limited civic and commercial uses are found major roads, including TOMCO2 Systems, one of Snellville's largest employers.

### Predominate Land Uses

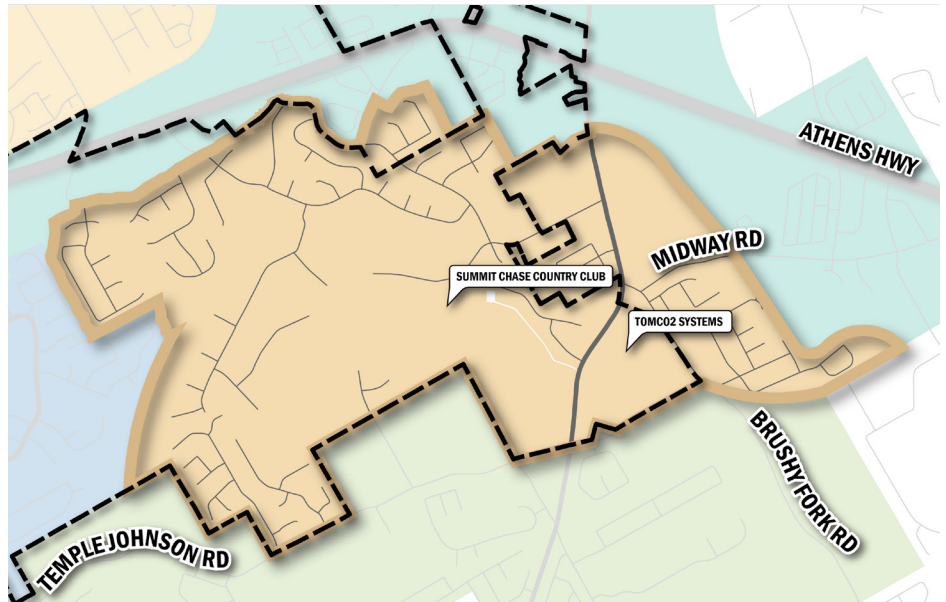
Low-density residential, estate residential, park/recreation

### Vision

A reinvigorated neighborhood, Summit Chase is a beautiful community with an enhanced feeling of civic pride and community togetherness. Homes in the neighborhood are well maintained, and housing values are stable.

### Key Implementation Strategies

- Continue to address code enforcement violations
- Encourage and strengthen neighborhood watch program
- Explore opportunities to construct a multi-use trail along Big Haynes Creek
- Promote the Summit Chase Country Club as an amenity for the entire Snellville community
- Preserve green space and wooded areas
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties



Top left to bottom right: 1 and 2) Existing homes; 3) Summit Chase golf course; 4) Existing home; 5) TOMCO2 Systems



## CHARACTER AREA

# No Business Creek

## Existing Character Description

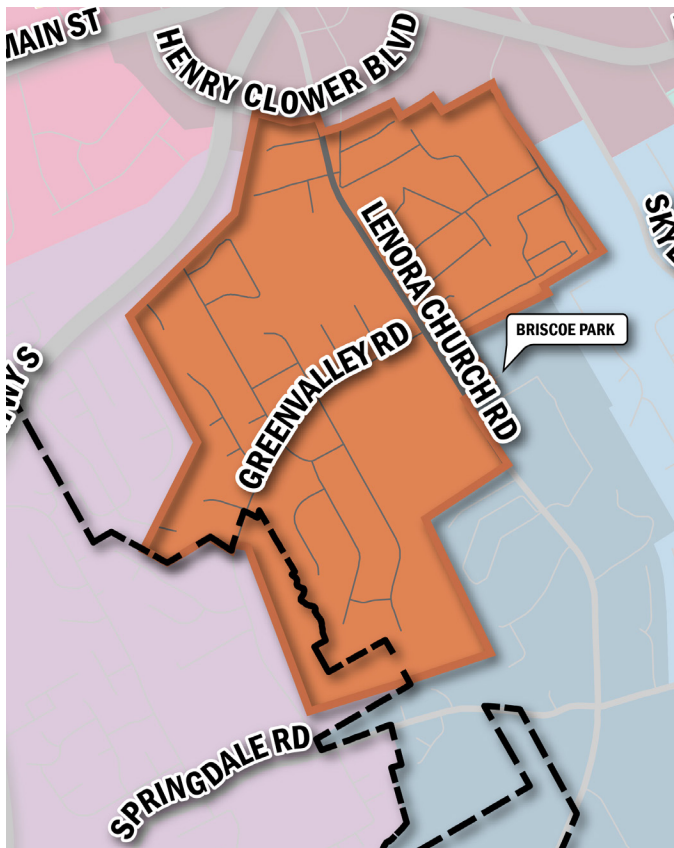
The No Business Creek character area is just south of the Towne Center off Lenora Church Road. No Business Creek is the spine of the neighborhood, and it is dotted with small lakes, ponds, wooded areas, and private green space. The area is made up almost entirely of single-family homes, even along major roads. Most are well-maintained ranch homes on large lots. Many of the roads in this area are cul-de-sacs and few have sidewalks.

## Predominate Land Uses

Low-density residential

## Vision

A vibrant residential community with high rates of homeownership, No Business Creek is a neighborhood with strong pedestrian and bicycle connections to Downtown and adjacent areas. Its streets are quiet with minimal cut-through traffic.



## Key Implementation Strategies

- Expand sidewalks within neighborhoods, especially on residential streets with significant traffic such as Green Valley Road and Ashworth Lake Road
- Tame cut-through traffic with calming devices, such as speed tables, chicanes, and landscaped medians
- Continue to enforce code violations
- Maintain and protect 50-foot stream buffers along No Business Creek
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties



Existing homes

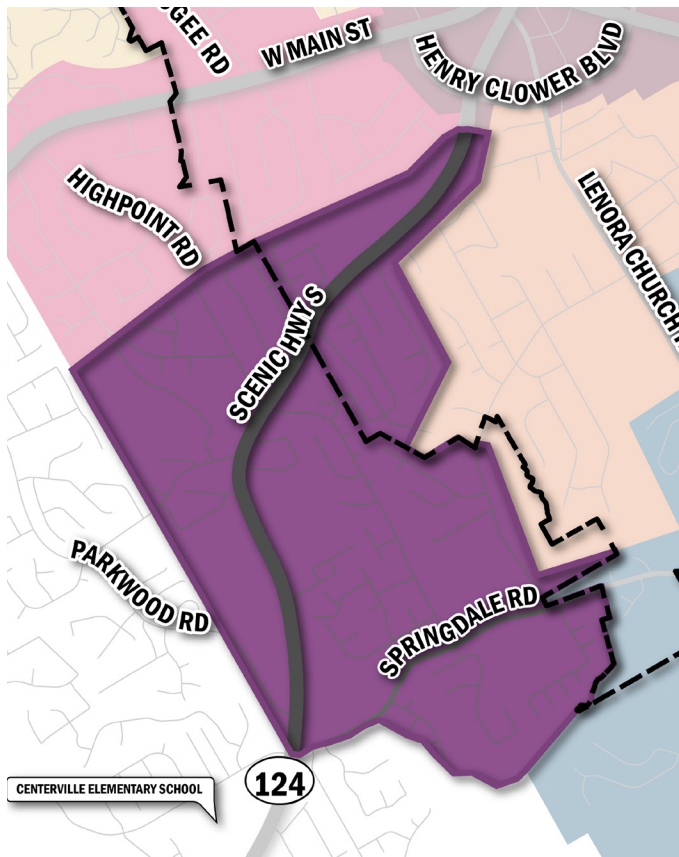
## Scenic Highway South

### Existing Character Description

The Scenic Highway South character area is dominated by low- to medium-density residences. Only a small portion is currently within city boundaries; the rest extends southwest of Snellville towards unincorporated Centerville. It includes a mix of large and small homes on modest lots, providing a large supply of starter homes. Scenic Highway (SR 124) is a major transportation route through the area and serves as an important gateway to the city, but its lack of pedestrian crossings makes it a barrier within the neighborhood. The most development opportunity within the character area is along Scenic Highway near the Towne Center, where some larger parcels remain undeveloped.

### Predominate Land Uses

Low density residential, low-medium density residential



### Vision

A vibrant residential community that maintains its value over time and offers a variety of housing options to residents. It is an aesthetically pleasing gateway to the city, with a clear boundary between the unincorporated area and the City of Snellville.

### Key Implementation Strategies

- Construct a gateway feature adjacent to SR 124 to signify entrance into the City of Snellville
- Follow the Service Delivery Strategy and hold regular meetings between the county and city regarding any land use changes within the city's sphere of influence to ensure coordination and comparable, high standards
- Permit more office uses in the area to reduce car trips for residents
- Landscape existing medians along Scenic Highway
- Fill sidewalk gaps to provide continuous facilities, particularly along major roads like Scenic Highway
- Require sidewalks and connected streets for future developments



Clockwise from top left: 1 and 2) Existing homes; 3) Undeveloped corridor; 4) Example of renovated, landscaped convenience store



## CHARACTER AREA

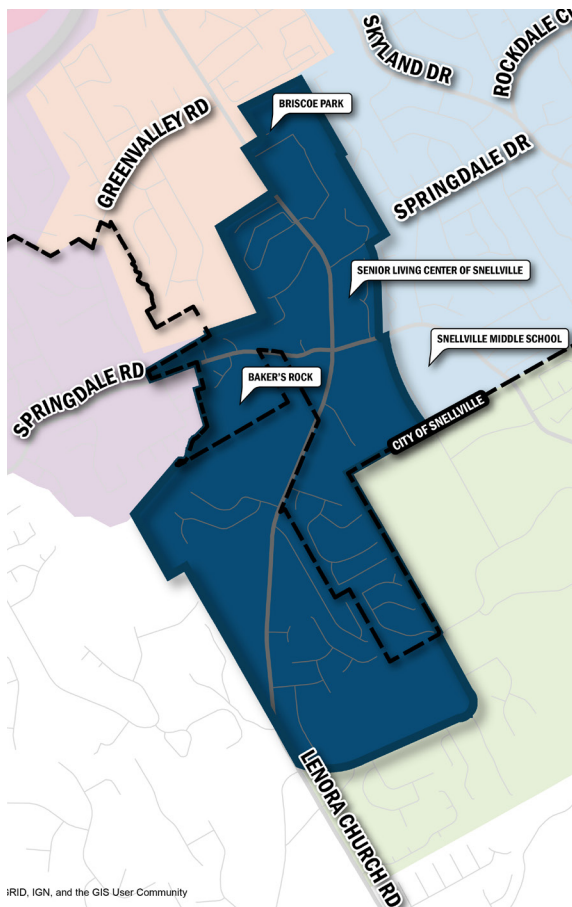
# Lenora Church Road

## Existing Character Description

The Lenora Church Road character area is one of the most diverse in the city, including a mix of single-family homes, multi-family housing, senior living, a large park, civic facilities, retailers, and light industrial businesses. Briscoe Park is the focal point of the community and the crown jewel of the Snellville Park system and offers active and passive recreation facilities. Just south of Springdale Road and east of No Business Creek, a 30-acre, city-owned granite outcropping called Baker's Rock is a former quarry, now a natural preserve. There are several large tracts of undeveloped land in the southern part of the character area.

## Predominate Land Uses

Low-density residential, medium density residential, park/recreation



## Vision

A parkside, family-oriented community, the Lenora Church Road area is a vibrant neighborhood of multiple housing options, schools, and recreation facilities. With Briscoe Park, Baker's Rock, and the Recycling Center, the area is an important environmental destination in the community.

## Key Implementation Strategies

- Offer incentives for the redevelopment and rehabilitation of existing multi-family housing in the area
- Implement the planned greenway segments along Lenora Church Rd and connecting surrounding neighborhoods to Briscoe Park
- Update the Briscoe Park Master Plan
- Enhance streetscaping with landscaping and a wayfinding signage system
- Work with Gwinnett County to determine an alternate, community-serving use for the library building on Lenora Church Rd when the branch is relocated
- Require access management strategies and connected street networks for new developments
- Prohibit parking pads in front of multi-family residences
- Continue to enforce code violations



Clockwise from top left: 1) Gwinnett County Public Library; 2) New apartment homes under construction; 3) Baker's Rock; 4) Potential character of smaller lot single-family homes; 5) Potential character of low-rise condominiums; 6) Briscoe Park

## CHARACTER AREA

# Temple Johnson Road

### Existing Character Description

The Temple Johnson Road character area is characterized mainly by single-family homes, agricultural land, and undeveloped parcels. Currently outside the City of Snellville's boundaries, this area has a rural character that is increasingly being eroded by suburban residential development.

### Predominate Land Uses

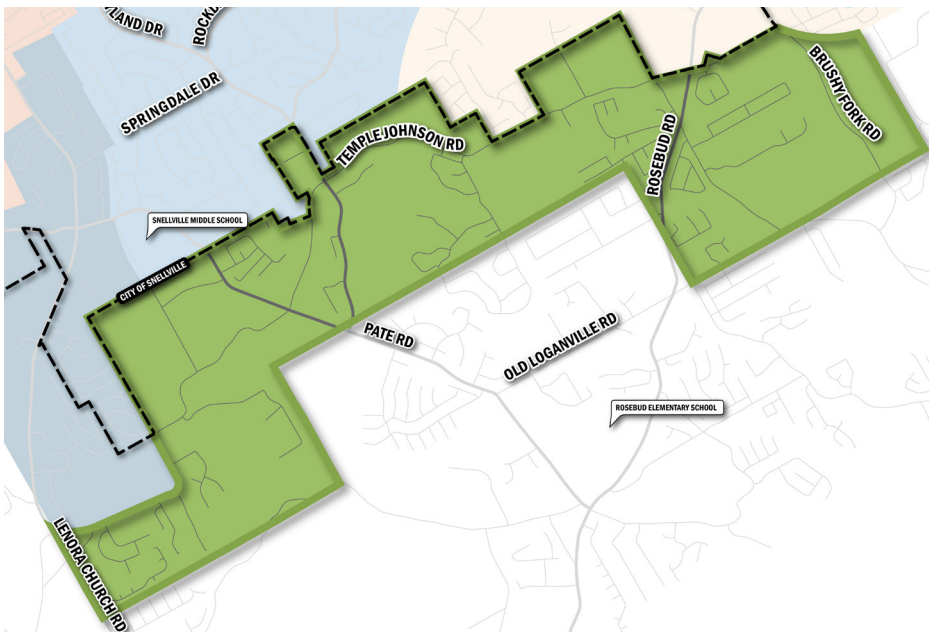
Undeveloped, agriculture/forestry, estate residential, low-density residential

### Vision

The Temple Johnson Road area is quiet and rural community of homes and agriculture, with scenic views of pastures, horse fences, and natural areas.

### Key Implementation Strategies

- Maintain rural character by limiting new development through regulations
- If developments are permitted, they should be allowed by special use permit only and follow conservation subdivision design, preserving a portion of land as undeveloped in perpetuity.
- Protect existing farmland by requiring large minimum lot sizes (at least 10 acres) in agricultural areas
- Explore federal programs and other opportunities to purchase conservation easements or development rights of existing farms
- Require stub streets in new subdivisions if permitted to link to future development and reduce traffic pressure on major routes



Existing development



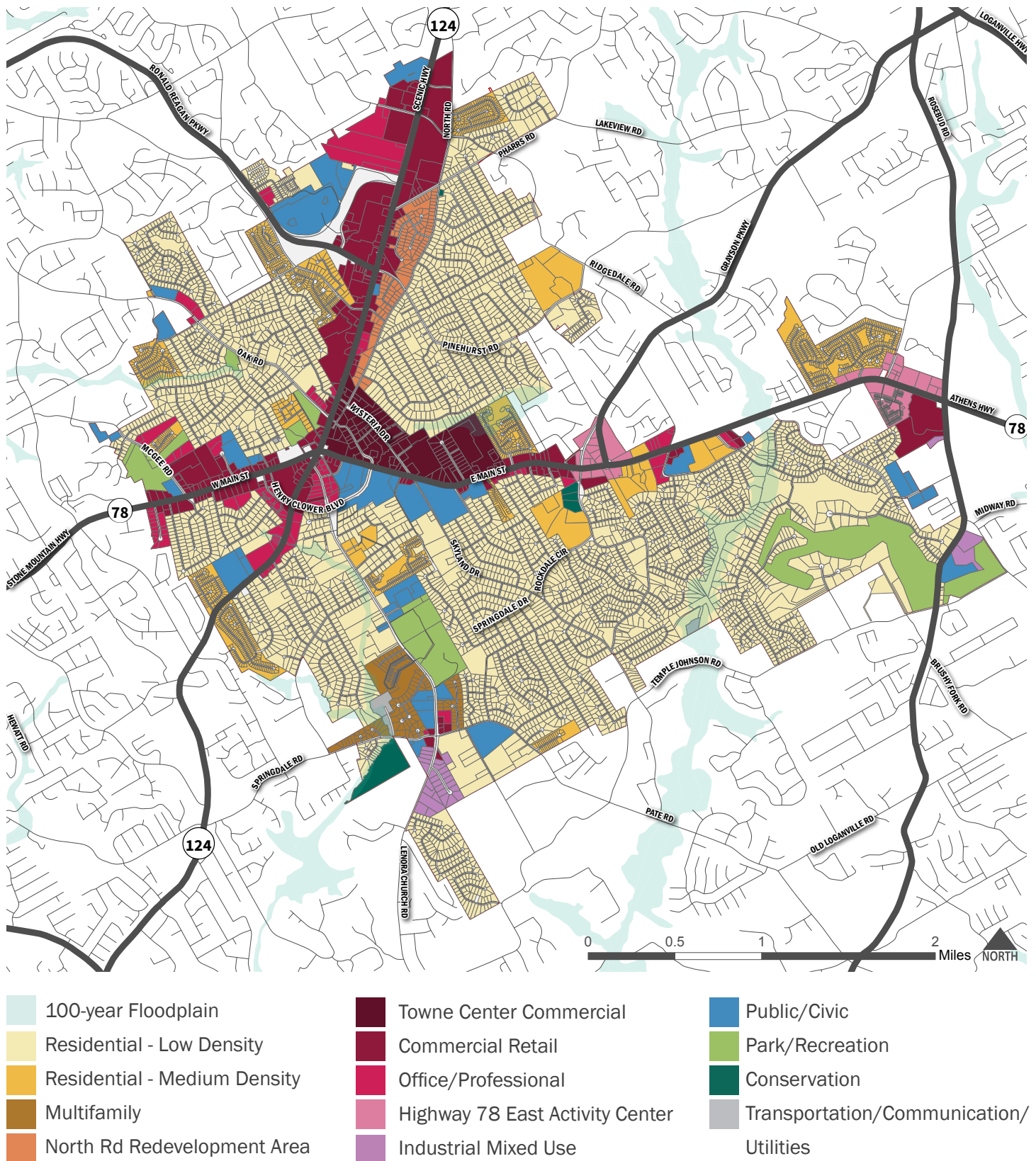
# Future Land Use Plan

## What is the Future Land Use Plan?

The Future Land Use Plan defines where different types of land uses should be allowed to develop and is a requirement of the City of Snellville Zoning Ordinance. There are 14 future land use categories, described in Table 1 on page 52. These classifications address future changes to the use of land and do not impact current uses or zoning entitlements. As property owners redevelop their land, they may desire to change uses or form, which could require rezoning. This parcel-specific map provides decisionmakers with policy guidance for rezoning decisions. Each Future Land Use category is tied to a set of appropriate or considered existing or proposed zoning districts, outlined in Table 2 on page 53.

In many ways, the Future Land Use Plan is a shorter range tool than the Future Development Map and it more directly reflects current conditions and restraints on future development, such as the availability of supportive infrastructure like sewer and transportation. It should be updated on a regular basis to reflect changes in conditions and development constraints.

**Figure 4. Future Land Use Map**





**Table 1. Future Land Use Category Descriptions**

Future Land Use Category	Description
Low Density Residential	Single-family residential areas less than 4 units per acre
Medium Density Residential	Single-family residential areas with 4 to 10 units per acre
High Density Residential	Residential areas with 6 to 20 units per acre, including single-family or multi-family residences
Commercial Retail	Property where business and trade are conducted, including standalone buildings, shopping plazas, or lifestyle centers.
Office/Professional	Property where business is conducted, but does not involve the direct manufacturing, storage, distribution, or sale of goods.
Industrial Mixed Use	Property used primarily for warehousing, distribution, trucking, or light manufacturing. High-intensity service commercial uses are also appropriate for these areas.
Public/Institutional	Public community facilities, government buildings, and institutional land uses. Examples include schools, city halls, county courthouses, health facilities, churches, libraries, and police and fire stations.
Health Village	Areas anchored by healthcare facilities and integrated with supportive services and uses such as medical offices, senior living, multi-family residences, or neighborhood services and shopping.
Park/Recreation	Existing or proposed park or recreational areas.
Conservation	Designated and protected open space.
Transportation/Communication/ Utilities	Areas housing uses such as power generation plants, sewerage and water treatment facilities, railroad facilities, radio towers, public transit stations, telephone switching stations, airports, port facilities, or similar uses.
Town Center Mixed Use	A variety of retail, civic, office, residential, and recreational uses in a walkable environment.
Highway 78 East Activity Center	A variety of retail, civic, office, residential, and recreational uses in a walkable environment.
North Road Redevelopment Area	A mix of residences and low intensity office uses compatible with the residential character of adjacent neighborhoods.

**Table 2. Future Land Use Categories and Corresponding Zoning Districts**

Zoning District	Future Land Use Category														
	A = Appropriate C = Considered Blank = Not Encouraged	Low Density Residential	Medium Density Residential	High Density Residential	Commercial Retail	Office/Professional	Industrial Mixed Use	Public/Institutional	Health Village	Park/Recreation	Conservation	Transportation/Communication/ Utilities	Town Center Mixed Use	Highway 78 East Activity Node	North Road Redevelopment Area
	RS-180: Single-family Residence District	A								A	A	A			
	RS-150: Single-family Residence District	A								A	A	A			
	RG-75: General Residence District		A	A						A	A	A			
	PRC: Planned Residential Conservation		A							A	A	A			
	R-TH: Single-family Residential Townhome District			A						A	A	A	A		A
	RM: General Residence District			A					C	A	A	A	C	C	C
	CI: Civic/Institutional District					A		A	A	A	A	A	A	A	
	OP: Office Professional District				A	A	A	A	A	A	A	A	C	A	A
	BN: Neighborhood Business District				A				A	A	A	A	A	A	
	BG: General Business District				A		A			A	A	A	C	A	
	HSB: Highway Service Business District				A		A			A	A	A			
	LM: Light Manufacturing District						A			A	A	A			
	FH: Flood Hazard District									A	A				
	TC: Town Center Overlay District									A	A	A	A		
	TC-MU: Towne Center Mixed-Use District									A	A	A	A		
	TC-R: Towne Center Residential District									A	A	A	A		
	CO: Corridor Overlay District									A	A	A			
	CSO: Conservation Subdivision Overlay District		A	A						A	A	A			
	RVO: Residential Village Overlay District		A	A						A	A	A	C		
	R-HOP (55) SF: Single-family District		A						C	A	A	A			
	R-HOP (55)-V: Villa District		C	C					A	A	A	A	A		
	R-HOP (55)-VC: Villa Cluster District		C	C					C	A	A	A	A		
	R-HOP (62)-CC: Continuous Campus Care District								A	A	A	A			







## 6

# Community Work Program

The Community Work Program outlines practical next steps to address known issues and opportunities within the next five years. It should be used as a tool for City staff, elected officials, and partner organizations to prioritize their time and the use of resources to best serve community needs.

The work program is broken down into topic area: land use, transportation, housing, economic development, and quality of life. It includes projects identified in the City's previous plans, like the 2017 Greenway Master Plan, as well as new projects added to address the priority issues and opportunities uncovered by this

plan. Major projects planned by the County and partner organizations are also included to capture important work already being addressed. In some cases, discrete projects are recommended. In other cases, additional study is recommended to determine a more specific project recommendation. Each work program item includes a project description, estimated timeframe, partner/responsibility, estimated cost, and potential funding sources. These details are high level, initial estimates and should be updated with additional information as projects kick off. The City should update this work program regularly to reflect ongoing changes in available resources and community needs.



**Table 3. Community Work Program: Land Use**

Project		Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023+					
LU-1	Complete Towne Center core property acquisition, including Post Office site	■					City	\$3,450,850	General Fund		Ongoing
LU-2	Towne Center landscaping improvements	■	■				City	\$300,000	General Fund		Ongoing
LU-3	Adopt new Unified Development Ordinance	■					City; consultant	ASK CITY	General Fund		Ongoing
LU-4	"Construct regional detention facilities in the Towne Center, including: • New Towne Center detention pond • Regional detention pond at NW corner of SR 124 and Henry Clower Blvd • First Baptist Church detention pond expansion as a regional facility • Storm drain system to convey water to stormwater pond at Lenora Church Rd and Henry Clower Blvd"	■	■				City	\$1,000,000	2014 SPLOST		2017 Master Stormwater Analysis
LU-5	Continue to administer Tactical Urbanism Grant Program	■	■	■	■	■	DDA	Varies	General Fund		Ongoing
LU-6	Implement city-led tactical urbanism pilot project	■					DDA	TBD	General Fund		Jacobs
LU-7	Construct planned mixed use development in the Towne Center core	■	■				City; DDA; developer; County	\$25,000,000	Bond		Ongoing
LU-8	Pursue targeted redevelopment of vacant/underused parcels in the Towne Center through marketing efforts, property acquisition, and assembly			■	■	■	City; DDA; developer	TBD	TBD		Jacobs

**Table 3. Community Work Program: Land Use (Continued)**

Project		Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023+					
LU-9	Evaluate parcels along North Rd for potential land assembly						Development Authority	TBD	TBD		Jacobs
LU-10	Adopt an online permit application system	■					City	TBD	TBD		Jacobs
LU-11	Install gravity sewer line along Nelson Creek		■	■			City; Gwinnett County	TBD	TBD		Ongoing

## UDO RECOMMENDATIONS

As part of the City's new Unified Development Ordinance (UDO), several changes to existing ordinances are recommended to better align with the direction of this Comprehensive Plan:

- Simplify the Towne Center Zoning Provisions to encourage redevelopment by eliminating the Towne Center and Corridor overlays in favor of standalone districts
- Review the boundaries of the new Towne Center districts to ensure alignment with the character area and LCI boundary
- Require properties adjacent to the planned Greenway to install 10' sidewalks as they redevelop
- Permit a wide variety of housing types in the Towne Center, including single-family homes on moderately sized lots, villas/duplexes, townhomes, multifamily residences, and senior housing
- Incorporate the draft North Road Overlay, including provisions designed to minimize curb cuts, discourage front yard parking, allow limited small commercial use on the south end, and allow a greater variety of residential development, such as townhomes or carriage homes
- Establish a Neighborhood Mixed Use district for application along US 78 east, to coincide with the Highway 78 East Activity Center on the Future Land Use Map
- Require interparcel connectivity and access management strategies, particularly along Highway 78 east
- Encourage landscaped medians
- Encourage parking to the rear and side of buildings for commercial and multi-family properties
- Encourage the use of alleys and on-street parking in new developments of scale
- Consolidate similar zoning categories (e.g. RS-150 and RS-180)



**Table 4. Community Work Program: Transportation**

Project		Timeframe						Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023						
Roadways												
T-1	New Towne Center Phase I roads and utilities	■						City	\$1,500,000	2017 SPLOST		Ongoing
T-2	SR 124/Scenic Hwy widening and multimodal enhancement from US 78/Main St to Sugarloaf Parkway (Gcmri_31)	■	■	■				County; GDOT	TBD	2017 SPLOST		Gwinnett CTP
T-3	Tree Lane Alignment from Ronald Reagan Parkway to SR 124/Scenic Highway (Gcsaf_201) and right-of-way acquisition			■				City; County; Eastside Medical Center	TBD	2017 SPLOST (partially funded)	Design underway	Gwinnett CTP
T-4	US 78/Main Street Widening from SR 84/Grayson Parkway to SR 124/Scenic Hwy (SNE_135)						■	GDOT; County	TBD	SPLOST		Gwinnett CTP
T-5	Implement citywide Wayfinding Master Plan, including primary gateway features at: -Athens Hwy (US 78) and Rosebud Rd -Scenic Hwy (SR 124) and northern city limit -Ronald Reagan Pkwy and city limit				■	■		DDA; GDOT	\$60,000 - \$150,000 per gateway	DDA		Snellville
T-6	Study conversion of North Rd to two-way (Wisteria Dr to Oak Rd)	■						City	TBD	TBD		Jacobs
T-7	Hugh Drive Connector (East Gate Place to Wisteria Dr.)			■	■			City	TBD	TBD		Ongoing
Intersections												
T-8	Continuous flow intersection at US 78 and SR 124	■						City; County; GDOT	\$950,000	2014 SPLOST		Ongoing
T-9	Ridgedale Road at Pharrs Road (Gcint_340) roundabout	■						City; County	TBD	TBD		Gwinnett CTP

**Table 4. Community Work Program: Transportation (Continued)**

Project		Timeframe						Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023						
Intersections												
T-10	Ridgedale Drive at North Road (Gcint_117) eastbound right turn lane	■						City; County	TBD	2017 SPLOST		Gwinnett CTP
T-11	North Road at Pharrs Road (Gcint_329) roundabout	■						City; County	TBD	TBD		Gwinnett CTP
T-12	SR 124/Scenic Hwy at Wisteria Drive Realignment, Traffic Signal, Turn Lanes (SNE_187)							City; County	TBD	2017 SPLOST		Gwinnett CTP
T-13	SR 124/Scenic Hwy at Ashworth Lake Road (Gcint_099)						■	City; County	TBD	TBD		Gwinnett CTP
T-14	Rosebud Road at Brushy Fork Road (Gcint_098)			■				City; County	TBD	2017 SPLOST		Gwinnett CTP
Greenway												
T-15	Phase I - Towne Center Loop	■						City; County	\$1,000,000	2017 SPLOST		Snellville Greenway Master Plan
T-16	Greenway trailhead at library/city market	■						City; County	\$1,094,000	LCI implementation funds; general fund		Snellville Greenway Master Plan
T-17	Phase II - Briscoe Park Connection (Henry Clower Blvd from US 78 to Pate Rd; Pate Rd; Lenora Church Rd from Pate Rd to Briscoe Park)		■	■				City; County	\$3,179,000	LCI implementation funds; general fund		Snellville Greenway Master Plan
T-18	Phase III - Wisteria Dr (Clower St to US 78)			■	■			City; County	\$875,000	LCI implementation funds; general fund		Snellville Greenway Master Plan
T-19	Phase IV - Oak Rd (Towne Center Loop to Oak Rd Park)				■	■		City; County	\$1,241,000	LCI implementation funds; general fund		Snellville Greenway Master Plan



**Table 4. Community Work Program: Transportation (Continued)**

Project		Timeframe					Long Term	Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023						
Greenway												
T-20	Long Term - Skyland Dr and Church St to Briscoe Park						■	City; County	\$1,045,000	LCI implementation funds; general fund; bond		Snellville Greenway Master Plan
T-21	Long Term - Wisteria Dr (Towne Center Loop to SR 124)						■	City; County	\$760,000	LCI implementation funds; general fund; bond		Snellville Greenway Master Plan
T-22	Long Term - North Rd (Wisteria Dr to SR 124)						■	City; County	\$3,631,000	LCI implementation funds; general fund; bond	Part of County's planned Ivy Creek to Snellville route	Snellville Greenway Master Plan
T-23	Long Term - Henry Clower Blvd to Skyland Dr						■	City; County	\$1,101,000	LCI implementation funds; general fund; bond		Snellville Greenway Master Plan
T-24	Long Term - US 78 (Oak Rd to Norton Rd)						■	City; County; Evermore CID	\$1,049,000	LCI implementation funds; general fund; bond	Part of County's planned Evermore CID trail	Snellville Greenway Master Plan
T-25	Long Term - US 78 (Norton Rd to Knollwood Rd)						■	City; County; Evermore CID	\$1,349,000	LCI implementation funds; general fund; bond	Part of County's planned Evermore CID trail	Snellville Greenway Master Plan
T-26	Long Term - US 78 (Knollwood Rd to Ross Rd)						■	City; County; Evermore CID	\$10,817,000	LCI implementation funds; general fund; bond	Part of County's planned Evermore CID trail	Snellville Greenway Master Plan
T-27	Long Term - Eastgate Pl and Hickory Station Cir connection						■	City; County	\$3,042,000	LCI implementation funds; general fund; bond		Snellville Greenway Master Plan
T-28	Long Term - Eastwood Dr connection to Towne Center Loop						■	City; County	\$124,000	LCI implementation funds; general fund; bond		Snellville Greenway Master Plan

**Table 4. Community Work Program: Transportation (Continued)**

Project		Timeframe					Long Term	Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023						
Greenway												
T-29	County Trail: Snellville Evermore CID Trail						■	County	TBD	TBD		Gwinnett County Trails Master Plan
T-30	County Trail: Snellville to Loganville trail connection						■	County	TBD	TBD		Gwinnett County Trails Master Plan
T-31	County Trail: Snellville to Grayson trail connection						■	County	TBD	TBD		Gwinnett County Trails Master Plan
T-32	County Trail: Snellville to Walton trail connection						■	County	TBD	TBD		Gwinnett County Trails Master Plan
Other Pedestrian/Bicycle Infrastructure												
T-33	Establish a dedicated sidewalk fund	■						City	Staff Time	General Fund; CDBG		Jacobs
T-34	Install planted medians on Wisteria Dr (8)			■				City	\$1,440,000	LCI implementation funds; general fund		Jacobs
T-35	Install planted median on Oak Rd			■				City	\$180,000	LCI implementation funds; general fund		Jacobs
T-36	Install raised crosswalks (8) at the intersections of: <ul style="list-style-type: none"><li>• Oak Rd and Clower St</li><li>• Wisteria Dr and Clower St</li><li>• Wisteria Dr and North Rd</li><li>• Oak Rd and North Rd</li></ul>		■					City	\$404,320	LCI implementation funds; general fund		Jacobs
T-37	North Rd streetscape (Wisteria Dr to Oak Rd)		■					City; developer	\$588,000	Developer; LCI implementation funds; general fund		Jacobs



**Table 4. Community Work Program: Transportation (Continued)**

Project		Timeframe						Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023						
Other Pedestrian/Bicycle Infrastructure												
T-38	Install in-pavement yield paddles at crosswalks (6) in the Towne Center	■						City	\$1,440	LCI implementation funds; general fund		Jacobs
T-39	Install chicanes/curb extensions (3) along Oak Rd (North Rd to US 78)		■					City	\$123,510	LCI implementation funds; general fund		Jacobs
T-40	Install pedestrian-oriented wayfinding signs in the Towne Center	■	■					City	TBD	LCI implementation funds; general fund		Jacobs
T-41	Install bicycle racks in the Towne Center	■						City	TBD	LCI implementation funds; general fund		Jacobs
Parking												
T-42	Towne Center parking deck and library design	■						City; County	\$513,300	2017 SPLOST	City share	Ongoing
T-43	Towne Center parking garage construction		■					City; private developer	\$11,000,000	2017 SPLOST; bond	Public-private	Ongoing
T-44	Increase on-street parking the Towne Center (50+ spaces)	■	■					City	TBD	General fund		Ongoing
Transit												
T-45	GCT Flex Route 503 (on-demand route)	■	■	■	■	■	■	GCT	N/A	N/A	Short-term project (FY 2019-2024)	Connect Gwinnett Transit Plan
T-46	GCT Route 60 (Snellville Park-and-Ride Lot to Georgia Gwinnett College)		■	■	■	■	■	GCT	N/A	N/A	Short-term project (FY 2019-2024)	Connect Gwinnett Transit Plan

**Table 4. Community Work Program: Transportation (Continued)**

Project		Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023					
T-47	GCT Route 70 (Snellville Park-and-Ride Lot to Goldsmith Park-and-Ride Lot in Stone Mountain)		■	■	■	■	GCT	N/A	N/A	Short-term project (FY 2019-2024)	Connect Gwinnett Transit Plan
<b>Transit</b>											
T-48	Work with GCT to explore potential subsidized vanpool service between the Towne Center, Eastside Medical Center, and TOMCO2			■			City; GCT	N/A	N/A		Jacobs
T-49	Install premium bus shelter in the Towne Center		■				City; GCT	\$42,000	General fund; LCI implementation funds		Jacobs
T-50	Install premium bus shelter at Park-and-Ride lot		■				City; GCT	\$42,001	General fund; LCI implementation funds		Jacobs
T-51	GCT Route 111 (Loganville to Emory University Express route)					■	GCT	N/A	N/A	Mid-term project (FY 2025-2029)	Connect Gwinnett Transit Plan
T-52	GCT Route 702 (BRT from Snellville Towne Center to Indian Creek MARTA Station)					■	GCT	N/A	N/A	Long-term project (FY 2030-2039)	Connect Gwinnett Transit Plan
T-53	GCT Route 203 (Rapid Route from Snellville to Peachtree Corners Transit Station)					■	GCT	N/A	N/A	Long-term project (FY 2030-2039)	Connect Gwinnett Transit Plan
T-54	GCT Route 204 (Rapid Route from Snellville to I-985 Park-and-Ride/ Mall of Georgia)					■	GCT	N/A	N/A	Long-term project (FY 2030-2039)	Connect Gwinnett Transit Plan
T-55	Park-and-Ride Lot upgrades					■	GCT	N/A	N/A	Long-term project (FY 2030-2039)	Connect Gwinnett Transit Plan



**Table 5. Community Work Program: Housing**

Project		Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023+					
H-1	As part of the UDO, allow a greater variety of housing types in the Towne Center	■					City; consultant	ASK CITY	General fund		Ongoing
H-2	Work with developer to build multi-family housing as part of a mixed-use project in the Towne Center core	■	■				City; developer	Staff time	N/A		Ongoing
H-3	Work with developers to attract a quality, affordable senior housing development in the Towne Center LCI area	■	■				City; developer	Staff time	N/A		Developer
H-4	Engage with developers to build quality townhomes and smaller lot single-family homes around the Towne Center LCI area			■	■		City; developer	Staff time	N/A		Jacobs
H-5	Seek grant funding to support the rehabilitation of existing multi-family housing			■	■	■	City	Staff time	N/A		Jacobs
H-6	Provide Snellville marketing materials to intown realtors	■					City	Staff time	N/A		Jacobs
H-7	Work with the ARC Aging in Place Division to provide content for the Empowerline program and direct residents to that resource	■					City	Staff time	N/A		Jacobs

**Table 6. Community Work Program: Housing**

Project		Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023+					
ED-1	Continue Partnership Gwinnett membership	■	■	■	■	■	City; Partnership Gwinnett	\$11,000 annually	General Fund		Ongoing
ED-2	Continue partnering with SCORE to support small businesses	■	■	■	■	■	City; SCORE	N/A	N/A		Ongoing
ED-3	Continue partnering with the University of Georgia's Small Business Development Center to offer entrepreneur training and support	■	■	■	■	■	City; UGA	N/A	N/A		Ongoing
ED-4	Maintain Snellville Tourism and Trade contract	■	■	■	■	■	City; STAT	\$160,000	General Fund		Ongoing
ED-5	Promote Snellville through partnership with Explore Gwinnett	■	■	■	■	■	City; Explore Gwinnett	\$96,860	General Fund		Ongoing
ED-6	Design the City Market building	■					City	\$579,000	2017 SPLOST		Ongoing
ED-7	Construct the City Market building		■				City	\$6,000,000	Bond		Ongoing
ED-8	Identify an operating partner for the City Market	■					City	Staff time	N/A		Ongoing
ED-9	Establish educationally-oriented programming and identify potential partners for the second floor of the new library, including the relocation of GarageWorx	■					City	Staff time	N/A		Ongoing
ED-10	Work with Partnership Gwinnett to ensure an accurate database of available leasable space is maintained	■	■	■	■	■	City; Partnership Gwinnett	Staff time	N/A		Jacobs
ED-11	Conduct an annual business needs survey	■	■	■	■	■	City; STAT; GECC	Staff time	N/A		Jacobs



**Table 6. Community Work Program: Housing (Continued)**

Project		Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023+					
ED-12	Compile an economic development strategic plan		■				City	Staff time	N/A		Jacobs
ED-13	Review City financial policy and explore options to implement online payments	■					City	Staff time	N/A		Jacobs
ED-14	Explore Tax Allocation District legislation	■					City	Staff time	N/A		Ongoing

**Table 7. Community Work Program: Economic Development**

Project		Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023+					
Parks and Recreation											
QL-1	Build a new green as part of the Towne Center core development	■					City	TBD	Bond		Ongoing
QL-2	Implement Snellville Greenway Master Plan	■	■	■	■	■	City; County	See Transportation Work Program for details			
QL-3	Update Parks and Recreation Master Plan, including:						City; consultant	"Plan: \$85,000 Recreation Center: \$9,500,000 Other	General fund; bond		Jacobs
	a. Constuct new Recreation Center at Briscoe Park										
	b. Update the Briscoe Park Master Plan										
	c. Add pedestrian connections on all sides of Briscoe Park										
	e. Identify and acquire parcels for additional future parks										
Community Facilities											
QL-4	Work with Gwinnett County to acquire and identify an alternative, community-serving use for the old library branch on Lenora Church Rd	■	■				City; Gwinnett County Public Library	\$100,000	General fund		Jacobs
QL-5	Design and construct new Gwinnett County Public Library in the Towne Center, including a space for the Historical Society	■	■				Gwinnett County Public Library	Design: \$513,000	2017 SPLOST; bond	Design costs also include design of new parking garage	Ongoing



**Table 8. Community Work Program: Quality of Life (Continued)**

Project		Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023+					
Programs											
QL-6	Continue to program and diversify community events, including events specifically for teens	■	■	■	■	■	City; STAT	Included in STAT contract	General fund		Ongoing
QL-7	Continue to fund the Snellville Youth Commission and expand its professional development programming	■	■	■	■	■	City	\$17,585 annually	General fund		Ongoing
Communications											
QL-8	Continue to publish the monthly newsletter, Snellville Spirit magazine, and social media content	■	■	■	■	■	City	Staff time	N/A		Ongoing
QL-9	Create City accounts on Nextdoor and similar applications and regularly share updates	■	■	■	■	■	City	Staff time	N/A		Jacobs
QL-10	Create a page on the City website to highlight local nonprofits	■					City; STAT	Staff time	N/A		Jacobs
QL-11	Expand the quarterly church meetup to include local nonprofit organizations	■	■	■	■	■	City; STAT	Staff time	N/A		Jacobs
Arts and Culture											
QL-12	Consider replacement for Snellville Arts Commission to make recommendations for public art	■					City	Staff time	N/A		
Sustainability											
QL-13	Seek ARC Green Community status		■	■	■	■	City; ARC	Staff time	N/A		Jacobs

For additional information about the  
existing conditions analysis,  
market analysis,  
planning process, and  
environmental considerations,  
see the 2040 Comprehensive Plan  
Technical Addendum.







# SNELLVILLE 2040

## COMPREHENSIVE PLAN TECHNICAL ADDENDUM



**CITY OF SNELLVILLE**

Prepared by Jacobs



# Snellville 2040 Comprehensive Plan

# TECHNICAL ADDENDUM

This addendum is a supplement to the City of Snellville's 2040 Comprehensive Plan. It includes documentation of the information, analysis, and feedback that helped inform the plan.

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# **Appendix A:**

## **Report of**

## **Accomplishments**

Short Term Work Program 2008-2012									
Activity/Description	Years	Cost Estimate	Responsible Party	Funding Source	Status				Notes
					Complete	Ongoing	Postponed	No Longer Relevant	
Community Services and Facilities									
Parks and Recreation- implementation of Park Capital Improvements Program from Master Plan, including trails and restrooms	2008-2012	\$872,000	Snellville Parks and Recreation Department	SPLOST	X				
Parks and Recreation - Purchase parcels of land adjacent to park and expand accordingly	2008-2012	\$750,000	Snellville Parks and Recreation Department	General Fund, SPLOST	X				
Parks and Recreation - Master plan for Baker's Rock	2007-2008	\$10,000	Snellville Parks and Recreation Department	General Fund, SPLOST				X	Bakers Rock is to remain undeveloped to help preserve endangered plant species
Parks and Recreation - Bunker Rake	2008	\$12,000	Snellville Parks and Recreation Department	SPLOST	X				
Parks and Recreation - Crew Cab Truck	2008	\$21,000	Snellville Parks and Recreation Department	SPLOST	X				
Complete public outreach campaign to determine programs and facilities that would best meet residents' needs for cultural facilities	2008-2010	\$10,000	City	General Fund	X				
Storm water detention pond maintenance program to improve water quality	2008-2012	\$200,000	City	General Fund	X				
Complete a storm sewer as-built system survey and capital improvements program for system maintenance	2008-2012	\$100,000	City	General Fund	X				
Public Safety									
Needs assessment	2008	\$30,000	Snellville Police Department	SPLOST	X				
Radio replacement/MDTs	2008	\$750,000	Snellville Police Department	SPLOST	X				
C.A.D.	2008	\$350,000	Snellville Police Department	SPLOST	X				
Four Impalas	2008	\$108,000	Snellville Police Department	SPLOST	X				
B.A.T. trailer	2008	\$28,500	Snellville Police Department	SPLOST	X				
Digital cameras	2008	\$10,000	Snellville Police Department	SPLOST	X				
Close in office space	2008	\$7,000	Snellville Police Department	SPLOST	X				
Thermal imaging night vision	2008	\$10,000	Snellville Police Department	SPLOST	X				
Economic Development									
Continue to develop incentives to encourage redesignation and redevelopment of commercial areas along US 78	2008-2012	TBD	Evermore Community Improvement District; City	Evermore CID; General Fund		X			
Develop ordinance to guide the redevelopment of vacant commercial centers	2008-2009	\$10,000	Planning and Development	General Fund		X			
Consider legislation to allow for creation of Tax Allocation District	2008-2010	\$10,000	Planning and Development	General Fund	X				
Complete economic development master plan	2008-2009	TBD	City	General Fund or staff time	X				
Develop mechanism for community businesses to submit concerns and requests	2008-2012	\$5,000	City	General Fund	X				
Complete an updated downtown market study	2008	\$40,000	DDA	General Fund; DDA	X				
Develop incentives for businesses to locate downtown	2008-2010	TBD	DDA	DDA	X				
Land Use									
Annexation study	2008-2012	\$20,000	Planning and Development	General Fund	X				
Feasibility study for addition of new green space to city	2008-2012	\$35,000	Parks and Recreation Department	General Fund	X				
Develop new zoning classification for low density office and residential	2008-2009	\$5,000	Planning and Development	General Fund	X				
Overlay district for North Road	2008-2009	\$10,000	Planning and Development	General Fund		X			
Overlay District for US 78	2009-2010	\$20,000	Planning and Development	General Fund	X				
Transportation									
New interchange on US 78 at SR 124	2010-2012	\$11,600,000	GDOT; GCDOT	GDOT		X			
Develop transportation funding plans	2008	\$15,000,000	GDOT; Federal	GDOT; ISTEA; LCI		X			
Complete a needs assessment for cyclist infrastructure	2008-2012	\$15,000	City	General Fund	X				
Add turn lanes at Oak Road and SR 124	2008-2012	\$300,000	GCDOT	GCDOT; GDOT; SPLOST	X				
				General Fund; potential state and federal grants	X				
Feasibility study for senior shuttle service	2009-2010	\$15,000	City	General Fund; potential state and federal grants	X				
Sidewalk upkeep	2008-2012	\$50,000	Public Works	General Fund	X				



Remove reversible lanes on US 78 with upgraded intersection at Highpoint	2010	\$15,700,000	GCDOT	GCDOT	X					
Snellville Town Center bicycle and pedestrian transportation improvements along Oak Rd, Clower St, and Wisteria Dr	2010	\$2,687,500	City	General Fund	X					
Sidewalks - Mt. View	2008	\$100,000	City	SPLOST	X					
Sidewalks - Summit Chase	2008	\$100,000	City	SPLOST	X					
Connectivity of sidewalks in city - build additional sidewalks	2009-2012	\$1,800,000	City	ISTEA; SPLOST	X					
Timerline drainage project	2008	\$120,000	Public Works	SPLOST	X					
Drainage (miscellaneous projects)	2008	\$286,155	Public Works	SPLOST	X					
North Rd and Wisteria Dr intersection improvement	2008	\$533,090	City	SPLOST; LCI grant	X					
LCI construction	2009-2010	\$2,500,000	City	SPLOST; LCI grant	X					
<b>Housing</b>										
Complete housing needs study	2008-2009	\$25,000	City	General Fund; potential US HUD grant	X					
<b>Natural and Cultural Resources</b>										
Review stormwater management practices and regulations and identify those needing improvement. Determine adequacy of adopting state or Gwinnett County regulations.	2008-2009	\$5,000	City	General Fund; private funds	X					
Inventory and assessment of historic resources and sites	2008-2011	\$5,000	Planning and Development	General Fund; private funds	X					
Preservation recommendations for historic resources and sites	2008-2012	N/A	City	N/A	X					



# **Appendix B:**

# **Existing Conditions**

# **Analysis**



# Appendix B: Existing Conditions Analysis

The Existing Conditions Analysis was prepared at the beginning of the planning process to ground discussions in reality. It addresses:

1. Population
2. Land Use
3. Housing
4. Economic Development
5. Transportation
6. Community Facilities
7. Natural, Historical, and Cultural Resources

The information provided includes historic and current data, as well as planned projects known as of August 2018. It is provided in presentation format and was shared with the community and posted to the project website during the planning process. The findings, along with community input, shaped the priority issues and opportunities for the *2040 Comprehensive Plan*.

# Needs & Opportunities

- List of community needs & opportunities that Snellville intends to address
- Developed through input from:
  - Community Task Force
  - Stakeholder interviews
  - Online Survey
  - Existing Conditions Update



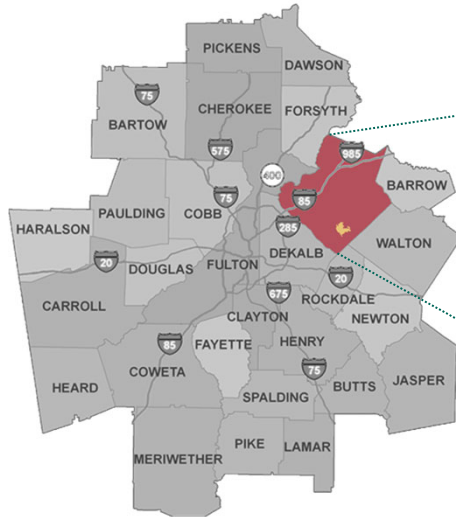
## Table of Contents

1. Population
2. Land Use
3. Housing
4. Economic Development
5. Transportation
6. Community Facilities
7. Natural, Historical, and Cultural Resources
8. Summary of Needs and Opportunities

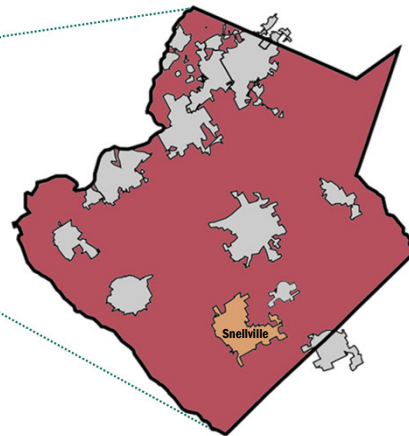


## Where is Snellville?

Snellville is located in southern Gwinnett County, 25 miles east of Downtown Atlanta



**Metropolitan Atlanta**



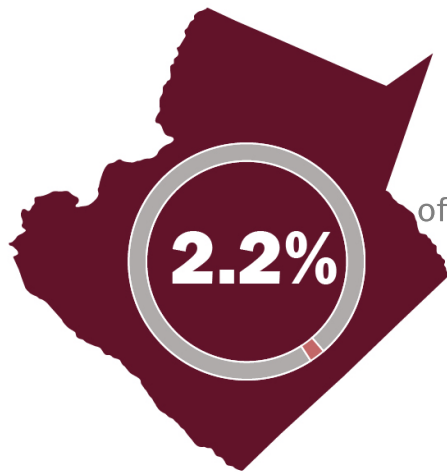
**Gwinnett County**

# 1. Population





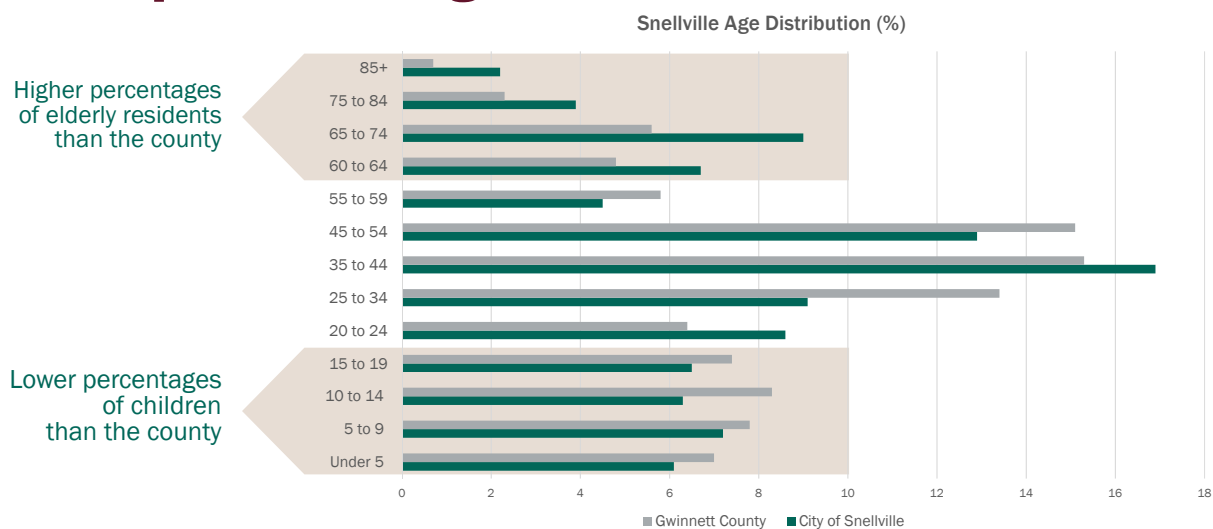
# Who lives in Snellville?



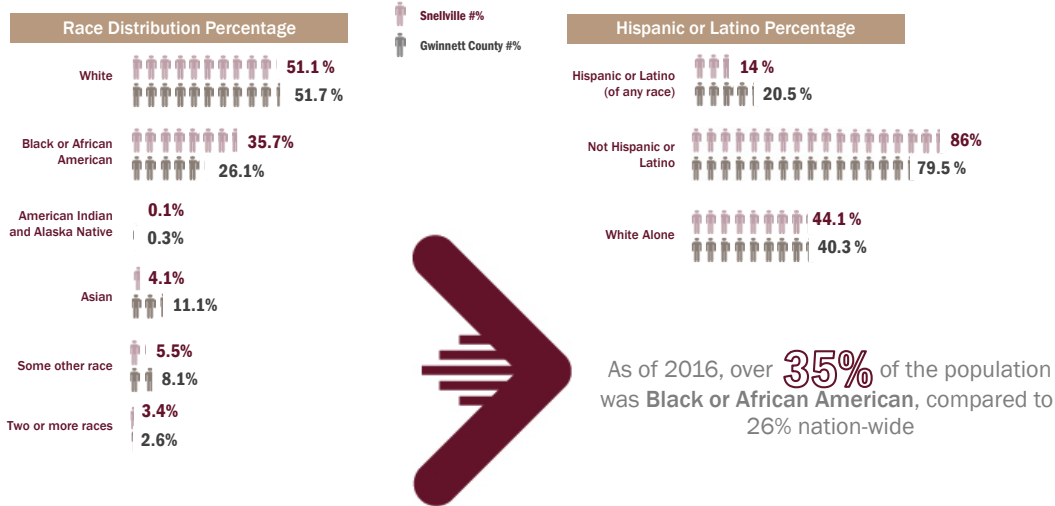
of GWINNETT COUNTY'S POPULATION at  
**~19,400**  
 RESIDENTS

Snellville has grown at an average rate of 0.009. ARC predicts that Gwinnett County will be the region's **LARGEST** county by 2040 at an average annual growth rate of 0.013.

## Population: Age Distribution



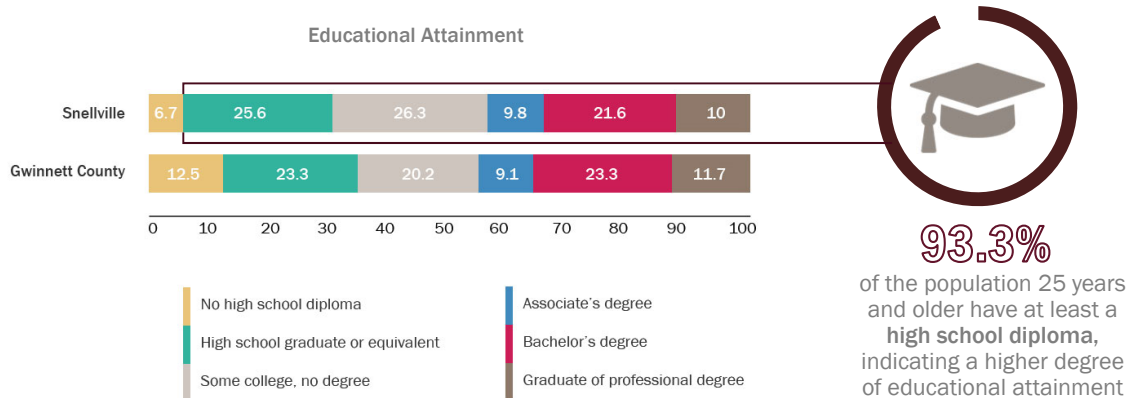
# Population: Race Distribution



Race Distribution (Percentage) American Community Survey, 2016)

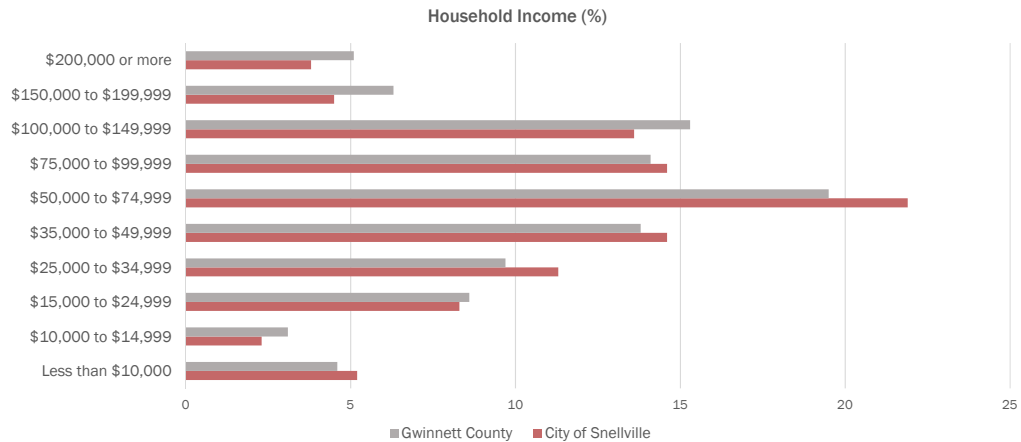
Hispanic or Latino (Percentage) American Community Survey, 2016)

# Educational Attainment



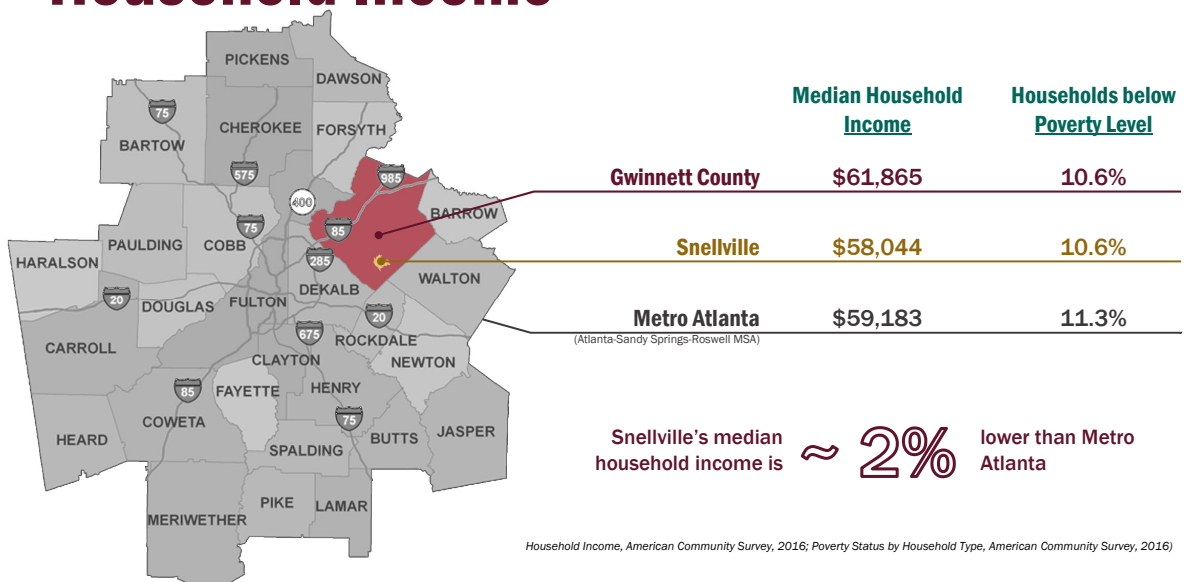
Educational Attainment (American Community Survey, 2016)

# Household Income



Household Income, American Community Survey, 2016

# Household Income





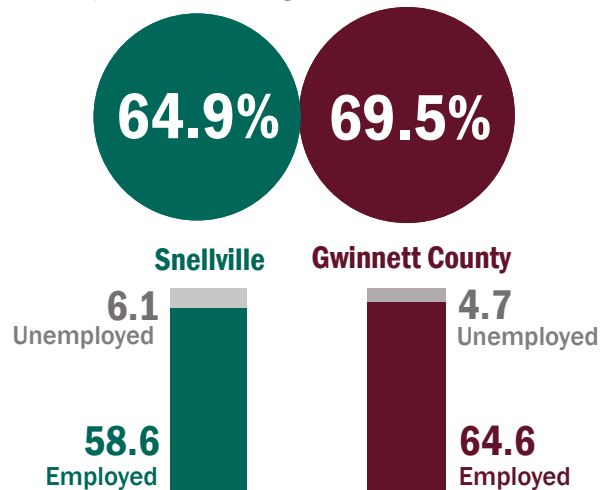
# Labor Force Statistics

## Labor Force

- The city's population has a **lower level of participation** in the labor force than the county overall.
- Unemployment is higher in the City of Snellville than in Gwinnett County

Employment Status, American Community Survey, 2016

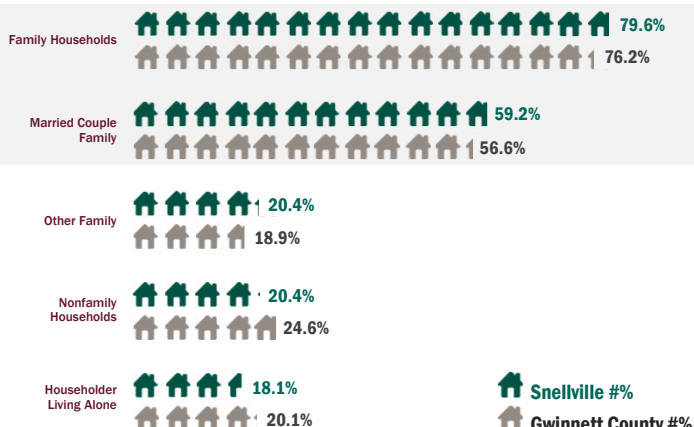
Population over the age of **16** in the labor force



# Household Types & Sizes

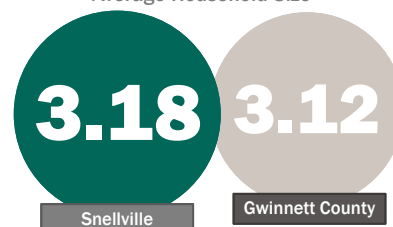
## Household Types

(as a percentage of all households)



Snellville has a larger percentage of family households & married couple family households

## Average Household Size



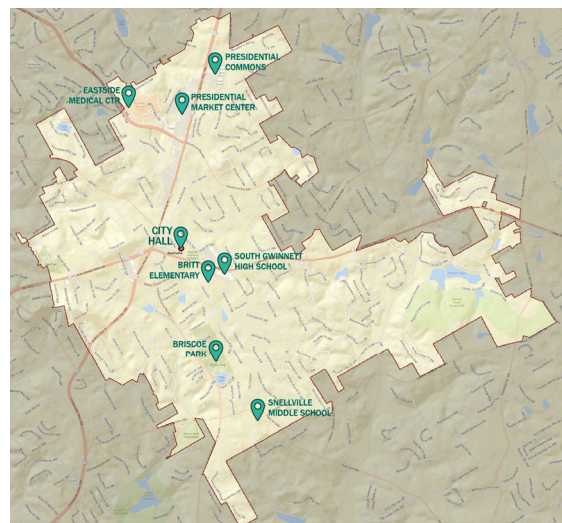
Demographic & Housing Information, American Community Survey, 2016

## 2. Land Use



### What is in place now?

- Overview
  - **Physical size:** 10.48 square miles
  - **Major anchors:**
    - City Hall
    - Eastside Medical
    - Presidential Commons
    - Presidential Market Center
    - South Gwinnett HS
    - Britt ES
    - Briscoe Park
    - Snellville MS

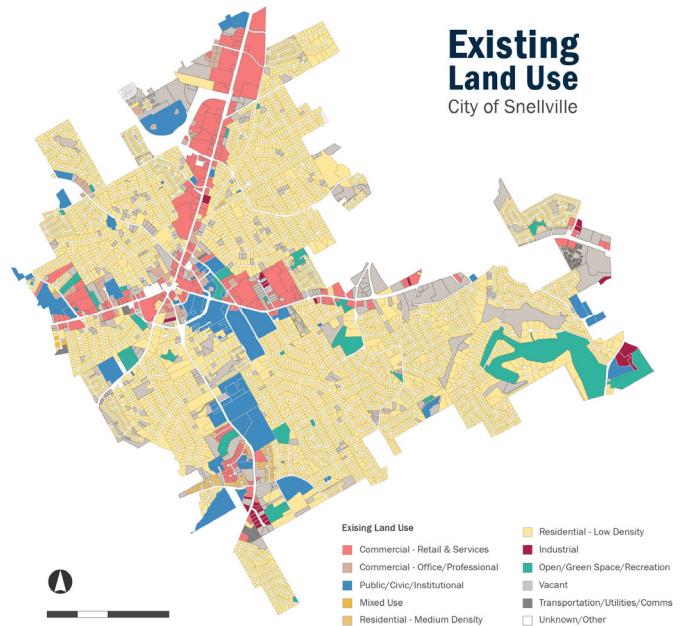


Gwinnett County GIS Data

# Land Use

Land Use	Acreage	% of Total Land Area
Commercial - Retail and Services	555.19	9.47%
Commercial - Office and Professional	555.19	1.47%
Public / Civic / Institutional	506.72	8.64%
Mixed Use	3.31	0.06%
Residential - Medium Density	39.54	0.67%
Residential - Low Density	3,496.37	59.61%
Industrial	45.84	0.78%
Open / Green Space / Recreation	306.51	5.23%
Vacant	789.74	13.47%
Transport / Utilities / Comms	15.46	0.26%
Unknown / Other	20.2	0.34%
<b>TOTAL</b>	<b>5,864.93</b>	<b>100.00%</b>

GIS Calculations



## Land Use Opportunities

- City is nearly built out
- Some of the vacant land ranges from Residential Single Family Zoning to General Business Districts.
  - Lifeless shopping plazas
- Towne Center

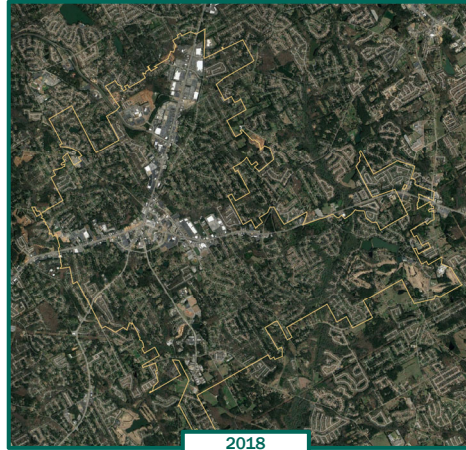




## Development



2002



2018

Commercial growth is been highly visible throughout the City, but the City has retained a high percentage of land dedicated to single-family residential.

## Development



2002



2018



The intersection at US 78, SR 84 and Rockdale Circle has experienced commercial (retail & services) growth

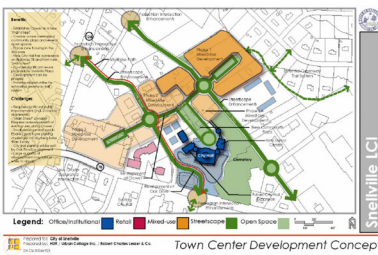
# Towne Center Plan

Imagined as a walkable, vibrant downtown with fun activities and small town charm, surrounded by connected residential neighborhoods

Plan has evolved over the last 15 years:

- 2003 *Livable Centers Initiative (LCI) Plan*
- 2011 *Towne Center @ Snellville Downtown Vision/Master Plan*
- 2013 *LCI Update*
- 2016 *Vision and Master Plan*

2003 LCI



2011 Downtown Vision/Master Plan



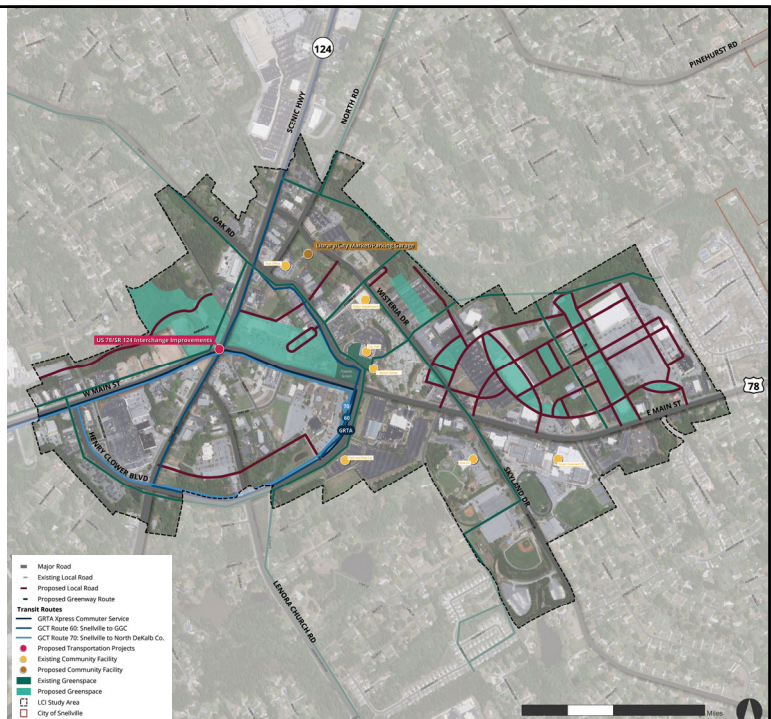
2016 Vision and Master Plan



# Towne Center Plan

The diagram at right summarizes the major public investments proposed by the 2016 version of the plan, as well as more recently planned projects that will impact the Towne Center:

- Relocated library (*under design*)
- New city market (*under design*)
- New parking garage (*under design*)
- US 78/SR 124 intersection improvements
- Proposed greenway route
- Proposed Gwinnett County Transit routes



## Patterns & Trends

- Snellville's momentum has declined since its prime during the 1980s, resulting in negative economic impact. The city is striving to remedy this through placemaking, community crossroads, and business connections with the Towne Center project.
- How will the city make changes to the high proportion of vulnerable retail land uses and how will Snellville take advantage of the opportunity to grow and diversify?



Drawing by TSW

<https://www.snellville.org/visioning-master-plan>

## 3. Housing





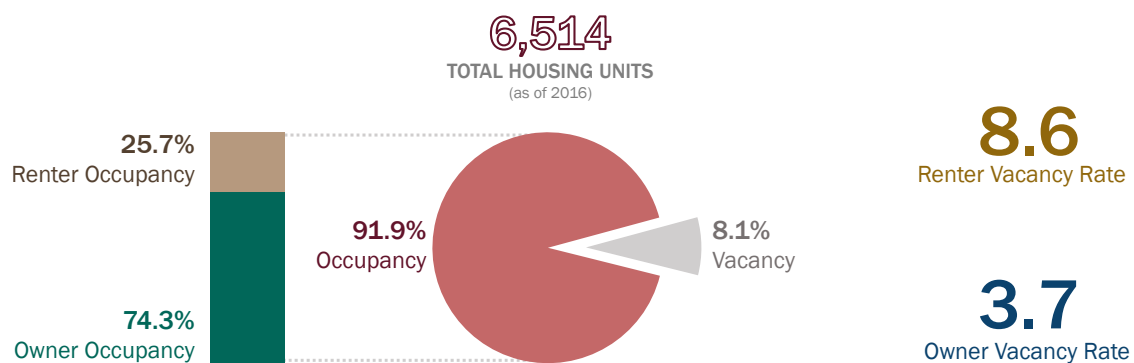
## How do we live in Snellville?

- Housing Occupancy
- Household Size
- Housing Values
- Housing Size/Types
- Housing Tenure
- Rent Burden



Homes & Condos for Sale in Snellville, [www.Zillow.com](http://www.Zillow.com); Apartments.com

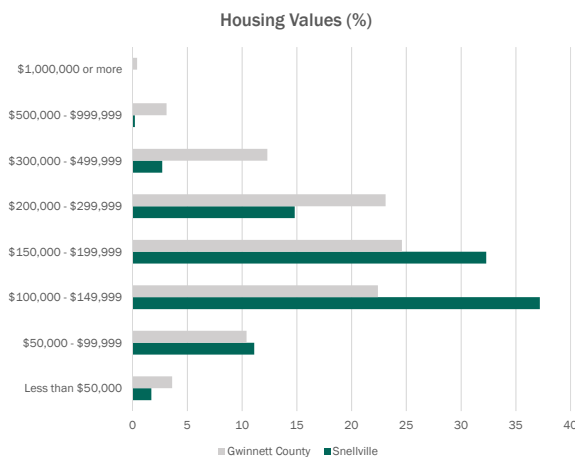
## Housing Tenure



- Most Snellville homes are owner occupied
- There are **8.2%** less renters in Snellville than there are in the county
- Snellville has **1.5%** more vacant homes than the county overall

Housing Tenure, American Community Survey, 2016

# Housing Values



## Median Housing Value (2016)

Snellville \$150,000

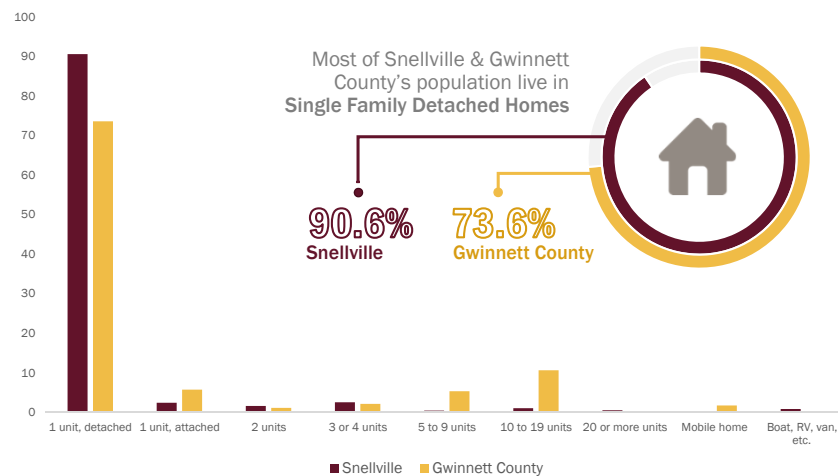
Gwinnett County \$173,000

**\$23,000 lower than county**

Selected Housing Characteristics, American Community Survey, 2016

# Housing Size/Types

## Housing Size/Types (%)

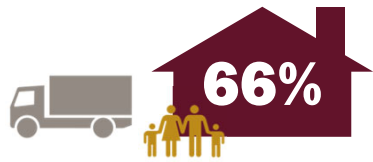


## Housing Conditions

- Snellville has a slightly higher percentage of occupied units lacking plumbing facilities at 0.5% compared to the county's 0.4%
- Snellville also has a slightly higher percentage of occupied units lacking kitchen facilities at 0.9% compared to the county's 0.5%

Physical Housing Characteristics for Occupied Housing, American Community Survey, 2016

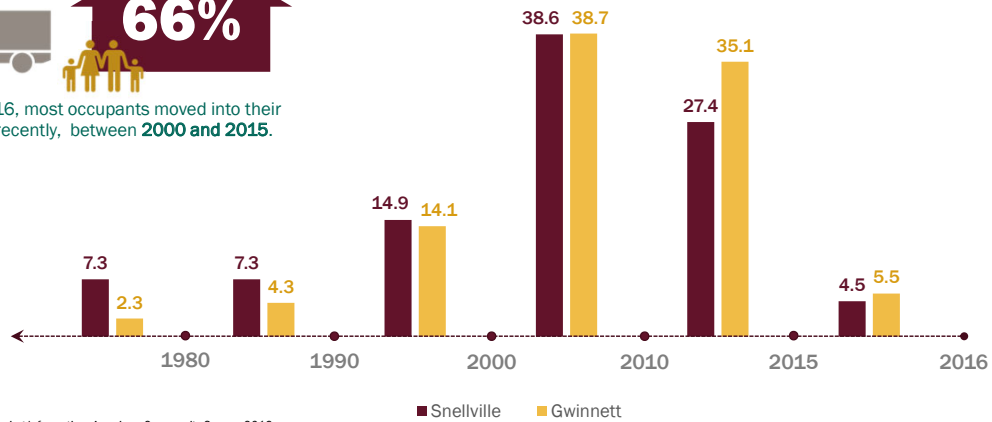
## Year Moved In



**66%**

As of 2016, most occupants moved into their homes recently, between **2000 and 2015**.

Year Moved In Percentage (2016)

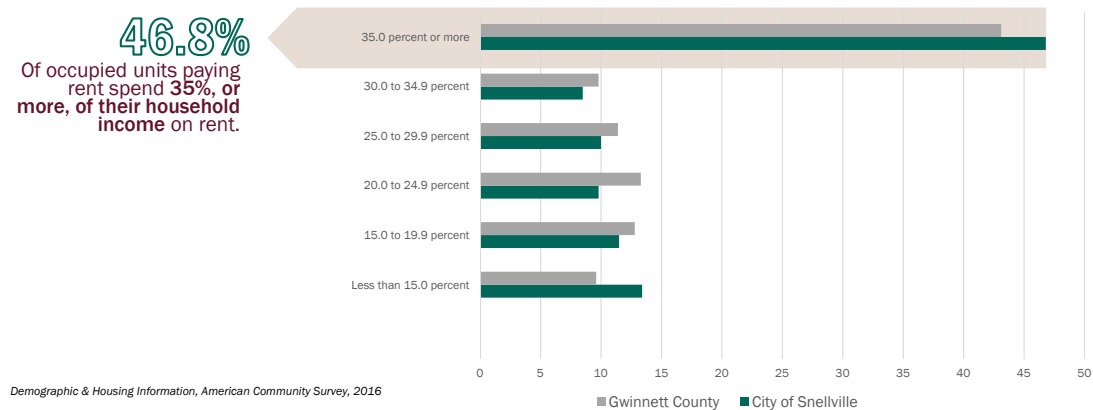


## Rent Burden

**46.8%**

Of occupied units paying rent spend **35% or more**, of their household income on rent.

Rent Burden

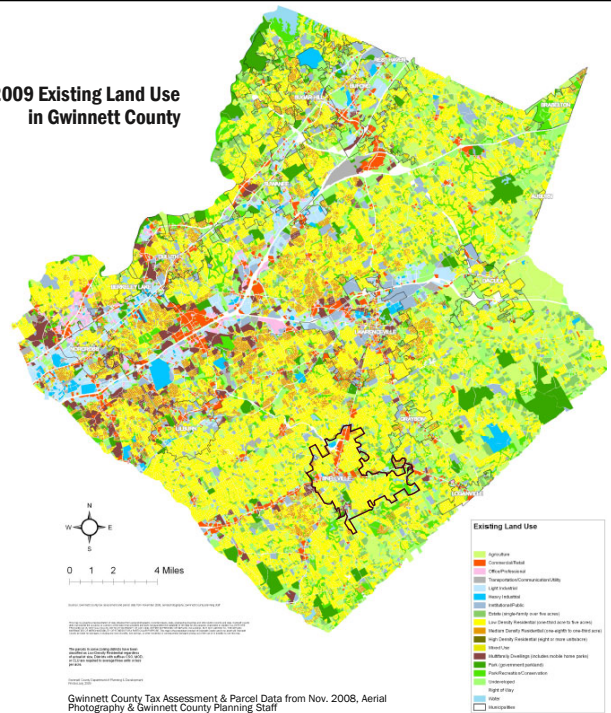




## Patterns & Trends

- While much of Gwinnett County is still rural, Snellville is more of a suburban community than northern portion of the county that have urbanized earlier and faster such as Lawrenceville, Buford, Duluth & Norcross.
- Existing Land Use map shows that Snellville has more single-family suburban land use (in yellow)

2009 Existing Land Use  
in Gwinnett County



## 4. Economic Development



# Are we thriving?

- Employment & Industry
- Patterns & Trends
- Economic Opportunities



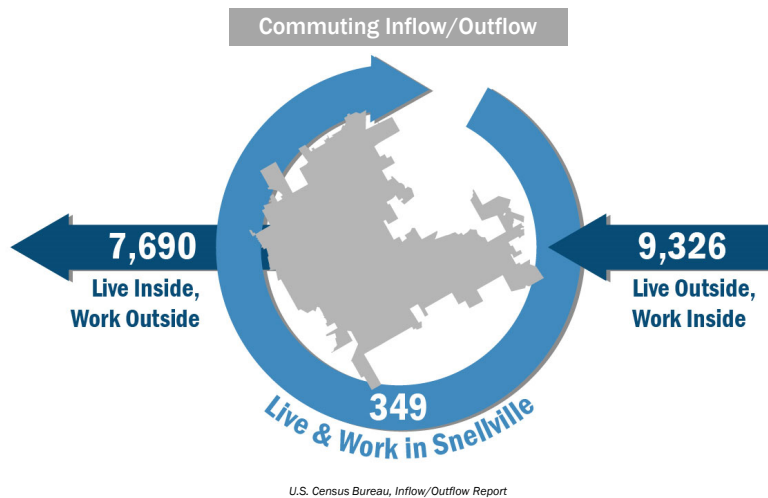
## Employment

- Industries with over 1,000 employees:
  - Retail trade
  - Health care and social assistance
  - Accommodation and food services
- 799 companies

	Snellville		Gwinnett County	
Civilian Employed Population	8,995		425,575	
Health care and social assistance (all)	3,337	<b>37.10%</b>	25,079	5.89%
Retail Trade	3,106	<b>34.53%</b>	41,508	<b>9.75%</b>
Accommodation and food services	2,499	<b>27.78%</b>	25,387	5.97%
Other services	499	5.55%	8,424	1.98%
Finance and Insurance	343	3.81%	14,340	3.37%
Professional, scientific, and technical services (all)	303	3.37%	49,999	<b>11.75%</b>
Information	169	1.88%	14,547	3.42%
Arts, entertainment, and recreation (all)	128	1.42%	3,009	0.71%
Wholesale Trade	104	1.16%	30,603	<b>7.19%</b>
Administrative and support and waste management and remediation services	102	1.13%	38,369	9.02%
Real Estate and rental and leasing	60	0.67%	4,554	1.07%
Transportation and Warehousing	55	0.61%	10,947	2.57%
Educational services (all)	36	0.40%	1,624	0.38%
Manufacturing	19	0.21%	19,358	4.55%
Civilian Employed Population	8,995		425,575	

Industry by Sex and Median Earnings, American Community Survey 2016

## Patterns & Trends



- **Commuting Patterns**
  - Most Snellville Residents work outside of the city
- **Regional Trends**
  - Transition into a service-based economy
  - Entrepreneurship and a gig-based economy
- **Local Trends**
  - Warehouse/logistics not as common without direct access to an interstate
  - Eastside Medical Center is thriving

## Economic Opportunities

- Snellville's natural disadvantages such as lack of extensive transit and distance from primary job market can be overcome through creative response to these trends.
- Less focus on traditional real estate and create **opportunities for new types of space and environments.**



- Co-working
- Sharing Economy/Gig Economy
- Aging of Baby Boomers and changing home preferences
- Experiential Retail
- New Distribution Networks



# 5. Transportation



## How do we get around?

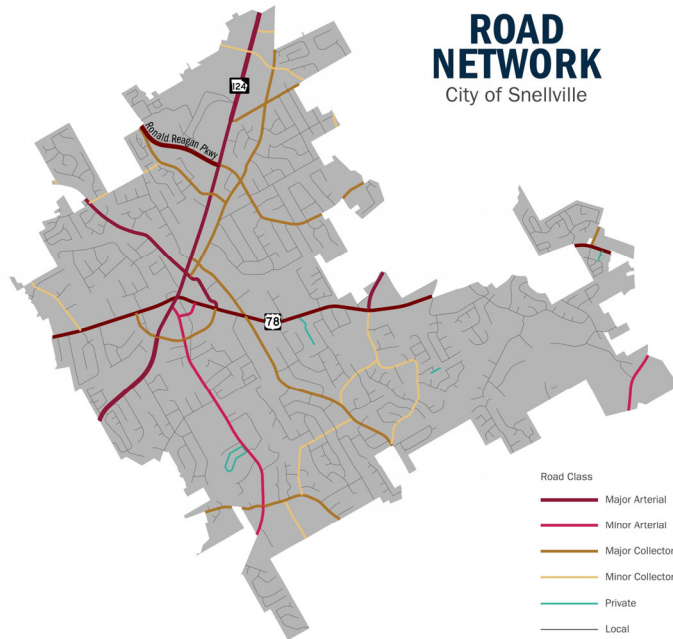
- Car-dependent
  - Limited network of sidewalks and bicycle facilities
  - No rail lines
- Both 124 and 78 are designated truck routes
- One GRTA line



Traffic on SR-124 North, Snellville, GA

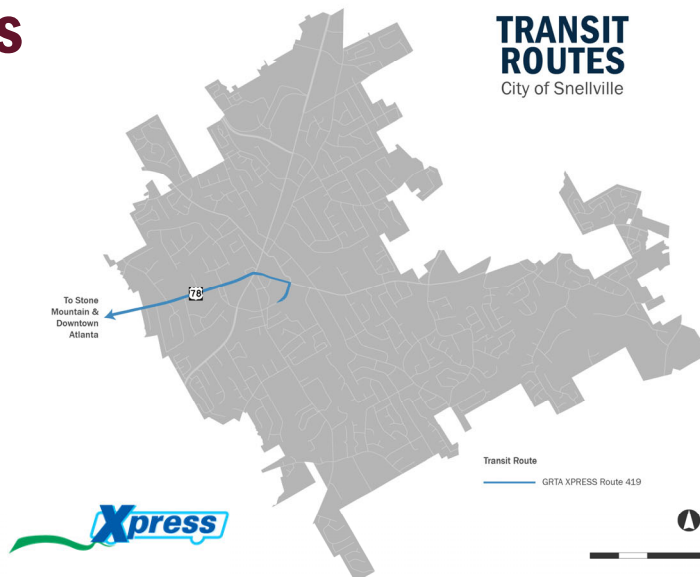
## Roads

- 78, 124 and Ronald Reagan Parkway are all part of the National Highway System (NHN)



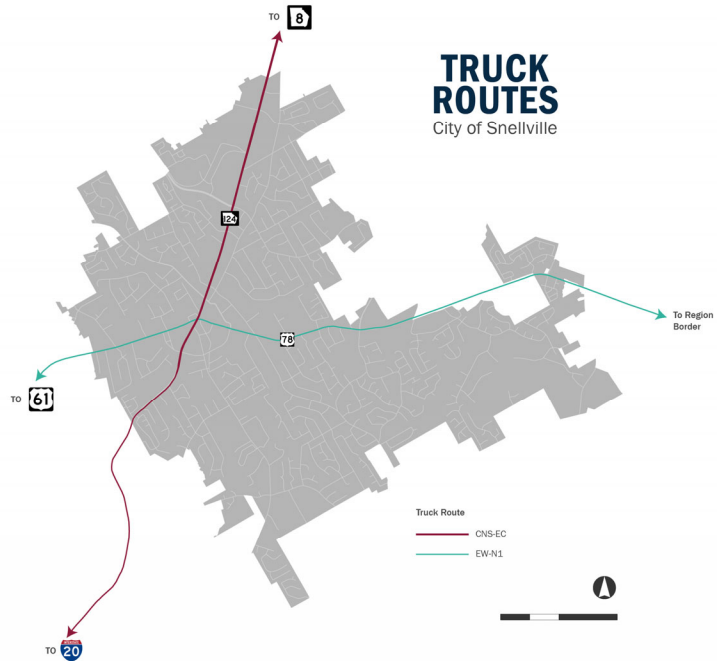
## Transit Routes

- Sidewalk network is sparse and disconnected
- Very few bicycle facilities
- Transit: one bus line – operated by GRTA



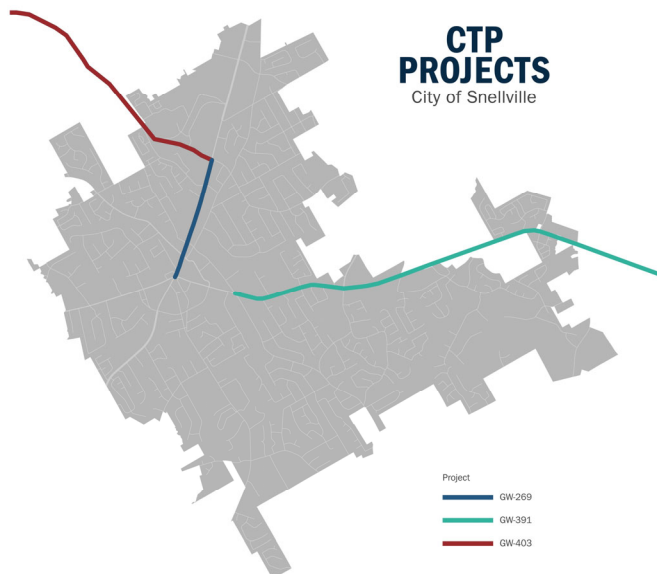
# Truck Routes

- CNS-EC
  - North-South Connector along GA-124
  - 1 of 2 routes that does not connect to corridors
- EW-N1
  - East-West Corridor along US-78
- The two existing truck routes are on two of the city's main corridors.



# CTP Projects

- Planned CTP Projects
  - **GW-269**
    - WIDEN SR 124 TO 6 LANES
    - FROM US 78 (MAIN STREET) TO TO SUGARLOAF PARKWAY
  - **GW-391**
    - US 78/ SR 10 (EAST MAIN STREET / ATHENS HIGHWAY) SIGNAL
    - UPGRADES
  - **GW-403**
    - RONALD REAGAN PARKWAY RESURFACING FROM SR 124 TO PLEASANT HILL ROAD

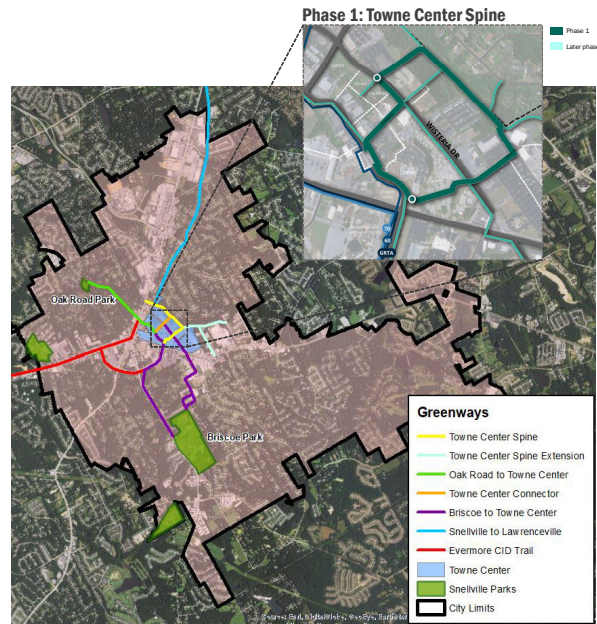


The Atlanta Region's Plan; FY 2018-2023 Transportation Improvement Program and RTP



# Greenway Plan

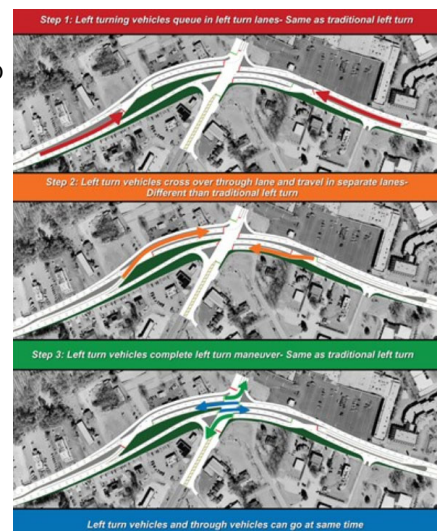
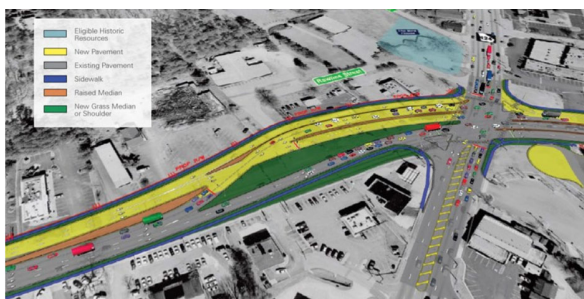
- Aspirational Project identified by the City of Snellville
  - Towne Center Spine: 1.55 mi (*anticipate breaking ground in 2019*)
  - Oak Road – Towne Center: 0.88 mi
  - Briscoe Park – Towne Center: 1.11 mi, 1.21 mi
  - Town Center Connector – 0.22 mi
  - Snellville – Lawrenceville – 4.4 mi, (2.36 within city)
  - Evermore CID Trail: 4.9 mi (1.1 within city)



City of Snellville Planning Staff, November 2017

## US 78/SR 124 Intersection

- Continuous flow intersection
- Improvements to Henry Clower Blvd as a bypass to the US 78/SR 124 intersection
- GDOT project currently under construction, expected completion August 2019
- \$13.5 million project

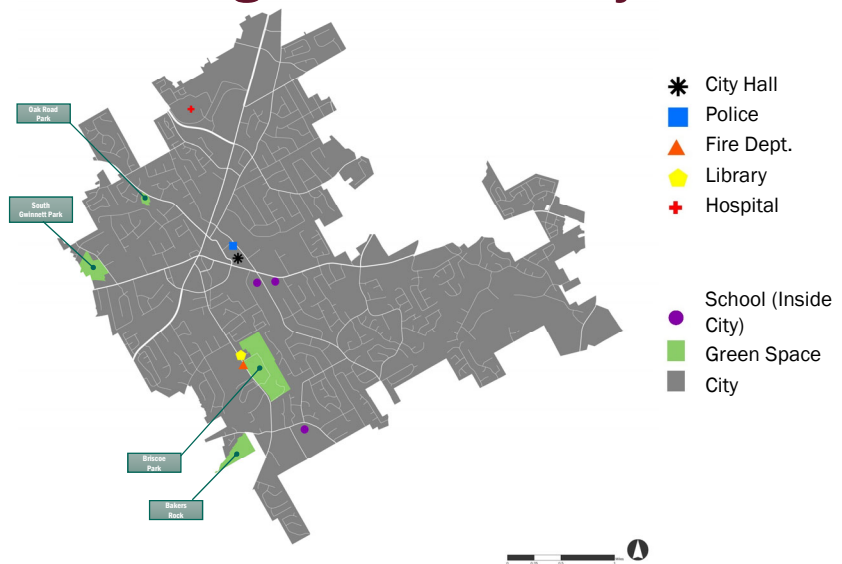


# 6. Community Facilities



## How well are we serving the community?

- Several new civic facilities: the new City Hall, Police Department
- Four school clusters divide the city
- Two major parks: Briscoe and South Gwinnett



## Schools

- Students are dispersed across multiple high school clusters
- Marked differences in school performance across the four clusters

In City?	Name	Grade	Cluster
Yes	Britt Elementary School	C	South Gwinnett
Yes	Snellville Middle School	C	
Yes	South Gwinnett High School	C	
No	Brookwood Elementary School	A	Brookwood
No	Brookwood High School	A	
No	Pharr Elementary School	A	Grayson
No	Trip Elementary School	A	
No	Bay Creek Middle School	B	
No	Grayson High School	B	Shiloh
No	Shiloh Middle School	C	
No	Shiloh High School	D	

The Governor's Office of Student Achievement, Georgia School Grades Reports.

## Police and Fire

- Gwinnett County Fire and Emergency Services Station 12
  - Department as a whole recently improved its Public Protection Classification by ISO
- Served by City of Snellville Police Department
  - Award winning
  - Community focused programs such as Snellville Citizens Police Academy





## Parks and Recreation

- Briscoe Park is primary park facility
- Provides adult and youth athletics programming, special events
- Nature-based Oak Road Park recently opened in 2017
- Baker's Rock green space is conserved, but not developed for public access
- South Gwinnett Park (County owned); 23 acres, rectangle and diamond fields, indoor hockey arena. Major renovation/upgrades in progress, funded by SPLOST



## What is on the horizon?

- Library
- Greenways Plan
- Briscoe Park Community/Senior Center Renovations (Phase III)

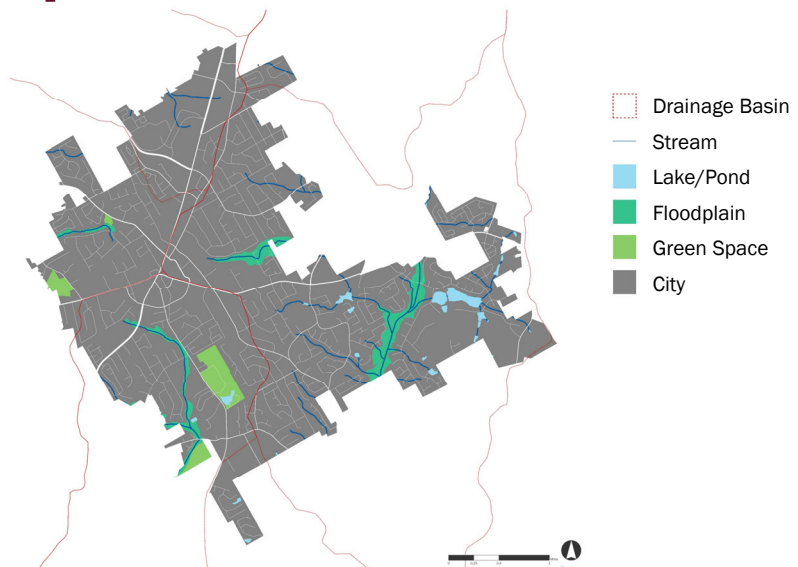


# 7. Natural, Cultural and Historical Resources



## What are our special resources?

- Natural Resources
- Cultural & Historic Resources



## Natural Resources

- Part of Upper Ocmulgee Basin; 80 percent of water bodies within the basin are impaired
- Three main streams in city: Big Haynes, No Business, and Watson
- Big Haynes Creek is part of drinking supply for Rockdale County
- Baker's Rock is a unique geological feature

GA Dept of Natural Resources, Environmental Protection Division

### REQUIRED REDUCTIONS

(of Fecal Coliform Loads)

Watson Creek

No Business  
Creek

Big Haynes  
Creek

70%

69%

85%



Baker's Rock



Big Haynes Creek

## What are our special resources?

- Cultural and Historic Resources
  - Although founded in 1923, there are few vestiges of the City's past
  - No sites on the National Register of Historic Places
  - No sites listed in Georgia's online database (GHNARGIS)
  - History of granite/stone quarrying
  - Undocumented sites associated with Native Americans, such as Lanier Mountain
  - Culturally important places include the historical cemetery, and the strong community heritage of churches



# 8. Summary of Needs and Opportunities

## Community Needs & Opportunities



### TRANSPORTATION

- **Needs**

- Address Traffic Congestion
- More crossings at Major Roads
- A transportation system that serves drives, pedestrians, cyclist, and transit riders (locally and regionally)

- **Opportunities**

- Walkable neighborhoods
- Strategic transit connections (locally & regionally)
- Additions GRTA Park & Ride
- Promotion of ride sharing



### LAND USE

- **Needs**

- Reserve land for future green space
- Develop walkable areas

- **Opportunities**

- Neighborhood-serving retail centers in undeveloped land (i.e. Hwy 78)
- Create a genuine & unique downtown
- Revive & repurpose vacant properties
- Improvements of storefronts & commercial facades

# Community Needs & Opportunities



## HOUSING

- **Needs**
  - Reduce the cost burden of housing
  - Housing to support all age groups, incomes and lifestyles
  - Maintain quality and character of single-family neighborhoods
  - Ensure infrastructure can sustain increasing housing demand
- **Opportunities**
  - Attract residents living “inside the perimeter”
  - Promote rental properties and provide in-demand housing
  - Increase housing options to include townhomes & multifamily



## ECONOMIC DEVELOPMENT

- **Needs**
  - Office & Industrial Jobs
  - Changing face of retail and its future impact on the community
  - Greater Diversity of local job mix
  - Higher paying jobs
  - Internship opportunities
  - Workforce development & Vocational Training
- **Opportunities**
  - Satellite College Campuses
  - Workforce development & Vocational Training
  - Revive brick & mortar retail market as E-commerce grows

# Community Needs & Opportunities

## QUALITY OF LIFE

- **Needs**
  - Promote “Unique Destinations”
  - Needs more placed for children and families to “play”
  - More green spaces and trails
  - More unique restaurants and shops
  - Maintain “close-knit” community
- **Opportunities**
  - Expansion of healthcare facilities (i.e. urgent care)
  - Implementation of the Towne Center Vision
  - Implementation of the Greenway Master Plan
  - Food trucks
  - Encouraging Environmentally-friendly practices
  - Reduce car-dependence to increase public health
  - Access to parks

# **Appendix C:**

# **Market Analysis**



# Appendix C: Market Analysis

## Executive Summary

Snellville, located in the fastest growing county in the Atlanta region, is likely to see growth and change as Gwinnett County grows and changes over the next 20 years. In preparation for this growth, the City of Snellville is updating the local comprehensive plan and the Livable Centers Initiative plan for the downtown area. The Snellville Market Analysis report is intended to provide quantitative and qualitative market context as the City develops each of these plans. This analysis reviews who lives in Snellville, what commercial businesses are in the area, and the current housing market. Those findings were then considered with regional trends and projections to influence key recommendations for incorporation into local planning efforts.

### The People

Snellville's local character stems from its well-educated, family-oriented community and rapidly increasing senior population. The suburban community is made up of more than 80% family households with an average household size of more than 3.2 persons per household, each higher than any comparable surrounding community.<sup>1</sup> In addition to having many large families, more than 93 percent of Snellville residents have earned a high school degree or more. Most of this population, however, works in areas outside of Snellville giving the city a rapidly increasing average commute time of more than 40 minutes. In addition to those families living in Snellville, the population of seniors is also predominant in the community. Residents over the age of 65 account for nearly 15 percent of the community, and at 40 years old the median age in Snellville is older than any nearby comparable communities.<sup>2</sup>

As Snellville looks to the future, it will be important for the community to continue to support the family-friendly environment in Snellville, while addressing the needs of the aging population in area. The local healthcare industry, accounting for more than one-third of local employment opportunities, is one of many attractions for seniors locating in the community and should continue to be considered an asset in providing for the needs of an aging population.<sup>3</sup> Furthermore, addressing long commute times and the number of residents seeking employment outside of the community may increase quality of life for Snellville residents.

### The Commercial Market

Scenic Highway (SR 124) has one of the highest concentrations of retailers in the metro area, with shopping centers leased primarily by national chain stores and big box retailers. While the mix of goods offered are primarily convenience, some specialty stores attract shoppers from outside the Snellville area. Existing retail options exceed the level of demand generated by Snellville residents, indicating a need to draw regional consumers to sustain the current supply.<sup>4</sup> Although the city has a large supply of retail to serve the shopping needs of residents and draw others to shop in Snellville, the abundance of retail along may make it particularly susceptible to changes in the retail market. To make Snellville retail more resilient to market changes, the City should encourage updates of existing developments as well as the inclusion of more diverse retail options in future development. More specifically, the inclusion of spaces which support small and local retail and restaurant options would provide diversity in local retail options and serve the desire for more local options voiced by many Snellville residents.

3 US Census, 2015 Economic Census

4 Environmental Systems Research Institute (ESRI), Business Analyst Online (BAO), 2018

1 United States Census Bureau (US Census), American Community Survey (ACS) 2016 (5-Year Estimates)

2 US Census, ACS 2016

Although office space in Snellville does not offer the proximity to regional transportation corridors like some nearby communities, there are a variety of office spaces in the city providing a range of affordability to serve the needs of businesses located in Snellville. Recent additions of more flexible office spaces for new and growing businesses are beginning to offer variety that may help in attracting more businesses to the community. Furthermore, new leadership and expansion of Eastside Medical Center in Snellville will continue to grow an already high demand for medical office space in the city, particularly in areas surrounding the Eastside Medical Center main campus and recently opened Eastside Medical Center South Campus Emergency Center. While there is likely little demand for an increase in office space in the community, improvements to existing office space and specialized office space for the growing healthcare industry are recommended.

## The Housing Market

Supporting the family-oriented community, more than 90 percent of the local housing stock is single family homes. Furthermore, 86 percent of homes are three or more bedrooms and homes with four or more bedrooms have seen the greatest demand increase over the past year.<sup>5</sup> In addition to being large, homes in Snellville are affordable as compared to similar homes in surrounding markets, making Snellville an attractive place for families looking for affordability and a family-friendly sense of place.

5 US Census, ACS 2016

Although the existing housing stock is attractive for large families, there are few housing options in the Snellville area for other household types including young professionals, seniors and new families. Less than one-quarter of the housing stock in Snellville is available for rent and less than five percent of all housing are studios or one-bedroom units. Furthermore, the median gross rent in Snellville is higher than all other comparable communities in the area at \$1,156 per month in 2016.<sup>6</sup>

In response to increasing demand for large single-family homes, Snellville should continue to support and preserve those family-friendly neighborhoods which already exist in the community. In addition to supporting these developments, however, diversity should be added to the local housing stock in appropriate locations to welcome the multi-generational, multi-cultural population envisioned by the community. The bulk of this multifamily housing and smaller single-family housing should be concentrated in the walkable, future Towne Center development. Other appropriate locations for diverse housing options may be in development nodes along the eastern segment of US 78.

6 US Census, ACS 2016

# Demographics

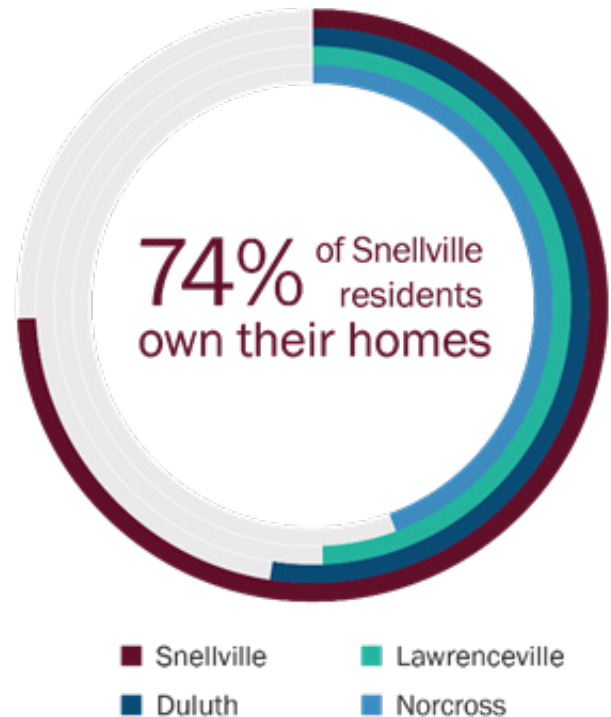
Like many surrounding suburban cities, Snellville is a family-oriented community. Nearly 80 percent of households in Snellville are families and the average household size is higher than most in the surrounding area. There is also a substantial senior community in Snellville accounting for more than 15 percent of residents. Although Snellville residents have high levels of educational attainment, nearly all (96 percent) travel outside of Snellville to work.

## Population

As of 2016, there were just under 19,400 people in Snellville, representing 2.2 percent of Gwinnett County's population. Snellville has grown at an average rate of 0.9 percent between 2010 and 2016. The Atlanta Regional Commission, has forecasted significant population growth in Gwinnett County over the next 20 years. If Snellville experiences an annual growth rate of 1.3 percent, the rate projected for the county overall, the city would reach a population of more than 26,400.<sup>7</sup>

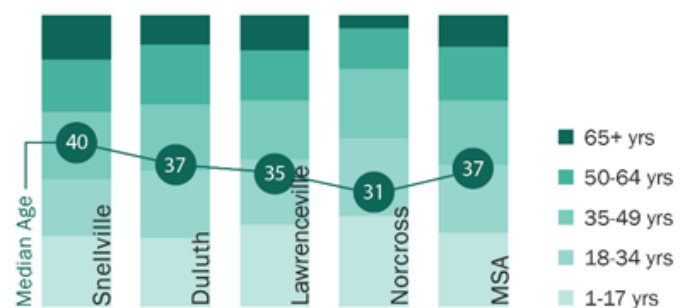
## Households

In 2016, there were nearly 6,000 households in Snellville. A family-oriented community, Snellville has a higher average household size than nearly all comparable cities (3.2 persons per household) and nearly 80 percent of local households are families. Furthermore, more Snellville residents own their homes than any of the comparable geographies (74 percent).<sup>8</sup>



## Age

In 2016, Snellville had a median age of 40 years old, which is older than a selection of comparable sister cities. Furthermore, more than 15 percent of residents are 65 years or older, three times the proportion of the same population in Norcross. Although this number has decreased slightly since 2010<sup>9</sup>, recent age-restricted housing development in the area points to continued growth of the senior population in Snellville.



<sup>7</sup> United States Census Bureau (US Census), American Community Survey (ACS) 2016 (5-Year Estimates)

<sup>8</sup> US Census, ACS 2016

<sup>9</sup> US Census, 2010 Decennial Census



## Employment & Income

There were 10,000 residents, or 65 percent of the total population, in the Snellville labor force in 2016. Of those, 6.1 percent were unemployed.<sup>10</sup> While the level of unemployment in Snellville was slightly more than in comparable cities, unemployment levels in Snellville have decreased from an estimated seven percent in 2010.<sup>11</sup>

The median household income in Snellville is \$58,000, just under that of the MSA. Most residents (96 percent) commute outside of Snellville for work with an average commute time of 40 minutes. Local commutes have risen dramatically from an average of 24 minutes in 2010, indicating worsening traffic and further distances required to find suitable employment opportunities.

In addition to understanding economic factors for Snellville residents, the 2015 Economic Census reported that employment opportunities in Snellville are primarily within the retail trade (31 percent of local jobs) or the health care and social assistance industry (34 percent of local jobs).<sup>12</sup> Eastside Medical Center creates the foundation of the local health care industry, employing more than 500 physicians and 1,200 employees across a 310-bed, multi-campus healthcare system.



<sup>10</sup> US Census, ACS 2016

<sup>11</sup> United States Census Bureau (US Census), American Community Survey (ACS) 2010 (5-Year Estimates)

<sup>12</sup> US Census, 2015 Economic Census



## Race & Ethnicity

The racial makeup of Snellville is similar to that of the MSA overall, with the largest racial groups including those who identify as White (51%) and Black or African American (36%). While the population of Snellville shares in the balance of racial diversity seen throughout the MSA, only 14 percent of residents are Hispanic or Latino, less than Lawrenceville, Norcross, and the MSA overall.

## Educational Attainment

More than 93 percent of Snellville residents have earned a high school diploma or greater, making Snellville a well-educated city among comparable geographies. The portion of the community earning a high school degree or higher has increased since 2010. While the community is well educated by this standard, the largest group of residents (62 percent) have graduated from high school but have not completed a college degree.

## Tapestry Segmentation

Tapestry segments describe and compare the socioeconomic qualities of households in an area. These groupings help to create a more comprehensive picture of the households living in an area. The following five segments are the most prominent in Snellville, making up more than 74 percent of households in the Snellville community, but only 11 percent of households nationally.

Tapestry Segment	Snellville Households	US Households
Rustbelt Traditions	20.3%	2.2%
Home Improvement	20.3%	3.9%
Midlife Constants	12.1%	2.5%
American Dreamers	11.4%	1.5%
Soccer Moms	10.0%	2.9%
Subtotal	74.1%	10.8%

Primary Tapestry Segments, Snellville, 2018 <sup>13</sup>

13 Environmental Systems Research Institute (ESRI), Business Analyst Online (BAO), 2018

Home Improvement and Soccer Moms both represent family-oriented segments, together making up more than 30 percent of households in the Snellville community. Both groups are represented by households with high average household sizes typically made up of married-couple families. Furthermore, these groups each prefer to live outside of urban areas in the suburbs and have a budget of nearly ten percent more than the average United States household each month.

Rustbelt Traditions and Midlife Constants each fall within a group of households representing the “GenXurban” or Generation X group. These households are slightly smaller than the national average and enjoy living in neighborhoods with slow rates of change. Midlife Constants have older householders who are either retired or approaching retirement. Both household groups budget between 10 and 20 percent less than the average United States household for consumer expenditures and have lived in the same areas for years.

American Dreamers, representing just over 11 percent of Snellville households, look for communities outside of urban areas with more space to accommodate their large average household size of 3.19. These households are family-centric and diverse, with many multigenerational households. American Dreamers have higher levels of unemployment and poverty than other segments and budget more than 20 percent less than the national average.<sup>14</sup>

*\*All demographic data gathered from the United States Census Bureau American Community Survey 5-Year Report (2016).*

14 ESRI, BAO 2018

# Commercial Market

## Overview

Commercial development in Snellville is comprised of healthcare, retail, office, and some limited industrial tenants. While an abundance of retail options are more than adequate to serve Snellville residents and draw shoppers from surrounding communities, greater attention to the commercial space needs of small businesses and a growing healthcare industry would allow the city to attract further economic opportunities and meet the needs and wishes of the local community.

## Healthcare

### Snellville Healthcare

Anchored by the 310-bed Eastside Medical Center<sup>15</sup>, Snellville enjoys a robust healthcare industry. Healthcare and social assistance were the source of more than one-third of employment opportunities in 2012<sup>16</sup> and have seen growth and expansion to provide even more opportunity in the local economy over recent years. Facilities associated with the healthcare industry in Snellville range from the full-sized Eastside Medical Center hospital to complimentary small medical offices. Many of these facilities are currently located adjacent to the hospital along Ronald Reagan Parkway or close to the recently built Eastside Medical Center South Campus and Emergency Department off of Fountain Square.

### Recent and Planned Developments

Eastside Medical Center has both expanded facilities and services at their main campus as well as added an additional facility in Snellville. The recent addition of a hybrid operating room to the main campus opened in summer 2018,<sup>17</sup> leading to a significant increase in job opportunities. Additionally, the opening of the Eastside Medical Center South Campus added an 11-bed full service Emergency Center to serve the needs of families in Snellville, Loganville, Grayson Lilburn and Stone Mountain.<sup>18</sup>

These developments suggest opportunity in the local market for expansion of healthcare and will likely continue to attract other complimentary medical practices to Snellville in the future.



### Regional Trends<sup>19, 20</sup>

Regional and national healthcare trends point to increased variety and flexibility in the healthcare industry as the best way to approach innovation and accommodate diverse medical needs. This approach has been applied through the introduction of medical facilities, such as urgent care clinics and microhospitals, to mixed-use retail centers for greater accessibility and the development of healthcare focused districts. These key trends allow the expansion of the healthcare industry to be responsive to the needs and opportunities of a specific community.

### Healthcare Districts

Healthcare districts are neighborhoods, usually with a major medical facility serving as an anchor, planned entirely around a healthy lifestyle. Many of these districts use planned greenways or pathways to promote walkability, connecting residential areas with retail options and medical facilities.

<sup>15</sup> Eastside Medical Center, "About Us"

<sup>16</sup> US Census, 2012 Economic Census

<sup>17</sup> [Gwinnett Daily Post](#), Eastside Medical Center holds ribbon cutting for new hybrid operating suite

<sup>18</sup> Eastside Medical Center, "Eastside South Campus ER"

<sup>19</sup> Building Design and Construction, [2018 predictions for healthcare facility design](#)

<sup>20</sup> Bisnow, [5 Trends In Healthcare Design And Construction To Look For In 2018](#)



### **Continuing Care Retirement Communities (CCRC)**

As communities plan for aging populations, CCRCs often meet their needs. These communities provide residential units for independent adults with options for transition into assisted living and skilled nursing facilities in later stages of life. Blending healthcare and residential, these developments include a variety of housing types ranging from single family homes to apartments.

### **Microhospitals**

Microhospitals, now operational in more than 19 states, are healthcare facilities providing the same services as a hospital in a smaller envelope. This model is popular in urban, walkable environments and provides greater accessibility and convenience for residents. Microhospitals have also proven to be a cost-effective market growth strategy for providers.



### **Convenience Healthcare**

The improvement of healthcare delivery continues to increase the popularity of same-day services and procedures accommodated in non-hospital spaces. This shift in necessary facility size has led to the location of medical facilities in community locations, such as retail centers and mixed-use developments, to provide greater ease of access.

## **Key Healthcare Recommendations**

To support the further growth and expansion of the healthcare industry in Snellville, it is recommended that the City engage with healthcare stakeholders in the community to understand the direction of medical growth and innovation in both the short- and long-term.

Additionally, incentivizing the development of a CCRC or similar development in Snellville could both expand healthcare services as well as diversify housing options for the large senior population in the area. Also, eliminating barriers to the location of medical practices or new healthcare typologies in retail centers and mixed-use districts may increase the availability and accessibility of healthcare to all community members.

## **Retail**

With two significant retail corridors along State Route 124 and US 78, Snellville has a wide variety of both convenience and specialty stores serving local residents and visitors from surrounding communities. Although there is an abundance of national retail chains for the community to choose from, future efforts should focus on incorporating development which will encourage experiential retail and local retail and restaurants to provide a greater variety of retail types.

### **Snellville Retail Shopping Centers**

Major retail centers in Snellville and in surrounding communities are primarily in conventional strip commercial developments. These shopping centers are primarily leased by national chain and big box retail stores, with scattered local businesses filling smaller available storefronts. Many of the major retail centers in Snellville are located along SR 124 and US 78 and provide mostly convenience goods to local shoppers. Limited shopping and specialty goods, such as furniture and beauty supply stores attract shoppers from outside of the Snellville area.

Although shopping centers in Snellville are currently comparable in location, age and quality to those developments in surrounding area, improvements to landscaping and other aesthetic elements of nearby shopping centers may bring increased demand for local retail space in the future.

### Snellville Shopping Centers



### Nearby Competition



### Snellville Retail Sales Potential

Those retail options offered in Snellville largely go beyond the amount of retail space that can be supported by the spending of local residents to attract shoppers from outside of Snellville to support existing space. While having a surplus of local retail options can attract residents of surrounding communities to shop in Snellville, those store types with large amounts of surplus are likely over-represented in the local retail mix. Almost all store types in Snellville have a negative

retail gap, or surplus. Those store types with the highest levels of surplus include sporting goods, hobby, book and music stores; general merchandise stores; and furniture and home furnishing stores.

There are only two store types which have an indicated leakage, or not enough supply to meet the estimated demand for the area. These include motor vehicle and parts dealers and nonstore retailers.

Industry Group	Retail Gap	Leakage/Surplus	# of Businesses
Motor Vehicle Parts & Dealers	\$15,985,344	17.9	38
Furniture & Home Furnishing Stores	-\$29,350,268	-59.5	17
Electronics & Appliance Stores	-\$19,750,752	-53.2	9
Bldg Materials, Garden Equip & Supply Stores	-\$36,760,355	-53.1	20
Food & Beverage Stores	-\$15,125,799	-15.1	11
Health & Personal Care Stores	-\$25,211,138	-45.0	34
Gasoline Stations	-\$6,921,477	-10.8	10
Clothing & Clothing Accessories Stores	-\$31,837,096	-56.5	26
Sporting Goods, Hobby, Book & Music Stores	-\$39,924,863	-74.6	23
General Merchandise Stores	-\$119,860,250	-58.1	19
Miscellaneous Store Retailers	-\$11,589,591	-40.2	28
Nonstore Retailers	\$3,272,988	100.0	0
Food Services & Drinking Places	-\$49,584,135	-48.2	75

Retail Gap by Industry Group, Snellville, 2017 <sup>21</sup>

## Regional Shopping Center Trends

### **Retail Space Demand**

Retail sales have seen steady growth in the Atlanta area throughout 2018, with growth of up to 5.3 percent in the second quarter of 2018. Furthermore, the Atlanta retail market has experienced declining vacancy and increased average rental rates in contrast with current national trends. More than 1.7 million square feet of retail space were under construction in the Atlanta area during the first half of 2018. Of those projects, the Snellville Exchange project is more than 351,000 square feet.

Gwinnett County, specifically, has been identified as having a strong retail development market, possibly due to having a larger share of older, outdated shopping centers which are now being replaced by new development. The increase in online shopping has further contributed to this change in retail development, creating higher demand for the development of experiential retail. Gwinnett has more than 350,000 square feet of retail space under construction and has added 190,000 square feet of retail space in the first half of 2018. Despite adding high levels of retail space development, vacancies in the county have dropped over the same period.<sup>22</sup>

### **Experiential Retail**

Like those trends in Gwinnett County retail space, increases in online shopping have driven a rise in demand for experiential and mixed-use retail developments. Walkable retail developments with a variety of stores and restaurants continue to grow in popularity, while traditional malls struggle. These trends are supported by Buxton real estate outlook reports, noting general retail (freestanding, general purpose properties) as the typology with the most development and highest average asking rents in the Atlanta area. Shopping centers have also seen significant development, although accompanied by high vacancy rates and average rent prices. Power centers, specialty centers, and malls have each seen minimal recent development in the Atlanta area.<sup>23</sup>

## Markets and Food Halls

The Municipal Market, known to many as the Sweet Auburn Curb Market, has been the starting place of some of the most popular eateries in Atlanta. The 28 eateries, retail shops and shops offering fresh produce, meat and seafood contribute to an environment that is both a tourist destination and small business incubator. The market goes beyond the community and economic development benefits offered to the surrounding neighborhood, to provide shared facilities, increased foot traffic and smaller footprints that are more approachable than traditional retail spaces for small and local businesses. The curb market approach has proven to be a successful way to encouraging local shopping and dining options in Sweet Auburn for nearly a century but has also gained popularity in neighborhoods around the county in recent years.<sup>24</sup>

24

Municipal Market, "The Market Today"



## Recent and Planned Developments

Recent and planned retail developments in Snellville include a range of opportunities to bring both additional local and chain businesses to the community. The Park Place development<sup>25</sup> along Highway 124 across from Eastside Medical Center is set to build seven freestanding buildings intended for chain restaurants, while the Snellville branch of local grocery store, City Farmers Market, will be opening at the corner of US 78 and Bethany Church Road.

25

Gwinnett Citizen, Park Place development approved by Council

<sup>22</sup> Cushman and Wakefield, Marketbeat Atlanta Retail Q2 2018

<sup>23</sup> Buxton, 2018 Retail and Restaurant Real Estate Outlook



Additionally, the first phase of the Towne Center mixed-use project has begun to move forward with plans to break ground in 2019. This development will include the City Market building with retail space as well as a new library, parking deck and other amenities. This mixed-use project is an excellent opportunity to incentivize retail spaces which will encourage those businesses that area not suited or cannot afford larger retail spaces along SR 124 and US 78.

### Key Retail Recommendations

With an abundance of strip mall shopping centers and chain retail options to serve local and surrounding communities, Snellville should focus future efforts in supporting a greater variety in the type and size of retail options available throughout the community. One way that the City could incentivize local retail and restaurant options is allowing smaller retail spaces that may be more approachable for local businesses searching for more affordable retail spaces. Additionally, removing barriers for mixed use or infill development to allow existing strip mall and similar shopping centers to adjust for trends in experiential retail may encourage the adaptation of existing retail spaces to meet future needs.

## Office

Snellville, while not located near regional transportation routes and other features attracting larger businesses, offers a variety of office spaces at an affordable cost. A significant portion of Snellville's office space is utilized as medical office space and supports the local healthcare industry. In the future, Snellville should continue to support the growth and expansion of the healthcare industry and engage local businesses to provide office spaces with the appropriate flexibility to suit their needs.

### Snellville Office Space

Office developments in Snellville range from flexible workspaces providing support services to small, entrepreneurial businesses to larger office buildings with medical providers as the primary anchors. While some office developments in Snellville need updates or renovation, there are a variety of available office spaces available at affordable rates in comparison to surrounding communities.

#### Snellville Offices



#### Nearby Competition



Surrounding communities, such as Lawrenceville and Duluth, have leveraged larger populations and proximity to major transportation routes to offer greater amounts of executive office space. With competitive flexible workspaces, such as Cornerstone Coworking in Lawrenceville, and numerous multi-story office buildings offering class A office space, surrounding areas are better positioned to develop standard office space.

### Recent and Planned Developments

Recently opened GarageWorx business incubator for suburban entrepreneurs provides flexible workspace options for small businesses. By offering flexible and collaborative spaces for startups and small businesses, GarageWorx can accommodate the changing needs of businesses that are unlikely to be able to rent more traditional office space. This example of specialized workspace has the potential to support those local businesses Snellville is looking to encourage in the future.<sup>26</sup>

### Regional Trends

#### Regional Office Space Demand

Demand for office space in the Atlanta area has skyrocketed since 2012, with record low unemployment levels and record high rents per square foot.<sup>27</sup> While much of this demand has been associated with the Downtown and Midtown submarkets, Suburban submarkets have also seen recent decreases in vacancy and other indicators of a strong rental market. The Northlake/Stone Mountain submarket, however, experienced its fourth consecutive quarter of vacancy over 30 percent and fifth out of the prior six quarters of negative absorption rates.

#### Co-working Space

In addition to increased demand for available office space in the Atlanta area, there is also an increase in the demand for flexibility and innovation. Demand for flexible co-working space is both a national and regional trend, with some reports indicating that up to 30 percent of office spaces may be transformed into

co-working spaces by 2030. These spaces have also been said to have additional benefits, such as assisting in easing foot traffic challenges for retail spaces.

While national co-working companies such as WeWork and Industrious have been expanding in Downtown, Midtown, and Buckhead, areas outside of the perimeter have also seen increased demand for these co-working spaces. Snellville and surrounding areas have added co-working spaces to local office space options with the opening of GarageWorx in Snellville, The Suite Spot in Sugar Hill, and Cornerstone Coworking in downtown Lawrenceville.

### Key Office Recommendations

While Snellville is unlikely to attract significant Class A office development in the near term, the City should continue to support innovative, flexible spaces for small businesses and actively court medical office users. Maintaining a database of available spaces and engaging regularly with the small business community will ensure that Snellville officials are always prepared to match users to the right spaces.

### Industrial

Due to Snellville's distance from regional transit options, there are limited industrial businesses in the area. It is recommended that Snellville allow current industrial and light industrial uses continue to operate in the area and consider other sectors of industry for strategic growth and expansion.

#### Snellville Industrial

Snellville currently allows industrial uses in limited areas concentrated along Industrial Way near Lenora Church Road and along Rosebud Road in eastern Snellville. Unlike similar communities located along Interstate 85 and other major roadways, Snellville is limited in access to the freight-supporting infrastructure crucial for industrial expansion. Furthermore, the Atlanta Regional Freight Mobility Plan does not currently include Snellville in future freight expansion plans or projects.

<sup>26</sup> Atlanta Journal Constitution, Snellville partnership offers business accelerator, office space

<sup>27</sup> Cushman and Wakefield, [Marketbeat Atlanta Office Q2 2018](#)



## Regional Trends

The Atlanta area has seen a recent increase in demand for industrial space and logistics, spurring the development of the Atlanta Regional Freight and Mobility Plan. While many areas are well positioned to accommodate this industry expansion, those areas with proximity to major roadways and railways are more attractive to this industrial boom.

### Industrial Space Demand

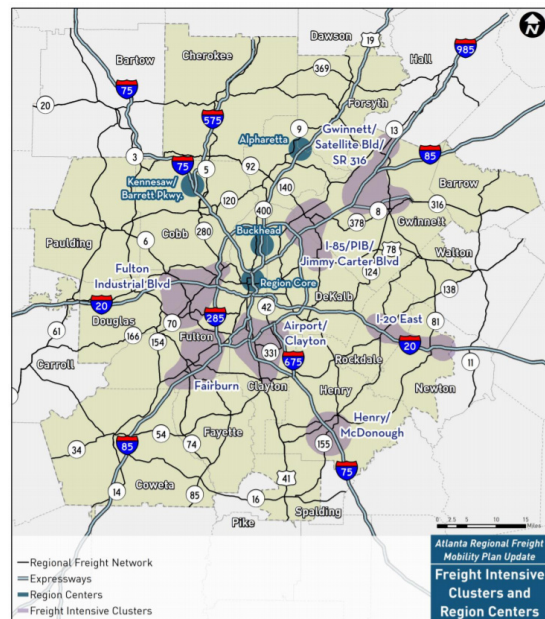
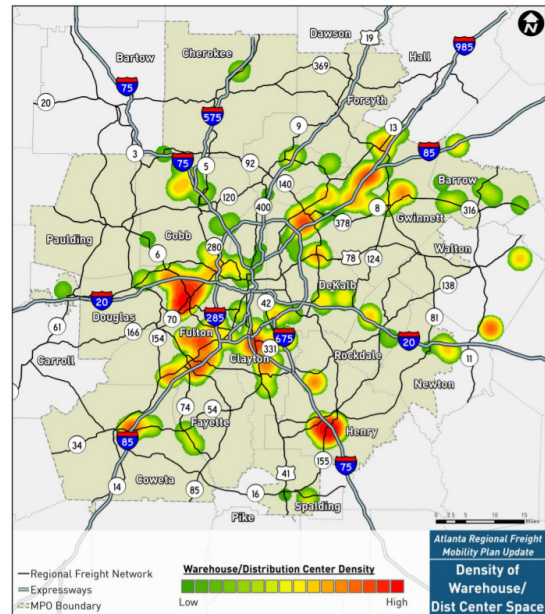
The industrial real estate market in Atlanta continued to experience increases in leasing at record levels throughout the first half of 2018 (Cushman and Wakefield). Industrial rents have jumped in the second quarter of 2018, making asking rents in the region the highest they have been since 2001. Although the industrial market is growing at a rapid pace throughout the Atlanta region, the Stone Mountain Industrial Submarket bordering Snellville has the second lowest occupancy rate of any industrial submarket in the region (Colliers).

### Transportation Hub Proximity

As industrial uses continue to expand in the Atlanta area, demand for warehousing and distribution as well as general industrial space continue to target areas adjacent to Hartsfield Jackson International Airport and Interstate 285. While those spaces are becoming limited due to increased demand, vacancies created by big-box retailer closures are creating opportunities for industrial uses to continue locating in proximity to regional transportation hubs.

### Atlanta Regional Freight Mobility Plan<sup>28</sup>

The Atlanta Regional Freight Mobility Plan, updated by the Atlanta Regional Commission in 2016, identifies key projects for advancing Atlanta's potential as a hub for warehousing and distribution. While Snellville has one freight project identified north of US 78 along SR 124, the plan more actively targets improvements north of Snellville in the area surrounding Interstates 85 and 985. Snellville is not located within any of the manufacturing or manufacturing/distribution clusters identified within the plan. The following maps show those local and regional clusters of freight activity as



well as those areas with significant warehouse and distribution center spaces identified in the plan.

## Key Industrial Recommendations

It is recommended that Snellville continue to support those limited heavy commercial and light industrial businesses within the community. However, the City's primary focus should be on sectors that are better positioned to create long-term economic benefits.



# Housing Market

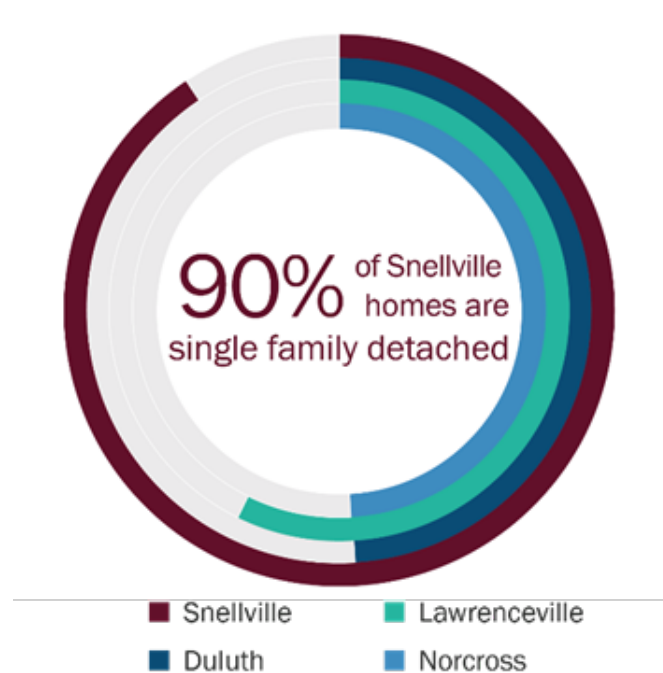
Unlike many communities, Snellville currently has a housing stock that is primarily made up of homes with three or more bedrooms. While Snellville, like many surrounding communities, has seen increases in local housing demand and prices, particularly over the past year, the cost for housing per square foot has remained relatively low and continues to attract working families to the area. There is, however, a lack of smaller housing options in the area. This absence of small housing options limits opportunity for young professionals, new families, working class employees and those looking to downsize to live in Snellville.

## Housing Stock

### Type

The most prevalent housing type in Snellville is the large single family detached home. Single family detached homes currently make up more than 90 percent of the local housing stock, which is a greater proportion than any of the comparable surrounding communities. Most houses (86%) are also three or more bedrooms, significantly higher than that of the metro area (70%).

Additionally, because most homes in the area have three or more bedrooms, there is a significant shortage of studio, one-bedroom and two-bedroom housing units. These smaller housing units typically appeal to young professionals or young families and currently represent less than 12 percent of local housing options.



Units in Structure	Snellville	Duluth	Lawrenceville	Norcross	Atlanta MSA
1 Unit	93.1%	63.9%	64.1%	68.2%	72.0%
1, Detached	90.6%	49.0%	57.3%	49.1%	66.9%
1, Attached	2.4%	14.9%	6.8%	19.1%	5.1%
2	1.6%	0.9%	9.2%	2.4%	1.4%
3 or 4	2.5%	3.6%	3.8%	3.4%	2.6%
5 to 9	0.4%	11.6%	7.1%	12.6%	5.8%
10 to 19	1.0%	12.3%	6.6%	9.6%	6.6%
20 to 49	0.3%	3.9%	2.8%	2.1%	3.6%
50 or More	0.3%	3.1%	4.8%	1.7%	4.8%
Mobile Homes	0.0%	0.8%	1.7%	0.0%	3.1%
Boat, RV, Van, Etc.	0.8%	0.0%	0.0%	0.0%	0.1%

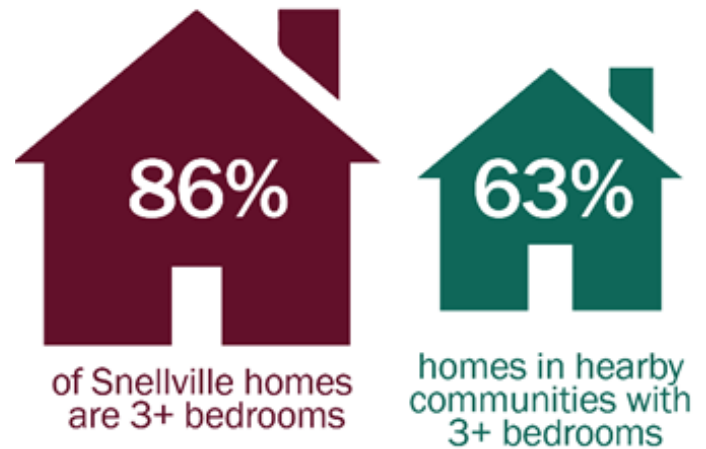
*Housing Types by Units in Structure, Snellville and Comparison Areas, 2016* <sup>29</sup>

29 US Census, ACS 2016

## Age and Occupancy

The median year built for housing units in Snellville is 1989. Nearly half of the local housing stock was built between 1980 and 1990, with another 27 percent built in 1979 or earlier. About eight percent of housing units in Snellville were vacant in 2016. This is a healthy level of vacancy and fairly similar to surrounding and comparable communities. The vacancy rate in the Atlanta-Sandy Springs-Roswell metropolitan area was just over ten percent at the same point in time.

Snellville residents tend to have been living in the community for a long time, with neighboring communities seeing a greater influx of new residents moving into their homes since 2000.



Units by Household Size	Snellville	Duluth	Lawrenceville	Norcross	Atlanta MSA
1-Person Households	18.1%	28.1%	24.3%	25.0%	26.7%
2-Person Households	28.7%	33.0%	28.7%	21.9%	31.2%
3-Person Households	22.3%	17.9%	18.5%	17.2%	17.0%
4-Person Households	15.7%	15.9%	14.3%	17.6%	14.5%
5-Person Households	10.4%	3.3%	9.1%	10.5%	6.6%
6-Person Households	2.3%	0.8%	3.6%	4.8%	2.5%
7-or-More Person Households	2.5%	0.9%	1.5%	3.1%	1.4%

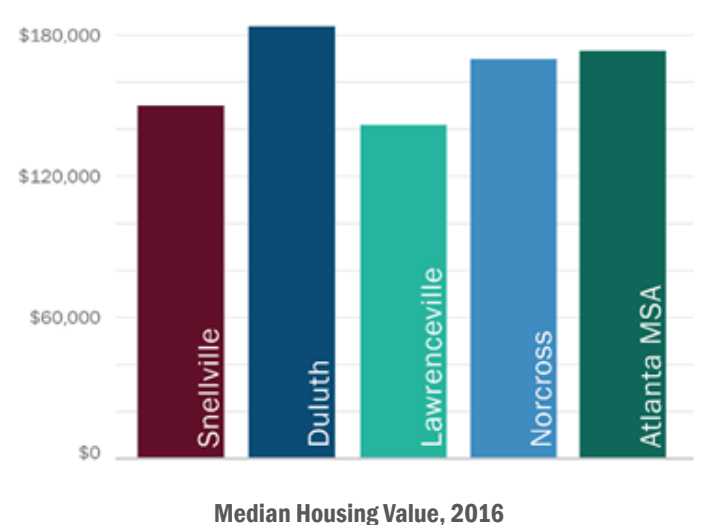
*Distribution of Household Sizes, Snellville and Comparison Areas, 2016*<sup>30</sup>

30 US Census, ACS 2016

## Value

Although the average house size in Snellville is significantly higher than most comparable communities, the median housing value falls below that of the same communities at \$150,000. This indicates that despite houses being larger than in other communities, the value of homes is less than that of those in neighboring communities.

Median gross rent in Snellville (\$1,156) is higher than rents in surrounding communities, which may suggest untapped demand for apartments and other rental units in the Snellville area.



Units by Number of Bedrooms	Snellville	Duluth	Lawrenceville	Norcross	Atlanta MSA
No Bedroom	1.6%	2.0%	0.6%	0.6%	1.2%
1 Bedroom	0.5%	8.6%	9.0%	12.8%	8.3%
2 Bedrooms	9.5%	27.4%	25.9%	22.4%	19.7%
3 Bedrooms	43.5%	38.1%	40.4%	42.9%	38.5%
4 Bedrooms	38.8%	19.2%	18.7%	15.0%	22.2%
5 or More Bedrooms	6.2%	4.8%	5.8%	6.2%	10.0%
Median House Value	\$150,000	\$183,800	\$141,900	\$169,700	\$173,000

*Housing Units by Number of Bedrooms, Snellville and Comparison Communities, 2016* <sup>31</sup>

31 US Census, ACS 2016

Rental Units by Number of Bedrooms	Snellville	Duluth	Lawrenceville	Norcross	Atlanta MSA
No Bedroom	5.3%	4.1%	1.2%	1.1%	2.8%
1 Bedroom	1.1%	16.8%	17.5%	21.7%	20.4%
2 Bedrooms	26.2%	44.6%	46.7%	32.3%	37.3%
3 Bedrooms	32.4%	27.4%	27.1%	35.9%	28.6%
4 Bedrooms	31.3%	4.6%	6.6%	5.2%	8.5%
5 or More Bedrooms	3.7%	2.6%	1.0%	3.7%	2.4%
Median Gross Rent	\$1,156	\$1,111	\$896	\$954	\$1,003

*Rental Units by Number of Bedrooms, Snellville and Comparison Communities, 2016* <sup>32</sup>

32 US Census, ACS 2016

## Affordability

Housing costs in Snellville are reasonable compared to surrounding areas; however, a lower median salary of Snellville workers paired with high median gross rent costs make housing unaffordable for those who work in the area. The estimated monthly housing budget for Snellville residents is around \$1,451. This budget is sufficient to either rent or purchase a home in Snellville. Those who work in Snellville, however, have a significantly lower estimated housing budget of \$789 based on a median salary of \$31,553, making owning a home in Snellville less financially accessible. Furthermore, with a median gross rent of \$1,156, renting a home in Snellville is not an affordable option for those who work in the area.

	Snellville	Duluth	Lawrenceville	Norcross	Atlanta MSA
Median Income (live here)	\$58,044	\$61,472	\$41,578	\$40,788	\$59,183
Monthly Housing Budget (based on 30% of income)	\$1,451	\$1,536	\$1,039	\$1,020	\$1,479
Median Salary (work here)	\$31,553	\$53,674	\$49,314	\$46,982	\$52,454
Housing Budget (based on 30% of Salary)	\$2,629	\$4,472	\$4,109	\$3,915	\$4,371
Median House Value	\$150,000	\$183,800	\$141,900	\$169,700	\$173,000
Mortgage Estimate	\$788	\$950	\$749	\$883	\$898
Median Gross Rent	\$1,156	\$1,111	\$896	\$954	\$1,003
Households with Housing Costs More than 30% of Income	33.4%	32.1%	39.7%	44.1%	31.2%

*Income and Housing Costs, Snellville and Comparison Communities, 2014* <sup>1</sup> and 2016 <sup>2</sup>

1 US Census, 2014 ZIP Code Business Data

2 US Census, ACS 2016



## Recent Sales

In October 2018, Trulia<sup>33</sup> estimated a 12 percent year-over-year rise in median sales price, bringing the local median up to \$213,000. In addition to increases in housing prices in Snellville, Duluth, Lawrenceville, Norcross and the Atlanta MSA each experienced similar increases. Regardless of increases in local housing prices over the past year, Snellville has maintained the lowest cost per square foot (\$96) when compared to Duluth, Lawrenceville, Norcross and the Atlanta MSA with prices per square foot of \$132, \$101, \$108 and \$216, respectively.

Furthermore, Trulia records a sharper increase in median cost for larger homes in Snellville than in the Atlanta MSA. While three- and four-bedroom homes in Snellville have increased in median cost by 10 and 15 percent respectively over the past year, two-bedroom homes have risen in value by only five percent. The number of one-bedroom homes in Snellville selling over the past year is too few to determine a rate of change. In the Atlanta MSA, however, the median sale price of one-bedroom homes has risen almost 16 percent over the past year, with two-, three- and four-bedroom homes experiencing less than ten percent increases over the same period.

33 Trulia, Real Estate Market Trends Report

## Recent and Planned Developments

### 28-Home Subdivision

Pinehurst LLC has been proposed a 28-home subdivision at the intersection of Pinehurst Road and Sycamore Drive. The 11-acre neighborhood is to include all single-family homes as well as a storm water management area and adjacent common space area.

### 130-Home Age-Restricted Subdivision

Smithton Homes LLC is currently developing a 130-home age-restricted neighborhood at the intersection of Ridgedale Drive and Pinehurst Road. All 130 homes proposed for the 36-acre lot are intended to be age restricted for persons 55 years and older. All homes would be detached with a mixture of traditional and craftsmen style influence.

### The Sheridan at Eastside

Senior Lifestyle Corporation is working with Griffin Fine Living LLC to develop a transitional retirement community with 200 residential units for persons 55 and older. These units will include 81 independent living apartments, 24 independent living cottages, 60 assisted-living apartments and 32 memory care residences. Additionally, the development will include a variety of amenities including 24,00 square-feet of common space. The development is estimated to bring 100 additional jobs to the community.

	Snellville	Duluth	Lawrenceville	Norcross	Atlanta MSA
Median Home Sales Price	\$213,250	\$280,000	\$208,000	\$180,000	\$295,000
Average Price/Square Foot	\$96	\$132	\$101	\$108	\$216
<b>Year-over-year Increase in Median Price</b>					
One-Bedroom	-	(7.7%)	-	-	15.9%
Two-Bedroom	5.1%	15.6%	12.9%	0.9%	8.0%
Three-Bedroom	10.1%	10.6%	11.4%	15.3%	9.7%
Four-Bedroom	15.6%	3.8%	6.4%	14.0%	9.1%

## Regional Housing Trends

As Atlanta approaches an estimated population increase of 2.5 million people before 2040, development in the region has been working to accommodate an influx of residential development through infill development in existing communities and higher density development where the opportunity exists.<sup>34</sup> Infill has presented opportunities for development opportunities throughout the Atlanta region, especially on land which was once parking lot. This development technique has allowed communities to increase housing options in areas with existing infrastructure.

Beyond infill development, the Atlanta area has seen an increase in the number townhomes and other small-lot residential housing development being added to the local housing market. These homes allow for proximity to town centers and community amenities, such as the 47 townhomes recently developed as “The Kelly” in Downtown Norcross.<sup>35</sup>

<sup>34</sup> Planetizen, “Infill Comes to Atlanta’s Single-Family Neighborhoods”

<sup>35</sup> Curbed Atlanta, “In historic Norcross, townhomes in mid-\$300Ks aim to lure in buyers”

## Key Housing Recommendations

Changes to Snellville’s housing market should continue to serve those working families in the community while evolving to create a balance of housing options for older residents and young community members. Zoning and development decisions at the city-scale should continue to include options for larger homes to meet rising demand in the area and accommodate working families looking to locate in Snellville but consider opportunities for townhomes and infill opportunities to accommodate a growing population and provide a variety of housing options. It is also recommended that Snellville use the Town Center project and other downtown development to add studio, one-bedroom and two-bedroom multifamily housing options to the local housing market. These housing options will provide opportunities for attracting a balanced population and serving the variety of jobs offered in the community.

# Key Recommendations

## Commercial Market

### Strategies

Strategies for guiding the future of the commercial market to align with Snellville's vision for 2040 are focused on upgrading and redeveloping existing retail and office space to remain competitive with surrounding communities, as well as prioritizing the inclusion of small and local businesses in the first phases of the Towne Center. The following strategies outline recommendations for guiding the commercial market in Snellville:

- Engage with small and local businesses to identify and attract potential tenants for the Towne Center development
- Encourage unique architecture, urban design details, and ample landscaping to distinguish the Towne Center from regional competitors
- Continue to encourage the location of innovative, flexible workspaces to attract growing businesses to Snellville
- Incorporate smaller-footprint storefronts in future mixed-use and commercial development to provide spaces for small and local retail and restaurants
- Encourage commercial tenants and landlords along Scenic Highway to work together in creating a cohesive shopping experience and sense of place along the Scenic Highway Retail Corridor to provide a retail destination for residents and visiting shoppers
- Identify opportunities to encourage infill development surrounding existing retail on SR 124, including the redevelopment of oversized parking lots
- Ensure zoning regulations allow for a variety of commercial, institutional, and some multi-family uses along Scenic Highway to increase flexibility in light of changing demands for brick and mortar retail
- Discourage strip retail along the undeveloped portion of US 78 East
- Leverage growth in the local healthcare industry to encourage Health Villages around large healthcare anchors like Eastside Medical Center

### Key Messages

Key messages for the recruitment and retention of commercial developments and tenants include:

- Snellville is a regional retail destination. The concentration of retail along Snellville's Scenic Highway Retail Corridor is one of the highest in the metro area.
- The presence of both convenience and specialty goods retailers along the Scenic Highway Retail Corridor attracts a balance of Snellville residents and shoppers from surrounding communities
- Residents are craving unique, local restaurants and shops and supporting these small businesses is a priority for the City's Towne Center development. The area will be actively programmed to bring in potential patrons.
- The Scenic Highway Retail Corridor and future Towne Center development will offer a variety of shopping, dining and entertainment experiences for residents and visitors
- Snellville's focus on accommodating the growth and expansion of the local healthcare industry will provide access to employment opportunities and medical services for the community



- Strategic development surrounding medical hubs will encourage integrated health villages to be lived in and enjoyed by the community

## Housing Market

### Strategies

The future of the housing market in Snellville should be driven by two primary goals: maintaining existing family-oriented neighborhoods and welcoming diverse housing into more walkable areas of the community. The following strategies are recommended as opportunities to attract housing types that will accomplish these goals and contribute to the multi-generational, multi-cultural Snellville envisioned by the community:

- Continue to allow the development of large lot, single-family homes in existing neighborhoods
- Tap into regional demand for new, single-family homes under \$300,000 by attracting developers of reasonably priced single-family homes on smaller lots in neighborhoods closest to the Towne Center
- Use the Towne Center as a catalyst for increasing studio, one-, and two-bedroom housing options
- Ensure Towne Center and Health Village housing promotes walkability to support the needs and desires of seniors, young professionals, and other community members
- Work with affordable housing developers to create affordable senior housing to balance high-end senior housing developments currently being built in the area
- Pursue home rehabilitation grants or incentivize developers to include affordable housing units in multi-family and townhouse developments to provide housing options for low-wage employees working in Snellville
- Assess the appropriate scale of housing to be included in future nodes of development along the eastern segment of US 78
- Improve pedestrian and bicycle access from neighborhoods to parks, schools, and the Towne Center

### Key Messages

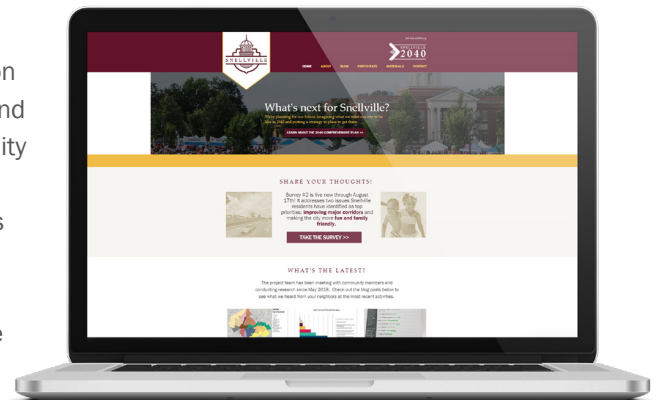
Key messages to retain and attract residents and residential developers include:

- Snellville will continue to protect and preserve family-friendly neighborhoods by encouraging the development of large-lot, single-family homes within existing
- Additional housing provided through infill development and redevelopment of existing housing sites will allow Snellville to realize community goals while preserving undeveloped land
- Towne Center multifamily residential and townhomes will be prioritized to add greater activity, walkability and vitality to the center of Snellville
- Smaller affordable housing options will add much-needed residential options for the growing senior population and will welcome a variety of generations and cultures to call Snellville home
- Towne Center will serve as a catalyst for a new type of housing development in Snellville, attracting high-end townhomes and multi-family developments to the area
- Population growth and demand following the development of the first phase of the Towne Center will bring reenergize Snellville and create opportunities for building more interesting house types, especially in the downtown area and in nodes of redevelopment along SR 124 and US 78.

# **Appendix D:** **Community** **Engagement**

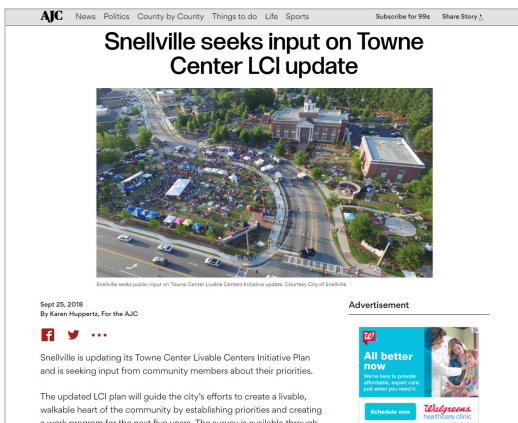
# Appendix D: Community Engagement

The community was invited to share their insight on priority needs and opportunities, imagine the Snellville of the future, and provide feedback on draft materials throughout the planning process through both in-person and online engagement. Activities included stakeholder interviews, a community task force, pop-up events, online surveys, and an open house. They were promoted through city communications channels, social media, and press releases. Information about the Comprehensive Plan and engagement opportunities were posted to the project website, [www.snellville2040.org](http://www.snellville2040.org). Blog posts summarizing each activity were shared on the site and are included here to document community input.



Community Task Force members included:

- Mayor Pro Tem Barbara Bender
- Don Britt
- Matt Czarick
- Karen Foote
- Bill Kingsbury
- Shaysha Kingsbury
- Joe Lewis
- Chad Lockhart
- Jamie Parker
- Nike Patel
- Marcy Pharris
- Austin Shelton
- Patrick Stewart
- Marilyn Swinney
- Richard Swope
- Laurie Tis
- Jamey Toney
- Eric Van Otteren
- Tod Warner
- Student representatives from Brookwood High School, Grayson High School, Shiloh High School, and South Gwinnett High School.





# Community Task Force Meeting #1

May 2018

This summary was originally written as a blog post for [www.snellville2040.org](http://www.snellville2040.org)

The Comprehensive Plan Community Task Force is officially in action! This group of community members will meet regularly throughout the process to share insight, brainstorm ideas, and provide feedback on draft materials. They were selected by staff to represent a cross section of Snellville, including non-profit and civic leaders, business owners, neighborhood representatives, and a few bright students, representing each of the local high schools. Our first meeting set the stage for the project by talking about the key issues and opportunities facing Snellville and starting to think big about what kind of place we want it to become.

## Identifying Key Issues and Opportunities

Much of the feedback aligned with comments from the stakeholder interview sessions, showing growing consensus around the key issues that the plan will need to address.

What's bubbling up to the top?

- Our close-knit, caring community is a core strength that should be cultivated.
- We need the housing and infrastructure in place to support people with a range of ages, incomes, and lifestyles.
- We need more safe, interesting, and educational spaces for kids and teens.
- We want to create places with more distinct character and invite in unique, local businesses to make Snellville a destination.
- People tend to want to live in either a walkable, interesting place or a quiet, peaceful place to retreat. Right now, Snellville has all the big city gridlock and none of the big city amenities, and it isn't attracting either group.
- Future transportation systems needs to find a balance to serve drivers, pedestrians, cyclists, and transit riders, as well as local and regional travel needs.
- More parks and trails would make our residents happier and healthier.

- Retail is at the center of our current economy, but it's a rapidly changing industry and we need to consider how those changes may impact our city.
- We'd like to diversify the local job mix, bringing in higher wage jobs and the workforce training to go along with them.
- The Towne Center Vision Plan addresses many of our top desires and implementation should be a high priority next step.

## Imagining Our Future

The group also began conversations around setting a clear vision for Snellville's future. They want Snellville to be a place that is:

- |                                              |                                          |
|----------------------------------------------|------------------------------------------|
| ■ Safe                                       | ■ Balanced in its land uses              |
| ■ Multi-cultural                             | ■ Growing in professional uses           |
| ■ Multi-generational                         | ■ Booming with activity                  |
| ■ Eco-friendly                               | ■ Full of green space                    |
| ■ Creative                                   | ■ Home to a higher education institution |
| ■ Vibrant                                    | ■ Proud                                  |
| ■ Close knit                                 | ■ Family-friendly                        |
| ■ Full of gathering spaces                   | ■ Thriving                               |
| ■ A progressive place for families to gather | ■ Trending                               |
| ■ Solar powered                              | ■ Refreshing                             |
| ■ Socially responsible                       |                                          |

As we gather more input on the vision from community members at Public Safety Night and through the upcoming online survey, we'll craft a vision statement that captures these ideas and will set the tone for the 2040 Comprehensive Plan. Stay tuned!

## SWOT Analysis

Here's the full scoop on what the task force identified as Snellville's biggest strengths, weaknesses, opportunities, and threats:

### Strengths

- The people of Snellville have good hearts and a spirit of volunteerism.
- The culture of caring extends beyond formal organizations to personal relationships; neighbors are generous with their time and resources.
- City events are well run and bring people together.
- Medical facilities provided critical services and quality jobs.
- Senior housing is improving with the development of The Villas at Crestview, a new aged-restricted, mixed-use community under construction near Eastside Medical Center that will provide nearly 400 new senior residences.
- Local schools are generally strong and South Gwinnett High School is on the rise.
- There is pride in local history and a vibrant historical society.
- Retail centers are strong and there are many options for quick bites to eat. Sales in retail centers along SR 124 rival the Mall of Georgia.
- The housing market is performing well with very few vacancies.

### Weaknesses

- Most of the jobs in Snellville are lower wage jobs, generally retail. There is a lack of high-paying jobs in the city. Teens are also frustrated by the lack of professional internship opportunities in Snellville.
- Younger people are not choosing to live in Snellville. To attract and retain them, we need affordable places to live and interesting places to socialize.
- A number of housing types are missing, including townhomes, multi-family, and 3-bedroom/2-bathroom homes.

- There are few local attractions and no central hub in the city. Residents wish they had interesting, social spaces to go and wander around, like at Ponce City Market in Atlanta.
- Most of the city has a generically suburban character. It lacks charm, a clear identity, and iconic, "Instagrammable" spots.
- There are plenty of chain restaurants in town, but few unique, local spots or farm-to-table options.
- Some shopping centers are becoming rundown, hinting at potential future decline.
- Much of the land is already built out, limiting land for future development and requiring a model of redevelopment instead.
- Snellville has all the big city gridlock with none of the big city attractions. People are either moving closer into Atlanta for the perks of a more walkable area or moving further out to places with more peace and quiet than congestion.
- US 78 is a US highway, requiring cooperation with USDOT and compromises between its regional and local functions.
- The spread out nature of the city and lack of transit, quality sidewalks, and bike paths means Snellville is a heavily car-dependent city. This is especially tricky for teens, older adults, and other residents who don't own or operate their own cars.
- The lack of unique destinations in the city means most people on its major roads aren't traveling to Snellville, they're just traveling through it.
- Kids and teens need places to play! There are few places where parents feel comfortable dropping off their children and letting them hang out on their own.
- The division of the city into four different high school zones creates boundaries between high school students. There are few occasions for students from different schools to come together.
- There are few resources within the city for workforce development, career readiness prep, and vocational training.

## Opportunities

- Let's implement the Towne Center vision! A mixed use center would provide entertainment, charm, jobs, and a lifestyle that would help attract and retain new residents.
- Teens want places to play, as well as to learn and grow after school. A youth center with STEM programs, leadership courses, career prep, fun activities, summer programs, and flexible, modern space to study and socialize would be a huge asset. Wi-Fi and a computer lab would be a must. Because most teens don't have cars, it would be important to choose an accessible location and consider routing a shuttle between the high schools and the center. It could potentially be incorporated as part of the new design for Briscoe Park.
- High schools need fields for sports, which could be included in the new Briscoe Park design. Adult rec leagues could use them too!
- We need more greenspace! The City should be thinking about potential land acquisitions to make sure residents of every neighborhood have access to parks.
- Traffic counts along major roads are high, including many people that are just passing through now, but could be captured as potential customers.
- More pedestrian infrastructure would improve livability. More crosswalks at the Shops at Webb Gin Road are particularly needed, as are ways to safely cross US 78.
- More bike paths, trails, and even a bike share program would be great too. We could even connect a bike path to Stone Mountain!
- The Snellville Youth Commission could be further developed as a professional development and civic engagement resource for teens, if all high schools were to fully embrace the model.
- There is high demand in the region for new, mid- to low-priced homes. New, low-maintenance homes under \$225,000 are selling quickly, as are reasonably priced rentals between 600 and 800 square feet.
- The North Road area is a prime location for new residential development.
- Seniors need places to live that fit their needs. Zero-step entry homes, lower maintenance options in a town center setting, and assisted living facilities will all play a role.
- Public transportation would improve mobility options for residents. Some transit routes are planned along major roads, according to the recent Gwinnett County Transit (GCT) plan, and Snellville will be the site of a new GCT flex bus pilot program.
- Better synchronization of traffic lights would help reduce congestion.
- Rideshare programs like Lyft and Uber have become popular ways to get around, especially for young people. Designated drop off stations should be incorporated into new mixed use developments.
- The arts could be elevated through the installation of public art or the creation of a new museum.
- Food trucks could be a good way to begin bringing in more interesting, local food options.
- There is a highly educated workforce already living in Snellville, an appealing asset for potential businesses.
- A satellite campus for a local college like Gwinnett Technical College could provide job training for residents.



## **Threats**

- Regional transportation decisions will continue to impact local congestion with state and US routes also serving as the primary local roadways.
- The City needs to begin thinking about how to reposition its vast shopping centers as e-commerce continues to alter the bricks and mortar retail market.
- Automation in the retail industry may lead to a loss in low-wage jobs.
- A car-dependent city design leads to a sedentary lifestyle, which could have negative health outcomes for residents.
- If the form of future development continues with the historic trend, Snellville will continue to lose its sense of identity and have a generic public realm.
- New housing needs to match trends in household composition, considering the move toward more single-occupant households.
- A long-held negative perception of rental housing may get in the way of providing an in-demand housing type.

## Community Task Force Meeting #2

June 2018

This summary was originally written as a blog post for [www.snellville2040.org](http://www.snellville2040.org)

This month we refined the City's priority issues and opportunities, agreed on a direction for a vision statement, and discussed updates to Snellville's character areas.

### Prioritizing Key Issues and Opportunities

Using the results from Community Task Force Meeting #1, input from Public Safety Night, and a board exercise, the following is a summary of the discussion of key issues and opportunities:

- The number one priority is implementing the Towne Center plan
- Task Force members were surprised at the number of comments from Public Safety Night regarding parks
- Potentially it's more of an issue with a lack of programming at parks in Snellville? Briscoe Park does host a popular summer camp
- Feedback from teens and kids is that they want a place indoors to spend time
- The 12-18 year-old age group is particularly in need of things to do
- Transit/transportation options is a high priority for the public.
- Many people in Snellville do not or cannot drive
- Senior mobility and housing is a challenge
- Access to Atlanta is difficult
- Gwinnett County's new transit plan does address Snellville; pilot project to introduce a flex bus program to the area
- Retail: retail in Snellville represents \$1 billion in sales.
- Starting to see trend in downsizing, shifting toward showroom concepts
- Beginning to address it code with reduced parking requirements, more of a neighborhood scale

- More Live/Work/Play type environment
- Still need to figure out what to do with big box infrastructure
- How do we attract people to live/work/play developments when we don't have the jobs to bring them here? Johns Creek and Alpharetta are known as tech hubs—how can Snellville get some of that market?
- Concern about brain drain: young people leave and do not typically move back

The image below shows which issues were considered the biggest by Community Task Force members.

**What are the biggest issues?**

We've heard about several big issues from Snellville community members so far. Which ones do **you** think are the most important to tackle?

Vote for the **3** issues you think are the most important by placing **dot stickers** in the boxes beside them.

Need more <b>housing options</b> (e.g. smaller lots, townhomes, condominiums, apartments, or senior housing)	2 dots
Lack of places with <b>distinct character</b>	2 dots
Limited <b>destinations/interesting activities</b>	3 dots
No walkable <b>town center</b> , mixed use area	8 dots
Few <b>places for kids and teens</b>	1 dot
Dependence on <b>retail</b> ... and changing retail industry	4 dots
Lack of <b>higher wage jobs</b>	6 dots
Need for <b>higher education</b> institution	0 dots
<b>Traffic</b> congestion	4 dots
Limited <b>pedestrian</b> infrastructure	1 dot
Limited <b>bicycle</b> infrastructure	0 dots
Lack of <b>transit</b>	2 dots
Few <b>parks or trails</b>	1 dot
Need for a <b>youth center</b>	4 dots

Don't see your biggest issue captured here? Write it down below!

2040

## Snellville's Vision

The group also discussed three options for a draft vision statement. They agreed that option #3, written below, was closest:

*"In its second century, Snellville is a progressive, thriving community that is family-friendly and booming with activity. Rooted in a vibrant Towne Center, our multi-generational city sets the standard for quality of life, balanced growth, and economic opportunity."*

Participants liked this vision statement, but with a few changes:

- Add the phrase "Rooted in its people"
- Add word "multi-cultural" near multi-generational

## Character Areas

Character areas define the future vision for different parts of the city and help guide rezoning and investment decisions. A character area map for Snellville is already in place as part of the current 2030 Comprehensive Plan. (Check it out here!) This map and the associated narratives for each character area need to be updated as part of the new 2040 Comprehensive Plan. Starting with the existing character area map, the Community Task Force reviewed each character one by one for the following:

- Boundaries: do they still make sense?
- Description: has the area changed much in the past ten years?
- Vision: does the vision still resonate or does it need to be tweaked?

Here's what they had to say:

### 124 South/Centerville Highway

- Boundary: See map
- Description: Older homes
- Vision: Remove mention of office

### Highway 78 East Corridor

- Boundary: See map
- Description: OK
- Vision: Add walkability and bicycle infrastructure, mention the high school

### Britt Elementary Cluster

- Boundary: OK
- Description: OK
- Vision: Accessory dwelling units encouraged closer to downtown; mention development/investment spurred by proximity to Downtown; protect residential character, no commercial/office encroachment
- Discussion: Lack of sewer currently impacts development intensity and property values; should there be a bridge connecting this area to Downtown?

### Brookwood District

- Boundary: See map
- Description: Remove mention of "undeveloped land"
- Vision: Not really an "abundance" of neighborhood parks; mention something about community cohesion, outwardly focused, strong community ties

### Downtown

- Boundary: Use 2011 plan boundary; see map for other changes
- Description: OK
- Vision: Remove mention of "new" City Hall and public safety building; add educational uses; add "interconnected" and greenway

### North Road Transitional Corridor

- Boundary: See map
- Description: OK
- Vision: Mention improved transportation, greenway plans; remove references to "residential" and talk about opportunities for mixed use development
- Discussion: Most unappealing part of the city to young people; does not seem to have changed/improved much. Greenway plan proposes this corridor as a way to link to Lawrenceville



### North Road/Pinehurst Road Stable Neighborhoods

- Boundary: OK
- Description: OK
- Vision: Remove reference to park, add piece about appropriately scaled housing options; want to “expand” neighborhood quality and vitality rather than “preserve.”
- Discussion: Have some senior projects developing there; remove “stable” from title and add the word “Grayson”

### Highway 78 West

- Boundary: See map
- Description: Not in “decline” but now resurging a bit; remove “low density” from residential
- Vision: add “stable and existing residential” and continued emergence/development

### Lenora Church Road

- Boundary: OK
- Description: OK but in packet remove reference to “agglomeration of civic uses”
- Vision: Remove reference to “Baker’s Rock” from interpretive center; remove library, add

community garden, integrate something about an environmental/green focus (Baker’s Rock, recycling center)

### No Business Creek

- Boundary: OK
- Description: OK
- Vision: Potential for lots of change; remove “stable” and replace with “vibrant”; remove the word “adequate”

### Scenic Highway North

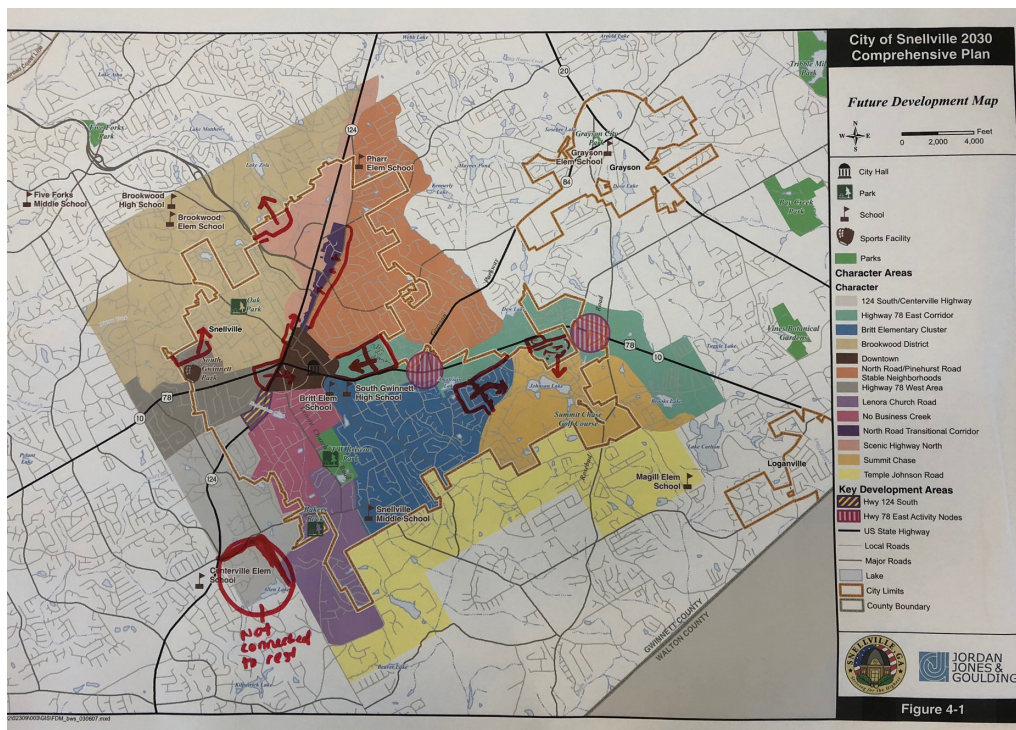
- Boundary: OK
- Description: Add senior project
- Vision: OK

### Summit Chase

- Boundary: See map
- Description: Say “rejuvenating”, remove “decline”
- Vision: OK

### Temple Johnson Road

- Boundary: OK
- Description: In packet, remove “Sphere of influence”
- Vision: Remove “commercial”



# Community Task Force Meeting #3

August 2018

This summary was originally written as a blog post for [www.snellville2040.org](http://www.snellville2040.org)

There was a lot to cover at the third meeting of the Snellville 2040 Community Task Force! The team reviewed revised versions of the vision statement and character areas, discussed the Livable Centers Initiative update for the Towne Center area, and dug into the draft goals and policy direction for the plan. Read on to see where we're headed.

## Revised Vision Statement

The vision statement is long-term and aspirational. It sets the tone for the City's policies, upcoming projects, and future decisions, which should all help move Snellville closer to its vision. The Task Force discussed three potential vision statements at the June meeting, and this time they confirmed that the revised version of their preferred statement fit the bill:

*"In its second century, Snellville is a progressive, thriving community that is family-friendly and booming with activity. Rooted in its people and a vibrant Towne Center, our multi-generational and multi-cultural city sets the standard for quality of life, balanced growth, and economic opportunity."*

## Revised Character Areas

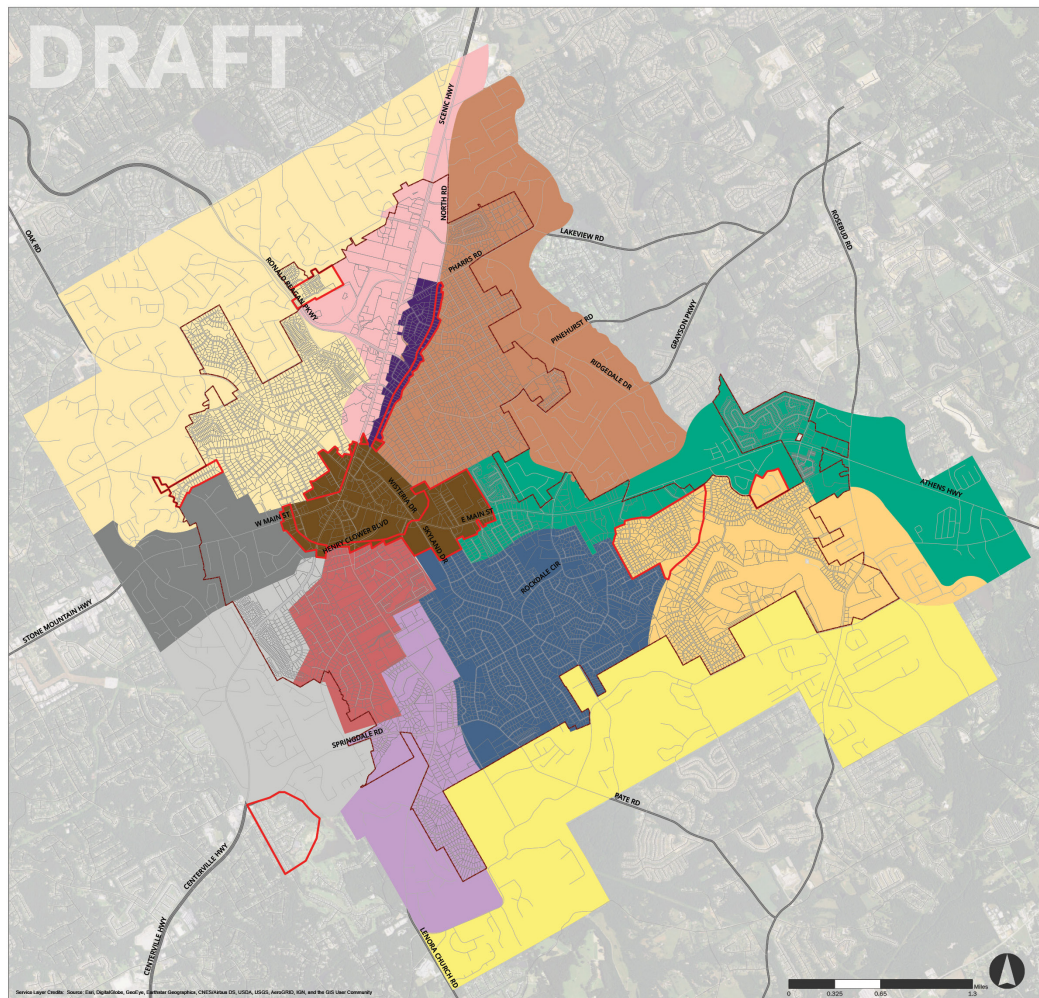
One of the key policy elements that emerges from a Comprehensive Plan is a Future Development Map (FDM), a graphic that delineates how the community wants different parts of the City to evolve over time. To make these distinctions, the FDM uses character areas, areas that share several typical characteristics, such as similar land uses, street design, intensity of development, types of buildings, and/or unique environmental resources. Each character area has its own narrative to provide guidance on future development. Snellville has a Future Development Map in place now, and it's being updated as part of the plan.

Why does the Future Development Map matter? It is the primary guide for staff and elected officials as they make decisions for future rezonings, special uses, and development applications. It also lays the framework for urban design guidelines and changes to development regulations, and it offers qualitative guidance to the development community.

The Task Force discussed changes to the existing 2030 Future Development Map at its June meeting and reviewed the revised version below. They thought the revised version looked about right, noting a few additional changes:

- Rename "Britt Elementary School Cluster" as "Skyland"
- Rename "Gateway to Grayson" as "Pinehurst"
- Move the hotel property currently under development on North Road to the Scenic Highway North character area
- Still want the properties on the eastern side of North Road included in the North Road character area, but the narrative should discuss the potential to redevelop those properties as a linear park with a greenway, vegetative buffer for the adjacent neighborhood, and some expanded right of way for North Road





## CHARACTER AREAS

### City of Snellville

August 2018 Draft

### Livable Centers Initiative (LCI) Update

Redeveloping the Towne Center area is a priority for Snellville residents, staff, and officials. Back in 2003, we took a key step towards this vision by becoming part of the Atlanta Regional Commission's LCI program, a grant program that funds planning studies and project implementation. The intent of the program is to help cities re-imagine their communities as just the kind of vibrant, walkable place Snellville residents have in mind for the Towne Center. It's a perfect match! (Learn more about the LCI program [here](#).) To maintain its LCI status and eligibility for project funding, Snellville must update its plan every five years and we're due for an update in 2018. The update will include the current status of previously planned projects, an updated work program, and maps of future transportation projects and land uses.

Review some of the previous plans for the Towne Center area, including earlier versions of the LCI plan (last updated in 2013) and other vision plans for the same area. The latest update will build off these plans, incorporating recently planned projects and community input:

- 2003 LCI Plan
- 2011 Towne Center @ Snellville Vision and Master Plan
- 2013 LCI Update
- 2016 Vision and Master Plan

This month we began discussing what the update will entail:

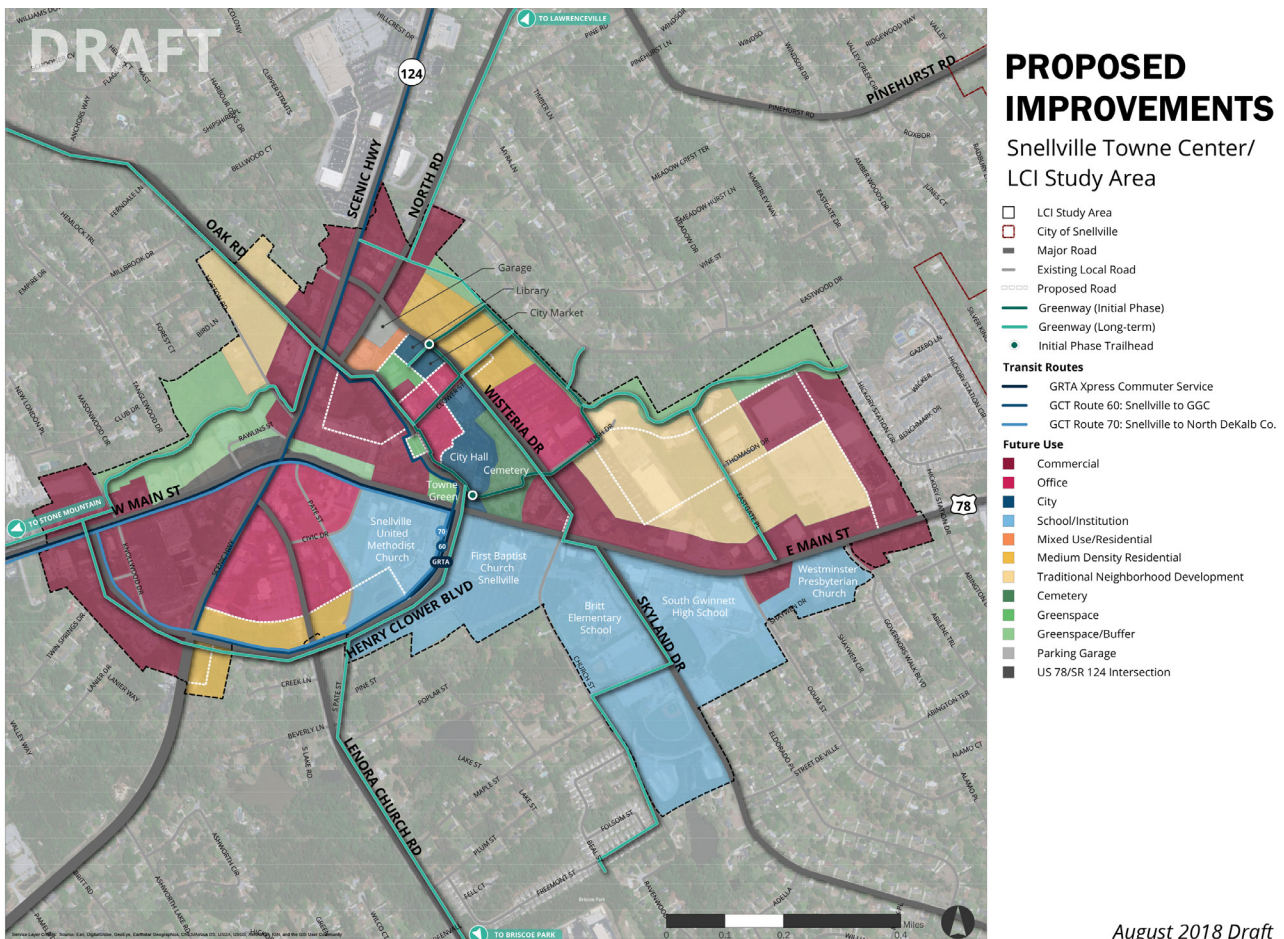
- Elements of the 2016 Vision and Master Plan
- New library, city market, green, and parking garage (currently in design phase)
- US 78/SR 124 intersection improvements (under construction)
- Snellville Greenway Master Plan (published December 2017, initial phase expected 2019)
- Planned routes from the Connect Gwinnett Transit Plan (published July 2018)
- Known intent of property owners

The team shared a draft map for the study area (below), which includes a combination of the plans and projects listed above, as well as some additional projects, such as new roads or buffers, suggested in response to some of these projects.

Task Force members agreed with the direction as shown in the map above. They noted projects of interest for the team to explore as we continue to draft the update:

- Provide options for enhanced pedestrian and bicycle improvements for Britt Elementary School and South Gwinnett High School, including better crosswalks and pedestrian refuges on US 78 and connections to the residential neighborhoods to the south
- Consider a local circulator route to improve transit options in the Towne Center area

With this direction, the project team will spend the next two months doing a market analysis and transportation study for the area, as well as drafting initial recommendations for the update. Stay tuned!

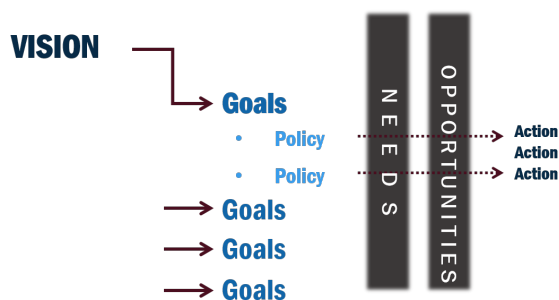


August 2018 Draft



## Goals and Policies

We've been talking to community members, researching existing conditions, and reviewing previous plans since May to get an understanding of what direction Snellville wants to move. With a strong vision in place, we're ready to establish specific goals related to land use, transportation, economic development, housing, and other quality of life issues. Based on these, we'll formalize policy direction for elected officials and staff and develop a work program of action items that address major needs and opportunities related to these goals.



For each of the draft goals below, a general list of the types of issues for which policies will be crafted was provided. *Comments from the Task Force are listed beneath the draft goals and policies in italics.*

### Land Use

LU-1 Continue to pursue the development of the Towne Center

- Unique identity, mixed uses, multi-modal transportation, social spaces, entertainment/things to do, implementation
- *Comments: Support as is*

LU-2 Retain and conserve the residential character of the city

- Transition zones/buffers, maintenance/upkeep of properties
- *Comments: Reword to specify this applies to existing residential neighborhoods, some parts of the city will evolve*

LU-3 Support the development of Live/Work/Play communities

- Walkable neighborhoods, density where appropriate, redevelopment opportunities
- *Comments: Support as is*

LU-4 Establish a sense of arrival into Snellville

- Gateways, corridor development/beautification (US 78/SR 124)
- *Comments: The Downtown Development Authority (DDA) already has a gateway plan, but funding has been delayed; focus on implementation strategies; would like cohesive street furniture (e.g. benches, lights), but would require coordination with Gwinnett County and the Georgia Department of Transportation (GDOT)*

LU-5 Facilitate a multi-nodal development pattern

- Shift land uses US 78/SR 124, redevelopment of older commercial properties
- *Comments: Like this idea and have tried this before, but doesn't work because so much land has already been developed; instead, say "discourage additional strip commercial development"*

LU-6 Combat lack of identity/generic development

- Placemaking, signage, streetscape, marketing/branding
- *Comments: Combine with LU-4*

### Transportation

T-1 Alleviate congestion on major roadways

- US 78/SR 174, flow near Eastside Medical, local road connectivity, traffic light synchronization, interparcel access
- *Comments: Support as is*

T-2 Address safety issues at dangerous intersections and roadways

- US 78/SR 174, crosswalks, traffic calming
- *Comments: Intersection of Oak Road and US 78 is particularly dangerous*

T-3 Expand the City's walking and bicycling infrastructure

- Sidewalks, greenways/trails, linking destinations, ADA accessibility
- *Comments: Support as is*

T-4 Enhance access to transit and ridesharing services

- Park-and-ride facility expansion, Gwinnett County transit coordination, rideshare services
- *Comments: Would like to see transit connection to I-285/Perimeter area and BRT along US 78*

T-5 Ensure coordination with state, regional, and local agencies and partners

- Transportation Improvement Program (TIP), Evermore CID and US 78
- *Comments: Specify coordination with Gwinnett County*

## **Economic Development**

ED-1 Diversify the types of jobs available in the city

- Attraction of higher wage industrial/office jobs, workforce development, vocational training, marketing
- *Comments: Support as is*

ED-2 Proactively position the City to respond to the changing retail economy

- Online business, redevelopment of big boxes, showroom concept, reduction of parking lot sizes
- *Comments: Support as is-- this is a major priority*

ED-3 Promote Towne Center as a hub for economic development activity

- Local businesses, unique events/entertainment
- *Comments: Consider allowing breweries and brewpubs*

ED-4 Support technology and small business initiatives

- Incubators, entrepreneurs, local businesses
- *Comments: Support as is*

ED-5 Continue to expand the medical services cluster

- Marketing, physical improvements, urgent care and outpatient facilities
- *Comments: Address medical employment*

ED-6 Address the "brain drain" of the city's youth leaving Snellville

- Higher education satellite campus, career readiness/teen job/internships
- *Comments: Consider housing for young professionals; build on existing entrepreneurship programs at the high schools*

## **Housing**

H-1 Develop initiatives that encourage upkeep and maintenance of housing

- Homeowner programs, ordinances
- *Comments: Mention Snellville Neighborhood Alert Program (SNAP); consider neighborhood programs like having the Gwinnett Clean and Beautiful dump truck come in for weekend cleanup projects; consider creating a Snellville Yard-of-the-Month program*

H-2 Ensure housing stock remains affordable

- Opportunity to attract ITP residents, young families, work force housing
- *Comments: Mention senior housing*

H-3 Encourage the development of a diversity of housing types

- Seniors/assisted living, townhomes, multi-family, smaller single-family residential, rental housing
- *Comments: Need to address lack of sewer in many areas*

*Comments: Add a fourth housing goal about encouraging home ownership*

### **Quality of Life**

QL-1 Continue to cultivate a close-knit community

- Culture of caring, partnerships with local organizations for an umbrella of services
- *Comments: Include Snellville Tourism and Trade (STAT) programs; consider allotting a portion of the hotel and motel tax toward Explore Gwinnett (Snellville is the only Gwinnett city that doesn't participate)*

QL-2 Support the school system

- Bridge gaps between four clusters, coordinate with County on growth
- *Comments: Address transportation access for students*

QL-3 Expand the amount and types of parks and green space

- Implement greenways plan, identify future green space, improve existing parks
- *Comments: Ensure all neighborhoods have access to green space*

QL-4 Focus on improving services for youth and teen populations

- Recreation programs/facilities, STEM programs, Youth Center
- *Comments: Enhance youth presence in and connections to the Towne Center*

QL-5 Maintain the high quality of the police force

- Community orientation
- *Comments: The Quality of Life Department only has two part-time staff for code enforcement and is not able to take a proactive approach; partner with SNAP liaisons*

QL-6 Proactively protect historic and cultural resources

- Identify existing resources, work with Historical Society
- *Comments: Remove "proactively"*

QL-7 Water resources

- Big Haynes Creek watershed, greenway opportunities
- *Comments: Mention need for sewer*

QL-8 Grow the presence of public art in Snellville

- Public art program, partnerships
- *Comments: Would like examples of good public art programs (e.g. Charlotte, NC)*

QL-9 Encourage health living/lifestyles

- Walkability, programs, farmers market
- *Comments: Add community garden and fitness trail*



# Community Task Force Meeting #4

October 4, 2018

This summary was originally written as a blog post for [www.snellville2040.org](http://www.snellville2040.org)

At the fourth meeting of the Snellville 2040 Community Task Force, the team reviewed more details regarding the Livable Centers Initiative update for the Towne Center area.

## Survey Results

The planning team shared the results of the survey, which generated a few topics for discussion. Although the online survey does not represent a random sample of Snellville's population, feedback was consistent with what the team has heard at other engagement events. The consistent opposite to housing in the Towne Center is a little different than what we hear in other communities in the region. Task Force members were surprised at the degree to which respondents did not support housing in the Towne Center, and wondering if it had to do with the wording. There is a sense that many in the community do not want more people to move to Snellville.

## General Discussion

The results of the survey sparked additional conversation, such as the importance of walkability, and how well the new on-call transit service is working. A lengthy conversation unfolded about housing affordability—where can someone even find a home for \$750/month? Developers are mostly not building units at this price because there's no money in it. Small lots and small homes could be part of the solution, but need to be counter-balanced by green space, like in Druid Hills. Households are also changing, with increasing numbers of seniors and families starting later in life. Snellville began as a bedroom community, and is now having to retrofit to respond to a different type of housing market.

Additional conversation centered around the recent strides of the Eastside Medical Center, and that it is now "here to stay." The hospital has noted that housing in Snellville doesn't meet the needs of its staff, who want nice rentals of 1 or 2 bedrooms.

Regarding the transportation analysis of this planning effort, one task member asked if it incorporated the widening of 124 from 4 to 6 lanes; it does, and although it is not ideal it does present an opportunity to integrate pedestrian infrastructure. Additionally, high school students have been asking for a safer crossing near Odum, because they won't walk down to Wisteria. This could be an opportunity to explore a mid-block crossing project.

## Draft LCI Plan and New Considerations

Regarding the Draft LCI vision, the Task Force suggested that the team needs to better define "social spaces" and "mix of uses," as both phrases have jargon. In general, the Task Force supported the six goal statements.

The planning team then presented a number of ideas and changes to the current LCI plan. This included questioning the large amount of parking being provided and the comparatively low amount of retail. With the overlay, everything in the Towne Center would be two to five stories. In the future, car less is expected to decrease.

Other changes to consider:

- Could the greenway connection be more of an extension to the plaza?
- Not sure about the retail that faces Clower
- What about a bikes station?
- Want Towne Center to be very walkable, like St. Augustine
- Can there be a water feature? A gazebo?

Shifting to a more modern, less common design aesthetic was also discussed. The Task Force felt that “super modern” design does not “feel like home,” but did express a desire to not look exactly like every other community developing a town center. Would like a more organic approach so that it does not look like the Towne Center was built all at once, but with some consistency such as granite accents (which build on the history of granite in the area). Facades and materials should be different from each other There is support for public art and statutes.

The Task Force supported the proposed framework road approach, as well as the greenway priorities. Signage will also be factor, and some locations have already been planned.

### ***Looking Ahead***

The date of the Open House will need to be changed so that it does not conflict with an already scheduled event.

# Stakeholder Interviews

October 4, 2018

This summary was originally written as a blog post for [www.snellville2040.org](http://www.snellville2040.org)

## Interviewees:

- |                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Ann Mills, Overcomers</li><li>• Allison Per Lee, Faith-based community</li><li>• Barbara Bender, Mayor Pro Tem</li><li>• Butch Sanders, City Manager</li><li>• Chad Lockhart, Eastside Medical Center</li><li>• Cristy Lenski, Council Member</li><li>• Danny Herrman, Developer</li><li>• Dave Emanuel, Council Member</li><li>• Deborah Simmonds-Omoriba, New Bethel Church</li></ul> | <ul style="list-style-type: none"><li>• Don Britt, Summit Chase HOA</li><li>• Donnell Thompson, Business community</li><li>• Edward MacFarlane, Business owner</li><li>• Greg Perry, Assistant Chief of Police</li><li>• Gretchen Schulz, Council Member</li><li>• Kathi Gargiulo, Senior Center</li><li>• Lisa Platt, Director of Parks and Recreation</li><li>• Kelly McAloon, Snellville Tourism and Trade</li><li>• Krista Wright, Real estate professional</li></ul> | <ul style="list-style-type: none"><li>• Laura Drake, Southeast Gwinnett Co-op</li><li>• Matt Czarick, Board of Appeals</li><li>• Mike Albright, Chamber of Commerce</li><li>• Mike Byne, Faith-based community</li><li>• Robin Wyatt, Real estate professional</li><li>• Roy Whitehead, Chief of Police</li><li>• Tod Warner, Planning Commission</li></ul> |
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To kick off the Comprehensive Plan, the project team met with local experts in all things Snellville. Business owners, nonprofit leaders, neighborhood organizers, real estate professionals, City staff, and elected officials weighed in on the City’s current status and began identifying the key issues and opportunities to be addressed by the plan. Read on to see what they think matters!

## What’s Working Well?

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| <ul style="list-style-type: none"><li>■ Snellville is built on a close knit community and strong relationships with caring neighbors continue to be something residents value most about living here.</li><li>■ The school system is strong and Brookwood High School in particular is a coveted high school in Gwinnett County, which helps attract residents.</li><li>■ Eastside Medical Center is a major local employer and provider of healthcare services—and it’s growing! With new leadership and plans for expansion, EMC will continue to be a draw for both patients and employees.</li><li>■ Many retail centers along SR 124 are faring well and help make Snellville one of the largest retail destinations in the county.</li></ul> | <ul style="list-style-type: none"><li>■ The Farmers Market and other fun city events draw crowds and help create a sense of community.</li><li>■ City leadership is committed to serving residents and identifying opportunities to make the city even better.</li><li>■ The non-profit and faith-based communities are passionate about providing resources and support for everyone in Snellville.</li><li>■ The Snellville Police Department is intentional about taking a community-oriented policing approach and has positive relationships with locals.</li><li>■ The City’s Public Information Department consistently provides clear, interesting content to keep citizens in touch with what’s happening in Snellville.</li><li>■ Plans are already in place to redevelop the area surrounding City Hall as a vibrant, mixed use Towne Center. The City is actively meeting with potential partners to begin the initial phases of work, beginning with a new library and City Market.</li></ul> |
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## Where Are Our Weaknesses?

- As in many cities in Metro Atlanta, traffic congestion is a chief complaint for residents. Intersections along Pharr Road and access points to Eastside Medical Center from Ronald Reagan Parkway were noted as critical pinch points.
- Major roads are wide with few crossings, functioning as barriers within the city.
- Some of the major roads impacting local traffic, US 78 and SR 124, are controlled by USDOT and GDOT, requiring partnerships and a balance between local and regional interests to make improvements.
- There are few office or industrial jobs in Snellville, so many residents commute to jobs outside the city.
- There is no direct Interstate access for potential freight users is limited, making the city a less attractive location for potential warehouse, distribution, and industrial users.
- There is no vibrant, mixed use Downtown area and few places with recognizable identities.
- Housing caters to established families with few budget-friendly options for young professionals or seniors.
- Greenspace is limited to Briscoe Park, South Gwinnett Park, and Oak Road Park. Residents are looking for places to play and, in particular, spaces for kids and families.
- The perception of crime is greater than the reality, but may deter some potential residents.
- Lingering, negative political perceptions from previous administrations need to be addressed.

## What Are the Upcoming Opportunities?

- A clear vision has been established for the Towne Center area, now the nuts and bolts of phasing and implementation need to be worked out.
- The City's recent Greenway Master Plan outlines potential greenway connections to major destinations and parks in Snellville. Implementation would change the way people move around Snellville and facilitate healthier lifestyles for residents.
- Briscoe Park is the city's largest recreational

asset and its current footprint has the potential to accommodate additional facilities, such as a senior center.

- The mindset arounds around density and transit are changing. Residents are more open than ever before to the potential for some compact, walkable neighborhoods and strategic transit connections both within the city and to regional destinations.
- Demand for additional housing types from young professionals, seniors, and the local workforce presents an opportunity to imagine a new kind of housing in Snellville and increase the range of options to include smaller new homes, townhomes, and multi-family housing.
- The Georgia Regional Transportation Authority (GRTA) Xpress park and ride lots are well used and there may be demand for additional park and ride capacity.
- Demand for medical services in Gwinnett County continues to grow and with Eastside Medical Center as an industry anchor, Snellville may be just the place to accommodate them. Urgent care and outpatient facilities are amongst the most pressing needs.
- There are no higher education institutions currently located in Snellville, but several regional institutions are considering locations for satellite campuses. Finding a place for a higher ed partner in Snellville could help train residents for better jobs and generate activity around a future campus.
- The City has begun to develop a new Unified Development Ordinance that will modernize the regulations for how land is used and improvements are constructed. Aligning this tool with the community's vision established by Comprehensive Plan can help assure future development fits with community desires.
- The western portion of SR 78 is primarily residential or undeveloped land and may be an appropriate location for small, neighborhood-serving retail centers at key intersections.



- Residents living ITP (inside the I-285 perimeter in Metro Atlanta) are increasingly being priced out of their homes and looking for places to go. Snellville has an opportunity to attract former ITP residents looking for a more affordable location with all the livability an ITP address has to offer.

### ***What Should We Watch Out For?***

- The redesign of the US 78/SR 124 intersection may increase vehicular throughput, but without careful consideration, it could have a negative effect on pedestrians and further solidify the role of Snellville's major roads as barriers in the community.
- Retail centers play an important role in Snellville's economy today, but the future of retail is changing as e-commerce continues to impact the market. The City needs to think strategically about the long-term viability of those sites and how to best position them for success.
- As the City continues to grow, there is a fear that it will lose the sense of close-knit community that attracted many current residents in the first place.
- The character of the North Road area may be changing as a result of market pressure and plans for new infrastructure and redevelopment. Care must be taken to ensure it retains its neighborhood feel as it evolves.
- To make sure we have enough future greenspace to serve a growing population, we need to get ahead of the game and reserve land for that purpose.
- The City's aging population will require careful planning for accessibility, affordability, and quality healthcare and support services.
- If Snellville doesn't begin to provide the types of homes younger families and individuals are looking for and create an attractive Downtown environment, it will have a hard time attracting and retaining younger residents.
- Young homeowners are increasingly disinterested in buying into properties with Homeowner's Associations, the model that has been typical of subdivisions in Snellville.
- Neighboring cities like Lawrenceville, Grayson, Loganville, and Braselton already have exciting plans in place for new development and will pose stiff competition for future residents, businesses, and developers. While Snellville's City events are well attended, nearby cities are hosting their own events and festivals that may draw crowds away. The City needs to identify the niche it can fill within the broader event scene to continue to deliver quality activities.

How do the views of these interviewees line up with the rest of the community and what's happening on the ground? The project team will vet these comments through continued engagement with additional stakeholders and a technical analysis of the city's land use, transportation, housing, economic development, and quality of life assets. Check out the Participate page to see upcoming engagement opportunities and add your voice to the discussion!

# Pop-Up Event #1: Public Safety Night

June 5, 2018 | Towne Green



The planning team hosted a booth at the Snellville Public Safety Night, meeting with locals as they attended the event. Participants were asked to share issues they have experienced or ideas for improvement related to each of the topic areas: land use, transportation, housing, economic development, and quality of life. Comments included:

## Land Use

- More night life near City Hall
- More sidewalks
- Centrally located, concentrated, walkable
- Stop overbuilding– too many buildings without enough parking and traffic flow patterns
- Avoid eyesores– more thoughtful design with architectural appeal
- Redevelopment of closed buildings
- Chicken Salad Chick, Jason's Deli, healthier food options
- Brick and masonry
- Town center with restaurants
- Small business incentives to move to Snellville
- Einstein's Bagels
- More public art, student contributions
- Fewer strip malls

- Public water park, fountains, aquatic facilities
- More wholesale retailers, like Sam's
- Live music

## Transportation

- Atrocious traffic at SR 124 and US 78
- Scenic Hwy is congested
- No public buses
- Yes public buses
- Wider streets
- Monorail
- More bike paths
- Light cycles are too long at Oak Rd and Main St
- Alleviate traffic
- More parking
- Direct commute options to Fulton County
- Taxi service
- Commuter rail to Atlanta, not like MARTA– a true commuter system with fixed times and schedules
- Sidewalks
- Shuttle system
- Pothole repair

- Road maintenance
- Xpress bus from Snellville to Midtown Atlanta
- Buses from park and ride lot to Buckhead, Perimeter, and Marietta
- Left turn at Ridgedale Rd and North Rd
- Easier driver's license process for immigrants
- Buses that actually go somewhere I need to go

## Housing

- Hold subdivision builders responsible for clean up, proper drainage, etc.
- More hotels, apartments, and motels
- More affordable houses
- Homes under \$300,000
- Affordable housing for students and single mothers
- Townhouse communities with thoughtful design
- Don't mow down trees
- Value green space
- Avoid narrow streets
- Overcrowding-- we need codes to protect designs from builders
- Impact of overbuilding on schools
- Affordable senior housing
- Home owners associations
- Zoning that allows affordable housing for families that make \$30,000 or less, including apartments, townhomes, and single-family homes

## Economic Development

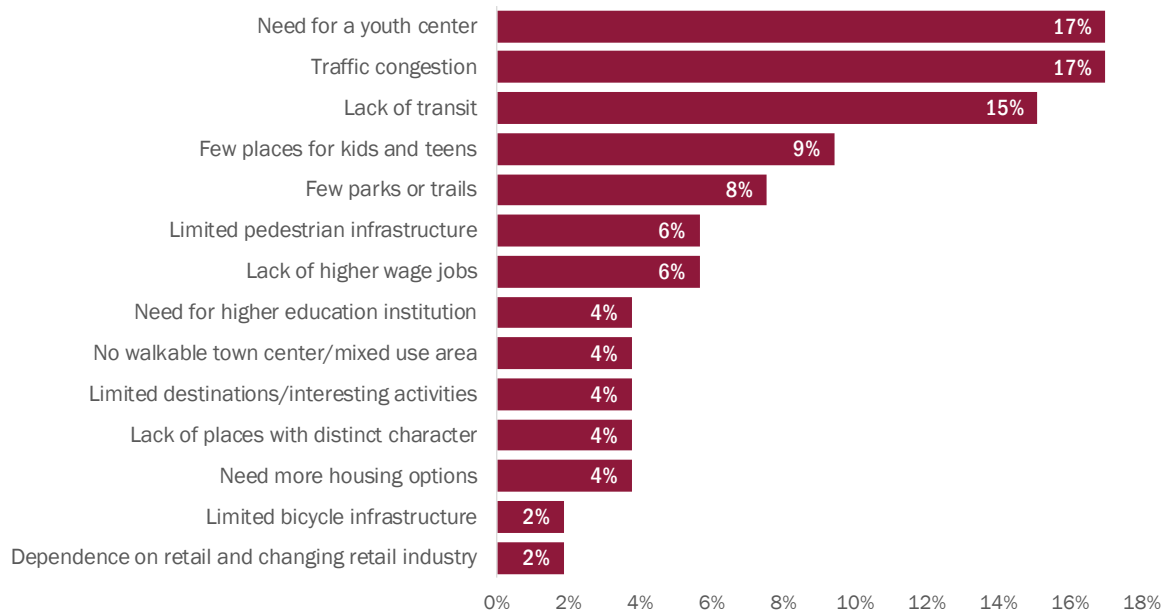
- Access to higher education in the city
- Career prep programs for youth/job training programs
- Support entrepreneurs (women, minority, etc.)
- STEM projects in schools (e.g. robots)
- Higher paying jobs
- Teach students about money

## Quality of Life

- Trails
- Water parks/zero step entry pool
- More affordable houses
- More green space
- Community service officers (police)
- Community vocational center (after school, middle school, high school)
- Treat our dog parks for fleas!
- Separate dog park area within Briscoe Park
- Gym with basketball court
- Name tags for police officers
- Charge more for park facility rentals and maintain them better
- 1-to-1 technology ratio for students
- More community events for families
- Coordination of city protective services and neighborhood watch groups
- Overcrowding of schools
- School shooting plan and recovery
- More of the arts, theaters, and cultural activities
- Movie night for teens
- Skate parks
- Seasonal activities, like a corn maze
- Small business incentives to open businesses in Snellville
- More pools and playgrounds

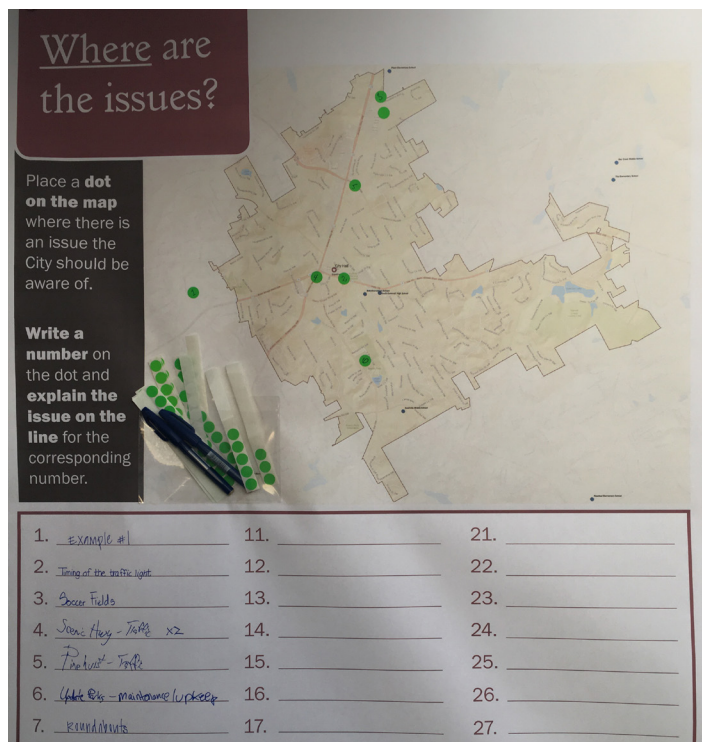
Participants were also asked to rank what they considered to be the biggest issues facing Snellville, based on issues previously identified in stakeholder interviews.

### The most important issues for Snellville to tackle are...



A map was provided for participants to indicate the location of a specific issue or idea. Comments included:

- Timing of traffic light at Oak Rd and Main St
- Soccer fields near Ridgedale Dr and North Rd
- Traffic at Scenic Hwy and Main St
- Traffic at Pinehurst Rd and North Rd
- Maintenance, updates, and upkeep for Briscoe Park
- Roundabouts at Ridgedale Dr and North Rd





## Pop-Up Event #3: Farmers Market Morning

August 9, 2018 | Presidential Marketplace and Briscoe Park Pool

The Snellville 2040 booth at the Farmers Market focused on the Towne Center area, informing both the Comprehensive Plan and the Livable Centers Initiative (LCI) update.

### Greenway

Information was shared about the planned first phase of the Greenway, the Towne Center loop. When asked how the greenway could be designed to be most useful to them, participants suggested:

- Access to businesses
- Bike rentals
- Seating
- Lighting
- Cooling stations or misters
- Restrooms
- Water fountains
- Dog baggies and water fountains
- Portions in natural settings Connecting east on US 78 to the Summit Chase area

### Transit and Rideshare

All participants said they would be interested in a circulator shuttle that would connect the Towne Center to other popular spots in town. When asked which destinations they would like the shuttle to connect to, they said residential areas, schools, shopping centers, civic facilities, and the park and ride lot.

### Housing

Participants were shown the types of housing permitted in the Towne Center according to the draft land use plan, including residential as part of a mixed-use development, medium density residential, and traditional neighborhood development. Few participants had comments about housing. For mixed-use environments, they suggested making sure social spaces are built in. For medium density



residential, they wanted to make sure to retain the small town quality and were unsure about locating residential next to the United Methodist Church.

## General Comments

Other comments about what they would like to see in the Towne Center included:

- Local businesses, restaurants, and night spots within walking distance and with convenient parking
- Need amenities like shops and unique restaurants to make it an attractive place to live
- Vendors need vehicular access to the City Market
- Pie! Produce! Unique products that make you come back
- Don't need more senior housing, especially not two-story! Should be one-story with zero step entry and universal design
- No clear cutting! Keep natural areas and plant more trees
- More like Downtown Duluth

# Survey #1: Needs and Opportunities

July 2018

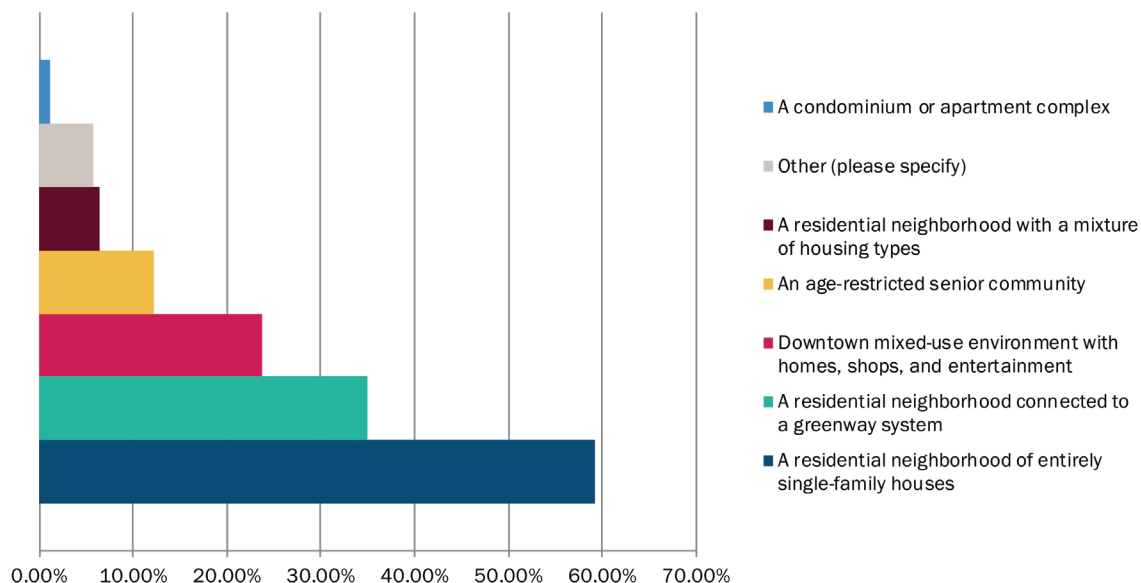
This summary was originally written as a blog post for [www.snellville2040.org](http://www.snellville2040.org)

What are the top needs and opportunities facing Snellville today? 190 people responded to a survey asking just that, weighing in on issues related to housing, transportation, land use, economic development, and other quality of life issues. This input will be combined with feedback from stakeholder interviews, the steering committee, and in-person engagement events to prioritize the issues to be addressed by the Comprehensive Plan. Read on to find out what they said!

## Question 1

5 years from now, residents imagine Snellville as a predominantly single-family residential neighborhood with some connectivity to a greenway system and a mixed-use town center.

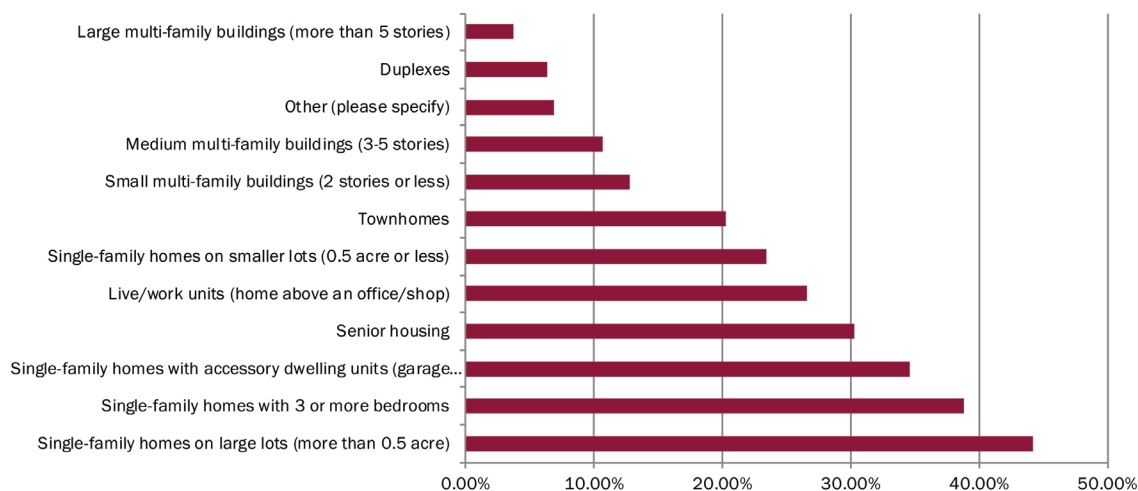
**What kind of neighborhood do you imagine you'll want to live in 5 years from now? Check all that apply.**



## Question 2

When it comes to housing, participants generally prefer variations of single-family homes on large lots.

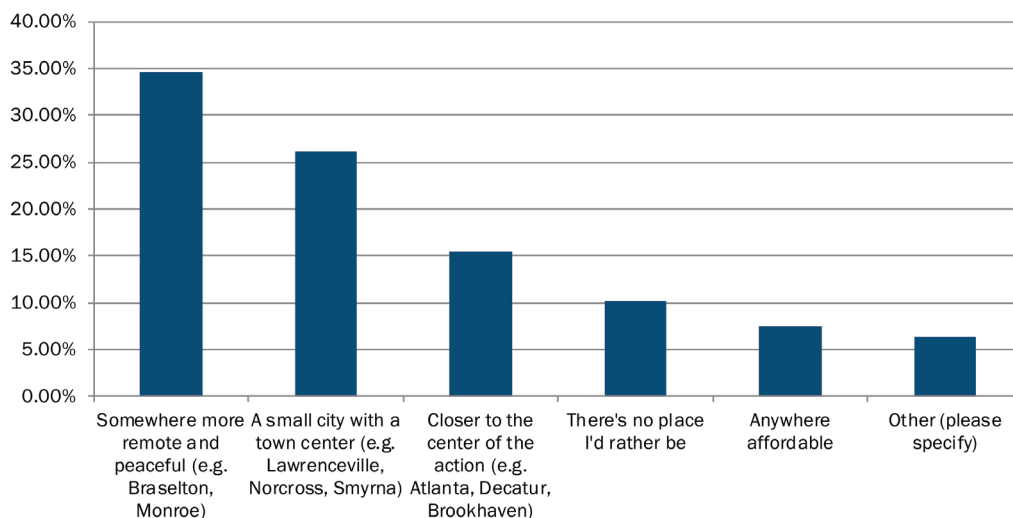
### What kind of housing do you think is needed in Snellville? Check all that apply.



## Question 3

There is a strong preference for a low-density built environment with some interest in living closer to a city center.

### If you were to live somewhere other than Snellville, which kind of place would most appeal to you?





## Question 4

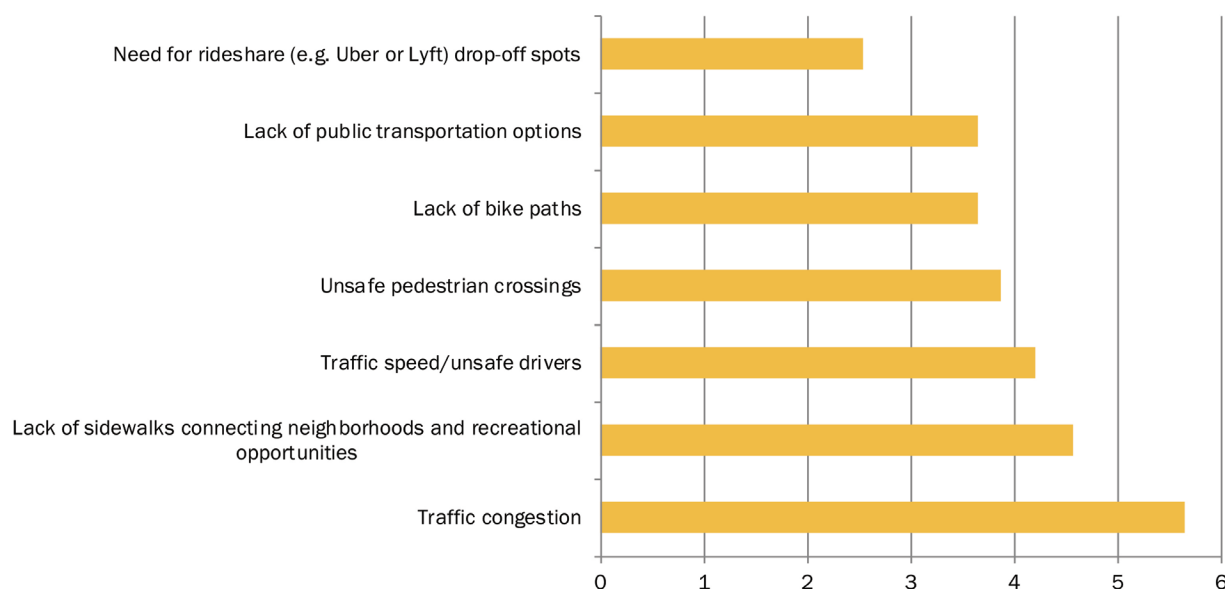
We asked respondents what ideas they had for improving housing issues in Snellville, and they offered a range of sometimes conflicting suggestions, including:

- Strong code enforcement
- Limit multi-family development
- Increase the diversity of housing options, including townhomes, apartments, residences in a town center, and homes under \$200,000
- Expand options that appeal to seniors, including low-maintenance ranch homes, condos in a town center, and senior living developments
- Coordinate infrastructure improvements with new development
- Focus on building quality
- Slow down growth

## Question 5

Traffic congestion and lack of pedestrian friendly infrastructure and connectivity are participants' biggest transportation concerns in the city.

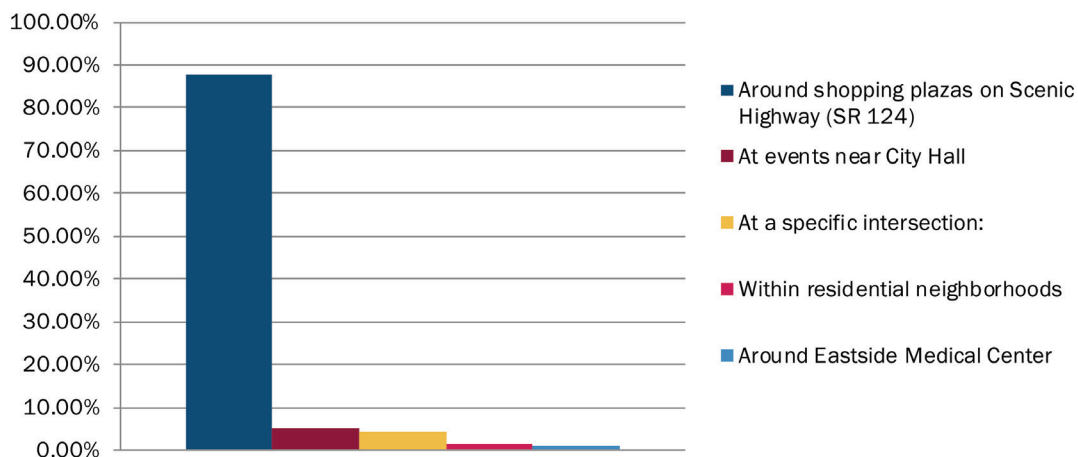
**What do you see as Snellville's biggest transportation issues? Rank these in order from biggest issue (1) to smallest issue (7).**



## Question 6

The biggest request for improvements in traffic flow around shopping plazas on Scenic Highway (SR 124).

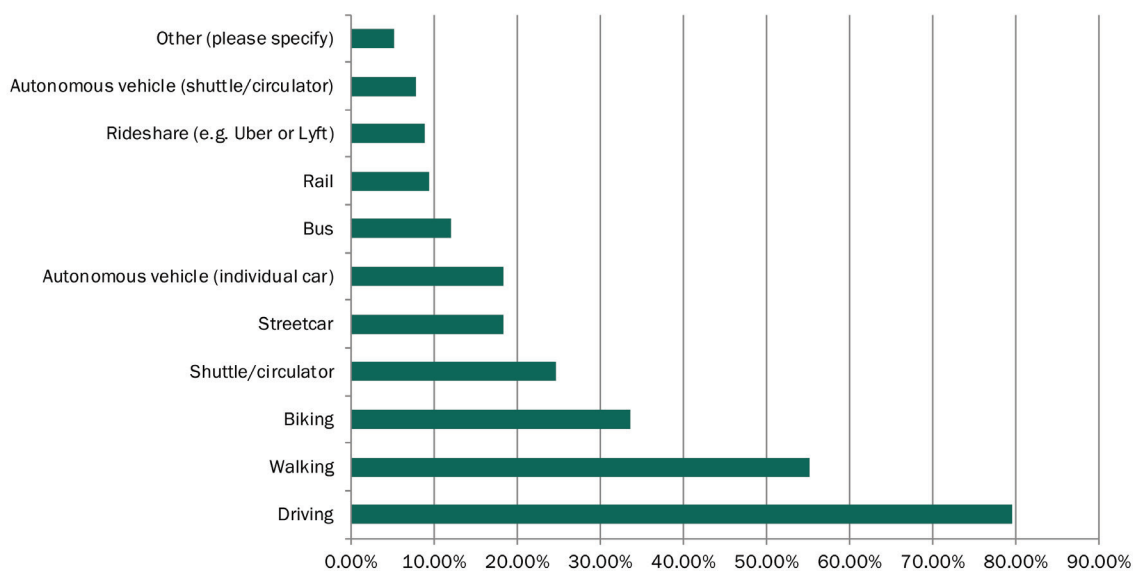
### Where would you most like to see improvements to traffic flow?



## Question 7

Driving is participants' preferred way to get around the city, but more than half would like to walk if it were easy and safe.

### How would you like to get around Snellville if all modes were easy and safe? Check all that apply.



## Question 8

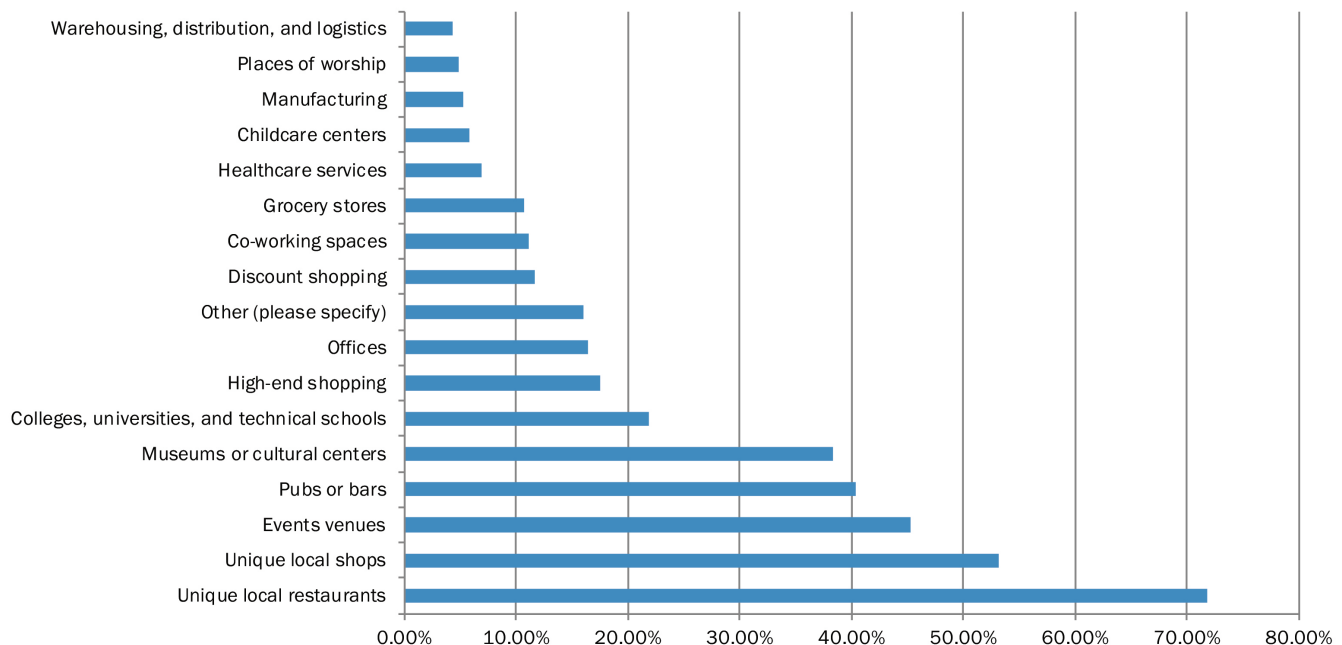
We asked participants for their ideas to improve transportation in Snellville. Their suggestions included:

- Coordinate traffic signal timing, especially for Scenic Hwy (SR 124), Main St (US 78), and Ronald Reagan Pkwy
- Create an express bus route and park and ride lot for residents who commute to Atlanta, or connect to the commuter transit service at the Sugarloaf Mills park and ride lot
- Circulator shuttle for the plazas along Scenic Hwy (SR 124)
- Bring in Gwinnett Transit routes
- Improve and expand sidewalks and bike lanes
- Create golf cart paths
- Build more parallel roads as relief for local traffic
- Explore options for regional traffic to bypass the center of Snellville
- Limit future development, especially along Scenic Hwy (SR 124)

## Question 9

Participants would like to see more unique local restaurants and shops, event venues, and other leisure activities throughout Snellville.

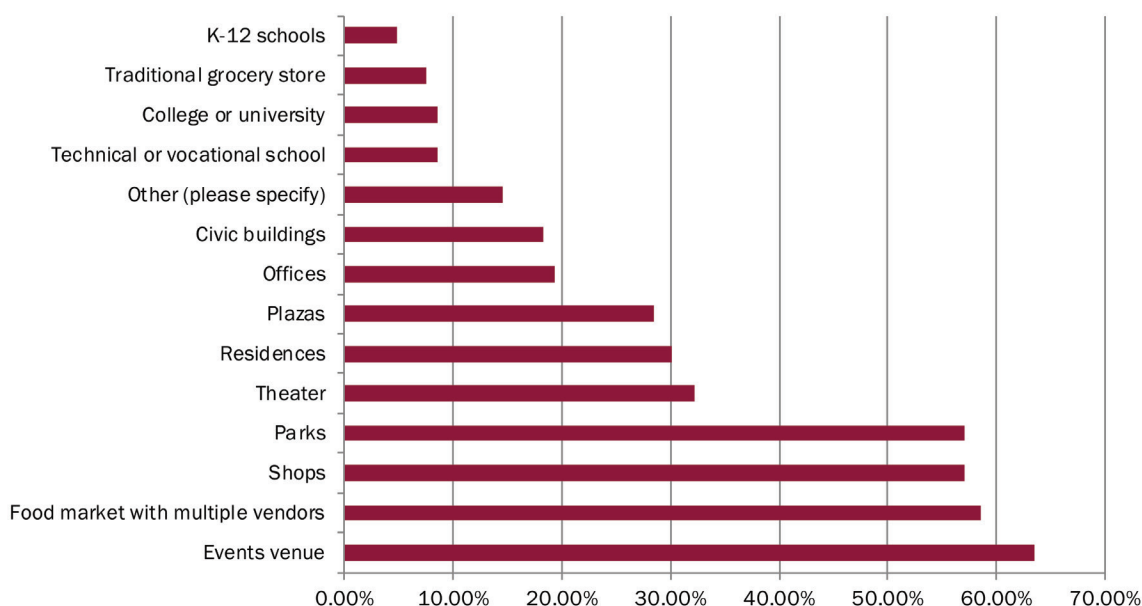
**What businesses or services would you like to see more of in Snellville? Check all that apply.**



## Question 10

What makes a great town center? According to participants, events venues, food markets, shops and parks are the key elements to make it a vibrant place.

**What do you feel are key elements that Snellville should include in its Towne Center plans? Check all that apply.**



## Question 11

We asked participants for their suggestions to improve land use in Snellville. Their ideas were relatively consistent, repeating four key themes:

- Renovate existing, underutilized or vacant buildings before building new ones
- Direct any new or higher intensity development to the town center area
- Increase green space, including parks and natural scenery
- Focus on attracting and supporting unique, local businesses
- Slow down growth

## Question 12

When asked for any ideas to improve economic development in Snellville, respondents suggested:

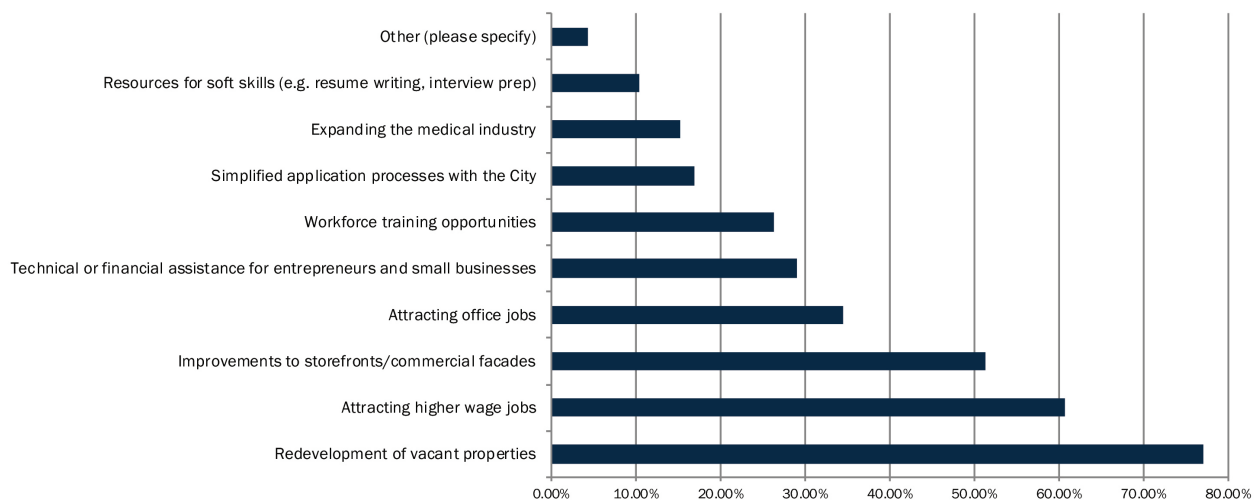
- Focus on enhancing quality of life to make Snellville a more attractive place to live and work
- Expand job training opportunities
- Attract office and industrial businesses, not only retailers
- Provide incentives for cultural facilities to locate in Snellville
- Renovate and replace dilapidated commercial buildings
- Allow liquor sales within city limits



### Question 13

Redevelopment of vacant properties is seen as the biggest need for economic development in Snellville among participants, followed by attracting higher wage jobs.

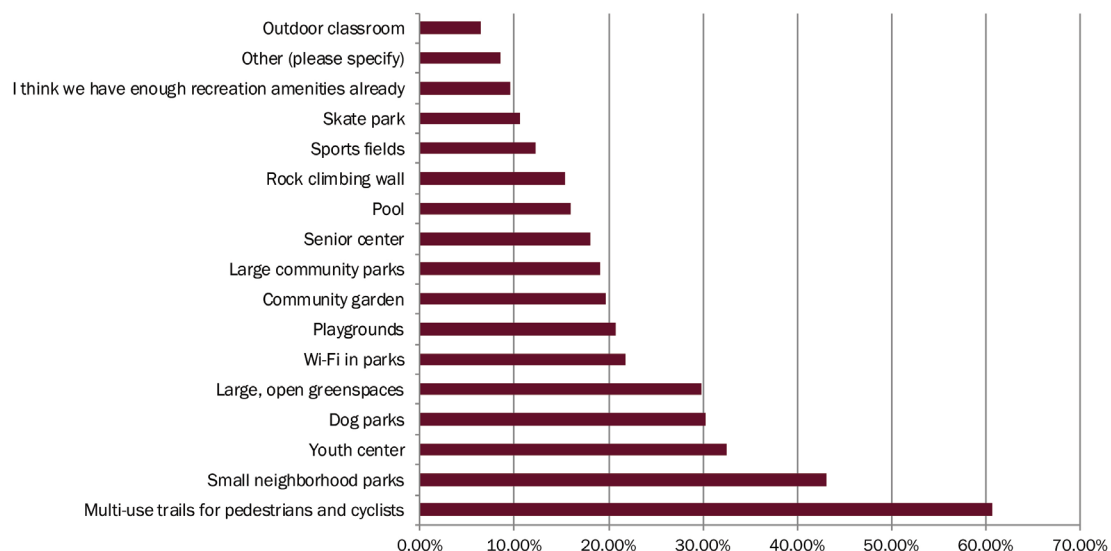
**What do you think are some of the top needs for economic development in Snellville? Check all that apply.**



### Question 14

Pedestrian and bike friendly multi-use trails top the list of desired recreation amenities, followed by small neighborhood parks and a youth center.

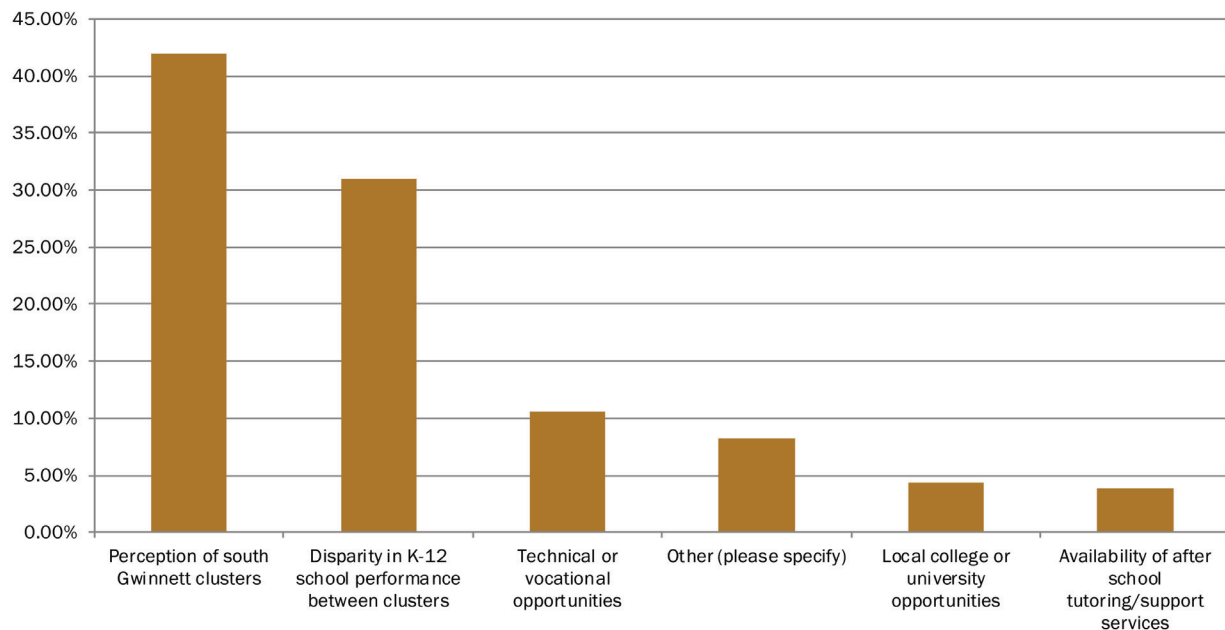
**Which recreation amenities do you think are most needed in Snellville? Choose up to three.**



### Question 15

According to participants, the perception of south Gwinnett clusters is the biggest educational issue in the city, followed by disparity in K-12 school performance.

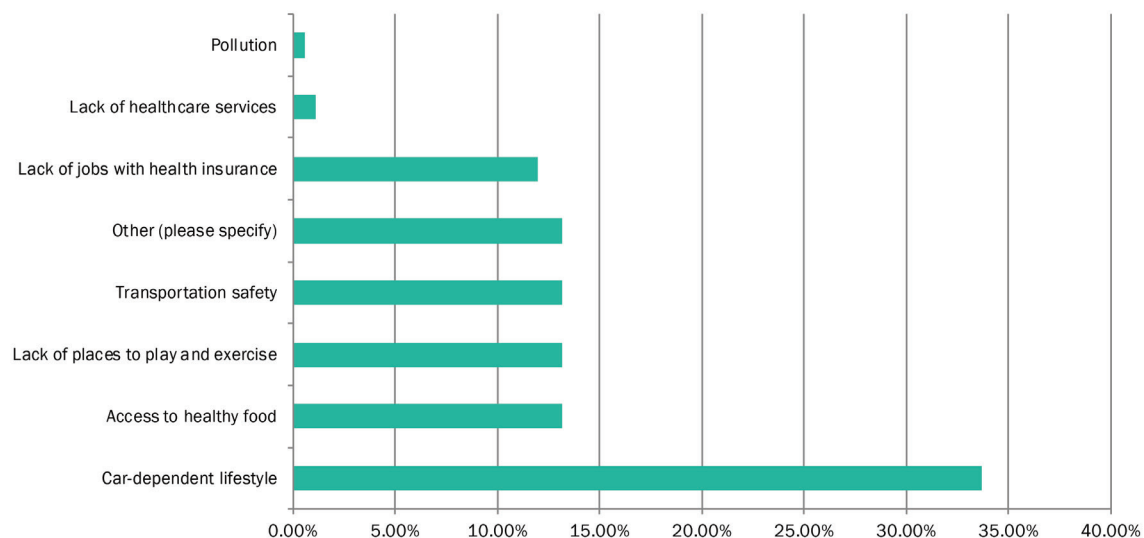
**What do you think is the biggest educational issue in Snellville?**



### Question 16

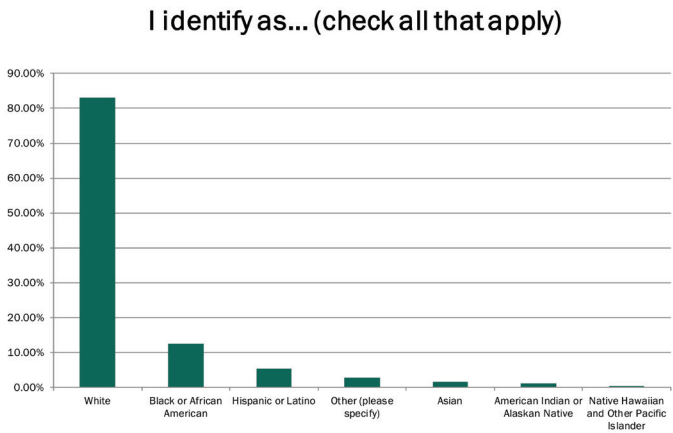
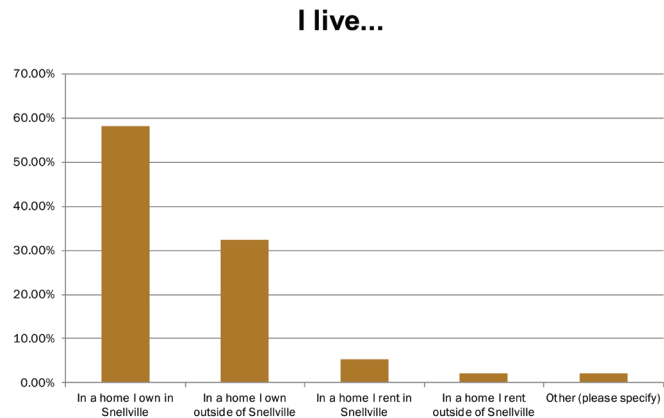
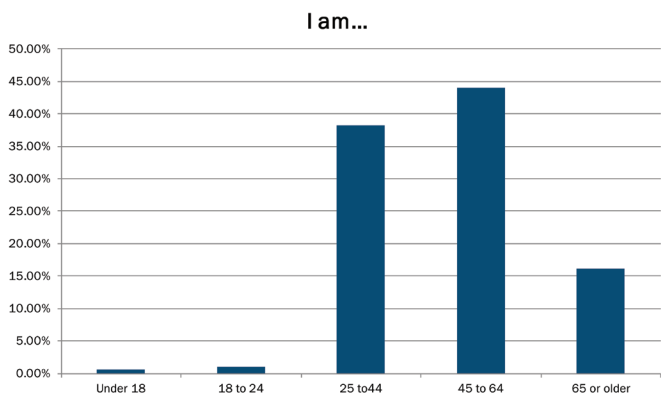
Respondents consider Snellville’s car-dependent lifestyle to be the biggest issue impacting resident health.

**What do you think is the biggest issue impacting resident health in Snellville?**



Who took the survey?

Survey respondents described themselves as:



## Pop-up Event #2 and Survey #2: The Future of Snellville Corridors

Pop-up event: August 9, 2018 at Presidential Marketplace

Survey: August 2018

This summary was originally written as a blog post for [www.snellville2040.org](http://www.snellville2040.org)

Snellville's corridors were its start– the city developed around the crossroads of Scenic Highway (SR 124) and Main Street (US 78). Our corridors continue to be an important part of the Snellville community for residents and visitors alike. They allow us to travel through our city and connect to the broader metro area. Because of their visibility, they have historically been attractive locations for commercial development, like the bustling shopping centers along Scenic Hwy (SR 124). For many residents, they provide important resources, as well as frustration when it comes to traffic congestion, aesthetics, and connectivity.

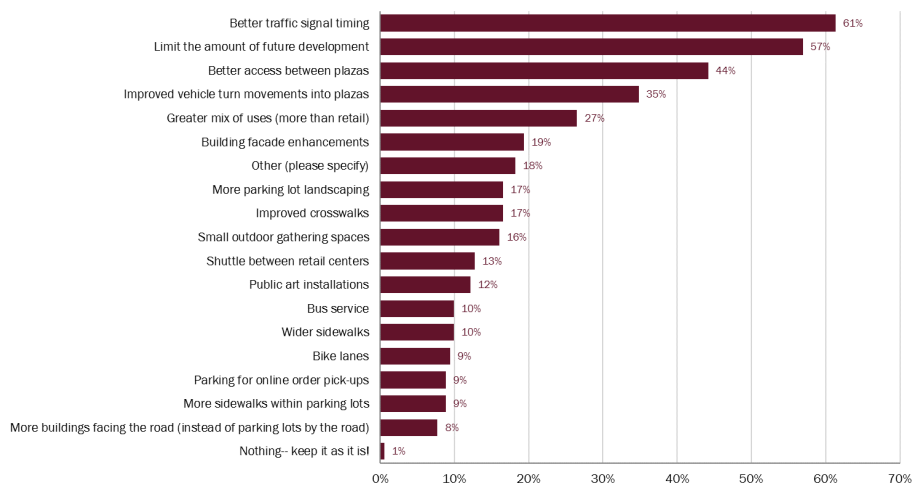
What role should they play moving forward? To find out what the community has in mind, the planning team spent an afternoon interviewing people at Presidential Marketplace on Scenic Highway and conducted an online survey of 182 people to reach a broader group. We asked not only about how they facilitate travel, but also what kind of place they should be. Questions focused on two corridors identified as likely to change in the future that do not have clear visions for development: Scenic Highway and North Road. Where indicated, survey respondents were allowed to select multiple choices; for these questions, response percentages do not add up to 100%. Read on to find out what was said, and add your own thoughts in the comments section below.

### Scenic Highway

Scenic Highway is a regional connection for Snellville, beginning south of the city in Lithonia and reaching northeast to Jefferson. As a state route, it functions not only for Snellville locals, but also plays an important role in regional transportation patterns. Its state route designation also means it falls under the jurisdiction of the Georgia Department of Transportation (GDOT), which limits the City's control over its operations and requires regional coordination for improvements. A state project to improve vehicular throughput at the intersection of SR 124 and US 78 is currently under construction. There is also a proposed project to widen SR 124 from four to six lanes from US 78 to Sugarloaf Parkway, included as part of the Gwinnett County 2017 Special Purpose Local Option Sales Tax (SPLOST) project list.

When asked what types of general improvements they'd like to see for this high profile road, most respondents want better operations for vehicles, including better signal timing (61%), access between plazas (44%), and turn movements into plazas (35%). Many would also like to limit future development (57%) to avoid generating additional traffic.

#### What improvements would you like to see to the commercial areas along Scenic Hwy (SR 124)? Choose up to 5.





In-person participants had similar preferences. For respondents who had another idea for improvements they'd like to see, popular responses included:

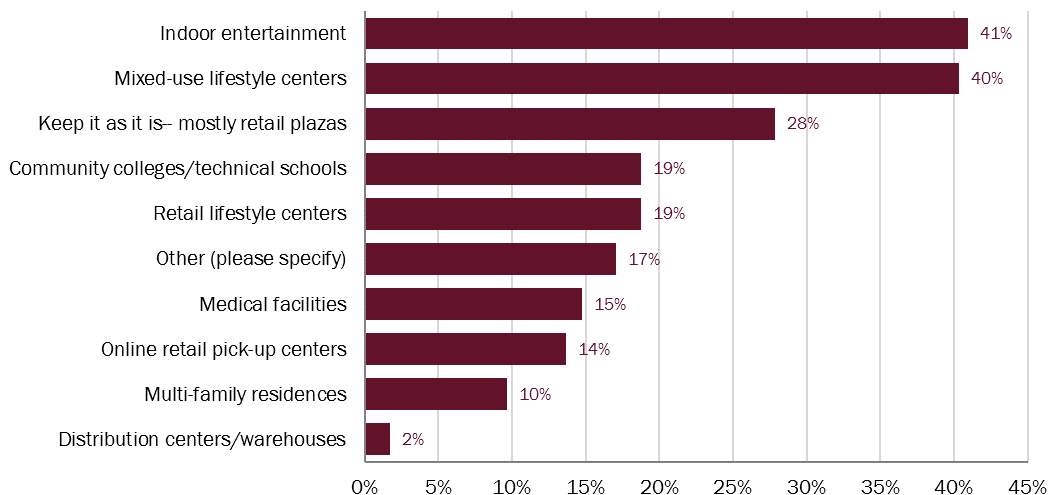
- Access roads parallel to SR 124 as alternatives for local traffic
- Places to sit and chat
- Widened sidewalks that allow bikes
- Less fast food
- Widen SR 124
- Higher end retail and restaurant tenants
- Landscaped medians
- Bus Rapid Transit
- Stormwater management strategies
- Safer pedestrian crossings

While Scenic Highway is best known as a retail destination today, the evolving dynamic between online and physical retailers may necessitate a shift in the future. Participants were open to seeing a greater mix of uses in the area in the future. The most popular ideas were indoor entertainment (41%), mixed-use lifestyle centers (40%), community colleges/technical schools (19%), or retail lifestyle centers (19%). Keeping the uses there today was also a popular choice (28%).

For participants who suggested another potential use, popular responses included:

- No additional development
- Stick with retail, but focus on local restaurants and higher end retailers
- Green space
- Offices

**In the future, what uses do you think would be appropriate to incorporate along Scenic Highway (SR 124)? Check all that apply.**



North Road

North Road runs parallel to Scenic Highway from the Towne Center area north, reconnecting with Scenic Highway just north of Snellville city limits near Webb Gin House Road. Today, it is mostly single-family homes on large lots, and as the only road running parallel to Scenic Highway in this part of town, it is often used as an alternative local route for residents looking to avoid regional traffic congestion. Some plans for improvements have already been made, like the roundabout at the intersections of North Road and Pharrs Road and Ridgedale Road, and a bike path connecting the Towne Center to Lawrenceville was proposed as part of the City’s Greenway Master Plan in 2017.

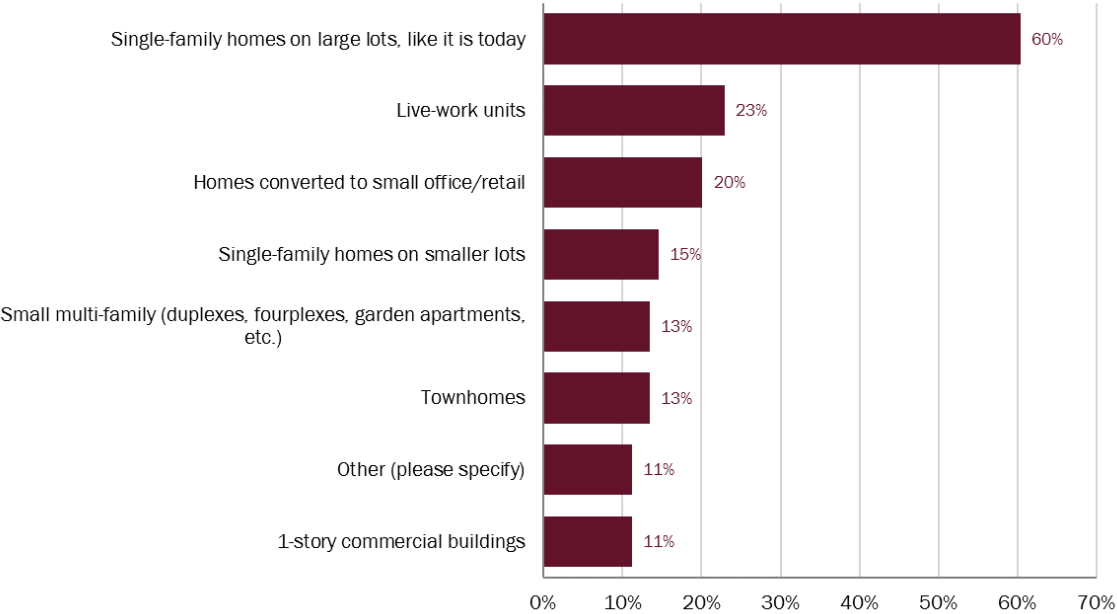
With its unique role, we wanted to understand more about the kind of place people imagine it being in the future. Both in-person participants and online respondents tend to envision a calm, landscaped road that serves local traffic, has few traffic generating uses of its own, and has the character of a neighborhood, not a commercial corridor. Most

survey respondents (60%) envision the uses along North Road will be similar to the single-family homes there today. Live-work units (23%) or homes converted to small offices (20%) were the most popular options for potential additional uses.

Additional comments for North Road included:

- Do not develop uses that generate additional traffic
- Maintain the neighborhood character
- Better manage traffic along the corridor
- Consider widening the road
- Add more roundabouts
- Add green space
- More small offices to the south, near the Towne Center
- Manage stormwater runoff

How do you imagine the uses along North Rd in the future? (Check all that you think would be appropriate.)



## General Concerns

We asked respondents to share any other ideas or concerns about these or other major corridors in Snellville. Alleviating traffic congestion is the top concern. They also mentioned:

- Consider broad changes to brick and mortar retail and plan ahead to avoid major shopping center vacancies and deterioration
- Focus on renovating existing buildings before building new ones
- Limit future development along major corridors
- Make sure infrastructure is built in pace with new development
- Better maintain of roads and landscaping
- Plant more street trees
- Synchronize traffic signals
- Fewer curb cuts
- Improve connections between shopping centers (interparcel access)
- Add center medians
- Consolidate shopping plaza entrances
- Improve pedestrian crossing safety
- Provide alternative transportation options, like bike paths
- Formalize a Georgia Regional Transportation Authority (GRTA) bus plaza by the park and ride lot on Henry Clower Blvd
- Develop parallel routes to provide alternatives to the main highways
- Concentrate higher intensity, new development in a walkable Towne Center
- Coordinated, visible signage
- Reduce excess parking at shopping centers
- Make stronger east-west connections
- Address congestion at: Main St and Athens Hwy; US 78 and Cambridge St; SR 124 and Ronald Reagan Blvd
- Implement traffic calming coming out of the WalMart Neighborhood Market on Cambridge Street

Who took the survey? Most were Snellville residents (68%) between the ages of 45-64 (55%) or over 65 (27%).

## Survey #3: Towne Center Livable Centers Initiative (LCI)

September to October 2018

This summary was originally written as a blog post for [www.snellville2040.org](http://www.snellville2040.org)

What kind of place should the Towne Center be? An online survey was conducted to gather a sample of public opinion; it was not a statistically valid survey. 239 people responded.

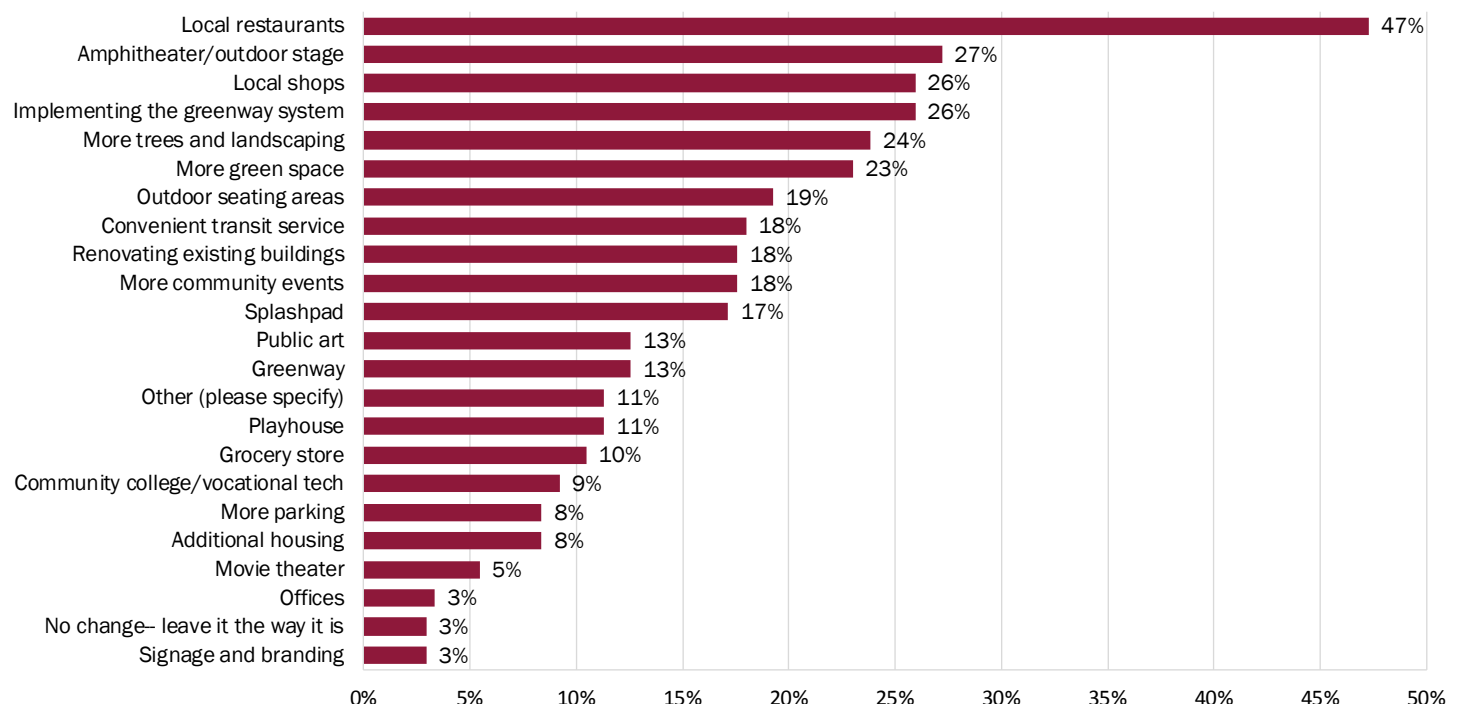
### Question 1

Most participants would like to add local restaurants (47%), an amphitheater/outdoor stage (27%), local shops (26%), the greenway system (26%), more trees and landscaping (24%), and more green space (23%). Respondents who selected “other” suggested the following changes:

- Hotels
- Local night life
- Bike and walking trails

- Similar to Downtown Duluth
- Farmers market
- Coffee shop
- Small grocery store
- Auditorium
- Activity center for seniors
- Historical Society office space
- If there is public art, not similar to the retaining wall on US 78
- Traffic calming measures on Main St
- Fix the road in front of the post office

**What additions to the Towne Center area do you think would be most beneficial? (A new library and city market are already under design.) Choose up to three.**



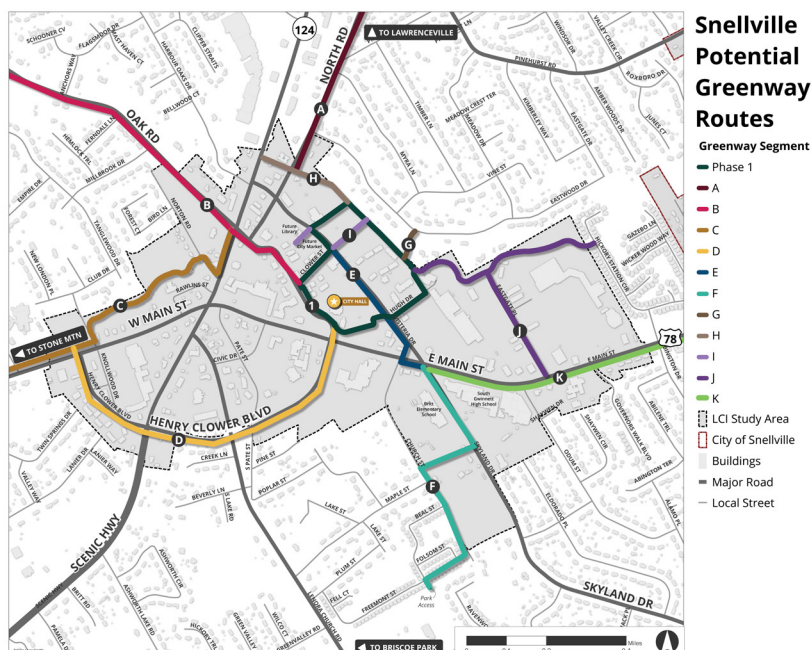
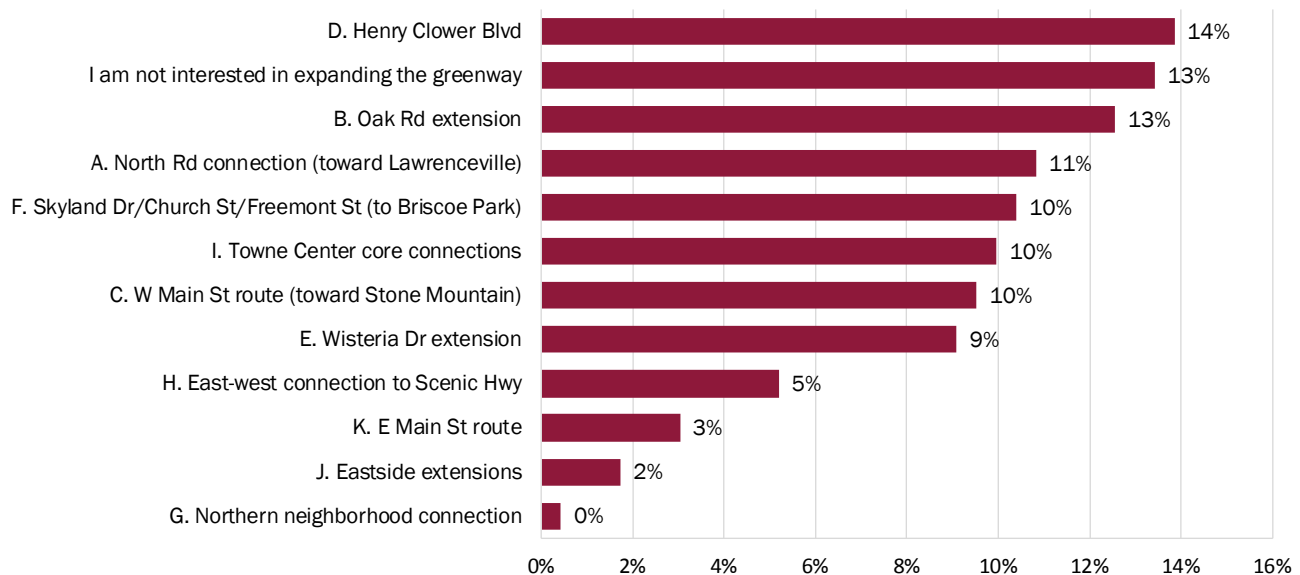


- Don't move the library
- Transit connection to Briscoe Park
- Ice cream shop
- Healthy alternatives
- Better quality restaurants
- Outdoor movie theater

## Question 2

Popular choices for the next phase of the greenway included Henry Clower Blvd, Oak Rd, North Rd, Briscoe Park connection, and additional paths in the Towne Center core. The map shared in the survey to illustrate potential routes is shown below.

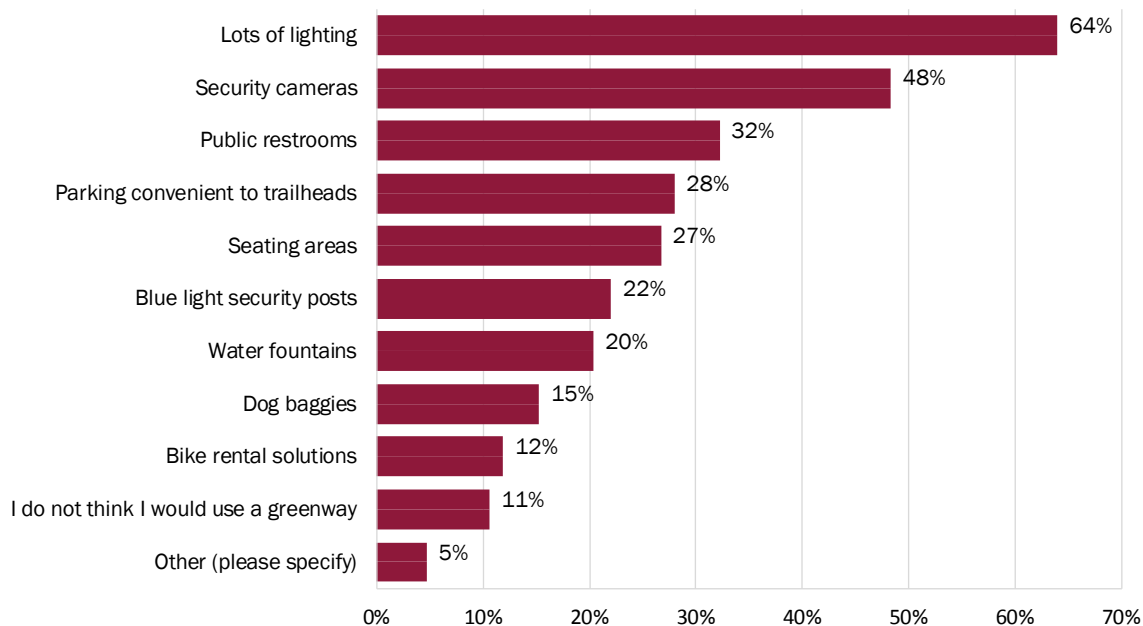
### Which portion of the greenway would you like to see built next?



### Question 3

In terms of greenway design features, respondents are most interested in providing lots of lighting, security cameras, and public restrooms.

#### Which greenway amenities would be most important to you? Choose up to three.



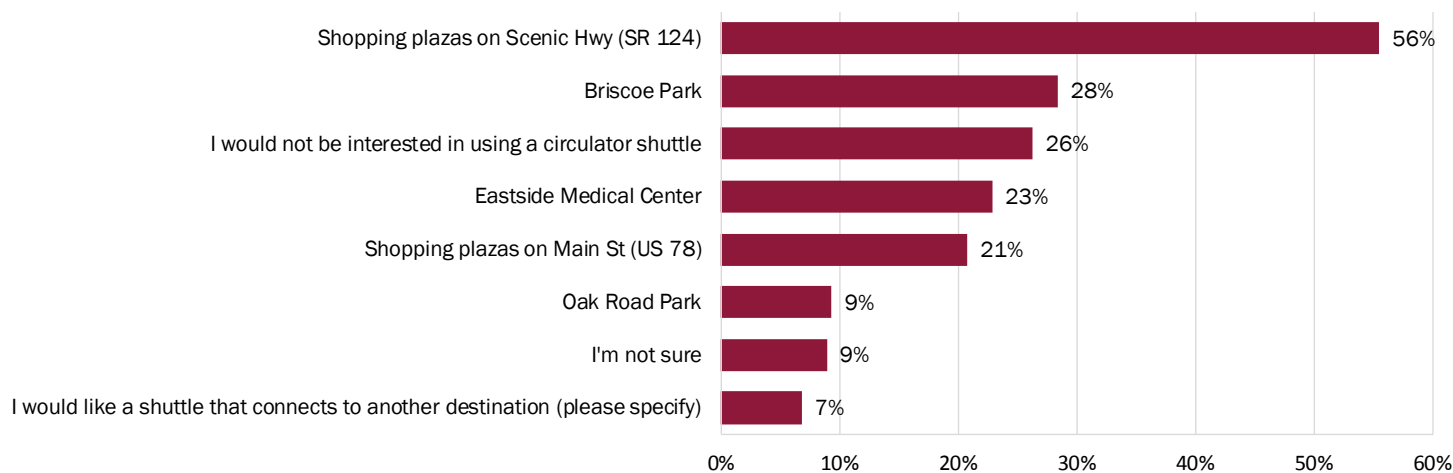
Respondents who chose “other” suggested:

- Walking path
- More sidewalks and walking areas
- Bike racks
- Police bicycle patrol
- Wide path
- Shaded seating areas
- Small play areas
- Do not want the greenway behind residential properties

## Question 4

If there were a circulator shuttle connecting the Towne Center to nearby destinations, respondents would most like for it to stop at the shopping plazas on Scenic Hwy or Briscoe Park.

### If there were a circulator shuttle connecting the Towne Center at Snellville to other popular spots in town, which destinations would you like the shuttle to connect to?



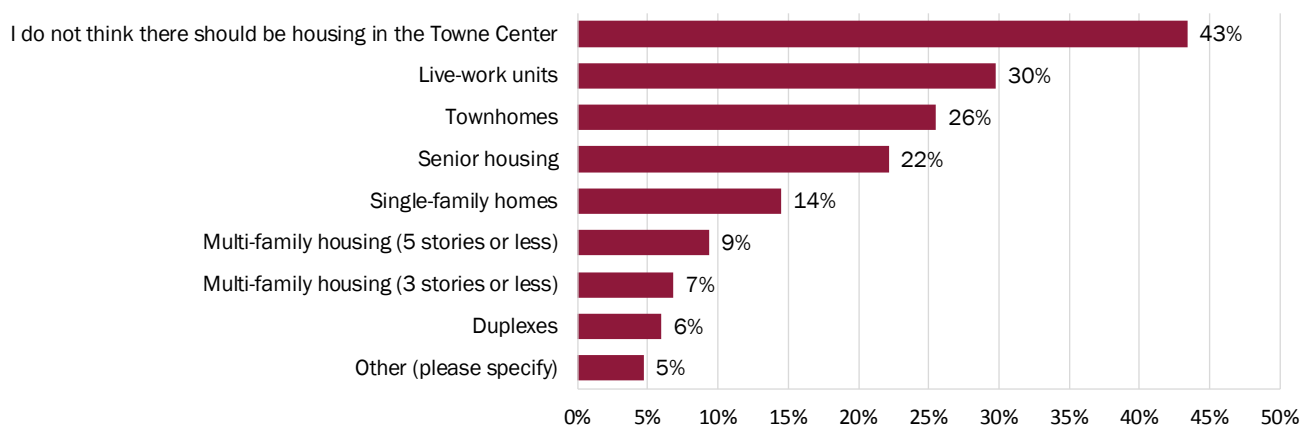
Respondents who chose another destination suggested:

- Downtown Lawrenceville
- Stone Mountain
- Looping shuttle
- The Avenue
- Five Forks
- Post office
- Mall of Georgia
- First Baptist Church of Snellville
- The Shoppes at Webb Ginn
- NCG Snellville Cinema on US 78
- Airport
- Larger roads (e.g. Oak Rd, Rockdale Cir)

## Question 5

Residential development is typical of traditional downtowns, helps provide a customer base to support local businesses, and keeps public spaces activated with neighbors. Respondents were asked what kind of housing they would like to see in the Towne Center area, and the most popular response was none (43%). Live-work units (30%), townhomes (26%), and senior housing (22%) were the next most frequently selected options.

### What kind of housing would you like to see in the Towne Center area? Choose all that apply.



Respondents who chose "other" suggested:

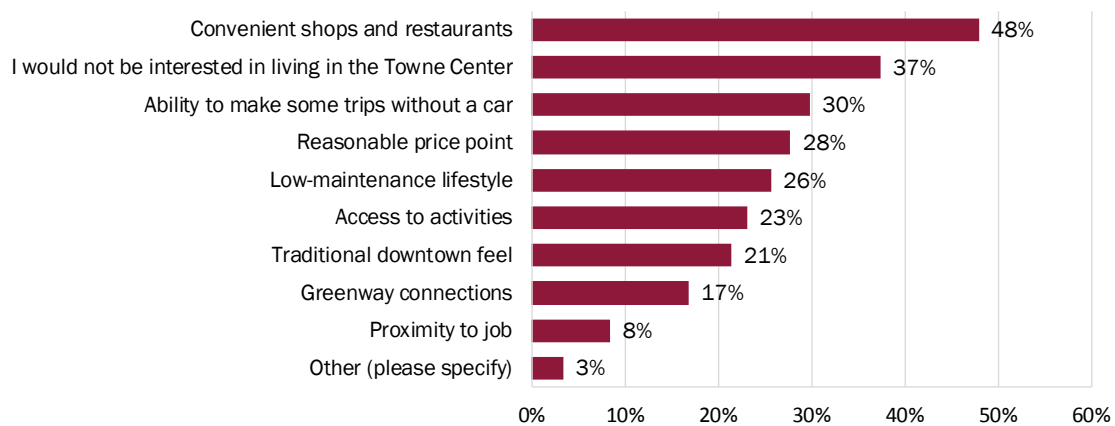
- Like Atlantic Station and Avalon
- No apartments/rentals
- Please stop building! More trees!
- Affordable live-work units
- Cottages
- Row houses
- Condominiums



## Question 6

When asked what would make them want to live in the Towne Center, the most popular reason was convenient shops and restaurants (48%). Many respondents also said they would not be interested in living in the Towne Center (37%), the ability to make some trips without a car (30%), a reasonable price point (28%), and a low-maintenance lifestyle (26%).

### What would make you want to live in the Towne Center? Choose up to three.



Respondents who chose “other” said:

- Easy access for all abilities
- I could not live there, but I know many others who would
- I would concentrate more on entertainment and outdoor activities
- Too much traffic on Wisteria Dr already
- It’s near the cemetery where my loved ones are
- No rental housing
- Update the facades of existing businesses
- Focus on supporting local businesses and creating a business development plan
- Need good jobs to create a live-work-play environment
- Create weekend entertainment and unique local restaurants
- Similar to the downtowns in Duluth, Suwanee, and Grayson

## Question 7

Participants were asked to share any other ideas or concerns they have about the Towne Center. Responses included:

- Clean up the area
- Address traffic congestion (11)
- Don't want more construction, housing, overcrowding of schools, or noise
- Provide gigabit Internet connectivity
- Black history museum... black children in this area have nothing to connect them to the larger community, despite the wonderful activities the city renders
- Stop cramming all the stores in one area
- Better traffic flow through US 78 and SR 124
- I do not think anyone will use the Towne Center
- Diverse cultural activities and amenities
- Ease traffic on Wisteria Dr, including the left turn onto US 78
- Stop building on SR 124 between US 78 and Sugarloaf Pkwy
- Shade on walkways for summer heat
- Want to be able to park my car and walk around to get anywhere
- Would love a nice place to run, eat, shop, and have outdoor fun like at the Suwanee Town Center
- Concerned about how long it will take to create a usable greenway for bikes to get to Stone Mountain
- Roundabouts to slow traffic and improve pedestrian safety
- Traffic control
- Security so we can feel comfortable and let kids run around and have fun
- Work with local businesses, not chains (4)
- Something similar to the New London Theater
- Focus on environmentally-friendly solutions and tree preservation
- Design buildings more interesting than the current rectangular brick office buildings
- Consider impacts of housing on already overcrowded schools
- Love this idea and hope it is well planned and aesthetically pleasing, thinking of Serenbe
- Divert traffic away from the Towne Center
- Dacula, Duluth, Suwanee, and other small places have done a great job making their towns come to life and drawing folks in
- Upgrade existing streets
- Don't need to build anything else (3)
- Plenty of security and lighting for the greenway trail
- Nightlife options and events for people ages 25 to 45 who may want a kid-free activity
- More entertainment
- Water fountain/splash pad for kids (4)
- No housing (2)
- Walkable and safe for pedestrians (4)
- Do not want a strip mall look and feel
- Spending too much money on the Towne Center and not on the rest of the city
- Happy with recent changes, want to see the trend continue
- Time restraints for loud noises and deliveries
- Managed growth is great
- Keep the small town feel
- Keep having food trucks and farmers markets and expand offerings (2)

- Green space
- Trees and shade (2)
- Do not want the Towne Center to be a 24/7 recreation area
- Sidewalks
- Teen-friendly areas and activities (3)
- Make it family-oriented
- Keep businesses open in the evenings
- Office and display space for the Snellville Historical Society (2)
- Concerned about funding and taxes (4)
- Concerned about safety
- Want more apartments
- Trails should be significantly buffered from roads
- Include improvements to the city south of Briscoe Park
- Underground utilities
- Pedestrian bridges (4)
- Car wash closer to US 78
- Don't leave buildings vacant waiting for development, either tear them down or rent them
- Fix Wisteria Dr in front of the post office down to the SR 124 intersection
- Parking garage (3)
- Do not want rental housing (3)
- Parking accessibility
- Live plays and concerts (2)
- The more beautification the better
- To be a destination, need a draw
- Gathering spot with services and specialized shops and food outlets
- Extend the traffic signal at the intersection of Wisteria Dr and Skyland Dr
- Local shops will have a hard time competing with nearby national chain retailers
- Diversify the music and events on the green
- Let the Community Garden help, plan, and teach
- All season native colored plantings
- Concerns over crime and safety (3)
- Signature architecture to separate it from other town centers

# Open House

November 8, 2018 | 6 to 8 pm | City Hall Community Room

An open house was held at City Hall, inviting community members to review and provide feedback on draft materials for the *2040 Comprehensive Plan*. The event began with a brief presentation explaining the purpose of the Comprehensive Plan, the process, and highlights from the draft plan. Attendees were then asked to walk around and review plan highlights displayed on boards around the room. Each of the boards provided an opportunity to provide feedback, and attendees were given individual feedback forms upon arrival.

## Vision

All participants voted in support of the proposed vision statement. There were no suggested changes.

## Goals

The draft goals for each topic area were presented and participants were asked to share their feedback. The only suggestion was to add a goal to the Quality of Life section, “Create a place that the younger generations want to come back to and raise their families.”

Draft policies and highlights from the 5-year Community Work Program were shared grouped by topic area: transportation, land use, housing, economic development, and quality of life.

## Transportation

- Consider roundabout at North Rd and Ridgedale Dr
- Reconsider converting North Rd back to two-way between Wisteria Dr and Oak Rd. Traffic would likely back up from the left turn off Oak Rd.
- Work with South Gwinnett High School video production class to document the greenway installation
- Add sidewalks to older, existing neighborhoods
- Add traffic calming islands to busy neighborhood streets

## Land Use

- In addition to online permitting, offer online services for all things (tickets, etc.)

## Housing

- No comments

## Economic Development

- No comments





## Quality of Life

- Senior-friendly restaurants
- Sidewalk chalk art contest
- Create a place similar to the new library or YMCA where students have a safe place to innovate, work on business ventures, and do homework while also housing a portion dedicated to sports training. The students want to create but don't have the resources to.
- We need more opportunities for teenage/millennial events (drive-in movies, haunted houses, etc.). Not only would this increase youth participation in the community, but it would be a great opportunity for brand recognition for local businesses.
- Promote City events and initiatives on the "Big Board", morning announcements, and the Tuesday/Thursday extended lunch period at Brookwood High School and similar mediums at other high schools

## Character Areas

A draft of the Future Development Map and summary of each character area narrative was provided for review and feedback. Participants said:

### Brookwood District

- No comments

### Highway 78 East

For this character area, participants were also asked specifically about the type of development they would like to see at the activity nodes at US 78 with Rockdale Cir and US 78 with Rosebud Rd. They said:

*What scale of development would you like to see develop around the nodes?*

- 1 story (0%)
- Up to 2 stories (50%)
- Up to 3 stories (50%)



*What kinds of uses would you like to see develop around the nodes?*

- Residential (43%)
- Retail (14%)
- Office (43%)

### Towne Center

- Incorporate a working water fountain at the center or nearby to attract families and cool the surrounding area in the summertime. One for kids and another for pets!

### Highway 78 West

- No comments

### Lenora Church Road

- No comments

### No Business Creek

- No comments

### North Road Transitional Corridor

- No comments

### Pinehurst

- No comments

### Scenic Highway North

- No comments

### Scenic Highway South Skyland

- No comments

### Summit Chase

- No comments

### Temple Johnson Road

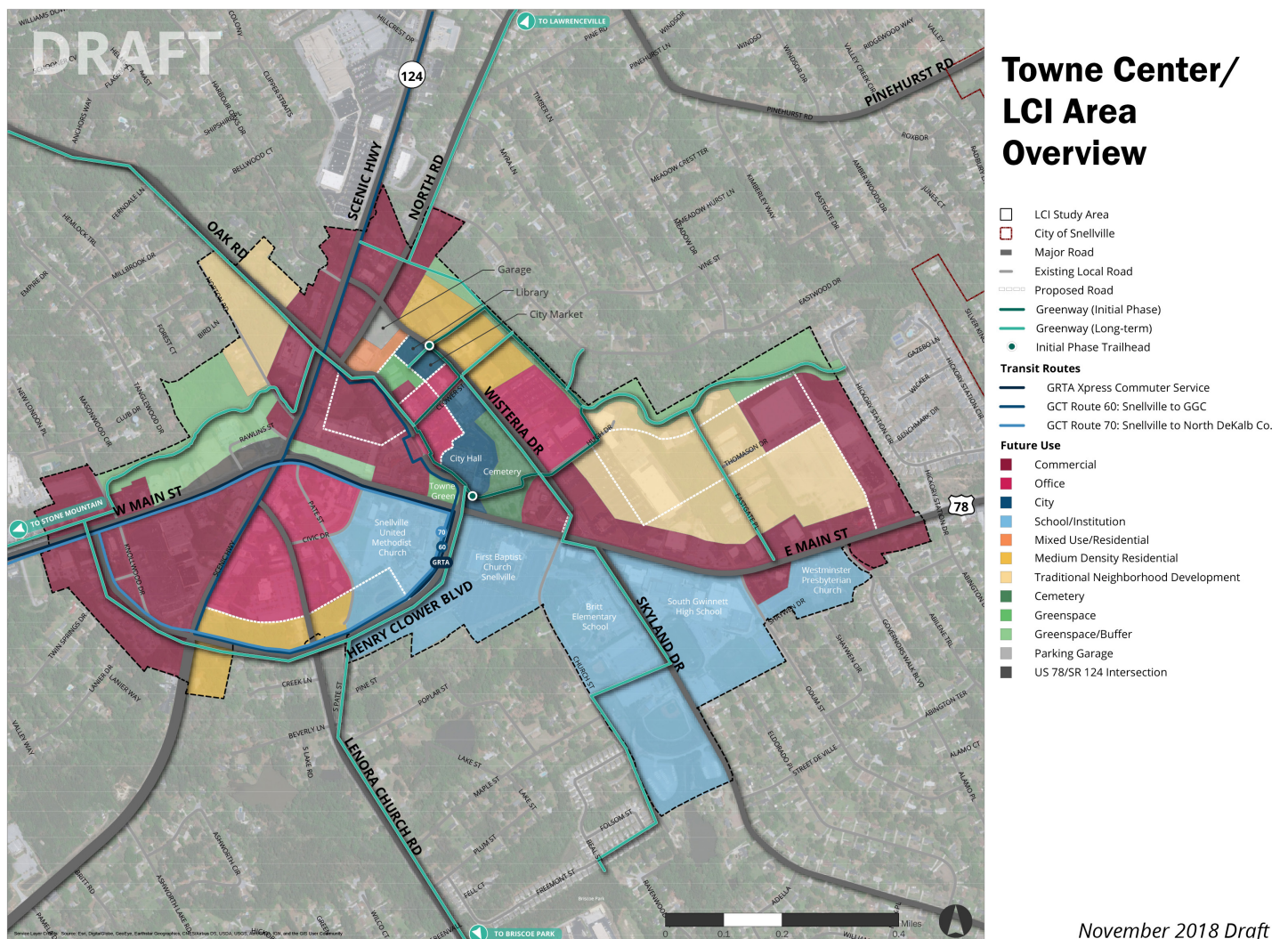
- No comments

## Towne Center Livable Centers Initiative (LCI)

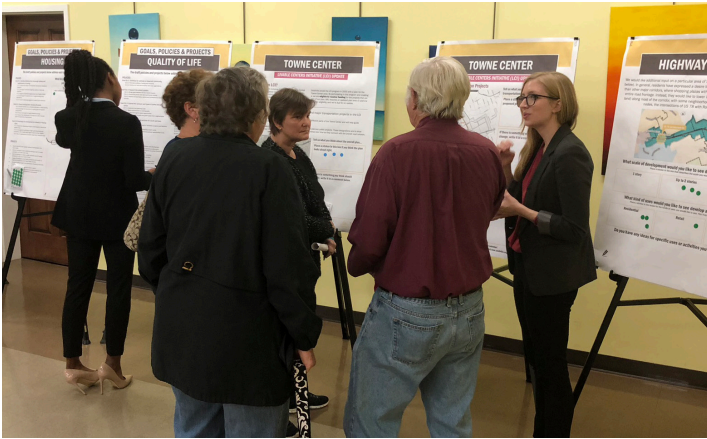
Proposed projects and policies within the Towne Center are part of the update to the Towne Center LCI plan, in addition to the Comprehensive Plan. These were called out on boards focused on the proposed transportation projects and land uses for the Towne Center area.

### Overall Plan

The map below was shown to illustrate the proposed land use and major transportation projects for the Towne Center. No participants shared comments about changes they would like to make to the proposed plan.

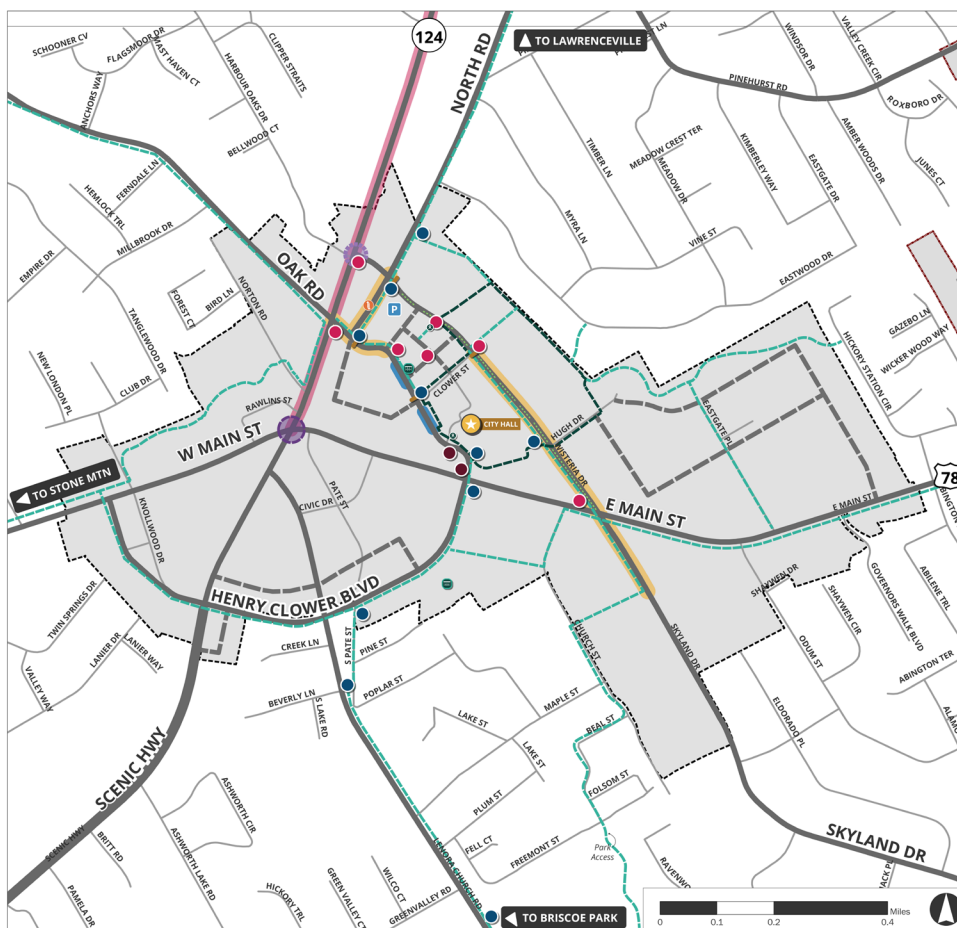






### Proposed Transportation Projects

The map below was shown to illustrate proposed transportation projects in the Towne Center in detail. No participants shared comments about changes they would like to see to the proposed projects or additional projects they would like to add.



### Snellville LCI Area Draft Transportation Projects

- LCI Area
- City Hall
- Existing Street
- Future Street
- Future Greenway (Phase 1)
- Future Greenway (Phase 2+)
- Trailhead
- Streetscape
- Wayfinding (Existing Sign)
- Wayfinding (Monument Sign)
- Wayfinding (Small Sign)
- Continuous Flow Intersection
- Signalized Intersection
- Landscaped Median
- Chicanes/Bulb Outs (traffic calming)
- Raised Crosswalks
- Premium Bus Shelter
- Parking Garage
- One-way to two-way conversion
- Road Widening (County plan)

# **Appendix E:**

# **Environmental**

# **Planning Criteria**



# Appendix E: Environmental Planning Criteria

## 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). Snellville 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. Snellville has land in one small (less than 100 square miles) water supply watershed as defined by the DNR, the Big Haynes Creek (Ocmulgee Basin). The overall basin covers 86 square miles, a portion of which lies in the eastern half of the city, upstream of a water supply intake just north of Hwy 138 in Rockdale County. 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 Snellville code of ordinances, Chapter 26 Environment, Article IX, Stream Buffer Protection, Section 26-506 incorporates this stream buffer protection criteria to protect this important resource. 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. Most of Snellville lies outside of the 7 miles from the 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 Snellville, most of its western 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.

## Protected Rivers

There are no protected rivers in Snellville.

## Wetlands

Snellville 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. The largest concentration of wetlands in Snellville is within the Big Haynes Creek Watershed.

## Floodplains

Parts of Snellville 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 Big Haynes Creek and its tributaries in the east of the city, though floodplains are also associated with No Business Creek, Jacks Creek, and Watson Creek. 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.

