

# RESOLUTION TO ADOPT FORWARDuluth- 2040 COMPREHENSIVE PLAN

**A RESOLUTION ADOPTING FORWARDuluth (2040 COMPREHENSIVE PLAN) AND ALL CORRESPONDING DOCUMENTS (AS SHOWN ON ATTACHED EXHIBIT "A") AS REQUIRED BY THE STATE OF GEORGIA LOCAL PLANNING REQUIREMENTS CHAPTER 110-12-1.02. THE PLAN SPECIFICALLY INCLUDES: PLAN ELEMENTS, COMMUNITY GOALS, NEEDS AND OPPORTUNITIES, A NEW FIVE-YEAR COMMUNITY WORK PROGRAM, AND A LAND USE ELEMENT AS REQUIRED BY GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS - *PLAN ELEMENTS FOR LOCAL COMPREHENSIVE PLANNING* CHAPTER 110-12-1.03. THE PLAN ALSO PROVIDES AN EVALUATION AND REPORT OF ACCOMPLISHMENTS OF THE PREVIOUSLY ADOPTED COMMUNITY WORK PROGRAM.**

**WHEREAS**, the City of Duluth, Georgia, has prepared FORWARDuluth (Comprehensive Plan); and

**WHEREAS**, the City held an advertised public information open house for the general public on August 23, 2018, the purpose of which was to receive suggestions and comments on the proposed FORWARDuluth (Comprehensive Plan) and corresponding documents; and

**WHEREAS**, the City held Steering Committee meetings on April 2, 2018, May 21, 2018, June 18, 2018, November 15, 2018 and January 24, 2019 the purpose of which was to receive suggestions and comments on the proposed FORWARDuluth (2040 Comprehensive Plan) and corresponding documents; and

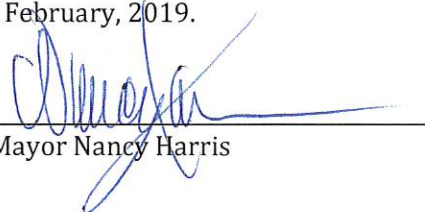
**WHEREAS**, the City held an advertised public hearing on December 10, 2018 the purpose of which was to inform the community that the public comment period for FORWARDuluth (2040 Comprehensive Plan) would be from December 11, 2018 through January 17, 2019; and

**WHEREAS**, the City submitted FORWARDuluth to the Atlanta Regional Commission (ARC) and the Department of Community Affairs (DCA) on December 11, 2018 for review as required by the Georgia Local Planning Requirements Chapter 110-12-1.04 (f) and (g); and

**WHEREAS**, the City held an advertised public hearing on February 11, 2019 the purpose of which was to present and receive final comment for FORWARDuluth (2040 Comprehensive Plan) and adopt the plan.

**NOW THEREFORE BE IT RESOLVED** by the governing authority of the City of Duluth, Georgia, to adopt FORWARDuluth (2040 Comprehensive Plan) and all corresponding documents (as shown on attached Exhibit "A").

IT IS SO RESOVLED this 11th day of February, 2019.

  
\_\_\_\_\_  
Mayor Nancy Harris

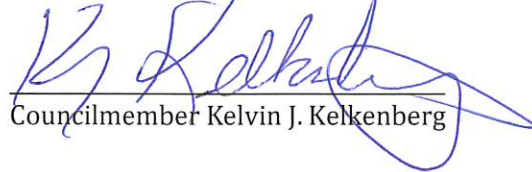
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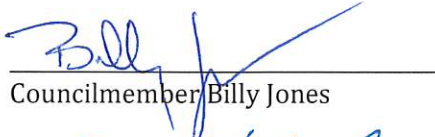
Councilmember Marsha Anderson Bomar



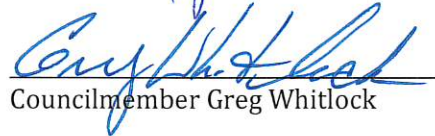
Councilmember Kirkland Carden



Councilmember Kelvin J. Kelkenberg




Councilmember Billy Jones



Councilmember Greg Whitlock

ATTEST:

  
City Clerk – Teresa Lynn





FORWARDduluth

2040 Comprehensive Plan





# Acknowledgments

## City Council

- Nancy Harris, Mayor
- Marsha Anderson Bomar, Post 1
- Kirkland Carden, Post 2
- Billy Jones, Post 3
- Kelly Kelkenberg, Post 4
- Greg Whitlock, Post 5

## Planning Commission

- Alana Moss
- Bernard Robertson
- Bob Pennington
- Gary Canter, Chairman
- Manfred Graeder
- Ray Williams

## Duluth Staff

- James Riker, City Manager
- Bill Aiken, Planning and Development Director
- Dan Robinson, Senior Planner
- Olivia Askew, Planner & GIS
- Chris McGahee, Economic Development

## Atlanta Regional Commission Staff

- Jared Lombard, Project Manager
- Jon Tuley
- Elizabeth Sandlin





# Table of Contents



**Shaping Our Future City**

A Comprehensive Plan is forward looking, carefully crafting not only what the community could be, but *should* be. We examine our past in order see more clearly our way forward.



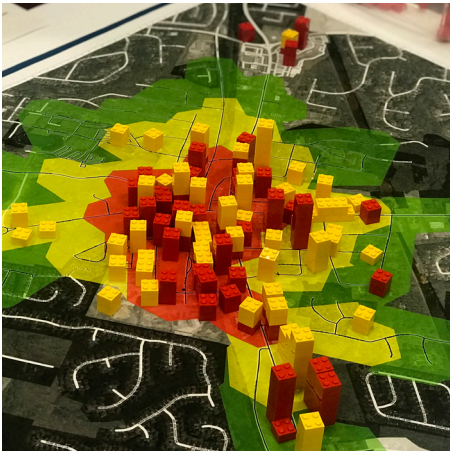
**Duluth in Context**

While Duluth is defined by the experiences of each individual member of the community, statistics, facts, and figures help us get a better picture of who lives and works here and how the City functions. Summary graphs and diagrams paint a contextualized picture of Duluth.



**Our City Today**

Like all metropolitan areas, Duluth is composed of a complex web of systems. The built environment, the daily movement of people, and our natural world all work together to forge our City. A description of these systems and characteristics create a snapshot of where we are as a city today.



**Formulating Our Strategy**

This is not just a plan that was composed behind closed doors by indifferent career professionals. This is a living, breathing plan made by the community *for the community*. We engaged our city residents, business owners, and those passing through in an interactive public process to create our future strategy.



**Vision & Aspirations**

Who do we want our city to be? What do we want to be known for? While every section of the Plan is central to implementing our vision and goals, the Character Areas and Future Land Use Maps are the most influential in terms of daily decision-making and land use changes.



**From Strategy to Implementation**

This is how we will achieve our overall vision and goals for Duluth. Without a comprehensive, practical, and systematic step-by-step Short Term Work Program, our vision and goals will not become reality. A plan is just a plan until it is translated into policy and implementation measures.



# ONE Shaping Our Future City

## We are moving forward.

This is an exciting time for the City of Duluth. We're a highly desirable place live, work and play and at the same time, we look forward to a future of continued growth and change.

A Comprehensive Plan is an official statement of the City's vision for its future. It expresses the community's aspirations and goals for the future, while articulating a corresponding set of policies and recommendations to guide future decisions regarding land use, development and capital improvements. Cities are complex places; city staff and officials make decisions about the future every day in response to new opportunities or unexpected problems. A Comprehensive Plan like this one, is one tool for helping to guide these decisions, with three distinctive features:

- It is long-range, looking ahead 5, 10, and 25 years.
- It is comprehensive, looking across many different facets of what a city does.
- It is deliberative, looking within to understand the needs and desires of the city.

Duluth is a dynamic and growing city that has experienced substantial changes since the City's last Comprehensive Plan was adopted in 2014. Moreover, as required by Georgia state planning rules, local governments must update their Comprehensive Plans every five years. Updating the Comprehensive Plan presents an opportunity to account for these changes and to respond to continued development pressures. It is also an opportunity to celebrate and reflect on Duluth's past journey, while confirming and refining our aspirations for moving Duluth **Forward**.

**ForwardDuluth** affirms the big picture vision, defines goals and lays out a task list for city leaders, staff, and citizens to address issues to position the City of Duluth as a leader within metro Atlanta. This document serves as a guide for elected and public officials by establishing policies, priorities, and provides the framework for evaluating development proposals. It expresses the City's vision for where, how and what development should occur. The goals and policies contained in this document inform and guide land use decisions, helping to assure citizens and developers that these decisions are credible, predictable and not arbitrary.

Since 1989, Comprehensive Plans have been used in Georgia to prepare communities for growth and economic development. Like a private corporation, which plans strategically for both short and long term, cities and counties must also plan for the future so that decisions can be based on



RIGHT: Community members gather on the Town Green during Duluth Arts Week.



sound information, principles and agreed upon goals. This approach, required by Georgia Planning Act, helps the City of Duluth be future minded and avoid making decisions based upon short-term changeable concerns.

Most of the work of shaping the City’s future will be done by the residents, businesses, and nonprofits. The City of Duluth has a key role to play through these implementation tools:

- Regulations
- Capital Spending
- Programs and Staffing

The success of the goals of this Plan depends on being able to tap into the many voices of the city and weave their ideas, viewpoints, and thoughts into a common vision. Outreach and engagement were critical to reach a broad consensus of the diverse people who live and work in the city. Meeting the goal of an inclusive process meant creating multiple opportunities to get involved. The planning team developed several communication tools and forums to ensure meaningful community involvement that would form the backbone of the plan.

A Project Management Team was convened to oversee the process and act as an instrument to guide the development of the plan. Project Team Members were made up of city staff and the Atlanta Regional Commission. A Steering Committee was formed with elected officials, community representatives, and economic development professionals that provided feedback and served as ambassadors of the plan. An Open House was held to get feedback on the planning process that was attended by over 150 community members.

The plan focuses on elements to improve the City of Duluth with targeted policies and programs to enhance the assets and address the issues within the City. The plan is divided up into six interrelated sections and an appendix:

- Chapter 1: Shaping Our Future City *(introduction)*
- Chapter 2: Duluth in Context *(facts & figures)*
- Chapter 3: Our City Today *(city characteristics)*
- Chapter 4: Formulating Our Strategy *(community engagement)*
- Chapter 5: Vision & Goals *(character areas & future land use)*
- Chapter 6: From Strategy to Implementation *(policies & short term work program)*
- Appendix *(ARC & DCA requirements & documentation)*

The City of Duluth is a diverse and forward-looking city engaged in shaping its own future. Residents, staff and businesses are working to capitalize on the qualities and values that have made it a successful city. To be a successful city, the City of Duluth will:

- Create great public spaces and thoroughfares with well-balanced, fiscally sound infrastructure investments
- Work to ensure existing business and retail vitality while expanding the economy
- Preserve the city’s hometown atmosphere while growing the economy and population

# VISION STATEMENTS

The City of Duluth has identified a series of vision statements to clearly and concisely convey the direction of the City. The vision statements, listed below, help to define the City’s purpose and values.

## Attractive Destination

Foster a uniquely creative, fun and inviting destination for residents, visitors and businesses.

## Quality Community

Embrace our diversity to enhance and create a welcoming, safe, healthy and sustainable community.

## World Class Government

Provide exceptional service through innovative thinking, balanced growth and ethical effective processes.

## Sustainable Economic Environment

Create a vibrant, inviting and regionally recognized community with policies and procedures that fosters economic growth and investment.

BELOW: Community members gather on West Lawrence Street during Duluth Arts Week.





# Our Story So Far

In the early eighteenth century, the Duluth area was a part of the Cherokee Indian territory and was an important crossroads used by Native Americans. In 1818, Gwinnett County was created by an act of the General Assembly of Georgia, and the area was opened to settlers.

In 1821, Evan Howell developed the town of Howell Crossing that later evolved into a major artery for the railroad. At the time that Evan Howell came to the area, there was only one road opened in the section. This was Peachtree Road, an offshoot of an Native American trail that ran along the ridge parallel to the Chattahoochee River. The road was surveyed and constructed during the War of 1812 and connected Fort Daniel with the fort at Standing Peachtree, 30 miles downriver.

Howell realized that more roads were needed in order for the area to develop, so he obtained permission in February 1833 to construct a road from the Chattahoochee River across his land to intersect Peachtree Road. This intersection became known as Howell's Cross Roads and was known by this name for forty years.

Howell ran his own plantation and cotton gin by ferry, and he became the town's first merchant. There are no known descendants with the Howell name currently in Duluth; however, he was the great-grandfather of the late Jack and Calvin Parsons and other descendants who became publishers of the Atlanta Constitution newspaper

With the visionary acumen of his grandson, Evan P. Howell, changes were on the horizon in the 1870s. The opportunity to build and link a multi-state railway system running north to south was about to unfold. Representative J. Proctor Knott delivered a speech to the United States House of Representatives entitled, "The Glory of Duluth." The pitch of his presentation weighed heavily with Congress, and consequently a bill to finance the building of the railroad from Howell Crossing to the better-known Duluth, Minnesota was enacted. Grateful for the opportunity to build on a vision, Howell deemed it appropriate to rename the town of Howell Crossing "Duluth."

The railroad was an enormous boost to the Duluth economy. A school house was built in 1871 on the site of what is now Coleman Middle School. The first Methodist church was organized in 1871, and the first Baptist congregation formed in 1886. Both churches continue today at new locations along Duluth Highway. The Bank of Duluth was chartered in 1904, followed by the Farmers and Merchants Bank in 1911. In 1922, Duluth elected Georgia's first female mayor, Alice Harrell Strickland.

For much of the 20th century, when Gwinnett County was still rural, Duluth was known in the area as being one of the few small towns with its own hospital, the Joan Glancy Memorial Hospital. Consequently, many older residents of the area who call other towns home were actually born in Duluth. The Joan Glancy Memorial Hospital is now the Glancy Rehabilitation Center and is part of Gwinnett Medical Center.





# Where We Are Now

From a rural small town to a bustling city, Duluth's dedication to creating a place that truly captures the spirit of good living has launched our community to the top of many regional and state award short-lists. Though we are not defined by our awards and accolades, residents are proud to call our award-winning town their home. Below is a list of some our awards from the past five years.

## 2017-2018

- #2 in the **Best Atlanta Suburbs** by the Atlanta Journal Constitution
- **Innovation Award** from Partnership Gwinnett for Uber Ride Promotion
- **Best New Event** GOLD Award for Smores' N' Snores

## 2016-2017

- Urban Land Institute 2017 **Development of Excellence Award** for Parsons Alley
- Ranked in the **TOP 25 Places to Visit in Georgia** by Vacation Idea Magazine
- **Congress for the New Urbanism Charter Award** for the Parsons Alley Development
- #48 in the 500 **Best Cities for Summer Travel with Families** by LendEDU

## 2015-2016

- Metro Atlanta Redevelopment Summit 2016 **Neighborhood Redevelopment Award** for Parsons Alley
- #4 in the 10 **Best Atlanta Suburbs for Millennials** by Niche
- Ranked in the Top 10 **Most Beautiful Towns in Georgia** by Culture Trip
- #4 in the 10 **Best Atlanta Suburbs** by Movoto
- #5 in the 10 **Best Atlanta Suburbs for Families** by Movoto
- #12 in the **Best Places to Buy a Home in the Metro Atlanta Suburbs** by Niche

## 2014-2015

- Artworks Gwinnett Fusion **Community Impact Award for Community Partnership** - Duluth Matters, City of Duluth and Duluth Fine Arts League
- **Community Impact Award for Community Arts Program** - Barefoot in the Park
- **Community Impact Award for Performing Arts Organization** - Red Clay Music Foundry
- **Best Marketing Campaign** Bronze Award for Public Art Project: Ascension
- #7 in the **Safest Cities in Georgia** ranking by Value Penguin





# TWO Duluth in Context

**In order to better plan for the future, we need to understand where we are now.**

Who lives in Duluth? What is their income? How old are our residents? Examining and understanding this demographic information can help identify possible opportunities and needs. For example, older communities need more medical services while younger cities require more educational services. Similarly, understanding income levels in the city can better identify which areas of the city need certain services more than others. The following pages of graphs and tables provide a snapshot of where Duluth is today with some comparisons and context to better explain the data.



*RIGHT: Iron figure of a girl sings joyful as part of the Dream Keepers art installation on the Town Green.*

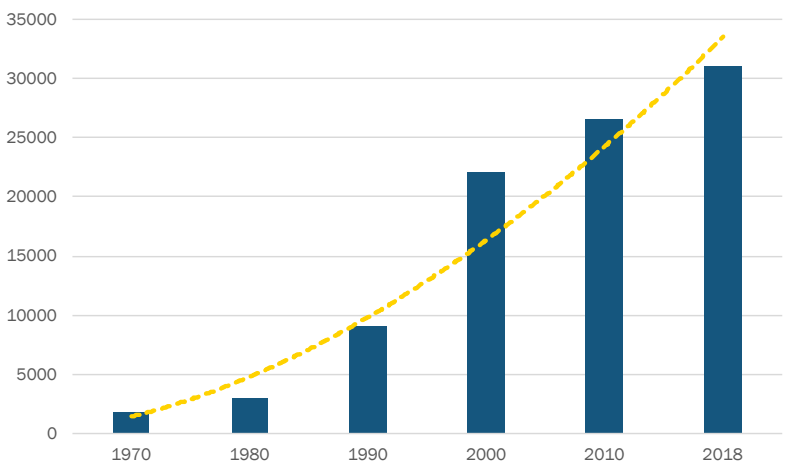


Similarly to the metro-Atlanta suburbs as a whole, Duluth grew at a slow and steady rate through the 1970’s. The City began to experience rapid population growth during the late 1990’s into the mid-2000’s. This rapid expanse of the suburbs into Gwinnett County is not unique to the region, many regions all across the nation have experienced this population dispersion from the inner city to the ‘burbs at some point in their history. It is argued that “white flight” contributed to our region’s suburbanization after the 1996 Atlanta Olympic games and an increase of diverse immigration into Atlanta and the center residential rings. ARC projects that growth in the region and Gwinnett County will continue, with Gwinnett having over 1.3 million residents in 2040, the largest population in Georgia.

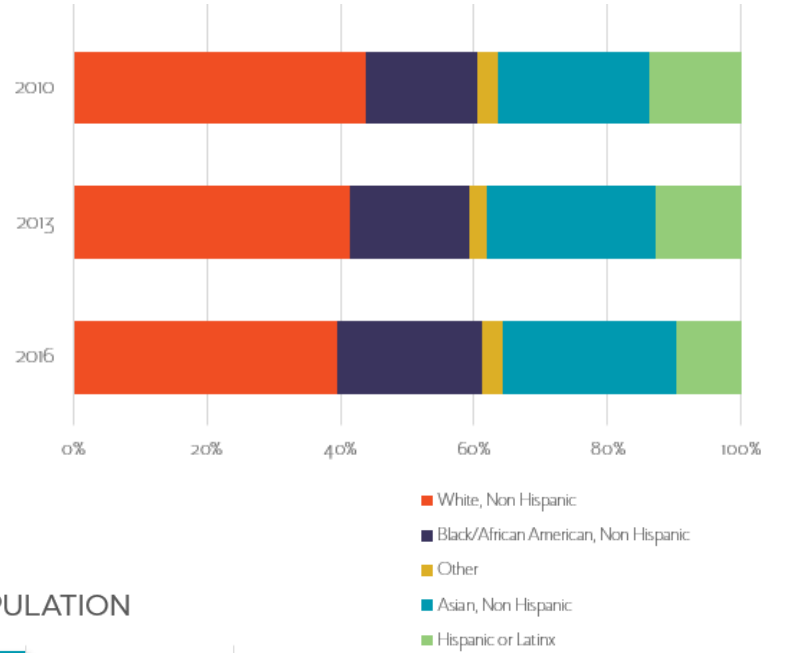
Over the last decade, Duluth has continued to become more and more ethnically diverse. In fact, Duluth is a minority-majority with over 60% of the City’s residents being of non-Caucasian decent. Duluth’s percentage of Asian population is twice of that of Gwinnett County. Conversely, the City’s white, Hispanic and African American population percentages are lower than Gwinnett County (2012-2016 American Community Survey 5-year estimates).

The median age in Duluth (37.2) is slightly older than metro Atlanta (36.2). However, when compared to nearby cities such as Alpharetta, Roswell, Johns Creek and Berkeley Lake, Duluth is younger. This may be contributed to Duluth being more affordable to younger people and families than these other neighboring cities.

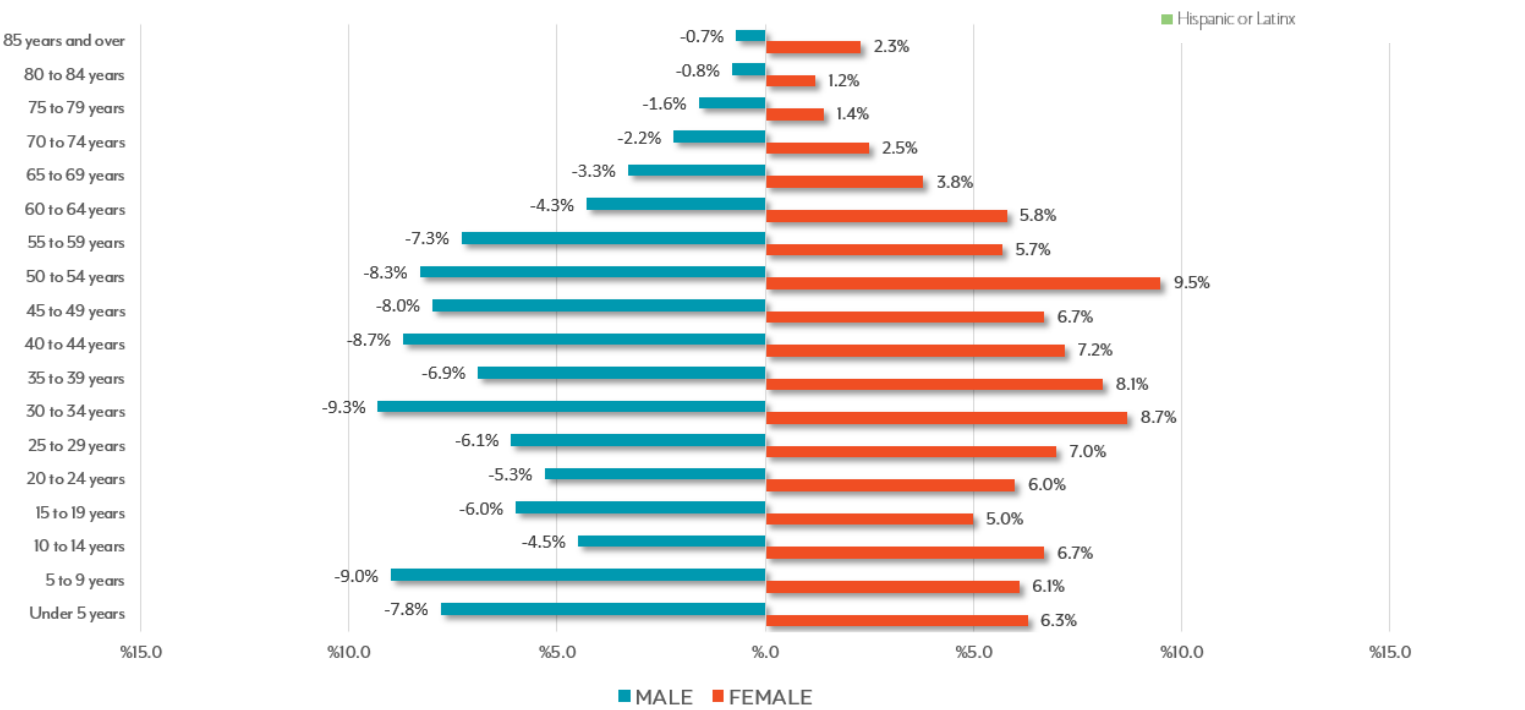
POPULATION GROWTH



RACIAL DISTRIBUTION CHANGE



DULUTH POPULATION



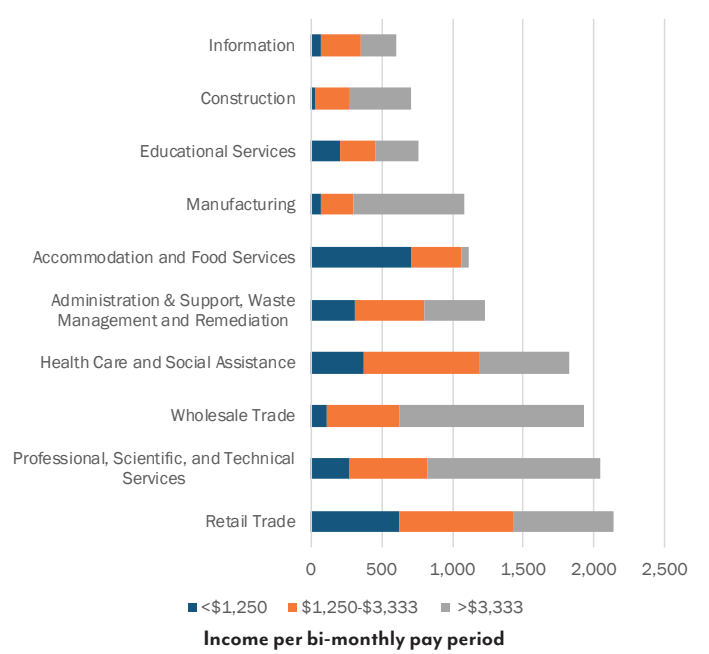
Duluth is home to a vast array of different types of businesses and places of employment. The diversified employment sectors help to sustain and maintain high employment numbers. Many of the 13,000 who travel into Duluth for employment work in retail trade. This is common among most cities as it takes many employees to run retail businesses. These jobs tend to be on the lower end of the earnings scale. The next highest sectors are Wholesale Trade and Professional, Scientific and Technical Services. Many of these employees work in the River Green professional park which is home to many distribution and tech companies. These jobs tend to be higher on the income scale.

Residents of Duluth work in multiple employment sectors with the most common being Retail Trade, Professional, Scientific and Technical Services and Health Care. According to the Atlanta Regional Commission, 71% of Duluth residents are employed in “white collar” industries and 17% of working residents work in “blue collar” industries.

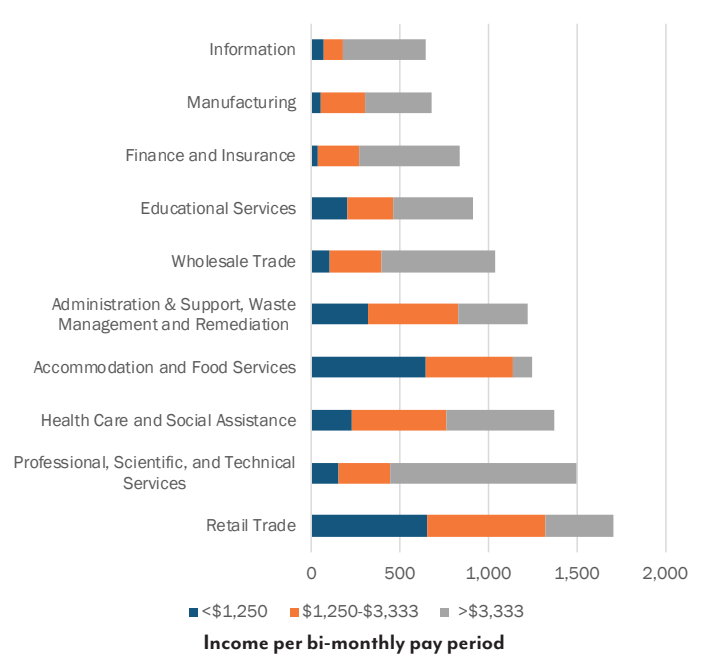
Approximately 13,726 workers commute into Duluth for work, while 12,127 commute out of Duluth. This leaves only about 688 workers who both live and work in Duluth city limits. This results in a turnover of over 25,000 commuters per day.

The median household income in Duluth is over \$65,000 annually. Duluth’s median income is higher than Gwinnett County which has a median income of \$61,865, according to the US Census. As with any city, incomes in Duluth range widely. When grouped by household incomes, the largest group in Duluth making up 19.7% earn \$50,000-\$74,999. 51% of all households in Duluth earn between \$50,000-\$149,999. The smallest group of households totaling 5.5% earn over \$200,000 annually. While median household remained consistent from 2000 to 2010, median household income has increased in Duluth 13% since 2010.

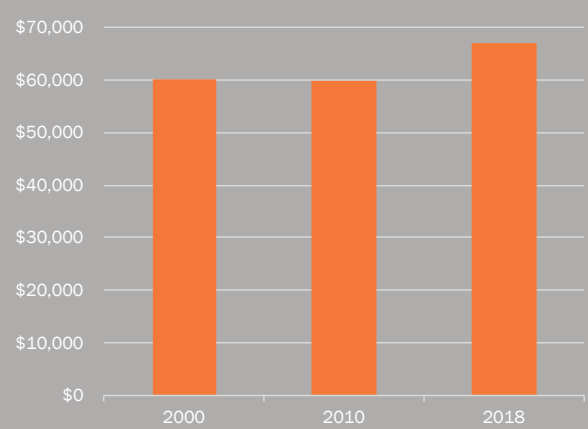
EMPLOYMENT SECTORS IN DULUTH



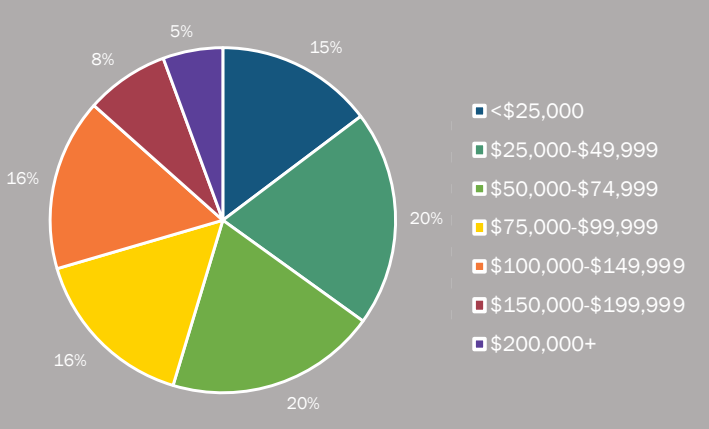
EMPLOYMENT OF DULUTH RESIDENTS



MEDIAN HOUSEHOLD INCOME



HOUSEHOLD INCOME: 2018





# THREE Our City Today

## What makes a city a city?

All cities must provide some essential services like road maintenance, water and sewer service. These activities, while somewhat uninteresting to the casual resident, are essential to providing a certain quality of life. This chapter looks into some of these aspects of what makes a city a city. How do we move around now and how that can be improved in the future? How do we get clean water and how do we remove waste and storm water in a safe way?

However, this chapter also delves into what makes a city a place that you're proud to call home. Items that are not necessarily government services like housing and employment but still contribute to making Duluth a unique place within the larger metro Atlanta region. This chapter explores what brings people to Duluth, what kind of medical care do our residents have available to them, what natural amenities are located within a short walk. It is these types of attributes that people mention when asked about their hometown.



RIGHT: The Fall Festival Carnival.



# Housing

Housing has become an increasingly vital planning element for Duluth’s continued success. This section of **ForwarDuluth** describes the City’s historic housing growth, current housing characteristics, discusses current trends and identifies future housing needs and opportunities.

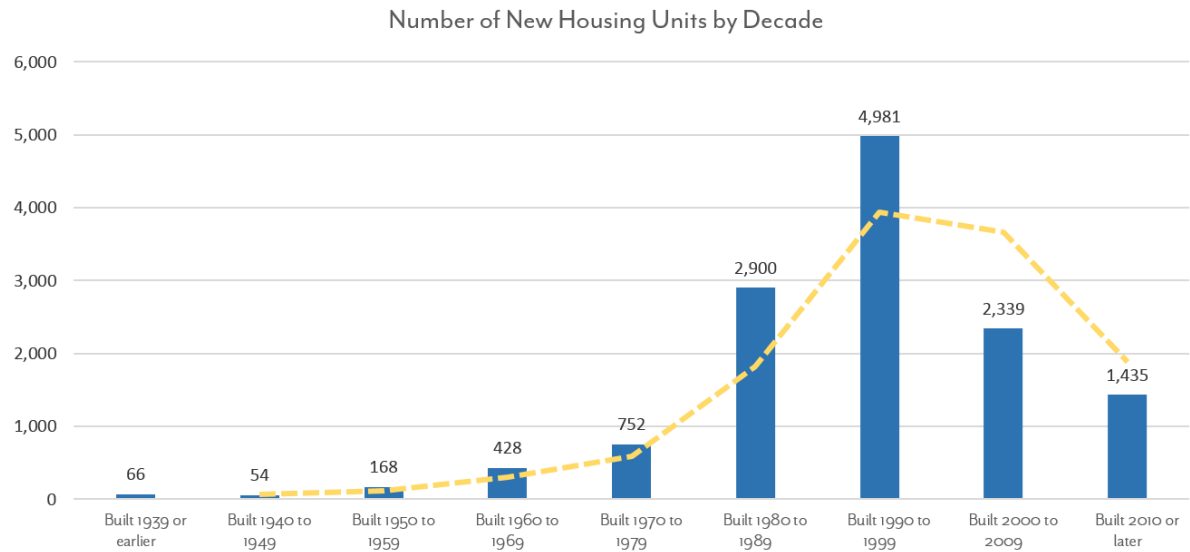
## Understanding Our Past

To identify the future housing needs of Duluth, it’s important to understand the City’s housing history.

Duluth grew at a slow and steady rate through the 1970’s. The City experienced its first housing boom during the 1980’s. This growth can largely be attributed to the introduction of medium density garden style apartments along the newly constructed Peachtree Industrial Boulevard. In fact, of the 2,900 housing units built in the 1980’s, 2,074 units were apartments. Prior to the 1980’s, the land that now contains Peachtree Industrial Boulevard was farm land. When Peachtree Industrial Boulevard was constructed through Duluth in the 80’s, developers took advantage of the opportunity to entitle and construct large apartments on the affordable farm land.

Duluth experienced the largest growth of new housing units in the 1990’s. Nearly 5,000 new housing units were constructed during this decade. This can be largely attributed to the desire of families in the metro-Atlanta area to move to the northern suburbs for affordable new housing opportunities, convenience to major roadways and Gwinnett County Schools. There is also a direct correlation between the 1996 Atlanta Olympic Games and the international immigrant population increase in Gwinnett County. As a result of these factors, the housing demand in Duluth provided market support for developers to construct several conventional suburban neighborhoods characterized by houses setback from streets, transportation dependent on automobile access,

BELOW: The graph identifies the number of new housing units built within the City of Duluth separated by each decade.



front entry garages that are typically visible in the street scene and isolated neighborhoods designed with cul-de-sacs and curvilinear streets.

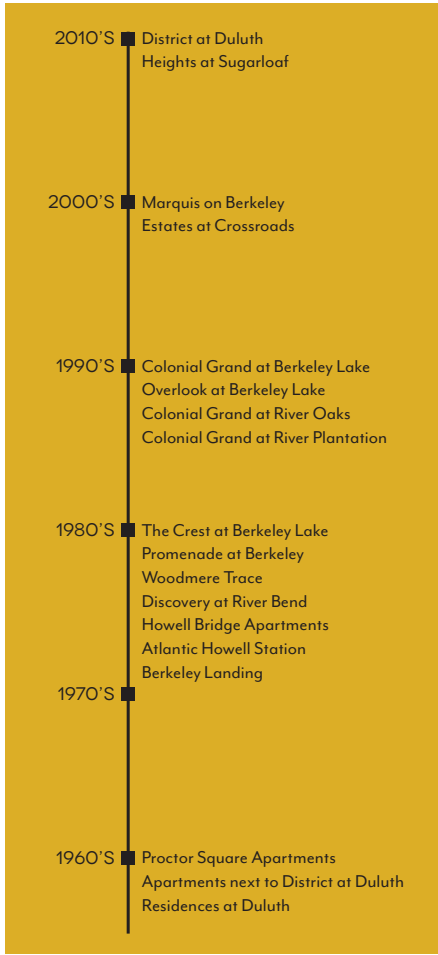
Although housing growth remained strong in the early 2000’s, new residential construction came to a halt in 2007. Duluth experienced practically no new housing growth during the recession of 2007 – 2012. During this period, multiple residential projects were abandoned by developers, leaving the City of Duluth to pick up the pieces where developers had started projects, gone bankrupt and walked away. Although this was a difficult time for the City, it gave the staff and Council an opportunity to reassess the housing needs and focus on long-term strategies to develop, redevelop and maintain housing units in the city. By 2014, the housing market started to improve. Duluth has since been able to attract some of the most reputable builders in the industry to focus on smart housing growth within the city.

## Housing Characteristics

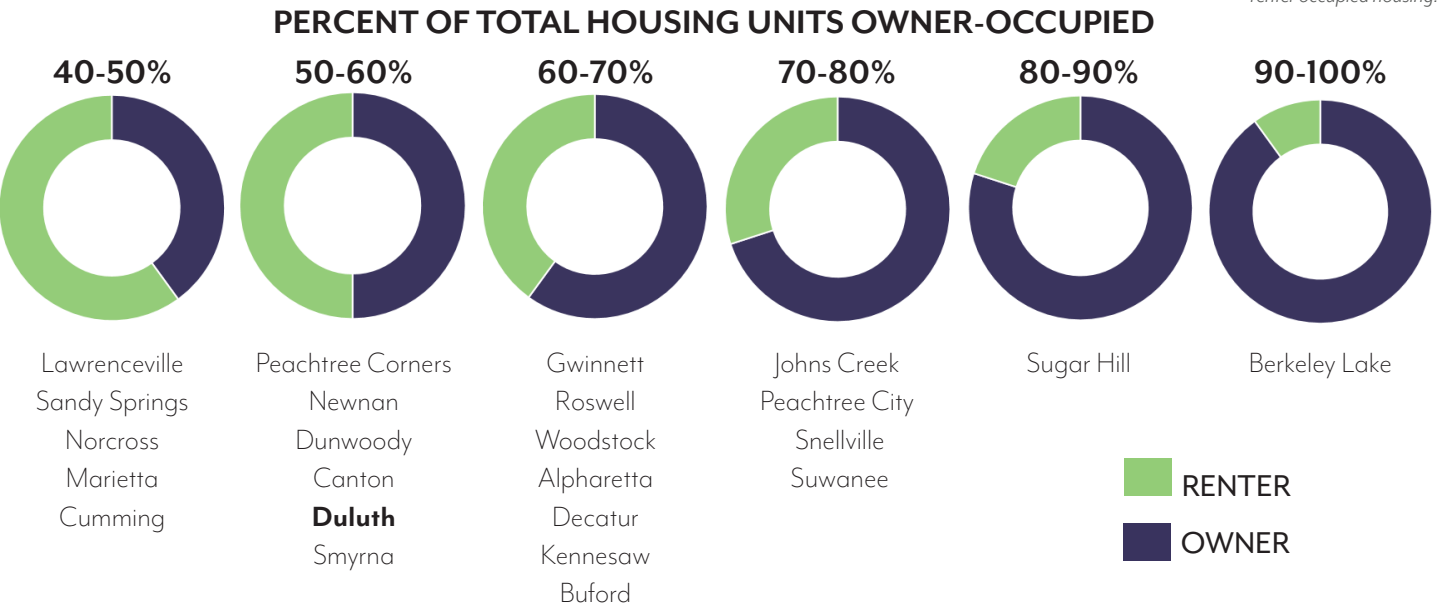
The City of Duluth has a mixture of owner and renter occupied housing, including single family detached homes, attached townhomes, condominiums and apartments. Single-family detached housing makes up the single largest housing type and accounts for 50% of Duluth total housing units. For rent apartments combine to account for 34% of total housing units in the City. Townhomes account for 15% of the total housing units and condos account for 1 % of the total housing units.

There is an identifiable disparity between the number of housing units that were constructed to be for rent apartments and the actual number of renter occupied housing units in the city. The city has a total of 4,825 apartment units. However, based on the 2016 American Community Survey 5-Year Census we find that Duluth has 5,657 renter occupied units. The data indicates that approximately 832 units in the city’s single-family neighborhoods are renter occupied. Residents of Duluth have expressed many concerns about rental homes in neighborhoods. Generally, the concerns expressed have been related to overcrowding, on-street parking, lack of property maintenance and lack of reinvestment in rental homes.

BELOW: The timeline identifies all apartment developments in the City that were constructed to be renter occupied.



BELOW: The diagram shows where Duluth stands in the region on owner-occupied vs renter occupied housing.



Over 76% of all housing units in the city have 3 or fewer bedrooms. Only 5% of housing units in the city contain 5 or more bedrooms. This limits the opportunity for families to stay in Duluth as they grow and their economic conditions may allow for them to purchase a larger home. As land availability continues to decrease, the City will need to take special planning consideration on key parcels identified on the Future Land Use Map within certain Character Areas to increase the number of homes containing 5 or more bedrooms.

Executive Housing

Throughout the update process of this Plan, the community expressed a desire for more executive housing to be built in the City of Duluth. The Steering Committee identified two forms: 1) Urban Executive and 2) Estate Executive.

The City has done well over the last few years to encourage executive level urban housing in Downtown Duluth in the form of luxury townhomes and well appointed smaller lot single-family detached home. These urban executive neighborhoods allow for little, if any, setback from streets by having a compact urban design containing a mixture of compatible uses and housing types. They contain a network of connected streets with sidewalks and street trees to facilitate convenient and safe movement throughout neighborhoods. Transportation within the development is focused on the pedestrian over the automobile and the integration of parks and public spaces into the development to create landmarks and a strong sense of place.

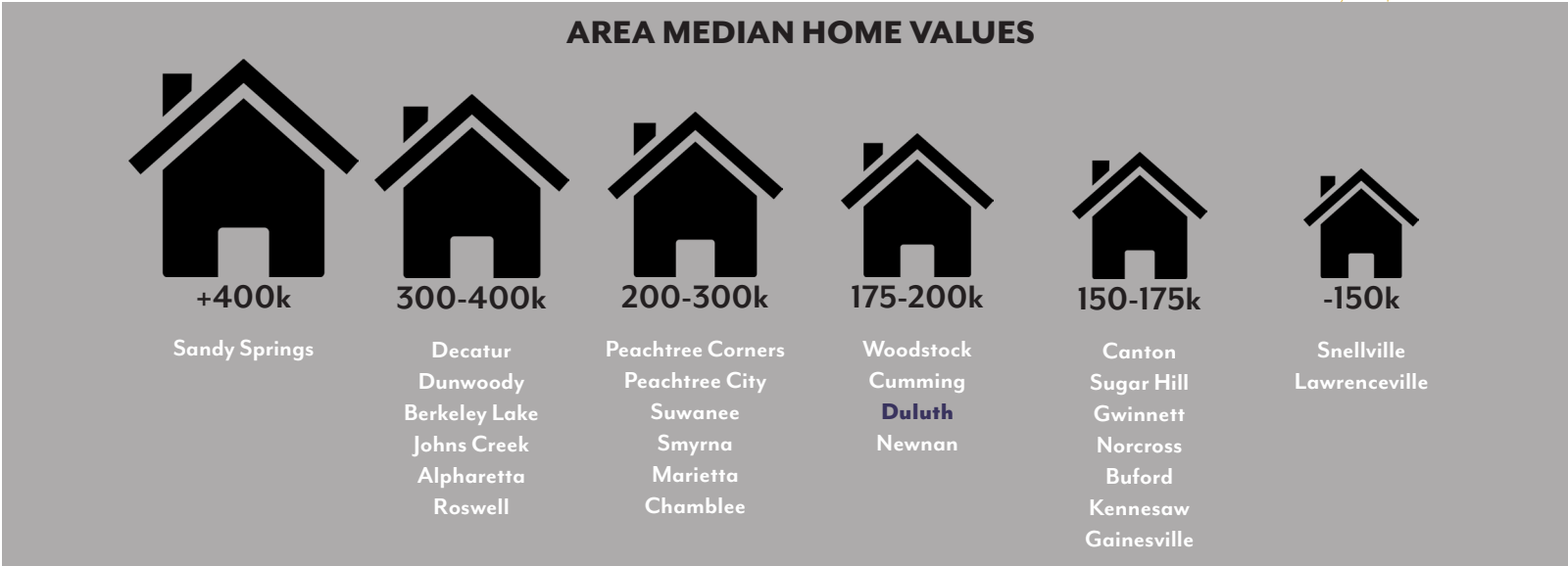
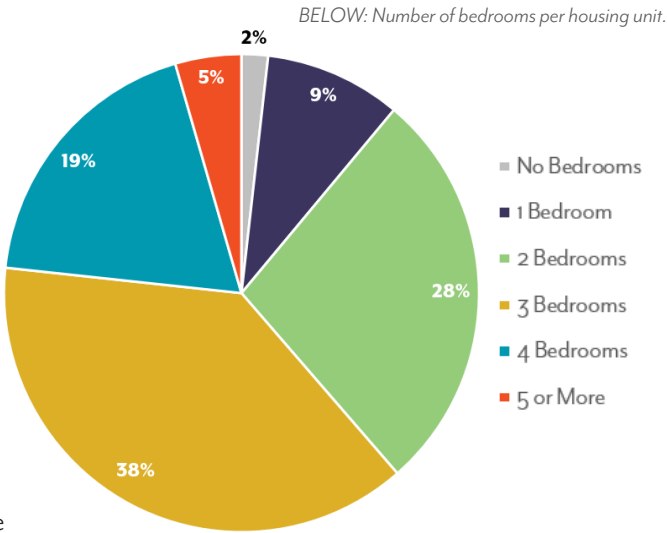
Duluth has a very limited supply of Estate Executive housing. Estate Executive housing is very desirable to the City to attract and retain growing families and professionals well established in their career who may desire to live in this type of housing. Not to be confused with a mansion, this housing type is characterized by larger lots (typically 100’-130’ lot width), three car garages (side or rear entry is desirable), home office, basement/theater/entertainment space, neighborhood amenities and more character/uniqueness in custom architecture than today’s typically “cookie cutter” subdivision. Participants in this year’s Comprehensive Plan update identified opportunities for this type of executive housing to be along the River in the Chattahoochee Residential District and near the Medical Triangle District.

Downtown

Increased density in Downtown has been identified as desirable to support the growing entertainment district Duluth has created. According to the Congress of New Urbanism, a community should have 2,000 or more housing units within walking distance to support a block of community-oriented Main Street retail. This equates to about ¾ of a mile walk from downtown, which not coincidentally is what the Atlanta Regional Commission identifies as walkable in our region. In order to achieve this, the City of Duluth needs to practically double the housing units in and around downtown. Due to the lack of available land, this will likely occur through redevelopment of older properties at higher densities.

Housing Affordability

Housing affordability has been a topic of discussion in Duluth throughout the Comprehensive Plan update. Generally, a home in Duluth is more affordable than many comparable cities in metro-Atlanta.



ABOVE: The diagram compares the median value of houses throughout metro-Atlanta.

The City of Duluth has a desire to further study housing options and opportunities within our city limits to provide adequate housing for families of all income levels. A distinction should be recognized between executive housing, workforce housing, affordable housing, low-income housing, mixed-income housing and other housing terms that help to create an inclusive city. The Short Term Work Program identifies the need for the City to complete a comprehensive housing study in the near future to help move this topic forward.

Rental options must also be considered in a housing affordability conversation. According to the ARC, metro-Atlanta rental costs have risen at a much faster rate than wages. Since 2010, wages have increased by 10% but rents have increased by 48%. Most of the rents for apartments in Duluth are consistent with the surrounding area. The two newest apartments – The Heights at Sugarloaf and District at Duluth have some of the highest rents in Gwinnett County.

Lifelong Community

The Atlanta region is experiencing a monumental demographic shift. According to the ARC, the number of metro-Atlanta residents age 65 and over swelled by 88.5 percent between 2000 and 2015, far outpacing the general populace. By 2030, one out of every five residents in metro-Atlanta will be over the age of 60. The City’s housing and transportation infrastructure is not ready to support the changing needs and preferences of a growing older adult population.

The rapid growth in our region’s older adult population is demanding new and diverse housing options, transportation alternatives, and community designs that promote active living. Surveys of older adults conducted by the ARC reveal that most want to stay in the communities in which they’ve lived for years, even when they look to downsize. However, current land use policy and development patterns in Duluth do not provide the housing and transportation choices that older adults need to live healthy, independent lives. The Lifelong Communities Initiative developed by ARC helps communities frame policy to prepare for the needs of an aging population. The core principles for making a lifelong community include: connectivity, pedestrian access and transit, neighborhood retail and services, social interaction, diversity of dwelling types, healthy living, and consideration for existing residents.

The City of Duluth desires to remain a leader in the metro-Atlanta area. As such, the City must adopt the core principals identified above when making policy decisions and land use decisions.





ABOVE RIGHT: A cornerstone of African American culture in Duluth, Mt. Ararat M.E. Church stands in the Hill Community. ABOVE LEFT: The historic Dutch Mill Motel sign illuminates Parsons Alley.

# Local Landmarks

It has been expressed by the community and elected officials that the City should prioritize preserving historic, or potentially historic, structures as well as other community significant properties. Prior to the adoption of the Unified Development Code in 2015, the City had the Core Preservation District. The District was divided into a residential sub-area along West Lawrenceville Street and a commercial sub-area which contained all of the current Downtown area. In addition to the Core Preservation District, the City had a Historic Structure Registry. The registry contained the following structures:

1. Railroad Depot
2. Strickland House
3. McDaniel House
4. Payne-Corley House
5. Duluth Montessori School buildings
6. Duluth Methodist Church
7. Calaboose

When the City adopted the UDC in 2015, the residential sub-area of the Core Preservation District was changed to Historic Residential District. The commercial sub-area was changed into the Central Business District.

Though Duluth does not have any buildings of historic significance based on the NPS National Register of Historic Places, there are many structures and buildings within the city that the community holds as historic due to its sentimental importance. Saving or re-purposing these and other potentially historic structures should continue to be encouraged.

Planning Staff will research what kinds of development incentives can be given if historic structures are saved. The City should also continue to look for innovative ways to celebrate our past, similar to the purchasing and restoring of the Dutch Mill Motel sign currently displayed in Parsons Alley or posting commemorative placards around the city. Other successful examples of this include the preservation and restoration of the Duluth Methodist Church which has been re-purposed as a community facility or the adaptive reuse of the Pastorum and the Duluth Baptist Church into restaurants.

# Economic Base

Duluth’s economy contains a comprehensive mixture of services, unique and evolving retail, educational institutions, heavy industry, manufacturing, cutting edge technology, office, and outstanding medical facilities. It is also powered by sustained housing starts reflecting single family, mixed-use multi-family, and townhome development. Strong, visionary leadership is rethinking development patterns and reshaping large tracts of underutilized and dilapidated retail into vibrant mixed use developments attractive to younger and older residents.

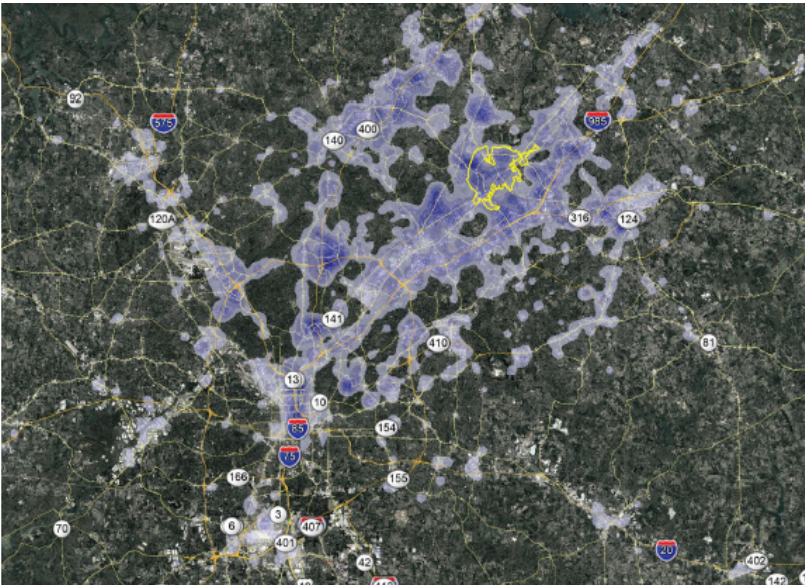
Duluth is supported by robust transportation arteries which contribute to the location of major investments in modern medical facilities, technology parks, manufacturing, and distribution. There is a wide availability of international goods and services unique in the southeastern United States.

The proximity of Gwinnett Medical and the Medical Triangle District to large land tracts will directly impact future land use regarding new development and redevelopment. These trends are evident in adaptive reuse of existing retail outlets to medical uses within the corridor.

The River Green technology park is adapting to advances in communication and work force trends by replacing outdated building interiors with amenities which attract young and motivated employees. Development ready properties within the park are also responding to the trend in just in time online fulfillment by building state of the art distribution facilities.

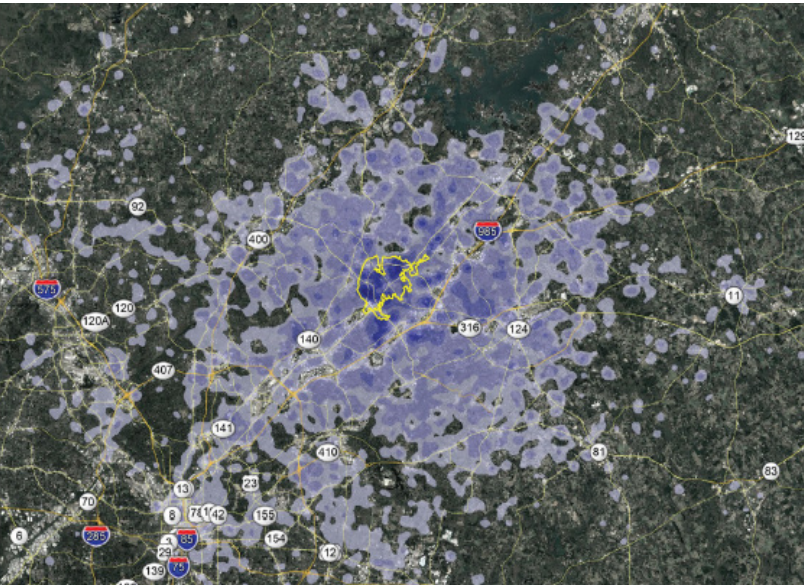
Transportation assets support the continued evolution of very large rail and truck focused distribution and manufacturing centers. These mega facilities have subdivided space under one roof to many different needs of multiple companies rather than relying on one user.

## Where Duluth Residents Work



Residents of Duluth commute to a wide range of the metro-Atlanta region every work day. Employment hotspots are concentrated around the Perimeter area, Peachtree Corners, Buckhead, Gwinnett Place, and Lawrenceville.

## Where Duluth Workers Live



Employees that commute in to Duluth for work originate from a much more dispersed area. This area northeast of Atlanta is primarily concentrated east of route 400 and north of Stone Mountain Parkway. Workers who both live and work in Duluth generally live west of Peachtree Industrial Blvd and the Riverbrooke Neighborhood.



# Transportation

Creating innovative and comprehensive solutions to solve transportation concerns is a challenge that many communities face. While traffic congestion is not a serious problem in Duluth, the City must continue to make investments in road improvements, wayfinding, beautification, gateways and alternative modes of transportation. As Duluth continues to transform from a sleepy bedroom community to an urban destination, the City must identify new pedestrian and road networks within existing suburban areas to better connect isolated areas and reduce dead end roads.

Gwinnett County has prepared a countywide Master Transportation Plan. The countywide plan fully addresses the major road network serving Duluth and improvements recommended over the short-term and long-term are articulated in that plan. In addition to Gwinnett’s Master Transportation Plan, the City of Duluth has a comprehensive transportation program to serve the needs of our residents and businesses.

Duluth is an active stakeholder for the Peachtree Industrial Boulevard (PIB) Smart Corridor Project. The PIB Smart Corridor project is envisioned to be the backbone of a smart technology

BELOW: Many of the transportation improvements being designed or constructed by the City, County and State over the next four (4) years



roadway network which will ultimately cover the entire Atlanta region. Initially, this pilot will cover 50 intersections over a 20-mile stretch of roadway through areas which experience some of the highest traffic counts in the region. The program will evaluate sensor networks, 5G broadband, and data storage and processing capacity required to support connected vehicle technology.

This technological infrastructure is expected to improve traffic congestion in the area by enabling adaptive traffic signal timing. This means that traffic signals will respond in real-time to traffic conditions. For example, if Buford Highway traffic is rerouted to Peachtree Industrial Boulevard due to a shutdown, traffic signals will be able to adjust to the sudden increase of vehicles. This technology also gives emergency vehicles priority at intersections to reduce potential conflicts.

Duluth’s transportation program considers sidewalks and bicycle lanes as critical transportation infrastructure elements necessary for providing alternative travel options. The map to the right was created to identify potential sidewalk connections for future funding. Providing connectivity to existing community facilities (such as schools, libraries, and parks) is an important use of the pedestrian and bicycle network. Providing additional connectivity to planned transit facilities/routes and activity centers is another critical focus to reduce the necessity of automobile travel. Improved networks of sidewalks and bikeways can reduce the reliance on automobile travel, such improvements can extend capacity of the road network inexpensively and also improve the quality of life for the City’s residents. The Atlanta Regional Commission completed an assessment of Duluth’s transportation infrastructure for pedestrians, ‘Walk. Bike. Thrive.’ in 2016. Recommendations from that assessment are included in the Short Term Work Program section of this document.

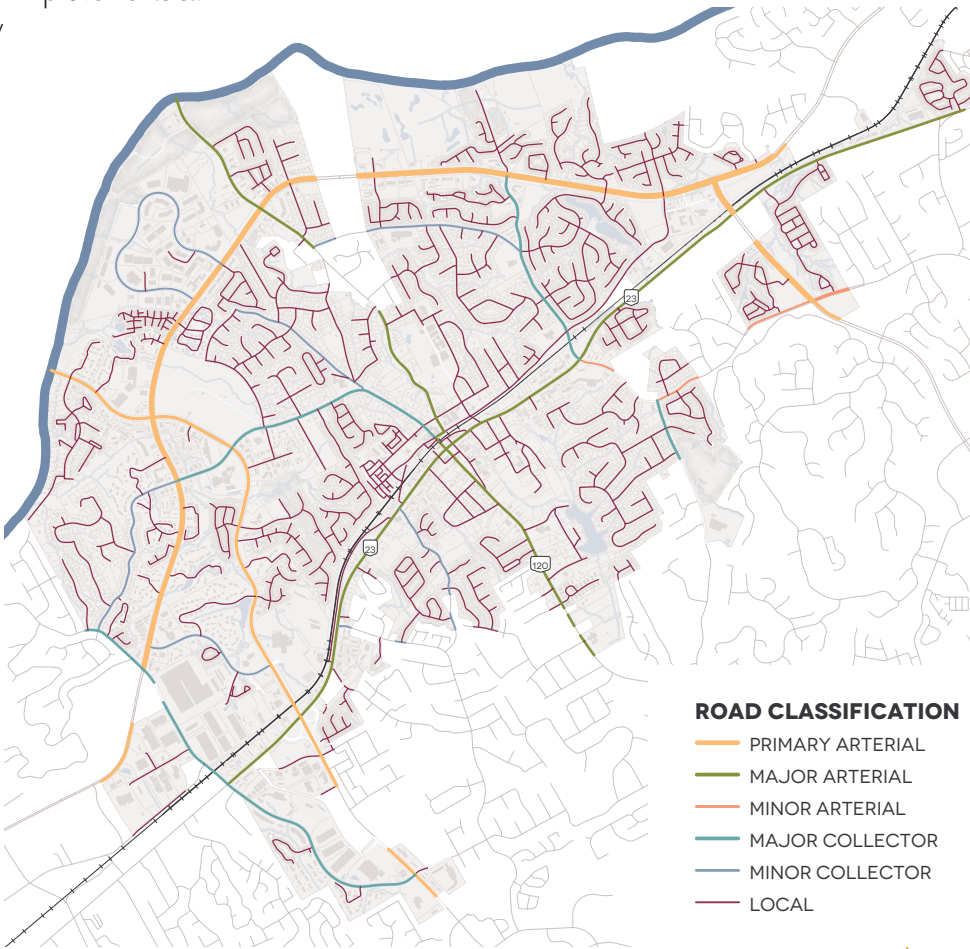
The City utilizes SPLOST (Special-Purpose Local-Option Sales Tax) in concert with County, State and Federal funding to complete a wide variety of transportation projects. In addition to the projects that are currently being designed and constructed, the City is actively investigating creative solutions to better connects isolated areas, reduce dead end roads and improve both transportation efficiency and traffic safety.

RIGHT: Duluth’s Official Roadway Classification Map. Road classification is essential to understanding how a street fits into a road network.

## SIDEWALK GAPS



ABOVE: Potential new pedestrian connection improvements.





Duluth N.O.W. Program

The Duluth N.O.W. (Neighborhood Outreach Work) program has given the Planning Staff an opportunity to better understand the concerns and needs of many existing neighborhoods in Duluth. Transportation related concerns have been at the forefront of conversations within most neighborhoods in Duluth. Many neighborhoods in the community are concerned with a proliferation of on-street parking, vehicles blocking pedestrian infrastructure (such as sidewalks or crosswalks) and speeding in neighborhoods. As a result, the City is applying resources as available to assist in neighborhoods with educational outreach, increased police presence enforcing parking regulations, increased code compliance presence enforcing unlawful vehicles and the creation of a Neighborhood Traffic Calming Program to replace the antiquated Speed Hump Program adopted by the City in the 1990's. Duluth N.O.W. also gives communities the opportunity to partner with the City to organize neighborhood clean-ups that enhance their sense of pride in their neighborhood while improving property value and aesthetics.

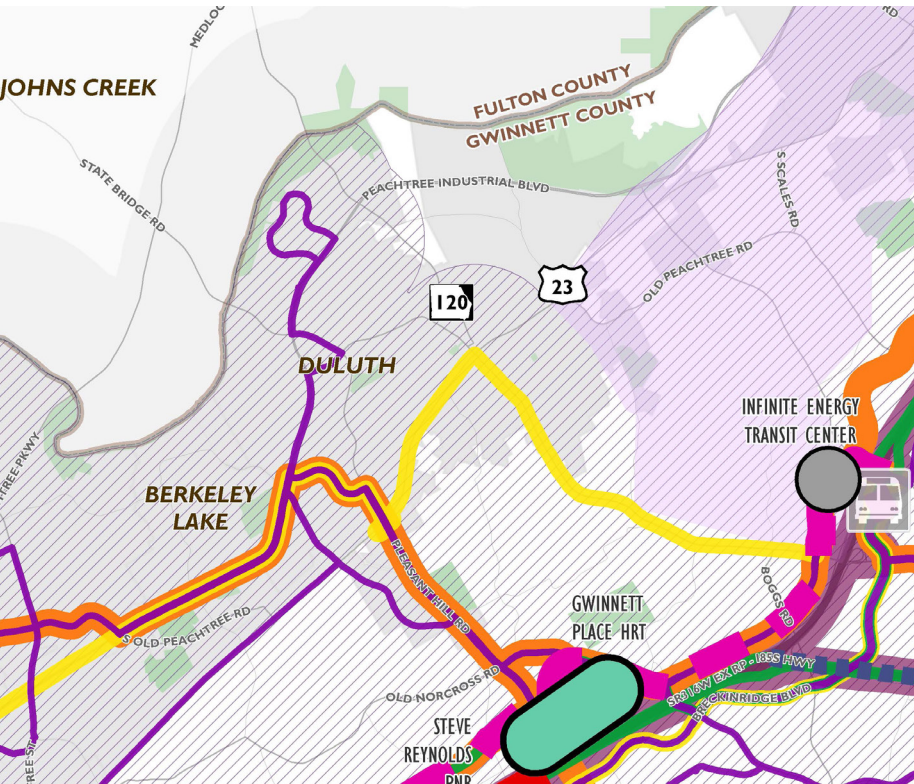
Potential Connections

The page to the right shows fourteen street or pedestrian connections that Planning Staff and the Steering Committee have identified to improve Duluth's transportation networks.

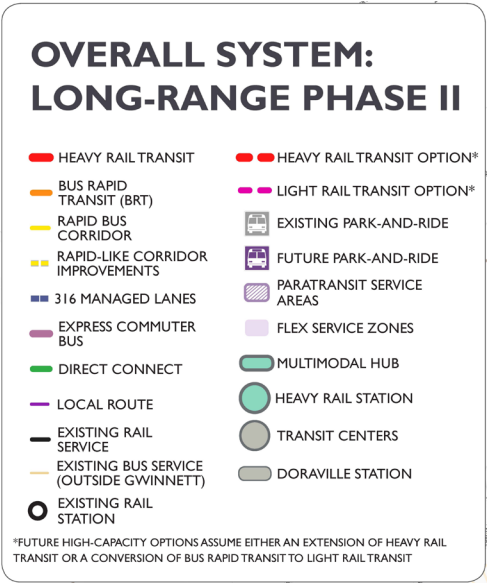
Public Transportation

The participants that helped shape this Comprehensive Plan were very vocal about the need for public transit in Duluth. Currently, Duluth is served by one Gwinnett Transit bus route that has two stops along North Berkeley Lake Road between Pleasant Hill and Buford Highway.

The City desires additional public transit options to better serve those who live, work and play in Duluth. The Connect Gwinnett Plan is a Comprehensive Transit Development Plan for the County. This Plan provides multiple opportunities for public transit to extend into Duluth over the next several years. The City should incorporate opportunities for public transit stops when redevelopment occurs in areas identified by Gwinnett's Plan, especially along River Green Parkway and in Downtown Duluth.



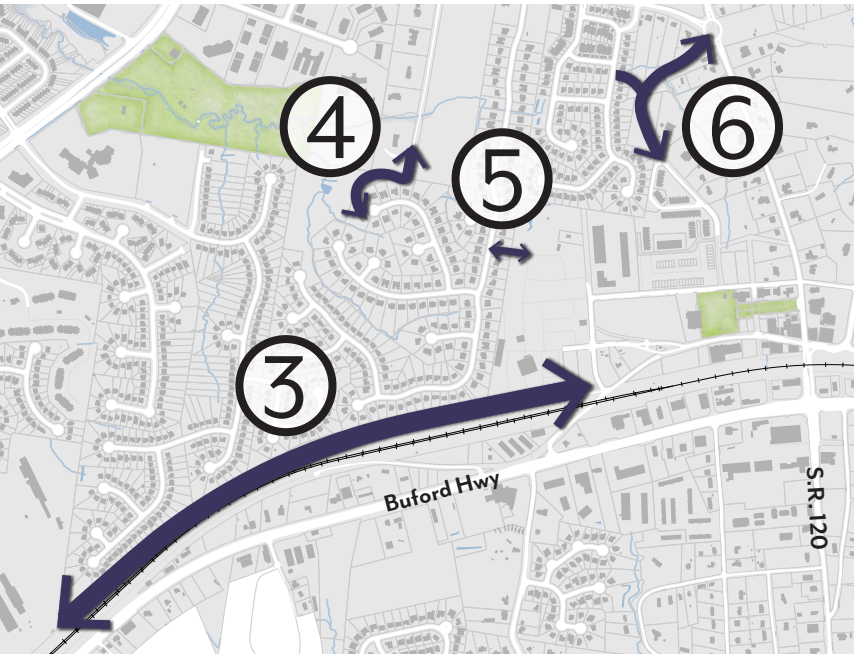
LEFT: Connect Gwinnett, Gwinnett County's comprehensive short and long term transit plan, identifies a local bus route and a bus rapid transit route that will impact future development of Duluth's corridors.



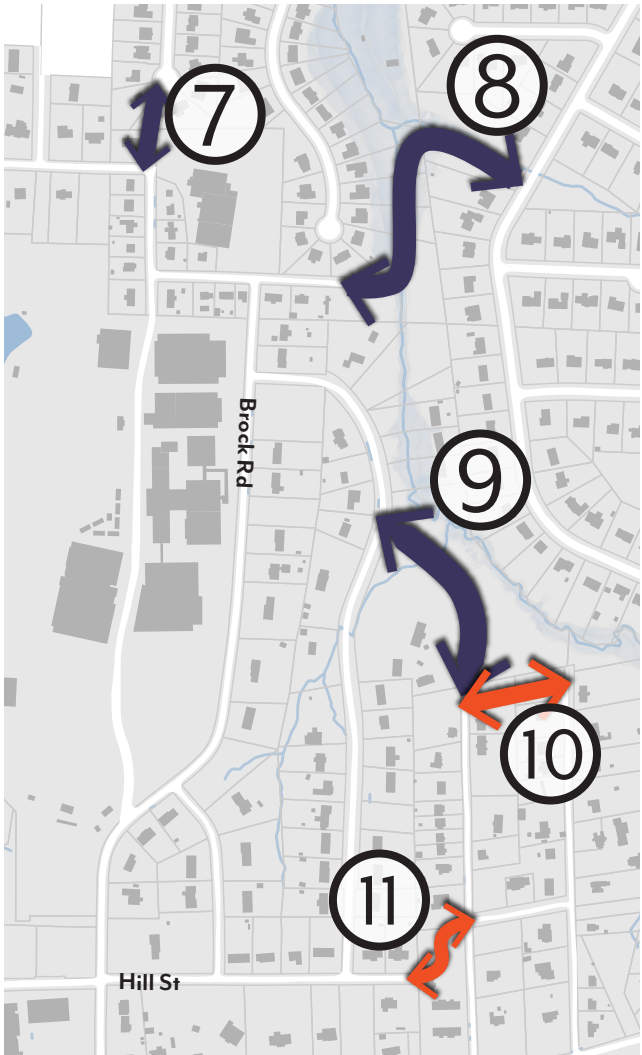
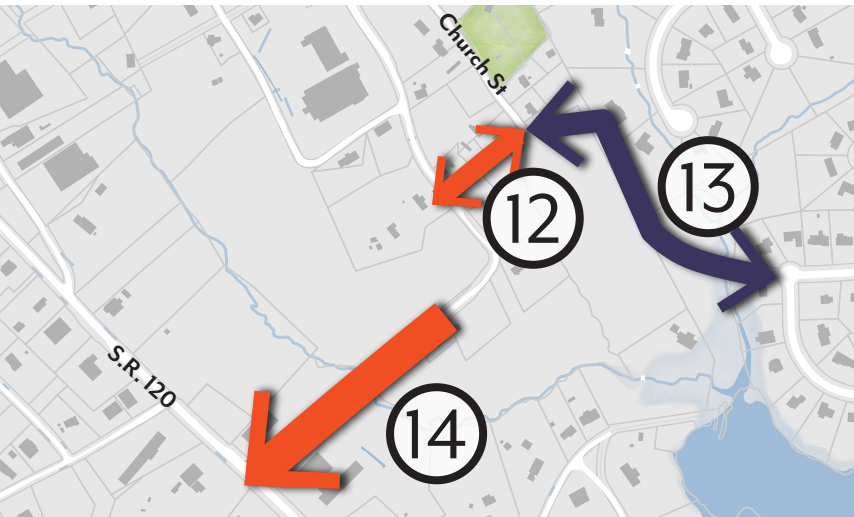
#1 Potential street connection between Peachtree Industrial Blvd and Howell Mead Dr.



#2 Potential street connection between River Green Pkwy and Abbotts Bridge Rd



#3 Proposed Buford Highway Greenway. #4 Potential pedestrian connection between South Whipoorwill Dr and Willbrooke Run. #5 Willbrooke Trail. #6 Potential pedestrian connection for neighborhoods north of Downtown towards Downtown.



#7 Potential pedestrian connection between Mason Dr and Gallant Fox Ct. #8 Potential pedestrian connection between 1st St and Carriage Gate Dr. #9 Potential pedestrian connection in existing ROW between South St and Oak Street. #10 Potential street connection between North and South St. #11 Potential street connection between Hill St and Lee St. #12 Potential street connection between Washington and Church St. #13 Potential pedestrian connection between Church St and Leeds Way. #14 Potential street connection between Washington St and Duluth Hwy.



# Municipal Boundary

Solidifying the municipal boundary for the City of Duluth has been an aspiration of the community for a long time. To accomplish this task, the City must adopt a strategy for logically reshaping the city limits of Duluth and continue to utilize public art, landscaping and wayfinding to create attractive gateways and community boundaries. Action items have been included in the Short Term Work Program to accomplish this task.

Growing and prosperous Georgia cities create a growing and prosperous Georgia. Although cities comprise only 6.5% of Georgia’s land area, approximately 40% of the state’s population lives in cities and that number is growing. Georgia’s cities provide value and responsive local government to residents and businesses making them an attractive place to live in comparison to un-incorporated areas.

Annexation provides a method to solidify Duluth’s municipal boundary and provide for the orderly provision of services to areas located on the fringe of the City. There are three primary methods of annexation in Georgia:

- 100% Method: Property owners of all the land in an area may seek to have their property annexed into an adjacent city by signing a petition.
- 60% Method: Petitioners owning at least 60% of the property in the area to be annexed, and at least 60% of the voters in an area, may seek to have their property annexed into an adjacent city.
- Resolution and Referendum Method: An election may be held in the area proposed for annexation to determine if the area should be annexed. This method requires that an agreement between all the local governments providing services in that area be reached and that a majority of voters in the area to be annexed vote in favor of the annexation.

There are numerous reasons why property owners and citizens choose to have their property incorporated into the city limits of Duluth. Many residents are interested in obtaining higher levels of government services than what is provided in the unincorporated area. Many residents wish to take advantage of the efforts that Duluth has made to create more livable and prosperous communities. Many residents enjoy having access to a smaller and more responsive local government. Many businesses wish to take advantage of lower fees, such as stormwater and occupational taxes, than in the unincorporated areas.

The zip code for Duluth is much larger than the actual City limits, which makes it difficult to disassociate the City from some negative externalities in the surrounding area. As the municipal boundaries of Duluth change, the City must continue to foster a sense of place and a stronger community identity through public art, landscaping and wayfinding at gateways to establish community boundaries. It is a desire of the community to improve gateways and entrances into the City as well as develop higher expectations for property maintenance to let people know they have arrived in the City of Duluth.

RIGHT: Example of a wayfinding sign on Abbotts Bridge Road being used to delineate community boundaries.



# Medical Services

The Gwinnett Medical Center-Duluth is located in the City. Completed in 2006, this hospital has 81 beds and emergency care service. In addition to traditional hospital services, the Gwinnett Medical Center-Duluth has outpatient services including Sports Medicine. Gwinnett Medical has plans for a large expansion onto the old Ingles site, which they acquired in 2013. Gwinnett Medical anchors the Medical Triangle District, which is home to a variety of medical offices and healthcare specialists.

A number of other medical service providers are located in Duluth. Clinics, pharmacies and specialists are spread out all over the city. There is a large concentration of medical service providers around Gwinnett Medical located within a quarter mile around the hospital on roads such as Duluth Park Lane, Howell Ferry Road and McClure Bridge Road. This concentration of medical uses has created an unofficial medical district in the city.

By 2040, ARC projects that the second largest job sector within Gwinnett County will be Medical Services just below Professional Services By having the largest concentration of Medical Service jobs within the County, the City of Duluth should be well positioned to attract future medical growth.

# Infrastructure

**Telecommunications:** According to the Federal Communications Commission, the City of Duluth has three providers of Broadband access with speeds over 50Mbps. This includes both Cable-DOCSIS 3.0 and Fiber to the end user. These speeds allow the City of Duluth to be competitive for high-tech companies. As the industry moves towards 5G the need for more small cell will be critical. 5G relies on small cell more than widely spaced out towers. The City should create a “connectivity vision” or telecommunication master plan in order to meet the needs of a changing industry while protecting property values and our resident’s quality of life.

**Water System.** A Water System Purchase Agreement was entered into between Gwinnett County and the city of Duluth on December 30, 1991. Gwinnett County purchased Duluth’s water system for \$3.7 million. System assets included approximately 56 linear miles of water mains, a booster station, and approximately 3,200 water meters.

**Stormwater Management:** The City established a Stormwater Utility Fund in 2011 to provide funding for improvement of the City’s overall public stormwater system.

**Sewer:** Much of Duluth is connected to the Gwinnett County Sewer System. The City is working to expand these connections by implementing the Sanitary Sewer Master Plan.



# Tourism

Downtown Duluth contains the Eddie Owen Presents at the Red Clay Theatre which hosts emerging and established musicals acts in a 260-seat theater. Downtown is also a busy festival and event location. The City puts on over 40 events annually. Some of the larger events like Fall Festival, Howl on the Green and the July 3rd event draws thousands of people from around the city and outside. With almost 15 restaurants within two blocks, the city is also becoming a dining destination for those looking for chef-driven and non-chain restaurants. Downtown will also be getting its first hotel in 2019, which will support tourism within the downtown area.

Duluth is fortunate to have the Southeastern Railway Museum, Georgia’s State Transportation Museum, occupying a 35-acre site off of Buford Highway and the railroad. In operation since 1970, the Southeastern Railway Museum features about 90 items of rolling stock including historic Pullman cars and classic steam locomotives. Due to its proximity to the railroad, train enthusiasts gather at the museum and various points along the railroad to view and photograph common and rare trains as they make their way through the city.

The growing variety of recreational opportunities in Duluth is driving tourism more and more. \$10 Tubing offers an affordable tubing experience down the Chattahoochee River. Sports complexes like Scott Hudgens Park attract thousands of people to the area during the weekends.

As more public art installations appear in Downtown and throughout the city, Duluth’s unique artistic culture is growing in recognition. Visitors and community members come to these locations to appreciate the creativity and capture the perfect social media snapshot. DPAC funds performing art concerts and performances that also aim to bring people into the City.

The Duluth Fall Festival has occurred each year for the last several decades. The Fall Festival, organized by the Fall Festival Committee, attracts tens of thousands of visitors to Downtown during the last weekend of September. Visitors explore Downtown streets while shopping at hundreds of booths, viewing live entertainment, eating a delicious assortment of food, and riding carnival rides. As a philanthropic organization, the Fall Festival Committee donates and funds substantial projects ,in partnership with the City, in order to beautify and support the Duluth community.



BELOW: Cafe lights illuminate Parsons Alley. LEFT: Carnival rides thrill guests of the Fall Festival.



BELOW: The neon sight of Eddie Owen Presents on Main Street.



LEFT: Community members participate in an interactive art board. TOP: A group of percussionists perform during Duluth Art Week. BOTTOM: The “Ascension” sculpture serves as a gateway art piece into Downtown.

# Public Art

Cities all over the world gain value by weaving arts and culture into their physical, social and economic fabric. One way to express Duluth's unique arts and culture is through public art. Public art can share distinctive parts of the city’s history and ever-changing culture. Public art is valuable to Duluth because it enhances place-making and the local economy. It also celebrates the community’s rich history, points to collective aspirations, and reflects the city’s identity and how we want the world to see our community.

The City supports public art through the Duluth Public Art Commission (DPAC). DPAC was organized to create and cultivate a more substantial art presence in the city. In 2015, the City Council adopted the Public Art Master Plan. The Public Art Master Plan details the vision and goals of the City and DPAC.

One way to help expand public art installations throughout the City is to encourage new development to include art pieces as part of their new building or site. Prior to obtaining a building permit, developers must meet with staff and a member of DPAC to discuss the benefits of public art. DPAC request that 1% of development cost go to public art. The program is voluntary; however, numerous developers have embraced the program and installed art pieces in their developments or donated to the Public Art Fund. DPAC has used these donations to fund murals, sculptures and performances. The City will continue to place a strong emphasis on public as part of an overall goal to make Duluth a unique and special place within Gwinnett County and metro-Atlanta.



# Parks & Natural Resources

The City of Duluth has seven city parks in addition to the Town Green and Chattahoochee National Recreational Area Units. Park sizes vary from as large as 47 acres 1.7 acre to small neighborhood-scaled parks. The largest park within the City of Duluth is Scott Hudgens Park which is heavily used on weekends averaging over 3,000 people a day during peak soccer weekends. Rogers Bridge Park and the Chattapoochee Dog Park, located along the Chattahoochee River, are other prominent parks in the city.

City parks are increasingly becoming a regional attraction and a central focus of Duluth. Various recreational events take place during the year at the parks for the community, the “Smores N’ Snores” at Rogers Bridge Park being one of the most popular. The reconstruction of the Rogers Bridge into a state-of-the-art multi-use bridge will form a new and important connection between Johns Creek and Duluth, creating a new network of parks and trails. This future connections will increase Rogers Bridge Park’s function as gateway into Duluth, in addition to providing greater recreational opportunities.

The Chattahoochee River is the main natural resource within the City of Duluth. A majority of Duluth’s border with the Chattahoochee is dedicated parkland, either through City parks or the Chattahoochee River National Recreational Area. The city’s proximity to the Chattahoochee provides opportunities for the community to enjoy recreation on the River; river tubing from Rogers Bridge Park is a long-time favorite.

The Metropolitan River Protection Act (MRPA) designates a corridor of land that extends 2,000 feet from the banks of the Chattahoochee River, from Buford Dam to the downstream limits of Fulton and Douglas counties, as an area requiring special protection. Development in the 2000-foot Chattahoochee River Corridor is regulated per MRPA and also the Chattahoochee Corridor Plan adopted by the Atlanta Regional Commission (ARC).



BELOW: The community tubes down the Chattahoochee River. TOP RIGHT: Tents scatter Rogers Bridge Park during the “Smores N’ Snores” camping event. BOTTOM RIGHT: Families play at the Rogers Bridge playground.

# Education

The City of Duluth is served by Gwinnett County Public Schools (GCPS) which is Georgia’s largest school district and the 13th largest in the United States with 179,000 students. GCPS has won the Broad Prize for Urban Education given to the top urban school district in the United States twice since 2010. Residents belong to either the Duluth High School Cluster or the Peachtree Ridge High School Cluster.

Based on information provided by the Gwinnett County School System, both Duluth High School and Peachtree Ridge High School are top performing schools within the county. Both schools had higher average SAT and ACT scores than GCPS, the state of Georgia and the United States.

There are six elementary schools (Berkeley Lake, Burnette, Chattahoochee, Harris, Mason and Parsons) and three middle schools (Coleman, Duluth and Hull) that students of the City of Duluth attend. Coleman Middle School, located a block away from Downtown, was the first STEAM (Science, Technology, Engineering, Arts and Math) school in Georgia. All of these schools have exceeded the Gwinnett County School System average on the Georgia College and Career Ready Performance Index and similar standardized tests.

## Private Schools

The students of Duluth are also served by private and charter schools in addition to GCPS. Notre Dame Academy, located on River Green Parkway serves over 500 students from grades 1-12. Notre Dame Academy recently constructed a turf football field and plans for an additional baseball field. Also located on River Green Parkway, the New Life Academy of Excellence, a Gwinnett County Public Schools charter school, opened in 2006 and serves almost 700 students from grades K-8. Finally, the Duluth Montessori School which has operated since 1984 is located on Brock Road. The school contains three separate structures and serves children from ages 1-15.

## Post-Secondary Education

While there are no public colleges or universities within the City of Duluth, there a number of them within a short distance of city limits. Gwinnett Technical College is located on Sugarloaf Parkway less than five miles from Duluth. Gwinnett Tech offers more than 140 associate degree, diploma and certificate programs that specialize in real-world job skills. Over 10,000 students are enrolled for the 2018-2019 school year.

Another opportunity for post high school education just outside of the city is the University of Georgia Gwinnett Campus. Located just three miles outside of Duluth, UGA Gwinnett offers classes for both undergraduate and graduate level students.

Georgia Gwinnett College is located in Lawrenceville and provides four year undergraduate and graduate level programs. The quickly growing college was founded in 1994 and currently has over 12,000 students. GGC is easily accessed from Duluth being less than 7 miles away from the city limits.



ABOVE: Duluth High School



# FOUR Formulating the Strategy

Plans need to reflect the values of those who live and work in a place. For this reason, an extensive public process was designed to put together **ForwarDuluth**. This was an iterative planning process that included identification of citywide policies for the Comprehensive Plan, in addition to examining site-specific opportunities at a smaller scale. The process tapped the knowledge of a local expert Steering Committee, but also encouraged new voices to participate. At the same time, it's not enough to simply listen to the voices of the public without caution. These comments, opinions, and concerns must be viewed in light of facts and research and the constraints that shape the City. A balance between listening to the community, consideration of planning theory, and a knowledge of the facts on the ground creates implementation actions that are grounded and achievable, but also inspirational.

City of Duluth staff and the Atlanta Regional Commission (ARC) designed a number of communication tools and activities to ensure that meaningful community input would form the backbone of this plan. The Steering Committee played an essential role in providing input to the Comprehensive Planning process and represented a diverse cross-section of the town. The members' role was to provide input so that the plan was in line with the Duluth's community values.

The main community engagement opportunity was on August 23rd, at City Hall. Over 150 people attended the meeting giving the planning team great feedback to shape the plan. All of the outreach methods described provided hundreds of observations and ideas for considerations. These ideas were then woven into the list of Assets and Challenges in the following chapters, and those Assets and Challenges form the framework for The Short Term Work Program.

This process of engagement spanned 6 months and is summarized on the following pages.



RIGHT: Community Open House participants envision the future of Downtown Duluth.





ABOVE: Community Open House participants envision the future of Downtown Duluth by imagining the proper density that should be found within a walking distance of Downtown. Participants were asked to place LEGO bricks at locations within the city where they think higher density development would be appropriate. Most results were 4-5 stories of residential and/or commercial within the downtown area.

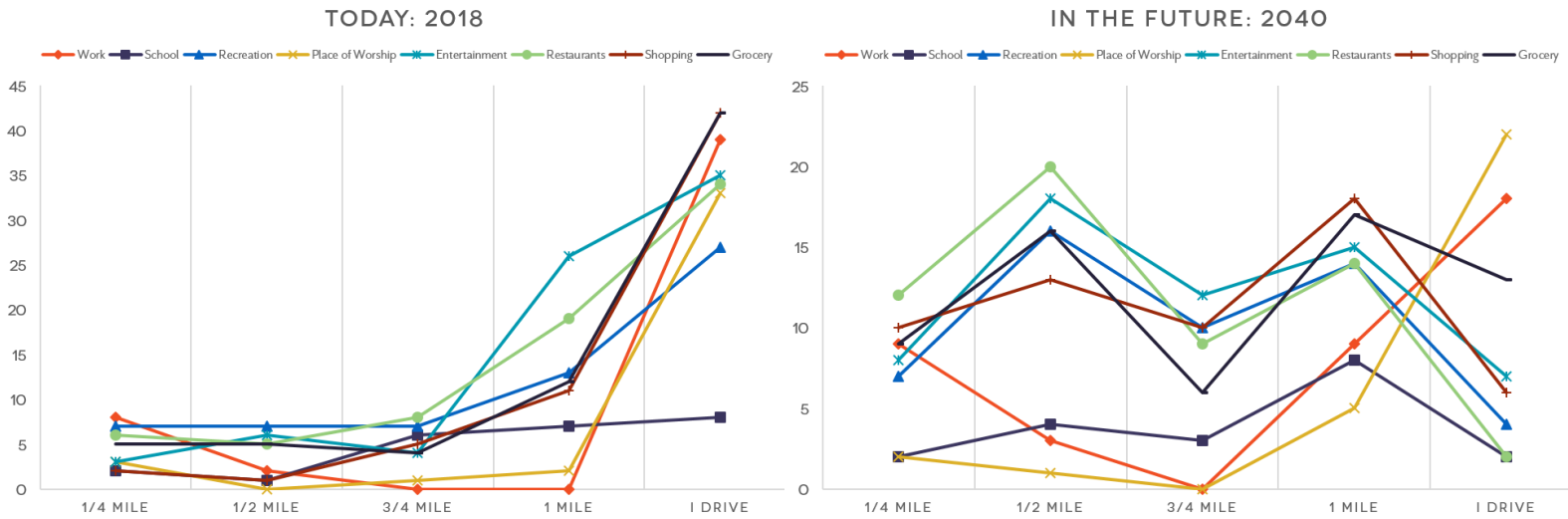
Steering Committee

A Steering Committee was formed with members of the Planning Staff, Planning Commission, economic development staff and City Council members. This committee evaluated the existing plan, updated data and information, provided topics for consideration and helped facilitate public engagement during the Open House. At each phase of the planning process, the Committee provided a valuable perspective that helped refine the Comprehensive Planning process.

Public Open House

An open house was held to get feedback on issues and provide direction to the plan. Over 150 people attended on August 23rd at Duluth City Hall from 4:30 to 7:30 PM. Having already collected feedback from stakeholders and City Council members during previous meetings, the Open House provided an opportunity for the public-at-large to participate in interactive planning activities. A number of communication tools and activities were designed to ensure that meaningful community input would form the backbone of this plan. The results are summarized on the following pages.

RIGHT: The Public Open House advertisement sits at the corner of West Lawrenceville Street and Main Street during rush hour.



ABOVE: Summary graphs describe an activity where Open House participants indicated where and how far they would walk today vs where and how far they would walk in an ideal future with ideal pedestrian infrastructure.

‘Walk There’ Activity

Participants were asked to describe how far they walk to different destinations today, given the City’s current pedestrian infrastructure and connectivity, and how far they would ideally want to walk in the future. Unsurprisingly, most residents indicated that they drive to those destinations today, yet there was wide enthusiasm for walking if pedestrian connections were expanded and improved. Participants indicated that they would be willing to walk a half mile or a mile in the future if possible. This outcome is very encouraging and shows public support for the City’s goal to increase pedestrian connections throughout Duluth.



Preferred style of single family detached executive housing near downtown.



Preferred style of single family attached executive housing near downtown.



Preferred style of single family detached executive housing in a subdivision.

Residential Visual Preference Survey

Throughout the Comprehensive Plan update process, both the wider community and the Steering Committee expressed a concern in the lack of ‘executive style’ housing within the city limits. The term ‘executive style’ housing means many things to many different people. In order to better understand what housing type the community envisioned as fulfilling the Executive Housing deficit, Planning Staff and the Steering Committee conducted a residential visual preference survey. Participants were asked to identify their preferred style of Executive Housing and identify if it is more appropriate for the downtown areas versus a subdivision. The community was presented with a wide variety of housing types and architectural styles ranging from a more traditional, classical architecture mansion to a modern apartment building. The three above images were chosen as the preferred executive housing type and style. Conversely, luxury apartments and massive mansions were identified as not the appropriate type or style of Executive Housing preferred in Duluth.



Yes or No Activity

Participants were asked about Community Agenda 2035’s list of Key Issues facing the City to determine what is still relevant in 2018. The key issues were:

Land Availability and Redevelopment

Entertainment and Restaurant Recruitment

Attracting Millennials

Community Boundaries

Of the 132 votes cast, Entertainment and Restaurant Recruitment was the top issue still relevant while Attracting Millennials was the top issues voted as not relevant in 2018. The following lists the issues in order by voted relevance and non-relevance.

Community Agenda 2035 Key Issue	Still Relevant?	
	Yes	No
Entertainment and Restaurant Recruitment	29%	2%
Land Availability and Redevelopment	23%	0%
Community Boundaries	18%	3%
Attracting Millenials	15%	8%

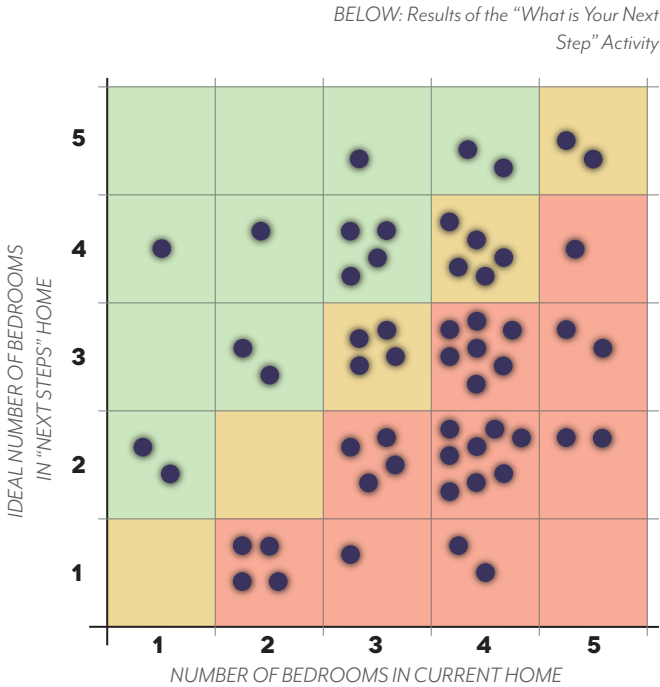
Participants were also able to list new issues that they thought were relevant. Those included better multimodal transportation options and having post secondary educational opportunities.

Next Steps Matrix

Participants were asked about their future housing plans. Open House participants were asked to indicate the number of bedrooms they have in their current home and the ideal number of bedrooms in their “next step” home. For example, participant would put a purple dot in (2,1) if they would say, “My home has two bedrooms, but I’d like to move to a house that has only one bedroom.” This data is summarized in the matrix to the right.

The green blocks indicate that the participant would like to move up, the yellow indicates that the participant is satisfied with the number of bedrooms in their current home, and the red means that the participant wants to down-size. Based on this exercise, around 24% of participants want to “move up” and 20% are satisfied with their bedroom number. Over half of participants want to downsize.

These percentages could be explained by many factors, including the age and life-stage of the participants of the Open House. While, it could be tempting to apply these fascinating findings to the wider Duluth population, a more thorough housing survey should be conducted to fulfill the needs of our community.



ABOVE: The former Ingles building at the corner of Pleasant Hill Rd and Howell Ferry Rd sits empty.



ABOVE: South Buford Highway. There are a number of vacant or under-used properties along this stretch of road, serving as eye-sores within the community.

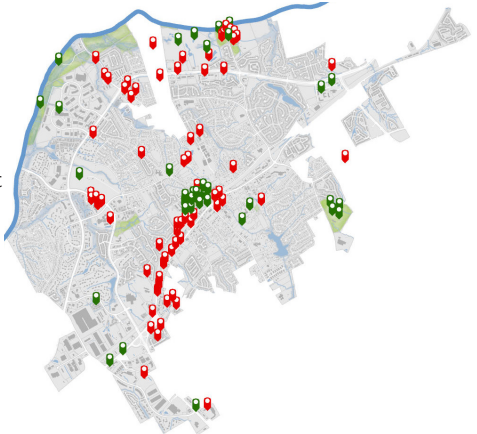
Key Areas Needing Attention

The Steering Committee and the community were asked what areas of the City needed attention. This question wasn’t asking necessarily which areas needed improvement, just attention. The responses ranged from areas that are currently undeveloped or underdeveloped to areas that have perhaps reached the economic life and needed redevelopment.

One of the areas most frequently mentioned was the Buford Highway South corridor. This area falls into the “needs improvement” category. The area consists of small buildings on small lots that are all under separate ownership. Over the last couple of decades, automotive businesses have opened along Buford Highway – specifically auto mechanics and used car dealers. Car dealers had moved in because the use didn’t require a lot of site investment. The City’s code compliance has focused on the area in an effort to improve the aesthetic of the area. The UDC has added site design regulations to car dealerships that require higher design standards. These standards have reduced the number of new used car dealership due to the added cost of land development.

The second location in the city that was identified as an area needing attention is the parcel known as the Ingles Shopping Center, at the corner of Pleasant Hill Road and Howell Ferry Road. Ingles closed its doors roughly a decade ago and when the anchor of a shopping center closes the adjacent businesses tend to follow. The parcel was purchased by Gwinnett Medical in 2013 with the plan of building another medical facility on site. The redevelopment of the shopping center has been delayed due to Gwinnett Medical exploring possibility of merging with another medical provider. The City should continue to monitor this vacant property and hold the owner to the same maintenance standards as occupied shopping centers in the city.

Finally, the third area with most responses is the area around Peachtree Industrial Boulevard and Rogers Bridge Road. This area falls into the needing attention due to the development possibilities. It has been long assumed that the owners of the golf courses were interested in selling the properties to home developers. The courses total 140 acres so any housing development would be large and could have a great impact on the area and the city in general. Also located in this area is the property known as the Milam property. This property totals 77 acres and was rezoned to allow for 77 large estate executive style homes. These properties in their current condition are not detrimental to the city or the surrounding area. It is due to their size and redevelopment potential that requires the city to carefully plan its future.



ABOVE: Public Open House participants were asked to identify areas within the City that need attention (red) and their favorite places (green).





ABOVE: The community gathers at Parsons Alley in Downtown during an Art Week event.



ABOVE: A popular pedestrian path at Bunten Road Park.

**Favorite Places**

The Steering Committee and community’s favorite places were much more concise. Downtown and city parks were by far the most common favorite places. This confirms the City’s continued efforts in helping to provide a high quality of life. Downtown with its unique dining and retail options along with family friendly entertainment options were noted as the reasons for being a favorite place. The city parks, most notably Bunten Road Park and Scott Hudgens, were also selected due to their high quality facilities and fields. The City continues to invest in both of these areas and should continue to be city assets for years to come.

**SWOT Analysis**

A SWOT Analysis is a common planning tool used to engage the community and guide them in providing useful input. Open House participants had the freedom to identify and articulate their opinions regarding the Strengths, Weaknesses, Opportunities and /threats facing Duluth. Once all comments were collected staff reviewed a wide range of opinions and ideas. Some of these comments are as follows:

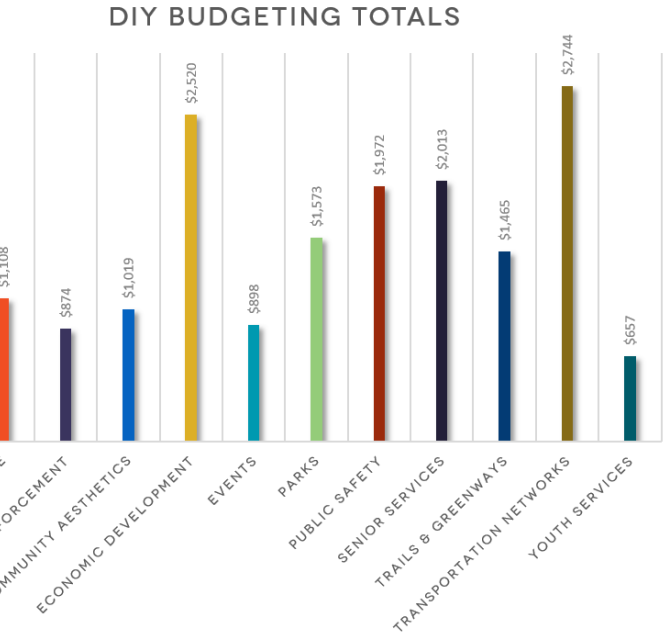
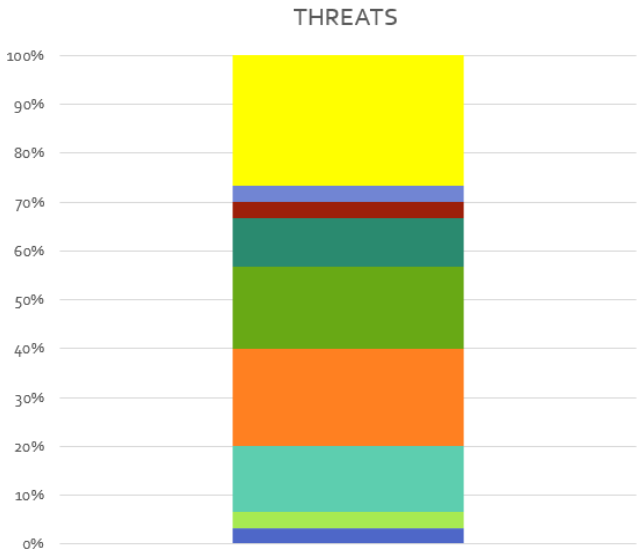
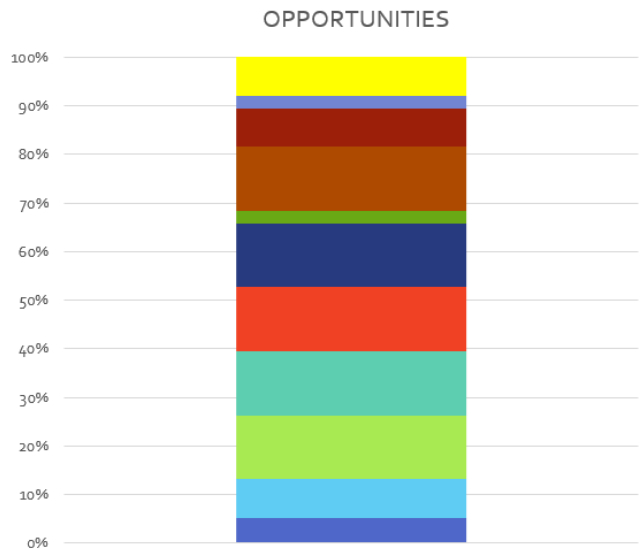
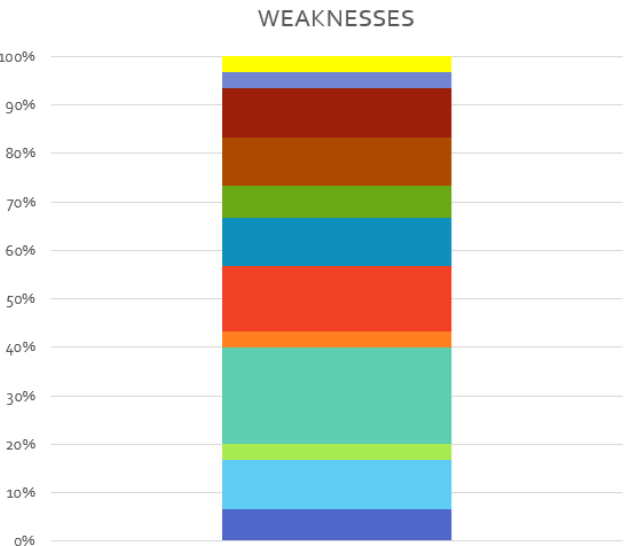
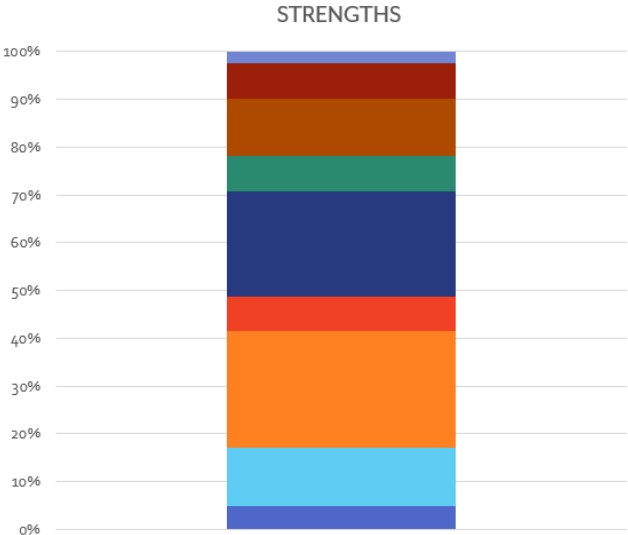
Strengths:

*Down to earth culture*  
*BEST GWINNETT DOWNTOWN!*

Weaknesses:

*Lack of transportation options*  
*Properties out of code*

After reviewing the comments, staff then strategically coded each comment based on the themes that the comment addressed, whether explicitly or implicitly. Staff chose the following themes to categorize the comments by: governance, arts & culture,



care & maintenance, housing, identity & belonging, public transportation, traffic & parking, walkability, safety, facilities & amenities, entertainment & recreation, work & local economy, schools, (re)development. Once each category was totaled and sorted, patterns began to emerge. These patterns are visualized in the four stacked proportional bar graphs to the left.

For the strengths of Duluth, the community articulated that our unique identity and sense of belonging, public facilities and amenities (parks), and support of arts and culture as the City’s greatest strengths. For the weaknesses, the community articulated that housing and walkability are internal issues that impede our success. The community identified many different opportunities that the City can take advantage of; among those are housing diversity, improving our public facilities and improving walkability.

The threats that the community identified are much more targeted. The number one threat identified was redevelopment and development within the city, as well as in surrounding, unincorporated areas. The next two highest threats were identity & belonging and traffic & parking. These threats were largely related to the stresses that, in the eyes of the community participants, are a result of new and redevelopment. Housing, whether a lack of variety or affordability, was also identified as a potential threat.

**DIY (Do-It-Yourself) City Budgeting**

Participants prioritized where they would like to see the City of Duluth make investments in the future. Each participant was given a pack of “planning money” to spend on 11 different priorities, ranging from public safety to senior services to community aesthetics. Each money packet included one bill each in six different denominations: \$1, \$5, \$10, \$20, \$50 and \$100, which totals to \$186. Transportation received the largest share followed by economic development. Public safety and senior services also received large portions of the DIY budget. (See left)

Since participants had fewer bills (6) than the number of priorities available (11), they had to grapple with the trade-offs and make tough choices about where to allocate their money, much like the real world of community finance. This exercise was a fun and interactive way for residents to make decisions about where they would spend a finite amount of funds while also ranking their priorities for the future. The results reinforce an occurring theme vocalized at the Open House: that walkable pedestrian infrastructure and improvements in transit are valuable investments.



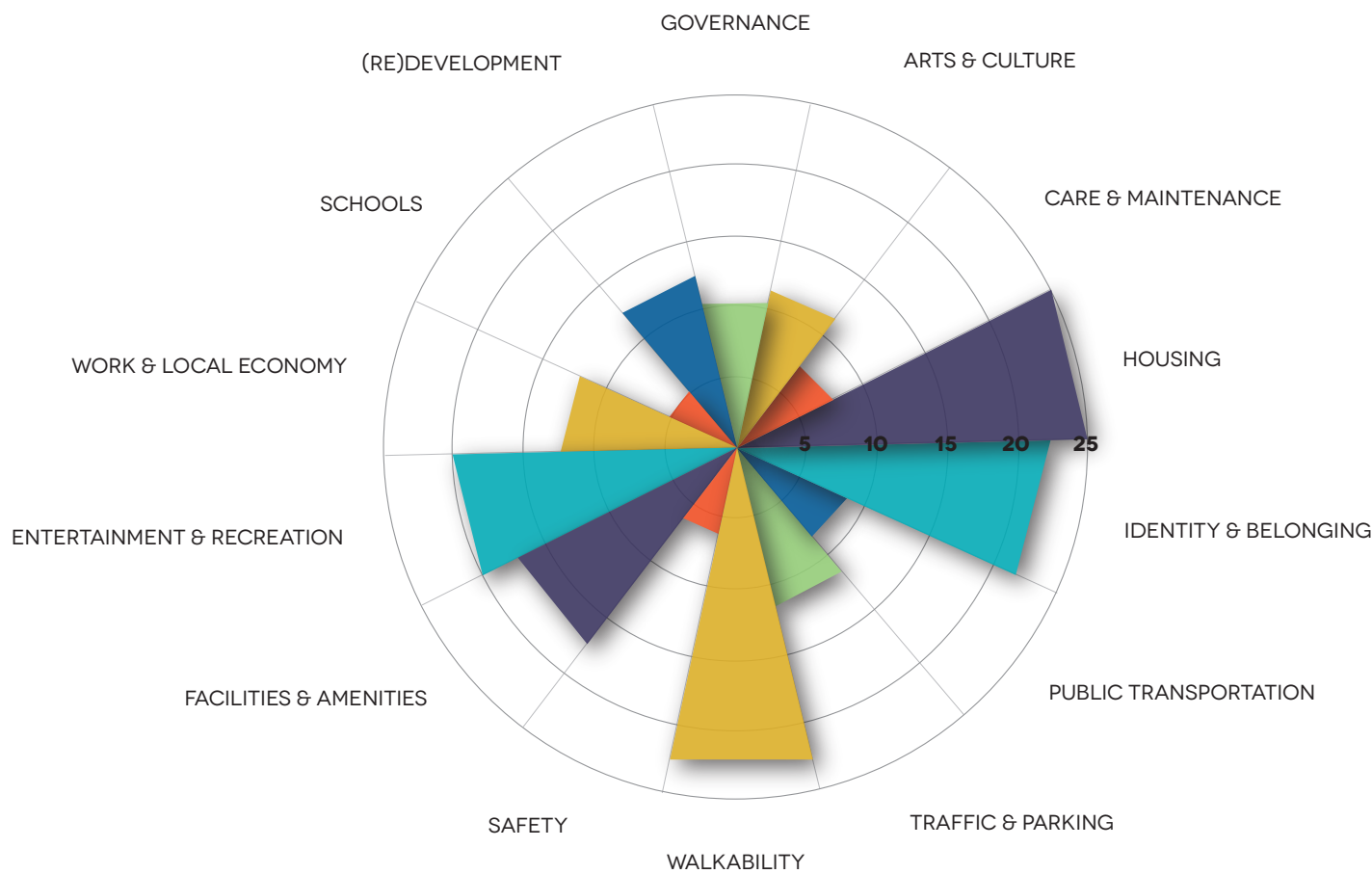
Qualitative Data Analysis

At almost every Open House activity station, there was an opportunity for participants to comment on the station topic or leave their general thoughts, opinions, and concerns. In addition to the open comment sections on the activities, the SWOT Analysis activity and a final “Thoughts?” whiteboard allowed participants to freely articulate what they wanted to emphasize to city staff and the Steering Committee.

Similarly to the SWOT Analysis activity, after reviewing all of the community’s comments, staff then strategically coded each comment based on the themes that the comment addressed, whether explicitly or implicitly. The Community Comments Radar Chart below visualizes the frequency each theme was expressed. The chart does not show if the themes were articulated in a positive or negative manner, simply that the themes were important enough for the community members to mention.

The most frequently expressed themes were Housing, Walkability, Identity & Belonging, and Entertainment & Recreation.

Community Comments Radar Chart: Theme Frequency



ABOVE: The community gathers on the Town Green for a concert series.

Where Do We Go From Here?

Throughout the process of writing this Comprehensive Plan, the residents, business owners and stakeholders of the community have been passionately engaged and have demonstrated a high level of excitement about the many ideas that have emerged to move Duluth forward. While many different voices and opinions have been raised, one thing that is abundantly clear is that the people of Duluth are enthusiastic about the future of their city.

Ultimately, comprehensive plans such as this one are made up of two parts: the *community* and the *plan*. While the plan component of comprehensive planning is in fact the necessary strategic tool for future positioning and prosperity, a plan will never realize its full potential if it is does not incorporate the desires of the community. Because of this, it is absolutely critical that the community comes *before* the plan. A community needs help, assistance, expertise, and an outside perspective to know how to know how to craft their way forward, and this is surely what a good comprehensive planning process must do. But ultimately, a community must “own” its future and this is why it is important for future plans to be reflective of a community.

**ForwarDuluth** has largely been developed based on participation, demonstrating that the Planning Staff and Steering Committee have done at their job well. Great care was taken to listen to and incorporate the input and feedback received during the community engagement process into the core **ForwarDuluth**.



# FIVE Vision & Aspirations

**Who do we want our city to be? What do we want to be known for?**

Informed by public input and findings from other planning efforts, Staff has worked collaboratively with the community, the Steering Committee, and City Council to develop an inspirational vision and achievable goals for Duluth. While every section of **ForwarDuluth** is central to implementing our vision and goals, the Character Areas and Future Land Use Maps are the most influential in terms of daily decision-making and land use changes.



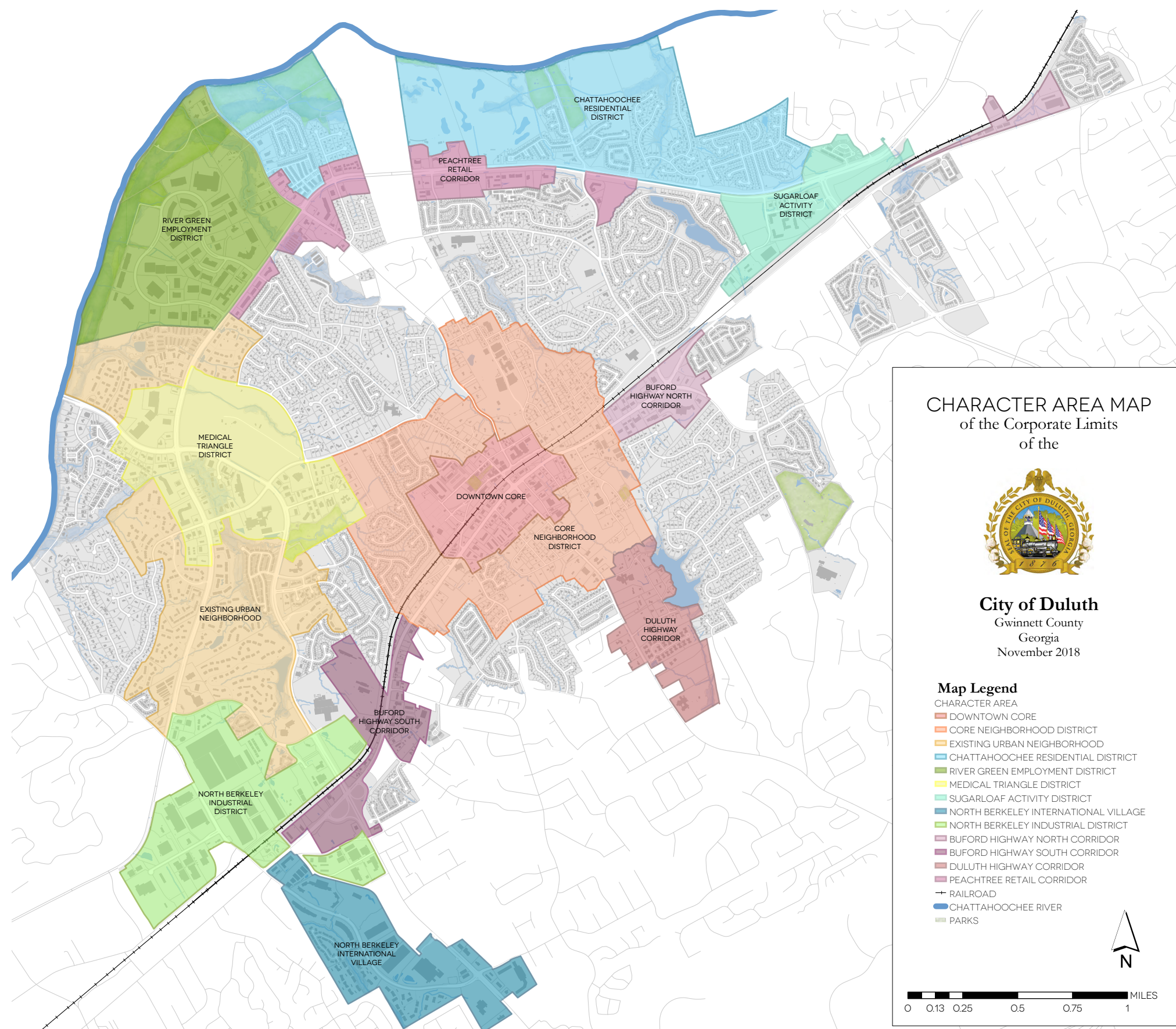
RIGHT: A kinetic art piece, "Phoenix" by artist Andrew Carson, in Parsons Alley.



# CHARACTER AREAS

Perhaps the most significant change in this Comprehensive Plan from the previous editions is how the City classifies our Character Areas. **ForwarDuluth** focuses more on geography and land use potential than in past Comprehensive Plans. The City is divided into 14 different Character Areas each with its own specific list of goals, policies and vision. Some Character Areas such as the Medical Triangle District and Downtown Core anticipate substantial change and therefore include goals and policies to best plan for quality developments. In other Character Areas, preservation and maintenance are the main goals like in the North Berkeley International Village and Existing Urban Neighborhood Character Areas.

The Character Area Map is intended to work hand-in-hand with the Future Land Use Map when considering city-wide policies and when land use applications are presented to City Council. The Character Area Map and related text will set the over arching goals for specific areas within the City. The Future Land Use Map gives parcel by parcel recommendations for future development. When reviewing land use applications staff, Planning Commission, Zoning Board of Appeals and City Council will consider what the Character Area and Future Land Use Map have determined appropriate. City Council will ultimately decide if a potential development meets the goals and vision or does not. Of course technology, demographics and development climate can change rapidly and final land use decisions may not always align with the maps in **ForwarDuluth**. The following maps and elaborative text serve as a guide and not as legal policy.





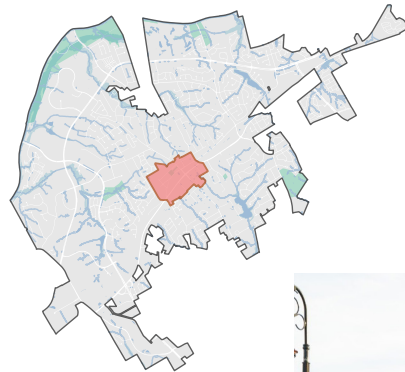
# Downtown Core

**Our Downtown will be the cultural and entertainment heart of the City and region, celebrating the home town, historic character while utilizing big city aesthetic and amenities.**

Historic Downtown Duluth has experienced a revitalization that is perhaps unrivaled in metro-Atlanta. Through careful planning and strategic land deals, the City has seen a number of properties that were industrial, under-utilized or undesirable land uses redeveloped into high quality commercial and residential property. For example, the land that is now occupied by Parsons Alley was a collection of old commercial and warehouse buildings. After significant planning and financial efforts, Parsons Alley was awarded the 2017 Charter Award from the Congress for New Urbanism and ARC's 2017 Development of Excellence Award. The former concrete plant previously occupied by Capital Materials is currently being redeveloped into an urban neighborhood consisting of single family homes and townhomes. A national branded hotel is currently under construction on the Hill Street parking lot. The hotel will bring 101 rooms to Downtown while still providing public parking that is heavily relied upon by local businesses and during events. The parking will be divided into public parking and private parking for hotel guest. The public parking will be accessed off of Ridgeway Road and the hotel parking will be on a platform accessed off of Hill Street. The Duluth branch of the Gwinnett County Public Library is being constructing as a new state of the art facility on Main Street re-purposing property that was being used by a landscape company. A leading senior apartment developer is requesting rezoning of the large industrial facility at the corner of Hill Street and Hardy Street to allow for a luxury 55+ (active adult) apartment containing 180 units (January 2019).

As these industrial properties are redeveloped, the available land in the area around the Town Green is quickly disappearing. Most of the future downtown development will take place along Buford Highway and Duluth Highway to a lesser degree. Multi-family developments should be concentrated along Buford Highway to create more of a downtown feel on Buford Highway. Old and under-utilized properties in Downtown should be redeveloped into dense residential and mixed-use developments. Building heights of 2-5 stories are appropriate for the Downtown Character area. For residential developments, densities up to 40 units/acre are appropriate. Buildings over 5 stories may be appropriate on parcels that are below the grade of Buford Highway and Duluth Highway particularly on Howell Street. Downtown should have a high concentration of restaurant, retail and office establishments. Therefore, auto-centric businesses should be phased out from Downtown.

Downtown should be pedestrian and bicycle friendly. New developments should have wide sidewalks with landscaping between the road and sidewalk.



LEFT: Rendering of proposed new hotel to be constructed at the corner of Hill Street and Ridgeway Road. The new hotel was originally envisioned in the Downtown Master Plan a decade ago. This beautiful new building will be a welcome addition to Downtown and provide greatly needed, top-notch accommodations for entertainment events at the Town Green and Parsons Alley.



ABOVE: With City Hall in the distance, the community gathers on West Lawrenceville Street for food and entertainment during Duluth Art Week.



ABOVE: Rendering of proposed new Gwinnett County Library campus to be located in Downtown across from City Hall on Main Street.

BELOW: Downtown Core is distinguished in red. The Downtown Core is surrounded by the supporting residential developments in the Core Neighborhood District (orange).

## Aspirations

- Encourage redevelopment of older and underutilized buildings particularly into dense residential and mixed use developments.
- Continue to recruit high quality retail tenants and locally owned/chef driven restaurants to Downtown.
- Reduce/eliminate automotive uses in Downtown. This includes gas stations, auto accessory establishments, tire stores, mechanics, etc.
- Work with Norfolk Southern to have Duluth be a "quiet zone".
- Improve pedestrian crossings over state highways and railroad.
- Reduce/eliminate drive-thru establishments in this District.

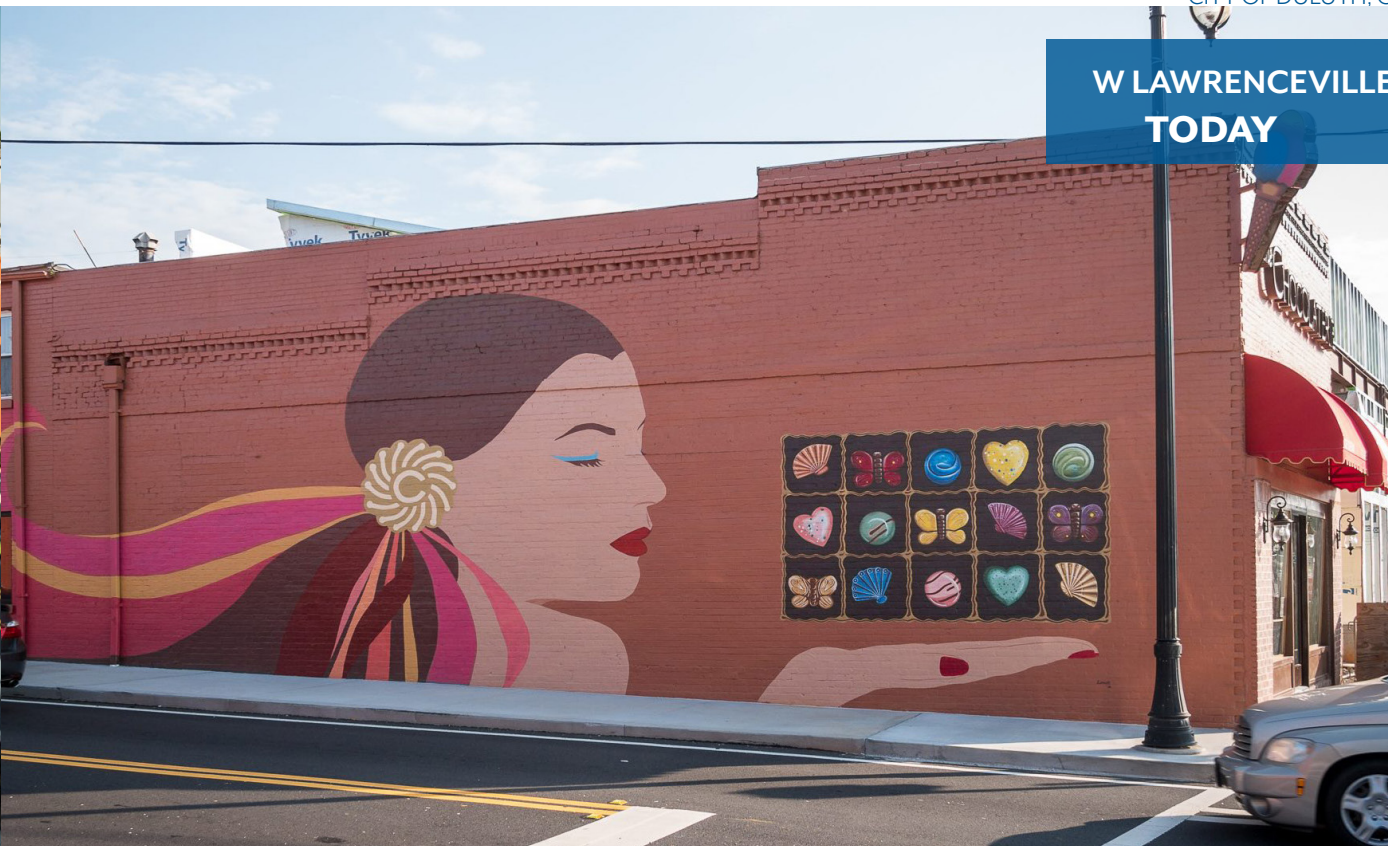




## PARSONS ALLEY TODAY



## W LAWRENCEVILLE TODAY



## W LAWRENCEVILLE 2006



## PARSONS ALLEY 2011



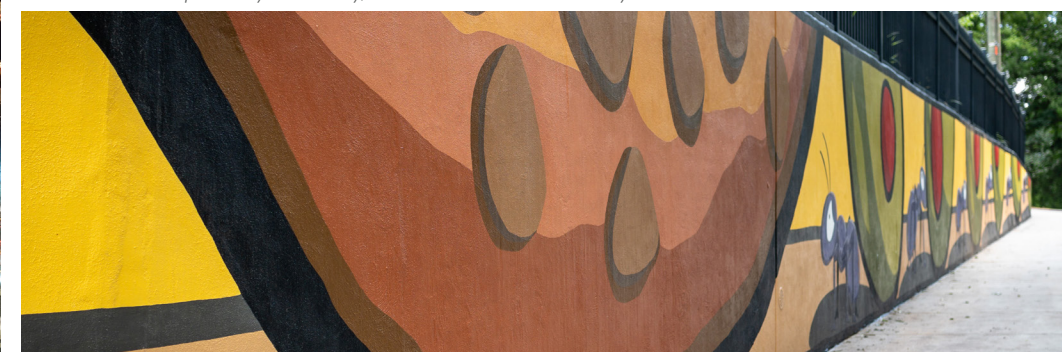
BELOW: At the corner of Duluth Highway and Buford Highway, the District at Duluth mixed-use development provides much needed housing density in Downtown.



BELOW: The Town Green and Fountain are popular places of gathering.



ABOVE: The community gathers at a local public house during the evening. BELOW: Dream Big, a DPAC commissioned mural painted by Brenda Ehly, on Hill Street next to Parsons Alley.



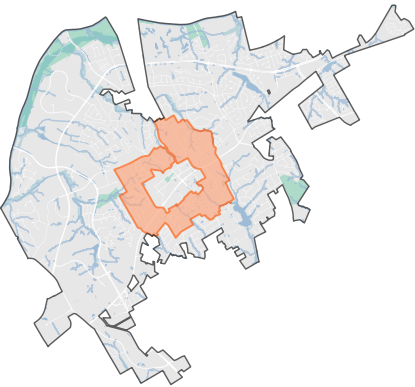


# Core Neighborhood District

**Core Neighborhoods will be denser, connected neighborhoods, easily accessible to Downtown through a system of trails, sidewalks and road connections, while capitalizing on existing traditional street fabric and opportunities for redevelopment and infill.**

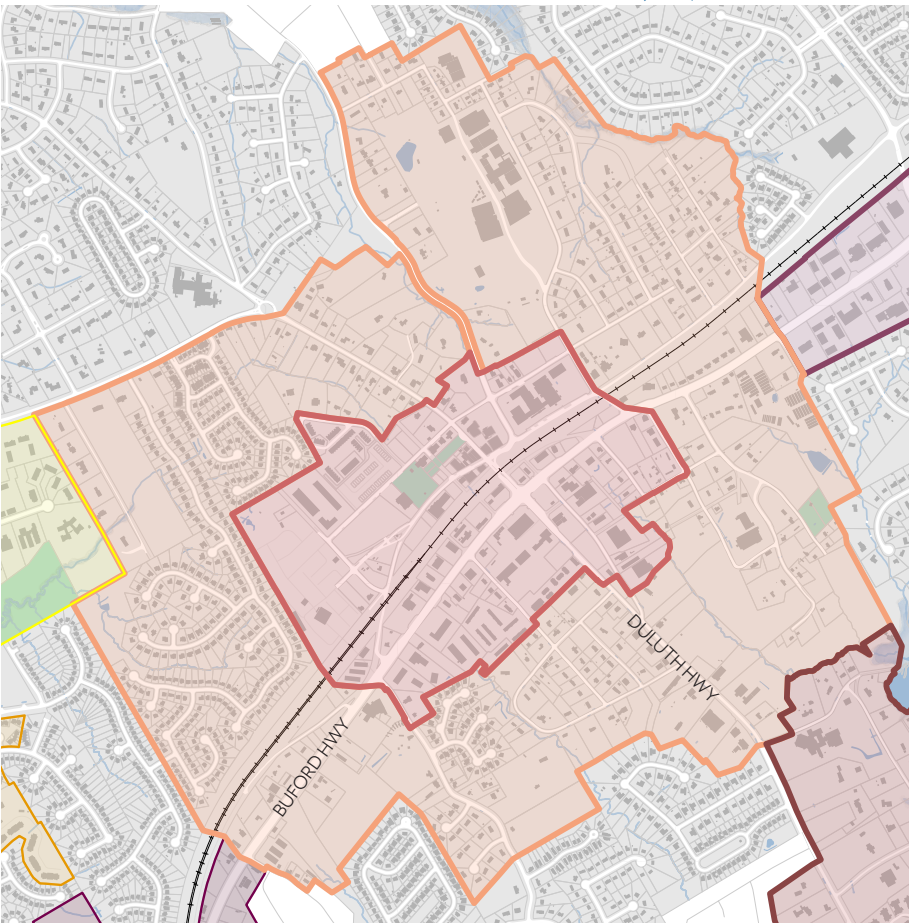
This is not a homogeneous collection of neighborhoods. The age of the neighborhoods within this Character Area age spans a large range, from early 20th century (W. Lawrenceville Street) to the 1990s (McClure Place and Willbrooke). Buford Highway and Duluth Highway/Abbotts Bridge Road divide this Character Area into quadrants. The northwest quadrant contains the Pinecrest Neighborhood. The northeast quadrant is the Hill Community. The southeast is the Hall Circle area. Finally, the southwest quadrant contains the newest homes with McClure Place and Willbrooke. Each quadrant has characteristics that bring different sets of assets and challenges. For example, the southeast and southwest quadrants have sewer whereas the northern quadrants do not. The lack of sewer greatly inhibits redevelopment or infill efforts due to needing large lots for septic fields. Buford Highway and Duluth Highway act as a major barriers, bisecting the District into disjointed portions. Commercial and retail along Buford Highway is characterized by a wide range of mid-size businesses and office locations. These commercial properties have been targeted for redevelopment and reinvestment in recent years. This is expected to continue, possibly at a faster pace than in recent years. Recent streetscape improvements along a portion of Buford Highway have improved aesthetics and safety.

Core Neighborhoods will continue to play an important role in anchoring adjoining Downtown within the city, while providing the community with a wide variety of housing types within walking distance of unique retail, recreation, and entertainment. Many different existing neighborhoods compose this District; each neighborhood has distinctive characteristics that should be celebrated through improved placemaking. There is great potential for infill and reinvestment within many of the maturing neighborhoods, but redevelopment should be balanced with preserving the qualities of the neighborhoods that have made them foundational to the prosperity of Duluth. Innovative residential infill can include accessory dwelling units, duplexes, and village townhome clusters on small lots. The preservation of historic or important buildings and landmarks should be a goal of the city. Offering density bonuses or some other incentive to save or rehabilitate these buildings should be a tool the city uses for historic preservation purposes. Future development will build off of the existing strong community culture and connected neighborhood fabric. Redevelopment and new residential should be developed using traditional neighborhood design principles, encouraging smaller lots and cottage-style homes with pedestrian-oriented street frontage.



RIGHT: The Core Neighborhood District is distinguished in orange/peach. The District surrounds the Downtown Core (red) and is bordered by various other character areas.

- Aspirations**
- Continue to explore possible street and pedestrian connections between neighborhoods and towards Downtown through land acquisition.
  - Encourage development to have 2000 living units within walking distance (.75 miles) of Downtown.
  - Update and adopt the Pinecrest Neighborhood Plan.
  - Update and adopt the Hill Community Neighborhood Plan.
  - Create and adopt Hall Circle Neighborhood Plan.
  - Identify redevelopment grants and incentives that would help reduce barriers in order to improve or to spur redevelopment in targeted neighborhoods.
  - Investigate policy changes that are aligned with the ARC's Lifelong Communities Initiative that would allow accessory dwelling units, promote infill housing, and reduce the minimum square footage requirements.
  - Begin streetscape and infrastructure improvements in preparation for neighborhood redevelopment. Specifically extending sewer along Hill Street to South Street. Extend Hill Street to South Street.
  - Eliminate dead end streets.
  - Add entrance to Hill Community from Duluth Highway.
  - Create an Infill Development Ordinance.



ABOVE: An aerial of the Buford Housing Authority on Main St. BELOW: Rendering of redevelopment possibilities. There is potential to redevelop underutilized properties with creative urban design and with higher density through an Infill Development Ordinance.



RIGHT TOP: Representative housing type character of the Pinecrest Neighborhood.  
RIGHT BOTTOM: Representative housing type character of the Willbrooke Neighborhood.





# Existing Urban Neighborhoods

**The Existing Urban Neighborhoods will be a high quality multi-family corridor with connection through multi-modal transportation to regional employment opportunities.**

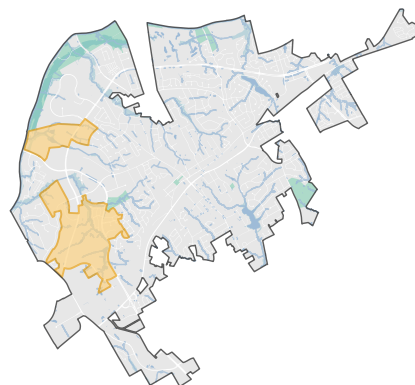
Concentrated along Peachtree Industrial Boulevard, an important regional artery, the multi-family attached dwellings that largely characterize the Existing Urban Neighborhoods are an important component of the City's housing stock. Mainly developed during the late 1980s and 1990s, the garden style apartments are a result of a construction boom that had a extensive regional impact in terms of multi-family housing. The existing garden style of the apartment complexes result in a lower density than newer apartment developments found within Duluth, like District at Duluth or the Heights at Sugarloaf.

The Existing Urban Neighborhoods will play an important role in supporting Duluth's regional employment centers, particularly those adjacent to the neighborhoods, by housing a large workforce in close proximity to the employment opportunities. These neighborhoods will be anchored by mixed-use neighborhood marketplaces, located at key intersections. As redevelopment of the residential complexes occurs, it is expected that density will increase. In order for the financing to work on these 30 year old complexes, a development will need to have at least as many units as it currently has on less acreage, to provide an opportunity for mixed-use with some number of townhomes, single family homes or non residential.

This district has the potential to be an interconnected, multi-modal residential hub within the City. The Western Gwinnett Bikeway, a 10 foot wide multi-use trail along Peachtree Industrial Boulevard, already extends throughout the district. The Peachtree Industrial Boulevard (PIB) Smart Corridor Project will be a key factor in improving vehicular traffic through the district. In addition, the Gwinnett County Transit Plan recommends several bus routes to traverse this area of the City, further increasing multi-modal connectivity. In light of this unique potential, transit-oriented development should be promoted during property redevelopment. When redeveloped, special emphasis on inter-parcel connectivity via streets and sidewalks should be promoted instead of having singular, disjointed developments.

## Aspirations

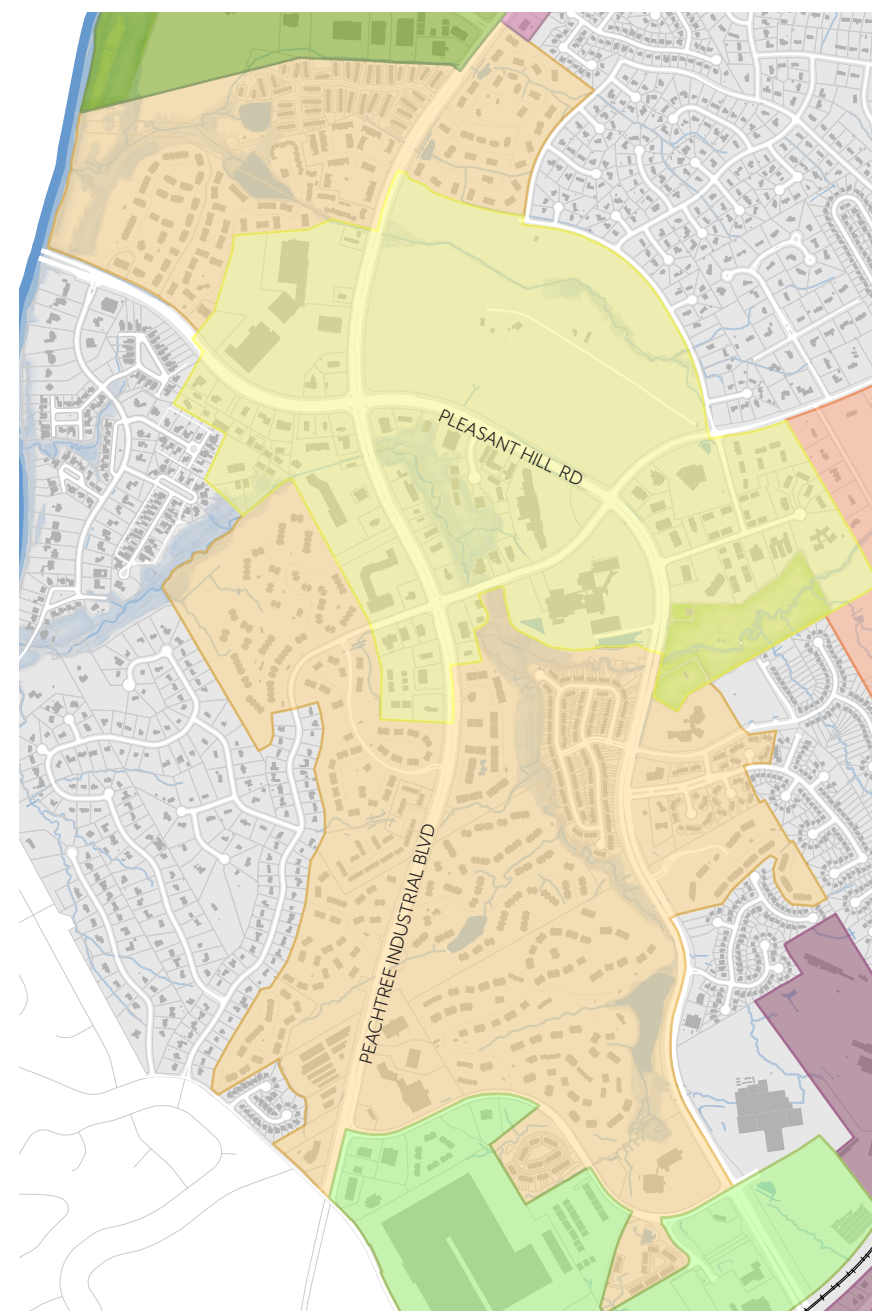
- Encourage redevelopment of older apartment complexes into mixed-use or mixed-residential developments with more units on less acreage to make it financially feasible.
- Actively enforce the Multi-Family Inspection Program.
- Explore future connectivity through transit options and improved pedestrian infrastructure.
- Continue to support the completion of the Western Gwinnett Bikeway.



BELOW: Former 1960's low density style apartments in the Lindbergh neighborhood of Atlanta before redevelopment. RIGHT: The Lindbergh site today. Current development features a mixture of apartments, townhomes, and single family homes making the area more dense while increasing home ownership. Due to development's density there was opportunity for additional mixed-use and retail.



ABOVE: A rendering of the Broadview Place Manor Neighborhood at Lindbergh City Center, part of the redevelopment of low density apartments.



ABOVE: A typical site plan for a garden style apartment complex in Duluth. Each apartment building is detached and isolated in the landscape from the other buildings. This site design is associated with a lack of community and safety. Many of the complexes in the Existing Urban Neighborhoods District is in this form.

LEFT: The Existing Urban Neighborhoods, shown in orange, surround the Medical Triangle District (yellow). Existing Urban Neighborhoods also share a substantial border with the River Green (dark green) and North Berkeley Industrial (lime green). Both Peachtree Industrial Boulevard and Pleasant Hill Road form important spines throughout the district.



# Chattahoochee Residential District

**The Chattahoochee Residential District will be the City's premier residential district for large lot, executive style homes.**

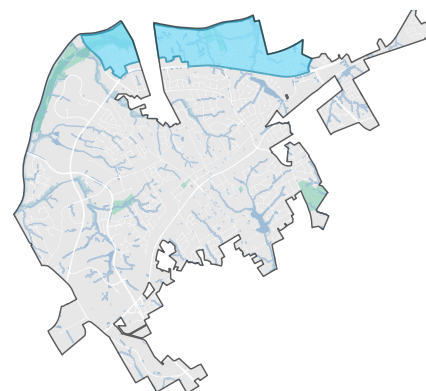
The Chattahoochee Residential District is made up of existing neighborhoods and large tracts of land that have large lot residential potential. Located between Peachtree Industrial Boulevard and the Chattahoochee River, this area provides great vehicular accessibility as well as great natural amenities. Rogers Bridge Park and the Chattapoochee Dog Park are located in this character area in addition to the Chattahoochee River. This district also benefits from the Western Gwinnett Bikeway that follows Peachtree Industrial Boulevard. The existing neighborhoods range in housing styles and price points.

The large property located on Rogers Bridge Road, known as the "Milam Property" was rezoned in 2015 to allow for 77 executive homes. For years, city staff and officials have heard from the community that there is a lack of executive style homes in Duluth. The Milam Property and the properties that are currently golf courses provide the best opportunity to fill that need. The golf course properties total roughly 140 acres. There are a number of streams and ponds, as well as wetlands, present on the property. The property is also located within the 2,000 foot Metropolitan River Protection corridor which limits the amount of impervious surface a development can include. It should be noted that the golf courses are currently zoned for commercial uses only. If the golf courses are rezoned to allow for residential, the neighborhood should provide executive style homes on estate lots adjacent to the Chattahoochee River. Estate sized lots are considered to be 100-130 feet wide to allow for side entry three car garages as well as large enough to contain homes over 3,000 square feet in size with 5 or more bedrooms.

Apartments are inappropriate and should be prohibited within this Character Area. As a policy, apartments should be located closer to activity nodes where the City desires to increase density, such as Downtown. This Character Area should remain single family in nature with single family detached homes and townhomes.

## Aspirations

- Provide much needed estate style executive housing .
- Continue to pursue and identify multi-use trail connections along the Chattahoochee River and preservation of greenspace.
- Construct Rogers Bridge multi-use bridge connecting to Johns Creek.



ABOVE: Rendering of proposed reconstructed Rogers Bridge across the Chattahoochee River to Johns Creek.



ABOVE: Castlemaine Neighborhood, north of Peachtree Industrial Boulevard, is an example of executive style housing appropriate in this district.



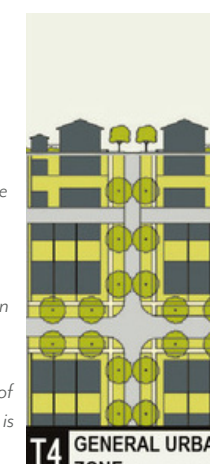
New development should transition into a riparian buffer as it approaches the Chattahoochee River. Passive recreational uses are allowed. Care should be given to preserve and protect these areas.



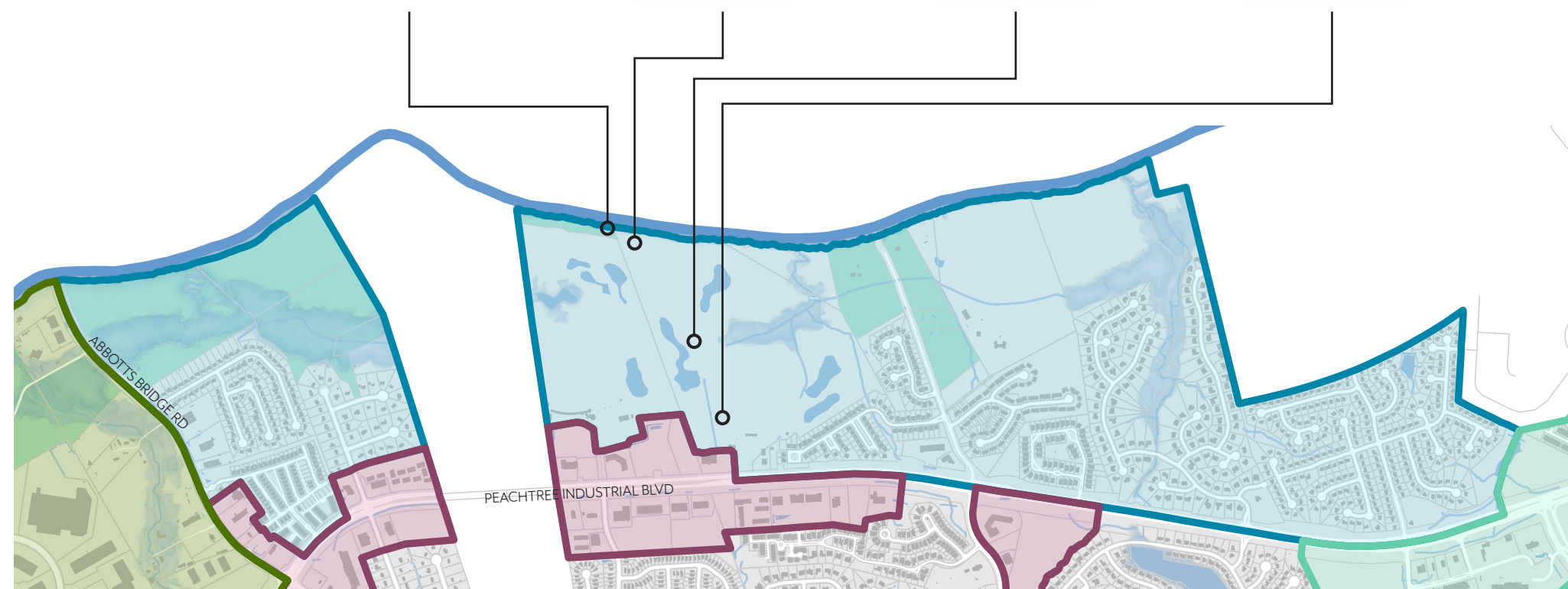
Stepping back from the River, development closest to the natural zone should be more rural in nature. Large lot residential development is appropriate to protect the natural functions of this low lying land.



Residential density begins to increase the closer development gets to Peachtree Industrial Boulevard. Streets may transition into becoming more gridded and connected. A range of medium to small lots is appropriate.



New development closest to Peachtree Industrial Boulevard should be of greater density. Both commercial and residential, or mixed use, development is appropriate. Streets should be well connected.



RIGHT: The Chattahoochee Residential District (blue) is bordered by the Chattahoochee River and the Peachtree Retail Corridor (purple), River Green Employment District (green), and Sugarloaf District (teal).



# Established Neighborhoods

**Established Neighborhoods will continue to be the backbone of Duluth's residential community.**

Established Neighborhoods, where a large portion of our community lives, present residents a wide range of housing options. Established Neighborhoods offer residents a high standard of family living near all of the amenities and employment that Duluth has to offer and with close proximity to regional connectors like Peachtree Industrial Boulevard, Buford Highway and Pleasant Hill Road. Ranging from traditional suburban neighborhoods to more walkable and community centered town-home developments, a variety of housing types and price ranges gives a wide variety of people across income levels, age groups and other social strata the opportunity to live in Duluth. The longevity of these neighborhoods is supported by high quality schools and world class parks.

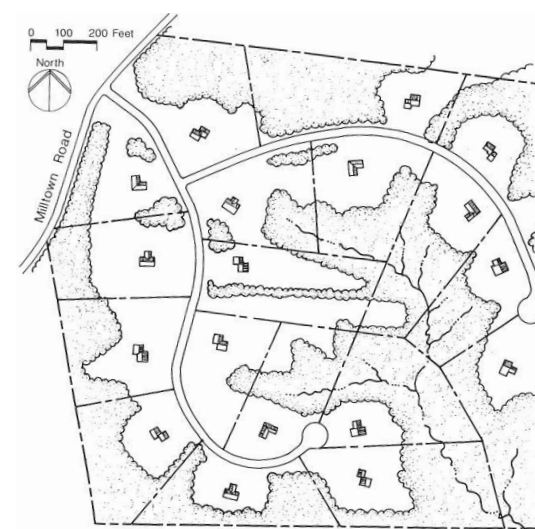
Conventional suburban neighborhoods, like Riverbrooke and Norman Downes, are characterized by single family, detached housing with large setbacks, curvilinear streets and cul-de-sacs. Transportation is dependent on automobile access and most homes have front entry garages that are typically visible from the street. Residents who value privacy, private yards, and proximity to schools and parks may be drawn to these neighborhoods. Traditional neighborhoods developments, like Crestwell and River's Edge, are characterized by a compact urban design that prioritizes walkability and greenspace. They contain a network of connected streets with sidewalks and street trees to facilitate pleasant, convenient and safe movement throughout neighborhoods. Transportation within the development is focused on the pedestrian over the automobile and the integration of parks and public spaces into the development create landmarks and a strong sense of place.

It is not anticipated that there will be much redevelopment or new development within these neighborhoods due to their "built-out" nature. Policy and vision implementation measures for Established Neighborhoods should be focused on maintaining and preserving the stability and quality of the neighborhoods.

## Conventional Suburban Development



ABOVE: Street view of Norman Downes Neighborhood

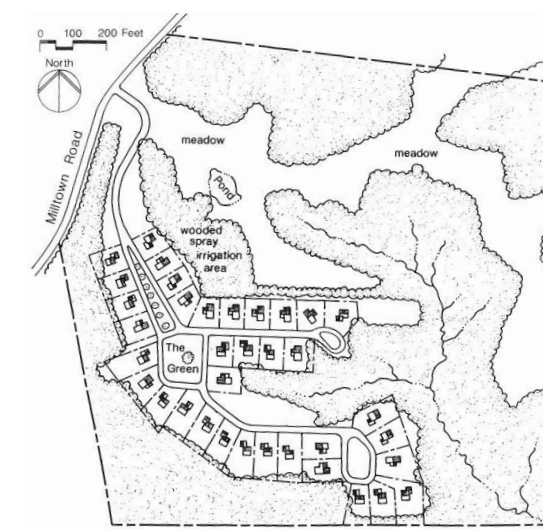


LEFT: The graphic illustrates the urban form of a conventional suburban neighborhood. Curvilinear streets terminate at a cul-de-sac. Greenspace is primarily privatized and conserved through large lots.

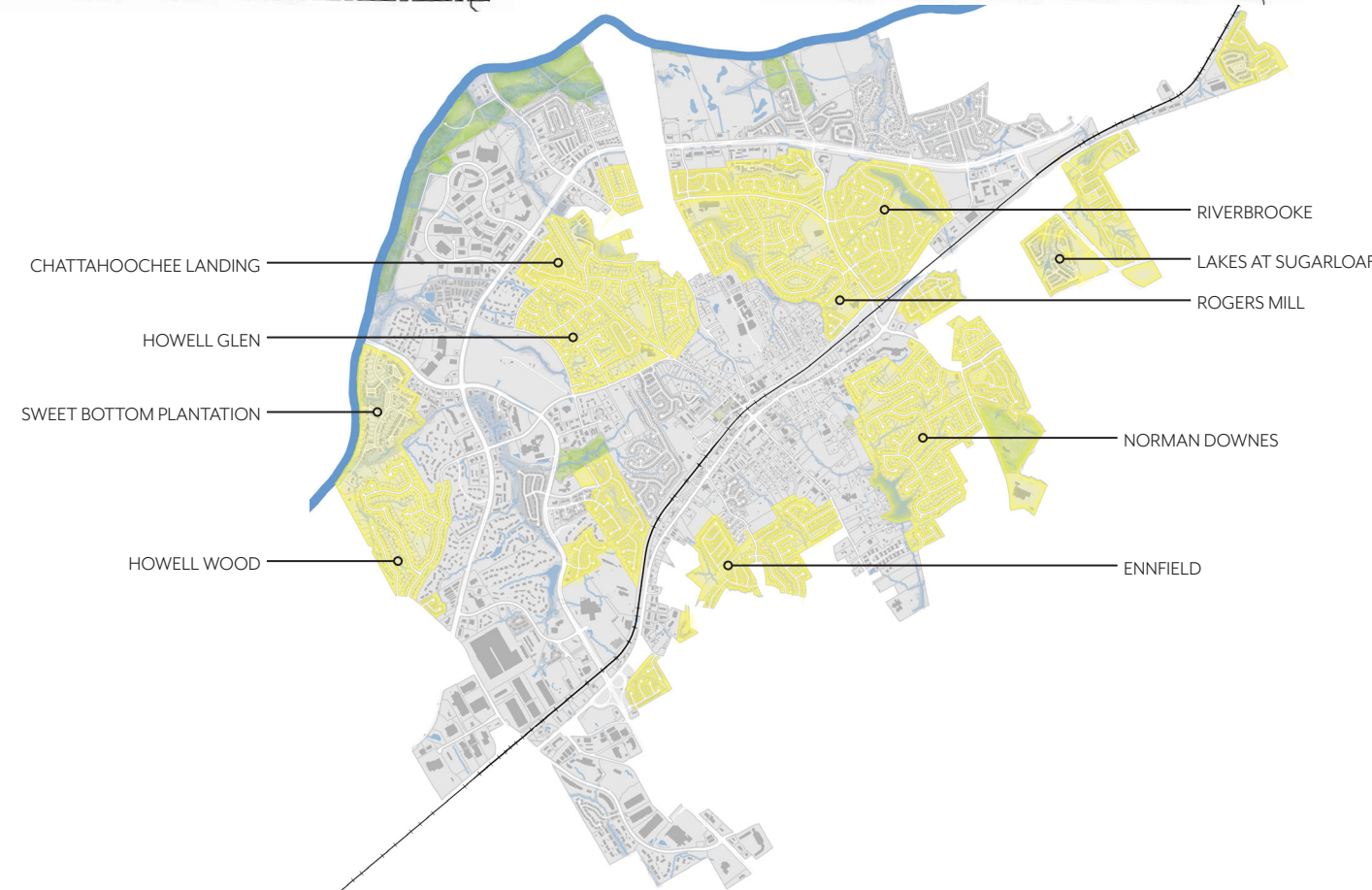
## Traditional Neighborhood Development



ABOVE: Crestwell Neighborhood



LEFT: The graphic illustrates the urban form of a traditional neighborhood within the same landscape as the previous graphic. Streets are connected or terminate at a common greenspace. Property lots are small to promote community and conservation.



### Aspirations

- Identify opportunities to increase walkability and connectivity through possible street and pedestrian connections between neighborhoods.
- Promote property upkeep and maintenance through effective code compliance and the Duluth N.O.W. program.
- Maintain a high level of owner occupancy.
- Explore policy changes that are aligned with the ARC's Lifelong Communities Initiative that would support "aging in place" through accessory dwelling units and improved pedestrian connectivity.
- Continue streetscape and infrastructure improvements in aging developments. Prioritize the expansion of sewer lines into under-served neighborhoods.



# Sugarloaf Activity District

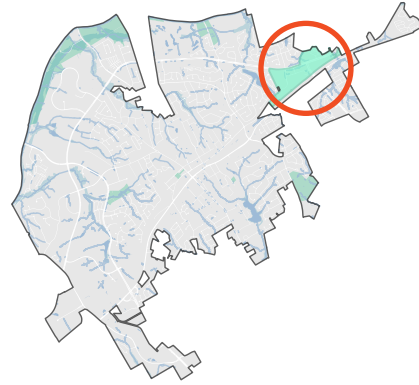
**The Sugarloaf Activity District will be a connected, yet self-sufficient, activity center consisting of retail, office and a variety of residential types serving as a northern gateway into the City.**

The Sugarloaf Activity District functions as a mixed-use node of commercial and residential uses with strong connections to the Downtown Core and the wider region. This District has experienced great success since the completion of the Sugarloaf Market mixed-use development in 2016. There remains the potential for development within the District. The large 15 acre parcel at the corner of Main Street (formerly Chattahoochee Drive) and Peachtree Industrial Boulevard is planned to be a mixed-use development with retail, office, and age-restricted apartments. A 4.5 acre tract of wooded land at the bend on Main Street will be developed into a New Urbanist townhome community.

As an important gateway into the city, future development should be held to high architectural and design standards. While not developed as one large Planned Unit Development, the architecture of the area should compliment each other through some common combination of landscaping, materials, color or architectural style. As the Sugarloaf Activity District continues to develop, traditional town center standards should be prioritized. Buildings fronting tree-lined streets with parking-in-the-back are design standards that are essential for future development to fit within the character of the District. Though the Sugarloaf Activity District is a node of urbanity within the wider suburban context of Duluth, this District should not be seen as in conflict or competition with the Downtown Core. The District should continue to be developed in a way that gives it a unique sense of place, separate from other center of activities within Duluth.

## Aspirations

- Promote office or residential development on the undeveloped, triangular-shaped property on Peachtree Industrial Boulevard.
- Encourage the transition from light industrial uses to commercial/retail/office uses along Main Street.
- Continue the construction of the Main Street Trail.
- Enhance crosswalk on Peachtree Industrial Boulevard to better safely connect neighborhoods on the north side of PIB to commercial developments and Main Street trail across the street.
- Explore creating a common theme or brand for the area through signage, markers and public art.

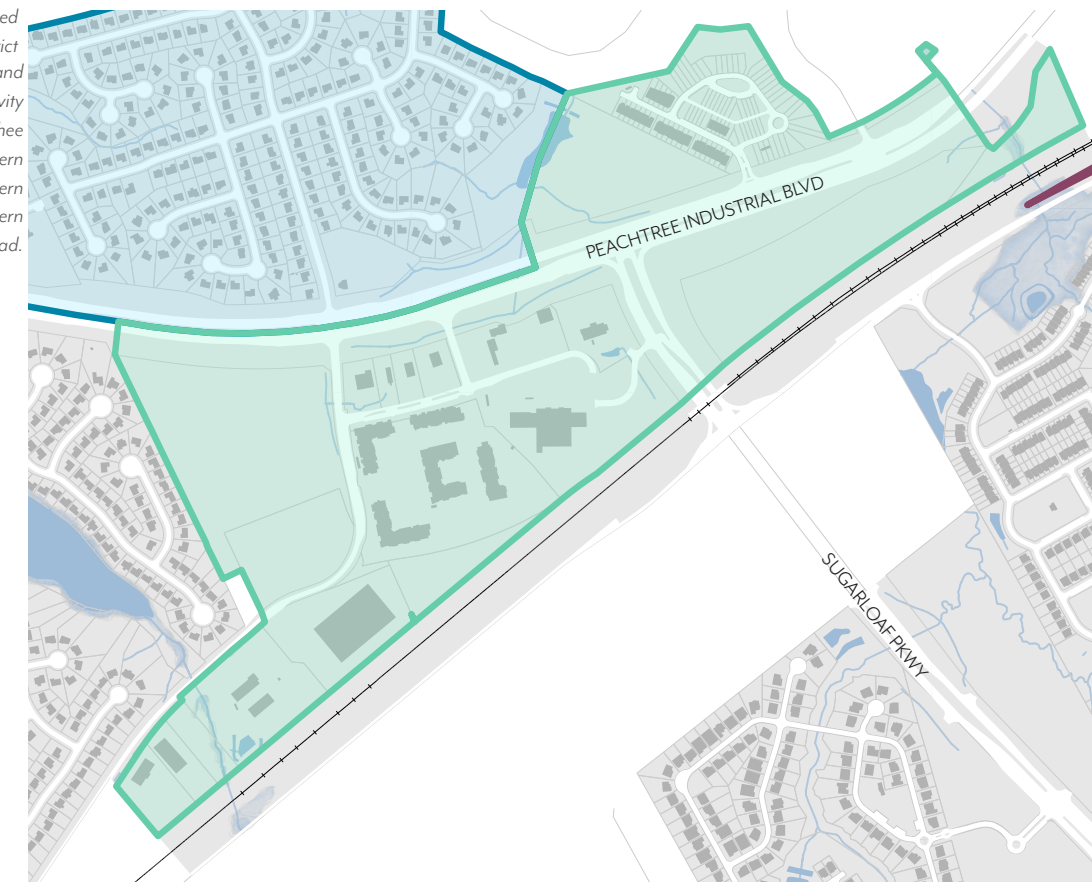


LEFT: Proposed rendering of development at the corner of P.I.B. and Main Street, known as Marketplace Village.

BELOW: Heights at Sugarloaf luxury apartment development



ABOVE: Existing pedestrian oriented streetscape in the Sugarloaf Activity District  
RIGHT: Located at and around the P.I.B. and Sugarloaf intersection, the Sugarloaf Activity District is shown in teal. The Chattahoochee Residential District (blue) shares a northern border with the District, while the southern border is formed by the Norfolk Southern Railroad.





# River Green Employment District

**River Green will continue to be an economic engine for the city, serving as a major regional distribution and office hub.**

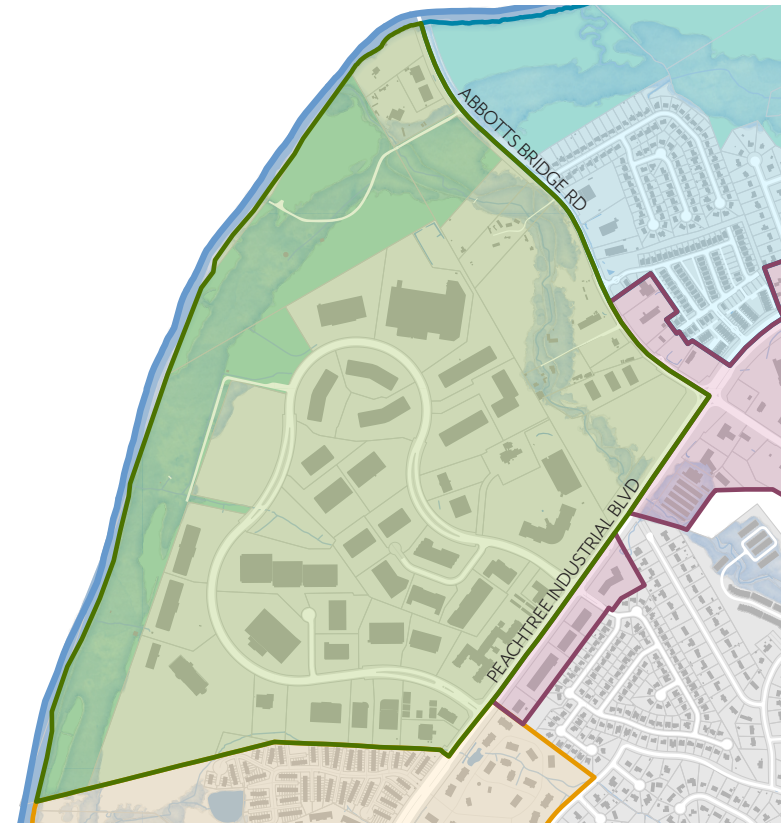
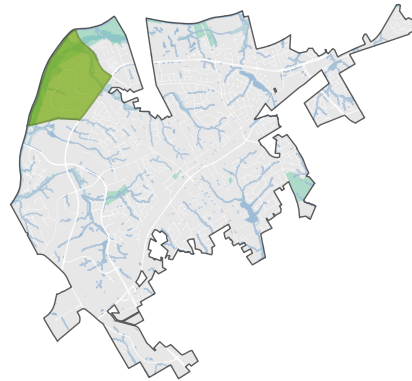
River Green is the City's major employment district. The business park is filled with large office warehouse buildings. With the recent construction of a 155,000 square foot office warehouse located near the entrance to Scott Hudgens Park, the business park is essentially built out. It is not anticipated that there will be much new development or redevelopment within the business park.

The area with the most redevelopment opportunity is along Abbotts Bridge Road between Peachtree Industrial Boulevard (PIB) and the Chattahoochee River. This area currently contains some small warehouses, a used car dealership and some other relatively small buildings. Potential future redevelopment is constrained by environmental regulations. There is a stream and floodplain that parallels Abbotts Bridge Road and a large tract of protected land owned by the Federal government adjacent to the Abbotts Bridge Recreation Area. Due to these restrictions, not all of the undeveloped land in this area is developable. The high intensity industrial uses located on Abbotts Bridge Rd at the city limits are undesirable in terms of environmental protection and community aesthetics. Redevelopment of these properties into one larger property with a single user would be beneficial to the city. A third entrance to the River Green business park from S.R. 120 could however be constructed within this area and would relieve congestion at the PIB entrances during rush hour. Another potential solution to improve the congestion in the area may be to continue River Green Parkway across PIB to Howell Mead Drive and signalize the intersection on PIB.

During the previous economic downturn, institutional and public assembly uses were located in this district. These uses are not compatible with the character of this district and should be prohibited. As units turnover, staff will promote office and light industrial uses.

## Aspirations

- Continue to work with property owners and brokers to keep occupancy rates high within the River Green business park.
- Explore feasibility of adding an entrance to the business park directly accessing Abbotts Bridge Road.
- Encourage land combination of smaller older properties on Abbotts Bridge Road.
- Continue upgrading and improving City owned and City leased park land.
- Explore connecting Rivergreen Parkway to Howell Mead Drive.



LEFT: Located at the corner of Peachtree Industrial Boulevard and Abbotts Bridge Road, the River Green District (green) is adjacent to the Peachtree Retail Corridor (purple), Existing Urban Neighborhoods (orange), and the Chattahoochee Residential District (blue).

BELOW: Scott Hudgens Park, an asset to the River Green Employment District and the City as a whole.



ABOVE: The AGCO building within the River Green Employment District.

LEFT: Proposed street connection within the River Green Employment District. This street connection, linking River Green Parkway and Abbotts Bridge Road, creates a much needed safer option for River Green employees to exit at a street signal intersection onto Abbotts Bridge.



# Medical Triangle District

**The Medical Triangle will serve as a large medical and office center for Gwinnett County and the City with multiple new Class-A medical and office buildings. It will be a regional center of activity, but supported locally by nearby mixed-use developments on redeveloped commercial properties.**

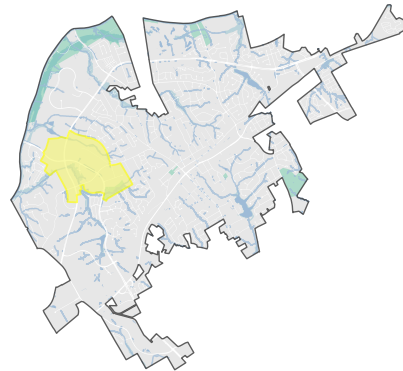
The Medical District, anchored by the Gwinnett Medical-Duluth Campus, is located on corner of the Howell Ferry Road and Pleasant Hill Road intersection. The former Ingles shopping center is owned by Gwinnett Medical, and when redeveloped, will be a catalyst for the area. There are also a large number of medical offices on Duluth Park Lane and McClure Bridge Road. These offices are generally one or two story buildings in an office park setting. The Post Office is located within this district occupying a roughly 6.5 acre parcel on the corner of McClure Bridge Road and Postal Drive. This District also contains the current Duluth branch of the Gwinnett County Library. Due to the relocation of the Library to the Downtown Core, this building will likely be adaptively reused into a medical facility. The large, 110 acre property, locally known as the “Hudgens’ Property,” is located within this District.

The redevelopment of the Ingles shopping center is extremely important in cementing this area as a regional medical district. The property is large enough to house a large medical building or a number of small buildings in a campus setting. The addition of a large quantity of medical office spaces can spur other office redevelopment on neighboring properties. The automotive uses in this character area should be encouraged to redevelop into office or retail uses.

The Hudgens property is currently zoned C-2 (General Business District) which allows most commercial uses. Council and staff have expressed that the site should not be developed in a way most commonly associated with large commercial developments - large building footprints with large expanses of parking areas. The site is over 100 acres, large enough to develop it as a mixed use development with housing, office and limited retail uses. There is a stream on the site that could be the natural boundary of the non-residential and residential uses.

The Kroger/LA Fitness shopping center could be redeveloped as a mixed use development with office, retail, and/or residential uses. There is currently a large amount of unused parking that could be better utilized as smaller retail buildings, or possibly residential, through the development of outparcels.

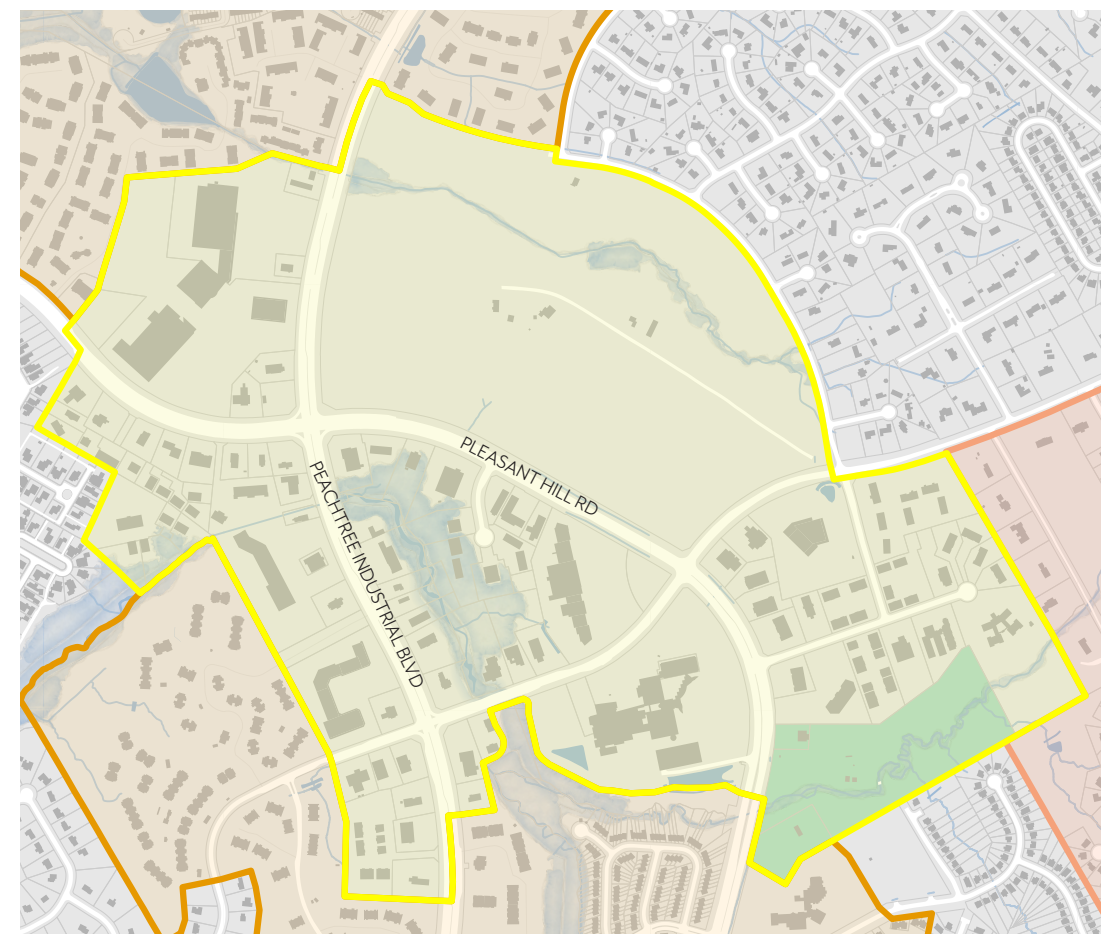
FEMA published updated floodplain maps in 2013. These maps included changes to the 100-year floodplain. In some cases the floodplain was reduced and in other instances it was enlarged. One of the areas where the floodplain grew was near the Peachtree Industrial Boulevard and Pleasant Hill Road intersection. As a result of this change, buildings that were constructed outside the floodplain are now located within it. The City should explore using FEMA funds to purchase some of the affected parcels for conservation purposes or for a potential regional detention pond.



LEFT: Gwinnett Medical Center, Duluth Campus  
BELOW: In its current blighted state, the old Pleasant Hill Ingles development is an eye-sore for the community. Future development of the site has the potential to serve as a catalyst for greater redevelopment throughout the Medical Triangle District and the other districts along Pleasant Hill Road.

## Aspirations

- Create a small area plan for the property known as the “Hudgens Property”.
- Continue code compliance efforts on the old Ingles shopping center until Gwinnett Medical builds medical facility.
- Redevelop the Krogers shopping center into a mixed-use center with office, retail and/or residential uses.
- Encourage the transition of auto related commercial buildings into office buildings through redevelopment.
- Investigate using FEMA funding to acquire property located within the 100 year floodplain for the construction of a regional detention pond or for conservation.



RIGHT: The Medical Triangle District, identified in yellow, is enveloped by the Existing Urban Neighborhood District (orange). The Core Neighborhood District (peach) and Established Neighborhoods (grey) also share borders with the Medical Triangle.



# North Berkeley Industrial District

**The North Berkeley Industrial District will continue to be an industrial employment center with the capacity for large industrial endeavors.**

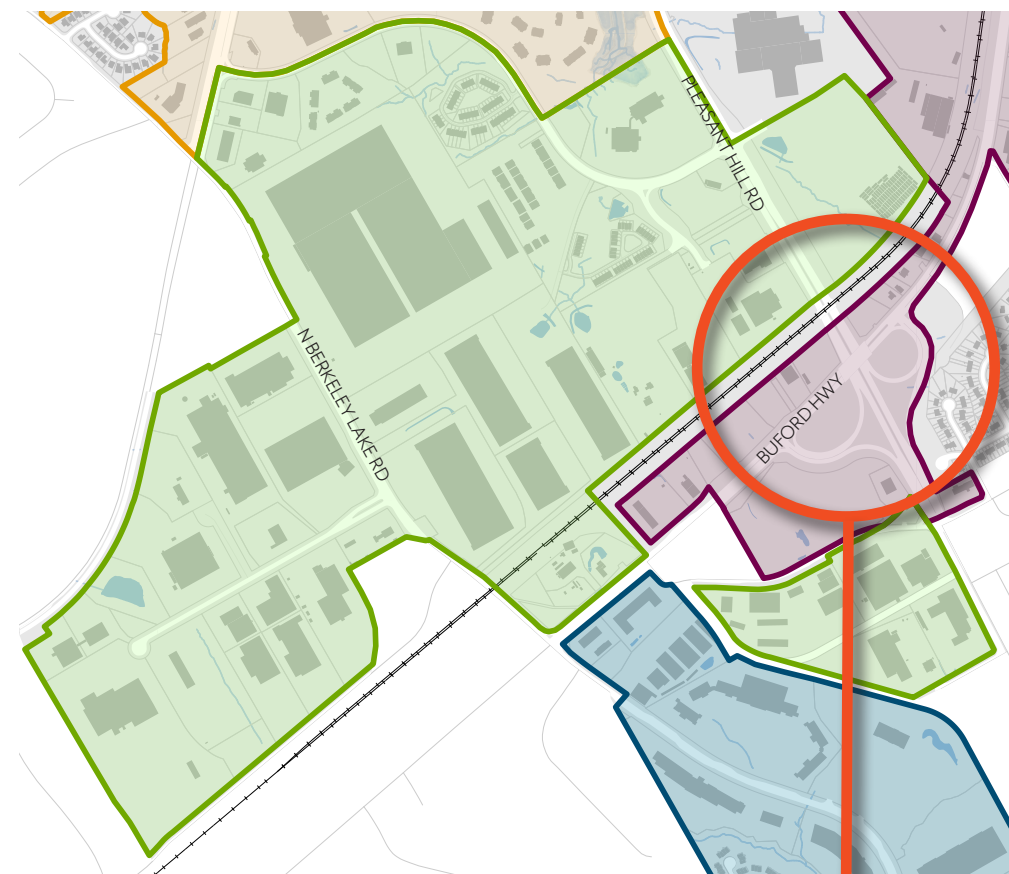
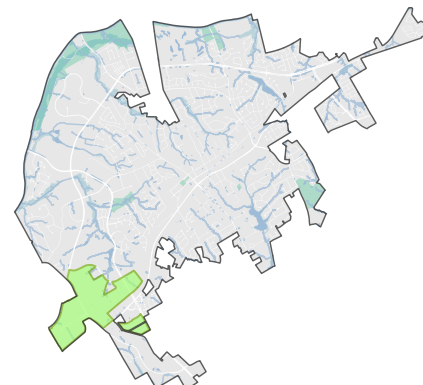
The North Berkeley Industrial District is the City's main industrial district. Several large companies, which employ many people, are located within this Character Area. This District is characterized by large industrial and distribution buildings situated on large parcels. This is the only area in the city where the M-2 (Heavy Industrial District) zoning district is present and therefore contains some of the most intensive industrial uses. The District is bound to the east by Buford Highway and to the west by Peachtree Industrial Boulevard. These major corridors connect the area to metro-Atlanta as well as to I-285 for shipping and distribution needs. Pleasant Hill Road and North Berkeley Lake Road provide quick and easy access to I-85. Some of the properties in this area also have rail spurs that feed directly onto the Norfolk Southern railroad giving another option for shipping and receiving.

There is little change anticipated in this area in terms of new industrial developments as most of the developable land is currently occupied. However, the Gwinnett County Transit Plan recommends several bus routes to traverse through this area of the City. Local route 25 will run directly through this area connecting River Green to the Gwinnett Place Transit Center. Rapid route 200 also runs through this area connecting Downtown Duluth to the Doraville MARTA station. Finally, Bus Rapid Transit (BRT) route 203 runs along Pleasant Hill Road to Summit Ridge Parkway connecting the Gwinnett Place Transit Center to the Peachtree Corners Transit Center. These BRT routes have the potential to spur development near and around stops and transfer points. The properties along Summit Ridge Parkway may become targeted for reinvestment and redevelopment due to the availability of transit.

The Pleasant Hill and Buford Highway interchange will become significantly more important with the implementation of the Gwinnett Transit Plan. The bus lines that run along Pleasant Hill Road in this location can take residents to the Doraville MARTA and to the Gwinnett Place Transit Center which may also have a MARTA rail stop. There is a great opportunity to redevelop the currently undeveloped interchange area into a park-and-ride parking garage or into a transit oriented development (TOD).

## Aspirations

- Work with property owners and brokers to maintain high levels of occupancy in the existing industrial and distribution facilities.
- Encourage redevelopment of the large apartment complex and other properties on Summit Ridge Parkway into dense, mixed-use developments with office and both owner and renter occupied residential.
- Encourage the development of a Duluth transportation hub around the Buford Highway and Pleasant Hill Road interchange.



LEFT: The North Berkeley Industrial District (green) primarily shares a border with Buford Highway South District (purple) and Existing Urban Neighborhoods (orange). The North Berkeley International Village (blue) is to the south east. To the west of the North Berkeley Industrial District is Peachtree Corners corporate limits and Gwinnett County.

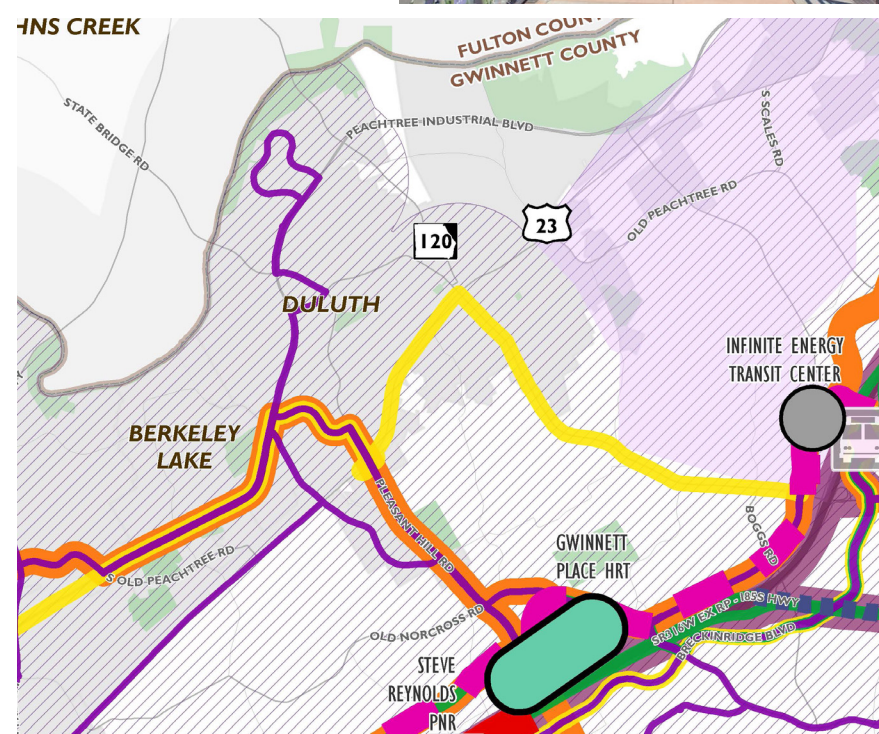


ABOVE: Typical industrial development along North Berkeley Lake Road and Blue Ridge Industrial Parkway.



ABOVE: A Gwinnett Xpress park-and-ride stop.

RIGHT: A Bus Rapid Transit (BRT) station in Atlanta. There is opportunity to capitalize on the Gwinnett County Transit Plan at the Pleasant Hill-Buford Highway interchange by promoting transit-oriented development and innovative public transit solutions.



LEFT: Connect Gwinnett, Gwinnett County's comprehensive short and long term transit plan, identifies a local bus route and a bus rapid transit route that will impact future development of the North Berkeley Industrial District. Transit routes run along Pleasant Hill Rd, Summit Ridge Pkwy, and P.I.B. The location of these routes suggests that future development in the vicinity take advantage of the strategic interchange and potential connections.

## OVERALL SYSTEM: LONG-RANGE PHASE II

- |   |                            |
|---|----------------------------|
| HEAVY RAIL TRANSIT                      | HEAVY RAIL TRANSIT OPTION* |
| BUS RAPID TRANSIT (BRT)                 | LIGHT RAIL TRANSIT OPTION* |
| RAPID BUS CORRIDOR                      | EXISTING PARK-AND-RIDE     |
| RAPID-LIKE CORRIDOR IMPROVEMENTS        | FUTURE PARK-AND-RIDE       |
| 316 MANAGED LANES                       | PARATRANSIT SERVICE AREAS  |
| EXPRESS COMMUTER BUS                    | FLEX SERVICE ZONES         |
| DIRECT CONNECT                          | MULTIMODAL HUB             |
| LOCAL ROUTE                             | HEAVY RAIL STATION         |
| EXISTING RAIL SERVICE                   | TRANSIT CENTERS            |
| EXISTING BUS SERVICE (OUTSIDE GWINNETT) | DORAVILLE STATION          |
| EXISTING RAIL STATION                   |                            |

\*FUTURE HIGH-CAPACITY OPTIONS ASSUME EITHER AN EXTENSION OF HEAVY RAIL TRANSIT OR A CONVERSION OF BUS RAPID TRANSIT TO LIGHT RAIL TRANSIT



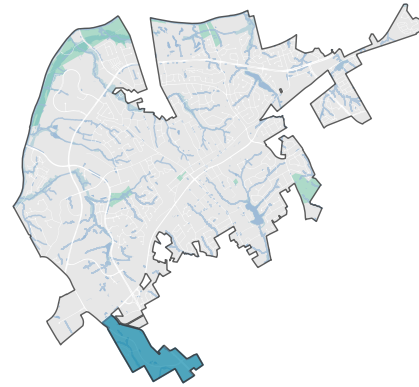
# North Berkeley International Village

**North Berkeley International Village will continue to be a magnet for small and medium sized minority and internationally owned businesses targeting Duluth's diverse community.**

The North Berkeley International Village is the most diverse character area in terms of land uses. There are large shopping centers, smaller strip centers, residential - both rental and owner-occupied, industrial uses and offices uses. Most of the commercial businesses in the character area are owned by international and minority residents giving the area a unique feel. The Duluth International Village shopping center is almost exclusively Asian-owned businesses, as is the Park Village shopping center on Pleasant Hill Road. These shopping centers both have high occupancies rates.

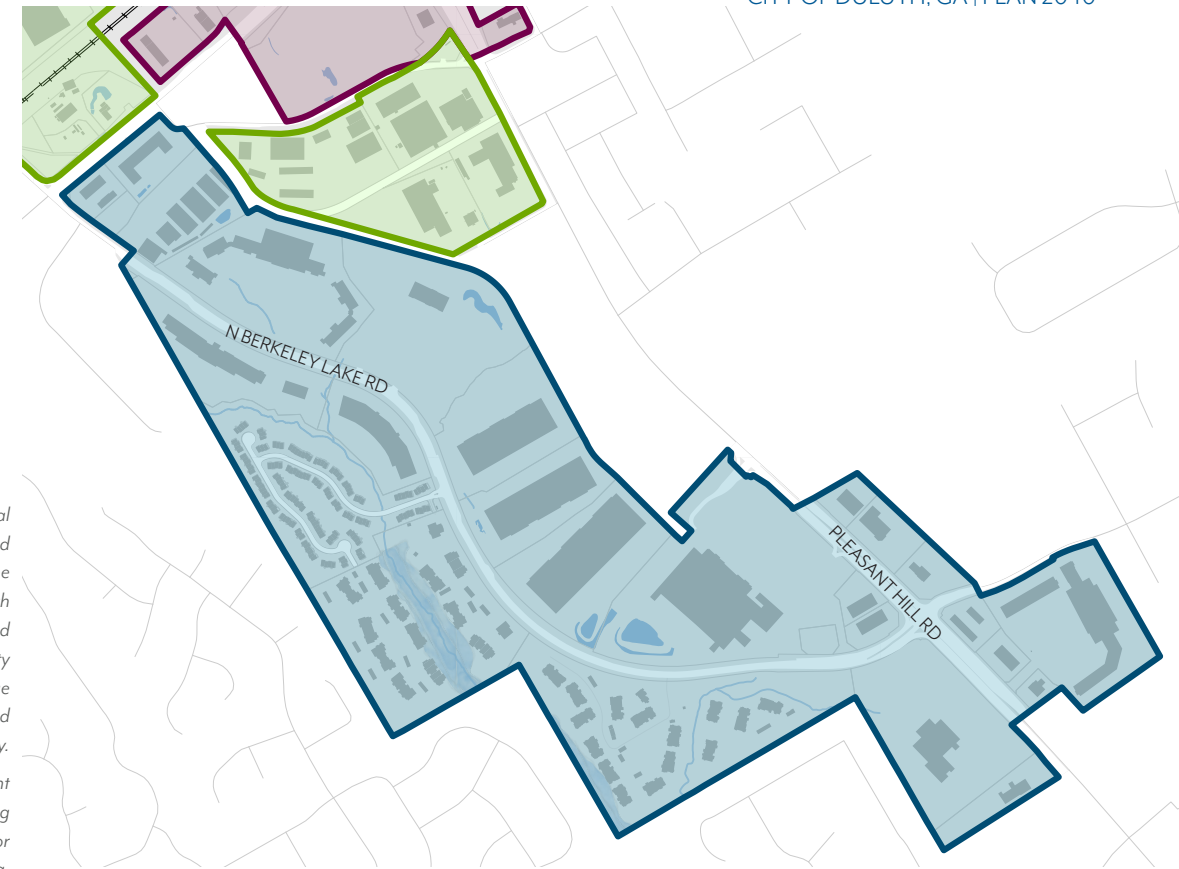
The biggest opportunity for development and redevelop is located on the property that is currently occupied with a vacant seven story office building. The property is zoned PUD and has an approved site plan. The tower has never been occupied since it was constructed. The property could see its value increase with improvements being made to nearby Gwinnett Place in addition to the development of the Gwinnett Place Transit Center. Any development that is inconsistent with the approved PUD would have to go through the rezoning process. A mixed-use development with office, retail and distribution could be successful in this location.

The Walmart shopping center also has redevelopment potential. Walmart has announced that it is beginning to look to redevelop sites into mixed-use villages with other retailers and residential uses. The site currently contains a large amount of parking that is either unused or undesirably used for tractor trailer parking.



RIGHT: The North Berkeley International Village (blue) shares a border with Buford Highway South District (purple) and the North Berkeley Industrial District (green), both located to the north of the Village. Located at the most southern spur of the Duluth city limits, the North Berkeley International Village primarily shares a border with unincorporated Gwinnett County.

BELOW: The Duluth Walmart on Pleasant Hill Rd. This building is over-parked, resulting in 18-wheelers using the empty lot for overnight parking.



ABOVE: H-Mart, a national grocery store that caters to the Asian community, is located at the Pleasant Hill-N Berkeley Lake intersection.

LEFT: Though in its current state an eyesore, the vacant seven story office building and undeveloped site pads present great opportunity for the City to encourage a high quality, well designed mixed-use development in the future.

## Aspirations

- Work with the owner of the 7 story tower to rezone and redevelop the property into mixed-use development.
- Explore opportunities to amend the municipal boundary as appropriate.
- Encourage the Walmart shopping center to redevelop by reducing large areas of unused parking lots into out-parcels suitable for a mixture of uses.
- Continue working with the Southeast U.S. Korean Chamber of Commerce and other international organizations to market the area and to keep occupancy levels high in the multi-tenant commercial buildings.

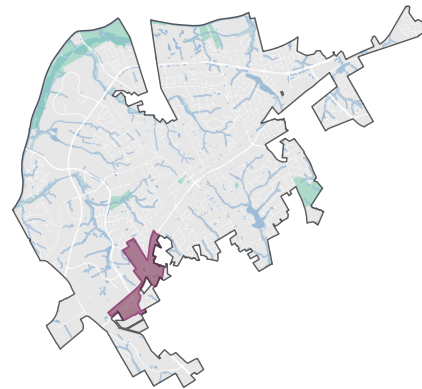


# Buford Highway South Corridor

**Buford Highway South Corridor will be an attractive gateway that serves the automotive and home repair needs of the community.**

The Buford Highway South Corridor is currently a collection of older, small buildings that have converted into automotive sales and service establishments. These uses, while sometimes not aesthetically pleasing, are necessary for Duluth to be a full service city. In addition to the automotive uses along Buford Highway there are some industrial uses located in the industrial park known as Four Wheel Drive. As identified in the Buford Highway Corridor Redevelopment Plan, large scale redevelopment in this corridor is difficult due to multiple constraints. For instance, the Norfolk Southern right-of-way and Buford Highway right-of-way are both very wide, and because of that, the parcels on the west side of Buford Highway are much smaller than they may appear thus making it very difficult for anything besides small buildings to be constructed. For a long stretch along Buford Highway the rights-of-way converge, leaving no room for developable land. The availability of sewer is very limited in this area, making it very difficult for any substantial building to be constructed. There is a substantial power line easement running along the east side of Buford Highway in this area. On the east side of Buford Highway the parcels are also small, the natural topography and the city limits limits redevelopment instead of the railroad. In some stretches of Buford Highway, the city limit is only roughly 200 feet from the road.

With continued efforts from the Code Compliance Division, the aesthetics in the Buford Highway South Corridor will continue to improve. Any sort of desired redevelopment in the Buford Highway South Corridor will likely take a land consolidation of multiple properties. The parcels as subdivided today are too small for any sort of major redevelopment. The largest parcels with the best possibility of redevelopment in this Character Area are those surrounding the Pleasant Hill Road interchange. With forward-looking consideration of the Gwinnett County Transit Plan, these parcels could be redeveloped or developed into park-and-rides with the transit routes passing through or transit oriented developments that capitalize on the nearby transit options.

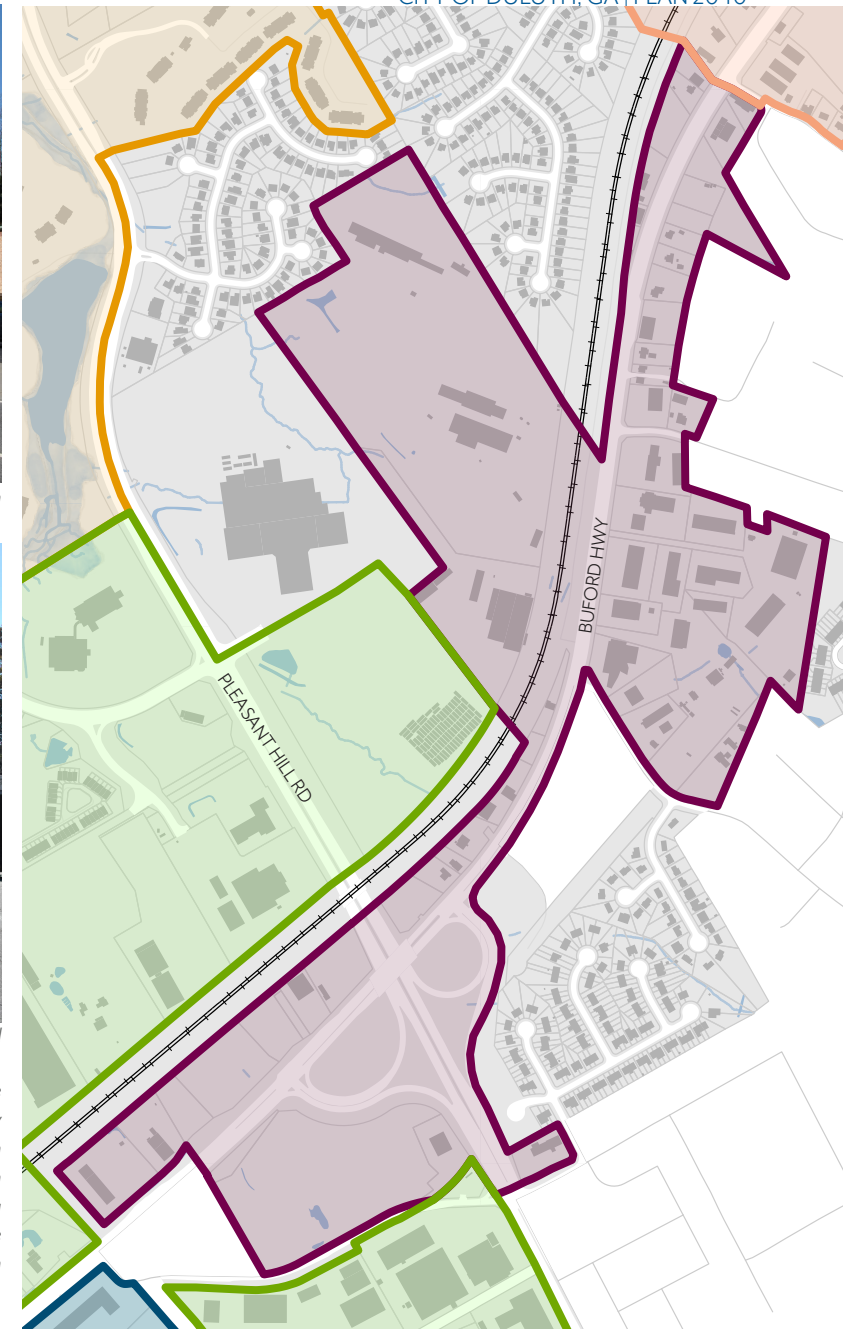


BELOW: A typical street view driving south down Buford Hwy.



ABOVE: Auto-centric services dominate the land use in the Buford Highway South Corridor.

RIGHT: Extending along State Route 23, the South Buford Highway Corridor is represented in purple. South Buford Highway bisects the North Berkeley Industrial District, Existing Urban Neighborhoods, and the Core Neighborhoods District. The eastern side of the District follows the city limits.



## Aspirations

- Continue code compliance efforts in the area to improve area aesthetics.
- Work with property owners and brokers in order to encourage land assemblies to make redevelopment possible.
- Explore feasibility of a linear park or multi-use path on western side of Buford Highway where redevelopment is unlikely due to site constraints.
- Analyze annexation opportunities near Pleasant Hill Road interchange.

RIGHT: Rendering of potential streetscape improvements along Buford Highway from the Buford Highway Corridor Study (2010). Streetscape improvements in this District should be focused on improving aesthetics and pedestrian safety through landscaping.





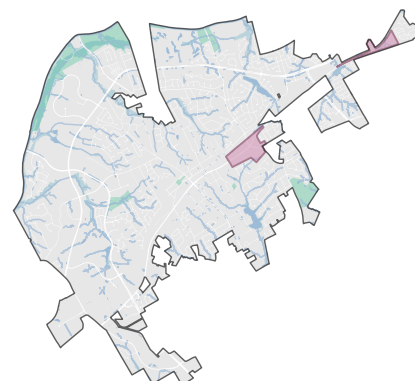
# Buford Highway North Corridor

**The Buford Highway North Corridor will be the commercial and office gateway into Downtown Duluth lined with office and mixed-use developments that generally get more dense closer to Downtown.**

The Buford Highway North Corridor is currently developed in a typical suburban pattern. There are individual stand-alone commercial establishments as well as strip commercial centers and a large grocery store anchored shopping center. There are, however, a number of establishments that may be better suited for a more industrial setting such as warehouses, rock yards, towing companies, etc. Many of these establishments were developed in the 1980's long before Duluth was a bustling city. These establishments are also located between Downtown and the Buford Highway and Rogers Bridge/Old Peachtree intersection where retail and commercial use resume, creating a disjointed commercial corridor.

The properties that currently contain warehouses are large enough to contain medium sized office and retail buildings. Potential future development can utilize the naturally occurring slope as a way to screen parking by placing the parking behind and below the buildings fronting the street. As the retail industry moves away from large grocery store anchored shopping centers, there is tremendous redevelopment opportunity at the Duluth Station shopping center. Duluth Station and the surrounding commercial properties have experienced high levels of vacancies for an extended period of time. This can be attributed to a lack of visibility as well as difficult ingress and egress from the properties. A mixed-use center with retail and residential uses could be a great improvement in the area but using the under-used parking as commercial out parcels. There is also an opportunity for a mixed-use development on the undeveloped corner of Buford Highway and Rogers Bridge Road.

There is a large amount of land along Buford Highway, north of the Cresswell neighborhood that is currently located in unincorporated Gwinnett County. This area is mostly large lot residential but there are also non-residential uses as well. As development pressure continues to rise, it is expected that this area will be targeted by developers due to its location between two quality cities and its easy access to I-85. In order to have influence on the development of this area, the City should analyze annexing the area into the city.

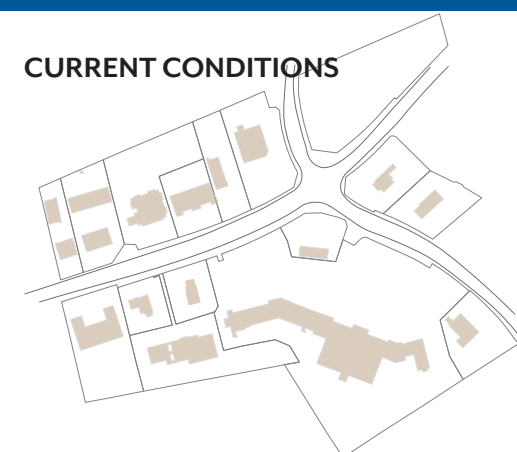


BELOW: The eastern most spur of the North Buford Highway Corridor is shown in purple. This portion of the Corridor is dominated by industrial uses.



## Potential Redevelopment Strategy

### CURRENT CONDITIONS



### STAGE 1



Pad sites redeveloped into 2-3 story mixed retail and office uses with podium parking along Buford Hwy and Old Peachtree Road



ABOVE: Current site conditions of the Duluth Station Shopping Center.

### Aspirations

- Encourage the redevelopment of warehouse and non-retail properties into office, retail and residential property.
- Encourage mixed-use developments on the major Buford Highway and Rogers Bridge/Old Peachtree intersection - especially on the undeveloped property and the Duluth Station property.
- Develop design guidelines for the Character Area focusing on ideas such as being pedestrian friendly, buildings close to the right-of-way, screened parking, etc.
- Analyze annexing the properties along Buford Highway and Sugarloaf Parkway.

### STAGE 2



Internal parking lots developed with mid-rise office and residential buildings. Internal street network is extended. Structured parking and lots serve existing strip retail buildings.

### STAGE 3



Existing strip retail is redeveloped into townhomes and condos. Amenities and green infrastructure are completed.



ABOVE: The western most spur of the North Buford Highway Corridor is centered on the Buford Highway-Old Peachtree intersection. The Corridor, primarily surrounded by Established Neighborhoods, shares a border with the Core Neighborhoods District.



# Duluth Highway Corridor

**The Duluth Highway corridor will be an attractive gateway into the City while anticipating the potential for higher density in the future.**

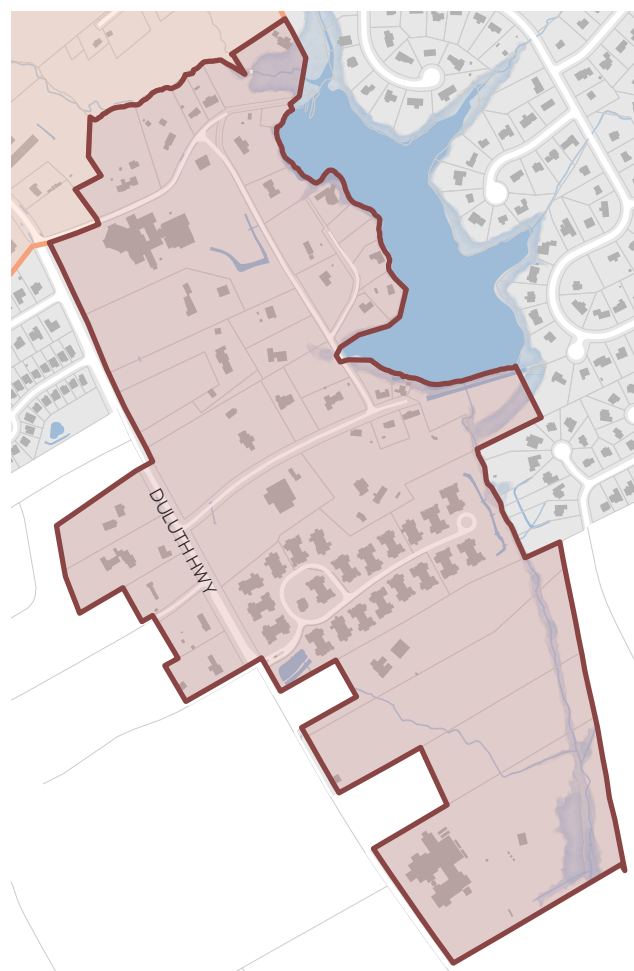
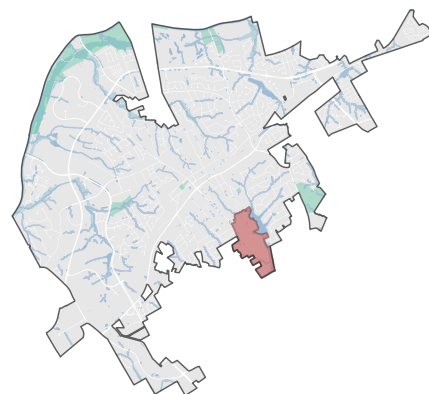
The Duluth Highway Corridor is characterized by existing large, semi-rural residential and institutional uses such as churches. These communities and residents have long been important institutions, contributing to the fabric of Duluth. Duluth Highway serves as an important thoroughfare, connecting the city to I-85 and employment centers, while also channeling the community toward Downtown Duluth.

These beautiful and well maintained properties are an asset to the community. However, if the time when the needs of these residents and institutions change and redevelopment begins, the City should prioritize low and medium residential over multi-family. As an important entrance into the city, new development should prioritize quality urban form and architectural style through the use of traditional neighborhood design. Features of traditional neighborhood design include high quality streetscapes, rear loaded garages, sidewalks and a grid street pattern. Denser housing, such as townhomes and cottage style homes, should be located closer to Duluth Highway. Moving further away from Duluth Highway, the lots and houses should get larger in size, especially near Lake Norman.

## Aspirations

- Develop design guideline for residential developments in the Character Area. Guidelines should include architectural, site layout, density and streetscape standards.

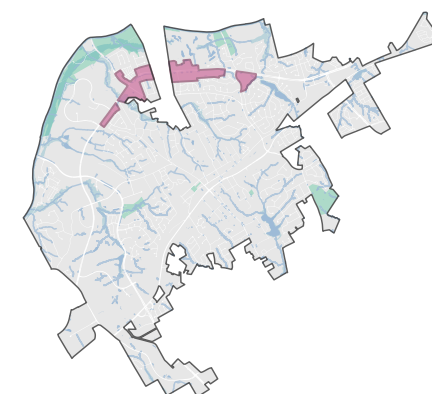
RIGHT: Located at the southeastern spur of the city limits, the Duluth Highway Corridor is shown in red. The northern section of the Corridor shares a border with the Core Neighborhoods District. Established Neighborhoods are also in close proximity. BELOW: Current conditions along Duluth Highway is primarily well maintained low density residential



# Peachtree Retail Corridor

**The Peachtree Retail Corridor will be an attractive and energized retail corridor easily accessed by Duluth residents and non-city residents alike.**

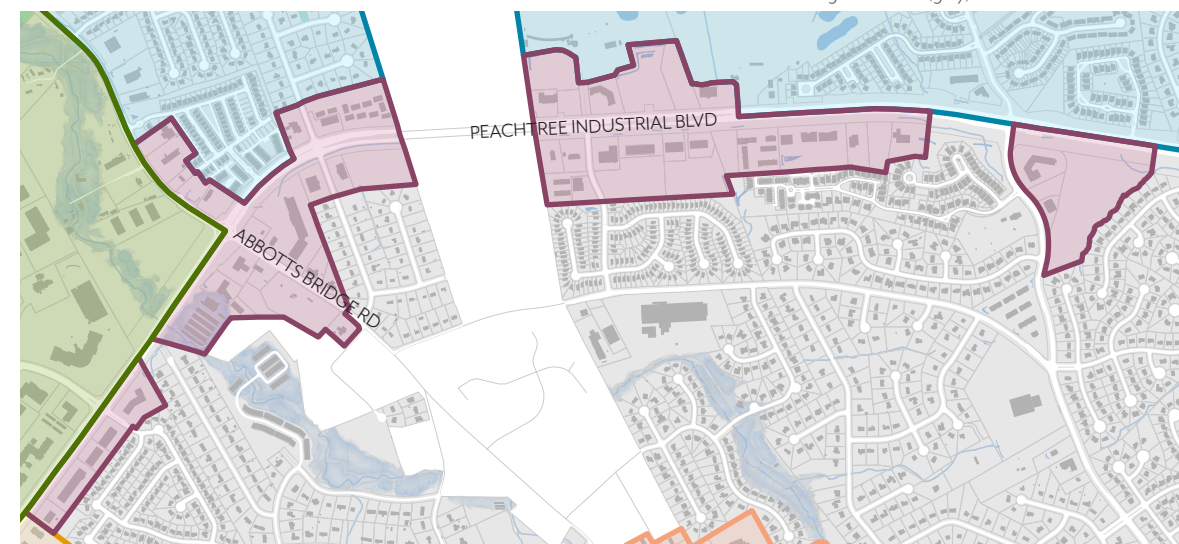
The Peachtree Retail Corridor is characterized by strip retail centers and stand alone commercial buildings. The corridor is easily accessible to city residents by car as well as non-city residents traveling through Duluth. Vacancy in the corridor is generally low, however as brick and mortar retail continue to compete with online retailers such as Amazon, the City must be prepared to manage higher vacancy rates in the future. Due to possible higher levels of vacancy, the City should encourage redeveloping larger shopping centers into mixed-use developments with residential uses and the same or comparable amounts of commercial space. Larger tracts of undeveloped land are appropriate for development of low to medium residential with traditional neighborhood design to support retail in the district.



## Aspirations

- Work with building owners to help maintain high occupancies rates through business retention and recruitment.
- Continue code compliance efforts to maintain an attractive appearance of shopping centers and buildings.
- Encourage more redevelopment and reinvestment in older commercial buildings. Successful examples of this include: Bojangles, Kung Fu Kitchen, Starbucks etc.
- Investigate zoning amendments to allow new types of uses into C-2 zoning district, such as micro breweries and distilleries, in order to keep occupancy levels high.
- Invest in landscaping medians on Peachtree Industrial Boulevard.
- Encourage large shopping centers to redevelop by reducing large areas of unused parking lots into out-parcels suitable for a mixture of uses.
- Rename Peachtree Industrial Boulevard to Peachtree Boulevard.

BELOW: The Peachtree Retail District (purple) is bordered by the River Green Employment District (green) and the River Residential District (blue). The south side of Peachtree Retail adjacent to established suburban neighborhoods (grey).

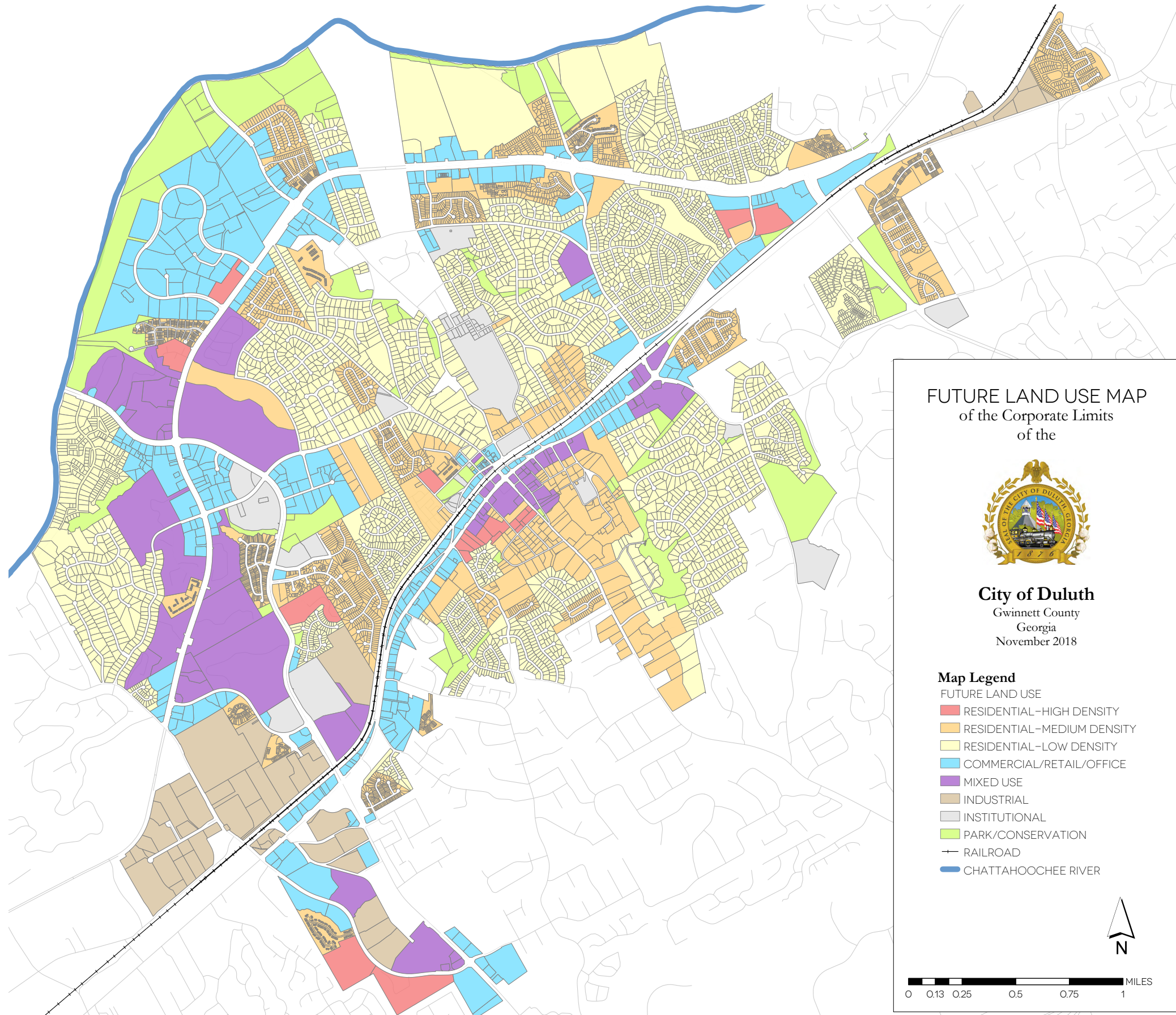




# FUTURE LAND USE

The Future Land Use map provides a more detailed vision for the future development of the city. This map provides a vision of what the city wishes to look like in the future. Staff compiled input from residents at the open house, the Steering Committee at the numerous meetings, and elected officials at strategic work sessions to create this map. To provide better context, this section also includes descriptions of the future land use categories that are shown on the map.

This map will guide future land use decisions made by City Council. A major factor of whether a rezoning application is deemed appropriate or not, is whether it conforms to the Future Land Use Map. The map is also important to the City as it helps grant and funding applications for plans and improvements. Many times the Atlanta Regional Commission will look to see if certain improvement are indicated in the Future Land Use Map.





# Future Land Use Definitions

## Low Density Residential

Residentially and planned unit development zoned properties consisting of detached single family houses. The density of this classification is generally 1-6 units per acre. This includes semi-rural properties such as those on Duluth Highway to homes located in subdivisions such as Riverbrooke or Norman Downes. Most of the single family neighborhoods in Duluth are classified as Low Density Residential and were constructed from the 1970s through the 1990s. These neighborhoods typically have larger yards, have houses that are set further back from the street and have more distance between houses. Due the lack of large, undeveloped land and a change in development styles, it is not anticipated that there will be many more low density neighborhoods developed outside of the Chattahoochee Residential District.

## Medium Density Residential

Residentially and planned unit development zoned properties consisting of detached single family homes and townhomes. The density of this classification is generally 6-12 units per acre. This residential classification has the more variation in development style. Some mid density neighborhoods are strictly single family detached neighborhoods such as Ivy Circle and Albion Farm Village and some are strictly townhome neighborhoods such as Chattahoochee Cove and Glens at Sugarloaf. Newer mid density neighborhoods, generally those built after 2005, are a mixture of single family detached and townhomes. Lakes at Sugarloaf and Rivers Edge are good examples of mixed residential neighborhoods. It is anticipated that much of the future residential developments will be developed as mid density due to smaller tracts of available land and a change in development styles.

## High Density Residential

Multi-family and planned unit development zoned properties consisting of apartments and condominiums. The density of this classification is 12+ units per acre. There is not a lot of this classification on the Future Land Use Map as stand alone, large apartment complexes are not encourage anywhere outside of the Downtown Core character area. In addition, any new apartment complex will likely be development as part of a mixed-use development.

## Commercial/Retail/Office

This classification is intentionally broad as to include all non-residential uses except for institutional and industrial uses. Located almost exclusively on primary, major and minor arterials, these types of uses rely on vehicle traffic for maximum visibility and access. Most of the parcels that are included in this classification are relatively small and contain a single building with the exception of Rivergreen Parkway. The larger parcels that currently contain commercial uses such as grocery store-anchored shopping centers are marked as mixed-use for redevelop opportunities.

## Industrial

The City currently has two industrial zoning districts – Heavy and Light Industry. In the future the City’s industrial properties will be exclusively located in the North Berkeley Lake Industrial District. The few small industrial zoned properties that remain outside the North Berkeley Lake Industrial District will likely be redeveloped into another use.

## Institutional

The institutional classification includes local government uses, schools and large institutional land uses. The local government uses include City Hall, Public Safety Building, Public Works, library, fire stations, etc. The non-government institutional uses are exclusively religious institutions. This classification has reduced dramatically from the previous Comprehensive Plan. The previous Comprehensive Plan labeled all the existing institutional uses as institutional on the future land use plan which this plan does not.

## Park/Conservation

This future land use plan map classification corresponds with the flood plains located along the streams throughout the city as well as land dedicated to active or passive recreational uses. These lands may be either publicly or privately owned and may include playgrounds, public parks, neighborhood amenities or lakes.

## Mixed Use

This classification will include properties zoned PUD and contain mixed-use developments. The properties with this classification tend to be large enough to contain large PUD developments and redevelopments. Located in the Downtown Core, along Peachtree Industrial Boulevard and at major intersections, the PUD classification is intended to allow for creative land planning and design that cannot be achieved under standard zoning districts. Due to their size and locations, these developments and redevelopments will be catalytic for the area and extremely important to city. Buildings heights may be taller and setbacks reduced to allow for remarkable developments that are unique to Duluth.



RIGHT: Beginning demolition of Proctor Square for redevelopment, 2016.



# SIX From Strategy to Implementation

**This is how we will achieve our overall vision and goals for Duluth.**

While our vision and goals help guide how development should occur within the community, they do not have the weight of legal policy. Without a comprehensive, practical, and systematic step-by-step Short Term Work Program (STWP) and a citywide policy framework, our vision and goals will not become reality. A plan is just a plan until it is translated into policy and implementation measures. In addition to laying out the STWP and the citywide policies, this section will review how successful the City and its community partners were in achieving the policies and programs set forth in the 2035 Community Agenda in the Report of Accomplishments.

The Duluth Department of Planning and Development is the primary administrative agency responsible for implementation of **ForwardDuluth**, our Comprehensive Plan. However, other municipal departments have important responsibilities in their respective service areas, and the City Manager must propose and recommend approval of funding levels appropriate to carry out the many programs suggested here. Finally, City Council approves of funding on an annual basis.

The Duluth Planning Commission provides overall support for plan implementation and should periodically review the progress of plan implementation. Other agencies also have roles in plan implementation. Ad-hoc committees can be formed as needed to help guide the process of implementation. If at any time a particular program rises in its level of importance, City Council or a specified committee shall address the particulars directly.

RIGHT: Public art at Bunten Road Park  
commissioned by the Duluth Public Arts  
Commission.





# Citywide Policies

The Citywide policies are the cumulative effort of many stakeholders who shared their expertise to identify planning practices and strategies that will help move Duluth forward. While this section is specific to the City of Duluth, many of the policies also support regional goals. As Metro-Atlanta continues to grow, it is becoming increasingly important that local goals and policies align throughout the region to improve the environment, identity, housing, economy, transportation and other critical elements that make Metro-Atlanta a great place to be.

## Natural Resources

- **Preservation Generally.** The natural environment should be preserved as much as possible. Preserving natural features helps maintain air and water quality, as well as provides visual and recreational amenities for local citizens.
- **Environmentally Sensitive Areas.** Prevent development from occurring in, or significantly encroaching upon environmentally sensitive areas, such as floodplains, wetlands, and groundwater recharge areas, by preparing and adopting additional regulations as necessary to protect environmentally sensitive areas.
- **Innovative Land Practices that Preserve the Environment.** Encourage innovative land development practices that focus on preserving environmentally sensitive land areas and open space.
- **Minimize Water Quality Impacts.** The location and intensity of development should be designed so as to minimize the negative effects of that development on water quality, both during and after construction. Appropriate and adequate mitigation measures should be implemented where development is likely to have a negative effect on water quality. Major considerations concerning water quality should include: organic pollution from infiltration and surface runoff; erosion and sedimentation; water temperature elevation; nutrients such as nitrogen and phosphorous; and toxic materials.
- **Wetlands.** Preserve wetlands where they exist, or as a last resort if they cannot be preserved on-site, mitigate wetland loss by increasing ecologically equivalent wetlands on other appropriate sites (i.e., wetland mitigation through wetland banking). Any proposal for development involving the alteration of, or an impact on, wetlands should be evaluated

according to the following (based on Ga. DNR Rule 391-3-16-.03):

1. Whether impacts to an area would adversely affect the public health, safety, welfare, or the property of others;
  2. Whether the area is unique or significant in the conservation of flora and fauna including threatened, rare, or endangered species;
  3. Whether alteration or impacts to wetlands will adversely affect the function, including the flow or quality of water, cause erosion or shoaling, or impact navigation;
  4. Whether impacts or modification by a project would adversely affect fishing or recreational use of wetlands;
  5. Whether an alteration or impact would be temporary in nature;
  6. Whether the project contains significant State historical and archaeological resources, defined as “Properties On or Eligible for the National Register of Historic Places;”
  7. Whether alteration of wetlands would have measurable adverse impacts on adjacent sensitive natural areas; or
  8. Where wetlands have been created for mitigation purposes under Section 404 of the Clean Water Act, such wetlands shall be considered for protection.
- **Floodways and Floodplains.** Prohibit development within floodways and restrict or prohibit development in flood plains. If development within flood plains is allowed, flood plain storage should not be decreased from its present state. In no event should development be permitted that inhibits the flow of floodwaters.
  - **National Flood Insurance Program.** Continue to participate in the National Flood Insurance Program. Periodically amend the Unified Development Code to comply with changes to ordinances specified by the Federal

Emergency Management Agency.

- **Best Management Practices.** Implement best practices for water pollution control and stormwater management, including but not limited to: biofilters (vegetated swales/strips), wet ponds, and constructed wetlands.
- **Municipal Practices.** Ensure that the City, in its own activities, follows the same environmental policies as required of private developers.
- **Encourage Conservation Subdivisions.** Encourage conservation subdivision development, where opportunities exist. (Conservation developments cluster structures on developable land in order to conserve land and/or provide public open space).
- **Acquire Conservation Lands.** Seek out opportunities to acquire conservation lands and park spaces.
- **Connectivity of Open Spaces.** Creation of new open space and connection to existing or planned open spaces are priorities for Duluth and will be sought in the review of development proposals, as appropriate. The requirement for and design of open spaces will be considered on a case-by-case basis, taking into account the City’s objectives of creating pedestrian-friendly destinations and accessible linkages to them. Improving accessibility to parks and creating pedestrian links between open spaces, public parks and Downtown will greatly strengthen the urban core of the City and will therefore be a key guiding principle when reviewing open space proposals.
- **Permeable Surfaces.** Use permeable surfaces for parking lots in non-residential developments, if appropriate.
- **Street Trees.** Encourage or require the planting of street trees in subdivisions and new land developments.
- **Water Conservation.** Promote the conservation of water by residents and businesses to meet regional and state objectives or directives. Participate in private and public educational efforts that are designed to assist in water conservation.

## Energy

- **Sustainability and Energy Efficiency.** Promote sustainable and energy-efficient development.
- **Reduce Energy Consumption.** Reduce energy consumption through Comprehensive Planning and urban design.
- **Support Programs to Increase Energy Efficiency.** Support programs to increase energy efficiency and reduce life-cycle costs of all construction projects, including public and institutional projects.
- **Recognize the Relationship between Energy Efficiency and Mobility.** Recognize that providing transportation options and good urban form design is the first step to

changing pollution intensive choices for mobility. Actively promote alternative transportation modes through the planning and implementation of bicycle and pedestrian pathways and future transit systems.

- **Efficient Lighting Practices.** Continue to enforce lighting design guidelines that promote energy efficiency and safety while reducing light pollution or “sky-glow,” light trespass on adjacent properties, and glare.

## Historic Resources

- **Compatible Character.** The traditional character of the community should be maintained through preserving and revitalizing local landmarks within the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community’s character.
- **Increase Community Support.** Strive to increase community support for historic preservation through the protection and retention of Duluth’s local landmarks. Continue to expand upon programs and activities that will instill an appreciation and pride in Duluth’s past.
- **Historic Districts and Landmarks.** Add to locally designated historic districts and local landmarks or create new ones, as appropriate.
- **Incentives.** Provide incentives, such as density bonuses, to developers that protect and preserve historic resources such as local landmarks.
- **Reuse of Buildings.** Encourage reuse of buildings, especially local landmarks, provided the architectural character of the building is retained and the market allows for economic success.

## Population

- **Annexation.** Consider municipal boundary expansion opportunities as appropriate, including properties identified as potential annexation areas and when unincorporated property owners petition for annexation. The strategy should incorporate a logical reshaping of the municipal boundary that takes into account effective service delivery, proper land-use control and balanced digest.
- **Diversity in Boards and Commissions.** As the City’s ethnic population continues to increase, it should make efforts to attract culturally diverse and multi-lingual members on the City’s boards and commissions that reflect this growing diversity within the community.

## Housing

- **Housing Opportunities.** Quality housing in a range of housing size, cost, and density should be provided in the



- City.
- **Housing Variety.** Encourage a variety of home styles, densities and price ranges in locations that are accessible to jobs and services to ensure housing for individuals and families of all incomes and age groups.
- **Executive Housing.** Work in cooperation with real estate developers on key parcels within or near the City to provide more executive level housing in the City.
- **Housing Strategy.** Adopt a comprehensive housing strategy.
- **Lifelong Communities.** Adopt the Lifelong Community Core Principals identified by the Atlanta Regional Commission to plan for housing and transportation infrastructure that allows residents to age in place.
- **Senior and Disabled Housing.** Houses should be made available for seniors and disabled persons that contain a single-level with no-step entrances and wide doorways. Senior housing should be located in close proximity to public transit, activity centers, recreation, and health care facilities.
- **Housing and Property Standards Codes.** Allocate appropriate resources to expand the enforcement function of housing and property standards codes (housing maintenance, yards, etc.), including the addition of code compliance staff.
- **State and Federal Housing Programs.** Pursue federal and state financial assistance programs as appropriate to improve areas of substandard housing.
- **Multifamily Housing.** New multifamily housing developments should be located within or part of a larger activity center, such as the Downtown Core. This helps promote walkability, connectivity and effective delivery of services while alleviating congestion and helping local businesses thrive.

Economic Development

- **Appropriate Businesses.** The businesses and industries encouraged to develop or expand in Duluth should be suitable for the City in terms of job skills required, linkages to other economic activities in the City or region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.
- **Range of Jobs Available.** A range of job types should be provided in each community to meet the diverse needs of the local workforce.
- **Relation to Land Use Plan.** Avoid rezoning from commercial zoning categories to residential zoning districts, in order to prevent the reduction of land designated in the future land use plan for economic development; where such changes are justified, recognize that such changes may affect the future economic base of the City.

- **Emphasis on Redevelopment.** Future economic development strategies should place the highest priority on redevelopment over new development.
- **Expedite Redevelopment Projects.** Consider, and if appropriate implement, ways to expedite the process of reviewing and approving redevelopment projects that are consistent with adopted redevelopment policies, objectives, and plans.
- **Heritage Tourism.** Promote heritage tourism in Duluth as a way to educate citizens and visitors of Duluth’s history and cultural identity and to enhance the local economic base.
- **Small Businesses.** Promote the development of small businesses and entrepreneurship in the City.
- **Home Occupations.** Home occupations, when compatible with the neighborhood, are recognized as part of the overall City economic development strategy, subject to compliance with applicable zoning laws. Consider distinguishing between “major” and “minor” home occupations and regulate appropriately.
- **Positive Business Climate.** Create and maintain a positive climate for business in the City.
- **Balanced Regulation.** Balance the need to regulate the design and appearance of commercial and other properties with a positive regulatory environment that is sensitive to the need for businesses to be competitive in the marketplace.
- **Education and Training.** Explore potential partnerships with local post-secondary educational organizations for training opportunities that allow City residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.
- **Business Marketing and Retention.** The City should work with business owners to assist them with marketing and to ensure that business retention objectives are met.
- **Partnerships.** Partner with private industry and/or other agencies to promote economic development opportunities that will benefit the City of Duluth, Gwinnett County, the region, and the State of Georgia.
- **Promotion and Recruitment.** The City of Duluth should work through Gwinnett Chamber of Commerce to actively and deliberately promote the City to business interests’ worldwide, recruiting industry and commerce.
- **Downtown Residential Population.** Continue to grow the residential population within the Downtown Core and Core Neighborhood District to increase the massing of people that frequent downtown.

Land Use and Urban Design

- **Plans.** Use the Future Land Use Map and Character Area Map as a guide for decision-making.
- **Mixed Use Development.** Promote mixed-use

developments in appropriate areas, especially in activity centers like the Downtown Core.

- **Protect Neighborhoods.** Protect the City’s established residential areas from encroachment by incompatible land uses and from degradation.
- **Neighborhood Input in the Decision-making Process.** Applicants for rezoning and special uses are strongly encouraged to meet with adjacent property owners or homeowners associations prior to public hearings on such petitions.
- **Architectural Requirements.** Promote the highest quality of development. Reevaluate and reconsider architectural and site design standards as appropriate to encourage increased quality of site development, architectural detailing and materials.
- **Compatibility and Hometown Character.** Require new development to respect the scale and character of nearby structures and minimize or mitigate abrupt and excessive differences.
- **Streetscape Improvements.** Aesthetically appealing active transportation routes are desired and will be created of enhanced throughout Duluth. Street trees should be installed to create shaded sidewalks for pedestrians and improve the visual quality. Street furniture zones and landscape strips will be established along sidewalks within appropriate character areas. All streetscape improvements will be coordinated with the appropriate Department of Transportation when working along county and state routes or making use of Transportation Enhancement (TE) funds.
- **Focusing of Efforts.** Continue to focus community improvement initiatives as directed by Council.
- **Gateways.** Improve community identity. Create civic gateways to the City that produce a sense of arrival. These entryways may incorporate streetscape elements, signage, landscaping, architectural features, and combinations of land uses that enhance the image and function of the City. Encourage the provision of public green spaces in gateway areas as private development occurs.
- **Signage and Wayfinding.** Continue to implement the community-wide signage system to contribute to the City’s urban design and economic development objectives. Signage should be installed at gateway locations and along major corridors that directs visitors to key destinations, such as the Downtown and local attractions, as well as to public parking and municipal buildings.
- **Public Art.** Increase the presence of public art in the community and encourage new developments to display public art and/or contribute financially to a public art fund.
- **Screening.** Screen negative views through site planning, architectural, and landscape devices.

- **Parking.** Adequate parking will be provided within the City. Parking should be situated so that the parking is located at the rear or side of the building. If circumstances require front parking areas, proper screening from the roadway will be provided.
- **Crime Prevention through Environmental Design.** Encourage, where appropriate, developments that follow principles of crime prevention through environmental design.

Community Facilities and Services

- **Level of Service Standards.** Establish and maintain level-of-service and/or performance standards for all community facilities and services provided by the City.
- **Police Protection.** Ensure that the police department has adequate personnel, equipment, and training. Maintain a target officer to population ratio as may be established by national professional organizations.
- **Sewerage.** Coordinate with Gwinnett County to expand sewerage services, promoting increased opportunities for all types of development.
- **Municipal Parks and Recreation Department.** Maintain a Parks and Recreation Department to serve residents with parks and recreational facilities. Where adequate resources exist, the parks and recreational facilities may serve non-residential areas or allow non-residents access.
- **Parkland Designation.** Designate lands for future parks, recreation, open space, and conservation.
- **Location Policy.** While abiding by principles of efficiency in terms of optimal geographic locations for City facilities and services, the City should use its investment in civic buildings (e.g., new city hall) to strategically leverage and enhance private reinvestment in redevelopment areas.
- **Public-Private Co-Delivery.** Identify, and capitalize on, opportunities for innovative public-private ventures in the arrangement, provision, and delivery of various City facilities and services.

Transportation

- **Local Street Improvements.** Improve geometrics of local street intersections where they pose traffic safety problems.
- **Downtown Public Parking.** Ensure adequate off-street parking facilities downtown, including public parking.
- **Context-Sensitive Design.** Provide for street designs that pay appropriate attention to concepts of compatibility, livability, sense of place, and urban design, in addition to conventional traffic engineering considerations. Utilize context-sensitive roadway design to promote streets that are built appropriately to fit the land uses surrounding them. For example, a downtown main street should be built with



- narrower lanes, wider sidewalks, and streetscape elements in its design, in order to encourage lower speeds and accommodate pedestrians.
- **Pedestrian/Sidewalk System.** Improve the network of pedestrian facilities (sidewalks) by creating a safe and accessible network throughout the City. Sidewalks of required widths, well-marked crosswalks and approved pedestrian-scaled lighting should be installed to create an inviting and well used pedestrian system. All new construction and redevelopment within the City should install infrastructure as appropriate to support pedestrian connectivity and enhance the sidewalk system. All new facilities must meet current American with Disabilities Act (ADA) standards. Additional funding will be sought to create and improve pedestrian facilities within developed areas of the City, but when redevelopment occurs it will be the responsibility of developers to improve facilities along their public street frontages and internal to the development. The City should identify ways to retrofit older suburban subdivisions with pedestrian facilities.
  - **Bike Paths and Bikeways.** Provide bike paths and bikeways in appropriate locations in the City. Direct bicycle and pedestrian investments toward those corridors and areas best suited for foot and bicycle traffic and which have the greatest potential to provide convenient and safe mobility alternatives.
  - **Multi-use Trails.** Continue pursuing opportunities to construct multi-use trails or greenways throughout the City.
  - **Traffic Calming.** Consider future needs for traffic calming to slow speeding and/or discourage cut-through traffic.
  - **No Truck Routes.** Designate routes for truck prohibition where needed.
  - **Public Transportation.** Efforts should be made to tie into county and regional public transportation programs, where and when they are available. Work with county and regional transportation agencies to designate locations for public transit stops within the City. Support efforts to implement commuter rail if determined feasible and in the best interests of Duluth's residents and the state.
  - **Connectivity.** During site plan and development permit review, steps should be taken to connect streets to provide a local street network that serves as an alternative to the arterial and collector street system. This includes consideration of a grid-street pattern in all places where such design is feasible and practical. It also means discouraging, limiting, or prohibiting cul-de-sacs in some cases, and providing for stub connections at property lines to tie into future compatible development on adjoining properties.
  - **Interparcel Access.** Encourage or require interparcel vehicle access points between contiguous and compatible

commercial and office developments.

- **Access Management.** Apply state and local standards for access management along arterial and collector streets, including but not limited to specifications for curb cut location and separation, traffic signal spacing, and deceleration lanes.
- **Railroad and Road Grade Separation.** Maintain safe railroad crossings for drivers, bicyclists, and pedestrians, and identify opportunities to implement projects that separate at-grade road and railroad intersections.
- **Traffic Impact Studies.** When a development proposal would be expected to generate 1,000 daily vehicle trips or more, or 100 or more vehicle trips during any a.m. or p.m. peak hour, a traffic study should be required. In other cases at the discretion of the City Engineer a traffic impact study may be required. The results of the study should be used to develop conditions of approval for the developer to implement during construction.
- **Neighborhood Parking.** In order to promote public safety, ensure that there is adequate parking for a neighborhood during the plan review process. Ensure that there is adequate enforcement of parking regulations to meet the needs of our existing neighborhoods.

Intergovernmental Coordination

- **Regional Cooperation.** Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources (Quality Community Objective, Regional Cooperation).
- **Regional Solutions.** Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer (Quality Community Objective, Regional Solutions).
- **Support for Regional Policies.** Support regional policies when they align with Duluth's local policies.
- **Regional Bicycle and Pedestrian Plan.** Strive for consistency with the Atlanta Regional Commission's Atlanta Region Bicycle Transportation and Pedestrian Walkways Plan, which includes recommended policies for local governments that, when implemented, can increase mobility, safety, accessibility, and connectivity region wide for bicyclists and pedestrians.
- **Intergovernmental Agreements.** Periodically assess existing intergovernmental agreements and develop new agreements as appropriate.
- **Information Sharing.** Share resources and information with all government entities.

- **Cooperative Land Use Planning.** Participate in cooperative efforts between Gwinnett County and its cities to jointly plan land uses, which contributes to the overall future development and quality of life throughout the county, region, and state.
- **Conflict Resolution.** Resolve conflicts with other local governments through established mediation processes or other informal or formal means.
- **Interagency Economic Development.** Promote intergovernmental and interagency coordination in economic development activities.
- **Water District.** Adopt, and amend as necessary, plans and regulations to be consistent with the mandates and requirements of the Metropolitan North Georgia Water Planning District.
- **Water and Sewer.** Work with Gwinnett County to plan and implement extension of water service, and sanitary sewer service to areas that have failing septic tanks, where cost effective to do so or where redevelopment to higher densities is desirable.
- **Water Conservation.** Participate in water conservation planning by the county and region.
- **Emergency Preparedness.** Periodically review and revise the disaster preparedness and emergency management plans in conjunction with Gwinnett County.



# Short Term Work Program

Short Term Work Program				
Description	Years to be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Historic Preservation				
Create a citywide local landmark program. Preservation of local landmarks should be incentivized by the City.	2019-2020	Staff Function	Planning & Development	Operating Budget
Housing				
Work with developers on key parcels within or near the City to provide more executive level housing in the City.	Ongoing	Staff function	Planning & Development	Operating Budget
Review annexation, rezoning, and master plan proposals for consistency with housing policies.	Ongoing	Staff function	Planning & Development	Operating Budget
Increase enforcement of housing and property appearance standards, including the hiring of two additional code enforcement officers.	2019	\$40,000 annual plus benefits per employee	Planning & Development; City Manager/ City Council	Operating Budget – code enforcement division
Use Community Development Block Grant (CDBG) funds for sewer installation in the Hill Community.	2021-2023	Staff function	Planning & Development	Operating Budget
Develop desired parameters for mixed-income housing in appropriate locations.	2020	Include in Unified Development Code	Planning & Development	Operating Budget
Launch the Multifamily Inspection Program.	2019	Staff function	Planning & Development	Operating Budget
Explore prospects with developers for converting aging apartment complexes into vibrant mixed-use centers.	Ongoing	Staff function	Planning & Development	Operating Budget
Complete a comprehensive housing study for the City.	2019-2020	\$30,000	Planning & Development	Operating Budget
Economic Development and Redevelopment				
Reduce commercial, industrial & retail property vacancy rates in the City of Duluth.	Ongoing	Staff function	Economic Development	Operating Budget

Short Term Work Program				
Description	Years to be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Recruit special interest groups into established business associations	Ongoing	Staff function	Economic Development	Operating Budget
Unite property owners, business owners, and residents to create better business and living environment.	Ongoing	Staff function	Economic Development	Operating Budget
Work with Gwinnett County to extend sanitary sewer along Buford Highway and the surrounding Core Neighborhood District.	2019-2025	Staff function	Planning & Development	CDBG, TAD, Sewer Fund
Encourage sustainability model for shopping centers utilizing techniques learned from downtown redevelopment activities to promote shopping centers as village centers.	Ongoing	Staff function	Planning & Development	Operating Budget
Aggressively market opportunities for redevelopment of properties in the Urban Core Character Area and Point Berkeley.	2019-2024	Staff function	Economic Development	Operating Budget
Work with Town Center merchants to identify and conduct promotional and branding activities that would market Duluth as a true destination.	2019-2020	Staff function	Economic Development	Operating Budget
Adopt a formal Economic Development Plan that includes identifiable incentives to encourage development, redevelopment, and business location into the City.	2019-2020	Staff function	Economic Development	Operating Budget
Engage the international community to coordinate investment objectives and opportunities.	Ongoing	Staff function	Economic Development	Operating Budget
Land Use and Character Areas				
Update the Pinecrest and Hill Community neighborhood plans with community input.	2019-2020	Staff function	Planning & Development	Operating Budget
Write and adopt a neighborhood plan for the Hall Circle Neighborhood with community input.	2020-2021	Staff function	Planning & Development	Operating Budget
Amend the Comprehensive Plan as appropriate any time the City annexes an accumulated area of 100 acres or more.	Ongoing	Staff function	Planning & Development	Operating Budget
Revise and resubmit for state and regional review this Short Term Work Program.	Annually	Staff function	Planning & Development	Operating Budget
Amend the UDC as necessary to incorporate zoning provisions allowing infill residential development, specifically within the Core Neighborhood District character area.	2019	Staff function	Planning & Development	Operating Budget



Short Term Work Program				
Description	Years to be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Amend the UDC as necessary to allow for accessory dwelling units consistent with Life Long Communities initiatives and “missing middle” housing.	2019	Staff function	Planning & Development	Operating Budget
Urban Design				
Plan and implement gateway enhancements at entrances into the City and into Downtown.	Ongoing	Unknown	Planning & Development	Operating Budget
Community Facilities: Solid Waste Management				
Continue to develop strategies for reducing solid waste in accordance with the Georgia Comprehensive Solid Waste Management Act.	2019-2024	Unknown	Public Works	Operating Budget
Community Facilities: Water and Sewer				
Installation of sanitary sewer in areas as determined from Sanitary Sewer Master Plan.	2019-2024	Unknown	Planning & Development	Capital Budget*
Stormwater Management				
Continue supporting Gwinnett County’s Storm Water Stenciling Program.	Ongoing	Staff function; volunteers	Planning and Development (Stormwater Division)	Operating Budget
Work with Gwinnett County to fulfill requirements of Georgia Environmental Protection Department’s regulations in developing a plan for non-point source pollution.	Ongoing	Staff function	Planning and Development (Stormwater Division)	Operating Budget
Revise City’s Stormwater Management Plan based on the Large Phase I MS4 Permit Revisions.	As Required	Staff function	Planning and Development (Stormwater Division)	Operating Budget
Operate City’s Stormwater Utility.	Ongoing	Staff function	Planning and Development (Stormwater Division)	Operating Budget
Investigate the City’s stormwater infrastructure repair/replacement needs and revise the Stormwater Fee accordingly.	2019	Staff function	Planning and Development (Stormwater Division)	Operating Budget

\* The Capital Budget is primarily funded through Special Purpose Local Optional Sales Tax (SPLOT) in combination with grant funding.

Short Term Work Program				
Description	Years to be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Community Facilities: Parks and Recreation				
Acquire lands within designated greenways for recreation.	Ongoing	Unknown	Parks and Recreation; Mayor and City Council	Capital Budget
Improve functionality of Scott Hudgens Park with pedestrian circulation, stormwater drainage and restroom facility.	Ongoing	Unknown	Parks and Recreation; Planning & Development (Stormwater Division)	Capital Budget
Determine Security / technology measures for the Bunten Activity Building.	2019-2020	Unknown	Parks and Recreation	Capital Budget
Design and construct restroom/trail head facility at Rogers Bridge Park.	2019	Unknown	Parks and Recreation; Consultants	Capital Budget
Technology upgrades for fountains at the Chattahoochee Dog Park.	Ongoing	Unknown	Parks and Recreation; Consultants	Capital Budget
Improve functionality of Rogers Bridge Park with pedestrian circulation and improved parking.	Ongoing	Unknown	Parks and Recreation; Consultants	Capital Budget
Investigate developing the 11 acre city-owned parcel on Craig Drive into a passive recreational destination.	2021-2026	Staff function	Parks and Recreation; Planning & Development	Operating Budget
Coordinate local, state and federal government agencies to fund and restore the park bridge at Rogers Bridge Park connecting Duluth to Johns Creek.	2019-2022	\$450,000	Planning & Development; Parks and Recreation; City of Johns Creek	Capital Budget; ARC Grant; Federal Funding
Determine erosion solutions for park areas in Bunten Road Park / Bridge renovations along the asphalt walking path.	2019-2020	\$110,000.00	Parks and Recreation; Consultants	Capital Budget



Short Term Work Program				
Description	Years to be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Community Facilities: Other				
Inventory existing facilities and services provided by nongovernmental organizations in social service delivery.	2020-2022	Staff function	Planning & Development	Operating Budget
Transportation: Roads				
Pine Needle Drive intersection realignment at Abbotts Bridge.	2019-2022	\$350,000	Planning & Development	Capital Budget
Rodgers Bridge Road signal at Main Street.	2019	\$200,000	Planning & Development	Capital Budget
Abbotts Bridge Road signal at George Rogers Avenue.	2019	\$250,000	Planning & Development	Capital Budget
Improve the average Pavement Condition Index (PCI) for all streets in the City of Duluth from a score of 46 (2012 average rating) to 70.	2019-2022	\$930,000 annually	Public Works	Capital Budget; Local Maintenance and Improvement Grant (LMIG)
Complete Pleasant Hill Road and Buford Highway intersection enhancement project including landscaping, lighting, safety and signage.	2019	\$1,200,000	Planning & Development	Transportation Improvement Program (ARC)
Implement transportation policies at the time of site plan and preliminary plat review.	Ongoing	Staff function	Planning & Development	Development Review Process
Replace the antiquated Speed Hump Program with a modernized Neighborhood Traffic Calming Program.	2019	Staff function	Planning & Development	Operating Budget
Study the need for traffic calming measures and install traffic calming devices as appropriate throughout the City.	Ongoing	\$50,000 annually	Planning & Development	Capital Budget
Complete Davenport Road Extension connecting Buford Highway with Main Street and Hill Street and close the existing skewed railroad crossing.	2019-2022	\$3,500,000	Planning & Development	Capital Budget
Transportation: Transit				
Work with and encourage Gwinnett Transit to bring additional bus service to Duluth.	Ongoing	Staff function	Planning & Development; Gwinnett Transit	Operating Budget
Apply for LCI funds to complete a study investigating potential design for transit oriented development within the City.	2020	\$50,000	Planning & Development; ARC	Operating Budget. LCI Match (20% City, 80% ARC)

Short Term Work Program				
Description	Years to be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Transportation: Sidewalks and Bikeway Projects				
Bunten Road Sidewalks from Old Peachtree to Bunten Road Park.	2019-2022	\$500,000	Planning & Development	Capital Budget
Main Street Multi-Use Trail from Peachtree Industrial Boulevard to Brock Road.	2019-2022	\$3,500,000	Planning & Development	Capital Budget
Investigate improved pedestrian crossing of Buford Highway between Brock Road and Davenport Road.	2019-2023	Unknown	Planning & Development	Georgia Department of Transportation; private funds
Chattahoochee River recreation trail adjacent to Rogers Bridge Road connecting Scott Hudgens Park and Rogers Bridge Park.	2019-2021	Unknown	Planning & Development	Capital Budget
Review possibility of City-owned passive park along the Chattahoochee River made up of City-owned and CRNRA parcels owned by the National Park Service.	2019-2021	Unknown	Planning & Development	Capital Budget
Install Abbotts Bridge Road Sidewalks from Main Street to Duluth High School.	2019-2022	\$2,200,000	Planning & Development; Consultants	Capital Budget; County SPLOST
Complete Western Gwinnett Bikeway Phase III, from Rogers Bridge Road to the City of Duluth line.	2019-2021	\$4,400,000 (\$4,269,000 County/\$131,000 local)	Gwinnett County DOT; Planning & Development; Developers	Capital Budget; County SPLOST
Investigate measures to retrofit existing neighborhoods with sidewalks.	Ongoing	Unknown	Planning & Development; Consultants	Capital Budget
Intergovernmental Coordination				
Monitor annexations and zonings in surrounding jurisdictions and comment on consistency of proposals with City plans.	Ongoing	Staff function	Planning & Development	Operating Budget
Seek to implement coordination strategies with the Gwinnett County Board of Education.	Ongoing	Staff function	City Manager	Operating Budget
Participate regularly in LUCC and TCC meetings of the Atlanta Regional Commission.	Ongoing	Staff function	Planning & Development	Operating Budget
Initiate dialogue with the U.S. National Park Service regarding joint-management and policing arrangements.	Ongoing	Staff function	City Manager	Operating Budget
Participate in efforts to update master plans of the Metropolitan North Georgia Water Planning District.	Ongoing	Staff function	Planning & Development; Public Works	Operating Budget
Reconsider, and revise as appropriate, existing intergovernmental agreements.	Ongoing	Staff function	City Manager	Operating Budget



Short Term Work Program				
Description	Years to be Implemented	Estimated Cost (\$)	Responsible Party	Possible Funding Sources
Other				
Obtain Green Communities Program certification offered by the Atlanta Regional Commission.	2020	Staff function	Planning & Development	Operating Budget
Each Department within the City of Duluth is to complete and present a report of accomplishment based on this Community Work Program to the City Council at the annual Strategic Conference or at another time specified by Council.	Annually	Staff function	All department heads	Operating Budget
Convert rail crossings in Downtown to quiet zones.	2020-2024	\$300,000 each	Planning & Development	Capital Budget
Create a fleet management plan for Planning & Development. Replace or add vehicles as needed.	2019	\$60,000 per vehicle	Planning & Development	Operating Budget
Adopt a strategy for logically reshaping the municipal boundary of Duluth and continue to utilize public art, landscaping and wayfinding to create attractive gateways and community boundaries.	2019	Staff function	Planning & Development; City Manager; City Council	Operating Budget
Apply for Plan First designation through the Department of Community Affairs.	2019	Staff function	Planning & Development	Operating Budget
Expand and improve the Duluth N.O.W. program by partnering with neighborhoods on clean up events, public outreach and education, enforcing property maintenance and zoning regulations within neighborhoods.	2019-2023	Staff function	Planning & Development	Operating Budget



# Report of Accomplishments

Cities should effectively use the Short Term Work Program element of the Comprehensive Plan as a guideline for the development, management and implementation of local Comprehensive Plans. The Report of Accomplishments details how many action items have been completed, are currently underway, have been postponed or have not been accomplished and are no longer activities the local government intends to undertake. The following key terminology is used throughout this section:

- Items that are Completed have been finished within the 5-Year reporting period prior to this Comprehensive Plan Update.
- Items that are Underway have been initiated or have had partial progress made as of the end of the 5- Year reporting period prior to this Comprehensive Plan Update. They have been carried over into the new 5-year reporting period for the Comprehensive Plan Update.
- Items that are Postponed are still priorities for the community, and have been carried over into the new 5-Year reporting period for this Comprehensive Plan Update.
- Items that are Cancelled will not be carried over into the new 5-Year reporting period for this Comprehensive Plane Update. Generally, these are items that are broad policy statements or routine city operations, and they have been identified appropriately as such.

Report of Accomplishments		
Description	Status	Notes
Natural Resources		
Review tree protection regulations and amend as part of the zoning ordinance to include tree canopy and tree removal requirements.	Complete	The City adopted a Unified Development Code requiring Parking area(s) shall be lined with large maturing canopy trees a minimum of 15 foot on center, based on species and size at maturity. The City also revised the regulations requiring permits for removal of trees on all properties accept single-family residential.
Historic Preservation		
Provide more detailed mapping and historic information for historic resources in Duluth.	Cancelled	The City does not have any known qualifying historic resources. The current Short Term Work Program includes a task to create a local landmark program. Staff will propose that preservation of the identified landmarks will be incentivized to developers.

Report of Accomplishments		
Description	Status	Notes
Revise the City’s local historic preservation regulations, including expanded boundaries where appropriate.	Cancelled	The City dissolved the zoning ordinance’s Historic Structure Overlay and does not have any known qualifying historic resources.
Reconsider the boundaries of the existing local historic district.	Complete	The City adopted a Unified Development Code in 2015. As part of the adoption, the City adopted a new zoning map amending the zoning districts.
Create a citywide local landmark program.	Underway	This initiative is identified in this comprehensive plan as a priority for staff.
Apply for Certified Local Government (CLG) status (historic preservation) and pursue grant funding opportunities.	Cancelled	The City dissolved the zoning ordinance’s Historic Structure Overlay and does not have any known qualifying historic resources.
Housing		
Apply for the Community Choices Award for assistance in creating a comprehensive housing strategy for the City.	Complete	Awarded in 2017. Strategy complete in 2018. City created a neighborhood program called Duluth N.O.W (Neighborhood Outreach Work).
Work with developers on key parcels within or near the City to provide more executive level housing in the City.	Underway	Staff continues to work with developers on key parcels within or near the City to provide more executive level housing in the City.
Review annexation, rezoning, and master plan proposals for consistency with housing policies.	Underway	Staff continues to review annexation, rezoning, and master plan proposals for consistency with housing policies.
Increase enforcement of housing and property appearance standards, including the hiring of one additional code enforcement officer.	Complete	The City created a program called Duluth N.O.W (Neighborhood Outreach Work) and hired an additional code compliance officer in 2016 to increase enforcement of housing and property appearance standards.
Use Community Development Block Grant (CDBG) funds for sewer installation in the Hill Community.	Postponed	The City applied for and was awarded CDBG funds for sewer installation in the Hill Community. However, the neighborhood strongly opposed the project and the funds were returned. Staff will continue to pursue improvements in the Hill Community in the near future.
Develop desired parameters for mixed-income housing in appropriate locations.	Postponed	These parameters will most likely be included in a potential infill development ordinance focusing on the “missing middle” housing.
Explore prospects with developers for converting aging apartment complexes to condominiums.	Underway	Staff will continue to explore prospects with developers for converting aging apartment complexes to condominiums.



Report of Accomplishments		
Description	Status	Notes
Economic Development and Redevelopment		
Implement Phase I and II of the Downtown Master Plan.	Complete	The City has successfully implemented Phase I and II of the Downtown Master Plan.
Implement the Tax Allocation District (TAD) plan.	Complete	
Establish an Opportunity Zone in the City of Duluth.	Complete	
Reduce commercial, industrial & retail property vacancy rates in the City of Duluth.	Underway	The City has built relationships with brokers and used technology (such as CoStar) to our advantage to reduce commercial, industrial & retail property vacancy rates in the City of Duluth.
Recruit special interest groups into established business associations.	Underway	
Unite property owners, business owners, and residents to create better business and living environment.	Underway	
Work with Gwinnett County to extend sanitary sewer to “south” Buford Highway.	Underway	Staff continues to pursue the expansion of sewer along Buford Highway. Due to lack of funding, the City is working with private developers on redevelopment projects and expanding sewer connectivity along Buford Highway.
Encourage sustainability model for shopping centers utilizing techniques learned from downtown redevelopment activities to promote shopping centers as village centers.	Underway	
Aggressively market opportunities for redevelopment of Proctor Square and Point Berkeley.	Partially Complete	The City has aggressively market opportunities for redevelopment of Proctor Square and Point Berkeley resulting in the redevelopment of Proctor Square to the District at Duluth. Staff continues to market Point Berkeley.
Work with Town Center merchants to identify and conduct promotional and branding activities that would market Duluth as a destination point.	Underway	
Adopt a formal Economic Development Plan that includes identifiable incentives to encourage development, redevelopment, and business relocation into the City.	Postponed	This is no longer a current priority of the economic development staff. We continue to support Partnership Gwinnett and rely on them for large scale business recruitment.
Create/select a business plan for Red Clay Theatre	Complete	Partnered with Eddie Owen and created Eddie Owen Presents: Red Clay Music Foundry

Report of Accomplishments		
Description	Status	Notes
Engage the Korean community to coordinate investment objectives.	Underway	
Land Use and Character Areas		
Rewrite and adopt the City’s ordinances and codes into a modernized Unified Development Code.	Complete	Adopted the Unified Development Code in 2016
Write and adopt a neighborhood plan for the Pinecrest Neighborhood.	Complete	
Amend the Community Agenda as appropriate any time the City annexes an accumulated area of 100 acres or more.	Underway	
Revise and resubmit for state and regional review this Community work program.	Underway	
Formalize homeowner group participation in zoning and special use permit review processes.	Complete	As part of the zoning process, the applicant is responsible for notifying all adjoining property owners about the application via certified mail as well as contact nearby home owner groups to coordinate neighborhood meetings.
Urban Design		
Duluth Streetscape for the improvement of Main Street.	Complete	Constructed new streetscape along Main Street in 2015. New streetscape has parallel parking, wide sidewalks, patio areas and street trees.
Plan and implement gateway enhancement activities.	Complete	Completed as part of the gateway improvement plan to install decorative signage and landscape improvements at major gateways into the City.
Implement the citywide wayfinding/signage program	Complete	
Continue to explore development of a railroad theme tied to downtown with connections to the Railroad museum.	Complete	The City has adopted architectural provisions in the Unified Development Code to encourage historic/rail themed architecture in downtown. The LCI identifies potential future connections to the rail museum. The City is pursuing the funding and construction of a railroad observation station in downtown adjacent to the new County library.
Select and hire a qualified consultant to prepare a Citywide Public Art Master Plan.	Complete	



Report of Accomplishments		
Description	Status	Notes
Community Facilities: Solid Waste Management		
Continue to develop strategies for reducing solid waste in accordance with the Georgia Comprehensive Solid Waste Management Act.	Underway	
Complete renovations/updates to the Public Works Complex including the addition of a fleet maintenance building and reconfiguration of dumpster area to improve efficiency.	Complete	
Communities Facilities: Water and Sewer		
Develop City water conservation campaign, implementing objectives of the Metropolitan North Georgia Water Planning District.	Complete	
Sanitary Sewer Master Plan.	Complete	
Installation of sanitary sewer in areas as determined from Sanitary Sewer Master Plan.	Underway	
Stormwater Management		
Continue supporting Gwinnett County's Storm Water Stenciling Program.	Underway	Completed stenciling of stormwater catch basins in multiple neighborhoods.
Complete Downtown Master Detention Study.	Complete	
Retrofit Downtown Stormwater Management Ponds (2).	Complete	The City has retrofitted both detention ponds in downtown as regional detention facilities to accommodate development and redevelopment in downtown.
Revise City's Stormwater Management Plan based on the Large Phase I MS4 Permit Revisions.	Complete	
Work with Gwinnett County to fulfill requirements of Georgia Environmental Protection Department's regulations in developing a plan for non-point source pollution.	Complete	
Operate City's Stormwater Utility.	Underway	
Community Facilities: Parks and Recreation		
Acquire lands within designated greenways for recreation.	Underway	

Report of Accomplishments		
Description	Status	Notes
Review possibility of City-owned passive park along the Chattahoochee River made up of City-owned and CRNRA parcels owned by the National Park Service.	Underway	
Improve functionality of Scott Hudgens Park with pedestrian circulation system, spectator improvements, river overlooks, playground, picnic shelters, improved traffic flow, and improved parking.	Complete	
Look into possibility of acquiring land adjoining Scott Hudgens Park for park expansion.	Cancelled	The land was acquired by a private developer to construct a 160,000sf building.
Determine erosion solutions for park areas in Bunten Road Park.	Complete	
Coordinate local, state and federal government agencies to fund and restore the park bridge at Rogers Bridge Park connecting Duluth to Johns Creek.	Underway	This project is expected to be completed in 2022.
Improve neighborhood connectivity to W.P. Jones Park with clearly-defined trail connections	Cancelled	This is no longer identified as a feasible project by Parks and Recreation.
Community Facilities: Other		
Inventory existing facilities and services provided by nongovernmental organizations in social service delivery.	Underway	Staff has been directed by Council to identify social service delivery, specifically services that aid in affordable housing.
Transportation: Roads		
Improve the average Pavement Condition Index (PCI) for all streets in the City of Duluth from a score of 46 (2012 average rating) to 70.	Underway	
Complete Pleasant Hill Road and Buford Highway intersection enhancement project including landscaping, lighting, safety and signage.	Underway	
Complete gateway to State Route 120 at Buford Highway to improve pedestrian access and safety.	Underway	
Implement transportation policies at the time of site plan and preliminary plat review.	Complete	This has become part of the preliminary plan review process.
Complete State Route 120 realignment from Norfolk Southern railroad tracks to Hill Street.	Complete	



Report of Accomplishments		
Description	Status	Notes
Complete George Rogers Avenue (also known as Hospital Connector).	Complete	
Study the need for traffic calming measures and install traffic calming devices as appropriate throughout the City.	Underway	The City is working on a traffic calming strategy as part of Duluth N.O.W
Install Buford Highway Medians from State Route 120 to Davenport Road.	Complete	
Complete Davenport Road Extension connecting Buford Highway with Main Street and Hill Street and close the existing skewed railroad crossing.	Underway	Extension on the west side of the rail line is complete. City is acquiring right of way on the east side of the rail line working with railroad on the new crossing.
Transportation: Transit		
Work with and encourage Gwinnett Transit to bring additional bus service to Duluth.	Underway	Two additional bus lines anticipated in Duluth between FY19-FY24
Sidewalks and Bikeways Projects		
Provide improved crossing of Buford Highway between Town Center and Proctor Square.	Complete	
Chattahoochee River recreation trail adjacent to Rogers Bridge Road connecting Scott Hudgens Park and Rogers Bridge Park.	Underway	The City has acquired right of way and is working with private developers to ensure connectivity along the river.
Install Abbotts Bridge Road Sidewalks from Main Street to Duluth High School.	Underway	In design phase by Pond & Co.
Complete Western Gwinnett Bikeway Phase III, from Rogers Bridge Road to the City of Duluth line.	Underway	This project is managed by Gwinnett County. They plan to let the project for construction in 2019.
Investigate measures to retrofit existing neighborhoods with sidewalks.	Underway	
Central City Bikeway	Postponed	Focus and funding has shifted towards the Main Street Trail.
Intergovernmental Coordination		
Monitor annexations in surrounding the City and comment on consistency of annexation proposals with City plans.	Underway	The City provides comments on annexations and zoning applications nearby Duluth limits.
Seek to implement coordination strategies with the Gwinnett County Board of Education.	Underway	

Report of Accomplishments		
Description	Status	Notes
Participate regularly in Land Use Coordinating Committee meetings of the Atlanta Regional Commission.	Underway	
Initiate dialogue with the U.S. National Park Service regarding joint-management and policing arrangements.	Underway	
Participate in efforts to update master plans of the Metropolitan North Georgia Water Planning District.	Underway	The City has participated in plan updates and it currently in compliance with Metropolitan North Georgia Water Planning District regulations
Reconsider, and revise as appropriate, existing intergovernmental agreements.	Underway	
Other		
Obtain Green Communities Program certification offered by the Atlanta Regional Commission.	Underway	The City applied for this certification, but did not meet the requirements. We will reconsider application in 2020.
Each Department within the City of Duluth is to complete and present a report of accomplishment based on this Community Work Program to the City Council at the annual Strategic Conference.	Underway	Each Department provides a report of accomplishments to Council annually at Council Work Sessions.



**The Atlanta Regional Commission and The Georgia Department of Community Affairs require specific elements within a Community Agenda. For ease of review these are called out in the Appendix.**

As a Municipality within a “HUD Entitlement Community”, the City of Duluth is required to have a housing element. The Gwinnett County Consolidated Plan fulfills this requirement, and the Community Work Program has housing elements to address future needs.

The City of Duluth is a member of the Atlanta Regional Commission, the Metropolitan Planning Organization of metro Atlanta. The PLAN 2040 Regional Transportation Plan meets this requirement.

The City of Duluth is a member of the Atlanta Regional Commission, the Metropolitan Planning Organization of metro Atlanta. The ARC Regional Important Resource Map satisfies this requirement.


## Steering Committee Members

- Gary Canter – Chairman, Planning Commission
- Ray Williams – Vice Chairman, Planning Commission
- Alana Moss – Planning Commissioner
- Manfred Graeder – Planning Commissioner
- Bob Pennington – Planning Commissioner
- Bernard Robertson – Planning Commissioner
- Greg Whitelock – City Councilmember
- Kelly Kelkenberg – City Councilmember
- Kirkland Carden – City Councilmember
- Chris McGahee – Economic Development Director
- William Corbin – Economic Development Specialist

April 2, 2018 Steering Committee Meeting  
May 21, 2018 Steering Committee Meeting  
June 18, 2018 Steering Committee Meeting  
August 20, 2018 Steering Committee Meeting

	2018									2019		
	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Comprehensive Plan Schedule												

## Marketing Duluth E-Blast:



Dan Robinson

Bill Aiken; Olivia Askew ▾

Comp Plan E Blast

This was included in Alisa's e-blast

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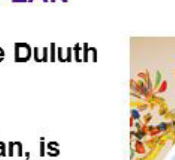
## "FORWARDLUTH" 2040 COMPREHENSIVE PLAN

The future is YOU! Join the conversation to move Duluth Forward.

ForwarDuluth, the City's 2040 Comprehensive Plan, is now open to the community for review and comment. Click on the link to be directed to the draft ForwarDuluth document [HERE](#).

Updating the Comprehensive Plan presents an opportunity to address changes in Duluth during the last 5 years and to respond to continued development pressures. It is also an opportunity to celebrate and reflect on Duluth's past journey, while confirming and refining our aspirations for moving Duluth Forward.


Please submit your comments to [FORWARDuluth@duluthga.net](mailto:FORWARDuluth@duluthga.net) by January 17th, 2019. This document is a living, breathing document until it is approved by City Council on February 11th. We can't wait to read your comments!





Public Engagement Social Media Posts:

At various times during the planning process, the marketing department advertised key meetings and the open comment period through the City’s various social media accounts. (See a selection of the Facebook posts on the following pages.)



City of Duluth,  
Georgia - City Hall

@cityofduluth

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City of Duluth, Georgia - City Hall


December 18 at 11:03 AM ·

The future is YOU! Join the conversation to move Duluth Forward.

ForwarDuluth, the City's 2040 Comprehensive Plan, is now open to the community for review and comment. Click on the link to be directed to the draft ForwarDuluth document: [https://www.duluthga.net/.../planning\\_and\\_.../comp\\_plan\\_2040.php](https://www.duluthga.net/.../planning_and_.../comp_plan_2040.php)

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Welcome to Duluth, GA


The Idquo ForwarDuluth rdquo Process What is a Comprehensive Pla...

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Georgia - City Hall

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City of Duluth, Georgia - City Hall

August 17, 2018 ·

Here's is your chance to share your opinions on the future of Duluth! The City is hosting a Public Open House for its Comprehensive Plan update on Thursday August 23 from 4:30-7:30 at City Hall in the Community Room. The Comprehensive Plan is the City's long range plan so please come and share your thoughts on Housing, Transportation, Parks and much more.



•COMPREHENSIVE PLAN•

4:30 TO 7:30 PM - STOP BY ANYTIME

THU, AUG 23, 2018

Public Open House - Comprehensive Plan

City of Duluth, Georgia - City Hall · Duluth

You like City of Duluth, Georgia - City Hall

Interested

105



Open House Poster:  
This poster was advertised on-line through the City’s social media pages and by placing around Downtown at four key intersections.

THURSDAY AUGUST 23RD @ CITY HALL COMMUNITY ROOM



PUBLIC OPEN HOUSE!

•COMPREHENSIVE PLAN•

4:30 TO 7:30 PM - STOP BY ANYTIME



EVERYONE IS INVITED TO PARTICIPATE


IN FUN AND GAMES AS YOU HELP

SHAPE THE FUTURE OF DULUTH

Questions? Call Planning and Development at 770.476.1790

Steering Committee Meetings:  
Over the course of the planning process, the Steering Committee met six times. These meetings were advertised and open to the public. The agendas for the meetings were advertised on the City’s website, in the Gwinnett Daily Post, and on the public notice board at City Hall. (See the advertised agendas on the following pages.)

Gary Canter  
Ray Williams  
Manfred Graeder  
Greg Whitlock  
K.J. "Kelly" Kelkenberg



Alana Moss  
Robert Pennington  
Bernard Robertson  
Kirkland Carden

AGENDA

COMPREHENSIVE PLAN STEERING

COMMITTEE MEETING

CITY OF DULUTH, GA

3167 Main Street

Duluth, GA 30096

April 2, 2018

COMMUNITY ROOM

5:30 pm

1. Comprehensive Planning Information Presentation – Jared Lombard, Atlanta Regional Commission


2. Goals and Objectives for the Comprehensive Plan Update

3. Sections Needing Improvement

4. Adjourn – 7:30 PM

PLEASE NOTE: This and other city meetings may be audio and/or videotaped for broadcast, transcription and/or archival purposes. As set forth in the Americans with Disabilities act (ADA) of 1992, the City of Duluth government does not discriminate on the basis of disability in the admission or access to or treatment of employment in its programs or activities, and complies with the requirements contained in section 35.107 of the Department of Justice regulations. Any requests for reasonable accommodations required by individuals to fully participate in any open meeting, program, or activity of the City of Duluth government should be made seven days prior to the event. Inquiries should be directed to the ADA Coordinator in the Planning Department, located at 3167 Main Street, Duluth, GA. 30096, telephone (770) 476-1790.

Gary Canter  
Ray Williams  
Manfred Graeder  
Greg Whitlock  
K.J. "Kelly" Kelkenberg



Alana Moss  
Robert Pennington  
Bernard Robertson  
Kirkland Carden

AGENDA

COMPREHENSIVE PLAN STEERING

COMMITTEE MEETING

CITY OF DULUTH, GA

3167 Main Street

Duluth, GA 30096

June 18, 2018

COMMUNITY ROOM

5:30 pm

1. Updated Demographic Information Presentation – Jared Lombard, Atlanta Regional Commission

2. City Goals and Strengths Discussion


3. Visual Preference Survey

4. Planning Bucks Exercise

5. Adjourn

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Ray Williams  
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Greg Whitlock  
K.J. "Kelly" Kelkenberg



Alana Moss  
Robert Pennington  
Bernard Robertson  
Kirkland Carden

AGENDA

COMPREHENSIVE PLAN STEERING

COMMITTEE MEETING

CITY OF DULUTH, GA

3167 Main Street

Duluth, GA 30096

May 21, 2018

EXECUTIVE CONFERENCE ROOM

5:30 pm

1. Demographic Information Presentation – Jared Lombard, Atlanta Regional Commission


2. Mapping Exercises

- Areas of Strength and Weakness around Duluth
- Character Areas Review and Update
- Potential Pedestrian Connections to Downtown

3. Adjourn – 7:30 PM

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K.J. "Kelly" Kelkenberg



Alana Moss  
Robert Pennington  
Bernard Robertson  
Kirkland Carden

AGENDA

COMPREHENSIVE PLAN STEERING

COMMITTEE MEETING

CITY OF DULUTH, GA

3167 Main Street

Duluth, GA 30096

August 20, 2018

COMMUNITY ROOM

5:30 pm

1. Review Boards and Interactive Materials for Open House.

2. Adjourn

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Gary Canter  
Ray Williams  
Manfred Graeder  
Greg Whitlock  
K.J. "Kelly" Kelkenberg

Alana Moss  
Robert Pennington  
Bernard Robertson  
Kirkland Carden

AGENDA  
COMPREHENSIVE PLAN STEERING  
COMMITTEE MEETING  
CITY OF DULUTH, GA  
3167 Main Street  
Duluth, GA 30096

November 15, 2018	COMMUNITY ROOM	5:30 pm
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- 1. Review Draft Comprehensive Plan
- 2. Adjourn

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AGENDA  
COMPREHENSIVE PLAN STEERING  
COMMITTEE MEETING  
CITY OF DULUTH, GA  
3167 Main Street  
Duluth, GA 30096

January 24, 2019	COMMUNITY ROOM	5:30 pm
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- 1. Review Public Comments gathered during public review window
- 2. Review changes made since first draft
- 3. Review remaining schedule to adoption
- 4. Adjourn

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Adopted 2019

