



SUWANEE, GEORGIA

2030 COMPREHENSIVE PLAN



A COMMUNITY AGENDA

May, 2008



prepared for The City of Suwanee by Urban Collage, Inc. and Coyne Planning Associates, LLC.

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Suwanee 2030 Comprehensive Plan Community Agenda

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1.0 Community Agenda



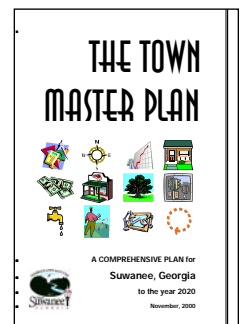
1.1 Introduction

In 2000, the City adopted a 2020 Comprehensive Plan with innovative land use policies geared toward creating more sustainable neighborhoods with unique identities, preserving and providing open space, improving pedestrian mobility, and creating a vibrant Town Center. Over the last eight years the City vigorously pursued these goals through implementing a flexible Planned Mixed-Use Development District, developing an Open Space and Recreational Needs Assessment, instituting a \$17.7 million Open Space Bond Program, developing Suwanee Town Center, and driving numerous planning efforts, including an Old Town Master Plan, New Town Center Plan, Urban Redevelopment Plan I-85 Business District Competitive Assessment & Development Strategy and the Redevelopment Plan for the Suwanee Gateway.

These quality of life efforts have resulted in development of several new neighborhoods with distinctive characters, acquisition of more than 200 acres of open space, construction of four major parks, a 2.5 mile greenway extension, and construction of a new mixed-use Town Center that is already a community focal point with a full events calendar. Additionally, the City has added nearly 8,000 people, thousands of residences, and over 1500 new businesses. With these initiatives and changes, Suwanee's community identity and sense of place are fundamentally different than they were just 10 years ago. Suwanee has emerged as a hub of activity and model community northeastern metro Atlanta.

This Community Agenda identifies near-term and long-term critical planning strategies for the City of Suwanee. These planning strategies are intended to help guide the location and design of development within the City while supporting the character guidelines for specific areas of the community. The goals and policies expressed in the Community Agenda identify how the City of Suwanee will address demands associated with projected population and work force growth while supporting the overall vision for the City.

This Community Agenda provides a complete update to the Suwanee 2020 Comprehensive Plan & Town Master Plan. The 2020 Plan, completed in 2000, represented a shift in philosophy for Suwanee to a more sustainable and long-lasting developmental pattern that serves to address current problems and challenges in the region. Perhaps the most progressive technique of the 2020 Plan is characterized by returning to traditional development patterns that are less dependent upon personal vehicular travel and more compatible with mixed-use and pedestrian-oriented development. Coupled with the idea of encouraging more Traditional Neighborhood Development, the earlier Plan also identified a number of other concepts to enhance Suwanee's livability and attractiveness.



These included creating or encouraging the following:

- People-oriented development modules versus vehicle-oriented development
- Community-generated land uses designed to serve the City's population
- Opportunities for interaction
- A strong Town Center
- Enhancement of existing commercial development
- Major gateway features to provide a sense of "arrival"
- Main Street gateway feature at interstate
- Civic and public spaces
- Tree preservation corridors
- Aesthetics and design quality orientation

In the intervening years since the adoption of the 2020 Plan, the leadership and citizens of Suwanee have consistently demonstrated their willingness and their passion for following the Plan and for raising the bar for responsible growth and development. The most prominent example is Suwanee Town Center which has been substantially completed and serves as an award-winning example of outstanding planning and implementation.

This Community Agenda intends to build upon the spirit established in the 2020 Plan: to identify problem areas, to encourage even higher standards, and to create and maintain a sustainable community for the citizens of Suwanee. This Community Agenda will provide the elements of a comprehensive, City-wide plan, but perhaps as importantly, will also present a series of detailed "Target Area Plans" identifying important places throughout the community.

1.2 Community Vision



The vision for the City of Suwanee, as presented in the 2020 Plan, has served as the benchmark for planning and development for the community over the past eight years. This vision statement continues to serve as an outstanding representation of the way that residents of Suwanee picture the future of their city. Throughout the process of updating the 2020 plan, including a full series of interactive public workshops, it became clear that this vision should be readopted and reinforced in the 2030 Comprehensive Plan and specifically in this Community Agenda.

The vision addresses the community's desire to maintain the balance between Suwanee's residential, community-oriented feel with the continuing commercial, employment, and economic development opportunities. Also important to the vision is the importance of the Town Center as a catalyst project that created a new identity for Suwanee. By continuing this spirit of clear-sighted planning for the location, arrangement, and design of future growth in Suwanee, the city can successfully balance its various land use needs.

1.2.1 General, City-wide Vision

The City of Suwanee vision statement is:

"We will lead the North Georgia Region by:

1. Promoting Safe, Sustainable and Balanced Growth

- meaning;*
- Aesthetically pleasing
 - Balance of business and commerce
 - Diverse population
 - Housing choices
 - Growth management



2. Demanding (taking a proactive approach to) Natural Resource Preservation

- meaning;*
- Environmental features
 - Greenspace

3. Demanding Progressive and Responsible Government

- meaning;*
- Open
 - Ethical
 - Efficient
 - Embracing change

...While Building a Strong Sense of Community.”

Meaning that in the 21st Century, Suwanee will be a thriving community with distinct character areas that give our City a unique identity within Gwinnett County and the greater metropolitan area of Atlanta. We will be a place where inevitable growth is managed at a human scale and where new development is encouraged to integrate living, working, shopping and playing in close proximity to one another. Suwanee will also continue to offer some residential areas that maintain the more rural character that we so highly treasure.

In the 21st Century, Suwanee will continue to maintain its community-oriented feel where individuals are important and development is designed with people and nature in mind. Suwanee will be a place where families can easily walk or bike to shops, restaurants, schools, jobs and recreation. Neighborhoods will be interconnected with one another and civic and public spaces as we strive to nurture an abundance of community cohesiveness and opportunities for leisure. We will be a place where greenways are an integral part of the City's identity. We will be a City that strongly values our open spaces.

In the 21st Century, Suwanee will be a place with an abundance of treelined parkways and landscaped shopping villages within new and older developments. We will be a place with a unique identity and an announced sense of arrival punctuated with gateway features, signature architecture and design features. We will be a place that is proud of our vibrant Town Center, which anchors the City's historic past, but provides a place where intensive commerce and employment are embraced.

In the 21st Century, Suwanee will be a place that feels unique, feels right, and makes you want to come back home.

1.2.2 Future Development

Suwanee's future development is generally concentrated and organized along the emerging urban corridor of Lawrenceville-Suwanee Road and at nodes clustered around I-85, Buford Highway, and Peachtree Industrial Boulevard (PIB). City initiatives to create Town Center and



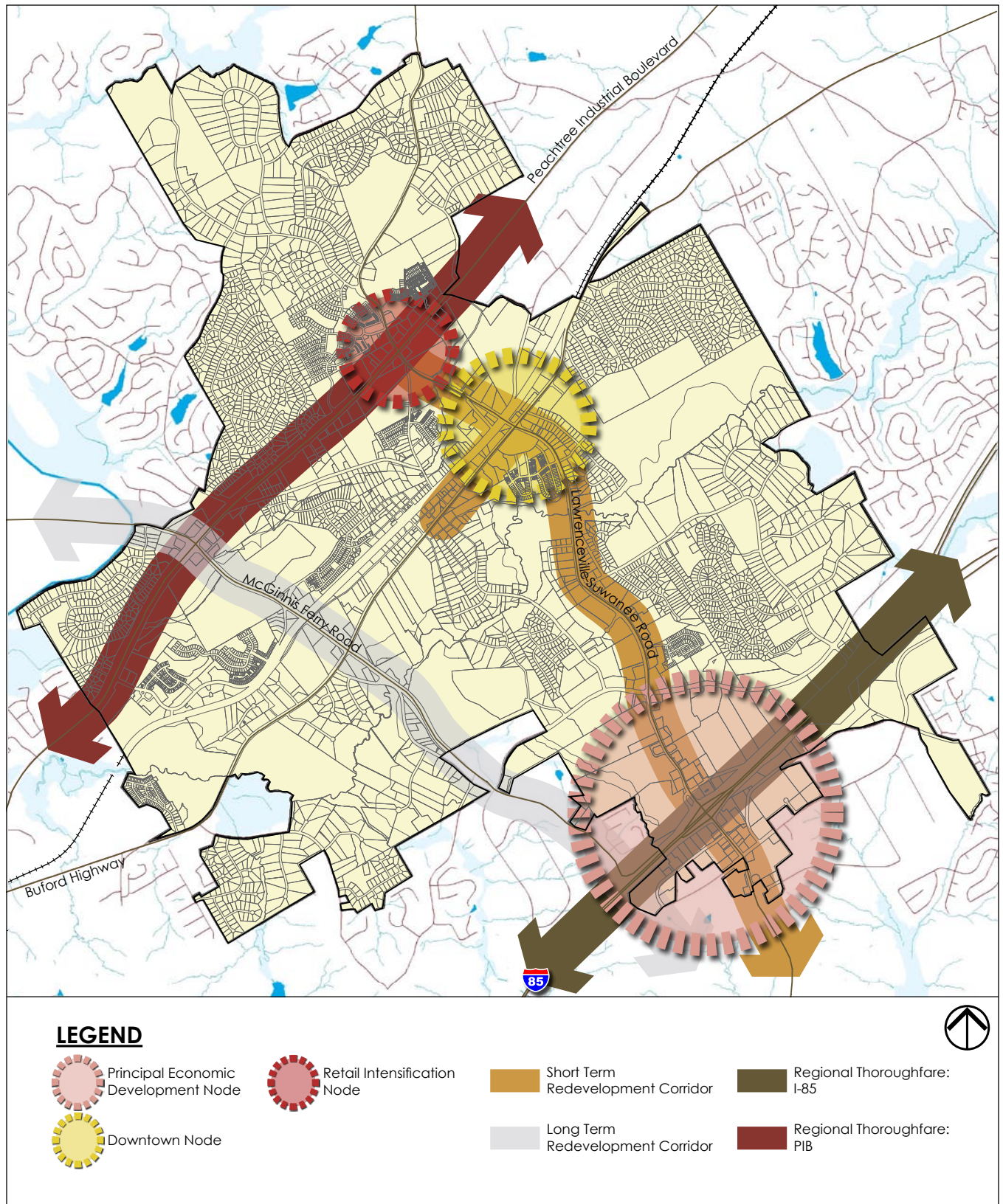


Figure 1.2-a: Future Development

the I-85 “Suwanee Gateway” tax allocation district have formalized Suwanee’s intent to reinvent Lawrenceville-Suwanee Road as the primary mixed-use spine of the city. This comprehensive plan update takes this strategy as its point of departure, and offers ways to further realize the transformative and sustainable impact this land use approach can have for the city. The plan also recognizes that for the first time in Suwanee’s history, future growth will need to be accommodated to a large degree on redeveloped land, not greenfield sites. The plan seeks to control and channel this redevelopment in the most beneficial and least disruptive way, by focusing on key areas. Land uses are intensified at key points to control development sprawl, and to efficiently use the infrastructure available immediately in the city. As a result, existing residential areas within the city are largely protected from intense new development or redevelopment.

There are three distinct nodes where most future development is envisioned. A large development node at the I-85 and Lawrenceville-Suwanee Road intersection – Suwanee Gateway - aims to capture the maximum new economic development to increase and diversify employment opportunities over time. Future land use for the Gateway is concentrated primarily on high-density office uses along with associated hospitality, healthcare, and possibly multifamily residential. Additional land around this core capitalizes on existing industrial and office-industrial uses, allowing the city to strengthen its economic base while providing the flexibility to transition to office uses in the future depending on market conditions.

A second development node is the Town Center district located at and around the intersection of Lawrenceville-Suwanee Road and Buford Highway. The city has been emphasizing this area as the mixed-use “downtown” and civic center of Suwanee, with Buford Highway as the main connection to the original town center in Old Town. The development character of Town Center is of a higher density than its surroundings, and allows for a mix of retail, residential and office uses with a significant civic presence in Town Center Park with the new City Hall. Town Center will continue this pattern into the future, as it matures into the real heart of Suwanee.

A third development node includes the vacant and underutilized land around the intersection of Peachtree Industrial Boulevard and Suwanee Dam Road. The PIB corridor will continue to grow as a retail and office spine with small to mid-sized businesses serving the surrounding residents. Due to the presence of some undeveloped land in the area, the Suwanee Dam node, however, is expected to intensify as an important local and regional retail destination. Concentrated retail with improved connections to Old Town and to neighborhoods across PIB will provide city residents with goods and services difficult to accommodate in the more prescribed environment of Town Center, but in a walkable setting that is a fitting complement to other growth areas along Lawrenceville-Suwanee Road.

Finally, the McGinnis Ferry Road corridor and the land around the Buford Highway intersection should be the subject of future planning efforts. It is currently characterized by industrial uses and apartment complexes, but in the future may transition to mixed-use or Traditional Neighborhood Development (TND)-type residential depending on market conditions and the realization of a proposed commuter rail station. McGinnis Ferry will remain as an important regional arterial road absorbing commuter traffic.

1.2.3 Future Suwanee

Suwanee in 2030 will be a safe, vibrant, diverse community. Suwanee will have a resident population of about 26,000 to 28,000 persons. It will be an active regional business and employment district containing mid-rise office buildings around I-85 in Suwanee Gateway. The City will provide employment opportunities, increasing it from 19,900 in 2007 to about 48,000 in 2030. Residents will be adequately served by retail and shopping locations and sufficient residential densities will support a wide variety of business enterprises. Neighborhoods will be attractive and aging gracefully. Most single-family detached homes will be 30-45 years old. Downtown Suwanee, consisting of Town Center and Old Town, will be livable mixed-use environments anchored by housing and local-scale retail and office uses. Traffic will increase, but proximity to desirable destinations (work, housing, shopping, and recreation), combined with new alternative transportation options, will make local mobility relatively manageable. Suwanee will have more than adequate park and recreational opportunities. Suwanee will be a well-rounded city that offers something for all types of residents, from the very young to our emerging senior population. The City will become a complete community with places to live, work, shop and recreate.

EMPLOYMENT POPULATIONS BY LAND USE FOR SUWANEES:

	Commercial/Retail (1 person/400 sqft)		Office (1 person/250 sqft)		Industrial (1 person/1000 sqft)	
	Area (sqft)	Population	Area (sqft)	Population	Area (sqft)	Population
2007	3,329,729	8,324	536,612	2,146	9,407,915	9,408
2030	5,221,709	13,054	6,344,369	25,377	9,577,014	9,577

Table 1.2-a

2.0 Community Issues and Opportunities



The Community Issues and Opportunities chapter expresses the priority issues of concern to the citizens of the City of Suwanee and identifies several important planning issues resulting from available data, analysis, and the professional experience of the planners involved in the process. These issues help give shape to the rest of the Community Agenda by creating a clear focus for the changes the community wants to see over the course of the Comprehensive Plan.

The demographic data used for this analysis is based substantially on the 2000 census. Current (as of 2007) housing and population numbers have been calculated based on the existing land use patterns in the City, and these numbers have been projected forward to 2030 based on land use changes for the future. While this approach provides a reliable estimate of the population and housing stock numbers for 2030. The City will need to re-examine all data relating to population, housing and economic development after the release of the 2010 census data and update future projections and trends accordingly.

By most measures, the City of Suwanee has experienced success with mixed-use development including the implementation of the Town Center development. This mixed-use model introduced a new development form into Suwanee that has enhanced a strong sense of community among the residents of Suwanee. In looking ahead to the future of the City, much of the focus is concentrated on building upon the success of Town Center by connecting to other areas of the City, applying the mixed-use lessons to appropriate areas of new development, and enhancing the burgeoning sense of community throughout Suwanee.

2.1 Population

Introduction

As recently as 40 years ago Suwanee, was a small rural community in northeast corner of the Gwinnett County with a population of only 615 people. Through the 1970's and even into the 1980's people slowly started trickling into Suwanee as the population climbed to 2,412 by 1990. Since then, Suwanee has added around 750 new residents per year - an annual increase of more than the City's entire population in 1970. The growth rate has continued up to the present where the City is estimated to have a population of 16,188 at the end of 2007.



The City estimates population by using the 2000 Census as a base and then using a formula that combines building permits, vacancy rates and average household size data. The estimate also takes into account increases in population due to annexation.

The characteristics of Suwanee's population have changed as the population has increased in Suwanee. The demographics have shifted from primarily school-aged to predominantly young adults and middle aged. The community is gradually becoming more diverse – particularly with recent increases in the city's Asian population. Where Suwanee's educational attainment and income were comparable to Gwinnett and Georgia just a few years ago, the population now is much more educated and affluent. With a highly educated and affluent population, Suwanee is well positioned to draw more high paying jobs into the area.

POPULATION ESTIMATE:

Year	Population
1970	615
1980	1,026
1990	2,412
2000	8,725
2001	10,107
2002	10,318
2003	10,646
2004	11,109
2005	13,339
2006	15,720
2007	16,188

Table 2.1-a

Source: City of Suwanee Planning Department and 2000 Census

Age

In 1970 nearly half of Suwanee's population was under the age of 24, with the largest segment of the population being between the ages of 5 and 14. Since that time, the age of Suwanee's population has steadily increased, with the exception of the 55 and older cohort, which decreased in size. These trends convey that Suwanee is a community that 1) witnessed a rapid influx of families with school age children and 2) these families have laid roots in the community. According to the 2000 Census, the largest segment of Suwanee's population was between 25 and 55 years old.

In the last 7, years the City trended more toward smaller lot subdivisions and townhouses. These housing types tend to be more popular with empty nesters (parents whose children have left the house) and young married professionals without children. When the 2010 census is released it will be important to analyze Suwanee's aging trend. The City will need to ensure that housing options are provided to meet the needs of the aging population.

POPULATION BY AGE:

	1970		1980		1990		2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 to 4	48	7.7%	61	5.9%	218	9.0%	746	8.6%
5 to 14	126	20.1%	187	18.2%	399	16.5%	1,476	16.9%
15 to 24	108	17.3%	170	16.6%	242	10.0%	885	10.1%
25 to 34	84	13.4%	186	18.1%	473	19.6%	1,402	16.1%
35 to 44	65	10.4%	142	13.8%	597	24.8%	2,029	23.3%
45 to 54	82	13.1%	91	8.9%	220	9.1%	1,325	15.2%
55 to 64	64	10.2%	114	11.1%	133	5.5%	485	5.6%
64 & older	49	7.8%	75	7.3%	130	5.4%	377	4.3%
TOTAL	626	100.0%	1,026	100.0%	2,412	100.0%	8,725	100.0%

Table 2.1-b

Source: 1970, 1980, 1990, and 2000 Census

Race

Historically, Suwanee has been a predominantly Caucasian community. According to the 2000 Census, this continues to be the case, but the Census numbers also indicate that minority groups

experienced rapid growth, primarily in the Asian population. In 2000, the City was 84.5 percent white, 3.2 percent Hispanic, and 6.9 percent Asian or Pacific Islander. This Hispanic population is up from 1.2 percent in 1990 and the Asian population is up from 1.9 percent in 1990. This shift in Suwanee's demographics is consistent with the overall of shift in Gwinnett County becoming a more international community.

Educational Attainment

Suwanee has rapidly shifted to a much more educated community. In 1990, Suwanee residents were slightly more educated than the rest of the state but interestingly, less educated than the rest of Gwinnett County. In the following 10 years a dramatic shift occurred. From 1990 to 2000, Suwanee witnessed an 84 percent decline in the adult population with less than a 9th grade education, an increase of 19.1 percent in the adult population with a high school degree or higher, and a 67.7 percent increase with a Bachelor's degree or higher. Suwanee has clearly attracted more educated residents, even in comparison to Gwinnett overall.

EDUCATIONAL ATTAINMENT:

	Less than 9th Grade			High School degree or higher			Bachelor's Degree or higher		
	1990	2000	% change	1990	2000	% change	1990	2000	% change
Suwanee	10.0	1.6	- 84.0%	78.0	92.9	19.1%	27.2	45.6	67.7%
Gwinnett	4.5	4.6	2.2%	86.7	87.3	0.7%	29.6	34.1	15.2%
Georgia	12.0	7.6	- 36.7%	70.9	78.6	10.9%	19.3	24.3	25.9%

Table 2.1-c

Source: 1990, and 2000 Census

Income

In recent years the City has become considerably more affluent. In 1990, the per capita income and average household income for Suwanee was comparable to Gwinnett County and higher than the state. However, in the following decade both of these numbers increased by over 30 percent for the City, while Gwinnett and rest of the state experienced much smaller increases. A comparison with the rest of the cities in Gwinnett indicates that only Berkeley Lake has experienced a similar increase in affluence. This suggests that while Gwinnett County

remains suburban in form, it is becoming much more “urban” in terms of the characteristics of its residents. This may ultimately result in the county having to rethink and rework some of its policies and infrastructure to meet the needs of its growing population – particularly transit availability and housing affordability. While Suwanee is to some degree removed from this situation, it will undoubtedly face some of these same concerns as pressure grows on the city to align with these county trends.

PER CAPITA AND HOUSEHOLD INCOME:

	Per Capita			Household Income		
	1990	2000	% change	1989	1999	% change
Suwanee	\$ 17,301	\$ 22,566	30.4%	\$ 48,750	\$ 63,825	30.9%
Gwinnett	\$ 17,881	\$ 18,991	6.2%	\$ 43,518	\$ 45,976	5.7%
Georgia	\$ 13,361	\$ 16,066	17.8%	\$ 29,021	\$ 32,227	9.4%

Table 2.1-d

Source: 1990, and 2000 Census

Note: Per capita income adjusted to 1990 dollars and household income adjusted to 1990 dollars

Population Projections

POPULATION PROJECTIONS AND HOUSING UNITS FOR SUWANE:

	1970	1980	1990	2000	2005	2007	2010	2020	2030 Low	2030 High
Population	615	1,026	2,412	8,725	13,339	16,253	17,607	23,453	25,762	28,041
Number of Housing Units	186	320	769	2,947	5,074	5,992	6,092	8,590	9,908	9,908
Average Household Size	3.43	3.21	3.02	2.89	2.89	2.89	2.89	2.73	2.60	2.83

Table 2.1-e

Note: Projections in 'bold' text; 2007 housing units based on building permit data

COMPARITIVE POPULATION PROJECTIONS FOR SUWANE:

	By Suwanee	By Gwinnett County	By ARC
2005	13,339	12,553	20,750
2010	17,607	14,729	25,944
2020	23,453	19,585	33,769
2030	25,762 - 28,041	24,014	34,372

Table 2.1-f

Note: ARC population totals for Suwanee = 80% of the population for census tract 502.02

Source: Atlanta Regional Commission, The Gwinnett Unified Plan - Joint County-Cities Community Assessment

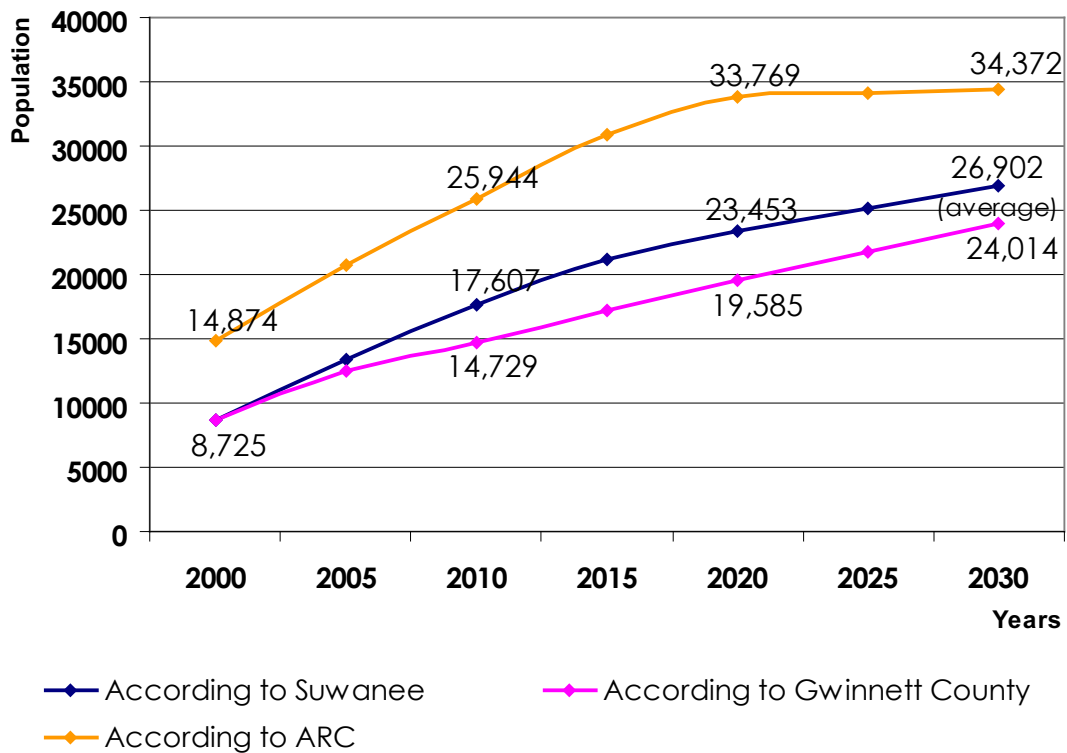
POPULATION TREND LINES FOR SUWANE:

Figure 2.1-a

The Atlanta Regional Commission regularly issues population forecasts for counties within its ten-county planning area. In a recent update, ARC predicts Gwinnett County will add over 400,000 people by 2030 to lead the region in population growth. The Gwinnett County-Cities Joint Community Assessment mirrors this analysis with an estimated 2030 population of 1,019,166 – an increase of 430,718 persons over the 2000 census. Suwanee is part of this robust growth scenario for the county, although population forecasts from ARC and from the city itself vary considerably. Suwanee is almost entirely contained in census tract 502.02, with about one-half of the tract occupied by the city and one-half occupied by unincorporated county areas that are largely comprised of either low-density residential subdivisions or vacant land. Current ARC 2030 projections for census tract 502.02 estimate future population at 42,965 with growth slowing significantly between 2020 and 2030, while previous projections estimated the 2020 tract population at 36,801 and the city population at 29,551. If the city's share of the tract population is considered to be roughly 80%, it follows that the 2030 estimate for the city would be around 34,000. However, the supply-side analysis that is the basis of this Community Agenda projects a 2030 population of roughly 28,000, or 16% lower than the ARC figure.

POPULATION PROJECTIONS FOR GWINNETT COUNTY:

	By Gwinnett County	By ARC
2007	776,380	740,200
2010	795,444	760,134
2020	920,660	900,950
2030	1,019,166	988,694

Table 2.1-g

Source: Atlanta Regional Commission, The Gwinnett Unified Plan - Joint County-Cities Community Assessment

The difference in population projections is largely due to land use policy and limited development potential. An estimated 9,908 total housing units could be present in the city in 2030 under the methodology described in Section 2.2.4 - Future Land Use and Development. With estimates of future household sizes ranging from approximately 2.6 to 2.8¹, the city's 2030 population is likely to be between between 26,000 and 28,500 persons, as summarized in Table 2.1-e

¹ A simple regression analysis utilizing known numbers of housing units as x values and known household sizes as y values yields a 2030 average household size of 2.6 when future housing units are estimated at 9,908. ARC forecasts for 2030 Suwanee total population and households yields an average household size of 2.83.

It is highly likely that the average household size in 2030 will align with the lower number because of national trends, aging households, and the type of housing units likely to be built in the next twenty years based on an assumed city land use policy that will be more tailored to young couples and empty-nesters. In terms of policy, the city should be sure to remain aware of the interdependency between housing type and total population, as well as regional growth trends. If Suwanee makes the decision that a greater share of regional population is advantageous, it can take steps to achieve this by setting land use policies to effect the change.

The demographic trends discussed above point to an eventual need to consider planning for a growing elderly population in the future, which will likely create priorities regarding housing choices, recreation opportunities, and social services requirements. In addition, the increasingly diverse population that is changing the demographic landscape of Gwinnett County is changing Suwanee as well and must be recognized, planned for, and given a voice in the planning process.

2.2 Land Use

Land Use Accomplishment, Assessment and Needs

The City of Suwanee covers roughly 10 square miles (6,998 acres). Suwanee contains a wide variety of land uses including residential, commercial, office, industrial, mixed-use, recreational and conservation.



The rapid growth Suwanee experienced in the 1990's carried forward into the new millennium. Growth in the 90's followed more conventional suburban development practices, with different uses viewed as being incompatible and buffered from each other. However, a change in land use policies that favors planned mixed-use development accounted for a significant shift in the type of development occurring over the last several years. The City of Suwanee is projected to continue growing, but there is a strong desire that this growth should be sustainable and oriented toward improving and maintaining quality of life.

Since the last Comprehensive Plan, development in Suwanee has been dominated by planned mixed-use projects including Suwanee Station, Village Grove, Stonecypher, Old Suwanee, Town Center/Shadowbrook, Three Bridges, Baxley Point, Highland Station and McGinnis Reserve. These projects account for over 550 acres of developed land that includes a mixture of open space, residential, office, commercial, and retail uses. Mixed-use developments have improved the physical connections between residential and commercial uses, and there is a desire to continue this improvement. Future projects should be designed such that their layout and arrangement of land uses encourages and facilitates civic engagement and provides the infrastructure to allow people to walk between residences, jobs, recreation, retail, dining, and health care facilities.

In addition to the successful implementation of mixed-use land policies, the City has benefited from an abundance of light industrial opportunities and proximity to I-85. The development of Satellite Boulevard created a highly accessible light industrial corridor that provides a location for emerging high-tech office and industrial uses. Large single-user and multiple-user industrial buildings have developed rapidly, primarily along Satellite Boulevard, Horizon Drive, and Brogdon Road. These three areas total more than 3,000,000 square feet of office/industrial space and cover approximately 280 acres.

While planned mixed-use and light industrial uses accounted for a significant portion of Suwanee's growth in the last few years, some elements of conventional suburban growth have continued. The city has experienced continued development of residential subdivisions, automobile-oriented shopping centers, office condominiums, and stand-alone commercial buildings.

2.2.1 Recent Development Patterns

Single-Family Residential

Defined: Residences consisting of attached and detached houses, usually on separate fee simple lots. They can be located individually or grouped together within subdivisions or other planned developments.

Single family residential uses are the most abundant use in the city, covering almost 3,000 acres (45%) and totaling about 6,865 total units. Many of the units were constructed in the 1990's and early 2000's, and tend to be located on lots around a third of an acre or larger. However, many of the single-family residential units built since 2000 are part of mixed-use projects and are on lots smaller than a third of acre. Townhouses are a relatively new single-family housing type that is almost exclusively found as part of mixed-use projects within the city. Townhouses on their own lots are considered single family residences.

Multifamily Residential

Defined: Residences containing two or more dwelling units, such as duplexes, triplexes, condominiums and apartments.

There are currently 1,386 multifamily dwellings constructed on approximately 162 acres (3%). These units are primarily located in four apartment complexes, three of which are located off McGinnis Ferry Road; the fourth complex is a component of the Suwanee Station mixed-use project. There are several duplex units located on Eva Kennedy Drive. As part of the Town Center development, there are an additional 23 condominium apartments located above commercial uses.

Mixed-Use

Mixed-Use Village

Defined: Predominantly residential developments that may include a variety of housing types, both single-family and multifamily, and possibly such limited-scale nonresidential uses as a church, corner market or other neighborhood-oriented service uses. Higher intensity mixed-use residential developments often contain live-work units with an office or store on the ground level and residential housing on the upper floors.

Village Grove, Three Bridges, Stonecypher, and Old Suwanee are examples of the mixed-use village category. These developments are characterized by predominantly residential uses (single-family attached and detached) with limited non-residential uses. Old Suwanee includes six live/work units.

Mixed-Use Center

Defined: Predominantly commercial developments that may include a variety of retail, commercial and office uses as well as residences. Residences may be located in the same buildings as stores and offices or may be developed in clusters in and around the non-residential uses. Live-work arrangements in mixed-use centers may allow more intensive ground floor retail and service activity than in a mixed-use village.

Only buildings that include both residential and non-residential uses show up on the land use map as mixed-use, although many projects are defined as Mixed-Use Village or Mixed-Use Center when viewed as a whole.

Suwanee Station, Town Center (including Shadowbrook at Town Center), and the Terraces at Suwanee Gateway are examples of this type of development. Suwanee Station so far has focused primarily on residential development (attached and detached single-family and multi-family), but there is a significant office and commercial component that is planned but not yet developed. Suwanee Town Center is anchored by Town Center Park, and includes retail, office and residential uses including residential uses above retail. The Terraces at Suwanee Gateway is a developing mixed-use center that will consist of extensive amounts of office, commercial/retail, single-family townhouses, and multi-family residential uses.

Office/Professional

Defined: Non-residential developments predominantly occupied by establishments that primarily provide a service as opposed to the sale of goods or merchandise. These may include smaller scale one-story office uses or higher intensity multi-level mid-rise offices. Examples include professional offices, medical or engineering offices, real estate offices, insurance agencies and corporate headquarters.

There are currently 48 acres (1%) of office/professional uses in Suwanee. These uses may be located within shopping centers, but office-condominiums have also emerged recently as larger components of the Village Grove, Three Bridges and Highland Station mixed-use projects. Office condominiums can also be found in Georgetown Square. Only recently has the City started to see more intensive stand-alone professional office buildings.

Commercial/Retail

Defined: Commercial developments predominantly occupied by establishments that offer goods or merchandise for sale or rent, and other commercial uses that do not operate in "office" settings. Such uses include stores, shopping centers, hotels, restaurants, gasoline stations, automobile body shops, physical fitness centers, markets and building supply centers.

Commercial development continues to be an important part of the city, covering approximately 381 acres (6%). Commercial development primarily exists as stand-alone shopping centers, individual sites, but also includes the first floor of buildings located in Town Center. Commercial development typologies in the city consist of community service shopping centers clustered around major road intersections, business-oriented commercial uses along the Lawrenceville-Suwanee Road corridor, and a concentration of highway-oriented commercial development at the I-85 interchange characterized by gasoline stations, hotels and restaurants. More community-oriented shopping centers have started to emerge along Peachtree Industrial Boulevard.

Industrial

Defined: Land dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities.

Light manufacturing, distribution and business park uses are common along Buford Highway south of McGinnis Ferry Road, along portions of Lawrenceville-Suwanee Road, Brogdon Road, Tench Road extension and Satellite Boulevard. This covers approximately 720 acres (12%). Suwanee has added over 3,000,000 square feet of industrial uses since 2000. Most of these uses

are located in large-footprint industrial buildings located along Satellite Boulevard, Tench Road extension, and the Horizon Drive extension. A limited amount of smaller-footprint industrial uses have been added primarily off Buford Highway.

Institutional

Defined: State, federal or local government uses, and quasi-public institutions. Governmental uses include City Hall, fire stations, libraries, post offices and public schools (but not parks). Institutional uses include places of worship, cemeteries and other private non-profit uses.

Public and institutional uses are typically not concentrated in specific locations and cover approximately 223 acres (4%). The majority of public and institutional land uses in the city are located on scattered sites throughout the City. The original City Hall and the central fire station form an identifiable "government center" on Buford highway just south of Lawrenceville-Suwanee Road. However, a post office is located at Eva Kennedy and Peachtree Industrial Boulevard and a new branch library was constructed on Main Street slightly west of Suwanee Dam Road in Old Town. The only public schools in the city limits are Suwanee Elementary located on Smithtown Road and Level Creek Elementary on Tench Road. The Gwinnett County Board of Education also operates a school bus driver training facility in an old school located on Buford Highway.

Other than the city's several places of worship, the remaining institutional land is dominated in acreage by Annandale Village, a residential facility for handicapped individuals.

Parks, Recreation and Preservation

Defined: Land dedicated to active or passive recreational uses. These lands may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers, etc.

As a result of the 2001 Open Space Initiative, this is one of the land uses that has changed most dramatically since 2000. George Pierce Park is still the single largest recreation facility in the city at over 300 acres, but the city now includes a total of about 788 acres (13%) of recreational uses. New parks include Town Center Park, PlayTown Suwanee, Suwanee Creek Park, Sims Lake Park, and the addition of 2.5 miles of greenway along Suwanee Creek. The city has also purchased a number of other sites that are not yet open to the public. In addition, there are several subdivision recreation areas within the corporate limits that add to the city's overall inventory but are limited in use to the subdivision residents.

Agriculture and Forestry

Defined: Land being actively farmed, including crop cultivation or livestock operations, or set aside for commercial timber or pulpwood harvesting as an agricultural pursuit.

Agricultural uses cover only about 157 acres (3%) of land in Suwanee, located primarily on three tracts. One tract is a small farming operation in Old Town; another is a horse farm located off Settles Bridge Road; and the third tract is a tree farm on Smithtown Road that was annexed into the city in 2006.

Undeveloped

Defined: Land not developed or not being used for a specific purpose, and lands where development has been abandoned or where deteriorated, vacant buildings are located.

Undeveloped land constitutes only 763 acres or just over 10% of the city's parcel area. However, all of this land is not readily developable. About 14% (109 acres) of these sites are impacted by environmental challenges like wetlands, streams, lakes, steep slopes, poor access, etc. and future development on these portions would be either difficult or close to impossible. These tracts are generally scattered throughout the City. Many of the undeveloped tracts, constituting about 654 acres, are likely to be developed in the near future.

2.2.2 Existing Land Use Policies

The city's historic land use policies were generally consistent with more conventional suburban areas, reflected in the zoning ordinance which separated uses into distinct districts. As a result of the 2000 update to the comprehensive plan, the city initiated land use policies that encourage mixed-use development and pedestrian mobility while deferring to existing policies in established residential areas. Annexation policy was geared towards bringing non-residential uses around the I-85 business district into the city, and simplifying the city limits by annexing unincorporated islands of land.

Major Zoning Ordinance Amendments

A significant change in the zoning ordinance occurred during the 1999 comprehensive planning process. The city adopted the Planned Mixed-Use Development District late in 1999 and subsequently zoned over 550 acres to this new category. The PMUD district allows for larger

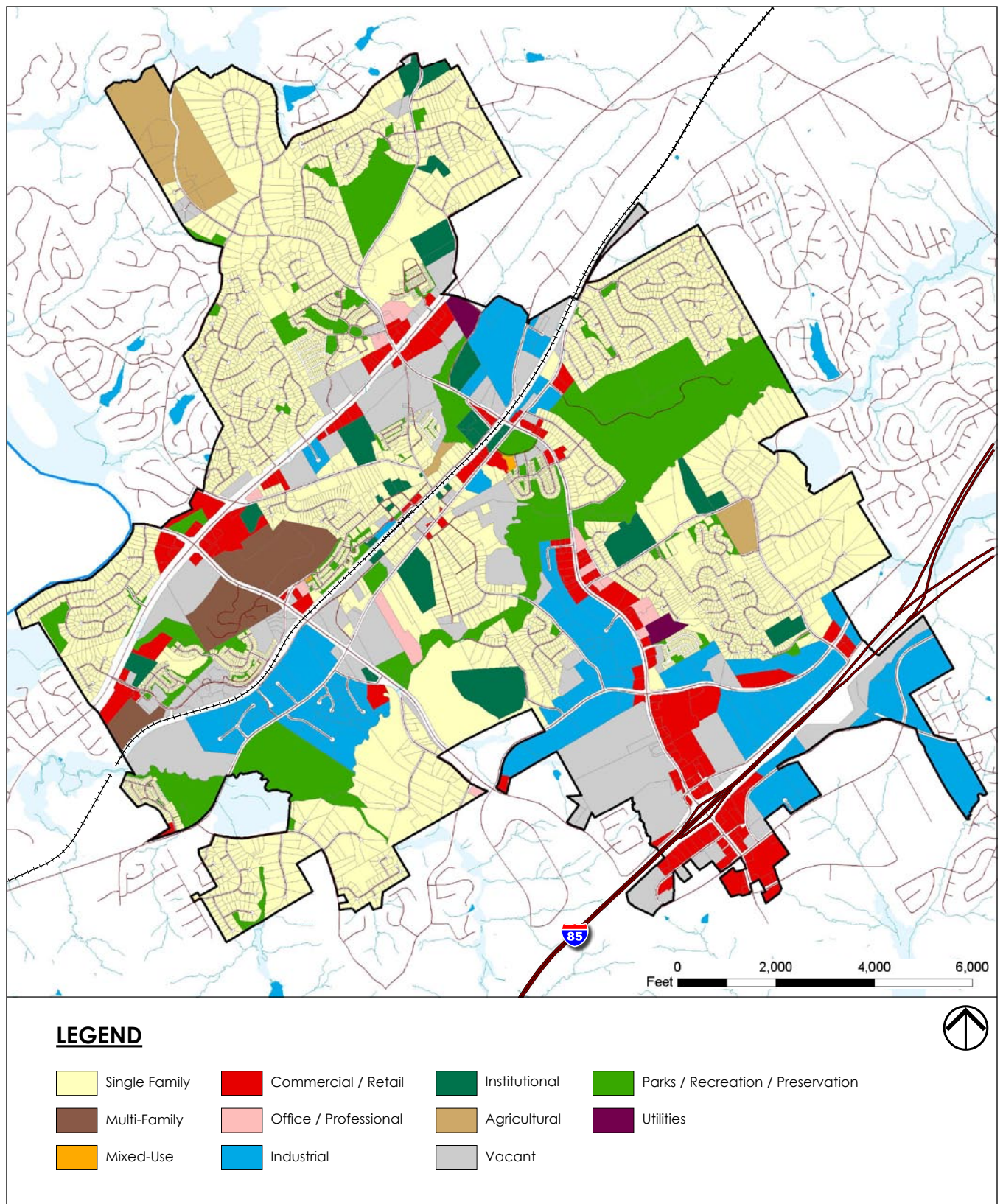


Figure 2.2-a: Existing Land Use

master-planned projects that connect residential uses to non-residential uses, encourages pedestrian mobility, requires land conservation, promotes more efficient use of land, and allows for the creation of neighborhoods with their own distinct character.

Another significant zoning ordinance amendment was the adoption of the Old Town Overlay District, which included two new zoning districts - the Infill Residential District and the Old Town Commercial District. The overlay district combined with the two new base districts are intended to provide structured guidance toward a more traditional form of development. To date, the districts have not yet been used on a large scale, but they are likely to be used more often as growth pressures radiate out from Town Center.

The city also amended the zoning ordinance to create special uses. This has allowed the city to more actively guide uses to appropriate locations. For example, automotive-related uses have been steered away from the more residential Peachtree Industrial Boulevard corridor to more exclusively commercial areas.

Annexation

From 2000 to 2007, the City annexed a total of 711 acres including approximately 253 acres of residentially zoned land and approximately 1,000 new people..Most of the annexations were city-initiated annexations, which targeted the unincorporated island around Smithtown Road and Satellite Boulevard (between Highway 317 and Smithtown Road). An unincorporated island is an area that is entirely surrounded by city limits. The city has also targeted annexations in the commercial areas around the I-85 business district. In 2005, the city conducted an annexation study based on a fiscal impact analysis that was intended to determine if the revenue generated from annexed areas would be sufficient to cover the costs of providing services to the area.

2.2.3 Growth Areas

Most of the large and/or isolated tracts are no longer available. Future growth will be within or near existing neighborhoods. This will make future development more challenging and complex. Just over 10% of the city's net developable land area (excluding infrastructure rights-of-way) is vacant and available for development or preservation as open space. Given the city's strategic location on interstate and regional arterial highways, as well as a main rail line into Atlanta's core, and considering the future growth policies of Gwinnett County, growth pressure can be expected to continue in the city for the foreseeable future. While some growth can be

accommodated on vacant land, and in residential or mixed-use neighborhoods that have not been fully built out, a large amount of future growth – both residential and economic – will need to occur on land that is currently developed to some degree. This “redevelopment approach” to accommodating and managing future growth rests on some basic policy assumptions derived from a philosophy of sustainability vocalized by the community during the public involvement process:

- *That growth should occur where there is adequate infrastructure - existing or planned - to accommodate it;*
- *That growth should occur where the city has made a substantial public investment in encouraging it;*
- *That growth should occur in places that potentially have the most beneficial and equitable effect for all city residents; and*
- *That growth should not endanger the city's high quality of life or sense of identity, or put existing neighborhoods at undue risk of change.*

Given these conditions, redevelopment opportunities fall into two broad categories: Intensification of land that preserves or expands existing uses in response to land use policy decisions (Example, Old Town);

Intensification of land that changes use based on escalating market pressure supported by policy. Though interrelated, each category points to different growth areas that were recognized as such by the community (Suwanee Gateway); and

Through numerous workshops and roundtable discussions with the community evolved into the priority Character Areas described below.

Town Center and Old Town are examples of future land use intensification that responds to city policy but generally preserves existing uses. Municipal action to create a new town center around a ten-acre park, build a new city hall, expand an adjacent greenway system, and revise the regulatory framework has created a climate where the growth experienced in Town Center on vacant land has changed the dynamic of the surrounding areas. While there is the potential for additional mixed-use development on commercial parcels along Lawrenceville-Suwanee Road and Buford Highway, the bulk of future growth in Town Center will be intensification of existing residential land in and around the Suwanee Lake Estates neighborhood and in Old Town and along Buford Highway. The growth strategies in these residential areas should reflect the need to maintain a high quality-of-life and preserve elements and landscapes unique to Suwanee's identity.

A changing market in the I-85 area (Suwanee Gateway) stimulated by the extension of McGinnis Ferry Road and by a large master planned development will likely lead to gradual transitioning of existing uses in the I-85 business district, away from warehousing and flex-space, and toward more mixed-use, commercial and professional office redevelopment. Given the community's desire to diversify the city's economic base, Suwanee Gateway represents a tremendous opportunity to expand into new industries and accommodate future business growth, along with providing space for new housing that is difficult to absorb elsewhere. The transformation of Suwanee Gateway will also affect the Lawrenceville-Suwanee corridor to the west, where there is some growth potential in underdeveloped land or obsolete buildings along Sharon Industrial Way.

2.2.4 Future Land Use and Development

With growth expected to concentrate in the Town Center, and Suwanee Gateway areas, Suwanee's future land use profile has evolved to define the Lawrenceville-Suwanee Road corridor as the city's principal urban artery, dominated by mixed-use and commercial developments over most of its length, and punctuated by parks and open space preservation (Figure 2.2-b). The influence of I-85 and Satellite Boulevard as regional thoroughfares is also clear in the proposed concentration of high-density office around the I-85 interchange, and the continued dominance of office-industrial uses along Satellite Boulevard. In northern Suwanee, ongoing and future development around the intersection of Peachtree Industrial Boulevard and Suwanee Dam Road pulls the mixed-use/commercial orientation of Lawrenceville-Suwanee north of the railroad, eventually ending at Sims Lake Park.

Single-family residential uses surround the Lawrenceville-Suwanee corridor and populate most of the remainder of the city, with the notable exceptions of the multifamily/shopping center concentration at the McGinnis Ferry/Peachtree Industrial Boulevard intersection, and the industrial parks on southwest Buford Highway. While these two nodes are identified as unique geographic areas that will likely remain in their present form into the near future, over time they could transition to other more intense land uses depending on market demand. In particular, the Buford Highway light industrial/warehouse properties are aging and becoming generally inconsistent with industrial trends in other areas of the city because of their small floor areas.

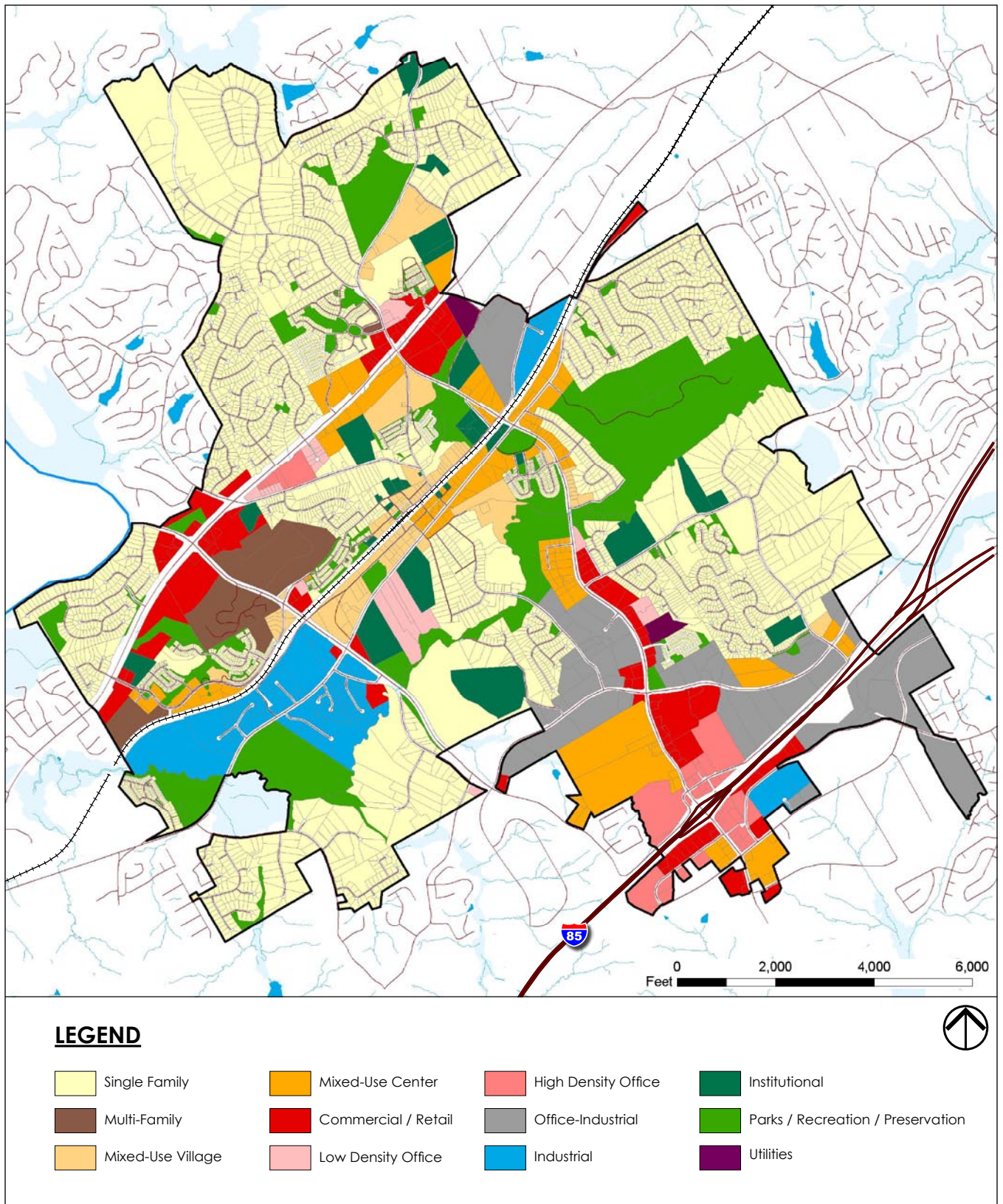


Figure 2.2-b: Future Land Use

The following tables summarize the expected future land use distribution for the City of Suwanee by the year 2030. In the first three tables, land uses are presented by Character Area and also includes city-wide totals. Tables 2.2-a1, 2.2-a2 and 2.2-a3 indicate existing development quantities, corresponding new development and redevelopment totals, resulting in total quantities for 2030. Table 2.2-b compares the existing land use (ELU) with the future land use (FLU) resulting in the change in acreage by 2030. The most striking trend in Table 2.2-b is the major increase in land use dedicated to office, both in the 139 acres of new high-density office near the interstate, and the additional 401 acres of mixed-use center which assumes office as the dominant use. This gain is offset by the conversion of approximately 763 acres of vacant land, which includes the greenfield site that is being developed by Opus. Still, because there is room for additional density on the Opus site, and because the proportion of office in a mixed-use center is variable, the increase in office indicates more of a shift in city land use policy than it does any quantifiable development type. This is also implicit in the 32-acre gain in industrial / office-industrial uses. The Agenda assumes that while there is an overall gain in this category, over time some of the existing light industrial and warehouse space will diversify or redevelop as flex-space with greater amounts of support office.

Certain assumptions have been made to calculate the development totals for each character area. These depend on the expected level of change foreseen in each area so as to reach the vision for 2030. The developable quantities for the land uses reflect those provided in the zoning ordinances for the City.²

² • Existing residential areas = Existing densities

- Residential: Low density = 4 units per acre; Medium density = 8 units per acre; High density = 20 units per acre
Multi-family = 12 to 15 units per acre

- Commercial/Retail: Stand alone = 0.20 FAR for existing and 0.25 FAR for future

Within mixed-use developments: Low density = 5,000 sf per acre; Medium density = 8,000 sf per acre;
High density = 12,000 sf per acre

- Office: Low density = 5,000 sf per acre; Medium density = 10,000 sf per acre; High density = 20,000 sf per acre
- Industrial and Office-Industrial = 0.3 FAR
- Mixed-Use Village: 2/3 of total area = residential and 1/3 of total area = commercial/retail
- Mixed-Use Centers: 1/3 of total area = residential and 2/3 of total area = office and commercial/retail

LAND USE DISTRIBUTION:

	Suwanee North			PIB			Suwanee Station			Buford West		
	2007	New	2030	2007	New	2030	2007	New	2030	2007	New	2030
Residential (units)	392	125	517	844	556	1,400	1,221	291	1,512			
Commercial/Retail (sqft)				848,287	995,981	1,905,906	181,210	107,030	288,239	56,454	17,206	73,660
Office (sqft)				144,100	612,586	816,086		64,389	64,389			
Industrial & Office-Industrial (sqft)				99,317	-99,317					2,315,780	175,634	2,491,414
Institutional (acres)	8	1	9	26		26	9		9	2		
Utilities (acres)				12		12						
Parks (acres)	77		77	35	1	36	30	4	34			
Agricultural (acres)	130											
Vacant (acres)	12			176			47			67		

Table 2.2-a1

	Old Town			Town Center			Satellite North			Smithtown Road		
	2007	New	2030	2007	New	2030	2007	New	2030	2007	New	2030
Residential (units)	1,251	480	1,731	318	365	683	106	78	184	140	19	160
Commercial/Retail (sqft)	80,869	103,552	184,421	236,599	140,698	377,298	364,771	66,287	431,059		5,378	5,378
Office (sqft)	186,873	344,289	531,162	4,889	230,922	235,811	179,740	-2,629	177,111		2,689	2,689
Industrial & Office-Industrial (sqft)	28,358	-28,358		1,140,052	-292,854	847,198	1,123,325	-33,323	1,090,002	65,340		65,340
Institutional (acres)	50	6	56	27	1	28				27		27
Utilities (acres)							11		11			
Parks (acres)	19	9	28	16	5	21	3	5	8			
Agricultural (acres)				5						22		
Vacant (acres)	95			68			18					

Table 2.2-a2

	Suwanee Gateway			Established Neighborhoods			CITY OF SUWANEE		
	2007	New	2030	2007	New	2030	2007	New	2030
Residential (units)	4	1,136	1,140	2,589	-7	2,581	6,865	3,043	9,908
Commercial/Retail (sqft)	1,544,725	409,500	1,954,225	16,814	46,348	63,162	3,329,729	1,891,980	5,221,709
Office (sqft)		4,555,511	4,555,511	21,010		21,010	536,612	5,807,757	6,344,369
Industrial & Office-Industrial (sqft)	4,635,742	447,318	5,083,060				9,407,915	169,100	9,577,014
Institutional (acres)				73	6	79	223	11	234
Utilities (acres)							23		23
Parks (acres)	3	4	7	604	5	609	788	32	819
Agricultural (acres)							157		
Vacant (acres)	270			9			763		

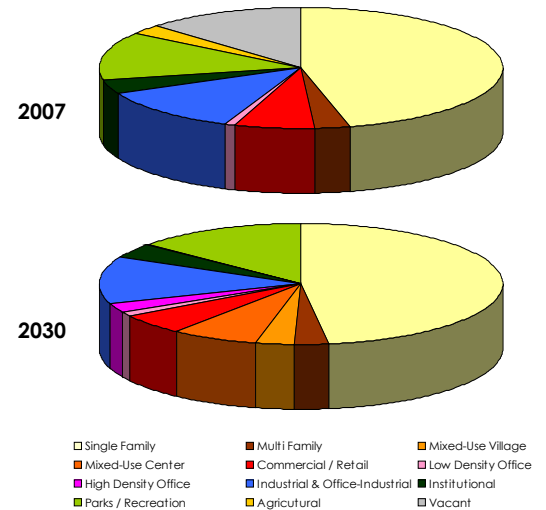
Table 2.2-a3

COMPARISON OF EXISTING VERSUS FUTURE LAND USE ACREAGE:

	2007		2030		Change in Acreage
	Acreage	%	Acreage	%	
Single Family	2,787	45%	2,871	48%	84
Multi-Family	162	3%	173	3%	11
Mixed-Use Village	0	0	191	3%	191
Mixed-Use Center	3	0	404	7%	401
Commercial/Retail	381	6%	339	6%	-42
Low Density Office	48	1%	77	1%	29
High Density Office	0	0	139	2%	139
Industrial & Office-Industrial	720	12%	752	12%	32
Institutional	223	4%	234	4%	11
Utilities	23	0	23	0	23
Parks / Recreation / Preservation	788	13%	819	14%	32
Agricultural	157	3%	0	0	-157
Vacant	763	13%	0	0	-763

Table 2.2-b

Note: The calculated acreage takes into account only the parcel areas. It does not account for the street network and the right of ways. Total city acreage = 6,998 acres and Total parcel acreage within the city = 6,751 acres.



Character Areas

This Community Agenda focuses particular attention on five Character Areas expected to have the most development, redevelopment and land use changes over the time horizon of this plan. Discussed briefly above, these Character Areas are Historic Old Town, Town Center, Suwanee Gateway, Satellite North (Sharon Industrial Way), and Peachtree Industrial Boulevard. An additional five Character Areas cover the remainder of the city – Suwanee North, Suwanee Station, Buford West, Smithtown Road, and Established Neighborhoods. While significant growth or change is not anticipated - and in some cases discouraged - in these Character Areas, they nonetheless require attention in maintaining a high standard of municipal service provision and continuing care of public infrastructure. In particular, Smithtown Road and Suwanee North could have some level of capital investment targeted toward streetscape improvements and open space programming. Likewise, Suwanee Station and Buford West should be examined for changing circumstances and evaluated accordingly every ten years.

The highlights of the five priority Character Areas and their growth issues are summarized as follows (a detailed description of all the Character Areas are provided in Part 3 - "Future Development" of the document):

Historic Old Town

Redevelopment in Old Town is slowly beginning to occur as new residences are being proposed; but non-residential development is lagging. New development will likely continue to occur in this area. Old Town's character should be fully defined to identify and resolve the increasing conflicts between old and new. The western portion of Town Center should be included in further discussions of the Old Town Overlay District because of the geographic overlap and the transition required between the two different development approaches. An update of the Old Town Master Plan should be undertaken to investigate ways to address infill development and the existing historic and rural character, and to consider the form and character of a "gateway district" along Buford Highway.

Town Center and Adjacent Areas

Town Center has been successful in creating a sense of place and identity as the "Heart of Suwanee," and is acting as a catalyst for additional mixed-use and residential development demand. The parcels west of Buford Highway and south of Lawrenceville-Suwanee Road should

be included in any future Town Center expansion studies, as should the western portion of Town Center be included in further discussions of the Old Town Overlay District

Suwanee Gateway

Gateway is emerging as the next significant growth area in the city after Town Center, especially with the development of the Terraces at Suwanee Gateway (Opus). Given Suwanee Gateway's potential, a detailed LCI-type planning effort could be conducted for the Gateway TAD area to determine locations and types of catalytic projects using the Competitive Assessment / Development Strategy Report and the existing Redevelopment Plan as the points of departure. Considering its future as a regional activity center on major transportation arteries, an LCI plan for Gateway could not only provide a comprehensive development and public space vision, but could analyze the transportation improvements necessary to support the development in the context of regional mobility and growth management. Regulatory changes could also be considered to help implement the land use and development vision established by an LCI plan.

Satellite North

Satellite North has seen recent investment in commercial and office-warehousing uses, but continues to have areas that are underdeveloped given its proximity to Gateway and Town Center. In particular, a small-area planning effort should be considered to create a redevelopment plan for Sharon Industrial Way, with consideration given to the long-term future of the commercial area on the opposite side of Lawrenceville-Suwanee Road. The city should also explore ways to extend Martin Farm Park and the Suwanee Creek greenway to the south along the low-lying area behind the parcels fronting Martin Farm Road to the east.

Peachtree Industrial Boulevard

Peachtree Industrial Boulevard has two distinct parts characterized by the types of development occurring around each of the corridor's major intersections. In general, the corridor should be maintained as predominantly commercial to support the surrounding residential areas. More intensive commercial uses should be directed into the nodal areas surrounding the McGinnis Ferry and Suwanee Dam Road intersections with priority given the Suwanee Dam / Stonecypher Road area. In particular, the city should promote commercial mixed-use (office / retail) on both sides

of the corridor near the Suwanee Dam Road intersection to better complement the growth of Town Center. Essential to the growth of this node is the future mixed-use development of a large vacant tract south of the intersection, with suitable connections made to its surroundings.

2.3 Housing

From the establishment of the Suwanee Post Office in 1838 to its incorporation as a formal town in 1949, Suwanee was largely an agricultural town. The population was small, life was rural and commerce had focused on the railroad. The newly incorporated town still reflected the pattern first laid down when the Norfolk-Southern railroad came through in 1871: a small commercial district, fringed with residences, extending in a linear pattern east to west along the railroad tracks and Buford Highway. In 1960, the city contained just 115 houses.



The construction of I-85 in the 1960's caused a small burst of growth with the addition of 98 residential units, bringing the total number of units to 213 in 1970. Four primary housing types characterized pre-1970 Suwanee: ranches, bungalows, historic Victorian and regional farm style homes.

Over the next two decades, the city continued to grow slowly as the number of housing units increased to 825 units in 1990. This time period also saw the introduction of a new housing type with the addition of 25 multifamily units. Single-family units were a mix of large expensive homes built primarily in the 1980's and smaller more moderately priced homes constructed primarily in the 1960's and 1970's. Suwanee Farms (Meadowbrook Circle), Timberlost Trail, and Leaf Lake Lane typify the type of development occurring during this time period. Most of the homes during this period were served by septic systems only.

In the 1990's, Suwanee emerged as a bedroom community when the metro Atlanta growth wave hit. By the end of the decade, the number of residential units increased to 3,144 units, including 2,459 single-family residences and 685 multifamily residences. During this time period, single-family housing growth was characterized by more suburban-style single-family residential subdivisions with cul-de-sac streets and neighborhood amenity areas. Ruby Forest, Chattahoochee Run, and Forest Plantation/Stoneridge are examples of the types of neighborhoods constructed during this time. These more expensive homes were built on smaller lots served by sanitary sewer. This decade also introduced two apartment complexes along McGinnis Ferry Road, which are gated and, like their single-family counterparts, include significant neighborhood amenity areas.

Largely as a result of a change in policies outlined in the 2020 Comprehensive Plan adopted in 2000, the last eight years were characterized by residential units that were built in mostly mixed-use communities. The city's total housing unit count increased to 5,992 units by the end of 2007 with housing types new to Suwanee like townhouses, apartments above storefront commercial, and gated single-family neighborhoods. At this point, single-family residential units comprise 67 percent of the total housing stock, single-family attached townhouses 10 percent and multifamily units 23 percent.

Although detached single-family residential homes continue to be the dominant form of housing in Suwanee, the units constructed during the last decade are often smaller in size, with some lots as small as 1/10 of an acre. The units are generally more consistent with traditional styles of development, including larger front porches, rear-loaded garages, and reduced front yard setbacks. This development form is often New Urbanism or Traditional Neighborhood Development.

While the lot sizes in Suwanee have continued to shrink, price points have risen. The neighborhoods built during this period also tend to mix housing types and provide a mix of nearby community retail and office uses. While still served by resident-only amenity centers, the neighborhoods are often also served by formal passive parks and informal community owned natural areas. Finally, two conventional garden-style apartment complexes were also constructed in this timeframe.

QUANTITY AND TYPE OF HOUSING UNITS:

	New by unit type			Total by unit type						Total Units
	Single-Family	Townhouse	Multi-Family	Single-Family	Townhouse	Multi-Family				
2000	110	0	342	2,569	71%	0	0	1,027	29%	3,596
2001	87	0	0	2,656	72%	0	0	1,027	28%	3,683
2002	74	8	0	2,730	72%	8	0.2%	1,027	27%	3,765
2003	65	69	0	2,795	72%	77	2%	1,027	26%	3,899
2004	180	97	336	2,975	66%	174	4%	1,363	30%	4,512
2005	299	240	23	3,274	65%	414	8%	1,386	27%	5,074
2006	619	123	0	3,893	67%	537	9%	1,386	24%	5,816
2007	130	46	0	4,023	67%	583	10%	1,386	23%	5,992

Table 2.3-a

Source: City of Suwanee Planning Department

Housing Age and Occupancy

The City added over 2,300 residential units in the 1990's and more than 2,800 residential units in the last eight years. This indicates that almost 50 percent of the housing stock in Suwanee is less than 8 years old, and 86 percent is less than 17 years old. While Suwanee's housing stock is still relatively new, in the next 20 years the city will need to be prepared to develop strategies to ensure that these units are well maintained.

Suwanee has traditionally been a community where owner-occupied housing units dominate. In 1980, only 22 percent of the total residential units were renter-occupied. This number dropped to 12.6 percent in 1990. With the addition of two apartment complexes in the 1990's the rental rate increased back to roughly 22 percent in 2000. Current occupancy data is not available, but since 23 percent of the residential units in Suwanee are apartments, the rental rate has likely increased slightly beyond the 22 percent in recent years. With employment opportunities increasing in the City, multi-family complexes are ideal housing options for a new and diversifying work force who may see the benefits of living close to their place of work. Hence, the maintenance and enhancement of these complexes becomes important for the City. To ensure that these areas do not deteriorate physically and in turn adversely affect their surroundings, the City needs to take a firm stand in enforcing relevant codes.

Cost of Housing

Relative to Gwinnett County, Suwanee is an expensive community for housing, whether renter or owner-occupied. Among other county municipalities and compared to unincorporated Gwinnett, only Berkeley Lake has a higher median home price than Suwanee, at \$208,900. Most of the apartments in Suwanee are relatively new; and as such, rental prices are somewhat higher than the rest of the county. The median contract rent in Suwanee is \$826 per month, compared to \$719 in Gwinnett.

In 2007, the City developed a Housing Affordability Study which examined the impact of the high rental rates and median home prices on housing affordability. This study determined that 50 percent of Extremely Low Income households were paying more than 30 percent of their gross income for housing; although affordable housing for workforce households (those earning 50 percent or less than the area's median income) can be found in older single-family detached and new townhouse stock. The study found that new homes are relatively expensive, but there were significant rental opportunities within the city's various apartment complexes. The report also concludes that people employed in lower-paying jobs in the city can and do find housing

within their means in rental areas and other parts of the county within a reasonable commute distance away.

Housing Forecasts and Needs

Opportunities for large-scale single-family developments will be limited in the future as large tracts of land necessary to develop these types of communities will no longer be available. Single-family residential development is likely to be focused on infill opportunities particularly in the Old Town area but also in limited places in the Suwanee North and Smithtown Road character areas. There is also a considerable number of available attached and detached single-family residential lots in existing neighborhoods including Highland Station, Three Bridges, McGinnis Reserve, Stonecypher, Village Grove and Suwanee Station. Given that these units will likely be built in the next five years, the city should concentrate on creating a sensitive infill strategy for areas around Town Center and Old Town to accommodate limited amount of new single-family homes. The city should also re-evaluate housing affordability regularly, and determine whether other infill locations and policies are appropriate. The city should also consider collaborating with Gwinnett County to work toward a land use strategy for unincorporated and undeveloped land near the city limits to both address the countywide need for moderately-priced units and evaluate the impact of additional residential development on city facilities.

There is also ample opportunity for future townhouse and multifamily development associated with potential mixed-use projects in Suwanee Gateway and some areas along Peachtree Industrial Boulevard. When located appropriately, increased densities can have beneficial impacts by providing customers for nearby shopping areas and employee residences for businesses. Community opposition to higher density – particularly apartments – must be considered when evaluating the appropriateness of such uses.

In some circumstances, townhomes could provide useful and appropriate transitions from the commercial intensive areas, such as the PIB corridor to the existing single-family residential area. Market demands also suggest that future multifamily units are more likely to resemble the type of buildings found in Town Center as opposed to the garden-style complexes that characterized the 1990's and early 2000's. The city should continue to advocate for this positive change where appropriate, and with subsequent updates, evaluate the possibility of transitioning out the garden-style developments to the mixed-use platform over time.

Like the rest of the country, Suwanee's population will continue to change. There will be an increase in the community's average age which will increase the demand for senior housing opportunities. Increased demand for single-level homes, coupled with associated services, will be needed in the future. Since few large tracts suitable for master planned communities are available, this need will be largely met by infill opportunities and multi-family facilities.

2.4 Community Facilities

The adequacy and availability of community facilities is a necessary part of the comprehensive planning process due to the importance of maintaining and attracting future residents, businesses and industries to the area. Growth needs to be managed in such a way so as to not put an undue burden on existing community facilities, thereby affecting the overall quality of life in the City. Although the City has grown rapidly in recent years, the City is now served by more parks, schools, and public safety resources than ever before. In addition to expanding existing assets, a new library was constructed and a new City Hall is under construction resulting in needed space for administration, police and the community as a whole.



Open Space Assessment and Needs

Prior to the 2000 Comprehensive Plan, the City had only about 10 acres of city-owned parkland. In response to this lack of parkland, the Comprehensive Plan identified parkland and open space acquisition and protection as an important community goal. The City subsequently conducted an Open Space and Recreational Needs Assessment in 2001. The plan identified a need for additional passive parks and open space. The assessment found that Gwinnett County was providing adequate active recreation facilities for Suwanee, but open space preservation, passive park areas, and community gathering areas were limited. In response to this assessment and with backing of a citizen-approved referendum, the City initiated a \$17.7 million dollar Open Space Initiative through voter referendum and bond issue. This initiative resulted in the purchase and preservation of over 200 acres of open space and parks and the construction of approximately 2.5 miles of additional trails. When coupled with Gwinnett County resources the city has approximately 800 acres of park land within its corporate limits. This does not include an additional 530 acres of emerging Gwinnett County park land adjacent to or near the city. Below is an inventory of City open space facilities.

Parks open to the public:

- a) *City Hall Park* – One-third acre park located at the Municipal Complex. Facilities include a small fountain, small set of playground equipment and a small gazebo. No additions are planned.
- b) *Main Street Park* – Half-acre park located on Main Street in Old Town. Facilities include a small gazebo and one basketball court. No additions are planned.
- c) *Martin Farm Park* – 9-acre passive park located on Martin Farm Road. Serves as an access point to the Suwanee Creek Greenway. Facilities include a small gravel parking lot and some natural open space. Minor additions may be needed in the future.
- d) *Suwanee Creek Park* – 85-acre passive nature park located on Buford Highway adjacent to Suwanee Creek. Serves as the primary trailhead for Suwanee Creek Greenway. Features/amenities include approximately 100 parking spaces, restrooms, 2 pavilions, and over one mile of asphalt trail/bikeway, a three-quarters of a mile soft surface trail, and an outdoor classroom. Future phases are anticipated.
- e) *Town Center Park* – 10-acre urban-style park located at the intersection of Buford Highway and Lawrenceville-Suwanee Road. Features/amenities include 120 parking spaces, 2,000 square foot performance building with stage, 1,500 person amphitheater-style grass seating area, dressing room, and restrooms. Park also contains several large passive event lawns, plazas, walkways, and an interactive fountain.
- f) *PlayTown Suwanee* – 3.5-acre children's interactive playground located on Main Street. Facilities include 46 parking spaces, restrooms, and a large custom-built playground structure. Future enhancements anticipated.
- g) *McGinnis Ferry Road/Burnette Road Trail Head* – A quarter-acre gravel parking area that serves as a trailhead for the Suwanee Creek Greenway.



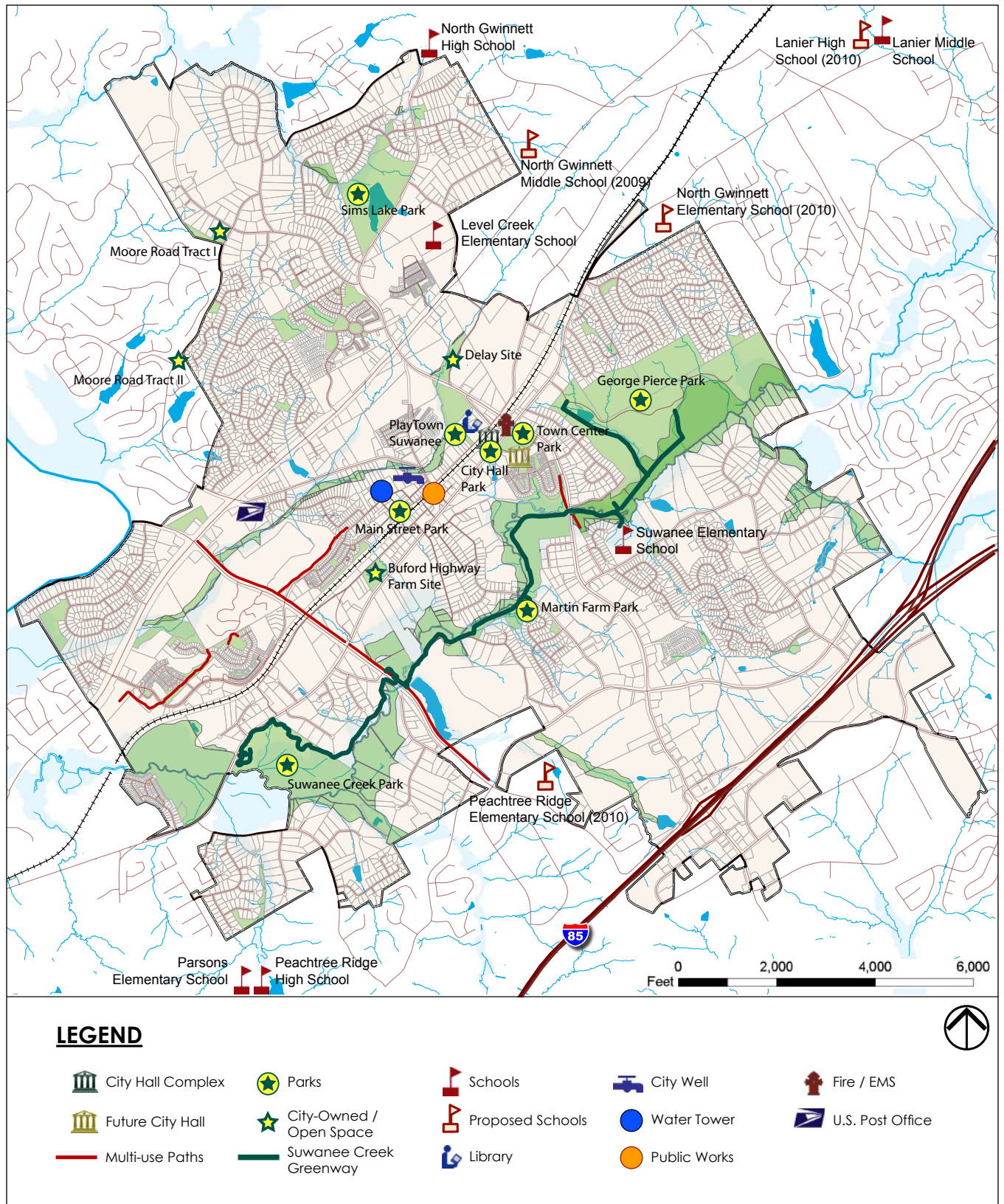


Figure 2.4-a: Community Facilities

- h) *Suwanee Creek Greenway* – Four mile hard-surface multi-use path extending between George Pierce Park and Suwanee Creek Park. The trail is 6 to 10 feet wide and constructed of asphalt, concrete or boardwalk. In 2007, a bridge over Suwanee Creek, adjacent to Lawrenceville-Suwanee Road was completed to help connect Town Center to the Greenway. The Greenway is accessible from Suwanee Creek Park, the Burnette Road/ McGinnis Ferry Road trail head, Martin Farm Road Park, and Town Center Park. Additional enhancements and improvements anticipated.

Sites owned by City but not open to public:

- a) *Sims Lake Park* – 62-acre future park site located on Suwanee Dam Road. Dam reconstruction complete. The project has been engineered and is under construction at the time of this planning effort. Current construction plans include approximately 80 parking spaces, restroom facilities, hard surface trails, a small shelter, a 10,000 square foot playground and a maintenance facility. Future phases are anticipated.
- b) *DeLay Site* – 23-acre future park site located on Lawrenceville-Suwanee Road. The city has a life estate agreement with the previous property owner. No imminent plans for improvements.
- c) *Buford Highway Farm Site* – 6.9-acre future park site on Buford Highway. No imminent plans for improvements.
- d) *Moore Road Tract I* – 4.5-acre future park site on Moore Road. No imminent plans for improvements.
- e) *Moore Road Tract II* – 1.8-acre future park site on Moore Road. No imminent plans for improvements.

Gwinnett County provides an extensive active recreation program that serves the residents of Suwanee. George Pierce Park is an approximately 300-acre park located within the City Limits. It provides football fields, softball/baseball fields, soccer fields, basketball courts, trails, and a senior center. Since the implementation of the Open Space initiative, the City is well served by parks. However, there may be areas outside the City that are underserved by parks. This could contribute to increased use of City facilities.

Facilities Assessment and Needs

The City of Suwanee administrative departments currently occupy four structures, three of which are located on Buford Highway near the intersection with Lawrenceville-Suwanee Road. The four facilities are the current City Hall, the Crossroads Center (former City Hall), the rear portion of Fire Station No. 13, and the public works facility located off Mary Lou Street. The current City Hall totals approximately 11,000 square feet and houses the City Managers Office, Finance, Public Works, Human Resources, the City Clerk, some of Planning and Community Development and the City's Police Department. The Crossroads Center totals approximately 3,700 square feet and houses the municipal court and portions of Planning and Community Development. The rear portion of Fire Station No. 13 includes a 2,000 square foot vehicle maintenance area and a 1,000 square foot general storage area.

In 2005, the City conducted a city facilities assessment that determined an additional 22,000 to 28,000 square feet of office space, and an additional 3,000 square feet of public works maintenance covered shop will be needed in the mid-term future. As a result of this assessment, the City is constructing an approximately 23,000 square foot City Hall. The new facility will house the City Manager's Office, Finance, Human Resources, the City Clerk, Public Works and Inspections, and Planning and Community Development. The existing City Hall (constructed in 1997) will house the City Police Department. The Crossroads Center will continue to house the municipal court. The City will need to continue to search for a suitable location for the additional 3,000 square foot public works facility.

In 2002 Gwinnett County completed an approximately 20,000 square foot public library located on Main Street.

In 2007, Gwinnett County added a community facility at George Pierce Park. This first-class facility provides several community activities rooms – particularly for seniors.

Public Safety Assessment and Need

Public Safety:

The City of Suwanee Police Department currently budgets for 43 positions including 34 sworn police officers and 9 civilian positions. As demands and needs increase, police resources are increased accordingly.



Police currently use approximately half of the 11,000 square foot City Hall. In late 2008, the entire Police Department will take over the current City Hall building when administration vacates it to move into the new City Hall.

The Suwanee Police Department has a community policing oriented philosophy that focuses on building relationships, creating communication avenues and enhancing awareness of both residents and officers. This philosophy is labor intensive, but is expected to reduce overall calls for service over time.

The Police Department includes the following bureaus and divisions: Chief of Police, Field Operations Bureau, Administrative Services Bureau, Support Services Division, Records/Evidence, Special Services Division, Criminal Investigations, Training/Community Relations, Drug Task Force, Red Light Camera, Communications, Selective Enforcement, Patrol, and Park Police.

City facilities include a small jail that is not used at this time. The City contracts with the Gwinnett County Sheriff's office for this service.

Below is a list of some of the programs operated by the Police Department. These programs are a reflection of the City's continuing desire to focus on developing a sense of community.

P.A.C.T. Program

The PACT program (Police and Citizens Together) is an ongoing initiative serving individual neighborhoods. The program continues to be a vital part of the police department's community policing philosophy. The Department has consistently added new neighborhoods to the program as they have been completed. Neighborhoods are recognized as P.A.C.T neighborhoods when they have completed three meetings.

Georgia Teens Ride with P.R.I.D.E (Parents Reducing Incidents Of Driver Error)

The Suwanee Police Department in conjunction with the Georgia Traffic Injury Prevention Institute, hosts a drivers education class for parents/caretakers and teens between the ages of 14 and 16.

Selective Enforcement Unit

The Selective Enforcement Unit (SEU) handles any type of specific issue, special detail, or problem identified as a public safety issue.

Park Patrol Officers

The Park Patrol, a component within SEU, was started to address the tracts of land that have been acquired by the City through the Open Space Initiative. The department goal is to add one officer per year over the next five years to patrol the parks. Currently, 2 full-time officers are assigned to the City's 3 parks and trail system.

Citizens Police Academy

The Suwanee Police Department started the Citizens Police Academy in the year 2000. The program is popular with citizens and local business owners. The department strives to conduct two academy classes per year.

C.O.P.S

COPS (Caring Officers Proving Support) is a City program undertaken in conjunction with local schools. This program matches officers one-on-one with elementary school students that may need extra attention for a variety of reasons. The officers meet with the students once a week to discuss assorted life topics.

Healthcare

Suwanee is generally well-served by hospitals. There are four hospitals in Gwinnett County, three of which have emergency rooms. Emory Eastside Medical Center, Gwinnett Medical Center (GMC), and Gwinnett Health System (GHS) /Joan Glancy Memorial Hospital have emergency rooms; Summit Ridge Hospital, located directly south of the Lawrenceville fire station, is a psychiatric hospital and does not have an emergency room. Gwinnett Health System, located in Lawrenceville, is a not-for-profit healthcare network that includes three hospitals and other support facilities. Suwanee residents are also served by the recently completed Emory John's

Creek Hospital.

The Gwinnett Coalition for Health and Human Services is a public/private partnership that was founded in 1989. The Coalition focuses on improving the health of Gwinnett residents, providing positive child and youth development programs, and strengthening families and communities. The Coalition's Board of Directors has representatives from a variety of community groups: Gwinnett County government, state government, health service providers, schools, corporate and professional services, and other community groups.

The Gwinnett Hospital System Foundation provides financial support to the hospital system for projects that address community needs in areas of awareness, health care, preventive medicine, health education and indigent care. Projects sponsored by the Foundation include the "Let's Talk" Family Communication Workshops, the Care-a-Van, the Parish Nursing Outreach Program, and the Marion Allison Webb Center for Mammography Screening.

Gwinnett County also operates public health centers in Buford, Lawrenceville and Norcross. Public health advocates at these centers educate residents on medical issues ranging from wellness to the use of infant car seats. In addition, they provide informational resources and referrals to healthcare agencies serving the County.

In addition to county-wide health services, Buford, Norcross, and Lawrenceville have jurisdictional human services centers. The County also provides a countywide program of services targeting the senior population, and the jurisdiction has a number of facilities located throughout the County that provide programs and services for seniors. There are no major health facilities located in the City of Suwanee. However, the non-profit Annandale facility, does provide services to developmentally challenged adults.

Utilities Assessment and Needs

Gwinnett County provides water and sanitary sewer services to most City residents. Gwinnett County Department of Water Resources manages all aspects of these services. The County relies on Lake Lanier to meet fresh water needs. It provides a wholesale service to a number of cities within the county including Suwanee. Their water supply network serves 225,000 customers (as of 2006) resulting in an average withdrawal of 90 million gallons of water per day from Lake Lanier. Even though population and development within the County has increased, water usage in the same area has actually decreased over the years. The County has taken some initiatives to promote and enable water conservation by controlling water used for landscape maintenance

and also allowing businesses to use reclaimed waste water for irrigation, street washing and sewer cleaning. The County also provides waste water treatment to 140,000 customers.

The City also operates a small water system, with about 330 connections, that serves approximately 840 City residents. The water system assets include a well, a 150,000 gallon elevated water storage tank, and 6.5 miles of 2-inch, 6-inch and 8-inch waterline. The system also has a cross connection to the County water system on Buford Highway for backup. The City is currently in the process of studying the water system to determine the well condition, long-term capital needs, maintenance requirements, pricing implications, recommended levels of service, potential financing approaches, the water supply, and the condition of the distribution system.

Educational Facilities

Gwinnett County Board of Education operates the public schools for Suwanee residents. Most of Suwanee is served by the North Gwinnett Cluster. This cluster includes Level Creek Elementary School, North Gwinnett High School, Lanier Middle School, Riverside Elementary School, and Suwanee Elementary School. This cluster includes other elementary schools that do not serve Suwanee residents. The school system anticipates the addition a new elementary school in 2010 and a new middle school in 2009 (to replace Lanier Middle School which will be moved to a new cluster), and an addition to Suwanee Elementary School in 2013 or 2014.

The Peachtree Ridge Cluster serves Suwanee residents living south of McGinnis Ferry Road and the AMLI apartments north of McGinnis Ferry Road. Schools serving Suwanee include Peachtree Ridge High School, Hull Middle School, and Parsons Elementary School. The school system projects a new elementary school in 2010, an addition to Parsons Elementary School in 2011, another elementary school in 2013/2014, and a middle school in 2013/2014.

In the next few years the schools system will be transitioning the introduction of the new Lanier Cluster. This cluster will not serve residents living in Suwanee, but it will pull some students away from the North Gwinnett Cluster. The new cluster will include a new middle school in 2008, a new elementary school in 2009 and a new high school in 2010.

The Gwinnett County schools serving Suwanee were slightly above capacity this school year. However, the school system indicates they have purchased 5 sites in the North Gwinnett cluster. Of the 5 sites, two are proposed for future elementary schools, two are proposed for future middle schools, and one is proposed for a future high school. Three of these sites will serve as a new cluster at some point in the future. The schools system is not prepared to project an

opening date for schools on any of these sites. Enrollment forecasts indicate that the Suwanee area schools will continue to be enrolled above capacity over the next few years. However the school system's projections do not currently assess the impact this new cluster will have on the capacity of the North Gwinnett Cluster.

2.5 Transportation

Circulation systems include more than just roads in a sustainable city. Transportation facilities should be diverse enough to allow multiple methods of moving people and goods, while being sensitive and responsive to the profound influence they have on urban form. Suwanee recognizes and supports these goals, but faces the same transportation issues as many other smaller communities in



Metro Atlanta. As part of a metropolitan area with an estimated population of about 4.03 million, most people who use Suwanee's roads are passing through from one end of town to another; as a result, the roads they use are designed to accommodate high volumes of traffic and prioritize traffic passing through the city. These roads often create mobility conflicts within the city; and effective maintenance and congestion mitigation requires a financial commitment that is beyond the means of most small communities. However, there are strategies available to local governments that can afford a greater amount of mobility for local residents without prohibitive capital outlays. Good and flexible transportation planning includes a wide variety of circulation systems like roads, sidewalks, bikeways, trails, public transit, rail transit, parking, and supportive land use. With a combination of these strategies, movement through the City can be maximized.

As part of the Gwinnett County's comprehensive planning process, the County's consultants evaluated the road transportation system and prepared a countywide Interim Transportation Plan. Among the items studied, this report contains transportation-related projections for the year 2015 that anticipates where congestion will occur at different times in the day (morning, midday, and evening). It also evaluated different road improvement implementation scenarios and their effects on congestion. Road congestion was measured based on percent of Gwinnett County Lane Miles considered to be at Capacity or Congested (see page A-63 in Appendix).

Three implementation scenarios were developed and modeled based on three potential future funding levels. A "Baseline/ No Action" projection assumes the current transportation system is still in place by 2015 (in other words – no changes). "Potential Projects" scenario assumes projects that have been documented in the current FY06-11 TIP or a previous Comprehensive Transportation Plan are implemented. These projects are viewed as committed through 2015. Finally, "Aspirations Projects" are those projects from the Mobility 2030 Aspirations Plan and the Planning Team's professional opinion and input. These plans are "aggressive" construction

options. In other words, the scenario's range essentially from the most pessimistic (Baseline/no action) to the most optimistic (Aspirations Projects). "Potential projects" already in the FY06-11 TIP are estimated to cost almost \$740 million, with additional projects in the 2012-2015 year ranges expected to cost an additional \$114 million. The Interim Transportation Plan identifies 50 important projects that are anticipated require approximately \$2.7 billion in funding.

As a base, countywide 2005 congestion levels indicated that approximately 11 percent of the county's roads were considered to be "at capacity" or "congested" in the morning, 1 percent at midday, and about 14 percent in the evening. By 2015, the "Baseline/No Action" scenario projects morning congestion to triple to 34 percent, midday congestion to increase to approximately 14 percent, and evening traffic to triple to over 43 percent. In the most realistic implementation scenario, "Potential Projects," congestion still increases in the morning to almost 30 percent in the morning, 12 percent at midday, and 38 percent in the evening. In the most optimistic scenario, morning congestion is more than 2.5 times worse than 2005 levels at 27 percent, midday congestion is 10 times worse at 10 percent, and evening congestion is almost 2.5 times worse at 34 percent.

A review of these projections makes it clear that even in the most optimistic spending scenario, traffic congestion in Suwanee, around Suwanee, and throughout Gwinnett County will continue to worsen in the next few years. Suwanee is part of a regional transportation system in which traffic congestion will continue to increase substantially unless new sources of funding for transportation improvements are identified.

Solutions to road congestion need to be both on-system and off-system. Road construction alone cannot solve the projected traffic congestion issues. Alternative transportation options, such as but not limited to commuter rail (using existing Norfolk Southern rail lines), sidewalks, and others must be thoroughly explored.

Land use strategies are one of the most powerful tools the City can use to influence its residents day-to-day transportation needs. The City should continue to mix uses in a way that allows residents, workers and visitors to walk to various destinations (parks, shopping, dining, work) or at least minimize vehicular trips on major roads, encourage development of projects in Suwanee that meet the employment needs of Suwanee residents, and locate useful destinations near residents. These strategies could be essential to reducing the adverse impacts of increased congestion.

Transportation Assessment

The Gwinnett County – Municipal Community Assessment studied the County's transportation system as part of a countywide comprehensive transportation plan. The study analyzed that the county's overall level of service now and in the future. The study identified problems and proposed numerous local and county-wide transportation projects to alleviate traffic congestion.

Several roads in Suwanee are projected to carry significant traffic loads by the year 2015. The highest volume road is anticipated to be I-85 with over 40,000 trips per day. Peachtree Industrial Boulevard (south of Moore Road), McGinnis Ferry Road (east of Buford Highway, and Lawrenceville-Suwanee Road (southeast of Smithtown Road) are all anticipated to carry between 20,000 and 40,000 vehicles per day. Lawrenceville-Suwanee Road (northwest of Smithtown Road) Buford Highway (south of Russell Street and north of Lawrenceville-Suwanee Road), McGinnis Ferry Road (west of Buford Highway), Peachtree Industrial Boulevard (north of Moore Road), and the first few hundred feet of Moore Road are all anticipated to carry between 10,000 and 20,000 vehicles per day. The rest of the roads in the City are anticipated carry fewer than 10,000 vehicles per day.

A study of the anticipated level of service indicates that by 2015, without significant upgrades to the overall transportation system, several roads will be considered at capacity or congested during the afternoon rush hour (PM traffic). This includes all of Lawrenceville-Suwanee Road/Suwanee Dam Road, McGinnis Ferry Road, Buford Highway south of Russell Street, and Peachtree Industrial Boulevard south of Moore Road.

In 2005, the County identified six intersections within the city limits with crash volumes in the top 100 for the County. Five of the intersections are Lawrenceville-Suwanee Road intersections including: Old Peachtree Road, I-85 north bound and south bound ramps, Satellite Boulevard and Peachtree Industrial Boulevard. The other intersection with a high volume of crashes is Peachtree Industrial Boulevard at McGinnis Ferry Road. Several of these same intersections are also identified as needing improvements. These intersections include the I-85 north bound and south bound ramps at Lawrenceville-Suwanee Road, Lawrenceville-Suwanee Road at Old Peachtree Road, and Eva Kennedy/Moore Road/Peachtree Industrial Boulevard. The City should coordinate with the state and county departments of transportation to improve the safety of these intersections.

Roads

A wide variety of streets and highways provide access and circulation to, through, or within Suwanee. These roads are classified by their functions: freeways, arterials, collectors, and local roads. Most roads constructed in Suwanee were constructed by the Georgia Department of Transportation, Gwinnett County DOT, or private developers. The state and county transportation departments maintain the freeways, arterials, and some collectors, while Suwanee maintains most local roads and some collectors.

Freeways

Freeways are limited-access multi-lane divided roadways, permitting high-speed traffic. I-85 is a freeway that runs through the southern portion of Suwanee, with the I-85 Business District focused around Exit 111. It is maintained by Georgia DOT. The freeway has historically been a boon for the area; but also bisects the southern section of the city with Lawrenceville-Suwanee Road as the only crossing, creating traffic issues during both the morning and evening commutes. Gwinnett County has funded and engineered a project to extend McGinnis Ferry Road over I-85. When implemented this plan should relieve some of the traffic load from Lawrenceville-Suwanee Road.

Arterials

Arterial roads give priority to through traffic and are designated to carry large volumes. These roads provide excellent access, but bisect the community. In Gwinnett County three classes of arterials have been designated; principal arterials, major arterials, and minor arterials.

Principal arterials are the most heavily traveled and generally have at least two lanes in each direction along with a median. Peachtree Industrial Boulevard and Lawrenceville-Suwanee Road are principal arterials; Peachtree Industrial Boulevard was widened to four lanes in 2001.

Major arterials are designated to carry slightly lower volumes of traffic than principal arterials. They have two or three lanes that may or may not be divided. Suwanee is served by McGinnis Ferry Road, Satellite Boulevard, Buford Highway (US 23), and Horizon Drive / Old Peachtree Road. In 2005, Satellite Boulevard was extended to Georgia Highway 20 in Buford and Horizon Drive extended to the edge of the city limits. McGinnis Ferry Road is planned to be extended over I-85 and connected to Lawrenceville-Suwanee Road south of Crestridge Drive. Forsyth and Fulton County are also currently widening McGinnis Ferry Road west of Suwanee. Along with these road improvements, the McGinnis Ferry Road bridge over the Chattahoochee River

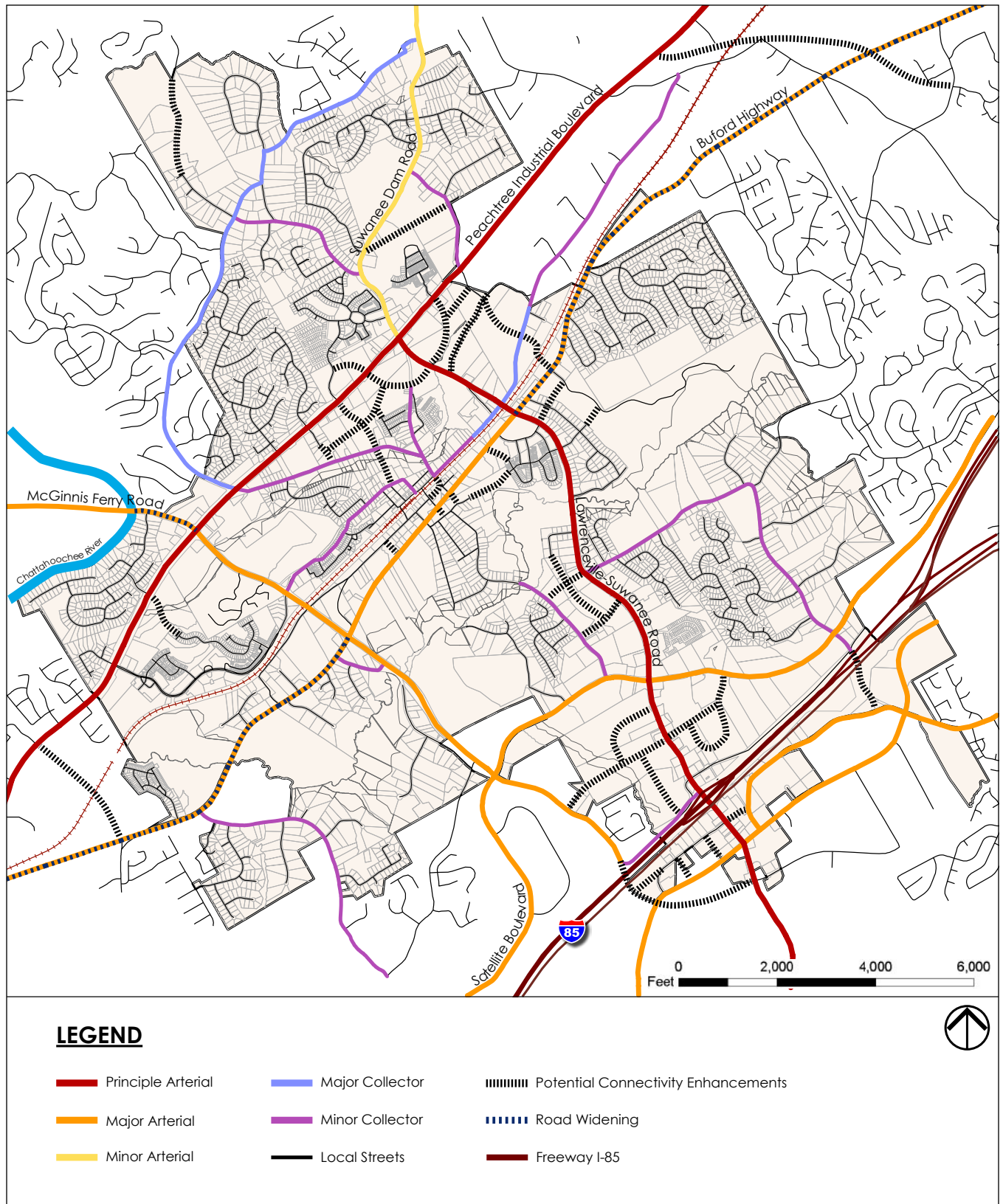


Figure 2.5-a: Transportation

is expected to be completed in 2010. All of these improvements should improve McGinnis Ferry Road's function as an arterial.

Minor arterials are generally two lanes wide and carry lower volumes of traffic than the other two classes of arterials. The only minor arterial in Suwanee is Suwanee Dam Road west of Peachtree Industrial Boulevard.

As mentioned above, arterials are maintained by either Gwinnett County or Georgia DOT.

Collectors

There are two classes of collectors: minor and major. Collector roads have a minimum of two lanes and distribute traffic from local roads onto arterials, and vice-versa. The chief difference between major and minor collectors is the width of the pavement, with typically 24 feet of pavement width for minor collectors and 36 feet of width for major collectors. Collectors in Suwanee include: Moore Road, a portion of Martin Farm Road, Suwanee Creek Road, Scales Road, Main Street, and Smithtown Road. Two collectors have been recently completed in Suwanee: an extension of Tench Road between Peachtree Industrial Boulevard and Brogdon Road, and an extension of Scales Road (named Station Center Boulevard) from McGinnis Ferry Road to Peachtree Industrial Boulevard. Another collector, currently under construction, will connect Lawrenceville-Suwanee Road to Burnette Road (and McGinnis Ferry Road once the extension is completed). This new collector will also lead to the closing of Burnette Road at Lawrenceville-Suwanee Road. Collectors may be maintained by either Gwinnett County or the City of Suwanee depending on the roadway.

Local Streets

Local roads are those streets that provide direct access to properties, both residential and commercial. They are intended as primary circulation facilities for residents and not intended to replace or supplement arterial roads. Most often a two-lane section with two-way traffic, they may permit on-street parking on one or both sides and are characterized by frequent driveway cuts and a "neighborhood" character. Local streets should be designed for low vehicular speeds, and in residential areas, may incorporate additional traffic-calming devices like bulb outs, crosswalks, speed tables or textured pavement. With the addition of several neighborhoods, the inventory of local streets has been expanded considerably. Local streets are maintained by the city, with the exception of local streets in gated communities. Streets within gated apartments belong to the private property owner or owners; and as such maintenance is the obligation of the property owner or owners.

Public Transit

The most notable forms of public transit include buses or trains. The City is not currently directly involved in any public transit; however, Gwinnett County does have a bus system that provides both local and express service. There are currently no stops in Suwanee for the local bus routes; but park-and-ride lots served by the I-985 Express Route 101A and the Discover Mills Express Route 103A are nearby. Parking for the I-985 Express route is located at the I-985 exit for Highway 20, and parking for the Discover Mills route is located at the northeast corner of Discover Mills east of Sugarloaf Parkway. Both of these routes serve Downtown and Midtown Atlanta.

Passenger Rail

Currently, the only passenger rail in Suwanee is Amtrak's Crescent, which runs on the Norfolk Southern line described below; the Washington D.C. – Atlanta service does not stop in the city. However, in 1994, the Georgia Rail Passenger Authority (GRPA) was established by the State of Georgia to develop commuter rail service across Georgia. In 1995, the GRPA subsequently identified six commuter rail lines that would radiate outward from Atlanta to Athens, Senoia, Bremen, Madison, Canton and Gainesville. Suwanee was identified as a potential stop along the Atlanta to Gainesville commuter rail line, with additional stops at Sugar Hill, Duluth and Norcross. Commuter rail is a form of passenger rail service that uses the general railroad system and typically operates between a central city and the adjacent suburbs during rush hours to take commuters to work and back home.

In 2000, in an effort to plan for this potential commuter rail line, the city identified the Suwanee Station character area as an appropriate location for the Suwanee stop. When the area was developed a denser mixed-use project was approved so that a stop could be supported; and the city required the developer set aside space for facilities associated with a commuter rail stop. While the line has not made any progress in the last ten years, the city should continue to work with neighboring cities to advocate for the implementation of this commuter rail line.

Although it is unknown when commuter rail will become a reality, it would provide a valuable transportation option for residents of Suwanee who work in Atlanta and other cities along the line. Commuter rail faces financial and political challenges beyond Suwanee, but the city should stay on top of events and be ready to act should an opportunity arise.

Freight Rail

A Norfolk Southern freight rail line runs from the northeast to the southwest through the center of the city. At-grade road crossings are in place at Suwanee Dam Road and Russell Street; McGinnis Ferry Road goes over the rail line. There is a single rail spur line located in the Old Town area, which serves an industrial facility that produces and distributes large metal containers. Although not a part of the freight rail system, a substantial amount of freight passes through the city via a truck terminal located at the intersection of Buford Highway and McGinnis Ferry Road. Trucks typically proceed to the terminal using I-85 Exit 111 and head west on Lawrenceville-Suwanee Road, then south on Buford Highway or Satellite Boulevard and west on McGinnis Ferry Road.

Parking

Currently there are no major parking areas in the City that do not meet the needs of nearby facilities, although the success of Town Center creates some parking problems during major events. The City is currently pursuing a pedestrian underpass under the rail line that would connect Town Center to the Old Town area where more parking is available. The best opportunity for significant new parking facilities exists in Suwanee Gateway as it redevelops in the future. A circulator shuttle between remote parking in Gateway and Town Center could provide a solution to parking challenges during events. In the long term, a circulator could also provide access to Gateway jobs for potential rail commuters. The city should explore instituting a shuttle service that would operate during major events, with a companion feasibility study for a permanent circulator subsidized in whole or part by Gateway employers.

Trails, Bikeways and Sidewalks

One of the foremost goals of Suwanee is to provide and improve pedestrian mobility, and the city has implemented a number of strategies to accomplish this. Suwanee completed its first Alternative Transportation Plan in 1999 which became the impetus for several sidewalk projects, including projects on Buford Highway in front of City Hall, as well as on Moore Road, Settles Bridge Road, and Scales Road. The City also explored potential locations for trails in the Open Space and Recreational Needs Assessment,





Figure 2.5-b: Alternate Transportation

In the early 1990's, the City constructed the Richard Trice Trail along Suwanee Creek between George Pierce Park and Martin Farm Road. In 2004, the city extended the trail approximately 2.5 miles and named the entire 4+ mile greenway the Suwanee Creek Greenway. The city recently constructed a pedestrian bridge over Suwanee Creek that connects Town Center to the Greenway. Eventually, with construction of the McGinnis Ferry Road multiuse path by Gwinnett County, the city's greenway system will connect to four parks, an elementary school, a major private recreation center (Suwanee Sports Academy), three apartment complexes, ten neighborhoods, and Town Center.

As mentioned above, a pedestrian underpass also is planned to run under the Norfolk Southern rail line behind the existing City Hall; along with a pedestrian crosswalk at Buford Highway this connection would substantially increase pedestrian mobility between the Old Town area and Town Center. Additionally, projects built under the Planned Mixed-Use Development zoning category are required to provide sidewalks on both sides of all internal roads; and in some projects, trails have been required as well. Since the early 1990's, the city also has required all new developments to place sidewalks along road frontages.

In 2007, Suwanee completed a new Alternative Transportation Plan (ATP). The new ATP identifies sidewalk and greenway projects, potential bicycle routes, and safety improvements that would increase pedestrian mobility and identifies potential solutions for creating pedestrian crossings for Peachtree Industrial Boulevard. The plan provides assistance for determining priorities for completing the projects identified in the ATP. Since the ATP was completed recently, it is still an accurate reflection of the city's needs and goals regarding pedestrian transportation.

Land Use

Land use policies can be a powerful tool for overcoming traffic problems, although good land use policies are not a panacea for Suwanee's traffic problems. Land use policies that allow for more efficient use of land and a mixture of uses can reduce driving distances by bringing uses closer to those they serve, increase the effectiveness of pedestrian mobility, and increase the viability of public transit. The Atlanta Regional Commission acknowledges this with their LCI program, which seeks to balance transportation investments with land use efficiency as a regional solution for congestion and diminishing environmental quality. The LCI program revolves around ten planning principles, which are the basis of a land use approach to better transportation systems:

- Land use mix / efficiency appropriate for future growth
- Transportation demand reduction measures
- Internal mobility requirements
- Jobs / housing match; income mix in housing
- Street network continuity
- Need assessment / identification of future transit
- Transportation interconnectivity between centers
- Development organization, promotion and economic restructuring
- Stakeholder involvement
- Public and private investment strategy

For Suwanee, which will continue to grow in population over the next 20 years, every effort should be made to support existing and potential LCI areas and the planning principles they represent. In the emerging Gateway activity center, this would mean reinforcing and augmenting office and flex-space uses to increase job opportunities, providing nearby housing and open space, and diversifying the circulation system while making better connections to other areas of the City.

Transportation Strategies

In summary, like the rest of the metropolitan Atlanta area, the city is challenged by serious transportation problems. Because it is such a major obstacle to sustainable growth, the city is adopting a multifaceted strategy to increase mobility within and around its borders. First, the city will focus efforts on improving the local transportation grid. The transportation map (Figure 2.5-a) identifies locations where additional connections would be beneficial, and the city should adopt policies that can ensure these connections are built as part of development or redevelopment proposals. Second, the city will continue to focus on land use policies that require a mixture of uses and more efficient use of land in the appropriate locations. Third, the city will continue to work with other local governments along the potential Atlanta - Gainesville commuter rail line to encourage the implementation of this line; and it will also plan for a viable stop within the city for the line. Fourth, the city will continue to expand its efforts to be pedestrian friendly by seeking ways to implement the projects identified in the Alternative Transportation Plan. Because several of the city's arterials and the rail line effectively block pedestrian mobility, the city should pursue projects that overcome these impediments. Finally, the city will continue to work with county and state officials and staff to identify transportation priorities for the Suwanee area.

2.6 Cultural, Natural & Historic Resources

Suwanee, Georgia is believed to have started about three miles southwest of the current downtown area of Suwanee, where Suwanee Creek flows into the Chattahoochee River. For hundreds of years, prior to the beginning of the Town of Suwanee, a large Indian Village flourished on both sides of the river. Shawnee Indians originally settled the village. Both Cherokee and Creek Indians refer to Suwanee Old Town in U.S. government documents as early as the late 1700's by which time the village was inhabited. It is also later shown on maps ceding land to the U.S. government by the Cherokee in 1817 and the Creeks in 1818. There are various accounts regarding the naming of the City of Suwanee. One suggests that Suwanee is an Indian word meaning "echo". Another account credits the name to the early white settlers' way of pronouncing the word "Shawnee." Either way, the name Suwanee appears to be closely tied to the City's Indian heritage.



On the 15th day of December 1818, the General Assembly of Georgia passed an act creating the counties of Gwinnett, Hall and Walton. Gwinnett County is adjacent to Walton County on the southeast and Hall County on the northeast. The County was named for Button Gwinnett, who represented Georgia in the Continental Congress in Philadelphia in 1776 and who wrote his name on the Declaration of Independence on August 2, 1776. Gwinnett was killed in a duel in 1777. On January 12, 1954, the Georgia Historical Commission dedicated a marker on the Courthouse Square in Lawrenceville in honor of Button Gwinnett.

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As is the case with many communities throughout the South, Suwanee can trace its beginnings to the growth and evolution of transportation. As transportation evolved, the community of Suwanee evolved with it. In 1820, a Land Lottery was held in Gwinnett County. Four land lots awarded in that lottery that intersect in the Town of Suwanee, about 100 feet to the east of where Davis Street crosses Buford Highway. The federal government recognized Suwanee as a town when the Suwanee Post Office was established in 1838. On May 21, 1869 Abram Moore sold a right of way to the Georgia Airline Railroad 100 feet through his property. The Southern Railroad and depot were constructed through this section of Gwinnett County in 1871. The village of Suwanee grew around this depot. A second small railroad station called Shadow Brook, was added on the south side of the railroad tracks at what is now the intersection of

the tracks and Lawrenceville-Suwanee Road. "The Belle," which stopped at this station, was in operation from 1879 to 1931. In 1881, the Richmond & Danville railroad opened a narrow-gauge railroad, known as the Lawrenceville-Suwanee Narrow-Gauge Railroad, from Lawrenceville to Suwanee. Suwanee became a changing station as people transferred from this line to the Southern Railroad line that could take them into Atlanta

In 1880, there were 39 dwelling units and 216 people in the Town of Suwanee. There was a hotel, a department store and other commercial establishments in the town. In 1923, the Sandborn Map Company published a detailed map of the town. The 1923 map showed 12 stores in operation, a cotton gin house, a feed mill, two auto repair garages, two blacksmith shops, a coffin factory, a gristmill, a planing mill and a livery stable. The still standing Pierce's Corner was built in 1910.

Cotton was the town's economic base. Up until 1830, the majority of farmers in the Suwanee area grew cotton. The first cotton gin house was built between 1872 and 1875 on the northeast corner of Jackson and Scales streets. As the transportation network continued to grow and expand, so did the City of Suwanee. With the growth of the highway system in the 1970s, more development was occurring along I-85 and the Lawrenceville-Suwanee Road. The historic downtown area has remained largely the same, as it must have appeared in the early part of this century.

The historic and cultural landmarks in Gwinnett range from schools to churches to mines. There are seventeen (17) sites within Gwinnett County on the National Register of Historic Places (NHRP), however, none of these are located in Suwanee. There are many other sites and buildings in the county that have no official designation, yet their presence provides the community with an opportunity to build a larger and better historic legacy for future generations. In 2006, the county documented 236 properties, including cemeteries, which had generally been omitted from earlier surveys. Tracts with archaeological significance are located throughout the county and are especially concentrated along the Chattahoochee River in the northwestern part of Gwinnett. There is also a trail of archaeologically significant tracts along Sugarloaf Parkway stretching between Lawrenceville, Suwanee, and Duluth. The City has identified five cemeteries located within the City limits.

Historic Resources Accomplishments, Assessment, and Needs

In 2001, the City formed a Downtown Development Authority (DDA) to assist City efforts to preserve and revitalize the Old Town area. The DDA has a vision of a walkable community with lifetime housing, a viable and sustainable economic base, and a wide array of recreation,

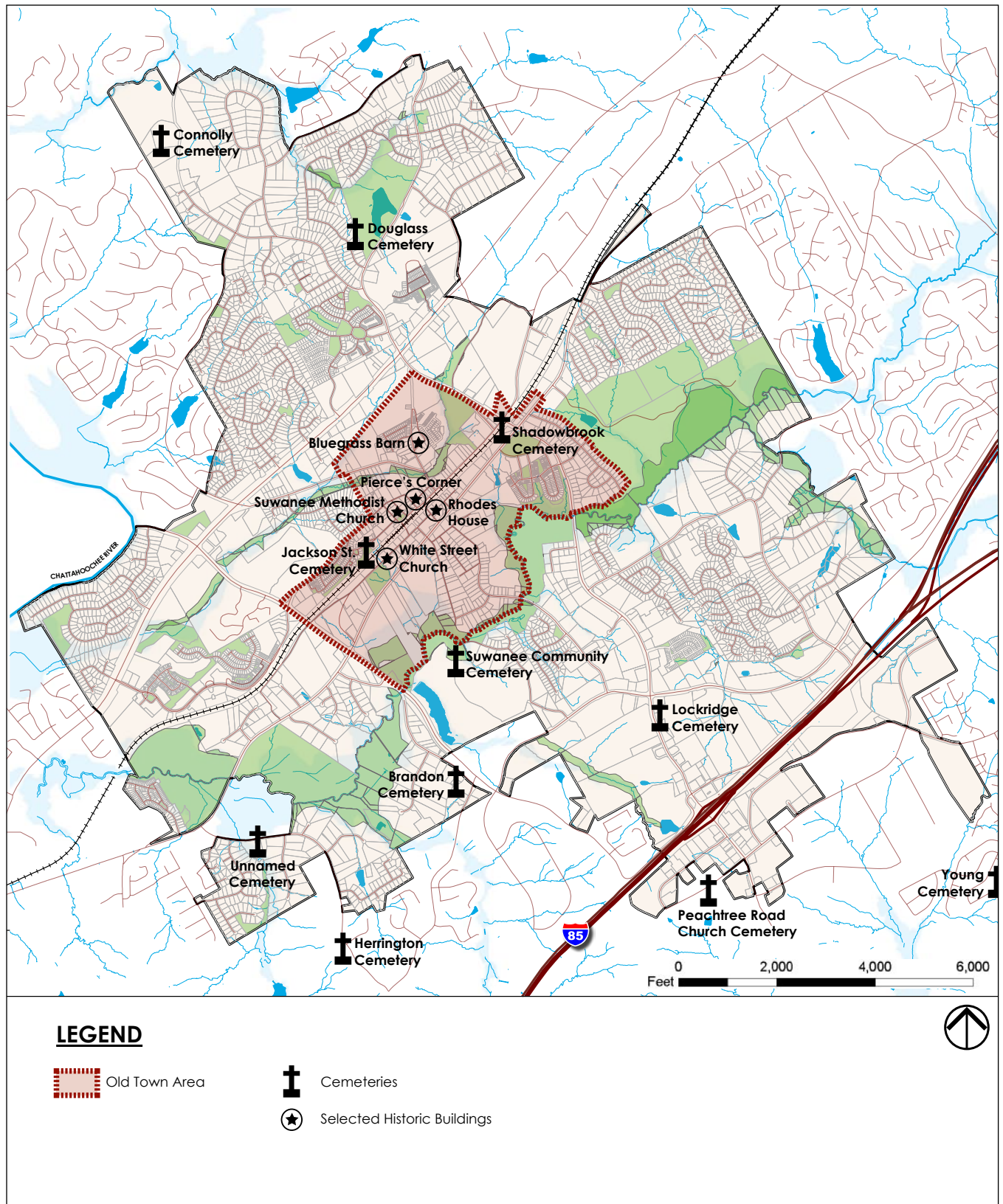


Figure 2.6-a: Historic Resources

entertainment, shopping, services, and performing arts. A variety of housing types will be built in downtown Suwanee, providing choices and home ownership opportunities for residents at all stages of life. A historic district is envisioned to protect historic homes and buildings and ensure that infill construction will complement the existing styles of architecture. Residents will be able to walk, bike, or take a trolley to downtown destinations, such as the library, parks and trails, a community garden at Williams Farm, shopping and restaurants, and special events at Town Center. Wayfinding signage will make it easy to get around. With the designation of Buford Highway as a local road, Suwanee will create an attractive, tree-lined boulevard running through downtown. The gateway into Old Town at Russell Street will be developed as mixed-use. Together with the renovated Pierce's Corner, it will spur the redevelopment of the industrial site in Old Town.

In 2002, the City completed and adopted the Old Town Master Plan (OTMP). This Plan is a comprehensive study of the historic area of Suwanee – including both the Main Street and the Buford Highway corridors. The OTMP was a community-based planning effort to guide future development and reinvestment into the City's historic Old Town area. The key component was the proposed creation of a new Town Center intended to strengthen Suwanee's sense of identity. Due to existing residences, low visibility, location, and overall lack of infrastructure and utilities, the plan recommended protecting historic Old Town and focusing more intensive development at the proposed new Town Center.

The City subsequently created an Urban Redevelopment Agency covering the Old Town area to assist with implementation of the Old Town Master Plan. This helped the City purchase a 23-acre tract to locate a park and future town center-style development. A team of consultants and stakeholders used the Old Town Master Plan as a guide and generated the New Town Center Plan, which provides a greater level of analysis of the site and its development potential.

The adopted New Town Center Plan synthesized the site plan, market conditions analysis, community needs and desires into a single report. The city purchased the 23 acres, constructed a 10-acre park, and after evaluating proposals, sold four tracts on the remainder of the site for private development consistent with the city's planning efforts. The New Town Center is creating some redevelopment pressure in areas developed decades ago. Also, the Old Town area is beginning to experience some interest in redevelopment. As such, the City should conduct an update to the Old Town Master Plan in order to develop detailed policies to guide redevelopment and infill in the area.

Natural Resources Accomplishments, Assessment, and Needs

The City and its citizens have taken several steps toward protection of natural resources. These steps included new regulatory controls and significant local initiatives to protect the environment. Metropolitan North Georgia Water Planning District (MNGWPD) was created by the Georgia General Assembly in 2001 to establish policy, create plans and promote intergovernmental coordination of all water issues in the district from a regional perspective. Locally, this meant the MNGWPD created several model ordinances to provide guidance for various environmental regulatory policies.

The most notable regulatory action was the adoption of stormwater quality and channel protection requirements as part of the City development regulations. The City of Suwanee also re-adopted the Soil Erosion and Sedimentation Control Ordinance to comply with state regulations. The City adopted a new Floodplain Management Ordinance modeled on Gwinnett County's ordinance. The City also adopted an Illicit Discharge and Illegal Connection ordinance to regulate what flows into stormwater facilities and regulate connections to sewer lines. Other environmental regulations adopted by the City include a Conservation Subdivision Ordinance, a Litter Control Ordinance, a Handbill Distribution Ordinance, and an amended Noise Control Ordinance.



Importantly, the 2001 Open Space bond referendum, approved in November 2001, allowed the City to take a proactive approach to protecting natural resources by providing funding for the protection and acquisition of environmentally sensitive tracts. The City subsequently purchased an 85-acre tract with approximately 60 acres of wetlands along Suwanee Creek, a 61-acre tract with a lake on Suwanee Dam Road, a 24-acre tract along Brushy Creek in Old Town, a 10-acre tract with wetlands along McGinnis Ferry Road, and a 7-acre tract with several small streams along Buford Highway. On the 61-acre parcel on Suwanee Dam Road (Sims Lake Park), the City reconstructed the existing dam on the site to meet Safe Dam requirements. The parcels purchased were all identified in the City's Open Space and Recreational Needs Assessment.

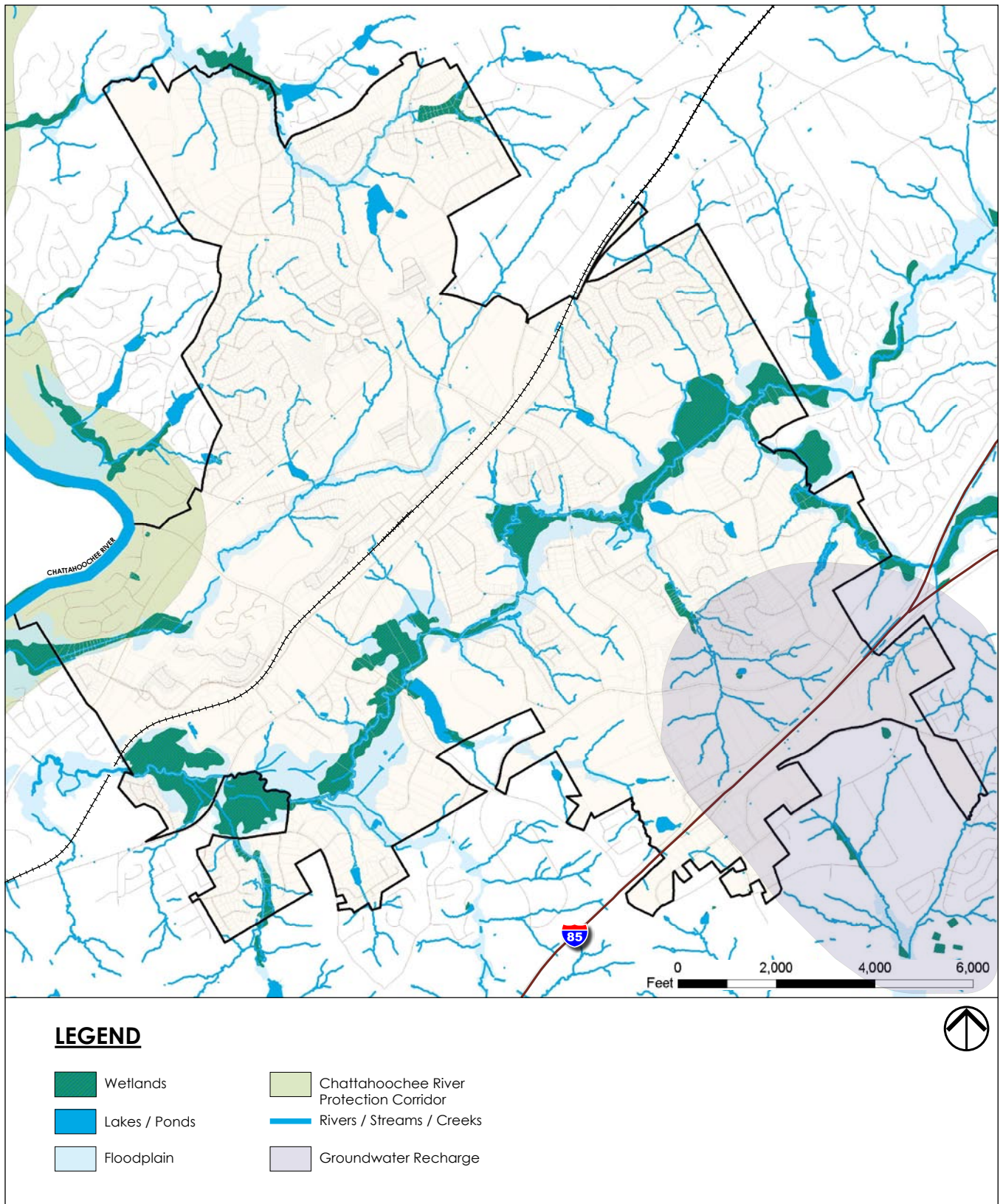


Figure 2.6-b: Natural Resources

River and Stream Corridors

The Chattahoochee River and its tributaries fall under the protection of the Chattahoochee River Tributary Protection Ordinance that restricts development along streams and ensures a 50 foot natural, vegetative buffer along water bodies. The Chattahoochee River touches the western edge of the City of Suwanee. Land within 2,000 feet of the river is limited in scope of land disturbance and impervious surfaces. There are currently two tracts of land that have some remaining developable area within the river protection corridor.

In 2005, the Metropolitan North Georgia Water Planning District adopted a Watershed Protection Plan that includes the City of Suwanee. As a result of this plan, the City was required to adopt new Stream Buffer requirements increasing stream buffer regulations from 25 feet in width to 75 feet in width.

Groundwater Recharge Areas

Groundwater recharge areas are geologic formations where water is taken into the ground to replenish aquifers, the underground holding tanks of groundwater. In order to avoid toxic and hazardous waste contamination to drinking water supplies, groundwater recharge areas must be protected. These areas are especially sensitive to hazardous substances, which could contaminate local drinking water. There are a total of nine groundwater recharge areas in Gwinnett County; one of these is located on the eastern edge of the city limits of Suwanee. The Groundwater Recharge Ordinance was adopted by the City in 1999.

Wetlands

Wetlands serve as important fish and wildlife habitats and breeding grounds and are an integral part of food chain production. Numerous plants and animal species have adapted to the special conditions of freshwater wetlands and cannot survive elsewhere. They serve as storage areas for flood protection/control, erosion control, water quality maintenance, groundwater recharge and supply and for recreation opportunities. In Suwanee, wetlands are primarily found along streams and particularly along Suwanee Creek. In 1999, the City amended its zoning ordinance to clearly require compliance with U.S. Army Corp of Engineers requirements regarding any land disturbance proposed in a wetland area.

Floodplains

Suwanee, Level, Ivy and Brushy creeks are the primary sources of flooding in the City. Flooding usually occurs during the spring due to periods of frontal system activity. Floodplain Management is required under the National Flood Insurance Act of 1963 and the Flood Disaster Protection Act of 1973. The City has adopted Gwinnett County's FEMA (Federal Emergency Management Agency)-reviewed Floodplain Management Ordinance. Additional restrictions regarding lots containing floodplain areas and site plans also are outlined in the Zoning Ordinance, Use Provisions.

Cultural, Natural, and Historic Resources Issues and Opportunities

During the preparation of the Comprehensive Plan, an overriding question was, "How to balance growth with the preservation of the overall character of Suwanee?" The City of Suwanee has established a priority to promote development and redevelopment that emphasizes a historically sensitive look and feel. Town Center exhibits architecture that evokes a traditional "Main Street." New construction in or near historic areas should be appropriate and respect the history of those areas. More appreciation and care for our historic resources can help add to the local identity of our communities. There is an overall and pervasive concern for the future of the Old Town Character Area. Old Town has a charming character that can serve as the foundation for a significant cultural resource. While the specific development and redevelopment strategies are presented in Section 3.5, certain areas are designated for historic preservation while some areas have been identified for redevelopment or appropriate infill development. It will be important to preserve this unique character with an Old Town infill strategy and consideration for a historic preservation overlay or ordinance for the most valuable sections of Old Town.

One strategy to preserve the character of Suwanee is the preservation of the natural landscape and tree canopy in areas of development. Where trees are lacking, street trees should be provided as appropriate. This is especially critical along the Buford Highway and Peachtree Industrial Boulevard corridors.

The City has developed a wonderful series of parks and greenways. As the city further develops, the plan ensures that these parks remain sustainable, vibrant, and are integrated into the future development as described in the Community Facilities section. Also of crucial concern is the protection of stream corridors, buffers, wetlands, and overall water quality.

The City borders the Chattahoochee River, a major natural resource for the Southeastern United States. The plan seeks to preserve as much of the natural environment as possible, including river corridors and existing stream beds, by potentially incorporating them into park or conservation areas. One example is the potential expansion of the Suwanee Creek Greenway to the east and west, with a possible extension to Buford Highway.

Potential water supply sources for an increasing population and workforce must be preserved and protected. Especially considering the implications of the Level 4 drought experienced in 2007 and 2008, the City should be an active participant in any future inter-jurisdictional efforts to address the raw water supply crisis for the region. The City has an underground well for drinking water in Old Town; a comprehensive study of the City water system should be conducted.

2.7 Economic Development

Economic Development Accomplishments, Assessment, and Needs

In the last ten years the city experienced significant economic growth and development, and has had to confront the challenges that are part of economic growth. In the future, the City will also need to address the slowing of growth and its implications. Unfortunately, because of the city's size and the timing of the plan update, economic development data for the city is relatively limited. The most current data is largely from the 2000 census, and some data is only available at the county level. Therefore, much of the issue identification is based on observation and knowledge of current conditions and information developed from previous city-generated studies: I-85 Business District Competitive Assessment and development Strategy Report and Suwanee Gateway Redevelopment Plan.



Because most employees in metro Atlanta commute to work, the number of business licenses in Suwanee does not translate well into data regarding Suwanee residents' employment. Instead, it reveals the types of jobs within the city that are available to residents if they so choose. A review of current business licenses indicates growth in the number of local business over the last several years. In 2000, the city issued 635 business licenses; by 2007, the number of business licenses had more than tripled to 2,175. In the same time span, however, the city's population grew more modestly, just short of doubling.

Employment by Sector

While the number of businesses increased dramatically, the breakdown of businesses by sector remained nearly the same; with the only significant changes being a 4 percent decrease in manufacturing which was offset by a 5 increase in wholesale trade.

TYPE OF BUSINESS BY SECTOR:

Business Sector	2000		2007	
	Number	Percent	Number	Percent
Forestry	0	0%	0	0%
Mining	0	0%	0	0%
Hunting, Fishing and Trapping	0	0%	0	0%
Construction	101	16%	300	14%
Wholesale Trade	37	6%	234	11%
Services	233	37%	811	37%
Agricultural	14	2%	42	2%
Manufacturing	77	12%	184	8%
Retail Trade	118	19%	442	20%
FIRE (Finance, Insurance & Real Estate)	42	7%	149	7%
Transportation and Public Utilities	13	2%	13	1%
Total Companies	635		2,175	

Table 2.7-a

Source: Suwanee SIC Code Listing

Labor Force Trends

As of the last official national census in 2000, Suwanee continues to have a lower unemployment rate than Gwinnett County and the State of Georgia. In 2000, the unemployment rate for Suwanee was 1.1 percent; while for Gwinnett it was 3.3 percent, and for the state 3.5 percent.

Source of Personal Income

Because little data is available on personal income of Suwanee residents, county data is used as an approximation. Between 1990 and 2000 there were no significant changes in personal income by type for Gwinnett residents. In 1990, 86 percent of county residents supported themselves by wages or salary; in 2000, the number slightly declined to 85 percent. This one-percent change was offset by a 1 point increase in the percentage of workers whose earnings are achieved through retirement (1.6 percent to 2.5 percent).

Commuting Patterns

According to the 2000 census, county and Suwanee residents' dominant commute mode was in a single-occupancy vehicle, mirroring most of metro Atlanta workers. Almost 85 percent of Suwanee residents drive alone to work, with another 7 percent carpooling to work with two or more people in the vehicle. About 2 percent of residents walk to work, and nearly 5 percent of residents work at home. The average commute time for a Suwanee resident is 31.3 minutes, which is comparable to the average county resident commute of 31.5 minutes. Almost 73 percent of Suwanee commuters who drive to work leave between 6:00 am and 8:30 am, meaning that Suwanee commuters are on the road during peak morning drive times. As the number of businesses in Suwanee has increased substantially since 2000 – particularly relative to population it is likely that the total percentage of commuters leaving Suwanee decreased somewhat. In 1990, 34 percent of Suwanee residents commuted to a job outside Gwinnett County. By 2000, this percentage increased to 43 percent. Policies that encourage job opportunities in Suwanee should be pursued. As new commuting information becomes available, it will be interesting to examine the impact on commuting times within the last decade.

Jobs-Housing Balance

The jobs-housing balance ratio is a measure of whether or not a community is importing or exporting workers. Generally a ratio above 1.5 indicates that a community has more jobs than dwelling units, and more than likely imports workers. In 2000, the Gwinnett County jobs-housing balance ratio was 1:4 consequently, the county can be assumed to be neither jobs-rich nor a pure bedroom community. Data for Suwanee is currently unavailable. The city should make efforts to examine this ratio locally; and if the results reflect the county's standing then explore economic development strategies to increase job opportunities in the city. A higher job-housing balance ratio could mean that more jobs are available locally for Suwanee residents, which could translate into reduced commute times and improved quality of life.

Suwanee Gateway

In the 1960's, Interstate 85 was completed up to the Suwanee exit, leading to a hospitality boom around the interchange in the 1970's. Because much of the area was developed during that decade, many of the buildings around the interchange are older than most other "modern" development in Suwanee. Recent development in the city has been subjected to more stringent architectural and design standards as well, widening the disparity with construction around

much of the I-85 area.

Because of these and other factors, the city undertook a formal study and assessment of the interchange area in 2005 to identify a strategy for improvement. In September of the same year, the city adopted the I-85 Business District Competitive Assessment and Development Strategy Report, which recommended policies and implementation measures for improving the district to transform it into Suwanee Gateway. The study found that the Suwanee Gateway area was facing significant emerging competitive pressures from newer development north and south of Exit 111. In addition, the area contains numerous obsolete and antiquated building types and forms (particularly older generation motels and other buildings) that are eyesores, prime locations for crime, and generally hindering the full potential of the area. The study found that for Suwanee Gateway to remain vibrant long-term, specific efforts needed to be undertaken. A key recommendation of the report is to create a new identity for the I-85 Business District, to achieve the following strategic goals:

- Ensure that the sum is greater than its constituent parts - the idea of creating an overall theme and identity for the area is to “brand” the area with a distinct name and image that as the individual components of Suwanee Gateway change and evolve over time, the brand will continue in the minds of residents, business and visitors.
- Achieve an identity that will endure and create value - a strong identity built over time will create value for all in the area. For example, association with Midtown or Vinings is so valuable that projects located miles from the actual areas claim to be in these areas.
- Prioritize design consistency to link together a diverse area and mix of uses - the district is currently a very diverse mix of uses, separated by vacant and underutilized parcels and bisected by I-85. The Suwanee Gateway identity can provide a consistent theme between all of the currently unconnected uses in the district.

The report discussed a five-part implementation strategy – improving the transportation grid, creating catalyst projects, installing streetscapes to improve the pedestrian environment, exploring regulatory / incentive / funding policies, and undertaking a branding campaign - to transform the current I-85 district into Suwanee Gateway. Several aspects of these five strategies have been advanced in the last few years.

Implementation of the Suwanee Gateway Strategy

Branding campaign: The city subsequently hired a public relations/marketing company to help brand Suwanee Gateway. In January of 2008, the city adopted and started implementation of the branding campaign.

Catalyst project: In 2006, the city identified a suitable potential catalyst project, now called the Terraces at Suwanee Gateway. A development of regional impact, the project proposes approximately 1.1 million square feet of office and retail uses, and up to 700 residential units in a variety of housing options. The project is currently underway with development permits issued for almost 300,000 square feet of office and retail uses. A parkway that will connect Lawrenceville-Suwanee Road to Burnette Road (the future McGinnis Ferry Road extension) also is currently under construction

Pedestrian streetscapes: A streetscape project has been designed for Lawrenceville-Suwanee Road that includes sidewalks, benches, and street trees. Funding for the streetscape project has been allocated, but the project is currently on hold due to drought conditions.

Total Elimination of Eyesores Program: The TEE program, instituted in 2006, is a concerted code enforcement effort focused on encouraging property maintenance in the Suwanee Gateway area. The project also recommended demolition of several vacant buildings that were becoming nuisances. The TEE program is an ongoing effort that requires coordination between the Community Development Division, the Police Department, Public Works, and Codes Enforcement.

Gateway TAD: The most significant component of the effort to revitalize the Gateway area is obtaining a funding source for capital improvements or public-private partnerships. The city identified a Tax Allocation District (TAD) as the tool of choice to encourage Gateway redevelopment and created the Suwanee Gateway Tax Allocation District in 2007.

TADs are essentially funding mechanisms premised on future increases in property value (the increment) above the base assessment at day one of the district's establishment, supplying revenue to repay bonds issued to create the additional value³. TADs typically have a life of 25

³ For example, Site A has a taxable value of \$1,000,000 dollars while it is developed with a deteriorating hotel. Site A owners remove the deteriorating hotel and replace it with a 6 story office building that increases the taxable value of land to \$3,000,000. The tax increment for Site A is \$2,000,000 (the increase of \$3,000,000 over \$1,000,000). In a TAD the additional taxes generated by the land improvement must be spent in the district. This allows the City to pay for improvements to the area, such as road improvements, demolition of vacant or deteriorating buildings, acquisition of land, environmental remediation, etc. which facilitates redevelopment of Site A or other sites in the district.

years and are valid only for a strictly defined geographic area. Unlike tax abatement programs, property tax allocations to the city, county and school board are frozen at their assessed value at the date of the TAD creation, with taxes annually collected at that level guaranteeing some measure of continued municipal funding. The increment, which represents new value above the base assessment, is generated by new development or improvements to existing property. TAD bonds provide incentives to spur this development either by related public improvements, equity in public-private partnerships, or financial participation. Once the TAD expires, property tax assessments are restored to their full value.

The City subsequently created a TAD plan for the Suwanee Gateway, obtained authorization for the TAD via a voter referendum, and adopted the TAD plan. The TAD is estimated to produce between \$14,000,000 and \$35,000,000 revenue, depending upon participation of the school system and the county, to be directed toward projects in Gateway.

Gwinnett Chamber – Partnership Gwinnett: The Gwinnett County Chamber of Commerce serves as the primary economic development organization in Gwinnett County. The Chamber of Commerce, along with partners in government, education, healthcare and business, are implementing Gwinnett's Community and Economic Development Plan known as Partnership Gwinnett. The plan will serve to create over 65,000 new jobs and \$5.8 billion in new net wealth in Gwinnett over the next five years.

Economic Development Issues and Opportunities

The City of Suwanee is no longer a traditional bedroom community. There are several areas with significant retail, industrial, office and service land uses that contribute to the economy and provide many employment opportunities. Still, there is a need for economic diversification and additional business attraction in the city, including creation of highly-skilled jobs such as high-tech, biotech, and energy-tech businesses and industry as well as growth in the healthcare and related services sectors. This is an important policy goal to better balance the city's jobs / housing ratio and give Suwanee residents a wider variety of job opportunities closer to home.

Given Suwanee's location along I-85, it is ideally situated to capture higher intensity development with little negative impact to its citizens. The I-85 corridor throughout Gwinnett County will continue to evolve from the dominant commercial-light industrial uses to a more office and service orientation. The I-85 / Lawrenceville-Suwanee Road interchange is the heart of Suwanee Gateway; this exceptional access is a prime factor in the feasibility of significant economic development as those mentioned above. Further, land use trends predict that

some current industrial uses will be redeveloped as office and service uses in the future. As an economic development priority area, the city should aggressively market “Suwanee Gateway” to developers and businesses and pursue the growth program contained in the Competitive Assessment / Development Strategy Report, especially with regards to “branding” this emerging district.

The city should (1) encourage new retail uses that are more likely to be fully occupied over time (2) recruit more diverse retail uses that include a wider range of goods and services and (3) recruit a mixture of national and local retailers. New retail development should be low-density, one- to two-story buildings with predominantly brick construction in commercial areas. It should also be located in planned centers with coordinated inter-parcel access and shared parking areas, and strong multi-modal linkages to residential areas. The maximum size of retail establishments in certain locations should be limited where access or visual character is an issue. A recent review of commercial vacancy rates in Suwanee revealed that 18 percent of multi-tenant retail spaces were vacant. The City should continue to closely monitor this trend.

Quality economic development must be sustainable over the long term, and employment opportunities should be targeted toward local residents of Suwanee as well as outside of the community.

The City of Suwanee has not historically undertaken conventional “suit-and-tie” economic development recruitment efforts. Larger regional players, such as the Gwinnett Chamber of Commerce with its Partnership Gwinnett Program, adequately fill that role. Instead, the City has found that focusing on quality of life issues for its current residents is a highly effective economic development tool. A high quality of life is essential in attracting new businesses that depend on knowledgeable, highly skilled workers. As the city continues to grow, diverse quality-of-life objectives and features like good government, a safe and clean community, quality housing, low taxes, good schools, ample shopping, and sense of community are critical. To this end, the city has made efforts to focus on providing quality of life features and services such as, Town Center Park, Suwanee Creek Greenway, Sims Lake Park, local events, Community-Oriented Policing, P.A.C.T. programs, social connectivity, and other similar efforts.

In 2007, the City of Suwanee was named one of the Top Ten Small Places to Live in the entire United States by *MONEY Magazine*. This recognition was the result of quality of life initiatives and directly enhances the city's overall economic development efforts. The key to Suwanee's prosperity is to capitalize on prudent investments made in the past and expand the range of possibilities in the future.

3.0 Future Development

Introduction

The City of Suwanee has experienced continuous growth over the past decade, but appropriately this growth has not been uniform across the city. The availability of land and utilities, transportation network, proximity to open spaces and community facilities, presence of established neighborhoods, and local policies have all impacted growth across the city resulting in some geographic areas that have seen more change than others. This trend will likely continue into future.

A character area is a geographic area, often contiguous, that has a shared and identifiable look, feel and character. It typically functions as a larger piece of a community and can have a dominant land use, or alternatively can be characterized by the very lack of a homogenous land use. A character area can be a highly developed area or just as easily a lightly developed area. The area is defined by the common traits it shares – whatever they may be. In certain situations the city may want to protect, preserve and strengthen the character, whereas in others, the city may wish to alter the direction of the character.

The following sections present the City of Suwanee character areas, including visions for each area, the type of land uses that will support the visions, and development characteristics of the areas. The area recommendations will help determine and direct growth in the city and provide guidelines for implementation. The character areas were initially identified in the Joint Community Assessment, and refined and supplemented by the planning team to reflect concentrations of development activity, homogeneous land uses, community desires and perceptions, and natural boundaries. The draft character areas were then vetted in several community forums to legitimize their extents. Finally, portions of the city not covered by an existing character area were collected together as "Established Neighborhoods" to give them equal and adequate coverage in the document. This process resulted in ten character areas for Suwanee representing every parcel of land within the city limits.

As a rough measure of the likelihood of change over the period of this plan, three qualifiers were assigned to the character areas – low, moderate and high (Table 3.0-a). Character areas with a "low" potential for change are places where land is mostly built-out and redevelopment is largely nonexistent; these areas can be assumed to be relatively stable over the next thirty years. Character areas with a "moderate" potential for change are places where city policy has generally encouraged or accepted a certain amount of development and construction is typically ongoing. Market forces and project phasing guarantee some development or redevelopment activity into the future. Finally, character areas with a "high" potential for change are likely to undergo larger amounts of development and redevelopment because of

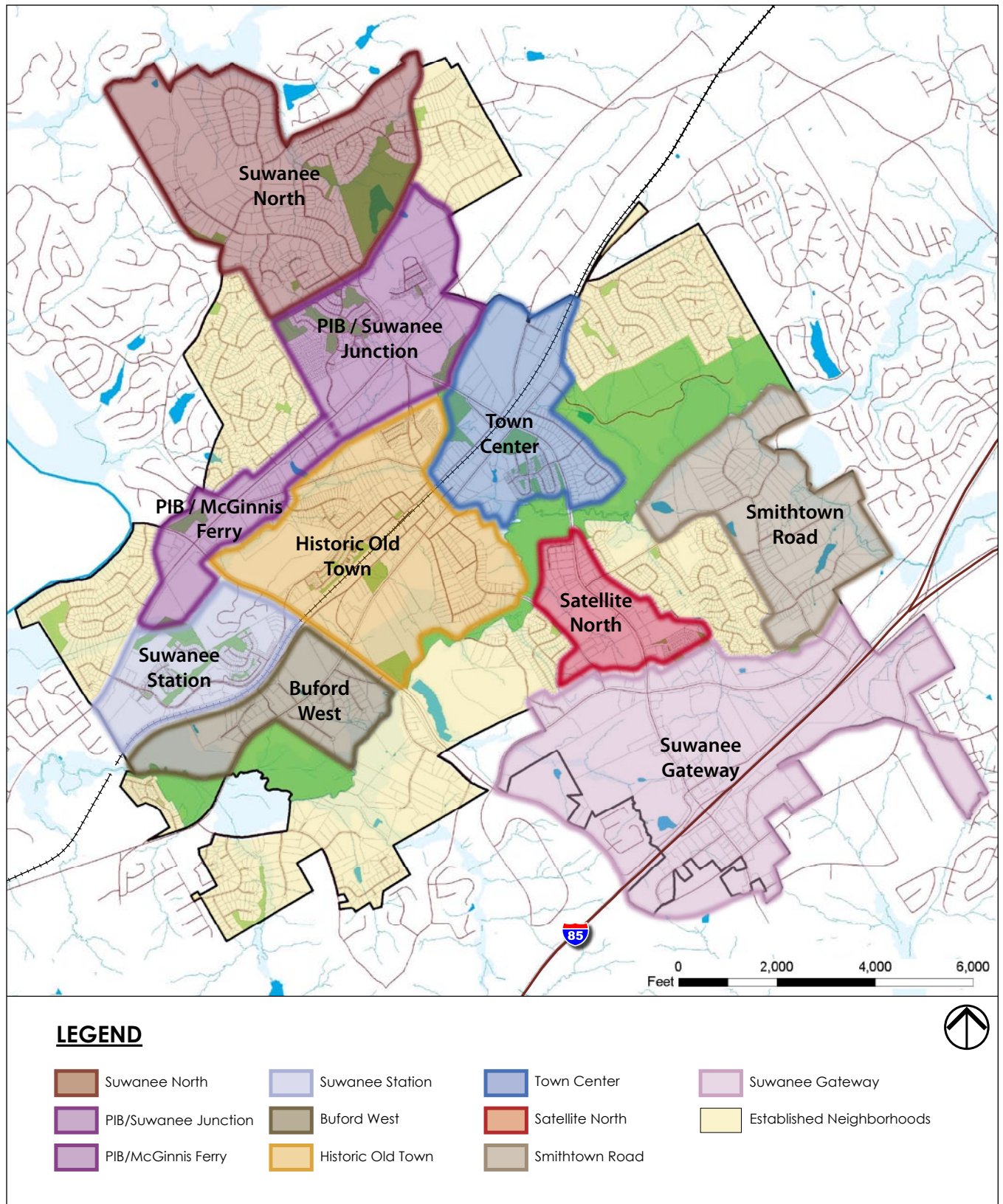


Figure 3.0-a: Character Areas

major new infrastructure or development projects underway or planned. Suwanee Gateway is the only character area in this category mainly because of the proposed improvements to McGinnis Ferry Road, the widening of I-85, the Opus Terraces at Suwanee Gateway project, and the adoption of a tax allocation district. The qualifiers are intended to give a rough idea of where and how the city should prioritize investment and policy, although every character area will receive attention in some form or capacity.

Whether a character area has a “high” or “moderate” level of expected change, every character area in these two categories has a key region that is likely to – and should - absorb most of the future growth. These “Target Areas” are discussed at the conclusion of each appropriate Character Area chapter and illustrated with land use diagrams and perspective drawings. The Target Areas emerged out of the stakeholder participation process and were vetted with the community in several forums. However, while the Target Area plans are fairly detailed, they are intended mainly as reflections of community visions and as guidance for more rigorous follow-up planning efforts.

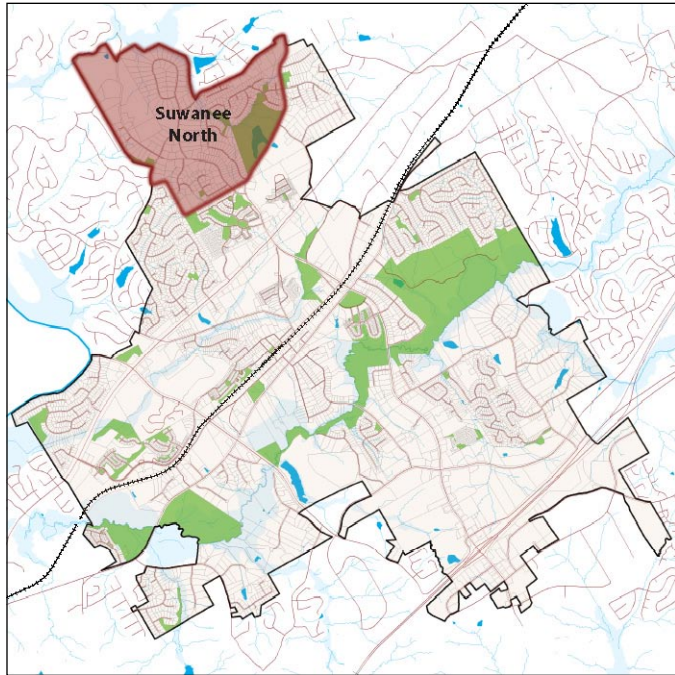
The Future Land Use Map indicates that a substantial portion of the “Target Areas” are primarily anticipated to develop or redevelop as mixed use villages or mixed use centers. With the adoption of the comprehensive plan in 2000, the City embraced Traditional Neighborhood Design principles in mixed use areas. These principles were implemented in a number of mixed use projects resulting in more walkable developments with open spaces and unique character. As such, the City will continue to encourage developments that reflect an understanding of these principles.

COMPARISON OF “CHANGE” BY CHARACTER AREA:

Character Areas	Expected “Change”
Suwanee North	Low
PIB Corridor	Moderate
Suwanee Station	Moderate
Buford West	Low
Historic Old Town	Moderate
Town Center	Moderate
Satellite North	Moderate
Smithtown Road	Low
Suwanee Gateway	High
Established Neighborhoods	Low

Table 3.0-a

3.1 Suwanee North Character Area



Suwanee North is located in the northern most portion of the city. This character area encompasses area west of Suwanee Dam Road and north of Village Grove and Lansdowne subdivisions. The area is dominated by low density single family residential land uses and also includes a city park, a church, and a horse farm/estate.

Vision for Suwanee North

There are no dramatic changes envisioned for Suwanee North. It is anticipated to remain as an established residential area with an increase in pedestrian connectivity and open spaces. Most of the vacant and

redevelopable land should adhere to the existing character of the city and be developed as single family residential or compatible uses.

Typical Existing Development Character

High-end suburban homes on large lots generally characterize this area. These houses were constructed mainly during the 1970s and 1980s. They are mostly well-constructed, large and luxurious homes representing traditional, modern and French country styles, among others. There are a few vacant land parcels along Settles Bridge Road and toward the north of Suwanee Dam Road. There is a large agricultural piece of land at the northwest corner of the area that is a likely candidate for redevelopment in the future. The 62-acre Sims Lake Park along Suwanee Dam Road is currently under construction. It provides a stable passive anchor for the area. The area has very few sidewalks and is not optimized for pedestrian use at this time. North Gwinnett High School is located at the northeast corner of the area.

Future Development

Future development in the Suwanee North area should maintain the characteristics present in the area today. Over time, the vacant parcels as well as the agricultural land should be developed into lower density, single family estate-style lots. The opening of the Sims Lake Park will provide a focus for community activities. Settles Bridge Road could be re-connected to its northern portion to improve mobility in the far north of the city, if the large agricultural property formerly split by Settles Bridge Road should be developed in the future. The addition of multipurpose paths and sidewalks would not only provide ease in mobility to pedestrians north of Peachtree Industrial Boulevard but also provide access to other areas in the city like Town Center and the Suwanee Creek Greenway. Tench Road on the east should facilitate local movement of traffic from the north to the center of the city without having to access heavily trafficked roads.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	440	141	581
Institutional	8	1	9
Agricultural	130	-130	0
Parks/Recreational	77	0	77
Vacant	12	-12	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	392	125	517

Acres for Redevelopment: 130 acres

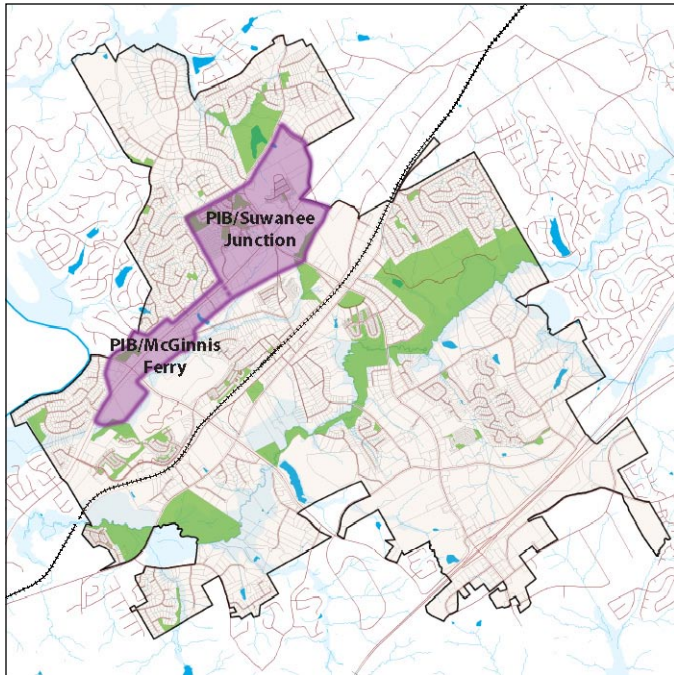
Table 3.1-a

Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> • Maintain the suburban residential character of the area
Housing	<ul style="list-style-type: none"> • Develop vacant and underutilized parcels into single family estates that match the character of the area
Community Facilities	<ul style="list-style-type: none"> • Complete the construction and development of Sims Lake Park • Provide a system of multiuse trails that enable connectivity south of PIB
Transportation	<ul style="list-style-type: none"> • Evaluate and consider the possibility of re-connecting Settles Bridge Road through the agricultural property in the northwest corner of the character area as part of any future development of the site • Provide pedestrian connectivity through sidewalks and streetscapes to make the area pedestrian friendly

Natural and Historic Resources	<ul style="list-style-type: none">• Protect Sims Lake and the wetland around it• Protect the trees as much as practical when developing the large tract of land• Low density development should allow for more sensitivity to stream buffers
Economic Development	<ul style="list-style-type: none">• Focus development on infill opportunities that maintain Suwanee North as a low density, high-end residential area

3.2 PIB Corridor Character Area



The Peachtree Industrial Boulevard Character Area takes in the corridor from the entrance of the Chattahoochee Point subdivision on the west, to Tench Road on the east. The area is relatively narrow with an approximate depth of one to two parcels, but widens to follow a power easement roughly parallel with Eva Kennedy Drive to the south. On the east, the character area expands further to encompass the entire extent of Suwanee Junction including the developments of Village Grove and Three Bridges and is contained by Tench and Suwanee Dam roads. Suwanee Junction occupies both sides of the PIB/Suwanee Dam Road intersection, and is defined by the recently-built mixed-use development of Village Grove. Overall the corridor contains

functioning auto-oriented commercial uses concentrated mostly at or near the intersection with McGinnis Ferry, with a second, more limited, clustering of commercial at Suwanee Dam Road. Village Grove and its surroundings resemble the new residential portion of Town Center in lot sizes and street networks, with limited commercial concentrated along Suwanee Dam Road.

Vision for Peachtree Industrial Boulevard

Peachtree Industrial Boulevard is appropriate for relatively intensive community-supportive retail that would permit larger-footprint buildings than allowed in most other parts of the city, with the exception of Suwanee Gateway. The corridor should also diversify to some degree in the future with additional office and residential uses, with residential development concentrated on parcels behind those with PIB frontage in the manner of Village Grove. The PIB right-of-way should be enhanced with streetscaping and tree plantings, as well as safety improvements to encourage more pedestrian use and connections with adjacent neighborhoods. Overall, the vision for PIB is that of a landscaped multimodal parkway that is a retail spine of Suwanee, with new or redeveloped retail frontage patterned after architecturally-rich retail developments. The PIB / McGinnis Ferry intersection (Character Area 2a) should be surrounded and intensified by this type of development in the future. The PIB/Suwanee Dam Road intersection (Character



Intersection of Peachtree Industrial Boulevard and Lawrenceville-Suwanee/Suwanee Dam Road. Old Town lies towards the top right and Village Grove is towards the bottom of the image.

Area 2b) is larger in size and should incorporate intensified retail on the PIB frontage parcels and TND neighborhoods like Village Grove on adjacent land.

Typical Existing Development Character

Current development patterns along PIB are typical for a regional arterial. Most, if not all, development is auto-oriented, with individual curb cuts serving each retail use. Larger chain-store-based strip commercial centers are clustered around the McGinnis Ferry and Suwanee Dam Road intersections, with a Publix-anchored retail node at McGinnis Ferry and a Kroger-anchored retail node at Suwanee Dam Road. Several smaller strip commercial uses populate much of the balance of the corridor, some newly built and others older and more outdated.



View looking west along Peachtree Industrial Boulevard with Lawrenceville-Suwanee Road intersecting into it. Village Grove lies towards the bottom right of the image.

The corridor also contains some vacant land, with the largest concentration – about 48 acres - in the southwest corner of the PIB / Suwanee Dam intersection. Flanking the corridor on the north are several suburban neighborhoods, while Old Town dominates the south.

Future Development

Future development along PIB should continue and reinforce the pattern of suburban retail nodes at major intersections, but diversify the retail mix and maintain or raise the standard of design. Existing surface parking lots that are currently underutilized or have excess capacity should be considered for redevelopment to intensify their retail sites, especially the Kroger lot at Lawrenceville-Suwanee Road. New projects or redeveloped parcels should seek to have smaller, more dispersed parking; landscaped pedestrian walkways with intermittent plazas and pocket parks; areas of multilevel mixed-use; and buildings with quality materials and architectural detailing. Every attempt should be made to promote parcel interconnectivity, both pedestrian and automotive, along the entire corridor, whether as part of new construction or retrofitted to existing development. The corridor frontage between the nodes at the two major intersections

should contain future development that targets office mixed-use with limited retail, in a two- to three-story format. New residential areas behind the commercial frontage should have a diversity of housing type as appropriate to the adjacent context, including small-lot single-family detached homes, townhouses, and small multifamily buildings. Finally, the PIB right-of-way should be enhanced as a pedestrian-friendly multimodal parkway with additional intersections advancing north-south connections installed as feasible.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	151	-42	109
Multi Family	0	3	3
Mixed Use Village	0	70	70
Mixed Use Center	0	66	66
Commercial/Retail	97	56	153
Low Density Office	13	8	21
High Density Office	0	15	15
Industrial	8	-8	0
Utilities	12	0	12
Institutional	26	0	26
Parks/Recreational	35	1	36
Vacant	176	-176	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	844	556	1,400
Commercial/Retail (sqft)	848,287	995,981	1,844,269
Office (sqft)	144,100	612,586	756,686
Industrial (sqft)	99,317	-99,317	0

Acres for Redevelopment: 68 acres

Table 3.2-a

Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> • Maintain the corridor as predominantly commercial to support the surrounding residential areas • Direct more intensive commercial uses into the nodal areas surrounding the McGinnis Ferry and Suwanee Dam Road intersections • Promote commercial mixed-use (office / retail) on both sides of the corridor near the Suwanee Dam Road intersection to better complement the growth of Town Center and transition into existing residential areas consistent with traditional neighborhood designs • Work toward development of the large vacant tract south of the Suwanee Dam Road intersection as mixed-use

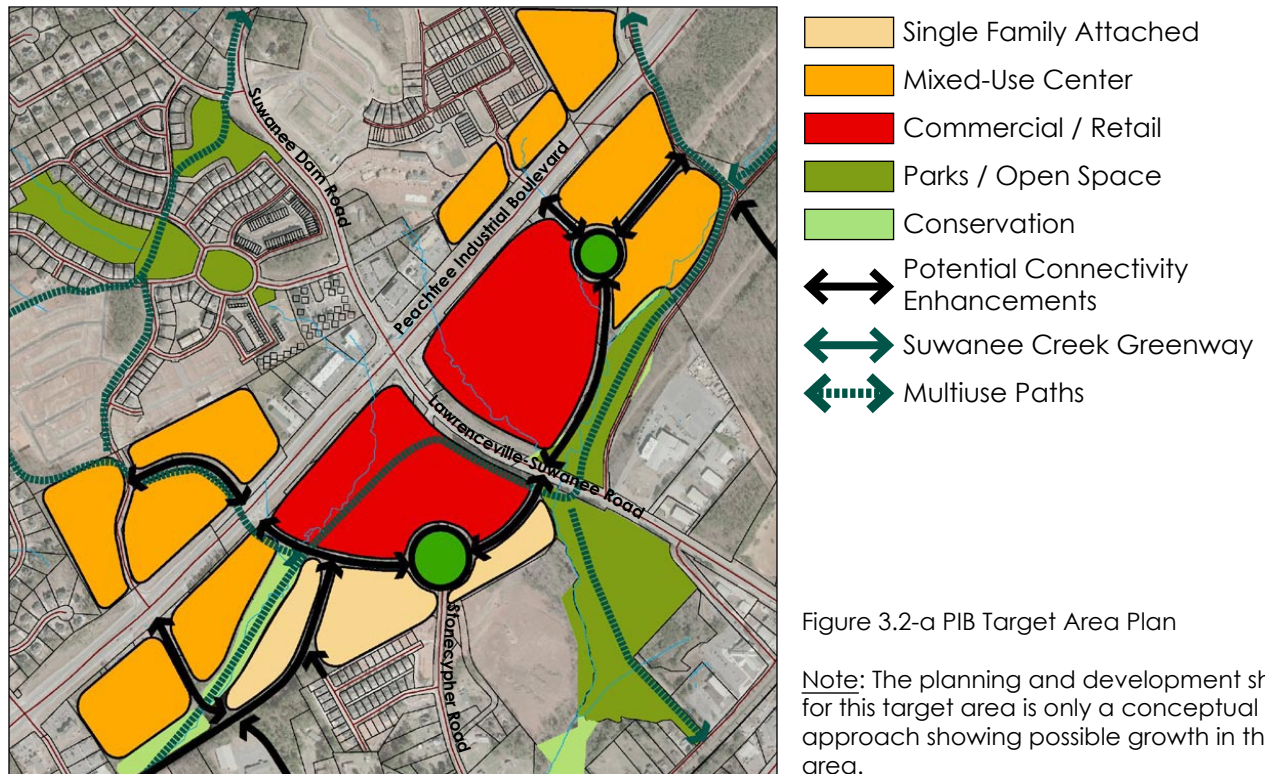
Housing	<ul style="list-style-type: none"> • Advocate adding single-family attached or higher density Single Family Detached (SFD) housing as part of the future development of the vacant parcel at Suwanee Dam Road, especially to transition to the residential neighborhoods of Old Town
Community Facilities	<ul style="list-style-type: none"> • Create a new multiuse trail paralleling the corridor along the power easement
Transportation	<ul style="list-style-type: none"> • Study the possibility of creating a new local street network with low vehicular speeds and traffic calming measures around the PIB / Suwanee Dam intersection to improve connectivity between Stonecypher Road and Tench Road • Study the possibility of adding signalized intersections around the Suwanee Dam commercial node to facilitate safer and more frequent pedestrian crossings. • Look for opportunities to link PIB to Eva Kennedy Road with new or extended streets • Promote interparcel connections between adjacent commercial uses along the corridor
Natural and Historic Resources	<ul style="list-style-type: none"> • Stream buffers should be honored where ever possible
Economic Development	<ul style="list-style-type: none"> • Recruit more diverse retail uses that include a wider range of goods and services and a mixture of national and local retailers

Target Area Plan

The target area plan for the PIB Corridor focuses on expanding land uses at the Suwanee Dam Road intersection and improving connections to Old Town as well as to Village Grove and other areas to the north. The plan proposes development of the last large tract of vacant land along PIB in the intersection's southeast corner, as well as redeveloping a portion of the Kroger parking lot and the adjacent parcels to the north. A wide power easement running parallel to PIB constrains development, but provides a logical separation between large-footprint retail and mixed-use commercial along the PIB frontage and medium-density residential (single-family attached, with the possibility of multifamily) behind. A new circumferential street terminates Stonecypher Road and provides access to PIB and Suwanee Dam Road at new signalized intersections. The street continues across Suwanee Dam Road and connects to the Three Bridges development at a third signalized intersection at PIB, with a spur reaching farther north to Tench Road. Future commercial uses between PIB and the power easement should be designed to include smaller, dispersed parking; landscaped pedestrian walkways with small plazas connecting architecturally-enriched retail buildings; and areas of multilevel mixed-use. New residential areas should act as a transition between the commercial frontage and the more sensitive landscape of Old Town.



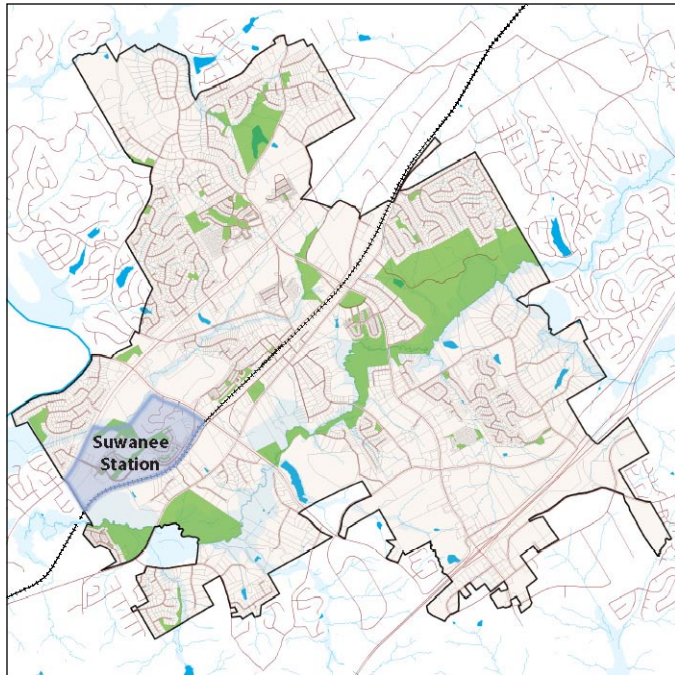
View looking east along Peachtree Industrial Boulevard with Village Grove on the left and Old Town on the right.





View looking east along Peachtree Industrial Boulevard with Village Grove on the left and Old Town towards the right of the image

3.3 Suwanee Station Character Area



The Suwanee Station Character Area is bound by Peachtree Industrial Boulevard to the north, McGinnis Ferry Road to the east, the railroad tracks to the south and the city boundary to the west minus the two parcels at the corner of Peachtree Industrial Boulevard and McGinnis Ferry Road. This area includes a mixture of rolling topography, relatively flat floodplain and some steep slopes.

Vision for Suwanee Station

The potential development of the commuter rail system and location of a station along the tracks within this area instigated the development of Suwanee Station. The area's

mixture of existing infrastructure, surrounding land uses, accessibility, and location along an active rail line have made it an ideal location for a mix of land uses. The area should continue to focus on residential development and capitalize on the possibility of a commuter rail station. There should be a balance between rental and ownership properties, which in turn should encourage commercial growth in strategic locations. Most of the character area is likely to develop according to the approved concept plan for the Suwanee Station mixed use development.

Typical Existing Development Character

A large mixed-use master planned project called Suwanee Station dominates this character area. It is characterized by a mix of housing types and relatively dense residential development. It has the largest concentration of multi-family garden apartments in the city which occupy the eastern and western edges of the area. Single-family detached houses built on small lots, as well as single-family attached townhouses, are located at the center of the area. Some vacant land lies along PIB and along the railroad tracks. Some low density commercial and institutional uses are located along PIB. There is generally a lack of large open spaces or the connection of trails and greenways to other community facilities within the city.

Future Development

The future development in this area should continue to build upon the vision for a mix of uses and take advantage of the potential commuter rail line. The city should evaluate the impact of a potential station on the area south of the tracks in Buford West, and explore ways to better connect both sides of the line if only in the form of a future pedestrian tunnel like the one being built at Town Center. The vacant land along PIB should be developed as commercial uses so as to provide residents in the surrounding area with the convenience of retail and maybe even work in proximity to their homes. The vacant land along the tracks should develop as a mix of some retail and more office and residential uses. Greenspace should be integrated into all new developments. Streets should be interconnected and provisions for bike lanes should be made where possible. A possible entry from PIB into the area should also be considered. A system of multipurpose trails should connect the area to the surrounding areas of the city.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	43	0	43
Multi Family	76	8	85
Mixed Use Village	0	11	11
Mixed Use Center	0	23	23
Commercial/Retail	21	0	21
Institutional	9	0	9
Parks/Recreational	30	4	34
Vacant	47	-47	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	1,221	291	1,512
Commercial/Retail (sqft)	181,210	107,030	288,239
Office (sqft)	0	64,389	64,389

Acres for Redevelopment: 1 acre

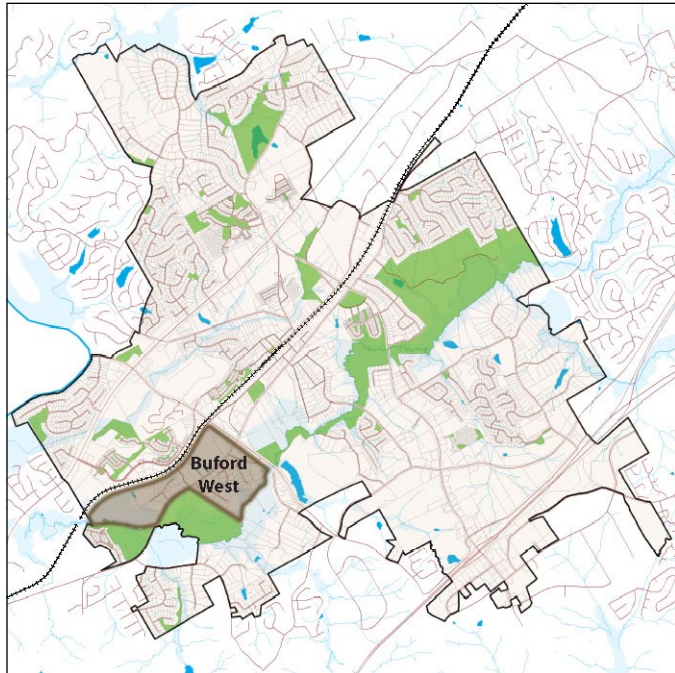
Table 3.3-a

Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> • Provide a mix of land uses so as to capitalize on the proximity to the potential rail station and line. • Review the plan in the near future to re-evaluate the needs the direction of growth for the area
Housing	<ul style="list-style-type: none"> • Provide a balance between rental and owned housing units • Provide an opportunity for live-work units

Community Facilities	<ul style="list-style-type: none">• Connect a trail that runs through Suwanee Station to the existing multi-use trail on McGinnis Ferry Road• Encourage connections to the existing multi-family complex
Transportation	<ul style="list-style-type: none">• Encourage a commuter rail along the existing tracks and a station within this area• Provide bike lanes along the streets• Make provisions for parcel interconnectivity• Consider an access from PIB into the site
Natural and Historic Resources	<ul style="list-style-type: none">• Conserve the wetlands in the site• Preserve trees during new development where practical
Economic Development	<ul style="list-style-type: none">• Continue to market Suwanee Station as a mixed-use, mixed income area

3.4 Buford West Character Area



As the name suggests, this character area lies on the west of the city. Buford Highway runs through its center. The area is bound by the railroad tracks on the north and Suwanee Creek on the south. It extends up to McGinnis Ferry Road on the east and is limited by the Baxley Point subdivision on the west.

Vision for Buford West

Although non-residential in character, this character area is not a priority for growth and development. The existing light industrial uses function well. It is well served by large roadways and rail access. The immediate future envisions this area to be limited to

industrial uses with development limited to undeveloped parcels in existing business parks. It also identifies the need for a re-evaluation of the plan at a logical point in the near future to help decide the direction of growth best suited for Buford West.

Typical Existing Development Character

The dominant character for the area is created by the many light industrial uses like manufacturing, distribution, freight and business parks. Industrial buildings in this area are somewhat older than they are in other areas of the City. There is some commercial use at the intersection with McGinnis Ferry Road as well as some vacant land. The parcels are generally not interconnected. Although there is little green space within this area, the Suwanee Creek Greenway runs along the southern edge, Suwanee Creek Park is directly adjacent to the area, and a 30-acre conservation area is also directly adjacent to it.

Future Development

Short-term future development opportunities are limited as the area is largely developed. It is unlikely that new professional offices or residential uses would be suitable given the presence of the existing industrial uses in the area. The existing business should be supported but not allowed to grow to areas outside of this character area. Alternatives should be looked into for the trucking facility and more intensive light industrial uses should be considered. Small commercial uses should be encouraged along McGinnis Ferry Road, some of which can support the industrial uses in the area. If the area begins to decline as a result of the aging industrial buildings, then the City should explore redevelopment options for the future. Unlike Suwanee Gateway, it does not have the proximity to the interstate that would allow much more intensive future development.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Commercial/Retail	6	2	8
Industrial	177	14	191
Institutional	2	-2	0
Vacant	67	-67	0

Development Type	Development Quantities		
	2007	New	2030
Commercial/Retail (sqft)	56,454	17,206	73,660
Industrial (sqft)	2,315,780	175,634	2,491,414

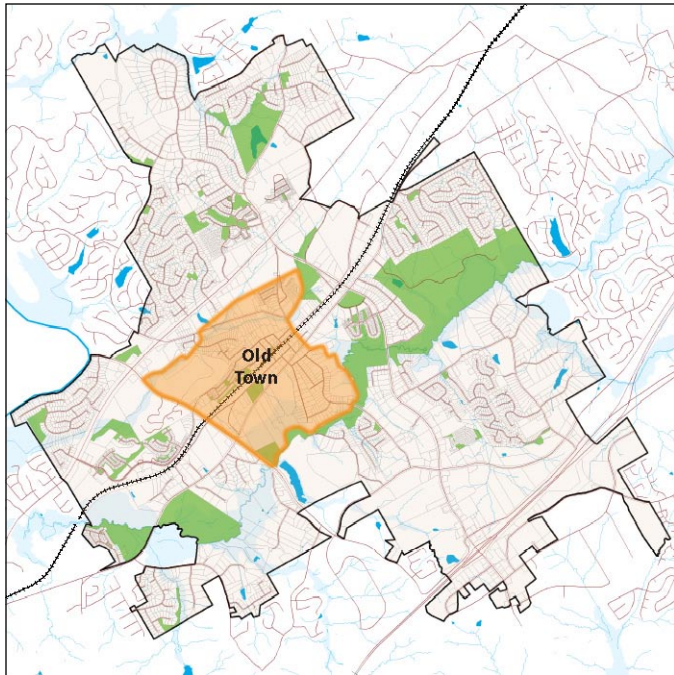
Acres for Redevelopment: 2 acres

Table 3.4-a

Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> Existing land uses should be maintained or intensified for the short term future. The plan of the area should be re-evaluated in the future so as to determine the direction of future growth
Housing	<ul style="list-style-type: none"> Housing is not anticipated in this area.
Community Facilities	<ul style="list-style-type: none"> The Suwanee Creek Greenway should be extended across the tracks into the Suwanee Station area
Transportation	<ul style="list-style-type: none"> Buford Highway should be provided with sidewalks Parcel interconnectivity should be encouraged
Natural and Historic Resources	<ul style="list-style-type: none"> Development should honor required stream buffers
Economic Development	<ul style="list-style-type: none"> For the short term, light industrial uses should be intensified In the long term, if the area declines, it should be marketed as a mixed-use, mixed income neighborhood

3.5 Historic Old Town Character Area



Downtown Suwanee is characterized by two areas: Historic Old Town and Town Center. Due to their proximity and similar purposes, the two areas can function together and complement one another quite well. The Old Town Character Area roughly represents the historic heart of Suwanee. While much more developed over the last forty years than it had been for the majority of the city's existence, it has a somewhat rural, forested, single-family detached, and small-scale commercial environment that stands out as a special place. It is defined on three sides primarily by the Suwanee Creek floodplain to the southeast, McGinnis Ferry Road to the southwest, and Brushy Creek to the north. Buford Highway bisects the character area.

Roughly half of the Old Town Character Area, northwest of Buford Highway, is occupied by properties that had been subdivided and developed before 1950, while the southerly portion contains housing that was mostly built in the 1950s, 1960s and 1970s.

Vision for Old Town

While Suwanee is emerging as a vibrant, family-oriented city that embodies the highest quality of life and most up-to-date housing in the Atlanta region, it is still a place where the historic origins of the city remain and are highly valued. The vision for Old Town Suwanee acknowledges that reality, and because of the tangible presence of history requires a very sensitive approach to growth. Overall, historic preservation should be balanced with new construction, and infill development encouraged but designed and built in ways that maintain and enhance the environment and unique small-town character. The area around the small, but distinct, Main Street should be reinforced with compact and compatible development. Town Center should be extended to Russell Street along Buford Highway with buildings and uses that embody pedestrian-oriented principles, gracious sidewalks, lively storefronts, substantial and continuous building masses, and concealed parking and services. To accomplish this with a minimum of conflict with GDOT, the city should explore the possibility of relocating the State Highway 23



View looking north along Buford Highway and toward Town Center Park

designation of this section of Buford Highway (from McGinnis Ferry Road to Suwanee Dam Road) to Peachtree Industrial Boulevard. Absent this, the city should work closely with future road projects to ensure the desired development forms are achievable. Russell Street itself should serve as a gateway to Old Town and Main Street, but complement and not compete with Town Center as a destination. Old Town should also encourage mobility options and walkability with new sidewalks where needed and road improvements or extensions to provide street network connectivity to adjacent character areas.

Typical Existing Development Character

The development patterns that characterize historic Old Town have evolved from a century of small-town growth, compressed into four general categories. The “historic heart” of the city is the small core containing Main Street, originally the site of the 1871 Georgia Air Line depot and the line of adjacent storehouses that burned in an 1881 fire. Today, the depot is gone and the storehouse sites contain small commercial buildings as well as recently built office space and small-lot, single-family homes. The few blocks surrounding Main Street continue the small-town feel with historic churches and homes on roads lined by hedgerows and fences, with an out-of-character metal industrial building flanking the railroad. Further out along Stonecypher Road, and across the railroad to the southeast, plainly designed four-square, bungalow and double-pen historic homes mix with newer ranch houses and the occasional barn or garden shed. The large treed lots and small roads dominating this area give it the feel of the country; stone embankments, picket fences, and small gardens provide a memorable character rare in metro Atlanta. Across Buford Highway to the south, single-family detached lots continue with a few historic homes closer in and newer homes dating to the 1960s, 70s and 80s mixed randomly on the balance of the parcels; Eva Kennedy Road to the north has a similar lot pattern. A few older (and in some cases deteriorating) auto-oriented commercial uses occur along Buford Highway at its northern and central portions. Newer, but more limited commercial and institutional uses occupy larger frontages to the south, along with a significant amount of undeveloped and steeply rolling land. Finally, an area of new small-lot single-family subdivisions lines Scales Road to the north and south in the northwest corner of the character area. A large garden-style apartment complex is accessed from Scales and McGinnis Ferry roads.

Future Development

While Old Town can and should grow in the future, development must be controlled and designed so that the best features of the area are not lost but rather enhanced. Since there are so few places where large-scale new construction can occur, the growth strategy for Old Town should be carefully-crafted infill responding to the unique context in the historic areas. Overall, preservation of historic structures and landscapes should be stressed, with a comprehensive survey of historic resources to validate or revisit previous inventories as a first step. In the Main Street district, future development should tend toward small one- or two-story mixed-use buildings or small-lot housing and should occur on sites that do not contain historic resources. New development should be sensitive to the existing lot character and tree cover, as well as the proportions and scale of adjacent buildings and roads. In the residential areas to the north and along Stonecypher Road the same preservation ethic applies. Infill development

or redevelopment could occur on existing large lots but should be targeted toward single-family detached or duplex housing designed as a single large home.

Subdivisions of larger parcels are acceptable at certain locations, but should be accomplished in a way that preserves the random spacing of existing lot frontages, a key aspect of the area's character. This could be accomplished by positioning new buildings toward the rear of existing lots, and using shared drives or flag lot layouts to minimize building density on the rural-type roads and spread the development over a larger area. The inverse is true for new development along Buford Highway (north of Davis Street), where two- to three-story mixed-use buildings should create a uniform street wall as much as possible. North of the Buford Highway/McGinnis Ferry Road intersection, large undeveloped and heavily-wooded parcels along White Lane provide an opportunity for additional housing on higher ground, and open space along the creek bed leading to Suwanee Creek and its Greenway. Although difficult to accomplish, Buford Highway in this stretch should preserve its rural, tree-lined character. Finally, in the areas of newer subdivisions, future development should follow the current small-lot, single-family pattern.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	300	-56	244
Multi Family	85	0	85
Mixed Use Village	0	71	71
Mixed Use Center	0.5	12.5	13
Commercial/Retail	9	-1	8
Low Density Office	17	27	44
Industrial	2	-2	0
Institutional	50	6	56
Parks/Recreational	19	9	28
Vacant	95	-95	0

Table 3.5-a

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	1,251	480	1,731
Commercial/Retail (sqft)	80,869	103,552	184,421
Office (sqft)	186,873	344,289	531,162
Industrial (sqft)	28,358	-28,358	0

Acres for Redevelopment: 80 acres

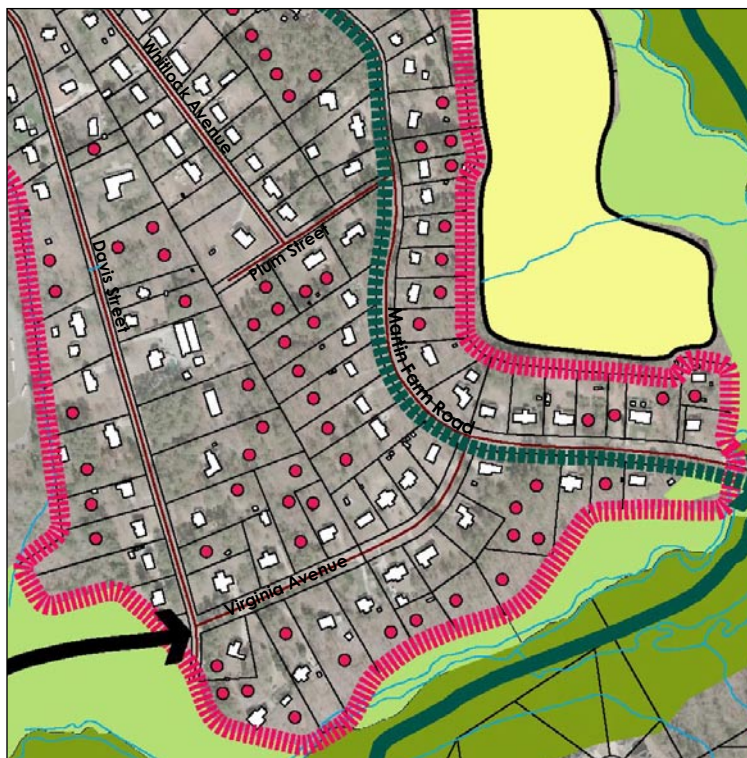
Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> • Undertake an update of the Old Town Master Plan that investigates ways to add infill development, preserve the existing historic and rural character, revitalize the area, and considers the form and character of a "Gateway District" along Buford Highway on and around Russell Street • Undertake a small-area planning effort that focuses on future development for the parcels on either side of Buford Highway from McGinnis Ferry Road to Davis Street • Undertake a small-area planning effort for the undeveloped parcels north of the Buford Highway – McGinnis Ferry Road intersection, especially the area along White Lane • Revisit / revise the Old Town Overlay District regulations as necessary to reflect the outcomes of the Old Town Master Plan update
Housing	<ul style="list-style-type: none"> • As part of the Old Town Master Plan update, examine the housing implications (diversity, affordability) of an infill strategy that preserves the existing rural character of the city's historic core • Evaluate the provision of senior housing in the Old Town area and identify potential locations / strategies for increasing opportunities as necessary • Evaluate the possibility of incentive programs for improving quality and maintenance of Old Town housing in need
Community Facilities	<ul style="list-style-type: none"> • With the support and participation of the current property owner, consider marketing, expanding or in some way formalizing as a city cultural resource the bluegrass music concerts that occur on the rural compound along Stonecypher Road • Pursue improving the seven-acre tract of city-owned land along Buford Highway as a rural preservation "farm park" • Initiate a feasibility study to investigate the potential for a performing arts center in Old Town, or as part of a city-wide effort
Transportation	<ul style="list-style-type: none"> • Make Buford Highway a pedestrian-oriented road and explore the possibility of relocating its designation as a State Highway, for the section between McGinnis Ferry Road to Suwanee Dam Road, on to Peachtree Industrial Boulevard • Improve connections for vehicles and pedestrians between Martin Farm Road and Stonecypher Road • Study the possibility of new vehicular and pedestrian connections between Eva Kennedy and Scales roads • Improve pedestrian facilities in Old Town by the addition of sidewalks and multiuse trails to enhance mobility both inside and across the Character Area

Natural and Historic Resources	<ul style="list-style-type: none"> Consider implementing a historic preservation overlay or ordinance for the most historic sections of Old Town Support the preservation of the existing tree canopy by partnering with groups like the Georgia Conservancy, the Georgia Native Plant Society, and others to inventory significant trees in the Old Town urban forest
Economic Development	<ul style="list-style-type: none"> Develop a strategy for expanding local retail around Main Street through physical enhancements like adaptive reuse / new development projects or programs offering grants, tax abatement and other incentives

Target Area Plan

The target area plan for Old Town illustrates the infill strategy on existing large single-family parcels, where new homes have been added to the rear of wooded lots with shared driveways accessing Davis Street and Martin Farm Road. The resulting subdivision pattern preserves the varied lot widths and roughly doubles density without compromising the neighborhood's character. Should property owners wish to assemble tracts for redevelopment, this also could be appropriate provided the design is sensitive to the area and enhances rather than detracts from the overall community.





-  Existing Building Footprints
-  Conceptual Infill Strategy

Figure 3.5-a Conceptual infill strategy in Old Town

The target area plan also illustrates one possible approach for the Russell Street gateway area, with two-story mixed-use buildings lining Russell Street from Buford Highway to White Street. To the north, townhouses or mixed-use commercial buildings transition between the gateway area and the higher densities of Town Center; while to the south the more single-family detached context of White Street provides a setting for “Suwanee Flats” – a grouping of three-story buildings designed as large homes

but containing ground-floor residences that could serve the needs of seniors. The Suwanee Flats are reproduced across Buford Highway, with the site layout incorporating a central open space court mirrored to the south that establishes a view corridor to Main Street.

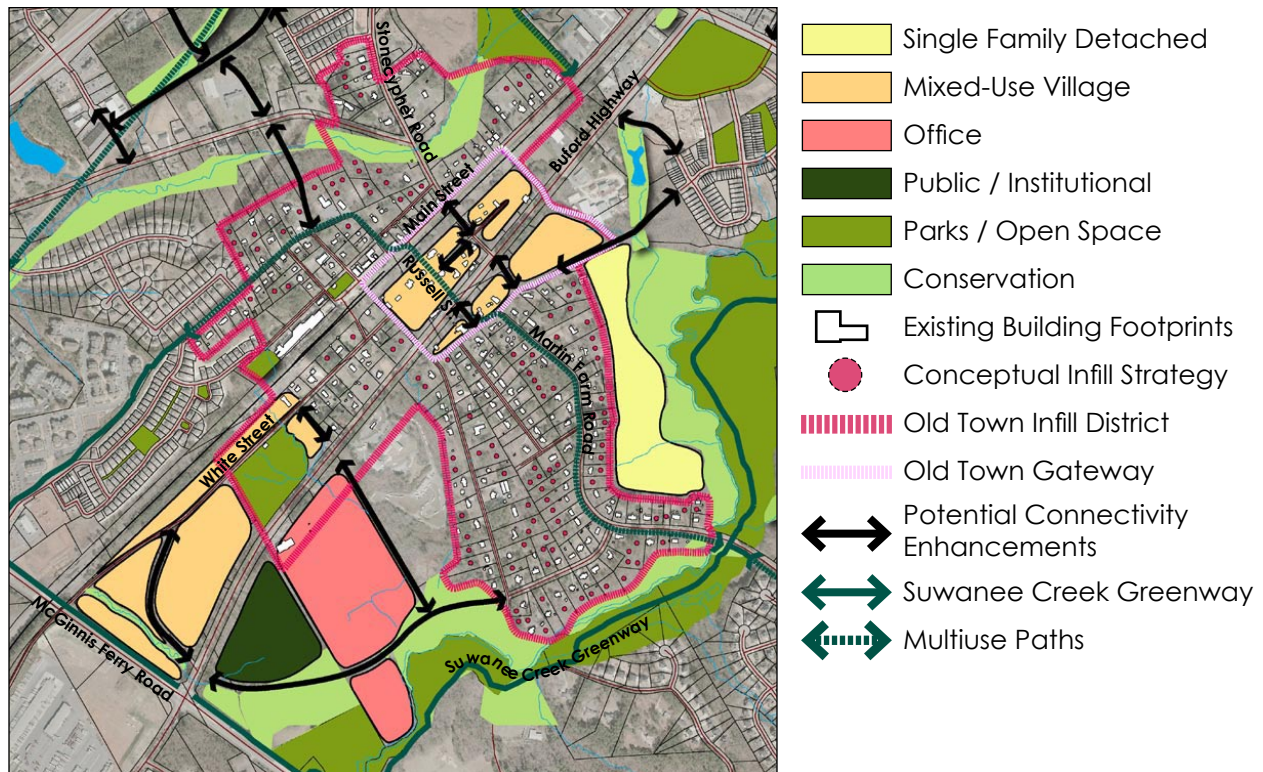


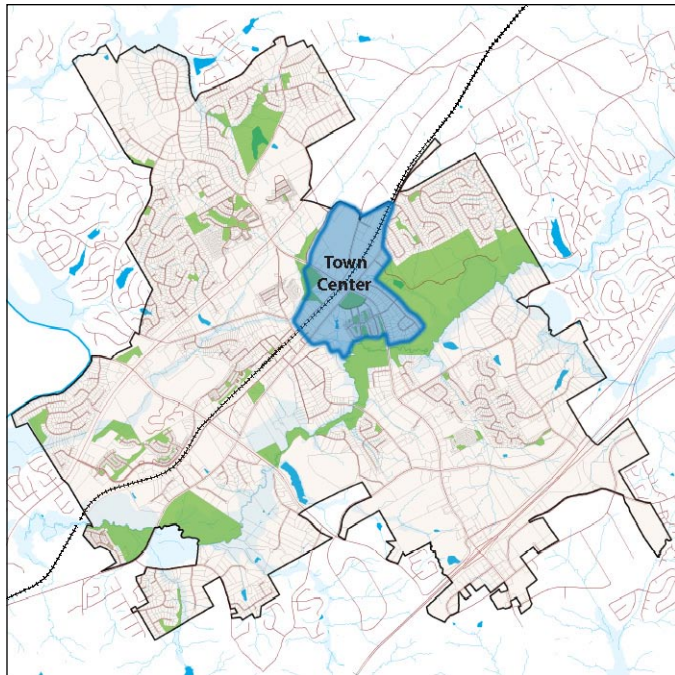
Figure 3.5-b Historic Old Town Target Area Plan

Note: The planning and development shown for this target area is only a conceptual approach showing possible growth in the area.



View looking north along Buford Highway toward Town Center

3.6 Town Center Character Area



Much the same way as Old Town represents Suwanee's past, Town Center has emerged as the new civic heart of the city and to some degree its public face. Town Center includes the four corners of the intersection of Lawrenceville-Suwanee Road and Buford Highway. It is very well-defined, incorporating the ten-acre park and its adjacent buildings, the Shadowbrook development to the south, and the municipal complex across Buford Highway. The Town Center Character Area anticipates further growth of this nucleus to include portions of the residential and commercial land uses across Lawrenceville-Suwanee Road to the north and northeast, and parcels along Buford Highway to the southwest.

Vision for Town Center

Town Center will be anchored by the new Suwanee City Hall, the centerpiece of the character area (along with the park). Yet, while Town Center revolves around this civic core, it should nevertheless be completed in the future to the north and west, and expanded to the south along Buford Highway (especially by redevelopment of the lumberyard) and into the vacant land adjacent to Old Town, as envisioned in the Old Town Master Plan. New residential development adjacent to Old Town should consider its special context, and integrate into its landscape while transitioning down in density. New mixed-use development across Lawrenceville-Suwanee Road should be similar in nature to that flanking the city hall site, but set back from the right-of-way to allow for a plaza that mirrors the hardscaped edge of Town Center Park. Streets in this area should be extended to link into George Pierce Park as appropriate.



View looking at the intersection of Buford Highway and Lawrenceville-Suwanee Road from behind Town Center Park

Typical Existing Development Character

Existing development in Town Center is, for the most part, new multistory mixed-use buildings flanking the ten-acre Town Center Park, with dense small-lot single-family homes and townhouses in the adjacent Shadowbrook neighborhood. This portion of the character area has emerged as the face of the city, and has raised the bar for new high-quality design in the city. Across Lawrenceville-Suwanee Road, a few small commercial strip buildings and a convenience store occupy the frontage near the Buford Highway intersection, while the balance of the area consists of single-family ranch houses dating roughly from the 1950s and 60s on half-acre wooded lots. The western side of Buford Highway contains shallow parcels that are used for city facilities south of Lawrenceville-Suwanee Road (including the current City Hall); with light industrial uses and the iconic Dillard's Barbecue to the east. Across the railroad to the northeast is a large area being developed as office/light industrial and warehousing. Smaller commercial and institutional uses, including the new Gwinnett County Suwanee-branch library, appear along Lawrenceville-Suwanee Road and Main Street to the southwest.

Future Development

Town Center has provided a template for future development in the character area, especially in places that are adjacent to the new construction around the park. The mixed-use multi-level format lining Town Center Park should be replicated across Lawrenceville-Suwanee Road on the existing commercial parcels and to some degree east to Suwanee Avenue, as well as along Buford Highway to the north and south of the city facilities. Provisions for the relocation of Dillard's Barbecue should be considered. The city's facilities will largely remain the same in form, but the function of the municipal buildings across Buford Highway from Town Center Park will house the police department and Municipal Court after completion of the new City Hall fronting the park. Similarly, the growing warehouse district to the north will remain in the near future but be improved as necessary with streetscapes and bikeways. Those businesses will



View looking at the intersection of Buford Highway and Lawrenceville-Suwanee Road

provide beneficial daytime customers for stores and shops around Town Center. The ranch-style residential neighborhood, Estates at Suwanee Lakes, can be intensified over time as the market dictates, with larger lots subdivided to create smaller parcels where feasible, without replicating the density of Shadowbrook. Particular attention should be paid to expanding Town Center to the south, especially in prioritizing the redevelopment of the industrial lumberyard; continuing development down Buford Highway to support the Old Town gateway at Russell Street; connecting Old Town and Town Center street networks; and transitioning denser housing in Town Center to blend into the infill pattern in the Old Town Area.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	93	-39	54
Mixed Use Village	0	34	34
Mixed Use Center	2	87	89
Commercial/Retail	26	-26	0
Office-Industrial	0	55	55
Industrial	87	-59	28
Institutional	27	1	28
Agricultural	5	-5	0
Parks/Recreational	16	5	21
Vacant	68	-68	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	318	365	683
Commercial/Retail (sqft)	236,599	140,698	377,298
Office (sqft)	4,889	230,922	235,811
Industrial & Off-Ind (sqft)	1,140,052	-292,854	847,198

Acres for Redevelopment: 149 acres

Table 3.6-a

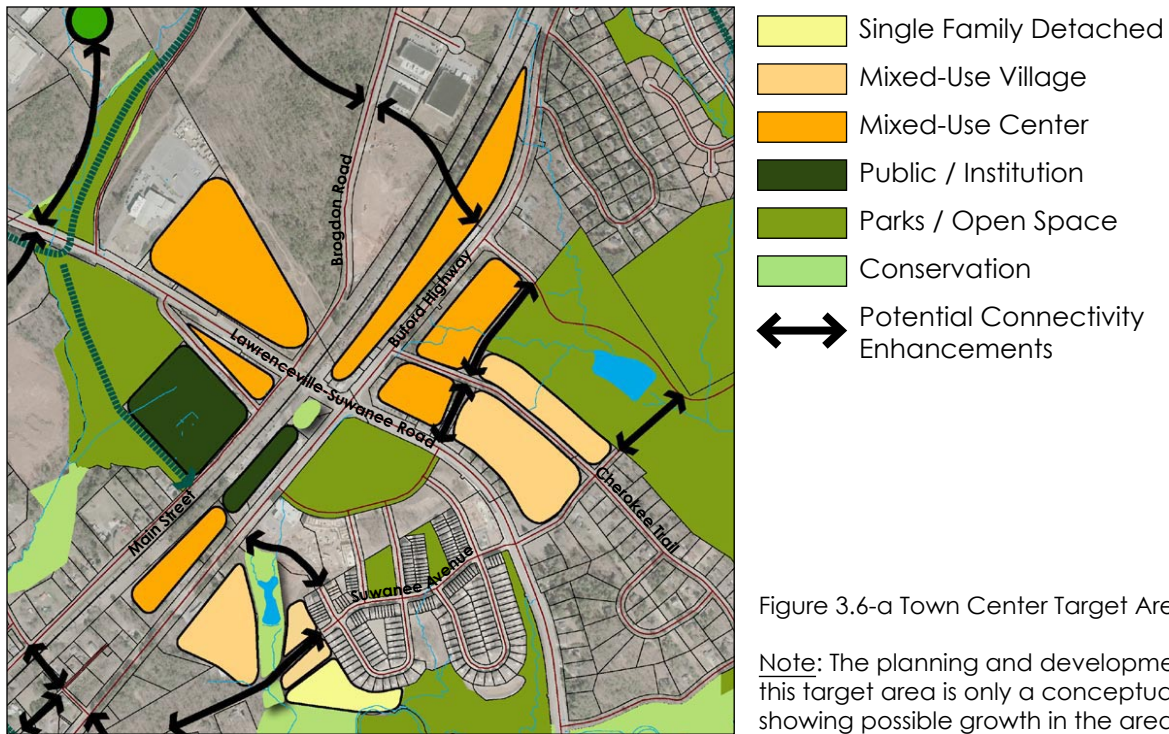
Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> Review the findings and recommendations of the earlier planning study done for the area across Lawrenceville-Suwanee Road, and revise or re-plan as needed to take into account new issues and directions Include in any future Town Center expansion studies the parcels north of Buford Highway and east of Lawrenceville-Suwanee Road Include the western portion of Town Center in further discussions of the Old Town Overlay District

Housing	<ul style="list-style-type: none"> • Investigate opportunities to provide affordable housing in Town Center and its expansion areas • Investigate opportunities to provide senior housing in Town Center and its expansion areas
Community Facilities	<ul style="list-style-type: none"> • Evaluate the possibility of providing additional park facilities on the forested land behind the library
Transportation	<ul style="list-style-type: none"> • Undertake a parking study to determine ways to handle demand during Town Center events • Consider the feasibility of a circulator shuttle to link Town Center Park to more remote neighborhoods and other city activity centers • Investigate ways to link Town Center to George Pierce Park by extending or enhancing adjacent roads and trails • Link Town Center and the library area to the potential new greenway / multiuse path paralleling Peachtree Industrial Boulevard
Natural and Historic Resources	<ul style="list-style-type: none"> • Consider ways to integrate Dillard's Barbecue (a local institution) and the adjacent mature tree into future new development • Continue expanding Suwanee Creek Greenway to the east and west, with a possible arm extending to Buford Highway
Economic Development	<ul style="list-style-type: none"> • Continue marketing Town Center as a regional mixed-use destination

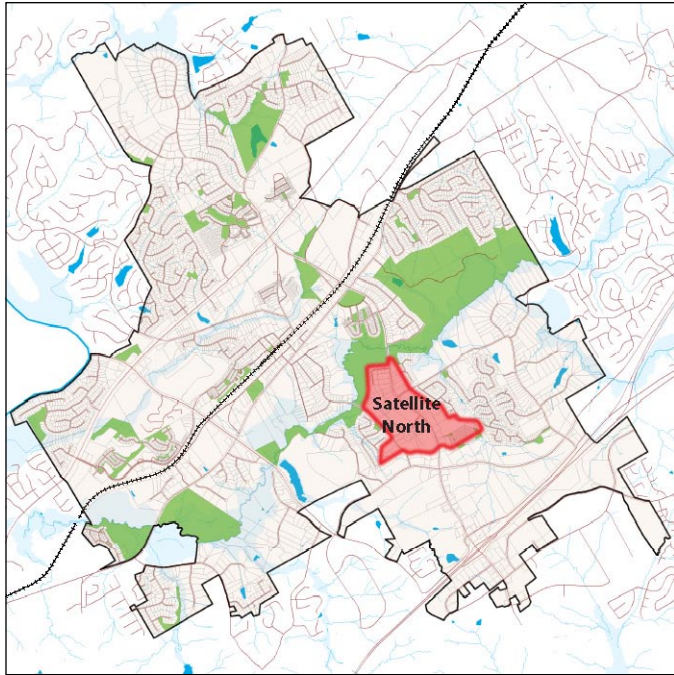
Target Area Plan

The target area plan for Town Center illustrates the expansion to the north across Lawrenceville-Suwanee Road and along Buford Highway. Future development is similar in scale and design to the buildings flanking the new city hall, as shown in the views below; and incorporates a linear plaza running along the north side of Lawrenceville-Suwanee Road that visually extends the park and functionally provides a greenway connection to Suwanee Creek to the south. Town Center Avenue and Suwanee Avenue are both extended into George Pierce Park; while Suwanee Avenue is extended southwest to connect to King Street. Mixed-use development continues along Lawrenceville-Suwanee Road across the railroad tracks, as does the greenway along the road right-of-way.



View looking south toward Lawrenceville-Suwanee Road and at Town Center Park

3.7 Satellite North Character Area



Satellite North refers to the area encompassing both sides of Lawrenceville-Suwanee Road between Suwanee Creek and Satellite Boulevard, as well as the development between Lawrenceville-Suwanee and Martin Farm Roads. It is a commercial corridor that transitions from the Town Center Character Area and the city's greenway spine, to the Suwanee Gateway Character Area.

Vision for Satellite North

The vision for Satellite North is shaped by its proximity to Town Center and its function as a transitional area between this activity center to the north and the emerging economic

anchor of Suwanee Gateway to the south. In the near term, considering the recent investment in commercial development, viable existing and new commercial uses should be encouraged and supported in most of Satellite North. The exception is the district around Sharon Industrial Way, currently occupied by smaller metal warehouse buildings, containing businesses such as auto repair shops and construction contractors. Because of the proximity to Town Center and the city's substantial investment in the greenway, the vision for the redevelopment of Sharon Industrial Way should follow the mixed-use and residential precedent of Town Center, with special attention given to the possibility of creating new senior housing as a program component.

Typical Existing Development Character

Existing development in Satellite North is dominated by large and relatively new warehouse and flex-space developments in Shawnee Ridge along Martin Farm Road, Shawnee North Drive, and Satellite Boulevard; and by newer strip retail along the Lawrenceville-Suwanee east frontage, and at the northwest corner of the intersection with Satellite Boulevard (The Village at Shawnee Ridge). To the east small office buildings are clustered around the entry to Smithtown Road; while a new residential development is being built adjacent to an electrical transformer yard opposite The Village at Shawnee Ridge. Smaller outdated light industrial, warehouse commercial and

wholesale buildings occupy the parcels along both sides of Sharon Industrial Way. The most distinctive feature of the character area is a lone single-family home and barn on a very large lot on the northeast corner of Lawrenceville-Suwanee Road and Satellite Boulevard. This home is a local landmark because of the many noteworthy oak trees that dot the property, giving that corner of the intersection an unlikely but welcome forested aspect.

Future Development

The future of Satellite North should concentrate on the redevelopment of Sharon Industrial Way as mixed-use and residential with a possible focus on the provision of senior housing. Sharon Industrial Way should be extended north to an intersection with a future extension of Smithtown Road to Martin Farm Road. To enhance the proximity of this area to the Suwanee Creek Greenway, a future greenway extension should be constructed in the floodplain of an existing small creek running parallel to Martin Farm Road from the south. This greenway could ultimately stretch south to connect to Satellite Boulevard and the forested corner lot, which should be preserved as community open space. In addition to the redevelopment of Sharon Industrial Way, the east frontage of Lawrenceville-Suwanee Road could also be redeveloped and intensified over time, possibly as commercial mixed-use with a linear park. Such a park would provide a necessary link from the Gateway employment center back to Suwanee Creek Greenway and the residential neighborhoods that it serves. Finally, the existing flex-space and commercial uses of Shawnee Ridge should be supported in the near term but examined for future potential for heightened economic value, such as adding more office components to the warehouses or additional stories to the retail in the long term.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	15	0	15
Mixed Use Center	0	29	29
Commercial/Retail	42	-7	35
Low Density Office	16	-6	10
Office-Industrial	0	83	83
Industrial	86	-86	0
Utilities	11	0	11
Parks/Recreational	4	4	8
Vacant	18	-18	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	106	78	184
Commercial/Retail (sqft)	364,771	66,287	431,059
Office (sqft)	179,740	-2,629	177,111
Industrial & Off-Ind (sqft)	1,123,325	-33,323	1,090,002

Acres for Redevelopment: 108 acres

Table 3.7-a



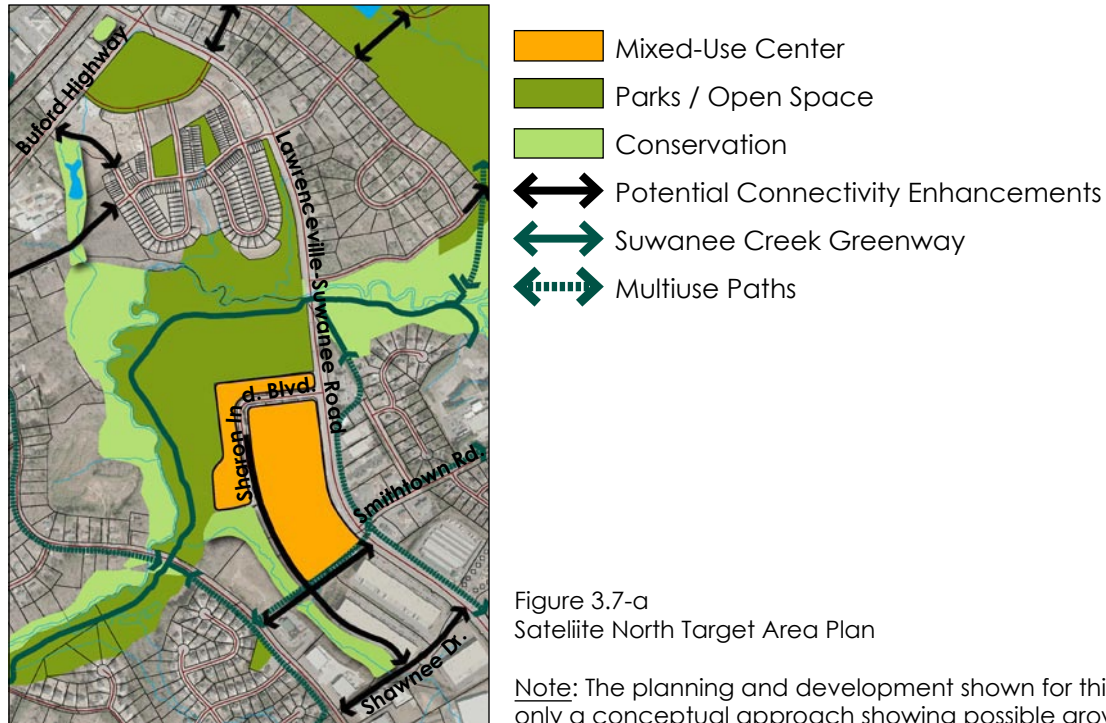
Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> • Undertake a small-area planning effort to create a redevelopment plan for the Sharon Industrial Way area, with consideration given to the long-term future of the commercial area on the opposite side of Lawrenceville-Suwanee Road • Explore ways to extend Martin Farm Park to the south along the low-lying area behind the parcels fronting Martin Farm Road to the east
Housing	<ul style="list-style-type: none"> • Investigate opportunities to provide senior housing in any future large-scale redevelopment of property along Sharon Industrial Way
Community Facilities	<ul style="list-style-type: none"> • Investigate the long-term possibility of a community use on the large single-family parcel in the northeast corner of the Lawrenceville-Suwanee Road / Satellite Boulevard intersection
Transportation	<ul style="list-style-type: none"> • Study the possibility of creating future street connections between Lawrenceville-Suwanee Road and Martin Farm Road, particularly one as an extension of Smithtown Road • Explore ways to extend the Suwanee Creek Greenway south using the low-lying area behind the parcels fronting Martin Farm Road to the east
Natural and Historic Resources	<ul style="list-style-type: none"> • Consider preserving the cluster of mature trees and other natural features of the single-family parcel in the northeast corner of the Lawrenceville-Suwanee Road / Satellite Boulevard intersection, possibly as part of a new community open space
Economic Development	<ul style="list-style-type: none"> • Consider the changing market conditions of Satellite Boulevard in unincorporated areas and review development strategies within this area accordingly

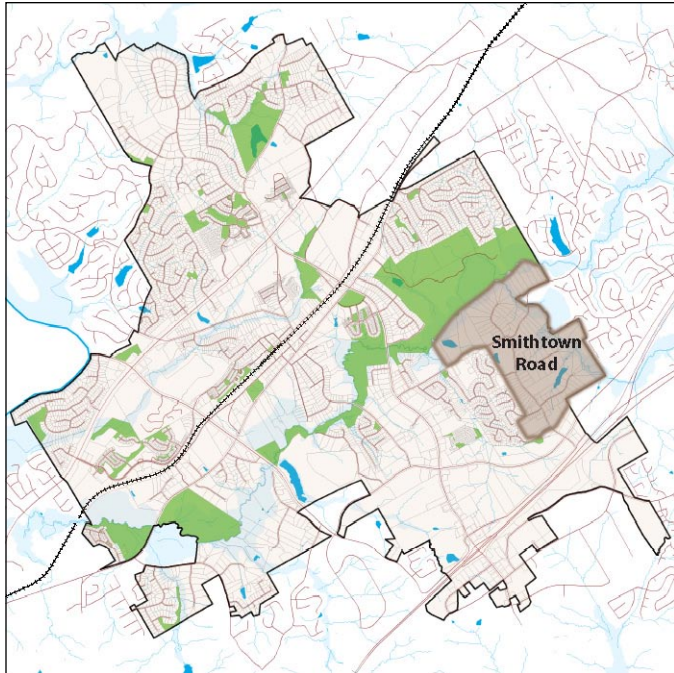
Target Area Plan

The target area plan for Satellite North concentrates on the redevelopment of Sharon Industrial Way, the Smithtown Road connection, and the gradual transition of the eastern frontage of Lawrenceville-Suwanee Road to mixed-use with a flanking greenway. Along Sharon Industrial Way, multifamily residential lines both sides of the street, with residential or commercial mixed-use fronting Lawrenceville-Suwanee Road. Over the long-term, both Smithtown Road and Shawnee North Drive should be extended to Martin Farm Road, and Sharon Industrial Way should be extended south as far as possible. Along with the extension of Sharon Industrial, a greenway should parallel the southwestern frontage of the street, connecting back to Suwanee Creek and Martin Farm Park. On the eastern frontage of Lawrenceville-Suwanee Road, beginning roughly at Shawnee North Drive and stretching to the north, new commercial mixed-use should intensify the smaller existing strip commercial as the market dictates, with a multiuse path, similar to the

one planned for the McGinnis Ferry extension, occupying a widened right-of-way to connect Gateway with Town Center.



3.8 Smithtown Road Character Area



Smithtown Road comprises an area on the eastern edge of Suwanee and just south of George Pierce Park and Suwanee Creek. The character area includes several large parcels north of Smithtown Road, those on its western edge as the road turns south towards I-85 and all the parcels along its eastern face, extending to the city limits. The area stops at a one parcel depth before reaching Satellite Boulevard. The Smithtown Road area is characterized by rural and suburban residential developments primarily built in the 1970s and 1980s.

Vision for Smithtown Road

Smithtown Road is one of the older residential areas of the city that still has some rural lots along with suburban residential development. In the future, this character should be preserved, transitioning over time to estate homes. The area should be developed as a safe residential haven with limited and slow traffic moving through the neighborhoods. Future cut-through traffic and its effects on the residents should be managed and minimized. Pedestrian connectivity should be enhanced through streetscape projects such that surrounding areas of the city, like George Pierce Park, Martin Farm Park and Town Center, become easy to access without complete dependency on the automobile.

Typical Existing Development Character

The development in the Smithtown Road area is characterized by residential and institutional buildings (Suwanee Elementary School and places of worship) built over a number of decades. The north and east portions of this area are dominated by suburban homes primarily built in and before the 1980s on large rural lots serviced by septic tanks. Traditional suburban residential subdivisions, developed in the 1990s, are located to the southwest of the area where the lots are about half an acre in size and are serviced by sanitary sewer. All residences are single family structures varying in size and style. Traditional American style houses are mixed in with wood frame bungalows, ranches and split levels. Construction materials also vary from wood, to

brick and masonry. This non-uniformity in construction material and techniques imparts a special character and feel to these neighborhoods. This community is served by a school and a couple places of worship. There is a tree nursery located at the bend of Smithtown Road where it turns south toward the interstate. The Smithtown Road area has limited connectivity to other areas of the city. It is served poorly by sidewalks or trails, thereby discouraging any safe pedestrian or bicycling activity. There are no commercial facilities within these neighborhoods.

Future Development

Future development in this area should be limited and should reinforce the existing residential and institutional nature that is predominant. The suburban residential character should be maintained. Future lots should not be dramatically different than those already in the area. When the tree nursery is redeveloped in the future, it should be developed as a residential neighborhood that is complementary to the surrounding area. Development along Moore Road would be a model for evolution and growth in this area. The extension of Smithtown Road across I-85 would provide easy access to the southern portion of the city but could potentially increase traffic and congestion. Care should be taken in designing and landscaping the street such that vehicles move at safe speeds through the neighborhoods. Smithtown Road could also connect across Lawrenceville-Suwanee Road to Martin Farm Road, thereby providing more connectivity options to different parts of the city. Multiuse paths and trails should be incorporated into this area to increase connections to George Pierce Park, Martin Farm Park and the Suwanee Creek Greenway. Sidewalks and streetscapes should be provided to make it a pedestrian-friendly environment.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	370	17	387
Mixed Use Village	0	5	5
Office-Industrial	0	5	5
Industrial	5	-5	0
Institutional	27	0	27
Agricultural	22	-22	0

Table 3.8-a

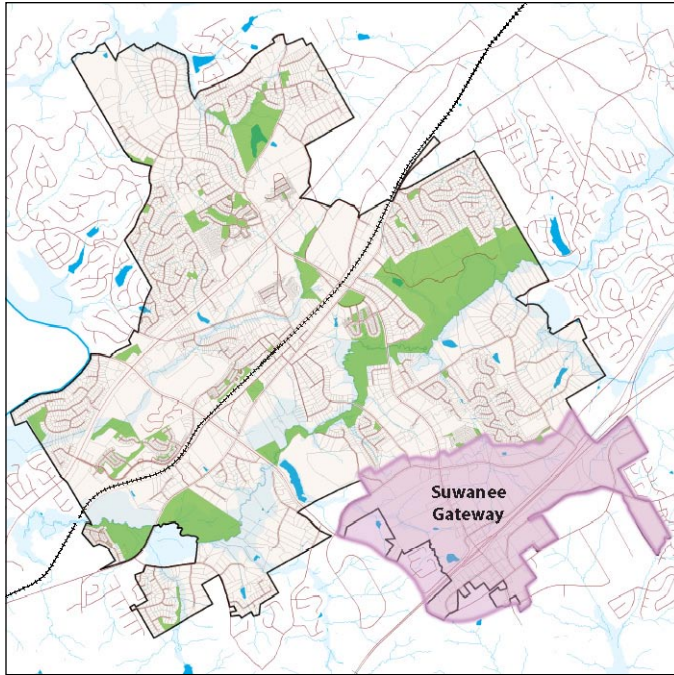
Development Type	Development Quantities		
	2007	New	2030
Residential (units)	140	20	160
Commercial/Retail (sqft)	0	5,378	5,378
Office (sqft)	0	2,689	2,689
Industrial & Off-Ind (sqft)	65,340	0	65,340

Acres for Redevelopment: 32 acres

Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none">• Maintain the suburban residential and institutional nature of the area
Housing	<ul style="list-style-type: none">• Transition smaller homes on larger lots to estate homes
Community Facilities	<ul style="list-style-type: none">• Create new multiuse trails to connect to George Pierce Park, Martin Farm Park and the Suwanee Creek Greenway
Transportation	<ul style="list-style-type: none">• Study the impact of the proposed extension of Smithtown Road across I-85 on the neighborhoods.• Promote inter-parcel connectivity• Improve pedestrian connectivity to enhance mobility across the area by providing sidewalks and streetscapes
Natural and Historic Resources	<ul style="list-style-type: none">• Maintain as many of the existing trees as possible
Economic Development	<ul style="list-style-type: none">• Market the area as a location for estate homes

3.9 Suwanee Gateway Character Area



Suwanee Gateway covers all of the area that contains the I-85 business and commercial district. The area is a combination of new development, largely on the west side of I-85 and older underperforming development mostly located on the east side of I-85. The term "Gateway", introduced in the 2005 Competitive Assessment / Development Strategy Report as a plausible approach to branding the district, is maintained here because the character area geography and vision is seen as a continuation of the previous work and community dialogue. The physical boundaries of Suwanee Gateway consist of the city limits on the east and south; the approximate alignment of the McGinnis Ferry extension on the west; and the average

depth of the north parcels fronting Satellite Boulevard on the north. The backbone of Gateway is Lawrenceville-Suwanee Road, surrounding the I-85 interchange.

Vision for Suwanee Gateway

Substantial transportation investment, public and private, is planned for the I-85 Business District. As such, it is anticipated that the most intensive non-residential growth and development in the city will occur within Suwanee Gateway. Future land use should be dominated by office and commercial mixed-use, with retail and hospitality capitalizing on the improvements. Higher intensity developments and mid-rise buildings are appropriate in the Gateway. This is because of its economic potential, proximity to the interstate and other major roadways, the presence of underdeveloped properties and because it is largely isolated from parts of the City that are smaller-scaled and sensitive to physical change. Overall, Suwanee Gateway should present a strong, positive image of the city. While Town Center is strongly tied to Suwanee's past, Suwanee Gateway should convey an image that is forward-looking and progressive. Whereas Peachtree Industrial Boulevard uses will serve primarily local needs, Suwanee Gateway will also be a regional hub. Some aspects of this image will be created by public-sector projects and efforts like renaming Gwinco Boulevard to Celebration Drive and the interstate bridge enhancements

described in the Competitive Assessment Report; other aspects will be enhanced through state-of-the-art design in new private-sector developments.



View of the I-85 interchange at Lawrenceville-Suwanee Road looking south

Typical Existing Development Character

Suwanee Gateway's existing development character is dominated by large-footprint buildings, especially light industrial/warehousing and big-box retail concentrated along Satellite Boulevard and Horizon Drive. These buildings are grouped in clusters, either warehouse/flex-space parks like Satellite Ridge Business Park, Horizon, or Shawnee Ridge; or commercial centers like Suwanee Crossroads. The industrial land uses are dominated on the south by the Flowers bakery, while the commercial revolves around the Wal-Mart in Suwanee Crossroads. Interstate-related development is clustered around the I-85 interchange and consists of older outdated hotels, vacant and occupied gas stations, and small retail. To the west, the large "Motorola/Falcons Headquarters" parcel, identified as a catalytic project in the Competitive Assessment Report, is being developed by Opus. This 140-acre mixed-use project that will contain multifamily, senior

and single-family attached housing; 5-7 story professional offices, hospitality, conventional commercial/retail, out-parcel and storefront retail uses in various combinations and formats. This development named the Terraces at Suwanee Gateway is under development and will greatly influence development on the west side of I-85. There are a few vacant tracts remaining in the district, with reasonably-sized parcels occurring only at the western end of Gwinco Drive; behind the new Suwanee Depot development; and at the eastern end of Horizon Drive. Some unoccupied or partially-occupied buildings also exist in the Gateway, with the largest being a shopping center anchored by a vacant grocery store at Lawrenceville-Suwanee Road and Horizon Drive.



View looking north along Lawrenceville-Suwanee Road across I-85

Future Development

Suwanee Gateway is anticipated to support the most intensive future development in Suwanee. This is an ideal location for Class “A” Corporate offices. Mid-rise buildings between 12-15 stories high would be appropriate. A medical campus, if a market exists, would also be suitable.

Future development in Suwanee Gateway will be influenced by the Terraces at Suwanee Gateway, although the intensity of its development, as planned, falls short of the density and layout envisioned in the Competitive Assessment Report and anticipated in other parts of Suwanee Gateway. The Terraces development program could be expanded or intensified as much as is economically or physically feasible.

Aside from the Terraces, more intense office and commercial mixed-use development should focus on the “Four Corners” area of the interchange as described in the Competitive Assessment Report, with local enhancements to create the Gateway image and provisions made for the eventual widening of I-85. New hospitality uses should be concentrated along Celebration Drive (the renamed Gwinco Boulevard), with additional hospitality uses incorporated into office developments as feasible. Efforts should be made to reduce the number of external-entry motel rooms as they are antiquated and create security problems. Lawrenceville-Suwanee Road east of the interchange should be redeveloped as a high-density office and hospitality corridor with major intersection improvements at Old Peachtree Road and a potential health care facility in the vicinity as well. West of the interstate, the undeveloped parcel behind the existing Office Depot shopping center could form the core of a new office park development that extends to the I-85 frontage. Existing retail uses should be diversified over time with more intense outparcel development and possible site redevelopment, to create mixed-use centers that add office and housing to the mix. In an emerging regional activity node like Gateway, providing a diverse inventory of housing to complement the increased employment opportunities is essential to mitigating the transportation impacts of new growth; depending on the success of the office market, some of the high-density office areas might be reconsidered in the future as mixed-use if situations dictate. In the short term, landscape enhancements should be considered to improve the pedestrian environment of large developments like the Suwanee Crossroads (Wal-Mart). Suwanee’s greenway system should be extended into Gateway, primarily through the center of the Terraces, along an existing creek bed in the potential office development mentioned above, and through multiuse paths along Lawrenceville-Suwanee and McGinnis Ferry roads.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	10	-10	0
Mixed Use Center	0	183	183
Commercial/Retail	177	-69	108
High Density Office	0	124	124
Office-Industrial	0	361	361
Industrial	355	-327	28
Parks/Recreational	3	4	7
Vacant	270	-270	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	4	1,136	1,140
Commercial/Retail (sqft)	1,544,725	409,500	1,954,225
Office (sqft)	0	4,555,511	4,555,511
Industrial & Off-Ind (sqft)	4,635,742	447,318	5,083,060

Acres for Redevelopment: 421 acres

Table 3.9-a

Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> As TAD projects emerge, conduct detailed redevelopment planning effort to determine locations and types of suitable projects using the TAD Economic Analysis and the Competitive Assessment/ Development Strategy Report and the recommendations covered in Section 3.10.6 as the points of departure Use the city's PMUD zoning regulations to allow more intensive development and redevelopment projects; if needed consider regulatory changes such as an overlay district to implement the land use and development vision established by the detailed TAD redevelopment plan Encourage more hospitality, corporate and professional office development at more intensive levels with facilities that are (12-15) stories in height where appropriate
Housing	<ul style="list-style-type: none"> Investigate TAD incentives for the provision of affordable housing within the Gateway redevelopment area Investigate opportunities to provide senior housing in any future redevelopment project, especially in the vicinity of a potential medical facility

Community Facilities	<ul style="list-style-type: none"> Consider a new community facility, such as a performing arts or aquatic/recreation center, as part of future redevelopment Consider adding new parks and plazas as part of future redevelopment in Gateway Examine the feasibility of attracting a significant medical facility to the area around the Lawrenceville-Suwanee Road/Old Peachtree Road intersection Examine whether additional police facilities may be needed on the east side of I-85
Transportation	<ul style="list-style-type: none"> As part of a detailed redevelopment planning effort for the TAD area, study the possibility of enhancing a new local street network, especially across Lawrenceville-Suwanee Road Ensure construction of the McGinnis Ferry Road extension over I-85 occurs; work to gain access from this roadway to the interstate Ensure construction of the parkway through the Terraces project is completed as planned As part of a detailed redevelopment planning effort for the TAD area, examine the traffic impacts of new development/redevelopment on Lawrenceville-Suwanee Road, McGinnis Ferry Road, Smithtown Road, and other principal Gateway streets Extend the city greenway system through Suwanee Gateway on either side of Lawrenceville-Suwanee Road, following existing creeks where possible. Stay abreast of proposals for widening I-85 in the area
Natural and Historic Resources	<ul style="list-style-type: none"> Preserve as much as possible the natural environment of the existing stream corridors, potentially incorporating them into park or conservation areas
Economic Development	<ul style="list-style-type: none"> Aggressively market Suwanee Gateway area to developers and businesses by pursuing the economic development program contained in the Competitive Assessment/Development Strategy Report, especially with regards to “branding” the district

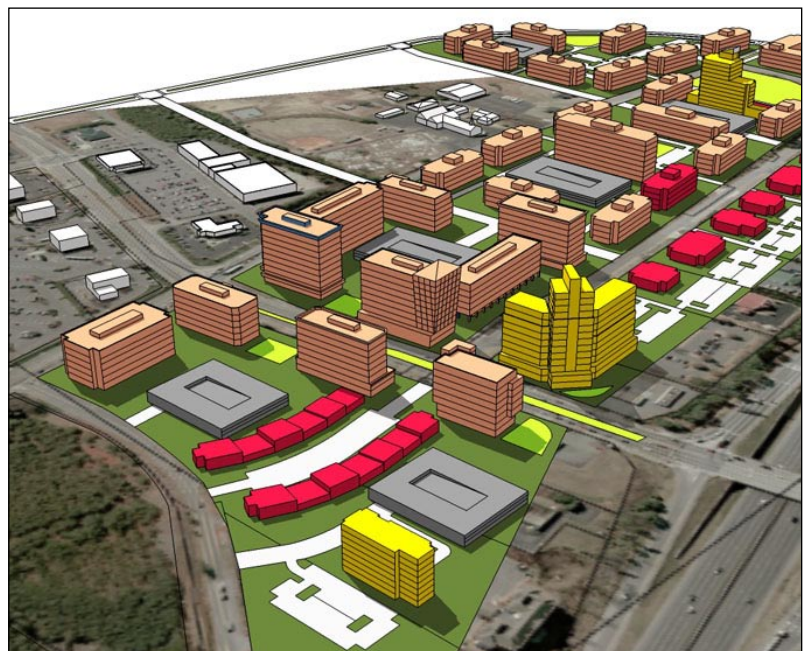
Target Area Plan

The target area plan for Gateway bridges I-85 and focuses on the Lawrenceville-Suwanee Road corridor and the “Four Corners” area. Although timing is uncertain, Georgia DOT has generated preliminary plans for widening I-85 in this area. Thus, with all recommendations the potential future expansion of I-85 is taken into account. On the north side of the interstate, Sawmill Drive is removed or relocated by the interstate expansion. The small parcels that currently contain filling stations, outdated hotels and strip commercial uses flanking Sawmill Drive are consolidated into a large redevelopment that combines with the adjacent vacant parcel to form a major new office park. The internal road network uses the signalized intersection at the Terraces parkway to form a new entry on Lawrenceville-Suwanee Road and an existing creek to connect to Satellite Boulevard on the north. A centralized parking deck accommodates the needs of

the surrounding office buildings, which range from eight to twelve stories in height, with the exception of the large building at Lawrenceville-Suwanee Road. To provide a symbolic center to Gateway, this building should be significantly taller - up to fifteen or sixteen stories in height – and have a distinctive architectural design.



View of the northeast intersection of I-85 and Lawrenceville-Suwanee Road



View looking south of the intersection of I-85 and Lawrenceville-Suwanee Road

On the south side of the interstate, the consolidation of small parcels with similar highway-oriented uses provides substantial land for intense redevelopment. A future signature hotel could create the same landmark effect as the office described above and mark the entry to Celebration Drive (renamed from Gwinco Boulevard), which is Suwanee's "hospitality Main Street." New mid-rise office buildings with dedicated parking structures line Lawrenceville-Suwanee Road, itself improved with a landscaped median and generous sidewalks and streetscaping. The intersection with Old Peachtree Road, given new importance by the surrounding development, is improved with crosswalks as well. Celebration Drive continues across Lawrenceville-Suwanee Road to the north, with vehicular access from the arterial limited to a right-in right-out configuration on both the north and the south. The northern extension of Celebration is lined with small storefront retail and restaurant space primarily intended as an amenity for the surrounding office parks and hotels. The combination of the proposed public improvements and uses as described would provide a long-term viable area for the foreseeable future.

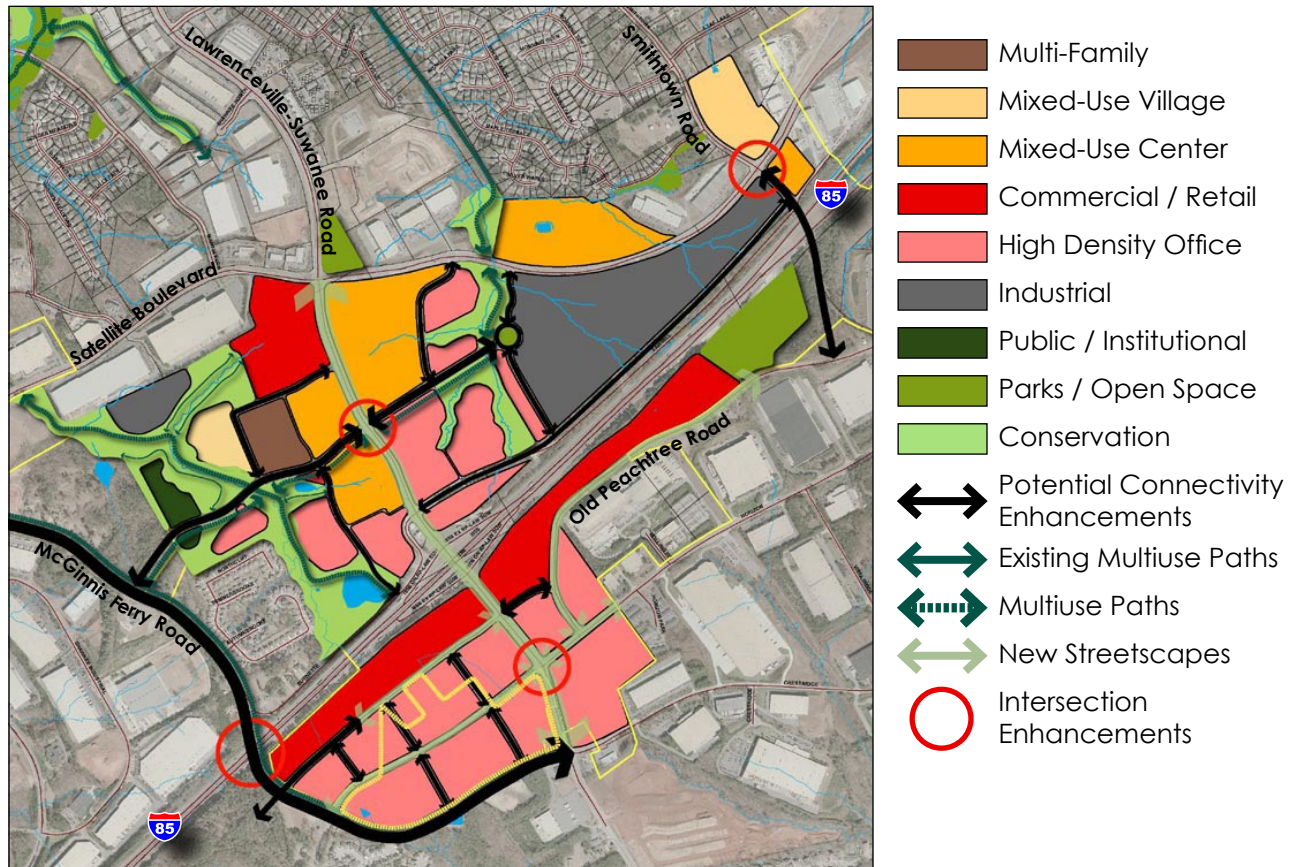


Figure 3.9-a Suwanee Gateway Target Area Plan

Note: The planning and development shown for this target area is only a conceptual approach showing possible growth in the area.

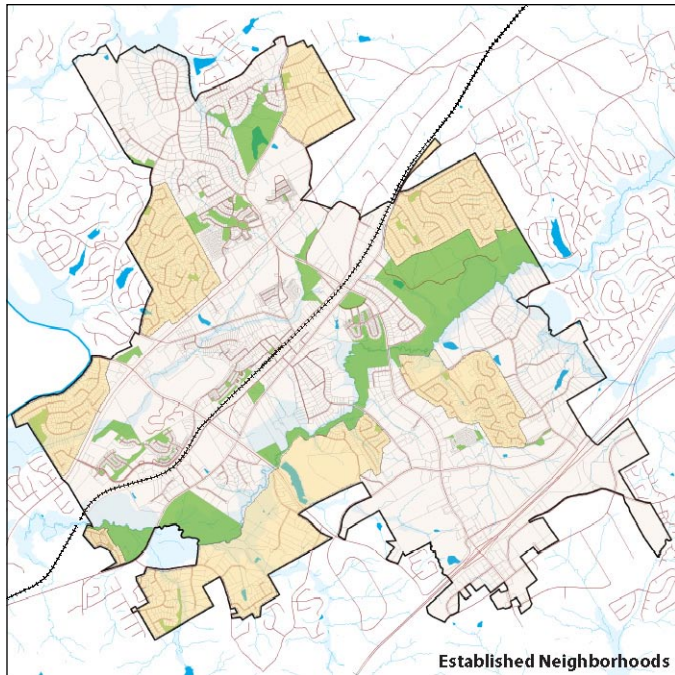


View looking north of the intersection of I-85 and Lawrenceville-Suwanee Road



View looking south of the intersection of I-85 and Lawrenceville-Suwanee Road

3.10 Established Neighborhoods



The Established Neighborhoods character area consists of established residential areas of the city. The neighborhoods within this character area include: Bayswater Commons, Abbey Hill, Dollar Acres, Park Point, Ruby Forest, Morningside, Avonlea Crossing, Pierce Point, Martin's Farm, The Estates at Martin's Farm, McGinnis Reserve, Mill Creek, Mill Creek Run, Rising Fawn, Hitching Post Lane, Bend Creek Trail, Maple Ridge, Idlewild, Baxley Point, Chattahoochee Run, Chattahoochee Point, Lansfaire, Forest Plantation, Stoneridge and Lansdowne.

Vision for Established Neighborhoods

As the name suggests, these neighborhoods are established residential areas and should be preserved as such.

Typical Existing Development Character

These neighborhoods are characterized by low-density, single-family houses built over a number of decades. They vary in lot size; the older ones built on larger rural type lots serviced by septic tanks, and the newer homes, served by sanitary sewer, are built on smaller lots at a higher density. The houses are primarily two stories tall, vary in architectural style, and are built with a variety of building materials. The over-riding trend has been the development of suburban subdivisions with curvilinear streets, cul-de-sacs and recreation amenities. The newer developments include sidewalks on one side of the road whereas, the older ones lack sidewalks altogether. Most of these neighborhoods do not have open spaces incorporated into their plan and residents depend on community facilities provided by the city or the neighborhood amenity area.

Future Development

The established neighborhoods will not see any new future development taking place in the near future. Pedestrian connectivity and improvements should be enhanced especially in the older neighborhoods. Multiuse trails should be encouraged to pass through these neighborhoods to connect them to the rest of the city.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	1,364	74	1,437
Commercial/Retail	2	4	6
Low Density Office	2	0	2
Institutional	73	5	79
Parks/Recreational	604	5	609
Vacant	9	-9	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	2,589	-8	2,581
Commercial/Retail (sqft)	16,814	46,348	63,162
Office (sqft)	21,010	0	21,010

Acres for Redevelopment: 8 acres

Table 3.10-a

3.11 Mixed-Use Design Guidelines

Design Guidelines—General

The following guidelines apply generally to all mixed use areas. While these guidelines are not regulatory, projects will be accessed for how well they reflect an understanding of these principles:

- A grid system of streets is preferred over cul-de-sac designs. Block fronts are not to exceed 600 feet in length; dead-end streets may be no longer than 200 feet and should reflect a “close” design around a central median or square, not a cul-de-sac.
- Individual developments within a Character Area are to interconnect their streets and parking areas. Developments on the edge of a Character Area should connect to streets outside the Character Area where feasible.
- Traffic calming techniques are to be used on all local streets, such as narrow pavement widths, on-street parking, street trees and round-about intersections.
- Nonresidential uses encouraged to serve the residential areas in each Character Area include a use with a meeting hall available to the public (such as a church), small-scale convenience shopping stores, a day care center and an after care facility.
- A mixture of residential, commercial, office and civic uses is encouraged, including a mixture of two or more of these uses in the same building.
- Sidewalks are to be provided along both sides of each street, and connections to the Suwanee Trail System are required to be provided wherever practical. Sidewalk area should include an adequate landscape zone, clear zone, and supplemental zone (each minimally 5 feet) as an integral part of the “urban” street character.
- Street trees are to be provided along both sides of every street within the Character Area, with minimum 3” caliper shade trees meeting City specifications planted every 25 to 45 feet depending upon the anticipated canopy size of the species.
- Street lights are to be provided along both sides of every street within the Character Area traditional (upright) standards maximum 16 feet high, placed no more than 200 feet apart (measured in every direction). In predominantly residential areas, sidewalk lighting (with traditional design) directed toward the ground on maximum 3 foot high fixtures may be substituted, if spaced no more than 60 feet apart.
- Architecture is to be of consistent design and style within an individual development. The Southern Vernacular styles are encouraged, which include Georgian, Classic Revival, Victorian and Federalist.
- Exterior materials on each building must be brick, stone, stucco (real), or painted wood siding (or hardy plank). “Four-sided” architecture is required, with a finished face on every side of a

building.

- Roofs are to be pitched with a minimum slope of 2:1 (run to rise). Roofing materials must be asphalt, wood or slate shingles, or standing seam metal.
- Multi-family residential buildings are to present a front face to a public street. Garden-style apartment complexes are not appropriate for mixed use areas.
- All utilities, including electric power, telephone and cable TV, are to be placed underground.
- At least 20% of the gross land area must be open space, which may include undeveloped conservation areas in their natural state, parks or recreation areas, trails, public squares, plazas etc. Protection of wetlands, floodplains and natural habitats is encouraged.

Design Guidelines—Mixed Use Villages

Mixed-Use Villages are predominantly residential in character, but may include low intensity neighborhood-scale shopping facilities in stand-alone buildings (such as a corner market) or commercial space in a live/work dwelling where the proprietor resides. The following guidelines apply to each mixed-use village area as a whole. While every individual property is not expected to reflect every guideline (particularly small parcels), each property will be expected to complement and fit into the guidelines for the overall mixed-use village, depending on its location and relationship to the overall design.

- Parking for residential uses should be located to the rear of the structure, accessed off an alley. In very limited circumstances, if parking is accessed from the front street, the parking garage must be located at least 20 feet back from the front of the dwelling. Parallel parking along the front street will be counted toward the minimum parking requirement for the use.
- If parking garages for single-family detached dwellings are accessed off an alley, the garage may have an accessory apartment ("granny flat") or an office above it. The flats or office floor area will not be counted toward the maximum density restrictions on the property.
- Residential buildings should be no more than 500 feet in walking distance from a public square or park, measured from the front door. Open spaces designated as parks must be at least ½ acre in size. The public square or park should be located to the front of the buildings that surround it.
- Single-family residences must have covered porches at least 8 feet deep, along at least a portion of the front of the building or along the side coming to the front.
- Every principal building must front on a street. Maximum setback from the street right-of-way line is 15 feet. Balconies, covered front porches and overhangs may encroach up to 10 feet into the setback.

- Front yard fencing, if provided, must be wood picket, wood-look vinyl, wrought iron, stone or timber in a traditional design, at least 2 feet high but not more than 4 feet high. Fence materials and designs must be consistent within each development, but may differ from other developments.
- At least 20% of the gross land area in each development must be open space, which may include undeveloped conservation areas in their natural state, parks or recreation areas, trails, public squares, etc.
- Multi-family residential buildings are to present a front face to a public street, and are to reflect single-family design characteristics.
- Sidewalks along residential streets must be at least 5 feet wide and provide at least 5 feet of separation between the sidewalk and the street curb.

Design Guidelines—Mixed Use Centers

Mixed-Use Centers are predominantly nonresidential in character, including commercial retail, service and civic uses, and may include residential uses within the area in stand-alone buildings or in commercial or office buildings above the first floor. The following guidelines apply to each mixed-use center as a whole. While every individual property is not expected to reflect every guideline (particularly small parcels), each property will be expected to complement and fit into the guidelines for the overall mixed-use center, depending on its location and relationship to the overall design.

- Commercial buildings with shops on the first floor may have offices or residential units on the floors above.
- Office buildings with offices on the first floor may have residential units on the floors above.
- Every principal building must front directly on a street. Maximum setback from the street right-of-way line is 15 feet. Balconies, colonnades and overhangs may encroach up to 10 feet into the setback.
- Wherever practical, streets should terminate at a focal point, which may be a civic building, principal use, church, bell tower, gazebo, etc.
- Surface parking lots for commercial and office uses: no more than 25% of the minimum required parking may be located across the street from the front of the building (not including parallel parking spaces on the street in front of the building). The remainder of the parking is to be located to the rear of the building, or to the side set back at least 30 feet from the street.
- Parking lot lighting is required. Fixtures may not exceed 3 feet in height and must be designed to direct their light toward the ground.
- Surface parking lots are to be screened along every street with hedges, low fencing or

landscaped berms to a height of at least 3 feet.

- A multi-level parking garage must be located along a street within 15 feet of the right-of way line, or to the rear of the building it serves. All sides of the garage visible from a street must present an architecturally finished look consistent with the building it serves. If located along a street, office or commercial space must be provided on the ground level facing the street.
- Parking for residential uses is preferred to be located to the rear of the structure, accessed off an alley. If parking is accessed from the front street, the parking garage must be located at least 20 feet back from the front of the dwelling. Parallel parking along the front street will be counted toward the minimum parking requirement for the use.
- Sidewalks in front of shops or offices are to be at least 13 feet in width.
- Commercial buildings must be no more than 600 feet walking distance from a public square or park, measured from the front door. The public square or park must be at least ½ acre in size.
- Multi-family residential buildings are to present a front face to a public street, and should reflect a more urban design style.

4.0 Implementation



4.1 Character Area Quality Community Objectives

State Quality Community Objectives

This section recaps the State of Georgia's outlined planning objectives, and rates the effectiveness of current policy and administration in Suwanee in meeting these objectives. These state objectives are known as "Quality Community Objectives" and are intended to apply to every community as they develop their comprehensive plan. These objectives are summarized in the table below and are also reflected in the community Character Area Narratives that are presented in the previous section.

Quality Community Objectives	Character Areas									
	Suwanee North	PIB Corridor	Suwanee Station	Buford West	Historic Old Town	Town Center	Satellite North	Smithtown Road	Suwanee Gateway	Established N'hoods
DEVELOPMENT PATTERNS										
Traditional Neighborhoods: Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.		X	X		X	X		X		X
Infill Development: Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.	X	X	X		X	X		X		
Sense of Place: Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.		X	X		X	X			X	
Transportation Alternatives: Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.		X	X		X	X	X			X
Regional Identity: Regions should promote and preserve an "identity," defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.		X		X	X	X	X		X	
RESOURCE CONSERVATION										
Heritage Preservation: The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.					X					

Quality Community Objectives	Suwanee North	PIB Corridor	Suwanee Station	Buford West	Historic Old Town	Town Center	Satellite North	Smithtown Road	Suwanee Gateway	Established N'hoods
Open Space Preservation: New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.	X	X	X		X	X		X	X	
Environmental Protection: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.	X	X	X	X	X		X	X	X	X
SOCIAL AND ECONOMIC DEVELOPMENT										
Growth Preparedness: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.		X	X	X		X	X	X	X	
Appropriate Businesses: The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.		X		X	X	X	X		X	
Employment Options: A range of job types should be provided in each community to meet the diverse needs of the local workforce.		X		X			X		X	
Housing Opportunities: Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.	X	X	X		X	X		X		X
Educational Opportunities: Educational and Training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.		X								
GOVERNMENTAL RELATIONS										
Regional Solutions: Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.		X	X						X	
Regional Cooperation: Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.		X	X	X			X		X	

4.2 Implementation Program

Project	Implementation					Responsibility	Estimated Cost	Funding Source	Success Measure
	2008	2009	2010	2011	2012				
ECONOMIC DEVELOPMENT									
Implement Heightened Landscaping Options for I-85 Interchange	X					City	Staff Time	Local	Construct Improvements
Work with GCVB and evaluate hotel/motel tax rate	X					City	Staff Time	Local	Consider changes to hotel/motel tax rate
Update Old Town Master Plan	X	X				City	Staff Time, TBD	Local	Update Plan by ARC Deadline
Explore Creation of a Local Historic District in Old Town	X					DDA, City Staff	Staff Time	Local	Determine Need
Implement Strategies identified by I-85 Business District Economic Development Plan	X	X	X	X	X	City	TBD	Local, County, State of Georgia	Identification and Completion of Projects
Reduce the Number of External Entry Hotel Rooms in the City	X	X	X	X	X	City	Staff Time, plus costs TBD	Local, TBD	Reduce Rooms
Implement Old Town Master Plan Projects	X	X	X	X	X	City, DDA	Varies	Local, County, State of Georgia	Completion of Projects
Promote the Main Street Program	X	X	X	X	X	City, DDA, Citizens	Staff Time	Local	Awareness of Program throughout the Community
Continue to promote Old Town through special promotions, festivals and advertisements (newsletter, website) at Town Center Park and Main St. Park	X	X	X	X	X	City	\$75,000/ Year plus Staff Time	Local	6 Newsletters/year; 30 Events/year; 500 Web Hits/month
Continue efforts to annex property in close proximity to the City Limits (Consistent with Adopted Plans)	X	X	X	X	X	City	Staff Time	Local	Continued Implementation of Annexation List
Continue to work with Gwinnett County Chamber of Commerce to encourage industries to locate in the City	X	X	X	X	X	City, Chamber	\$10,000/ Year plus Staff Time	Local	Meeting Attendance – 24 per year (12 Council, 12 Staff)
Continue to participate with local business development council and other business and civic associations	X	X	X	X	X	City	Staff Time	Local	Participate in 15 Organizational Meetings
Track economic indicators for Suwanee area, i.e. foreclosures, unemployment, homes for sale, etc.	X	X	X	X	X	City	Staff Time	Local	Report to Council on an annual basis
Adopt Gateway Tax Allocation District		X				City, County, School Board	Staff Time, Consultant	Local	TAD Adopted by City, County and School Board
Establish TAD Implementation Structure/Agency	X	X				City	Staff Time	Local	Initial TAD Staff hired and/or dedicated
Establish Land Acquisition/Assistance Strategy in Gateway TAD	X	X				City	Staff Time	Local	Gateway TAD land assistance program in place

Project	Implementation					Responsibility	Estimated Cost	Funding Source	Success Measure
	2008	2009	2010	2011	2012				

CAPITAL PROJECTS									
Develop 2009 SPLOST List	X					City	Staff Time	Local	Complete list; negotiate, as appropriate, with County and municipalities
Beautification Improvements to the "I-85 Area." (CIP-CD1) – Streetscape Local Roads. Design and Partial Construction	X					City	\$335,176	2005 SPLOST	Complete Design and Complete Partial Improvements
Buford Hwy. & Lawrenceville-Suwanee Road Pedestrian Improvements (CIP-T8) Signalization and Pedestrian Enhancements	X	X				City	\$338,000	2005 SPLOST	Construct Project
City Hall Facility at Town Center Site. (CIP-F1) - Planning, Design and Construction	X	X				City; Private Contractor	\$9,678,856 +/- (estimated)	Local Funds (Town Center Land Sale); Loan/ Bond	Complete Planning ('05), Design ('06) and Construct Building ('07-'08)
City Hall Renovation. (CIP-F4) – Major Renovations - Prepare City Hall for use as Police Station		X				City	\$450,000	2005 SPLOST	Construct Project
City Hall/Police Station Parking Lot Resurfacing (CIP-F2)		X				City; Private Contractor	\$70,000	Local	Complete Work
Eva Kennedy Road Reconstruction (CIP-T2X). Traffic Calming, Improve Sidewalks, Road Improvements	X					City	\$766,416	2005 SPLOST	Construct Project
Jackson Street Paving	X					City, Private Development	\$495,787 (not city funded)	Private Dev., Other	Construct Project
Martin Farm Road Traffic Calming (CIP-T2X)	X					City	\$13,484	2005 SPLOST	Construct Project
Martin Farm Subdivision Stormdrainage Project. (CIP-WS9)	X					City	\$34,799	2005 SPLOST	Construct Project
Mill Creek Run/Burnette Road Stormdrainage Project. (CIP-WS8)	X					City	\$58,505	2005 SPLOST	Construct Project
Old Town Gateways. (CIP-CD4) Main Street, Eva Kennedy Road, Russell Street, Stonecypher Road		X				City	\$105,166	Local/ Private	Construct Project
Pedestrian Connections as Identified by Alternative Transportation Master Plan (CIP-T9)	X	X	X			City	\$500,000	2005 SPLOST	Construct Project

Project	Implementation					Responsibility	Estimated Cost	Funding Source	Success Measure
	2008	2009	2010	2011	2012				
Pedestrian Underpass. (CIP-T1) - Pedestrian Improvements Below Railroad and Related Improvements at Buford Highway (Phase II Construction)	X					City; Private Contractor	\$1,550,000	\$904,378: LCI Imp. Funds; \$226,094: General Fund; \$553,000: 2005 SPLOST; \$117,618: 2001 SPLOST	Undertake and Complete Construction
PlayTown Suwanee. Phase II Design (CIP-R3) - Creative Play Area	X					City, Private Consultant and Contractors	\$75,000	2005 SPLOST	Complete Design
PlayTown Suwanee. Phase II Construction (CIP-R1) - Creative Play Area, Sidewalks, Pavilion, Master Plan Completion			X				\$400,000	2009 SPLOST	Complete Construction
Public Works Needs Assessment & Site Evaluation	X					City	\$7,000 (estimated)	Local	Complete Needs Assessment and Evaluation; Report to Council
Public Works Facility Implementation		X	X			City	\$880,500	Local/ Loan	Construct Project
Roadway Signage Plan. (CIP-CD2) Welcome to Suwanee Signs - Create and Implement	X					City	\$35,000	Local	Construct Signs
Sharon Industrial Way Stormdrainage Project (CIP-WS2)	X					City	\$50,000	2005 SPLOST	Construct Project
Sims Lake Park Phase 2 (CIP-XX) - Design and construct play structure at Sims Lake Park	X					City	\$275,000 (\$75,000 for Design and \$200,000 for Constrn.)	2005 SPLOST	Construct Project
Suwanee Creek Greenway Rehabilitation/Extension. (CIP-R5) Drainage improvements and overall rehabilitation of Trice Trail, including trail access improvements from Smithtown Road	X	X				City	\$2,214,000	\$214,000 Open Space Bond (Design) \$2 million - 2009 SPLOST (Constrn.)	Construct Project
Suwanee Creek Park Phases 3-5 (CIP-XX) Complete Additional Phases on Suwanee Creek Park		X				City	\$365,000	Open Space Bond	Construct Project
Traffic Calming Design. (CIP-T2) - Design/Engineer Various Sidewalk/ Traffic Calming Projects Around Old Town (Traffic Calming: Eva Kennedy Rd., Martin Farm Rd.	X					City; Private Consultant	\$23,600	2005 SPLOST	Complete Designs

Project	Implementation					Responsibility	Estimated Cost	Funding Source	Success Measure
	2008	2009	2010	2011	2012				

COMMUNITY FACILITIES - Municipal Operations									
Explore Feasibility of Purchasing property in Suwanee Gateway	X					City	Staff Time	Local	Obtain Property Appraisal; Obtain Information from Property Owner; Present Recommendation to Council for Consideration
Explore Rerouting and Redesignation of GA 23 from Buford Highway	X	X				City	Varies	Local	Discuss with Gwinnett and Georgia DOT; Evaluate Long-term Maintenance Costs; Present Recommendation to Council
Explore Opportunities for Outdoor Classrooms at Sims Lake	X					City/ Consultant	TBD	Local	Construct Project
Clarify Options for Mary Lou Street Property	X					City, City Attorney	Staff/City Attorney Time	Local	Report to Council on Options; Clear Title, if possible
Evaluate Potential Revenues from Car Rental Tax	X					City	Staff Time	Local	Consider Options and Present to Council
Explore Online Bill Payment Options via Website	X					City	Unknown	Local	Decide on Bill Payment
Reactivate Cemetery Committee and Evaluate Current Policies	X	X	X	X	X	City, Cemetery Committee	Staff Time	Local	Appoint Committee Members; Adopt a Cemetery Policy
Explore Feasibility of a Residential Franchise System for Solid Waste Sanitation Services	X					City; Citizen Task Force	Staff Time	Local	Prepare a Report and Consider a Proposal
Explore Feasibility of Commercial Franchise System for Solid Waste Sanitation Services	X					City;	Staff Time	Local	Prepare a Report and Consider a Proposal
Adopt Comprehensive Solid Waste Management Plan	X					City/Gwinnett County	Staff Time	Local	Adopt Plan
Undertake a Water System Master Plan	X					City, Consultant	Staff Time, TBD	Local	Develop a Strategic Plan
Create a committee to assist with the water study	X					City, Water System Advisory Committee	Staff Time	Local	Adopt a Plan
Review and Evaluate Landscape Ordinance	X					City	Staff Time	Local	Adopt Amendment
Review and Evaluate PMUD Regulations and Policies	X					City	Staff Time	Local	Adopt Amendment
Develop a Project to Capture Local History from Residents	X	X				City	Staff Time	Local	Complete Project
Evaluate Long-Term IT Needs	X	X				City	Staff Time	Local	Explore Various Options; Identify Short-Term Needs for Move to New City Hall; Include Changes in FY09 Budget Proposal

Project	Implementation					Responsibility	Estimated Cost	Funding Source	Success Measure
	2008	2009	2010	2011	2012				
Develop Stormwater Master Needs Analysis	X	X				City, Private Contractor	TBD	Local	Adopt a Plan
Receive Individual MS4 Permit	X	X				City, Consultant	\$73,000/year	Local	Complete requirements for permit
Investigate Feasibility of Well for Town Center Park	X	X				City	Varies	Local	Explore Options with Consultant and Water System Study Committee; Present Recommendations to Council
Develop a Community Garden		X				City, Open Space Citizen Advisory Committee	Staff Time, TBD	Local	Create a Garden
Maintain High Levels of City Services	X	X	X	X	X	City; Consultants; Contractors; Vendors; Etc.	Varies	Local; Varies	Continue to be Recognized as Regional Leaders
Recruit and Retain Quality Employees	X	X	X	X	X	City	Varies	Local	Turnover rate shall be at or below the mean for GA local governments; Complete Regular Class & Compensation Studies
Seek Awards from Local and National Organizations	X	X	X	X	X	City	Staff Time	Local	Receive Positive Recognition
Develop an Outreach Program to Enhance Citizen Engagement	X	X	X	X	X	City	Staff Time	Local	Increased subscriptions to CrossRoads, visits to website, etc.; Undertake Initiatives to Create Community Leaders
Develop a Program for Taking Field Trips to Visit Other Communities	X	X	X	X	X	City	Varies	Local	Begin field trips in 2008 for Old Town Master Plan Development; Identify Other Trips of Interest
Hold Joint City Council/DDA/Planning Commission/Zoning Board of Appeals Meetings	X	X	X	X	X	City Council, DDA, Planning Commission and Zoning Board of Appeals Members	Staff Time	Local	Hold Annual Meetings
Enhance Training and Knowledge of Boards & Commissions	X	X	X	X	X	City; Board Members	\$2500/year plus Staff Time	Local	Conduct Two Training Sessions Per Year; One for Legal Issues and One for Planning Education; Continue Orientation
Create a Mixed-Use Town Center Across from City Hall anchored by a Park/Town Square	X	X	X	X	X	City, DDA, Private Sector	N/A	Local, Bond Proceeds, Loans, Other	Creation of an Active Town Center

Project	Implementation					Responsibility	Estimated Cost	Funding Source	Success Measure
	2008	2009	2010	2011	2012				
Investigate ways to create public access to the Chattahoochee River	X	X	X	X	X	City	Staff Time	Local	Determine Viability; Provide Access
Develop a Long-Term Maintenance Plan for Park Facilities	X	X	X	X	X	City	Varies	Local	Prepare Plan and Present to Council
Continue City's Involvement as Special Events Provider	X	X	X	X	X	City	Staff Time	Local	Special Events Continue to Meet City's High Expectations
Promote environmental stewardship in municipal operations	X	X	X	X	X	City	Varies	Local	Receive Positive Recognition; Increase Use of Recycled Products; Reduce Waste
Continue to implement Litter Removal Program	X	X	X	X	X	City	\$30,000/year	Local	Participate in Program
Partner with Gwinnett Clean and Beautiful for Median Enhancements	X	X	X	X	X	City, Gwinnett Clean and Beautiful	Staff Time	Local	Upgrade Medians
Continue to Explore Opportunities to Expand Water System where Appropriate	X	X	X	X	X	City	Varies with Project	Local; Water Fund	Expand When Appropriate
Continue to Analyze Stormwater Funding Options including Stormwater Utility	X	X	X	X	X	City	Staff Time	Local	Determine Appropriateness and Feasibility
Implement Bonding Mechanism for TAD	X	X	X	X	X	City	Staff Time	Local	Negotiate with Gwinnett BOC and School Board; Identify and Pursue Method of Implementation
Develop a Traffic Reduction Education Effort (publicize telecommuting, etc. on website/newsletter/etc.)	X	X	X	X	X	City	Staff Time	Local	Improve Local Traffic
Partner with Gwinnett County and Ga. DOT to identify and construct sidewalks and multi-use trails along major arterials	X	X	X	X	X	City and County	N/A	Local; Gwinnett County	Construction of New Facilities
Work with the Gwinnett Board of Education to encourage construction of schools within our community	X	X	X	X	X	City; Board of Education	Staff Time	Local	New schools within Suwanee
COMMUNITY FACILITIES - Public Safety									
Explore Feasibility and Benefits of Camera System at Town Center Park	X					City	Staff Time	Local	Present Recommendations to Council for Consideration
Continue to implement and expand Community Oriented Policing programs	X	X	X	X	X	City, neighborhood groups	Staff time	Local	Citizen/Community Involvement & Participation
Continue Effective Police Patrol Activity for all City Parks	X	X	X	X	X	City	\$50,000 per officer/per year	Local	Meet Citizen/Council Needs. Public Safety Maintained.

Project	Implementation					Responsibility	Estimated Cost	Funding Source	Success Measure
	2008	2009	2010	2011	2012				
Continue Effective and Proactive Traffic Enforcement Efforts/Program (Selective Enforcement Unit)	X	X	X	X	X	City	Staff Time	Local	Traffic Arrests; Traffic Programs; Reported Accidents
Police Fleet Replacement	X	X	X	X	X	City	2006 - \$132,000; 2007 - \$132,000; 2008 - \$132,000; 2009 - \$132,000	Local	Predicting Required Replacement/Control of Maintenance Expenses
Participate In Leadership Component of Citizens Police Academy	X	X	X	X	X	City Staff & City Council	Staff Time	Local	Include a new Session within Citizens Police Academy
Undertake Education Efforts to Reduce Driver Speeding (Suwanee CARES)	X	X	X	X	X	City	Staff Time	Local	Complaints of Speeding in Residential Areas Reduced
Pursue CALEA Accreditation	X	X	X	X	X	City	Staff Time, TBD	Local	Become and Keep Accreditation
HOUSING									
Identify Housing that is not currently connected to Sewer for Modernization	X					City; Gwinnett County Dept. Public Utilities	Staff Time	Local	Complete a List
Explore Options for Seniors Housing Regulations	X	X				City	Staff Time	Local	Complete Research and Present Recommendations to Planning Commission and Council
Review and Update Home Occupation Ordinance, as appropriate		X				City	Staff Time	Local	Complete Review and Present Recommendations to Planning Commission and Council
Review of the Zoning Ordinance and Amend it to Pre-empt Problems with Rapid Growth and Uncontrolled Development	X	X	X	X	X	City	Staff Time	Local	Ongoing, Adopt Amendments as needed
Continue to Value Housing Affordability and Housing Choices when making Zoning Decisions	X	X	X	X	X	City	Staff Time	Local	Variety of Housing Options exist in Suwanee
LAND USE									
Meet with Duluth and Sugar Hill to develop mutual Annexation Plan	X					City	Staff Time	Local	Develop a Plan
Explore Phase II Annexation consistent with Fiscal Impact Analysis		X				City	Staff Time	Local	Complete Annexation by 2010
Continue Long and Short-Term Annexation Plan to Eliminate Confusion about City Limits and Reduce Unincorporated Pockets and Islands	X	X	X	X	X	City	Staff Time	Local	Review Yearly

Project	Implementation					Responsibility	Estimated Cost	Funding Source	Success Measure
	2008	2009	2010	2011	2012				
Carefully Monitor Non-Residential Land Use Allocations	X	X	X	X	X	City	Staff Time	Local	Undertake Annual Updates
Implement Comprehensive Plan Design Guidelines	X	X	X	X	X	City	Staff Time	Local	Rezoned Projects Develop as Expected
Promote Better Cooperation with Gwinnett County and nearby Cities Regarding Rezoning of Properties near the City	X	X	X	X	X	City, County, nearby municipalities	Staff Time	Local	Insure compliance with H.B. 489 requirements and provisions
Emphasize Community Aesthetics throughout the City	X	X	X	X	X	City	Staff Time	Local	Include in local plans and studies
Promote the Development of Planned Commercial Centers rather than Strip Development	X	X	X	X	X	City	Staff Time	Local	Distribute Comprehensive Plan
Implement Various Water-Related Requirements (NPDES, Soil & Erosion Control, N. Ga. Water Planning District)	X	X	X	X	X	City	Unknown, Increased Staff Resources	Local	Maintain Up-to-Date Regulations
TRANSPORTATION									
Host a Meeting with Cities and Community Improvement Districts Located along the Commuter Rail Corridor	X					City, Other Cities and CIDs	Staff Time	Local	Hold a Meeting
Influence and Promote Construction of McGinnis Ferry Rd. Extension – Participate in Design Process	X	X				Gwinnett County; Georgia DOT; City	\$25 Million	Gwinnett County; Ga. DOT	Construction of Road
Coordinate with Gwinnett County on Major Road Initiatives in the City	X	X	X	X	X	City	Staff time	Local	City Has Adequate Road Network
Influence and Promote Construction of Smithtown Road Bridge	X	X	X	X	X	City, Gwinnett County, Ga. DOT	Unknown	Gwinnett County; Ga. DOT	Construction of Road and Bridge
Coordinate with Gwinnett County on implementation of the County Transit System serving the City	X	X	X	X	X	City	Staff Time	Local	Transit Line(s) Extends in Appropriate Locations in City
Maintain up-to-date Road Maintenance Plan	X	X	X	X	X	City; Gwinnett County	Staff Time	Local; Gwinnett County; Ga. DOT	Local Roads are Maintained on Annual Basis
Promote Commuter Rail Station in Suwanee	X	X	X	X	X	City; Georgia Passenger Rail Authority	N/A	Local; State of Georgia	Inclusion in State Work Plan
PLAN UPDATING / NEW PLANS									
Complete Plan Update following DCA Requirements	X	X				City, Consultant	Staff Time plus consultant fees	Local	Approval of Plan; Qualified Local Government Status

Project	Implementation					Responsibility	Estimated Cost	Funding Source	Success Measure
	2008	2009	2010	2011	2012				
Update Old Town Master Plan	X	X				City, Consultant	Staff Time plus consultant fees	Local	Adopt Plan
Conduct Annual Review of Comprehensive Plan	X	X	X	X	X	City	Staff Time	Local	Undertake Yearly Update
Update STWP Annually	X	X	X	X	X	City	Staff Time	Local	Undertake Yearly Update
Prepare and Adopt Amendments To the Plan as Appropriate and Timely	X	X	X	X	X	City	Staff Time	Local	Undertake Yearly Update
Update: Old Town Infill Ordinance and/or Town Center Overlay guidelines to incorporate results of the updated Old Town Master Plan		X	X			City	Staff Time	Local	Adopted Ordinance
Update: Town Center East Small Area Plan (area across Lawrenceville-Suwanee Rd. from Town Center)					X	City, Consultant	Staff Time plus consultant fees	Local	Updated Plan approved by Council
Update: Open Space/Greenway Trails Plan to Incorporate new Comprehensive Development Plan Projects					X	City	Staff Time	Local	Updated Plan approved by Council
Update: Old Town Master Plan to update historic resources, inventory old growth trees, assess infill policies and opportunities	X	X	X			City, DDA, Consultant	Staff Time, plus consultant fees	Local	New Old Town Small Area Plan approved by Council
New: Parking & Connectivity Study to determine need, opportunities and challenges for parking districts, shuttle and roadway connections					X	City, Consultant	Staff Time plus consultant fees	Local	New Parking & Connectivity Study approved by Council
New: Small Area Plan for Sharon Industrial Way Area				X	X	City, Consultant	Staff Time plus consultant fees	Local	New Sharon Industrial Small Area Plan approved by Council
Review and Update Demographic Data, Update Projections				X	X	City, Consultant	Staff Time plus consultant fees	Local	Updated Projections and Figures Reflected in the Comprehensive Plan

FUTURE PROJECTS		Est. Cost	Project Description
Streetscape Old Town (CIP-CD3) - Main Street, Russell Street. Russell Street Gateway		\$600,000	Streetscape Project including trees, lights, paving, crosswalks, etc. along Main Street, Russell Street and gateways for said streets
Realign Main Street (Acquire "Metal Products Facility")		\$2,300,000	Extend Main Street southward through Metal Products
Improve Martin Farm Road		\$400,000	Widen and/or eliminate vertical alignment problems on Martin Farm Road
Improve White Street (Russell St. to White Ln)		\$400,000	Pave and Improve White Street (Russell St. to White Ln)

Improve White Ln. (White St. to Buford Hwy)	\$450,000	Pave and Improve White Ln. (White St. to Buford Hwy)
Extend sewer to residents in Old Town	\$500,000	Extend sewer to residents in Old Town
Settles Bridge Road Stormdrainage Project. (CIP-WS4)	TBD	Construct Drainage Improvement Project
White Street/White Lane Stormdrainage Project. (CIP-WS5)	TBD	Construct Drainage Improvement Project
Martin Farm Road Park Bathrooms	TBD	Build Bathrooms
Future Park Phases (Sims Lake Park, Suwanee Creek Park, Moore Road sites, DeLay Nature Park, "McGinnis/Hovendick" site & Buford Highway/Farm Site)	TBD	Implement Future Phases of Parks
Suwanee Gateway Projects (various)	TBD	Construct Various Public Projects around Suwanee Gateway
Silver Peak Parkway	TBD	Extend Silver Peak Parkway
Smithtown Road	TBD	Extend Smithtown Road to Martin Farm Road
Reconstruct Buford Highway	TBD	Reconstruct Buford Highway to Function as Main Street
FUTURE PROJECTS - Greenways		
Gateway Greenway Trails	TBD	New trails in the Gateway TAD; connecting into McGinnis Ferry
Smithtown Greenway Trails – Expanded	TBD	Expansion of previous CDP concepts; connecting into Pierce Park, Gateway Trails and Trice Trail
Historic Old Town Greenway Trails	TBD	Connecting into Trice Trail, Sharon Industrial, Historic Old Town
Lawrenceville-Suwanee Rd. Greenway Trail	TBD	Connecting Town Center south to Gateway
Suwanee Station Greenway Trails	TBD	Expansion of Brushy Creek Greenway Concept; connecting into Old Town Greenway
Town Center Greenway Trails	TBD	Expansion of previous Smithtown Greenway concept to create a "loop"; connecting into Town Center Park through planned Pedestrian Underpass
PIB/Suwanee Junction/Suwanee North Trails	TBD	New trails north of PIB to connect existing neighborhoods; connecting to Bushy Creek Greenway, Old Town Greenway and Smithtown Greenway
FUTURE PROJECTS - Parks		
New Satellite/Lawrenceville-Suwanee Park	TBD	New park to preserve existing unique, undeveloped character at the northeast intersection of Satellite Blvd. and Lawrenceville-Suwanee Rd.
FUTURE PROJECTS - Sidewalks / Streetscapes		
McGinnis Ferry: Satellite Blvd. south to and through Gateway	TBD	New sidewalks, lighting, crosswalks, landscaping
Satellite Boulevard East: East of Lawrenceville-Suwanee to Smithtown Rd	TBD	New sidewalks, lighting, crosswalks, landscaping
Smithtown Road: Satellite Blvd. north and around to Lawrenceville-Suwanee	TBD	New sidewalks
Lawrenceville-Suwanee Road/Suwanee Dam Road: Smithtown Road north to Peachtree Industrial	TBD	Signature Streetscaping: wide sidewalks, decorative lighting, pavers, crosswalks, heavy landscaping
Trench Road: Peachtree Industrial north to Suwanee Dam Road	TBD	New sidewalks

Stonecypher: south of Peachtree Industrial south to Main Street	TBD	New sidewalks, lighting, crosswalks, landscaping
Buford Highway Town Center: Town Center west to Russell Street	TBD	New sidewalks, lighting, crosswalks, landscaping (mindful of potential future widening)
Buford Highway East: Town Center east to city limits	TBD	New sidewalks, lighting, crosswalks, landscaping (mindful of potential future widening)
Buford Highway West: Russell St. west to city limits	TBD	New sidewalks, lighting, crosswalks, landscaping (mindful of potential future widening)
Suwanee Creek Rd.: Buford Highway south to city limits	TBD	New sidewalks
Peachtree Industrial West: McGinnis Ferry west to city limits	TBD	Signature Streetscaping: wide sidewalks, decorative lighting, pavers, crosswalks, heavy landscaping

