

**DATE:** January 3, 2024

**TO:** Mayor Barbara Bender, City of Snellville  
**ATTN TO:** John Dennis, Zoning Administrator, City of Snellville  
**FROM:** Mike Alexander, COO, Atlanta Regional Commission

The Atlanta Regional Commission (ARC) has received the following proposal and is initiating a regional review to seek comments from potentially impacted jurisdictions and agencies. The ARC requests your comments related to the proposal not addressed by the Commission's regional plans and policies.

**Name of Proposal:** 2023 City of Snellville Comprehensive Plan Update

**Description:** A regional review of the draft 2023 City of Snellville Comprehensive Plan Update.

**Submitting Local Government:** City of Snellville

**Action Under Consideration:** Approval

**Date Opened:** January 3, 2024

**Deadline for Comments:** January 24, 2024

**THE FOLLOWING LOCAL GOVERNMENTS AND AGENCIES ARE RECEIVING NOTICE OF THIS REVIEW:**

ATLANTA REGIONAL COMMISSION  
GEORGIA DEPARTMENT OF TRANSPORTATION  
GEORGIA ENVIRONMENTAL FINANCE AUTHORITY  
CITY OF LOGANVILLE  
CITY OF LAWRENCEVILLE

GEORGIA DEPARTMENT OF NATURAL RESOURCE  
GEORGIA REGIONAL TRANSPORTATION AUTHORITY  
GWINNETT COUNTY  
CITY OF LILBURN  
NEGRC

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA SOIL AND WATER CONSERVATION COMMISSION  
MARTA  
CITY OF GRAYSON  
ROCKDALE COUNTY

**Review information is attached.**

Please submit comments to [dshockey@atlantaregional.org](mailto:dshockey@atlantaregional.org). For questions, please contact ARC Plan Review Manager Donald Shockey at [dshockey@atlantaregional.org](mailto:dshockey@atlantaregional.org) or 470-378-1531. If no comments are received by **January 24, 2024**, ARC will assume your agency has no input on the subject plan. The ARC review website is located at <https://atlantaregional.org/community-development/comprehensive-planning/plan-reviews/>.



**RESOLUTION NO. 2023-13**

**TRANSMITTAL RESOLUTION**  
**CITY OF SNELLVILLE 2045 COMPREHENSIVE PLAN**

**WHEREAS**, the governing authority of the City of Snellville, Georgia is the Mayor and Council thereof; and

**WHEREAS**, the Georgia Planning Act of 1989 authorizes local governments throughout the State to prepare Comprehensive Plans to be used in guiding their future growth and development; and

**WHEREAS**, the preparation of the City of Snellville 2045 Comprehensive Plan was initiated in July 2023 with the assistance of Jacobs Engineering Group, Inc. of Atlanta, Georgia; and

**WHEREAS**, the City of Snellville has prepared and updated its existing Comprehensive Plan that covers the period through the year 2045; and

**WHEREAS**, the City of Snellville appointed a nineteen-member Community Task Force to champion the project within the community and assist in the development of the City of Snellville 2045 Comprehensive Plan; and

**WHEREAS**, the Community Task Force met four times over the course of four months; and

**WHEREAS**, in August 2023 the City's Project Team conducted a variety of stakeholder interviews meeting with local experts in all things Snellville, including business owners, nonprofit leaders, neighborhood organizers, real estate professionals, City staff, and elected officials to help identifying the key issues and opportunities to be addressed in the plan; and

**WHEREAS**, the City of Snellville employed a variety of community outreach efforts including posted website information, surveys, questionnaires, social media, public meeting announcements, and press releases to facilitate and encourage discussion and community input; and

**WHEREAS**, the document was prepared by Jacobs Engineering Group, Inc. in accordance with the Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989, and the required public hearings were held on August 14, 2023, November 28, 2023 and December 11, 2023; and

**WHEREAS**, the City of Snellville held an Open House on November 16, 2023 in the Community Room at Snellville City Hall; and,

**WHEREAS**, the Mayor and City Council gratefully acknowledges the extensive community input that has been incorporated into the plan by stakeholders, residents, business owners and others that have been involved in the plan preparation process.

**NOW THEREFOR BE IT RESOLVED** that the Mayor and City Council of the City of Snellville, Georgia does hereby authorize the transmittal of the draft City of Snellville 2045 Comprehensive Plan to the Atlanta Regional Commission for Regional and State review, pursuant to the Georgia Planning Act of 1989.

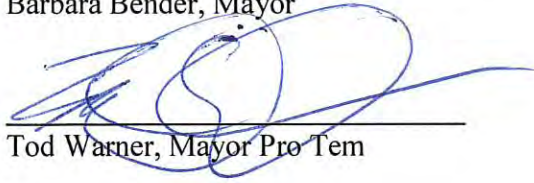
**RESOLVED** this 11<sup>th</sup> day of December, 2023.

[SIGNATURES APPEAR ON THE FOLLOWING PAGE]

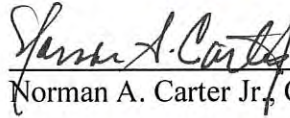




Barbara Bender, Mayor

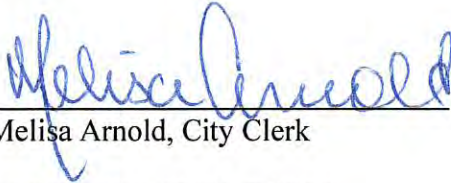


Tod Warner, Mayor Pro Tem



Norman A. Carter Jr., Council Member

ATTEST:



Melisa Arnold, City Clerk

*APPROVED AS TO FORM:*



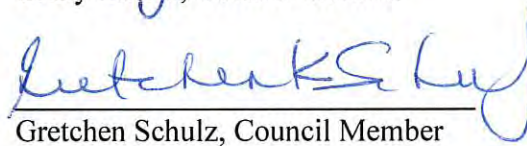
Kerry Hetherington, Council Member



Cristy Lenski, Council Member



W. Charles Ross, City Attorney  
Powell & Edwards, Attorneys at Law, P.C.



Gretchen Schulz, Council Member





December 12, 2023

Mr. Donald P. Shockley, AICP, LEED GA  
Plan Review Manager, Community Development  
Atlanta Regional Commission  
229 Peachtree Street NE, Ste 100  
Atlanta, Georgia 30303

RE: SNELLVILLE 2045 COMPREHENSIVE PLAN SUBMITTAL FOR REGIONAL AND STATE REVIEW

Dear Mr. Shockley,

The City of Snellville, Georgia has completed its five-year update of its comprehensive plan and is submitting it with this letter for regional and state 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 Group, Inc. 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

Enclosures: Snellville 2045 Comprehensive Plan (November 2023 DRAFT)  
Technical Addendum (November 2023 DRAFT)

**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)





SNELLVILLE

2045

# Comprehensive Plan

November 2023 DRAFT



## ACKNOWLEDGEMENTS

Thank you to everyone who played a part in developing the Snellville 2045 Comprehensive Plan by giving an interview, 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 Barbara Bender  
Mayor Pro Tem Tod Warner  
Butch Sanders  
Matthew Pepper  
Josh Ferguson  
Jason Thompson  
John Dennis  
Tim VanValkenberg  
Patrick Stewart  
Don Britt  
Jamey Toney  
Catherine Hardrick  
Melvin Everson  
Kirk Demetrops  
Gretchen Schulz  
Cristy Lenski  
Melisa Arnold  
Brian Arrington  
Solange Destang

### ELECTED OFFICIALS

Mayor Barbara Bender  
Mayor Pro Tem Tod Warner  
Council Member Dave Emanuel  
Council Member Solange Destang  
Council Member Cristy Lenski  
Council Member Gretchen Schulz

### CITY STAFF

Butch Sanders, City Manager  
Matthew Pepper, Assistant City Manager  
Jason Thompson, Planning and Development Director  
Brian Arrington, Public Information Officer  
John Dennis, Zoning Administrator  
Lisa Platt, Parks and Recreation Director  
Greg Perry, Chief of Police

### JACOBS

Jim Summerbell, Project Manager  
Jonathan Corona, Planner  
Christopher Barnum, Planner  
Rosie Mafe, Planner  
Madeline Soultz, Planner

### HALL PLANNING

**Marilyn Hall, Planner**



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RESERVED FOR CITY COUNCIL RESOLUTION



# 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 (2024 to 2029).

## 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 2045 Comprehensive Plan was developed beginning in July 2023 and adopted in February 2024. 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, 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 for more information.)

## Setting a Vision

This plan is visionary. It sets its sights on the kind of place Snellville wants to become by 2045, 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 anchored by 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 23 for more information.)

#### Policies

Each of the goals has several associated policies, which offer detail on how decision makers 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 24 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.

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:**

- LU-5.1: Encourage the design and development of spaces that support community interaction
- LU-5.2: Pursue projects that contribute to Snellville's unique character
- LU-5.3: Promote mixed uses within the Towne Center
- LU-5.4: Support the growth of a diversity of entertainment options
- LU-5.5: Ensure that transportation networks within, to, and around the Towne Center are multimodal

### **Key Projects:**

- Construct planned mixed-use development in the Towne Center core (LU-2)
- Towne Center Phase 2 roads and utilities (T-1)
- Construct new City Market building (ED-2)
- Construct a new Towne Center Green (QL-1)
- Apply for LCI Supplemental Study to address pedestrian safety and crossings of SR 124 and SR 78



## **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 enforcement of residential property maintenance ordinances
- H-2.2: Encourage the construction of housing types to support all age groups, incomes and lifestyles
- H-3.2: Pursue more development opportunities focused on seniors and assisted living
- H-1.3: Encourage the establishment of neighborhood groups/associations

### **Key Projects:**

- Seek grant funding to support the rehabilitation of existing multi-family housing (H-1)
- Construct planned mixed-use development in the Towne Center core (LU-2)
- Continue to monitor and repave neighborhood streets. This is an ongoing program to benefit the neighborhoods. (T- 9)





## 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-3.1: Develop gateways and a sense of arrival into Snellville
- LU-3.2: Enhance the Snellville brand and reinforce it through placemaking projects
- LU-3.3: Provide signage and wayfinding throughout the community
- LU-3.4: Improve the urban environment through better streetscapes
- 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:

- Implement citywide (DDA) Wayfinding Master Plan (T-5)
- Support Create Gwinnett to grow creativity and support for the arts and culture as an engine for economic development
- Create signature destinations: the new City Market, Towne Center library, and green (ED-6, ED-7, QL-5)
- Ensure new development on 78 East, Ronald Reagan Parkway, and Lenora Church Road include gateway features
- Continue to extend holiday and other placemaking features further out from Towne Center along major corridors



## 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 for all modes of transportation
- 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)
- Gwinnett County Transit (GCT) Flex Route 503 (T-45)
- Work with ATL and GCT to improve micro-transit services in the city, particularly between the Towne Center, Piedmont Medical Center, and TOMCO2
- Support widening project for US 124
- Apply for an LCI Supplemental Study to address pedestrian safety in crossing US 78 and US 124





## **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:**

- T-1.2: Improve traffic flow and circulation near Piedmont 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
- Expand variety of housing options to help attract medical professionals



## **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 creation or relocation of higher wage, professional 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

### **Key Projects:**

- Continue working with established non-profits, Gwinnett Technical College, Georgia Gwinnett College, and the University of Georgia's Small Business Development Center to improve technical training (ED-1)
- Adopt an online permit application system (LU-10)
- Update Economic Development Strategic Plan (ED-12)





## **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:**

- Construct a new Community Recreation Center at Briscoe Park
- Identify an alternative, community-serving use for the old library branch on Lenora Church Road (QL-4)
- Complete remaining segments of the Snellville Greenway

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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 24, and the full 5-year Community Work Program in Chapter 6, beginning on page 54.

## **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, elected officials, and appointed boards 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.

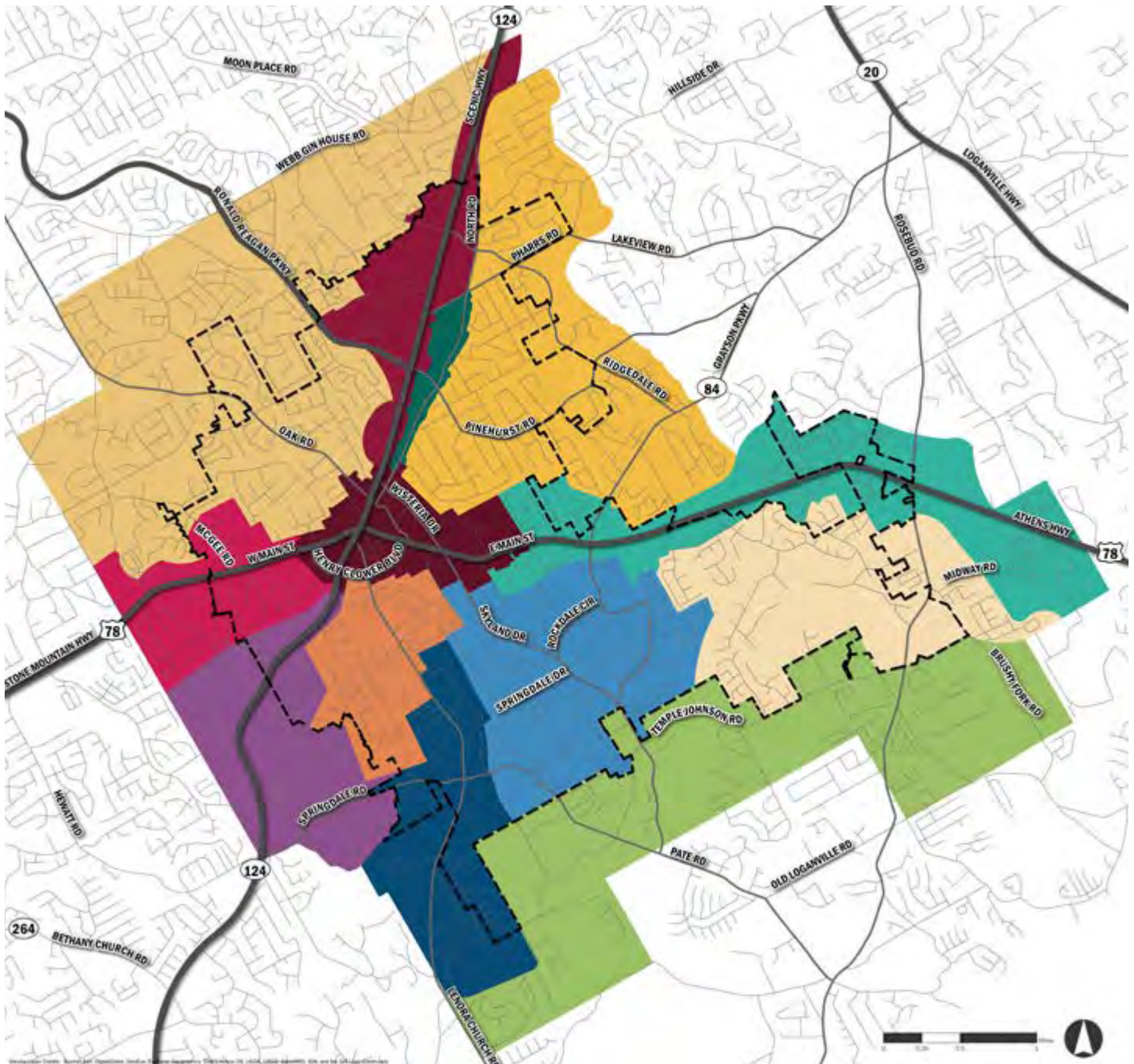
### **Future Land Use Map**

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.

For more information about the FDM or FLUM, see Chapter 5.



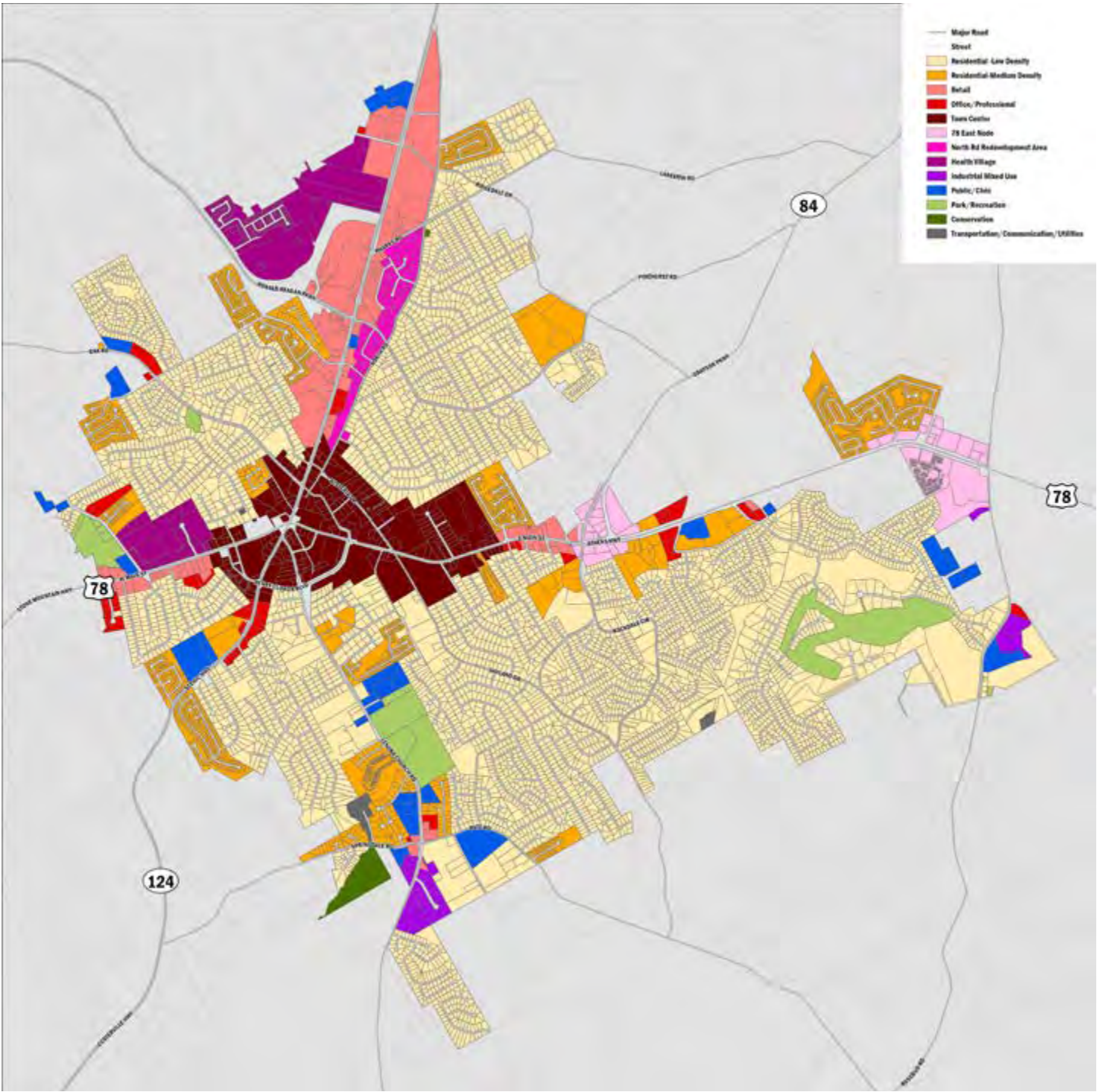
## Future Development Map



- |                             |                 |                      |
|-----------------------------|-----------------|----------------------|
| Brookwood District          | Highway 78 West | No Business Creek    |
| Scenic Highway North        | Towne Center    | Scenic Highway South |
| North Road Transitional Cor | Highway 78 East | Lenora Church Road   |
| Pinehurst                   | Summit Chase    | Temple Johnson Road  |
|                             | Skyland         |                      |



Future Land Use Map





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# 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 20,051 people by 2020. 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. Piedmont 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, and an active faith community 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

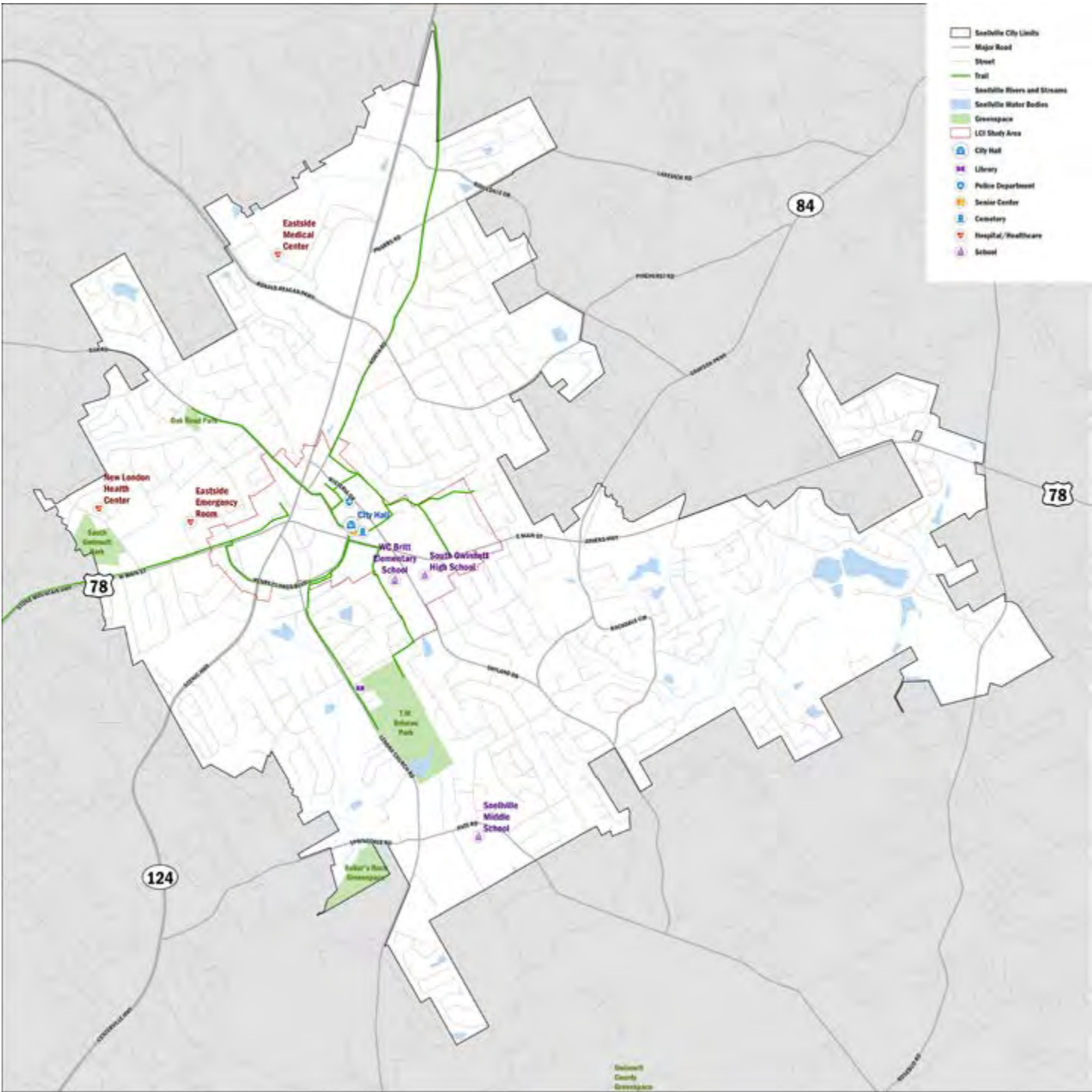
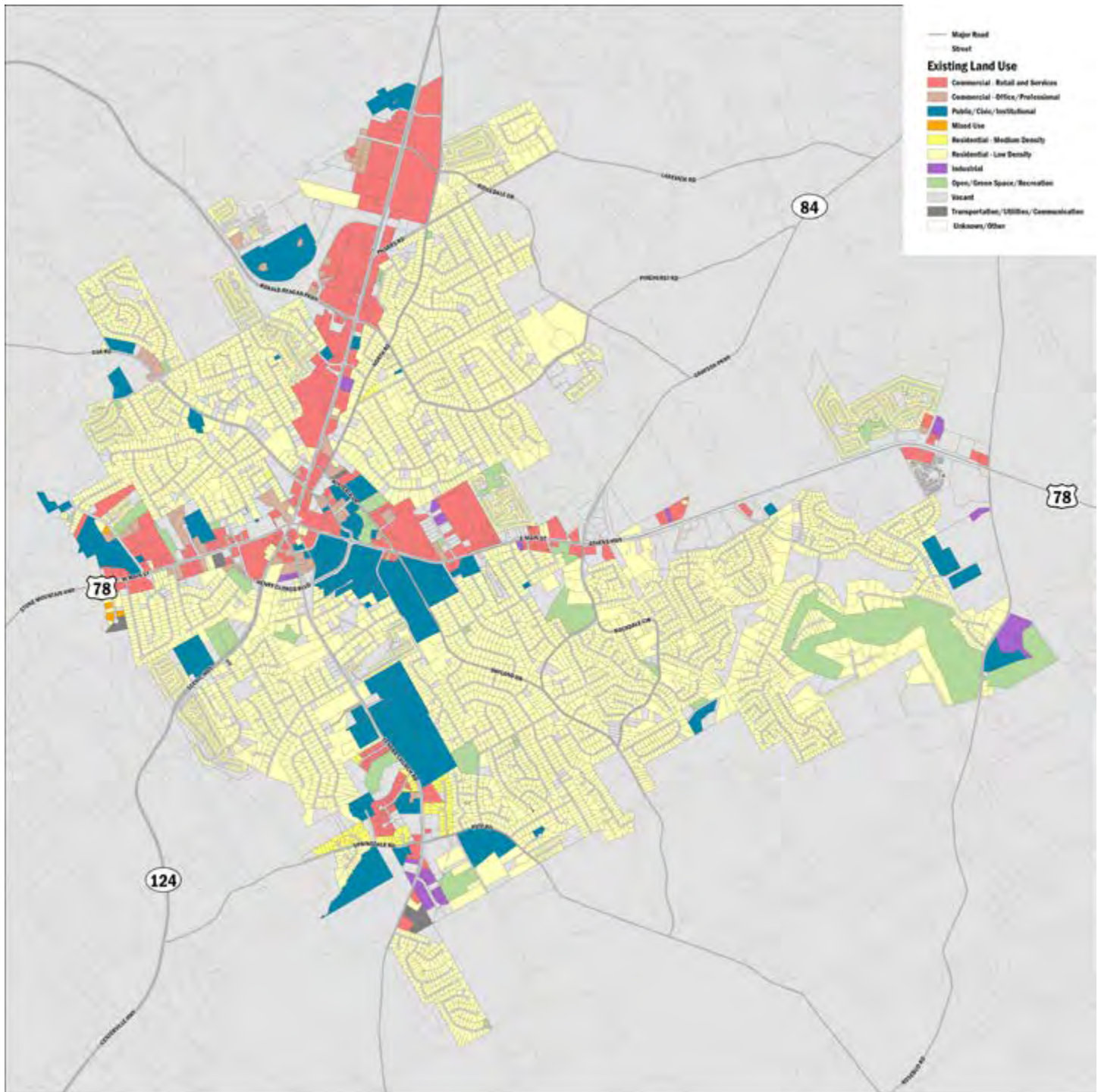




Figure 2. Existing Land Use Map

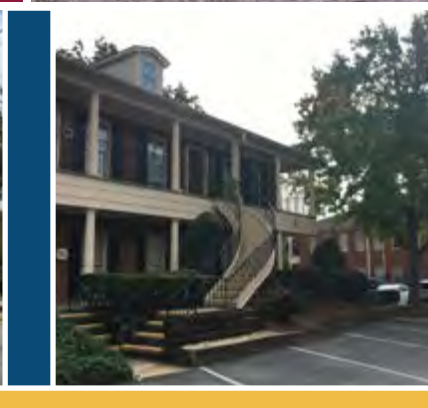


Source: Gwinnett County GIS (September 2023)

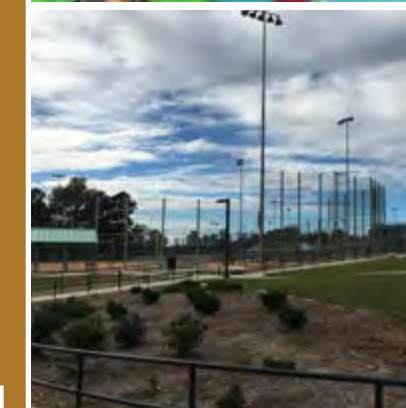




# Snellville Snapshots









# What is the 2045 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 2045 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, appointed board members, 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.

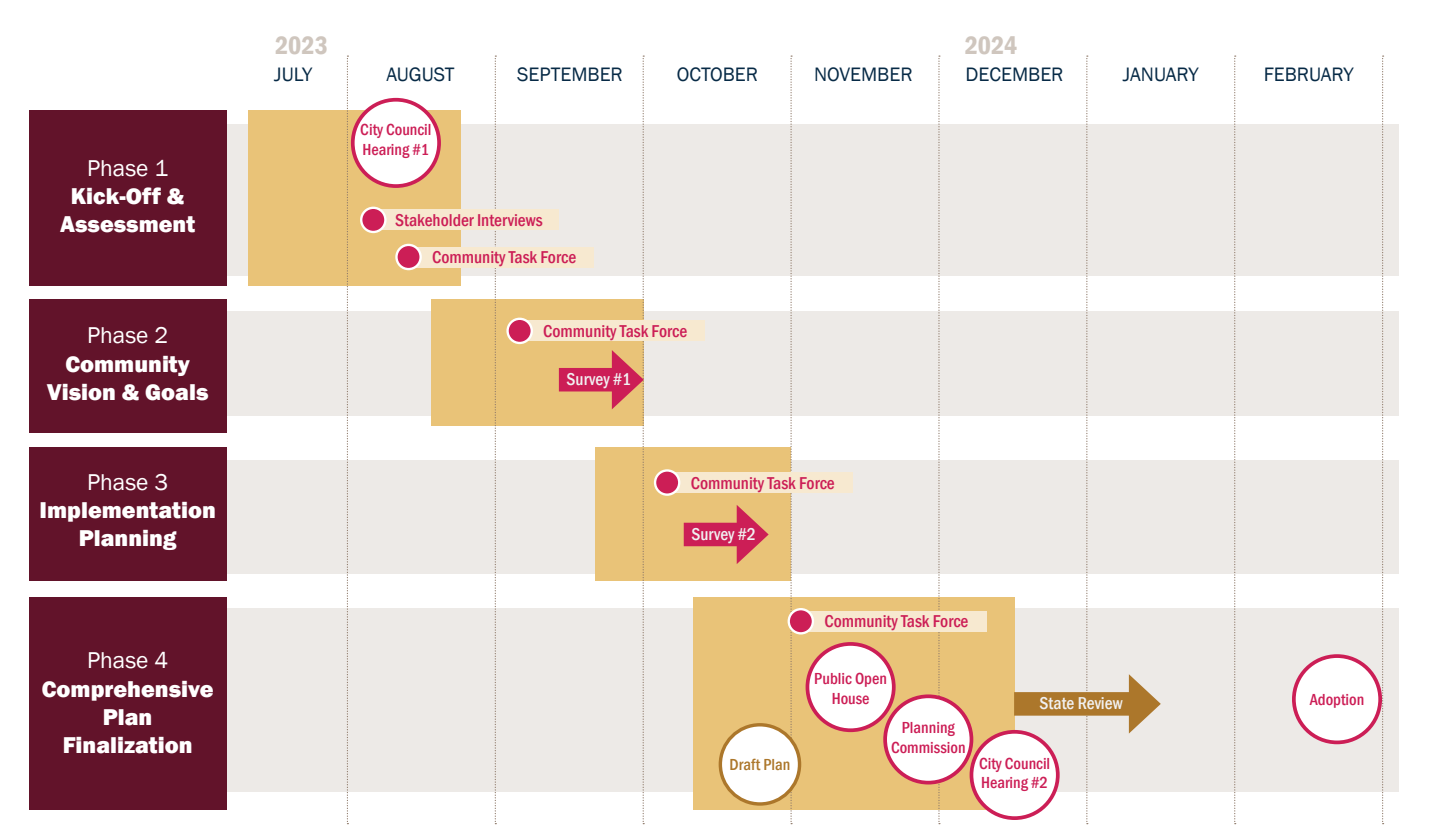
The Georgia Department of Community Affairs requires all local municipalities to update their comprehensive plans every five years to maintain qualified local government status. This plan replaces the City's previous comprehensive plan, the 2040 Comprehensive Plan. It should be reviewed and updated on a regular basis to reflect changes in community conditions and desires.



# Plan Development

## Schedule

The planning process began in July 2023. A draft of the plan was completed by December 2023, then revised and adopted in February 2024.







# 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.

## Website

The project website, [snellville2045.org](http://snellville2045.org), was regularly updated with information about the Comprehensive Plan 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 from August 10, 2023 to August 11, 2023 and by phone.

## Community Task Force

The Community Task Force included City officials, members of the local business and nonprofit community, neighborhood representatives, and high school students. The committee was selected by City staff to represent the diverse voices of Snellville. This group met on a regular basis, taking a deep dive into the Comprehensive Plan to provide guidance on community preferences, review draft materials, and made recommendations to the plan. The committee met four times, August 15, 2023, September 12, 2023, October 3, 2023 and November 9, 2023.



## Surveys

Two 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: Community Vision and Goals***  
September 11, 2023 to September 22, 2023

***Survey #2: Implementation Tools***  
October 9, 2023 to October 20, 2023

## Open House

**November 16, 2023 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.



## Public Hearings

As required by the Georgia Department of Community Affairs, the required public hearings were held at the beginning of the planning process and at the time of transmittal of the draft plan to the Atlanta Regional Commission.

***Public Hearing #1 - Kickoff***  
August 14, 2023

***Public Hearing #2 - Transmittal***  
December 11, 2023







## 2

# Needs 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. More detailed background information is available in Appendix B: 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.

LU

Land Use

T

Transportation

H

Housing

E

Economic Development

Q

Quality of Life





## Traffic Congestion T

Snellville continues to be car dependent. The city has one express bus line, Route 419 operated by the Atlanta Region Transit Link Authority, and a limited network of sidewalks and bicycle facilities. Main Street (US 78), Scenic Highway (SR 124), and Ronald Reagan Parkway are all part of the National Highway system and are impacted by congestion caused by regional traffic. Highways 124 and 78 are designated truck routes worsening traffic congestion. The US 78/SR 124 intersection improvements have eased the extreme congestion at the intersection and opened opportunities for improvements to the area. The city should continue efforts such as coordinated signal timing, parallel access roads, connections between shopping plazas, limits to curb cuts, and bicycle and pedestrian amenities.

## Traffic Impacts the Quality of Life in Neighborhoods T Q

Traffic is threatening the quality of life in existing neighborhoods. Traffic calming improvements such as speed tables, bulb outs, landscaped medians, chicanes, on-street parking, and increased street connections can tame cut-through traffic. Enhancing pedestrian connections between commercial uses and adjacent residential neighborhoods, providing adequate buffers between residential neighborhoods and intense commercial development, and improving walkability are other ways to reduce traffic impacts. Additionally, limited access highways serve as barriers to pedestrians in some neighborhoods and additional crossings are needed.





## A transportation system that serves drivers, pedestrians, cyclist, and transit riders (locally and regionally)



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 city's new Greenway Trail system will provide non-car access to the Towne Center and improve overall connectivity, but the sidewalk network is inconsistent and the long distance between destinations makes walking an impractical mode for many trips. Express commuter bus service to Downtown Atlanta is available through ATL, but there are no local bus routes available within the City of Snellville. A local circulator shuttle connecting the Towne Center to shopping plazas along Scenic Highway (SR 124) was often requested in community engagement activities.

The City created its 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. Completed in 2019, the first phase of the greenway was a one-mile loop in the Towne Center, using a combination of existing 10-foot-wide sidewalks and new off-road paths. Additional phases of the Greenway Master Plan have been completed and others are underway. Residents indicate a desire to improve access to parks, better pedestrian and bicycle infrastructure improves mobility, including access to parks. Additionally, the Gwinnett County Trails Plan calls for regional trails, including paths that would link Snellville to Lawrenceville, Stone Mountain, Loganville, Grayson, and Walton County.

## Walkable neighborhoods and connections to community facilities



Walkability can be improved with new sidewalks and traffic calming in established neighborhoods. Walkability enhances neighborhoods by fostering a sense of community and connectivity, as people can easily interact and engage with their surroundings, leading to stronger social bonds. It also promotes physical health, reduces traffic congestion, and supports local businesses, contributing to a more vibrant and economically thriving area. Improving connections to parks and improving walkability within neighborhoods was cited by residents as an opportunity. For example, Briscoe Park, Snellville's largest recreational amenity, is only accessible from one side. Additional entrance points would make the park more accessible to nearby residents, helping it to function as a neighborhood amenity. Completing planned greenway routes and expanded sidewalk systems would also connect neighborhoods to schools, and other parks and neighborhoods.





## Diversify the Housing Stock LU H Q

Residents cite the need for housing to support all age groups, incomes, and lifestyles. Almost all households in Snellville are family households (90 percent), reflective of the city's housing stock. Detached-single family homes make up 94 percent of all housing units, significantly more than Gwinnett County's average of 72 percent. More than 82 percent of homes are owner-occupied, significantly more than neighboring Gwinnett County as a whole (67%). Increasing housing options to include townhomes and multifamily can help provide in-demand housing and strike a good rental-occupancy balance. Multifamily housing should be located in or near nodes, so residents have walkable access to amenities. Maintaining the quality and character of single-family neighborhoods is also important to residents.

## Neighborhood Stability LU H Q

The cost of housing has increased throughout the State and Gwinnett County is no different. While the median housing value in Snellville is lower than in Gwinnett County, housing costs in Snellville continue to rise. High housing costs destabilize neighborhoods by limiting housing affordability, potentially displacing long-term residents, and diminishing community diversity and cohesion. Encouraging more homeownership and maintenance of housing can reinforce neighborhood stability. The city can offer incentives for the redevelopment and rehabilitation of existing multi-family housing, facilitate neighborhood watch programs, and continue to enforce codes. Public investment in neighborhoods such as parks and sidewalks can also help stabilize neighborhoods.





## Reinvest and Redevelop Commercial Corridors E Q

As consumers continue to embrace online shopping, national retail development trends have moved away from brick and mortar shopping plazas and malls. The prevalence of retail in Snellville's corridors may make it particularly susceptible to potential disinvestment. Main Street (US 78) has experienced a decline in retail occupancy and several properties need improvements or redevelopment. The city can offer incentives to revive and repurpose vacant and underused properties and improve storefronts and commercial facades.

Commercial disinvestment and distance from primary job market can be overcome through creative response to these trends such as co-working, sharing Economy/ Gig Economy, changing home preferences of aging baby boomers, experiential retail, and creating satellite college campuses. To support and encourage these opportunities there needs to be less focus on traditional real estate and opportunities for new types of space and environments must be created. This kind of creative reinvestment can diversify the local job mix.



## Educational Opportunities can lead to Higher Paying Jobs E Q

While there are no colleges in Snellville, Gwinnett Tech and Georgia Gwinnett College are located nearby in Lawrenceville. The city could work with these local colleges to provide internship opportunities, workforce development initiatives, and vocational training programs in Snellville to help residents with the skills and knowledge necessary to secure higher paying jobs. Residents have suggested that satellite campuses of vocational schools would be a welcome component of redevelopment plans for the City's declining commercial corridors.



### Revived Focus on the Arts



In 2019, the Snellville Arts Commission was revived and given a new focus: to create a Community/Public Art Master Plan. A Performing Arts and Acquisition Fund (PAAF) was created. Public art and the arts, in general, enrich quality of life by fostering cultural expression, promoting community engagement, and enhancing emotional well-being. Public art installations stimulate creativity and cultural appreciation, adding vibrancy to the environment. The arts offer opportunities for people to connect, share experiences, and build a sense of belonging within their communities, thereby strengthening social bonds and a more close-knit community. Recently, the Snellville community has been involved and supporting Create Gwinnett to grow creativity and support for arts and culture as engine for economic development. It is hoped through these efforts that public art can help create unique destinations that promote economic development and tourism.

### Family Focused Development and Redevelopment



Residents indicated the need for more places for children and families to “play”. Implementing the Greenway Trail and increasing green spaces are ways to accomplish this. Additionally, Snellville can provide families and children with more places to play by expanding community centers, encouraging indoor play areas in shopping centers and libraries, creating pocket parks, collaborating with schools to encourage opening their playgrounds and field to residents, and providing interactive public art installations. The city should consider identifying land acquiring land for additional parks as well as create a community-serving use for the old library branch on Lenora Church Road.



### Expansion of healthcare facilities



Healthcare and social assistance is one of the largest industries in Snellville. The industry is anchored by Piedmont Eastside Medical Center, which employs more than 1,700 people. 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 near the main hospital off Ronald Reagan Parkway and the Piedmont Eastside Medical Center South Campus and Emergency Department off Fountain Square. Residents cite the need for additional urgent care facilities within the city. Northside Hospital has also expanded in the City of Snellville with a new two-story building of offices in the Towne Center.



## Catalyzing Towne Center success beyond the Grove

E LU

The new 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. The City transformed this area into a true, walkable center with the City Hall, the Towne Green, County Library, the Snellville Senior Center, and several streetscape improvements, surrounded by connected residential neighborhoods. The city should continue to assemble parcels and attract quality private development partners and actively recruit unique tenants to the City Market. Building upon the success of the Towne Center, the city should work to create areas in other parts of the city within specified activity nodes, like the Towne Center, but on a smaller scale. Undeveloped land on Hwy 78 was cited as a suitable location for these neighborhood-serving nodes.



## Snellville Placemaking LU Q

A top request from community members continues to be the need for 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. The need to redevelop declining commercial corridors provides an opportunity to encourage unique shopping and dining destinations. Additionally, Snellville has created several gateway entrances to the City and should continue to create gateways and major entrances to the city.



## Strategic Transit Connections T

In September of 2023, Gwinnett County adopted the Gwinnett County Transit Development Plan. The plan increases mobility options for all Gwinnett residents by making transit easy to use, safe, and comfortable. The plan includes three new services for Snellville: Shared Ride Service, Quick Ride, and County Ride. Snellville can encourage utilization of transit by supporting the new program with sidewalks, trails, transit oriented development, educational programs, and other methods.



## Improve Public Health by facilitating outdoor activities LU Q

Residents crave spaces for exercise, relaxation, and social interaction, encouraging physical fitness and mental well-being. Greenspace helps lower stress levels and improves mental health while reducing the urban heat island effect. Residents desire greenways, access to parks, reduced car-dependence, greenspace protection, and other environmentally friendly practices. Setting aside land for greenspace, implementing the Greenway Plan, and creating neighborhood parks were cited by residents as desired strategies.



### **Infrastructure must keep up with growth** LU E Q

Residents are concerned about growth pressure on infrastructure and cite the need to ensure infrastructure can sustain increasing housing demand. Much of the city relies on septic systems and older neighborhoods without access to sewer are likely to experience the impacts of failing septic systems within the planning period.

### **Broadband** E Q

The City of Snellville recognizes the importance of broadband deployment throughout all parts of the Snellville community and considers broadband services as an important and necessary service. Fortunately, Gwinnett County and the City of Snellville enjoy widespread access to broadband technology from a variety of service providers. According to Georgia Broadband Availability Map, Snellville is fully served with broadband. Although the City already has broadband coverage, it will continue to support improvements to broadband infrastructure. As part of this Comprehensive Plan, it has adopted a supportive goal and policy.



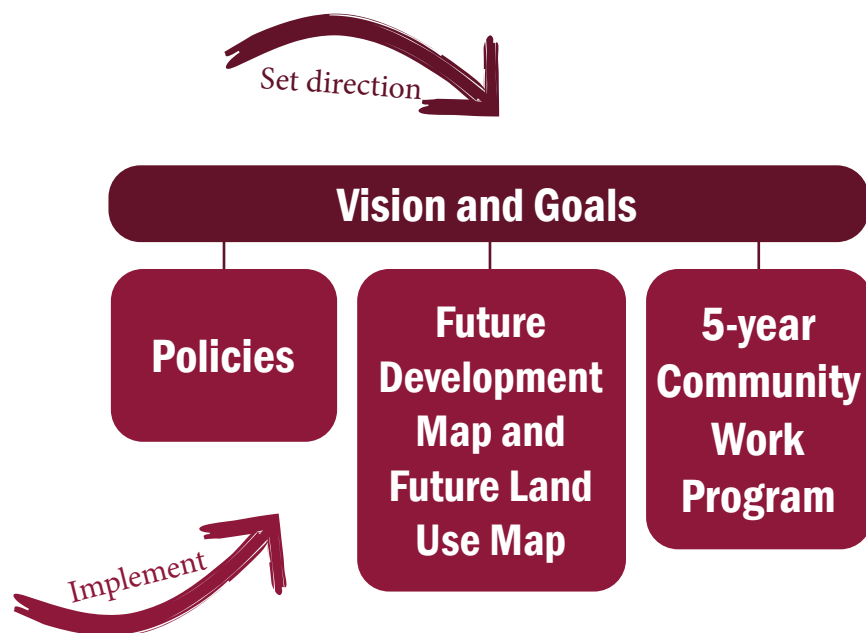




## 3

# 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 anchored by a vibrant Towne Center, our multi-generational and multi-cultural city sets the standard for quality of life, balanced growth, and economic opportunity.”**



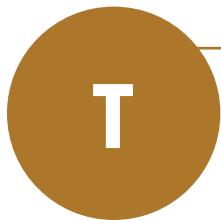
# Goals



## Land Use

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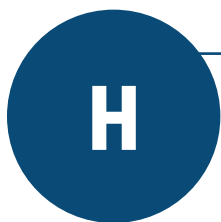
- LU-1: Protect and enhance the character of existing residential neighborhoods.
- LU-2: Support the development of live/work/play/learn communities.
- LU-3: Establish a unique identity and sense of arrival into Snellville.
- LU-4: Facilitate quality development along major corridors
- LU-5: Continue to pursue the development of the Towne Center.



## 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 rapidly growing real estate market.
- 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: Protect and enhance existing residential neighborhoods.**

- LU-1.1: Encourage compatible uses, both residential and commercial, and the utilization of transitional zones and buffers between residential and non-residential development
- LU-1.2: Enhance existing neighborhoods with convenient access to sidewalks, greenways, and parks
- LU-1.3: Encourage property owners in the upkeep and maintenance of properties

## **Goal LU-2: Support the development of live/work/play/learn 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-3: Establish a unique identity and sense of arrival into Snellville.**

- LU-3.1: Develop gateways and a sense of arrival into Snellville
- LU-3.2: Enhance the Snellville brand and reinforce it through placemaking projects
- LU-3.3: Provide signage and wayfinding throughout the community
- LU-3.4: Improve the urban environment through better streetscapes

## **Goal LU-4: Facilitate quality development along major corridors.**

- LU-4.1: Invest in the beautification of the community's main corridors
- LU-4.2: Encourage mixed use
- LU-4.3: Promote the redevelopment of older, underused commercial sites
- LU-4.4: Facilitate mixed use, nodal development in appropriate locations on major corridors

## **Goal LU-5: Continue to pursue the development of the Towne Center.**

- LU-5.1: Encourage the design and development of spaces that support community interaction
- LU-5.2: Pursue projects that contribute to Snellville's unique character
- LU-5.3: Promote mixed uses within the Towne Center
- LU-5.4: Support the growth of a diversity of entertainment options
- LU-5.5: Ensure that transportation networks within, to, and around the Towne Center are multimodal





# Transportation Policies

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

- T-1.1: Coordinate with GDOT and Gwinnett County on planned improvements to major roads
- T-1.2: Improve traffic flow and circulation near Eastside Medical Center.
- T-1.3: Promote connectivity of our road network to improve 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
- T-1.6: Encourage use of alternative routes away from the main highways

## **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, mid-block crossings, and street trees to slow traffic and increase safety for all modes of transportation.

## **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 and the Atlanta Regional Transit Authority (ARTA)
- T-4.3: Support the expansion of ridesharing services and micro-transit

## **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.

## **Goal T-6: Improve access to employment centers**

- T-6.1: Focus traffic flow improvements and transit service on routes that connect to employment centers
- T-6.2: Continue to coordinate with ARTA to offer commuter bus service





# 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 enforcement of residential property maintenance ordinances
- H-1.3: Encourage the establishment of neighborhood groups/associations
- H-1.4: Consider developing programs to support home ownership
- H-1.5: Educate property owners about City maintenance standards

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

- H-2.1: Encourage the construction of housing to support all age groups, incomes and lifestyles
- H-2.2: Pursue more options for quality workforce housing
- H-2.3: 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: Encourage the construction of a variety of housing types in strategic nodal developments
- H-3.2: Pursue more development opportunities focused on seniors and assisted living
- H-3.3: Encourage medium-density residential development to serve as a transitional use between higher intensity commercial and mixed-use nodes and low-density residential neighborhoods

## **Goal H-4: Promote home ownership**

- H-4.1: Identify and support affordable housing initiatives
- H-4.2: Promote programs designed to assist first-time homebuyers. These may include educational resources, special loan programs, or tax incentives for first-time buyers
- H-4.3: Provide homeownership education and counseling to residents, helping them understand the process of buying and maintaining a home
- H-4.3: Offer incentives to developers to build affordable housing units, such as density bonuses, expedited permitting, or reduced fees





# Economic Development Policies

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

- ED-1.1: Pursue the creation or relocation of higher wage, professional 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: Encourage opportunities for adaptive reuse

## **Goal ED-3: Promote the City 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: Ensure a variety of shopping experiences
- ED-3.4: Promote Snellville 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 Piedmont 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 sanitary 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: Create spaces for people to meet and gather within neighborhoods
- QL-1.2: Continue to build partnerships with local organizations

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

- QL-2.1: Coordinate growth with Gwinnett County Schools
- QL-2.2: Improve transportation options and connections to and around schools
- QL-2.3: Continue to support and build partnership programs like the Snellville Youth Commission and Youth Entrepreneurship collaboration
- QL-2.4: Create and support programs that bridge the employment skills gap between the classroom and the workplace





# Quality of Life Policies

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

- QL-3.1: Continue implementing the greenways plan
- QL-3.2: Continue implementing updates to the Park System Master Plan
- QL-3.3: Identify and acquire parcels for additional future parks and green space
- 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 programs at the new Recreation Center at Briscoe Park
- 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: Ensure Snellville continues to be a safe place to live and work.**

- QL-5.1: Continue the police force's community oriented approach
- QL-5.2: Explore incentives to encourage Code compliance
- QL-5.3: Encourage creation of neighborhood watch programs

## **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: Continue to 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: Continue to 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
- QL-8.3: Promote artisanal businesses

## **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 and promote the community garden as an amenity







## 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) focuses 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:



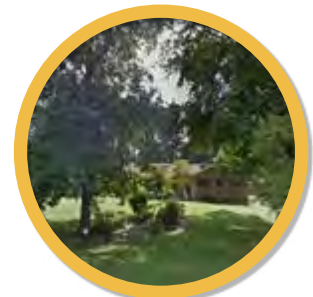
**Brookwood District**  
(page 36)



**Scenic Highway North**  
(page 37)



**North Road Transitional Corridor**  
(page 38)



**Pinehurst**  
(page 39)



**Highway 78 West**  
(page 40)



**Highway 78 East**  
(page 41)



**Towne Center**  
(page 42)



**Skyland**  
(page 44)



**Summit Chase**  
(page 45)



**No Business Creek**  
(page 46)



**Scenic Highway South**  
(page 47)



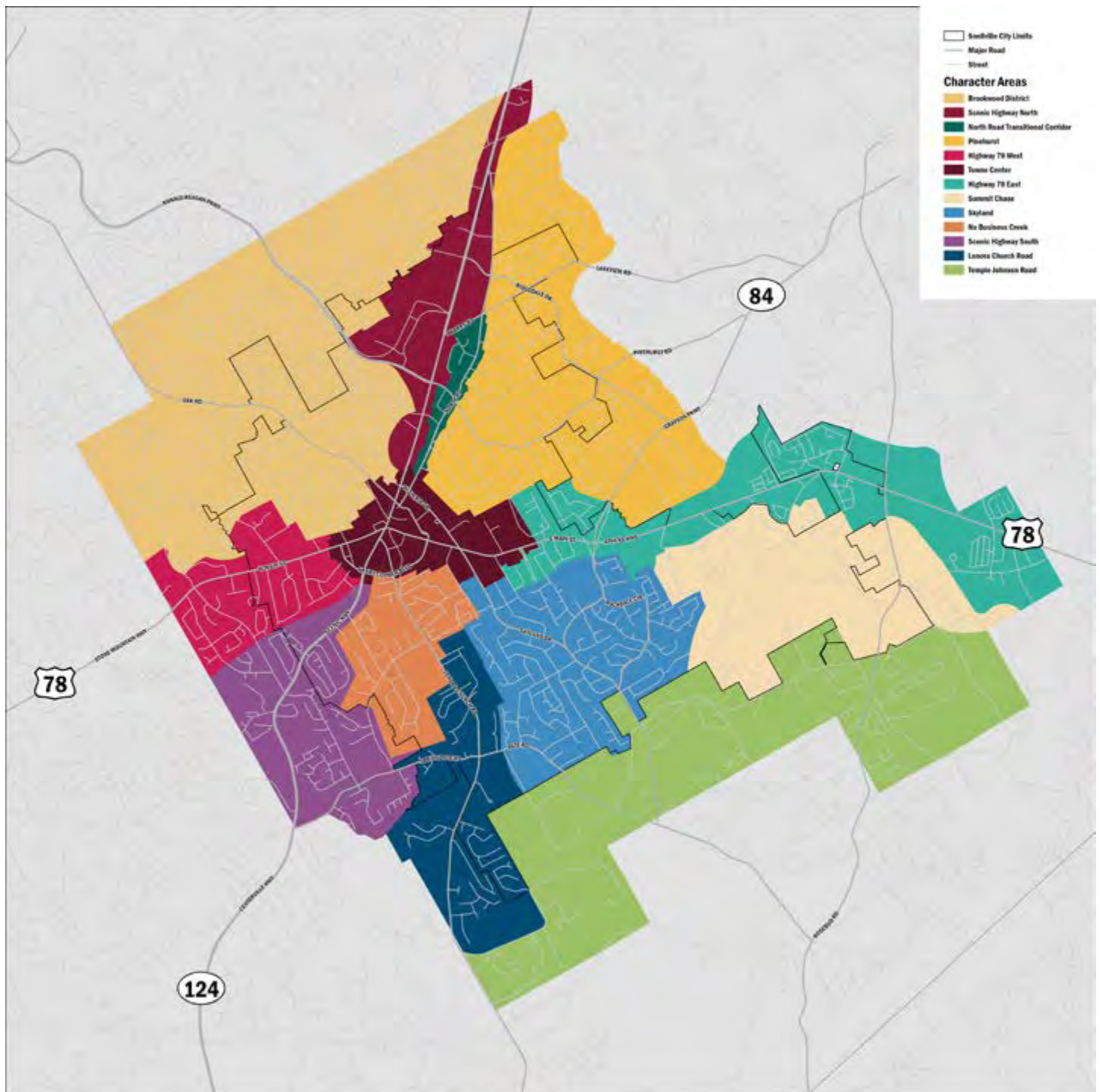
**Lenora Church Road**  
(page 48)



**Temple Johnson Road**  
(page 49)



Figure 1. Future Development Map





## CHARACTER AREA

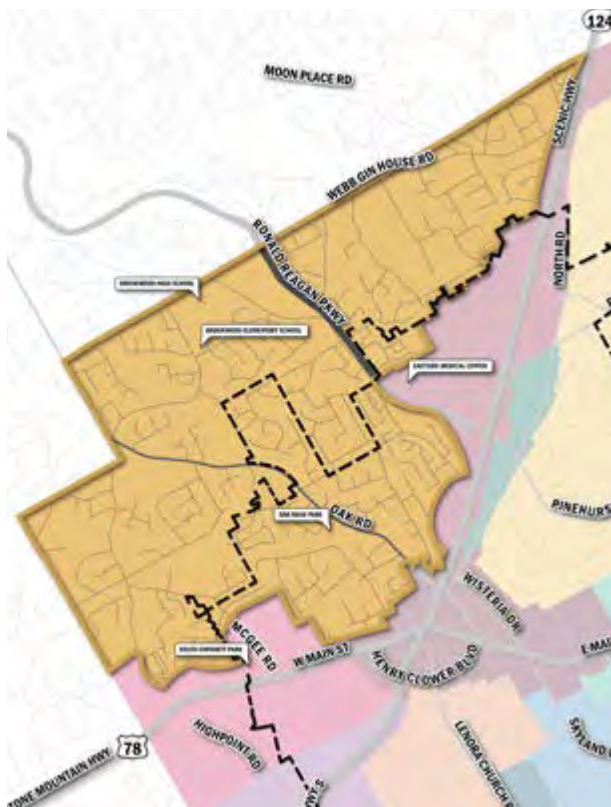
# Brookwood District

## 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 and traditional two-story 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

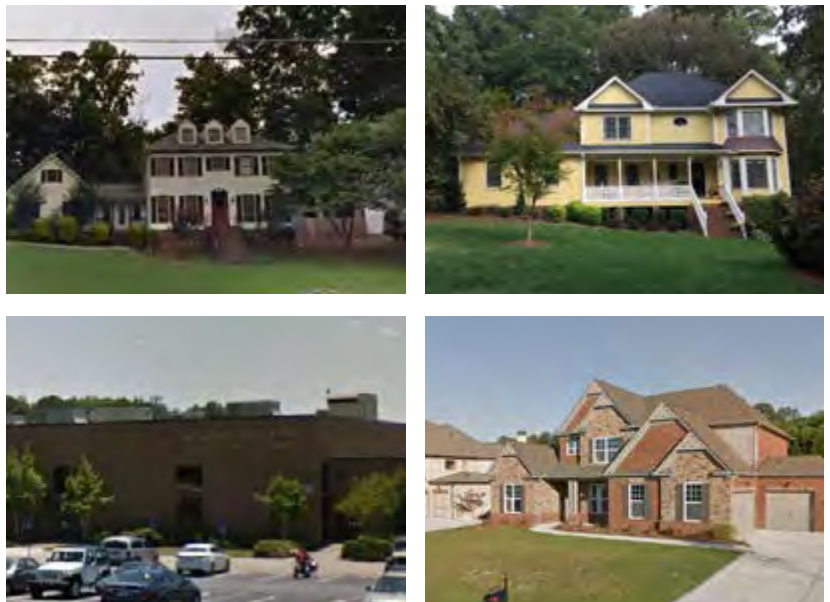


## Vision

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
- Complete 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



## CHARACTER AREA

# 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, Piedmont 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. Piedmont 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 continuing care retirement community.

## 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 and encourage reuse
- 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 Pinehurst Road, and Ridgedale Drive
- Implement the planned greenway route along North Road
- Expand sidewalks, particularly along Pinehurst Road and Pharrs Road
- 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
- Continue active code enforcement



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

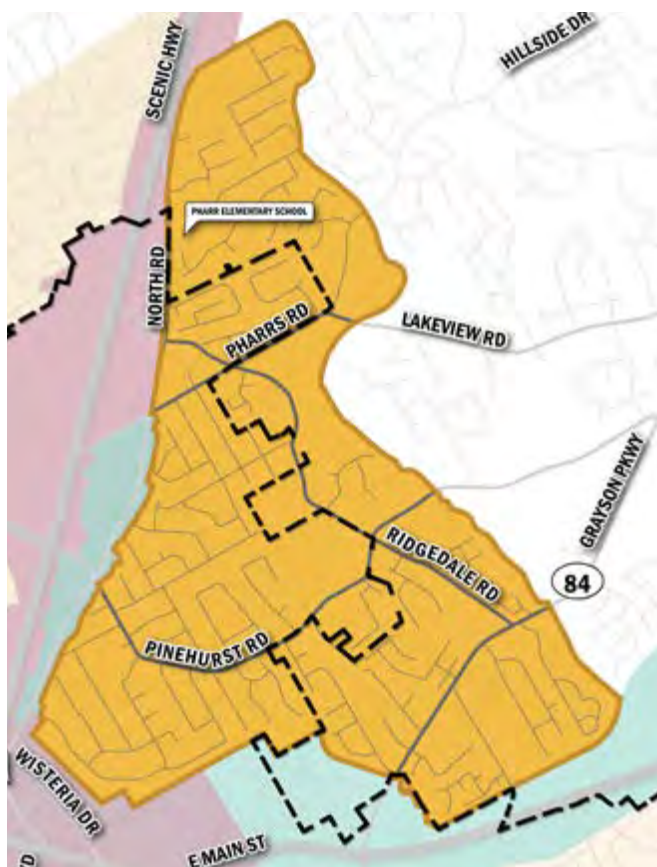
## Vision

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 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



## CHARACTER AREA

# Highway 78 West



## Existing Character Description

The Highway 78 West character area is the western gateway into Snellville, including US 78 and the surrounding residential neighborhoods. Within this character area, the corridor has attracted mainly standalone retailers, shopping plazas, and automotive repair businesses. Piedmont Eastside's South Campus is located in this area and has attracted surrounding medical offices and related uses. 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 sports programs. The Evermore Community Improvement District and has made improvements like landscaped medians in some places. The new divergent left turn intersection at US 78 and SR 124 has improved traffic flow for vehicles while creating a barrier for pedestrians and cyclists.

## Predominate Land Uses

Health village, 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, anchored by Piedmont Eastside's South Campus. 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 properties redevelop, encourage parcel assemblage for larger planned mixed-use with buildings facing the street and parking located 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
- 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 commercial 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 medical office



Landscaped median with artistic lighting



Existing medical office



## CHARACTER AREA

# 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

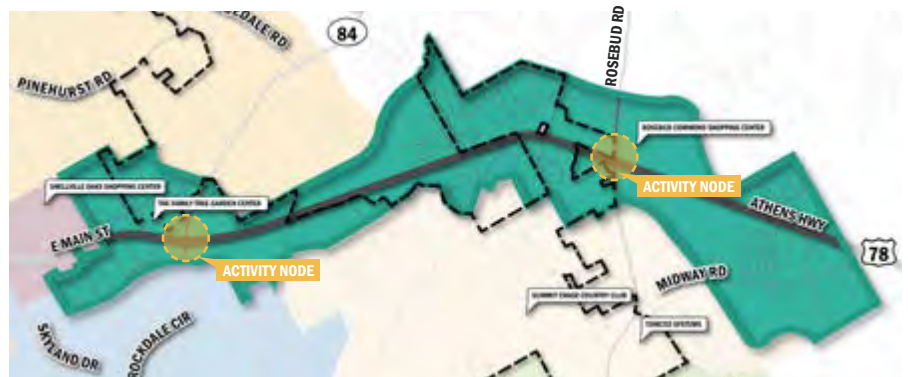
A corridor with high developed activity nodes, containing a mixture of uses with a pedestrian scale and infrastructure to support walking and bicycling. Open green space or low-density residential land uses will frame the space around the nodes, which are envisioned at the intersections of US 78 with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

## Key Implementation Strategies

- Create new zoning designation for areas within specified activity nodes. This should permit a mixture of land uses, similar to the Towne Center, but at a smaller scale. A connected street grid network with small blocks and wide pedestrian walkways should be required as properties are redeveloped. Streets should include landscaping, pedestrian-scale lighting, and street furniture. Public gathering areas should be encouraged. Buildings should be limited to no more than three stories and should include facade variation and fenestration. Parking should be located to the rear or side of buildings.
- 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 and parallel access roads where possible
- Implement the planned greenway route along US 78



Existing residences between proposed nodes





## CHARACTER AREA

# Towne Center

### Existing Character Description

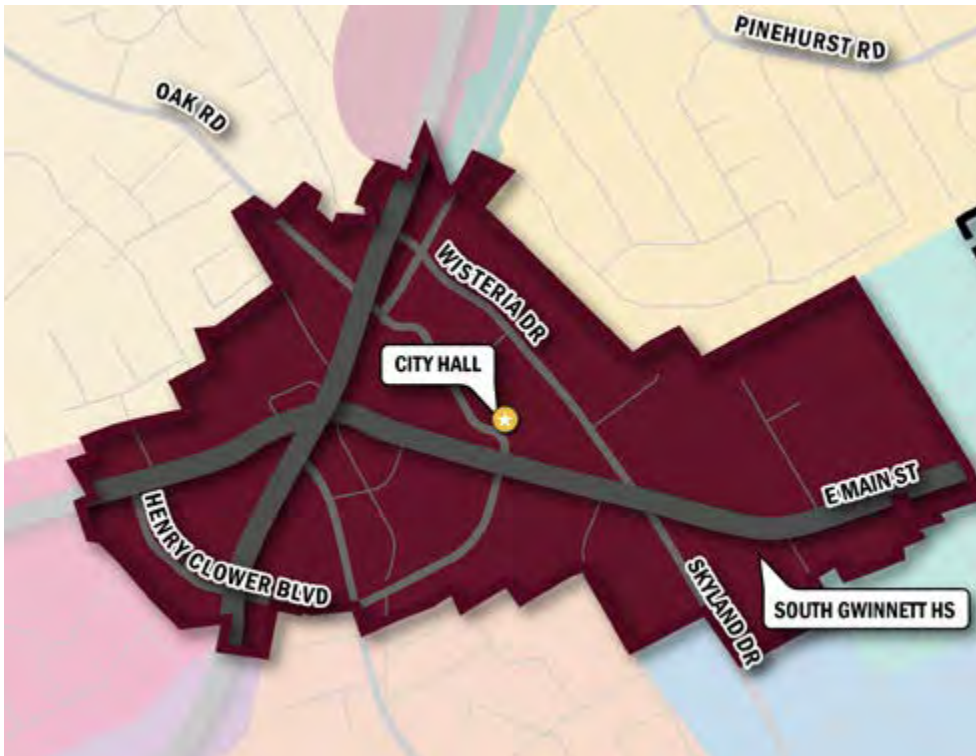
The Towne Center is located at the center of Snellville and includes a mix of civic, retail, office, and educational uses, as well as the Snellville Historical Cemetery. The City transformed this area into a true, walkable center with the City Hall, the Towne Green, County Library, the Snellville Senior Center, and several streetscape improvements. There are several large, undeveloped parcels in the area, as well as shopping centers with oversized parking lots with potential for redevelopment. The City continues to make strides working with property owners and developers to bring quality development to the area.

### 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. Pedestrians can safely access the Towne Center when crossing major roads. Lighting, landscaping, and art create a welcoming environment.



Existing spaces and buildings



## Towne Center (Continued)

### Key Implementation Strategies

- Actively promote redevelopment through the Downtown Development Authority to assemble parcels and attract quality private development partners
- Create a new city market, actively recruit unique tenants, and identify a market operator partner
- 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
- Enhance pedestrian crossings at the intersections of Oak Road with US 78 and SR 124, US 78 and Wisteria Drive, and US 78 and Henry Clower Boulevard
- Install traffic calming features like pedestrian crossing signs
- Install wayfinding signs
- Focus higher density residential development here
- Encourage step down zoning as a transition from the Towne Center
- 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 South 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 is established, transitional uses will develop closest to the Towne Center as a step down in density to the low-density single-family neighborhood.

### 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

Johnson Lake provides scenic, recreational amenity which 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
- Preserve green space and wooded areas
- Protect the Big Haynes Creek Watershed
- 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) Existing home; 4) TOMCO2 Systems



## CHARACTER AREA

# No Business Creek

### Existing Character Description

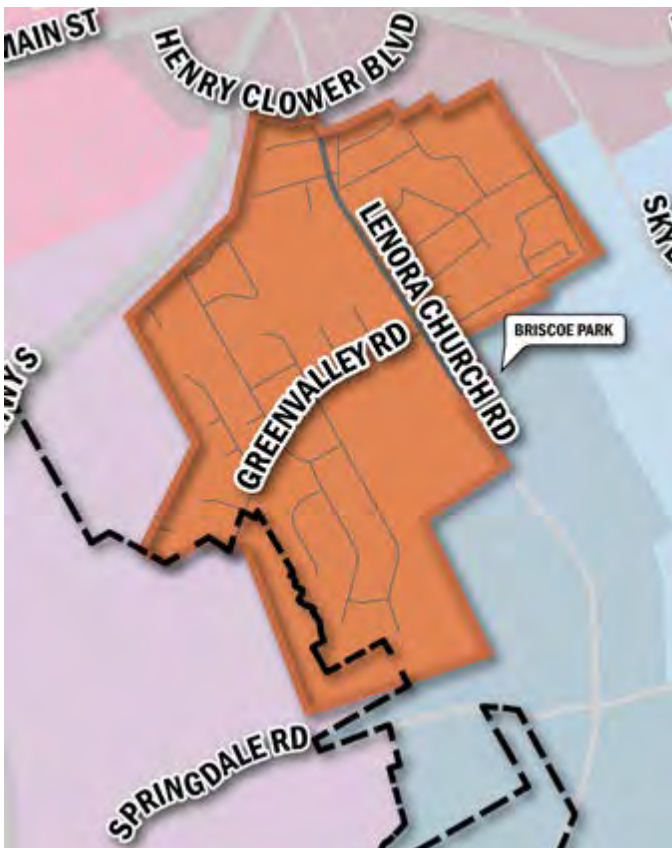
The No Business Creek character area is just south of the Towne Center off Lenora Church Road. No Business Creek is the spine of the neighborhood, and it is dotted with small lakes, ponds, wooded areas, and private green space. The area is made up almost entirely of single-family homes, even along major 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 and encourage beautification
- 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



## CHARACTER AREA

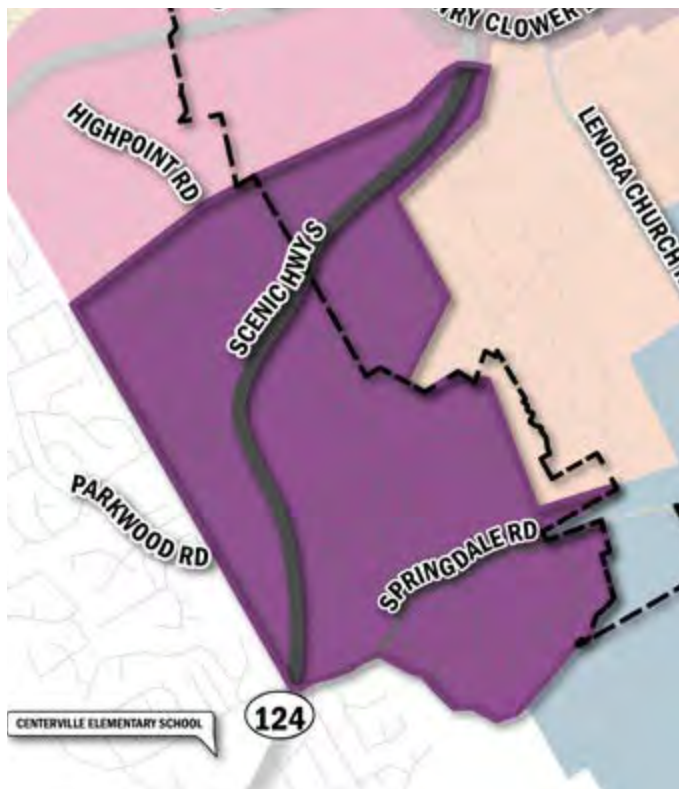
# Scenic Highway South

### Existing Character Description

The Scenic Highway South character area is dominated by low- to medium-density residences with a townhome community underway. 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



## 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, office, civic uses



### 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, Community Garden, 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
- 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. The eastern portion may include limited institutional uses, while preserving its rural character.

### Key Implementation Strategies

- Maintain rural character by limiting new development through regulations; coordinate with the County to support complementary low-density development
- 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

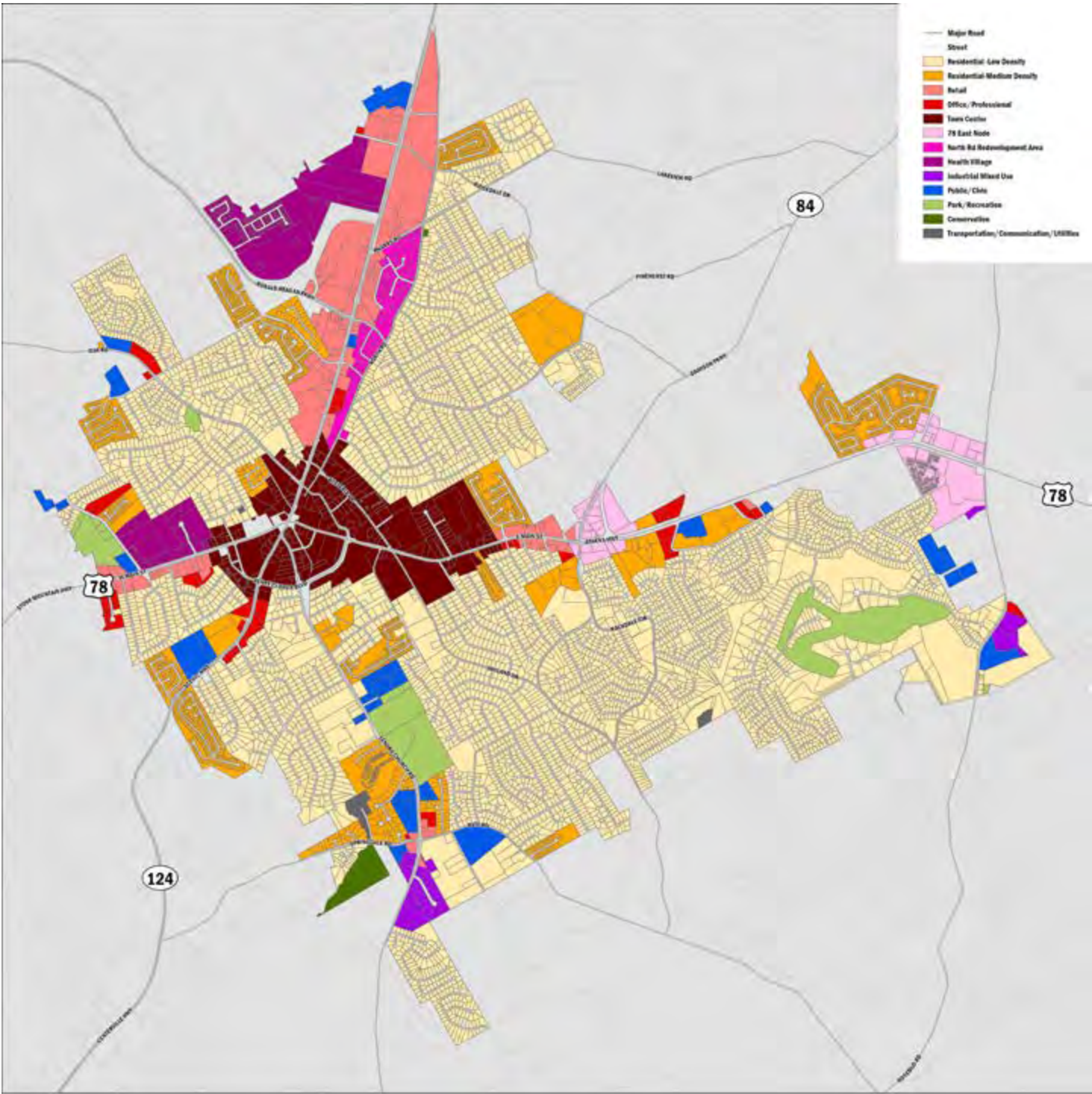
## What is the Future Land Use Plan?

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 13 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 by the City on a regular basis to reflect changes in conditions and development constraints. If necessary, property owners may petition the City to amend the Future Land Use designation for their properties.



Figure 2. 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 8 units per acre
Commercial Retail	Property where business and trade are conducted, including stand-alone 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.
Towne Center	A variety of retail, civic, office, single-family or multi-family residential, and recreational uses in a walkable environment.
Highway 78 East Activity Center	A mixture of uses, including retail, civic, office, residential, and recreation 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 Appropriate	Low Density Residential	Medium Density Residential	Commercial Retail	Office/Professional	Industrial Mixed Use	Public/Institutional	Health Village	Town Center Mixed Use	Highway 78 East Activity Node	North Road Redevelopment Area
	RS-30: Single-family Residence District	A									
	RS-15: Single-family Residence District	A									
	RS-5: Single-family Residence District	A	C					C			
	R-DU: Duplex Residential District		A								
	R-TH: Townhome Residential District		C					A	A	A	A
	RM: Multifamily Residential District							C	C	C	C
	RX: Mixed Residential District		C								
	RO: Residential for Older Persons District	A	C					C	A		
	TC-R: Towne Center Residential District								A		
	MU: Mixed-Use District									A	
	CI: Civic/Institutional District				A		A	A	A	A	
	OP: Office Professional District			A	A	A	A	A	C	A	A
	BG: General Business District			A		A			C	A	
	HSB: Highway Service Business District			A		A					
	LM: Light Manufacturing District					A					
	FH: Flood Hazard District										
	NR: North Road District										A
	TC-MU: Towne Center Mixed-Use District								A		

\* Three (3) zoning districts in existence at the time of the Comp Plan's adoption in February 2019 were not included in this table: PRC - Planned Residential Conservation District, COS - Conservation Overlay District and RVO - Residential Village Overlay District. These districts were repealed on 10-26-2020 with the 10-26-2020 adoption of the Unified Development Ordinance (UDO) and should not be applied to any additional parcels. The Towne Center Overlay District was excluded as it does not govern use and are not applicable.

\*\* Three FLU categories were not included in this table: Park/Recreation, Conservation, and Transportation/Communication/Utilities. Properties with these FLU categories are intended for public use or should remain undeveloped. They should not be rezoned to more intensive uses.







## 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 1. Community Work Program: Land Use

Project		Ongoing	Timeframe					Responsible Department or Agency	Estimated Cost	Potential Funding Source
			2024	2025	2026	2027	2028+			
LU-1	Review and possibly revise UDO to address transition areas in the Towne Center		■					City	Staff Time	General Fund
LU-2	Construct planned mixed-use development in the Town Center core	■	■					DDA	TBD	General Fund
LU-3	Pursue targeted redevelopment of vacant/underused parcels in the Towne Center through marketing efforts, property acquisition, and assembly	■						City	Staff Time	General Fund
LU-4	Ensure new developments on 78 East, Ronald Reagn Parkway, and Lenora Church Rd include gateway features	■						City	Staff Time	General Fund
LU-5	Adopt an online permit application system						■	City	TBD	General Fund



**Table 2. Community Work Program: Transportation**

Project		Ongoing	Timeframe					Responsible Department or Agency	Estimated Cost	Potential Funding Source
			2024	2025	2026	2027	2028+			
Roadways & Intersections										
T-1	Towne Center Phase 2 roads and utilities	■						City	TBD	SPLOST
T-2	SR 124/Scenic Hwy widening and multimodal enhancement from US 78/Main St to Sugarloaf Parkway (Gcmri_31)	■					■	County; GDOT	TBD	SPLOST
T-4	US 78/Main Street Widening from SR 84/ Grayson Parkway to SR 124/Scenic Hwy (SNE_135)	■					■	GDOT; County	TBD	SPLOST
T-5	Implement citywide Wayfinding Master Plan	■						DDA; GDOT	\$60,000 - \$150,000 per gateway	DDA
T-6	Hugh Drive Connector (East Gate Place to Wisteria Dr.)	■						City	TBD	TBD
T-7	Tree Lane alignment from Ronald Reagan Parkway to Scenic Highway (SR 124) and right-of-way acquisition									
T-8	SR 124/Scenic Hwy at Wisteria Drive Realignment, Traffic Signal, Turn Lanes (SNE_187)						■	City	TBD	TBD
T-9	Continue to monitor and repave streets	■						City	TBD	General Fund
Greenways										
T-8	Greenway trailhead at library/city market							City; County	\$1,094,000	LCI implementation funds; general fund



Table 3. Community Work Program: Transportation” (Continued)

Project		Ongoing	Timeframe					Responsible Department or Agency	Estimated Cost	Potential Funding Source
			2024	2025	2026	2027	2028+			
T-9	Greenway - Wisteria Dr (Towne Center Loop to SR 124)	■						City; County	\$760,000	LCI implementation funds; general fund; bond
T-10	Greenway - North Rd (Wisteria Dr to SR 124)						■	City; County	\$3,631,000	LCI implementation funds; general fund; bond
T-11	Greenway - US 78 (Oak Rd to Norton Rd)						■	City; County; Evermore CID	\$1,049,000	LCI implementation funds; general fund; bond
T-12	Greenway - Eastgate Pl and Hickory Station Cir connection						■	City; County	\$3,042,000	LCI implementation funds; general fund; bond
T-13	Long Term - Eastwood Dr connection to Towne Center Loop						■	City; County	\$124,000	LCI implementation funds; general fund; bond
T-14	County Trail: Snellville Evermore CID Trail						■	County	TBD	TBD
T-15	County Trail: Snellville to Loganville trail connection						■	County	TBD	TBD
T-16	County Trail: Snellville to Grayson trail connection						■	County	TBD	TBD
T-17	County Trail: Snellville to Walton trail connection						■	County	TBD	TBD



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

Project		Ongoing	Timeframe					Responsible Department or Agency	Estimated Cost	Potential Funding Source
			2024	2025	2026	2027	2028+			
T-14	County Trail: Snellville Evermore CID Trail						■	County	TBD	TBD
T-15	County Trail: Snellville to Loganville trail connection						■	County	TBD	TBD
T-16	County Trail: Snellville to Grayson trail connection						■	County	TBD	TBD
T-17	County Trail: Snellville to Walton trail connection						■	County	TBD	TBD
Transit										
T-18	Work with Gwinnett County Transit to explore micro-transit services in the city	■						GCT,City	N/A	N/A
T-54	Park-and-Ride Lot upgrades						■	GCT, City	N/A	N/A



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

Project		Ongoing	Timeframe					Responsible Department or Agency	Estimated Cost	Potential Funding Source
			2024	2025	2026	2027	2028+			
H-1	Seek grant funding to support the rehabilitation of existing multi-family housing	■						City	Staff time	N/A

**Table 6. Community Work Program: Economic Development**

Project		Ongoing	Timeframe					Responsible Department or Agency	Estimated Cost	Potential Funding Source
			2024	2025	2026	2027	2028+			
ED-1	Continue working with established non-profits, Gwinnett Technical College, Georgia Gwinnett College, and the University of Georgia's Small Business Development Center to improve technical training	■						City	N/A	N/A
ED-2	Construct the City Market Building	■	■					City	\$6,000,000	Bonds
ED-3	Conduct an annual business needs survey	■	■	■	■	■		City	Staff time	General Fund
ED-4	Update the Economic Development Strategic Plan			■				City	Staff time	General Fund



**Table 7. Community Work Program: Quality of Life**

Project		Ongoing	Timeframe					Responsible Department or Agency	Estimated Cost	Potential Funding Source
			2024	2025	2026	2027	2028+			
QL-1	Build a new green as part of the Towne Center core development	■	■					City	TBD	General Fund, Bond
QL-2	Add pedestrian connection from Brisoie Park to Springdale	■	■					City	TBD	General Fund, Bond
QL-3	Identify and acquire parcels for additional future parks	■						City	TBD	General Fund
QL-4	Identify an alternative, community-serving use for the old library branch on Lenora Church Rd	■						City	TBD	General Fund
QL-5	Continue to publish the monthly newsletter, Snellville Spirit magazine, and social media content	■						City	Staff time	General Fund
QL-6	Support Create Gwinnett to grow creativity and support for the arts and culture as an engine for economic development	■						City	Staff time	General Fund
QL-7	Seek ARC Green Community status						■	City	Staff time	General Fund
QL-8	Work with Gwinnett County and the Metropolitan North Georgia Water Planning District to ensure compliance with the District's 2017 WRMP and MS-4 permit requirements	■						City	Staff time	General Fund
QL-9	Continue to extend Holiday and other placemaking features further out from the Towne Center along major corridors	■						City	Staff time	General Fund



For additional information about the  
existing conditions analysis,  
market analysis,  
planning process,  
environmental considerations,  
and the broadband services element  
see the 2045 Comprehensive Plan  
Technical Addendum.









SNELLVILLE

2045

Technical Addendum

November 2023 DRAFT







## Snellville 2045 Comprehensive Plan

# TECHNICAL ADDENDUM

This addendum is a supplement to the City of Snellville’s 20405Comprehensive Plan. It includes documentation of the information, analysis, and feedback that helped inform the plan.

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# **Appendix A:**

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# **Report of Accomplishments**



# Appendix A: Report of Accomplishments

This section provides a status update on the work program items from the previous *2030 Comprehensive Plan*. Items may be complete, ongoing, postponed, or no longer relevant. Ongoing and postponed items are carried over into the *2040 Comprehensive Plan*.

## 2008-2012 Work Program Report of Accomplishments

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				



## 2008-2012 Work Program Report of Accomplishments (Continued)

Activity/Description	Years	Cost Estimate	Responsible Party	Funding Source	Status				Notes
					Complete	Ongoing	Postponed	No Longer Relevant	
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				



## 2008-2012 Work Program Report of Accomplishments (Continued)

Activity/Description	Years	Cost Estimate	Responsible Party	Funding Source	Status				Notes
					Complete	Ongoing	Postponed	No Longer Relevant	
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				
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				



## 2008-2012 Work Program Report of Accomplishments (Continued)

Activity/Description	Years	Cost Estimate	Responsible Party	Funding Source	Status				Notes
					Complete	Ongoing	Postponed	No Longer Relevant	
Transportation									
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				
Housing									
Complete housing needs study	2008-2009	\$25,000	City	General Fund; potential US HUD grant	X				
Natural and Cultural Resources									
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:**

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# **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*.





Existing Conditions  
August 4, 2023

## 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





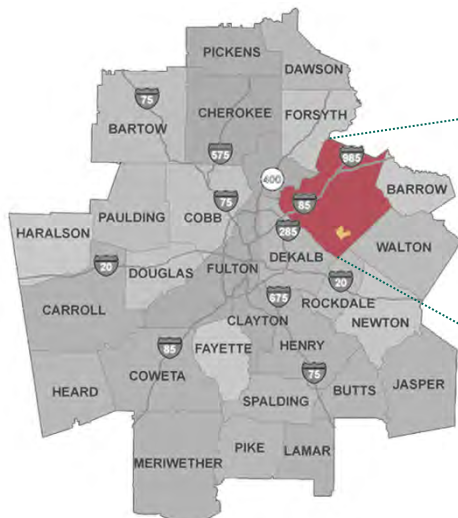
## Table of Contents

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

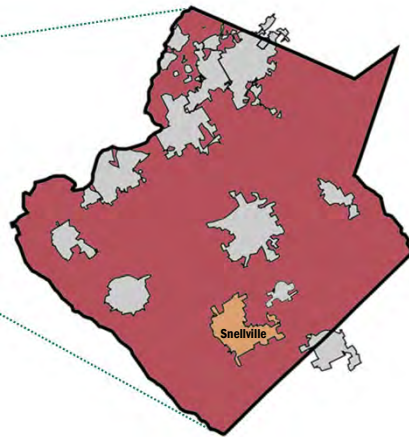


## Where is Snellville?

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



**Metropolitan Atlanta**



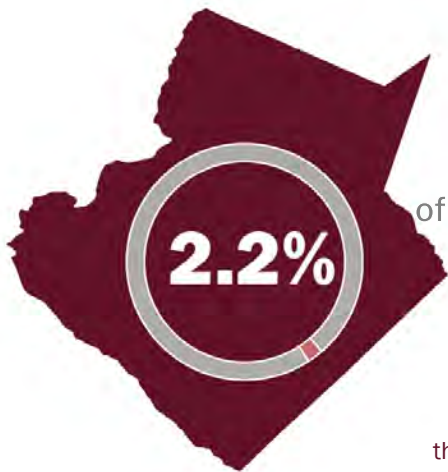
**Gwinnett County**



# 1. Population



## Who lives in Snellville?



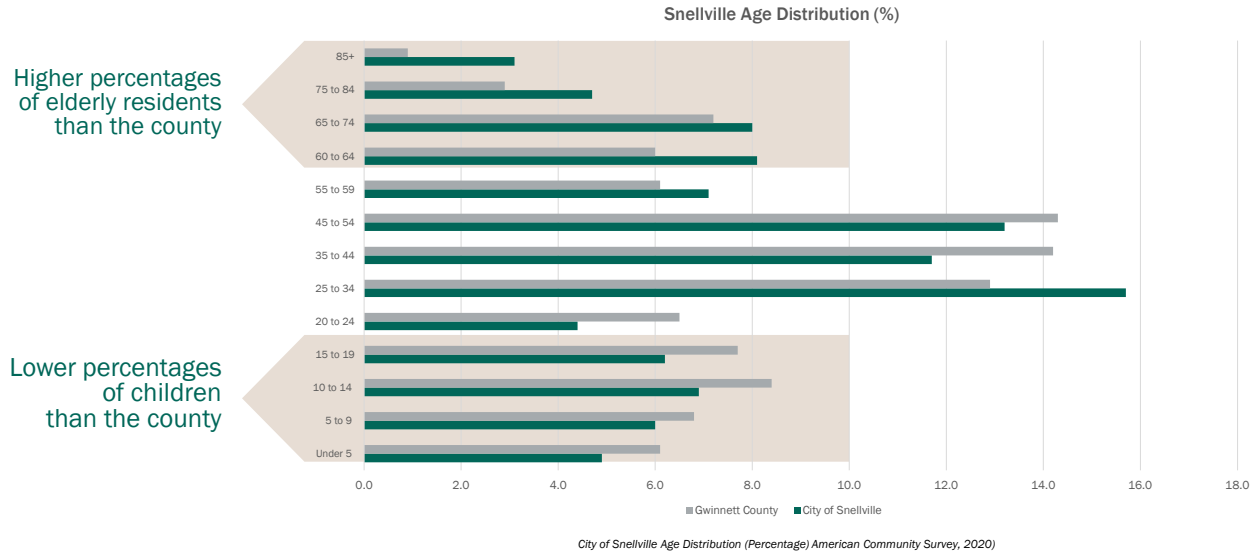
of GWINNETT COUNTY'S POPULATION at

**~22,000**  
RESIDENTS

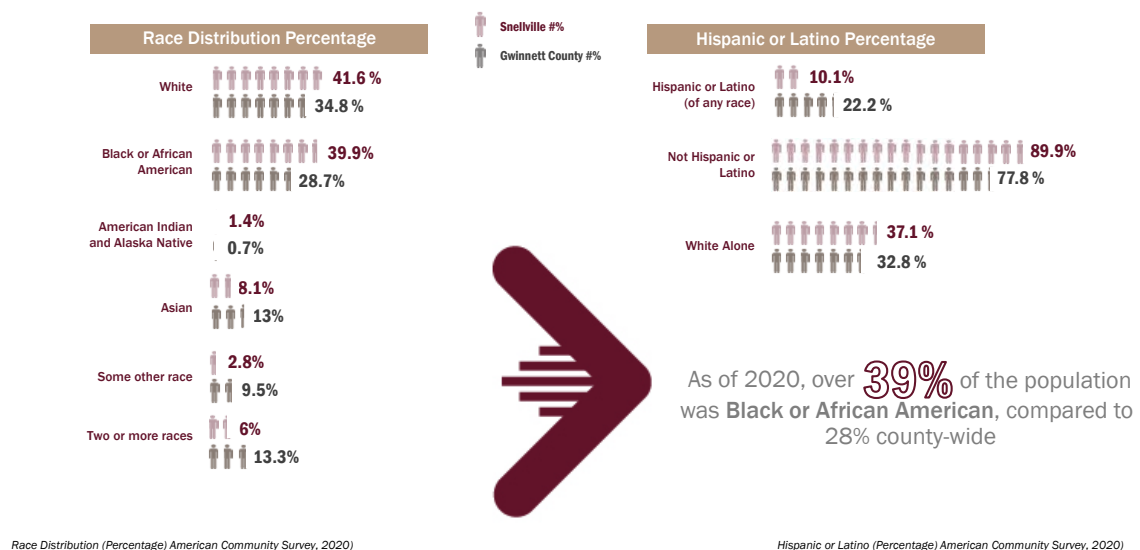
Snellville has grown at an average rate of 9%. ARC predicts that Gwinnett County will be the region's **LARGEST** county by 2040 at an average annual growth rate of 0.013.



# Population: Age Distribution

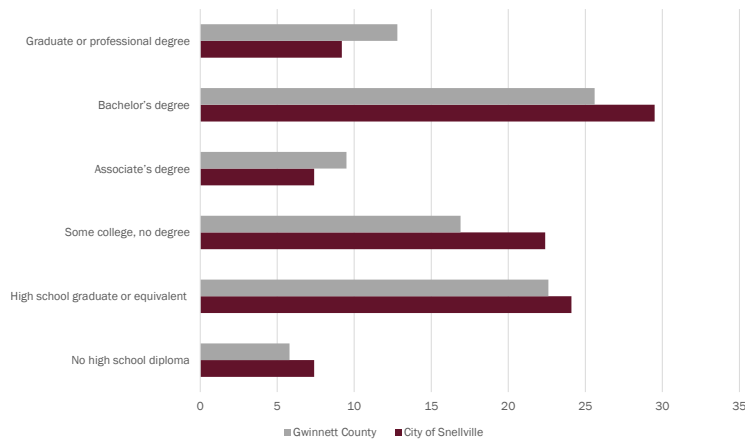


# Population: Race Distribution





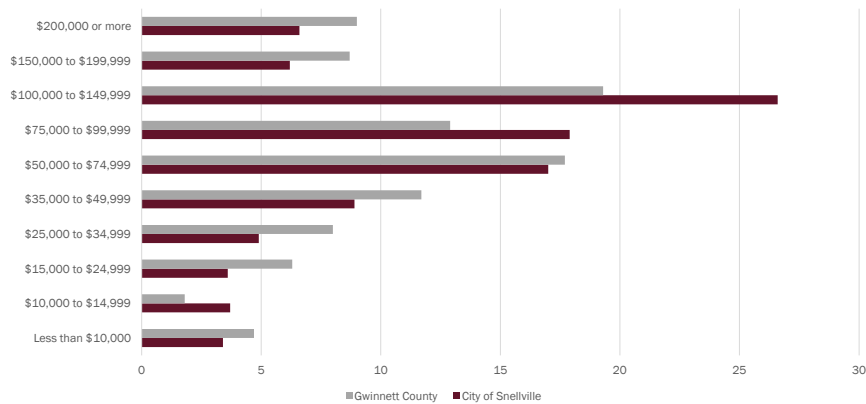
# Educational Attainment



**92.6%**  
of the population 25 years and older have at least a **high school diploma**, indicating a higher degree of educational attainment than the county

Educational Attainment (American Community Survey, 2020)

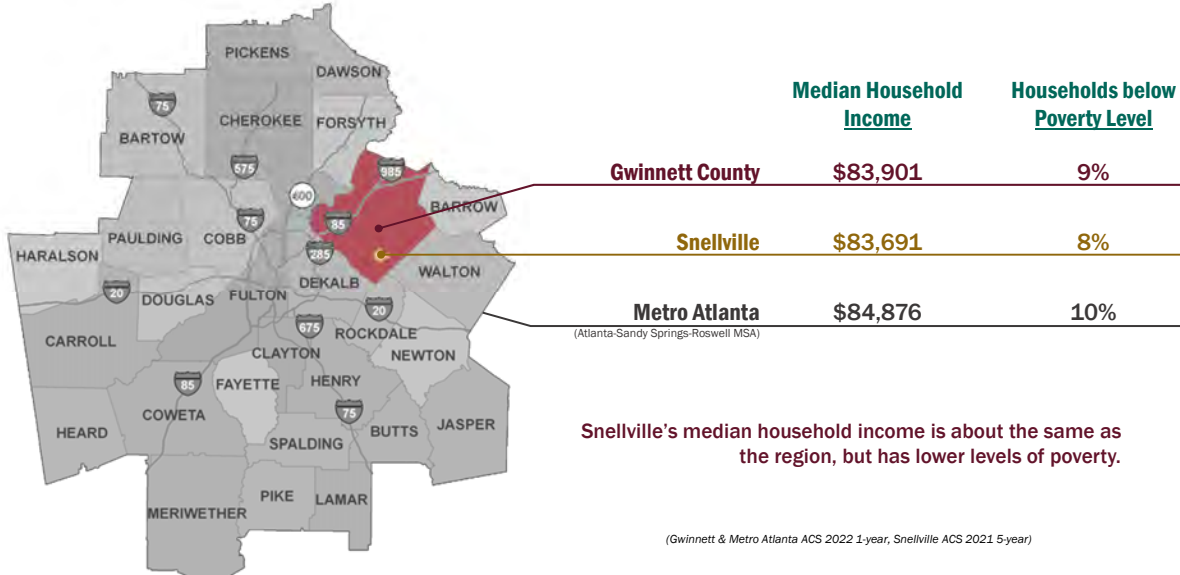
# Household Income



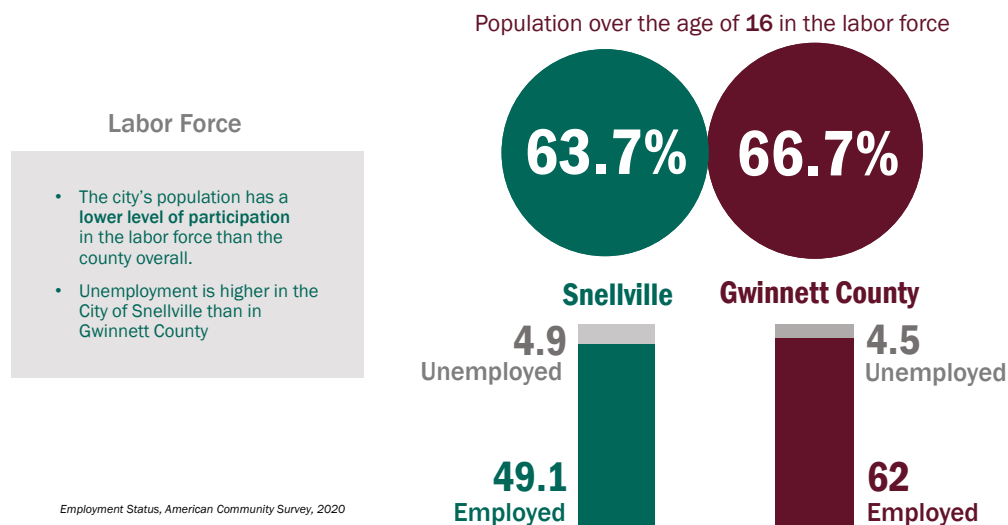
Household Income, American Community Survey, 2020



# Household Income

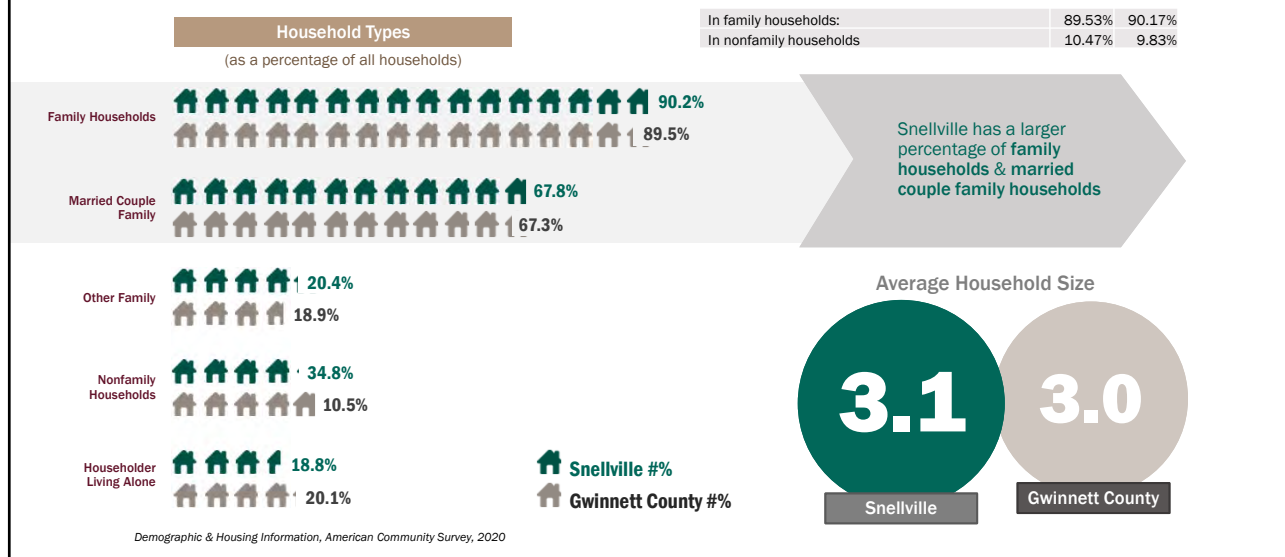


# Labor Force Statistics





# Household Types & Sizes



## 2. Land Use





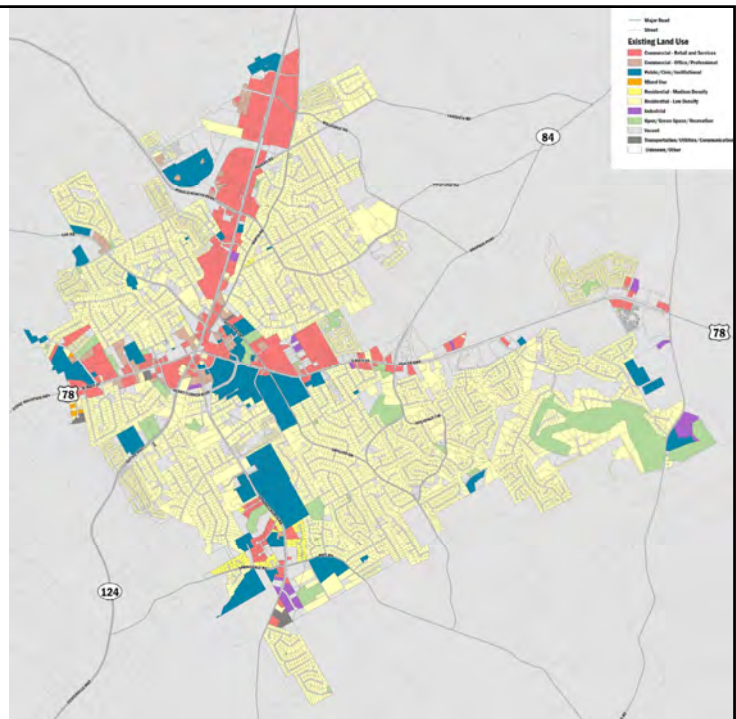
# What is in place now?

- 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

## Existing Land Use





# 3. Housing



## How do we live in Snellville?

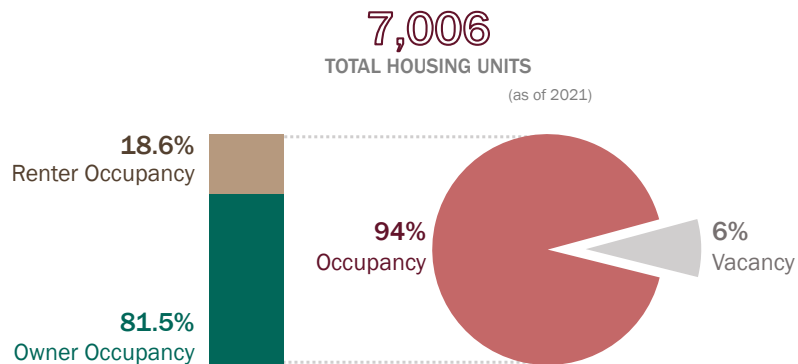
- Housing Occupancy
- Household Size
- Housing Values
- Housing Size/Types
- Housing Tenure
- Rent Burden



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



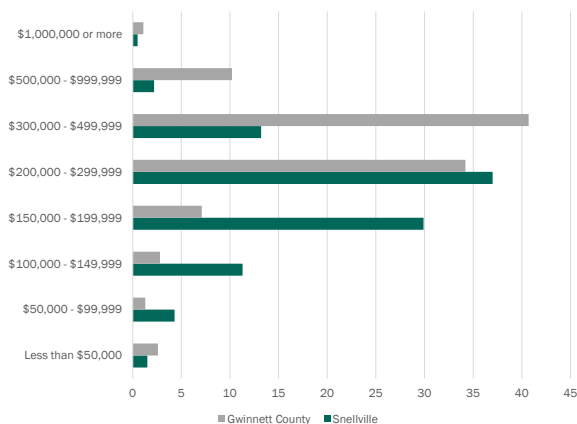
# Housing Tenure



- Most Snellville homes are owner occupied
- At 67%, owner occupied rates are lower in Gwinnett County than in Snellville
- Snellville has 2.5% more vacant homes than the county overall

American Community Survey, 2017-2021 for Snellville, 2021 for Gwinnett

# Housing Values



## Median Housing Value (2020)

Snellville \$185,200

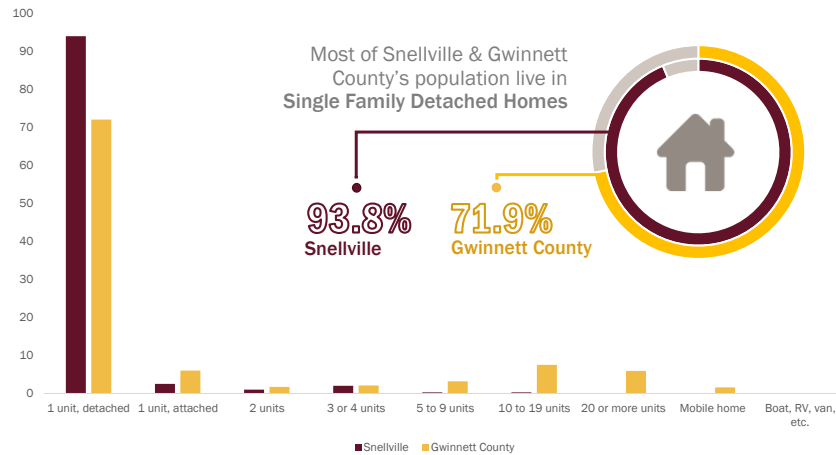
Gwinnett County \$235,700

**\$50,500 lower than county**

Selected Housing Characteristics, American Community Survey, 2020

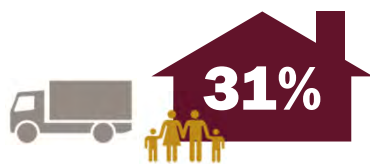


## Housing Size/Types

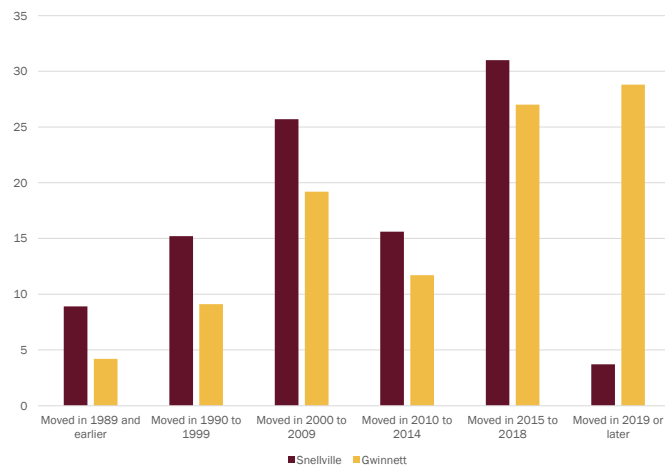


Physical Housing Characteristics for Occupied Housing, American Community Survey, 2020

## Year Moved In



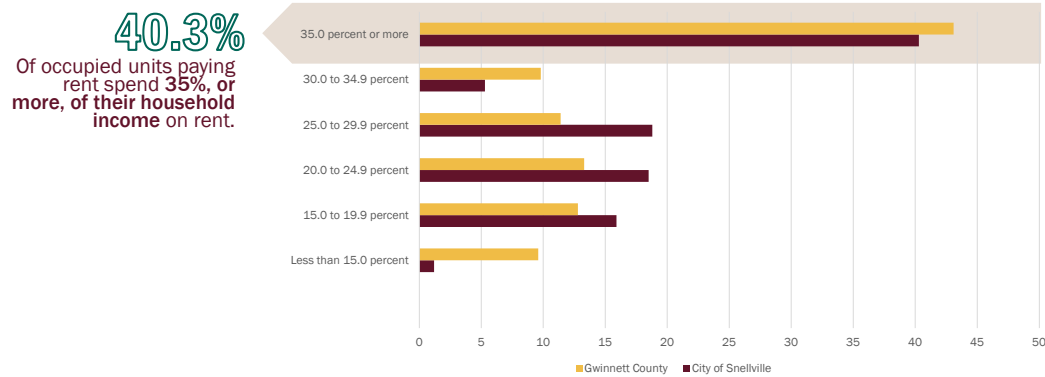
As of 2020, most occupants moved into their homes recently, between **2015 and 2018**.



Demographic & Housing Information, American Community Survey, 2020



## Rent Burden



## 4. Economic Development





## Are we thriving?

- Employment & Industry
- Patterns & Trends
- Economic Opportunities



## Employment

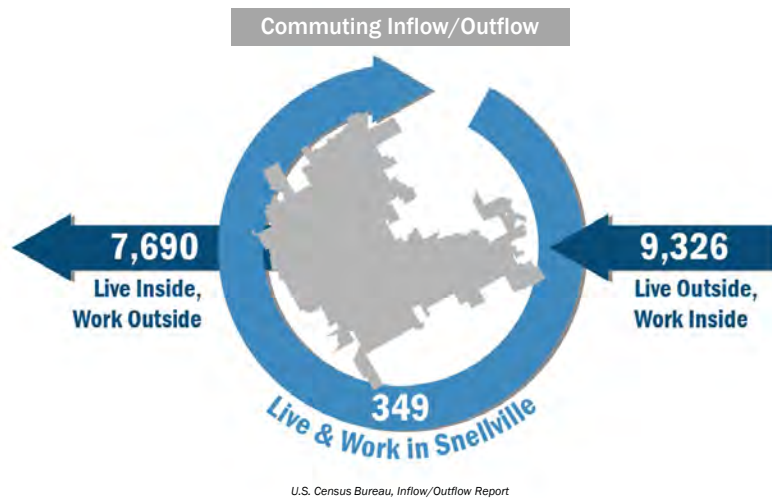
- Industries with over 1,000 employees:
  - Retail trade
  - Health care and social assistance
  - Accommodation and food services
- 799 companies

	Snellville		Gwinnett County	
Civilian Employed Population	8,995		347,716	
Agriculture	0	0.00%	611	0.18%
Construction	304	3.38%	32,279	9.28%
Manufacturing	847	9.42%	33,309	9.58%
Wholesale Trade	275	3.06%	12,692	3.65%
Retail Trade	1067	11.86%	41,972	12.07%
Transportation and Utilities	784	8.72%	27,559	7.93%
Information	384	4.27%	10,230	2.94%
Finance and Insurance	516	5.74%	28,326	8.15%
Administrative and support and waste management and remediation services	1,359	15.11%	47,893	13.77%
Educational services, and health care and social assistance	2,526	28.08%	63,660	18.31%
Arts, entertainment, and recreation, and accommodation and food services	998	11.10%	19,480	5.60%
Other services, except public administration	707	7.86%	16,059	4.62%
Public administration	290	3.22%	13,646	3.92%
Agriculture	0	0.00%	611	0.18%
Construction	304	3.38%	32,279	9.28%

Industry by Sex and Median Earnings, American Community Survey 2020



## 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



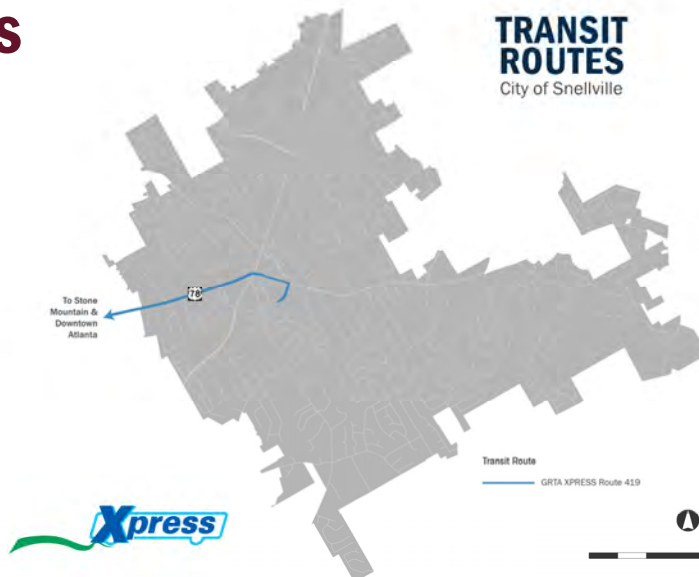
## Roads

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



## Transit Routes

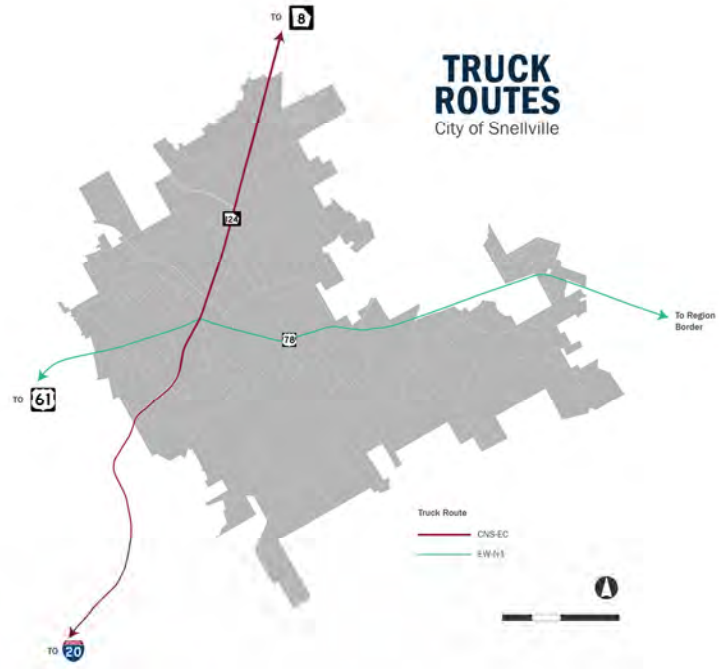
- Sidewalk network is sparse and disconnected
- Very few bicycle facilities
- Transit: one bus line – operated by GRTA





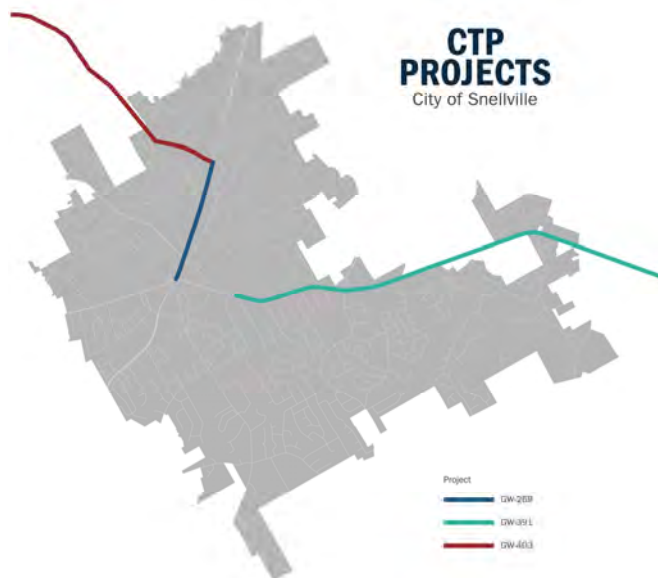
## Truck Routes

- 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

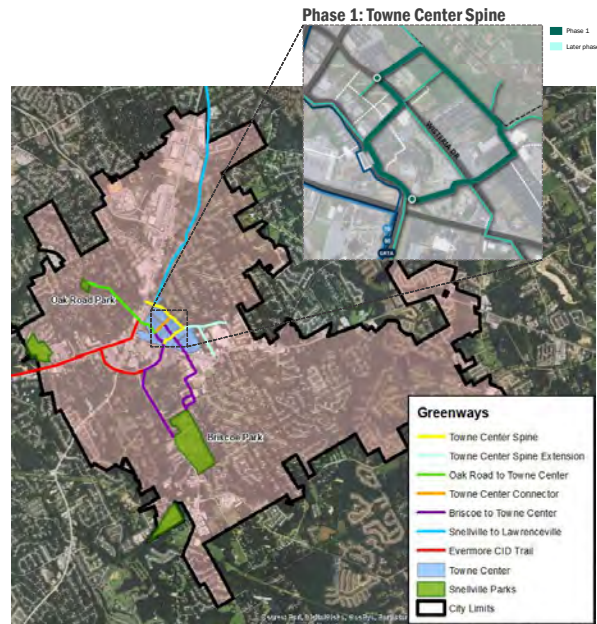


The Atlanta Region's Plan; FY 2018-2023 Transportation Improvement Program and RTP



# 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

## 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	2019 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 files, indoor hockey arena. Major renovation/upgrades in progress, funded by SPLOST





## What is on the horizon?

UPDATE

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



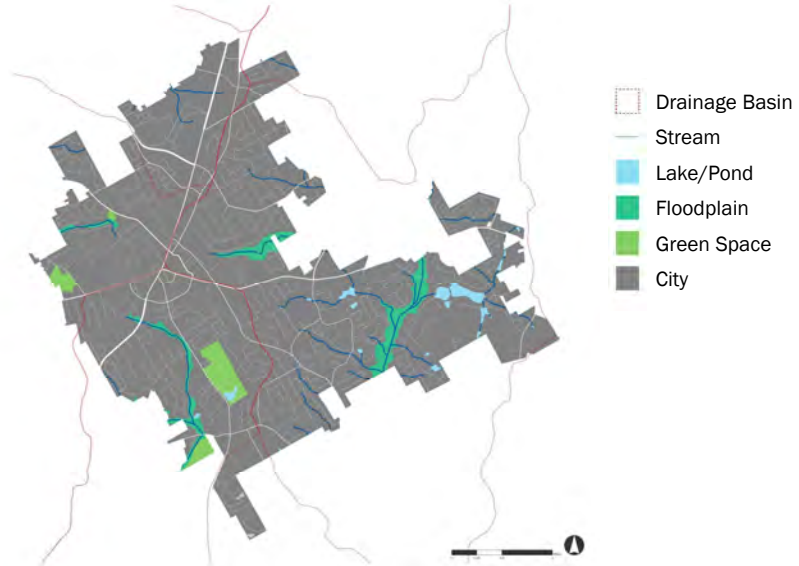
## 7. Natural, Cultural and Historical Resources





# What are our special resources?

- Natural Resources
- Cultural & Historic Resources



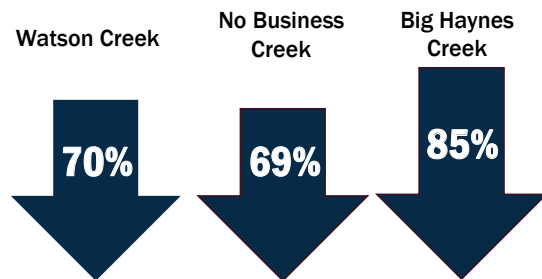
## Natural Resources

- 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)



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







# **Appendix C:**

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# **Community Engagement**





# 2045 COMPREHENSIVE PLAN UPDATE

**Community Task Force Meeting #1**  
August 15, 2023 | 2:00 – 3:30 PM

**Jacobs**

## Agenda

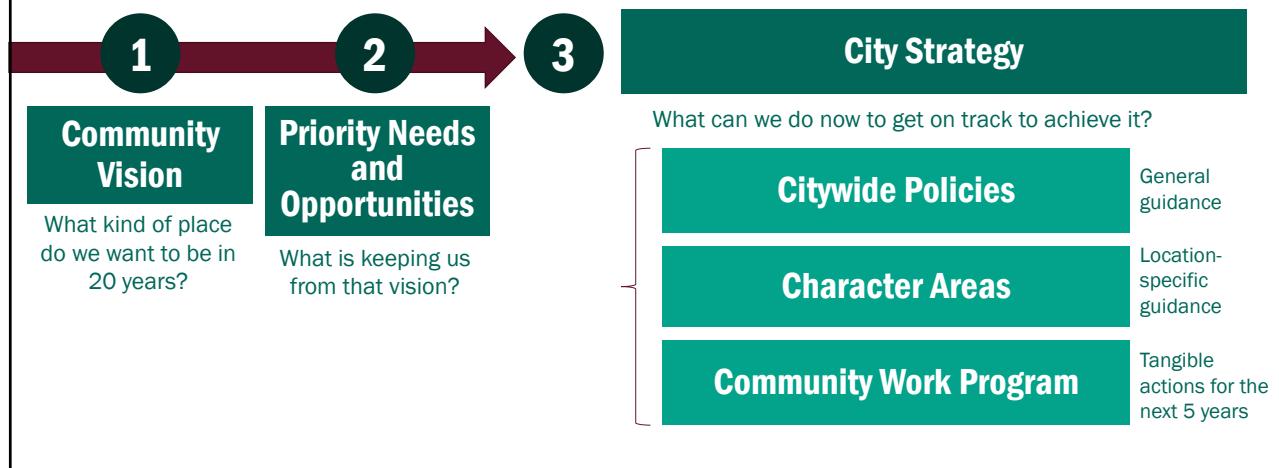
- |             |                                           |
|-------------|-------------------------------------------|
| <b>2:00</b> | Welcome and Introductions                 |
| <b>2:15</b> | Introduction to the<br>Comprehensive Plan |
| <b>2:30</b> | SWOT Analysis                             |
| <b>3:00</b> | Community Vision                          |



# Introduction to the Comprehensive Plan

## What is a Comprehensive Plan?

It's a vision-driven plan for our future.





## What is a Comprehensive Plan?

- **Required** by Georgia DCA
- **Updated** every five years
- **Topics:**
  - Land Use
  - Transportation
  - Housing
  - Economic Development
  - Quality of Life
- **Builds on ongoing work**
  - Existing City plans
  - Partner projects
  - Fills the gaps
  - Adds community input
- **Playbook** for City staff and elected officials

## What is your role in the process?

1

**Provide  
Insight**

2

**Establish  
Vision**

3

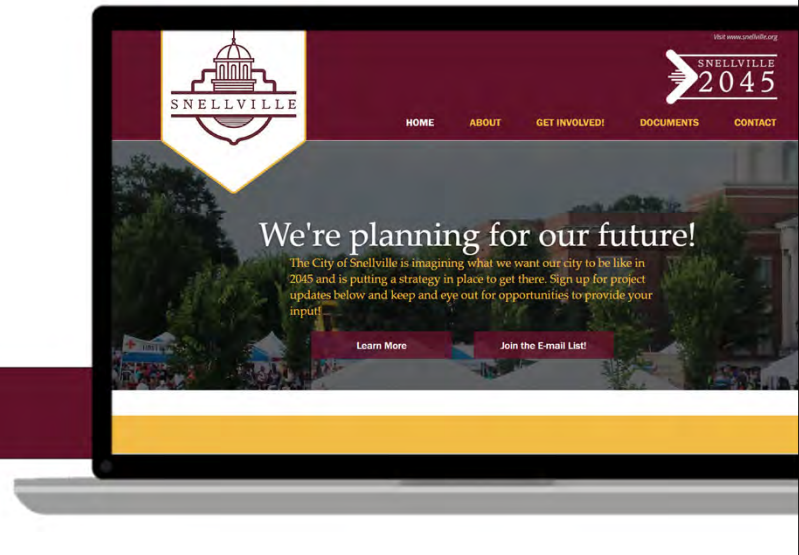
**Connect  
Your  
Networks**



# How the Public can be involved

- Project Website & Online Surveys
- Open House
- Adoption Public Hearing

Snellville2045.org



# Project Schedule

## Phase 1 Kick-off & Assessment | July – August 2023

- 1.1 Project Management
- 1.2 Project Team Kick-off Meeting
- 1.3 Public Engagement Plan
- 1.4 Project Webpage
- 1.5 Public Hearings Round #1
- 1.6 Stakeholder Interviews
- 1.7 Community Task Force Meeting #1
- 1.8 Draft Needs & Opportunities Element

## Phase 2 Community Vision & Goals | August – September

- 2.1 Community Task Force Meeting #2
- 2.2 Community Survey #1
- 2.3 Community Vision & Goals
- 2.4 Character Area Map & Narratives

## Phase 3 Implementation Planning | October – November

- 3.1 Community Task Force Meeting #3
- 3.2 Community Survey #2
- 3.3 Community Policies
- 3.4 Draft Elements
- 3.5 Draft Community Work Program

## Phase 4 Plan Finalization | December 2023 – February 2024

- 4.1 Draft Comprehensive Plan
- 4.2 Community Task Force Meeting #4
- 4.3 Open House
- 4.4 Public Hearings Round #2
- 4.5 Comprehensive Plan Submittal
- 4.6 Final Comprehensive Plan

**Target Transmittal: December 2023**

**Adoption Deadline: February 28, 2024**

● Public/Stakeholder Engagement



## What will we cover?

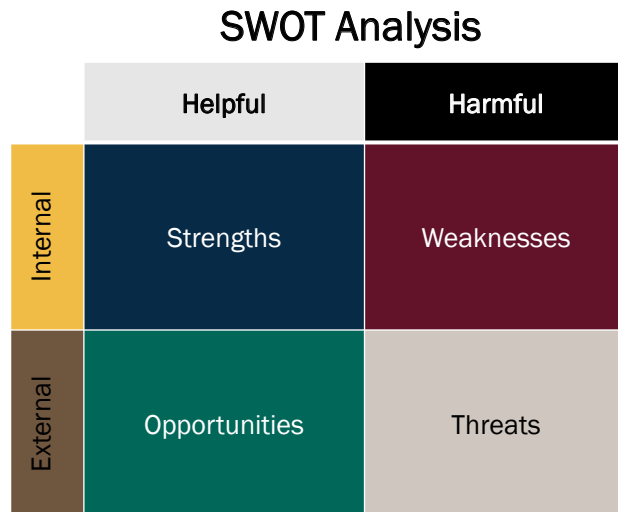
- **Meeting #1** (*August*): Introduction to the Comprehensive Plan, SWOT analysis, community vision
- **Meeting #2** (*September*): Needs & Opportunities
- **Meeting #3** (*October*): Character Areas
- **Meeting #4** (*November*): Draft Implementation Strategies

# SWOT Analysis



## What does SWOT stand for?

Tell us what you think are *helpful* or *harmful* for the city to achieve its vision for the future?





# Strengths

- Eastside Medical Center
- Strong schools
- Brookwood High School
- Successful retail centers
- Farmers market & events
- City communications
- Community-oriented police force
- Passionate non-profit & faith-based community
- Diverse community
- Enthusiasm for next steps
- Library and City Market to catalyze Towne Center action
- Committed leadership
- Caring community members
- Close knit feel



# Weaknesses

- Traffic
  - Pharr Rd intersections
  - Ronald Reagan Pkwy access to EMC
- Major roads controlled by GDOT
- State roads as barriers
- Limited freight access
- Lack of higher education institution
- Business recruitment and growth strategy
- Lack of office and industrial jobs
- Perception of crime higher than reality
- Limited greenspace
- Few affordable, new homes (esp. for seniors)
- Low City employee wages leads to turnover
- Lack of vibrant, mixed use center
- Lack of Downtown anchor
- Seniors need support
- Need rentals for young professionals
- Lingering political reputation





# Opportunities

- Implement Towne Center Master Plan
- Implement Greenway Master Plan
- New mindsets about density and transit
- Expand GRTA Xpress park and rides
- Mix of housing types
- Demand for infill development
- New Unified Development Ordinance
- Creative, non-accredited certificate program
- Innovation center/incubator
- Diverse programming
- Rec center/senior center at Briscoe Park
- Retail nodes on SR 78 toward Loganville
- Demand for medical services
- Outpatient medical facilities
- ITP residents priced out and looking for options



# Threats

- Impact of SR 78 intersection on pedestrians
- Dependence on retail with changing retail industry
- Places for kids to play
- Nearby festivals and events
- Loss of close knit community
- Loss of neighborhood feel in North Rd area
- Not reserving land for future greenspace
- Aging population
- Young adults drawn to other communities
- Young adult disinterest in HOAs
- Competition from Grayson, Loganville, Lawrenceville, Braselton





# Community Vision

## TWO-PART VISION

### STATEMENT

(CITYWIDE)

“ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ ”

1

### CHARACTER AREAS

(LOCATION-SPECIFIC)



MAP  
+  
NARRATIVE



2



## An ideal vision statement is...



### **CITYWIDE**

Neighborhoods  
Activity centers  
Major corridors  
Industrial areas



### **MULTIDIMENSIONAL**

Built environment  
Economic development  
Quality of life and place  
Core values

### **SHORT**

Easy to read



### **ASPIRATIONAL**

20-year horizon



### **ASSET-BASED**

Leverage strengths  
Unique character

**What kind of place do  
you want Snellville to be  
in 2045?**





<b>Engaged</b>	<b>Vital</b>	<b>Proud</b>	<b>Connected</b>	<b>Fun</b>	<b>Green</b>
<b>United</b>	<b>Neighborhoodly</b>	<b>Welcoming</b>	<b>Relaxed</b>	<b>Refreshing</b>	<b>Outdoor Lifestyle</b>
<b>Retail Destination</b>	<b>Healthcare Hub</b>	<b>Competitive</b>	<b>Active</b>	<b>Supportive</b>	<b>Inclusive</b>
<b>Sustainable</b>	<b>Multi-modal</b>	<b>Convenient</b>	<b>Walkable</b>	<b>Equipping</b>	<b>Integrated</b>
<b>Family-friendly</b>	<b>Diverse</b>	<b>Mixed Ages</b>	<b>Mixed Incomes</b>	<b>Connected</b>	<b>Accessible</b>



## How does that fit with your current 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.



*...anything you want to change?*

# What's Next?



# Upcoming Survey

*Topic: Key issues and opportunities*

**Is there anything in particular  
you want to ask about?**

## What's Next?

### **Next Community Task Force Meeting:**

*TBD*

*September*

### **Online Survey:**

*Launching September 11<sup>th</sup>*

*Questions? Email [Jonathan.Corona@jacobs.com](mailto:Jonathan.Corona@jacobs.com)*



# Community Task Force Meeting #1

August 15, 2023

Mayor Barbara Bender  
Councilmember Tod Warner  
Councilmember Cristy Lenski  
Councilmember Solange Destang  
Kirk Demetrops  
Melvin Everson  
Cat Hardrick  
Patrick Stewart  
Matthew Pepper  
Jason Thompson  
Melisa Arnold  
Brian Arrington

## Facilitators (Jacobs)

Jim Summerbell  
Jonathan Corona

## Agenda

2:00	Welcome and Introductions
2:15	Introduction to the Comprehensive Plan
2:30	SWOT Analysis
3:00	Community Vision

## Summary

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.





### Meeting Overview

Jim Summerbell, the Jacobs Project Manager, gave an overview of the Comprehensive Planning process and noted much of the progress that has happened since the last plan update. Jim noted that the process is vision driven. The plan will ultimately create a City strategy with a tangible list of project that is ideally aligned with the City's budget. The Task Force was informed that this is a process required to be considered a Qualified Local Government - covers topics ranging from Land Use, Housing, Transportation, Economic Development, and Quality of Life. This Task Force meeting is closing out Phase 1 of the Project.

### SWOT Analysis

Jacobs facilitated a SWOT Analysis which the Task Force conducted together as a group. This helped to distill a list of internal and external factors that may act as an advantage or disadvantage moving forward. See the list of Strengths, Weaknesses, Opportunities, and Threats below.

	Helpful	Harmful
Internal	Strengths	Weaknesses
External	Opportunities	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 at capacity and are well run and bring people together.
- Snellville has more than adequate access to medical facilities and healthcare resources which provide critical services and quality jobs.
- Options for affordable senior housing are increasing, supporting the aging population within the City and those looking to live in high quality communities.
- Gwinnett County Schools in the area are generally strong.
- There is pride in local history and a vibrant historical society.
- Retail centers are resilient and there are many options for quick bites to eat.
- The police department is community-oriented and has positive relationships with residents and businesses. Crime has historically been managed well.





- Traffic calming and safety continues to be addressed through roundabouts, chicanes, and speed islands parts of the City where residents have expressed concerns.
- The City's financial strength is strong, affording its ability to invest in programming, infrastructure improvements, and other needs.
- The City's government services are stable with low turnover in staff and committed leadership.
- The City's recycling center and recycling program is thriving, creating sustainable habits for Snellville residents.

### Weaknesses

- The City's communications with various parts of the City and bilingual communications need intentional improvement to achieve optimal community outreach.
- Some property maintenance issues degrade the community's image and values in various locations.
- 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.
- Rising costs of sanitation services place additional cost burden on Snellville residents.
- Lack of public knowledge and City-led education regarding land development and land use issues which leads to opposition towards projects that have the good intentions for the City's overall welfare.
- 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.
- The City's housing stock is aging and lacks diversity. Needed products include but are not limited to 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.
- 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.
- Shrinking inventory of developable land limits space 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 limited 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.
- Civic support for the youth also needs special attention; this proactive measure would keep teens out of trouble and in the habit of giving back to their community. This might entail STEM programs, leadership courses, career prep, fun activities, summer programs, and flexible space to study and socialize.
- 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.
- Potential political divisiveness that might accompany upcoming elections and newly elected bodies.

### Opportunities

- There are few resources within the city for workforce development, career readiness prep, and vocational training.
- Continue to 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.
- 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.
- High quality development at the City's planned mixed-use and activity nodes.
- Work with Gwinnett County to expand the City's sewer network.
- More pedestrian infrastructure would improve livability by implementing improved sidewalks and additional trails.
- 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 public installations and leveraging the arts community in Gwinnett County and the County's planning efforts through Create Gwinnett.
- 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.
- The City does a good job of promoting its own activities on its website, but it could do even more to make information about local non-profits, businesses, job and internship opportunities, and outside resources easily accessible.
- We could do a better job of encouraging environmentally-friendly practices, like using solar power for new development.

### Threats

- Growth that occurs directly adjacent to the City's boundaries will continue to strain the City's infrastructure and potentially its services.
- The rapid growth of the County and its impact on local school capacity issues continues to concern parents and residents.
- 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.
- 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.
- Absentee-owners and build-to-rent single-family properties may lead to property management and maintenance issues.
- 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.

### Vision Statement

The Task Force briefly revisited the previously established vision statement below:

"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."





Task Force members collectively agreed that the vision statement is still on the right track but could use minor tweaks since the Towne Center has made great progress since the last plan update. This change might reflect as follows, and feedback will be solicited in the community survey:

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





# 2045 COMPREHENSIVE PLAN UPDATE

**Community Task Force Meeting #2**  
September 12, 2023 | 3:00 – 4:30 PM

**Jacobs**

## Agenda

- |             |                             |
|-------------|-----------------------------|
| <b>3:00</b> | Project Updates             |
| <b>3:10</b> | Community Vision            |
| <b>3:20</b> | Needs & Opportunities       |
| <b>3:45</b> | Community Survey Review     |
| <b>4:10</b> | Character Area Introduction |



# Project Updates

## Phase 1 Kick-off & Assessment | July – August 2023

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**Target Transmittal: December 2023**

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● Public/Stakeholder Engagement

# Task Force Recap

1

**Provide  
Insight**

2

**Establish  
Vision**

3

**Connect  
Your  
Networks**



## What will we cover?

- Meeting #1 (*August*): Introduction to the Comprehensive Plan, SWOT analysis, community vision
- Meeting #2 (*September*): Needs & Opportunities
- Meeting #3 (*October*): Character Areas
- Meeting #4 (*November*): Draft Implementation Strategies

# Community Vision



## The Current Vision Statement



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.



### Vision Statement Thoughts

- Change “Rooted in its people and a vibrant Towne Center” to “Rooted in its people and anchored by a vibrant Towne Center...”
- The vision should capture the City beyond the Towne Center while still recognizing the value a true downtown brings as the City’s community and cultural hub.
- The rest of the Vision Statement still speaks to the vision Snellville residents want to see.



## ***Draft Revisions to the Vision Statement***



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



## **Needs & Opportunities**



# Community Needs & Opportunities



## TRANSPORTATION

- **Needs**
  - Address Traffic Congestion
  - More crossings at Major Roads
  - A transportation system that serves drivers, pedestrians, cyclist, and transit riders (locally and regionally)
- **Opportunities**
  - Walkable neighborhoods and connections to parks
  - Continues traffic calming efforts
  - Strategic transit connections (locally & regionally)
  - Additions to GRTA Park & Ride



## LAND USE

- **Needs**
  - Reserve land for future green space
  - Develop walkable areas
- **Opportunities**
  - Neighborhood-serving retail centers in undeveloped land (i.e. Hwy 78); nodal development
  - Continued success of the Grove as a catalyst for other quality development
  - 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**
  - Reduce transiency and attract long-term residents
  - Provide in-demand housing and strike a good rental-occupancy balance
  - Increase housing options to include townhomes & multifamily



## ECONOMIC DEVELOPMENT

- **Needs**
  - High-paying office 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
  - Medical office cluster
  - Workforce development & Vocational Training
  - Build on the success of brick & mortar retail market as E-commerce continues to grow



# Community Needs & Opportunities

## QUALITY OF LIFE

### • Needs

- Leverage focus on the arts
- 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
- Reliable internet service

### • Opportunities

- Expansion of healthcare facilities (i.e. urgent care)
- Catalyzing Towne Center success beyond the Grove
- Implementation of the Greenway Master Plan
- Encouraging environmentally-friendly practices
- Reduce car-dependence to increase public health
- Access to parks

# Community Survey



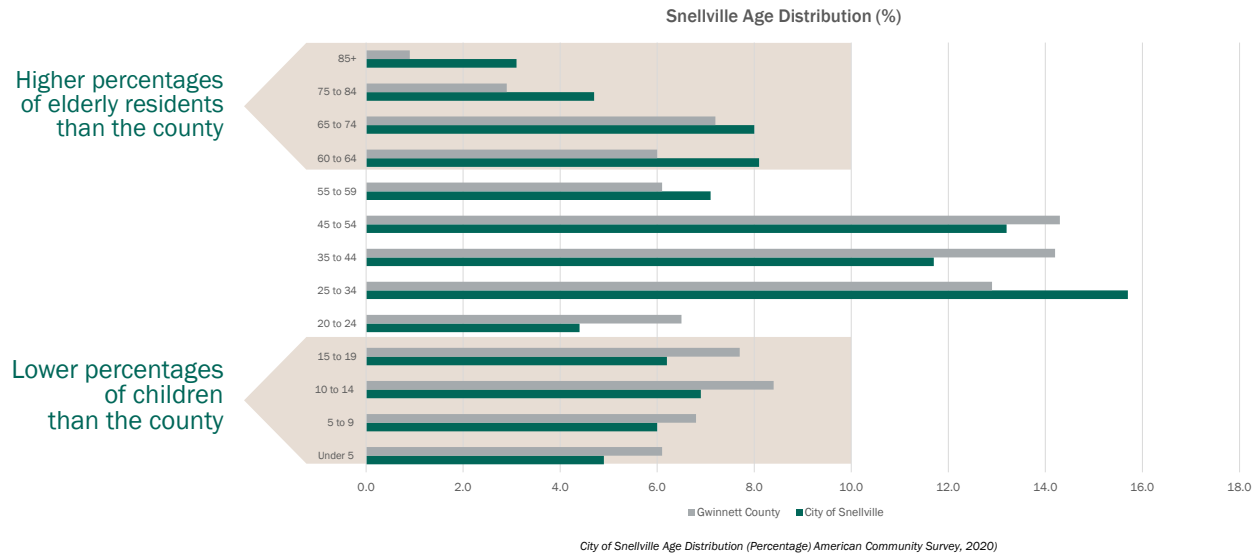
## **Survey Goals**

- Gauge community input on key needs and opportunities
- Confirm or solicit input on needed changes to current needs and opportunities
- Capture the outlook of a growing community

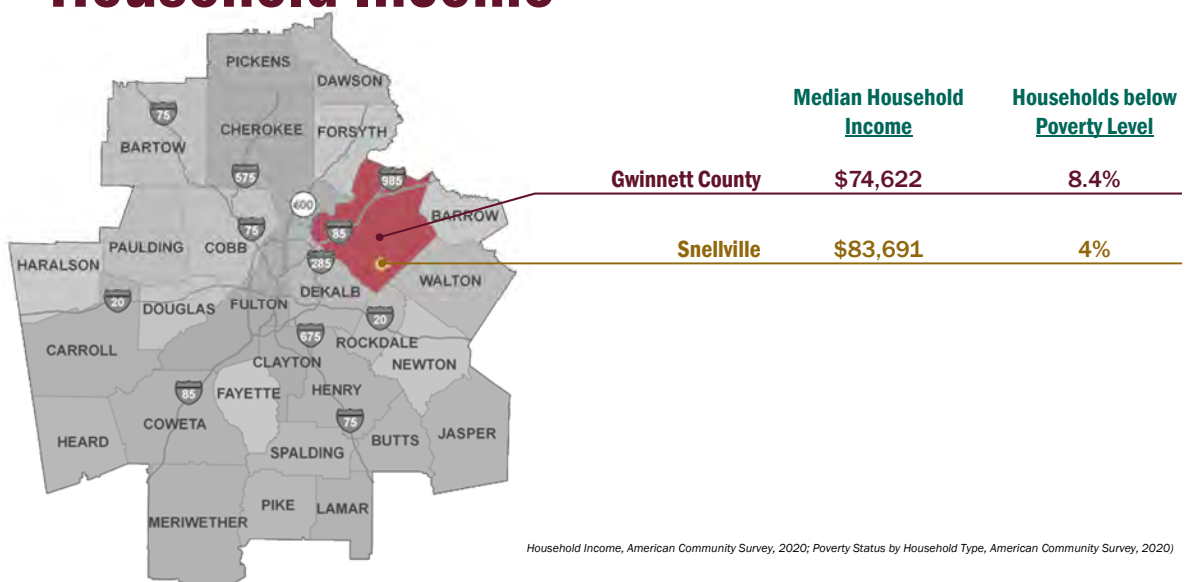
**What does our growing  
community look like?**



# Population: Age Distribution



# Household Income





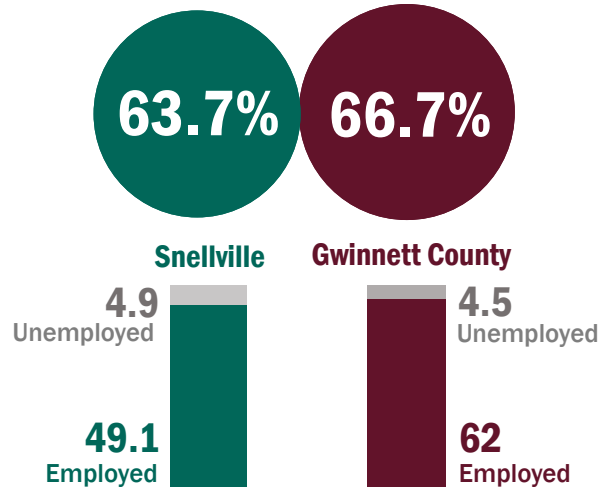
# Labor Force Statistics

## 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, 2020

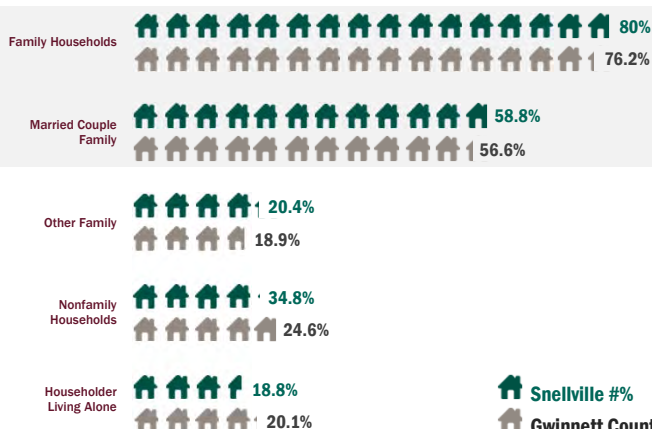
Population over the age of **16** in the labor force



# Household Types & Sizes

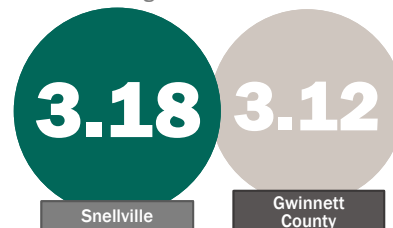
## Household Types

(as a percentage of all households)



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

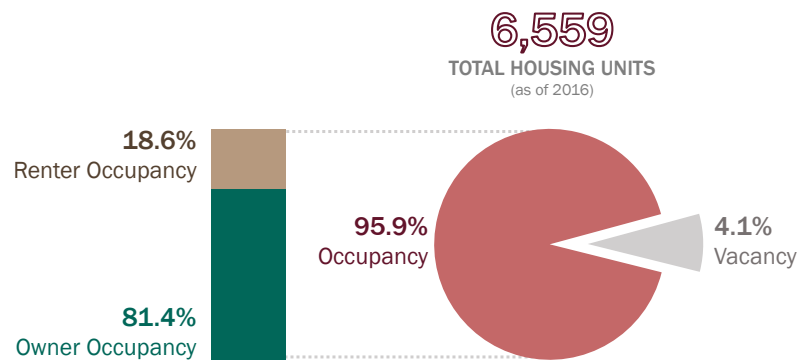
## Average Household Size



Demographic & Housing Information, American Community Survey, 2020

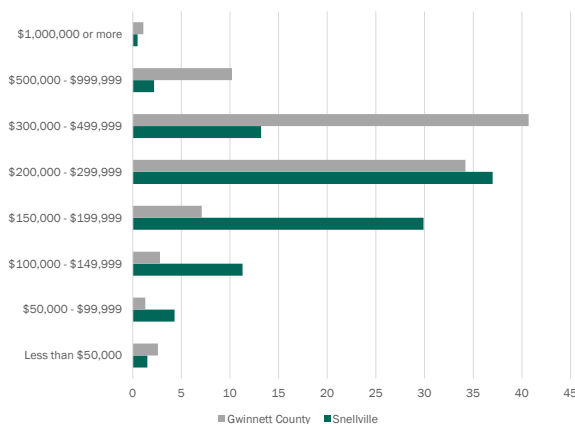


# Housing Tenure



Housing Tenure, American Community Survey, 2020

# Housing Values



## Median Housing Value (2020)

Snellville \$185,200

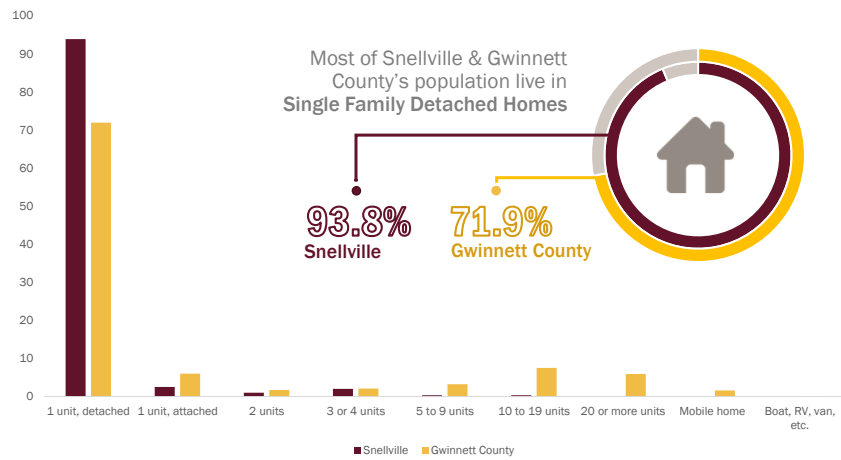
Gwinnett County \$235,700

**\$50,500 lower than county**

Selected Housing Characteristics, American Community Survey, 2020

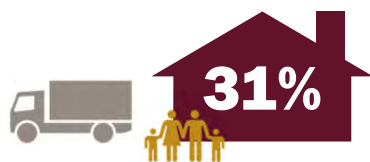


# Housing Size/Types

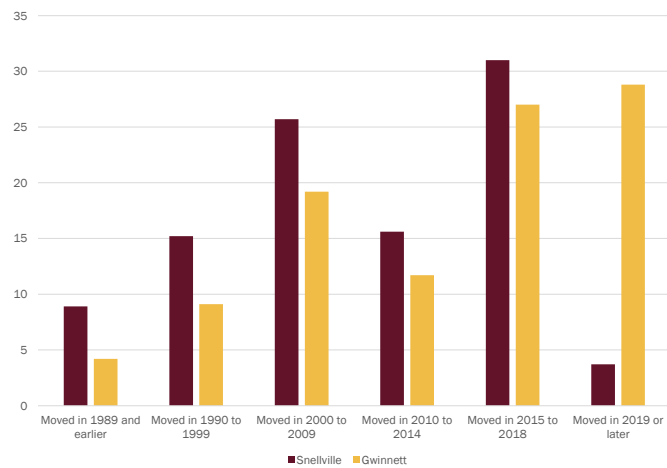


Physical Housing Characteristics for Occupied Housing, American Community Survey, 2020

# Year Moved In



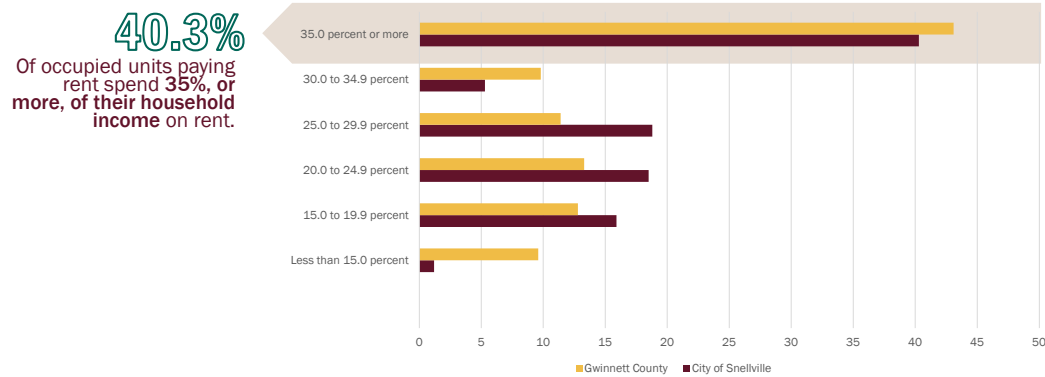
As of 2020, most occupants moved into their homes recently, between **2015 and 2018**.



Demographic & Housing Information, American Community Survey, 2020



## Rent Burden



## Draft Survey Questions



# Land Use Questions

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

- ☐ Offices
- ☐ Co-working spaces
- ☐ Grocery stores
- ☐ Unique local restaurants
- ☐ Pubs or bars
- ☐ High-end shopping
- ☐ Discount shopping
- ☐ Unique local shops
- ☐ Events venues
- ☐ Museums or cultural centers
- ☐ Places of worship
- ☐ Colleges, universities, and technical schools
- ☐ Healthcare services
- ☐ Childcare centers
- ☐ Warehousing, distribution, and logistics
- ☐ Light manufacturing
- ☐ Other: \_\_\_\_\_

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

- ☐ Residences
- ☐ Shops
- ☐ Offices
- ☐ Traditional grocery store
- ☐ Food market with multiple vendors
- ☐ Theater
- ☐ Events venue
- ☐ Parks
- ☐ Plazas
- ☐ Technical or vocational school
- ☐ College or university
- ☐ K-12 schools
- ☐ Civic buildings
- ☐ Other: \_\_\_\_\_

# Housing Questions

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

- ☐ A residential neighborhood of entirely single-family houses
- ☐ A residential neighborhood with a mixture of housing types
- ☐ A residential neighborhood connected to a greenway system
- ☐ Town center style mixed-use environment with homes, shops, and entertainment
- ☐ A multi-family complex
- ☐ An age-restricted senior community
- ☐ Other: \_\_\_\_\_

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

- ☐ Senior housing
- ☐ Townhomes
- ☐ Duplexes
- ☐ Small multi-family buildings (two stories or less)
- ☐ Medium multi-family buildings (3-5 stories)
- ☐ Large multi-family buildings (more than 5 stories)
- ☐ Live/work units (home above a shop/office)
- ☐ Single-family homes on smaller lots (less than 0.5 acre)
- ☐ Single-family homes on large lots (more than 0.5 acre)
- ☐ Single-family homes with 3 or more bedrooms
- ☐ Single-family homes with accessory dwelling units (garage apartment, mother-in-law suite, or granny flat)
- ☐ Other: \_\_\_\_\_



## Housing Questions (Cont'd)

If you were to live somewhere other than Snellville, which kind of place would appeal to you? Check all that apply.

- ☐ Closer to the center of the action (e.g. Atlanta, Decatur, Brookhaven)
- ☐ A small city with a town center (e.g. Lawrenceville, Norcross, Smyrna)
- ☐ Somewhere more remote and peaceful (e.g. Braselton, Monroe)
- ☐ Anywhere affordable
- ☐ There's no place I'd rather be
- ☐ Other: \_\_\_\_\_

## Transportation Questions

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

- ☐ Lack of sidewalks connecting neighborhoods and recreational opportunities
- ☐ Unsafe pedestrian crossings
- ☐ Lack of bike paths
- ☐ Lack of public transportation options
- ☐ Traffic congestion
- ☐ Traffic speed/unsafe drivers
- ☐ Need for rideshare (e.g. Uber or Lyft) drop-off spots
- ☐ Other: \_\_\_\_\_

Where would you most like to see improvements to traffic flow?  
Rank the following from **biggest issue** to **smallest issue**.

- a. Around shopping plazas on Scenic Highway (SR 124)
- b. Around Piedmont Eastside Medical Center
- c. At events near City Hall
- d. Within residential neighborhoods
- e. A specific intersection (*please note the location in the "other" answer*)
- f. Other: \_\_\_\_\_



## Transportation Questions (Cont'd)

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

- ☐ Driving
- ☐ Walking
- ☐ Biking
- ☐ Shuttle/circulator
- ☐ Bus
- ☐ Streetcar
- ☐ Rail
- ☐ Rideshare (e.g. Uber or Lyft)
- ☐ Autonomous vehicle (individual car)
- ☐ Autonomous vehicle (shuttle/circulator)
- ☐ Other: \_\_\_\_\_

## Economic Development Question

What do you think are some of the top needs for economic development in Snellville? Choose up to three.

- a. Resources for soft skills (e.g. resume writing, interview prep)
- b. Workforce training opportunities
- c. Improvements to storefronts/commercial facades
- d. Attracting office jobs
- e. Expanding the medical industry
- f. Attracting higher wage jobs
- g. Redevelopment of vacant properties
- h. Technical and financial assistance for entrepreneurs and small businesses
- i. Simplified application processes with the City
- j. Other: \_\_\_\_\_



# Quality of Life Question

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

- a. Multi-use trails for pedestrians and cyclists
- b. Small neighborhood parks
- c. Large community parks
- d. Large, open greenspaces
- e. Playgrounds
- f. Youth center
- g. Senior center
- h. Sports fields
- i. Dog parks
- j. Community garden
- k. Outdoor classroom
- l. Skate park
- m. Rock climbing wall
- n. Pool
- o. Wi-Fi in parks
- p. I think we have enough recreation amenities already
- q. Other: \_\_\_\_\_

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

- a. Disparity in K-12 school performance between clusters
- b. Perception of south Gwinnett clusters
- c. Availability of after school tutoring/support services
- d. Technical or vocational opportunities
- e. Local colleges or university opportunities
- f. Other: \_\_\_\_\_

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

- a. Access to healthy food
- b. Car-dependent lifestyle
- c. Lack of places to play and exercise
- d. Pollution
- e. Transportation safety
- f. Lack of healthcare services
- g. Lack of jobs with health insurance
- h. Other: \_\_\_\_\_

# Character Areas



# TWO-PART VISION

## STATEMENT

(CITYWIDE)

“ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ ”

1

## CHARACTER AREAS

(LOCATION-SPECIFIC)



MAP  
+  
NARRATIVE



2

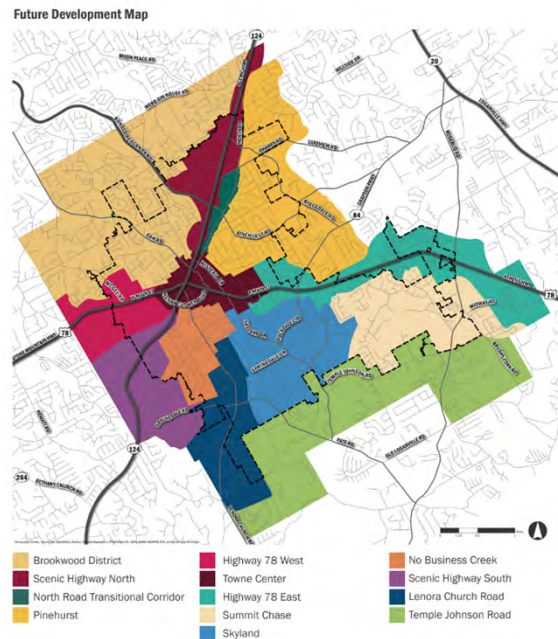
## WHAT IS A CHARACTER AREA?

- “Sub-areas” of the city: distinct neighborhoods, communities, or places
- Typically have similar land uses, building types, and transportation networks
- And/or areas that are expected to grow/change to be more similar to one another
- Guides the decisions of elected officials on future rezonings



## Character Area Refinements

- Identify priority areas in need of change
- Identify areas that should remain the same
- Discuss Character Area Policies



# What's Next?



## What's Next?

### **Next Community Task Force Meeting:**

*TBD*

*October*

### **Online Survey:**

*Launching tomorrow, September 13<sup>th</sup>*

*Questions? Email [Jonathan.Corona@jacobs.com](mailto:Jonathan.Corona@jacobs.com)*



## Community Task Force Meeting #2

September 23, 2023

### Attendees

Councilmember Tod Warner  
Councilmember Solange Destang  
Matthew Pepper  
Jason Thompson  
Josh Ferguson  
John Dennis  
Patrick Stewart  
Melisa Arnold  
Brian Arrington

### Facilitators (Jacobs & Hall Planning)

Jonathan Corona  
Marilyn Hall

### Agenda

**3:00** Project Updates  
**3:10** Community Vision  
**3:20** Needs & Opportunities  
**3:45** Community Survey Review  
**4:10** Character Area Introduction  
**4:30** Adjourned

### Summary

This Community Task Force meeting was instrumental in confirming key needs and opportunities for the Snellville community. It was also used as an opportunity to introduce Character Areas in preparation for a deeper dive during Task Force meeting number 3.

#### *Vision Statement*

The Task Force briefly revisited the draft vision statement. Members collectively agreed that the proposed changes are on track and should be presented to the public for further feedback. Jonathan noted that the consulting team would not solicit feedback until the open house and that the community survey would allow the community to provide unbiased feedback on the community vision.





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

### **Needs & Opportunities**

Based on the SWOT activity conducted in Task Force Meeting #1, the following is a refined list of key needs and opportunities that the consulting team would further analyze in the plan development stage.

#### **Transportation**

- **Needs**
  - Address Traffic Congestion
  - More crossings at Major Roads
  - A transportation system that serves drivers, pedestrians, cyclist, and transit riders (locally and regionally)
- **Opportunities**
  - Walkable neighborhoods and connections to parks
  - Continues traffic calming efforts
  - Strategic transit connections (locally & regionally)
  - Additions to GRTA Park & Ride

#### **Land Use**

- **Needs**
  - Reserve land for future green space
  - Develop walkable areas
- **Opportunities**
  - Neighborhood-serving retail centers in undeveloped land (i.e. Hwy 78); nodal development
  - Continued success of the Grove as a catalyst for other quality development
  - Revive & repurpose vacant properties
  - Improvements of storefronts & commercial facades

#### **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**
  - Reduce transiency and attract long-term residents
  - Provide in-demand housing and strike a good rental-occupancy balance
  - Increase housing options to include townhomes & multifamily





## Economic Development

- Needs
  - High-paying office 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
  - Medical office cluster
  - Workforce development & Vocational Training
  - Build on the success of brick & mortar retail market as E-commerce continues to grow

## Quality of Life

- Needs
  - Leverage focus on the arts
  - Promote “Unique Destinations”
  - Needs more places for children and families to “play”
  - More green spaces and trails
  - More unique restaurants and shops
  - Maintain “close-knit” community
  - Reliable internet service
- Opportunities
  - Expansion of healthcare facilities (i.e. urgent care)
  - Catalyzing Towne Center success beyond the Grove
  - Implementation of the Greenway Master Plan
  - Encouraging environmentally-friendly practices
  - Reduce car-dependence to increase public health
  - Access to parks

## **Community Survey**

The Task Force was given a brief overview of key demographics of the City and the sample of the community which the consulting team aimed to solicit input from. Marilyn provided background information on Population, age distribution, household income, labor force statistics, housing tenure, home values, housing size, type, and rent burden. All data was sourced from the United State Census, and none of it was surprising to the Task Force Members.

Marilyn proceeded to review the draft questions for Community Survey #1 to ensure we were asking the right questions and providing adequate options/answers for the community to think on. The Task Force had a few changes. The following outlines the survey that was published for the public, reflecting the committee's changes:





## Land Use

1. What businesses or services would you like to see more of in Snellville? Check all that apply.
  - ☐ Offices
  - ☐ Co-working spaces
  - ☐ Grocery stores
  - ☐ Unique local restaurants
  - ☐ Pubs or bars
  - ☐ High-end shopping
  - ☐ Discount shopping
  - ☐ Unique local shops
  - ☐ Events venues
  - ☐ Museums or cultural centers
  - ☐ Places of worship
  - ☐ Colleges, universities, and technical schools
  - ☐ Healthcare services
  - ☐ Childcare centers
  - ☐ Warehousing, distribution, and logistics
  - ☐ Light manufacturing
  - ☐ Other: \_\_\_\_\_
2. What do you feel are key elements that Snellville should include in its Towne Center? Check all that apply.
  - ☐ Residences
  - ☐ Shops
  - ☐ Offices
  - ☐ Traditional grocery store
  - ☐ Food market with multiple vendors
  - ☐ Pubs and bars
  - ☐ Restaurants
  - ☐ Theater
  - ☐ Events venue
  - ☐ Parks
  - ☐ Plazas
  - ☐ Technical or vocational school
  - ☐ College or university
  - ☐ Civic buildings
  - ☐ Other: \_\_\_\_\_

## Housing

3. What kind of neighborhood do you imagine you'll want to live in 5 years from now? Check all that apply.
  - ☐ A residential neighborhood of entirely single-family houses
  - ☐ A residential neighborhood with a mixture of housing types
  - ☐ A residential neighborhood connected to a greenway system
  - ☐ Town center style mixed-use environment with homes, shops, and entertainment
  - ☐ A multi-family complex
  - ☐ An age-restricted senior community
  - ☐ Other: \_\_\_\_\_
4. What kind of housing do you think is needed in Snellville? Check all that apply.
  - ☐ Senior housing
  - ☐ Townhomes
  - ☐ Duplexes
  - ☐ Small multi-family buildings (two stories or less)





- ☐ Medium multi-family buildings (3-5 stories)
  - ☐ Large multi-family buildings (more than 5 stories)
  - ☐ Live/work units (home above a shop/office)
  - ☐ Single-family homes on smaller lots (less than 0.5 acre)
  - ☐ Single-family homes on large lots (more than 0.5 acre)
  - ☐ Single-family homes with 3 or more bedrooms
  - ☐ Single-family homes with accessory dwelling units (garage apartment, mother-in-law suite, or granny flat)
  - ☐ Other: \_\_\_\_\_
5. If you were to live somewhere other than Snellville, which kind of place would appeal to you? Check all that apply.
- ☐ Closer to the center of the action (e.g. Atlanta, Decatur, Brookhaven)
  - ☐ A small city with a town center (e.g. Lawrenceville, Norcross, Smyrna)
  - ☐ Somewhere further outside of the Metro Atlanta Area (e.g. Watkinsville, Madison)
  - ☐ Somewhere rural/an agricultural or natural area
  - ☐ There's no place I'd rather be
  - ☐ Other: \_\_\_\_\_
6. If you considered moving to another community, what elements would you prioritize? Rank the following from highest (1) to lowest priority (9).
- ☐ Schools
  - ☐ Access to a downtown/town center
  - ☐ Transportation options
  - ☐ Commute Time
  - ☐ Entertainment/Amenities
  - ☐ Affordability
  - ☐ Programmed events
  - ☐ Access to a medical center
  - ☐ Dependable internet service

## Transportation

7. What do you see as Snellville's biggest transportation issues? Rank these in order from biggest issue (1) to smallest issue (7).
- ☐ Lack of sidewalks connecting neighborhoods and recreational opportunities
  - ☐ Unsafe pedestrian crossings
  - ☐ Lack of bike paths
  - ☐ Lack of public transportation options
  - ☐ Traffic congestion
  - ☐ Traffic speed/unsafe drivers
  - ☐ Need for rideshare (e.g. Uber or Lyft) drop-off spots
  - ☐ Other: \_\_\_\_\_
8. Where would you most like to see improvements to traffic flow? Rank the following from biggest issue (1) to smallest issue (6).
- ☐ Around shopping plazas on Scenic Highway (SR 124)
  - ☐ Around Piedmont Eastside Medical Center
  - ☐ At events near City Hall
  - ☐ The area around the Towne Center
  - ☐ Within residential neighborhoods
  - ☐ A specific intersection (*please note the location in the "other" answer*)
  - ☐ Other: \_\_\_\_\_





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

- ☐ Driving
- ☐ Walking
- ☐ Biking
- ☐ Shuttle/circulator
- ☐ Bus
- ☐ Streetcar
- ☐ Rail
- ☐ Rideshare (e.g. Uber or Lyft)
- ☐ Autonomous vehicle (individual car)
- ☐ Autonomous vehicle (shuttle/circulator)
- ☐ Other: \_\_\_\_\_

## Economic Development

10. What do you think are some of the top needs for economic development in Snellville? Choose up to three.

- a. Resources for soft skills (e.g. resume writing, interview prep)
- b. Workforce training opportunities
- c. Improvements to storefronts/commercial facades
- d. Attracting office jobs
- e. Expanding the medical industry
- f. Attracting higher wage jobs
- g. Redevelopment of vacant properties
- h. Technical and financial assistance for entrepreneurs and small businesses
- i. Simplified business license and development permit applications with the City
- j. Other: \_\_\_\_\_

## Quality of Life

11. Which recreation amenities does Snellville need more of? Choose up to three.

- a. Multi-use trails for pedestrians and cyclists
- b. Small neighborhood parks
- c. Large community parks
- d. Large, open greenspaces
- e. Playgrounds
- f. Youth center
- g. Senior center
- h. Sports fields
- i. Dog parks
- j. Community garden
- k. Outdoor classroom
- l. Skate park
- m. Rock climbing wall
- n. Pool
- o. Wi-Fi in parks
- p. I think we have enough recreation amenities already
- q. Other: \_\_\_\_\_





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

- a. Availability of after school tutoring/support services
- b. Technical or vocational opportunities
- c. Local colleges or university opportunities
- d. Disparity in K-12 school performance between clusters
- e. Perception of south Gwinnett clusters
- f. Other: \_\_\_\_\_

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

- a. Access to healthy food
- b. Car-dependent lifestyle
- c. Lack of places to play and exercise
- d. Pollution
- e. Transportation safety
- f. Lack of healthcare services
- g. Lack of jobs with health insurance
- h. Other: \_\_\_\_\_

## Final Thoughts

**14. Are there any other foreseeable issues that may impact the Snellville community that you'd like us to keep in mind in preparing the Comprehensive Plan?**

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**15. Do you have any ideas for how to fix issues related to transportation, housing, land use, economic development, or quality of life? (Short response)**

Transportation: \_\_\_\_\_

---

Housing: \_\_\_\_\_

### **Character Areas**

The Community Task Force was introduced to the idea of Character Areas and was asked to provide input on which character areas might need the most attention for the following Task Force meeting. Each member tagged up to 3 character areas on a physical map with stickers. The 3 Character Areas along Hwy 78 rose to the top as the priority areas in need of discussion. These areas, among others, were planned for deeper discussion during the 3<sup>rd</sup> Task Force Meeting.





# 2045 COMPREHENSIVE PLAN UPDATE

**Community Task Force Meeting #3**  
October 3, 2023 | 3:00 – 4:30 PM

**Jacobs**

## Agenda

- |             |                             |
|-------------|-----------------------------|
| <b>3:00</b> | Project Updates             |
| <b>3:05</b> | Community Survey #1 Results |
| <b>3:15</b> | Draft Goals                 |
| <b>3:30</b> | Character Area Discussion   |
| <b>4:25</b> | Next Steps                  |



# Project Updates

## Phase 1 Kick-off & Assessment | July – August 2023

- 1.1 Project Management
- 1.2 Project Team Kick-off Meeting
- 1.3 Public Engagement Plan
- 1.4 Project Webpage
- 1.5 Public Hearings Round #1
- 1.6 Stakeholder Interviews
- 1.7 Community Task Force Meeting #1
- 1.8 Draft Needs & Opportunities Element

## Phase 2 Community Vision & Goals | August - September

- 2.1 Community Task Force Meeting #2
- 2.2 Community Survey #1
- 2.3 Community Vision & Goals
- 2.4 Character Area Map & Narratives

## Phase 3 Implementation Planning | October - November

- 3.1 Community Task Force Meeting #3
- 3.2 Community Survey #2
- 3.3 Community Policies
- 3.4 Draft Elements
- 3.5 Draft Community Work Program

## Phase 4 Plan Finalization | December 2023 – February 2024

- 4.1 Draft Comprehensive Plan
- 4.2 Community Task Force Meeting #4
- 4.3 Open House
- 4.4 Public Hearings Round #2
- 4.5 Comprehensive Plan Submittal
- 4.6 Final Comprehensive Plan

**Target Transmittal: December 2023**

**Adoption Deadline: February 28, 2024**

● Public/Stakeholder Engagement

# Task Force Recap

1

**Provide  
Insight**

2

**Establish  
Vision**

3

**Connect  
Your  
Networks**



## What will we cover?

- **Meeting #1 (August):** Introduction to the Comprehensive Plan, SWOT analysis, community vision
- **Meeting #2 (September):** Needs & Opportunities
- **Meeting #3 (October):** Character Areas
- **Meeting #4 (November):** Draft Implementation Strategies

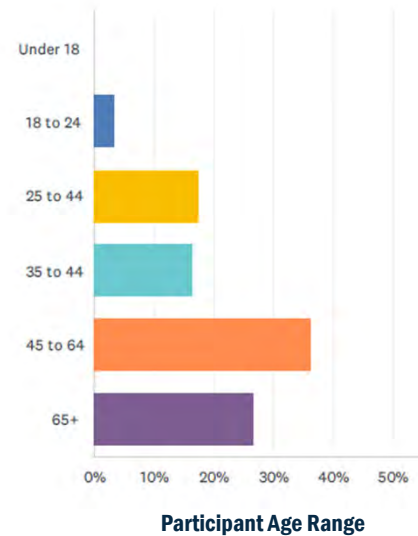


# Community Survey #1 Results



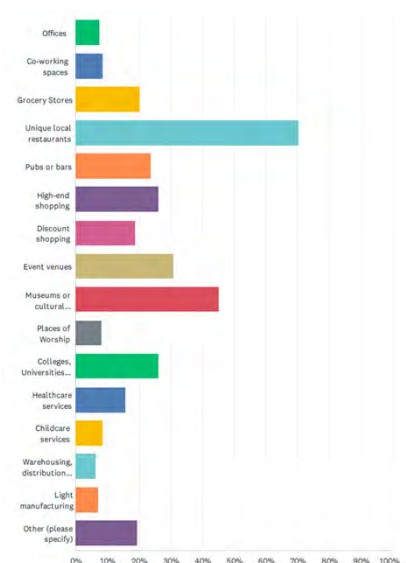
## Participation

- **212** Survey Participation
- **77%** Own a Home in Snellville
- **57%** White, **28%** Black, **7%** Hispanic
- Age range sampling corresponds with Snellville's actual age distribution, however **senior citizens participated more than others, comparatively**



## Land Use

- **Top 3 Desired Businesses & Services**
  - Unique Local Restaurants
  - Museums or Cultural Centers
  - Colleges, Universities, Technical Schools

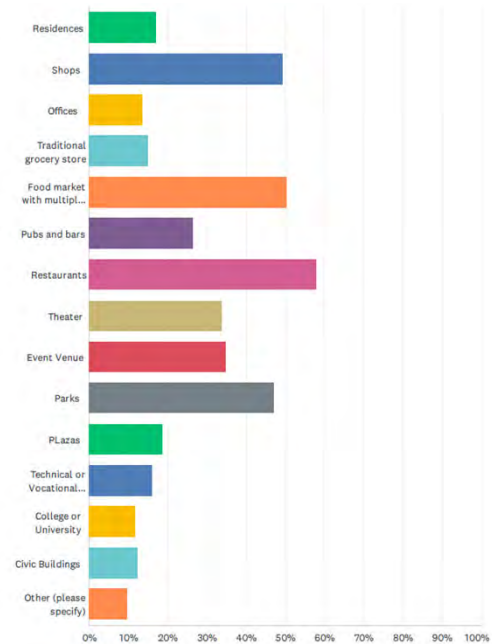




## Land Use

### • Top 4 Towne Center Elements

- Restaurants
- Food Market with multiple vendors
- Shops
- Parks



## Housing

### • Neighborhood Preference

- **54%** A Residential Neighborhood of entirely single-family homes
- **39%** A Residential Neighborhood connected to a greenway system
- **29%** Town center style mixed-use environment with homes, shops, and entertainment

### • Top 3 Housing Needs

- Single-Family Homes with Accessory Dwelling Units
- Senior Housing
- Single-Family Homes on smaller lots



# Housing

- **Places that appeal to Snellville Residents**

- **43%** - A small city with a town center (e.g. Lawrenceville, Norcross, Smyrna)
- **32%** - Somewhere further outside of the Metro Atlanta Area (e.g. Watkinsville, Madison)

- **Top 3 Housing Needs**

- Single-Family Homes with Accessory Dwelling Units
- Senior Housing
- Single-Family Homes on smaller lots

- **Top 3 Elements when considering moving**

- Affordability
- Schools
- Access to a downtown/town center

# Transportation

- **Top 3 Transportation Issues**

- Traffic Congestion
- Lack of sidewalks connecting neighborhoods and recreational opportunities
- Unsafe Pedestrian Crossings

- **Needed traffic flow improvements**

- Resounding consensus that improvements are needed **around shopping plazas on Scenic Highway**

- **Top 3 Desired Transportation Modes assuming they were all easy and safe**

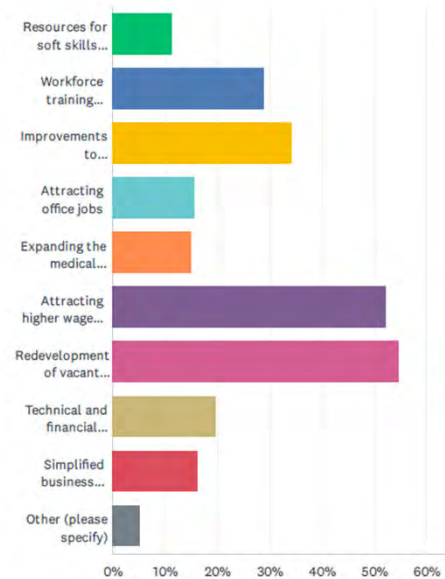
- Driving
- Walking
- Biking



## Economic Development

### • Top 3 Needs for Economic Development

- Redevelopment of Vacant Properties
- Attracting Higher Wage Jobs
- Improvements to Storefronts/Commercial Facades



## Quality of Life

### • Top 3 Desired Amenities

- Multi-use trails for pedestrians and cyclists
- Large Community Parks
- Small Neighborhood Parks

### • Biggest Educational Issue

- Disparity in K-12 school performance between clusters
- Perception of South Gwinnett Clusters

### • Biggest Issues impacting health

- Car-dependent lifestyle
- Access to healthy food



# Draft Goals

## Goals – Land Use

1. Protect and enhance the character of existing residential neighborhoods.
2. Support the development of live/work/play/learn communities.
3. Establish a unique identity and sense of arrival into Snellville.
4. Facilitate quality development along major corridors
5. Continue to pursue the development of the Towne Center.



## **Goals – Transportation**

1. Alleviate congestion on major roadways.
2. Address safety issues at dangerous intersections and roadways.
3. Expand the City's walking and bicycling infrastructure.
4. Enhance access to transit and ridesharing services.
5. Ensure coordination with state, regional, county, and local agencies and partners.

## **Goals – Housing**

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



## **Goals – Economic Development**

1. Diversify the types of jobs available in the city.
2. Proactively position the City to respond to the rapidly growing real estate market.
3. Promote Towne Center as a hub for economic development activity.
4. Support technology and small business initiatives.
5. Continue to expand the medical services cluster.
6. Address the “brain drain” of the city’s youth leaving Snellville.

## **Goals – Quality of Life**

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



# Character Areas

## TWO-PART VISION

### STATEMENT

(CITYWIDE)

“ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ ”

1

### CHARACTER AREAS

(LOCATION-SPECIFIC)



MAP  
+  
NARRATIVE



2

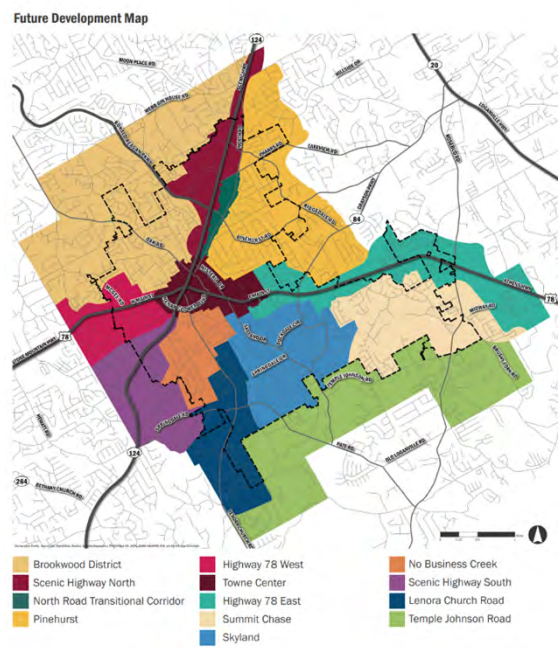


## WHAT IS A CHARACTER AREA?

- “Sub-areas” of the city: distinct neighborhoods, communities, or places
- Typically have similar land uses, building types, and transportation networks
- And/or areas that are expected to grow/change to be more similar to one another
- Guides the decisions of elected officials on future rezonings

## Character Area Refinements

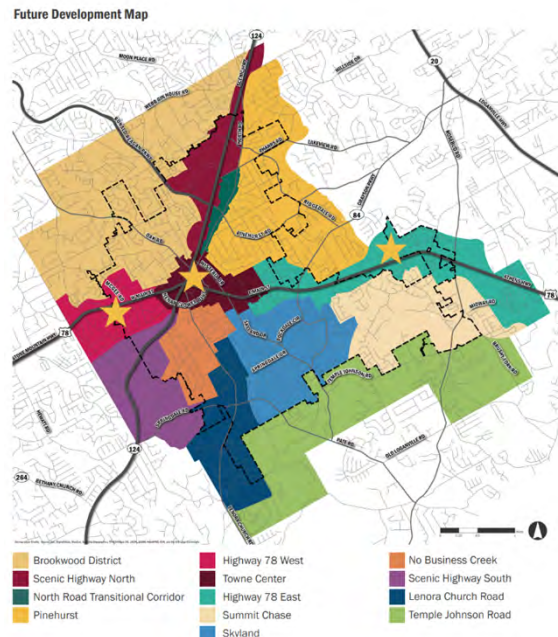
- Identify priority areas in need of change
- Identify areas that should remain the same
- Discuss Character Area Policies





## Priority Discussion Areas

- Highway 78 West
- Highway 78 East
- Towne Center



## Highway 78 West

### Vision

A vibrant commercial corridor that is a mix of well-kept, established businesses and new infill development, anchored by the EMC South Campus. 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.

### Predominant Land Uses

Health village, commercial/retail, low density residential, park/recreation

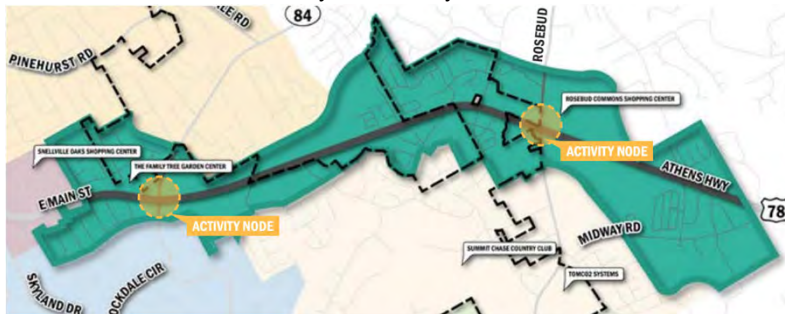




# Highway 78 East

## 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.



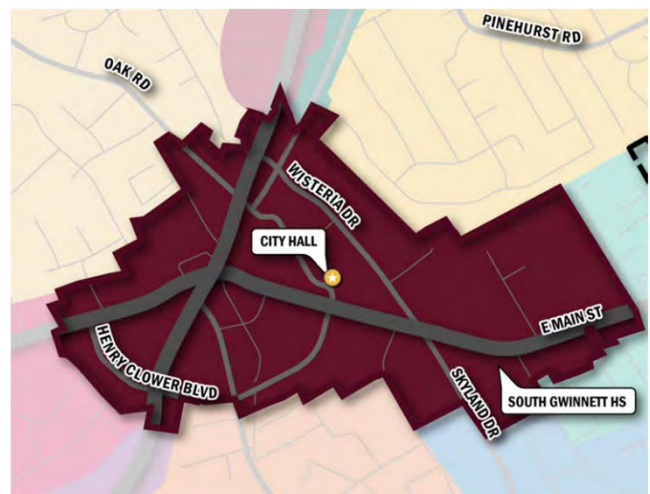
## Predominant Land Uses

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

# Towne Center

## 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. Pedestrians can safely access the Towne Center when crossing major roads. Lighting, landscaping, and art create a welcoming environment.



## Predominant Land Uses

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



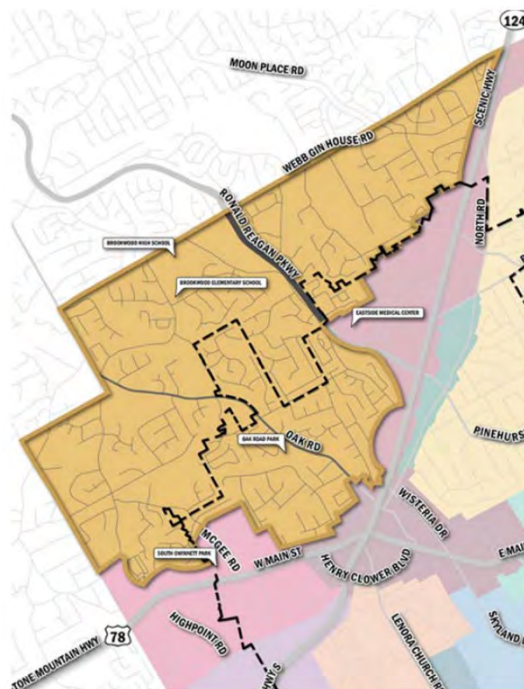
100

## 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.

## Predominant Land Uses

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



## 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.

## Predominant Land Uses

Commercial/retail, office/professional, health village





## North Road Transitional Corridor

### 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.

### Predominant Land Uses

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



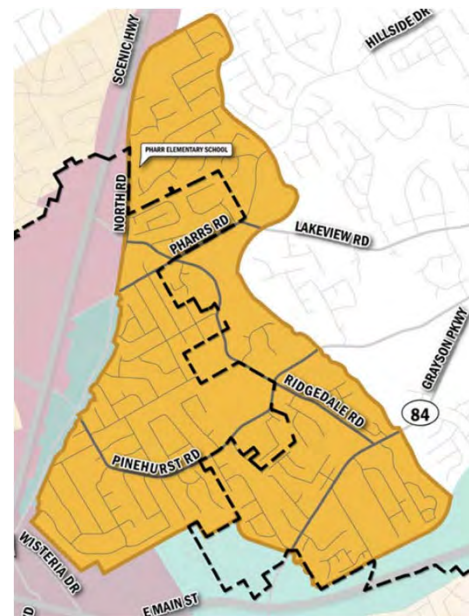
## Pinehurst

### 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.

### Predominant Land Uses

Low-density residential





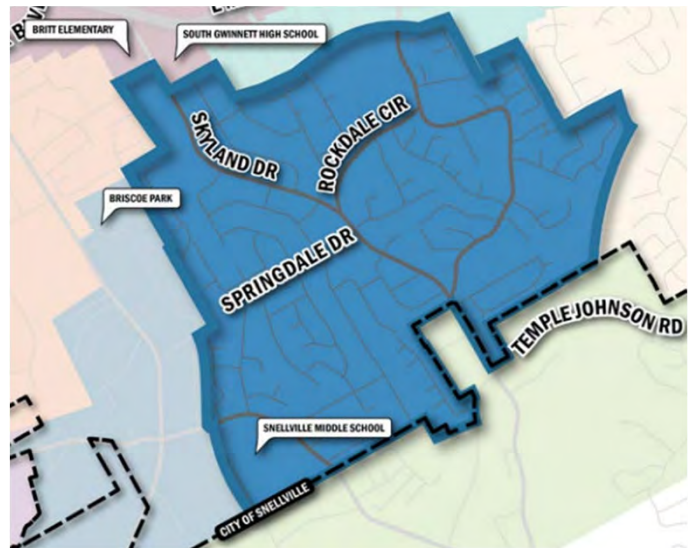
# Skyland

## 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 is established, transitional uses will develop closest to the Towne Center as a step down in density to the low-density single-family neighborhood.

## Predominant Land Uses

Low-density Residential.



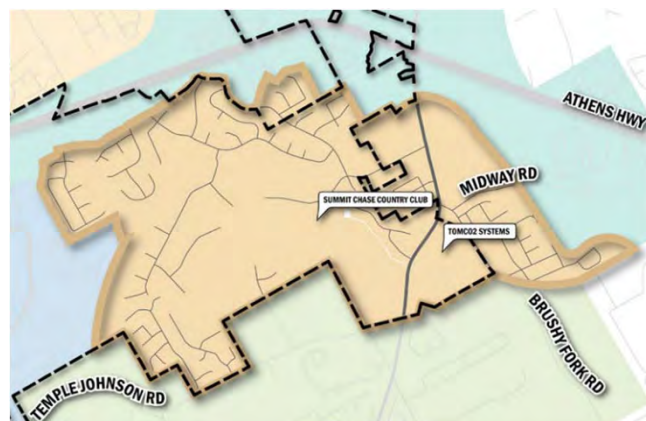
# Summit Chase

## 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.

## Predominant Land Uses

Low-density residential, estate residential, park/recreation





## No Business Creek

### 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 cutthrough traffic.

### Predominant Land Uses

Low-density residential



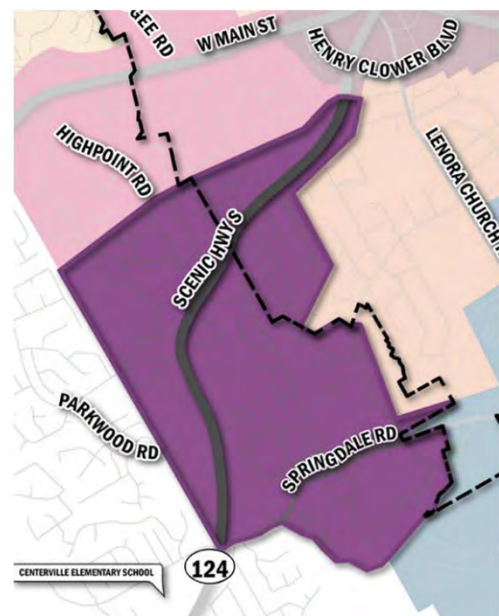
## Scenic Highway South

### 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.

### Predominant Land Uses

Low density residential, low-medium density residential





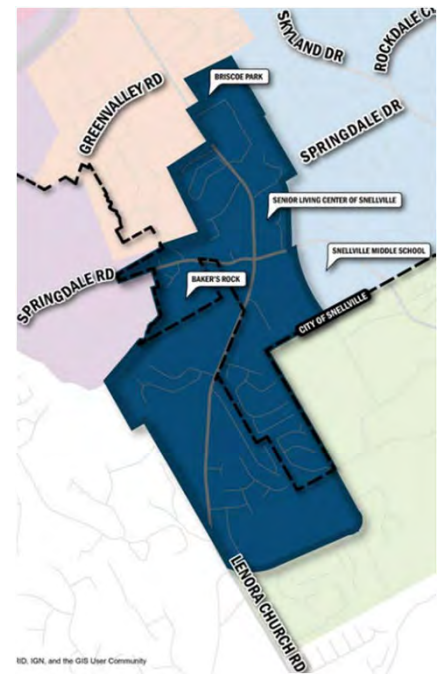
# Lenora Church Road

## 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.

## Predominant Land Uses

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



# Temple Johnson Road

## Vision

The Temple Johnson Road area is a quiet and rural community of homes and agriculture, with scenic views of pastures, horse fences, and natural areas. The eastern portion may include limited institutional uses, while preserving its rural character.

## Predominant Land Uses

Undeveloped, agriculture/forestry, estate residential, lowdensity residential





# What's Next?

## What's Next?

### **Next Community Task Force Meeting:**

*City Hall*

*Thursday, November 9<sup>th</sup>, 3:00 – 4:30 PM*

### **Online Survey #2:**

*Weeks of October 16<sup>th</sup> – October 23<sup>rd</sup>*

### **Community Open House**

*City Hall Community Room*

*Thursday, November 16<sup>th</sup>, 6:30 PM – 8:30 PM*

*Questions? Email [Jim.Summerbell@jacobs.com](mailto:Jim.Summerbell@jacobs.com)*



# Future Development Map

## What is a Character Area?

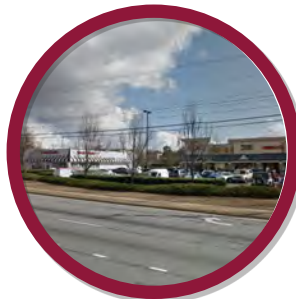
Snellville is made up of distinct places, each with their own purpose and feel. The Future Development Map (FDM) illustrates these as character areas, places that share several typical characteristics, such as similar land uses, street design, intensity of development, building types, or unique environmental 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 37)



**North Road Transitional Corridor**  
(page 38)



**Pinehurst**  
(page 39)



**Highway 78 West**  
(page 40)



**Towne Center**  
(page 42)



**Highway 78 East**  
(page 41)



**Summit Chase**  
(page 45)



**Skyland**  
(page 44)



**No Business Creek**  
(page 46)



**Scenic Highway South**  
(page 47)



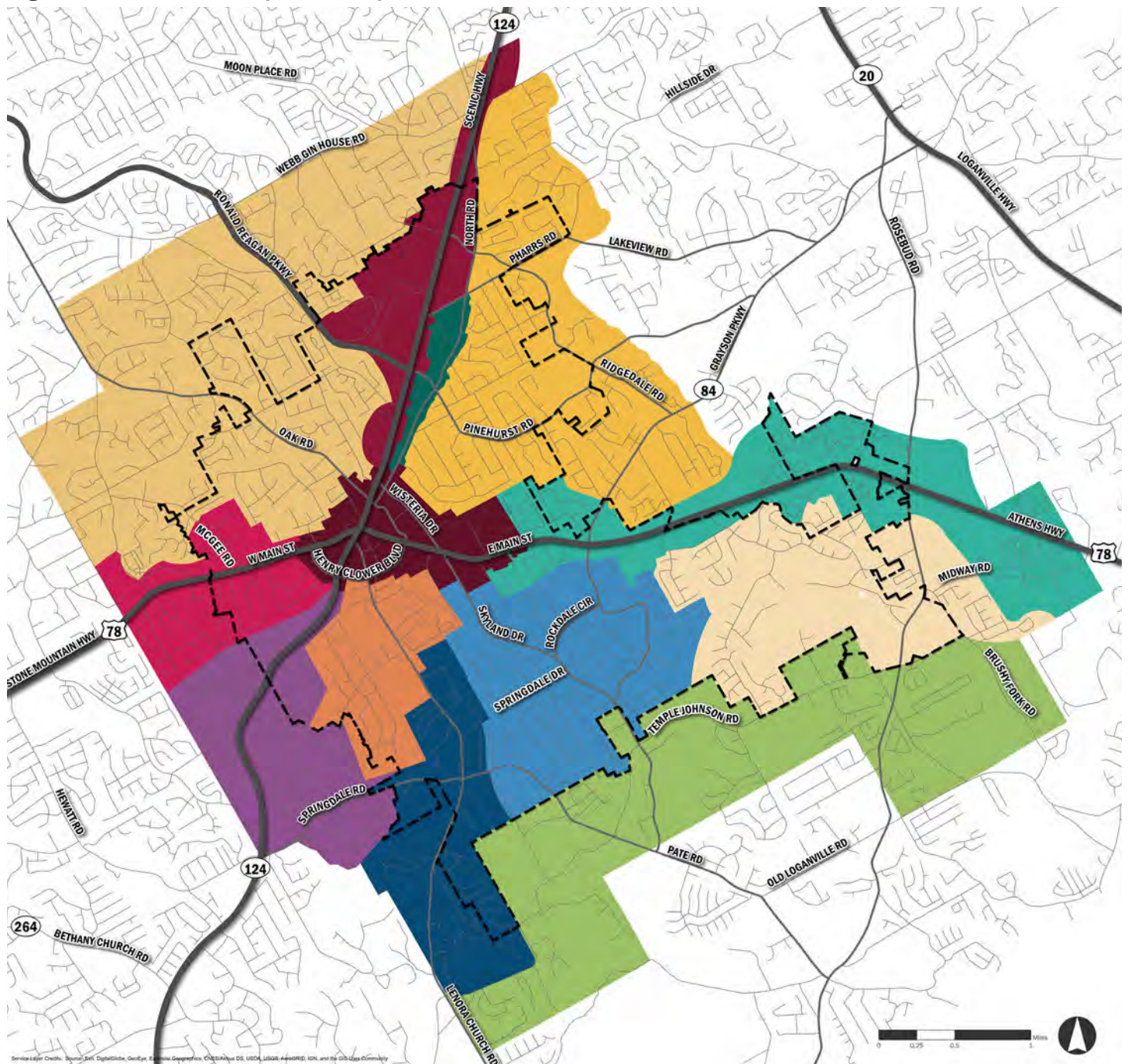
**Lenora Church Road**  
(page 48)



**Temple Johnson Road**  
(page 49)



Figure 3. Future Development Map



- |                                                                                                                                                                |                                                                                                                                              |                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></span> Brookwood District                  | <span style="display: inline-block; width: 15px; height: 15px; background-color: red; border: 1px solid black;"></span> Highway 78 West      | <span style="display: inline-block; width: 15px; height: 15px; background-color: orange; border: 1px solid black;"></span> No Business Creek    |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: darkred; border: 1px solid black;"></span> Scenic Highway North               | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkpurple; border: 1px solid black;"></span> Towne Center  | <span style="display: inline-block; width: 15px; height: 15px; background-color: purple; border: 1px solid black;"></span> Scenic Highway South |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: darkgreen; border: 1px solid black;"></span> North Road Transitional Corridor | <span style="display: inline-block; width: 15px; height: 15px; background-color: teal; border: 1px solid black;"></span> Highway 78 East     | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkblue; border: 1px solid black;"></span> Lenora Church Road |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: orange; border: 1px solid black;"></span> Pinehurst                           | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightorange; border: 1px solid black;"></span> Summit Chase | <span style="display: inline-block; width: 15px; height: 15px; background-color: green; border: 1px solid black;"></span> Temple Johnson Road   |
|                                                                                                                                                                | <span style="display: inline-block; width: 15px; height: 15px; background-color: blue; border: 1px solid black;"></span> Skyland             |                                                                                                                                                 |



## CHARACTER AREA

# Brookwood District

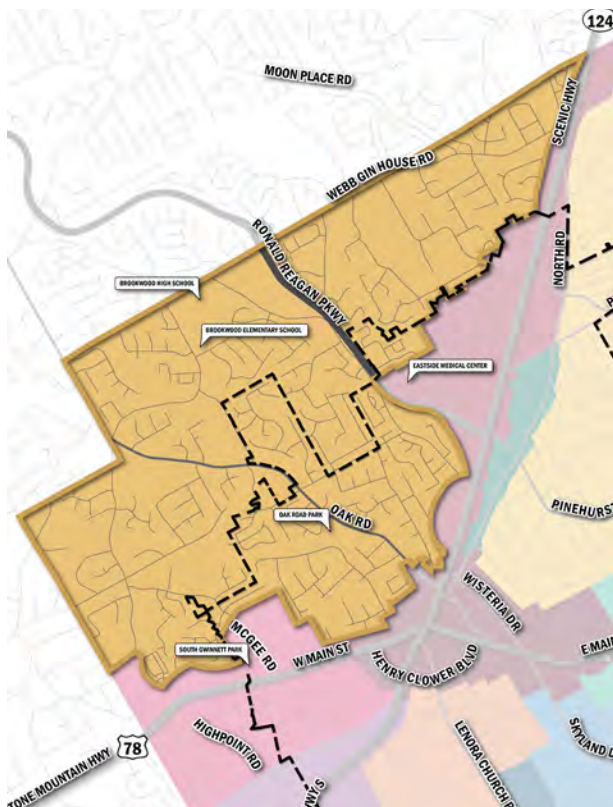


## Existing Character Description

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 and traditional two-story 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



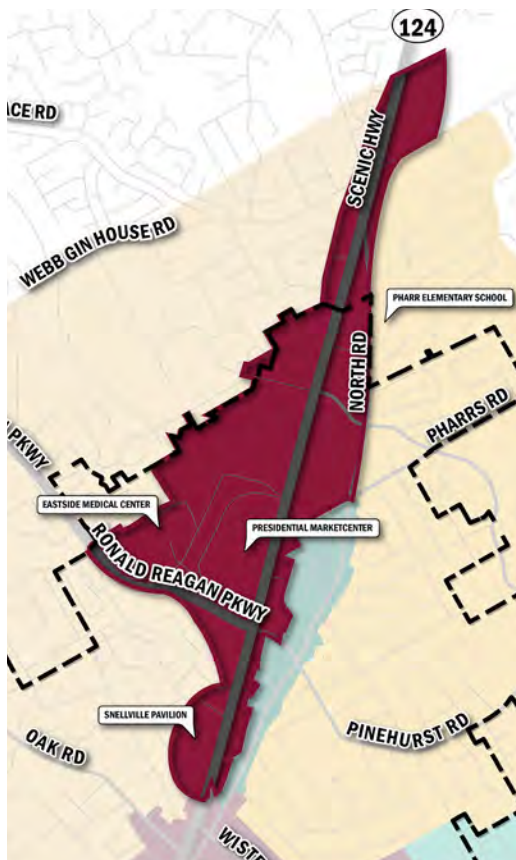
## Scenic Highway North

### 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 and encourage reuse
- 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
- Continue active code enforcement



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

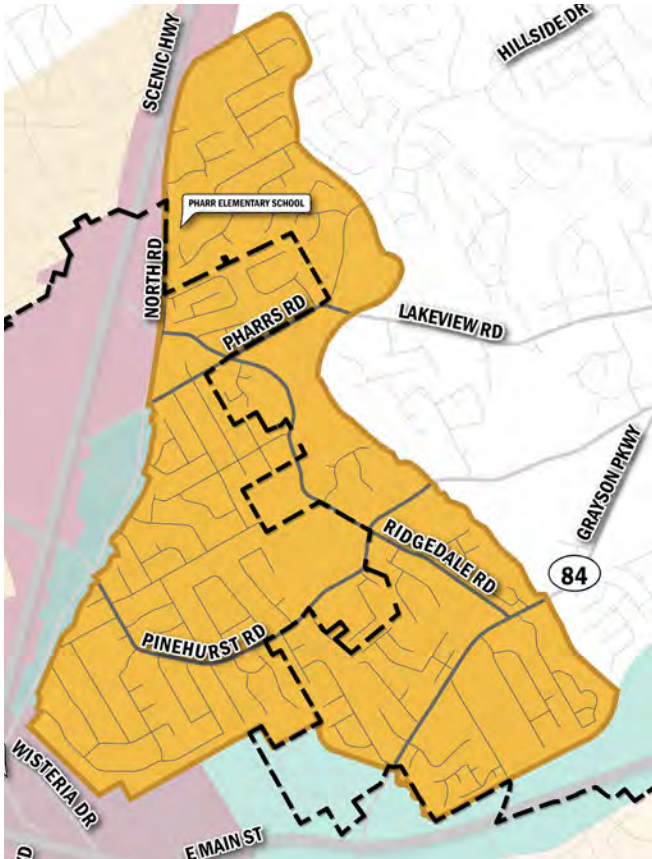
### Vision

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 and the surrounding residential neighborhoods. Within this character area, the corridor has attracted mainly standalone retailers, shopping plazas, and automotive repair businesses. Eastside Medical Center's (EMC) South Campus is located in this area and has attracted surrounding medical offices and related uses. 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 sports programs. The Evermore Community Improvement District and has made improvements like landscaped medians in some places. The new divergent left turn intersection at US 78 and SR 124 will impact this area, improving traffic flow for vehicles while creating a barrier for pedestrians and cyclists.

### Predominate Land Uses

Health village, 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, anchored by the EMC South Campus. 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 Blvd
- Promote an integrated health village surrounding EMC
- 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 commercial 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 medical office



Landscaped median with artistic lighting



Existing medical 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 zoning designation for areas within specified activity nodes. This should permit a mixture of land uses, similar to the Towne Center, but at a smaller scale. A connected street grid network with small blocks and wide pedestrian walkways should be required as properties are redeveloped. Streets should include landscaping, pedestrian-scale lighting, and street furniture. Public gathering areas should be encouraged. Buildings should be limited to no more than three stories and should include facade variation and fenestration. Parking should be located to the rear or side of buildings.
- 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 and parallel access roads where possible
- Implement the planned greenway route along US 78



Existing residences between proposed nodes





## Towne Center

### Existing Character Description

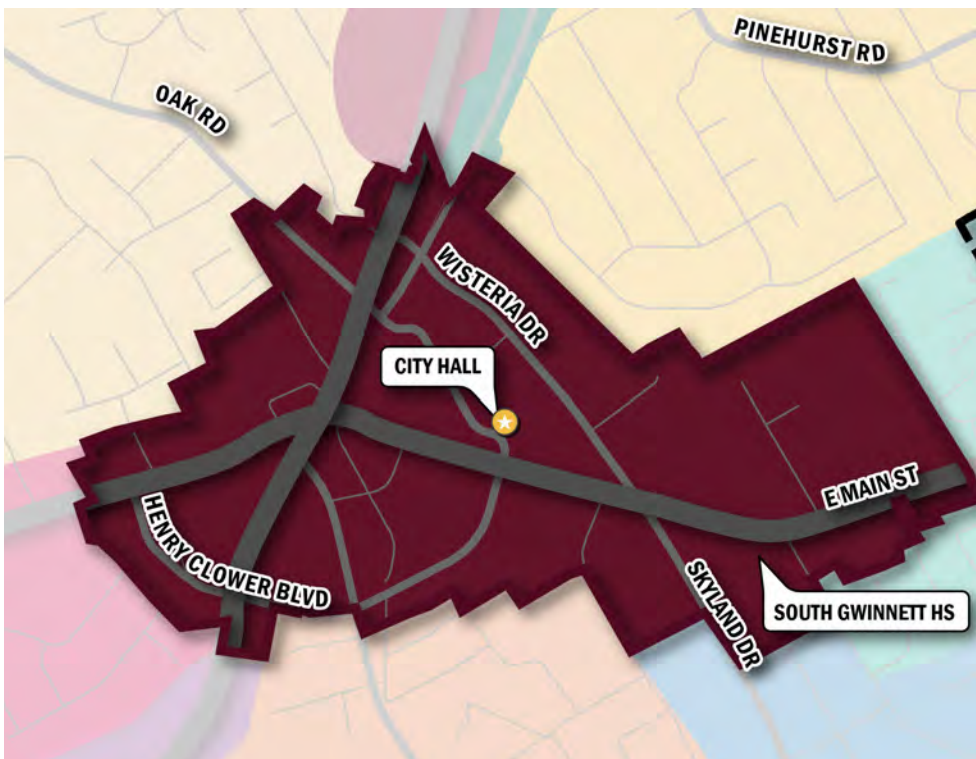
The Towne Center is located at the center of Snellville and includes a mix of civic, retail, office, and educational uses, as well as the Snellville Historical Cemetery. Having developed in the age of the automobile, its current form is low density and suburban in nature, unlike traditional downtowns, 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. Pedestrians can safely access the Towne Center when crossing major roads. 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, US 78 and Wisteria Drive, and US 78 and Henry Clower Boulevard
- 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
- Focus higher density residential development here
- Encourage step down zoning as a transition from the Towne Center
- 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

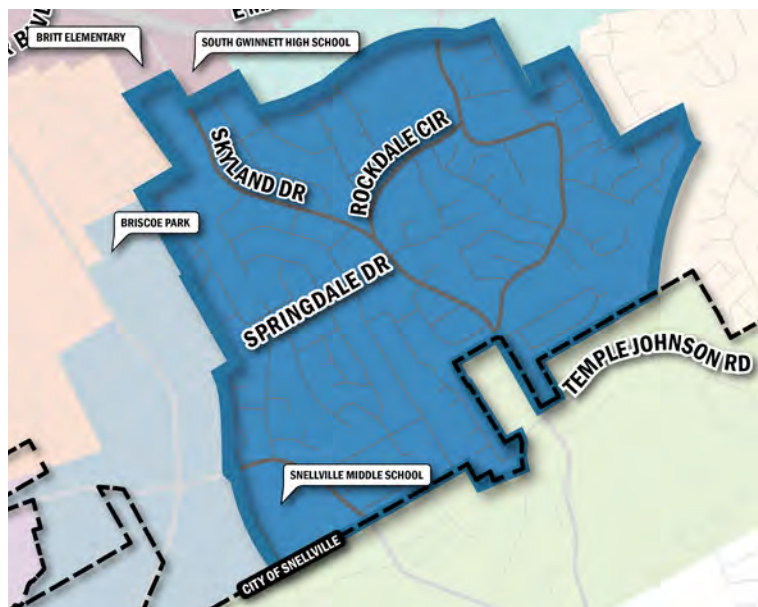
Low-density residential

### 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 is established, transitional uses will develop closest to the Towne Center as a step down in density to the low-density single-family neighborhood.

### 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

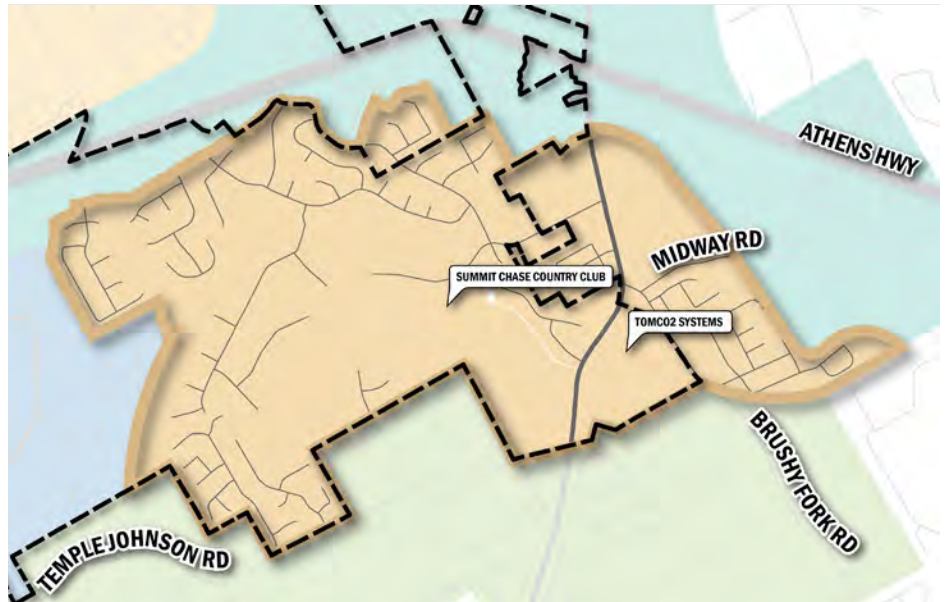
Low-density residential, estate residential, park/recreation

### 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
- Preserve green space and wooded areas
- Protect the Big Haynes Creek Watershed
- 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

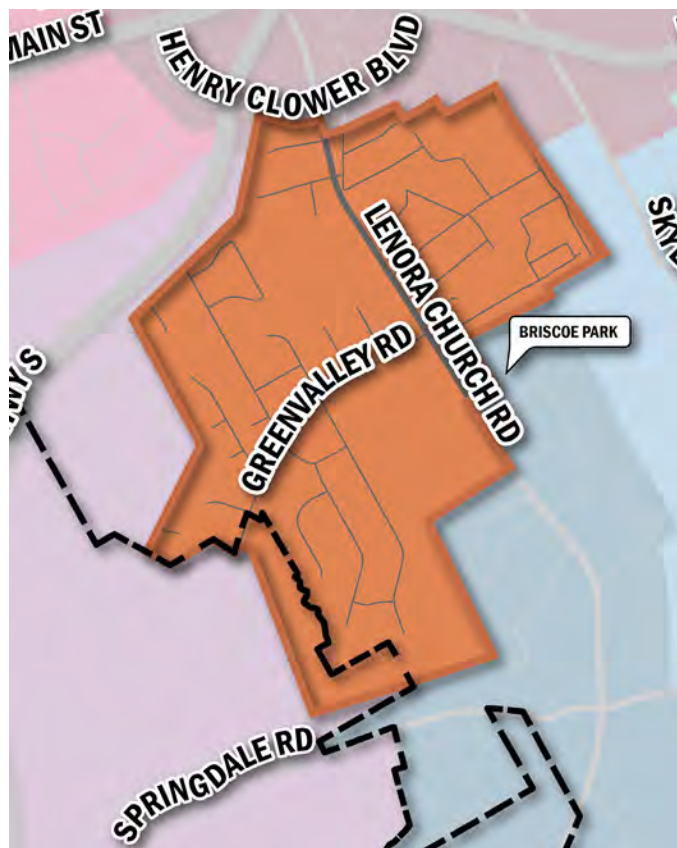
The No Business Creek character area is just south of the Towne Center off Lenora Church Road. No Business Creek is the spine of the neighborhood, and it is dotted with small lakes, ponds, wooded areas, and private green space. The area is made up almost entirely of single-family homes, even along major 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



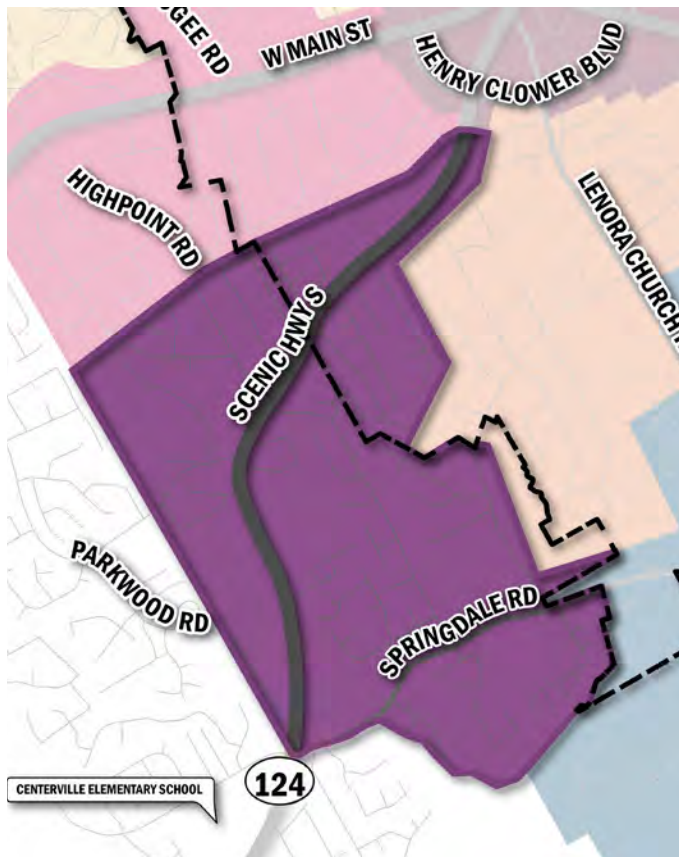
## Scenic Highway South

### 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

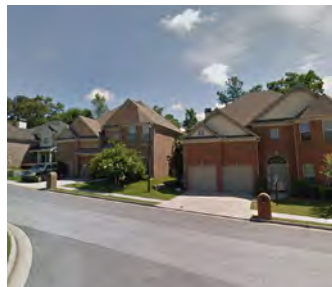


### Vision

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



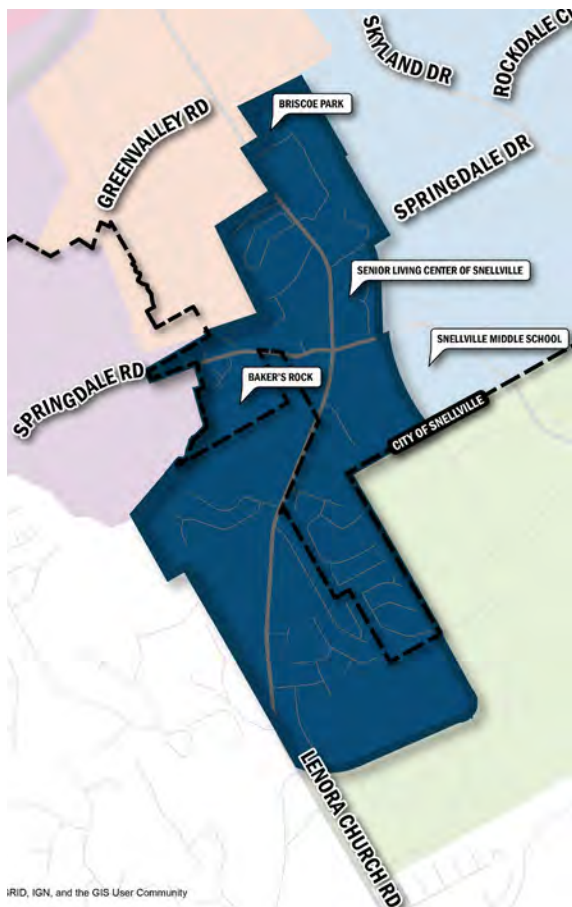
# Lenora Church Road

## 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

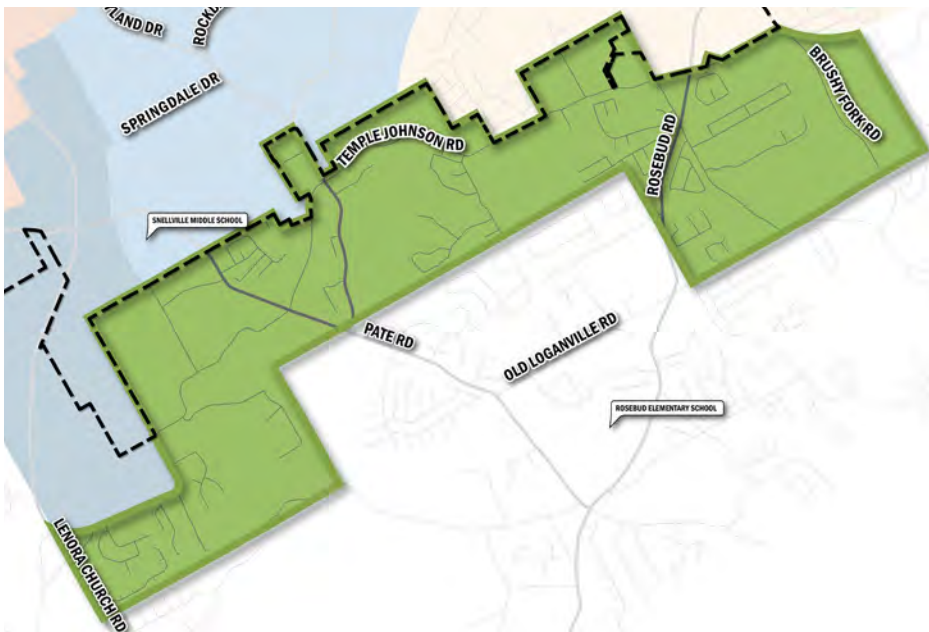
Undeveloped, agriculture/forestry, estate residential, low-density residential

### 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. The eastern portion may include limited institutional uses, while preserving its rural character.

### 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



## Community Task Force Meeting #3

October 3, 2023

### Attendees

Councilmember Tod Warner  
Matthew Pepper, Assistant City Manager  
Jason Thompson, Planning Director  
Josh Ferguson, City Planner  
Catherine Hardrick, Citizen  
Kirk Demetrops, Developer  
Melisa Arnold, City Clerk  
Brian Arrington, PIO  
Tom Flynn, Citizen

### Facilitator (Jacobs)

Jim Summerbell, Project Manager

### Agenda

- 3:00** Project Updates
- 3:05** Survey #1 Results
- 3:15** Draft Goals
- 3:30** Character Area Discussion
- 4:25** Next Steps
- 4:30** Adjourned

### Summary

This Community Task Force meeting was centered around a discussion of Draft Goals and Character Areas and potential adjustments that may need to be made as a result of this plan update.

#### *Survey Results*

Jim presented the results of the first community survey and explained that these would be used to confirm the community vision before moving forward with the plan policies and implementation strategies. Results of Community Survey #1 can be reviewed in this Appendix D under “Community Survey #1 Results.”





### ***Draft Goals***

Jim also reviewed draft goals for the plan. The Task Force provided feedback was recorded in the PowerPoint presented at the meeting, which is attached, but for the most part very few of the goals changed. Most of the changes were made to reflect changes in place names and to goals that had been achieved over the past 5 years.

### ***Character Area Discussion***

Most of the meeting was spent on the draft goals, so the Characters areas were just touched upon. Before the meeting, however, some detailed revisions were offered by Mayor Bender who was not able to attend the meeting. And her comments were discussed with the Task Force, and reviewed by staff and project team. A copy of her comments are attached. Additional comments were offered after the meeting by Tom Flynn who attended the meeting, and his comments are also attached for the record,





# 2045 COMPREHENSIVE PLAN UPDATE

## Community Task Force Meeting #4

November 9, 2023 | 3:00 – 4:30 PM

**Jacobs**

## Agenda

**3:00** Project Updates

**3:05** Community Survey #2 Results and Character Area Discussion

**3:45** Key Priorities and Work Program Discussion

**4:20** Open House Discussion and Next Steps



# Project Updates

## Phase 1 Kick-off & Assessment | July – August 2023

- 1.1 Project Management
- 1.2 Project Team Kick-off Meeting
- 1.3 Public Engagement Plan
- 1.4 Project Webpage
- 1.5 Public Hearings Round #1
- 1.6 Stakeholder Interviews
- 1.7 Community Task Force Meeting #1
- 1.8 Draft Needs & Opportunities Element

## Phase 2 Community Vision & Goals | August - September

- 2.1 Community Task Force Meeting #2
- 2.2 Community Survey #1
- 2.3 Community Vision & Goals
- 2.4 Character Area Map & Narratives

## Phase 3 Implementation Planning | October - November

- 3.1 Community Task Force Meeting #3
- 3.2 Community Survey #2
- 3.3 Community Policies
- 3.4 Draft Elements
- 3.5 Draft Community Work Program

## Phase 4 Plan Finalization | December 2023 – February 2024

- 4.1 Draft Comprehensive Plan
- 4.2 Community Task Force Meeting #4
- 4.3 Open House
- 4.4 Public Hearings Round #2
- 4.5 Comprehensive Plan Submittal
- 4.6 Final Comprehensive Plan

**Target Transmittal: December 2023**

**Adoption Deadline: February 28, 2024**

● Public/Stakeholder Engagement

# What will we cover today?

- **Meeting #1 (August):** Introduction to the Comprehensive Plan, SWOT analysis, community vision
- **Meeting #2 (September):** Needs & Opportunities
- **Meeting #3 (October):** Character Areas
- **Meeting #4 (November):** Finish our discussion of Character Areas and talk about priority draft Implementation Strategies or Actions





# Community Survey #2 Results and Character Area Discussion

## Participation

- **232** Survey Participation
- Open October 25 to November 8
- Purpose: Gather feedback on the City's Character Areas' boundaries and vision statements



# WHAT IS A CHARACTER AREA?

- “Sub-areas” of the city: distinct neighborhoods, communities, or places
- Typically have similar land uses, building types, and transportation networks
- And/or areas that are expected to grow/change to be more similar to one another
- Guides the decisions of elected officials on future rezonings

## TWO-PART VISION

### STATEMENT

(CITYWIDE)

“ \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ ”

1

### CHARACTER AREAS

(LOCATION-SPECIFIC)



MAP  
+  
NARRATIVE

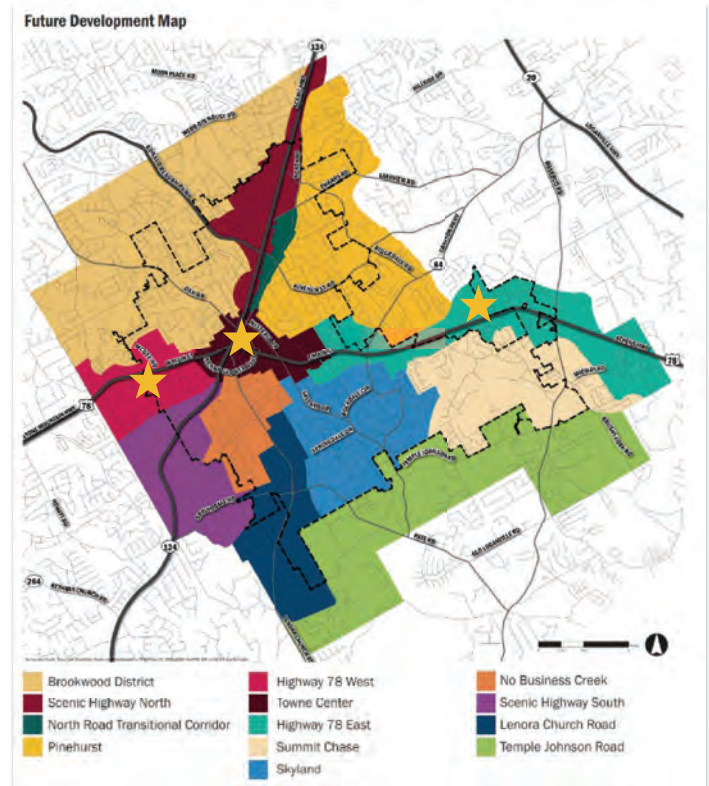


2



# Priority Discussion Areas

- Highway 78 West
- Highway 78 East
- Towne Center



## Highway 78 West

### Survey Results

**75% Agree**

### Vision

A vibrant commercial corridor that is a mix of well-kept, established businesses and new infill development, anchored by the EMC South Campus. 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.





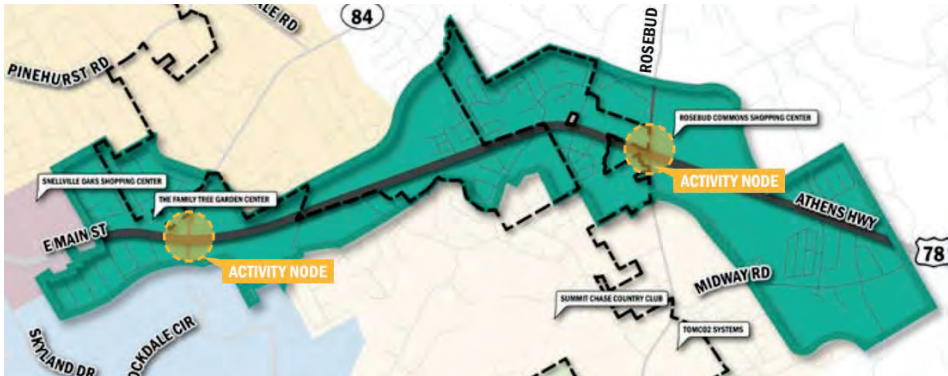
# Highway 78 East

## 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.

## Survey Results

**83% Agree**



# Towne Center

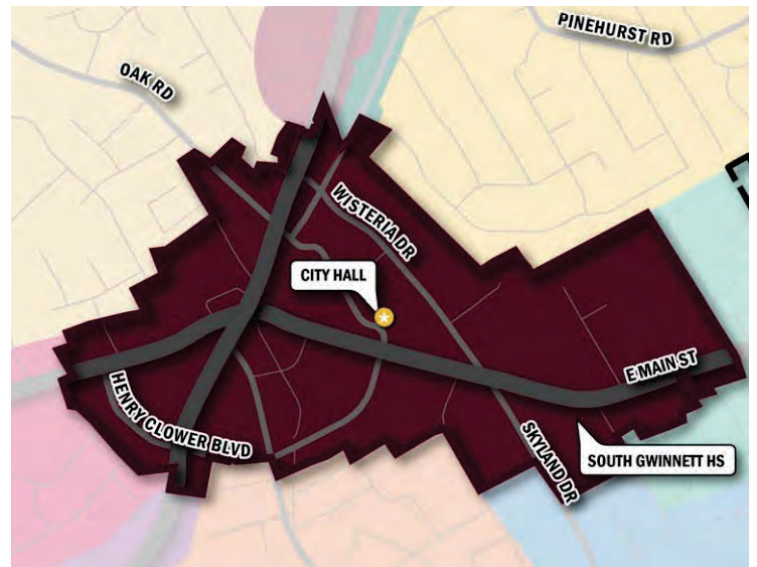
## Survey Results

**77% Agree**

ADD recommendation for a UDO review and possible revision to deal with transition areas

## 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. Pedestrians can safely access the Towne Center when crossing major roads. Lighting, landscaping, and art create a welcoming environment.





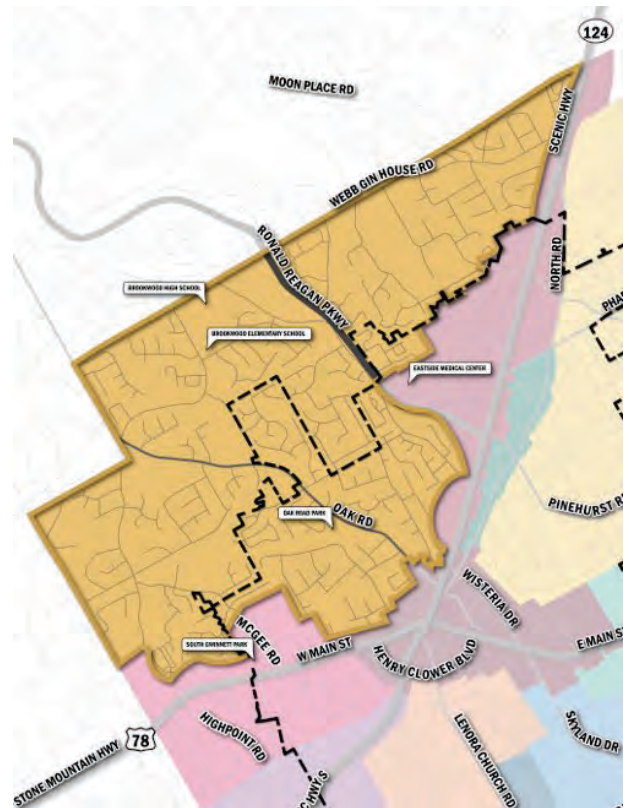
# Brookwood District

## Survey Results:

# 89% Agree

### 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.



# Scenic Highway North

## Survey Results

# 83% Agree

### 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.





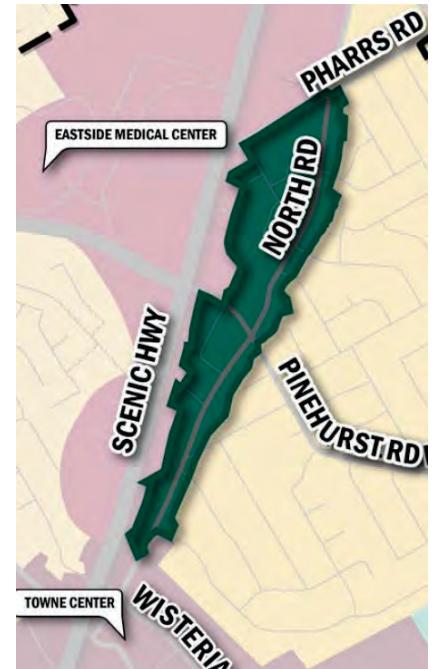
# North Road Transitional Corridor

## Survey Results

**72% Agree**

### 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.



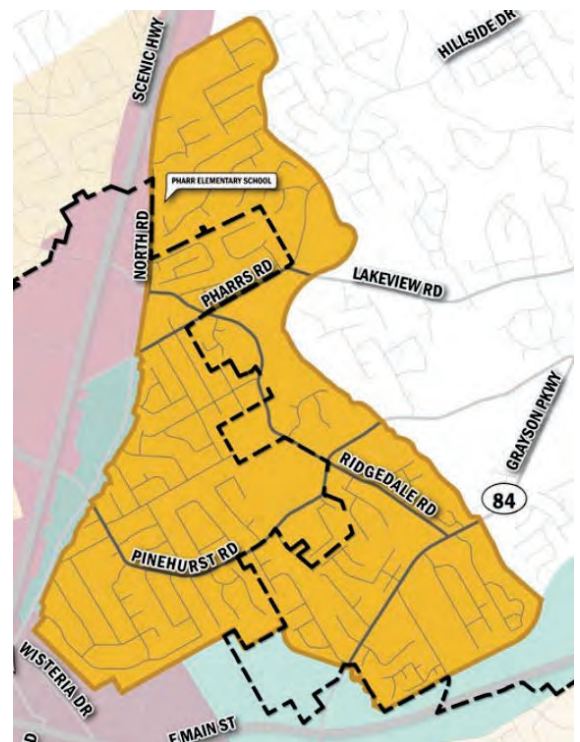
# Pinehurst

## Survey Results

**77% Agree**

### 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.





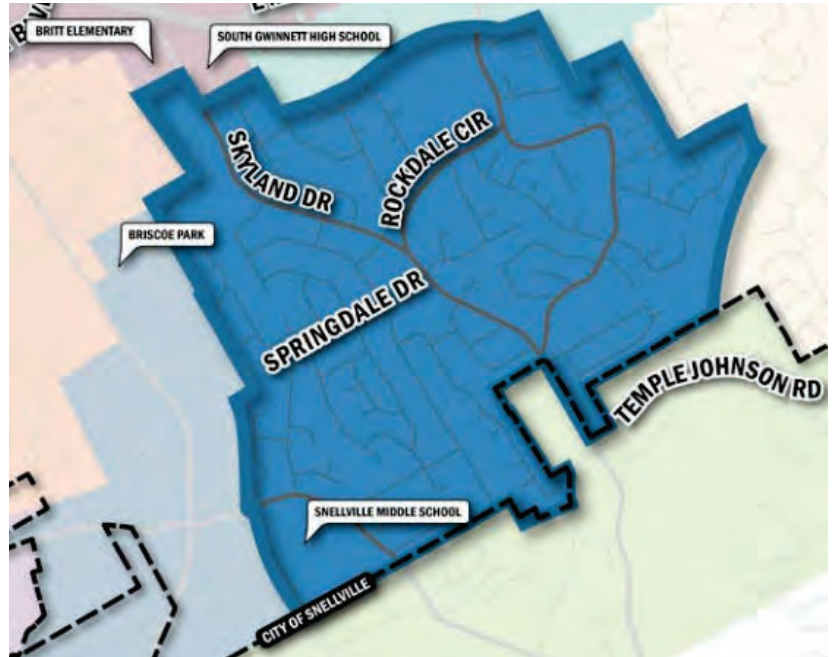
# Skyland

## Survey Results

# 81% Agree

### 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 is established, transitional uses will develop closest to the Towne Center as a step down in density to the low-density single-family neighborhood.



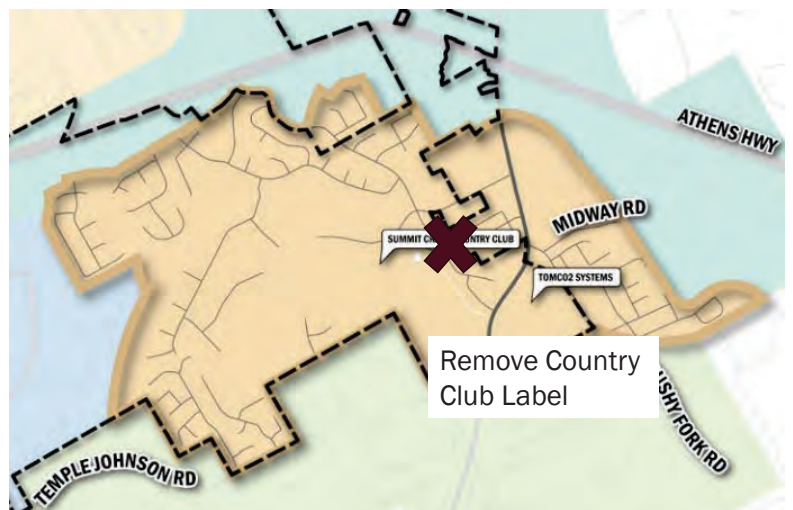
# Summit Chase

## Survey Results

# 85% Agree

### 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.





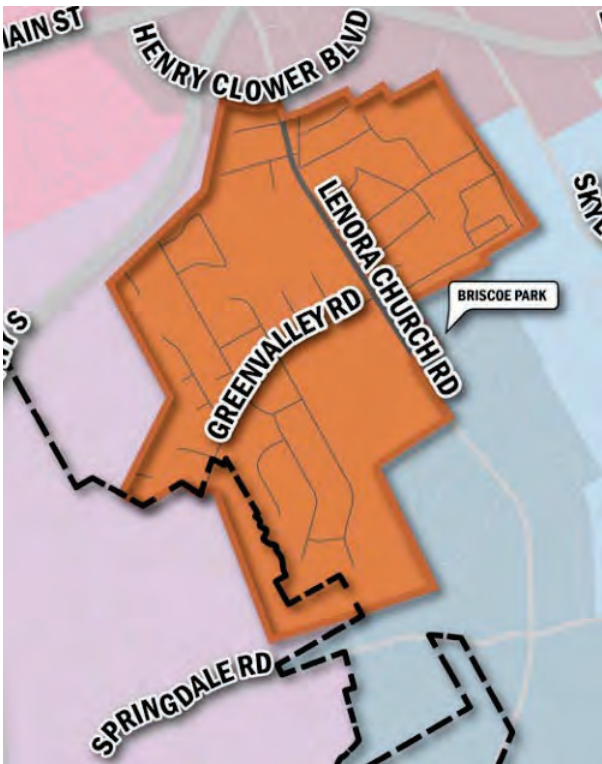
# No Business Creek

## Survey Results

83% Agree

### 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.



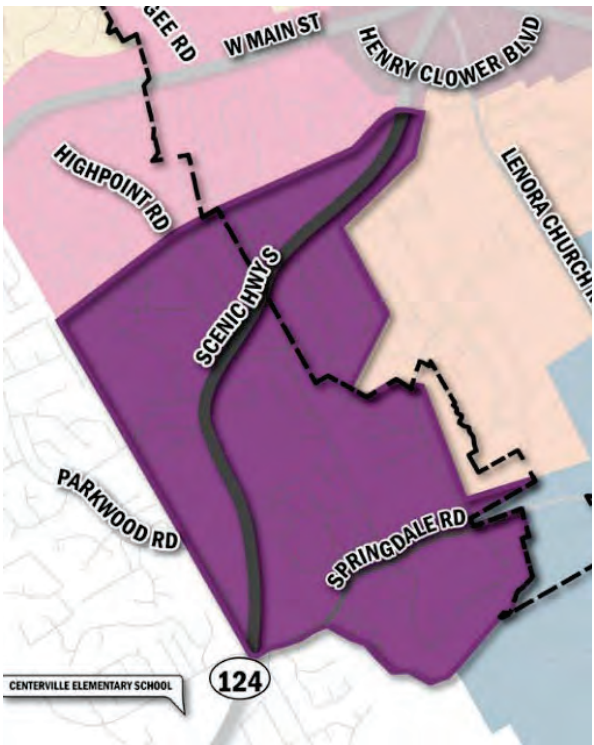
# Scenic Highway South

## Survey Results

80% Agree

### 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.





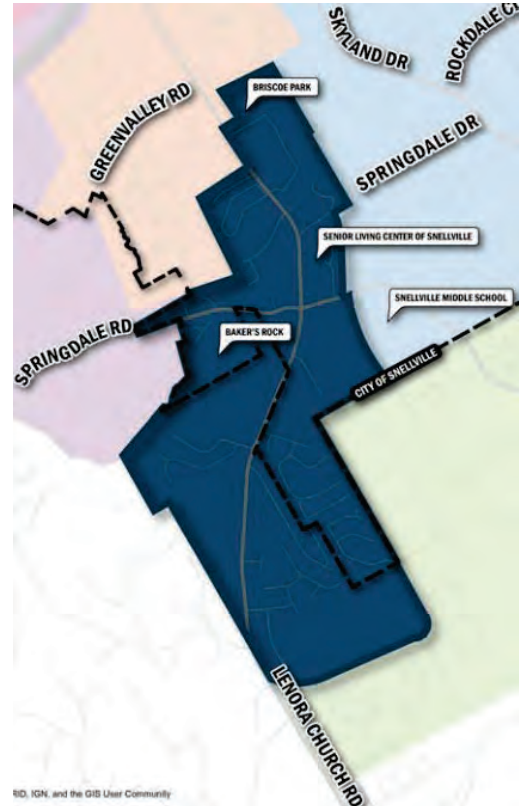
# Lenora Church Road

## Survey Results

# 89% Agree

## 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.



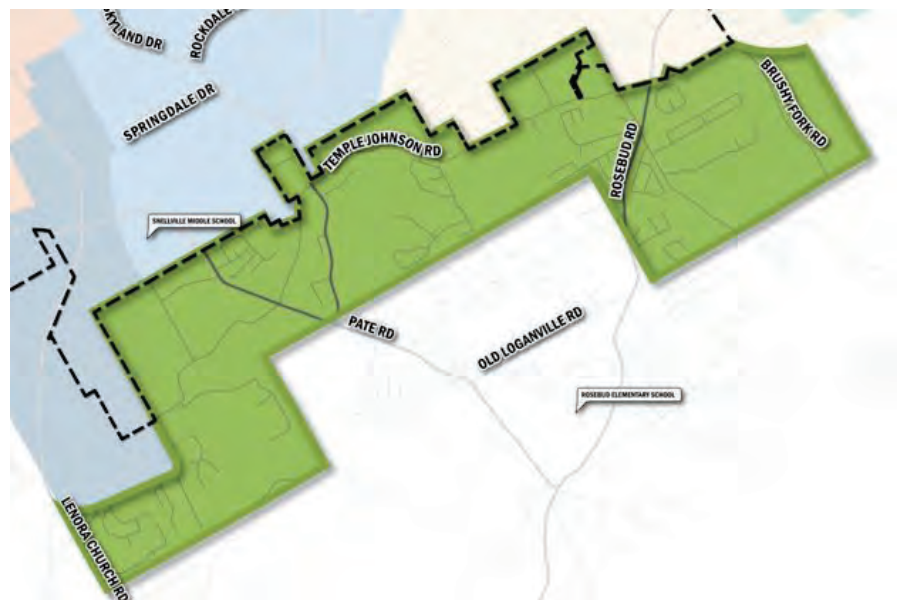
# Temple Johnson Road

## Survey Results

# 86% Agree

## 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. The eastern portion may include limited institutional uses, while preserving its rural character.



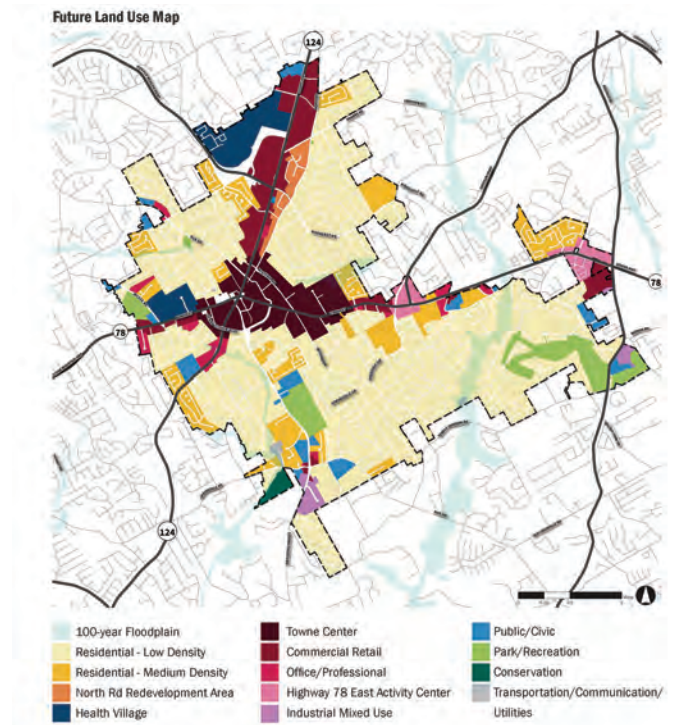


# Future Land Use Map

Any changes needed based on our discussion of the Character Areas?

Should the Towne Center designation be modified to address different forms of the development on the north and south side of US 78?

\* Need to be sure we have the latest version. City has updated it several times.



## Community Work Program



# What is the Community Work Program?

- To-do list for staff and officials over the next 5-years
- Implementable projects and action items
- Identifies responsibilities, estimated cost, and potential funding sources
- Also identifies long range or aspirational projects
- Supporting ongoing activities and policies are identified separately in the plan

## Top Implementation Strategies

- How will the City address the key needs and opportunities?
- Following are the Strategies outlined in the current plan and key projects identified under each.
  - What has changed?
  - What needs to be deleted?
  - What needs to be added?
- Key policies are also part of the overall approach to implementation, but we covered those at our last meeting

Key:

Grayed text – completed or no longer relevant

Green text – ongoing

Black text – postponed

Red text – added after discussion with the Task Force



# Establish a vibrant, walkable Towne Center

- 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) - Phase 1 ongoing, but add Phase 2
- Snellville Greenway Phase I – Towne Center Loop – Phase 1 complete, add Phase 2
- Pedestrian/bicycle improvements (T34-T41) – Some no longer relevant and some complete
- Towne Center parking garage (T-42-43) - Complete
- New City Market building (ED6 to ED-8) – will be complete next year
- New green (QL-1) – will be complete next year
- New Gwinnett County Library at the Towne Center (QL-5) - Complete
- As part of the new Unified Development Ordinance (UDO), allow a greater variety of housing types in the Towne Center and immediately surrounding areas (H-1)
- Explore Tax Allocation District legislation (ED-14) – no longer relevant
- Add LCI Update Application to address pedestrian safety and crossings of 124 and 78

# Enhance residential neighborhoods

- 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) – Still ongoing, adding connection to Springdale
- Identify and acquire parcels for additional future parks (QL-3) – KEEP (policy)
- Install gravity sewer line along Nelson Creek (LU-11)
- Add – Continue to monitor and repave neighborhood streets. This is an ongoing program to benefit the neighborhoods



# Create a clear sense of identity

- Adopt new Unified Development Ordinance (LU-3)
- Implement citywide (DDA) Wayfinding Master Plan (T-5)
- Consider replacement for Snellville Arts Commission to make recommendations for public art (QL-12) – Change to Support Create Gwinnett to grow creativity and support for arts and culture as an engine for economic development
- 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) – partially complete
- Ensure new developments on 78 East, Ronald Reagan Parkway, and Lenora Church Road include gateway features
- Continue to extend Holiday and other placemaking features further out from core of the Town Center along major corridors.

# Integrate healthier, safe, multimodal transportation options

- Snellville Greenway (T15 to T-28) – partially complete some segments ongoing
- Establish a dedicated sidewalk fund (T-32)
- Pedestrian/bicycle improvements (T-34 to T-41)
- Gwinnett County Transit (GCT) Flex Route 503 (T-44)
- New GCT local bus service (Routes 60 and 70) (T-45 and T-46)- Route 60 complete, 70 is postponed
- Work with GCT and ATL to explore micro-transit services in the city, particularly between the Towne Center, Piedmont Medical Center, and TOMCO2 (T-47)
- Add support of widening project for US 124.



# Expand the Medical Service Cluster

- 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
- Expand variety of housing options to help attract medical professionals

## Support small business initiatives and lifelong learning

- Continue working with Partnership Gwinnett, SCORE, established non-profits, Gwinnett Technical College, Georgia Gwinnett College, and the University of Georgia's Small Business Development Center to improve technical training (ED-1 to ED-3)
- 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)
- Update the Economic Development Strategic Plan (ED-12)



## Increase opportunities for recreation and relaxation

- 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)
- Construct a new Community Recreation Center at Briscoe Park
- 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 (T15 to T-28) – partially complete some segments ongoing

# What's Next?



# What's Next?

## **First Draft of Comprehensive Plan**

*To be posted Monday, November 13<sup>th</sup>*

## **Community Open House – To be held in the Council Chambers**

*Thursday, November 16<sup>th</sup>, 6:30 PM – 8:30 PM*

## **Planning Commission Transmittal Hearing**

*Tuesday, November 28<sup>th</sup>, 7:30 PM*

## **City Council Transmittal Hearing**

*Monday, December 11<sup>th</sup>, 6:30 PM*

*Questions? Email [Jim.Summerbell@jacobs.com](mailto:Jim.Summerbell@jacobs.com)*



# Community Task Force Meeting #4

September 23, 2023

## Attendees

Councilmember Tod Warner  
Matthew Pepper, Assistant City Manager  
Jason Thompson, Planning Director  
Josh Ferguson, City Planner  
John Dennis, Zoning Administrator  
Patrick Stewart, Golden Krust  
Catherine Hardrick, Citizen  
Melvin Everson, STAT Board Member  
Kirk Demetrops, Developer  
Brian Arrington, PIO

## Facilitators

Jim Summerbell, Jacobs Project Manager  
Marilyn Hall, Hall Consulting

## Agenda

- 3:00** Project Updates
- 3:05** Survey #2 Results and Character Area Discussion
- 3:45** Community Work Program Discussion
- 4:20** Open House Discussion and Next Steps
- 4:30** Adjourned

## Summary

This Community Task Force meeting was centered around a discussion of Character Areas and implementation strategies and potential adjustments that may need to be made as a result of this plan update.

### *Survey Results*

Marilyn presented the results of the first community survey and explained that these would be used to confirm the community vision for each of the Character Areas. Results of Community Survey #2 can be reviewed in this Appendix D under “Community Survey #2 Results.” The survey supported the definitions of current character areas and their vision. Little needs to change in the plan except updating outdated terms and place names.





### ***Key Priorities and Work Program Discussion***

Jim facilitated a discussion with the Task Force concerning key priorities and implementation strategies from the last plan. The slides highlighted the changes in the priorities based on the Record of Accomplishments from last plan. The slides showed with strategies had been accomplished (grey text), are still on-going (green text), or were postponed (black text). An updated version of the presentation is attached with also shows strategies and changes offered by the Task Force in Red. This information will feed directly into the draft report.

### ***Open House Discussion and Next Steps***

Finally the Task Force discussed preparation for the Open House, scheduled for November 16 at 6:30 PM to 8 PM in the City Council Chambers. The set up will information boards around the room with comment cards and stick notes for participants to leave comments. Staff and team members will be around the room to answer questions. Task Force members were asked to help spread the word, and the project team will prepare a flyer and text for social media.

***Adjourned at 4:30 PM***



# Stakeholder Interviews

August 10-11, 2023

## Interviewers

- Jonathan Corona - *Jacobs*
- Chris Barnum - *Jacobs*

## Stakeholders

- Melissa Arnold – *City Clerk*
- Mike Byrne – *Former City Attorney*
- Tod Warner – *Mayor Pro Tem*
- Solange Destang - *Councilwoman*
- Gaye Bruce – *Community Member*
- Rose Purdy – *Community Member*
- Gretchen Schulz - *Councilwoman*
- Lori-Ann Spears – *Urban Redevelopment Agency*
- Barbara Bender - *Mayor*
- Butch Sanders – *City Manager*
- Kirk Demetrops - *Developer*
- Wayne Mason - *Developer*
- Charlie Dickhaus – *Northside Hospital*
- Kathy Gargiulo – *Senior Program Manager*
- Nathan Smith – *Snellville UMC*
- Greg Perry – *Police Chief*
- Lisa Platt – *Parks and Rec Director*





## Key Takeaways

The Consultant Team (Jacobs) conducted a series of interview with key community stakeholders including City Staff, Elected and Appointed Officials, members of the development community, and residents. These conversations provided a wide range of insights about the City's progress over the last 5 years and its vision for the future. This input will be considered as part of the preliminary needs and opportunities assessment which will inform the vision established in the Comprehensive Plan Update: Snellville 2045. Read below for some of the pieces of information we gathered from the interviews, broken down by component category: Land Use, Housing, Transportation, Economic Development, and Quality of Life.

### Land Use

- General sense that the current comprehensive plan has served the city well.
- Little desire for industrial within the city, as there is not much room due to current boundaries.
- Emphasis on nodal development, continuing off the success of The Grove. Development has moved away from individual parcels to amalgamation.
- There is need for more density and a variety of housing options, however some hesitancy remains due to the speed and amount of new development across the city.
- Density should be focused along major corridors and at the gateways to the city.
- While Gwinnett has had an explosion of parks/open space, Snellville has lagged due to space constraints.
- Annexation is something the city would like to revisit in order to clean up the boundaries. Was previously tabled in order to shift efforts to the successful implementation of The Grove. However, should be conservative to preserve relationships with the county. Specific area mentioned is along Highway 78 going east.





## **Housing**

- Need for a variety of housing types, even within redevelopment nodes (not just apartments but also need for townhomes). There should be a balance between the market (apartments) and community needs (issues around renting vs. owning).
- Workforce housing is an issue, as is a lack of missing-middle housing.
- Apartments should be targeted at nodes (Rosebud, Rockdale, Town Center).
- Code ordinance is in good shape, however lack of staffing makes it difficult to enforce.
- Density is required to create an adequate balance between residential and commercial, with most of the residential classified as R-150.
- Lack of any form of subsidized senior housing in Snellville. City is attracting middle-class families with no way for legacy residents to maintain affordability.

## **Transportation**

- Traffic is a major concern for both the community and city officials.
- Traffic flow improvements, such as the divergent diamonds, have been well-received.
- Traffic calming measures are needed in neighborhoods that experience higher than normal volumes of traffic, resulting in greater speeds.
- The Gwinnett micro mobility program was popular and was repeated as something the city would like back.
- Need for dedicated connections to Briscoe Park (bike, ped). Greenway a possibility in order to link to new community center.
- Interest in dedicated bicycle facilities provided they are intentional.
- Lack of sidewalks and difficult overall with walkability.
- No access to public transportation. Hesitancy around trains/rail but a general desire for access to bus. Unsure on any stops on upcoming Gwinnett bus system.





## **Economic Development**

- Due to limited remaining undeveloped land, redevelopment should be the focus, specifically at dead strip plazas.
- Given the success of medical in the city, healthcare is an industry that should be leaned into. Good relationship with Northside and Piedmont. Demand for medical office is projected to remain high due to need for face to face exposure.
- Coworking space in The Grove should serve as a way to foster local small businesses. City would like to keep them in town.
- Need for more office jobs to offset the oversaturation of big box retail.
- Development should radiate out from The Grove to create a walkable core for jobs and businesses.
- Development is constrained by sewer capacity. 80% of Snellville is on septic and any upgrades to the water system is driven by development. Majority of sewer line are located in and around the town center.
- Concerns that larger developments will cause a large increase in traffic volume, a problem already faced by Snellville.

## **Quality of Life**

- Snellville has a good mix of facilities, but the new community center at Briscoe Park would alleviate bottlenecks faced by both the Park Dept. and the seniors programming.
- Walkable in the core but becomes dangerous when trying to connect to surrounding residential neighborhoods. Intersection improvements needed.
- There are frequent outages of internet, service needs to be better.
- Food insecurity issues faced by students at local schools (need to pinpoint how this affects Snellville).
- Lack of public art and placemaking.
- Strong schools (specifically the Brookwood cluster) is a driver of families moving to Snellville.
- Diverse community is a strength.
- Despite spike in crime nationally, Snellville has remained steady. Community members have not experienced crime.

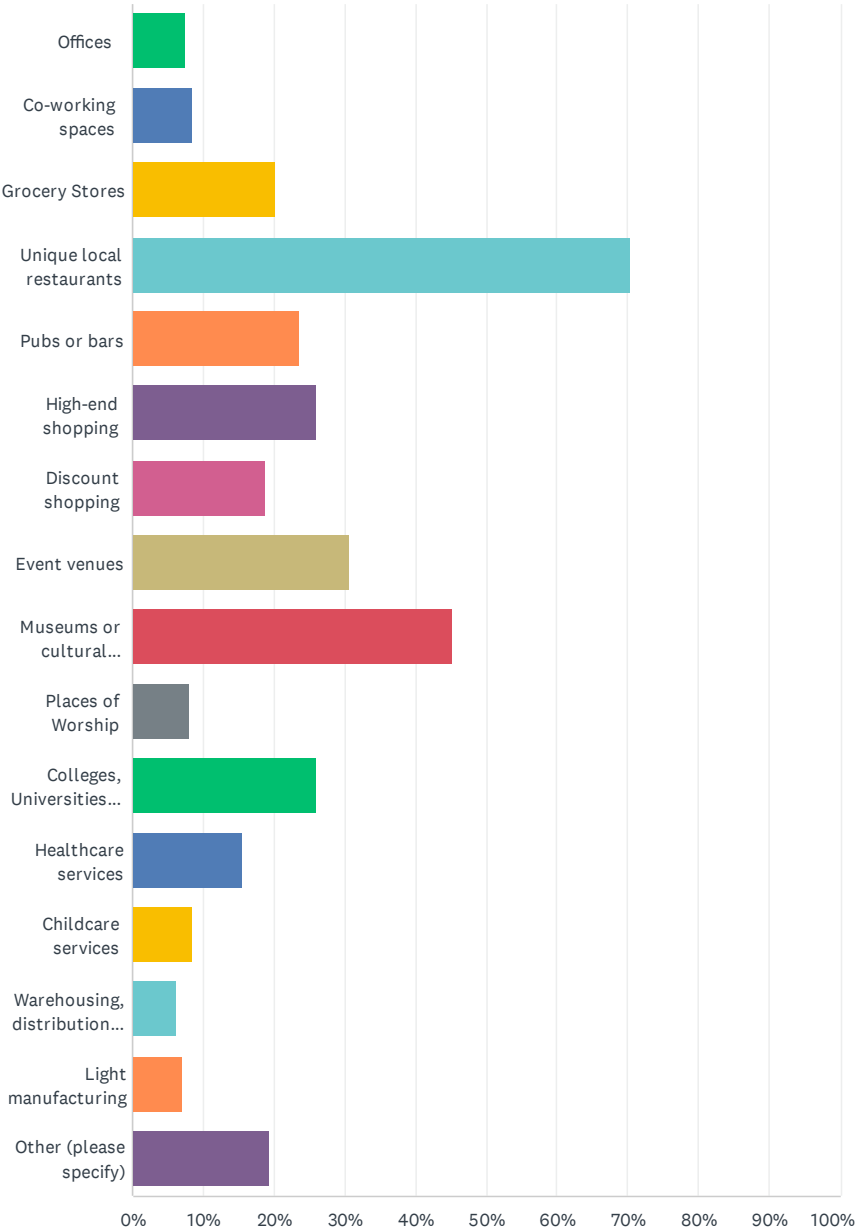


# Survey #1: Vision

Snellville 2045 Comprehensive Plan Community Vision Survey

## Q1 What businesses or services would you like to see more of in Snellville? Check all that apply.

Answered: 212 Skipped: 0



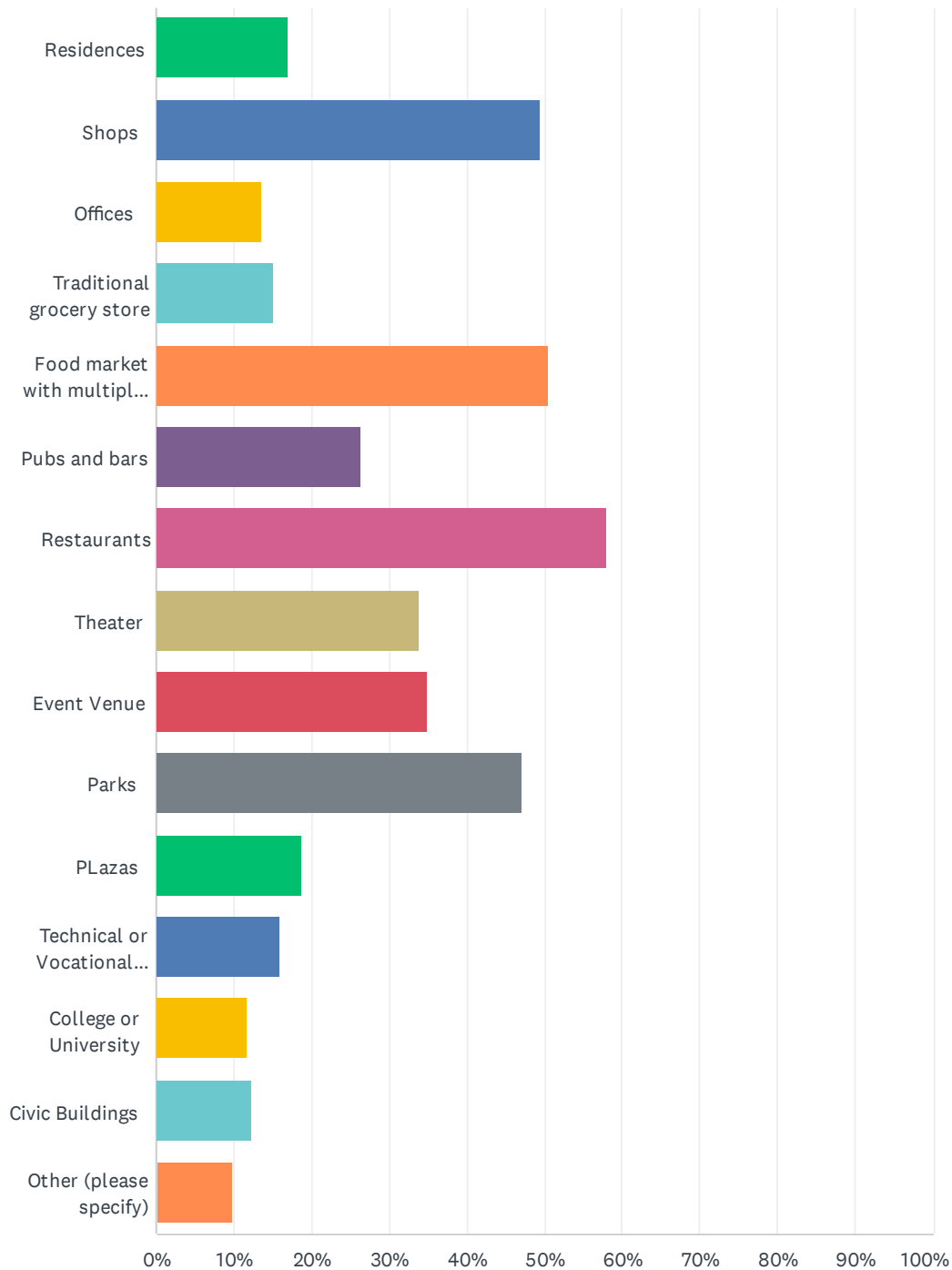


ANSWER CHOICES	RESPONSES	
Offices	7.55%	16
Co-working spaces	8.49%	18
Grocery Stores	20.28%	43
Unique local restaurants	70.28%	149
Pubs or bars	23.58%	50
High-end shopping	25.94%	55
Discount shopping	18.87%	40
Event venues	30.66%	65
Museums or cultural centers	45.28%	96
Places of Worship	8.02%	17
Colleges, Universities, and Technical Schools	25.94%	55
Healthcare services	15.57%	33
Childcare services	8.49%	18
Warehousing, distribution centers and logistics	6.13%	13
Light manufacturing	7.08%	15
Other (please specify)	19.34%	41
Total Respondents: 212		



## Q2 What do you feel are key elements that Snellville should include in its Towne Center? Check all that apply.

Answered: 212 Skipped: 0



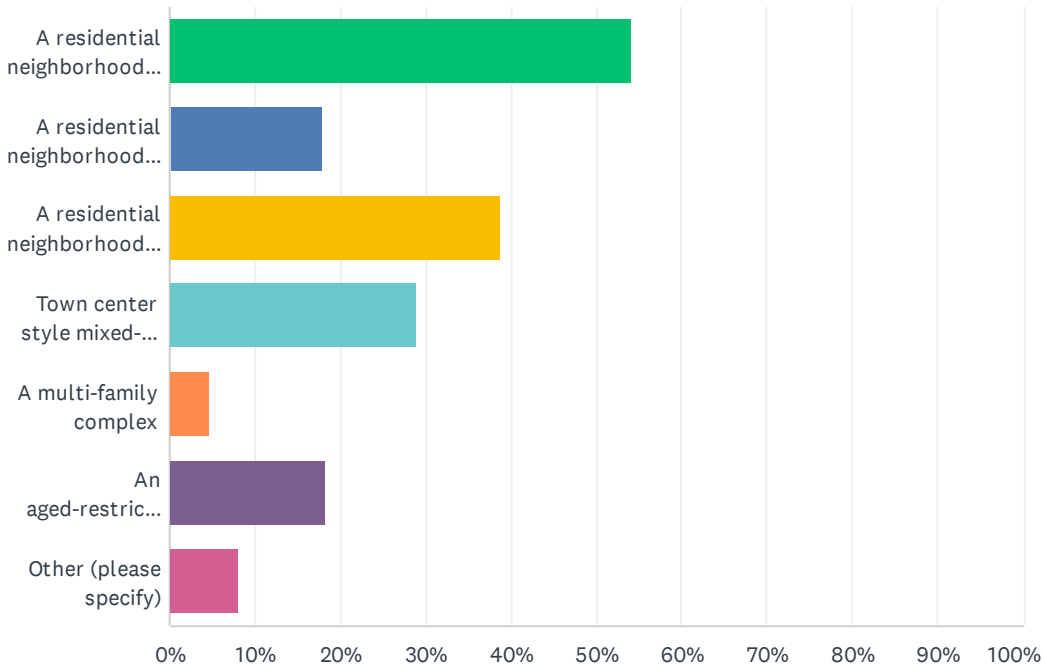


ANSWER CHOICES	RESPONSES	
Residences	16.98%	36
Shops	49.53%	105
Offices	13.68%	29
Traditional grocery store	15.09%	32
Food market with multiple vendors	50.47%	107
Pubs and bars	26.42%	56
Restaurants	58.02%	123
Theater	33.96%	72
Event Venue	34.91%	74
Parks	47.17%	100
PLazas	18.87%	40
Technical or Vocational School	16.04%	34
College or University	11.79%	25
Civic Buildings	12.26%	26
Other (please specify)	9.91%	21
Total Respondents: 212		



### Q3 What kind of neighborhood do you imagine you'll want to live in 5 years from now? Check all that apply.

Answered: 196    Skipped: 16

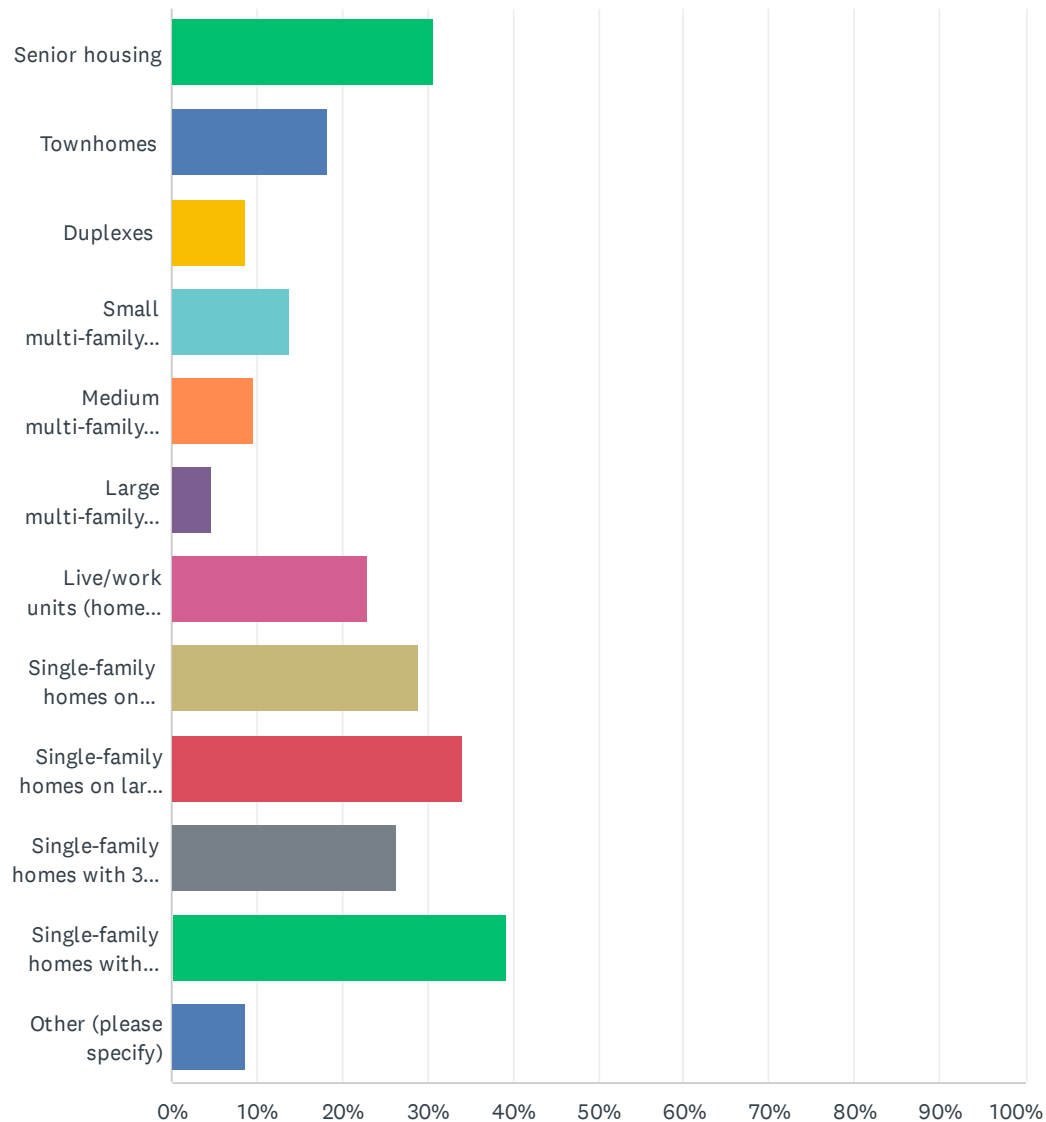


ANSWER CHOICES	RESPONSES	
A residential neighborhood of entirely single-family homes	54.08%	106
A residential neighborhood with a mixture of housing types	17.86%	35
A residential neighborhood connected to a greenway system	38.78%	76
Town center style mixed-use environment with homes, shops, and entertainment	29.08%	57
A multi-family complex	4.59%	9
An aged-restricted senior community	18.37%	36
Other (please specify)	8.16%	16
Total Respondents: 196		



## Q4 What kind of housing do you think is needed in Snellville? Check all that apply.

Answered: 196 Skipped: 16



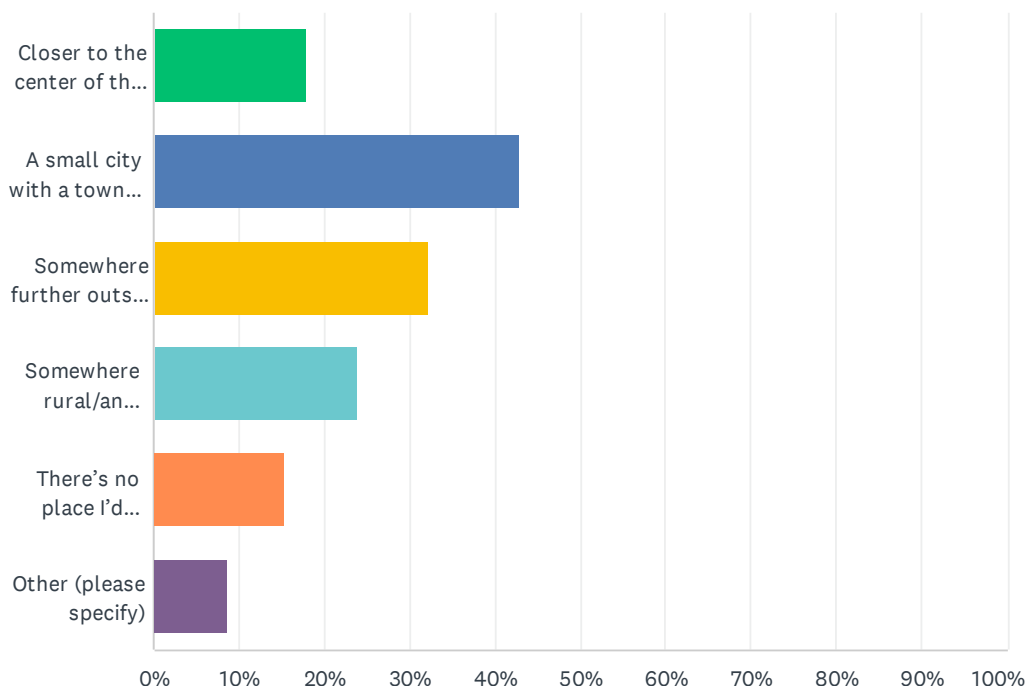


ANSWER CHOICES	RESPONSES	
Senior housing	30.61%	60
Townhomes	18.37%	36
Duplexes	8.67%	17
Small multi-family buildings (two stories or less)	13.78%	27
Medium multi-family buildings (3-5 stories)	9.69%	19
Large multi-family buildings (more than 5 stories)	4.59%	9
Live/work units (home above shop/office)	22.96%	45
Single-family homes on smaller lots (less than 0.5 acre)	29.08%	57
Single-family homes on large lots (more than 0.5 acre)	34.18%	67
Single-family homes with 3 or more bedrooms	26.53%	52
Single-family homes with accessory dwelling units (garage apartment, mother-in-law suite, or granny flat)	39.29%	77
Other (please specify)	8.67%	17
Total Respondents: 196		



## Q5 If you were to live somewhere other than Snellville, which kind of place would appeal to you? Check all that apply.

Answered: 196 Skipped: 16

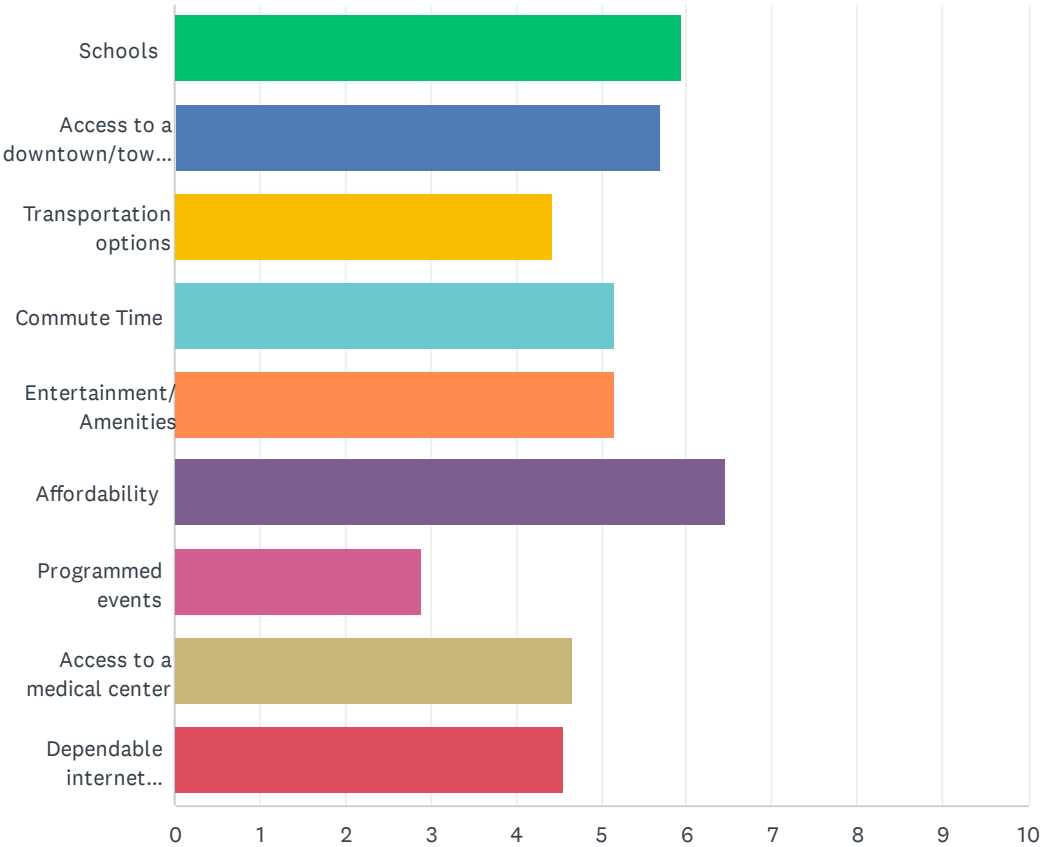


ANSWER CHOICES	RESPONSES	
Closer to the center of the action (e.g. Atlanta, Decatur, Brookhaven)	17.86%	35
A small city with a town center (e.g. Lawrenceville, Norcross, Smyrna)	42.86%	84
Somewhere further outside of the Metro Atlanta Area (e.g. Watkinsville, Madison)	32.14%	63
Somewhere rural/an agricultural or natural area	23.98%	47
There's no place I'd rather be	15.31%	30
Other (please specify)	8.67%	17
Total Respondents: 196		



Q6 If you considered moving to another community, what elements would you prioritize? Rank the following from highest (1) to lowest priority (9).

Answered: 196    Skipped: 16



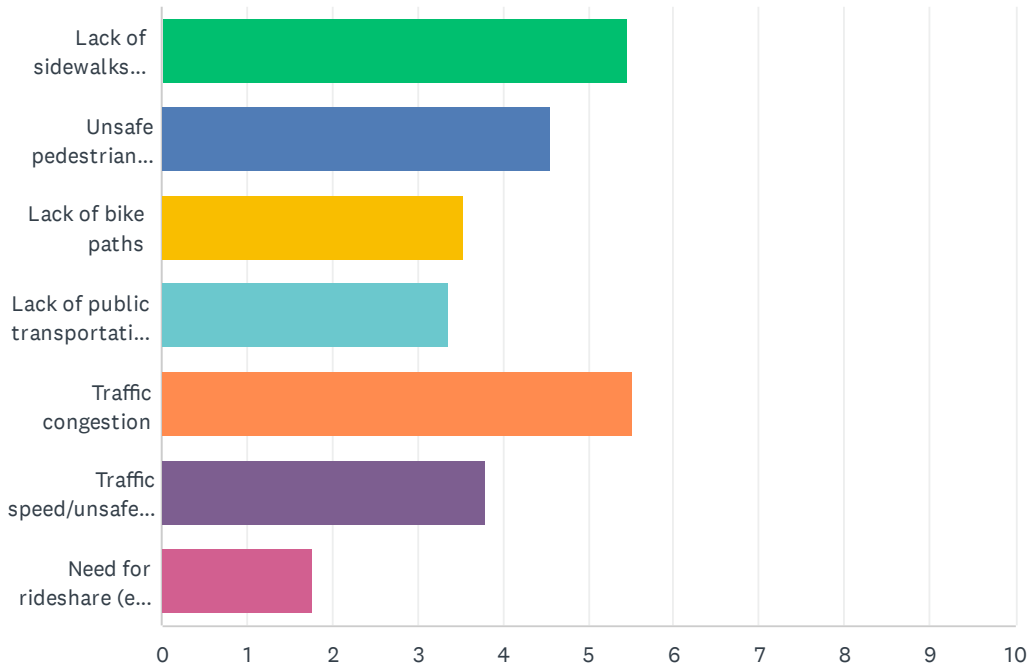


	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Schools	34.18% 67	12.24% 24	5.61% 11	6.12% 12	9.69% 19	5.10% 10	4.08% 8	9.18% 18	13.78% 27	196	5.95
Access to a downtown/town center	10.71% 21	18.37% 36	13.78% 27	13.78% 27	10.20% 20	12.76% 25	8.16% 16	7.65% 15	4.59% 9	196	5.69
Transportation options	5.10% 10	10.20% 20	14.80% 29	8.67% 17	8.16% 16	10.20% 20	12.24% 24	11.22% 22	19.39% 38	196	4.43
Commute Time	5.61% 11	13.78% 27	13.27% 26	15.82% 31	13.78% 27	9.18% 18	11.22% 22	10.71% 21	6.63% 13	196	5.16
Entertainment/ Amenities	3.06% 6	6.63% 13	14.80% 29	18.88% 37	16.84% 33	21.43% 42	12.24% 24	4.59% 9	1.53% 3	196	5.15
Affordability	26.53% 52	18.37% 36	8.16% 16	11.73% 23	12.24% 24	10.20% 20	8.16% 16	3.06% 6	1.53% 3	196	6.47
Programmed events	0.51% 1	0.51% 1	1.53% 3	2.04% 4	7.65% 15	19.39% 38	27.55% 54	18.88% 37	21.94% 43	196	2.90
Access to a medical center	8.16% 16	6.63% 13	14.80% 29	10.71% 21	12.24% 24	6.12% 12	11.73% 23	23.47% 46	6.12% 12	196	4.68
Dependable internet service	6.12% 12	13.27% 26	13.27% 26	12.24% 24	9.18% 18	5.61% 11	4.59% 9	11.22% 22	24.49% 48	196	4.57



## Q7 What do you see as Snellville's biggest transportation issues? Rank these in order from biggest issue (1) to smallest issue (7).

Answered: 191 Skipped: 21

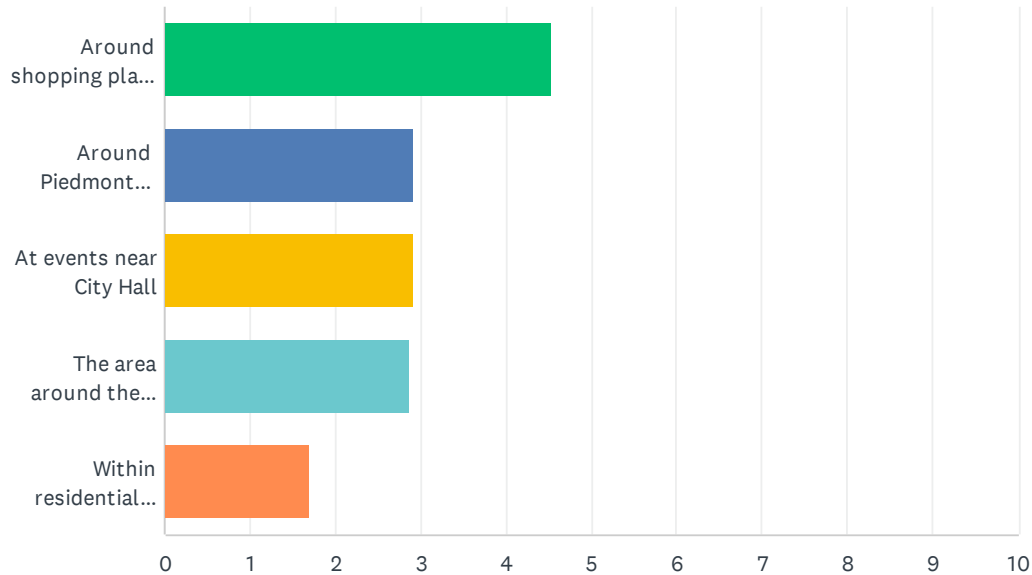


	1	2	3	4	5	6	7	TOTAL	SCORE
Lack of sidewalks connecting neighborhoods and recreational opportunities	30.37% 58	25.13% 48	21.99% 42	9.95% 19	8.38% 16	3.14% 6	1.05% 2	191	5.46
Unsafe pedestrian crossings	3.66% 7	20.94% 40	29.32% 56	27.23% 52	13.09% 25	4.19% 8	1.57% 3	191	4.56
Lack of bike paths	1.57% 3	9.95% 19	19.90% 38	15.18% 29	26.70% 51	17.80% 34	8.90% 17	191	3.55
Lack of public transportation options	7.33% 14	8.38% 16	8.90% 17	21.99% 42	14.14% 27	20.94% 40	18.32% 35	191	3.37
Traffic congestion	47.64% 91	14.66% 28	7.33% 14	9.42% 18	14.66% 28	5.76% 11	0.52% 1	191	5.52
Traffic speed/unsafe drivers	8.90% 17	19.90% 38	9.42% 18	9.95% 19	16.23% 31	25.65% 49	9.95% 19	191	3.79
Need for rideshare (e.g. Uber or Lyft) drop off spots	0.52% 1	1.05% 2	3.14% 6	6.28% 12	6.81% 13	22.51% 43	59.69% 114	191	1.76



## Q8 Where would you most like to see improvements to traffic flow? Rank the following from biggest issue (1) to smallest issue (5).

Answered: 191 Skipped: 21

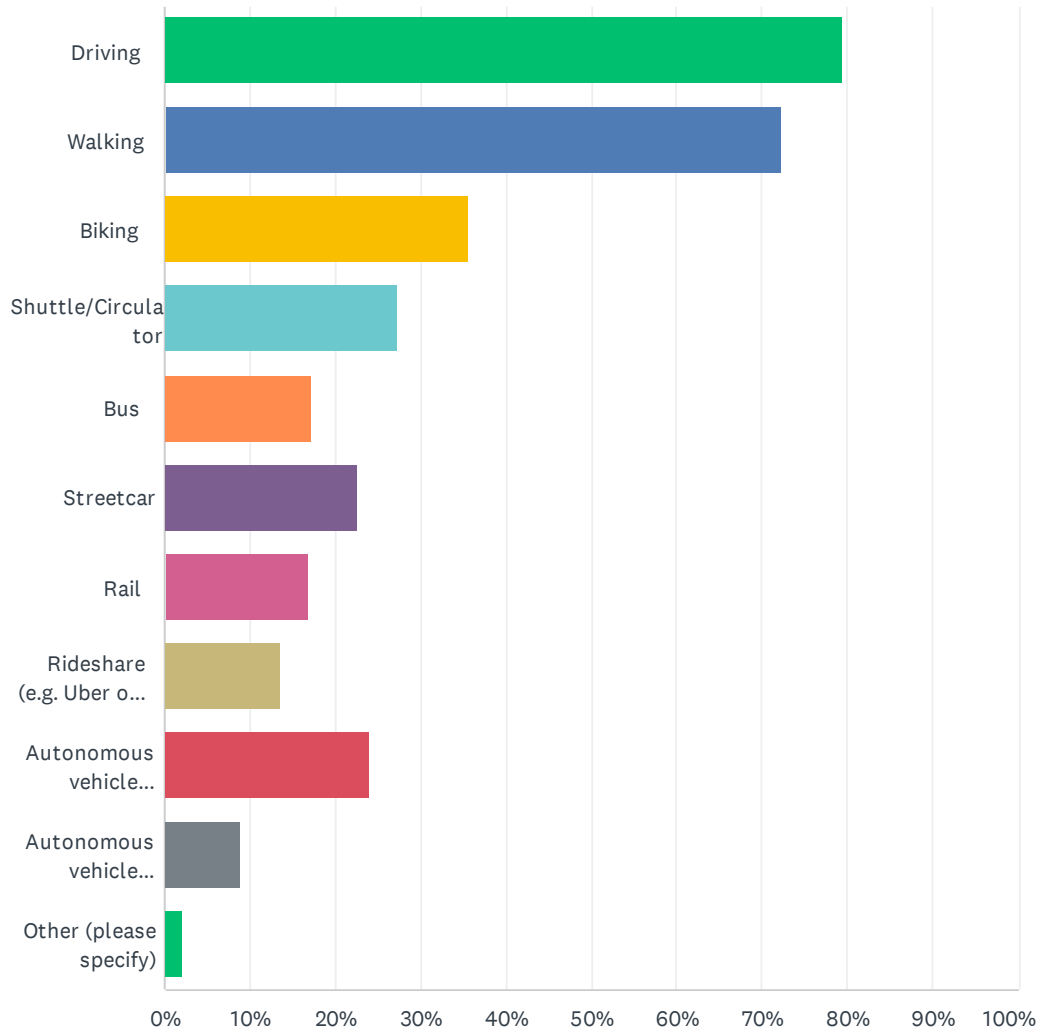


	1	2	3	4	5	TOTAL	SCORE
Around shopping plazas on Scenic Highway (SR 124)	74.35% 142	12.04% 23	8.90% 17	3.66% 7	1.05% 2	191	4.55
Around Piedmont Eastside Medical Center	7.33% 14	30.37% 58	21.47% 41	29.32% 56	11.52% 22	191	2.93
At events near City Hall	4.19% 8	21.99% 42	41.36% 79	27.23% 52	5.24% 10	191	2.93
The area around the Towne Center	7.85% 15	26.18% 50	23.56% 45	31.41% 60	10.99% 21	191	2.88
Within residential neighborhoods	6.28% 12	9.42% 18	4.71% 9	8.38% 16	71.20% 136	191	1.71



## Q9 How would you like to get around Snellville if all modes were easy and safe? Check all that apply.

Answered: 191 Skipped: 21



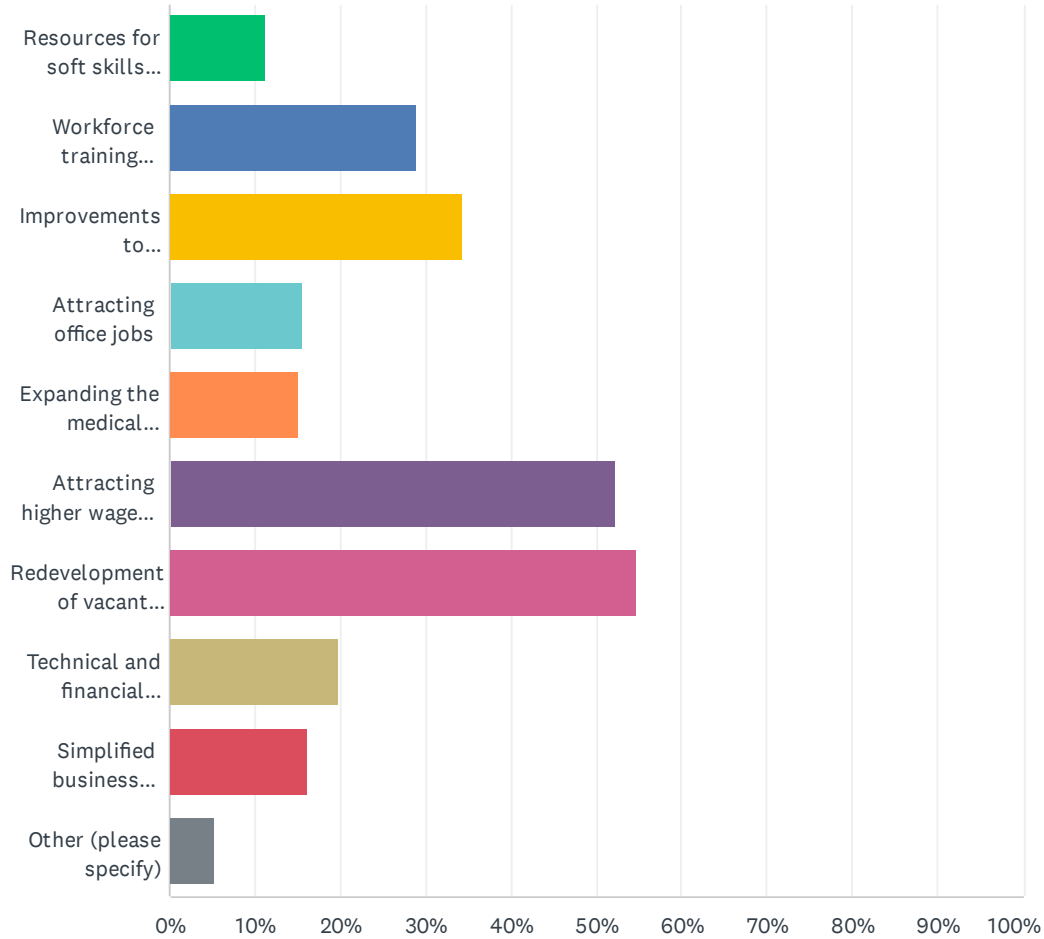


ANSWER CHOICES	RESPONSES	
Driving	79.58%	152
Walking	72.25%	138
Biking	35.60%	68
Shuttle/Circulator	27.23%	52
Bus	17.28%	33
Streetcar	22.51%	43
Rail	16.75%	32
Rideshare (e.g. Uber or Lyft)	13.61%	26
Autonomous vehicle (individual car)	24.08%	46
Autonomous vehicle (shuttle/circulator)	8.90%	17
Other (please specify)	2.09%	4
Total Respondents: 191		



## Q10 What do you think are some of the top needs for economic development in Snellville? Choose up to three.

Answered: 186 Skipped: 26



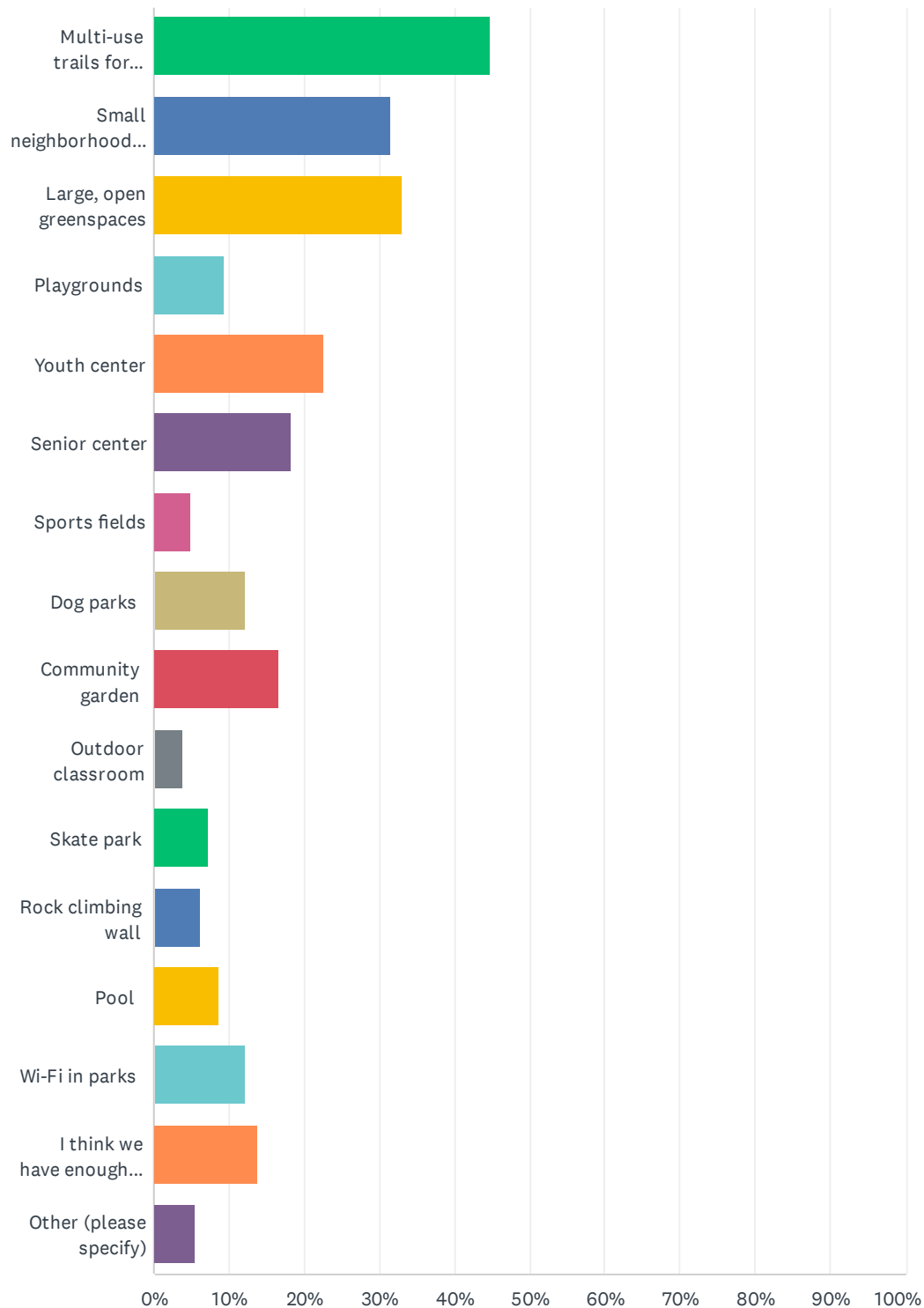


ANSWER CHOICES	RESPONSES	
Resources for soft skills (e.g. resume writing, interview prep)	11.29%	21
Workforce training opportunities	29.03%	54
Improvements to storefronts/commercial facades	34.41%	64
Attracting office jobs	15.59%	29
Expanding the medical industry	15.05%	28
Attracting higher wage jobs	52.15%	97
Redevelopment of vacant properties	54.84%	102
Technical and financial assistance for entrepreneurs and small businesses	19.89%	37
Simplified business license and development permit applications with the City	16.13%	30
Other (please specify)	5.38%	10
Total Respondents: 186		



## Q11 Which recreation amenities does Snellville need more of? Choose up to three.

Answered: 181 Skipped: 31



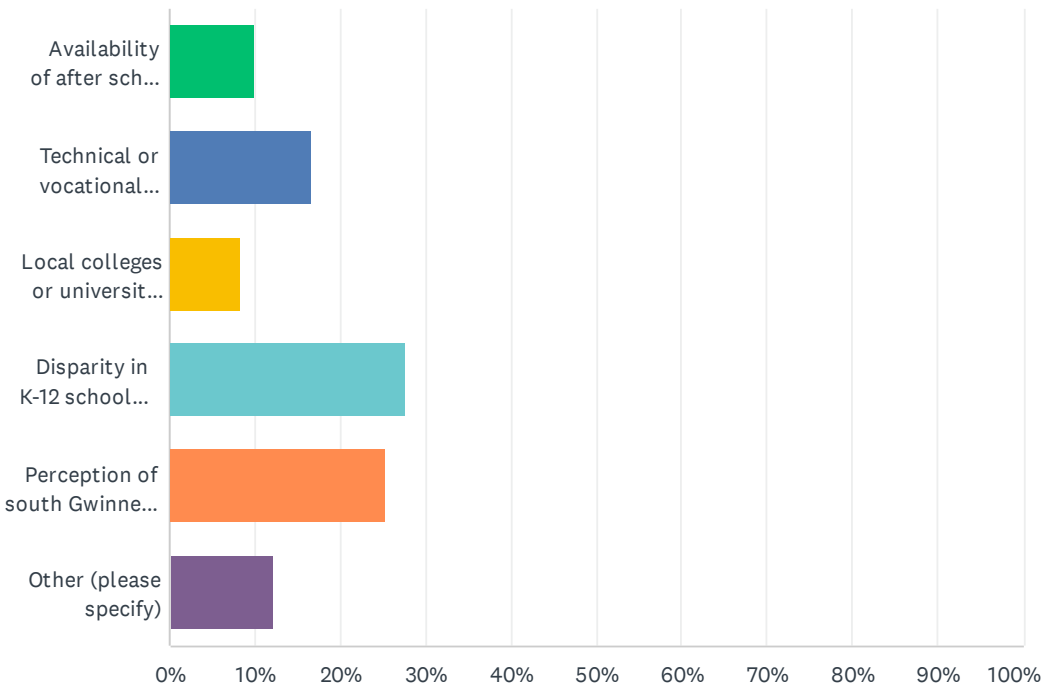


ANSWER CHOICES	RESPONSES	
Multi-use trails for pedestrians and cyclists	44.75%	81
Small neighborhood parks	31.49%	57
Large, open greenspaces	33.15%	60
Playgrounds	9.39%	17
Youth center	22.65%	41
Senior center	18.23%	33
Sports fields	4.97%	9
Dog parks	12.15%	22
Community garden	16.57%	30
Outdoor classroom	3.87%	7
Skate park	7.18%	13
Rock climbing wall	6.08%	11
Pool	8.84%	16
Wi-Fi in parks	12.15%	22
I think we have enough recreation amenities already	13.81%	25
Other (please specify)	5.52%	10
Total Respondents: 181		



# Q12 What do you think is the biggest educational issue in Snellville?

Answered: 181 Skipped: 31

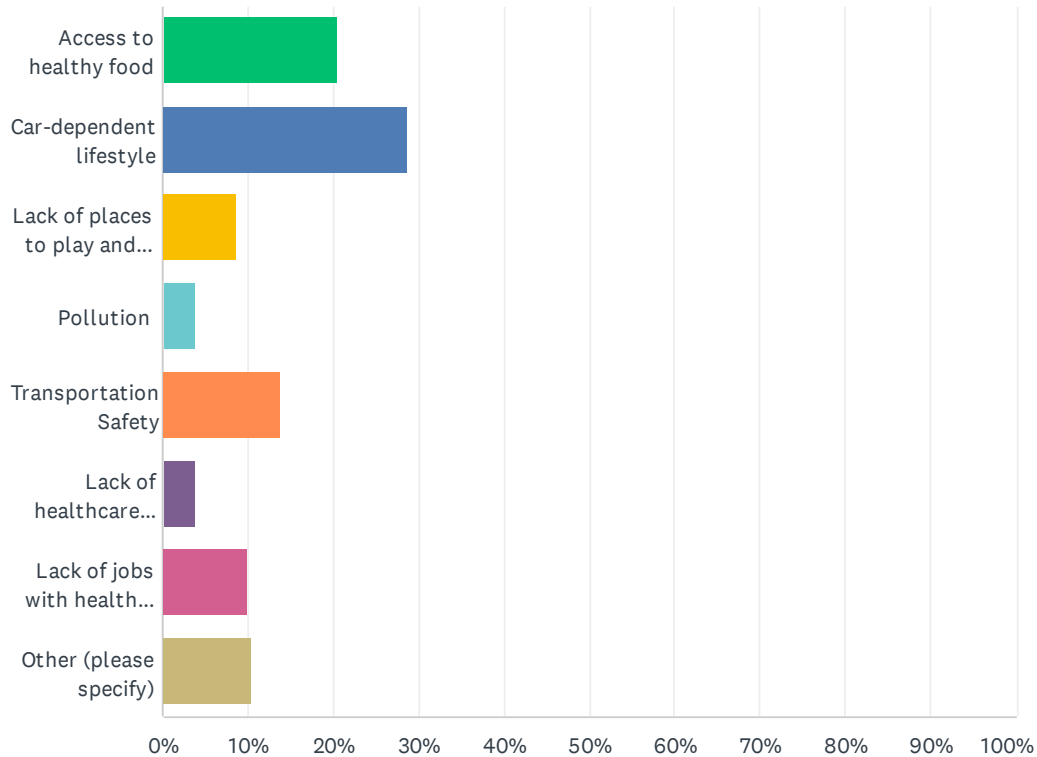


ANSWER CHOICES	RESPONSES	
Availability of after school tutoring/support services	9.94%	18
Technical or vocational opportunities	16.57%	30
Local colleges or university opportunities	8.29%	15
Disparity in K-12 school performance between clusters	27.62%	50
Perception of south Gwinnett clusters	25.41%	46
Other (please specify)	12.15%	22
TOTAL		181



## Q13 What do you think is the biggest issue impacting resident health in Snellville?

Answered: 181 Skipped: 31



ANSWER CHOICES	RESPONSES	
Access to healthy food	20.44%	37
Car-dependent lifestyle	28.73%	52
Lack of places to play and exercise	8.84%	16
Pollution	3.87%	7
Transportation Safety	13.81%	25
Lack of healthcare services	3.87%	7
Lack of jobs with health insurance	9.94%	18
Other (please specify)	10.50%	19
<b>TOTAL</b>		<b>181</b>



**Q14 Are there any other foreseeable issues that may impact the Snellville community that you'd like us to keep in mind in preparing the Comprehensive Plan?**

Answered: 84   Skipped: 128



## Q15 Do you have any ideas for how to fix issues related to transportation, housing, land use, economic development, or quality of life?

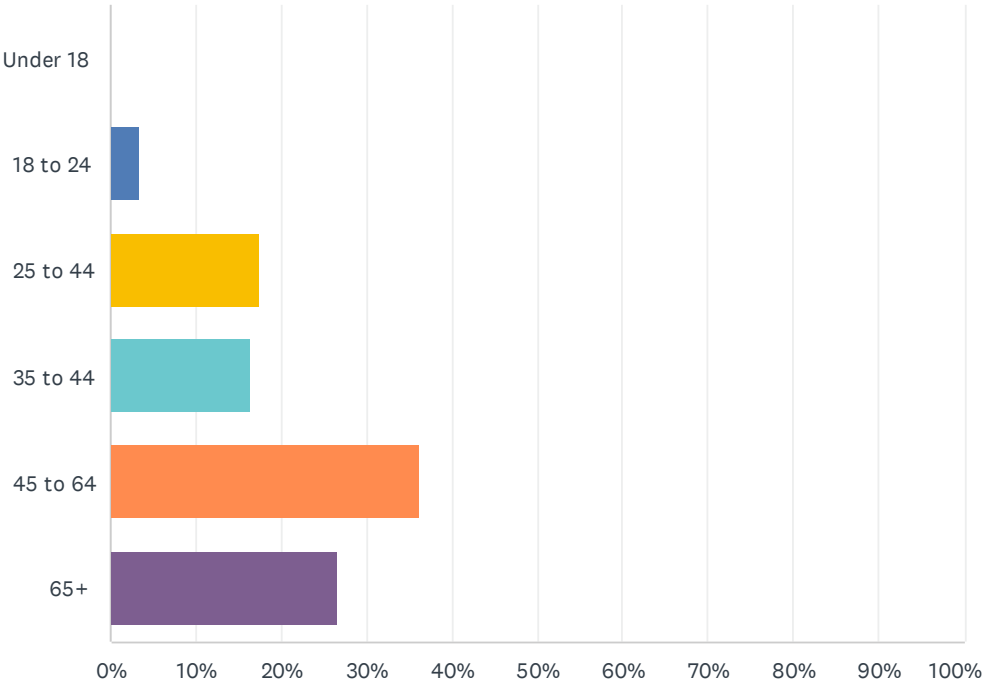
Answered: 74 Skipped: 138

ANSWER CHOICES	RESPONSES	
Transportation	77.03%	57
Housing	74.32%	55
Land Use	71.62%	53
Economic Development	54.05%	40
Quality of Life (Other)	64.86%	48



# Q16 I am...

Answered: 177    Skipped: 35

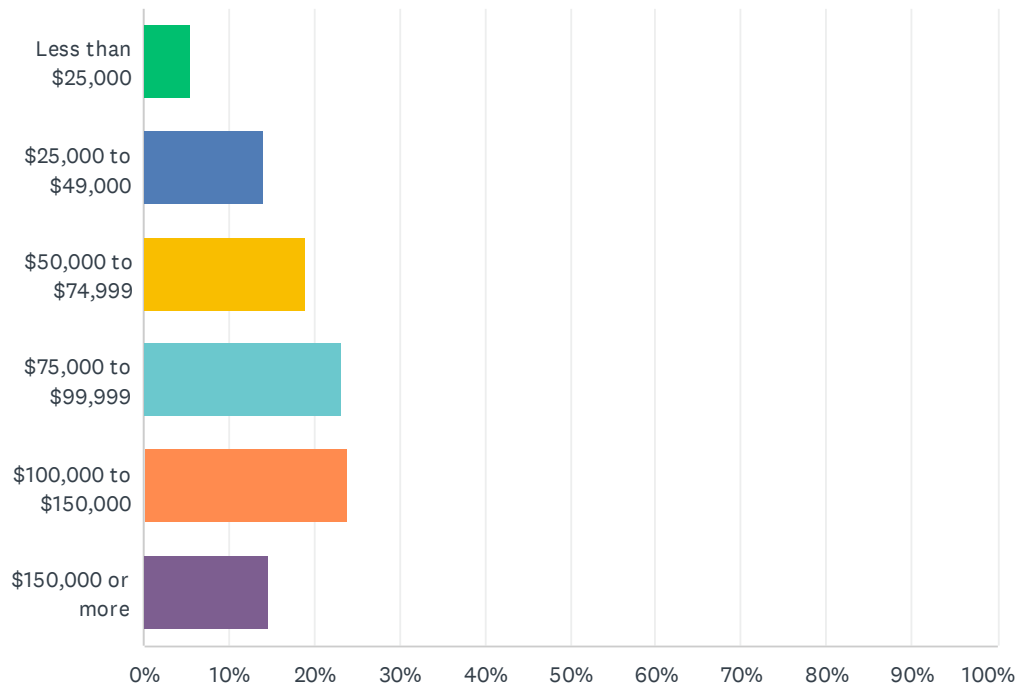


ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18 to 24	3.39%	6
25 to 44	17.51%	31
35 to 44	16.38%	29
45 to 64	36.16%	64
65+	26.55%	47
TOTAL		177



## Q17 I earn...

Answered: 164 Skipped: 48

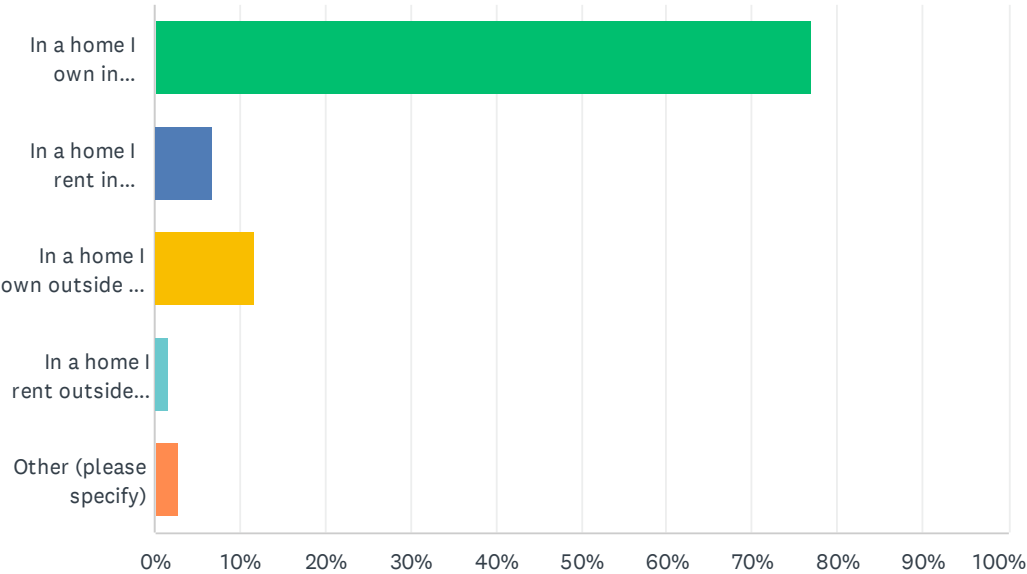


ANSWER CHOICES	RESPONSES	
Less than \$25,000	5.49%	9
\$25,000 to \$49,000	14.02%	23
\$50,000 to \$74,999	18.90%	31
\$75,000 to \$99,999	23.17%	38
\$100,000 to \$150,000	23.78%	39
\$150,000 or more	14.63%	24
TOTAL		164



# Q18 I live...

Answered: 178    Skipped: 34

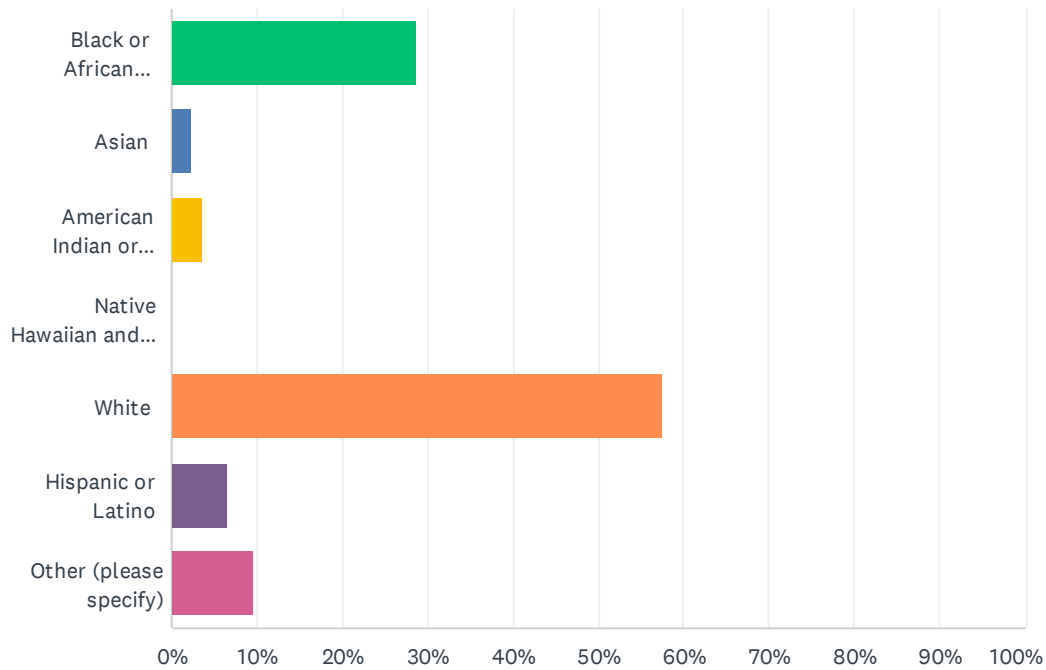


ANSWER CHOICES		RESPONSES	
In a home I own in Snellville		76.97%	137
In a home I rent in Snellville		6.74%	12
In a home I own outside of Snellville		11.80%	21
In a home I rent outside of Snellville		1.69%	3
Other (please specify)		2.81%	5
TOTAL			178



## Q19 I identify as... (check all that apply)

Answered: 167 Skipped: 45



ANSWER CHOICES	RESPONSES	
Black or African American	28.74%	48
Asian	2.40%	4
American Indian or Alaskan Native	3.59%	6
Native Hawaiian and Other Pacific Islander	0.00%	0
White	57.49%	96
Hispanic or Latino	6.59%	11
Other (please specify)	9.58%	16
Total Respondents: 167		



## Survey #2: Character Areas

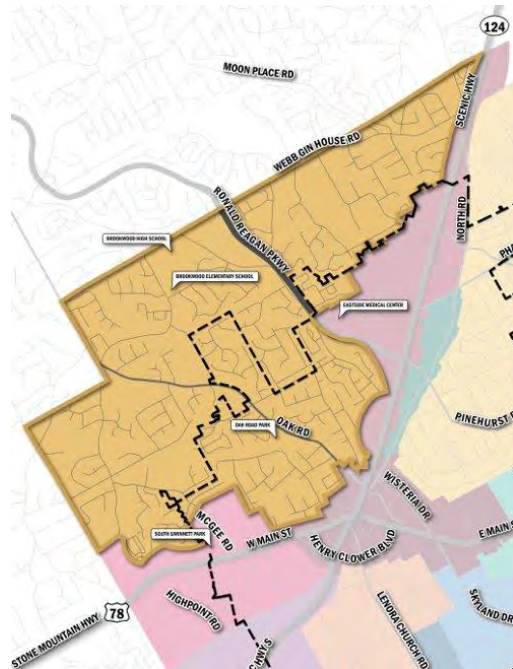
### Brookwood District

#### Survey Results:

**89% Agree**

#### 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.



1

### Brookwood District

**Summary: Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area**

#### From respondents who agreed with vision

- Concern over speeding, congestion, noise, and traffic.
- Maintain present character of area
- Maintain home values with strong code enforcement
- Bike lanes and paths would be beneficial in this neighborhood
- City should annex adjacent neighborhoods
- More community events and activities

#### From respondents who disagreed with vision

- Fewer fast food restaurants
- Likes the vision, but think it is too late
- Concern over speeding, congestion, noise, and traffic.
- Not enough greenspace and walking areas
- Crime has increased



## Scenic Highway North

### Survey Results

**83% Agree**

### 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.



3

## Scenic Highway North

Share your feedback on the vision for this area or other needs/ action items that you want the City to address in this area

### From respondents who agreed with vision

- Should include more green projects to enhance scenic nature of road
- Coordinate traffic lights to help with rush hours
- Need additional facilities for seniors
- Higher quality restaurants and retail shops
- Significant congestion, parking, & traffic concerns
- Need more transit options and safe walking

### From respondents who disagreed with vision

- Too many fast food restaurants
- Its already ruined
- Over crowded, needs to stop growing
- Gridlock
- Needs more income-based senior housing
- Trees have all been removed



## North Road Transitional Corridor

### Survey Results

**72% Agree**

### 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.



5

## North Road Transitional Corridor

Share your feedback on the vision for this area or other needs/ action items that you want the City to address in this area

### From respondents who agreed with vision

Traffic and congestion are a problem  
 More roundabouts to replace stop signs  
 Like the roundabouts  
 Design mixed us to prevent traffic  
 Keep North Road single family  
 Encourage offices

### From respondents who disagreed with vision

Preserve trees and woods  
 Mixed use development will worsen traffic  
 Extreme and worsening traffic and noise  
 Leave North Road alone  
 Roundabouts are not working  
 Redevelop empty building instead of building on green areas  
 Gridlock



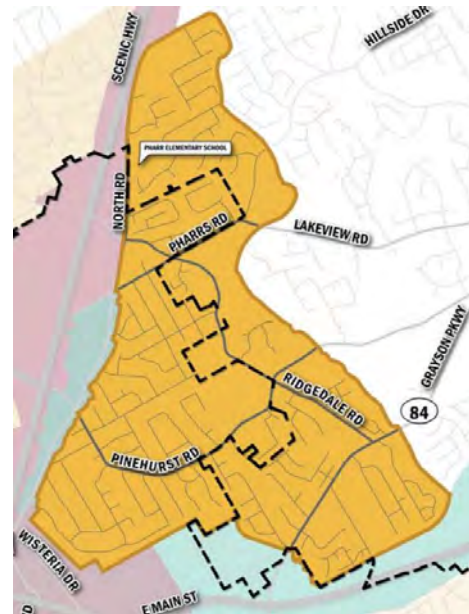
## Pinehurst

### Survey Results

**77% Agree**

### 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.



7

## Pinehurst

Share your feedback on the vision for this area or other needs/ action items that you want the City to address in this area

### From respondents who agreed with vision

Need sidewalks, streetlights, bike lanes/trails, and paving  
Aging homeowners struggle to maintain their properties  
No more apartments/condos

### From respondents who disagreed with vision

Compact design and apartments will bring congestion to the area  
Bike paths/lanes would benefit the neighborhood  
Don't want smaller lots, townhomes, or apartments near Towne Center.  
Attention to maintenance of older homes  
Redevelop empty structures instead of developing on green spaces



## Highway 78 West

### Survey Results

# 75% Agree

### Vision

A vibrant commercial corridor that is a mix of well-kept, established businesses and new infill development, anchored by the EMC South Campus. 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.



9

## Highway 78 West

Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area

### From respondents who agreed with vision

- Need quality businesses and restaurants that offer healthier options
- Build a park on undeveloped lots at Middlesex Court and Cambridge St. to serve neighborhood
- Beautify with landscaping and refresh mural near McDonalds
- Limit high traffic new developments
- Redevelop and revitalize the empty/wasted land and buildings
- Traffic is a concern, connect businesses and limit curb cuts

### From respondents who disagreed with vision

- Traffic is a significant problem
- Vacancy and hodgepodge of random businesses make it an unattractive area
- This area feels shut off from other areas that are doing better
- Area needs a facelift, infill, and renovation
- Existing properties are not maintained
- Stop cutting down green areas
- Overcrowding has ruined the city



# Highway 78 East

## 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.

## Survey Results

**83% Agree**



11

# Highway 78 East

Share your feedback on the vision for this area or other needs/action items that you want the City to address in this area

## From respondents who agreed with vision

- More infrastructure for walking and biking
- Low-density residential would be better than more apartments
- Revitalize shopping centers
- Traffic volume is an issue
- Prefer greenspace over more development
- Pedestrian bridge across 78 at South Gwinnett High School is needed
- A grocery store and apartments in theater area

## From respondents who disagreed with vision

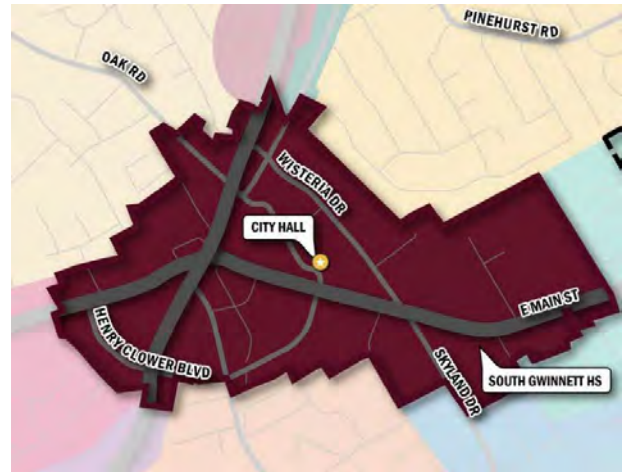
- Security at South Gwinnett High School is a problem
- Need infrastructure for walking and biking
- Keep the greenspace instead of developing on it
- Upscale apartments are needed
- Traffic is a problem
- Dumping is a problem, businesses are trashy



## Towne Center

### Survey Results

**77% Agree**



### 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. Pedestrians can safely access the Towne Center when crossing major roads. Lighting, landscaping, and art create a welcoming environment.

13

## Towne Center

Share your feedback on the vision for this area or other needs/ action items that you want the City to address in this area

#### From respondents who agreed with vision

- Congestion, parking, and traffic is a problem
- Library needs better access for people with disabilities
- Need pedestrian access across major roads
- Need more transit options
- Connect Towne Center to neighborhoods with pedestrian/bike trails
- Encourage local businesses, not chains
- Preserve the greenspace
- Make the homes more affordable
- Redevelop/Revitalize large shopping centers with direct connection to Town Center

#### From respondents who disagreed with vision

- Not safe to cross hwy 78 at wisteria
- Too crowded
- Don't want mass transit
- Need more housing variety, affordability is a problem
- Too much traffic already



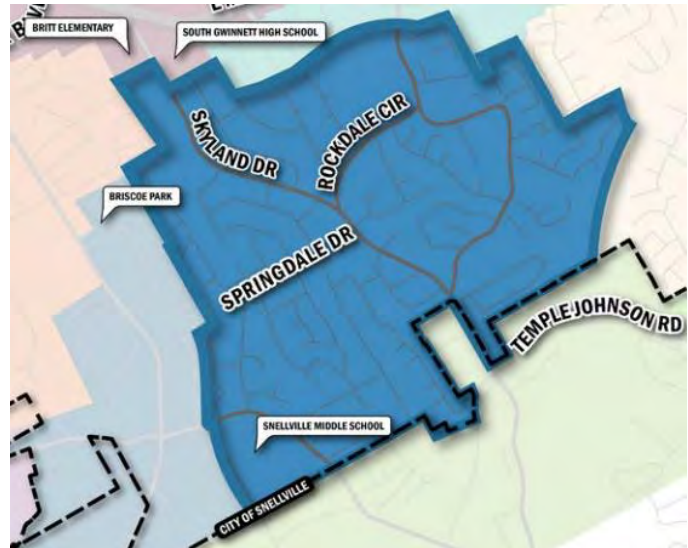
## Skyland

### Survey Results

# 81% Agree

### 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 is established, transitional uses will develop closest to the Towne Center as a step down in density to the low-density single-family neighborhood.



15

## Skyland

Share your feedback on the vision for this area or other needs/ action items that you want the City to address in this area

#### From respondents who agreed with vision

- Maintain current character
- Need a way to safely cross 78
- Homeowners need resources for revitalization and modernization
- Work on walkability

#### From respondents who disagreed with vision

- Driving on Skyland Drive has become dangerous
- Area need revitalization
- Speeding is a problem
- Crime is a problem
- Maintain existing character
- This area is run down



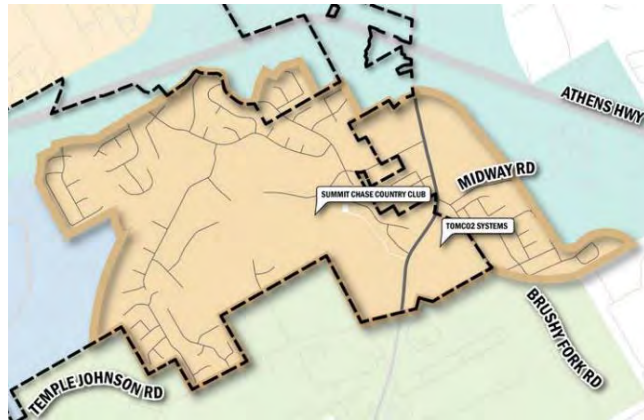
## Summit Chase

### Survey Results

**85% Agree**

### 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.



17

## Summit Chase

Share your feedback on the vision for this area or other needs/ action items that you want the City to address in this area

### From respondents who agreed with vision

The city could re-establish the golf course

### From respondents who disagreed with vision

Summit Chase is deteriorating



## No Business Creek

### Survey Results

**83% Agree**

### 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.



19

## No Business Creek

Share your feedback on the vision for this area or other needs/ action items that you want the City to address in this area

### From respondents who agreed with vision

- Need a way to safely cross Lenora Church Road
- Area needs sidewalks and bike paths
- Continue to focus on crime in the area
- Traffic goes too fast
- Need safe pedestrian access to Briscoe Park
- Currently low-level duplexes, townhomes, and a rundown assisted living

### From respondents who disagreed with vision

- Area needs to be cleaned up
- Too much traffic for bicycles
- Traffic is problem
- Cut through traffic is a problem



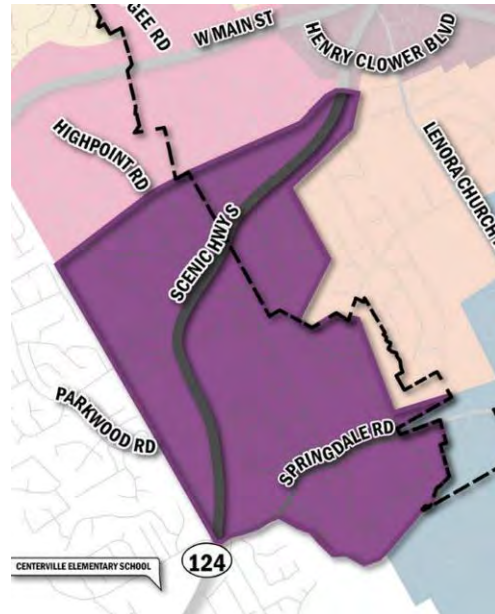
## Scenic Highway South

### Survey Results

**80% Agree**

### 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.



21

## Scenic Highway South

Share your feedback on the vision for this area or other needs/ action items that you want the City to address in this area

### From respondents who agreed with vision

Springdale road has congestion issues and fast driving on curvy road  
 Need high quality businesses  
 Aesthetics need improvement  
 Congestion and traffic is a problem  
 Higher density will lead to more traffic  
 Bike and pedestrian access

### From respondents who disagreed with vision

Need more police presence, high crime area  
 Need higher quality restaurants, shopping, and green spaces  
 Need traffic monitors and landscaping  
 Need delineation between unincorporated area and the City  
 Traffic makes it hard to access businesses  
 Businesses are run down and unattractive  
 Need a safe way to cross the street  
 This is the forgotten part of Snellville



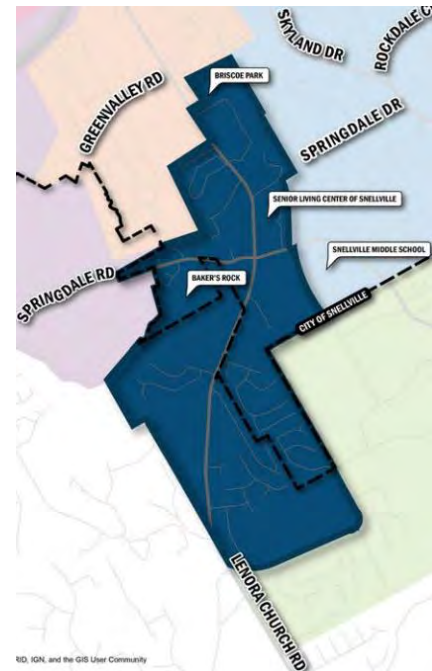
## Lenora Church Road

### Survey Results

89% Agree

### 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.



23

## Lenora Church Road

Share your feedback on the vision for this area or other needs/ action items that you want the City to address in this area

### From respondents who agreed with vision

Wish the library was still here  
 Continue to invest in Briscoe Park  
 Need access to Briscoe Park across Lenora Church Road  
 More police presence at Briscoe Park  
 Tie this area into Greenway planning  
 Traffic and congestion is a problem  
 Make the area walkable  
 Some properties have yards and fences in disrepair

### From respondents who disagreed with vision

Crime is a problem  
 Area is too congested



## Temple Johnson Road

**Survey Results**  
**86% Agree**

### 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. The eastern portion may include limited institutional uses, while preserving its rural character.



25

## Temple Johnson Road

Share your feedback on the vision for this area or other needs/ action items that you want the City to address in this area

### From respondents who agreed with vision

The area is not really "rural"  
 Maintain rural character  
 Great place for a park  
 Keep the small farms

### From respondents who disagreed with vision

No institutional uses  
 Farms are disappearing and being replaced with subdivisions  
 Need to protect trees and open land



## Public Hearing #1



**PUBLIC HEARING & REGULAR BUSINESS MEETING  
OF MAYOR AND COUNCIL  
CITY OF SNELLVILLE, GEORGIA  
MONDAY, AUGUST 14, 2023**

Present: Mayor Barbara Bender, Mayor Pro Tem Tod Warner, Council Members Solange Destang, Dave Emanuel, Cristy Lenski, and Gretchen Schulz. Also present Assistant City Manager Matthew Pepper, City Attorney Chuck Ross with Powell and Edwards Attorneys at Law, Planning and Development Director Jason Thompson, Lieutenant Brian Rankin, Public Information Officer Brian Arrington, IT Administrator Erika Fleeman and City Clerk Melisa Arnold. (City Manager Butch Sanders was absent.)

**CALL TO ORDER**

Mayor Bender called the meeting to order at 7:38 p.m.

**INVOCATION**

Chaplain Elizabeth Hendrick with Christ Church gave the invocation.

**PLEDGE TO THE FLAG**

Council Member Emanuel led the Pledge of Allegiance.

**CEREMONIAL MATTERS**

None

**MINUTES**

Approve the Minutes of the July 24, 2023 Special Called Meetings and Regular Meetings

Council Member Emanuel made a motion to approve the minutes of the July 24, 2023 Special Called Meetings and Regular Meeting, 2<sup>nd</sup> by Council Member Destang; voted 6 in favor and 0 opposed, motion approved.

**INVITED GUESTS**

None

**COMMITTEE / DEPARTMENT REPORTS**

None

**APPROVAL OF THE AGENDA**

Council Member Schulz made a motion to approve the agenda of the August 14, 2023 meeting, 2<sup>nd</sup> by Council Member Emanuel; voted 6 in favor and 0 opposed, motion approved.

**City of Snellville Administration Department**

2342 Oak Road Snellville, GA 30078 770-985-3500 770-985-3525 Fax www.snellville.org



PUBLIC HEARING & REGULAR BUSINESS OF MAYOR AND COUNCIL  
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**PUBLIC HEARING**

Public Hearing on the 5-Year Update to the Snellville 2040 Comprehensive Plan, Adopted on 2-11-2019

Mayor Bender recognized Mr. Jim Summerbell with Jacobs who gave a brief overview of the process for the 5-year update to the 2040 Comprehensive Plan and explained how the public can get involved.

Mayor Bender opened the floor for public comment: Catherine Hardrick, 2280 Buckley Trail, Snellville asked how the stakeholders for the project were chosen.

No one else came forward so Mayor Bender closed public comment.

Mr. Summerbell spoke about the process for choosing stakeholders.

2<sup>nd</sup> Reading - RZ 23-03 SUP 23-02 – Consideration and Recommendation on applications by Split Silk Properties, LLC (applicant) representing Highpoint Development (contract purchaser) and The Kroger Company (property owner) requesting: to amend the Official Zoning Map from BG (General Business) District to MU (Mixed-Use) District; and Special Use Permit and variances from the Unified Development Ordinance for a mixed-use development consisting of 300 stacked flat units, 28 single-family residential townhomes, and 51,000 sq. ft. of commercial/retail buildings on a 22.85± acre site located at the intersection of U.S. Hwy. 78 (Athens Hwy.) and Rosebud Rd., 1000 Hwy. 78, Snellville, Georgia (Tax Parcel 5100 065)

Planning Director Thompson gave an overview of the application. He advised that the development meets the 2040 Comprehensive Plan. He advised there were some changes to the ordinance for RZ 23-03 and reviewed the variances and conditions. He noted a correction to variance number 5, a change in condition number 4 and the addition of conditions 12 and 13.

Mayor and Council asked questions about the application.

Jeff Timler, Split Silk Properties was present representing the applicant, Highpoint Development. After discussion, Applicant Charles Moore with Highpoint Development, 1776 Peachtree Street also came forward and spoke. He and Mr. Timler said they were amenable to the variances and conditions. Mr. Timler answered questions of Mayor and Council.

Mayor Bender opened the floor to public comment for those in favor and no one came forward.

Mayor Bender asked anyone in opposition to come forward to speak.

Hartley Faulbaum, 3278 Brooks Drive came forward. He said he was not necessarily opposed to the development but expressed concern about the exit onto Rosebud Road.

No one else came forward so Mayor Bender closed public comment.

Jeff Timler and Charles Moore both came forward to address the traffic concerns. They advised they are in discussions with adjacent property owners about alternatives.

Mayor Bender spoke about a meeting with Gwinnett County where they discussed potential developments and the traffic impact they would have on the intersections.

Council Member Lenski made a motion to approve RZ 23-03 with recommended variances 1 through 6 with an amendment to number 5 to read as follows; Approval of variance from Table 401-5.2 (Minimum Widths for New Streets and Project Access Improvements) to reduce the twenty-seven (27) feet pavement width (30 feet including curb and gutter) requirement to twenty-four (24) feet pavement width (27 feet including curb and gutter) also including staff recommended conditions 1 through 11 with the addition of 12 and 13 to read as follows:



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12 - Applicant will place signs prohibiting on street parking and signage directing visitors to the overflow parking to the north. Pavement width shall be 24' and 27' total to back of roll back curb and 13 - Any stormwater management facility that is located within 75' of a public right of way shall be screened with an opaque fence and heavily landscaped with evergreen trees and/or shrubs as approved by the Planning Director.

Mayor Pro Tem Warner seconded the motion, voted 6 in favor and 0 opposed, motion approved. (A copy of ORD 2023-08 is attached to and made a part of these minutes.)

Approved variances from ORD 2023-08 as follows:

1. Approval of variance/waiver from Sec. 401-3.4.C (Stub-out Streets) for the adjacent property to the west (Parcel 5101 571).
2. Approval of variance/waiver from Sec. 401-3.4.H (Inter-parcel Access) for the adjacent property to the west (Parcel 5101 571).
3. Approval of variance from Sec. 203-4.8 (Dimensional Standards) to increase the total maximum site density to not exceed fifteen (15) units per acre.
4. Approval of variance from Sec. 203-4.2.B.1 (Mixed-Use Requirement) to reduce the 25% minimum total floor area requirement for non-residential uses to 18%.
5. Approval of variance from Table 401-5.2 (Minimum Widths for New Streets and Project Access Improvements) to reduce the twenty-seven (27) feet pavement width (30 feet including curb and gutter) requirement to twenty-four (24) feet pavement width (27 feet including curb and gutter).
6. Approval of variance from Sec. 401-5.10.B (Residential Curbing) to allow roll- back curbs in front of the townhome units.

Approved conditions from ORD 2023-08 as follows:

1. The property shall be developed in general accordance with the rezoning site plan entitled "Highpoint - Zoning Plan, Snellville, Georgia", dated 5-16-2023 (stamped received 5-17-2023) in Exhibit "A", a copy of which is attached hereto and incorporated herein by reference, with modifications permitted to meet conditions of zoning or State, County, and City regulations. Substantial variation from the conceptual rezoning site plan, as determined by the Director of Planning and Development will require Mayor and Council approval, after submitting a Change in Conditions application and receiving recommendations by the Planning Department and Planning Commission.
2. The total site density for all dwelling units shall not exceed fifteen (15) units per acre maximum.
3. Two (2) car garages shall be required for the fee-simple single-family attached townhomes. Driveway length shall be a minimum of twenty-two (22) feet behind the sidewalk.
4. Solid waste dumpsters for the multi-family and commercial buildings shall be located at least 150 feet from the nearest townhome building.
5. A minimum four (4) to six (6) feet wide mulched greenway path shall be provided within the 150 feet impervious setback and extending from Highway 78 to the proposed wet detention pond.
6. The fee-simple townhomes shall not be subject to the requirements in Sec. 203-4.2.B.2. (Mixed-Use Requirement).



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**MONDAY, AUGUST 14, 2023**  
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7. The stormwater management facility located at the southern portion of the site shall be designed as a wet extended detention facility, unless topographic, bedrock, or other preventive measures are present that require a dry pond.
8. After the 100th certificate of occupancy is issued for the multifamily project, the developer shall install the entrance boulevard and spine road as shown in Exhibit "B", a copy of which is attached hereto and incorporated herein by reference, before any additional certificates of occupancy are issued.
9. Uses involving adult entertainment, including the sale or display of adult magazines, books, videos and as further defined by the Adult Entertainment Ordinance in effect on the date this condition is imposed, are prohibited.
10. Signs higher than 15 feet or larger than 225 square feet are prohibited.
11. Applicant to coordinate Rosebud Road access with adjoining property owner (parcel 5100 023) with the intention of a shared access to Rosebud. Work to be designed and constructed in accordance with approval of Gwinnett DOT.
12. Applicant will place signs prohibiting on street parking and signage directing visitors to the overflow parking to the north. Pavement width shall be 24' and 27' total to back of roll back curb.
13. Any stormwater management facility that is located within 75' of a public right of way shall be screened with an opaque fence and heavily landscaped with evergreen trees and/or shrubs as approved by the Planning Director.

Council Member Schulz made a motion to approve SUP 23-02, 2nd by Council Member Destang; voted 6 in favor and 0 opposed, motion approved. (A copy of ORD 2023-09 is attached to and made a part of these minutes.)

**CONSENT AGENDA**

None

**OLD BUSINESS**

None

**NEW BUSINESS**

None

**COUNCIL REPORTS**

Council Members Destang, Lenski, Schulz, Emanuel and Mayor Pro Tem Warner each gave a report.

**MAYOR'S REPORT**

Mayor Bender gave a report.

**PUBLIC COMMENTS**

The following people came forward to speak:

Steve Thomas, 2375 Stratford Lane, Snellville

Norman Carter, 2777 Nathaniel Way, Grayson



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Catherine Hardrick, 2280 Buckley Trail, Snellville  
Ann LaFavor, 35 Patterson Rd., Ste 46293, Lawrenceville  
Kathy Emanuel, 1313 Temple Johnson Rd, Loganville

**EXECUTIVE SESSION**

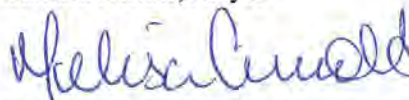
None

**ADJOURNMENT**

Council Member Emanuel made a motion to adjourn, 2<sup>nd</sup> by Council Member Destang; voted 6 in favor and 0 opposed, motion approved. The meeting adjourned at 9:18 p.m.



Barbara Bender, Mayor



Melisa Arnold, City Clerk



## Community Open House

### Summary

The Community Open House was held on November 16, 2023 from 6:30-8:30pm and was attended but about 12 people, excluding staff members and the consultant team. The purpose of the meeting was to present and get feedback on the Vision, Goals, and the draft Community Work Program items. These items are found in the draft Comprehensive Plan posted online, but the Open House was a way to more directly request the feedback.



### Feedback Opportunities and Results

- Vision – Participants were asked to vote whether they support the vision statement or not.
  - 100% of votes supported the proposed vision statement
- Priority Issues and Opportunities – Participants were asked to share their general input and identify any missing priorities.
  - Comments:  
*Snellville Schools. Our focus? Behaviors, Safety, Teachers and Leadership.*
- Our Goals – Draft goals were presented and attendees were asked to share their input.
  - Comments:  
**Land Use** – *We have issues of commercial vehicles and trailers being parked in residential neighborhoods. Code Enforcement is not being effective! People are running a business in our neighborhoods.*  
**Transportation** – *Traffic light needed to turn left on I-24 to Wisteria (T1).*  
**Housing** – No comments.  
**Economic Development** – Yes (agreeing with ED-6).  
**Quality of Life** – *Refer to LU1 comment above.*





- **Goals, Policies and Projects** – Each topic addressed in the draft Comprehensive Plan and the corresponding policies, goals and projects were presented to solicit feedback. The topics include Economic Development, Housing, Land Use, Transportation and Quality of Life.

**Economic Development** – No Comments

**Housing** – (1) *Is there a way to reduce the number of homes being bought in residential neighborhoods just to be leased. These tenants do not keep up the homes and bring down the neighborhoods.* (2) *Some citizens are opposed to the idea of homeownership because of guidelines such as HOAs.*

**Land Use** – No Comments

**Transportation** – No Comments

**Quality of Life** – (1) *An alternative to the old library branch could include a workspace for the youth such as a youth center to collaborate or a makerspace (QL4).* (2) *Shark Tank School Competitions and Sports Competition Teams.* (3) *Permanent stage for concerts that face east, with public restrooms for concerts. No porta johns.*







# **Appendix D:**

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# **Environmental Planning Criteria**



# Appendix E: Environmental Planning Criteria

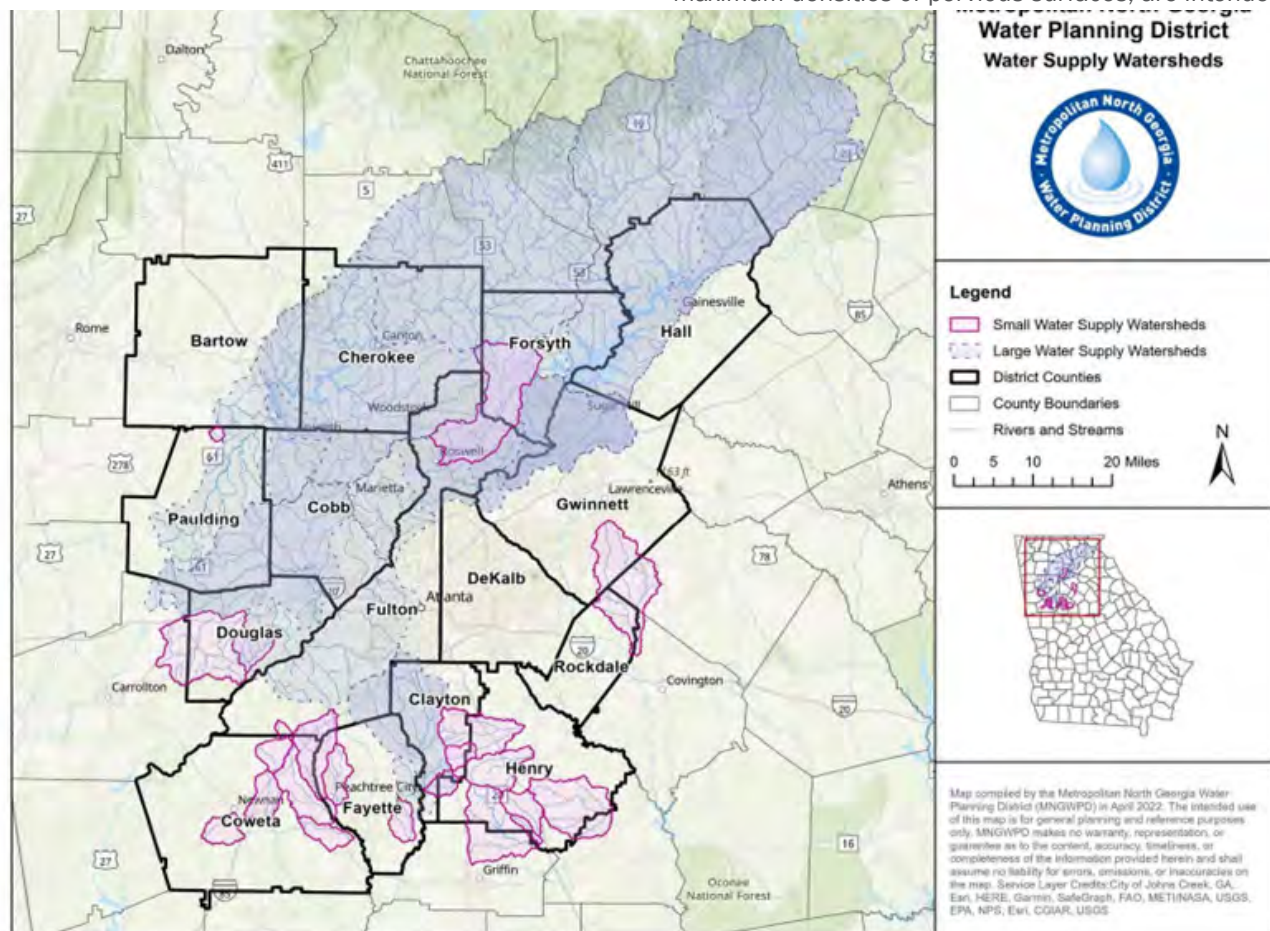
## Water Resources

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 does not have any protected river corridors. Each of the water resource types in Snellville and the corresponding environmental criteria are described below.

## 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). (Source: Metropolitan North Georgia Water Planning District)

The Big Haynes Creek 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 drain-field may be constructed within 150' of a perennial stream bank. Most of Snellville is located more than 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

Most of the western half of Snellville 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.

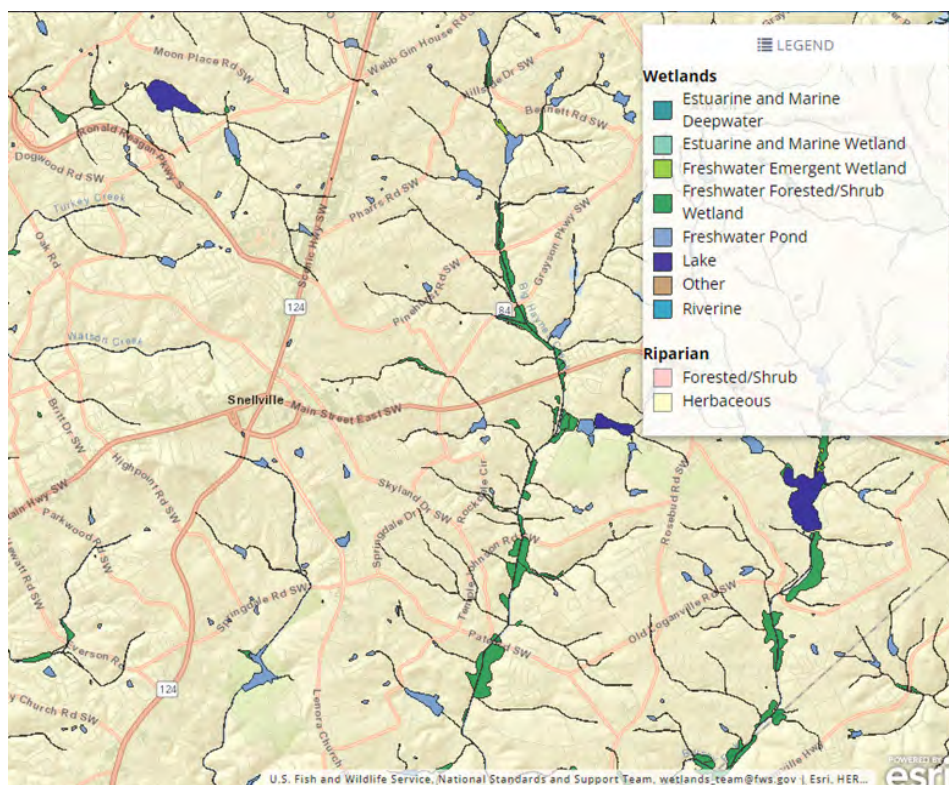
Communities seeking to promote water supply protection measures could seek low impact development and other techniques for increasing on-site infiltration of stormwater within groundwater recharge areas.

## 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.





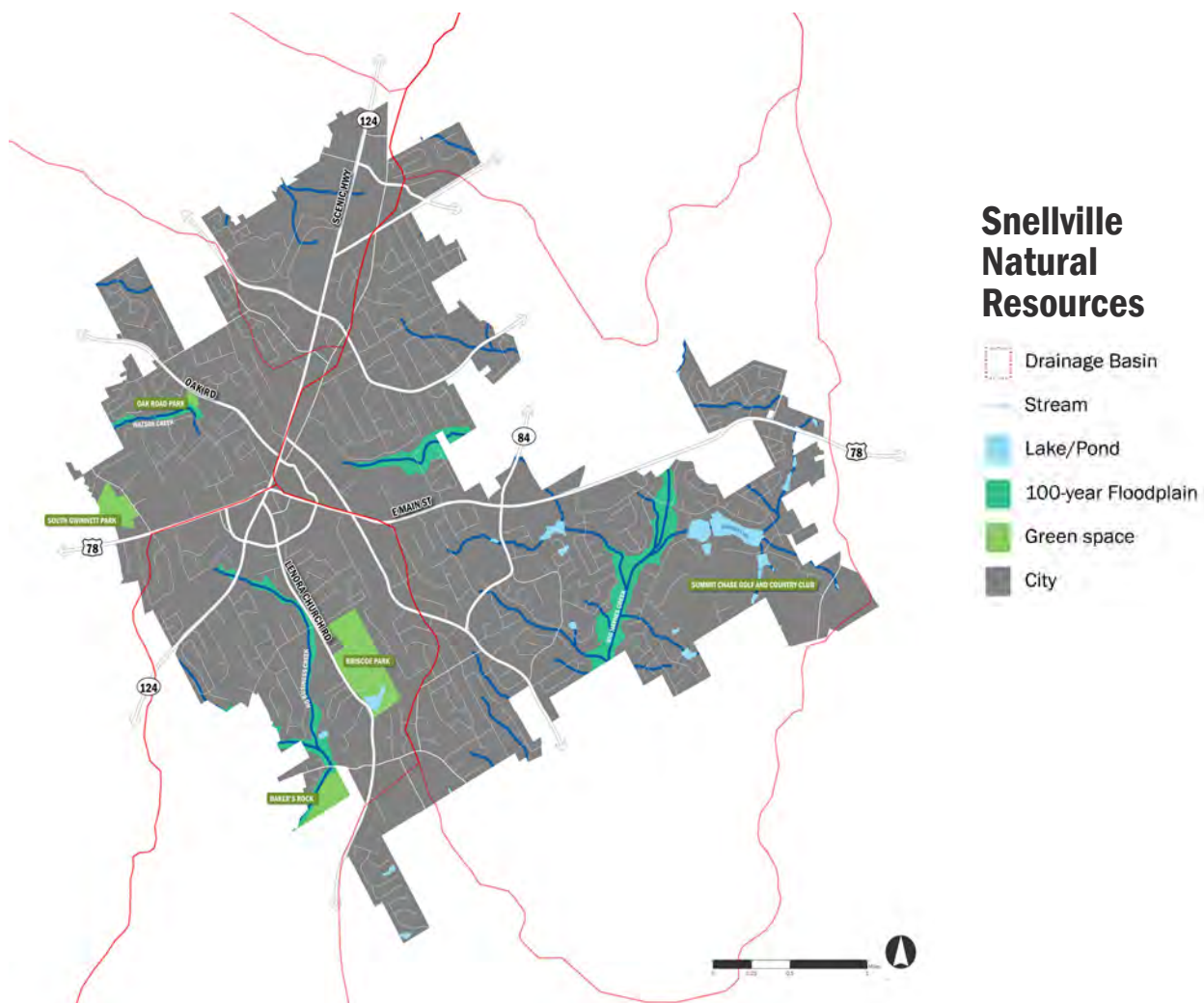
## Floodplains

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.













# **Appendix E:**

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# **Broadband Services Element**



# Appendix F:

## Broadband Services Element

The State of Georgia recognizes the importance of quality internet access for all residents and created the Achieving Connectivity Everywhere (ACE) Act in 2018 to promote ubiquitous access to broadband internet. Broadband internet service transmits at least 25 megabits per second downstream and at least 3 megabits per second upstream. The act is aimed at expanding broadband infrastructure to rural communities.

The map at right illustrates household access to broadband internet by Census tract. The data was provided by the Atlanta Regional Commission Research and Analytics Division in December 2018, based on data from the Federal Communications Commission. It represents a range of access to broadband internet from 0 (worst access) to 5 (best access). Properties within Snellville have moderate to excellent access to broadband, with the lowest quality access in the Summit Chase area in the eastern part of the city.

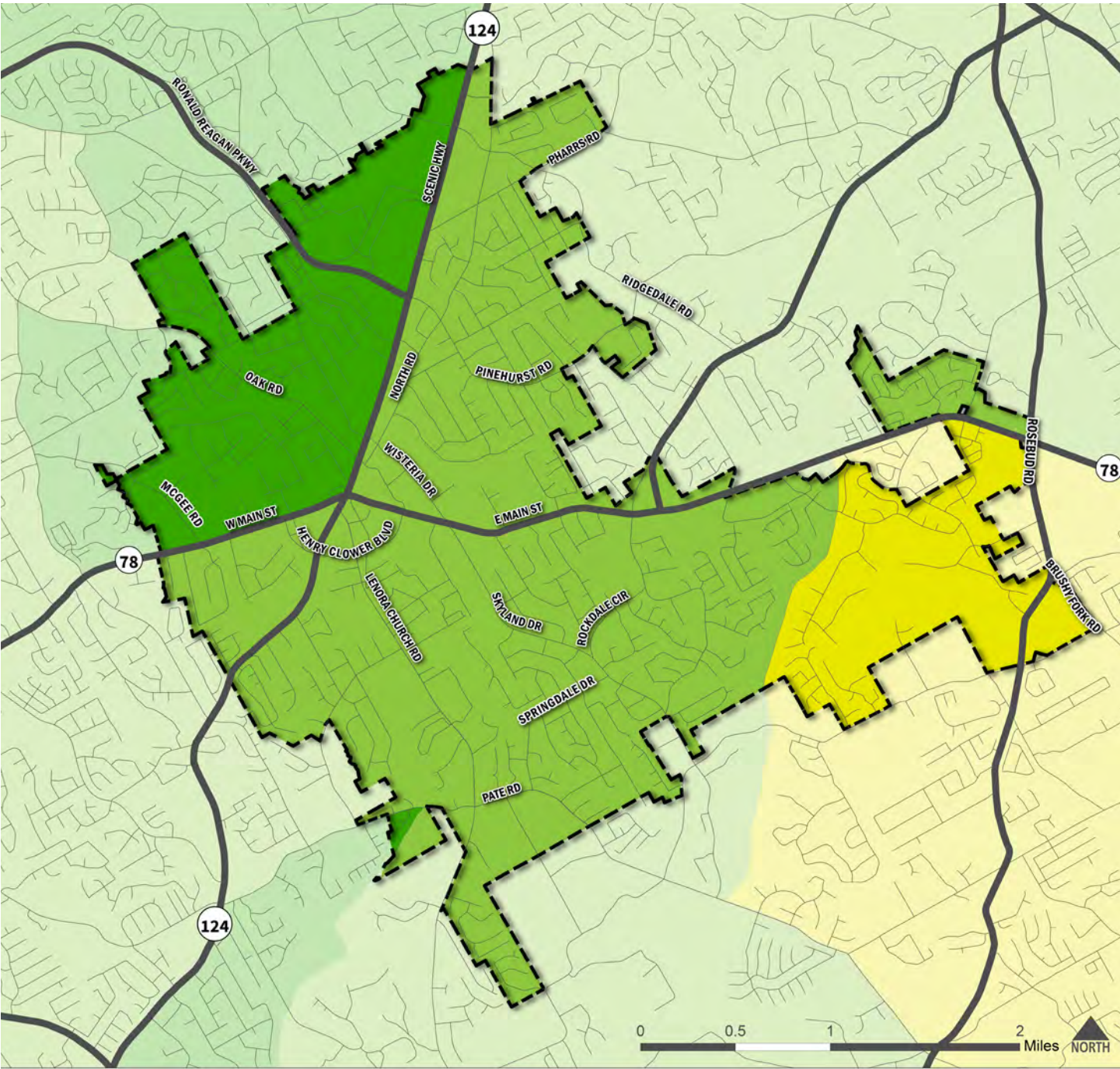
The City of Snellville shares the state's commitment to ensuring broadband access as a foundation for economic development. Although the City already has broadband coverage, it will continue to support improvements to broadband infrastructure. As part of this Comprehensive Plan, it has adopted a supportive goal and policy:

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

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



Snellville Broadband Access



Household Access to Broadband

- 0: Worst Access
- 1
- 2
- 3
- 4
- 5: Best Access

- Major Road
- Local Road
- City of Snellville



