

**DATE:** January 6, 2024

**TO:** Mayor Tim Dunn, City of Lilburn  
**ATTN TO:** Joellen Wilson, Planning Director, City of Lilburn  
**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 Lilburn Comprehensive Plan Update

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

**Submitting Local Government:** City of Lilburn

**Action Under Consideration:** Approval

**Date Opened:** January 6, 2024

**Deadline for Comments:** January 26, 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 TUCKER  
CITY OF LAWRENCEVILLE

GEORGIA DEPARTMENT OF NATURAL RESOURCE  
GEORGIA REGIONAL TRANSPORTATION AUTHORITY  
GWINNETT COUNTY  
CITY OF NORCROSS  
CITY OF DORAVILLE

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA SOIL AND WATER CONSERVATION COMMISSION  
DEKALB COUNTY  
CITY OF SNELLVILLE  
CITY OF PEACHTREE CORNERS

**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 26, 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/>.



December 11, 2023

Atlanta Regional Commission  
229 Peachtree Street NE  
Suite 100  
Atlanta, Georgia 30303

RE: Comprehensive Plan Update Submittal

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

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

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

If you have any questions concerning our submittal, please contact Reid Turner, Planning Manager at 770-279-3715 or [reidturner@cityoflilburn.com](mailto:reidturner@cityoflilburn.com).

Sincerely,

A handwritten signature in blue ink, appearing to read "Tim Dunn", with a stylized flourish at the end.

Mayor Tim Dunn  
City of Lilburn

Enclosures



A photograph of children playing in a splash pad. In the foreground, a young boy in a black tank top and red shorts with a cartoon pattern is splashing water. In the background, another child is crouching in the water. The scene is bright and sunny, with water droplets frozen in the air.

# CITY OF LILBURN

## 2024 COMPREHENSIVE PLAN



TO BE ADOPTED  
FEBRUARY 2024

prepared by the



Atlanta Regional Commission

# ACKNOWLEDGEMENTS

## Steering Committee

Angie Ballard - Resident	Mark DeArmon - DDA Member
Arturo Adonay - Business Owner	Rebecca Barrett - Resident
Barry Brooks - Resident	Tad Leithead - CID Member
Christina Van Maanen - Resident	Michelle West - Resident
David Freeman - CID Member	Scott Danos - Resident
Emil Powella - Council Member	Jason Edenfield - Resident
Johnny Crist - Resident	Maya Norman - Resident
Kathryn Jones - Resident/Council for Quality Growth Member	Allan Owen - Resident
Scott Mecredy - Business Owner/Resident	

## City Council Members

Tim Dunn - Mayor  
Mike Hart - City Council Member  
Emil Powella - City Council Member  
Yoon Mi Hampton - City Council Member  
Dr. Scott Batterton - City Council Member

## City of Lilburn Staff

Joellen Wilson - Director of Planning  
Jenny Simpkins - City Manager  
Matt Gore - Assistant City Manager  
Reid Turner - City Planner  
Rick Badie - Public Information Officer

## Atlanta Regional Commission Staff

Mollie Bogle - Principal Planner  
Aishwarya Mohgaonkar - Community Development Program Assistant  
Maisunath Amin - Community Development Program Assistant

This document was prepared by the Atlanta Regional Commission.

Unless otherwise noted, all photos were taken by ARC staff.  
Cover image courtesy of City of Lilburn





# TABLE OF CONTENTS

Chapter 1: Introduction	4
Chapter 2: Needs & Opportunities	6
Chapter 3: Community Goals	12
Chapter 4: Broadband	14
Chapter 5: Transportation	16
Chapter 6: Housing	22
Chapter 7: Land Use	26
Chapter 8: Report of Accomplishments	40
Chapter 9: Community Work Program	44
Appendix	51

## CHAPTER 1

# INTRODUCTION

# INTRODUCTION

Lilburn's early history was like much of Georgia – Native American occupancy gave way in the face of a government influenced land lottery. William McDaniel acquired title to District 5, Land Lot 135 from the original lottery winner and settled in the area. This area was originally known as McDaniel, but the name was changed to Lilburn in 1896 after Lilburn Trigg Myers, the son of the major stockholder of the Seaboard Airline Railroad, which had arrived in 1890. The first recognized churches were Camp Creek Primitive Baptist in 1823 and Salem Missionary Baptist in 1834.

Formally incorporated by the State in 1910, the City of Lilburn developed without a commercial square, but the original Second Street became Main Street and it extended from a linear park along the railroad northward until 1920. Lilburn faced opportunities and challenges that included a 1920 fire that destroyed buildings downtown, damage to the agricultural economy wrought by the boll weevil, the Great Depression, and the cancellation of the City's charter and dissolution of City government.

By the middle of the twentieth century, the automobile had realigned growth in the area to the US 29 (Lawrenceville Highway) corridor. The need to establish new water infrastructure resulted in the reestablishment of City government in 1955. New city halls were constructed in 1976 and again in 2016. Lilburn was greatly impacted by the residential development that soared throughout Gwinnett in the 1980s and 1990s, as

well as two new public high school districts, two private K-12 schools, and commercial businesses that followed new subdivisions northward.

Gwinnett County first became a "majority-minority" county in 2010 – meaning it has more non-white residents than white residents. Lilburn has experienced a shift in demographics that reflects local trends in diversity of the metro Atlanta region. The significant BAPS Shri Swaminarayan Mandir Atlanta opened in Lilburn in 2007 on a 29-acre campus, attracting many visitors who settled in the vicinity. The richness of the Latina business community culminated with the development of Plaza Las Americas. Annual community event calendars respond with seasonal food trucks and concerts in Lilburn City Park to complement the more traditional Lilburn Daze Arts and Crafts Festival organized by the Lilburn Women's Club and the Annual Christmas Parade in December.

The City of Lilburn adopted a Strategic Business Plan in 2014 with a Vision Statement that was reaffirmed in the 2019 Comprehensive Plan Update: "We envision a vibrant city where businesses prosper, where safety is a lifestyle, and where friends share life together in a community that will span the generations." This comprehensive plan update considers the past, present, and future of Lilburn, as it will continue to thrive in the face of both opportunities and challenges in creating a community to share together.



*Image Courtesy of the City of Lilburn*

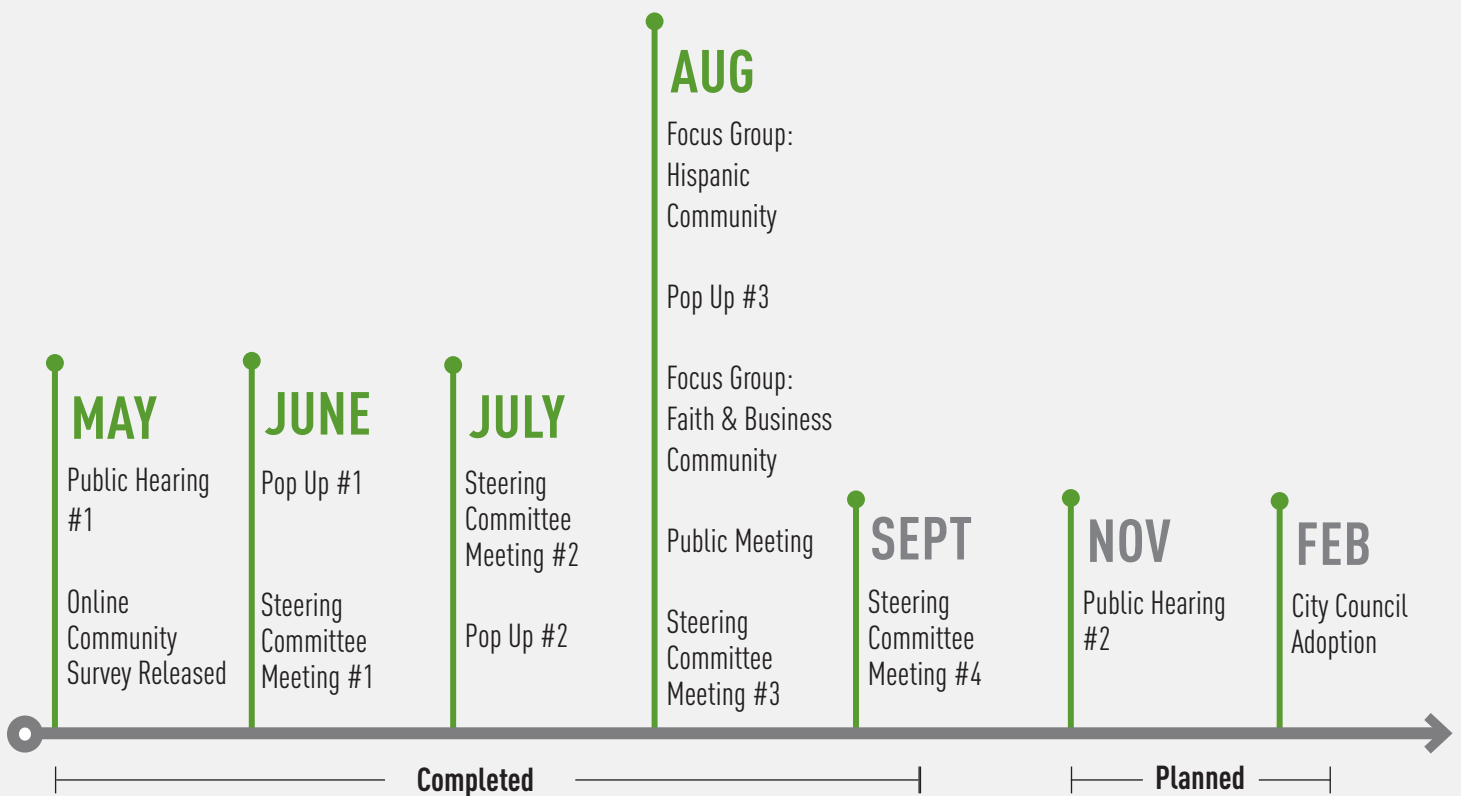


## CHAPTER 2

# NEEDS & OPPORTUNITIES

# COMMUNITY PARTICIPATION

Between May and September 2023, an online survey in both English and Spanish was provided through the City of Lilburn's PublicInput webpage which included a Strength, Weakness, Opportunity, and Threat (SWOT) Analysis of a wide range of topics detailed on pages 9-10. Over **240 people** responded in total – the majority of participants were white (74%) residents that identify as female (60%). However, a number of participants were Asian (9%), Black or African American (9%), or identify as Hispanic Latino, or Spanish (8%). Participants described the City of Lilburn as a **vibrant and diverse small town** with over half (66%) of participants rating their quality of life in the city as "Average" and 30% rating it as "High." The **parks, trails, and historic Old Town** were cited as Lilburn's top assets while **unmanaged growth, a lack of diverse retail and restaurants options, and an increase in vehicular traffic** were listed as the most pressing challenges (see Appendix A for full results).



## COMMUNITY PARTICIPATION TIMELINE

Three pop up events were held in June, July, and August 2023 at various locations throughout the city, primarily to encourage community members to complete the online survey and attend the open-house style public meeting in August. In addition, a variety of activities were used to determine where participants live, work, and play, as well as their priorities for future planning efforts. Overwhelming, participants prioritized **"Parks, Recreation, Greenspace, Tree Preservation,"** while **"Economic Development, Market Study, Needs/Restaurants"** was a close second (see Appendix B for full results).

# COMMUNITY PARTICIPATION

Three focus group discussions were held in August 2023 with the Hispanic, Faith/Cultural, and Business communities. Participants of these discussions were provided with an overview of the comprehensive planning process, and a SWOT Analysis was performed in determining the needs of their respective constituents. The need for more **multimodal transportation, affordable housing, and diverse commercial uses** was emphasized by participants (see Appendix C for full results).

An open house was held August 12, 2023 at the Preston Room within Lilburn City Hall/Gwinnett County Library to discuss in greater detail the same topics covered in the online survey. Participants provided insight into the city's needs and opportunities related to the topics detailed on pages 9-10. Potential community work program items were developed and prioritized and locations for a variety of housing types and transportation improvements were identified (see Appendix D for full results).

Finally, an 18-member steering committee comprised of residents and business owners, organizational representatives, and elected and volunteer officials was convened, and four meetings were held in June, July, August, and September 2023. A SWOT Analysis was

conducted during which the committee was asked to identify the city's primary assets and challenges. The committee also reviewed and made amendments to the 2018 community goals (see Appendix E for full results).

The online survey and public meeting were promoted in-person via flyers and virtually via e-mail, text, and social media. Postcards and signs promoting awareness of the comprehensive plan update process and participation in the survey and public meeting were posted at businesses and distributed by code enforcement officers within city limits. Along with traditional media releases to newspapers and other news outlets, the City used its Facebook and Instagram pages to post comprehensive plan updates.

A network of more than 150 highly engaged stakeholders was leveraged by providing them with a messaging toolkit of project event details for use in reaching out to their network about the comprehensive plan update process and engagement opportunities. An SMS text campaign in both English and Spanish was deployed to more than 2,000 residents and business owners in the 30047 ZIP code. More than 200 of the people reached via this campaign clicked through the text link to the survey.



*Image Courtesy of the City of Lilburn*



# COMMUNITY ISSUES & OPPORTUNITIES

## TOP 10

NEEDS & OPPORTUNITIES	COMMUNITY GOAL
1. Improve growth management	COMMUNITY
2. Encourage more diverse retail options	<b>MISSION</b>
3. Reduce vehicular traffic	MOBILITY
4. Increase multimodal transportation options	MOBILITY
5. Improve management of green spaces	RECREATION
6. Improve management of tree canopy	COMMUNITY
7. Increase communication between elected officials and residents	SERVICES
8. Maintain affordability of existing residential units	COMMUNITY
9. Encourage redevelopment of commercial property	<b>MISSION</b>
10. Encourage redevelopment of Lawrenceville Highway	<b>MISSION</b>

### Natural & Environmental Resources

Unsurprisingly, the City's parks, including **Lilburn City Park**, **Bryson Park**, and **Lions Club Park** were identified as some of the most significant natural and environmental resources and the desire to see them expanded and activated for additional passive and active recreation use was shared. Lilburn's existing **trail network** was recognized as significant and a desire to see it expanded, especially on the east side of the city, was revealed. Finally, **Camp Creek** and **Jackson Creek** and their associated floodplains were identified as areas in need of increased protection.

### Historic & Cultural Resources

**Old Town Lilburn** and the **Wynne-Russell House** were identified as the most significant historic and cultural resources within the City of Lilburn. In addition, several historic churches, including the **Camp Creek Primitive Baptist Church**, **First Baptist Church**, and **Salem Missionary Baptist Church**, and their cemeteries, were recognized as significant. Finally, the **BAPS Shri Swaminarayan Mandir** was identified and the potential for a surrounding international district shared.

# COMMUNITY ISSUES & OPPORTUNITIES

## Future Development

A majority of participants indicated a desire to see the majority of future redevelopment efforts occur along the **US-29 Corridor** (48%) and in **Old Town** (34%), while the remainder were divided between **Uptown (Main Street at US-29)** (10%) and **Lilburn Industrial Way** (8%). Nearly half the participants (43%) characterized Lilburn's pace of development in recent years compared to other Gwinnett cities as "Too Fast" while 35% characterize the pace of development as "Too Slow."

## Economic Development

62% of participants visit Old Town Lilburn to utilize **Parks & Greenspace** – the remaining 48% are divided between Restaurants (20%), City Events, (12%), Other (4%), and Shopping (2%). There are opportunities to leverage the park as a destination and market increased visitation to surrounding businesses and services. Participants ranked **Complete Streets (Pedestrian Crossings, Bicycle Lanes, Comprehensive Design Standards, etc.)** as the primary transportation need in Old Town with Improved Traffic Circulation and Wider Sidewalks coming in second and third respectively. By comparison, a majority of participants identified the need for more **Tree Canopy** (69%), **More & Wider Sidewalks** (68%), and **Passive Parks & Trails** (53%) throughout the city.

## Transportation

The highest percentage of participants ranked **Public Transportation** (41%) as Poor while the highest percentage of participants ranked **Traffic Congestion** (34%), **Pedestrian and Bicyclist Safety** (32%), and **Traffic Safety** (29%) as Below Average. Numerous areas throughout the city were identified as dangerous for pedestrians and/or bicyclists, primarily **along Camp Creek Road, Killian Hill Road, Indian Trail Lilburn Road, Lawrenceville Highway (US-29), and Rockbridge Road** (Note: Camp Creek Road is the only city-owned street in this list.). Finally, participants noted **lack of sidewalks and bicycle lanes** as the chief reasons for these unsafe conditions.

## Housing

A majority of participants (64%) indicated a desire to see an increase in the number of housing units through a **Horizontal Density Increase (Accessory Dwelling Units, Cottage Courts, Minimum Lot Requirement Reductions, etc.)**, while only 36% indicated a desire to see a Vertical Density Increase (Multi-Story Building, etc.). In addition, a majority of participants (59% each) indicated Lilburn has the Right Amount of Senior Housing and Need(s) Less Medium- and High-Density Housing. However, participants were ultimately split regarding **Affordable Housing** (with 41% voting Right Amount and 35% voting Need More) and Mixed-Income Housing (with 40% voting Right Amount and 35% voting Need Less).



Public Meeting

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## CHAPTER 3

# COMMUNITY GOALS

# VISION AND MISSION

*The City of Lilburn adopted a Strategic Plan in 2014, which included Vision and Mission statements that have been slightly modified and included here.*

We envision a vibrant city where businesses prosper, where safety is a lifestyle, and where friends share life together in a community that will span the generations. Lilburn is a destination that offers small town character and a sense of belonging with opportunities supported by proximity to the urban center of the region. The quality of life is grounded in the community's schools, neighborhoods, parks, and economic success.

Our mission is to utilize economic development and public safety resources to provide a great quality of life to our residents, visitors, and business owners.

## Guiding Principles

The Strategic Plan included a series of Values to inform decision-making within the city. Those Values have been slightly modified here and included as Guiding Principles.

### Safety

Lilburn will be hospitable and welcoming to all residents in the community, providing a safe and secure environment that offers fair and just opportunities for all, as well as a Police Department that is engaged with the community.

### Mobility

Partnerships with other government agencies will ensure a variety of mobility options in the City of Lilburn, including improved roadway connections, barrier free design, and expanded trail opportunities.

### Community

Providing a variety of year-round family-oriented events, promoting local attractions and facilities, continuing improvements to community aesthetics, and ensuring balanced growth and high-quality housing will benefit the community and continue to attract a variety of people to Lilburn as a permanent destination.

### Services

Lilburn will provide excellent customer service to residents, visitors, and businesses through accessible and efficient administration of city services, timely responses to concerns, and regular communication with

community members, contributing to the community's excellent quality of life.

### Education

The quality of schools in the community will continue to be a multi-generational draw for potential property owners and residents. The City and schools benefit mutually from complementary family-oriented entertainment, recreation, and employment opportunities.

### Fiscal Responsibility

Transparency and accountability in government, including regular communication with community members, will ensure good stewardship of public resources.

### Parks / Environmental

The continued provision of quality parks and varied recreation opportunities to meet the needs of the population is a community priority.

## CHAPTER 4

# BROADBAND



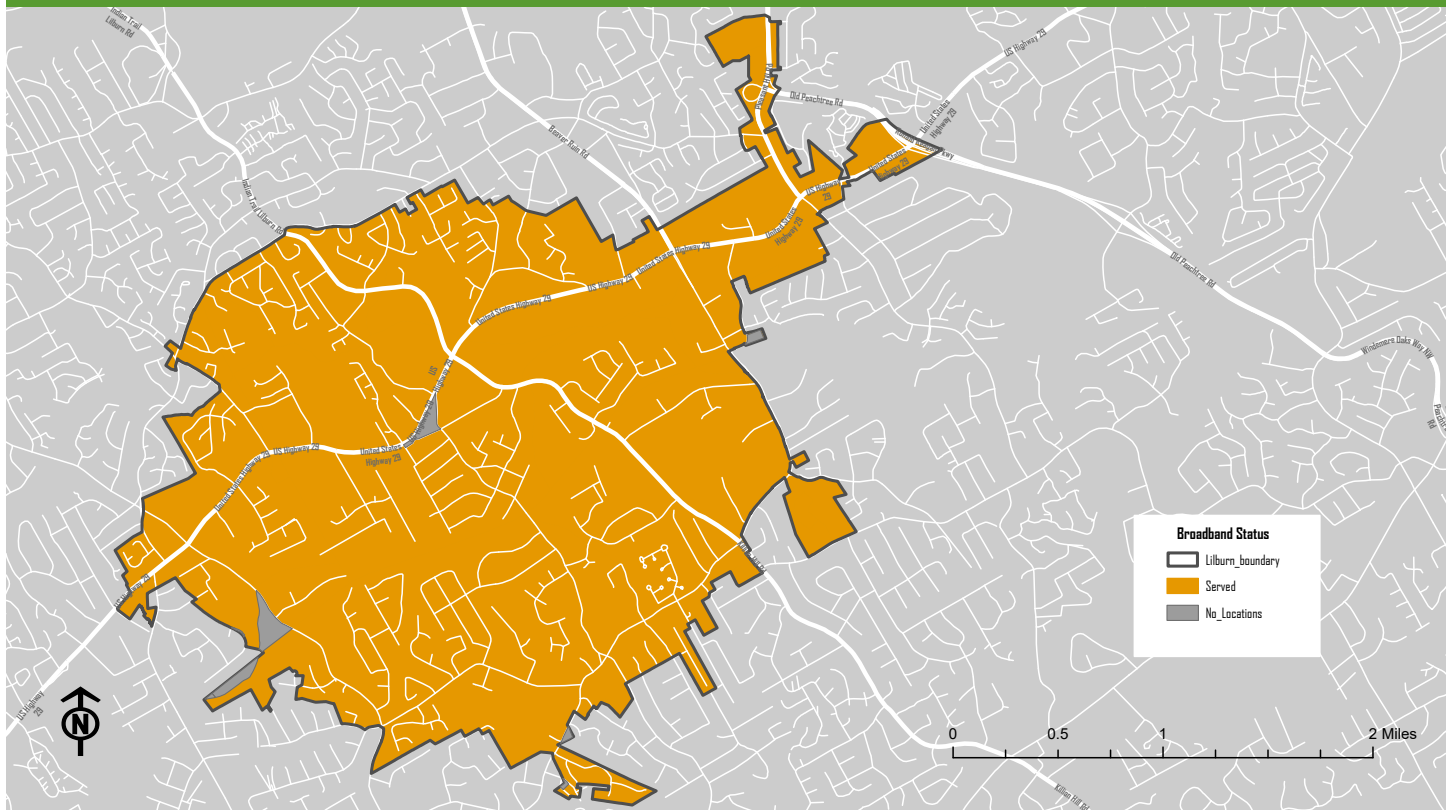
# BROADBAND ACCESS

According to the most recent available data from the Federal Communications Commission (FCC) and the Georgia Broadband Center, <1% of households and businesses in the City of Lilburn were unserved by broadband as of 2022. The map below illustrates that the vast majority of the City of Lilburn is served by broadband. Unserved pockets may be representative of extensive surface parking, undeveloped lots, or simply older development. Note: Statistics are based on a fixed, terrestrial broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block. Census blocks that did not meet this definition are delineated as 'Unserved.'

City officials should also consider pursuing state certification as a Broadband Ready Community or designation of facilities and developments as Georgia Broadband Ready Community Sites. Broadband Ready Community Designation demonstrates that a local unit of government has taken steps to reduce obstacles to broadband infrastructure investment by amending their

comprehensive plan to include the promotion of the deployment broadband services and adopting a broadband model ordinance. Any facility or development in Georgia that offers broadband services at a rate of not less than 1 gigabit per second in the download stream to end users is eligible for the Broadband Ready Site Designation.

## BROADBAND ACCESS MAP



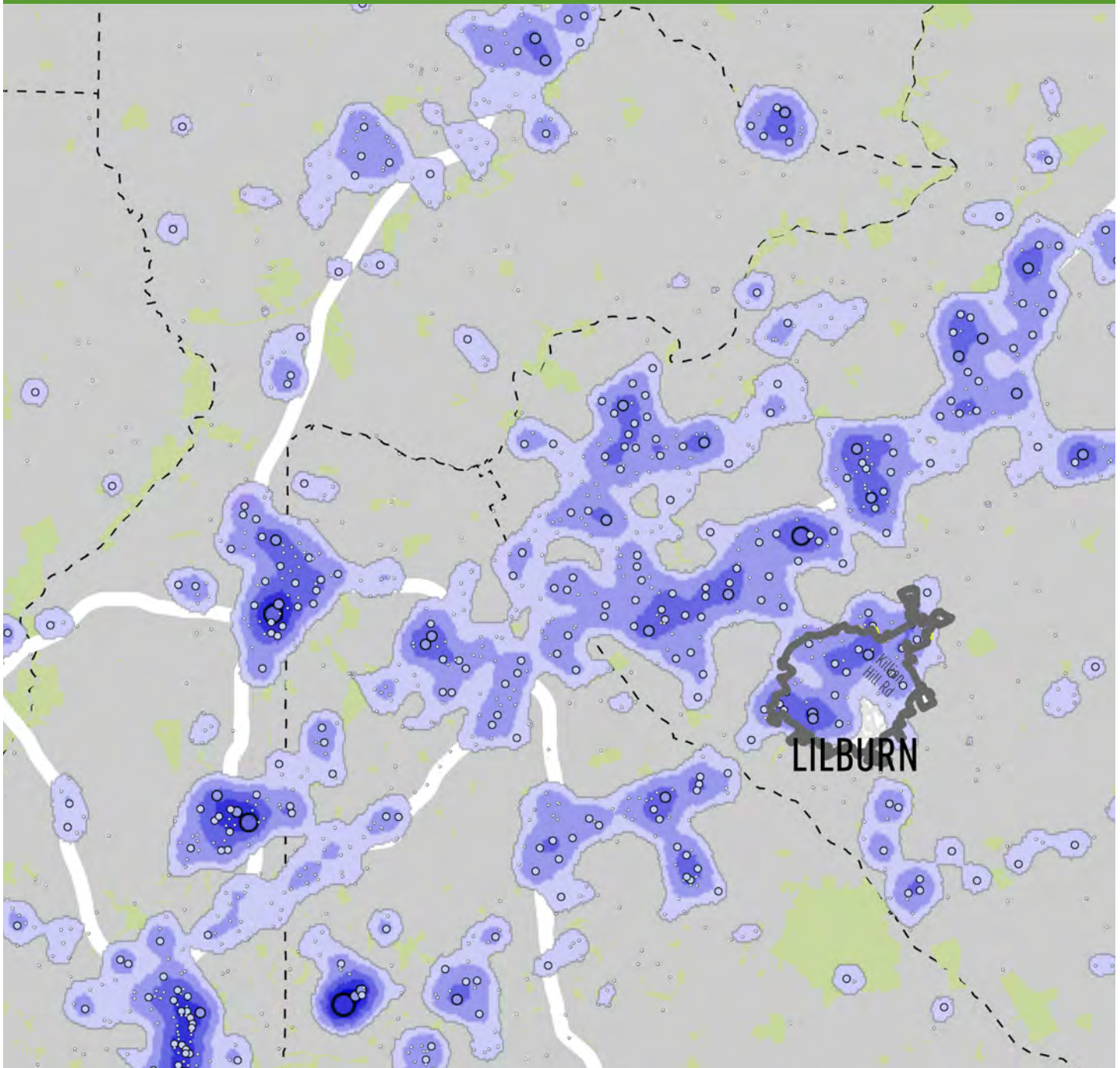
## CHAPTER 5

# TRANSPORTATION

# DATA SNAPSHOT

The **majority of Lilburn's residents (4,034) commute outside of the city for work** to major job centers like **Downtown Atlanta** and **Buckhead**. The **majority of those commuters drive alone (75.4%)**, though there has been a **significant (26%) increase in carpooling between 2010 (18.4%) and 2020 (23.1%)**. While there has been a moderate (14%) increase in the mean commute time, the **largest percentage of commuters (17.7% in 2010 and 22.2% in 2021) still commute 30-34 minutes**. Finally, while only a small number of residents (147) live and work within city limits, the **percentage of those that work from home rose 130% between 2010 (3%) and 2021 (6.9%)**.

## WHERE DO RESIDENTS WORK?



# GUIDING DOCUMENTS

## Destination 2050: Gwinnett County's 2050 Comprehensive Transportation Plan

Gwinnett's Comprehensive Transportation Plan (CTP) will outline how Gwinnett's transportation needs will be met. Destination 2050, the current CTP process, will use:

- Land use information;
- Transportation network details, including roads, transit routes, bicycle amenities, and pedestrian facilities;
- Transportation performance data, such as travel time, cost, and congestion;
- State-of-the-art modeling and simulation; and
- Extensive public input.

This information will help in developing alternatives and possible solutions to provide Gwinnett residents and visitors with better transportation experiences. Alternatives will be based on how well they address current transportation needs and how much they cost. The plan will also provide both technical project details and policy recommendations for making improvements to Gwinnett's current transportation facilities. The CTP will guide decision-makers as they invest in roadways, sidewalks, bicycling facilities, intersections, and other transportation improvements. The decisions will determine the transportation priorities and will impact those who travel in Gwinnett.

## The Atlanta Region Plan's Metropolitan Transportation Plan (2020)

The Metropolitan Transportation Plan (MTP) (previously the Regional Transportation Plan (RTP)) is one piece of The Atlanta Region's Plan (TARP). Both plans establish long-term visions and detail the policies and programs that will bring those visions to fruition. The MTP focuses on current transportation conditions, expected trends that will impact the transportation network, and documents the strategies and investments necessary to meet the multi-modal transportation needs of all residents and visitors of the Atlanta region through 2050.

The MTP contains robust transportation infrastructure investments – from pedestrian safety measures to congestion management – designed to improve mobility, access, and safety for all of the Atlanta region's residents and visitors. This ambitious list of recommendations addresses the varied challenges faced across the region and provides a higher quality of life for everyone. The recommendations are grouped into three program areas — Demand Management, Expansion, and Maintenance & Modernization — and eight corresponding subareas.

A full list of projects for the City of Lilburn from the MPT can be found in the below table.

## THE ATLANTA REGION'S PLAN MTP PROJECT LIST\*

ARC #	GDOT #	DESCRIPTION	SPONSOR	STATUS**
GW-420	N/A	Killian Hill Road Widening	Gwinnett County	Programmed
GW-348A	0016519	SR 8 Bridge Replacement	GDOT	Programmed
GW-385	0012884	Norcross to Lilburn Multiuse Trail	Gwinnett County	Programmed

\* This table is a direct copy of the The Atlanta Region's Plan MTP Project List, including any discrepancies or errors.  
\*\*"Programmed" indicates that one or more phases are scheduled to be undertaken during the years covered by the TIP (2020-2025). "Long Range" indicates that all phases are not scheduled until 2026 or later. These are the only two statuses which comprise the adopted and conforming Transportation Improvement Program (TIP) and MTP project list.



# WHAT'S NEXT?

## TRANSPORTATION

Where are there dangerous or insufficient transportation conditions within the City of Lilburn?

1. Place a ● sticky dot where you'd like to see sidewalks.
2. Place a ● sticky dot where you'd like to see crosswalks.
3. Place a ● sticky dot where you'd like to see dedicated cycling lanes.
4. Place a ● sticky dot where you'd like to see sharrows (road marking of two inverted V-shapes above a bicycle).
5. Place a ● sticky dot where you'd like to see multi-use paths.

**Additional Comments:**

- Too much Traffic
- Stealing Ideas (Intelligence theft is a crime)

**Additional Comments:**

- Can never have enough sidewalks
- People are lazy

**TRAFFIC ACCIDENTS**

- ▲ 2021
- ▲ 2020
- ▲ 2019
- ▲ 2018
- ▲ 2017

0.0 0.3 0.5 1.0 Miles

*The community identified areas for different types of transportation improvements*

Lilburn has largely developed in a pattern typical to suburban cities during the end of the 20th century. While that pattern has largely defined Lilburn up to this point, the city is at an important transitional period in which denser development is beginning to foster a sense of walkability and beginning to emphasize aspects of transportation not previously considered during development.

With this transition comes a renewed and reconfigured focus on the following:



# WHAT'S NEXT?

## Safety

The City has begun to address safety concerns at various points within the transportation system including the signalization and realignment of Lilburn School Road to accommodate safer access and egress for residents, students, and drivers. While this is an important step, the city will continue to address safety concerns for both drivers and pedestrians through increased sidewalk requirements, ensuring thoughtful development in collaboration with the Georgia Department of Transportation along Lawrenceville Highway to reduce curb cuts and require inter-parcel access, via the U.S. 29 Overlay standards, to reduce incidences of conflicting turns and the propensity for accidents they bring about.

## Mobility

Increasing multi-modal mobility will be a focus area for the city over the coming years, with the rapid decentralization of our workspaces likely to continue the city will continue to research and focus on ways to bring about more comprehensive multi-modal infrastructure such as safe bike lanes, continuing to require ADA compliant sidewalks throughout the city at points of development, continued partnership with Ride Gwinnett to foster more public transportation that takes residents where they need to go, be that work, home or recreation.

## Mixed Use/ Development

The city will continue to emphasize Mixed-Use developments to foster a sense of place while ensuring that these spaces accommodate the need for pedestrian-scale development to reduce car dependence for residents of these and adjacent developments.

## Expansion

The need to accommodate the increased traffic new residents and new development brings in a thoughtful manner will be a paramount concern for the City in the future. The proposed extension of Railroad Avenue will serve to accommodate the influx of new residents the recently approved 267 unit Multi-Family development will bring and also provides another means of access and egress to and from Old Town Lilburn.



Image Courtesy of City of Lilburn

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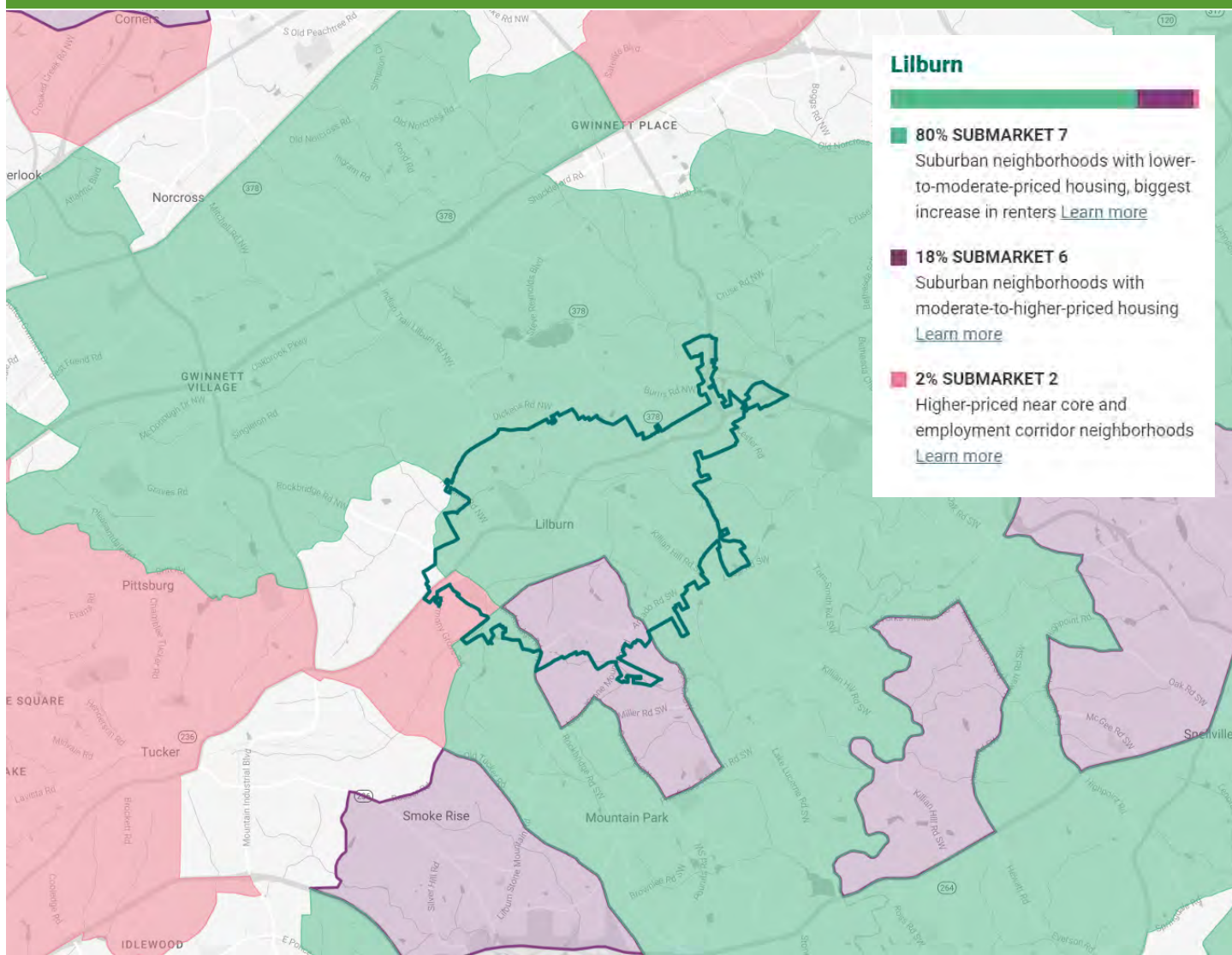
## CHAPTER 6

# HOUSING

# DATA SNAPSHOT

According to ARC's Metro Atlanta Housing Strategy, **80% of the City of Lilburn is comprised of suburban neighborhoods with lower-to-moderate-priced housing (\$165,000 - \$320,000 in Atlanta MSA) with renters representing the biggest increase in tenure** between 2010 and 2020. During this time frame, the number of **owner-occupied units decreased by 23%**, while the number of **renter-occupied units increased by 27%**. In addition, the number of **duplexes grew by 104% (from 147 units in 2010 to 300 in 2020)**, the largest increase in housing unit production during this period. However, the **majority of existing housing units (60%) were built between 1980 and 1999**. Finally, as is the case throughout much of the region, the **value of single-family detached housing units increased by 44%** (from \$194,896 in 2010 to \$279,811 in 2020).

## METRO ATLANTA HOUSING STRATEGY





# GUIDING DOCUMENTS

## Gwinnett County Consolidated Plan (2020-2024)

Since 1986, Gwinnett County has received direct assistance under the U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant (CDBG) Program as an entitlement community. Gwinnett County is also a participating jurisdiction under the HOME Investment Partnerships Program (HOME), as well as a formula grantee under the Emergency Solutions Grant Program (ESG). As a recipient of federal grant funds, Gwinnett County is required by HUD to produce a Consolidated Plan every five years and an Annual Action Plan every year which serve as the application for funding for the following federal entitlement programs that serve low-income individuals and/or families:

- Community Development Block Grant (CDBG);
- HOME Investment Partnerships Program (HOME)
- Emergency Solutions Grant (ESG)

The Consolidated Plan establishes the following strategic priorities as a product of extensive consultation with community stakeholders, combined with data from the U.S. Census and other sources, which indicate specific housing and community development needs in Gwinnett County:

- Access to Affordable Housing
- Homelessness Reduction
- Non-Housing Community Development
- Affirmatively Furthering Fair Housing Choice

These priorities include recommendations such as weatherization, home maintenance to extend the life of aging housing stock, opportunities to create rental units through adaptive reuse of existing (residential? Or commercial as well?) sites and structures, and increasing the supply of housing units for low-income, disabled, and elderly residents.

A full list of goals and objectives that may be applicable to the City of Lilburn from the 2023 Annual Action Plan of the 2020-2024 Consolidated Plan can be found in Table 1.



*Image Courtesy of City of Lilburn*



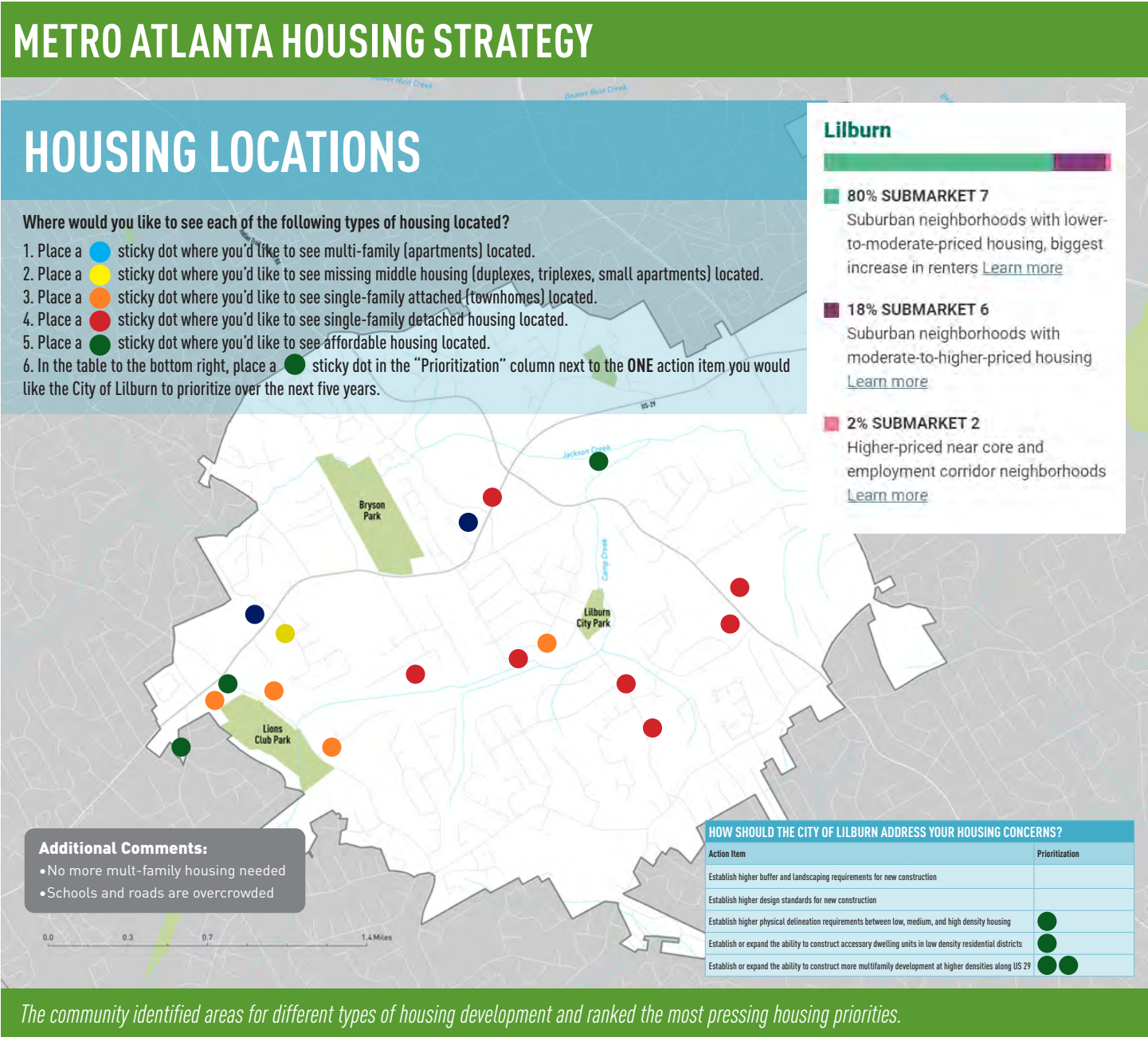
# GWINNETT COUNTY CONSOLIDATED PLAN

SORT ORDER	GOAL NAME	CATEGORY	FUNDING
1	Administration & Planning	Administration & Planning	CDBG (\$1,082,827), HOME (\$242,622), ESG (\$34,547)
2	Homeowner Housing Rehabilitation	Affordable Housing	CDBG (\$450,000)
3	Public Facilities and Infrastructure	Non-Housing Community Development	CDBG (\$3,041,831)
4	Economic Development	Non-Housing Community Development	CDBG (\$152,476)
5	Public Services	Non-Housing Community Development	CDBG (\$626,000)
6	Community Housing Development Organizations (CHDO)	Affordable Housing	HOME (\$500,000)
7	Acq./Rehab/Disp. of Affordable Housing & Land	Affordable Housing, Non-Housing Community Development	HOME (\$1,250,000)
8	Downpayment Assistance	Affordable Housing	HOME (\$118,598)
9	Tenant-Based Rental Assistance	Affordable Housing, Homeless	HOME (\$315,000), ESG (\$60,000)
10	Emergency Shelter and Supportive Services-Homeless	Homeless	ESG (\$241,840)
11	Permanent Supportive Housing-Homeless/At-Risk	Affordable Housing, Homeless	ESG (\$102,500)

\*This table is a direct copy of the [Gwinnett County Consolidated Plan \(2020-2024\)](#), including any discrepancies or errors.

# WHAT'S NEXT?

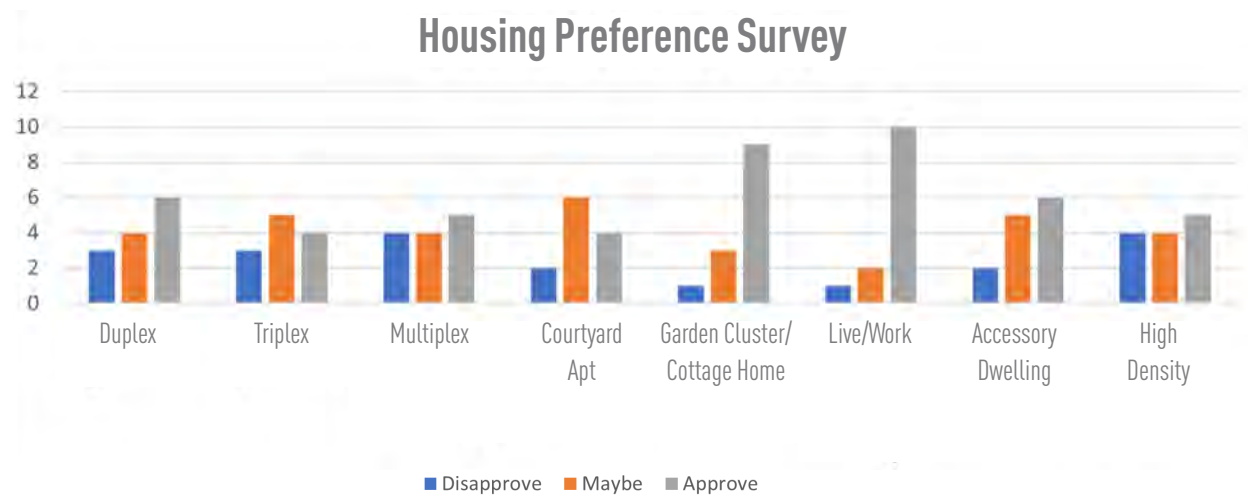
Extensive engagement outlined in Chapter 2 revealed the community’s conflicting understanding of the city’s housing needs and opportunities. Further study and discussion will be necessary to come to a consensus regarding the city’s housing challenges, as well as how to innovatively address said issues. Application through ARC’s Community Development Assistance Program (CDAP) for a housing assessment or study would provide an opportunity for key stakeholders to learn more about the city’s specific housing needs and ways to address those challenges to provide safe, affordable housing for all community members.



# WHAT'S NEXT?

## Steering Committee Findings

Steering Committee Members were asked to rank various housing types and rank them based on their ability to integrate into the existing character of Lilburn. The graph and table below summarizes responses and demonstrates some key takeaways:



- 1. Steering committee representatives were generally more open to varying housing types, with a majority of respondents in every category expressing support for various, denser, housing types.
- 2. Respondents expressed the most resounding support for the following housing types:
  - a. Live/Work units (Mixed-Use)
  - b. Cottage Homes
  - c. Accessory Dwelling Units (Attached and Detached)
  - d. Duplexes
- 3. The most contentious housing types can be found below, though none of these types received more than 30% of the votes against.
  - a. High Density Housing (12 + units/acre)
  - b. Multiplexes (4+ units)
  - c. Duplexes
  - d. Triplexes

	Duplex	Triplex	Multiplex	Courtyard Apt.	Garden Cluster/Cottage Home	Live/Work	Accessory Dwelling	High Density
a. Not interested/ Does Not	3	3	4	2	1	1	2	4
b. Maybe/ Could Fit	4	5	4	6	3	2	5	4
c. Interested/ Would Fit in Lilburn	6	4	5	4	9	10	6	5

# WHAT'S NEXT?

## Takeaways:

- There is support for more varied housing types, and higher densities, though they must be appropriately located, and should consider the scale of surrounding uses according to city code.
- Respondents expressed a desire/need to accommodate density via smaller lot sizes rather than increased height allowances.

## Current Efforts

### Short Term Rentals

In order to address the rapidly evolving housing market, City Staff has made efforts to adopt Ordinances regarding Short Term Rentals, to ensure that there is an inventory of these uses as well as ensure that the living facilities being provided are up to code.

### Density and Affordability

Based on the recommendations of the 2019 Comprehensive Plan, and in consideration of the projected population influx, the city has embraced housing types atypical to Lilburn in the past. Since the 2019 Comprehensive Plan there have been almost 500 townhomes, duplexes, and triplexes developed at densities slightly higher than existing subdivisions. Additionally, a High-Density Multi-Family development in the heart of Old Town Lilburn was approved by City Council in 2023.

City leadership will look to expand on these development trends by considering, smaller lot sizes, and reduced minimum floor areas for detached single-family homes to continue developing at higher densities without altering the pre-existing character and aesthetic that defines Lilburn. Lilburn must continue to see residential growth to adequately accommodate the incoming population influx and to ensure affordability is maintained for existing residents.

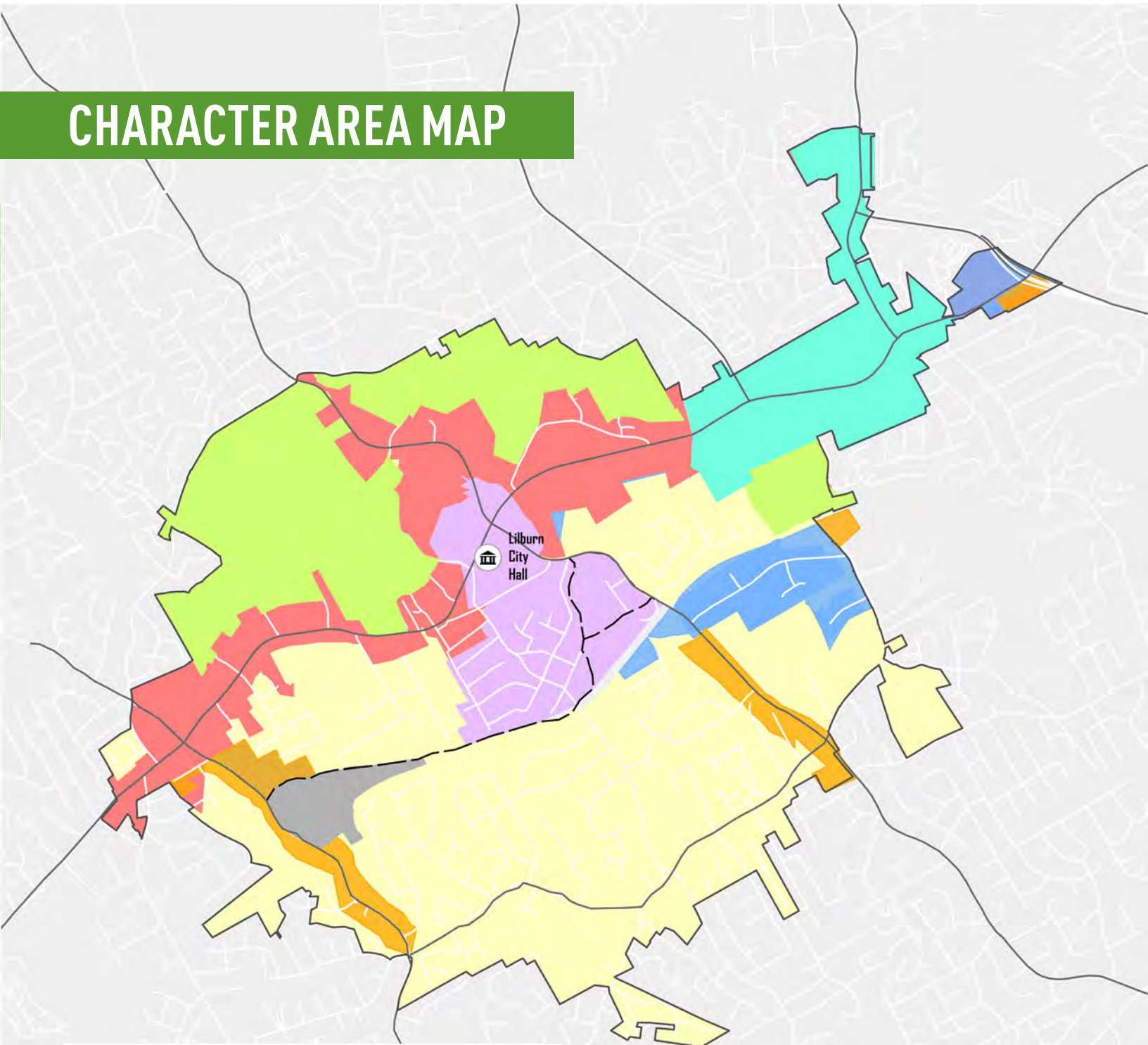
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## CHAPTER 7

# LAND USE



# CHARACTER AREA MAP



The Character Area Map is a representation of the community's vision for future development, and redevelopment, within the city. For each Character Area, a narrative describing the vision and goals, design and uses, and quality community objectives addressed is included, as well as representative pictures of the type and style of development desired. It should be noted that the Character Area Map does not change the current zoning of any property but is intended to guide policy decisions for the next five years.



0 0.8 1.6 Miles

## Lilburn Character Areas

- |                             |                         |
|-----------------------------|-------------------------|
| Lilburn_Boundaries          | Downtown                |
| Major_Roads                 | Neighborhood mixed Use  |
| Regional Commercial         | Office and Technology   |
| Camp_Creek_Greenway         | Corridor Mixed Use      |
| Production                  | Traditional_Residential |
| Blended Density Residential |                         |

# CHARACTER AREA DESCRIPTIONS

## CORRIDOR MIXED USE

As a primary commercial and retail area and a major interstate and state route through the city, Lawrenceville Highway (US 29 / SR8) will play a vital role in shaping the City's future. It will continue to be the City's primary commercial corridor supporting both small- and large-scale retail and commercial development. New mixed-use development should be encouraged. The opportunity for multi-story, mixed-use redevelopment at major intersections will help to define destinations for the community. While the area is currently auto-oriented, a safe and appealing pedestrian environment should be established. The provision of transportation alternatives, including pedestrian and bicycle networks, will help create a cohesive "sense of place" for residents and visitors alike.

### *Implementation:*

Ensure future development projects meet standards established in the overlay. Implement city-wide greenway and streetscape recommendations (e.g., plazas, landscaping, and hardscaping). Stormwater features should be thoughtfully incorporated into site design and provide opportunities for the development of more community greenspace, pedestrian connections via off-street pathways, and installation of public art.

### *Future land uses:*

- Small-scale retail
- Large-scale retail
- Plazas
- Public art
- Offices
- Restaurants
- Commercial establishments (e.g. banks, theaters, entertainment venues)
- Boutique Hotels/ Motels
- Attached, single-family residential (e.g., townhouses)
- Large, multi-family residential (i.e., multi-story)(age restricted or part of mixed-use development with commercial)
- Mixed-use (dominant non-residential or residential) with public space density bonus





# CHARACTER AREA DESCRIPTIONS

## NEIGHBORHOOD MIXED USE

The intent of Neighborhood Mixed Use areas is to provide a center for local services that emphasize pedestrian accessibility and uses that serve local residents at a scale appropriate to the existing Traditional Residential character areas that surround them. Examples of local services include restaurants, coffee shops, small-scale grocers, drug stores, dry cleaners, coworking spaces, and small-scale retail. In some instances, these local services could be mixed with medium-density housing such as townhouses or small-scale multi-family buildings. Neighborhood Mixed-Use areas are primarily located adjacent to Traditional Residential and Blended Density Residential neighborhoods along major roads that serve these neighborhoods.

### *Implementation:*

Ensure future development projects serve existing residents and neighborhoods adjacent to them, paying particular attention to emphasizing commercial uses scaled to serve surrounding walkable neighborhoods, and reduce impacts to long-term land uses in the area. Implement greenway connections to facilitate connectivity between neighborhood scale commercial and the neighborhoods they serve, as well as streetscape recommendations that emphasize walkability and connectivity of Traditional Residential Neighborhoods adjacent to these areas.

### *Future land uses:*

- Neighborhood Commercial
  1. Neighborhood Markets
  2. Restaurants
  3. Cafes and Coffee Shops
  4. Coworking Spaces
  5. Artist Studios
- Small-scale mixed-use development that includes Residential as the dominant component
- Civic/public/places of worship
- Parks/plazas
- Townhomes



# CHARACTER AREA DESCRIPTIONS

## DOWNTOWN

The Downtown character area contains commercial and residential mixed-use development that reflects the City's architectural and cultural heritage. Traditional town centers serve as the cultural, civic, social, and economic center of the community, and the community's identity should be reinforced through the physical design of the area. Development in this area should foster community activity and interaction through an emphasis on pedestrian- and bicycle-oriented street design, public greenspaces, and a mixture of small-scale uses in close proximity.

### *Implementation:*

Support infrastructure expansion to accommodate higher densities and appropriately scaled commercial developments within the Downtown Character Area. Evaluate the need for updates and amendments to existing code related to architectural review and a themed aesthetic for site design, building materials, and landscaping of redeveloped and new development sites alike. Promote walkability with enhanced pedestrian connections throughout Downtown to maintain safety and improve access to transit connections and local amenities.

### *Future land uses:*

- Neighborhood retail and services
- Restaurants
- Boutiques
- Instructional Studios (exercise/yoga, art, music school)
- Inns/ Beds and Breakfasts
- Single-family residential (small lot single family, Cottage Court, etc.)
- Duplex
- Triplex
- Quadplex
- Multiplex
- Stacked Townhomes
- Medium, multi-family residential (i.e., 2-3 story maximum)
- High-density multi-family residential
- Public art





# CHARACTER AREA DESCRIPTIONS

## OFFICE AND TECHNOLOGY

The existing uses within the Office and Technology areas which lie outside the Lawrenceville Highway Overlay District include light industrial auto-truck towing/ storage, repair, and sales, warehouse/distribution, as well as more intense commercial construction, fabrication, and manufacturing, with large outdoor storage areas for vehicles and equipment. The physical appearance and potential impacts to tributaries in the area are of concern, and large parcel assemblage for the purposes of rezoning and redevelopment are anticipated and encouraged. Surrounding land uses include public and private schools and two new residential subdivisions (30+ acres) that support more intentional non-industrial redevelopment.

### *Implementation:*

Support rezoning to non-industrial districts for new uses and redevelopment projects and comply strictly with zoning, development regulations, and occupational tax certificates. Support code enforcement efforts to improve the visual aesthetic and environmental impacts of existing industrial operations in the area. Work closely with Gwinnett County (who maintains the road) to encourage sewer connections and limit expansions of lot coverage on septic lots or where no infrastructure exists.

### *Future land uses:*

- Office/Professional
- Technology/Training/Specialized Educational Center
- Data centers
- Large-scale retail (e.g., wholesale clubs, outlets)
- Commercial uses that need assembly space and/or outdoor storage (i.e. garden centers/landscape nurseries, home improvement materials, flooring/cabinets/countertop assembly, construction materials/lumber yards, etc.)
- Indoor Recreation Facilities (Indoor Batting Cages/soccer)
- Breweries
- Light industrial (commissary kitchens, appliance repair/storage, contractor's office/storage)



# CHARACTER AREA DESCRIPTIONS

## BLENDED DENSITY RESIDENTIAL

The Blended Density Residential area includes those areas in Lilburn that have developed as low to medium-density residential along major arterials primarily in the northern sections of the city. These areas are characterized by large lot single-family homes located along the city's perimeter. These areas have little vacant land and development is most likely via the combination of smaller lots or subdivision of multi-acre lots. Sewer availability in these areas supports an approach of incremental increase in density with redevelopments subject to buffers, reservation of shared open/green space, and aesthetic standards in consideration of the surrounding residential development pattern. Allowances for reduced lot size, and higher density is incentivized with provisions for live-work units, MU buildings and thoughtful pedestrian connectivity. Location along major thoroughfares represents opportunities for small-scale commercial development such as restaurants, neighborhood markets, coworking spaces, and specialty shops to expand the pedestrian network and serve neighborhoods at signalized intersections.

### *Implementation:*

Develop more nuanced residential zoning categories to emphasize these transitional areas and permit incremental density increases that are compatible with more commercial areas of the city. Establish form-based code to ensure design compatibility and minimize impacts to existing residents.

### *Future land uses:*

- Medium Density Residential Developments
  1. Small-Lot Single Family Homes
  2. Townhomes
  3. Duplex
  4. Triplex
  5. Quad/Multiplex
  6. Cottage Court
  7. Accessory Dwelling Units on existing residential
  8. Live-work units or MU buildings where residential is the primary use
- Neighborhood Commercial
- Mixed Use Developments





# CHARACTER AREA DESCRIPTIONS

## TRADITIONAL RESIDENTIAL

The Traditional Residential area includes those parts of the city where residential development has already occurred. The area is characterized by single-family houses on larger lots, and the street networks are typically curvilinear. There is little vacant land or opportunity for redevelopment, so the existing pattern is expected to continue; however, infill parcels offer opportunities for some variety. Civic uses, including schools and churches, are interspersed in residential neighborhoods. Limited commercial uses at established signalized intersections provide convenience services to existing neighborhoods. Certain parts of the area have been identified as lacking adequate access to greenspace, and the City intends to expand the greenway system to connect more residential neighborhoods to greenspace.

### *Implementation:*

Support code enforcement efforts to maintain and enhance the existing conditions. Support infill, mixed-use development adjacent to the area in Neighborhood Mixed-Use character areas. Implement greenway connections to all residential neighborhoods.

### *Future land uses:*

- Single-family residential
- Small, multi-family residential (e.g., duplex, triplex, quadplex, garden apartments)
- Civic uses
- Public and private schools



# CHARACTER AREA DESCRIPTIONS

## PRODUCTION

The Production character area is currently occupied predominately by, fabrication, construction, and manufacturing uses with outdoor storage consistent with auto-related business and industrial park uses. This character area is not intended to grow as it is encumbered by the CSX rail line, utility easements and Camp Creek (with Lilburn Greenway Trail) to the north. Outdoor storage and parking areas are predominantly asphalt. Vegetated stream buffers, undeveloped park property and adjoining light industrial-commercial uses provide adequate buffering from new residential uses north of the area. State waters in proximity to the Production character area to the north and east should be protected via prohibition of expansions of cleared areas and incentives to maintain screening and enhance existing vegetation.

### *Implementation:*

Review appropriate uses, outdoor storage standards and monitor changes in use to disincentivize outdoor storage and operations. Develop consistent planting and landscaping guidelines to enhance and preserve existing buffers from State Waters to the north, screening along Greenway Trails and tree canopy along sidewalks.

Create location specific tree planting requirements that engender a multi-seasonal aesthetic and distribution of tree canopy within public right of way throughout the character area.

### *Future land uses:*

- Small Scale Manufacturing
- Light Industrial
- Office
- Extremely Limited and screened accessory outdoor storage





# CHARACTER AREA DESCRIPTIONS

## REGIONAL COMMERCIAL

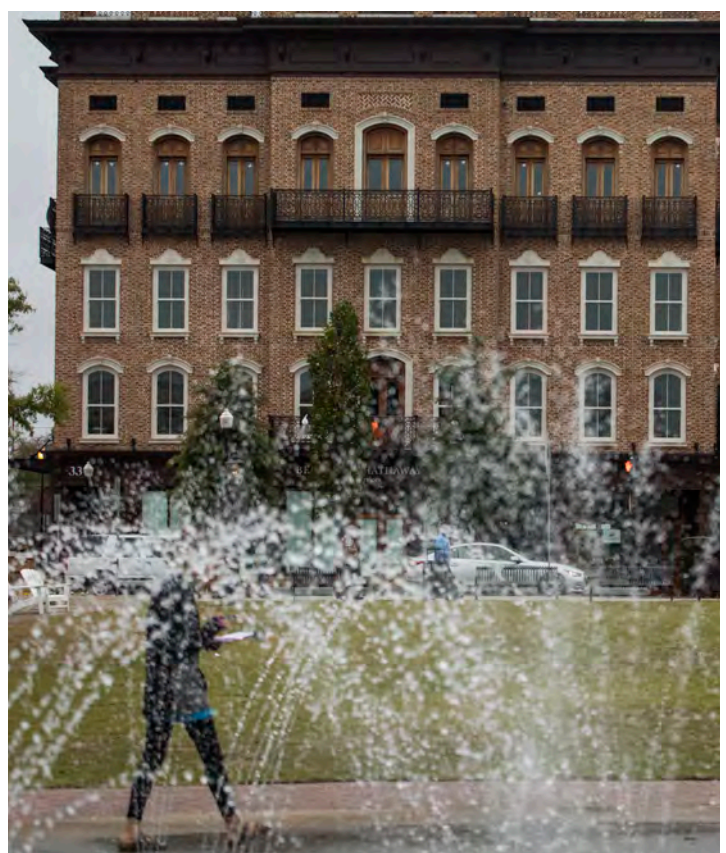
The Regional Commercial character area encompasses the northeastern arm of the city extending from the Beaver Ruin Road/Arcado Road intersection of Lawrenceville Highway to the intersection of Pleasant Hill Road and Lawrenceville Highway and extending the entirety of Pleasant Hill Road within city limits. This area is in close proximity to Ronald Reagan Highway and a network of routes to I-85. The area features many shopping centers ripe for redevelopment as large scale commercial or mixed use developments with big-box retailers as anchor tenants. The corner properties are dominated by modest commercial uses, with small-to-medium scale commercial and strip malls occupying much of the frontage along both sides of the roads and transitions to older residential neighborhoods within this character area. Higher density, multi-story mixed use redevelopment that incorporates an expansion of the pedestrian network (on or off street) should be supported creating opportunities for new housing, as well as density to afford a vibrant mix of new services and uses on a footprint similar to or smaller than the historical development pattern.

### *Implementation:*

Ensure future development projects and new users meet standards established for the U.S. 29 Overlay. Utilize existing strip centers to leverage denser commercial and residential redevelopments.

### Future Land Uses:

- Offices
- Commercial establishments (e.g., banks)
- Large-scale retail
- Restaurants
- Hotels/Motels (multi-story, no extended stay)
- Large, multi-family residential (i.e. multi-story)



## CHAPTER 8

# REPORT OF ACCOMPLISHMENTS

Description	Status	Notes
<b>Transportation</b>		
Develop gateways to identify Lilburn and the Old Town (formerly Town Ctr) District.	Complete	
Add directional signage to new public	Complete	
Coordinate with Gwinnett County DOT and GA DOT on new developments to address safety, manage traffic/ access, and improve connectivity	Complete	
Review Killian Hill Road/Church Street/ Poplar Street for future signalization	Postponed	Study scheduled for 2024. See CWP item T.02.
Utilize the 2014 ADA Transition Plan (sidewalk survey) and street paving classifications to prioritize sidewalk and resurfacing projects.	Postponed	Postponed due to staffing deficiencies. See CWP item T.01.
<b>Land Use Patterns and Environmental Code</b>		
Interpret the Zoning Ordinance and Map in light of Future Character Areas and update periodically to accommodate new uses.	Underway	Shifted focus to nodes and gateways. See CWP item L.03.
Enforce expanded US29 and Old Town (formerly Town Center) Overlay Districts' site and architectural standards.	Complete	
Review environmental ordinances to comply with state and district standards while providing options for compliance.	Complete	Normal course of work. Compliance with NGWPD requirements ongoing.
Support variety of land uses, mixed uses, and various (higher) densities by incorporating flexibility in zoning ordinance and development regulations.	Complete	Normal course of work. Higher density discussions ongoing.
<b>Housing and Services</b>		
Support new housing occupancy by streamlining coordination of sanitation, street lights, and other start up services.	Complete	
Provide improvements to online "Request Tracker" system for reporting citizen concerns.	Complete	
Place pedestrian-oriented information in key gathering places in downtown.	Complete	
Support increase in the variety of new housing. Consider various types and densities in appropriate locations.	Complete	Normal course of work.
Research and explore accommodations for live-work and non-typical family configurations (i.e. multi-generational family units)	Complete	Live-work options added. Education & staff training ongoing.



Description	Status	Notes
<b>Facilities and Services</b>		
Pursue reduction in Gwinnett County Sewer connection fees as an incentive to redevelopment in key areas	Canceled	Not supported by Gwinnett County.
Coordinate with Gwinnett County to include stormwater and sewer service with transportation and development projects	Complete	Normal course of work.
Enhance Camp Creek Greenway through bridge repairs and replacements.	Underway	Two (2) of four (4) bridges complete. See CWP item F.01.
Enhance Camp Creek Greenway through addition of pedestrian oriented facilities (benches, picnic tables, kinetic art)	Complete	Normal course of work. Efforts to add art in visible locations ongoing.
City Park Master Plan Implementation- proposed new facilities and renovations to respond to 2015 citizen survey and changing trends.	Complete	
Continue to partner with Gwinnett Clean and Beautiful for several events per year (stream clean-ups, Great American Clean Up Day events)	Complete	Normal course of work. Commitment to two (2) events/year per SWMP.
<b>Economic Development</b>		
Continue to improve customer service by streamlining and publicizing processes of land development/subdivision, construction permit inspections, signs, business licensing and other business permits.	Complete	Normal course of work. Website improvements ongoing.
Continue to support Downtown Development Authority's effort to purchase, lease and/or sell undervalued property	Complete	Normal course of work.
Coordinate with Gwinnett County to extend sewer service with transportation projects to expand redevelopment opportunities.	Complete	Normal course of work.
Continue to offer, sponsor, co-sponsor and support a variety of events at City Park to create and enhance the destination.	Complete	Normal course of work.
Explore requirements of becoming a "Broadband Ready Community"	Postponed	Shifted focus to "dark fiber" goals. See CWP item LE.05.
Develop the Main Street Program in Old Town (formerly Town Ctr).	Canceled	Canceled due to staffing deficiencies.

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**CHAPTER 9**

**2024-2028 COMMUNITY WORK  
PROGRAM**

Element/Description	2024	2025	2026	2027	2028	Cost Estimate	Responsible Party	Possible Funding
<b>Transportation</b>								
T.01. Update ADA Transition Plan (sidewalk survey) and coordinate with street paving classifications to prioritize repairs with resurfacing projects.	X					\$6000	City of Lilburn/ Consultant	General/SPLOST Funds
T.02. Implement realignment of Lilburn School Road (Bryson Park/Hood Road Connector) as a complete street, and construct signalized intersection to improve safety/access from US29.	X	X				\$4,250,000	City of Lilburn	LMIG/General/SPLOST and Stormwater Utility
T.03. Design/implement extension of Railroad Avenue to address Old Town traffic circulation.	X	X				\$525,000 design	City of Lilburn	General/SPLOST/Grant Funding
T.04. Design/implement realignment of Pine Street @ Terry Lane to improve traffic circulation (explore traffic circle).	X	X				\$200,000 design	City of Lilburn	General/SPLOST Funds
T.05. Design/implement construction of community parking deck to alleviate onsite/per site public parking required in Old Town.		X	X			\$17,000,000	City of Lilburn Public-Private Partnerships	ARPA Funding, General/SPLOST, Stormwater Utility, and Joint Partnership funding
T.06. Implement traffic/circulation study improvements identified in Old Town.			X	X	X	Varies (see estimates)	City of Lilburn	General/SPLOST/Grant Funding
T.07. Develop a “west side” gateway sign on US29 between Braden and Harmony Grove.					X	\$15,000	City of Lilburn	General/ Art Fee
T.08. Support development and siting of a bus stop shelter at Gwinnett County Library/City Hall location.	X	X				\$5,000	Gwinnett County Ride Gwinnett	Art Fund
T.09. Utilize technology (i.e. Roadbotics/GIS or similar) to inventory sidewalk gaps, incorporate Ride Gwinnett bus stops and schools to prioritize pedestrian improvements.		X	X			\$15,000	City of Lilburn	General/SPLOST Funds
T.10. Undertake small area land use and traffic circulation studies to implement pedestrian safety/circulation improvements (uptown and downtown).	X	X				\$50,000	City of Lilburn/ LCID	General/SPLOST/Grant Funding
T.11. Partner with DOT to study and prioritize safety and aesthetic improvements to Highway 29 @ Main Street.	X	X	X	X	X	\$2,000,000	City of Lilburn/ GA and Gwinnett DOT	General/SPLOST
<b>Land Use Patterns and Environmental/Cultural Resources</b>								
L.01. Pursue Gwinnett GIS IGA or consultant to produce digitized Zoning Map, and maintain amendments bi-annually (Rezoning, SUP, Conditional Uses).	X	X	X	X	X	Planning & IT Staff Time	City of Lilburn/ Gwinnett Co GIS	General Funds
L.02. Explore GC GIS IGA or GIS consultant to digitize/maintain Character Area Map.	X	X				Staff Time	City of Lilburn/ ARC or Gwinnett Co GIS	General Funds

Element/Description	2024	2025	2026	2027	2028	Cost Estimate	Responsible Party	Possible Funding
<b>Land Use Patterns and Environmental/Cultural Resources</b>								
L.03. Interpret the Zoning Ordinance and Map in context of revised Future Character Areas, redevelopment Nodes/Gateways and preservation of environmental and cultural resources.	X	X	X	X	X	Staff Time	City of Lilburn/ Consultant	General Funds
L.04. Amend Zoning Ordinance to provide for density bonuses in redevelopment nodes/ gateways and where buffers or open space exceeds minimums, to accommodate acceptable high density residential and planned MU developments (see housing).	X	X				Staff Time	City of Lilburn	General Funds
L.05. Enforce US29 Overlay Districts' site and sign standards. Develop more specific architectural standards of material/construction and review LS strip widths.	X		X		X	Staff Time	City of Lilburn	General Funds
L.06. Enforce Old Town Overlay Districts' site, architectural and sign standards. Develop more specific architectural standards of material/ construction and amend LS Ord tree species.		X		X		Staff Time	City of Lilburn	General Funds
L.07. Enforce Mixed Use District amendments. Draft a stand alone High Density Residential zoning district.	X	X	X			Staff Time	City of Lilburn/ Consultant	General Funds
L.08. Rewrite 2024 NPDES Permit and amend City SWMP, comply with standards to remove barriers to GI/LID and revise ordinances annually to achieve/maintain good standing.	X	X	X	X	X	Staff Time in SW Consultant Mgmt.	City of Lilburn/ GC via SW IGA	Stormwater Utility Funds
L.09. Explore funding/timeframe for rewrite of Codes (Development Regs, Subdivision, Zoning) versus new Unified Development Ordinance and/ or form-based codes.	X	X	X			\$100,000	City of Lilburn	General Funds
<b>Housing and Social Services</b>								
H.01. Support a variety of new housing types that increase density in appropriate locations to expand infrastructure.	X		X		X	Staff Time	City of Lilburn	General Funds
H.02. Research amendments to clarify live-work units and mixed-use buildings to accommodate non-typical family configurations (i.e. multi-generational family units, masters on main).		X		X		Staff Time	City of Lilburn	General Funds
H.03. Incentivize accommodations for aging population and elements of visitability (accessible living, masters on main) within all medium and high density residential districts.		X		X		Staff Time	City of Lilburn	General Funds



Element/Description	2024	2025	2026	2027	2028	Cost Estimate	Responsible Party	Possible Funding
<b>Housing and Social Services</b>								
H.04. Amend Zoning Ordinance, Residential Uses to accommodate a stand alone/detached Accessory Dwelling Unit, maintaining existing neighborhood character.	X					Staff Time	City of Lilburn	General Funds
H.05. Define and support mixed income housing in redevelopment nodes that meet or exceed Overlay design criteria.		X	X	X	X	Staff Time	City of Lilburn	General Funds
H.06. City website shall incorporate links to Gwinnett County, Health and Human Services "warming stations," RideGwinnett.com bus routes, and OneStopHelp@GwinnettCounty.com to connect residents in need of a range of temporary emergency services.	X	X				Staff Time	City of Lilburn	General Funds
H.07. Create a list of cultural, social services, and community resources provided by community entities on the city's website.	X					Staff Time	City of Lilburn	General Funds
<b>Facilities and Services</b>								
F.01. Analyze Camp Creek Greenway for enhancement opportunities (flood prevention, access, wooden bridge repairs/replacements).	X		X		X	Varies	City of Lilburn	General / SPLOST Funds
F.02. Enhance Camp Creek Greenway through addition of pedestrian oriented public art (i.e. interactive or kinetic art).	X		X		X	Varies	City of Lilburn / Volunteer	General Funds
F.03. Identify and pursue connections between Camp Creek Greenway Trail and Gwinnett County Trails Master Plan system. Integrate trailhead reservations with site plan reviews.	X	X	X	X	X	Varies	City of Lilburn / Gwinnett County	SPLOST / General Funds
F.04. Explore locations for a second active City playground, pocket park, additional passive recreation opportunity, and a dog park.		X		X		Staff Time	City of Lilburn / Gwinnett County	SPLOST
F.05. Explore expansion of City Park or development across Camp Creek (current concrete facility).		X		X		Staff Time	City of Lilburn / Gwinnett County	SPLOST

Element/Description	2024	2025	2026	2027	2028	Cost Estimate	Responsible Party	Possible Funding
<b>Land Use in Economic Development</b>								
LE.01. Improve customer service with website improvements, accessibility and publication of processes of land development, lot subdivision and permitting.	X	X	X	X	X	Planning & IT Staff	City of Lilburn	General Funds
LE.02. Implement in-house electronic (i.e. Blue Beam) application reviews (zoning/planning/permitting/platting).	X	X				Staff Time + \$5,000	City of Lilburn	General Funds
LE.03. Explore and implement technology to improve efficiencies and support electronic application/plan/permit submittals.		X	X	X		Staff Time + Software/Hardware est. \$25,000	City of Lilburn	General Funds
LE.04. Support new City events at City Park to enhance the destination, reflect community desires, and promote City's diversity.		X		X		Event Staff/ \$8,000	City of Lilburn	General Funds
LE.05. Explore, draft and implement "Broadband Ready Community" ordinance.	X					Staff Time	City of Lilburn	General Funds
LE.06. Utilize location data services to pursue businesses that better serve residents and visitors.	X	X	X			Staff Time	City of Lilburn	General Funds

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# APPENDIX

## APPENDIX A: COMMUNITY SURVEY



What's one word or phrase you would use to describe the City of Lilburn to someone unfamiliar with the community?

---

Need more restaurants & shopping! No apartments!!

4 months ago

City officials only care about cramming more people in the downtown area. They are not doing enough to bring in retail and restaurants to the area.

4 months ago

Moving in the wrong direction. Apartments are not good for this are we like it like it is.

4 months ago

Small and diverse, but growing a little too fast for the infrastructure to handle

4 months ago

Concerned with traffic, congestion, and it becoming consumed with with luxury apartments. We need restaurants, sprouts, nice coffee shop

3 months ago

Too much development taking the cozy out of this area.

4 months ago

Moving in the wrong direction! Too much traffic! Too much development that has taken away from the landscape that attracted me to this area.

4 months ago

Needs to develop more stores better n wider roads no apartment

4 months ago

So.Many.Townhomes!! Please stop! Schools cannot keep up with the population growth and class sizes are far too large. Few restaurants or shops. Always have to go to a neighboring town to get things done.

3 months ago

Too many townhomes, too much traffic.

4 months ago

Diverse, but still trying to develop and mature as a Gwinnett city.

4 months ago

Diverse community that has good schools, nice residential neighborhoods, attracts Emory/CDC employees to reside and has lovely parks. However, for some reason the city does not attract many new businesses.

4 months ago

Needs more businesses the encourage creativity and the arts. Coffee shops, theatre, bookstore, places that enrich a community. Not just box stores but genuine local businesses that give back.

3 months ago

I always thought this would be my forever home- it's turning into an overpriced, traffic congested, paved over nightmare!!!

4 months ago

Catching up, waking up and finally urbanizing.

4 months ago

## SURVEY RESULTS

# SURVEY RESULTS

Increasingly less affordable for our diverse, vibrant population

4 months ago

Needs to expand roads before growing more.

4 months ago

Vibrant and diverse but less and less affordable

4 months ago

Lilburn is trying to catch up with a more suburban vibe while retaining a relaxed charm.

Lilburn needs to engage more local citizens. More than 40% of Lilburn's population is Hispanic, but has little representation or engagement from a business, school, or political perspective. Most people in Lilburn are working class with working class incomes, but most new development is far beyond working class grasp. Local politicians need to speak in the language of its citizens, not marketing/branding/development speak. Explain to people the real stakes of holding onto a fantasy past life and ignoring the changes that will come regardless.

4 months ago

Needs more public transportation including MARTA and make Lilburn more into a walking community.

3 months ago

Lilburn used to be a tight-knit suburban community with an (at times) almost rural charm. Then, they started cutting down trees and building duplexes/apartments/townhomes. Since then, lots have become smaller, density has gone up, views have entirely disappeared (remember being able to see Lilburn City Park from Main St?), and the demographic has shifted in many ways. I love Lilburn, but more so for what it used to be, rather than for what it is, is becoming, and will likely be in the future.

3 months ago

Streets can't handle the influx of housing and people. Improve streets before adding additional businesses and houses

3 months ago

Small town with big pride for local high school. Wasteland for dining and shopping. Great parks and people wanting to build community.

3 months ago

Not fully cooked...big plans, slow to deliver

4 months ago

Too many townhouses are impactful in a bad way for traffic and schools. Lets get back to single family homes on larger lots. Stop approving growth based on how much tax revenue it will generate. Approve only what is great for existing residents.

2 months ago

Would love to see more commercial spaces. A small corner store would be amazing!

3 months ago

Cute and cozy, developing, small

4 months ago

Can we get a proper Cafe and a few more restaurants, in old town please???? A comedy club? Something? Bored 😞

3 months ago

# SURVEY RESULTS

Finally becoming slightly less car dependent, still has a lot of wasted potential (plenty of space still open for separated bike paths and neighborhood stores).

3 months ago

Restaurants, retail stores and luxury apartments to bring in the crowd to sustain the commercial aspect but also differentiate itself from other similar sized cities.

3 months ago

Clean, family friendly with a lot of new homes. Needs more opportunities for arts and artist. Love to see more local shops and restaurants. Creating a place for our own identity and positive creative expression ~ that big dreams come from small towns too. I love Lilburn.

3 months ago

Needs bike lanes and more retail.

2 months ago

As a new resident to this area, I feel like Lilburn doesn't quite know what it wants to be. Either keep an old, quiet, slow and vanilla environment. Or take advantage of an opportunity to grow in a direction that borrows from the successes of other areas such as Duluth, Roswell, Smyrna and Buford. While still keeping its diversity, humble class citizens and access to nature. There's so much opportunity here, just waiting for a city ready to take a leap of faith and thinking outside of the box.

3 months ago

All the green space is being cut down to put up cheap and ugly looking developments. Not setting high standards for buffers and landscape.

2 months ago

I want more apartments, density, and walkability!

3 months ago

Small town feel great location to downtown, Decatur and airport but they can't seem to attract businesses so food choices are 80% pizza and Mexican restaurants

3 months ago

Vibrant

4 months ago

Not enough food options

2 months ago

LOUD and NOISY - too many loud noisy cars racing in neighborhood, criminals in the neighborhood, no English speaking neighbors, trashy neighbors in neighborhood with rooster's crowing and hispanic music playing loudly all hours of the day - it is the GHETTO

3 months ago

Lots moving here because of the great schools and parks, but lots of congestion is the immediate result. Still love Lilburn

3 months ago

Confused. "Small town, big difference" more like "small town, big deck" (parking deck that is). The apartments should look vintage, not modern if this is "Old Town" .

3 months ago

Ugly except for downtown

3 months ago

Good, diverse area, but excessive residential development has overtaxed the infrastructure. Better planning is required to address existing issues before adding new ones. There is also a limited variety of local dining and shopping options.

2 months ago

Lilburn Park & Main Street growth is nice & becoming more vibrant, attractive & fun. City officials seem to be trying hard to add entertainment for all & their hard work is paying off. Would love to see more modern, affordable shops & eateries - especially a complete makeover in the eyesore plaza behind Chick-Fil-A on 29. How about a movie theater, comedy club, modern cafe with attractive outdoor seating & adance hall for all ages in that plaza? We need modern, popular stores, please. A unique local double decker family fun center could draw in more popular business. Police frequent patrols & interactions with the public are making the area feel safer. The busy industrial areas of Lilburn should spruce up and add curb appeal that may also attract better businesses. All residents should have more pride & stop littering, it's drawing vagrants. We all play a role in bettering our community. Don't complain, make a positive difference! Keep up the great work! Thank you.

2 months ago

Keep building and growing, and improve infrastructure with growth.

2 months ago

A legend in its own mind. Only cares about the anemic downtown area while ignoring the Lawrenceville Hwy corridor. But at least we have lots of auto repair shops, parts stores, tired retail stores, and Mexican restaurants.

one month ago

Needs more schools. Schools to big and crowded

2 months ago

For many reasons Lilburn squandered opportunities offered by our location and population. Fortunately, it is never too late to correct some of past mistakes.

3 months ago

Homey

3 months ago

Family oriented

3 months ago

TOO MANY FOREIGNERS, MOSTLY ILLEGAL ALIENS.

3 months ago

Love the vibe of old town and direction of growth but seems so slow. Moved in townhome by park over a year ago thinking there'd be some progress on new restaurants and retail by now. Definitely feel it's missing a good coffee/bagel spot and another affordable restaurant within walking distance. Deli would be good.

one month ago

Great plans for main street but appears to be moving too slow. We need more shops, restaurants, and better retail. The Code Bros building is being used for storage and the antique stores are wasted spaces. Need to ensure the apartments are in fact luxury and attract a diverse group of people who will spend their money in Lilburn.

2 months ago

Make it more of a walkable environment, reward it's resident through the good behavior , legalize marijuana.

3 months ago

Necesita mas empleo!

3 months ago



Crime increasing. Don't feel as safe as before. Need a decent Diner and. Bagel shop with good coffee .

2 months ago

Uncontrolled

2 months ago

Peaceful

3 months ago

Love the city. Small enough and diverse. Affordable

3 months ago

Too many apartments & townhomes being built & not many restaurants or shopping around. Crazy tax increase and our roads can't support all this growth so much traffic now!! I miss green space now we have a concrete jungle.

24 days ago

Reckless planning lack of area infrastructure

28 days ago

Small and diverse, but growing a little too fast for the infrastructure to handle as traffic has become a nightmare.

one month ago

I would describe it as being too car-dependent. Difficult to get around by cycling or walking.

one month ago

Wonderfully diverse family community.

one month ago

We want MARTA rail service, bus stops, affordable apartments. Public transportation is key to a growing and diverse city! Add bike lanes! More people walking on their feet!

one month ago

Peaceful, friendly & diverse

one month ago

29 and Killian Hill can't handle the existing traffic, now we have 3 building projects on 29, 2 townhomes and 1 apartments.....it's going to become a parking lot. Need more traffic lights on 29 between Jimmy Carter and Harmony Grove so people can get out onto 29. Traffic control needs to be handled at 29 & Harmony Grove, Need true turn arrows so we don't risk a wreck trying to turn into or out of CVS or off Harmony Grove onto 29, adjust the current turn signal from 29 onto Harmony Grove so traffic doesn't back up the right lane of 29 going straight. Need more restaurants, and shopping.

2 months ago

Squandering its potential.

2 months ago

We are growing - slowly. We have some good ideas, but we also let a planned condo-ownership community turn into another apartment complex.

2 months ago

Growing too fast to attract appropriate tax base

2 months ago

# SURVEY RESULTS

I wanted Lilburn to be how it was before. Please building more and more apartments and condominium  
3 months ago

Growing quickly without infrastructure to support it. More roads & pedestrian support, more AFFORDABLE housing/apartment options, more support to local businesses.  
one month ago

Full of potential, at a key juncture to determine what it will become  
one month ago

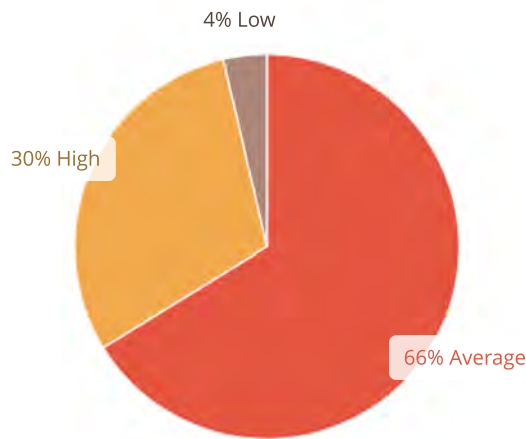
Needs public transportation , affordable housing, better service to residents  
one month ago

Quiet and quaint. A hidden gem  
one month ago

Boring.  
one month ago

TOO MUCH WHITE PEOPLE TAPKING RASCISM THROUGH THE INTERNET SINCE THEY CANT CONVERT EHAT THEY'RE SAYING THROUGH THEIR TALK.  
3 months ago

How would you rate the City of Lilburn's quality of life?



219 respondents

## What is the City of Lilburn's strongest **asset**?

Large greenspace/trail in Old Town

4 months ago

Greenway trails, trees, parks and sidewalks.

4 months ago

Lilburn's best asset right now is the park and greenway trails. The city also has a friendly feel, despite a good bit of pushback from those who reject even the slightest change. There is also a ton of potential to make this a truly great town, and not a bunch of aging homes/businesses that others drive past on their way to somewhere more fulfilling to live.

4 months ago

Need more retail/restaurants

4 months ago

Park, library, restaurants

4 months ago

Good parks trails and greenary are the assets. Traffic is a bit of concern

4 months ago

Very slow to develop Main Street

4 months ago

Traffic! You can't get out of your subdivision, Lawrenceville Hwy, Indian Trail...etc.

4 months ago

Lilburn had very attractive mix of medium income housing blended with lots of undeveloped areas and green space where horses and cows were sometimes seen. The accelerated transition to overbuild budget housing that now includes dedicated rental units, at the expense of what helped make Lilburn a hidden Atlanta suburb, is worrisome.

3 months ago

City park. Downtown is a diamond in the rough but without significant work to make downtown an attraction and increase traffic, it's not going to succeed

3 months ago

Walkable/bikable downtown with lots of areas that are capable of also becoming more walkable/bikable at a low cost

3 months ago

No joking- the wording in the survey is not neutral and not written by a professional. Bias and judge mental. Please be open to constructive criticism if Lilburn values people over profits.

3 months ago

Lilburn used to be a tight-knight suburban community with an (at times) almost rural charm. Then, they started cutting down trees and building duplexes/apartments/townhomes. Since then, lots have become smaller, density has gone up, views have entirely disappeared (remember being able to see Lilburn City Park from Main St?), and the demographic has shifted in many ways. I love Lilburn, but more so for what it used to be, rather than for what it is, is becoming, and will likely be in the future.

3 months ago

Parks and trail, sense of community, public safety

3 months ago

# SURVEY RESULTS

Houses are well spaces, larger lot sizes

3 months ago

The parks and nature for sure. it's why we moved here.

3 months ago

Too much traffic.

3 months ago

City leadership

4 months ago

Lilburn is better situated, location wise, than most small cities in metro Atlanta. We have easy access to major thoroughfares.

3 months ago

The greatest asset are the community members. It's a great place to live because of the people living here.

3 months ago

Small and comfortable

4 months ago

Best asset is the Parkview district schools.

2 months ago

Safe environment to live and raise kids.

3 months ago

Parks and sense of community around local high school (Parkview).

3 months ago

Biggest asset the city has is land taken up by vacant / old shopping areas. How the city utilizes those properties will be what makes Lilburn successful or not.

one month ago

Parks are great, but we desperately need: side walks and retail/restaurants. Would personally enjoy more HOA neighborhoods - too many houses are crumbling.

one month ago

Assets: Nice variety of parks. Good Schools with dedicated teachers. Availability of single family homes with large lots.  
Challenges: Congested streets that were not designed for the increased volume of residents. Excessive development of overpriced, unattractive townhomes. Lack of variety for local dining and shopping.

2 months ago

Lololol- this last choice is obviously weitten by someone who loves lots of construction, traffic, car exhaust!!!

4 months ago

Lilburn city park & my neighborhood

24 days ago

Location, Parks and walks

28 days ago

# SURVEY RESULTS

Park, police

one month ago

Small town feel, schools and parks.

one month ago

Large greenspace/trail in Old Town is the best asset.

one month ago

It's Potential.

2 months ago

Lilburn Park & events there.

2 months ago

Pride of Lilburn is The Mandir on Rockbridge Road/Lawrenceville Hwy intersection. A beautiful and peaceful place to visit.

2 months ago

Can barely get out of my subdivision now- and expect the crammed housing being built will make it even worse- and I have to say after living here last 25 years- driving is getting way more hazardous

2 months ago

Other public parks outside of the city park. And the overall proximity to Atlanta. To be honest, the city park is small and doesn't have much to offer outside of the local events that happen there.

3 months ago

Our greatest asset is the diversity of people you can find here.

one month ago

Hard working City Government that gives its citizens many opportunities to understand and be involved in the process.

one month ago

Better communication

one month ago

Necesita más plazas

one month ago

Better traffic control along Main Street, no one respects the 25 MPH speed limit. Do something to attract new business in Old Town Main Street...the empty lots across from 1910 need to be developed. Improve the curb appeal of the store fronts that contain the flower shop and others. Enforce property codes, there are many homes along/surrounding Main Street that have junk cars and are not being maintained properly.

2 months ago

The faux hipster vibe that is trying to be nurtured is pretty obnoxious, as is the constant noise from cars with needlessly loud pipes racing and doing donuts everywhere.

2 months ago

Best of all worlds. Stuff to do and affordable.

3 months ago

Nothing

3 months ago



# SURVEY RESULTS

The Hispanic in this area making feel diverse , who want more change through their years of maturity.

3 months ago

Variety of liquor stores and smoke/vape shops.....

3 months ago

Okay

3 months ago

I really can't say. At one time it was the City of Lilburn Park, now I don't go to it at all.

4 months ago

---

## What is the City of Lilburn's primary **challenge**?

Not enough nicer restaurants and too many new housing communities without a plan on how to deal with the extra traffic.

4 months ago

Not enough shopping, restaurants downtown

4 months ago

Tired of having to drive to get a variety of retail and restaurants

4 months ago

Traffic is not going to get better with the growth plans of apartments and townhouses.

4 months ago

Attracting desirable commercial/retail

4 months ago

Development is driving loss of green spaces and mature trees, increasing traffic, and reducing affordability

4 months ago

I live in incorporated Lilburn, but visit regularly for the park and taco truck (Agavero is awesome). We could really benefit from more mom n pop eateries and retail. Typically, we eat our dinner, walk the park, and leave. Wish we had more reasons to come down here and stay longer.

3 months ago

Challenges:

- \*Balancing sensible growth with a welcoming, happy lifestyle for its residents
- \*Convincing business owners to invest here
- \*Honestly addressing romanticized ideals of the past to create balance with current reality
- \*Ensuring city leadership talks to citizens in a clear, understandable way to ensure they understand what is happening and what is at stake moving forward.

4 months ago

If you are going to approve all these townhomes everywhere then at least require some green space with it and an easement so their patio is not one foot from the road ( Arcado) it's fine to grow but it you want to stay a city that is attractive you have to be more purposeful in you implementation

3 months ago

1- We need more options for dining, groceries, retail, entertainment.

2- Lawrenceville Hwy is a dump but gets tons of traffic through it. Why are we only looking to develop the Downtown area when there is tons of work to do on L'ville hwy?

3 months ago

We need better retail players. Trader Joe's or Sprouts, lifetime fitness or boutique gyms, cafes, coffee shops, breakfast joints. More sit down family dining. Have to drive for all of these when they could be in our backyard.

3 months ago

New developments all seem to clear cut trees rather than trying to retain and have developments that incorporate wooded areas.

3 months ago

Traffic nightmare

3 months ago

Lawrenceville Highway

4 months ago

We've already moved way past sensible growth

4 months ago

Commercial property owners that are slow to reinvest or redevelop to meet market demands and difficulty leveraging public expenditures to result in direct private investment.

4 months ago

City officials are too focused on Old Town Lilburn. Most of the thousands of people traveling Lawrenceville Highway each day never see Old Town. What they do see is decrepit car lots, run down shopping centers, the backs of massed condominiums and buildings falling down and covered with vines (the old Smith house that belongs to one of the used car dealers).

3 months ago

Catering too it's diverse resident pool while remaining relevant to the next generation. The truth is the urbanization is inevitable given Lilburn's proximity to Atlanta. The Lilburn of the 80s is now Dacula or Winder. But you are always going to have push back from older people. Also the urbanization has to be strategic given the suburban development that took place decades past.

3 months ago

Traffic is a challenge during office hours. Not much of the shopping areas

4 months ago

Attracting a young professional crowd to move here, because there's not much to do.

3 months ago

Balancing new growth with care of current residents. City is looking very unkempt and this includes city property.

2 months ago

Continued construction of poorly planned, overly car centric neighborhoods (for example the new development on Arcadio) which reflects a lack of planning enforcement

3 months ago

No affordable housing (none Section 8 apartments and Section 8 apartments) for the working class community. Also not a very walkable community at all. Needs more public transportation. This will move our community forward.

3 months ago

Growth management

one month ago

Greatest challenge is making Hwy 29 more appealing. All it seems to be now is a late night race track and a place to let everyone how loud your exhaust system is.

one month ago

Need to bring good stores and attract more businesses so that people can find jobs closer to the home. More stores and restaurants are required so people can enjoy them by walking to them, reduce traffic and still maintain nice looking landscape

2 months ago

The NIMBY residents.

3 months ago

Growth. Catering to new younger people and keeping long timers happy.

3 months ago

Need more dining options and retail stores to keep up with booming town homw constructions and new developments.

3 months ago

The cost of renting/occupying downtown lilburn for small business is excessive making it hard for small businesses (mom and pop type places or non chain businesses) to move in here and know they can thrive.

one month ago

The Lack of Critical Thinking by City Government and a fear to think outside the box. Highway 29 is a disgrace with all the vacant retail and drive thru food places vs quality dining that our population desires and deserves.

one month ago

A big challenge is the lack fun things to do: have to drive too far for shipping and foods when that could be invested in our town. Another challenge is the lack of walkability.

one month ago

Identity Crisis - seems like they are just throwing everything at the wall and seeing what sticks.

2 months ago

Attracting, keeping & growing affordable, desirable entertainment, retail, dining to make residents want to spend here rather than surrounding cities.

2 months ago

Public transportation, bike lanes, and more retail.

2 months ago

Public art and creative identity

3 months ago

Infrastructure.....lower tax structure, conservative upgrading of surrounding Lilburn areas

28 days ago

Aged infrastructure.

one month ago

Schools are beyond capacity, causing education to suffer. Kids are just moved ahead a level with poor grades all year that somehow magically change to a passing grade when it's time. I moved here because of the schools, but the quality of education has declined significantly.

one month ago

Overcrowded schools

one month ago

Not enough shopping/restaurants to drive people downtown. Highest traffic areas aren't particularly inviting. Not sure downtown currently has the infrastructure to support much needed development.

one month ago

We are, like most towns in North America, too dependent on cars. Please allow for walking and cycling as healthier modes of transportation. Legalize mixed use development. Abolish parking requirements. Free parking lots are a wasteful use of land. MAKE AMERICA WALKABLE AGAIN!

one month ago

# SURVEY RESULTS

Need some dedicated pickleball courts. :)

one month ago

Too many people

one month ago

Greatest assets are the old town area, park/trails & our police department. Can't say enough about the quick response & friendly attitude of our officers. But traffic & overcrowding of schools is becoming a problem.

one month ago

The attempt to rapidly urbanize Lilburn, despite the lack of local employment opportunities for residents.

2 months ago

lack of food options, big schools

2 months ago

Crime control and better schools are the two most challenges

2 months ago

Better single family housing choices

2 months ago

Simple misamenders charges

3 months ago

It's not a good plan for us to be easier to each other on our walks and sometimes the racist air do come from white guys.

3 months ago

The air feels stolen from us.

3 months ago

Traffic, crime, unsavory, swarthy foreigners. Hostile illegals. Criminals.

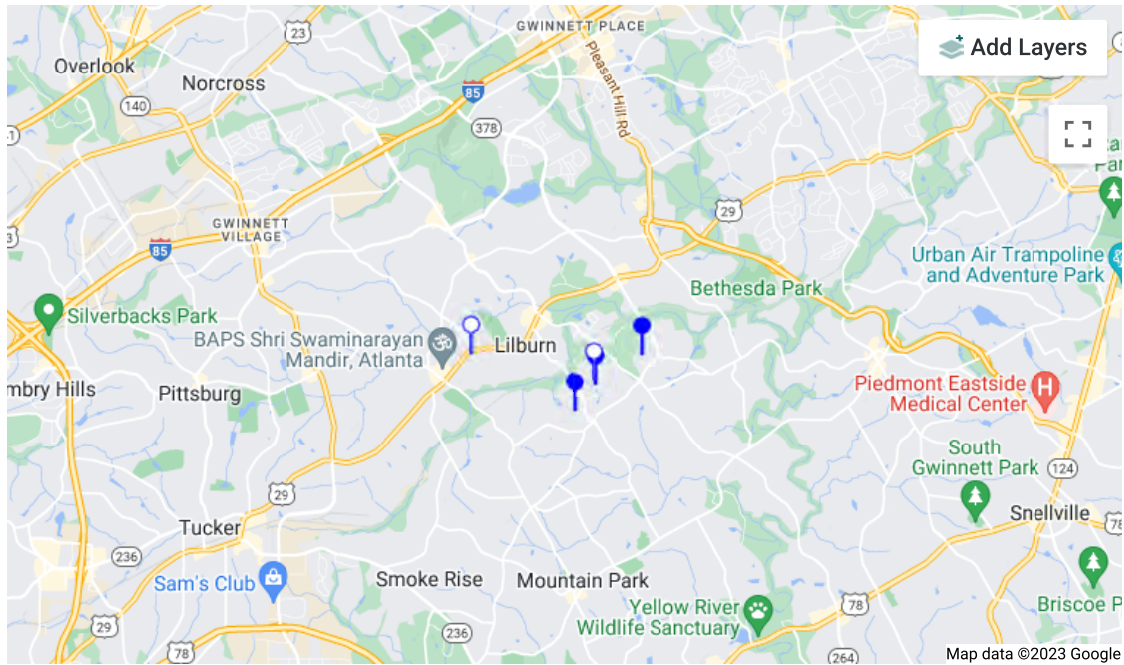
3 months ago

Seriously, was this written by a high schooler?

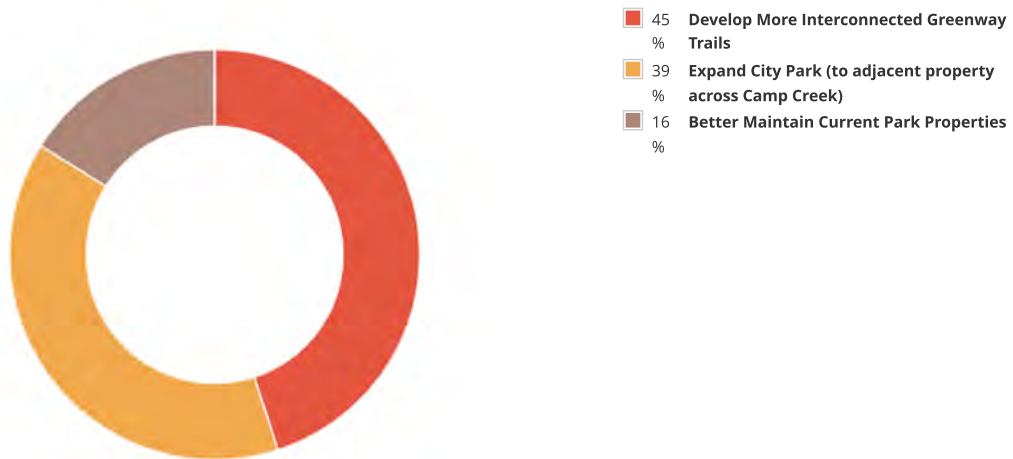
3 months ago



What are the City of Lilburn's most significant natural and environmental resources? What role should the City play in helping to preserve and protect these?

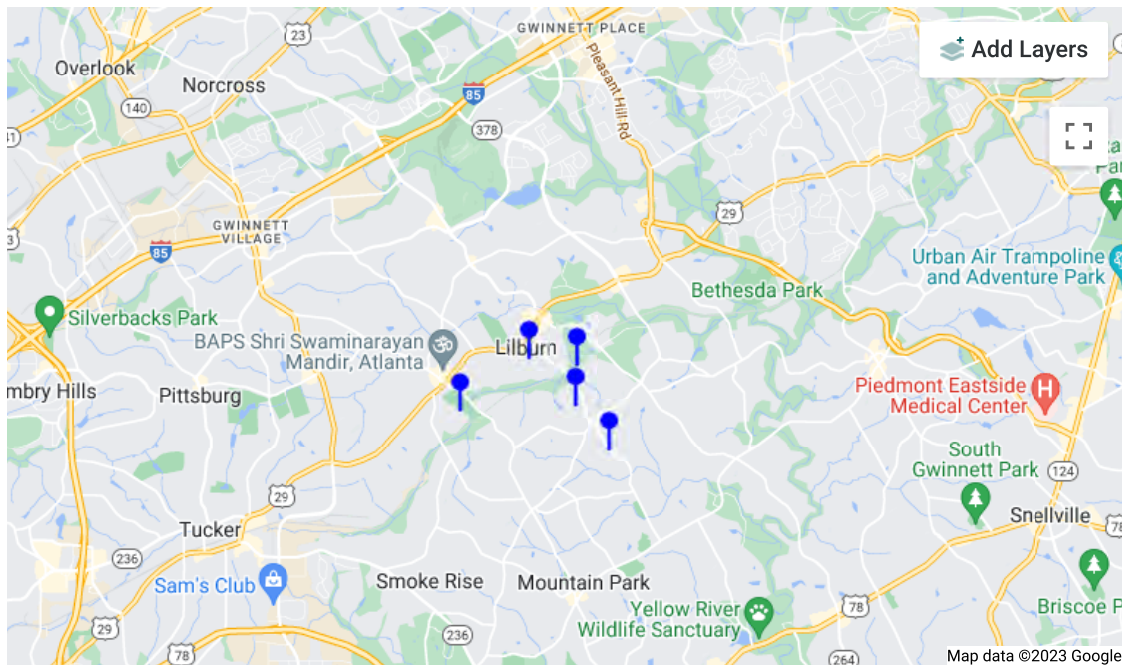


Which of the following should be the primary greenspace priority for the City of Lilburn?

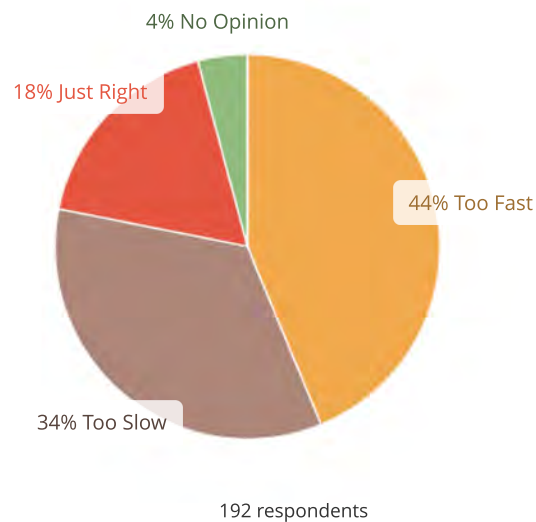


180 respondents

What are the City of Lilburn's most significant historic and cultural resources? What role should the City play in helping to preserve and protect these?



How would you characterize the City of Lilburn's pace of development in recent years compared to other Gwinnett cities?



Where should the City focus its redevelopment efforts?



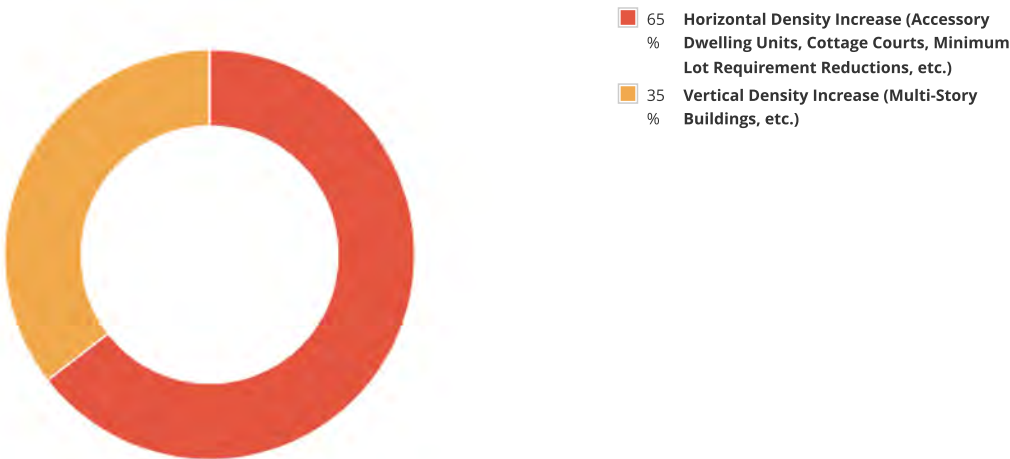
189 respondents

How would you rank the City of Lilburn's housing needs?

	Need More	Right Amount	Need Less
Affordable Housing	35% Need More	41% Right Amount	24% Need Less
Senior Housing	24% Need More	59% Right Amount	17% Need Less
Medium- and High-Density Housing	15% Need More	26% Right Amount	60% Need Less
Mixed-Income Housing	25% Need More	40% Right Amount	35% Need Less

186 respondents

The 2022 Livable Centers Initiative study identifies the need for 4,200 additional housing units in the City of Lilburn by 2043. How should the City meet this need?



155 respondents

How would you rank your satisfaction with the City of Lilburn's transportation system?

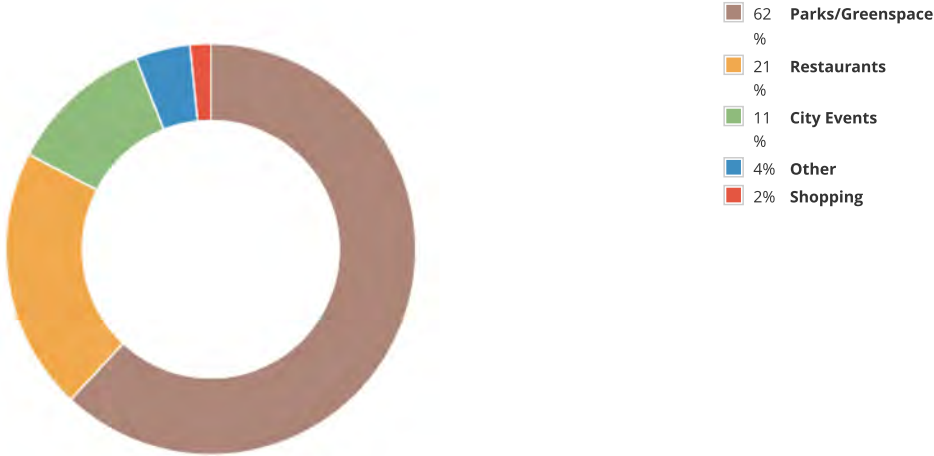
	Poor	Below Average	Adequate	Good	Excellent	No Opinion
Street Network	23% Poor	23% Below Average	29% Adequate	12% Good	4% Excellent	8% No Opinion
Traffic Safety	12% Poor	29% Below Average	37% Adequate	17% Good	4% Excellent	1% No Opinion
Traffic Congestion	33% Poor	34% Below Average	22% Adequate	7% Good	2% Excellent	3% No Opinion
Road Conditions	7% Poor	15% Below Average	46% Adequate	23% Good	8% Excellent	1% No Opinion
Pedestrian and Bicyclist Safety	28% Poor	32% Below Average	19% Adequate	11% Good	3% Excellent	7% No Opinion
Public Transportation	40% Poor	20% Below Average	13% Adequate	5% Good	2% Excellent	19% No Opinion

185 respondents

Are there any areas in the City of Lilburn you feel are particularly dangerous for pedestrians or bicyclists?



What is your primary reason for visiting Old Town Lilburn?



184 respondents

What is the most important transportation need in Old Town?

76%	Complete Streets (Pedestrian Crossings, Bicycle Lanes, Comprehensive Design Standards, etc.)	Rank: 1.89	105 ✓
70%	Improved Traffic Circulation	Rank: 2.64	97 ✓
61%	Wider Sidewalks	Rank: 3.31	85 ✓
59%	Traffic Study	Rank: 3.49	82 ✓
65%	Parking Deck	Rank: 3.66	90 ✓
58%	Bicycle Storage & Parking	Rank: 4.28	80 ✓

139 Respondents



How would you rank City amenities?

	Need More	Right Amount	Need Less
Active Parks	36% Need More	62% Right Amount	2% Need Less
Passive Parks & Trails	53% Need More	46% Right Amount	1% Need Less
Pocket Parks	46% Need More	51% Right Amount	4% Need Less
Dog Parks	46% Need More	40% Right Amount	14% Need Less
Tree Canopy	70% Need More	27% Right Amount	3% Need Less
More & Wider Sidewalks	68% Need More	30% Right Amount	2% Need Less

177 respondents

Which of the following statements apply to you (select all that apply)?

91%	I am a resident of Lilburn	144 ✓
18%	I work in Lilburn	29 ✓
7%	I own a business located in Lilburn	11 ✓
4%	Other	6 ✓

159 Respondents

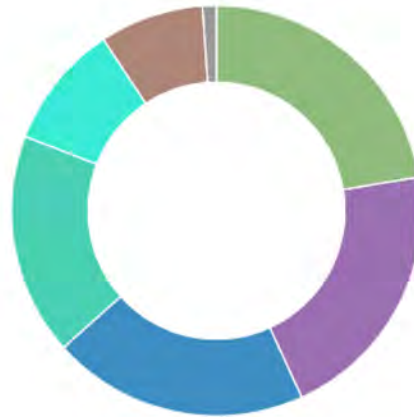
How long have you lived in the City of Lilburn?



182 respondents

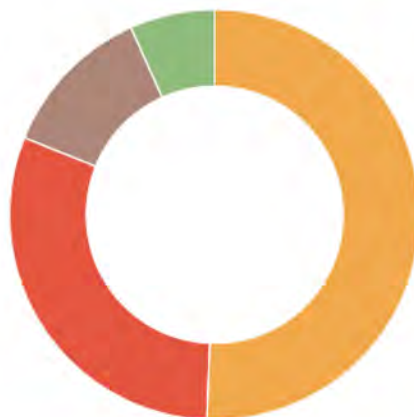
# SURVEY RESULTS

What is your age?



183 respondents

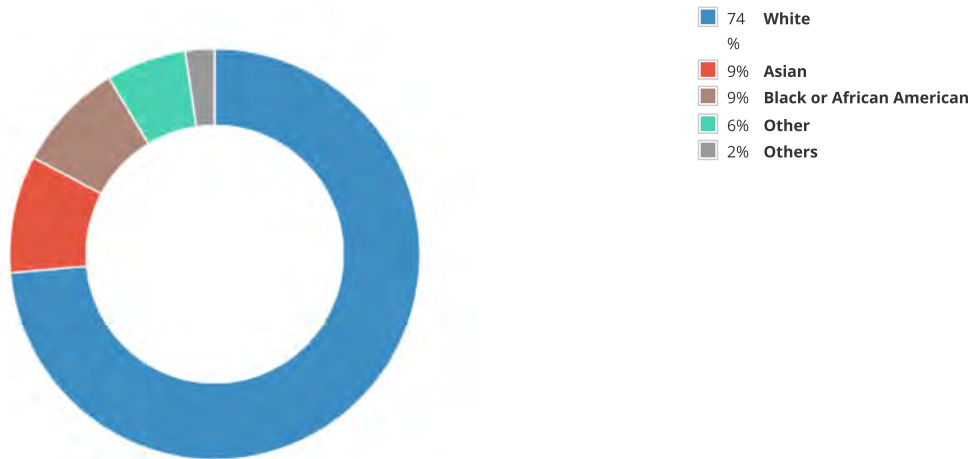
How far do you live from your place of employment?



164 respondents

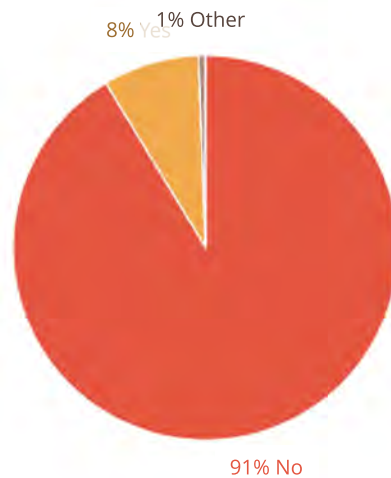
# SURVEY RESULTS

With which race do you identify?



174 respondents

Do you identify as Hispanic, Latino, or Spanish?



173 respondents

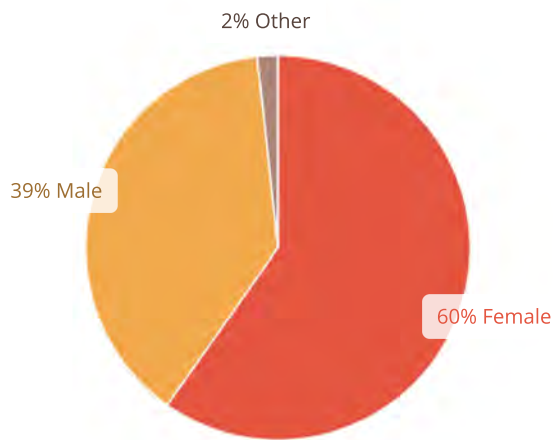
# SURVEY RESULTS

Which language do you speak at home?



174 respondents

What is your gender identity?



174 respondents

If desired, please use the space below to list anything else you would like to be considered in the City of Lilburn's future planning efforts that was not covered by the previous survey questions.

---

Please reinstall a right turning lane on Main Street going onto Highway 29.

24 days ago

Traffic, inadequate and insufficient roads along with infrastructure are multi-serious problems. Must be addressed!

28 days ago

Change is going to happen. The traffic congestion needs to be addressed.

28 days ago

Believe me, I understand frustration and concern. Some of the new plans will directly affect my property, as I live in Old Town. However, change is inevitable. I see an opportunity to learn from the other area Gwinnett cities and improve on what they have in place. I agree with more shopping, sit down restaurants etc, but we also have to allow for the traffic that will surely come. Also, we have to stay on point with offering the greenspace that people come here for, as well as offering community events and support to residents. We are growing, so it's time to steer the ship in the right direction.

one month ago

Ideal/dream would be a safe, walkable city from your house to grocery to shops to parks and trails without having to get into your car because traffic isn't fun.

one month ago

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# APPENDIX

## APPENDIX B: POP-UP EVENTS



## Pop-Up Event #1 Summary

The first pop-up event for the Lilburn Comprehensive Plan 2024 Update was held at the Lilburn Food Truck Tuesday event in Lilburn City Park on Tuesday June 13, 2023, from 6 to 9 pm (Figure 1). Participants at the event had the opportunity to learn about the Comprehensive Plan Update and provide feedback through a virtual survey or three different interactive activities (Figure 2). Four members of the planning team manned the booth and were able to engage in lively discussions with attendees. Team members also distributed informational flyers in English and Spanish about the online survey and upcoming public meeting.



*Figure 1: Many people came out to enjoy the lovely weather and tasty food.*



*Figure 2: The pop-up booth setup included three interactive activities flanking an informational poster on how to get involved in the comprehensive plan update.*



## Input Board

At the input board, participants were asked to describe Lilburn in one word or phrase. Responses were color coded according to the relationship participants have with Lilburn (Figure 3). Most participants lived in Lilburn (yellow notes) or lived close by and visit Lilburn frequently (blue notes) for its fun events such as the food truck festival. Many responses on the board came from children, which explains a few confusing descriptions such as “it has a pool” when there are no pools in Lilburn. Generally, responses described the nature of the people in the community with answers like “Family”, “Very tight knit community,” “Peaceful,” “Friendly,” “Kind,” and “Beautiful, Intentional, Community.” Other responses praised the events and other happenings in the city, describing Lilburn as “Thrilling! #thrillburn,” or “Hopping and Jamming.”



Figure 3: Describe Lilburn in a word or phrase activity.





## Map Activity

Another activity used a poster of the current zoning map of Lilburn. Participants were asked to place different colored dots to indicate their favorite restaurant and park, and then to indicate where more shops and housing were needed. Many residents noted the location of their home (Figure 4 and Figure 5 ).

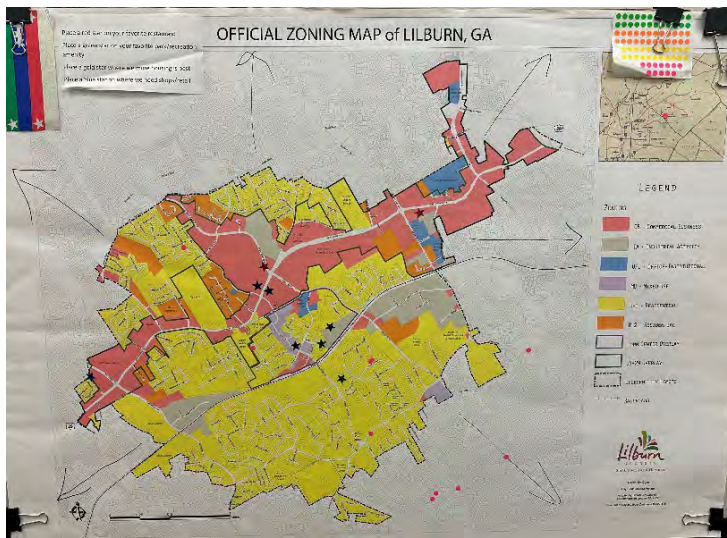


Figure 4: Results from the Living, Working, Shopping Dining Exercise



Figure 5: A visitor participates in the map activity.

## Priority Buckets

The last activity asked participants to place three small balls in buckets that corresponded to what areas they believe Lilburn should prioritize (Table 1). The greatest support was for the city to prioritize “Economic Development, Market Study, Needs/Restaurants,” and the least support was for “Land Use, Need More Variety, More Specific Zoning Districts, Overlays, Uses.”

Table 1: Priority Bucket Outcomes

Bucket Label	Count
Transportation, Roads, Buses, Trails, Study	16
Housing, New, Renovations, More Density (added note of workforce housing)	12
Parks, Recreation, Greenspace, Tree Preservation	29
Economic Development, Market Study, Needs/Restaurants	28
Land Use, Need More Variety, More Specific Zoning Districts, Overlays, Uses	9



## Pop-Up Event #2 Summary

The second pop-up event for the Lilburn Comprehensive Plan 2024 Update was held at the Plaza Las Americas during their back-to-school event on Sunday, July 30, 2023, from noon to 2:30 pm. All materials at this event were presented in Spanish, with English options for those who wanted them. Staff included a Spanish translator. Participants at the event had the opportunity to learn about the Comprehensive Plan Update and provide feedback through a virtual survey or two interactive activities.

### Input Board

At the input board, participants were asked to describe Lilburn in one word or phrase (Figure 1). Words and phrases in English included "Beautiful" (twice), "Quaint," "Lots of potential," "a small world we live in," "antique" and "No Downtown." Comments in Spanish were "tranquilidad," and "pasifico," "Segura" and "seguridad," "muy bonita," and "muy verde." Translated, these mean that respondents found Lilburn to be tranquil and peaceful, safe and secure, very beautiful, and very green.

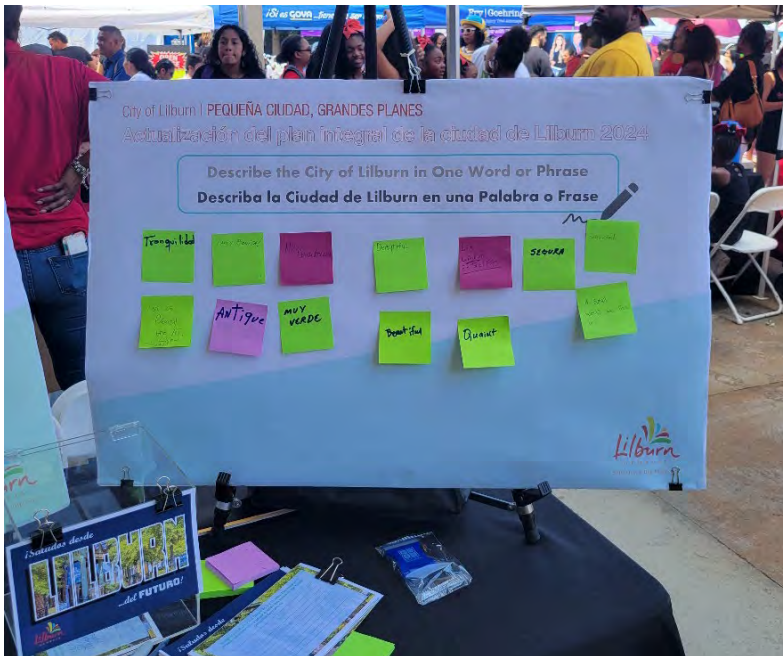


Figure 2: Describe Lilburn in a word or phrase activity.



Figure 1: A festivalgoer participates in the input board activity.





### Map Activity

Another activity used a map of Lilburn. Participants were asked to place different colored to indicate where they lived, worked or played (Figure 3 and Figure 4). Residents of Lilburn at this event primarily lived along the Lawrenceville Highway between Beaver Ruin Road and Ronald Regan Parkway or along the center of Lilburn near Camp Creek Road. Many shopped or played at Plaza Las Americas, where the event was held, or at nearby establishments, at Pleasant Hill Road and Lawrenceville Highway. Some worked in eastern Lilburn.



Figure 4:: A Lilburn resident speaks with a translator while identifying where he lives in Lilburn







Small town. Big difference.

### Postcards from the Future

A final activity for booth attendees was the opportunity to fill out a postcard from the future. On this postcard, participants could draw or write their vision of the future for Lilburn as it will be 5 to 10 years from now. This resident wrote, “Una Ciudad con Edificios grande de 5 pisos con varios parques y una comunidad Hispana.” In English, the vision is for “A city with large 5-story buildings with several parks and a Hispanic community.”

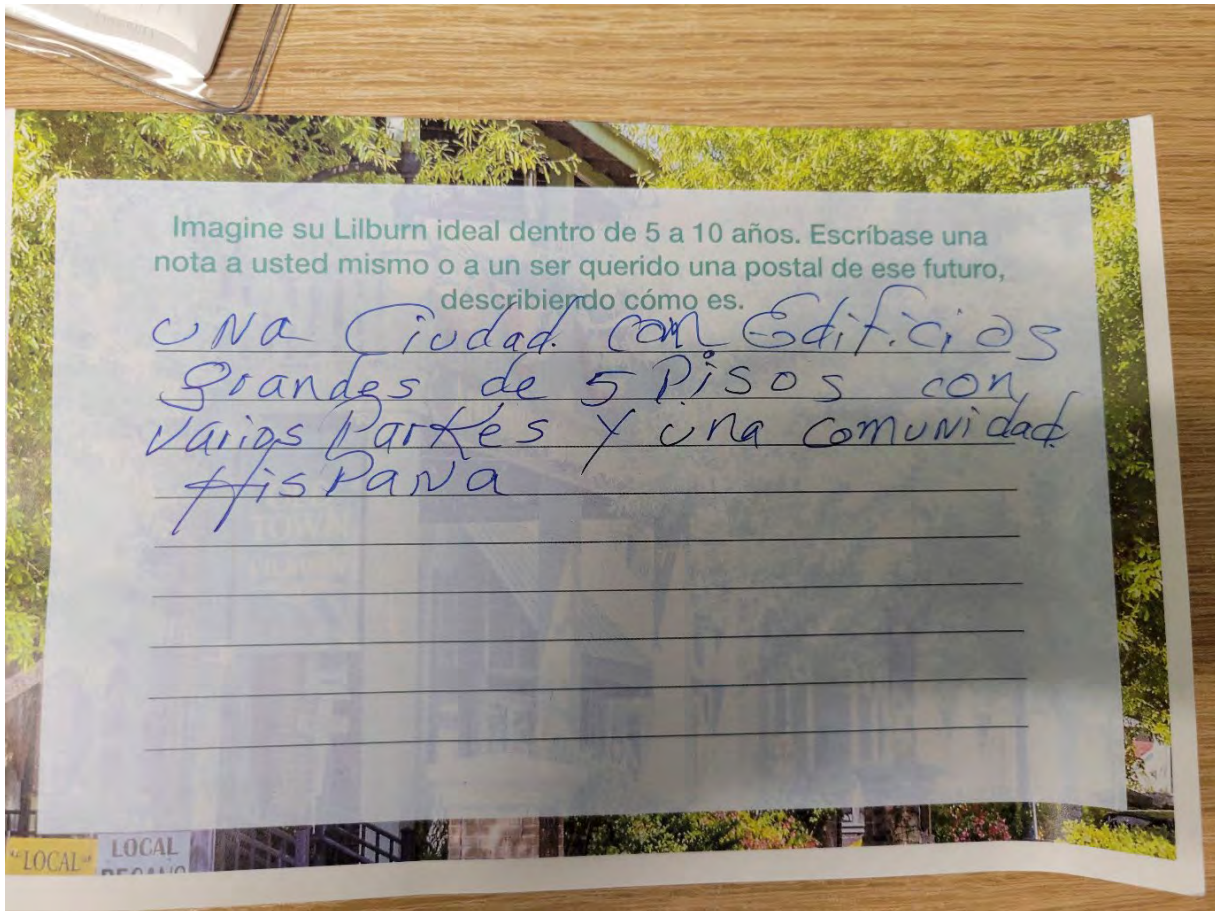


Figure 5: Response to the Postcard from the Future Exercise



### Pop-Up Event #3 Summary

The third pop-up event for the Lilburn Comprehensive Plan 2024 Update was held at the splash pad in Lilburn City Park on Saturday August 5, 2023, from 1 to 3 pm (Figure 1). Engagement efforts were largely focused on informing parents about the upcoming comprehensive plan update and driving them to participate in the online survey and public open house. Each family at the splash pad was approached and given an informational flyer (available in both English and Spanish) with a link to the survey and meeting information for the open house to be hosted a week later. Families were also asked to participate in different interactive activities (Figure 2) at the booth designed to provide input for the comprehensive plan. Three members of the planning team manned the booth and were able to engage in lively discussions with attendees.



*Figure 1: Kids enjoying the splash pad in the sweltering summer heat.*



*Figure 2 Parents were engaged while the kids played.*







Small town. Big difference.

## Priority Buckets

Another activity asked participants to place three small balls in buckets that corresponded to what areas they believe Lilburn should prioritize (Table 1). The greatest support was for the city to prioritize “Parks, Recreation, Greenspace, Tree Preservation” and the least support was for “Housing, New, Renovations, More Density”.



Figure 4 Lilburn resident participates in priority bucket activity.

Table 1: Priority Bucket Outcomes

Bucket Label	Count
Transportation, Roads, Buses, Trails, Study	9
Housing, New, Renovations, More Density	0
Parks, Recreation, Greenspace, Tree Preservation	13
Economic Development, Market Study, Needs/Restaurants	3
Land Use, Need More Variety, More Specific Zoning Districts, Overlays, Uses	3



### Postcards from the Future

Kids were also included in this popup event and asked to fill out a postcard from the future. On this postcard, kids were asked to draw their vision of the future for Lilburn in 5-10 years from now. Children were provided with markers and other coloring supplies and made great art while their parents were completing the other activities listed above.



Figure 5 Two kids draw their vision of Lilburn in the future.

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# APPENDIX

## APPENDIX C: COMPREHENSIVE PLAN OUTREACH SUMMARY



## Comprehensive Plan Outreach Summary

**Goal:** To advance awareness and promote the City of Lilburn’s Comprehensive Plan by leveraging public outreach as well as an integrated communications strategy to maximize message penetration and overall project engagement.

**Overview:** Through a joint effort led by the City of Lilburn, The Atlanta Regional Commission (ARC), and VHB a public outreach and integrated communications effort was launched to maximize participation for a project survey and public open house. The various strategies outlined below helped to engage the community and build awareness about the Comprehensive Plan and its concepts. The planned and executed tactics also helped to inform and educate residents and stakeholders about the initiative by focusing on target markets as well as the general public.

**Key Deliverables:** The project team implemented a range of activities to amplify messaging for the plan, advance a clear call to action to complete the survey and build an awareness campaign on behalf of the project.

Key deliverables included:

- Digital Toolkit
- Key Stakeholder Database
- Stakeholder Roundtables (3)
- Text message campaign
- Stakeholder Roundtable Summaries

**Stakeholder Communication and Toolkit:** The outreach effort included providing more than 150 highly engaged stakeholders and key community partners with a messaging toolkit that included project event communications and details. This tactic informed stakeholders about the open house and project survey and empowered them to share the message with their networks. Toolkit assets included social media posts and graphics, proposed newsletter content, outreach event dates and other direct communications that could be shared with their respective networks and listservs.

- **Leveraged City-managed Social Media Channels:**

**Facebook:** [City of Lilburn](#)

**Instagram:** [@Cityoflilburn](#)

**Stakeholder Database:** A comprehensive database of citywide stakeholders was developed for the electronic distribution of project information and announcements and promotion of the public open house and project survey via an email blast. The database (see Appendix C) includes lists for the



following groups/organizations below and was also used to identify participants for the targeted roundtable discussions.

- Public/private advocacy groups
- Elected officials
- Churches
- Business Owners
- Schools
- Neighborhood Groups

**Stakeholder Roundtables:** Public participation and involvement is an integral part of the comprehensive planning process. It is the City's priority to ensure that input is received from all stakeholder groups, especially those who are often underrepresented in the engagement process. Roundtables were hosted and tailored to target the following stakeholder groups:

- Hispanic residents and business owners
- Faith Leaders
- Small business owners

During the roundtables participants were provided with an opportunity to complete the project survey. An overview of comprehensive plan activities was also provided, and a SWOT analysis was performed in determining the perceptions and needs of the city by these unique and targeted audiences

**Key Takaways:**

Hispanic residents and business owners

- The city is safe and clean.
- Nice parks in the area.
- There is a need for more public transportations.
- There is an opportunity to host more events for the Hispanic community.
- There is an opportunity to better support small businesses.

Faith Leaders

- The faith community sees their leadership and influence as a tremendous strength in the city.
- The faith community help foster a sense of community and provide a voice to the people.
- Safety is an area that can be addressed in the city.
- Food insecurity in the city is something that needs to be addressed.
- More transportation options are needed to support the community.



- There is a need for more affordable housing.
- There is an opportunity to increase engagement of faith leaders to better support the city and its efforts.

#### Small Business Owners

- Would like to see more communal spaces like coffee shops.
- Lilburn is a great place to live, work and play.
- Would like to see more restaurants.
- There is an opportunity to support the unhoused, create affordable housing and expand business offerings within the city.

**SMS Text Campaign:** A very successful method of disseminating information to a vast number of stakeholders is through a text messaging campaign. A short message about the comprehensive plan that included the open house graphics in Appendix B was deployed on August 3, 2023. The message also included a link to complete the project survey. The campaign was deployed in both English and Spanish and was leveraged to reach over 2000 people in the City of Lilburn, the Consultant Team isolated cell phone numbers and distributed messaging to the targeted demographic groups outlined above.

#### **Campaign Message:**

- Help Lilburn shape a vision for the future. Take our brief survey today at <https://publicinput.com/cityoflilburnga>  
Respond STOP to opt-out
- Ayuda a Lilburn a dar forma a una visión para el futuro. Tome nuestra breve encuesta hoy en <https://publicinput.com/cityoflilburnga>  
Responde STOP para cancelar

#### **Campaign Insights:**

- Text messages were sent to 2117 mobile devices listed in the 30047-zip code significantly increasing overall awareness of both the upcoming open house and online survey.
- The opt out rate for recipients of the text campaign was extremely low when compared to the industry standard of a 10% average opt-out rate for the first text. This indicates that Lilburn residents were receptive to receiving information via text.
- Higher clicks and shares were observed among the Hispanic community, however, that did not translate when factoring completed surveys. This could be attributed to government perceptions and mistrust particularly when responding to the open-ended survey questions, or complications navigating the survey overall.



- Specifically, less clicks from the Asian American Community were observed. This could be attributed to the information not being translated and understood. Considering there are approximately four primary Asian dialects spoken in Gwinnett County, the inability to understand the information shared in the text can be an indicator of low engagement among this demographic.

**Signage Placement:** The outreach team designed signage that provided details of the Comprehensive Plan public open house and project survey in both English and Spanish. The team also coordinated the placement of the signs at various locations throughout the City of Lilburn to include the locations listed below:

Signage Locations	
Nam Dae Mun Farmers Market	Thrift Store in Kroger Plaza
Talpa Supermercados	Dominican Hair Salon
Mexicana Supermercados	Nail salon
Don Pedro Mexican	Hispanic Smoothie Shop
Twenty Nine Package Store	Bambinelli's Italian
China Wok	

**Pop-Up Events:** The project team collaborated with city staff, including the Department of City Planning, to identify opportunities at city sponsored events and community events to market and promote the Comprehensive Plan public open house and project survey. Below is a list of the Pop-up locations and dates.

Date	Location	Participation
June 13, 2023	Lilburn Food Trucks Tuesdays	Approx. 30
July 30, 2023	Plaza Las Americas – Back to School	Approx. 15
August 5, 2023	Lilburn City Park – Splash Pad	Approx. 5



#### **Additional Project Outreach Recommendations/Observations**

- Issue a press release and follow up with a media advisory to support amplification of the message.
- Leverage City's social media platforms to encourage community participation in events and project awareness.
- Leverage social media to increase engagement of target communities via paid advertising with social media boosts.
- Partner with local elected in support of transparency and community awareness to advertise events and increase participation.
- Consider a more prominent placement of community engagement activities on the City of Lilburn's homepage.





## Appendix A

### Roundtable Summaries

#### Lilburn Comprehensive Plan Roundtable Overview

- Hispanic Business and Resident Roundtable - Hosted at Plaza Las Americas (733 Pleasant Hill Rd NW, Lilburn, GA 30047) on Saturday, August 5, 2023, 4:00 p.m. Approximately 20 people were in attendance.
- Faith Leaders Roundtable – Hosted at Baps Swaminarayan Sanstha (460 Rockbridge Rd NW, Lilburn, GA 30047) on Wednesday, August 9, 2023, 10 a.m. Approximately 12 people were in attendance.
- Small Business Roundtable - Hosted at Lilburn City Hall (340 Main St NW, Lilburn, GA 30047) on Friday, August 11, 2023, 10:00 a.m. Approximately 5 people were in attendance.
- A presentation providing a project overview, comprehensive plan definition, project timeline and needs and opportunities prompts was delivered by Profile staff at each roundtable to complete a SWOT analysis. Directions on how to engage throughout the discussion were also provided.

#### Lilburn Comprehensive Plan Roundtable Swot Analysis:

##### Hispanic residents and business owners

##### Common Themes:

- The city is safe and clean.
- Nice parks in the area.
- There is a need for more public transportations.
- There is an opportunity to host more events for the Hispanic community.
- There is an opportunity to better support small businesses.

##### Strengths:

1. – La velocidad, La Limpieza, Las Calles: *Speeding (cars), Cleanliness, Streets.*
2. – Limpieza, Seguridad, Accesibilidad, Comunidad, Estructuración: *Cleanliness, Security (or safety), Accessibility, Community, Structuring (or framework).*
3. – Áreas Limpias, Seguridad, Vías Transitables: *Cleanliness of areas, Security (or safety), Passable roads.*
4. – Fuentes de trabajo, Bibliotecas, Tiendas: *Sources of employment (jobs), Libraries, Stores (places to shop).*
5. – Actividades para la comunidad, Albercas publicas: *Community activities, Public pools.*
6. – Me gustan los parques. Me gusta la comunicación con todas las personas que vienen a mi negocio. Me gusta que vivo cerca (sic.) de mi negocio y es muy tranquilo el lugar donde vivo: *I like the parks. I like*



*the communication I have with all the people that come to my business. I like that I live close to my business and the place where I live is very quiet.*

7. – Personas, Velocidad, Calles: *People (persons), Speeding (cars), Streets.*

8. – (1.) Que hay muchos latinos, (2.) Hay negocios, (3.) Es una ciudad limpia, (4.) Muchas vías para mejorar el fluido de personas para darle un mejor futuro a las personas y negocios: (1.) *That there are a lot of Latinos, (2.) There are businesses, (3.) It's a clean city, (4.) Many ways to better the flow of people to give them a better future, to the people and businesses.*

9. – Seguridad, Educación, Transportación, Limpieza: *Security (or safety), Education, Transportation, Cleanliness.*

#### **Weaknesses:**

1. – Servicio de autobús. Actividades permitidas aquí en la plaza para atraer mas gente: *Bus service, Activities allowed here in the Plaza (Las Americas) to attract more people.*

2. – Las escuelas muy buenas. Los parques (sic.) muy limpios. Es un área muy tranquila: *Very good schools. The parks are very clean. It's a very quiet area. [NOTE: This comment was posted on this board obviously by mistake but left here intentionally for purposes of data collection integrity.]*

3. & 4. (front/back) – (front) Mi opinión es {illegible} en servicio de existencia al publico, the City Hall soy dueña de negocio. (back) El servicio de Interne (sic.) es {illegible}. La compañía Comcast es un monopolio: (front) *My opinion is {-} for current services to the public, the City Hall, I am a business owner. (back) Internet service is {-}. The company Comcast is a monopoly.*

5. – Criminalidad. Transporte Publico. Iluminación en Calles: *Criminality, Public transportation, Street lighting.*

6. – Transporte Publico, Seguridad: *Public transportation, Security (or safety).*

7. – Seguridad, Transporte Publico, Servicio Salud: *Security (or safety), Public transportation, Healthcare.*

8. – Transporte Publico: *Public transportation.*

9. – Que nos pongan una ruta de transporte publico para que haya mejor fluido de personas para nuestros negocios. Que la ciudad permita hacer eventos masivos afuera de la Plaza para que nos conozca mas gente: *That we get added to a public transportation route so there's better flow of public to our businesses. That the city allows us to hold mass events outside the Plaza so more people get to know us.*

10. – No hay transportación a la Plaza y a otras partes importantes: *There's no public transportation to the Plaza as well as to other important places.*

11. – Es muy necesario el transporte para la gente porque mucha gente no tiene la manera de transportarse (sic.). Seria mejor mejorar el interne (sic.) de aquí de la Plaza. Se necesita (sic.) que la siuda (sic.) permita a la Plaza acer (sic.) eventos masivos para atraer mas clientes a nuestro negocio: *Transportation is very necessary for people because lots of people don't have a means of transportation. It would be better to improve the internet here in the Plaza. It's needed that the city allow the Plaza to hold mass events to attract more clients to our business.*



#### **Opportunities:**

1. – Adicionar más rutas y vehículos para el transporte público. Realizar actividades donde dueños de negocios pequeños se den a conocer: *To add more routes and vehicles for public transportation. Carry out activities where small business owners can make themselves known.*
2. – Viviendas, Transporte, Trabajos: *Housing, Transportation, Jobs.*
3. – Oportunidad de Eventos Masivos Hispánicos: *Opportunities of Hispanic mass events.*
4. – Mas eventos sociales y deportivos: *More social and sporting events.*
5. – Tener mas publicidad así se genera mas trabajo: *Have more publicity and that way generate more jobs.*
6. – La oportunidad (sic.) de que den prestamos (sic.) a los pequeños negocios (sic.): *The opportunity to get loans to small businesses.*
7. – La oportunidad (sic.) de que la ciudad (sic.) de permiso a la ciudad (sic.) de Lilburn de poner nightclub (sic.): *The opportunity for the city to allow the city of Lilburn to open nightclub [verbatim].*
8. – Bus. Calle. Escuela: *Bus. Street. School.*
9. – Dar mas oportunidades a los Empresarios que quieran invertir y también controlar mas a los dueños de los malls el precio de square foot que lo renta, porque lo cobran muy caro – utilidades, CAM – ojo: *Give more opportunities to the Businessmen who want to invest and also to have more control over the amount owners of malls charge in rent per square foot, because what they are charging is too expensive – utilities, CAM – watch out.*
10. – Considerar la construcción de banquetas al menos en las calles donde existan negocios que frecuentes: *Consider the construction of benches at least in those streets where there are frequently visited businesses.*

#### **Needs and Opportunities:**

1. - Obtener el patrullaje más frecuente alrededor de la Plaza para evitar a que haya robos aquí adentro a nuestros negocios: *To get more frequent patrols around the Plaza to prevent robberies to our businesses inside it.*
2. - Transporte. Parque acuáticos. Cuidado medico. Presencia policial: *Transportation. Water parks. Healthcare.*
3. – Centros recreativos a un costo accesible: *Recreational centers at an affordable price.*
4. – Mas patrullaje durante la noche. Mayor apoyo a los jóvenes con el uso de drogas: *More patrols during the night. More support to young people about drug abuse.*
5. – Mas seguridad para nuestras escuelas: *More security (or safety) for our schools.*
6. – Parque acuático. Cuidado medico. Mas vigilancia en las escuelas: *Water park. Healthcare. More security in schools.*
7. – Hacer (sic.) un grupo de Hispanos/Latinos encargados de conversar con la comunidad: *Create a group of Hispanics/Latinos with the task of conversing with the community.*



8. – Implementación de lugares de recreación donde se puedan llevar a cabo eventos para las diferentes comunidades (Ejemplos: festivales, food trucks nights, car shows, etc.). Tratar de emplear personal bilingüe en las oficinas de servicios al público (oficinas gubernamentales [sic.]). Implementar rutas de transporte público hacia las áreas más concurridas, para evitar un poco el exceso de tráfico vehicular: *Implementation of recreational places where events can be held for the different communities (Examples: festivals, food truck nights, car shows, etc.). Try to hire and use bilingual personnel in the offices offering services to the public (governmental offices). Implement public transportation routes towards the more visited areas, to avoid excessive vehicular traffic a little bit.*

9. – Personal bilingüe. Presupuestos para servicios en áreas comunes: *Bilingual personnel. Funding of services in common areas.*

10. – (Written in English) – *English classes so people can learn English. People in authority that could communicate in both languages.* (Written in Spanish) – *Mediante las Iglesias (Through churches) – Colegios (Schools) – (in English) Shopping centers – To invite the Spanish community to Farmers Markets.*

11. – Mas charlas informativas en escuelas, iglesias, incluso en lugares de trabajo para que nos involucremos en las decisiones: *More informational chats in schools, churches and even workplaces so we can get more involved in the decisions.*

12. – Personas que nos escuchen en nuestro idioma y tener respuestas en Español: *People that will listen to us in our language and get answers in Spanish.*

13. – Comunicar en lugares de trabajo, en las escuelas, iglesias, centros comerciales: *Communicate in workplaces, in schools, shopping centers.*

#### Faith Leaders Roundtable

##### **Common Themes:**

- The faith community sees their leadership and influence as a tremendous strength in the city.
- The faith community help foster a sense of community and provide a voice to the people.
- Safety is an area that can be addressed in the city.
- Food insecurity in the city is something that needs to be addressed.
- More transportation options are needed to support the community.
- There is a need for more affordable housing.
- There is an opportunity to increase engagement of faith leaders to better support the city and its efforts.

##### **Strengths:**

1. – Leadership and influence is a tremendous strength in the city.
2. – Help foster a sense of community and provide a voice to the people.
3. – Nurture a sense of belonging among diverse communities.



4. – Implements several programs to support the community at large (Food drives, tutoring and mentorship programs, daycare, ESL classes, senior housing and activities).

#### **Weaknesses:**

1. – Daycares are needed.
2. – Dangerous accidents in front of Mandir.
3. – Safety around Mandir, may need more surveillance in the area.
4. – Red tape by the county to build childcare center. Would be great if the city could help.
5. – No sidewalks down Killian Hill. People walking from transient housing. Not safe to walk.
6. – Move away from car dependency. Need more options for other modes of travel.
7. – Lack of restaurants. Not a lot of options. Must leave city to get variety.

#### **Opportunities:**

1. – There is a need for more daycares.
2. – Improved communications from city on resources and events.
3. – A standing quarterly meeting with faith leaders to share updates, news, events to garner support for initiatives and discuss community needs.
4. – A public guide of city resources, processes and staff that can be referenced as new staff/volunteers are onboarded since they are constantly changing. (Who do you talk to for X, Y, Z)
5. – City and faith community partnership to develop programming to get kids off the street and reduce crime.
6. – Give people a glimpse of home. Make public spaces more relatable to a diverse community and cultures. Multi-lingual signage would be good.
7. – Events celebrating various holidays and cultures. Provides an opportunity to bring people together and nurture a sense of place.
8. – Provide information at various events in multiple languages. Wordly is a great real-time speech to text translation tool.
9. – Partner with faith organizations or various groups to host meetings.

#### **Threats:**

1. – How to address food and housing insecurity with the city.
2. – The closest shelter is in Buford.
3. – Need a community resource shelter.
4. – 4-5K children in Gwinnett County are unhoused.
5. – Affordable housing for seniors is needed.
6. – Existing housing is not affordable.
7. – Access to transit and transportation is limited.





8. – Empathize with anyone who doesn't have a car. Walking at 80 is difficult.

#### Small Business Owners

##### **Common Themes:**

- Would like to see more communal spaces like a coffee shop.
- Lilburn is a great place to live, work and play.
- Would like to see more restaurants.
- There is an opportunity to support the unhoused, create affordable housing and expand business offerings.

##### **Strengths:**

1. – Downtown business owners' meetings are great.
2. – Lilburn is a great place to live, work and play.

##### **Weaknesses:**

1. – Poverty and young kids with nothing to do. Outreach and partnerships with local churches and organizations for youth programming needed.
2. – Lack of incentives for businesses.
3. – More restaurant offerings needed.

##### **Opportunities:**

1. – Incentives to have film studios on Lilburn Industrial or small spaces.
2. – Use multiple channels of communication (text, email, etc.) to get the word out.
4. – Better leverage city's Facebook page for information sharing.
5. – A centralized calendar or comment space would be great. (Concerns, community events, etc.)
6. – A city app that allows local businesses to advertise or a local business directory.
7. – Consider a quarterly cadence for downtown business owners meeting.
8. – Provide more notice for business owners' meetings or place on a calendar.
9. – Continue collaboration with LBA and consider expanding.
10. – Indoor sport facility for youth.

##### **Threats:**

1. – Growth in the city. Need to consider how to deal with unhoused population and homelessness.
2. – Corporate investors/Airbnb are holding resident's hostage to high rents.
3. – Housing is not affordable. Pricing out young families and seniors are moving away.



## Appendix B

### Digital Toolkit

## UNIFIED VISION FOR LILBURN'S BRIGHT FUTURE

Dear Valued Partner,

The City of Lilburn is actively planning for our future by updating our [Comprehensive Plan](#). Share your thoughts on ways we can improve housing, enhance transportation, determine future land use, spur economic development, preserve greenspace and more in Lilburn. By assessing the needs of the city and identifying opportunities for improvement, we will work collaboratively to enhance the quality of life for residents and businesses in our community. For this effort to be a success, this process relies on us hearing from you, our residents and business owners to share thoughts about what's most important to Lilburn's future, mirrors our community's core values and identifies key planning priorities.

Our goal with the Lilburn Comprehensive Plan is to establish a blueprint for ways Lilburn grows and thrives for years to come. Throughout this effort, the city's existing goals may be updated, and possible new goals established based on the public feedback received. Please join us as the City of Lilburn hosts a series of public outreach events and take a brief survey to provide input on the Lilburn Comprehensive Plan.

Mark your calendars and make a plan to stop by one of the events listed below to learn more about the Comprehensive Plan and tell us what you think about the future of Lilburn.

### LILBURN SMALL TOWN, BIG PLANS PUBLIC OUTREACH EVENTS!

#### **Saturday, August 5 from 1:00pm to 3:00pm**

Splash Pad Pop-Up Event  
Lilburn City Park  
76 Main St NW  
Lilburn, GA 30047



**Saturday, August 5 from 4:00pm to 5:30pm**

**Wednesday, August 9 from 10:00am to 11:30am**

Lilburn Faith-Leaders Roundtable  
The BAPS Shri Swaminarayan Mandir  
460 Rockbridge Rd NW  
Lilburn, GA 30047

**Friday, August 11 from 10:00am to 11:30am**

Lilburn Business Roundtable  
Lilburn City Hall  
340 Main Street NW  
Lilburn, GA 30047

**Saturday, August 12 from 1:00pm to 3:00pm**

Lilburn Comprehensive Plan Update Public  
Meeting Lilburn City Hall  
340 Main Street NW  
Lilburn, GA 30047

## **SPREAD THE WORD!**

We also encourage you to share the word with your network using the attached assets and graphics, including:

- Lilburn Comprehensive Plan Update Public Meeting flyer (English & Spanish)
- Social media graphics with sample messaging
- Suggested newsletter copy
- Comprehensive Plan Press Release (English & Spanish)

Your attendance, feedback, and support are critically important to ensure that the City of Lilburn creates a vision for all!



## Sample Newsletter Articles

### Example 1

Lilburn is updating its Comprehensive Plan to create a vision for the future and the city needs your input. Please make a plan to attend a public meeting on August 12 from 1-3pm to learn more about the plan and share your thoughts on housing, transportation, land use, economic development, and greenspace needs within the city of Lilburn.

You can also learn more about the project and complete a survey to share your input by visiting [publicinput.com/cityoflilburnga](https://publicinput.com/cityoflilburnga).

### Example 2

Share your thoughts on housing, transportation, land use, economic development, and greenspace needs within the city of Lilburn. Attend an upcoming outreach event designed to engage local business owners and residents about opportunities and improvements for the city. Please take a brief survey to share your thoughts today. Visit: [publicinput.com/cityoflilburnga](https://publicinput.com/cityoflilburnga) to access the Lilburn Comprehensive Plan survey and find dates for related upcoming meetings and events.

## Example Social Media Captions and Graphics

Feel free to share and post the attached social media graphics on your social media. Feel free to follow and tag us at the social media handles below.

Facebook: [City of Lilburn](https://www.facebook.com/CityofLilburn)

Instagram: [@Cityoflilburn](https://www.instagram.com/Cityoflilburn)

## Social Media Graphics





## Social Media Captions

### Example 1

Mark your calendars and let's help shape the future of Lilburn together! Join us for a public meeting as we host our Small Town, Big Plans conversation. Listen, learn, and share your thoughts while we discuss housing, transportation, land use, economic development, and greenspace needs within the city of Lilburn. We'll see you there!

### Example 2

Let's talk Small Town, Big Plans at the Lilburn Comprehensive Plan public meeting! Join us on August 12 from 1-3pm to learn more about recommendations for future improvements, growth and enhancements for The City of Lilburn. Can't attend? Complete the project survey today at [publicinput.com/cityoflilburnga](https://publicinput.com/cityoflilburnga) to share your input.

### Example 3

Planning for Lilburn's future starts today! Join us on August 12 from 1-3pm at Lilburn City Hall to share your thoughts on growth and development within the City of Lilburn for the next five years. For more information on the plan visit [publicinput.com/cityoflilburnga](https://publicinput.com/cityoflilburnga) and complete the project survey today!

### Example 4

Join us to share your thoughts on smart growth and development for The City of Lilburn! Outreach events are being held over the next few weeks. Let's shape the future of Lilburn together – visit [publicinput.com/cityoflilburnga](https://publicinput.com/cityoflilburnga) to complete the project survey and find an event near you.

## Press Release

### NEWS RELEASE



### City of Lilburn

#### Media Contact:

Rick Badie

Public Information Officer Office: 770-638-2225

[rbadie@cityoflilburn.com](mailto:rbadie@cityoflilburn.com)

**March 7, 2023**

### Lilburn Updates Comprehensive Plan

**LILBURN** – Effective city planning begins with the comprehensive plan, in which locally generated core values are used to create a vision of the locality’s future quality of life. The City of Lilburn is pleased to announce the start of its effort to update the five-year Comprehensive Plan. The process depends on public participation as it is an opportunity for residents and business owners to articulate shared core values and planning priorities, setting the stage for how Lilburn hopes to evolve. Existing goals will be updated, and new goals will be set with a specific implementation strategy.

Every five years, Georgia municipalities are required to update their community’s comprehensive plan to maintain good standing as a Qualified Local Government, as determined by the Georgia Department of Community Affairs (DCA). Lilburn received a grant from the DCA for the 2024 Comprehensive Plan update, and technical assistance will be provided by the Atlanta Regional Commission.

During the nine-month planning process, many opportunities will be provided for public participation. The City of Lilburn will establish a steering committee of 10-15 members to guide the overall planning process. Feedback will be sought via surveys, community meetings, public hearings, and other methods throughout spring and summer 2023. The five-year Comprehensive Plan update is expected to be adopted by the Mayor and City Council in January 2024.

Interested in serving as a steering committee member? Please contact City Planner Reid Turner ([reidturner@cityoflilburn.com](mailto:reidturner@cityoflilburn.com)) or Planning Director Joellen Wilson ([jwilson@cityoflilburn.com](mailto:jwilson@cityoflilburn.com)) via email or at 770-921-2210.





## City of Lilburn

### Media Contact:

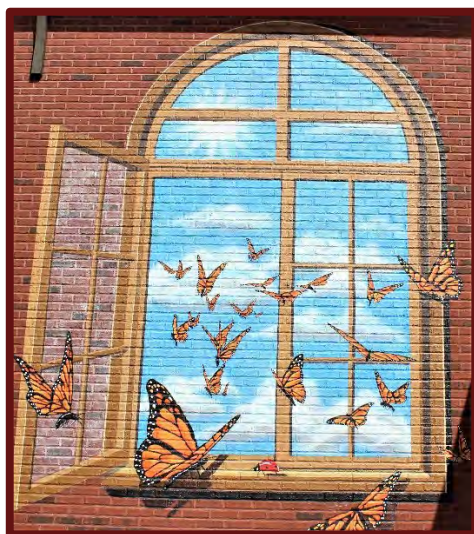
Rick Badie

Public Information Officer Office: 770-638-2225

[rbadie@cityoflilburn.com](mailto:rbadie@cityoflilburn.com)



June 21, 2023



## Lilburn Updates Comprehensive Plan

**LILBURN** – ¿Cómo quieres que se vea Lilburn en el futuro?

Bueno, los funcionarios de la ciudad de Lilburn están pidiendo a los residentes que completen una encuesta de visión sobre ese mismo tema. El pueblo está en medio de la actualización de su Plan Integral, "Pueblo Pequeño, Planes Grandes", que básicamente sirve como una guía detallada sobre temas como inversión de capital, regulaciones de zonificación y políticas de uso de suelo.

La participación de la comunidad es vital para dichos planes y estrategias porque sirven como modelo para la toma de decisiones en el futuro, dijo la administradora de la ciudad, Jenny Simpkins.



“Un Plan Integral establece una visión y objetivos para el futuro de una ciudad”, dijo. “Sirve como la base general para las regulaciones de uso de la tierra, la zonificación y las iniciativas de políticas. La participación de la comunidad es un factor clave en la planificación de actualizaciones, por lo que le pedimos a tantos residentes como sea posible que realicen nuestra encuesta de visión.”

La ciudad planea organizar eventos emergentes en los próximos meses para educar a los residentes sobre el proceso de planificación. Además, se formó un comité directivo compuesto por ciudadanos, dueños de negocios y partes interesadas para trabajar con los funcionarios de la ciudad y supervisar el proceso.

Mientras tanto, la encuesta hace preguntas relacionadas con temas de calidad de vida, como vivienda y servicios recreativos. La encuesta bilingüe y la información relacionada se pueden encontrar aquí: <http://bitly.ws/HB5C>.

**COMPREHENSIVE PLAN UPDATE PUBLIC MEETING**  
City of Lilburn | **SMALL TOWN, BIG PLANS**



# Get Engaged!

Join the City of Lilburn for a community visioning session to outline a path forward to address housing, transportation, land use, economic development, greenspace and more within the city.

Attend the upcoming public meeting and complete the survey at the QR code below to share your thoughts.

**When:** Saturday, August 12 from 1-3 pm

**Where:** Lilburn City Hall  
340 Main St NW | Lilburn, GA 30047  
Preston Room

Complete the survey today!  
[publicinput.com/cityoflilburnga](https://publicinput.com/cityoflilburnga)



**ACTUALIZACIÓN DEL PLAN INTEGRAL**  
Ciudad de Lilburn | **PEQUEÑA CIUDAD, GRANDES PLANES**



# ¡Participe!

Únase a la Ciudad de Lilburn para una sesión comunitaria para definir la visión a seguir por ciudad en temas como la vivienda, el transporte, el uso del suelo, el desarrollo económico, los espacios verdes y más.

Asista a la próxima reunión y complete la encuesta usando el código QR a continuación para compartir lo que piensa.

**Cuando:** Sábado, 12 de Agosto de 1-3 pm

**Donde:** Ayuntamiento de Lilburn  
340 Main St NW | Lilburn, GA 30047  
Salon Preston

¡Complete la encuesta hoy!  
[publicinput.com/cityoflilburnga](https://publicinput.com/cityoflilburnga)







Learn More  
& Take the Survey



## WHAT IS A COMPREHENSIVE PLAN?



### Public Meeting

Saturday August 12 @ 1-3 pm  
Lilburn City Hall, Preston Room

Go to  
[publicinput.com/CityofLilburnGA](https://publicinput.com/CityofLilburnGA)  
to learn more!

A Comprehensive Plan sets forth a vision and goals for a city's future. Updating the comprehensive plan allows communities to consider where they want to be in the next five years. Visit our webpage to get up-to-date information about the process and participate in multiple engagement opportunities to help shape the comprehensive plan - and the City of Lilburn's future!



Mas Información y  
Participe de la Encuesta



¿Qué es un Plan Integral?



**Audiencia Pública**

Sábado 12 de Agosto @ 1 – 3 pm  
Lilburn City Hall, Sala Preston

Un Plan Integral establece una visión y metas para el futuro de una ciudad. La actualización del plan integral permite a las comunidades considerar dónde quieren llegar en los próximos cinco años. Visite nuestro sitio de internet para obtener información actualizada y participar del proceso para ayudar a dar forma al plan integral, ¡y al futuro de la ciudad de Lilburn!

Para obtener más información, por favor vaya a:  
[publicinput.com/SmallTownBigPlansESP](https://publicinput.com/SmallTownBigPlansESP)

**Stay Engaged and Connected**

- To learn more about the Lilburn Comprehensive Plan project, visit <https://publicinput.com/cityoflilburnga>
- Follow The City of Lilburn on [Facebook](#) and [Instagram](#)



## Appendix C

### Stakeholder Database

Elected Officials				
<b>Georgia State Representatives</b>				
Nikki Merritt	GA State Senator, 9th District 9	nikki.merritt@senate.ga.gov	404-463-1310	
Jasmine Clark	GA State Representatives, House District 108	jasmine.clark@house.ga.gov	404-656-0287	
<b>Gwinnett County Commissioner</b>				
Ben Ku	Gwinnett County Commissioner, District 2	Ben.Ku@gwinnettcountry.com	770.822.7002	
<b>Gwinnett County School Board</b>				
Dr. Adrienne Simmons	Gwinnett County School Board, District IV	Adrienne.Simmons@gcpsk12.org	470-248-2513	
<b>Lilburn City Council</b>				
Tim Dunn	Mayor	tdunn@cityoflilburn.com	770-921-2210	
Yoon-Mi Hampton	Council Post 1	yhampton@cityoflilburn.com	770-921-2210	
Dr. Scott Batterton	Council Post 2 and Mayor Pro-Tem	sbatterton@cityoflilburn.com	770-921-2210	
Michael Hart	Council Post 3	mhart@cityoflilburn.com	770-921-2210	
Emil Powella	Council Post 4	epowella@cityoflilburn.com	770-921-2210	

Homeowner Associations and Steering Committee				
Name	Contact	Email	Phone	
Mountain Park Community Association	Mark Wilson	<a href="mailto:mark.mpc@outlook.com">mark.mpc@outlook.com</a>	770-864-0198	
Lilburn Community Partnership	info@lilburncp.com	info@lilburncp.com		
Evergreen HOA	President, Darcy Lee	darcylee317@gmail.com	859-361-6029	
Evergreen HOA	Secretary, Steve Inserra	steveninserra77@gmail.com		
Four Winds Community Center			404-754-9455	
The Woods Of Parkview	Blaise Wannemacher	<a href="mailto:ssogner@bellsouth.net">ssogner@bellsouth.net</a>	6787704709	
The Woods Of Parkview	Giovanni Vargas		850-206-7639	
Killian Woods Homeowners Association	Jane Cunningham	Killianwoodshoa@gmail.com	jessica@atlantacommunityservices.com	
Nantucket Swim and Racquet Club		nsrboard@gmail.com	<a href="mailto:nsrcevents@gmail.com">nsrcevents@gmail.com</a>	
Parkview Forest HOA		Parkwayforest1961@gmail.com		
Steering Committee	Angie Ballard	<a href="mailto:angie4510@yahoo.com">angie4510@yahoo.com</a>	4510 Nantucket Dr	
Steering Committee	Barry Brooks	<a href="mailto:brooks4969@att.net">brooks4969@att.net</a>	4969 Wood fall Dr SW	
Steering Committee	Christina Van Maanen	<a href="mailto:cahagan@gmail.com">cahagan@gmail.com</a>	224 Newport Rd SW	
Steering Committee	Cortney Mills	<a href="mailto:cortom@bellsouth.net">cortom@bellsouth.net</a>	Old town	
Steering Committee	Emil Powella	<a href="mailto:epowella@cityoflilburn.com">epowella@cityoflilburn.com</a>	Council	
Steering Committee	Johnny Crist	<a href="mailto:johnny.crist@me.com">johnny.crist@me.com</a>	127 Railroad Ave NW	
Steering Committee	Kathryn Jones	<a href="mailto:kj@councilforqualitygrowth.org">kj@councilforqualitygrowth.org</a>	5235 Cobblestone Way NW	
Steering Committee	Mike Hart	<a href="mailto:Mhart@thehartwingroup.com">Mhart@thehartwingroup.com</a>	Council	
Steering Committee	Rebecca Barrett	<a href="mailto:sdedier66@aol.com">sdedier66@aol.com</a>	178 Timothy Ln	
Steering Committee	Michelle West	<a href="mailto:michelle@meweconsults.com">michelle@meweconsults.com</a>	157 Kettlewood Drive SW	
Steering Committee	Scott Danos	<a href="mailto:csdanos@gmail.com">csdanos@gmail.com</a>	123 Jamestown Ct SW	
Steering Committee	Monica Smith	<a href="mailto:monic313@aol.com">monic313@aol.com</a>	122 Hunley Ln	
Steering Committee	Jason Edenfield	<a href="mailto:jasonaedenfield@gmail.com">jasonaedenfield@gmail.com</a>		
Steering Committee	Maya Norman	<a href="mailto:mayanorman1@gmail.com">mayanorman1@gmail.com</a>	112 Hunley Ln	





Civic and Advocacy Groups				
Name	Email	Phone		
Women Resource Center	womensresources3@yahoo.com	770-256-3896	646 Exchange Place NW, Suite B	Lilburn, GA 30047
Lilburn Community Partnership	info@lilburncp.com	770-923-7725	4155 Lawrenceville Hwy #8101	Lilburn, GA 30047
Lilburn Lions Club	<a href="mailto:LilburnLionsClub@gmail.com">LilburnLionsClub@gmail.com</a>		4155 Lawrenceville Hwy #8145	Lilburn, GA 30047
Family Promise Shelter			P.O. Box 54	Lilburn, Georgia 30048
Lilburn Woman's Club's	<a href="mailto:lilburnwomansclub@gmail.com">lilburnwomansclub@gmail.com</a>			
Mountain Park Community Association	Mark Wilson	<a href="mailto:mark.mPCA@outlook.com">mark.mPCA@outlook.com</a>	770-864-0198	
Yellow River Water Trail				
Lilburn Co-op	<a href="mailto:kay@lilburncoop.org">kay@lilburncoop.org</a>		770) 931-8333	
Lilburn Old Town Players	beththomp@gmail.com	Beth Thompson		
Stewards of the Arts	info@stewardsofthearts.org	Daphne Curry		

Local Businesses				
Historic Wynne-Russell House	info.wrhouse@gmail.com	info.wrhouse@gmail.com	770-923-7725	4684 Wynne Russell Dr NW
Lilburn Business Association		<a href="mailto:lilburnbusinessassoc@gmail.com">lilburnbusinessassoc@gmail.com</a>		
2 Paws Up Inc	Barbie Klapp	barbie@2pawsupinc.com	770-695-3096	
Accounting & Tax Services	Sandy DeFoe	<a href="mailto:skdefoe@bellsouth.net">skdefoe@bellsouth.net</a>	404-558-6861	
Alternative Energy Southeast	Sharon Yun	<a href="mailto:sharon@altenergys.com">sharon@altenergys.com</a>	678-672-8822	
Alternative Energy Southeast, Inc.	Montana Busch	<a href="mailto:montana@altenergys.com">montana@altenergys.com</a>	678-672-8822	
Atwater Partners, LLC	Bob Atwater	<a href="mailto:bobbyatwater@icloud.com">bobbyatwater@icloud.com</a>	404-993-0864	
Berkshire Hathaway HomeServices Georgia Properties	Lanier Ward	lanier.ward@bhhs.ga.com	404-333-4920	
Brookside Senior Living of Stone Mountain	Ken Nichols	ken@brooksidestonemountain.com	770-689-4800	
Brookside Senior Living of Stone Mountain	Anthony Manetta	anthony@brooksidestonemountain.com	770-469-8800	
Connex Media LLC	Jonathan Hillyard	jonathan@connexatl.com	770-842-1847	
E2E	Donna Hill	<a href="mailto:dhill@e2ebenefits.com">dhill@e2ebenefits.com</a>	770-274-9724	
Eagle Towing	LUCIA PORRO	luciaporro@gmail.com	678-683-5978	
Embroidery by Beth	Beth Kellerman	bethembroiders@gmail.com	404-491-1350	
Etched Impressions	Jay Spencer	jay@etched-impressions.com	678-713-4438	
Family Home Group-Keller Williams Realty Atlanta Partners	Susan Oliver	Susan@familyhomegroup.com	501-213-5493	
Fidanza Health Insurance Options	GERALD FIDANZA	<a href="mailto:jerry@fidanzahio.com">jerry@fidanzahio.com</a>	678-371-0574	
Fresh Air Party Rental	Andrea Alvarez	andrea@freshairparty.com	770-279-2787	
Fresh Vision Realty	Anisha Perry	anishaperry.realtor@gmail.com	678-833-8957	
Hope Springs Distillery	Betsey Dahlberg	betsey@hopespringsdistillery.com	678-591-6334	
Insite To Web, LLC	Sandra Waldrop	sandra@insitetoweb.com	770-298-1254	
JGF and Associates	Bob Goodfriend	bdgoodfriend@yahoo.com	404-387-7497	
L. R. Naturals By Rossi	Linda Ross	<a href="mailto:Lrnaturalsbyrossi@gmail.com">Lrnaturalsbyrossi@gmail.com</a>	678-777-2067	
Legal Tender Bookkeeping & Accounting Service	Helena Hamilton	helena@legaltenderbas.com	470-866-7286	
Lilburn CID	Tad Leithead	tad@leitheadconsulting.com	770-298-3492	
Lilburn CID	Tad Leithead	<a href="mailto:tad@lilburncid.com">tad@lilburncid.com</a>	770-298-3492	
Mail & Package Center	Danny Taylor	danny@mailandpackage.com	770-925-0300	
Mark T. Winsor CPA	Mark T. Winsor	mtwcpa55@gmail.com	770-381-5273	
Nancy Tawes Photography	Nancy Tawes	nancytawes@gmail.com	770-344-9645	
Parris And Associates Rheumatology	Carla Parris	c.parris@aara.care	678-755-6333	
Polaris IT Services	Brian Kinsey	brian.kinsey@polarisitservices.com	770-502-6125	
PPISI/LegalShield Solutions Coordinator	Shawn Norcross	spnorcross51@gmail.com	678-891-9140	
Print Magic Specialty Printing LLC	Tim Reiling	timreiling@yahoo.com	678-615-3551	
RE/MAX Center	David Freeman	<a href="mailto:davidfreemanrealtor@gmail.com">davidfreemanrealtor@gmail.com</a>	404-314-4718	
Salon Nine Seven	Nicky Nocera	Salonnineseven@gmail.com	678-694-8384	
Savor the Gifts	Cristina Zakis	<a href="mailto:cristinazakis@gmail.com">cristinazakis@gmail.com</a>	404-542-9210	
Seay Team BHG Real Estate Metro Brokers	John and Susan Seay	jassey@bellsouth.net	678-773-7645	
St. Mary's Independent Living Extensions	Nancy Knight	nknight@smile4.info	770-279-5115	
Stanhouse Financial Planning	Jim Stanhouse	jim@stanhousefp.com	404-538-0307	
Talbert Insurance	Al Brown	abrown@talbertservices.com	678-812-2523	
The McClinton Firm	Megan McClinton	megan@mcclintonfirm.com	678-316-3656	
Travelmation	Joy Williams	joy@travelmation.net	404-272-4857	
WellSpot Chiropractic	Lorenli Hencock	drhencock@wellspotchiro.com	470-870-8680	
WRP Law Group LLC	Robert Worrell	rob@wrplawgroup.com	770-265-4068	
ANTIQUES IN OLD TOWN	Hugh and Rowann Wilkerson	antiques@bellsouth.net	770-279-1300	
Blackbird Farms Brewery		Info@blackbirdfarmsbrewery.com	470-545-0296	
The Downtown Development Authority				
Plaza Las Americas	Artuo Adonay	<a href="mailto:aadonay@saracapitalgroup.com">aadonay@saracapitalgroup.com</a>		
	Bill Bertram	<a href="mailto:bill@thecapitalbuilding.com">bill@thecapitalbuilding.com</a>		
Ashley Square-Aggarwal Real Estate	Shiv Aggarwal	vandana@aggarwalire.com	770-416-1111 X406 & 678-313-8599	4805 Lawrenceville Hwy
Podber Limited Partnership, LLC	Arnie Podber	<a href="mailto:Arnie.podber1@gmail.com">Arnie.podber1@gmail.com</a>		4800 Lawrenceville Hwy
	Sam Hale	<a href="mailto:shale@haleretagroup.com">shale@haleretagroup.com</a>	404-790-2846	5385 Lawrenceville Hwy -
	Dmitry Vitebsky	<a href="mailto:dvitebsky@haleretagroup.com">dvitebsky@haleretagroup.com</a>	770-594-1309	
Talpa Super Mercado	Louis Cardenas	marketing@supermercadoaltalpa.com	770-676-7959 & 770-806-0108	
Music on Main	Scot McCreedy	scottmoms@gmail.com		
Downtown Development Authority	Mark DeArmon	markdearmon@gmail.com		



Schools				
GWINNETT COLLEGE	Lisa McLario	lmclario@gwinnettcollge.edu	770-381-7200	
City Of Knowledge Islamic School		director@cityofknowledgeschool.org	770-638-1899	
Makkah International Institute	Tariq Abdul-Malik	info@makkahinstitute.org	770-676-9242	

Faith Groups				
Pastor Richard B. Haynes	<a href="mailto:facebook@thechurchwithzeal.org">facebook@thechurchwithzeal.org</a>	770-923-3936		
Gregory Bailey	<a href="mailto:gbailey1906@gmail.com">gbailey1906@gmail.com</a>	678-468-1930		Pastor Coleman
Kim Avery	<a href="mailto:office@harmonygroveumc.com">office@harmonygroveumc.com</a>	770-921-7747		
Pastor J. S. Melvin	<a href="mailto:Pastor@CampCreek.Church">Pastor@CampCreek.Church</a>	706-989-4960		
Donna McGowan	<a href="mailto:donna.mcgowan@centralbchurch.org">donna.mcgowan@centralbchurch.org</a>	770-925-3838		Marvin Jones
Peter O'Neill, Senior Pastor	<a href="mailto:office@cbclilburn.org">office@cbclilburn.org</a>	770-806-0005		Undecided- Maybe 1
Kris Anderson	<a href="mailto:kanderson@firstbaptist.net">kanderson@firstbaptist.net</a>	770-921-1220		TJ Bennett
Sarah Taylor	<a href="mailto:staylor@firstbaptist.net">staylor@firstbaptist.net</a>	770-921-1220		
Russ Weekley	<a href="mailto:revweekley@goodshepherdpc.org">revweekley@goodshepherdpc.org</a>	770-921-7434	<a href="mailto:office@goodshepherdpc.org">office@goodshepherdpc.org</a>	
Kandy Davidson	<a href="mailto:office@lilburncc.com">office@lilburncc.com</a>	770.921.2993		
Pastor Phil Connell	<a href="mailto:info@lilburnoaksbaptist.com">info@lilburnoaksbaptist.com</a>	770-381-1926		
Rev. Don Horton	<a href="mailto:don.horton@luxomni.org">don.horton@luxomni.org</a>	770-925-0931		
Rev. Jack Larson	<a href="mailto:jack.j.larson@gmail.com">jack.j.larson@gmail.com</a>	770-925-0931		
Pastor Rodrigo Cruz	<a href="mailto:rodrigo@thenettchurch.com">rodrigo@thenettchurch.com</a>	770-923-1403	<a href="mailto:contact@thenettchurch.com">contact@thenettchurch.com</a>	
Pastor Jesse Curney III	<a href="mailto:receptionist@newmerciescc.org">receptionist@newmerciescc.org</a>	770-925-8600	<a href="mailto:marketing@newmerciescc.org">marketing@newmerciescc.org</a>	Tomeka Williams & Lawrence Williams
Pastor James Martin	<a href="mailto:james.parkviewchurch@gmail.com">james.parkviewchurch@gmail.com</a>	770-279-1929		
Stephanie Tucker	<a href="mailto:office@parkviewchurch.net">office@parkviewchurch.net</a>	770-279-1929		
Parish	<a href="mailto:parish@snlilburn.com">parish@snlilburn.com</a>	770-381-7856		
Father Sunny Punnakuziyil	<a href="mailto:father.sunny@snlilburn.com">father.sunny@snlilburn.com</a>	470-508-9835		
Meredith Tarantino	<a href="mailto:secretary@sstmcc.org">secretary@sstmcc.org</a>	770-381-7488		
Father Brian Lorei	<a href="mailto:btlorei @ outlook.com">btlorei @ outlook.com</a>	770-381-7488		Undecided- Maybe
Dennis Kelly	<a href="mailto:dkelly@archati.com">dkelly@archati.com</a>	404-885-7299 & 404 -920-7868		
REV. SCOTT SESSLER	<a href="mailto:info@tlc-lilburn.org">info@tlc-lilburn.org</a>	770-972-4418	<a href="mailto:KRISTY PERKINS/pastorscott@tlc-lilburn.org">KRISTY PERKINS/pastorscott@tlc-lilburn.org</a>	Rev. Katie Christie
Pastor Danny Odum	<a href="mailto:pastordanny@wobclilburn.com">pastordanny@wobclilburn.com</a>	770-972-8427		
	<a href="mailto:thienvienduocsu@gmail.com">thienvienduocsu@gmail.com</a>	720 -412-0379	<a href="mailto:info@georgiameditation.org">info@georgiameditation.org</a>	
REV. FRED HARTLEY, IV	<a href="mailto:fred@collegeofprayer.org">fred@collegeofprayer.org</a>	770-829-0122	<a href="mailto:contact@collegeofprayer.org">contact@collegeofprayer.org</a>	
	<a href="mailto:Atlanta@dawateislamiusa.com">Atlanta@dawateislamiusa.com</a>	770-927-8266		
	<a href="mailto:info@masjidomar.org">info@masjidomar.org</a>	770-279-8606		
	<a href="mailto:info@alrasoulcenter.org">info@alrasoulcenter.org</a>	404-863-7038		Undecided- Maybe
Pastor Hernan Porras	<a href="mailto:salvosporgracia@aol.com">salvosporgracia@aol.com</a>			
Felipe Barrera,	<a href="mailto:ruiiz@libh.org">ruiiz@libh.org</a>			
	<a href="mailto:eachurch2@gmail.com">eachurch2@gmail.com</a>	404-573-7326		
Wasi Zaidi	<a href="mailto:wasizaidi@hotmail.com">wasizaidi@hotmail.com</a>	404-277-5295 & 770-361-3207		
Mohemmad Habib	<a href="mailto:arifhabib@comcast.net">arifhabib@comcast.net</a>	404-593-3211		
Wale Ashiru	<a href="mailto:ashwal3@aol.com">ashwal3@aol.com</a>	678-523-8829		Undecided- Maybe
Pastor RajNagi	<a href="mailto:rajnagilm@gmail.com">rajnagilm@gmail.com</a>			
Pastor Anand Jivan	<a href="mailto:anandjeevan34@gmail.com">anandjeevan34@gmail.com</a>			
Pastor Matt Ehlen	<a href="mailto:matt@calvarylilburn.org">matt@calvarylilburn.org</a>	770-921-9106		



## Appendix D

### Event Images







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# APPENDIX

## APPENDIX D: PUBLIC MEETING RESULTS

# NEEDS & OPPORTUNITIES

The prioritized Needs & Opportunities and corresponding action items were created using the results of a variety of community engagement events through August 8.

**Help us identify and prioritize action items to address the City of Lilburn's greatest needs and opportunities!**

1. Add your ideas in the "Action Item" columns for ways the City can achieve the ten (10) needs and opportunities listed below.
2. In **EACH** of the boxes below, place a ● sticky dot in the "Prioritization" column next to the **ONE** action item you would like the City to prioritize over the next five years. You will use **TEN** ● sticky dots **TOTAL**.

#1 - IMPROVE GROWTH MANAGEMENT	
Action Item	Prioritization
Establish higher buffer and landscaping requirements	● ● ● ● ● ●
Establish higher greenspace requirements for single-family attached and multifamily developments	● ●
Establish more strict code enforcement requirements for industrial areas	● ● ● ● ● ● ●
Establish or expand the ability to construct live-work units	
Expand water and sewer infrastructure	●

#2 - ENCOURAGE MORE DIVERSE RETAIL AND RESTAURANT OPTIONS	
Action Item	Prioritization
Increase in coffee shops (Local and independent)	● ● ● ● ● ●

#3 - REDUCE VEHICULAR TRAFFIC	
Action Item	Prioritization
Coordinate planning for implementation of additional Ride Gwinnett transit routes and stops	● ● ● ● ● ● ●
Incentive program for driving less	

#4 - INCREASE MULTIMODAL TRANSPORTATION OPTIONS	
Action Item	Prioritization
Fund planning for implementation of city-wide bicycle network	● ● ● ● ● ● ● ●
Fund planning for implementation of city-wide pedestrian network	● ● ● ● ● ● ●
Fund planning for implementation of city-wide multiuse network	● ● ● ● ● ●

#5 - IMPROVE MANAGEMENT OF GREENSPACES	
Action Item	Prioritization
Purchase additional greenspace for passive and active recreational use	● ● ● ● ● ● ● ●
Expand passive and active recreational opportunities throughout the city	● ● ● ● ● ● ● ●

#6 - IMPROVE MANAGEMENT OF TREE CANOPY	
Action Item	Prioritization
Establish higher tree conservation requirements prioritizing old growth trees	● ● ● ● ● ● ● ●
Establish or expand conservation districts	● ● ● ● ●
Reduce multifamily unit permits	● ● ● ● ● ● ● ● ● ●
Stop re-zoning R-1 to higher density units	● ●

#7 - INCREASE COMMUNICATION BETWEEN ELECTED OFFICIALS AND RESIDENTS	
Action Item	Prioritization
Host engagement events and provide engagement materials in multiple languages (i.e., Spanish)	● ● ●
Host educational opportunities detailing municipal services and functions	

#8 - MAINTAIN AFFORDABILITY OF EXISTING RESIDENTIAL UNITS	
Action Item	Prioritization
Allow multifamily development in more areas at higher densities	
Require higher densities for all new residential units	● ●
Establish or increase density bonuses for the construction of more affordable residential units	● ● ● ●

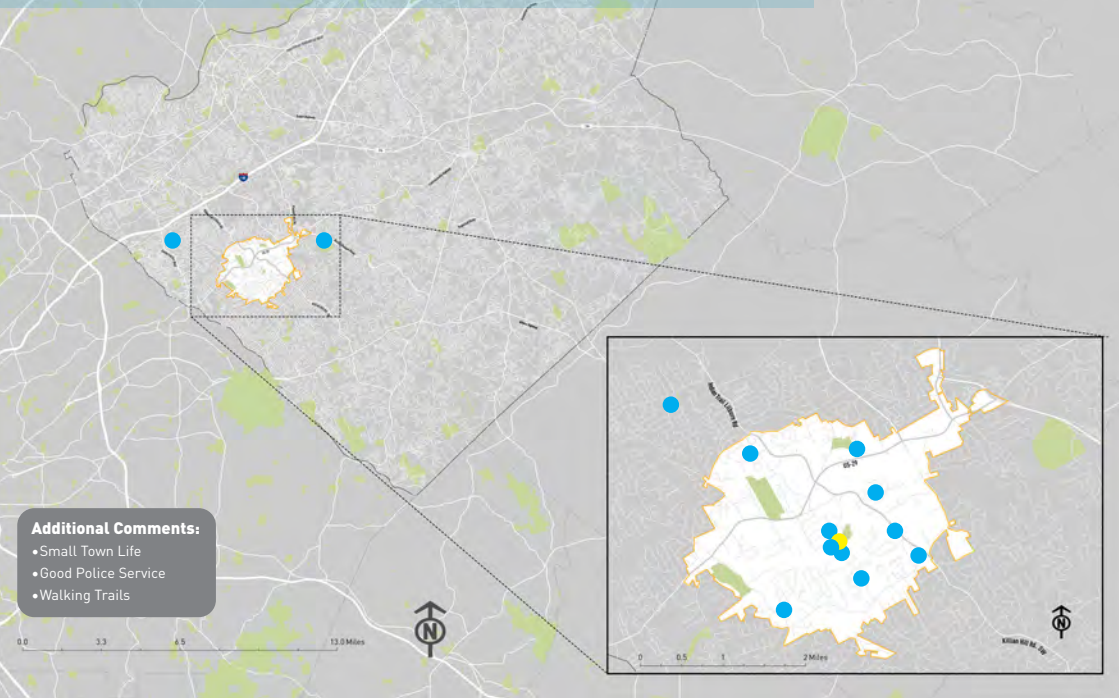
#9 - ENCOURAGE REDEVELOPMENT OF COMMERCIAL PROPERTY	
Action Item	Prioritization
Enforce higher redevelopment standards	● ● ● ● ● ● ● ● ● ●

#10 - ENCOURAGE REDEVELOPMENT OF US 29 (LAWRENCEVILLE HIGHWAY)	
Action Item	Prioritization
Establish higher design standards	● ● ● ● ● ● ● ● ● ●

## WHAT BRINGS YOU HERE?

Share with us what brought you here today!

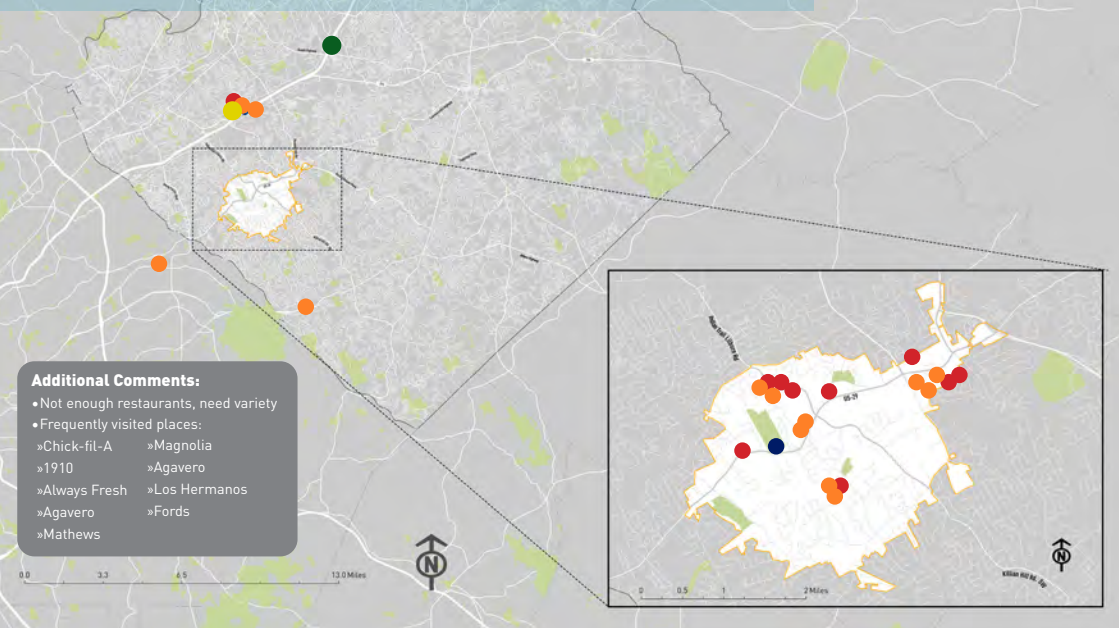
1. Place a ● sticky dot near your home.
2. Place a ● sticky dot near your workplace.

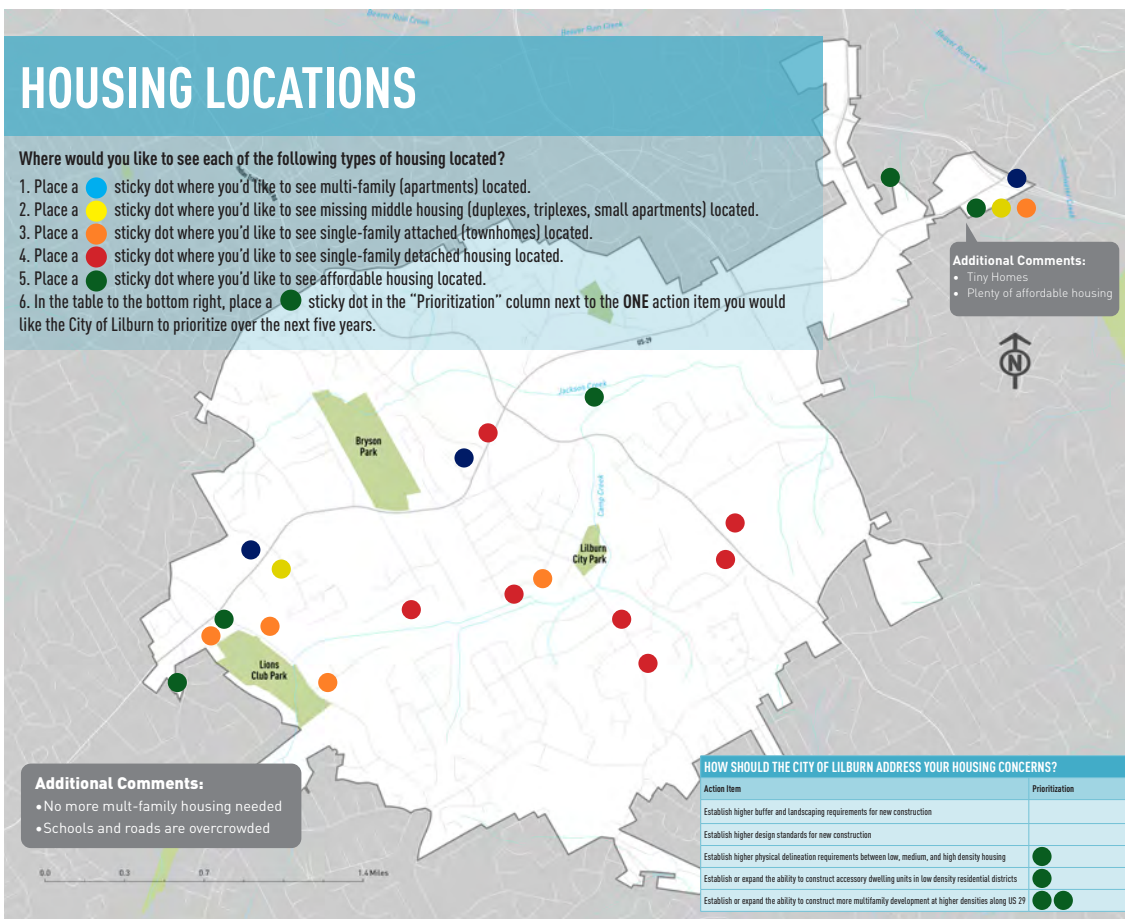
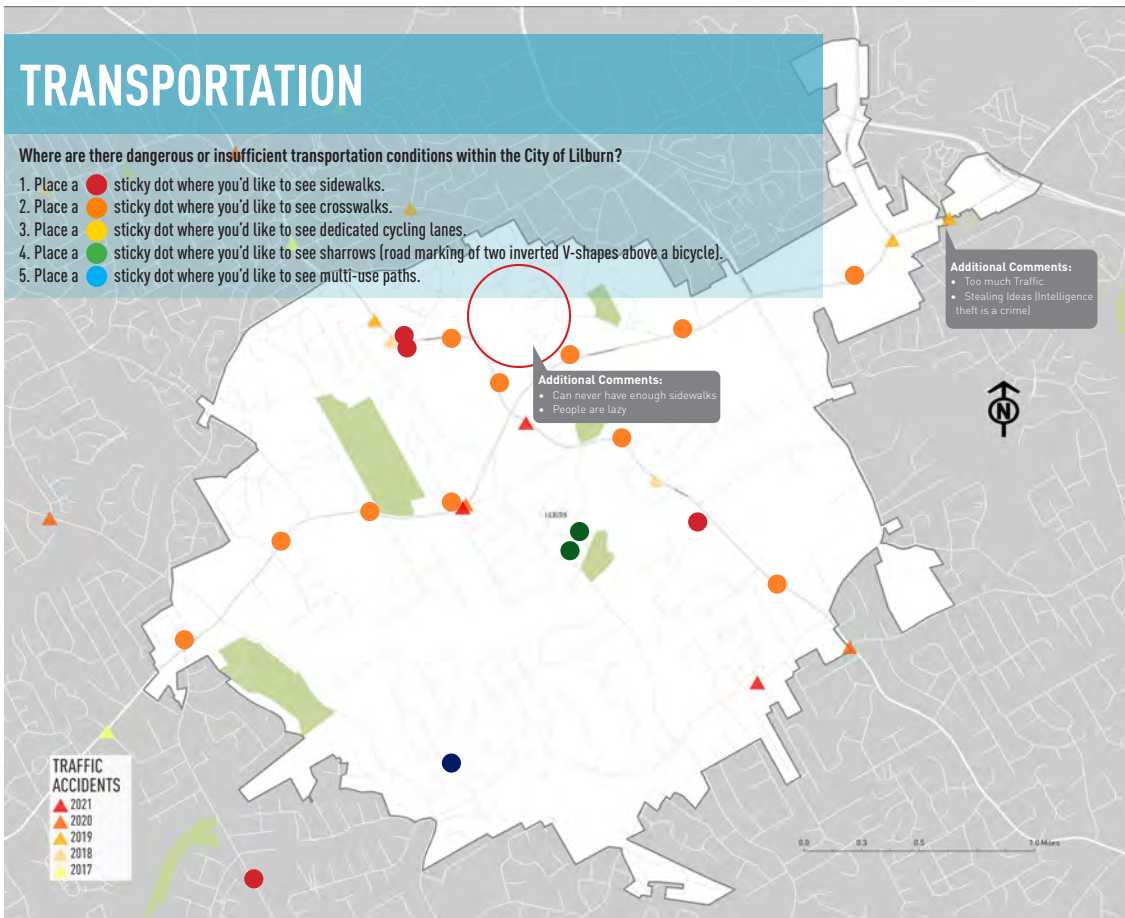


## WHERE DO YOU GO?

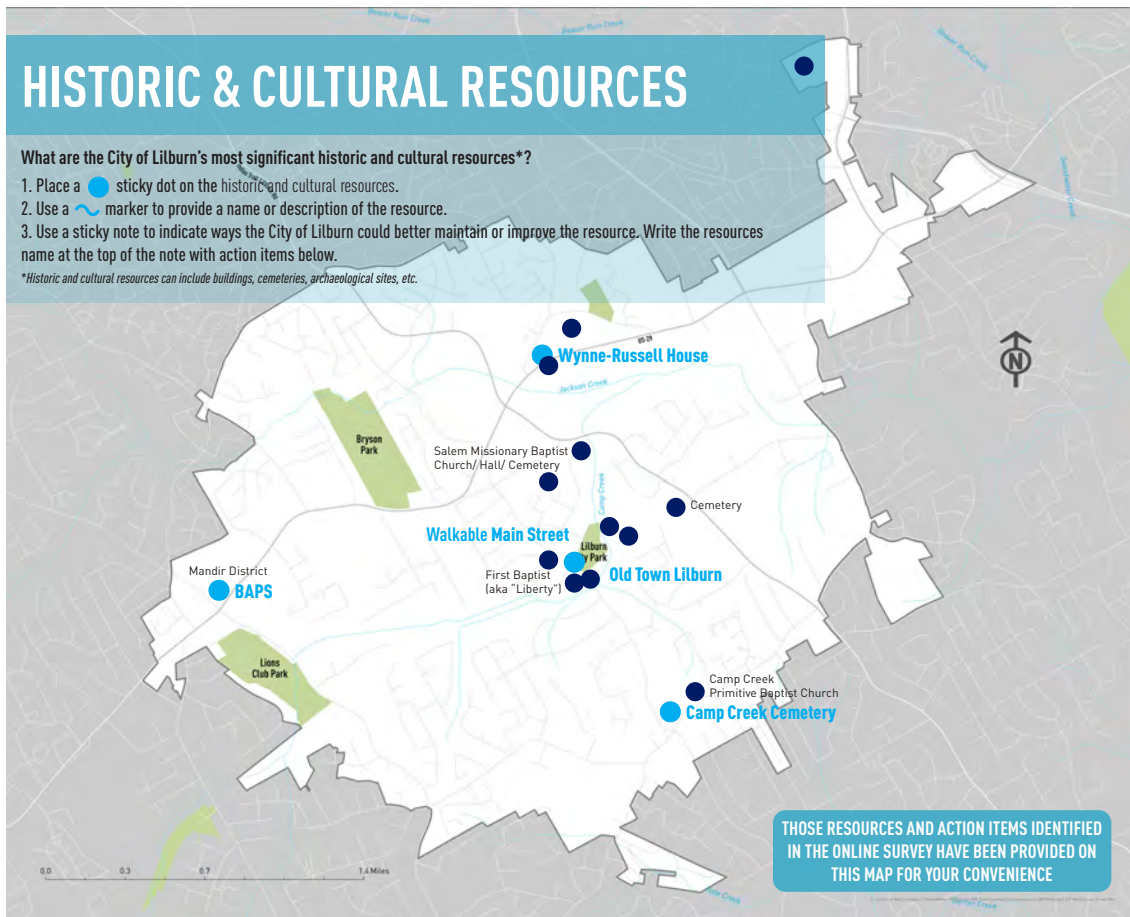
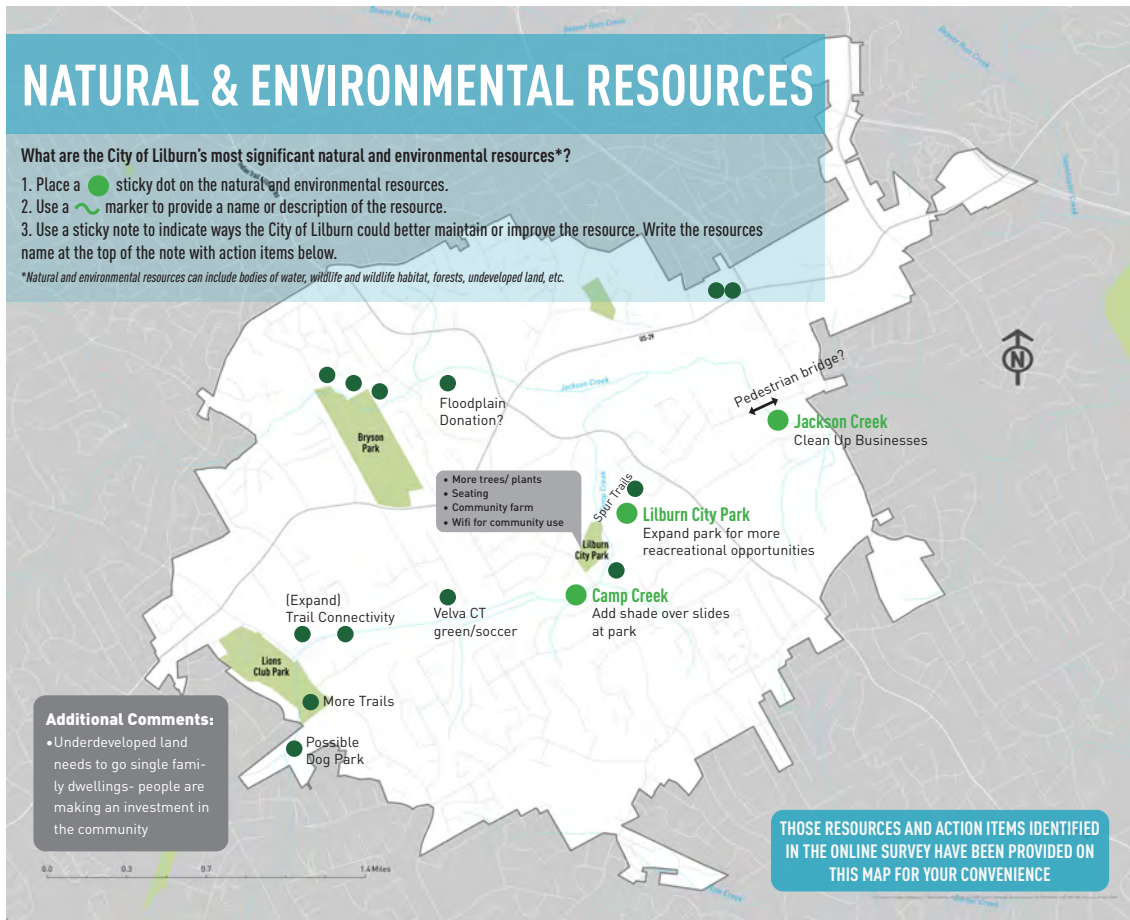
Tell us a little bit about the places you go in the City of Lilburn and Gwinnett County!

1. Place a ● sticky dot on commercial (e.g., retail, service) establishments you visit.
2. Place a ● sticky dot on restaurants you visit.
3. Place a ● sticky dot on recreational locations you visit.
4. Place a ● sticky dot where you work.
5. Place a ● sticky dot on any other places not listed above that you visit frequently.

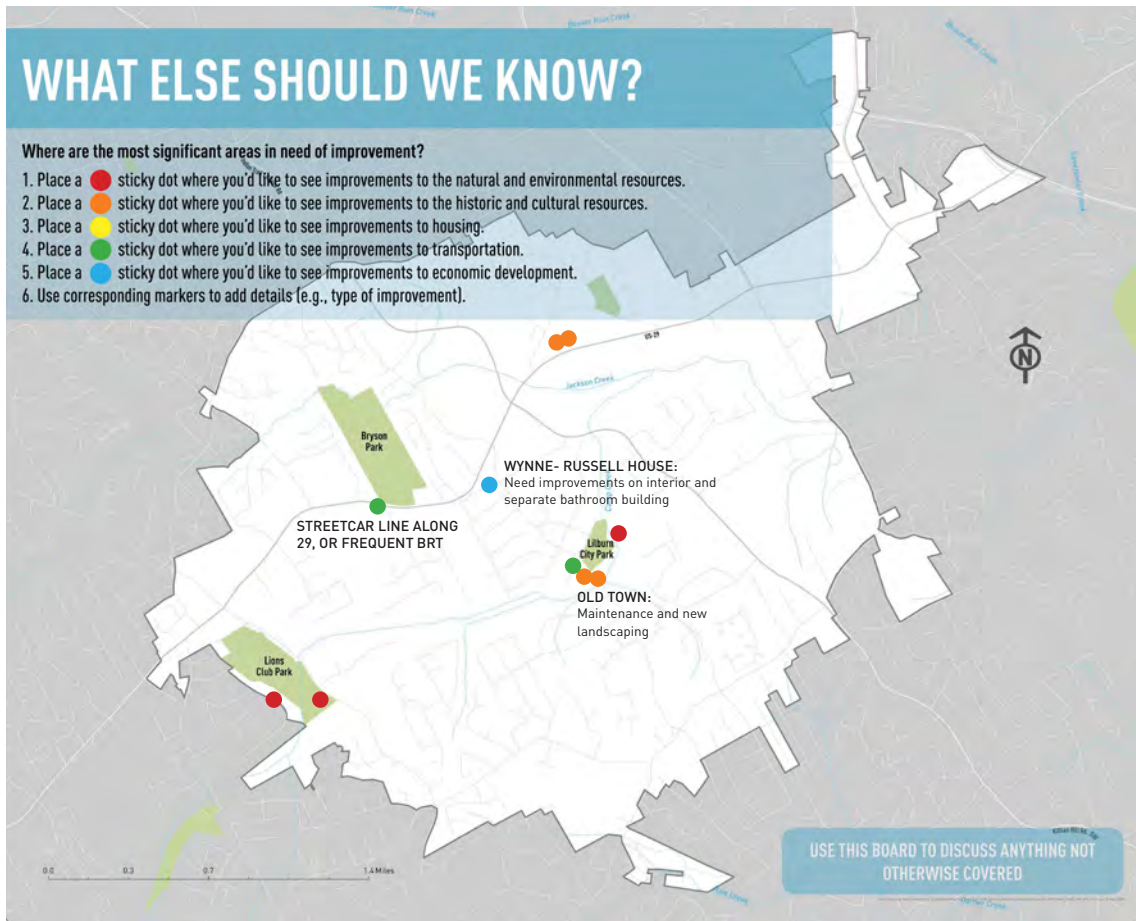












# APPENDIX

## APPENDIX E: DATA & DEMOGRAPHICS

# DATA & DEMOGRAPHICS



## Data & Demographics

City of Lilburn 2023 Comprehensive Plan Update



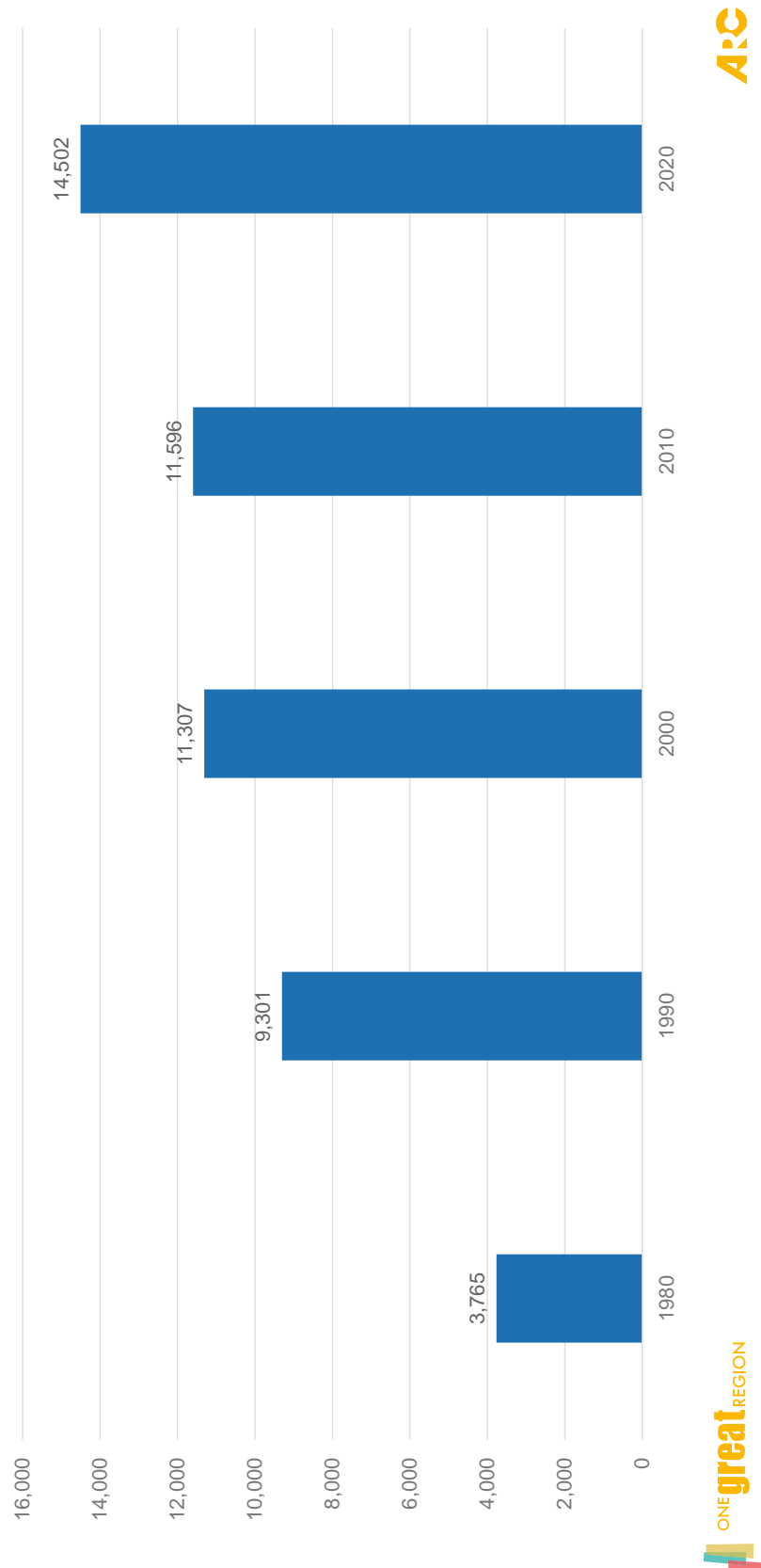
## Demographics

City of Lilburn 2023 Comprehensive Plan Update



Source: Wikipedia (1980-2020)

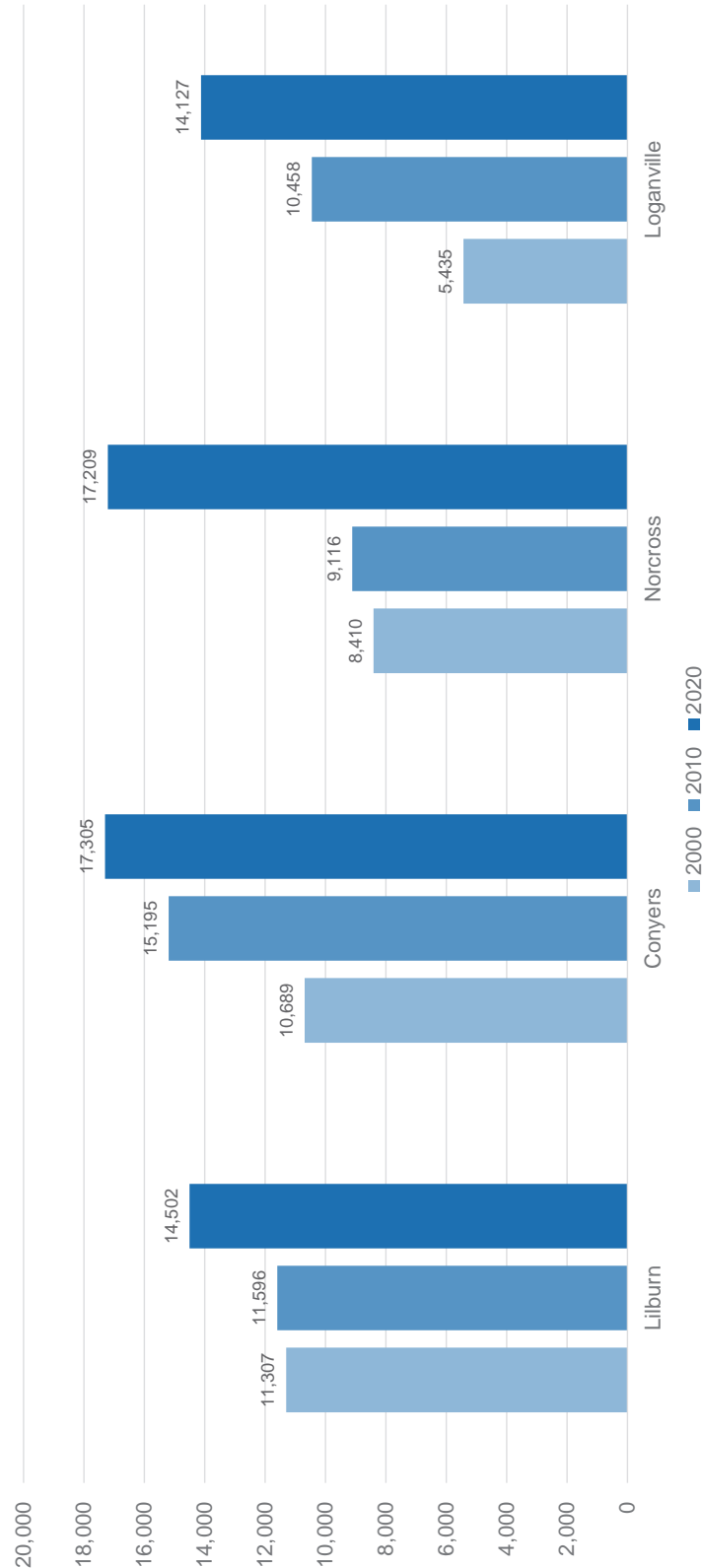
## D.1. Population





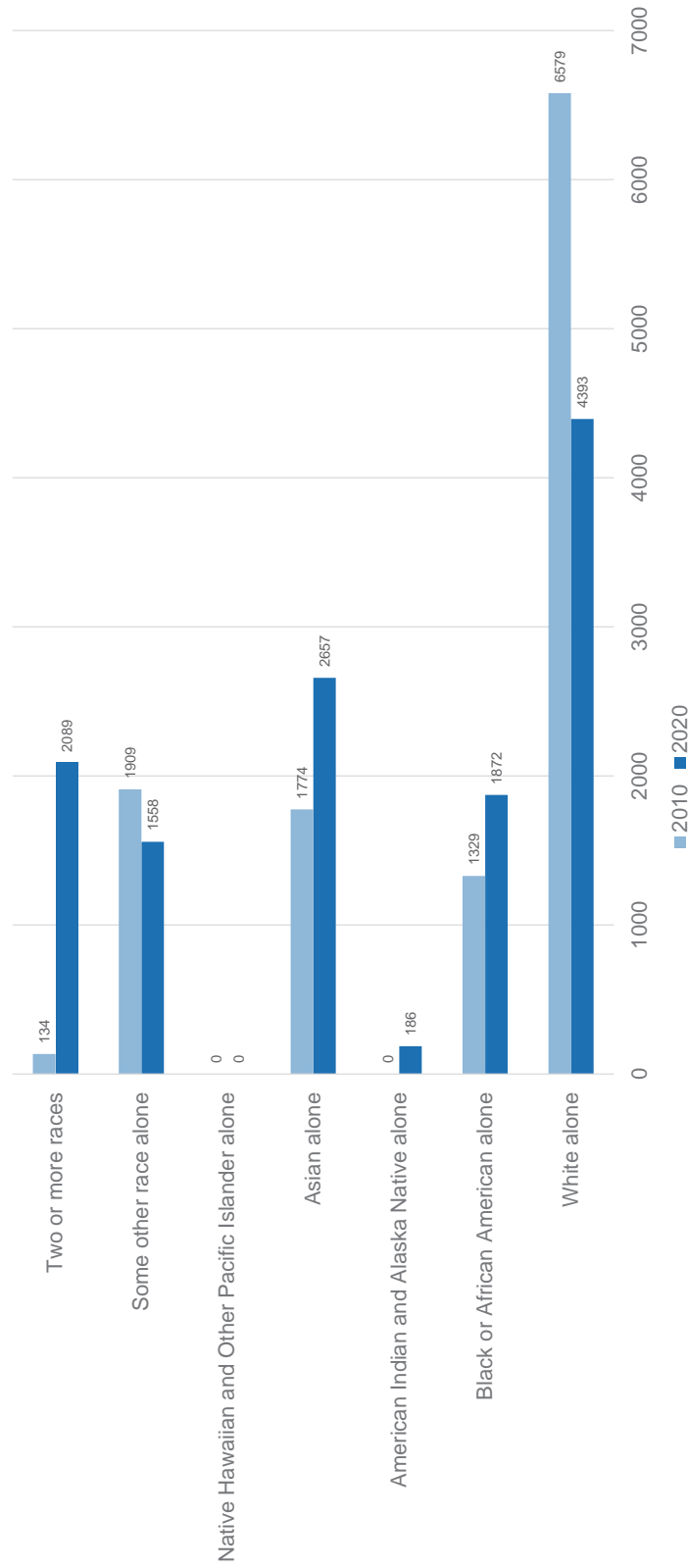
Source: Wikipedia (1980-2020)

## D.2. Population Change Comparison



Source: Census Form B02001 (2010-2021)

## D.3. Racial Composition



Source: Census Form S0101 (2020)

## D.4. Median Age





# Housing

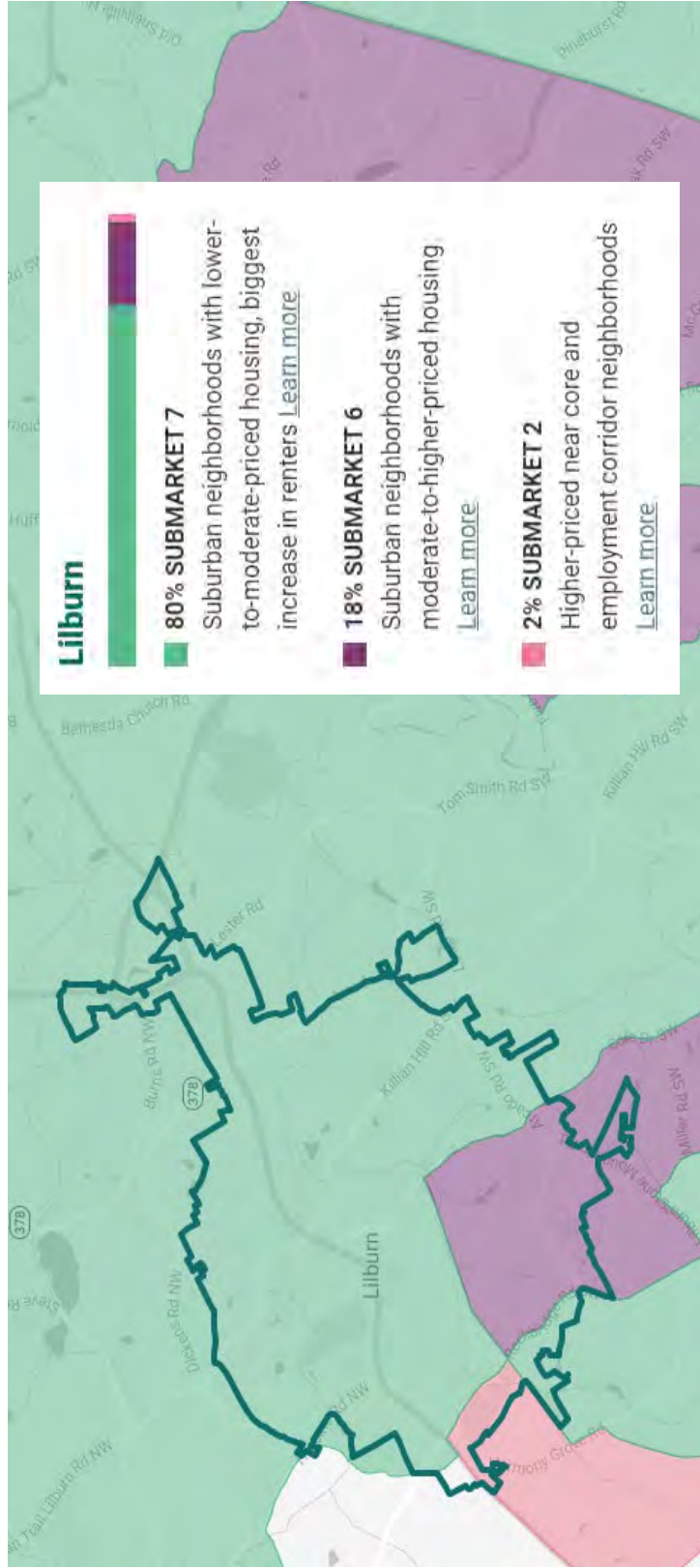
City of Lilburn 2023 Comprehensive Plan Update



# DATA & DEMOGRAPHICS

Source: Metro Atlanta Housing Strategy (2023)

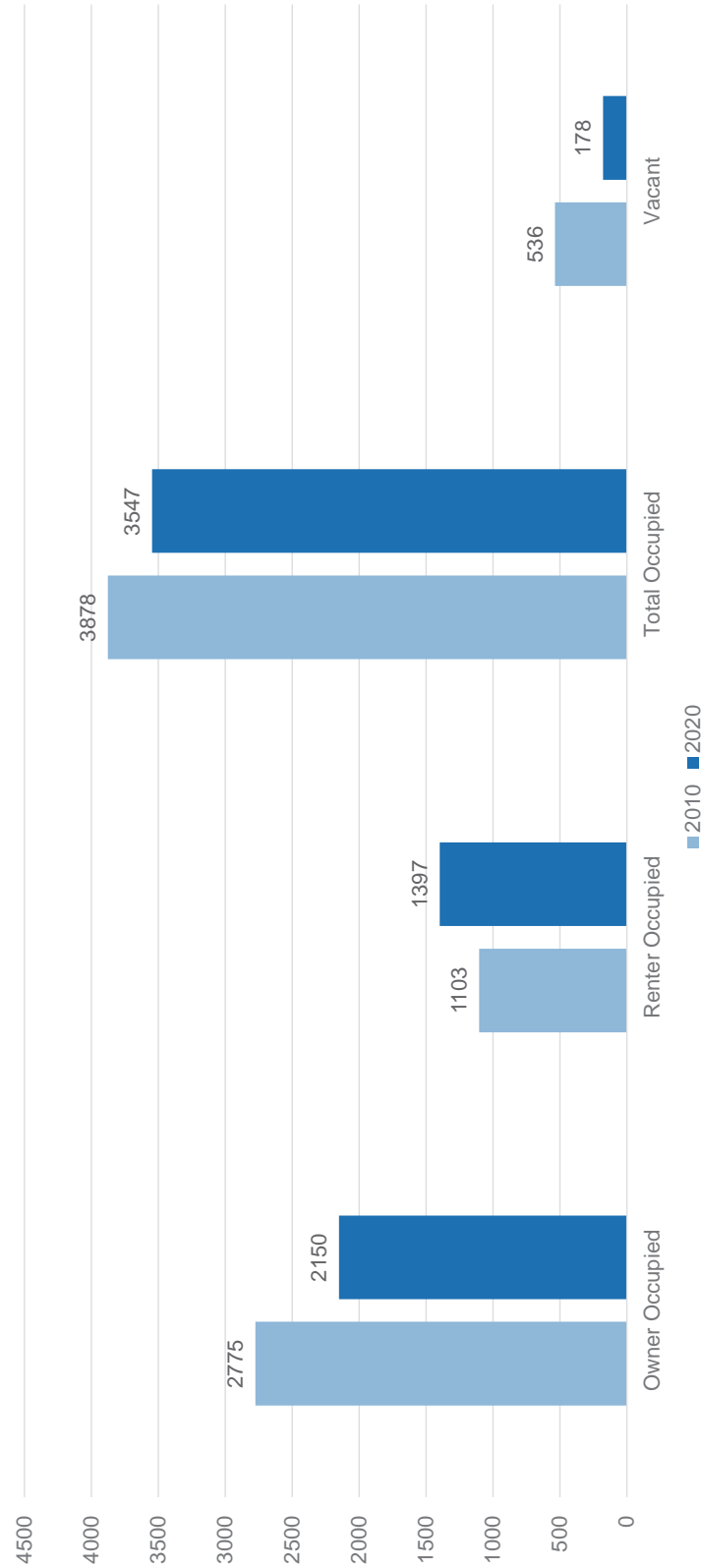
## H.1. Metro Atlanta Housing Strategy





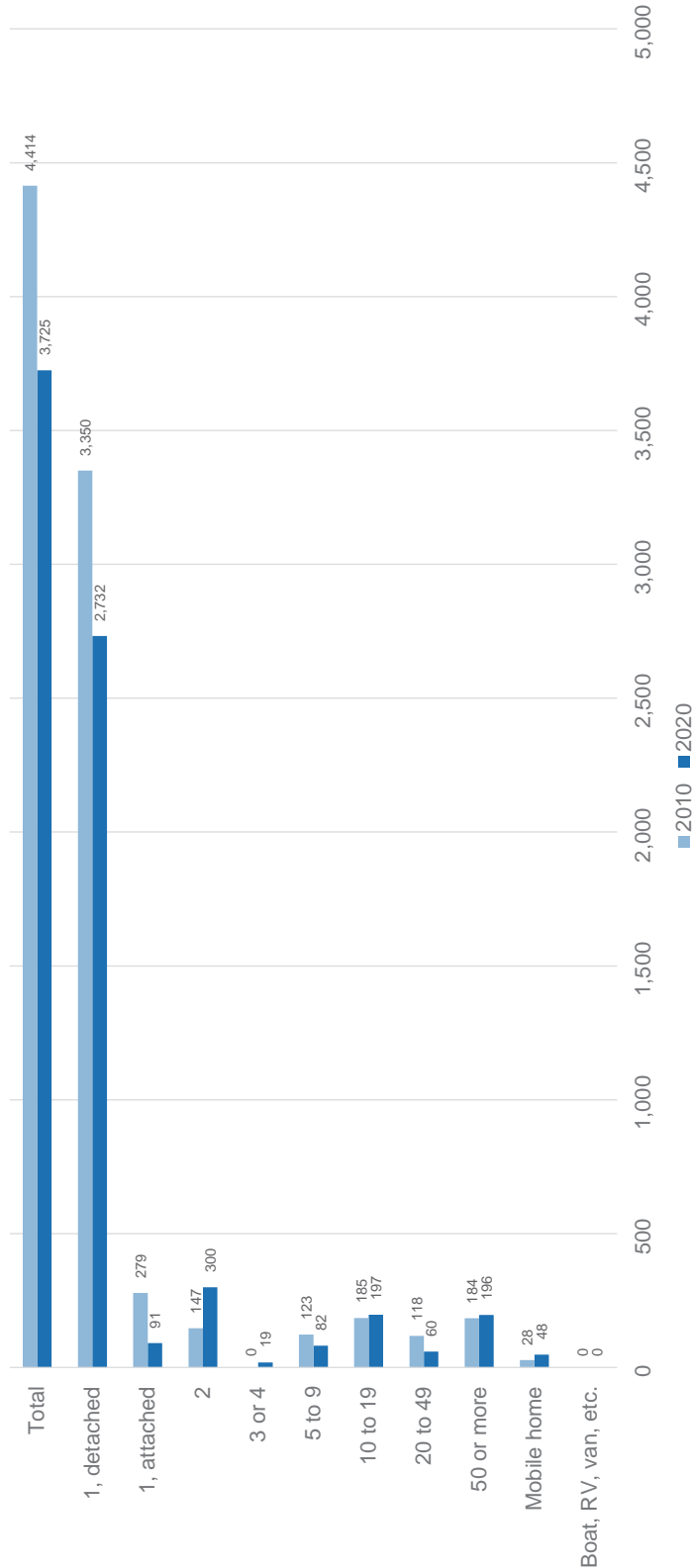
Source: Census Form B25002 & S2501 (2010-2021)

## H.2. Housing Tenure



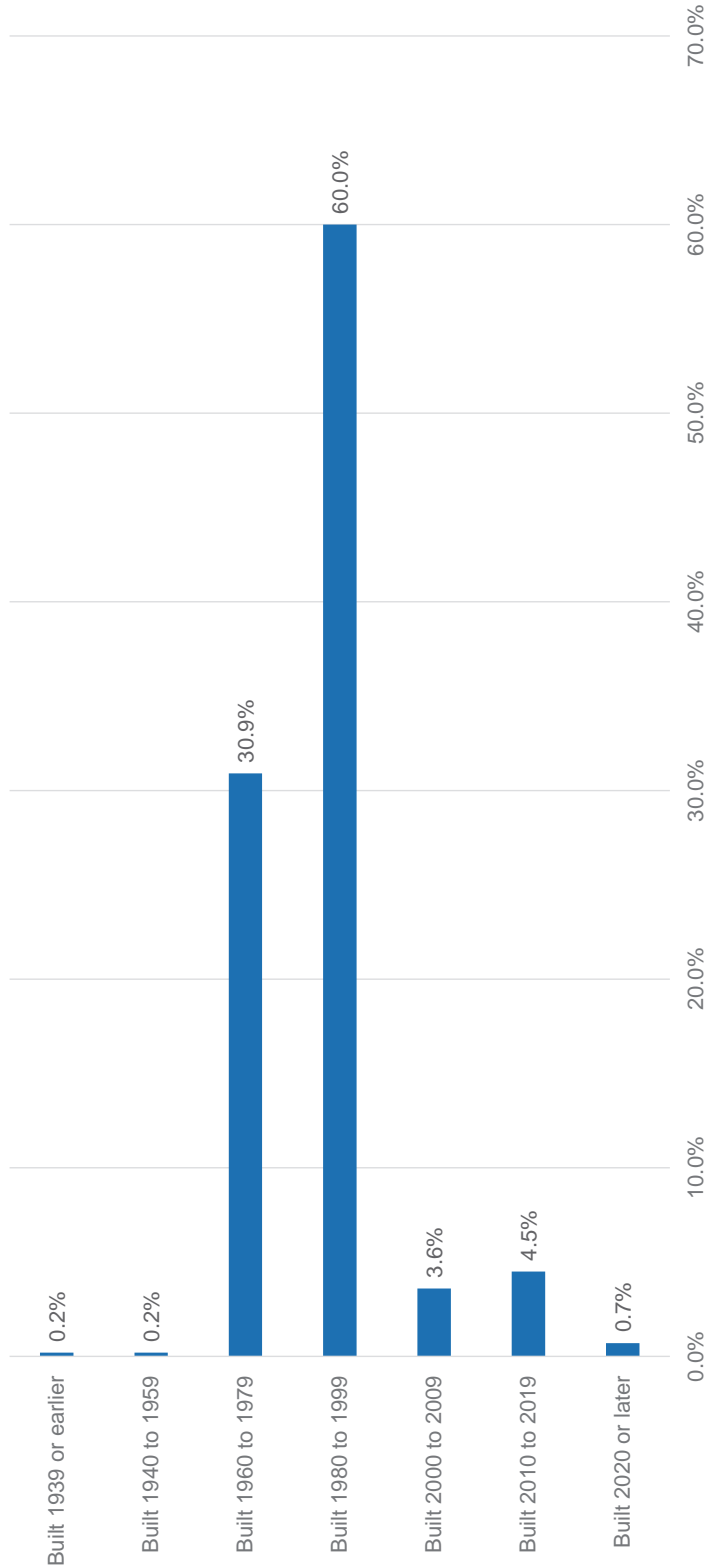
Source: Census Form B25024 (2010-2020)

### H.3. Housing Types



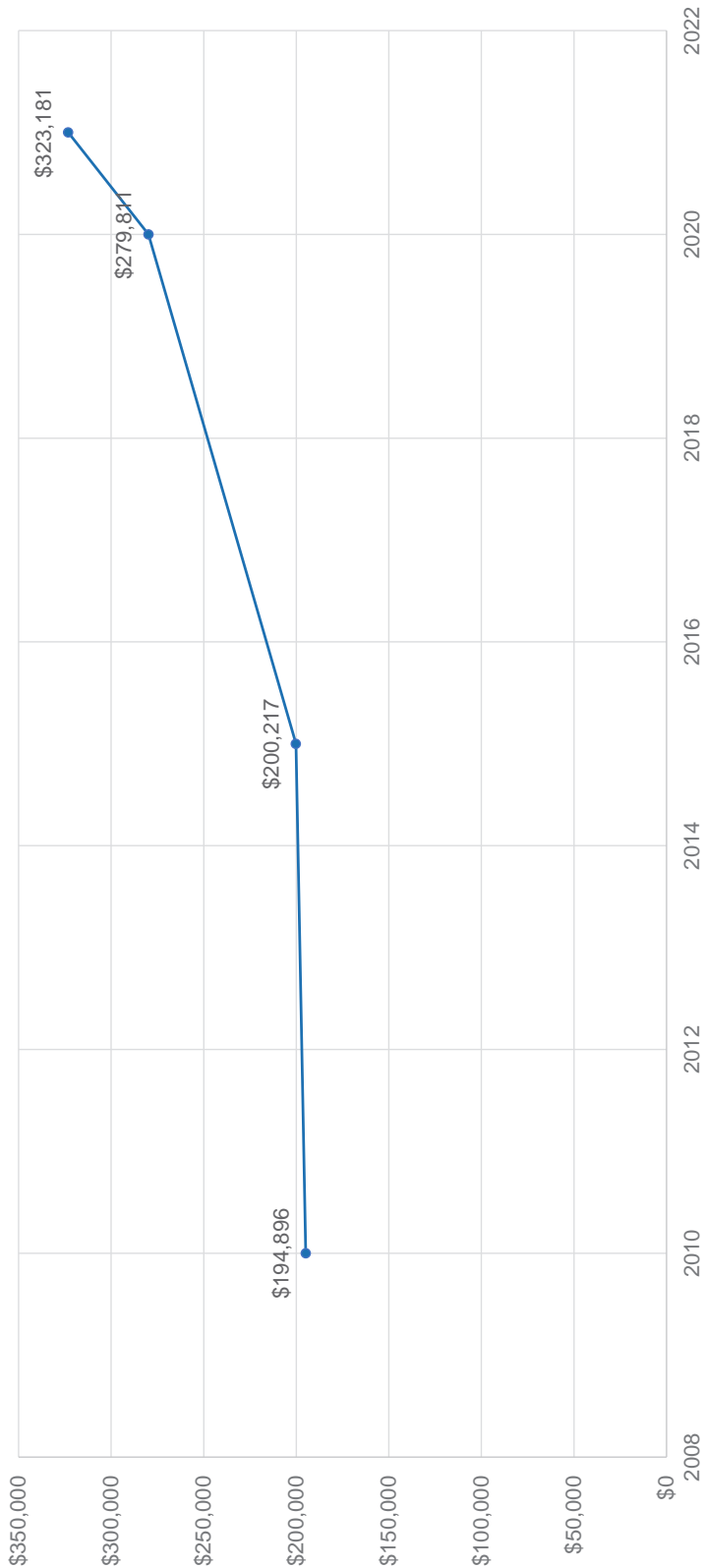
Source: Census Form S2504

## H.4. Housing Age



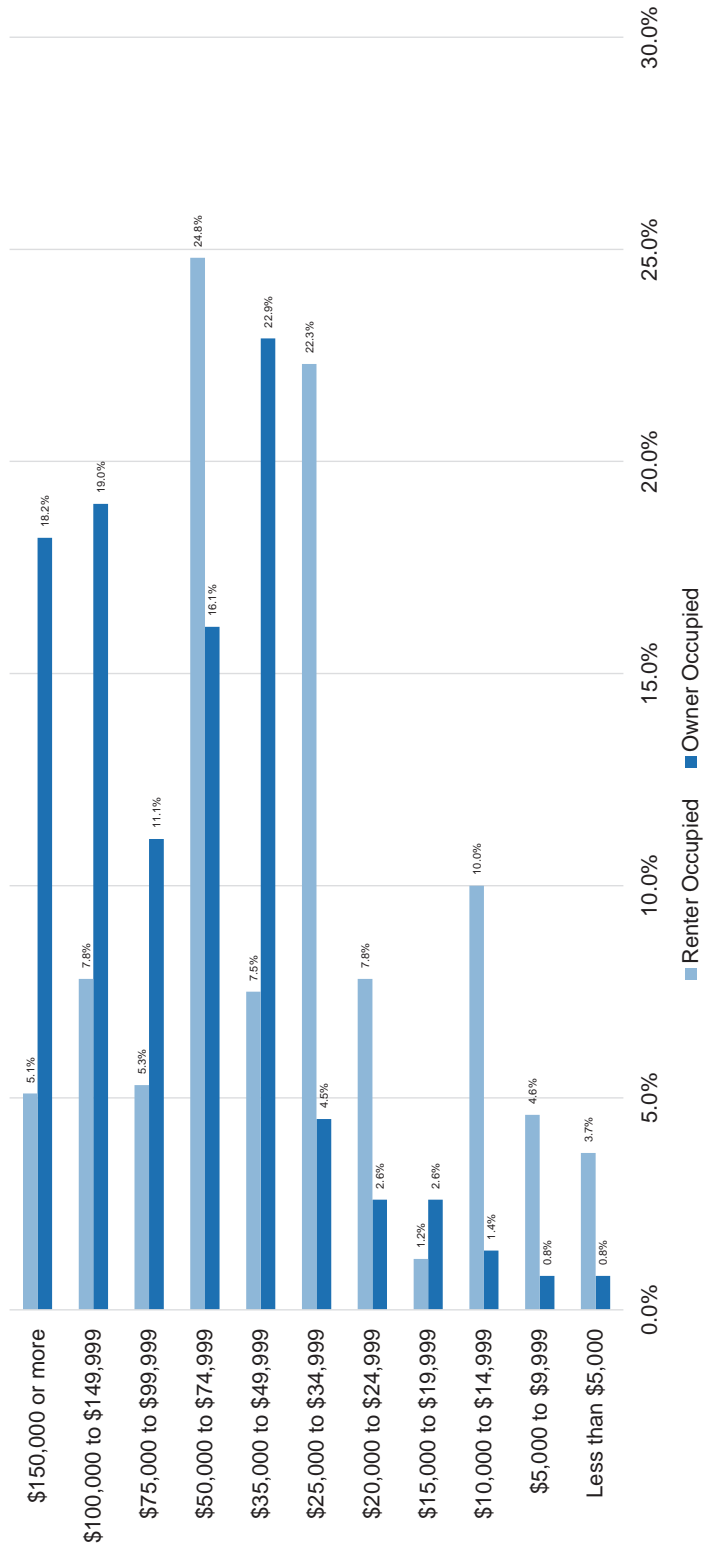
Source: ZHVI (2010-2020)

## H.5. Housing Value



Source: Census Form S2503 (2021)

## H.6. Household Income Distribution





# DATA & DEMOGRAPHICS



## Economics

City of Lilburn 2023 Comprehensive Plan Update



Source: OnTheMap (2020)

E.1. Workplace Area Characteristics

NAICS Industry	# of Jobs	% of Total Jobs
1. Retail Trade	665	15.9%
2. Health Care and Social Assistance	524	12.5%
3. Accommodation and Food Services	403	9.6%
4. Administration & Support, Waste Management and Remediation	367	8.8%
5. Professional, Scientific, and Technical Services	355	8.5%
6. Manufacturing	335	8.0%
7. Construction	283	6.8%
8. Wholesale Trade	270	6.5%
9. Finance and Insurance	174	4.2%
10. Information	148	3.5%

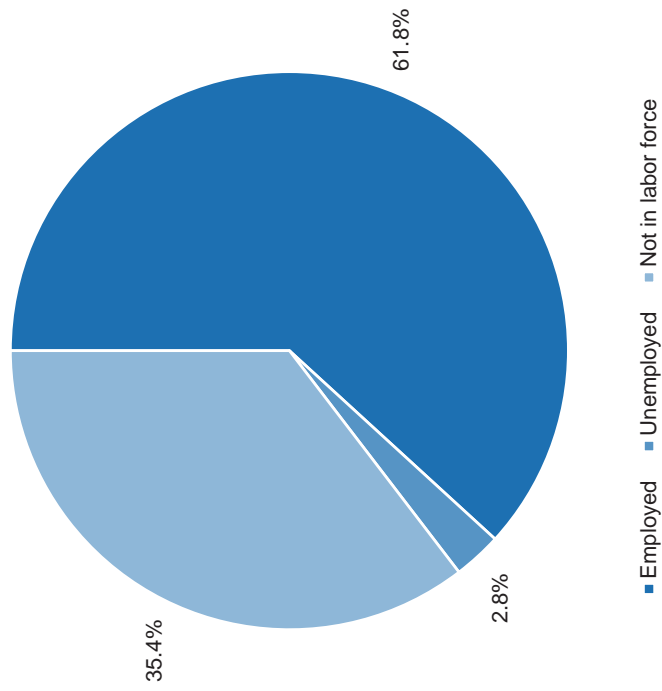
Source: OnTheMap (2020)

## E.2. Resident Area Characteristics

NAICS Industry	# of Jobs	% of Total Jobs
1. Retail Trade	1282	26.5%
2. Accommodation and Food Services	495	10.2%
3. Administration & Support, Waste Management and Remediation	491	10.2%
4. Health Care and Social Assistance	405	8.4%
5. Educational Services	399	8.3%
6. Construction	389	8.0%
7. Finance and Insurance	304	6.3%
8. Manufacturing	255	5.3%
9. Professional, Scientific, and Technical Services	253	5.2%
10. Other Services (excluding Public Administration)	179	3.7%

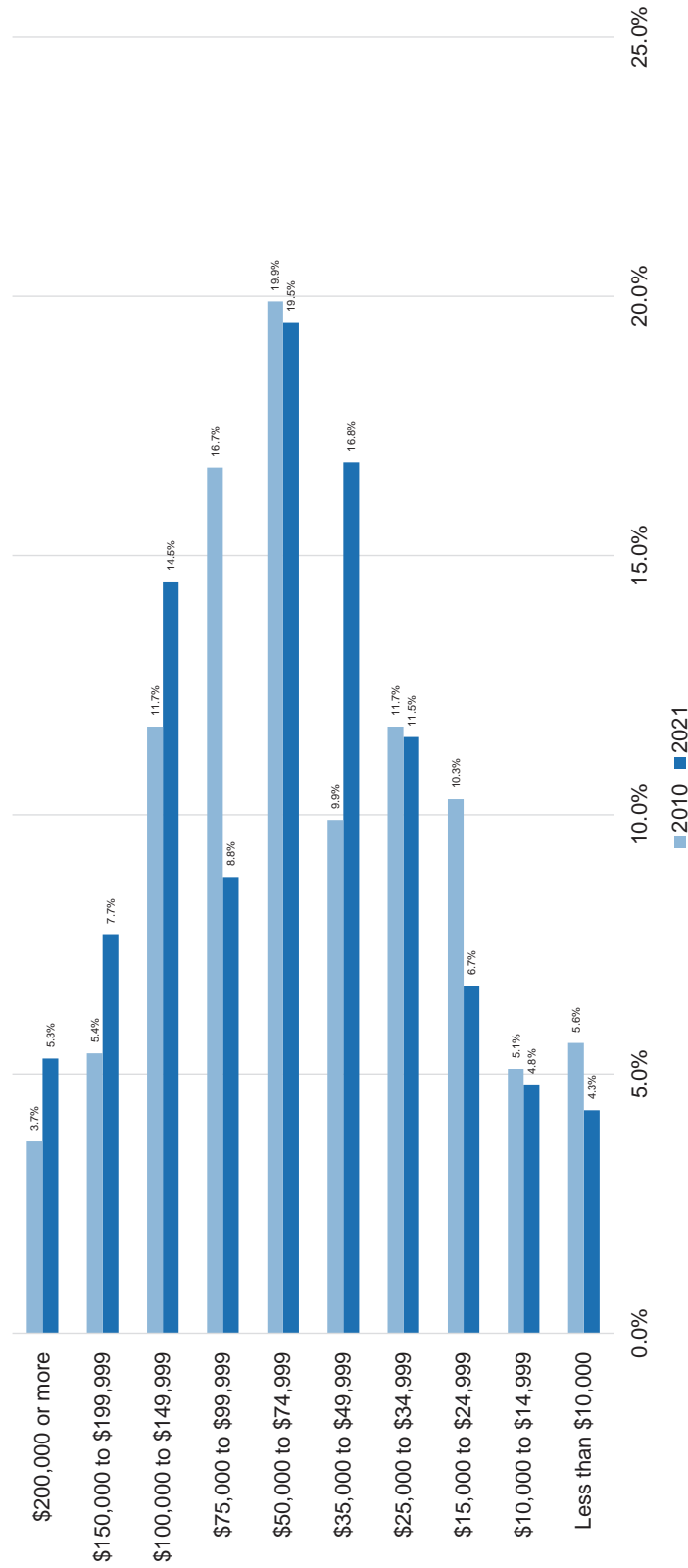
Source: Census Form DP03 (2021)

## E.3. Employment



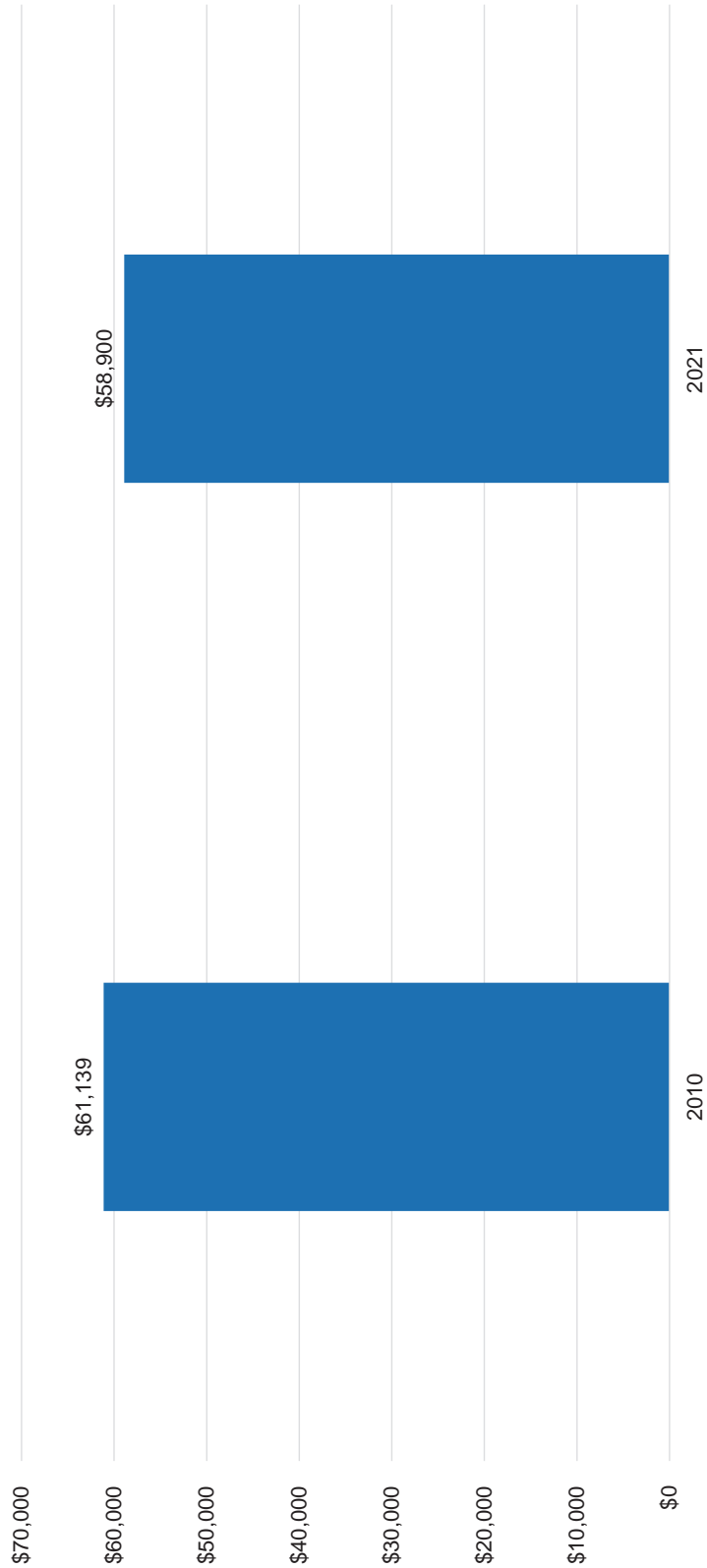
Source: Census Form DP03 (2010-2021)

## E.4 Household Income Distribution



Source: Census Form DP03 (2010-2021)

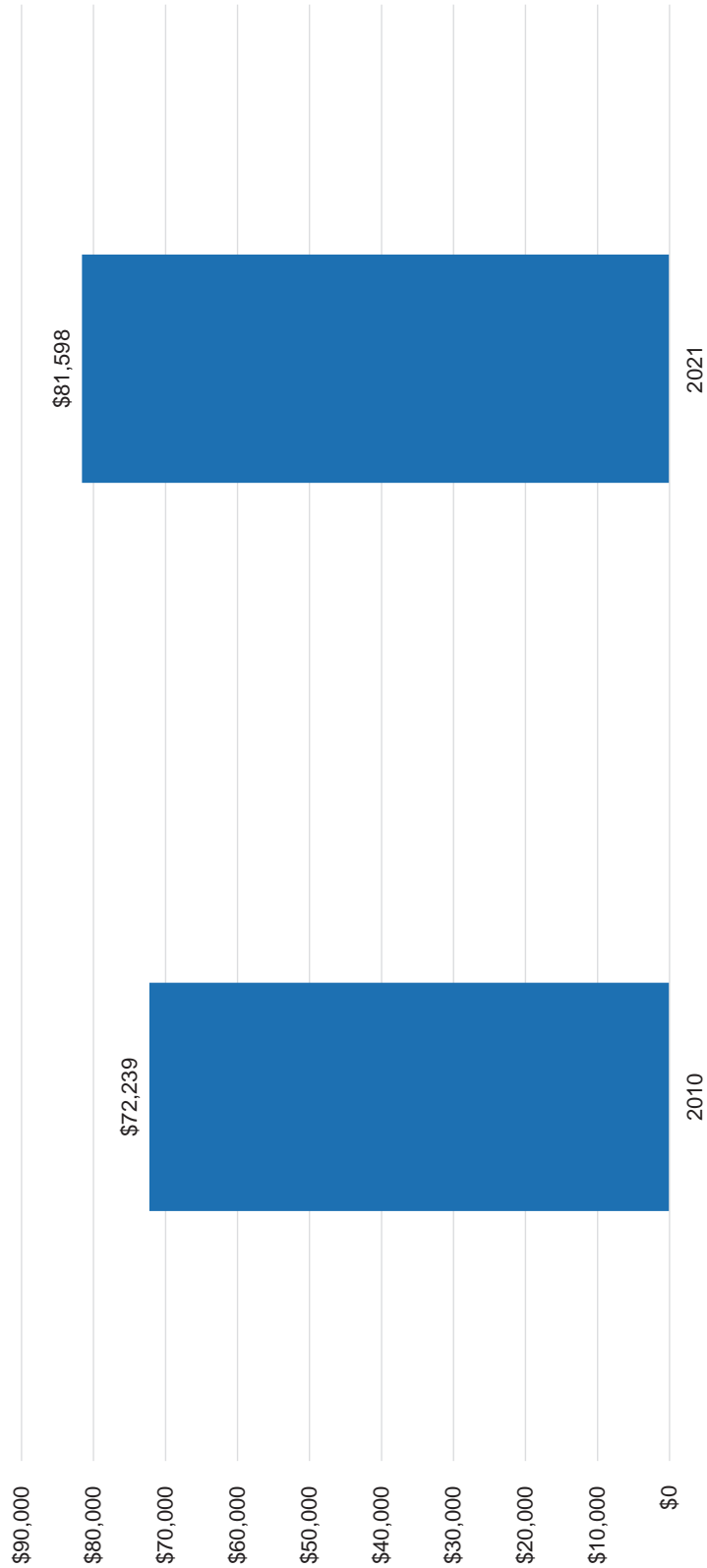
## E.5. Median Household Income





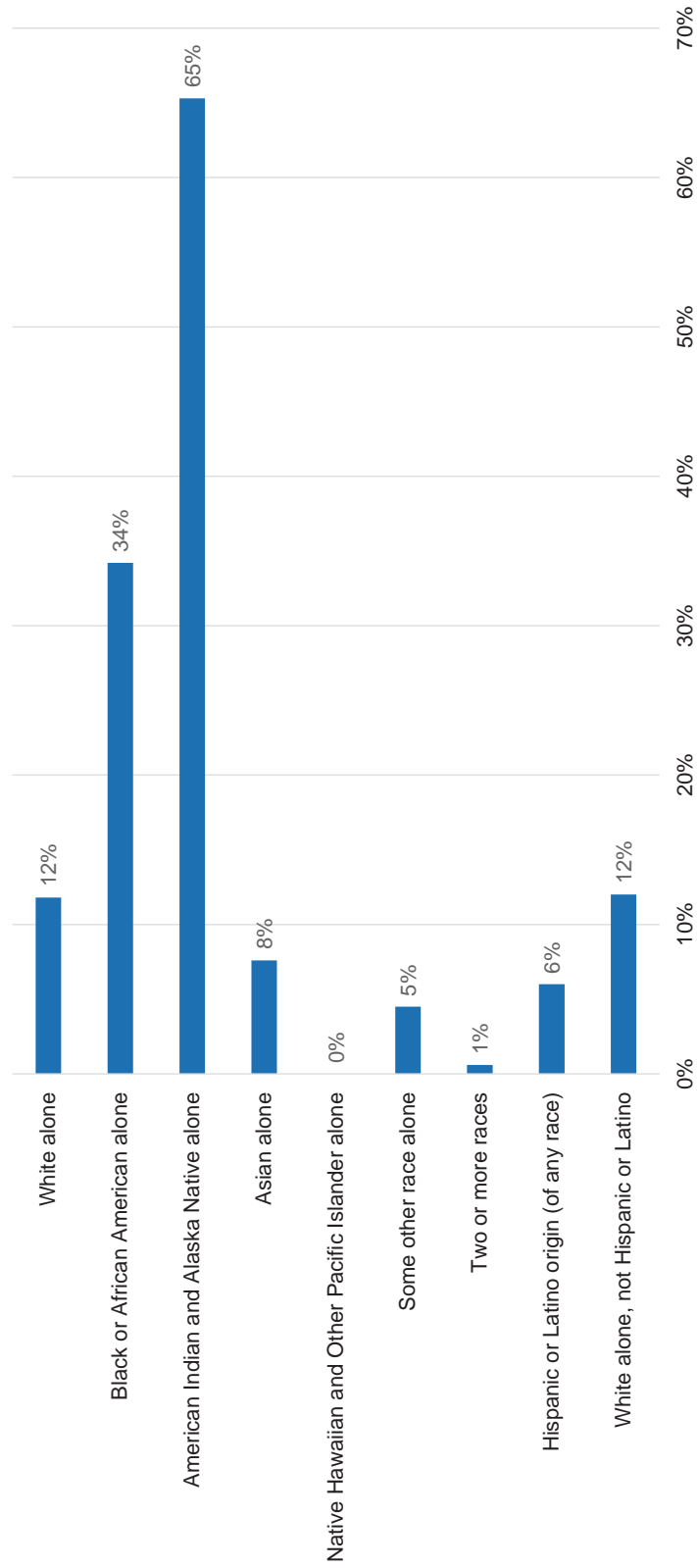
Source: Census Form DP03 (2010-2021)

## E.6. Mean Household Income



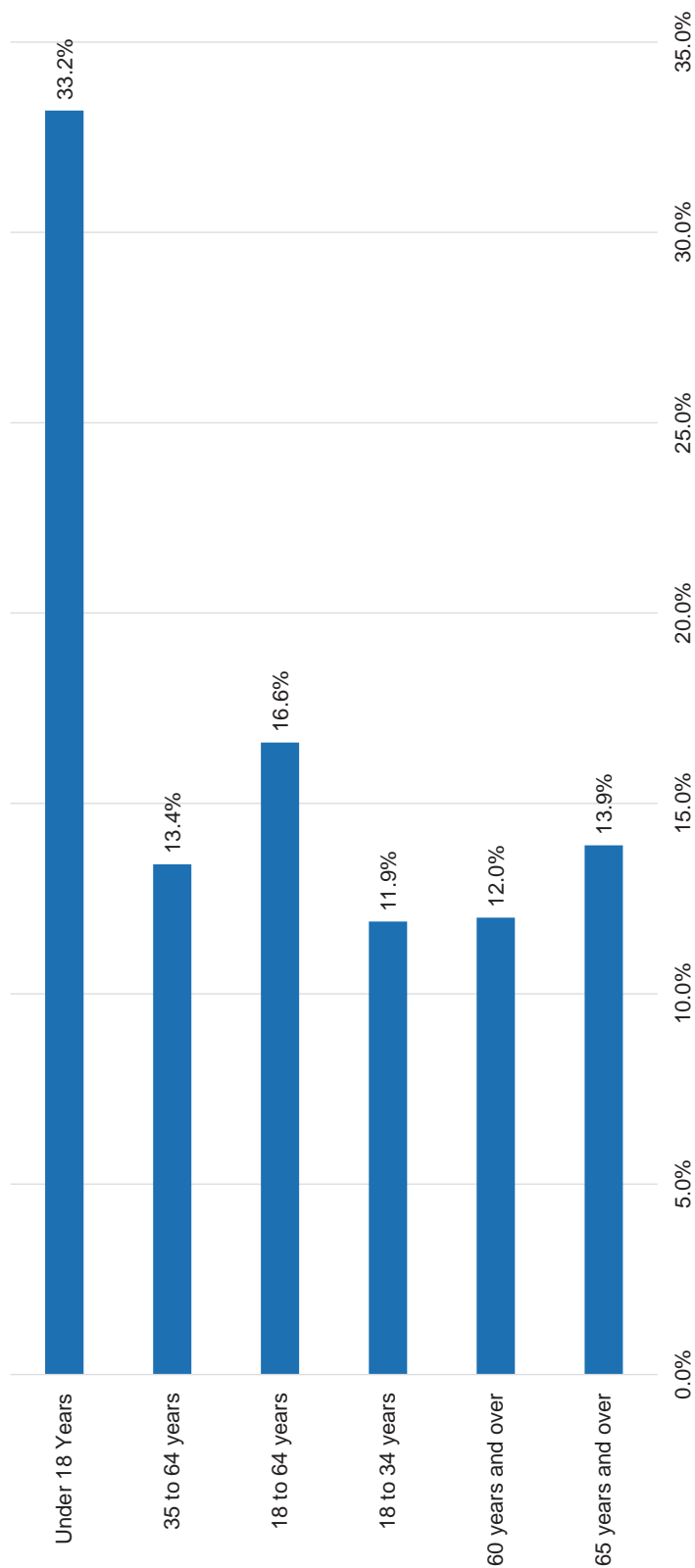
Source: Census Form S1701 (2021)

## E.7. Poverty Rate by Race

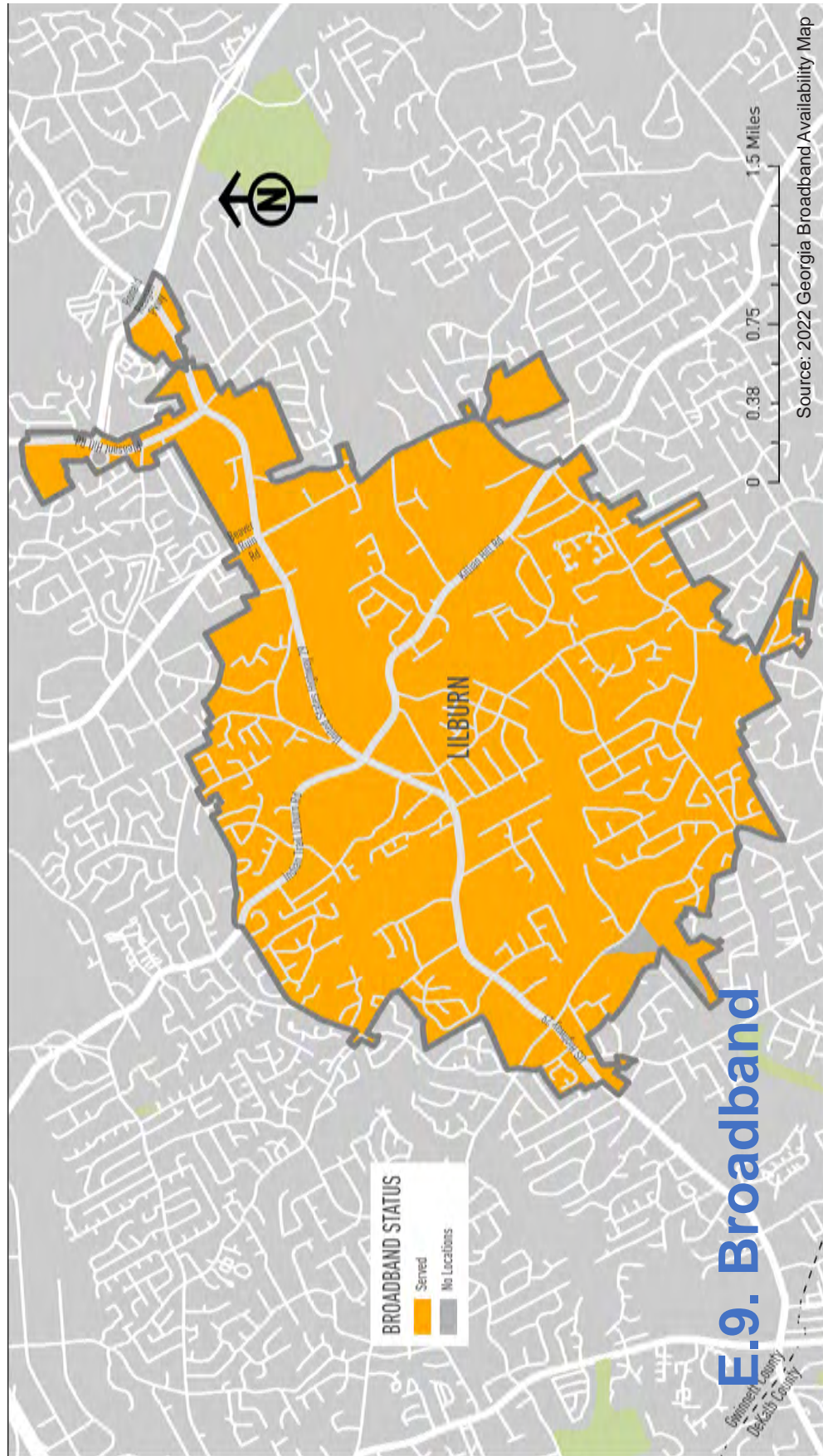


Source: Census Form S1701 (2021)

## E.8. Poverty Rate by Age



# DATA & DEMOGRAPHICS



E.9. Broadband



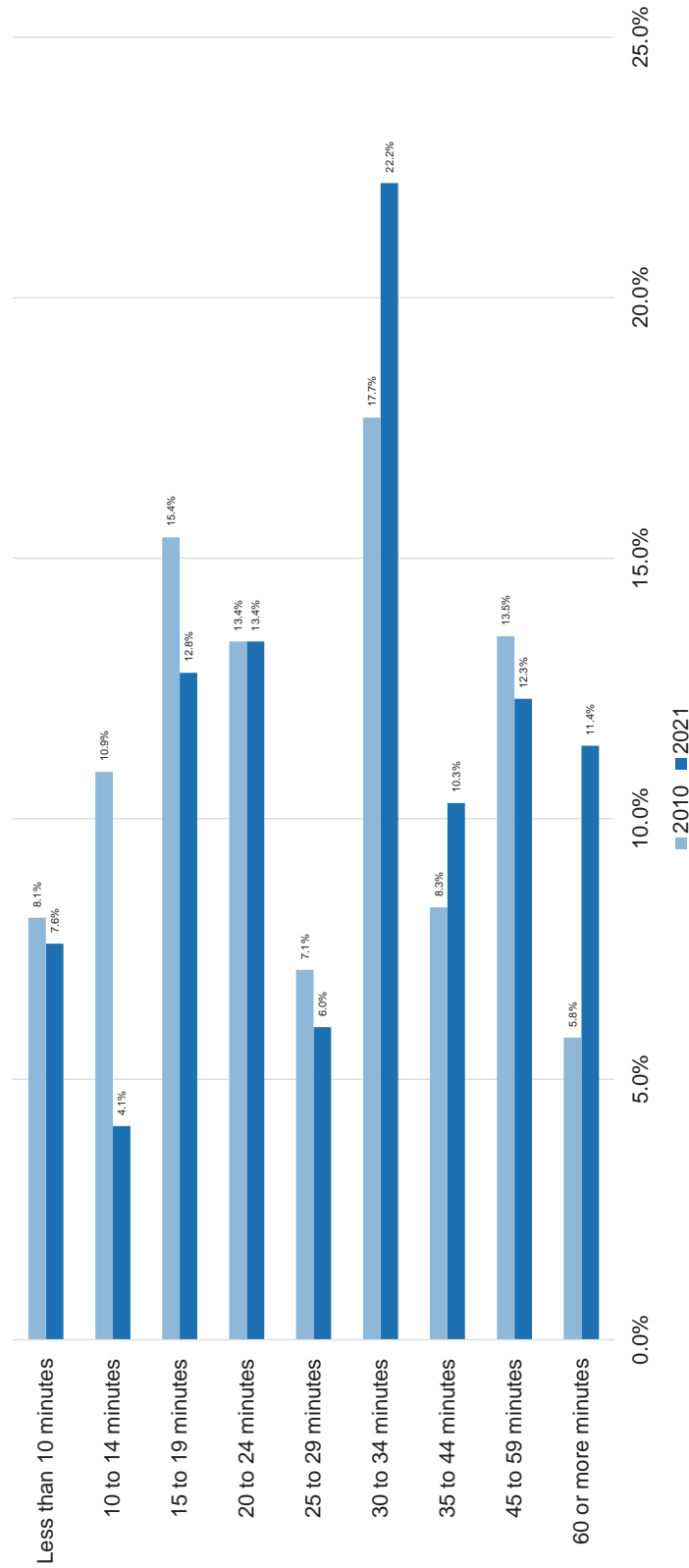
# Transportation

City of Lilburn 2023 Comprehensive Plan Update



Source: Census Form S0801 (2010-2021)

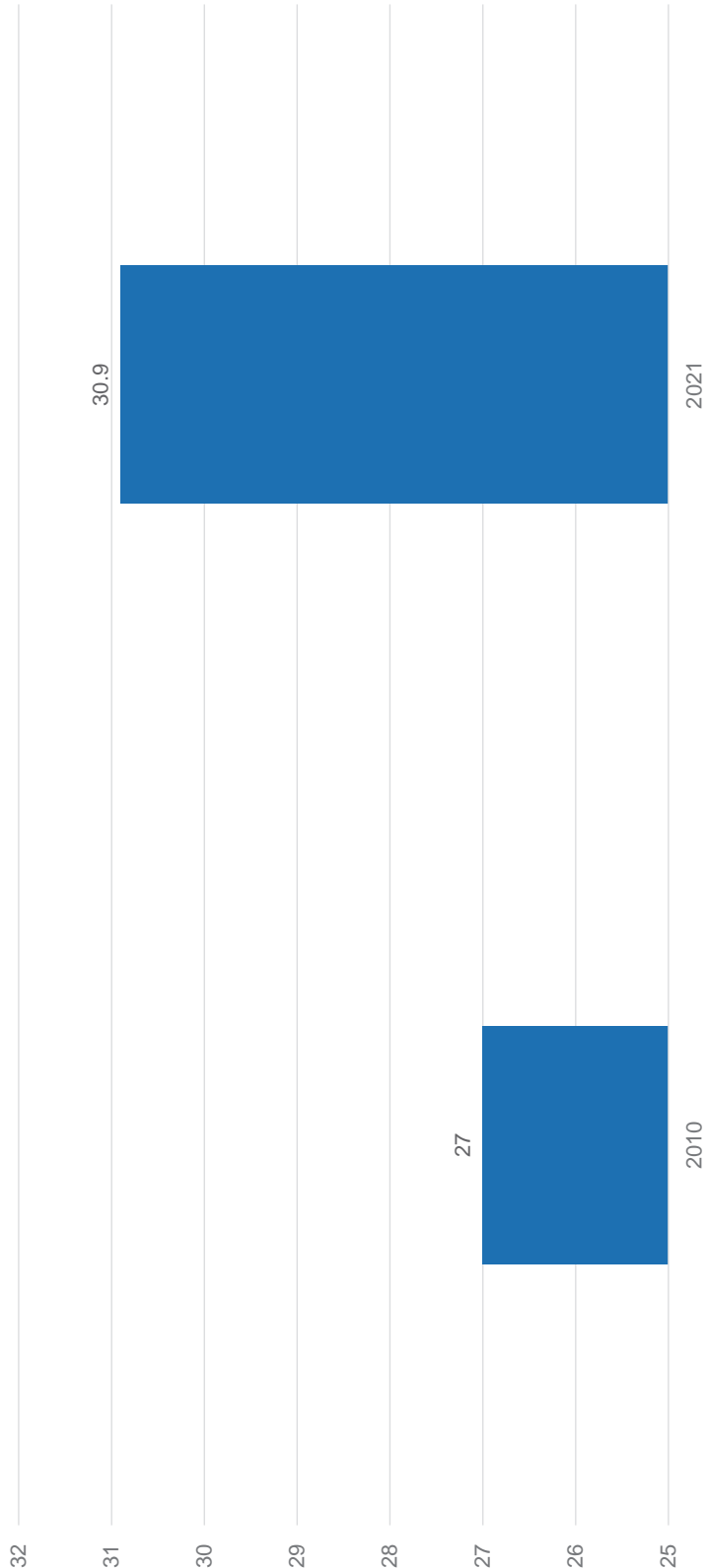
## T.1. Commute Time





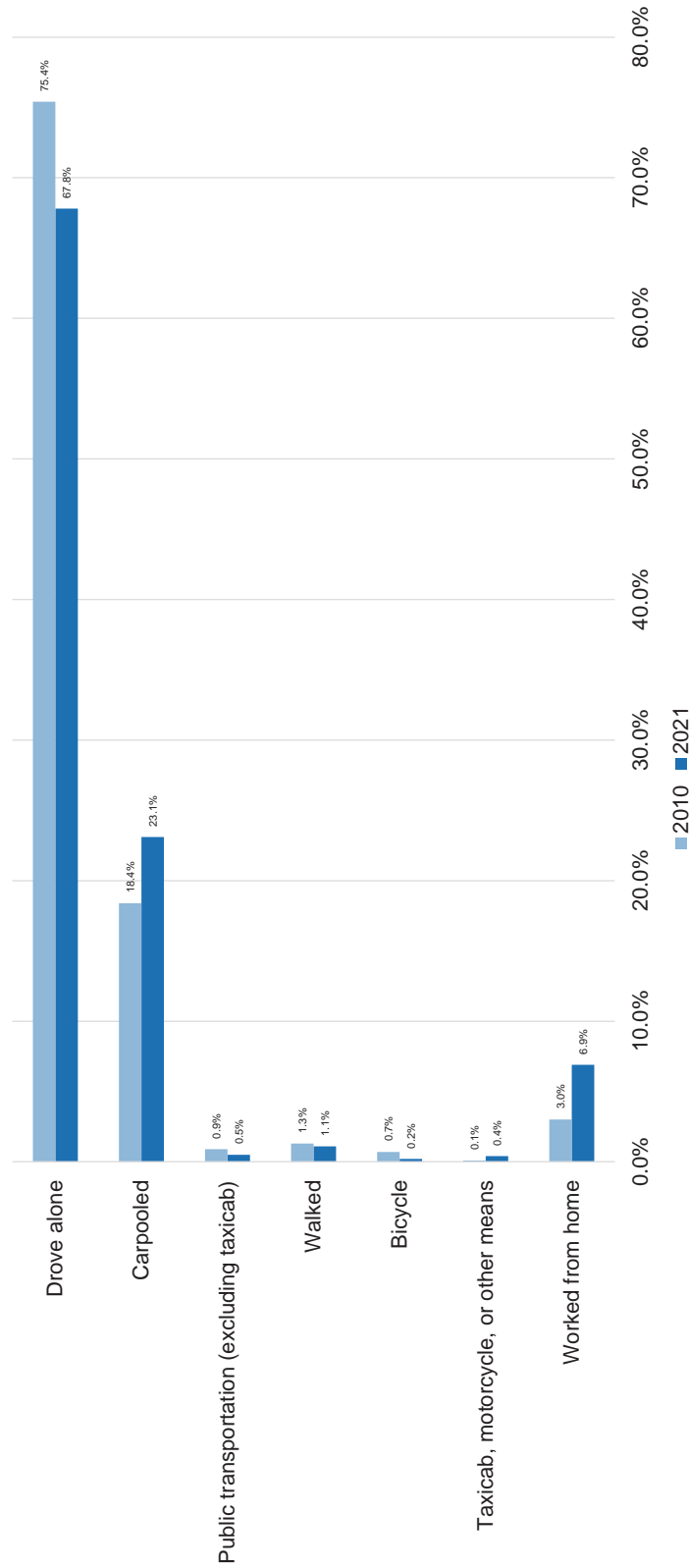
Source: Census Form S0801 (2010-2021)

## T.2. Mean Commute Time

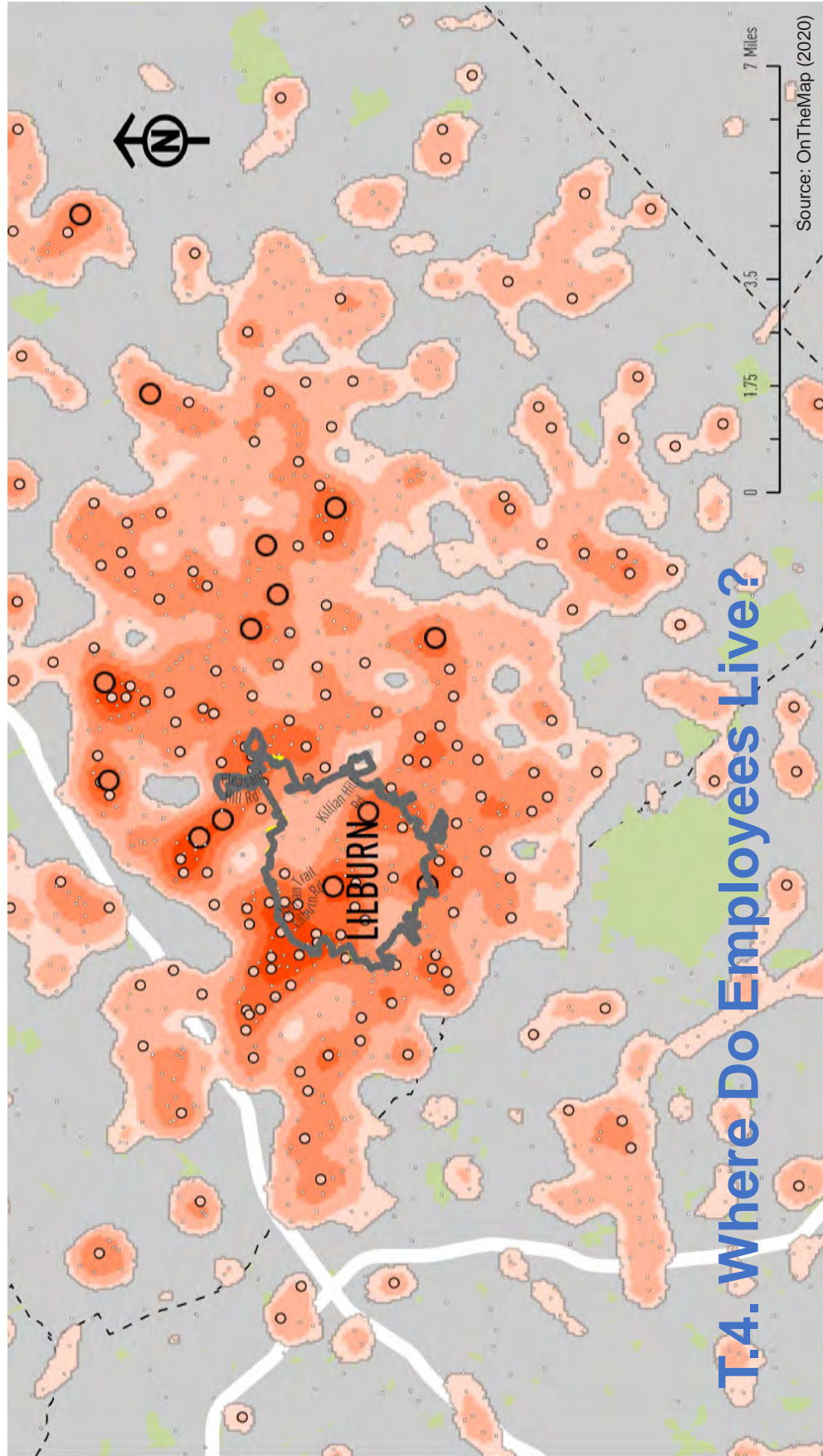


Source: Census Form S0801 (2010-2021)

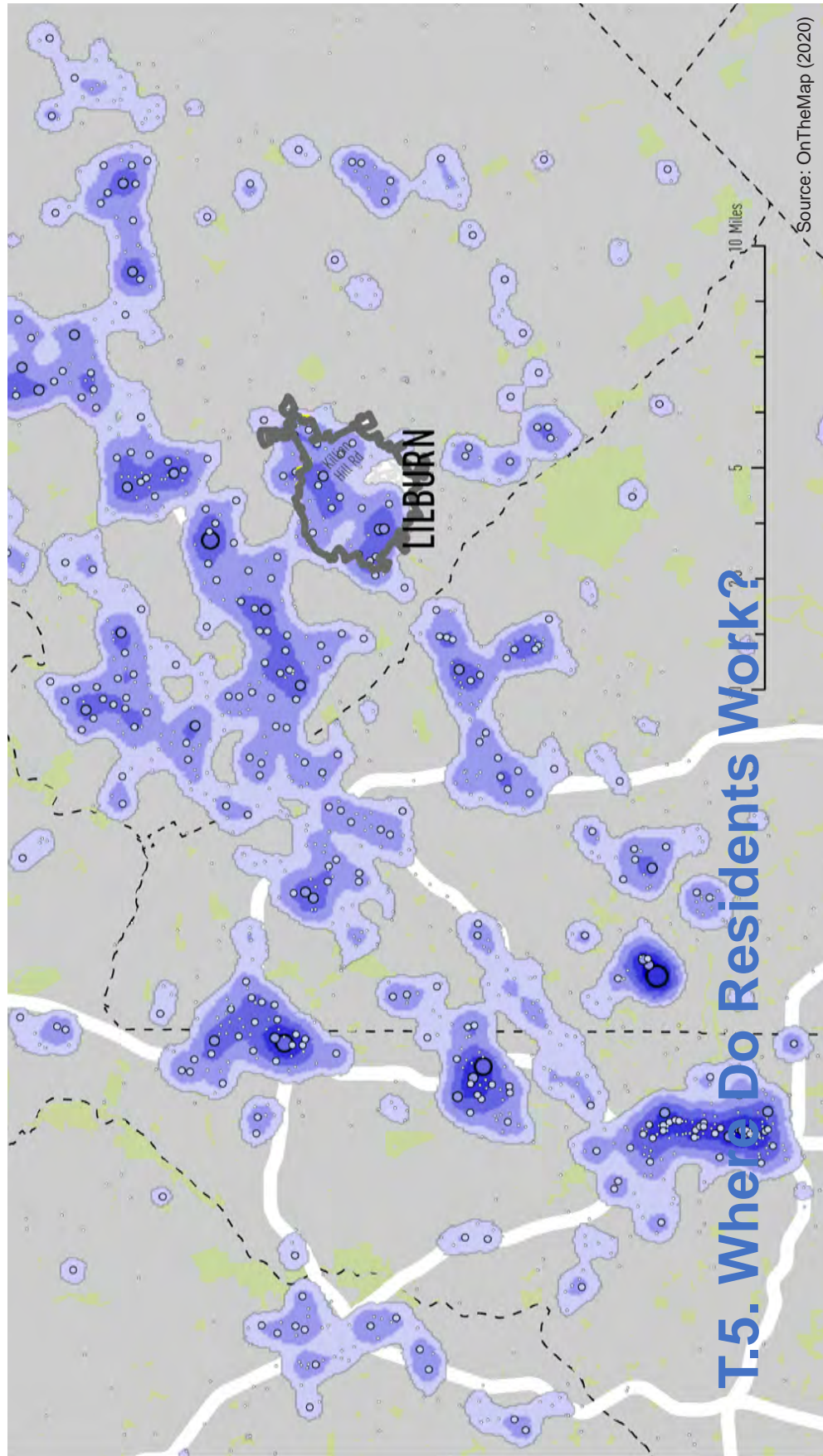
### T.3. Travel Mode



## DATA & DEMOGRAPHICS

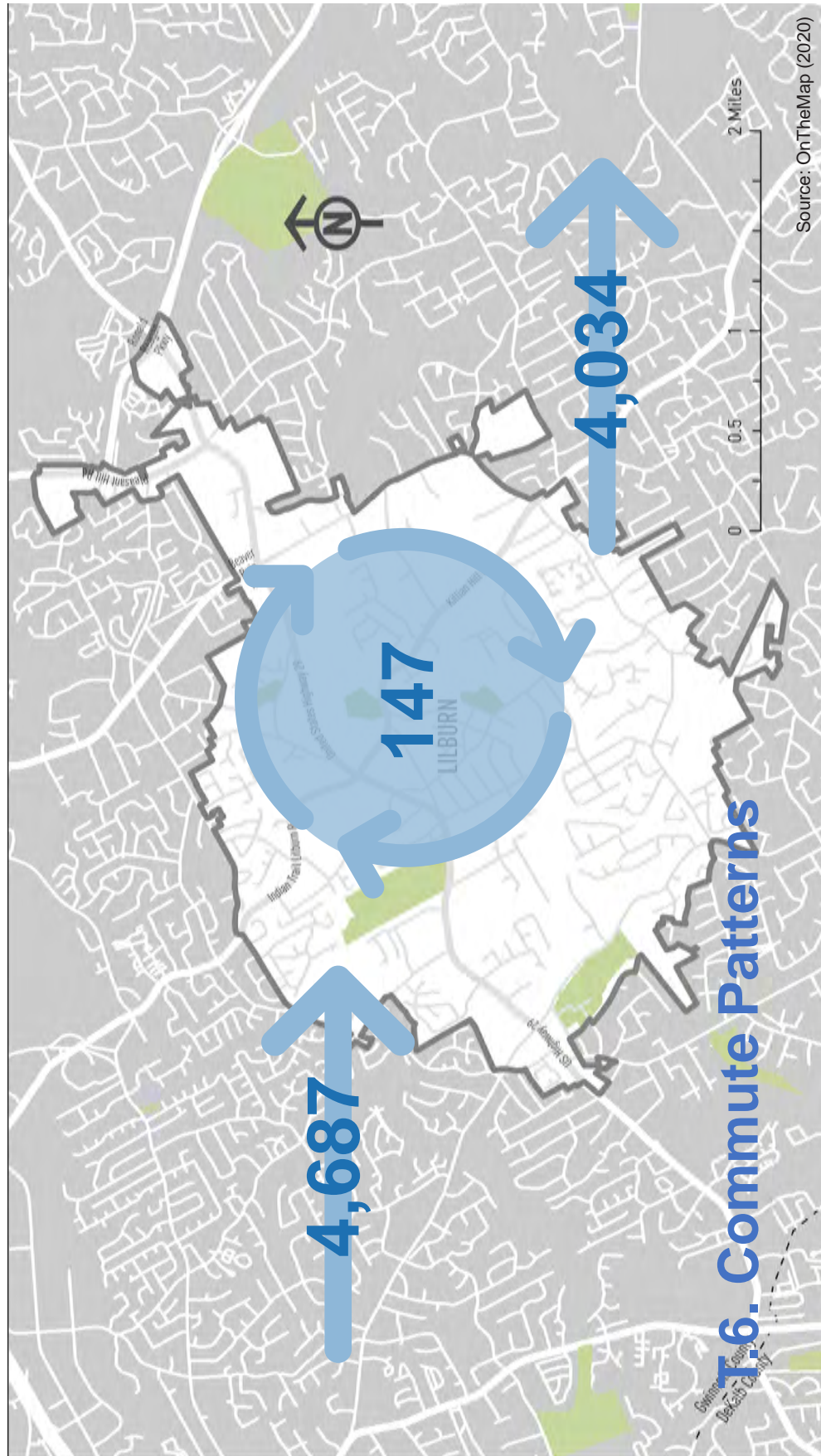


# DATA & DEMOGRAPHICS





# DATA & DEMOGRAPHICS





Atlanta Regional Commission