

LAWRENCEVILLE
F  **RWARD**

A Smarter Strategy for our Future



LAWRENCEVILLE

WINNETT - METRO ATLANTA

ADOPTED DECEMBER 2018

ACKNOWLEDGEMENTS

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

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EXECUTIVE SUMMARY

INTRODUCTION

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

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

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

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

LAWRENCEVILLE TODAY

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

Who We Are

As of 2015, the City of Lawrenceville had a population of 29,700. When compared to the rest of the county, Lawrenceville is similar in terms of age distribution and diversity. Furthermore, the city could improve in attaining higher levels of education and income per capita by encouraging our youth to pursue higher education in order to obtain higher paying jobs and contribute to the city's growth.

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

Land Use

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

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

Transportation

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

Housing

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

Economic Development

Lawrenceville is an important hub for government, medical and educational sectors in Gwinnett County. Home to Gwinnett Medical Center, Georgia Gwinnett College and Gwinnett County Government, these economic engines collectively bring nearly 5,000 working professionals to the City each day. In efforts to create a live-work-play environment, Lawrenceville's economic development focus is centered around growth of inventory essential to supporting this professional population while serving to provide a unique community-engaged experience for all its existing and future residents.

Quality of Life

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

LAWRENCEVILLE TOMORROW

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

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

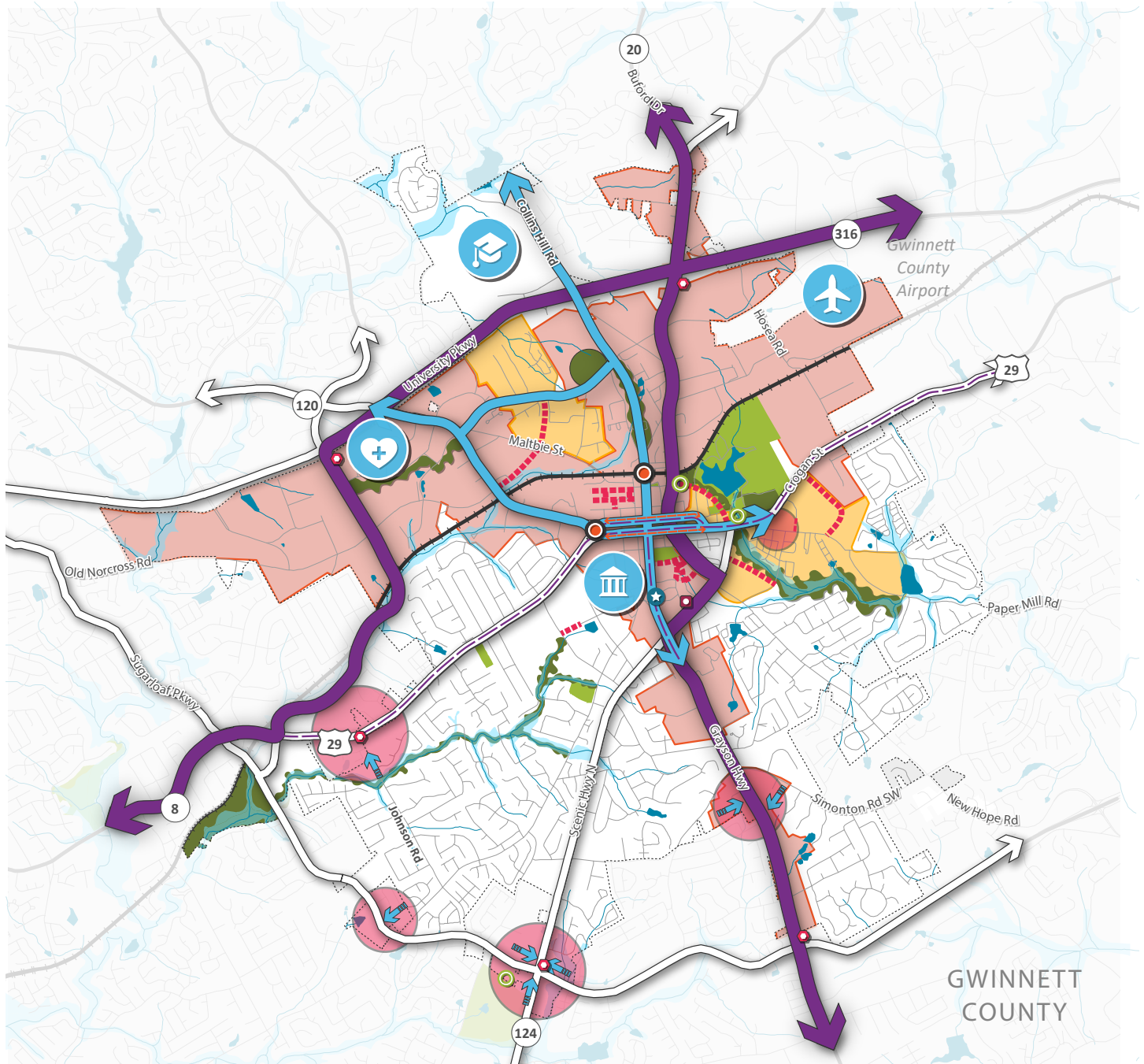
With this bold vision in mind, an implementation strategy was developed for the City based on seven priority strategies:

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

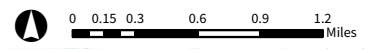
Building off of Lawrenceville's existing anchors like Gwinnett Medical Center and Georgia Gwinnett College, this map shows areas of opportunity for high quality development, new green spaces, and better connectivity.

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

Policy Map



- | | | |
|--|------------------------------------|----------------------------------|
| Commercial/Mixed Use Opportunity Areas | 100-year Floodplain | Railroad |
| Residential Opportunity Areas | Water | City Hall |
| Neighborhood Nodes | Priority Pedestrian/Bicycle Route | New Library |
| Existing Park | Regional Freight Route | City Limits |
| Planned/Proposed Park | Local Freight Route | Gwinnett Medical Center |
| Planned/Proposed Greenway | Enhanced Pedestrian Crossing | Georgia Gwinnett College |
| New/Enhanced Park Access | One-way to Two-way Pair Conversion | Gwinnett County Airport |
| Rivers and Streams | New Road | Gwinnett Justice & Admin. Center |



Land Use

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

Needs

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

Opportunities

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

Goals	Key Work Program Action
LU1. Promote land use patterns and design elements that support walkability and an improved sense of place.	Rewrite the Zoning Ordinance to improve clarity and reflect the community's vision
LU2. Encourage mixed uses and increased density Downtown.	Simplify Downtown underlying zoning and overlay requirements
LU3. Support the redevelopment of underutilized parcels, especially in and around Downtown.	Partner with DDA and property owners to apply for low-interest loans from the Georgia DCA Downtown Development Revolving Loan Fund and Georgia Cities Foundation Revolving Loan Fund
LU4. Improve the aesthetics of main corridors and gateways into the City.	Enhance all main corridor streetscapes
LU5. Address conditions that are conducive to concentrations of blight.	Explore funding opportunities to remove community blight internally with the city and with partners, such as Housing Authority, Habitat for Humanity and Downtown Development Authority, etc.
LU6. Ensure the compatibility of infill development.	Rewrite the Zoning Ordinance to improve clarity and reflect the community's vision
LU7. Balance high development standards with flexibility and innovation.	Create an Administrative Review Committee

Transportation

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

Needs

- Minimize traffic congestion
- Reduce automobile dependency
- Place sidewalks and street lights throughout the city
- Improve visibility and availability of Downtown parking
- Maintain existing infrastructure

Opportunities

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

Goals	Key Work Program Action
T1. Prioritize mobility, health, and safety over vehicular speed	Continue conversations with GDOT, Gwinnett County DOT, and USDOT to reroute state and U.S. routes away from Downtown
T2. Promote a comfortable walking experience for people of all ability levels and ages	Maintain robust sidewalk construction project program
T3. Grow the network of bicycle facilities	Install continuous bike lanes from Downtown to GGC
T4. Support the expansion of transit service	Partner with Gwinnett County to implement expansion of transit service in the city
T5. Maintain or enhance the quality of existing infrastructure	Road repavement and maintenance program for City roads
T6. Reduce the proportion of land dedicated to surface parking	Explore the modification of the Zoning Ordinance to reduce parking requirements, parking maximums and provide parking reductions for electric vehicle charging stations and proximity to transit
T7. Evaluate the use of Intelligent Transportation Systems	Explore opportunities for implementing Intelligent Transportation Systems with strategic SPLOST and Gwinnett CTP intersection improvement projects
T8. Strategically locate and regularly maintain freight routes	Continue conversations with GDOT, Gwinnett County DOT, and USDOT to reroute state and U.S. routes away from Downtown

Housing

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

Needs

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

Opportunities

- Attract local employees to become Lawrenceville residents
- Locate housing near employment centers
- Increase property values for existing homeowners

Goals	Key Work Program Action
H1. Facilitate the improvement of housing stock conditions.	Develop a plan for cleanup and reduction of blighted and aged multi-family and extended stay properties in high crime areas
H2. Promote a variety of housing choices.	Modify the Zoning Ordinance to allow smaller residential lots and mixed use zoning classifications within a specific geographical region
H3. Encourage home ownership.	Explore creative ways to promote home ownership in the City, including possible downpayment assistance to city, county, hospital or college employees

Economic Development

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

Needs

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

Opportunities

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

Goals	Key Work Program Action
ED1. Actively encourage workers in Lawrenceville to become residents.	Partner with major employers like GMC, GGC, and Gwinnett County to develop strategies to encourage employees to live in Lawrenceville
ED2. Encourage the creation (entrepreneur), retention, and expansion of local businesses	Continue to invest in Partnership Gwinnett
ED3. Collaborate with Georgia Gwinnett College and Gwinnett Tech to become the college town of tomorrow	Complete the College Corridor. Explore ways to create a relationship with Gwinnett Tech
ED4. Continue to support and expand the medical industry	Work with Partnership Gwinnett to host regular health care industry roundtables
ED5. Actively promote development and redevelopment in identified economic opportunities areas	Continue to pursue Downtown infill projects identified in the 2015 Economic Development Strategy Plan
ED6. Grow Downtown’s economic base	Work with DDA and the potential land bank to assemble key parcels and package them for redevelopment
ED7. Empower and equip the City’s community and economic development staff for success.	Perform an annual business needs survey
ED8. Strategically expand the boundaries of the City	Explore strategic annexations that would provide a high return on City economic development plans.

Quality of Life

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

Needs

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

Opportunities

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

Goals	Key Work Program Action
QL1. Improve the perception and quality of public schools.	Partner with Gwinnett County Public Schools to create and support an arts magnet program at Central Gwinnett High School
QL2. Support the work of non-profits and other community organizations.	Explore ways to partner with organizations to improve quality of life in the City
QL3. Continue to be a primary provider of utilities in Gwinnett County	Invest in the ongoing improvement and maintenance of the City utilities
QL4. Encourage the growth of the arts and cultural community.	Conduct an Arts, Culture, and Heritage Master Plan to address public art, historic preservation, special events, and cultural resources
QL5. Preserve Lawrenceville’s built heritage and unique character	Work with local groups to intergrate the history and preservation of the Hooper Renwick School as it becomes part of the new Lawrenceville Public Library
QL6. Foster dynamic, accessible public spaces and parks	Conduct a master plan for a potential passive park on the city-owned parcel at Sugarloaf Parkway and Lawrenceville Suwanee Road and potentially adding an active park for Central Gwinnett High School
QL7. Pursue the development of a greenways and trail system.	Finalize citywide greenway and parks master plan, including enhanced access to parks, a new trail along Shoal Creek, and a greenway on the GMC campus
QL8. Protect and enhance creek corridors and watersheds.	Enforce through the City Development Regulations and ongoing coordination with the County Department of Water Resources
QL9. Promote accessibility citywide.	Enhance access to parks, particularly pedestrian and bicycle connections from Downtown to Rhodes Jordan Park

Character Areas

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

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

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

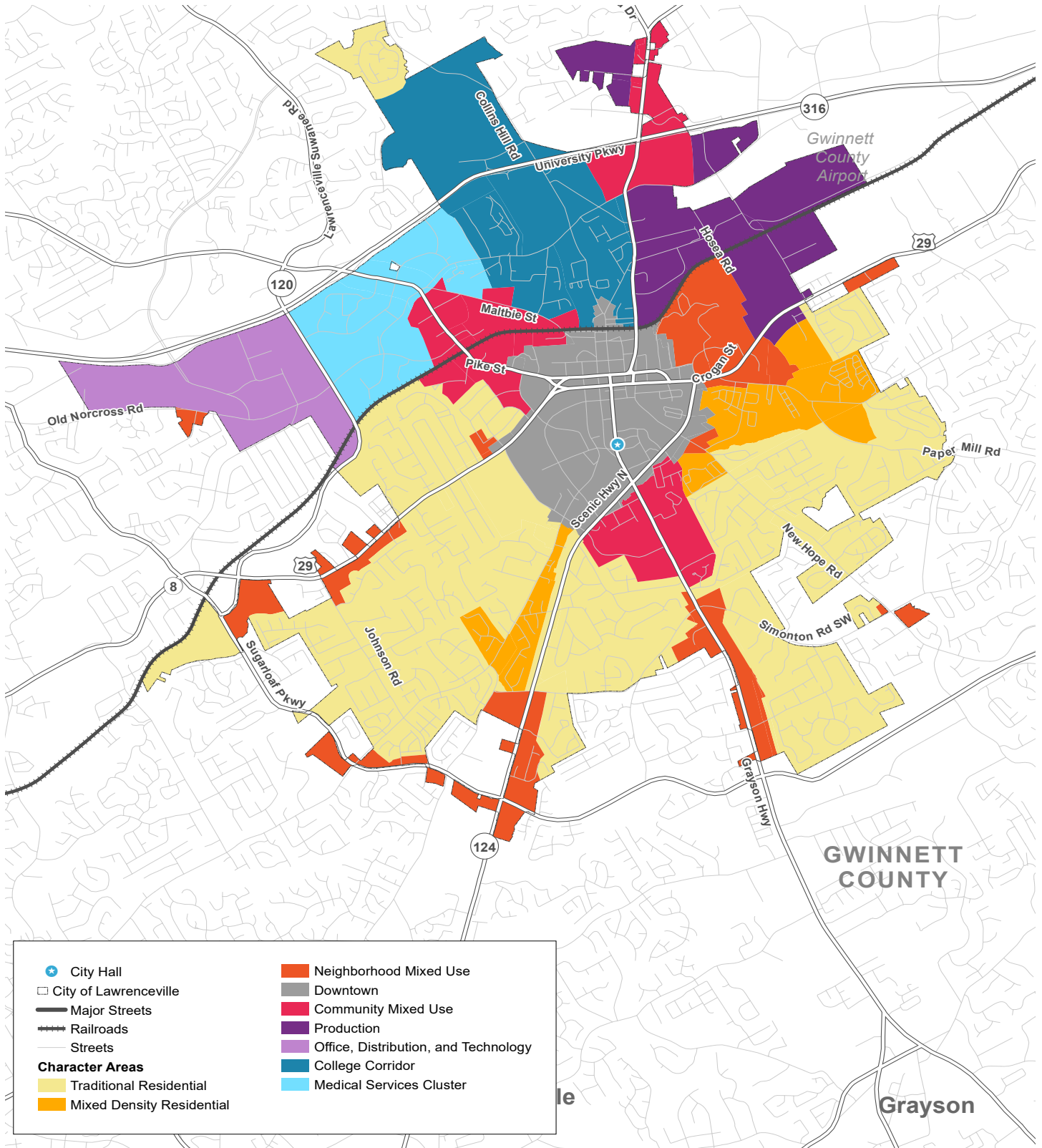
For each character area, the Comprehensive Plan provides an overview; a summary of design and transportation features; appropriate land uses; recommended zoning categories; key policies and major projects relating to that character area; and images of preferred design and land use patterns.

Community Work Program

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

The City of Lawrenceville's Community Work Program outlines 127 actions and projects for completion between now and 2022. The projects outlined here are a starting point. Projects were identified based on input from community members, City staff, and the consultant team, as well as ongoing initiatives planned by the City and other stakeholders like Gwinnett County and the Lawrenceville Housing Authority. They will be reevaluated as necessary to consider changes in community priorities, feasibility, staff capacity, and available funding.

2040 Future Development Map



City of Lawrenceville 2040 Future Development Map



0 0.25 0.5 1 Miles

A large white number '1' is positioned in the upper right quadrant of the page. The background is a solid orange color, overlaid with several large, semi-transparent circular shapes in varying shades of orange, creating a layered, abstract effect. The number '1' is the central focus of the top half of the page.

1

LAWRENCEVILLE

TODAY

NEEDS AND OPPORTUNITIES



LAWRENCEVILLE TODAY

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

INTRODUCTION TO COMPREHENSIVE PLANNING

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

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

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

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

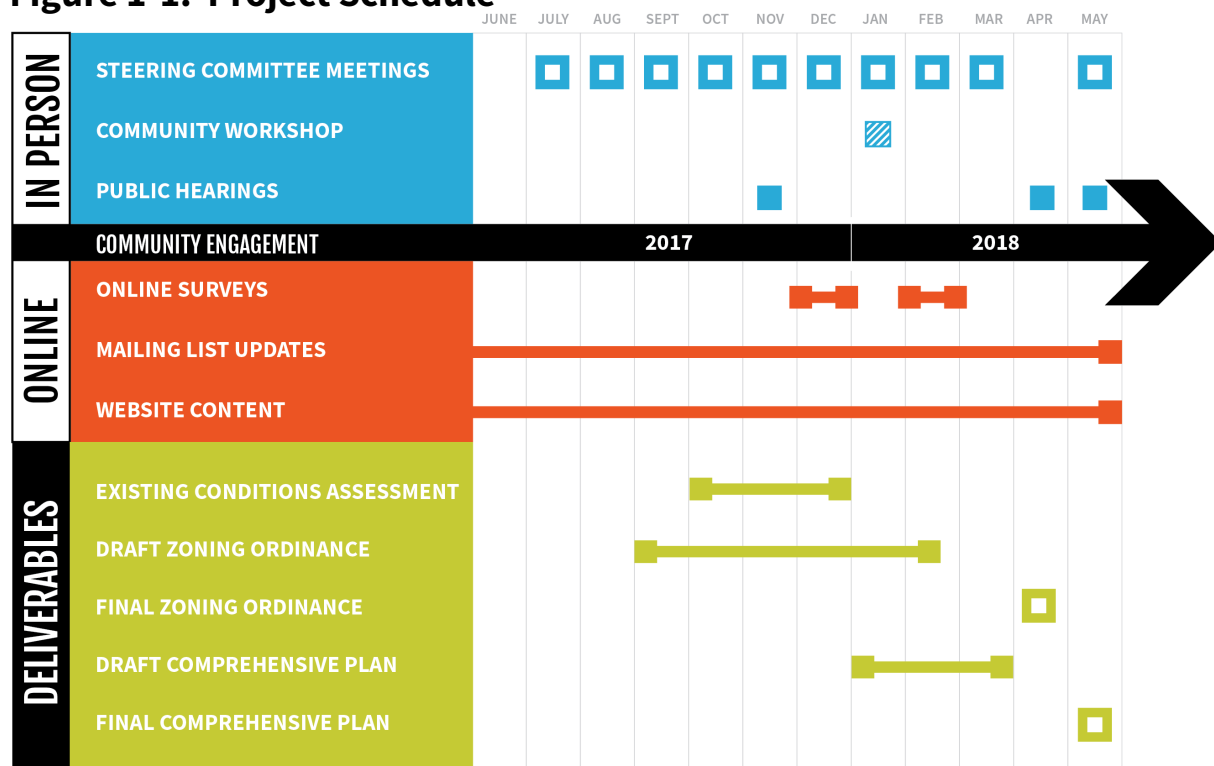
While the State requires the plan to be updated every five years, it should be revisited on a regular basis to ensure it aligns with the community's current realities and goals.

PROCESS

Schedule

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

Figure 1-1. Project Schedule



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

Elected Official

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

City Staff Member

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

Resident

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

Business Owner

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



COMMUNITY ENGAGEMENT

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

Steering Committee

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

Workshop

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

Website

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


Surveys

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

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

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




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

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

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

2040 Comprehensive Plan

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

Zoning Ordinance

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

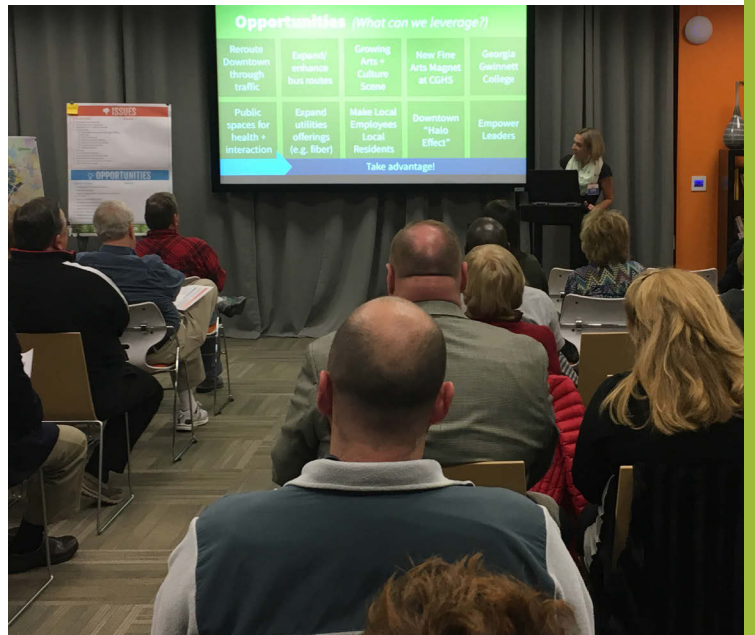
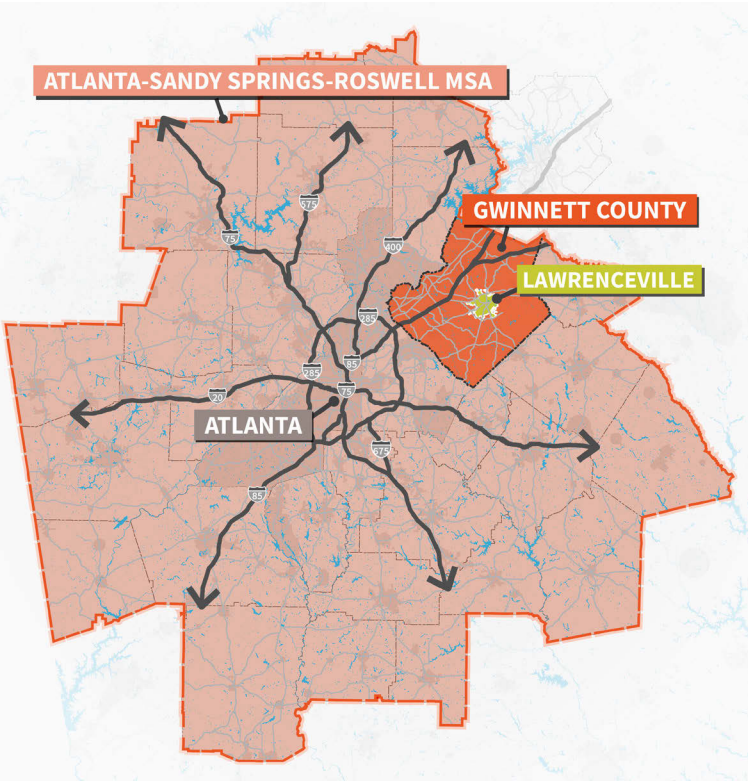


Figure 1-2. Regional Context



SUMMARY OF EXISTING CONDITIONS

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

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



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

WHO WE ARE

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

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

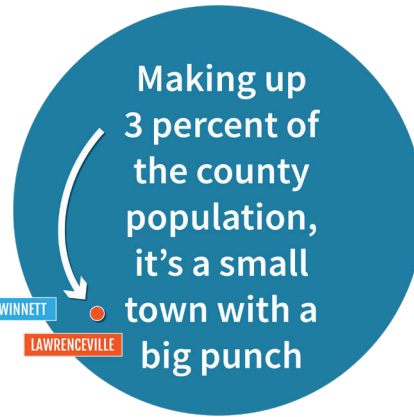


Figure 1-3. Race (2015)

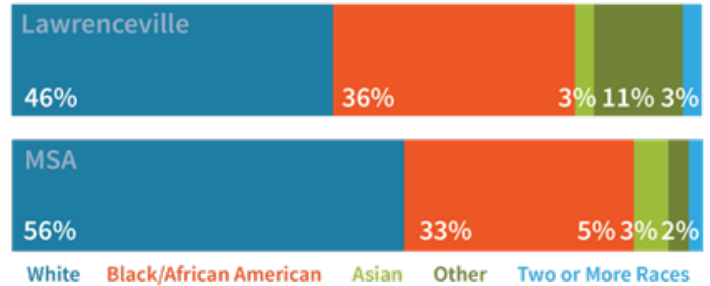
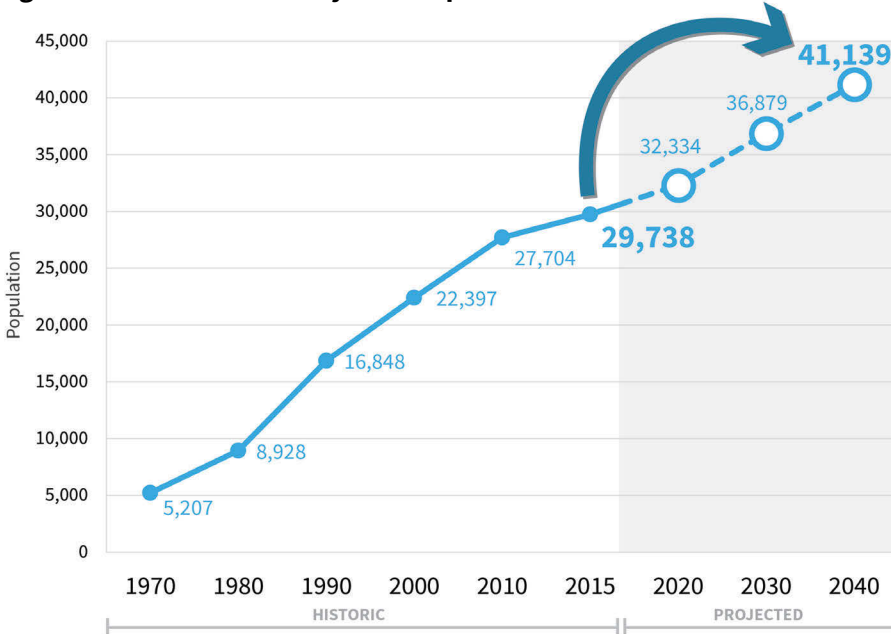
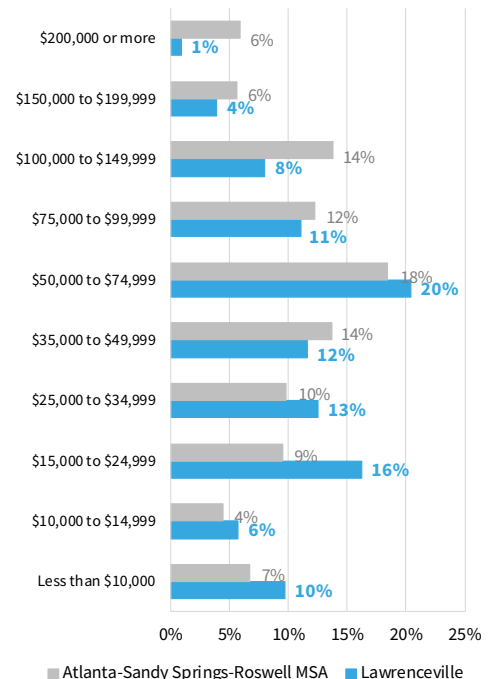


Figure 1-4. Historic and Projected Population Growth



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

Figure 1-5. Median Household Income (2015)



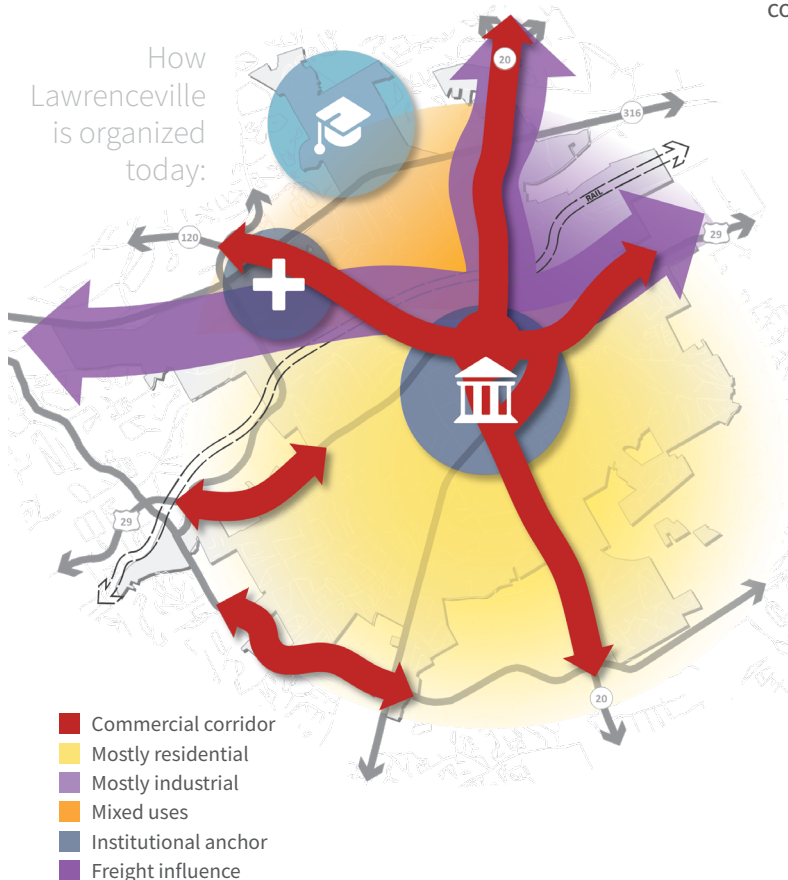
LAND USE

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

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

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

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

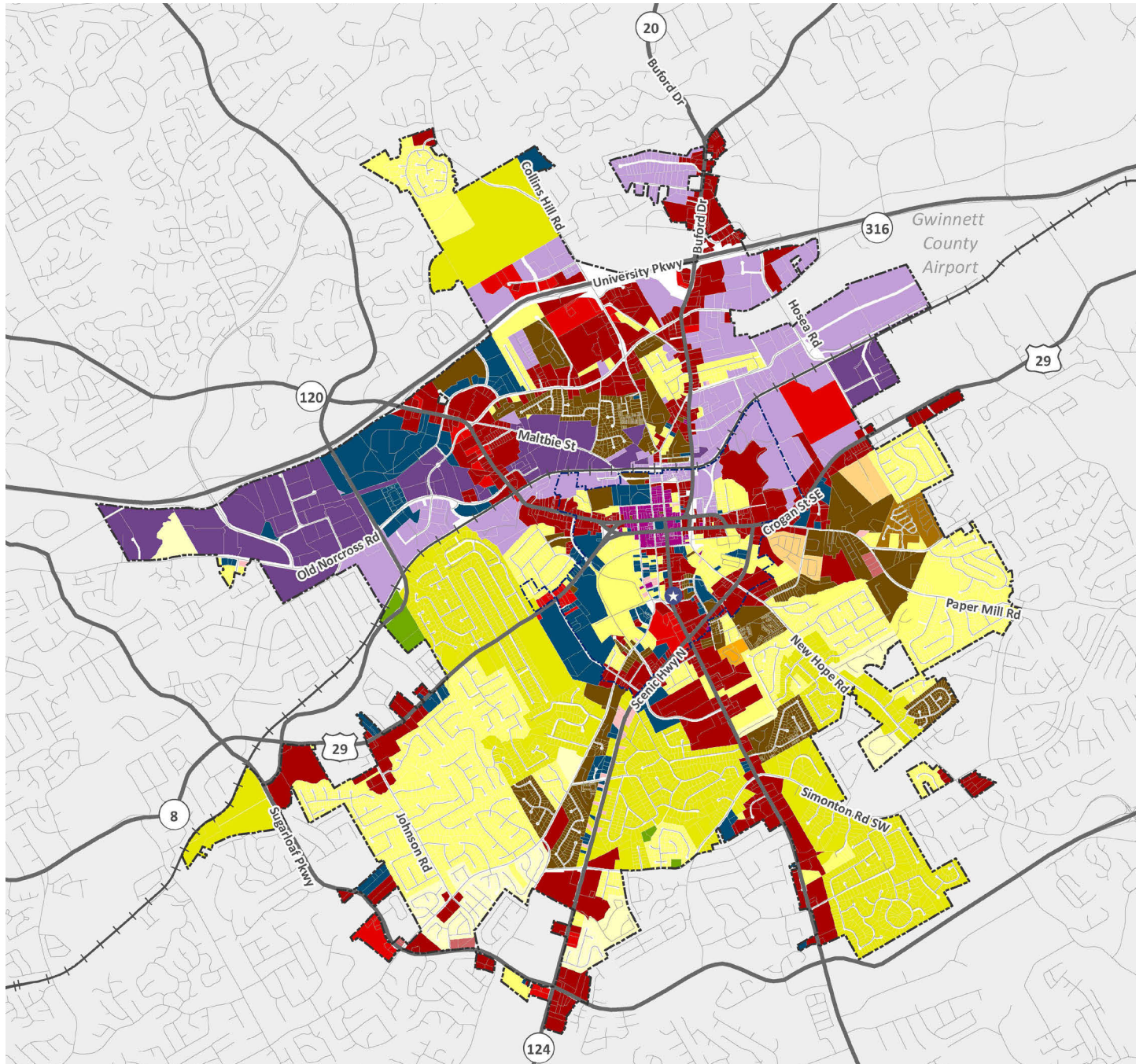


What We Heard

Common thoughts from the community about land use included:

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

Figure 1-6. Existing Zoning (March 2017)



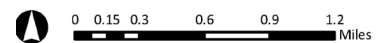
- City of Lawrenceville
- Downtown District
- Major Streets
- Highways
- Railroads
- Streets

Zoning Category

- AR: Agricultural/Residential
- BG: General Business District
- BGC: Central General Business District
- HSB: Highway Service Business

- BN: Neighborhood Business District
- ON: Office/Neighborhood
- OI: Office/Institutional
- HM: Heavy Manufacturing
- LM: Light Manufacturing
- RS60: Single-Family Residence (7,500 sf)
- RS150: Single-Family Residence (15,000 sf)

- RS180: Single-Family Residence (18,000 sf)
- RM-M: Multiple-Family Residence-Modified
- RM-HR: Residential High Rise
- RM-4-C: Fee Simple Condominium Residence
- RM-12: Modified General Residence (3,600 sf)





TRANSPORTATION

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

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

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

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

How do Lawrenceville residents get to work?

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

2015 ACS Estimates



What We Heard

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

Figure 1-7. Regional Transportation

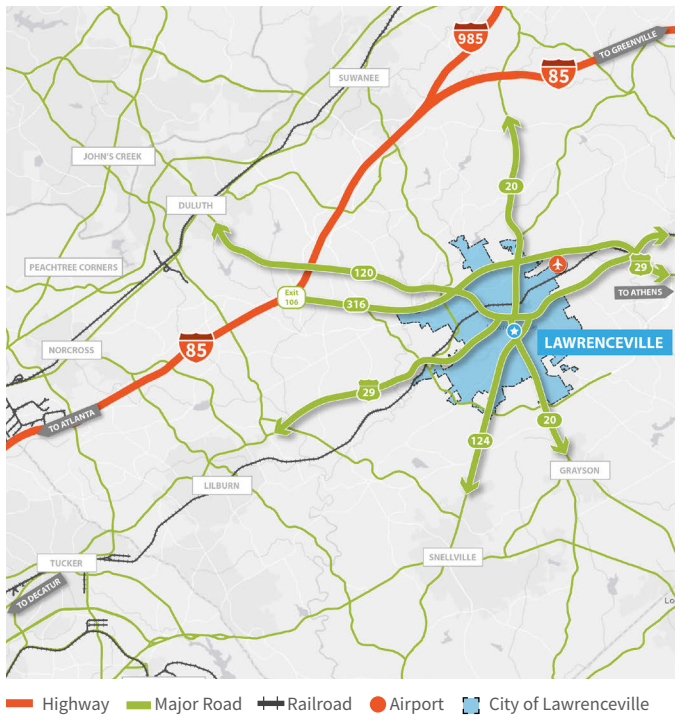


Figure 1-8. Average Daily Traffic Counts

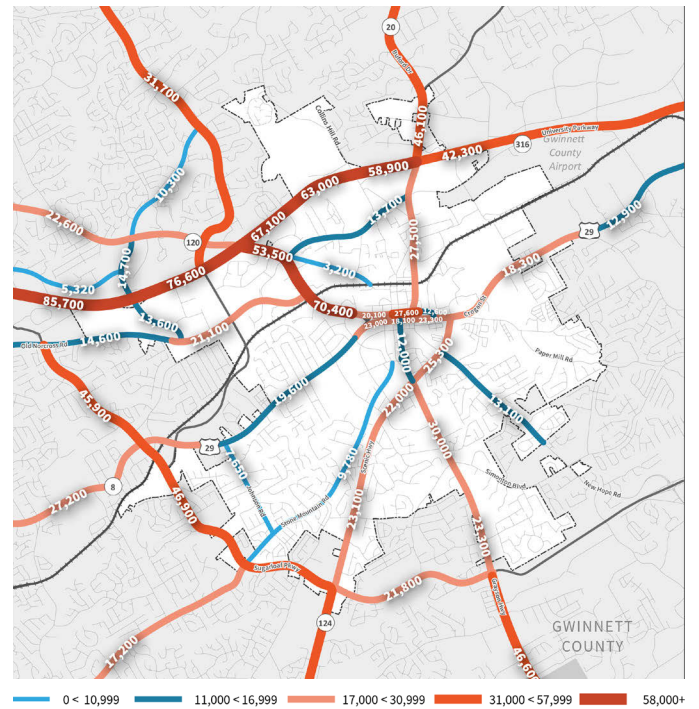
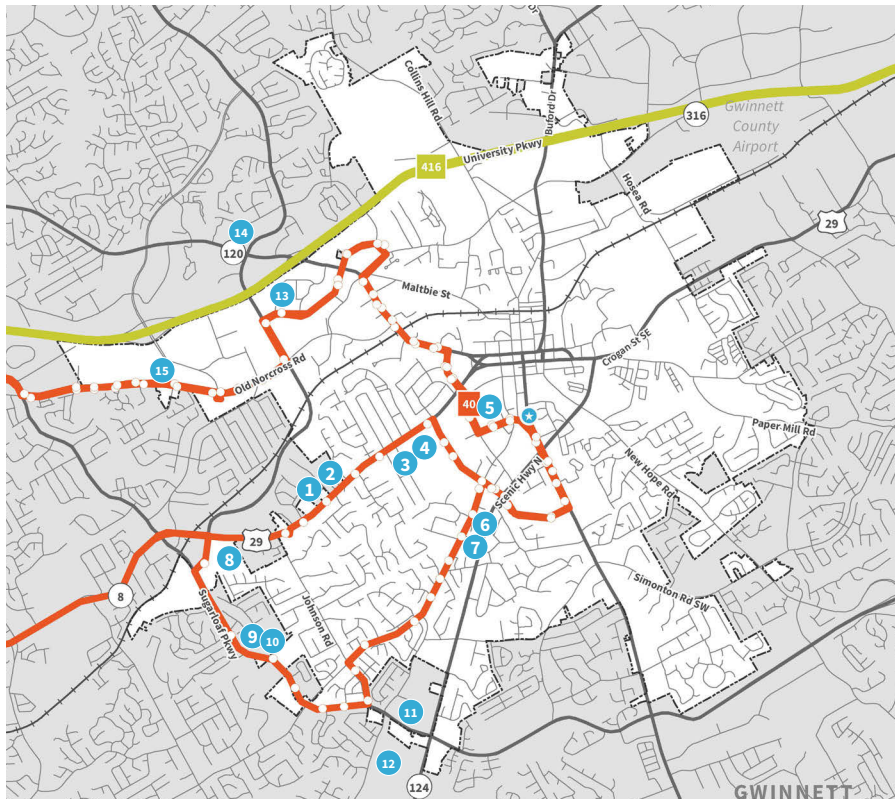


Figure 1-9. Transit Service



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

HOUSING

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

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

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

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



What We Heard

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

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



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

LAWRENCEVILLE VS. GWINNETT COUNTY



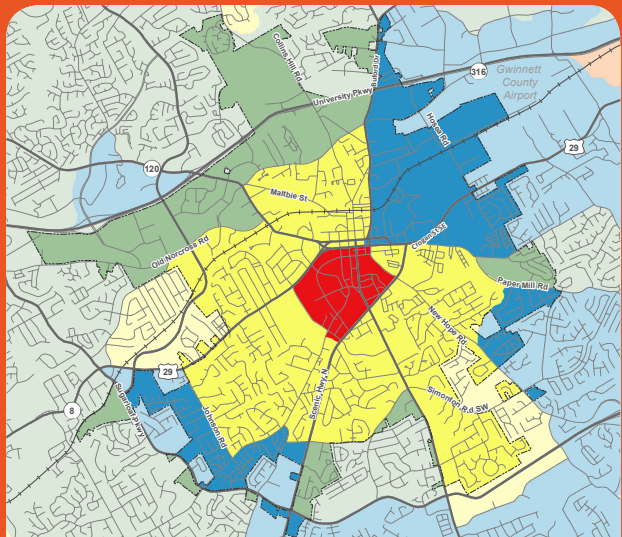
Cost Burdened Residents



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



Housing is 91% occupied



Median Year Built

Source: US Census American Communities Survey



Gwinnett Medical Center



Gwinnett Justice and Administration Center

ECONOMIC DEVELOPMENT

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

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

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

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



What We Heard

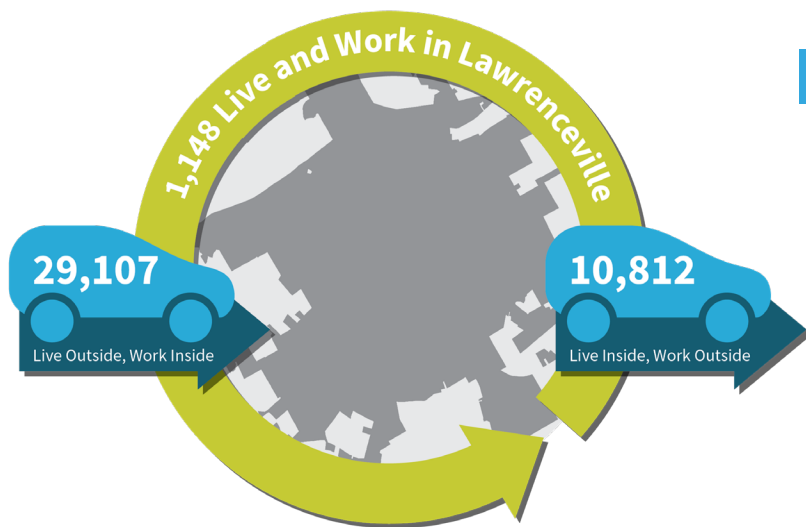
1. Continue to support existing economic anchors: Gwinnett Medical Center, Georgia Gwinnett College, Gwinnett County government, and the Gwinnett County Airport
2. It's hard to find restaurant and service industry staff due to lack of nearby housing at the right price point
3. Need to consider shifts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

Table 1-1. Employment by Industry

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

Industries with an existing competitive advantage

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



Top Industries by Total Employment:

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



Pool at Rhodes Jordan Park (Source: Gwinnett Forum)

QUALITY OF LIFE

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

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

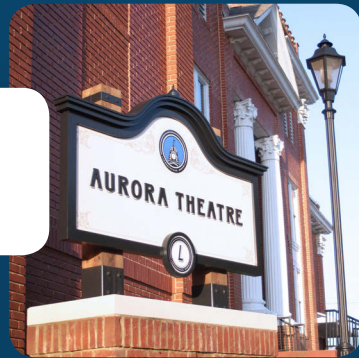


What We Heard

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

Major Quality of Life Assets

Downtown Square



Lawrenceville Lawn



Rhodes Jordan Park



Heritage



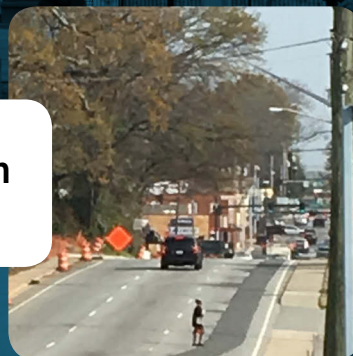
Georgia Gwinnett College



Community Organizations



Transportation & Location



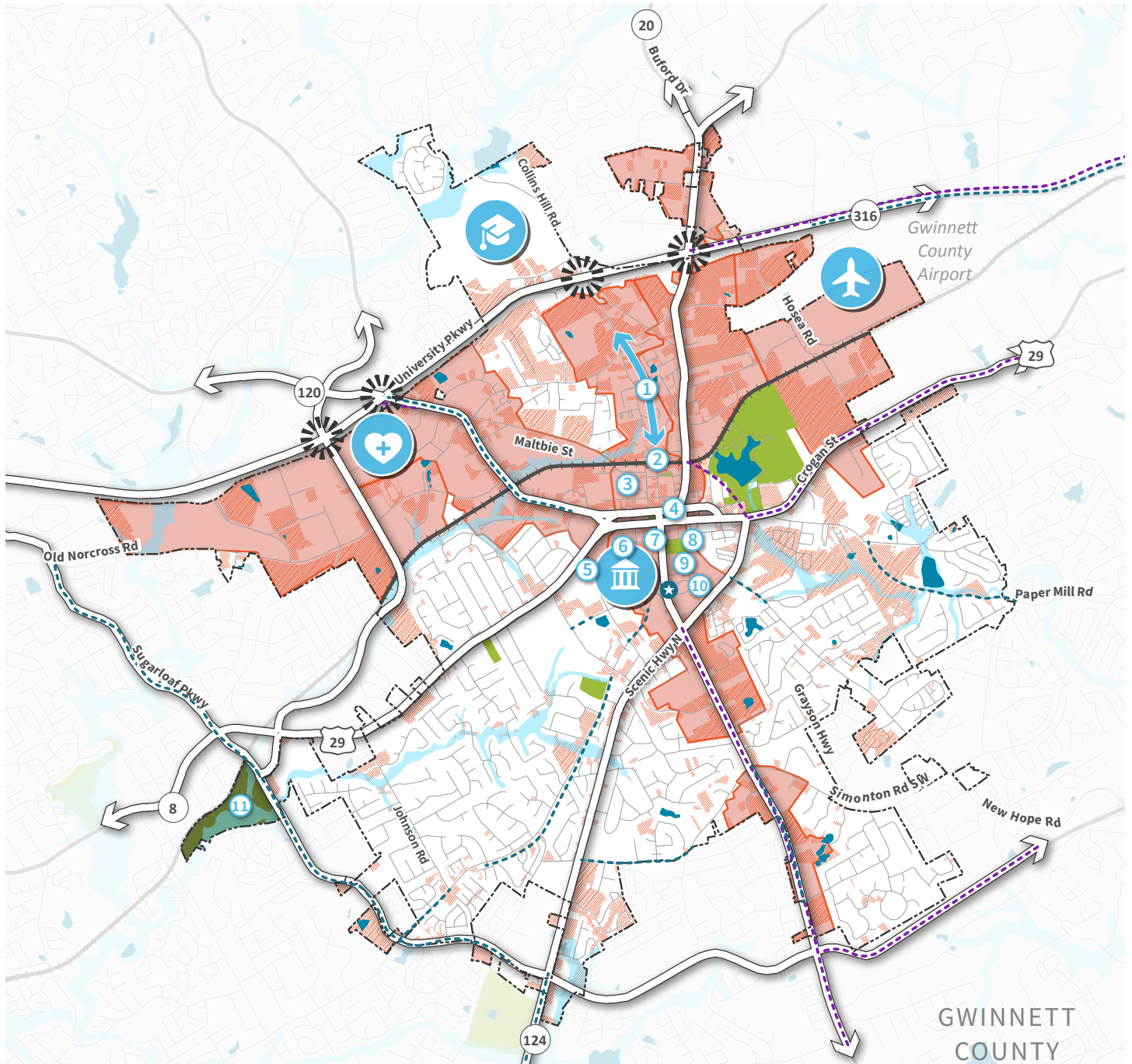
LOOKING AHEAD: KEY DEVELOPMENT INFLUENCES

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

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

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

Figure 1-10. Development Influences Map



- anchors**
- Gwinnett Medical Center
 - Georgia Gwinnett College
 - Gwinnett Judicial and Administrative Center
 - Gwinnett County Airport

- Economic Development Strategic Plan Opportunity Areas
- Land Value > 50% Total Value (public/institutional excluded)
- Main Roads
- Planned SPLOST Roadway Projects*
- Planned Gwinnett CTP Projects*
- SR316 Interchanges

- Railroad
- Parks
- Planned Park
- 100-Year Floodplain
- Water
- City Limits
- City Hall

- Influential Projects**
- College Corridor (new road and linear park)
 - Depot area renovations
 - City View
 - Aurora Theatre expansion
 - Central Gwinnett HS arts magnet
 - GJAC expansion
 - Clayton Street/Perry Street two way pair
 - Lawrenceville Lawn
 - South Lawn
 - Hooper Renwick School
 - New park



*Intersection improvements and minor projects excluded

A large, bold white number '2' is positioned in the upper right quadrant of the page. The background is a solid orange color with several overlapping, semi-transparent orange shapes: a large circle on the left, a smaller circle below it, and a triangle pointing right on the left side. The overall design is modern and minimalist.

2

LAWRENCEVILLE

TOMORROW

COMMUNITY VISION AND GOALS



LAWRENCEVILLE TOMORROW

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

INTRODUCTION TO VISION AND GOALS

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

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

OUR VISION

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

OUR GOALS

LAND USE

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

LU2. Encourage mixed uses and increased density Downtown.

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

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

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

LU6. Ensure the compatibility of infill development.

LU7. Balance high development standards with flexibility and innovation.

LU8. Promote sustainability and stewardship.

TRANSPORTATION

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

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

T3. Grow the network of bicycle facilities and alternative modes of transportation.

T4. Support the expansion of transit service.

T5. Maintain or enhance the quality of existing infrastructure.

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

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

T8. Strategically locate and regularly maintain freight routes.

HOUSING

H1. Facilitate the improvement of housing stock conditions.

H2. Promote a variety of housing choices.

H3. Encourage home ownership.

ECONOMIC DEVELOPMENT

ED1. Actively encourage workers in Lawrenceville to become residents.

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

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

ED4. Continue to support and expand the medical industry.

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

ED6. Grow Downtown's economic base.

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

ED8. Strategically expand the boundaries of the City.

QUALITY OF LIFE

QL1. Improve the perception and quality of public schools.

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

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

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

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

QL7. Foster dynamic, accessible public spaces and parks.

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

QL9. Protect and enhance creek corridors and watersheds.

QL10. Promote accessibility citywide.



3

CITYWIDE
PROJECTS AND
POLICIES

3 CITYWIDE PROJECTS AND POLICIES

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

OVERVIEW

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

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

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

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

How does the vision get implemented?

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



PRIORITY STRATEGIES

Many steps, small and large, will be needed to move the vision forward. The strategies that follow are the highest priority, near term action items that address the community’s most pressing needs and opportunities. They include a combination of policies and action items that will work together to make powerful changes. These and other action items are detailed in the 5-Year Community Work Program, beginning on page 73.



Newly renovated Local Republic Downtown



New townhomes at Cornerstone Downtown

Foster redevelopment

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

The City will take an active role in redevelopment by creating a land bank to purchase vacant, tax foreclosed, contaminated, and underutilized parcels to assemble parcels for future development. Its efforts will focus on Downtown and Community Mixed Use areas. The City will also work with the Downtown Development Authority to continue to acquire strategic properties for redevelopment.

The city will continue strategic efforts to clean up blight in the community by maintaining a consistent and visible presence with our Code Enforcement Officers.

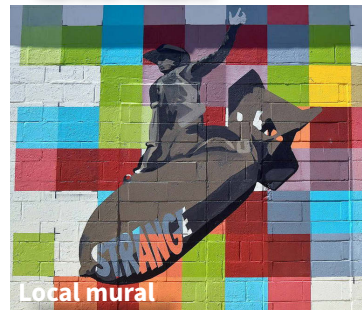
The City will also outline a strategic plan (including funding) to redevelopment blighted, high crime, extended stays, apartments, and duplexes that have exceeded their useful life.

Infuse and embrace the arts

Lawrenceville will be intentional about finding moments to incorporate art into daily life and support artists and creative organizations in their work. Already on deck, the expansion of the Lawrenceville Performing Arts Center will further solidify Lawrenceville as the premiere destination for performing arts in Gwinnett County. Funding will be provided to joint venture with the Board of Education to create an arts emphasis (school within a school) school at Central Gwinnett High School. The creation of an Arts Council will usher in the next wave of dedication to the arts, serving as a group committed to promoting the arts through services, programs, and funding. One of its first tasks will be to establish a public art program, which will solicit community ideas for public art concepts and facilitate installations.



Aurora Theatre



Local mural



Mini museum in Columbus, GA

Encourage high quality housing options at all price points

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



Newly built starter home in McDonough, GA



Smaller lot single-family homes in Milton, GA



Downtown sidewalk

Develop enjoyable spaces for pedestrians, cyclists, and transit riders

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



Two-way road conversion construction

Prioritize local use of Downtown streets

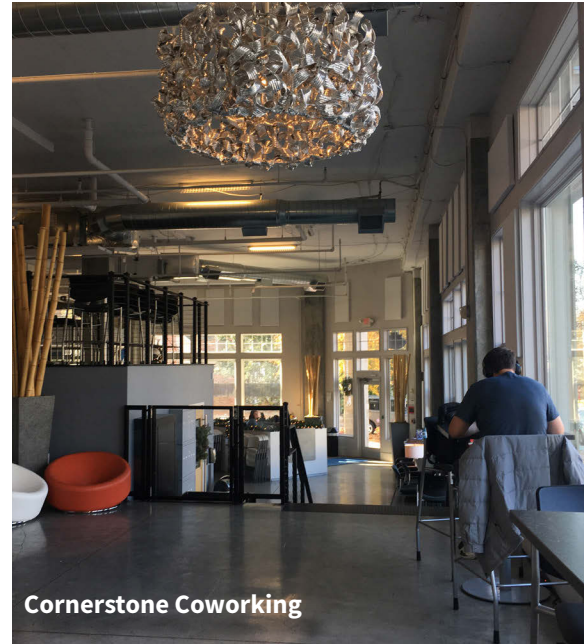
With its location in the physical heart of Gwinnett County, Downtown Lawrenceville has a number of state and U.S. routes, which prioritize regional throughput over the experience of local users. Several initiatives will seek to better balance these regional needs with local users, including completing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

Build relationships that build business

Strong relationships and communication are central to Lawrenceville’s economic development strategy, with the City taking on the role of facilitator and champion for local businesses. Staff will continue to meet with business and property owners, listen to the needs of the business community, and facilitate introductions and roundtable discussions.

Efforts will be made to expand business activities within the depot area, healthcare activities near Gwinnett Medical Center, and industrial activities near SR316 and the airport. Specifically, the City will partner with the DDA to recruit a boutique hotel into the downtown area. Staff will also provide protective assistance to promote new start companies in the City.

An engaging, regularly updated website, newsletters, and materials available in multiple languages will make information easily accessible. The City will continue to invest in and work with Partnership Gwinnett, a primary resource for site selection, talent development, and small business assistance.

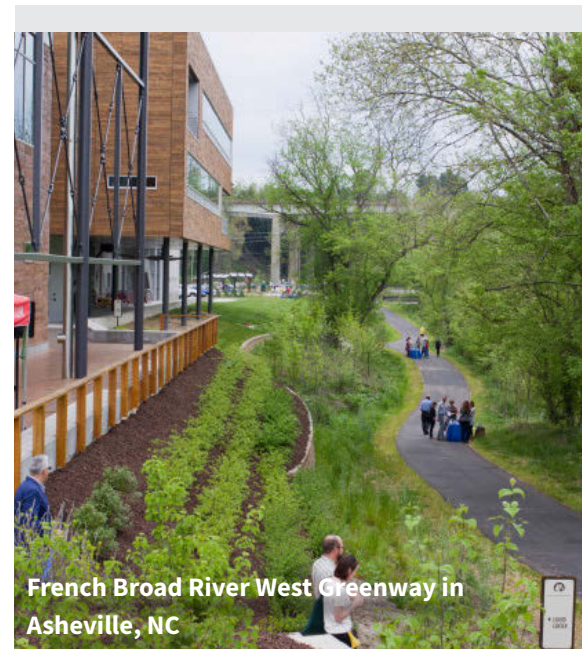


Cornerstone Coworking

Enhance access to nature, recreation, and community space

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

Enhancements to the Lawrenceville Lawn will continue the success of this venue. A joint venture with Gwinnett County to preserve the historic African American School and relocate the Lawrenceville Library to downtown will continue to make the downtown area a destination for the community.



French Broad River West Greenway in Asheville, NC

POLICY MAP

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

Commercial/Mixed Use Opportunity Areas:

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

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

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

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

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

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

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

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

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

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

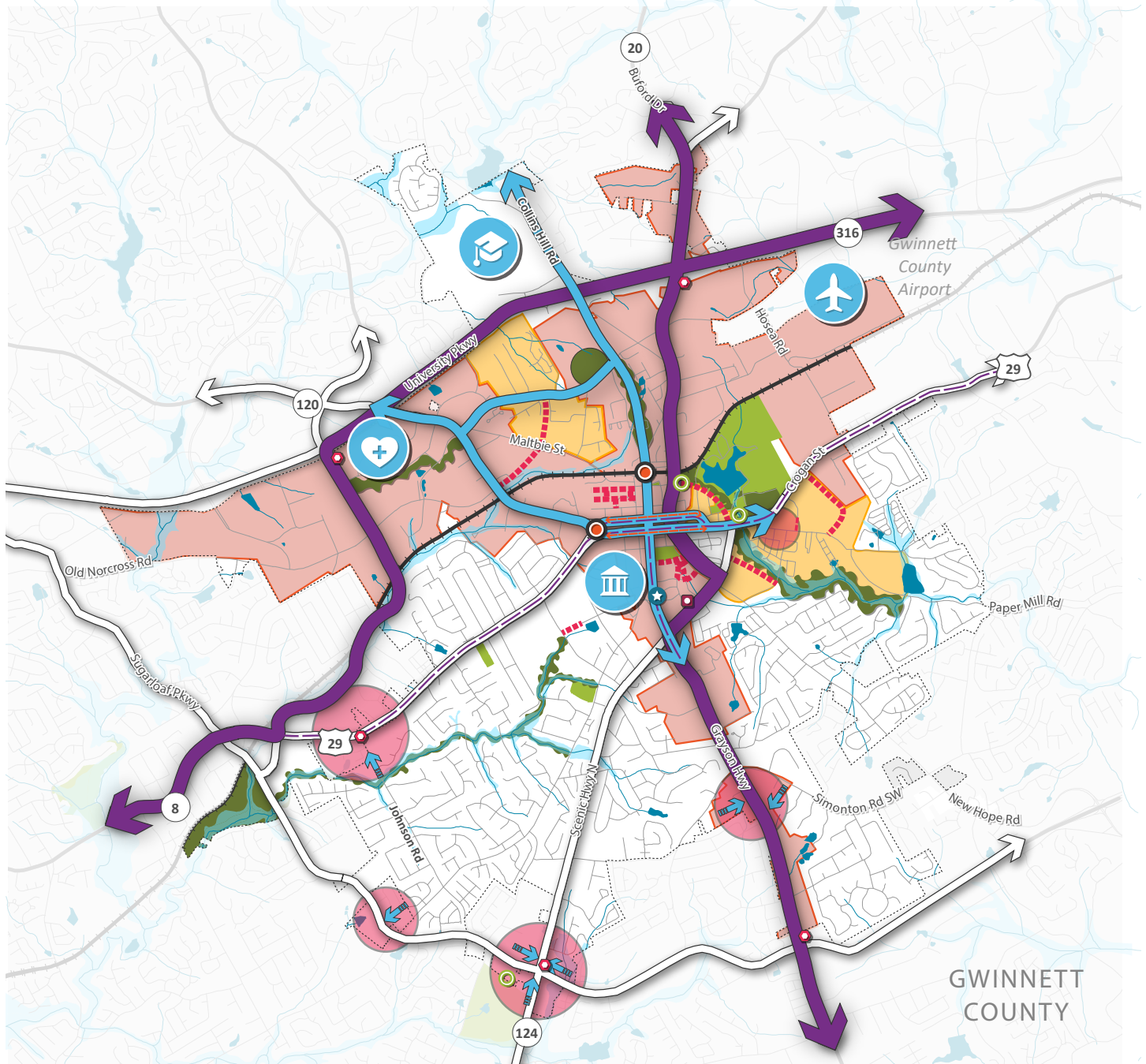
One-way to Two-way Pair Conversion: Work with Georgia DOT and the US DOT to pursue the conversion of Pike Street and Crogan Street back to two-way roads.

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

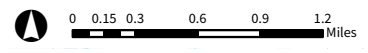
New Roads: Implement planned new road projects, including the Nash Street extension and roads included in proposed developments. Add new roads in the Maltbie/Pike and Paper Mill areas to create connections and reduce block sizes, improving walkability and access to transit routes. Consider small area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

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

Figure 2-1. Policy Map



- | | | |
|--|------------------------------------|----------------------------------|
| Commercial/Mixed Use Opportunity Areas | 100-year Floodplain | Railroad |
| Residential Opportunity Areas | Water | City Hall |
| Neighborhood Nodes | Priority Pedestrian/Bicycle Route | New Library |
| Existing Park | Regional Freight Route | City Limits |
| Planned/Proposed Park | Local Freight Route | Gwinnett Medical Center |
| Planned/Proposed Greenway | Enhanced Pedestrian Crossing | Georgia Gwinnett College |
| New/Enhanced Park Access | One-way to Two-way Pair Conversion | Gwinnett County Airport |
| Rivers and Streams | New Road | Gwinnett Justice & Admin. Center |



GUIDING POLICIES

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

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

Today: **Priority Needs/Opportunities**



2040: **Community Vision**

LAND USE (LU)

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

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

Related Work Program Actions:

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

LU2. Encourage mixed uses and increased density Downtown.

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

Related Work Program Actions:

- Simplify Downtown underlying zoning and overlay requirements
- Establish a land bank and identify a pilot project
- Create a mixed use zoning district
- Identify and strategize how to modify existing undesirable operations

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

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

Related Work Program Actions:

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

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

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

Related Work Program Actions:

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

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

- **POLICY LU5.1:** Explore opportunities to remove community blight internally, with the City and with partners (Habitat for Humanity, Housing Authority, DDA, etc.)
- **POLICY LU5.2:** Continue to pursue resolution to code violations.
- **POLICY LU5.3:** Provide and direct property owners to resources to make proactive improvements.

Related Work Program Actions:

- Explore incentivizing the restoration of historic homes Downtown
- Explore façade improvement grants

LU6. Ensure the compatibility of infill development.

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

Related Work Program Actions:

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

LU7. Balance high development standards with flexibility and innovation.

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

Related Work Program Actions:

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

LU8. Promote sustainability and stewardship.

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

Related Work Program Actions:

- Explore incentives for sustainable building practices

Transportation (T)

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

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

Related Work Program Actions:

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

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

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

Related Work Program Actions:

- Maintain robust sidewalk construction program
- Enhance Pike St streetscape with landscaping, lighting, and high quality pedestrian infrastructure

T3. Grow the network of bicycle facilities and alternative modes of transportation.

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

Related Work Program Actions:

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

T4. Support the expansion of transit service.

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

Related Work Program Actions:

- Partner with Gwinnett County to implement expansion of transit within the City.
- Enhance lighting and provide shelter at bus stops
- Install signature, artistic passenger pick-up shelters in key Downtown locations
- Coordinate with GCT to provide real-time transit displays at bus stops
- Explore the feasibility of a shuttle program for Downtown events

T5. Maintain or enhance the quality of existing infrastructure.

- **POLICY T5.1:** Regularly repave public streets, particularly major gateways to the city.
- **POLICY T5.2:** Discourage freight intensive uses and routes in and around activity centers to reduce wear on pavement.
- **POLICY T5.3:** Regularly evaluate the condition of existing roadways, and provide an easy method for citizen reporting of poor conditions.
- **POLICY T5.4:** Explore the study of bypasses and extensions (Old Norcross and or Paper Mill).

Related Work Program Actions:

- Road repavement and maintenance program for City roads
- Apply for LCI study grants for the exploration of bypasses and extensions throughout the City.

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

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

Related Work Program Actions:

- Explore the modification of the Zoning Ordinance to reduce parking requirements, establish parking maximums, and provide parking reductions for electric vehicle charging stations and proximity to transit

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

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

Related Work Program Actions:

- Explore opportunities for implementing ITS with strategic SPLOST and Gwinnett CTP intersection improvement projects (multiple)

T8. Strategically locate and regularly maintain freight routes.

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

Related Work Program Actions:

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

Housing (H)

H1. Facilitate the improvement of housing stock conditions.

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

Related Work Program Actions:

- Explore facade improvement grants for low-income residents
- Explore incentivizing the restoration of historic homes Downtown
- Replace and relocate LHA units to Constitution Boulevard
- Encourage façade and landscaping enhancements for LHA properties
- Develop a plan for cleanup and reduction of blighted and aged multi-family and extended stay properties in high crime areas

H2. Promote a variety of housing choices.

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

Related Work Program Actions:

- Modify the Zoning Ordinance to allow smaller residential lots and mixed use

H3. Encourage home ownership.

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

Related Work Program Actions:

- Explore creative ways to promote home ownership in the City, including possible downpayment assistance to City, County, hospital or college employees.

Economic Development (ED)

ED1. Actively encourage workers in Lawrenceville to become residents.

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

Related Work Program Actions:

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

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

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

Related Work Program Actions:

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

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

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

Related Work Program Actions:

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

ED4. Continue to support and expand the medical industry.

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

Related Work Program Actions:

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

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

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

Related Work Program Actions:

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

ED6. Grow Downtown's economic base.

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

Related Work Program Actions:

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

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

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

Related Work Program Actions:

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

ED8. Strategically Expand the boundaries of the City.

- **POLICY ED8.1:** Explore strategic annexations that would provide a high return on City economic development plans.
- **POLICY ED8.2:** For all large annexations, conduct financial impact study.

Quality of Life (QL)

QL1. Improve the perception and quality of public schools.

- **POLICY QL1.1:** Celebrate and market the success of local schools.
- **POLICY QL1.2:** Educate real estate professionals and those in related fields on the accomplishments and future plans for local schools.
- **POLICY QL1.3:** Work with Gwinnett County Public Schools to create and support an arts magnet program at Central Gwinnett High School.

Related Work Program Actions:

- Promote the city and local schools through a marketing campaign

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

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

Related Work Program Actions:

- Explore ways to partner with organizations to improve quality of life in the City.

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

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

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

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

Related Work Program Actions:

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

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

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

Related Work Program Actions:

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

QL6. Foster dynamic, accessible public spaces and parks.

- **POLICY QL6.1:** Create public gathering spaces that encourage spontaneous friendly interaction.
- **POLICY QL6.2:** Integrate shared spaces in residential developments to encourage social interaction.
- **POLICY QL6.3:** Continue to improve public spaces through planting and maintaining trees and landscaping, and public art.
- **POLICY QL6.4:** Work with Gwinnett County to expand visibility of Rhodes Jordan Park from major thoroughfares and improve access from Downtown.
- **POLICY QL6.5:** Work with Gwinnett County to improve pedestrian and bicycle access to Alexander Park, just outside City limits.
- **POLICY QL6.6:** Develop a new park on the northwest side of the city.
- **POLICY QL6.7:** Identify areas of the city that are underserved by parks and recreation amenities.
- **POLICY QL6.8:** Explore opportunities to develop a new park in the southwest portion of the city, along Scenic Highway and Five Forks Trickum Road

Related Work Program Actions:

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

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

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

Related Work Program Actions:

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

QL8. Protect and enhance creek corridors and watersheds.

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

QL9. Promote accessibility citywide.

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

Related Work Program Actions:

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



4

**CHARACTER
AREAS**

4 CHARACTER AREAS

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

CHARACTER AREAS

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

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

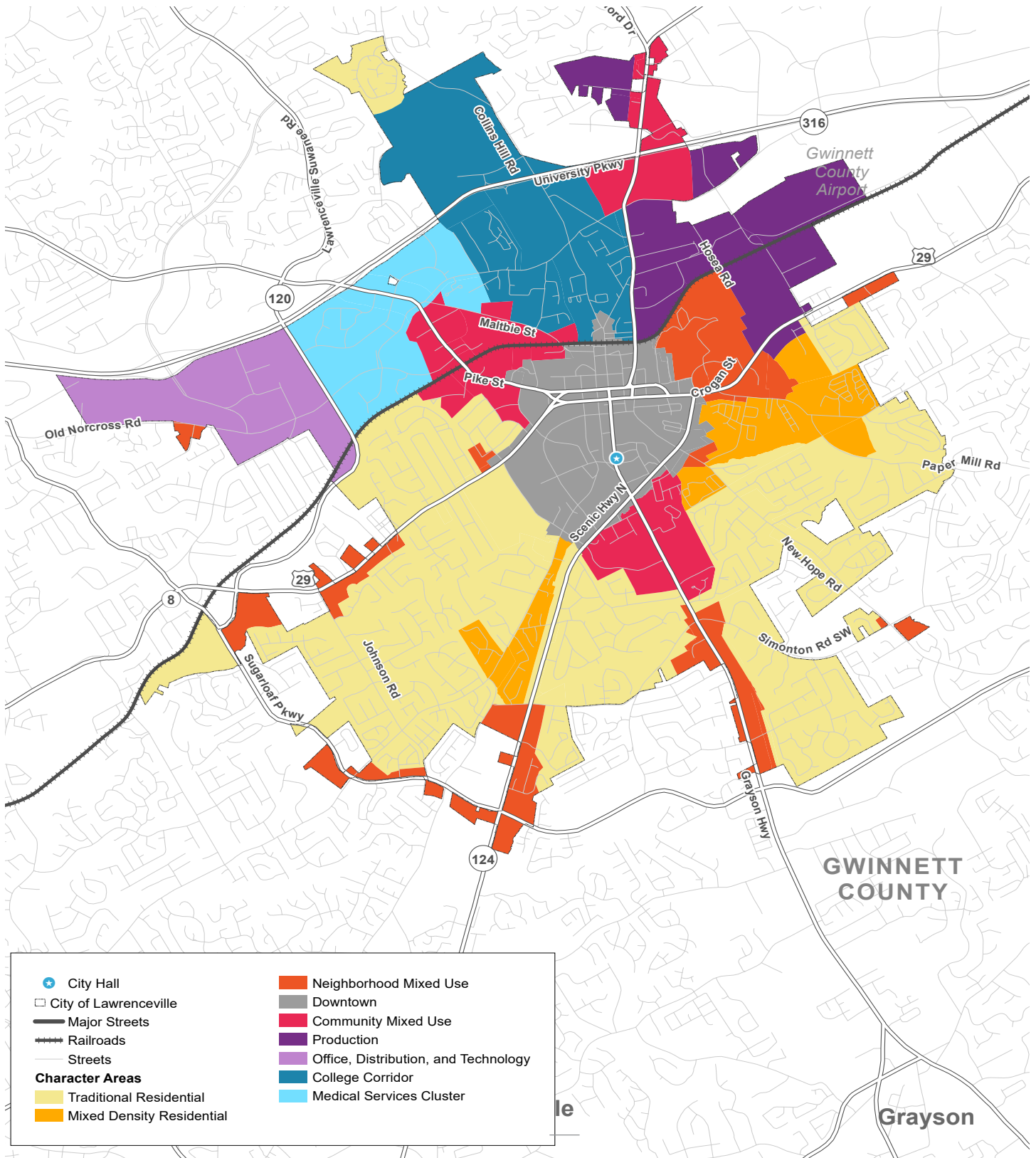
It is important to note that the descriptions of the character areas represent the vision, not necessarily current conditions—it is an aspirational look ahead, rather than a summary of what is currently on the ground.

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

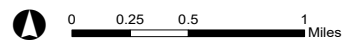
Character areas in Lawrenceville are:

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

Figure 4-1. Future Development Map



City of Lawrenceville 2040 Future Development Map





TRADITIONAL RESIDENTIAL

Overview

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

Design

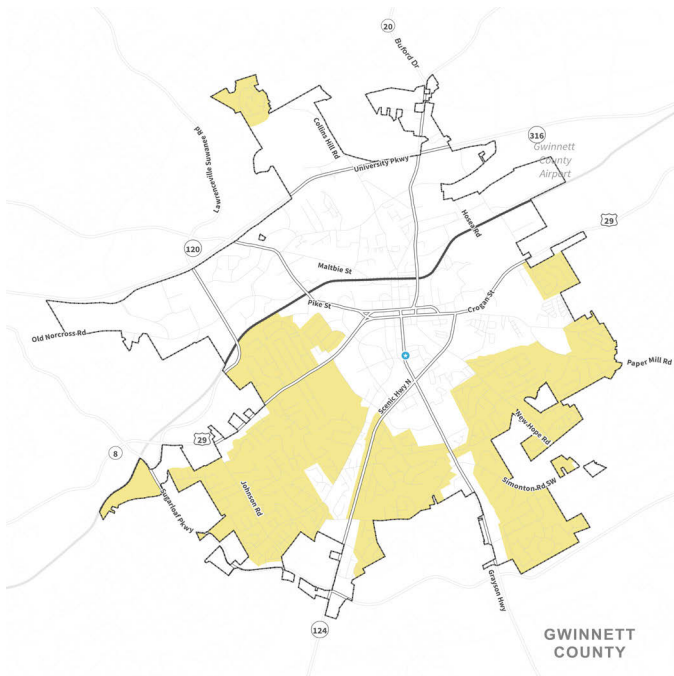
Traditional Residential areas are characterized by single-family homes on large lots with generous setbacks. These neighborhoods are very green, with easy access to the outdoors and nature. Housing is of a high standard across all price points, and is set along quiet, well-lit streets. Where infill opportunities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

Transportation

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

Appropriate Land Uses

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



Implementation

Key Policies

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

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

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

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

Major Projects

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



Single family home in Lawrenceville



Single family home in Lawrenceville



Single family home in Lawrenceville



Character Area

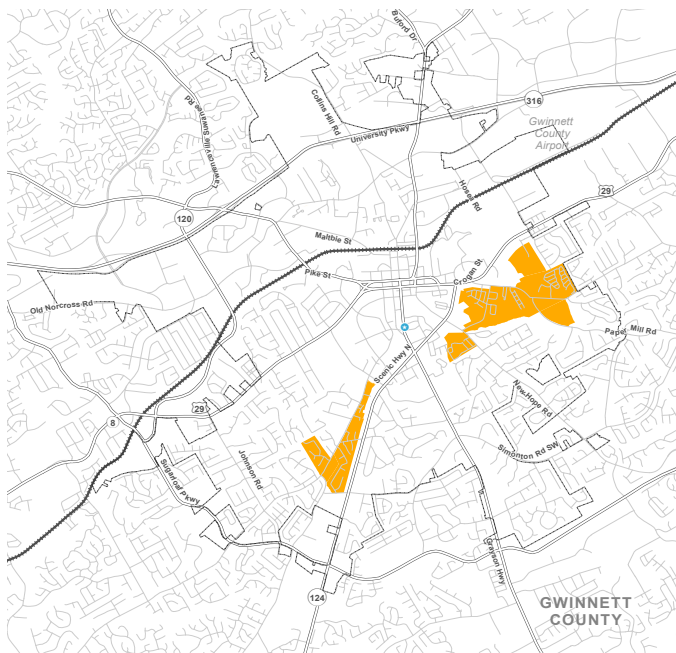
MIXED DENSITY RESIDENTIAL

Overview

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

Design

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



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

Transportation

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

Appropriate Land Uses

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

Implementation

Key Policies

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

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

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

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

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

Major Projects

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





Character Area

DOWNTOWN

Overview

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

Design

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

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

Transportation

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

Appropriate Land Uses

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



Implementation

Key Policies

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

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

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

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

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

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

Policy ED6.4: Activate Downtown in the evenings

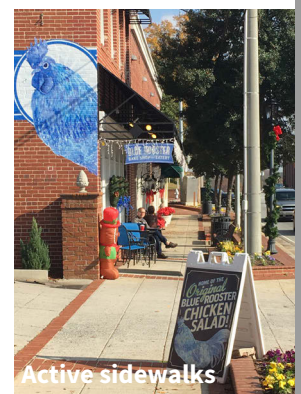
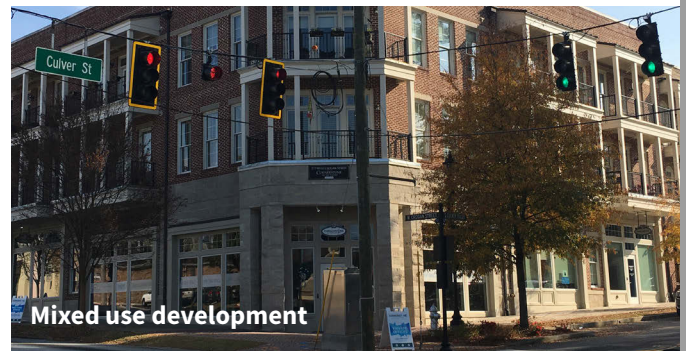
Policy QL4.6: Identify specific locations for permanent and temporary art installations in Downtown and beyond.

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

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

Major Projects

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





Character Area

COMMUNITY MIXED USE

Overview

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

Design

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

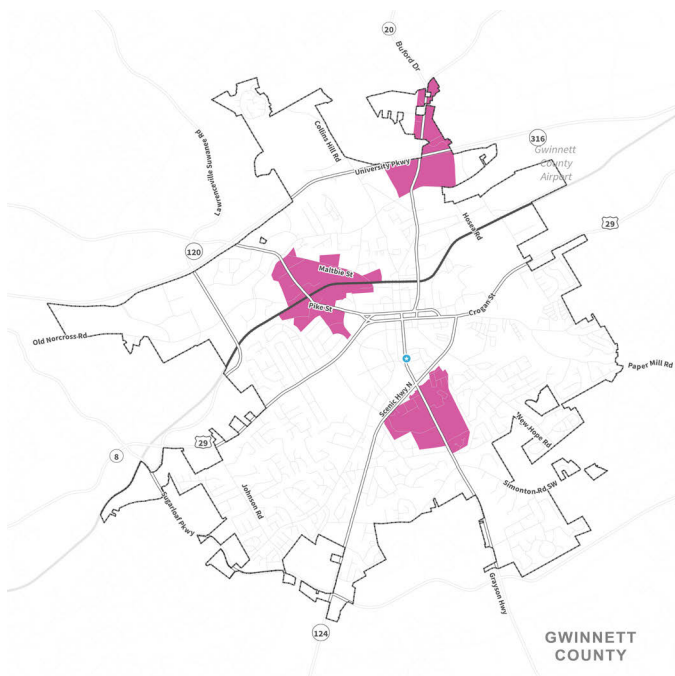
general, strip centers with large surface parking lots will be discouraged. Instead, the emphasis will be on reduced curb cuts and connectivity between areas; access management for areas that do develop into shopping centers; beautiful landscaping; and the revitalization and re-use of older vacant structures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

Transportation

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

Appropriate Land Uses

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



Implementation

Key Policies

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

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

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

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

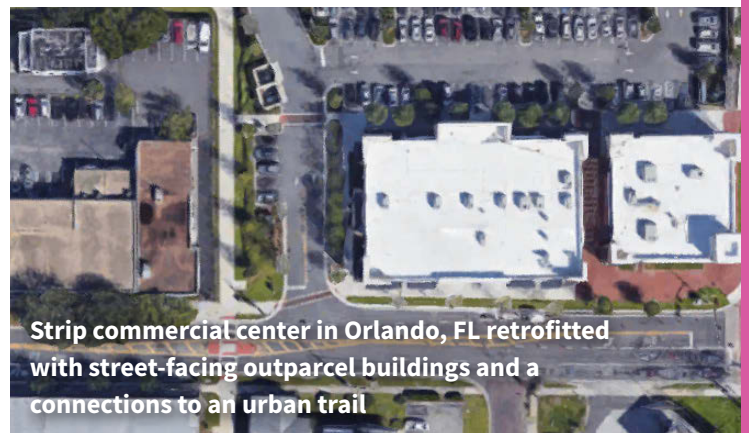
Policy ED5.1: Formalize and execute the marketing and development of the City's opportunity areas.

Major Projects

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



Small format Target in Cincinnati, OH



Strip commercial center in Orlando, FL retrofitted with street-facing outparcel buildings and a connections to an urban trail



LPBC office on Pike Street



AmazonFresh drive-up location



Custom transit shelter at University of Kentucky



Buffered bike lane in Temple City, CA



Character Area

NEIGHBORHOOD MIXED USE

Overview

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

Design

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

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

Transportation

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

Appropriate Land Uses

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



Implementation

Key Policies

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

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

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

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

Major Projects

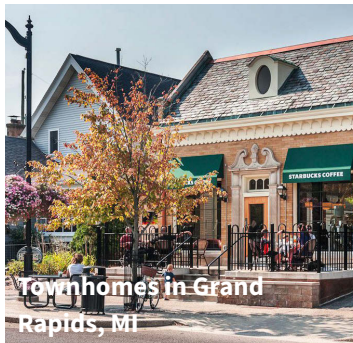
- Minimize allowable street frontages lined by parking lots or blank walls
- Require interparcel connectivity for new commercial and mixed use projects along major corridors
- Enhance lighting and provide shelter at bus stops
- Continue to refer emerging entrepreneurs to SCORE
- Work with the DDA and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



Pedestrian-oriented grocery store in Nashville, TN



Offices in Lawrenceville



Townhomes in Grand Rapids, MI



Small garden center in Lawrenceville



CVS in Grand Rapids, MI



Neighborhood retail in Rochester, NY



Character Area

COLLEGE CORRIDOR

Overview

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

Design

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

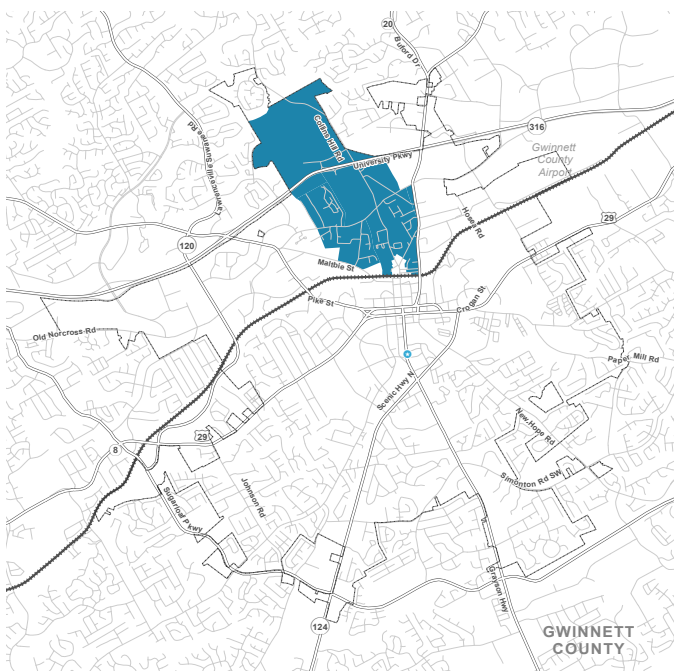
developments should reflect the vision of Lawrenceville as “the college town of tomorrow.”

Transportation

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

Appropriate Land Uses

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



Implementation

Key Policies

Policy T2.5: Invest in the highest quality pedestrian infrastructure along routes connecting activity centers, neighborhoods and connections to schools.

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

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

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

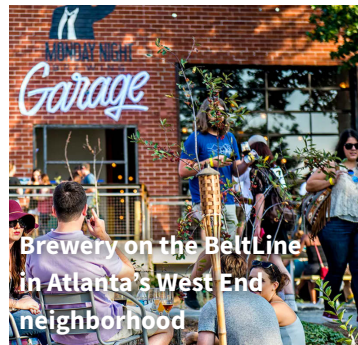
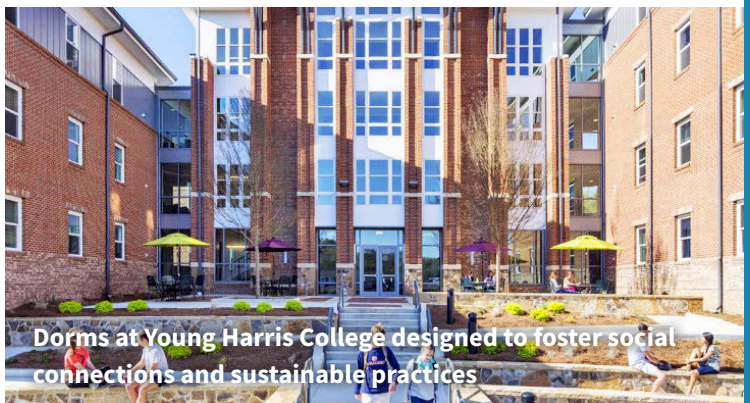
Policy ED3.3: Support innovative workplace practices that reflect the emerging model of work in the 21st century

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

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

Major Projects

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





Character Area

MEDICAL SERVICES CLUSTER

Overview

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

Design

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

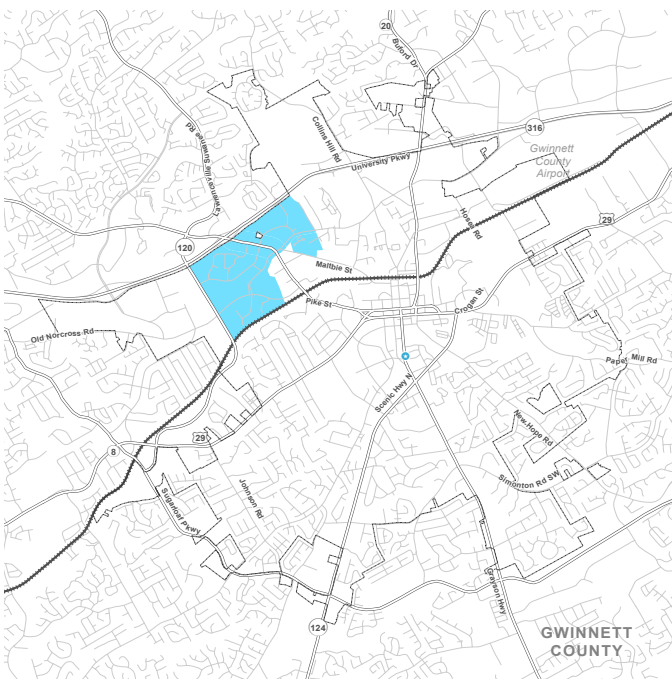
edge technology and practices that are housed within the GMC and its associated services. Block sizes will be larger here to support major institutions and land uses, but roadways should be lushly landscaped and attractive with an accompanying high-quality pedestrian environment.

Transportation

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

Appropriate Land Uses

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



Implementation

Key Policies

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

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

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

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

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

Major Projects

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



Gwinnett Medical Center



Plaza at Ezkenazi Hospital in Indianapolis, IN



River Torrens Linear Park in Tea Tree Gully, AU



Primary Health Solutions
medical office building



Florida Hospital Health
Village in Orlando, FL



LEED certified Dell Children's Medical Center in Austin, TX



Character Area

OFFICE, DISTRIBUTION AND TECHNOLOGY

Overview

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

Design

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

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

Transportation

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

Appropriate Land Uses

- Office/professional
- Warehousing/distribution
- Light industrial



Implementation

Key Policies

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

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

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

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

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

Major Projects

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





Character Area

INDUSTRIAL

Overview

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

Design

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

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

Transportation

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

Appropriate Land Uses

- Industrial
- General Commercial



Implementation

Key Policies

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

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

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

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

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

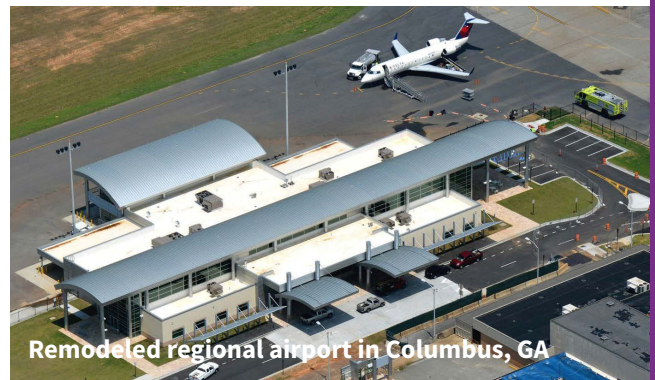
Policy ED5.3: Develop and maintain an inventory of land and buildings available for sale/lease.

Major Projects

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



Co-Operative Retailer distribution center in Andover, MA



Remodeled regional airport in Columbus, GA



Costco retailer



Site One landscape supply center



5

COMMUNITY
WORK

5 COMMUNITY WORK PROGRAM

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

OVERVIEW

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

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

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

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

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

2018-2022 COMMUNITY WORK PROGRAM

Table 5-1. Community Work Program: Land Use

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

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

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

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

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

Table 5-2. Community Work Program: Transportation

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 5-3. Community Work Program: Housing

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

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

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

Table 5-4. Community Work Program: Economic Development

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

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

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

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

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

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

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

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

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

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

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

**MAYOR AND COUNCIL
CITY OF LAWRENCEVILLE,
GEORGIA
RESOLUTION**

READING AND ADOPTION:

At the regular meeting of the Mayor and Council of the City of Lawrenceville, held at City Hall, 70 S. Clayton Street, Lawrenceville, Georgia.

<u>PRESENT</u>	<u>VOTE</u>
<u>Judy Jordan Johnson</u> , Mayor	<u>Yes</u>
<u>Bob Clark</u> , Councilmember	<u>Yes</u>
<u>Tony Powell</u> , Councilmember	<u>No</u>
<u>Keith Roche</u> , Councilmember	<u>Yes</u>
<u>David Still</u> , Councilmember	<u>Yes</u>

On motion of Councilman Still, which carried 4-1, the following resolution was adopted:

A RESOLUTION TO ADOPT THE CITY OF LAWRENCEVILLE 2040 COMPREHENSIVE PLAN, INCLUDING THE FUTURE LAND USE PLAN MAP, PLAN TEXT, AND ALL PLAN RECOMMENDATIONS.

WHEREAS, the Council of the City of Lawrenceville recognizes the importance of planning for the future growth and development of the City of Lawrenceville; and,

WHEREAS, the City of Lawrenceville solicited input from the public, and from that input developed a vision for the City's future; and,

WHEREAS, the City of Lawrenceville Mayor and City Council, working in concert with City staff and other stakeholders, developed the City of Lawrenceville 2040 Comprehensive Plan, as a guide for the City's future growth and development, based on examining existing and future conditions, and input from stakeholders; and,

WHEREAS, the City of Lawrenceville 2040 Comprehensive Plan contains recommendations in the form of goals, objectives and action steps as well as the Future Development Map; and,

WHEREAS, achieving the City's vision for the future will be accomplished through the implementation of the City of Lawrenceville 2040 Comprehensive Plan; and,

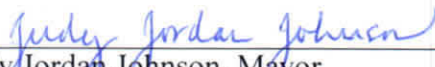
WHEREAS, the City of Lawrenceville 2040 Comprehensive Plan will be practically applied by utilizing the Future Development Map to guide growth decisions, and through effectuating change to the zoning ordinance only after deliberative Planning Commission, and City Council work sessions and public hearing processes; and,

WHEREAS, Planning staff has recommended adoption of the City of Lawrenceville 2040 Comprehensive Plan to the Mayor and City Council; and,

WHEREAS, notice to the public regarding said Adoption of the City of Lawrenceville 2040 Comprehensive Plan has been duly published in THE GWINNETT DAILY POST, the Official News Organ of the City of Lawrenceville; and,

WHEREAS, a public hearing was held by the Mayor and City Council of the City of Lawrenceville on December 3rd, 2018 and objections were not filed;

NOW THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of Lawrenceville this 3rd day of December 2018 that the City of Lawrenceville 2040 Comprehensive Plan, the comprehensive plan for the City of Lawrenceville, including the Future Development Map, plan text, and all plan recommendations, is hereby **APPROVED**.



Judy Jordan Johnson, Mayor

Date Signed: 12/20/18

ATTEST:



Karen Pierce, City Clerk



LAWRENCEVILLE

GWINNETT · METRO ATLANTA