

2040 PLAN



2040 COMPREHENSIVE PLAN SUWANEE, GEORGIA



Prepared for the City of Suwanee by Lord Aeck Sargent,
Bleakly Advisory Group, and Clark Patterson Lee

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ACKNOWLEDGEMENTS

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Daniel Foster

Richard Goodman

Beth Hilscher

Doug Ireland

Linnea Miller

PLANNING COMMISSION

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Lila Kelley

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Glenn Weyant

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Nick Masino

Glenn Weyant

Jace Brooks

Lila Kelley

Keith Nabb

Dave Williams

Ray Brown

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Julie Purdue

Randy Winfield

Roger Grant

PARTICIPANTS

Barb Allen

Linda Dowling

Joe Lembo

Kelli Rodriguez

Scott Andrews

Tom Dowling

Jeff Lineberry

Daphne Saindon

Luana Ayers

Chiaki Duncan

Jeffrey Malmquist

Pete Saindon

Matt Ayers

George Duncan

Kimberly Martenn

Jon Setzer

Lee Ann Bambach

Mickey Eyre

Charlie Mason

Art Sheldon

Debbie Barcella

Michelle Frost

Charles Medlin

Greg Smith

Brian Baskette

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Eric Miller

Polly Smith

Gary Baumen

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Windi Beaton

Orson Hail

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Carol Hassell

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John Niziurski

Kelly Vanscoy

Bruce Caplan

Joleen Hendrix

Scott Norman

Sam VanVolkenburgh

Kimberly Cisneros

Renande Henry

Scott Norwood

Sarah VanVolkenburgh

Patty Cody

Greg Imig

David Owen

Robert Wheeler

Jenny Cross

Piper Keairnes

Shelly Owen

Amanda Wilskes

Dominick Cuocci

Chris Kiraly

Dave Patel

Eric Wolman

Alan Dandar

Berney Kirkland

Andi Pelletier

Kristen Dandar

Beth Lembo

Dee Ann Presnell

CITY STAFF

Marty Allen, City Manager

Denise Brinson, Assistant City Manager

Kylie Adams, Senior Planner

Paul Bara, Communications Specialist

Josh Campbell, Planning Director

Alyssa Durden, Planning Division Director

Adam Edge, Downtown and Business Development Manager

MaryAnn Jackson, Development Coordinator

Mike Jones, Police Chief

James Miller, Public Works Director

Elvira Rogers, Administrative Services Director

Jessica Roth, Business Services Director

Amie Sakmar, Financial Services Director

Abby Wilkerson, Public Information Officer

PREPARED WITH THE ASSISTANCE OF

LORD AECK SARGENT

Bob Begle, Principle

Niti Gajjar, Project Manager

Shruti Agrawal, Urban Designer

BLEAKLY ADVISORY GROUP

Geoff Koski, President

CPL

Kevin McOmber, Senior Vice President

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EXECUTIVE SUMMARY

20 years ago, Suwanee's first Comprehensive Plan laid out a vision for Suwanee to evolve from a suburban bedroom community into a sustainable place by managing growth. The City's land use policies embraced smart growth and pedestrian-oriented development principles. Marked by a change in development patterns from separated land uses to more walkable, connected, mixed-use neighborhoods, Suwanee became a leader for this type of development and is known for its sense of place.

It seems unbelievable, but when the last Comprehensive Plan was completed, Town Center was far from complete. The park was completed, the Shadowbrook neighborhood was built, and some of the mixed-use buildings were under construction. Since then Town Center has been fully built-out with a modern City Hall at the center of what has become Suwanee's center of activity as it was envisioned. Town Center hosts over 40 events every year and truly functions as Suwanee's living room where residents congregate for weekly running clubs, corn hole leagues and seasonal farmers markets.

The long range vision is a thriving downtown surrounding Town Center Park and preservation of established single family neighborhoods to enhance quality of life for Suwanee's residents. Looking forward to the next 20 years, Suwanee is ready to progress – expanding Town Center across Buford Highway with a new park west of the railroad tracks and reconstructing Buford Highway to be the very important seam that will bind the two sides together making downtown Suwanee a cohesive place. After years of planning, Buford Highway reconstruction is underway. The highway, once completed, will transform into the main street of downtown Suwanee. The purpose of the project is to keep Buford Highway as a two lane road and enhance it with elements like, on-street parking, street trees, wide sidewalks, and bike lanes, so that it becomes a pedestrian friendly seam to the two sides of downtown instead of a divider as would likely occur if converted to four lanes. Buford Highway will extend Town Center style development down Buford Highway to a roundabout at Russell Street that will improve traffic and create a gateway into both Old Town and Town Center. The expansion of Town Center west of the railroad tracks with the development of a new park will further unify the two sides and complete the physical connection of Town Center and historic Old Town.

Another catalyst is the extension of Town Center down Buford Highway with a new mixed-use project south of Town Center. This project will bring more vitality and residents to Town Center, more restaurants and night life to Buford Highway, and accomplish a long-term goal of the City, which is to bring new life to Old Town, Suwanee's original center. These projects are expected to increase interest in Old Town and development along Buford Highway. The growth strategies outlined in the 2040 Plan anticipate these changes and thoughtfully outline how and where Suwanee should grow over the next 20 years.

The needs and opportunities assessment for the 2040 Plan analyzed existing conditions, demographic and market trends, and community input through focus group interviews, an online survey, three public open houses, and a series of steering committee meetings. This process identified several issues that became a focus of the plan and its recommendations. These issues include the need for more people to support more unique restaurants and entertainment venues, the desire for compact walkable communities that preserve open space, a strong desire and need for medium to high-rise office in Suwanee Gateway, and acknowledgement of changes to the retail market and the effect that has on potential development and land use.

These needs align with Suwanee's maturity level as a city. There are few large tracts of land left for more low density, single family detached neighborhoods. Undeveloped land and redevelopment opportunities are in locations with high land values. The plan calls for most future development in Suwanee to be infill medium density housing other than a few strategic locations designated for future multifamily. Market demand for medium density housing combined with the characteristics of developable land are factors that contributed to an increase in townhome construction in Suwanee. There is now a desire and need for other forms of medium density housing, particularly types that can better accommodate Suwanee's growing empty nester and senior population.

While the residential market has recovered well and Suwanee continues to be an attractive place for residential development due to the quality of life that comes with high performing schools, an abundance of parks and open space, walkability, sense of place, and a unique community identity, the market for retail is limited to services or lifestyle centers that provide an experience beyond shopping. The result is commercial that is more of an amenity. The strategy for 2040 is to: 1) focus commercial at key intersections where it will likely be more successful and 2) allow arterial corridors to develop with less intense uses, such as office-industrial or medium density residential.

The 2040 Vision Statement paints the picture of what Suwanee should be in the year 2040. It was very intentionally crafted by the 2040 Plan participants and vetted in public open houses throughout the planning process.

The City is divided into 11 character areas, where existing and desired development are similar. Building on the overall Vision for the City, the goals and specific growth strategies for each character area are specifically defined in the character areas section of the plan.

The Community Work Program lists specific action items to accomplish these goals. The work program is updated annually by City Council as action items are accomplished.



COMMUNITY VISION

Vision Statement
Character Areas
Future Land Use

VISION STATEMENT

Suwanee 2040 will be a safe, fun, attractive, inclusive, evolving city with a unique, vibrant downtown that is well-connected to established neighborhoods and commercial/employment opportunities. Neighborhoods farther from downtown will be largely suburban, while development types closer to downtown will be taller, denser and highly walkable. **Town Center** will be the city's economic, social, and cultural hub. **Historic Old Town** will be characterized by a mixture of old and new quaint smaller scale development integrated into the existing traditional fabric. **Suwanee Gateway** will serve local and regional commercial and employment needs. **Established neighborhoods** will continue to be an essential source of quality homes attractive to families. **Art, parks, greenways and open space** will be important elements for recreation and identity. Suwanee will continue to grow in a deliberate manner that enhances the city's varied communities and quality of life.

CHARACTER AREAS

Character areas were established in the 2020 Comprehensive Plan as areas where traditional neighborhood development, including mixed-use centers and mixed-use villages, would be encouraged as focal points for growth in Suwanee. The 2030 Comprehensive Plan expanded this concept by dividing the entire city into character areas based on areas that were similar in character. These character areas included areas that were intended to change to absorb growth as well as areas that should be preserved. Developing growth and preservation goals and strategies tailored to each area has allowed the City to strengthen the unique character of areas like Old Town, channel commercial growth into mixed-use centers like Town Center, and preserve existing neighborhoods. The 2040 Comprehensive Plan has 11 distinct character areas. Each of these character areas and the corresponding vision and goals are described within this chapter. Notable changes to character areas from the 2030 Comprehensive Plan are highlighted below.

Town Center Character Area:

The Town Center boundary was expanded to the northwest due to the planned expansion of Town Center Park on the west side of the railroad tracks. The new boundary incorporates the proposed park along with land around it that has potential for compatible higher density mixed-use development within walking distance. This includes a large tract of vacant land adjacent to Kroger that was previously in the PIB Character Area.

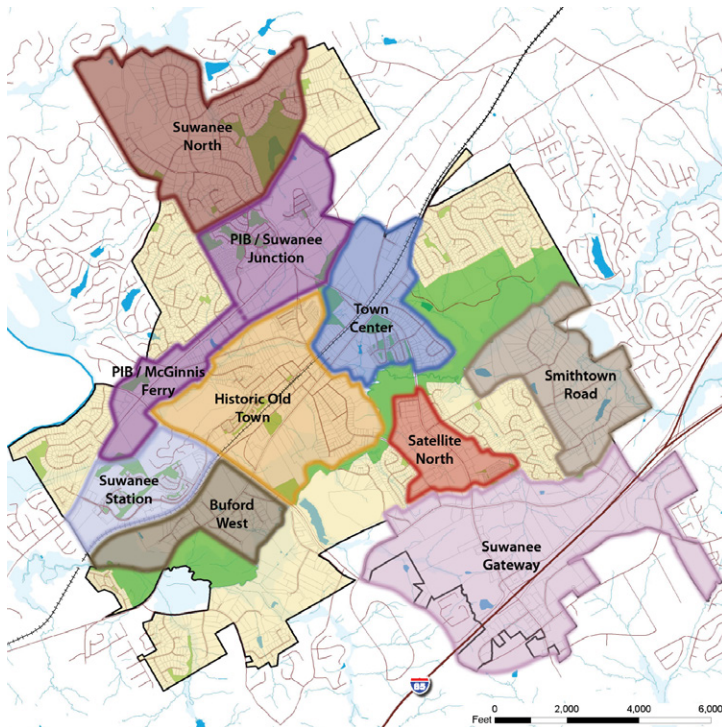


FIG. 1 2030 COMPREHENSIVE PLAN CHARACTER AREA MAP

Brogdon Road Character Area:

A new character area was carved out of the original Town Center Character Area. This small, successful industrial area along Brogdon Road contributes to the economic base for the City and should be preserved. The industrial nature of this area is not compatible with Town Center, nor directly connected to Town Center. The remaining underdeveloped parcels in this area are more suited to industrial uses than mixed-use.

Buford Highway Subarea:

The reconstruction of Buford Highway as a city street is identified as a catalyst project in the 2015 Downtown Suwanee Master Plan. The plan calls for the mixed-use character of Town Center to continue south down Buford Highway to the future roundabout at Russell Street. However, there was an intentional decision during the planning process to maintain the boundary between the Town Center Character Area and the Old Town Character Area. Buford Highway should not belong to either but be the connector that ties the two areas together.

Suwanee Station Influence Area:

The Buford West Character Area is a successful industrial area that should be preserved as industrial. The portion of the Buford West Character Area that is adjacent to the Suwanee Station Character Area should remain industrial. However, when commuter rail or other transit comes to Suwanee Station in the future and the station area is developed, it would be logical for this portion of the Buford West Character Area to be developed as a higher density Mixed-Use Center to add residential and commercial uses conducive to supporting transit. The Suwanee Station Influence Area acknowledges that the City intends for this to be part of the larger transit oriented development, but not until transit is progressing in Suwanee Station.

Satellite Boulevard Character Area:

The Satellite Boulevard Character Area replaces the Satellite North Character Area. It includes the primarily office/industrial area along Lawrenceville-Suwanee Road that was in the Satellite North Character Area and adds parcels that front Satellite Boulevard and were previously included in the Suwanee Gateway Character Area. These parcels are mostly developed with office, warehouse, and light industrial uses. They contribute to the industrial base of the City's economy. This corridor should be preserved as industrial. Commercial should be limited to key intersections where it can be successful. This change helps clarify and strengthen the strategy for the Suwanee Gateway Character Area as a primarily commercial area intended for higher intensity commercial and office uses.

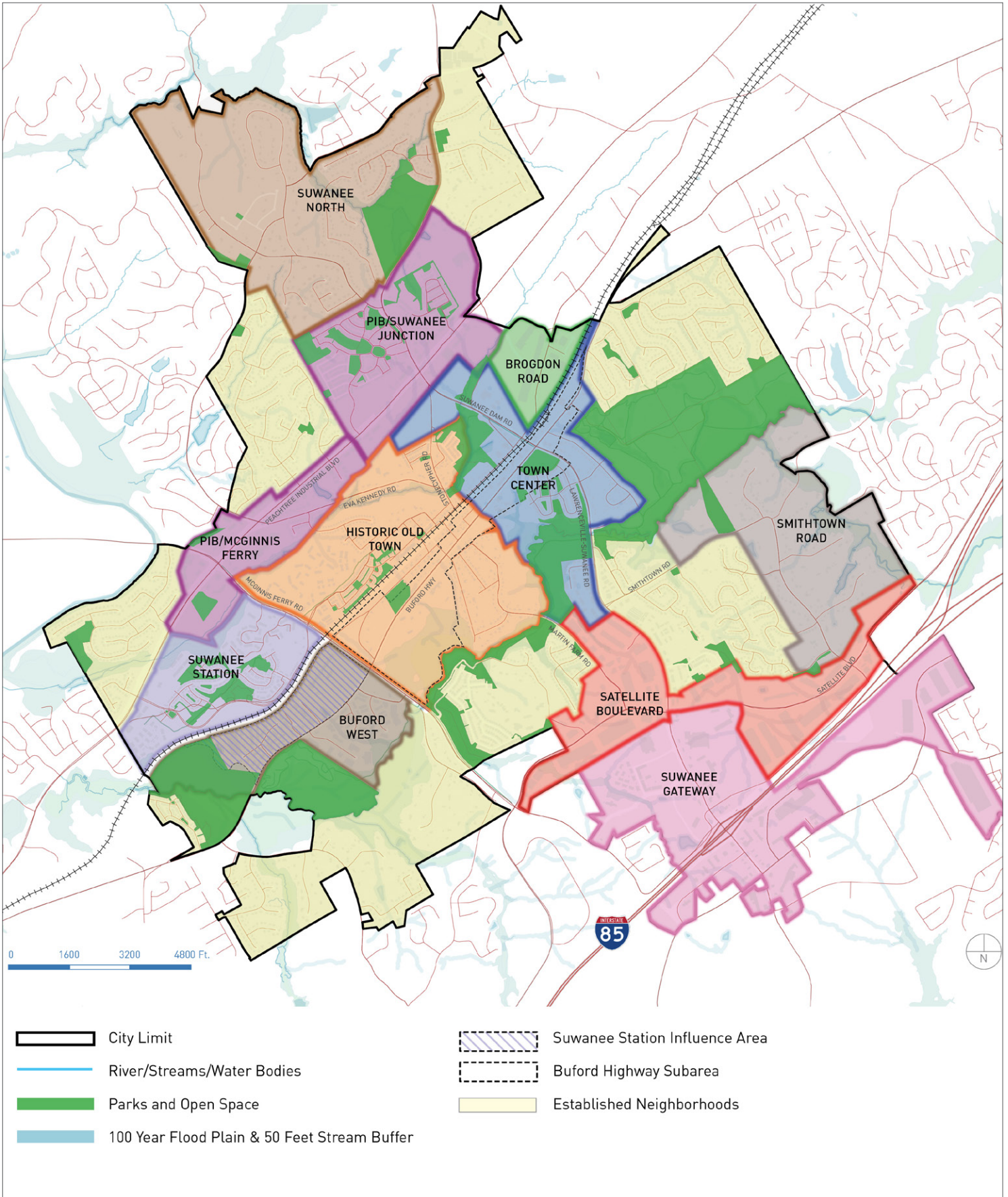


FIG. 2 UPDATED CHARACTER AREA MAP FOR 2040 PLAN

FRAMEWORK PLAN

A framework plan was created as a part of the process for developing the 2040 Plan. The framework plan highlights tracts that are likely to be developed or redeveloped within the planning horizon. It then designates appropriate uses and residential densities for all identified development opportunities based on the goals and development strategies for each character area. These density designations were established through a series of workshops with the steering committee determining desired growth levels for different parts of the City and appropriate locations for low, medium, and high density. The framework plan shows desired future connections that tie the different character areas together.

Potential development and redevelopment opportunities are located mostly in the downtown core around Town Center and along major corridors including Buford Highway and the node at Peachtree Industrial Boulevard and Suwanee Dam Road. In Suwanee Gateway there are development opportunities for high density office as well as large redevelopment opportunities that will require more land assemblage and creative, high intensity, master planned development.

Uses designated include residential, mixed-use, commercial, parks, industrial, and special development. Special development designation identifies redevelopment or adaptive reuse opportunities that may require creative solutions or be triggered by special users. The framework plan recommends appropriate densities for mixed-use/residential parcels.

-  Mixed-Use/Higher Density Residential (16-40 Units/Acre)
-  Mixed-Use/Medium Density Residential (7-15 Units/Acre)
-  Lower Density Residential (2-6 Units/Acre)
-  Commercial/Retail/Office
-  Potential Park/Open Space
-  Special Development
-  Industrial
-  Existing Multi-use Trail/Greenway
-  Potential Multi-use Trail/Greenway
-  New Streets/Streetscape Enhancements
-  Gwinnett County Greenway Master Plan
-  Buford Highway Subarea
-  Suwanee Station Influence Area

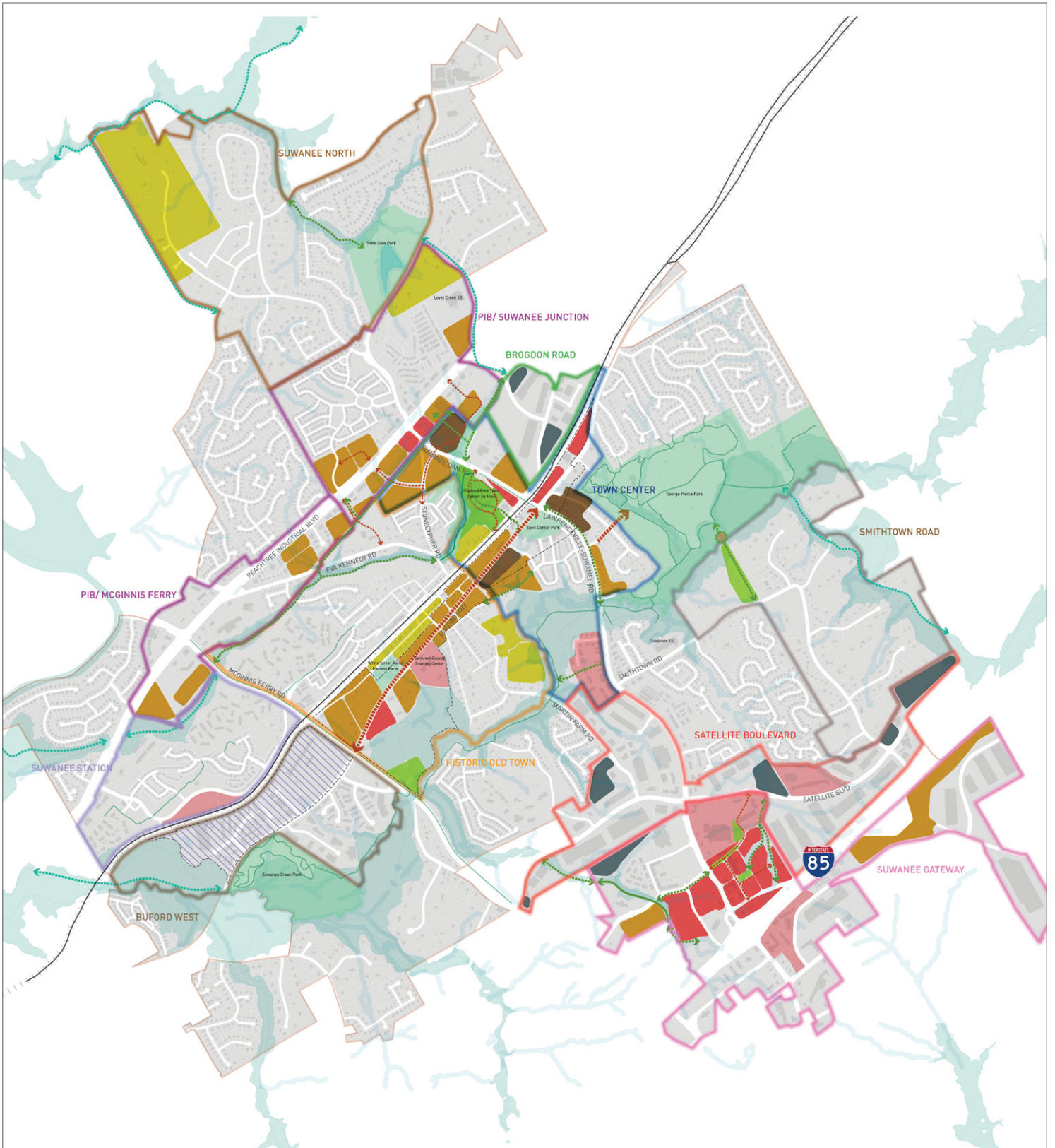


FIG. 3 FRAMEWORK PLAN

TOWN CENTER CHARACTER AREA

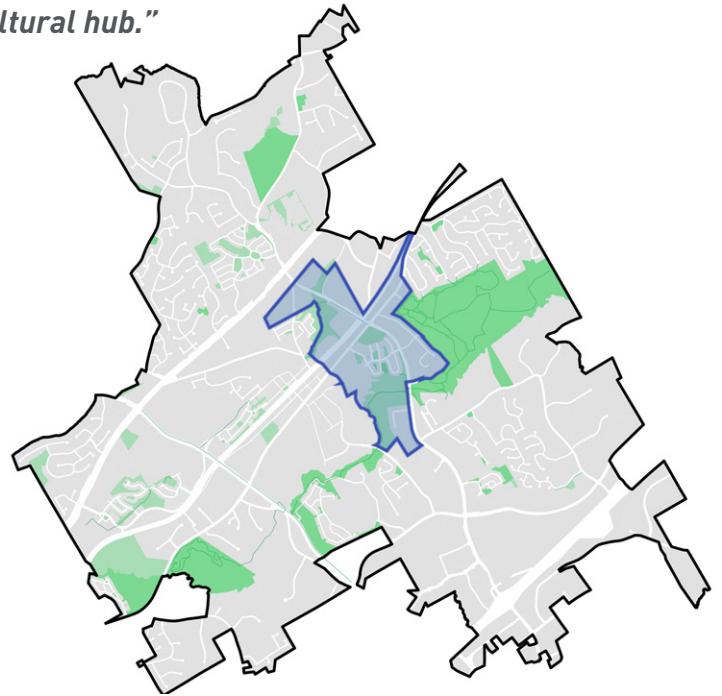
“Town Center will be the city’s economic, social, and cultural hub.”

Town Center exceeded expectations of creating a sense of place and community identity for Suwanee. Anchored by Town Center Park, City Hall, and development with mixed-use buildings with residential above retail, Town Center emerged as the civic heart of the City where numerous local and regional events are held every month. It continues to function as a catalyst for additional mixed-use development in the surrounding area.

Town Center is characterized by high quality multi-story mixed-use buildings fronting public spaces with neighborhoods of medium density, small lot single family homes and townhomes. Adjacent uses are connected by a network of local streets lined with sidewalks and street trees that create a series of small blocks.

Town Center Goals

- The original 23 acre Town Center development should be the model for future development within the Town Center character area.
- New mixed-use development across Lawrenceville-Suwanee Road and down Buford Highway toward Russell Street should be similar in nature to that flanking City Hall.
- Buildings should be tall near Town Center and step down to medium density farther from Town Center.
- Extend Suwanee Avenue into George Pierce Park.
- Investigate opportunities to provide affordable housing in Town Center.
- Consider opportunities to link Town Center Park to more remote neighborhoods and other activity centers.



Key Map: Town Center

Urban-style mixed-use/residential development



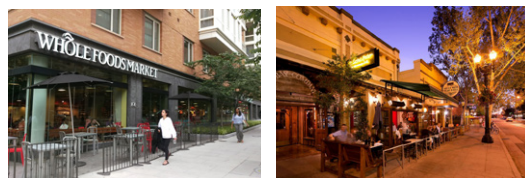
Mix of urban and traditional style residential condo/townhomes



Small lot and cottage-style residential



Corner market and sidewalk cafe/restaurant



Conceptual Framework Plan for discussion purpose only and not intended for future development proposal.

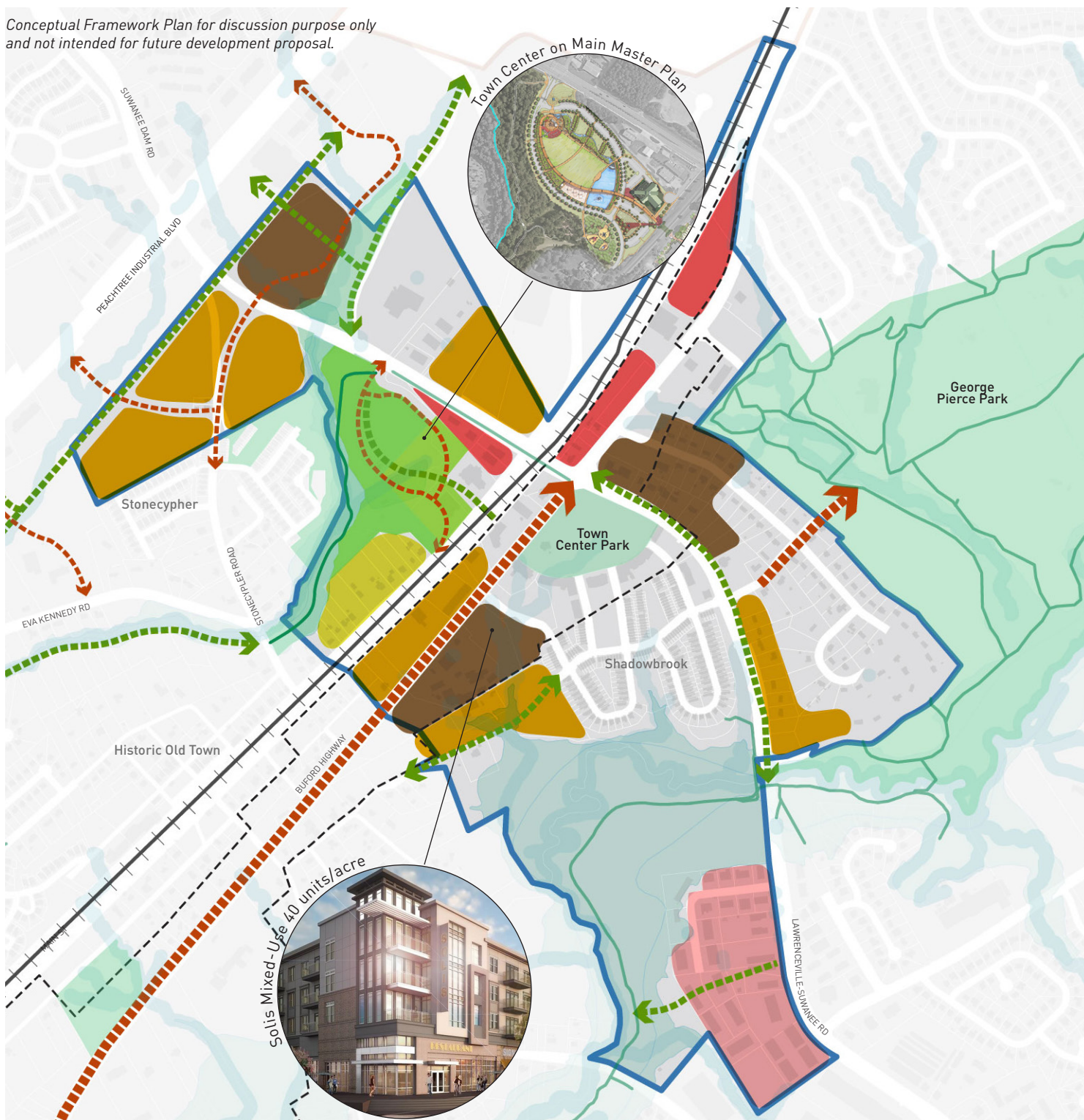
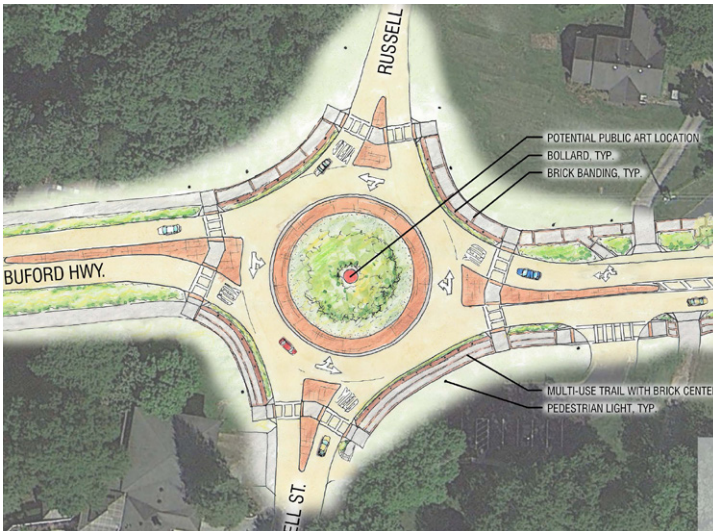


FIG. 4 TOWN CENTER CHARACTER AREA DEVELOPMENT FRAMEWORK

- Mixed-Use Center/Higher Density Residential (16-40 Units/Acre)
- Mixed-Use Village/Medium Density Residential (7-15 Units/Acre)
- Lower Density Residential (2-6 Units/Acre)
- Commercial/Retail/Office
- Special Development
- Potential Park/Open Space
- Existing Multi-use Trail/Greenway
- Potential Sidewalk/Multi-use Trail/Greenway
- New Streets/Streetscape Enhancements
- Buford Highway Subarea

Town Center Future Development

Town Center is the appropriate place for any new high density residential uses. It is well suited to accommodate density because of the concentration of passive open space, pedestrian and bicycle facilities, and retail and restaurants. Multi-family will be developed in mixed-use environments similar to Town Center reducing the need for car trips by locating services, restaurants and jobs near higher density residential often in the same building. Increasing the number of residents in Town Center will enhance the chances of successful commercial uses in Town Center. However, the city should be prepared to take steps to mitigate market challenges that prevent the downtown area from successfully attracting uses that contribute to vibrancy.



Planned roundabout at Buford Highway and Russell Street

The 2030 Comprehensive Plan and the 2015 Downtown Suwanee Master Plan called for the style of development surrounding Town Center Park to be extended to the north, west and south along Buford Highway. Buford Highway is undergoing reconstruction that will transform and further define Town Center. The new Buford Highway will be a city street with wide sidewalks, street trees, pedestrian lighting, on-street parking, and bike lanes.

The development underway south of Town Center will help implement the goal of expanding Town Center to the south along the east side of Buford Highway. It will extend almost to a planned roundabout at Russell Street serving as the gateway for Town Center and Old Town. This mixed-use project with four-story building is an example of the expectation for new development or redevelopment along Buford Highway between Lawrenceville-Suwanee Road and Russell Street. Buildings should sit close to the sidewalk with ground floor residential units providing entrances connected directly to the Buford Highway sidewalk. Parking should be located behind buildings.

Buildings along Buford Highway should create an engaging street wall adding interest and vitality to the pedestrian environment. Where buildings front an internal greenspace,



Planned mixed-use development along Buford Highway south of Town Center

such as a mews, the edge of that greenspace should provide that same engaging edge with walls of high quality materials, low walls for sitting, or steps into the greenspace. Buildings may set back from the sidewalk to make space for sidewalk cafes, plazas or small park spaces along the sidewalk.



Planned senior living facility along Suwanee Dam Road

City and County facilities currently occupy the west side of Buford Highway across from Town Center. As City and County needs outgrow existing facilities, some of these facilities could relocate. These would present opportunities to adaptively reuse buildings. Restaurants, breweries or other similar entertainment or cultural establishments that would bring more night life to Town Center are encouraged. As with other urban areas, land is at a premium, so shared parking strategies are encouraged between adjacent uses that experience peak usage at different times of the day. Redevelopment is encouraged to create infill buildings, small pocket parks, or plazas between existing buildings and the new Buford Highway sidewalk to create a more engaging pedestrian experience along these properties.

Across from Town Center, on Lawrenceville–Suwanee Road there are a few small commercial buildings, a convenience store with gas pumps, and some single family ranch houses dating roughly from the 1950s and 60s that present an opportunity for redevelopment. Development on this corner should be similar in nature to the buildings flanking City Hall but set back from the right-of-way to allow for a plaza that mirrors the hardscaped edge of Town Center Park. Streets in this area should be extended to connect to George Pierce Park as appropriate.



Illustrative plan from 2015 Downtown Suwanee Master Plan

The Town Center Character Area includes Main Street from Stonecypher Road to Suwanee Dam Road. This section of Main Street is characterized by a mixture of small cottages and some larger homes. Many of these lots have multiple accessory buildings per lot arranged in a rural or organic pattern as these properties have been improved over time. The character of this area should be preserved as it is reminiscent of Suwanee's history as an agrarian railroad town. Infill development should reinforce this historic character and development pattern.

A new park is planned on approximately 20 acres the City acquired as part of the Open Space Initiative in 2002. This park will expand Town Center to the west side of the railroad tracks and incorporate three existing community assets: Playtown Suwanee, a unique playground built by volunteer efforts of residents; the Suwanee branch of Gwinnett County Public Library, which will become a focal point of the new park much like City Hall is a focal point of Town Center; and the newly constructed Brushy Creek Trail, which will remain

in the natural wooded edge of the park. Main Street will be realigned to curve into and through the new park making a safer connection with Suwanee Dam Road at an existing traffic signal. The pedestrian tunnel beneath the railroad tracks will exit into a plaza on both sides making a physically safer and visually stronger connection between the two sides of Town Center. The connection will be strengthened by the redesign of City Hall Park between Buford Highway and the pedestrian tunnel.



Master plan for new park

The area northwest of the planned park belongs in the Town Center Character Area due to the impending development of the park. The park will likely attract development and redevelopment interest on the land that surrounds it. Restaurants or other entertainment venues or retail would be appropriate uses adjacent to the park as they would bring vitality to the park just as the same uses do to Town Center Park. Several buildings along the park edge could be adaptively reused to create unique commercial locations taking advantage of park frontage. Medium density residential or mixed-use buildings with residential over commercial would be appropriate as well. Development in this area should be of high quality reflective of the significant investment the City is making in the park, and it should be compatible with urban design and development patterns found in Town Center. New residential development adjacent to Old Town should consider its context and transition down in density.

PEACHTREE INDUSTRIAL BOULEVARD CORRIDOR

The Peachtree Industrial Boulevard Corridor (PIB) Character Area includes most of the length of the corridor within the City limits. It generally runs one parcel deep, but widens to follow a power easement roughly parallel with Peachtree Industrial Boulevard. The character area expands at the two primary intersections, McGinnis Ferry Road and Suwanee Dam Road, to include the commercial at these nodes as well as the planned mixed-use developments of Village Grove and Three Bridges at Suwanee Dam and Suwanee Walk at McGinnis Ferry Road. Village Grove and Three Bridges demonstrate the desired horizontal mixed-use pattern that is intended for the area. This type of development locates neighborhood services in proximity to adjacent office and/or residential and links them with sidewalks.

Development within the corridor is well connected via interparcel connectivity with the goal of reducing the number of curb cuts on Peachtree Industrial Boulevard and allowing travel from one parcel to another without using the arterial. This makes local trips more efficient and reduces traffic on Peachtree Industrial Boulevard. While older commercial development along the corridor is auto-oriented with individual curb cuts for each development, new commercial is focused at the two primary intersections as commercial has been less successful further away from the intersections.

Peachtree Industrial Boulevard Goals

- Convert vacant and underutilized commercial property along the corridor or behind existing commercial to medium-density residential and/or mixed-use with neighborhood retail and direct more intensive commercial uses into the nodal areas surrounding the intersections at McGinnis Ferry and Suwanee Dam Road.
- New residential should be developed using traditional neighborhood design principles and a diversity of housing types. Development should take into account adjacent development similar to Village Grove.
- Explore creating a new multi-use trail paralleling the corridor along the power easement.
- Promote interparcel connectivity between adjacent development.
- New development should include streets that improve mobility and connectivity between Stonecypher and Eva Kennedy Road to Peachtree Industrial Boulevard and Suwanee Dam Road. New streets should be designed to encourage low vehicular speeds and make use of traffic calming measures.
- Study the possibility of adding signalized intersections around the Suwanee Dam commercial node to facilitate safer and more frequent pedestrian crossing.

Future Development

The Peachtree Industrial Boulevard/Suwanee Junction node at Suwanee Dam Road extends to the city limits to the north at Tench Road including an undeveloped parcel at the corner of Tench Road. 48 acres of undeveloped land is located near the southeast corner of the PIB/Suwanee Dam Road intersection. Part of this land is within the character area. These undeveloped tracts should be developed as mixed-use villages similar to Village Grove and Three Bridges with commercial uses closer to the intersection and transitioning to residential uses adjacent to existing residential. Development should incorporate new streets to connect to adjacent parcels and existing roads.

During the last comprehensive plan update in 2007, just before the bubble burst, Peachtree Industrial Boulevard was expected to continue to grow as a retail and office spine. With nodes at key intersections developing into regional retail destinations. The post-recession economy presents less opportunity for retail and office uses in general because retail and office uses are looking to locate in lifestyle centers. With the option of online shopping, many people are choosing to shop only when and where there is a unique environment or experience other than just shopping. As a result, commercial uses that are locating in local centers tend to be more service oriented such as restaurants, salons, and medical offices.

Future development should encourage commercial near the two key intersections and discourage spotty commercial in between these nodes where it is less likely to be successful. The Kroger site could be intensified using excess parking areas to bring more commercial to the Suwanee Dam commercial node. These nodes are appropriate for larger-footprint

Urban-style mixed-use/commercial/retail



Mix of urban and traditional style residential/condo/townhomes



Small lot, accessory units and cottage-style residential



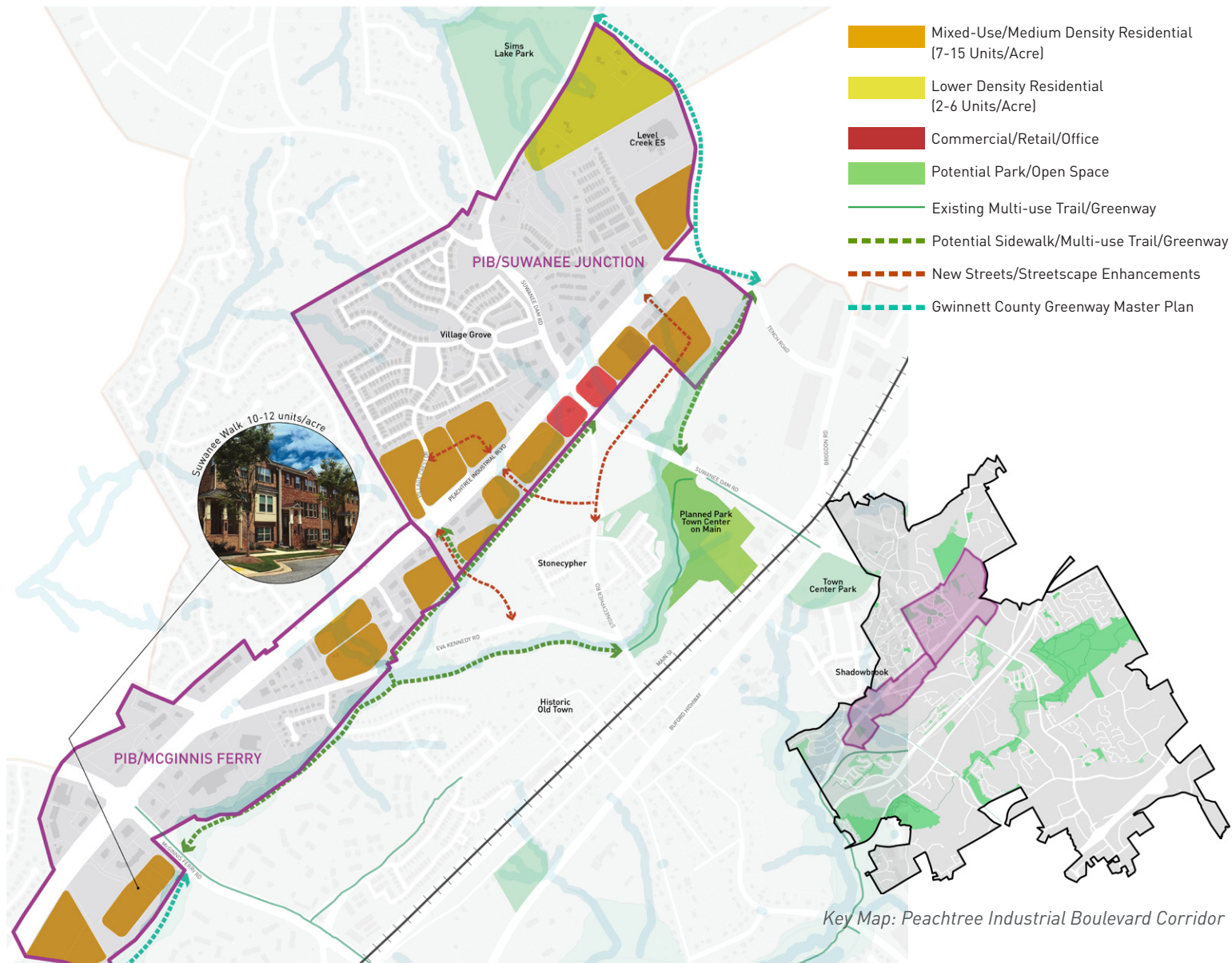


FIG. 5 PIB/SUWANEE JUNCTION AND PIB/MCGINNIS FERRY CHARACTER AREAS DEVELOPMENT FRAMEWORK

commercial buildings, however these should be arranged in a series of blocks in a network of pedestrian friendly streets.

Existing underutilized commercial property between the two nodes should be considered for redevelopment with less intense uses such as medium density residential or office with or without limited neighborhood serving retail. New residential is also appropriate behind existing commercial fronting Peachtree Industrial Boulevard. Development should have diverse housing options as appropriate to the adjacent context, including small lot single family detached homes, townhouses, and small buildings with stacked flats. Residential development should be well connected to the commercial property.

New development and redevelopment should design smaller, more dispersed parking; landscaped pedestrian walkways with

intermittent plazas and pocket parks; a mix of uses or housing types, and buildings with quality materials and architectural detailing. Every attempt should be made to promote interparcel connectivity, both pedestrian and automotive, along the entire corridor, whether as part of new construction or retrofitted to existing development.

The framework plans for the PIB Corridor character area in Figure 5 as well as the framework plan from the 2030 Comprehensive Plan in Figure 6 illustrate the concept for the node at Peachtree Industrial Boulevard and Suwanee Dam Road. More intense commercial should be focused at the intersection where it will be more successful. Surrounding uses further from the intersection should be mixed-use or residential.

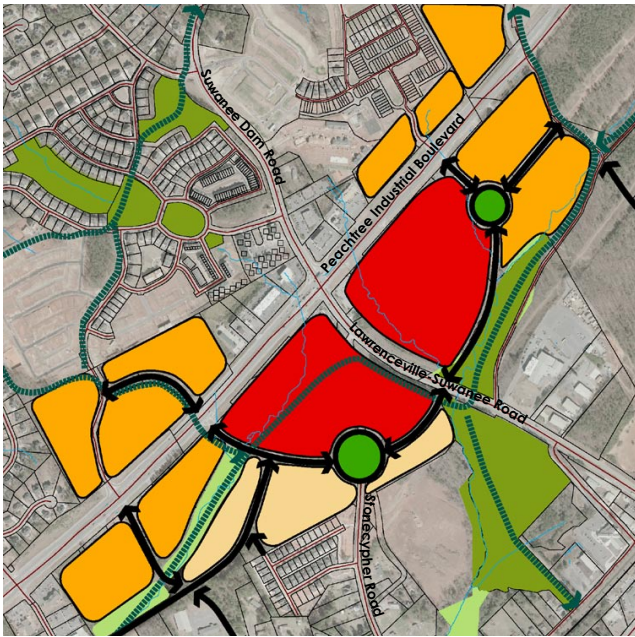


FIG. 6 PIB TARGET AREA DEVELOPMENT FRAMEWORK
 (2030 COMPREHENSIVE PLAN)

Figure 7 illustrates how the node at Suwanee Dam Road and Peachtree Industrial Boulevard could be developed in a manner consistent with the goals of the PIB Corridor. This node is adjacent to Suwanee’s planned expansion of Town Center Park. The area illustrated overlaps these two character areas, Peachtree Industrial Boulevard Corridor and Town Center, and shows desired connections between the two including the realignment of Stonecypher Road to intersect with Suwanee Dam Road at an existing median break.

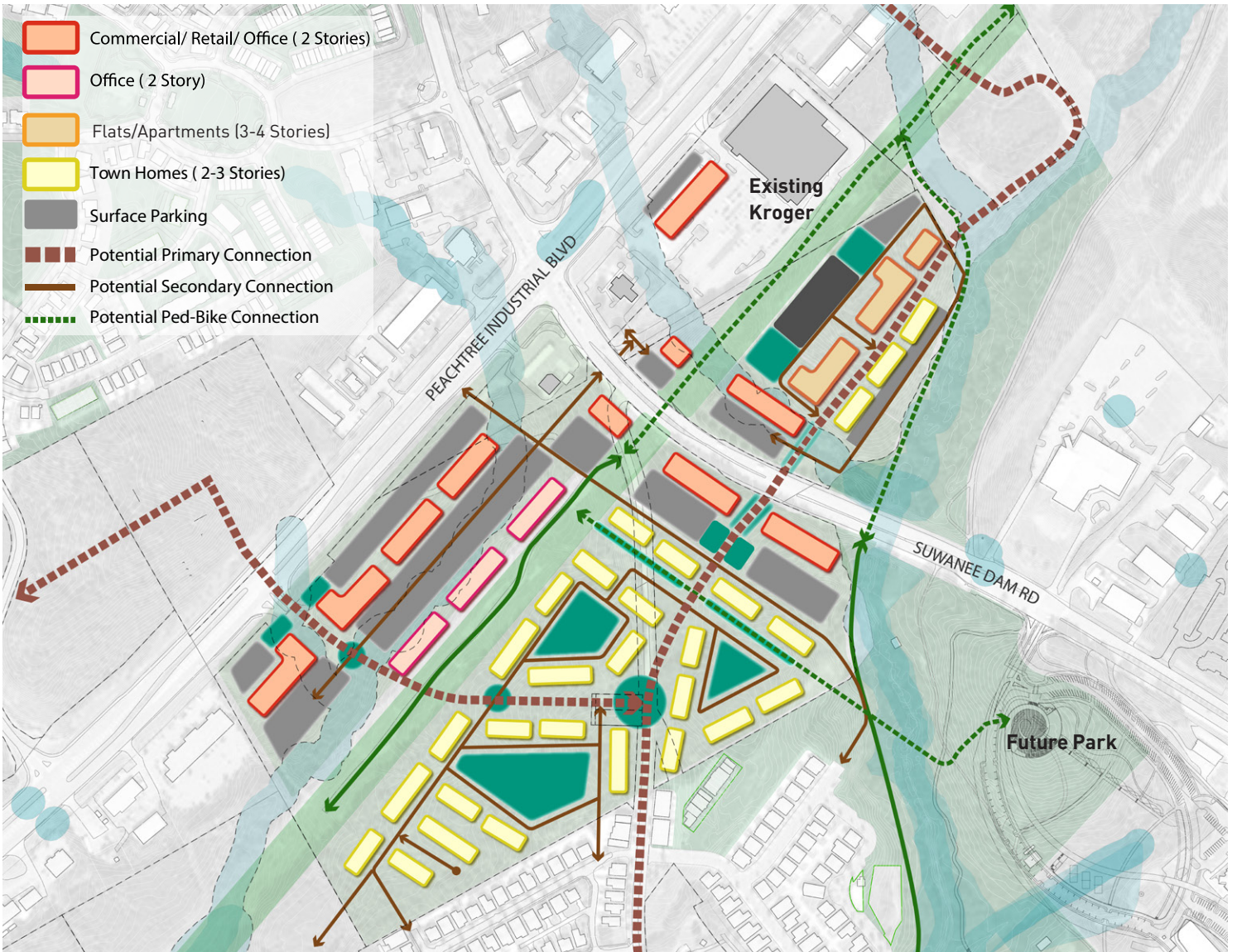


FIG. 7 PIB TARGET AREA DEVELOPMENT FRAMEWORK

Figure 8 shows approximately 300,000 square feet of commercial within two-story commercial buildings along Peachtree Industrial Boulevard and Suwanee Dam Road including some potential liner commercial buildings at the edges of Kroger's parking lot. A higher density mixed-use center is illustrated on the northeast corner. This includes approximately 250 multifamily units within a four story building behind commercial with pedestrian connectivity to the adjacent Kroger site. The southeast corner shows an approximately 200 unit horizontal mixed-use village neighborhood. This medium density residential development should function similarly to Three Bridges and Village Grove with a variety of housing types behind office and commercial.

Traditional neighborhood design principles should be used to create a series of walkable blocks and tree and sidewalk lined streets to allow residents to walk to the commercial node at Peachtree Industrial Boulevard and Suwanee Dam Road. New development should connect to surrounding neighborhoods making the commercial node accessible to Old Town residents as well. The street network of each of these corners should connect to both Suwanee Dam Road and Peachtree Industrial Boulevard. If feasible, a direct connection should be made to the new park as well.



FIG. 8 POTENTIAL FUTURE DEVELOPMENT

HISTORIC OLD TOWN CHARACTER AREA

“Historic Old Town will be characterized by a mixture of old and new quaint smaller scale development integrated into the existing traditional fabric.”

The Old Town Character Area is the historic downtown for the City. Old Town has a quaint character that serves as the foundation for Suwanee’s identity and is valued as a cultural resource. The character area is bisected by Buford Highway, which serves as a seam between the east and west sides of Old Town and the connection to Town Center. Together Town Center and Old Town comprise Suwanee’s downtown.

In 2013, Suwanee’s historic district was listed in the National Register of Historic Places with 40 contributing buildings. Suwanee’s historic district includes Main Street, Stonecypher Road, Scales Road, Russell Street, and White Street. Being on the National Register of Historic Places does not require the preservation of historic structures within the district or limit renovation, however it can assist property owners in the restoration of Suwanee’s historic structures by making them eligible for historic tax credits.

The character of historic Old Town has evolved from a century of small town growth. The historic heart of the City is along Main Street, originally the site of the 1871 Georgia Air Line railroad depot and the line of adjacent storehouses that burned in a fire in 1881. Today the depot is gone and the storehouse sites contain small commercial buildings including retail and office space. The blocks surrounding the Main Street commercial area continue the quaint feel with historic churches and homes on roads lined by hedgerows and fences. There is an out of character metal industrial building at the end of Main Street along the railroad that houses a business that opened in the 1970’s. Old Town is also home to White Street Park, which includes Harvest Farm, Suwanee’s community garden, and an orchard.

The rest of the west side of Old Town is primarily made up of historic homes and a mixture of homes built in the 60s, 70s, and 80s on large treed lots. These large lots and small roads throughout Old Town contribute to the area’s small town feel and keep traffic in the area calmed. Many lots have accessory buildings including barns, garden sheds, or accessory dwelling units. Stone embankments, picket fences, and small gardens add to the character. The east side of Old Town has a few historic homes closer to Buford Highway and a mixture of homes from the 60s, 70s and 80s on medium sized lots.

There are four contemporary neighborhoods within Old Town: Stonecypher, Old Suwanee, and Brushy Creek on the west side, and Suwanee Green on east side off of Martin Farm Road. A fifth neighborhood is under development off White Street. With the exception of Brushy Creek, these neighborhoods were all planned developments that incorporate pedestrian-oriented

design with small lots, usable front porches, sidewalks, street trees, and a mix of housing types for multi-generational living. These neighborhoods are examples for future development that might occur in Old Town.

Old Town also includes a large garden style apartment complex accessed from Scales and McGinnis Ferry roads that is not consistent with the character of Old Town but is connected to the street network of Old Town and within walking distance to the Old Town commercial area.

Future Development

Old Town is experiencing a period of reinvestment. Empty nesters and young families are attracted to the walkability and unique character that Old Town offers. Many are also attracted to affordability that some of the older, smaller houses provide.

Commercial is also beginning to blossom in Old Town. Main Street commercial is fully occupied with local businesses, and three historic buildings have recently been renovated for new businesses. In 2014, the Rhodes House on Russell Street, which was once a railroad hotel and boarding house, was restored by an internationally acclaimed violin maker. Currently, two of Suwanee’s oldest landmarks are being renovated along Main Street. The City purchased Pierce’s Corner in 2005 to preserve one of Suwanee’s oldest buildings. The City is currently renovating the building to sell to a restaurateur. The building behind Pierce’s Corner, Suwanee’s old post office, was recently renovated to be used as a law office. These public and private investments will add vibrancy to Old Town while preserving historic resources.

Development in Old town requires sensitivity to existing residents. Although there is a desire to increase residential

Urban-style mixed-use/commercial/retail



Mix of urban and traditional style residential condo/townhomes



Small lot and cottage-style residential



opportunities in the area, there are no large tracts of land available that would accommodate new neighborhoods. The growth strategy for Old Town should be carefully-crafted, creative infill responding to and enhancing the historic scale and unique small town character of Old Town. Overall preservation of historic structures and landscapes is encouraged. Infill residential within the historic district needs to be well designed and constructed and is encouraged to be compatible with the Old Town Design Guidelines established in 2002 to complement existing architectural styles. The area around Main Street should be reinforced with compact and compatible development.

Land use in Old Town should remain predominantly single family. However, multiple residential structures on one lot should be permitted and encouraged. Adding accessory dwelling units can create housing opportunities in Old Town without compromising and if done well even enhancing the character. New homes could be added to the rear of larger lots with shared driveways.

Subdivisions of larger parcels or assemblage of lots for redevelopment are acceptable at certain locations, but should be accomplished in a way that is sensitive to the area and

enhances the existing character rather than replacing it. New development should preserve the random spacing of existing lot frontages, a key aspect of the area's character. This could be accomplished by placing new units toward the rear of lots behind existing homes and using shared drives to minimize building density along Suwanee's older historic roads. New development should also aspire to save significant old growth trees and be sensitive to the scale of adjacent buildings and roads.

Development in Old Town should encourage mobility and walkability with new sidewalks where needed and road improvements or extensions to provide street network connectivity to adjacent character areas and increase the local street network to disperse traffic.

There are challenges to infill development in Old Town. Some lots could be subdivided to create infill opportunities, except that this type of development requires sewer and most of Old Town is still not served by sewer. The cost to extend county sewer lines is usually not practical for only a few lots. Opportunities to extend sewer into unserved areas of Old Town should be explored. This includes allowing contextually sensitive infill developments that would extend sewer into the area.

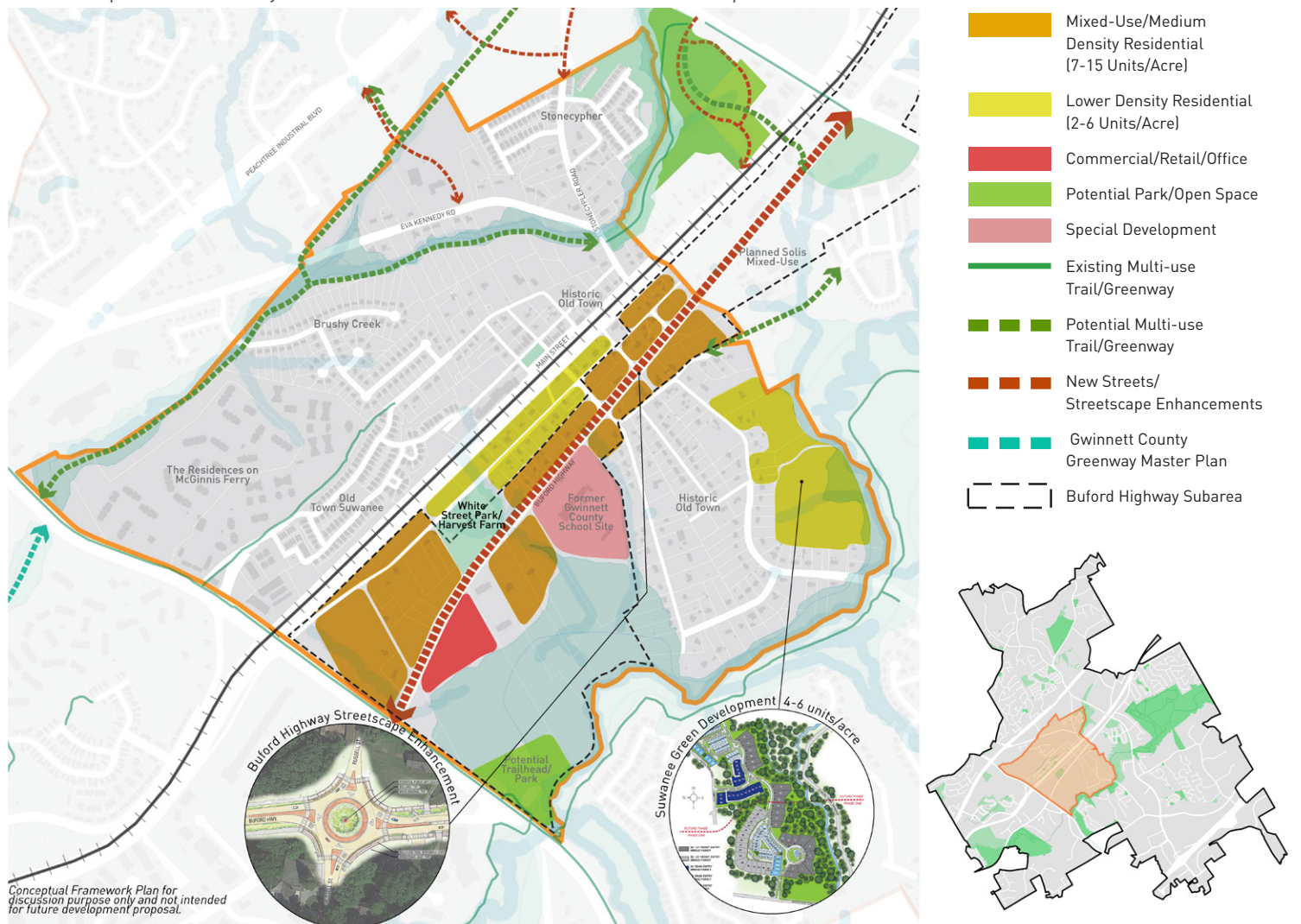


FIG. 9 HISTORIC OLD TOWN CHARACTER AREA DEVELOPMENT FRAMEWORK

Key Map: Historic Old Town

Historic Old Town Goals

- Create a gateway into Old Town from Buford Highway at Russell Street around the planned roundabout with medium density mixed-use development.
- The parcels adjacent to Buford Highway from Town Center to McGinnis Ferry Road should allow for medium density residential and mixed-use development to capitalize on the City's planned investment in the Buford Highway multimodal and streetscape improvements. This area is called the Buford Highway Subarea.
- New development beyond the Buford Highway Subarea should be limited to infill development that preserves the existing quaint character of the City's historic core.
- New development should be sensitive to existing lot character, tree cover, and proportions and scale of adjacent buildings and roads.
- Evaluate the provision of senior housing in the Old Town area and identify potential locations/strategies for increasing opportunities if needed.
- Encourage mobility and walkability with new sidewalks or multiuse trails where needed and road improvements or extensions to provide street network connectivity to adjacent character areas.

BUFORD HIGHWAY SUBAREA

The Buford Highway Subarea includes all the parcels that front Buford Highway from Lawrenceville-Suwanee Road to McGinnis Ferry Road. The subarea overlaps the Town Center and Old Town Character Areas.

Future Development

The reconstruction of Buford Highway as a city street is expected to be a catalyst for redevelopment along Buford Highway. Parcels fronting Buford Highway should be developed with primarily medium density residential/mixed-use development that engages the new wide sidewalk and contributes to a vibrant downtown. Where parcels are too small to accommodate a mix of uses, high quality medium density residential should be allowed.

The Buford Highway reconstruction includes a roundabout at the intersection with Russell Street. This roundabout should be surrounded by mixed-use development that will serve Old Town and act as a gateway into Old Town.

The Buford Highway Subarea acknowledges that development along Buford Highway will be different than that which is prescribed for the rest of Old Town. Although still a part of

the Old Town Character Area, buildings along Buford Highway should create an engaging street wall that adds interest and sense of vitality to the pedestrian environment. Ground floor residential units should provide entrances connected directly to the Buford Highway sidewalk. Where buildings front an internal greenspace such as a mews, the edge of that greenspace should provide that same engaging edge with walls of high quality materials, low walls for sitting and/or steps into the greenspace. Buildings may setback from the sidewalk to provide sidewalk cafes or plazas along the sidewalk. Parking should be located behind buildings.

SATELLITE BOULEVARD CHARACTER AREA

The Satellite Boulevard Character Area includes the primarily office-industrial area along Lawrenceville-Suwanee Road and the parcels that front Satellite Boulevard. These parcels are mostly developed with office, warehouse, and light industrial uses, which are operating successfully and providing a good industrial base for the City's economy. A fully developed commercial node anchors the corners of the intersection of Lawrenceville-Suwanee Road and Satellite Boulevard.

Future Development

This corridor should be preserved as office-industrial and commercial should be limited to key intersections where it can be more successful.

There is an existing multistory commercial building along Satellite Boulevard further from the intersection that has not been a successful commercial project. It continues to have high vacancy rates and is currently occupied by non-commercial uses such as religious institutions. This tract is labeled as a special development because the site needs a creative use that can adaptively reuse the building and site.

SUWANEE GATEWAY CHARACTER AREA

“Suwanee Gateway will serve local and regional commercial and employment needs.”

The Suwanee Gateway Character Area includes the four quadrants of the I-85 interchange including the recently developed Terraces at Suwanee Gateway and the land that parallels I-85 on the east side of the interstate. Suwanee Gateway contains numerous obsolete and antiquated building types and forms particularly older generation motels that are eyesores and frequent locations for crime. These existing uses stunt the redevelopment potential of the area.

The Terraces at Suwanee Gateway is a mixed-use center in the southwest quadrant of the Gateway that includes a five-story office building, commercial, retail, restaurants, multifamily, single family attached homes, an entertainment venue, open space, and a physical rehabilitation facility. The development includes a network of new blocks and streets that tie all the

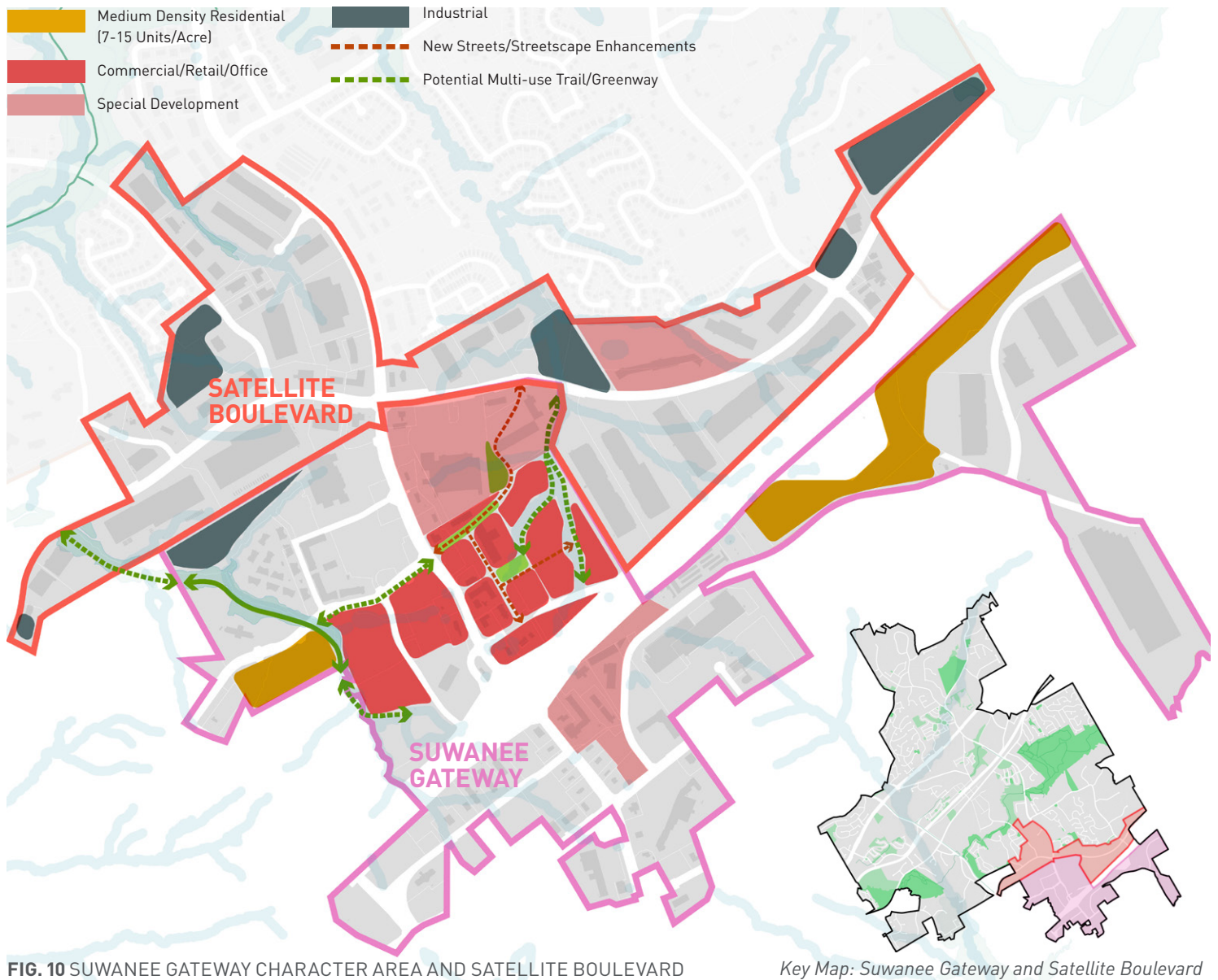


FIG. 10 SUWANEЕ GATEWAY CHARACTER AREA AND SATELLITE BOULEVARD CHARACTER AREA DEVELOPMENT FRAMEWORK

Key Map: Suwanee Gateway and Satellite Boulevard

uses together via tree and sidewalk lined roads that access Lawrenceville-Suwanee Road and McGinnis Ferry Road. The road between these two arterials also serves as a local alternative to other north-south arterials in the City. This is an example of a well planned mixed-use development although the expectation is for redevelopment in the future to be more intense and more pedestrian oriented.

Future Development

Suwanee Gateway continues to be a target area for redevelopment. Redevelopment in this area presents an opportunity to visually improve Suwanee’s front door. New development should create a strong, positive image of the City that is forward looking and progressive. It is anticipated that the most intensive non-residential growth and development

in the City will occur within the Gateway. The goal of major redevelopment in the Gateway is economic development that increases and diversifies employment opportunities over time.

Suwanee Gateway is the appropriate location for high density office and mid to high-rise buildings within the City. Proximity of the I-85 interchange and other major roadways make this node is a regional activity center that can accommodate uses that have both a local and regional draw. Future land use should be dominated by office and commercial mixed-use with retail and hospitality capitalizing on the improvements as complementary high quality amenities to office and commercial. The Terraces at Suwanee Gateway has undeveloped tracts that are already zoned for mid-rise office. These should be preserved for future office opportunities.



FIG. 11 ILLUSTRATIVE GATEWAY DEVELOPMENT (2030 COMPREHENSIVE PLAN)



- Commercial/ Retail Office (15 Stories)
- Commercial/ Retail Office (6-14 Stories)
- Commercial/ Retail Office (2-5 Stories)
- Residential Mixed-Use (4-5 Stories)
- Surface Parking
- Parking Deck
- Potential Primary Connection
- Potential Secondary Connection
- Potential Ped-Bike Connection



Suwanee Gateway Goals

- Present a strong, positive, forward-looking and progressive image of the City.
- Be a regional hub.
- Future land use should be dominated by corporate and professional office supported by commercial mixed-use, retail, and hospitality.
- New residential should be part of a larger mixed-use development similar to the Terraces at Suwanee Gateway and should eliminate uses that present barriers to residential uses.
- Allow higher intensity and mid-rise development and redevelopment projects.
- Incorporate new parks and plazas in future development.
- Create new local street networks as part of development and redevelopment.

FIG. 12 POTENTIAL TARGET AREA REDEVELOPMENT PLANS FOR THE NORTHWEST QUADRANT SHOWING NEW STREET NETWORKS



Potential Development Character

The northwest quadrant of the Gateway is a major redevelopment opportunity that could potentially become the future home of a medical, educational or corporate campus. The area is made up of many parcels primarily occupied by older hotels, gas stations, strip centers, fast food restaurants, and vacant land. Developing the area as a planned mixed-use center would eliminate eyesores and present an opportunity to create a new sense of place. Redevelopment should replicate the type of connectivity found in the Terraces of Suwanee Gateway and incorporate retail, restaurants and commercial uses that serve local and regional users. This redevelopment could extend as far as Satellite Boulevard and incorporate struggling retail properties along Satellite Boulevard and Walmart to further connect to existing arterials. These tracts are labeled as

special development in the framework plan because there are a multitude of mixture of uses that could be considered in place of the struggling and aging uses in place at this time. Medium density residential could be appropriate in the Gateway to support other uses if it is part of such a mixed-use master planned project that eliminates some of the existing barriers to residential being successful in the area, such as older generation hotels that are attractions for crime.

The illustration below shows potential redevelopment of the northwest quadrant of Suwanee Gateway including over 2 million square feet of commercial, approximately 400 multifamily units, and a series of parks tied together with a trail system that makes use of the streams that run through the property. This trail system also ties into the street network creating pedestrian connectivity throughout the project. This desired street network includes two internal “main streets” that intersect, one aligning with Northolt Parkway and the other parallel to Lawrenceville-Suwanee Road. These streets should be lined with storefronts and sidewalks. Development should be focused along these internal streets and Sawmill Drive instead of Lawrenceville-Suwanee Road in an effort to create a pedestrian oriented development, however special attention should be given to the corner of Lawrenceville-Suwanee Road and Sawmill Drive and the intersection of Lawrenceville-Suwanee Road and the “main street” aligning with Northolt Parkway to create signature buildings that contribute to a positive impression at Suwanee’s front door.



FIG. 13 POTENTIAL REDEVELOPMENT OF THE NORTHWEST QUADRANT SHOWING A MIX OF USES, AN INTERNAL “MAIN STREET”, PARKS, AND PEDESTRIAN CONNECTIVITY

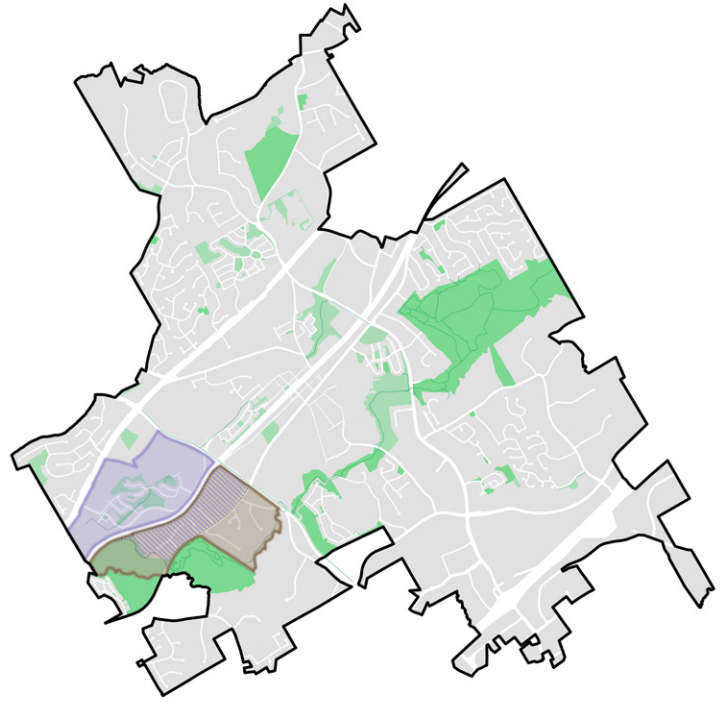
SUWANEЕ STATION CHARACTER AREA

In anticipation of a commuter rail station, Suwanee Station was master planned as a mixed-use transit-oriented development (TOD) in the early 2000s. The plan included 1186 housing units, and commercial and office uses. Today 1107 housing units have been built including 2 multifamily developments, attached townhomes, and detached single family homes on small lots. Commercial uses have also been built along the edge of the character area fronting PIB, but no substantial commercial has been built within the TOD.

The Suwanee Station Character Area is characterized by relatively dense residential development, a mix of housing types and uses, and a connected, walkable street network.

Future Development

The City owns the last undeveloped tract of land in the area. This 12-acre site along the Norfolk Southern railroad is reserved for a commuter rail station. When this station comes to Suwanee, this area will be developed as a mixed-use area with primarily non-residential uses.



Key Map: Suwanee Station and Buford West



Potential Development Character for Suwanee Station and Buford west

Suwanee Station Goals

- Encourage a commuter rail line and station along the existing tracks.
- Provide a mix of land uses to capitalize on the proximity to the potential rail station.
- When a definite plan for a transit stop at Suwanee Station is known, the Suwanee Station Influence Area should be re-evaluated and master planned with the station area to determine the direction of future growth, which should then include medium and high density residential, office and mixed-use to support and maximize the benefit of transit for the most people and a connection either above or under the tracks.
- The City-owned land reserved for a future rail station should be developed with mixed-use buildings including office, residential, and supporting retail.
- Provide an opportunity for live-work units.
- Integrate green space into new developments.
- Create pedestrian and bicycle connections to surrounding development and multi-purpose trails to connect Suwanee Station to other areas of the City.



FIG. 14 SUWANEЕ STATION AND BUFORD WEST CHARACTER AREAS DEVELOPMENT FRAMEWORK

BUFORD WEST CHARACTER REA

As the name suggests, this character area lies on the west side of the City. Buford Highway runs through its center. The area is bound by the railroad tracks on the north, Suwanee Creek and Suwanee Creek Park on the south and west, and McGinnis Ferry Road to the east. This area is dominated by older light industrial uses including a large tract of land used by Southeastern Freight trucking. Non-industrial uses include some retail and commercial fronting Buford Highway, Suwanee Sports Academy, a church occupying a warehouse building, and a gas station.

Future Development

There are no substantial vacant parcels within the area. Many industrial buildings in the area are aging and becoming inconsistent with industrial trends because of their small floor areas. These buildings may be adapted for other uses. However, industrial uses are performing well and serve as a good economic base for the City, so industrial use should be preserved as long as it is viable.

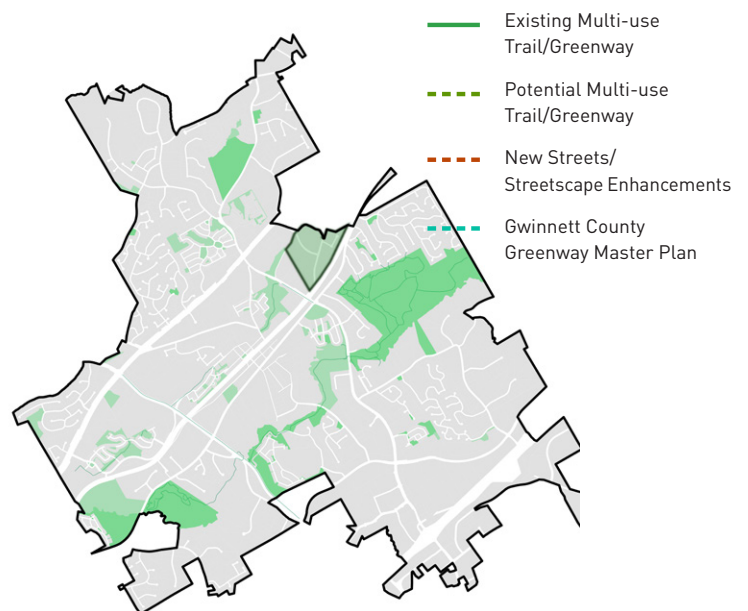
The southeast corner of Buford Highway and McGinnis Ferry Road was recently rezoned to allow for an assisted living facility. Construction on the facility has not started. If the project is not ever constructed, the land could be suitable for commercial uses.

Buford West Goals

- Existing industrial land uses should be maintained and intensified as an essential part of the economic base for the City.
- Commercial should be limited to the intersection of Buford Highway and McGinnis Ferry Road.
- If the area begins to decline as a result of aging industrial buildings, then the City should explore redevelopment options for the future.
- When a definite plan for a transit stop at Suwanee Station is known, the Suwanee Station Influence Area should be re-evaluated and studied with the station area to determine the direction of future growth. Growth should then include medium and high density residential, office and mixed-use to support and maximize the benefit of transit for the most people and a connection either above or under the tracks to connect the two sides.
- Cooperate with Gwinnett County to extend the Suwanee Creek Greenway to other similar pedestrian facilities outside the city.
- Promote inter-parcel connectivity.

BROGDON ROAD CHARACTER AREA

The Brogdon Road Character Area is comprised of parcels along Brogdon Road and Tench Road with good access to Peachtree Industrial Boulevard. This small cluster of successful light industrial facilities contribute to the City's economic base in a location that is tucked away just outside Town Center with little or no negative impact on downtown Suwanee.



Key Map: Brogdon Road



FIG. 16 BROGDON ROAD CHARACTER AREA DEVELOPMENT FRAMEWORK

Brogdon Road Goals

- Existing industrial land should be maintained, and vacant parcels should be developed with industrial uses that contribute to the economic base for the City.

Future Development

The area is not likely to see redevelopment in the near future. Industrial in this area is successful and should be preserved. Vacant parcels should be developed with similar uses.

Brogdon Road currently aligns with Main Street at Suwanee Dam Road near the Norfolk Southern railroad tracks. Turns at this non-signalized intersection are difficult and dangerous. When the new park is constructed and Main Street is realigned with the signalized intersection further west, the Suwanee Dam Road median should be closed allowing only right turns to and from Brogdon Road.

SMITHTOWN ROAD CHARACTER AREA

The Smithtown Road Character Area is characterized by large lot suburban single family detached residential development primarily built in the 1970s and 1980s. The north and east portions of this area are dominated by suburban homes primarily built in and before the 1980's on large lots served by septic tanks. Traditional suburban residential subdivisions developed in the 1990s are located to the southwest of the area where the lots are about half an acre in size and are serviced by sanitary sewer. The non-uniformity in construction materials and techniques imparts a special character and feel to these neighborhoods.

A newly constructed sidewalk from Lawrenceville-Suwanee Road to Satellite Boulevard connects the area to Suwanee Elementary School, George Pierce Park, and commercial development along Lawrenceville-Suwanee Road.

Future Development

Future development in this area should be limited and should reinforce the existing suburban residential character. New residential lots should not be dramatically different than those already in the area. There is a tree farm located at the bend in Smithtown Road where it turns souths toward the interstate. This property is a possible candidate for development in the future. This should be developed as a detached single family residential neighborhood that is complimentary to the surrounding area. Development along Moore Road is a model for evolution and growth in this area.

Smithtown Road Goals

- Maintain the suburban residential and institutional nature of the area.
- Transition smaller homes on larger lots to estate homes.
- Create new multi-use trails to connect to George Pierce Park, and Suwanee Creek Greenway.
- Promote inter-parcel connectivity.
- Develop as a safe residential haven with limited and slow traffic moving through the neighborhoods.

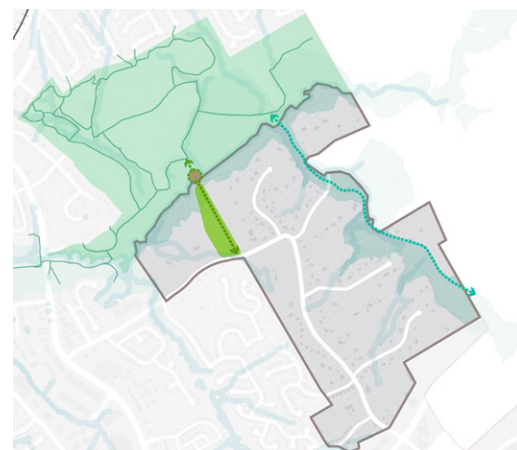
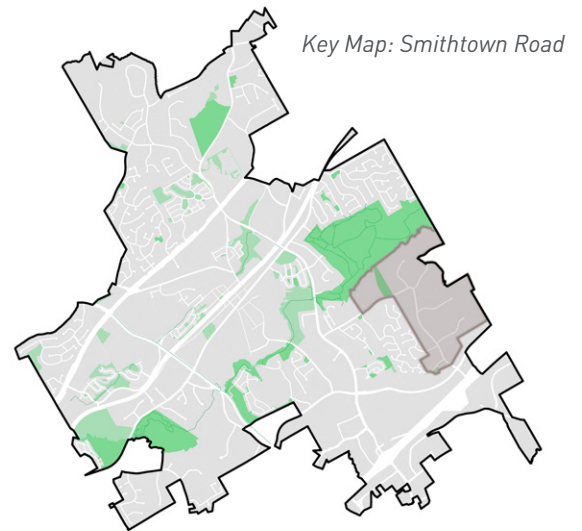


FIG. 15 SMITHTOWN ROAD CHARACTER AREA DEVELOPMENT FRAMEWORK

SUWANEENORTH CHARACTER AREA

Suwanee North is located in the northern most portion of the City. Moore Road, Settles Bridge, and Meadowbrook Circle are the principal roads in this area. The area is dominated by low density, large lot, single family detached homes. Most homes are well-constructed, high-end homes built in the 1980s and 1990s with some built in the 70s. Sims Lake Park anchors the area along Suwanee Dam Road.

Future Development

New development in this established residential area should adhere to the existing character of the area and remain low density single family detached residential. There is one remaining large tract of land. If the 100+ acre horse farm/estate located at the northwest corner of the character area is developed, it should be developed as low density residential compatible with surrounding neighborhoods or as a conservation subdivision that concentrates single family detached development in clusters and preserves significant open space.

Suwanee North Goals

- Maintain as a low density residential area.
- Most of the vacant and redevelopable land should adhere to the existing character of the character area and be developed as single family detached residential or compatible uses.
- Increase pedestrian connectivity with sidewalks as needed.

Key Map: Suwanee North

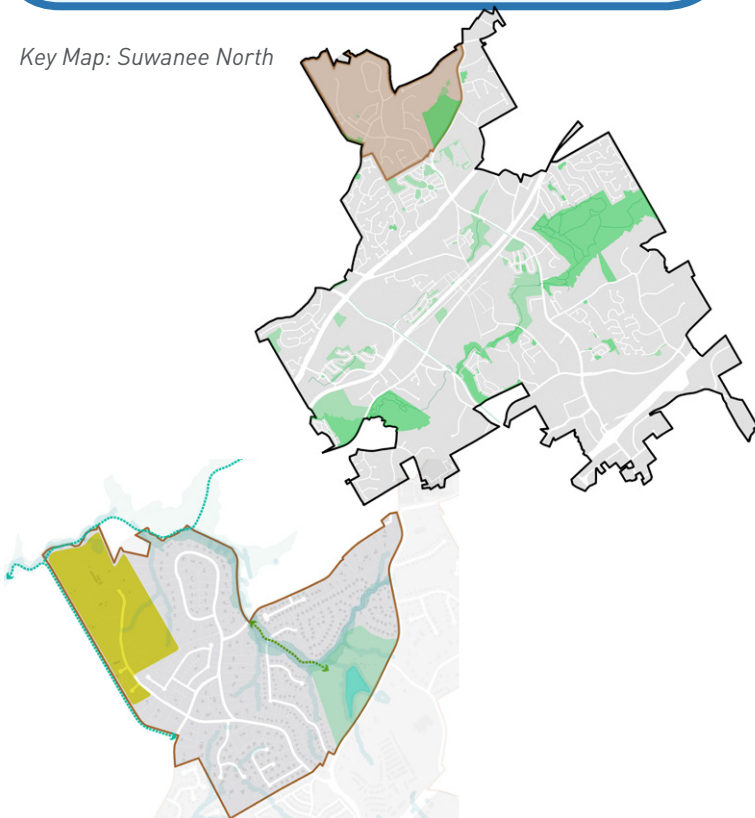


FIG. 17 SUWANEENORTH CHARACTER AREA DEVELOPMENT FRAMEWORK

Suwanee 2040 Plan

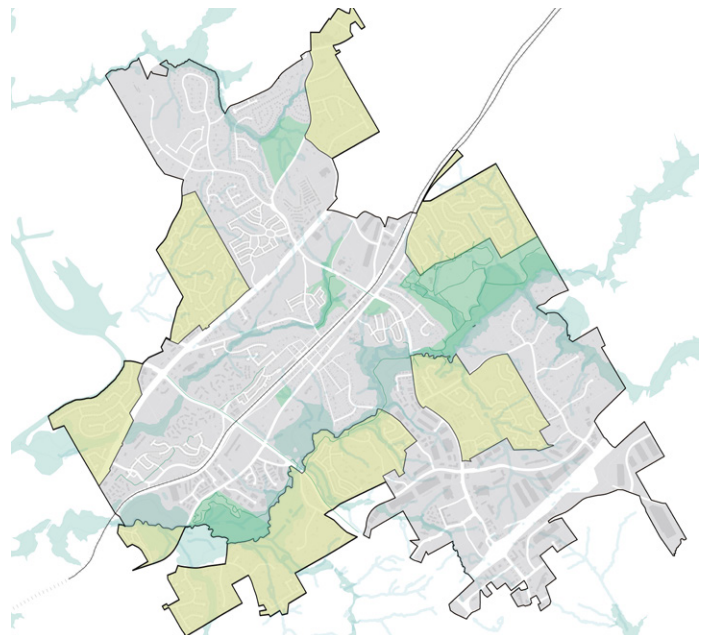
ESTABLISHED NEIGHBORHOODS

The Established Neighborhoods Character Area consists of established residential areas throughout the City. It is not defined by its location. The neighborhoods included in this character area include: Bayswater Commons, Abbey Hill, Dollar Acres, Park Point, Ruby Forest, Morningside, Avonlea Crossing, Pierce Point, Martin's Farm, The Estates at Martin's Farm, McGinnis Reserve, Mill Creek, Mill Creek Run, Rising Fawn, Hitching Post Lane, Bend Creek Trail, Maple Ridge, Idlewild, Baxley Point, Chattahoochee Run, Chattahoochee Point, Lansfaire, Forest Plantation, Stoneridge, and Lansdowne. As the name suggests, these neighborhoods are established residential areas and should be preserved as such.

These neighborhoods are characterized by low-density, single family detached homes built over a number of decades. They vary in lot size. The older homes are built on larger rural type lots served by septic tanks, and the newer homes, served by sanitary sewer, are built on smaller more dense lots. The houses are primarily two stories tall, vary in architectural style, and are built with a variety of building materials. Most of these neighborhoods have curvilinear streets, cul-de-sacs and private amenities. The newer developments include sidewalks on at least one side of the road, while the older ones may lack sidewalks altogether. Most of these neighborhoods do not have large open spaces. Instead, residents make use of community facilities provided by the City or the neighborhood amenity area.

Established Neighborhoods Goals

- Established residential areas should be preserved.
- Pedestrian connections to the larger pedestrian network should be enhanced.
- Multi-use trails should be encouraged to connect these neighborhoods to the rest of the City.



Key Map: Established Neighborhoods

2040 FUTURE LAND USE PLAN:

Since 2000, the City has encouraged mixed-use development where appropriate and pedestrian mobility throughout the City. This land use policy is still true today and is evident in the 2040 Future Land Use Map.

The future land use plan reflects existing or planned development and the growth strategies for each character area focused on parcels that are underutilized or vacant. Growth strategies include recommendations from the 2015 Downtown Suwanee Master Plan for the downtown area, concentration of high intensity office near the I-85 interchange, preservation of office-industrial uses along Satellite Boulevard, and preservation of industrial uses along Brogdon Road and Buford Highway south of McGinnis Ferry Road.

The Future Land Use Map calls for a substantial portion of the development or redevelopment opportunities identified in the framework plan to be developed as Mixed-Use Villages or Mixed-Use Centers. With the adoption of the Comprehensive Plan in 2000, the City embraced traditional neighborhood design principals in mixed-use areas. These principals have been implemented in many developments over the last 20 years gradually making Suwanee the more walkable place that it is today. As such, the City will continue to encourage developments that include a mix of uses and/or housing types. These mixed-use villages and centers should be well designed with quality architecture, have unique identities, provide inviting public spaces, and connect to surrounding properties and roads.

The City's land use policy is that development should be designed such that the layout and arrangement of land uses encourages and facilitates civic engagement and provides the infrastructure to allow people to walk between residences, jobs, recreation, retail, dining, and health care facilities.

Following this principle, the 2040 Future Land Use Plan designates many parcels along Buford Highway and Peachtree Industrial Boulevard as Mixed-Use-Village, which is intended for primarily residential medium density development within walking distance to commercial, because they are located along major corridors where more intense development is appropriate and are in walking distance to existing or future commercial nodes.

FUTURE LAND USE DEFINITIONS:

Single Family

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

Multi-family

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

Mixed-Use Village

Residential developments that include a variety of medium density housing types, both single-family and/or multifamily, and/or limited, small-scale nonresidential uses such as a church, corner market or other neighborhood-oriented service uses. Residential developments may contain live-work units with an office or store on the ground level and residential on the upper floors or entirely residential but located within walking distance of existing commercial development.

Village Grove, Three Bridges, Stonecypher, and Old Suwanee are examples of the Mixed-Use Village category. These developments are characterized by predominantly residential uses (single family attached and detached) with limited non-residential uses.

Mixed-Use Center

Developments that include a variety of retail, commercial and/or office uses as well as residences. Residences may be located in the same buildings as stores and offices or may be developed in clusters in and around the non-residential uses. Mixed-Use Centers allow more intensive residential and commercial development than a Mixed-Use Village.

Suwanee Station, Town Center, and the Terraces at Suwanee Gateway are examples of this type of development.

Commercial / Retail

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

Low Density Office

Smaller scale 1-4 story non-residential developments predominantly occupied by establishments that primarily provide a service as opposed to the sale of goods or merchandise. Examples include professional offices, medical or engineering offices, real estate offices, insurance agencies and corporate headquarters.

High Density Office

Mid-rise and high-rise non-residential developments predominantly occupied by establishments that primarily provide a service as opposed to the sale of goods or merchandise. Examples include professional offices, medical or engineering offices, real estate offices, insurance agencies and corporate headquarters.

Office – Industrial

Land dedicated to manufacturing facilities, processing plants, factories, warehousing, and wholesale trade facilities that also have office functions.

Industrial

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

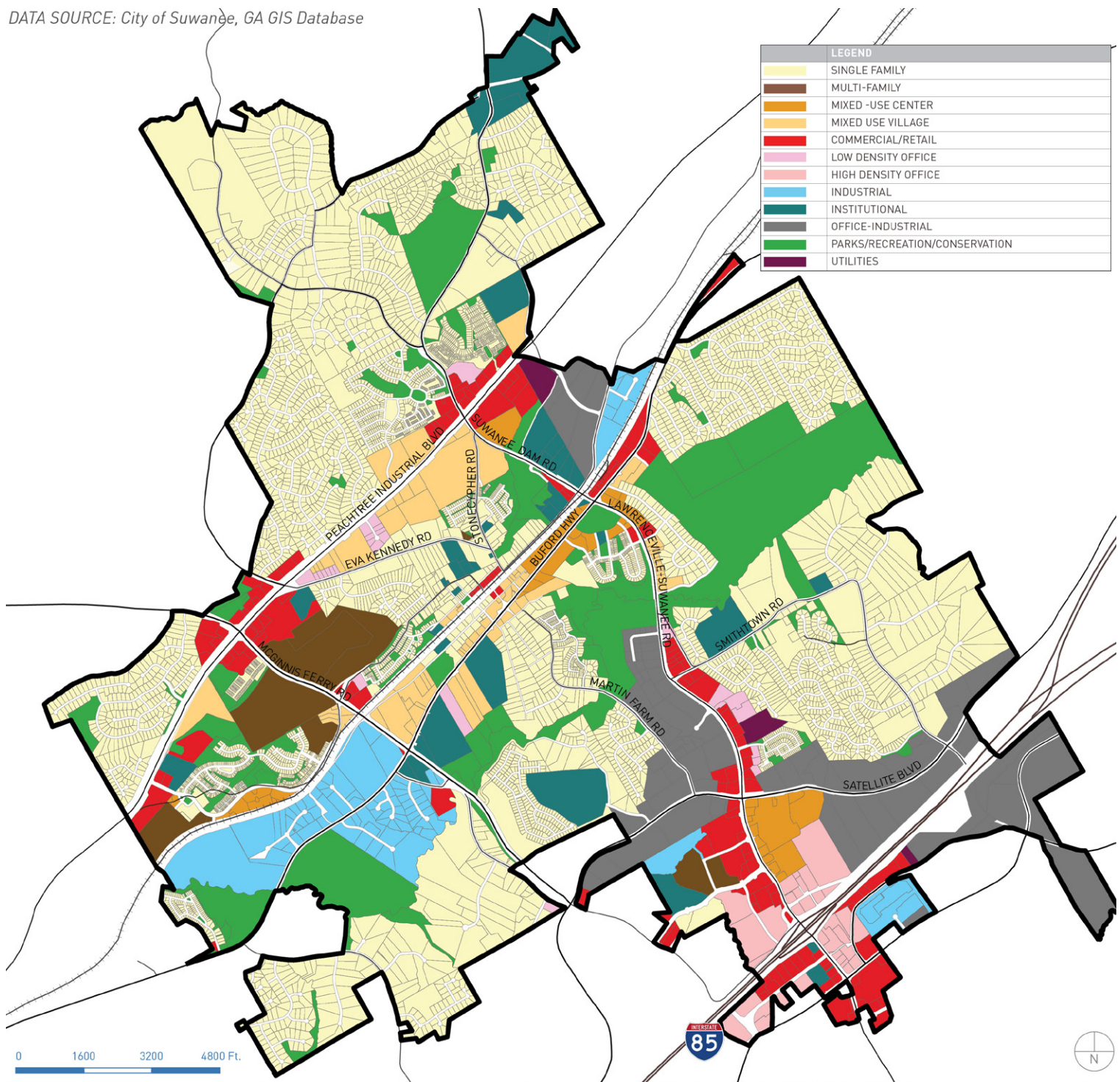


FIG. 18 2040 FUTURE LAND USE PLAN

Institutional

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

Parks / Recreation / Preservation

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

Utilities

Land owned and occupied by utilities.



WORK PROGRAM

5-YEAR ACTION PLAN

The 5-Year Action Plan lays out the specific activities the City plans to undertake during the next five years to address the priority Needs and Opportunities identified in the 2040 Plan as well as actions, initiatives, programs, ordinances or administrative systems that will lead to implementation of the 2040 Plan including future land use, actualizing the vision statement, and accomplishing the specific goals of each character area.

This 5-Year Action Plan is updated every year by the City Council to verify items were accomplished and evaluate if new items need to be added for the current 5-year time period.

COMMUNICATIONS & ENGAGEMENT: How We Connect

Strategy	Type of Strategy	"Calendar Year (Jan-Dec)"					Responsibility	Estimated Cost*	Funding Source	Success Measure
		2018	2019	2020	2021	2022				
National Citizen Survey: Participate in survey.	Action Item			X			City NPC	Local	Participate in survey every three years; distribute results.	
Citizen Engagement: Continue outreach program to enhance citizen engagement; make efforts to engage youth, seniors, minorities, and others.	Action Item	Ongoing					City	Local	Increased subscriptions to Suwanee Connects, visits to website, etc.; undertake initiatives to create community leaders; increased involvement from targeted groups.	
Citizen Engagement: Measure and track levels of citizen engagement.	Action Item	Ongoing					City	Local	Measure and track citizen involvement and engagement in various City initiatives and functions. Report measures annually.	
City Project Information Distribution: Actively promote public information distribution for City projects, particularly Buford Highway reconstruction.	Action Item	Ongoing					City	Local	Actively share information on current and upcoming City projects through a variety of appropriate media, which may include video, website updates, social media, etc. Examples of projects include Buford Highway, other capital projects, and other Citywide initiatives.	
Hometown Connection: Host an annual Hometown Connection event for Suwanee's legislators.	Action Item	Ongoing					City	Local	Legislators are invited to visit Suwanee and meet with Council and staff annually.	
Joint Meetings: Hold meeting with City Council and DDA, Planning Commission, Zoning Board of Appeals, Public Arts Commission, and Harvest Farm Board.	Action Item	Ongoing					City Council; Members of DDA, Planning Commission, Zoning Board of Appeals, Public Arts Commission, Harvest Farm Board	Local	Invite DDA, PAC, and Harvest Farm Board semi-annually and PC and ZBA annually to Council workshop.	
Youth Engagement: Include youth in City planning efforts, events support, Suwanee Youth Leaders, and other opportunities, as appropriate.	Action Item	Ongoing					City	Local	Use a targeted approach to involve youth in City activities.	
Awards: Seek awards from local and national organizations.		Policy Statement					City	Local	The City receives positive recognition.	
Downtown Promotions: Continue to promote Downtown through special promotions, festivals and advertisements (newsletter, website) at Town Center Park and other downtown venues.		Policy Statement					City	Local	Citizen surveys indicate attendance at and support for events; Downtown is promoted in newsletters, on website, etc.	
Neighborhood Engagement: Council members will seek opportunities to engage directly with Suwanee neighborhoods.		Policy Statement					City	Local	Develop and execute a targeted approach for Council members to attend HOA/PACT meetings to further engage with neighborhoods.	

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ECONOMIC DEVELOPMENT: How We Prosper

Strategy	Type of Strategy	"Calendar Year (Jan-Dec)"					Responsibility	Estimated Cost*	Funding Source	Success Measure
		2018	2019	2020	2021	2022				
Chamber After-Hours Event: Partner with Gwinnett Chamber of Commerce to host a "business after-hours event" when appropriate.	Action Item	Ongoing					City Chamber of Commerce	Staff Time	Local	Host event.
Economic Development: Continue to work with Gwinnett Chamber of Commerce, including Partnership Gwinnett, to encourage businesses to locate in the City.		Policy Statement					City Chamber	Staff Time; Partnership Gwinnett contribution	Local	Council/staff will attend a minimum of 12 meetings/year.
Education: Work with Gwinnett Board of Education to encourage construction of schools within our community.		Policy Statement					City Board of Education	Staff Time	Local, Other	Construction of new schools or improvements to existing schools within Suwanee.
Higher Education Recruitment: Support the presence of higher education institutions in Suwanee.		Policy Statement					City	TBD	Local	Monitor higher education needs; market local assets to assist in recruiting institutions.
Local Business Involvement: Continue to participate with local business development and other business and civic associations.		Policy Statement					City			Continue support of Downtown Merchants Association, Gateway PACT, Suwanee Business Alliance, and other organizations that promote local businesses.
Partnership Gwinnett: Financially support Partnership Gwinnett.		Policy Statement					City	TBD	Local	Allocate money annually in budget and contribute to Partnership Gwinnett.
Special Events: Continue City's involvement in Special Events.		Policy Statement					City	\$125,000/year plus Staff Time	Local	Sponsor and coordinate events that meet attendee expectations; explore options for diversifying the type of events offered.

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PUBLIC SAFETY: What Provides Us Comfort

Strategy	Type of Strategy	"Calendar Year (Jan-Dec)"					Responsibility	Estimated Cost*	Funding Source	Success Measure
		2018	2019	2020	2021	2022				
PACT Program and City Council: Develop a formal relationship between the City Council and the PACT program.	Action Item	X	X	X	X	X	City	Staff and Council Time	Local	Identify an approach for council to formally interact with the PACT program/Communities. Trash Officers and Council members and implement program.
Police Radio Communication System: Upgrade existing radio communication system.	Action Item	X					City	\$500,000-\$750,000	Local	Complete full installation.
Citizens Police Academy: Support program and participate in leadership component of Citizens Police Academy.	Action Item			Ongoing			City Staff City Council	Staff & Council Time	Local	Conduct 2 sessions per year; Council will participate in leadership component of each session.
Police Communications: Undertake targeted and proactive communications to promote the services of the police department.	Action Item			Ongoing			City	Staff Time Promotional Costs TBD	Local	A targeted communications plan is implemented to promote various services of the police department, the community policing programs, and department successes. It is anticipated that a variety of media resources will be used. Examples may include articles in Suwanee Connects, a video, web promotions, etc.
Community Policing: Continue to implement and expand community oriented policing programs.				Policy Statement			City Neighborhood groups	Staff Time	Local	Expand PACT program; increase citizen participation in PACT.
Police Substation & Training Facility: Promote as a regional facility				Policy Statement			City	TBD	TBD	Promote the use of the facility as a regional training center for public safety education.
Traffic Enforcement: Continue effective and proactive traffic enforcement efforts/program (Selective Enforcement Unit).				Policy Statement			City	Staff Time	Local	Utilize directed patrols in problem areas; provide enhanced DUI enforcement; reduce accidents.

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PLANNING: How We Grow

Strategy	Type of Strategy	"Calendar Year (Jan-Dec)"					Responsibility	Estimated Cost*	Funding Source	Success Measure
		2018	2019	2020	2021	2022				
Downtown Suwanee Master Plan: Update master plan.	Action Item				X		City	Staff Time plus consultant fees	Local	Update and adopt plan.
Pierce's Corner: Complete renovation project and release to private market.	Action Item	X					City	\$850,000	Local	Complete renovation project. Lease to private partner(s) or evaluate options for sale.
Town Center on Main: Consider naming the new park Town Center on Main and the DeLay Nature Preserve.	Action Item	X					City	None	None	Seek consensus from Hardy DeLay family. Promote name.
Medium Density Housing: Explore new zoning district to address medium density residential districts.	Action Item		X				City	Staff Time	Local	Update zoning ordinance to address design of medium density residential neighborhoods.
Accessory Dwelling Units: Explore updating accessory structure regulations.	Action Item		X				City	Staff Time	Local	Revising accessory structure regulations to allow for accessory dwelling units in desired locations is considered.
Town Center Parking Deck: Construct parking deck at Town Center.	Action Item	X					City	\$1,747,000	Local	Parking is constructed.
Administrative Facilities: Expansion and construction of facilities as needed.	Action Item		X				City	\$6,513,053	Local	New facilities are constructed.
Public Works Facility Enhancements: Enhance Public Works facility on Windsor Park Drive.	Action Item		X				City	\$72,500	Local	Existing storage at the facility is improved and increased.
Comprehensive Plan: Conduct annual review of comprehensive plan.	Action Item			Ongoing			City	Staff Time	Local	Undertake yearly update.
Economic Indicators: Track economic indicators for the Suwanee area, i.e. for enclosures, unemployement, homes for sale, occupation taxes, home occupations, etc.	Action Item			Ongoing			City	Staff Time	Local	Staff will present quarterly reports at workshops.
Facility Maintenance: Fund and implement the maintenance plan for City facilities.	Action Item			Ongoing			City	Varies	Local	Incorporate into CIP; fund in annual budget; complete projects.

PLANNING: How We Grow

Strategy	Type of Strategy	"Calendar Year (Jan-Dec)"					Responsibility	Estimated Cost*	Funding Source	Success Measure
		2018	2019	2020	2021	2022				
I-85 Business District Economic Development Plan: Implement strategies identified by plan.	Action Item			Ongoing			City	TBD	Local, County, State of Georgia	Identify and complete projects.
MS4 Operating Permit: Complete permit requirements and renew as necessary.	Action Item			Ongoing			City, Consultant	\$75,000/year	Local	Complete necessary requirements to maintain permit.
Suwanee Gateway: Undertake targeted blight removal projects in Suwanee Gateway.	Action Item			Ongoing			City Others	TBD	Local TBD	Research potential projects; evaluate feasibility and costs; present to Council for consideration.
Suwanee Gateway Code Enforcement: Enhance attention and efforts in Suwanee Gateway.	Action Item			Ongoing			City	Staff Time; TBD	Local	Staff will take a concerted, proactive approach to code enforcement in the Suwanee Gateway, i.e., TEE program [Total Elimination of Eyesores].
Water System Infrastructure Improvements: Complete projects identified by Water System Master Plan.	Action Item			Ongoing			City	Varies	Local	The infrastructure is well-maintained.
Water System Strategy: Monitor short- and long-term strategies and opportunities to ensure a viable water system.	Action Item			Ongoing			City	Varies	Local; Water Fund	Monitor options and strategies.
Zoning Ordinance Review: Review Zoning Ordinance and amend it to pre-empt problems with rapid growth and uncontrolled development.	Action Item			Ongoing			City	Staff Time	Local	Ongoing; identify and present amendments, as needed.
Code Enforcement: Effectively balance code enforcement with pragmatism.			Policy Statement				City	TBD	Local	The City's codes are enforced in an effective, fair, and professional manner.
Commercial Centers: Promote the development of planned commercial centers rather than strip development.			Policy Statement				City	Staff Time	Local	Address in local plans and regulations; review projects for conformance during zoning and development process.
Community Aesthetics: Emphasize community aesthetics throughout the City.			Policy Statement				City	Staff Time	Local	Address in local plans and regulations; review projects for conformance during zoning and development process.
New Neighborhoods: New neighborhoods should be well designed with quality architecture, have unique identities, provide inviting public spaces, and connect to surrounding properties and roads.			Policy Statement				City	Staff Time	Local	New neighborhoods are well designed, unique, well connected and have inviting public spaces.
Environmental Stewardship & Sustainability: Promote environmental stewardship in municipal operations; explore options for implementing sustainable design standards.			Policy Statement				City	Varies	Local	Purchase recycled/recyclable materials when possible; purchase hybrid and gas-conserving vehicles for City fleet, when appropriate; seek additional opportunities to be environmental stewards.
Hotel Rooms: Reduce the number of external entry hotel rooms in the City.			Policy Statement				City	Staff Time, plus costs TBD	Local, TBD	External entry rooms are reduced and the renovation or construction of internal entry rooms is encouraged.
Housing Affordability & Choices: Continue to value housing affordability and housing choices when making zoning decisions.			Policy Statement				City	Staff Time	Local	Evaluate during zoning decisions.
Land Use: Carefully monitor non-residential land use allocations.			Policy Statement				City	Staff Time	Local	Monitor as needed with rezoning and SUP applications and quarterly economic indicator reports.
Main Street Program: Promote program in community.			Policy Statement				City DDA Citizens	Staff Time	Local	Community is aware of program.
Parking Facility(ies): Monitor options, as appropriate.			Policy Statement				City	TBD	SPLOST Local	Evaluate needs Citywide; acquire property, as needed; design and construct project(s).
Town Center: Continue promotion and development of a mixed-use Town Center.			Policy Statement				City DDA Private Sector	Varies	Varies	Construct projects identified in Downtown Suwanee Master Plan and Town Center Master Plan; work with private developers for other projects, as appropriate; support Downtown Merchants Association.

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COMMUNITY CULTURE: What Makes Us Interesting

Strategy	Type of Strategy	"Calendar Year (Jan-Dec)"					Responsibility	Estimated Cost	Funding Source	Success Measure
		2018	2019	2020	2021	2022				
Public Art Program: Consider adding resources to enhance our public art program.		Policy Statement						Local	Evaluate current status of public art program and recommendations of Public Art Master Plan. Identify potential needs for additional resources and report back to Council.	
Sculpture: Continue two-year program to showcase temporary displays of public art.		Policy Statement						Donations	Solicit donations and sculptures to install on biennial basis; purchase at least one sculpture from each tour for Suwanee's permanent collection.	
Public Art Ordinance: Evaluate ordinance requirements and processes.		Policy Statement						Local	Monitor and evaluate the effect of the public art ordinances and processes; report to Council.	
Cultural Arts Center: Support the construction and development of a performing arts/cultural arts center in Suwanee.		Policy Statement						Varies	A facility is developed in Suwanee.	
Public Art: Make public art an important component of Suwanee.		Policy Statement						Local; Donations	Dedicate 1% of City construction projects to public art; support Public Arts Commission and other organizations; other initiatives TBD.	

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PARKS + OPEN SPACE: How We Play

Strategy	Type of Strategy	"Calendar Year (Jan-Dec)"					Responsibility	Estimated Cost*	Funding Source	Success Measure
		2018	2019	2020	2021	2022				
Town Center on Main: Design new park, Town Center on Main.	Action Item	X					City	\$900,000	Local	Design and engineering for the park is completed.
Town Center on Main: Construct new park, Town Center on Main.	Action Item		X				City	\$11,300,000	Local	The new park is constructed.
Town Center on Main: Undertake necessary steps to fulfill vision for Town Center on Main.	Action Item	X		X			City	Staff Time	Local	The new park is constructed per the Town Center West Master Plan.
Cemetery Improvements: Improve City cemeteries.	Action Item	X					City	\$30,500	Local	Projects identified in Cemetery Preservation Assessment are implemented.
City Facility Plantings: Evaluate the cost of enhancing planting at city facilities and park entrances.	Action Item	X					City	TBD	TBD	Develop an approach and cost estimate to enhance planting at city facilities and park entrances through perennials, planters, seasonal color, and similar. Report to Council and evaluate cost and approach. Include in budget and implement, if feasible.
Park Enhancements: Implement enhancements to the City's park system.	Action Item						City	TBD	Local SPLOST	Implement the 2010 Parks Enhancements Plan to add enhancements to existing park facilities.
Park Ambassador Program: Support program.	Action Item						City Volunteers	Staff & Volunteer Time; TBD	Local	Continue and support the program launched in 2011, which uses community volunteers in the parks and on trails to help deter crime & vandalism and provide information to users.

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TRANSPORTATION: How We Move

Strategy	Type of Strategy	"Calendar Year (Jan-Dec)"					Responsibility	Estimated Cost*	Funding Source	Success Measure
		2018	2019	2020	2021	2022				
Buford Highway Reconstruction & Streetscaping: Reconstruct road south of Lawrenceville-Suwanee Road, based on adopted concept plan and design standards.	Action Item	X	X				City	\$13,210,698	SPLST LCI Grant Local funds	Reconstruction promotes expansion of Town Center; the corridor is pedestrian-friendly.
Buford Highway Reconstruction- McGinnis Ferry Road Gateway: Recognize the intersection of McGinnis Ferry Road and Buford Highway as a gateway element in the Buford Highway project.	Action Item	X	X				City	TBD	Local; TBD	Explore design and construction options for this Gateway intersection. Incorporate into Buford Highway reconstruction project.
Jackson Street Paving: Develop concept and cost estimate.	Action Item	X					City	TBD	TBD	Develop a concept plan for paving Jackson Street. Report to Council and evaluate cost and approach. Complete project if feasible.
Old Town Streetscaping: Implement streetscaping project on Russell Street in association with Buford Highway project.	Action Item	X	X				City Railroad	\$1,000,000	Local	Identify funding; finalize design and costs for streetscaping Russell Street; obtain approval from Railroad; implement project.
Sawmill Drive Intersection: Pursue closing the median break at Sawmill Drive and Lawrenceville Suwanee Road.	Action Item	X					City	\$375,000	TAD Fund	Evaluate design options to close the median break at Sawmill Drive in order to improve traffic flow on Lawrenceville Suwanee Road. Seek DOT approval. If feasible and approved, construct project.
Suwanee Avenue Extension North: Extend Suwanee Avenue north to George Pierce Park.	Action Item		X				City County	\$830,000	Joint 2017 SPLST Project	Design and construct northern extension of Suwanee Avenue so that vehicular access is provided to George Pierce Park.
Peachtree Industrial Boulevard Median: Complete enhancement project.	Action item	X					City	\$250,000	Local	Complete medians that were distributed by County roadway project.
Pedestrian and Bicycle Plan: Update Pedestrian and Bicycle Plan.	Action Item	X	X				City	Staff Time, Consultant Fee TBD	Local	Updated Plan and work program.
Main Street Realignment: Close Main Street at Current Suwanee Dam Road Connection and reroute through Town Center on Main.	Action Item	X					City	\$5,500,000	Local	Sidewalk is constructed.
Annandale Lane Sidewalk	Action Item		X				City	\$75,000	Local	Sidewalk is constructed.
Lawrenceville Suwanee Road Gaps	Action Item	X					City	\$290,000	Local	Sidewalk is constructed.
Ruby Forest Sidewalk	Action Item	X					City	\$85,000	Local	Sidewalk is constructed.
Western Gwinnett Bikeway	Action Item	X					County	\$100,000	SPLST	Sidewalk is constructed.
Stoneypher Road Sidewalk	Action Item	X					City	\$565,000	Local	Sidewalk is constructed.
Pedestrian Bicycle Plan Implementation: Construct Tier 2 projects to create pedestrian connections.	Action Item				Ongoing		City	Varies	SPLST	Bid, design, and construct Tier 2 projects of the adopted PBP.
Road Maintenance: Maintain up-to-date Road Maintenance Plan.	Action Item				Ongoing		City Gwinnett County	\$4,100,000	SPLST Local	Incorporate projects into CIP; implement annual program to maintain local roads that are safe and well-maintained with attempts to reduce congestion.
Commuter Rail: Support commuter rail station in Suwanee.							City; Georgia Passenger Rail Authority; Others	\$4,100,000	SPLST Local	Incorporate projects into CIP; implement annual program to maintain local roads that are safe and well-maintained with attempts to reduce congestion.
McGinnis Ferry Rd. Half Diamond Interchange: Promote construction.							City GwDOT; GaDOT	Staff Time	Varies	Project is included in State's Work Plan.
Smithtown Road Bridge: Influence and promote construction of Smithtown Rd. bridge.							City Gwinnett County Georgia DOT	TBD	TBD	Remain informed of funding and construction opportunities; promote construction.
Transit: Coordinate with Gwinnett County on implementation of the County Transit System serving the City.							City	Unknown	GwDOT GaDOT	Remain informed of funding and construction opportunities; promote construction.
Transit: The City supports transit and alternative transportation options.							City	Staff Time	Local	Transit extends to appropriate locations in City.
Road Network: Ensure connectivity between future phases of development along Buford Highway with existing Old Town road network where appropriate.							Private Sector	TBD	TBD	The City will support the extension of transit and alternative transportation options to Suwanee, as appropriate and feasible.

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OPERATIONS: Everything Else We Do

Strategy	Type of Strategy	"Calendar Year (Jan-Dec)"				Responsibility	Estimated Cost*	Funding Source	Success Measure
		2018	2019	2020	2021				
City Council Mid: Year Planning Retreat - Hold a mid-year strategic retreat.	Action Item	X		X		City	Staff and Council Time; TBD	Local	Evaluate need for a mid-year planning retreat/meeting for discussing "big picture" strategic topics; hold, as appropriate.
Employee Retirement COLA: Evaluate whether to include a CoLA (Cost of Living Adjustment) to the employee defined benefit program.	Action Item	X				City	Staff Time	Local	Analyze the benefits, consequences, and cost of adding a CoLA to the existing employee defined benefit program. Report to Council for evaluation.
Police CALEA: Maintain accreditation.	Action Item			X		City	Staff Time, TBD	Local	Evaluate and implement requirements for maintaining accreditation (November 2020).
Police State Certification: Maintain state certification.	Action Item		X			City	Staff Time, TBD	Local	Evaluate and implement requirements for maintaining certification (January 2020).
SDS A option: Prepare for the 2019 re-adoption of the Service Delivery Strategy.	Action Item	X	X			City	Staff Time	Local	SDS agreement is adopted by Gwinnett County and the municipalities.
Strategic Plan Report Card: Prepare a five-year report card for the 20/20 Strategic Plan.	Action Plan	X				City	Staff Time; TBD	Local	Evaluate whether to complete internally or with a consultant. Complete report card and share with City Council and community.
Bond Restructuring: Consider refinancing outstanding bonds when the City can achieve a cost savings of greater than 3%.	Action Item			Ongoing		City	Staff Time Refinance fees TBD	Local	Remain informed of current bond rates and refinancing opportunities for the open space and City Hall bonds. Report to Council and consider restructuring one or both if legally permitted and the City can achieve a cost savings of greater than 3%, per the City's Debt Policy.
Short Term Work Program: Update STWP annually.	Action Item			Ongoing		City	Staff Time	Local	Under take yearly update.
Strategic Plan Implementation: Implement projects and initiatives in the adopted 20/20 Vision Plan.	Action Item			Ongoing		City Others	TBD	TBD	Implement projects and initiatives; track and report on implementation.
Annexation: Continue efforts to annex property in close proximity to the City limits that clarify service delivery.				Policy Statement		City	Staff Time	Local	Continued implementation of annexation list, as appropriate and consistent with adopted plans.
Board Training: Enhance training and knowledge of Boards & Commissions.				Policy Statement		City Board Members	\$2500/year plus Staff Time	Local	Continue orientation sessions for new members; conduct minimum of two training sessions/year (one for legal and one for planning education).
City Services: Maintain high levels of City services.				Policy Statement		City Consultants Contractors Vendors, etc.	Varies	Local; Varies	Continue to be recognized as regional leaders; receive favorable responses from National Citizen Survey.
Fleet Replacement: Retire and replace City fleet vehicles and equipment, based on Fleet Retirement Schedule, current condition, and CIP.				Policy Statement		City	Varies	Local	Incorporate needs into CIP; provide safe fleet vehicles and equipment; reduce maintenance costs; purchase hybrid and fuel-efficient vehicles, when possible.
Learning Opportunities: Implement continual learning opportunities through visits to peer cities.				Policy Statement		City	Varies	Local	Conduct minimum of 1 trip/year for Council and management staff; consider including corporate and community partners, as appropriate.
Staffing: Recruit and retain quality employees.				Policy Statement		City	Varies	Local	Turnover rate shall be at or below the mean for GA local governments. Employees shall receive positive ratings in National Citizen Survey. Complete regular Class & Compensation Studies.
Strategic Anchor Points: Reinforce use of anchor points.				Policy Statement		City Council Staff	N/A	N/A	Reinforce the use of the anchor points adopted in 2011 when making strategic decisions: Suwanee Quality; Unique; Remarkable; Visionary.

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NEEDS AND OPPORTUNITIES

- Demographic Trends
- Land Use Changes
- Housing Analysis
- Community Facilities

- Transportation
- Cultural and Historic Resources
- Natural Resources
- Broadband Services
- Economic Development

NEEDS AND OPPORTUNITIES

The needs and opportunities assessment included documentation of existing physical conditions, an analysis of demographic and market trends, and community input through focus group interviews, an online survey, public open houses, and a series of steering committee meetings.

The needs and opportunities identified are grouped into nine planning elements – demographic trends; land use; housing; community facilities; transportation; cultural and historic resources; natural resources; broadband services; and economic development. The following summary describes changes and trends for each of these elements over the last 10 years since the last Comprehensive Plan update.

DEMOGRAPHIC TRENDS

The City of Suwanee has grown significantly since 2000, more than doubling the population and number of households in this time. Average annual population growth in Suwanee (3.9%) considerably outpaced that of Gwinnett County (2.0%) and Metro Atlanta (1.4%) since 2010. Future growth projections show the City adding approximately 548 people per year or 12,000 new residents by 2040. Projections indicate Suwanee will add approximately 8,000 new jobs by 2040, a slightly lower employment growth rate than is expected in Gwinnett County overall.

Population	City of Suwanee	Gwinnett County	Metro Atlanta
2000 Census	8,955	588,456	4,263,447
2010 Census	15,355	805,321	5,286,728
2017 Estimate	19,077	923,142	5,843,277
Avg. Annual Growth 2000-2010	5.5%	3.2%	2.2%
Avg. Annual Growth 2010-2017	3.9%	2.0%	1.4%

Households	City of Suwanee	Gwinnett County	Metro Atlanta
2000 Census	3,004	202,319	1,559,711
2010 Census	5,418	268,519	1,943,885
2017 Estimate	6,624	303,641	2,158,578
Avg. Annual Growth 2000-2017	5.1%	2.4%	1.9%

Population and Households

Suwanee residents are generally slightly older, well-educated, and affluent. Suwanee has a greater prevalence of residents in the Generation X cohort than other parts of Gwinnett County and the region, and over half of Suwanee’s residents have earned a bachelor’s degree or higher, compared to about one-third of residents countywide.

Suwanee residents have higher median household incomes than the County and the region. However, those that work in Suwanee have lower annual salaries than the average Gwinnett worker. This indicates an unbalanced jobs-housing ratio with residents commuting outside the City to work and workers commuting into the City to work. This influx and outflux of commuters for jobs leads to more traffic on Suwanee’s arterials.

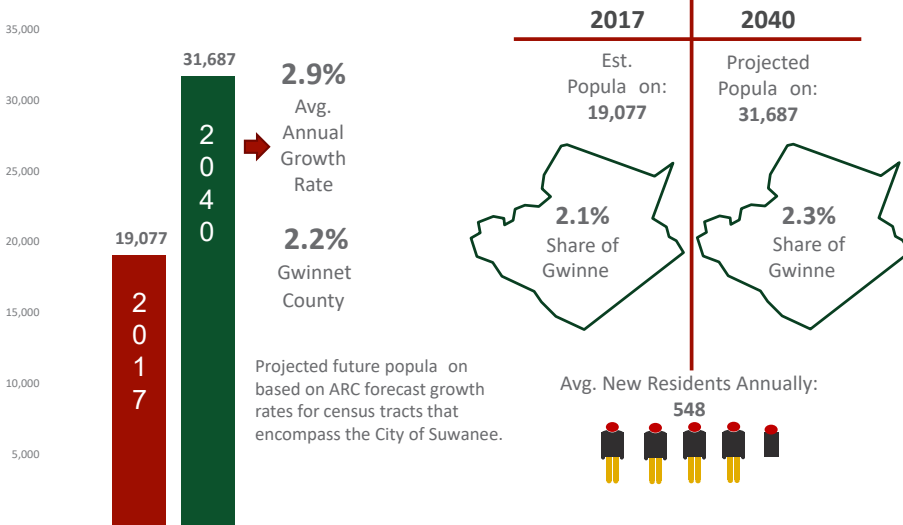
Only 3% of those employed in the City also live in the City. The largest percentage of these workers are coming from nearby cities in Gwinnett and Fulton County. It is notable that Suwanee has a small geographic footprint; therefore, one could live or work just outside the city limits and still have a short 10 minute commute.

6% of employed Suwanee residents work within the city limits. 1 in 10 employed Suwanee residents work from home, a higher than average proportion. This suggests a possible market for privately operated collaborative work spaces, shared meeting spaces, or temporary offices in Suwanee.

Among those that are commuting, 10% of employed residents of Suwanee commute to Atlanta. The next largest commuting populations work in Alpharetta (4.7%), Sandy Springs (3.6%) and Peachtree Corners (3.1%).

Suwanee’s average household size is 2.9, which is slightly less than Gwinnett County and slightly more than Metro Atlanta. This suggests a need for smaller housing types as Suwanee grows.

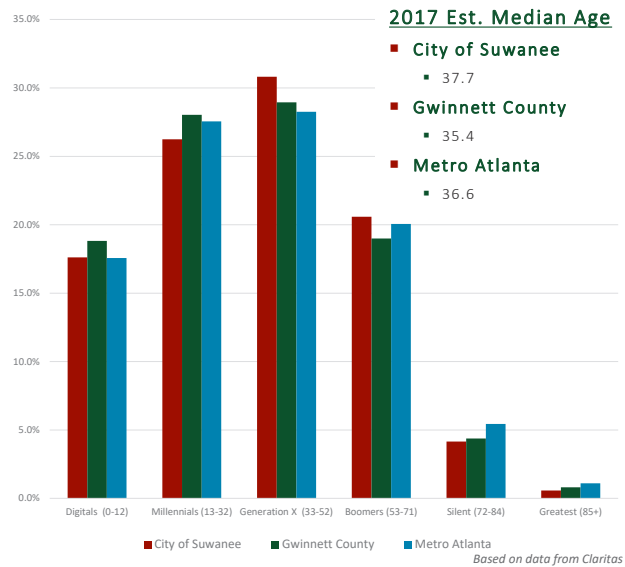
CITY OF SUWANEЕ POPULATION PROJECTIONS



Current population estimates based on data from US Census, ARC, Claritas, FSRI.

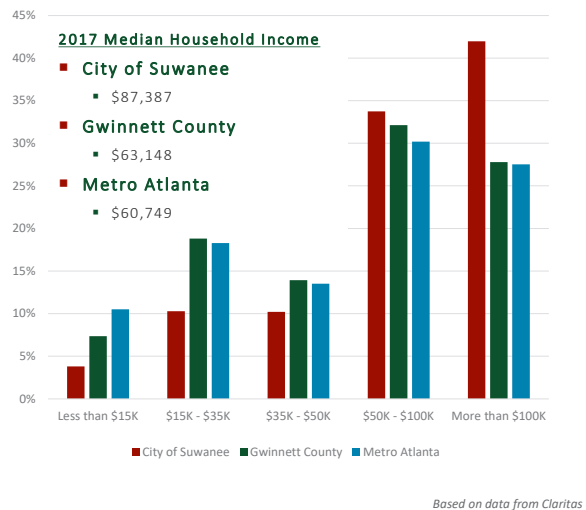
AGE

- On average, Suwanee residents tend to be more middle aged than those in Gwinnett County and Metro Atlanta.
- Generation X residents are more prevalent in Suwanee than in the county and region overall.
- Nearly a third of Suwanee residents are age 33-52.



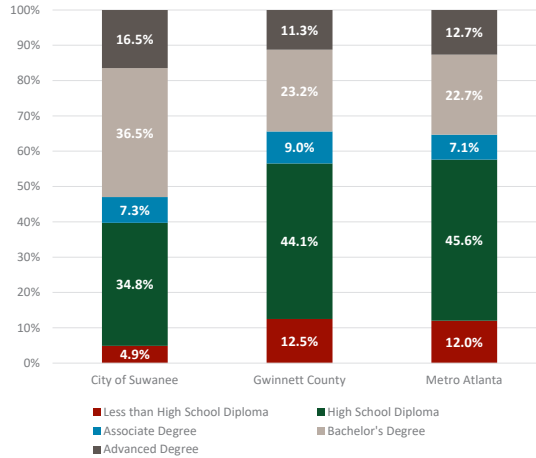
INCOME

- Compared to the county and region, Suwanee residents are generally more affluent.
- 42% of households have incomes of \$100,000 and greater, contributing to a median household income that is 44% higher than that of Metro Atlanta overall and Gwinnett county.



EDUCATIONAL ATTAINMENT

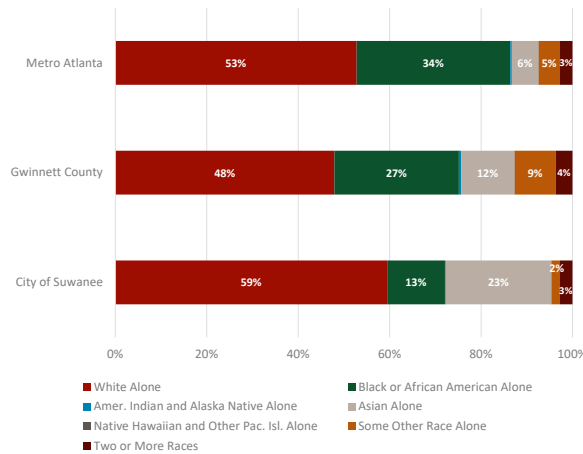
- Whereas in Gwinnett County as a whole 35% of the population has a college degree or higher educational attainment, in Suwanee 53% of residents have a college degree or higher.
- The higher earning power of a college degree correlates to higher incomes in Suwanee.



Based on data from Claritas

RACE & ETHNICITY

- 59% of Suwanee residents classify as “white alone” compared to 48% of Gwinnett County residents.
- Suwanee has a smaller proportion of African Americans and a larger proportion of Asian residents than Gwinnett County or Metro Atlanta.



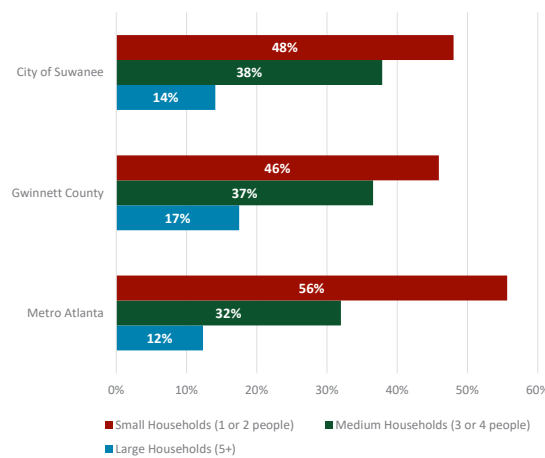
Based on data from Claritas

HOUSEHOLD SIZE

Households in Suwanee are comparable in size to households in the county.

2017 Average Household Size

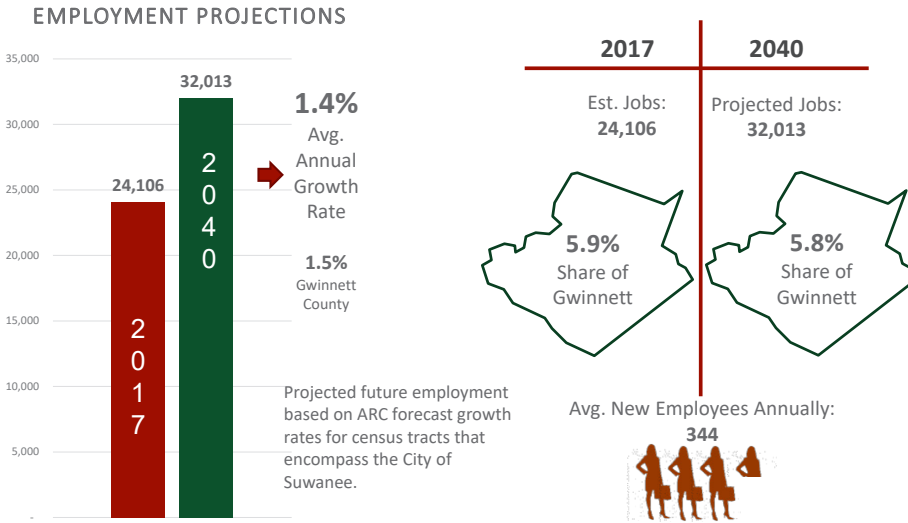
- City of Suwanee
 - 2.9
- Gwinnett County
 - 3.0
- Metro Atlanta
 - 2.7



Based on data from Claritas

Employment Assessment

- Suwanee is projected to add approximately 8,000 new jobs by 2040, a 1.4% average annual growth rate, slightly less employment growth than is expected in Gwinnett County overall.
- The Suwanee employment base is weighted toward lower-paying service sector wholesaling/manufacturing jobs.
- One-quarter of Suwanee employees hold college degrees.
- Working from home is more prevalent in Suwanee than in surrounding areas; one of every ten people employed within the Suwanee City limits works from home
- Very few of those employed in Suwanee also live in the city, with the greatest percentage of commuters coming into Suwanee from nearby towns in Fulton and Gwinnett Counties.

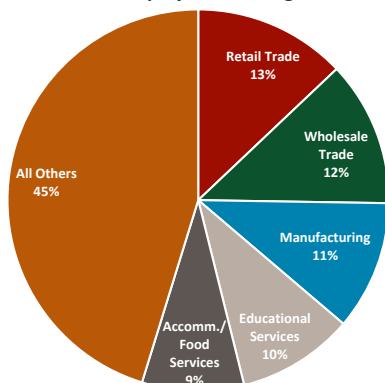


Current estimates based on data from US Census, ARC, Claritas, ESRI.

SUWANEE EMPLOYMENT PROFILE

- 46% of all employees work in Suwanee's four leading employment sectors:
 - Retail Trade
 - Wholesale Trade
 - Manufacturing
 - Education

Job Sectors of Employees Working in Suwanee

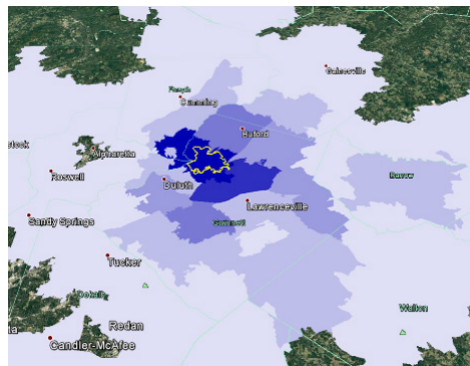


EMPLOYEES PLACE OF RESIDENCE

- Approximately 30% of employees working in Suwanee live in neighboring communities.

Top Zip Codes

- 30024 Suwanee/Johns Creek (9.2%)
- 30043 Lawrenceville (7.7%)
- 30518 Buford/Sugar Hill (4.8%)
- 30044 Lawrenceville/Lilburn (4.3%)
- 30096 Duluth (3.3%)

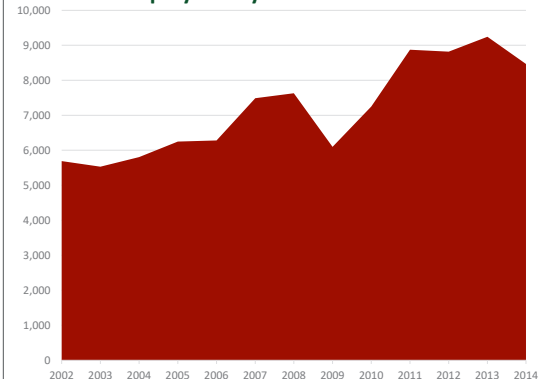


Note: the darker the color the larger the number of employees

SUWANEE RESIDENTS

- The number of employed Suwanee residents grew significantly from 2002 to 2014, growing by nearly 3,000 residents in that time.

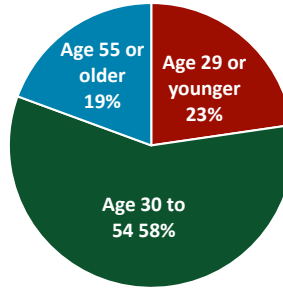
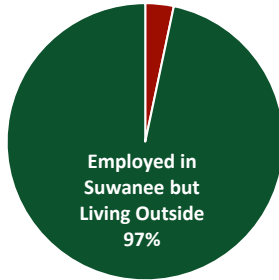
Total Employed City of Suwanee Residents



SUWANEЕ EMPLOYMENT PROFILE

- The typical worker in Suwanee is between the age of 30-54.
- Only 3% of those employed in Suwanee also live in the city, with the greatest percentage of commuters into Suwanee originating from the nearby cities of Johns Creek, Lawrenceville, Buford, and Sugar Hill.

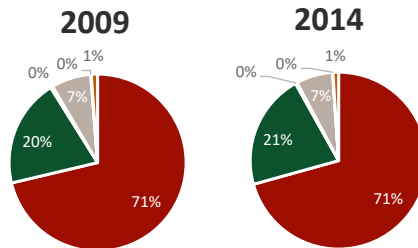
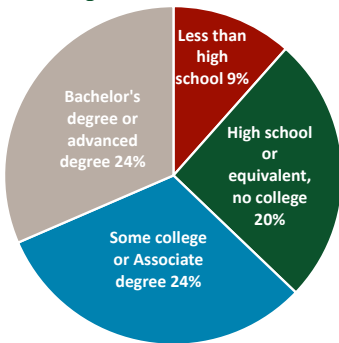
\$40K+ Income
38%
 (Gwinnett=41%)



Based on data from US Census

EMPLOYEE PROFILE

- One quarter of Suwanee employees hold college degrees.
- The racial/ethnic profile of employees in Suwanee has changed little since 2009.

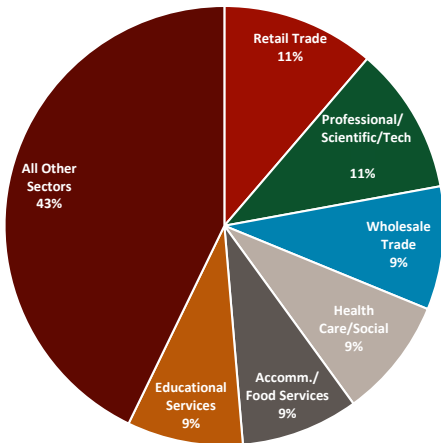


- White Alone
- Black or African American Alone
- American Indian or Alaska Native Alone
- Asian Alone
- Native Hawaiian or Other Pacific Islander Alone
- Two or More Race Groups

SUWANEЕ RESIDENTS

- City of Suwanee residents are employed in a broad range of employment sectors, none of which include more than 11% of the employed population.

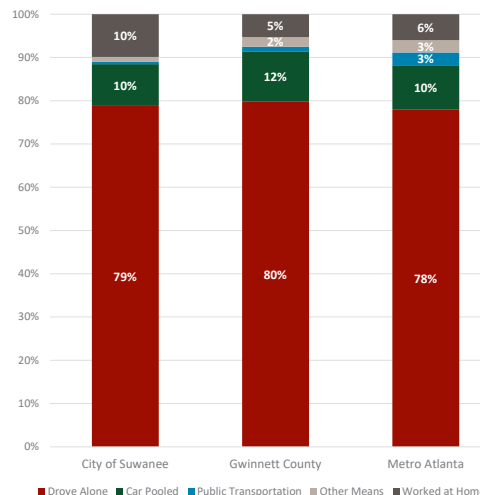
Job Sectors of Suwanee Residents



SUWANEЕ RESIDENTS

- One of every ten employed Suwanee residents work from home, a significantly higher proportion than Gwinnett County (5%) or Metro Atlanta (6%).

Suwanee Residents by Transportation to Work

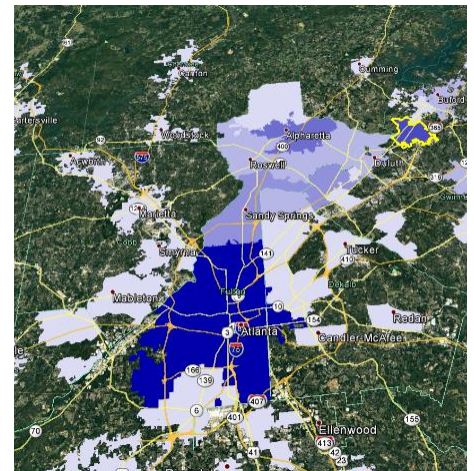


SUWANEЕ RESIDENTS

- One of every ten employed Suwanee residents commute to the City of Atlanta.

Residents Place of Employment

- Top Cities**
 Atlanta: 10.0%
 Suwanee: 6.4%
 Alpharetta: 4.7%
 Sandy Springs: 3.6%
 Peachtree Corners: 3.1%



Note: the darker the color the larger the number of employees

LAND USE CHANGES

Annexation:

- Since the 2030 Comprehensive Plan in 2007, the City annexed about 65 acres of land thus increasing the overall inventory from 6,998 acres in 2007 to 7,063 acres in 2017. This included the annexation of North Gwinnett High School and 20 acres of light industrial land along Satellite Boulevard.

Single Family Residential:

- Single family residential (single-family detached and single family attached) continues to be the dominant land use comprising 46% of total land area (2,862 acres) in 2017. This is a 1% increase since 2007.
- The conversion of 75 acres of land to residential use was due to new residential development on previously undeveloped land including recently completed Reserve at Moore Road, a detached single family neighborhood off of Moore Road; Suwanee Green, a new neighborhood under construction in the Old Town character area with a mix of small lot detached single family homes and attached single family homes; Suwanee Walk, a new attached single family townhome neighborhood under construction behind a shopping center near the intersection of Peachtree Industrial Boulevard and McGinnis Ferry Road; Northaven, a new attached single family townhome neighborhood under construction in the Terraces at Suwanee Gateway planned mix-use development; and new townhomes currently under construction on four undeveloped blocks within Suwanee Station. The City is now experiencing the start of new residential neighborhoods since the

last Comprehensive Plan. Most of the housing demand over the last 10 years was absorbed by the build out of neighborhoods that started in the early 2000's: Suwanee Station, Village Grove, Three Bridges, McGinnis Reserve and Stonecypher. These neighborhoods were slow to build out due to the recession, but residential lots were quickly absorbed post recession leaving Suwanee with almost no buildable lots by the end of 2016.

Multifamily Residential:

- Multifamily residential use accounts for only 3% of the total land area (196 acres in 2017), which is an increase of only 34 acres from 2007 due to the more vertical, compact development style that the City has encouraged for new multifamily over the last 10 years.
- The three multifamily projects built prior to the last Comprehensive Plan were lowrise, garden-style apartment communities (The Residence on McGinnis Ferry, Landmark at Grand Oasis and Century Pointe at Suwanee Station). These projects provide 1,363 units over a combined 162 acres, which contain large buffers between adjacent property and very little usable open space.
- In the last 10 years, two new multifamily projects have been built. Both developments are within existing planned mixed-use developments, which allow for shared central open spaces for the larger overall development and connectivity between adjacent uses. This development pattern allows for multifamily to take up less land, be closer to other compatible uses, and create a more walkable environment. In 2012, the Terraces at Suwanee Gateway apartments were built with 335 units in a stacked

	LAND USE CATEGORIES	LU AREA 2007 (ACRE)	% LU 2007	ELU AREA 2017 (ACRE)	% ELU 2017	Change in Land Area
	SINGLE FAMILY (DETACHED AND ATTACHED)	2,787	45%	2,862	46%	+75
	MULTI-FAMILY	162	3%	196	3%	+34
	MIXED-USE CENTER	3	0%	6	0.1%	+3
	COMMERCIAL/RETAIL	381	6%	417	7%	+36
	OFFICE	48	1%	96	2%	+48
	INDUSTRIAL	720	12%	676	11%	-44
	INSTITUTIONAL	223	4%	291	5%	+68
	UTILITIES	23	0%	28	0.5%	+5
	PARKS/RECREATION/OPEN SPACE	788	13%	937	15%	+149
	AGRICULTURE	157	3%	134	2%	-23
	VACANT	763	13%	524	8%	-239

Note: The areas only represent parcel acreage with city-assigned land use categories.

flat format at a higher density than previous garden apartments. These were designed in a more urban manner with units with entrances directly onto the sidewalk to meet the design standards for the Terraces at Suwanee Gateway. Artisan Station was built in the Suwanee Station planned mixed-use development in 2016 with 224 units. These two projects added 559 new units, which increased the total number of multifamily units to 1,922.

Mixed-Use Center:

- This category includes vertical mixed-use buildings with residential above commercial uses. This use currently exists only in two buildings at Town Center next to City Hall, but the Solis project currently under construction will extend this land use down Buford Highway per the vision of the Downtown Suwanee Master Plan.
- The Solis Town Center project, currently under construction, includes a mixed-use building with ground floor retail and multifamily flats above at the corner of Chicago Street and Buford Highway. This Project represents the next generation of multifamily housing. It will meet Suwanee's high quality design standards, contribute to the desired mixed-use character of Town Center and provide a more urban lifestyle option in Suwanee. Solis will provide 240 residential units and a structured parking deck.

Commercial/Retail and Office:

- Over the last 10 years, new commercial/retail development was built on undeveloped land at major intersections along Peachtree Industrial Boulevard (PIB), within Town Center, and within the Terraces at Suwanee Gateway located off of Lawrenceville-Suwanee Road just west of the I-85 interchange. The commercial/retail portions of Three Bridges were built out with one and two story multi-tenant buildings near the intersection of PIB and Suwanee Dam Road, a new multi-tenant shopping center was built on the southeast corner of PIB and McGinnis Ferry Road, and another multi-tenant shopping center was built at the northwest corner of PIB and Moore Road. All but two of the remaining commercial tracts in the Town Center master plan were built out. The build out of the Terraces of Suwanee Gateway, the former Falcons Training Camp, resulted in 4 new freestanding retail buildings, 2 new multi-tenant retail buildings, and an entertainment venue in walking distance to new office and residential uses.

Industrial:

- There has been a loss of some industrial land but not because industrial developments have been redeveloped. Rather, it is mostly due to the subdivision of some parcels and coding undeveloped portions as vacant land, or in some cases changing the use to office use to reflect the

new more office type users that are occupying existing light industrial buildings. Industrial uses such as light manufacturing, distribution facilities, business parks, processing plants, factories, warehouses, and wholesale trade facilities are concentrated along Satellite Boulevard, portions of Lawrenceville-Suwanee Road (west of I-85), Buford Highway (south of McGinnis Ferry Road), Brogdon Road and Tench Road.

Institutional:

- Institutional land increased due to the annexation of North Gwinnett High School, the addition of the new City Hall at Town Center, a new rehabilitation facility in the Terraces of Suwanee Gateway, a new police substation on Lawrenceville- Suwanee Road, and a new faith based facility on Celebration Drive

Parks/Recreation/Open Space:

- Parks and Open Space continues to be the second largest land use with almost 937 acres dedicated to Suwanee's greenway system; city, county and private parks; conservation land; and preserved floodplain/wetlands. In the last 10 years, the City has added 149 acres of preserved land or open space mostly through green space carved out of new development mainly in Three Bridges, McGinnis Reserve and Suwanee Station. Additionally, a six-acre undeveloped tract of land along Peachtree Industrial Boulevard was preserved for open space and donated to the City within the Metropolitan River Protection Corridor and 12 acres were purchased by the City adjacent to George Pierce Park.

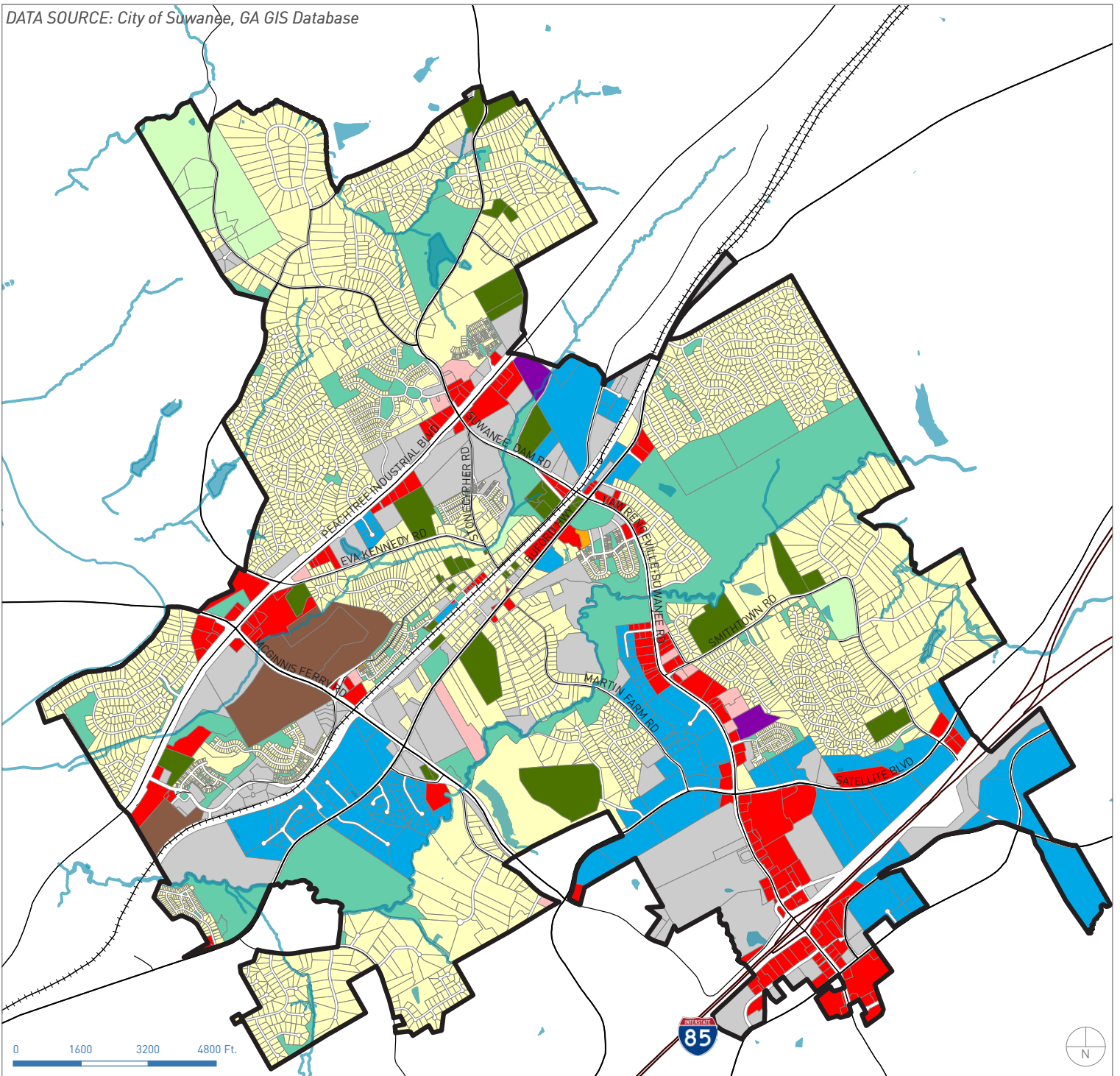
Agriculture:

- The City's remaining agricultural land includes a horse farm and tree farm. Both of these large tracts of land are surrounded by low density residential development and are likely to be candidates for similar residential development

Vacant:

- Currently, the City only has 524 acres of vacant land, which is a loss of almost 240 acres since 2007. The amount of vacant land considered to be developable is further reduced to 340 acres after accounting for floodplain, stream buffers, and topographical challenges on some of the remaining vacant land. With limited vacant land available, future development and growth should be planned in an efficient manner, and redevelopment of underutilized properties in strategic locations could be a critical tool.

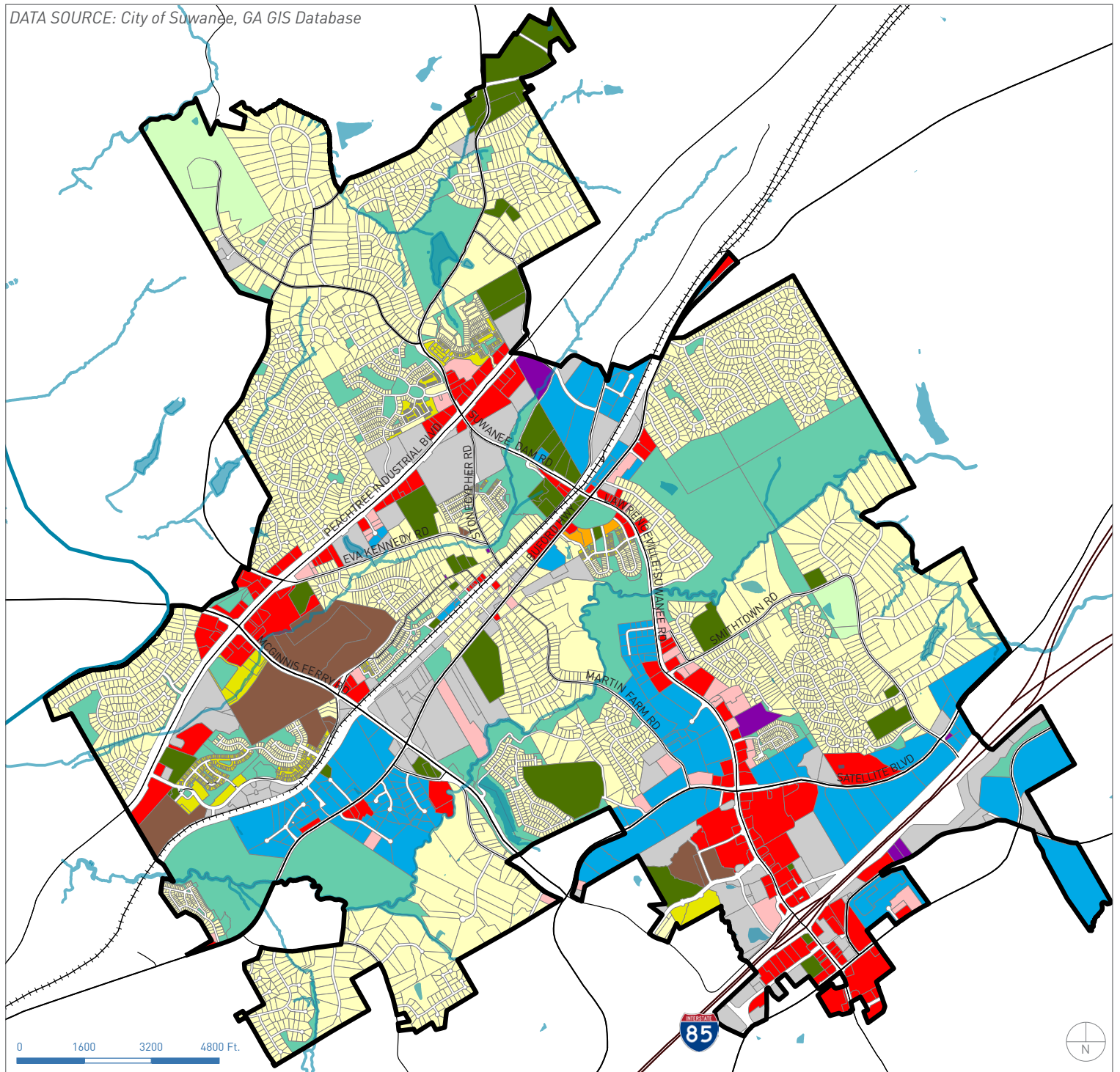
DATA SOURCE: City of Suwanee, GA GIS Database



LEGEND	LU AREA 2007 (ACRE)	% LU 2007	ELU AREA 2017 (ACRE)	% ELU 2017
SINGLE FAMILY	2,787 (NO. OF RESIDENTIAL UNITS: 45%)		2,862 (NO. OF RESIDENTIAL UNITS: 47%)	
SINGLE FAMILY DETACHED	Note: Added in Overall Single Family		2,771	45%
SINGLE FAMILY ATTACHED (TOWN-)	Note: Added in Overall Single Family		91	1%
MULTI-FAMILY	162 (NO. OF RESIDENTIAL UNITS: 3%)		196 (NO. OF RESIDENTIAL UNITS: 3%)	
MIXED -USE CENTER	3	0%	6	0%
COMMERCIAL/RETAIL	381	6%	417	7%
LOW DENSITY OFFICE	48	1%	96	2%
INDUSTRIAL	720	12%	676	11%
INSTITUTIONAL	223	4%	291	5%
UTILITIES	23	0%	28	0%
PARKS/RECREATION/CONSERVATION	788	13%	937	15%
AGRICULTURE	157	3%	134	2%
VACANT	763	13%	524	8%

FIG. 19 2007 LAND USE MAP

DATA SOURCE: City of Suwanee, GA GIS Database



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PARKS/RECREATION/CONSERVATION	788	13%	937	15%
AGRICULTURE	157	3%	134	2%
VACANT	763	13%	524	8%

FIG. 20 2017 EXISTING LAND USE MAP

HOUSING ANALYSIS

- Suwanee housing stock is newer compared to the County and the region; 60% of all housing units in the City were built since 2000.
- Housing values in Suwanee are significantly higher than average values in Gwinnett County and Metro Atlanta.
- New home permitting and new home sales declined from 2014 to 2017 as existing neighborhoods built out after the recession and the inventory of new homes and lots became scarce by the end of 2016. With the creation of new neighborhoods, permitting has picked up and sales are resuming.
- Single family detached homes are the dominant housing type and will continue to be if the entire City was built out per the Future Land Use Plan.
- Population changes, need for more density to support restaurants, and the desire for compact communities that preserve open space and are walkable, all point to more medium density housing in the future. This aligns with Suwanee's maturity level as a City. Suwanee has minimum opportunity left for low density single family detached neighborhoods. The undeveloped land and redevelopment opportunities are likely in locations with high land costs due to existing commercial or industrial zoning or proximity to arterials. Other than a few strategic locations designated for future multifamily, most of the future residential development in Suwanee will be infill medium density housing. Suwanee has recently experienced an increase in townhome construction. There is now a desire and need for other forms of medium density housing, particularly types without stairs or with elevators that can better accommodate Suwanee's growing senior population.

Overall Housing Growth

- There was a 20% increase, or 1,198 housing unit addition, from 2007-2017. Housing density based on residential parcel acreage is 2.3 units/acre, which is a minor increase from 2.0 units/acre in 2007. Recent housing development has been at about 11 units/acre using more compact housing

2007	2007 Housing Inventory	Acres	Units	Density
	Single Family Detached	NA	3,945	NA
	Single Family Attached	NA	537	NA
	Single Family Detached + Attached	2,787	4,482	1.6
	Multifamily	162	1,386	8.6
	TOTAL	2,949	5,868	2.0

2017	2017 Housing Inventory	Acres	Units	Density
	Single Family Detached	2,771	4,376	1.6
	Single Family Attached	91	787	8.6
	Single Family Detached + Attached	2,862	5,163	1.8
	Multifamily	196	1,903	9.7
	TOTAL	3,058	7,066	2.3

development typology such as smaller single-family lots, townhomes, and multifamily development.

Single Family Detached and Attached

- Currently, single family residential, both detached and attached, account for the largest housing type with 73% of the total inventory, a slight decrease from 76% in 2007. Single family residential is mostly owner occupied.

Multifamily

- Currently multifamily housing is about 27%, 1,922 units, of the total housing inventory, which is a 517 unit increase from 2007. Almost 70% of the multi-family stock is garden style apartments built before 2007.

Development	No. of Units	Year Built
Landmark at Grand Oasis	434	1995
AMLI/The Residence on McGinnis Ferry	593	1997-2000
Century Point at Suwanee Station	336	2005
Terraces at Suwanee Gateway	335	2012
Artisan Station	224	2016
TOTAL	1,922	
Solis (under construction)	240	2018

- Over the past 20 years, City of Suwanee multifamily units represented a small but growing portion of the Gwinnett County multifamily market. This is because prior to 1995, Suwanee was still a rural community without any multifamily. Since then, six multifamily developments have been built. One of these is in a mixed-use development in Suwanee Gateway, one is in Town Center, and the rest are within one mile of the land Suwanee has purchased and set aside for a future transit station.

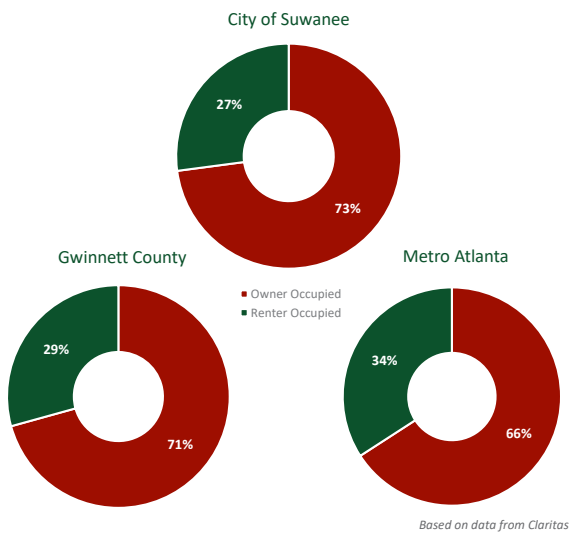
Senior Housing

- There is a senior living facility under construction on Suwanee Dam Road that includes 86 independent living units, 57 assisted living units, and 32 memory care units.
- A development permit has been issued for a second assisted living facility with 86 units located at Buford Highway and McGinnns Ferry Road. This project has not started development.

Housing Tenure

- 27% of occupied housing in the city of Suwanee is rental housing, a lower share than in Gwinnett County and Metro Atlanta.

Occupied Housing Unit Distribution, 2017



Age of Housing

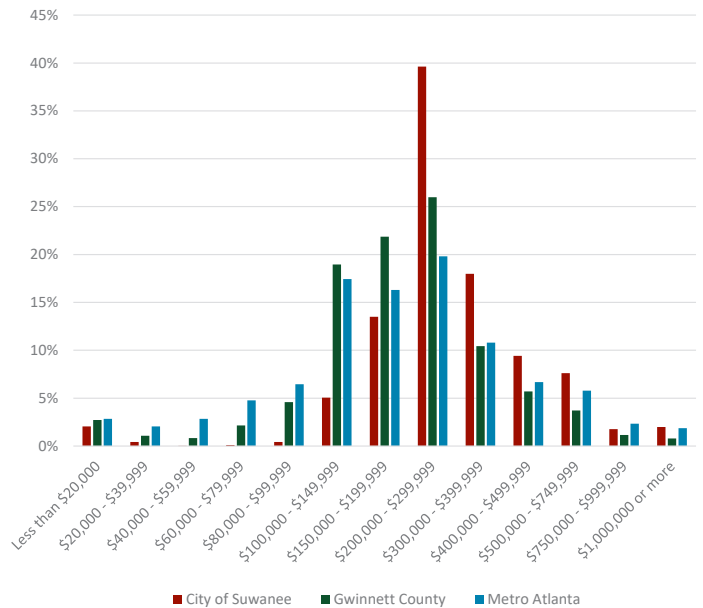
- 60% of all housing units in Suwanee were built since 2000, compared of 40% in Gwinnett County and 36% in metro as a whole.
- Only 7% of all housing units in Suwanee were built before 1990, compared to 33% in Gwinnett County and 44% in Metro Atlanta.

Housing Value

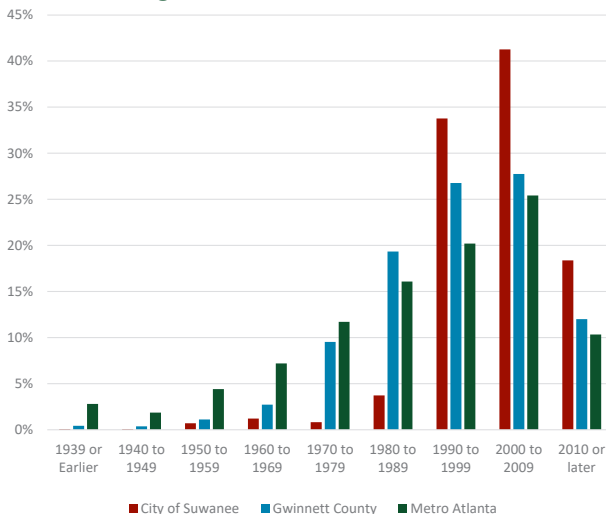
- Nearly 40% of homes in the City of Suwanee are valued between \$200,000 and \$300,000, compared to just 26% countywide.

Median Housing Value

City of Suwanee:	\$271,702
Gwinnett County:	\$194,981
Metro Atlanta:	\$191,671



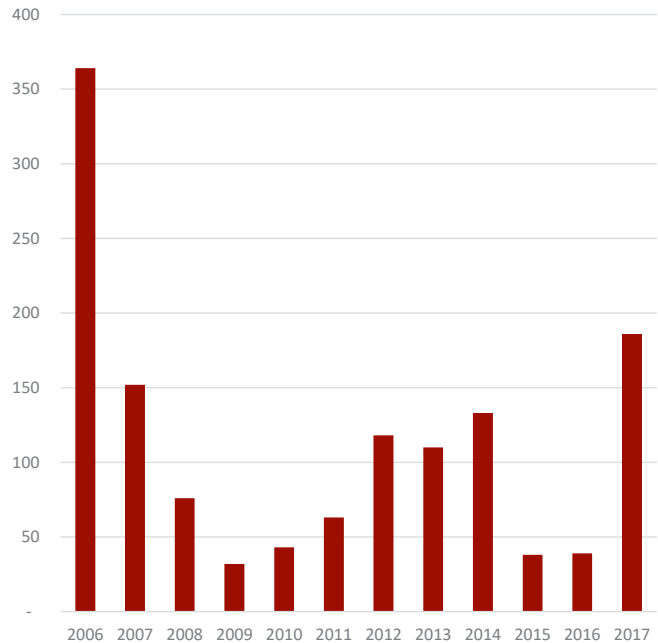
Year Housing Built



Single Family Attached and Detached Building Permits

- Housing permit issuance dipped in Suwanee in 2015 and 2016 as existing neighborhoods built-out after the recession and the inventory of new homes and lots became scarce.

City of Suwanee Single-family Attached and Detached Building Permits, 2006-2017



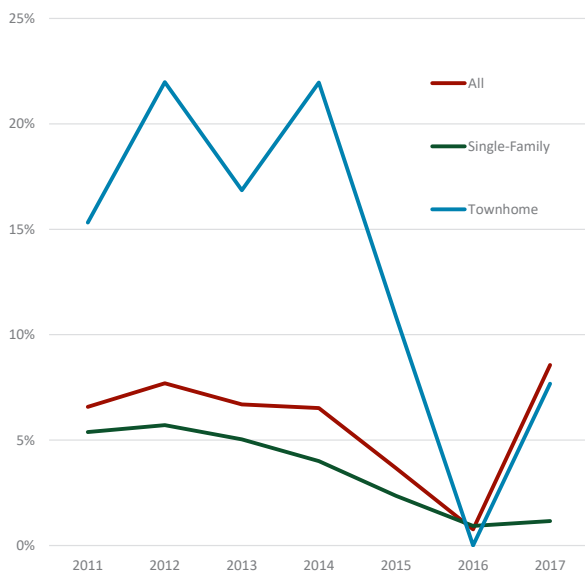
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
City of Suwanee	364	152	76	32	43	63	118	110	133	38	39	186

New Home Sales

- From 2011 through 2015 Suwanee accounted for 15%-22% of all new townhome sales countywide.
- Suwanee single-family new home sales peaked as a share of Gwinnett in 2012 at nearly 6% before decreasing to less than 1% in 2016.

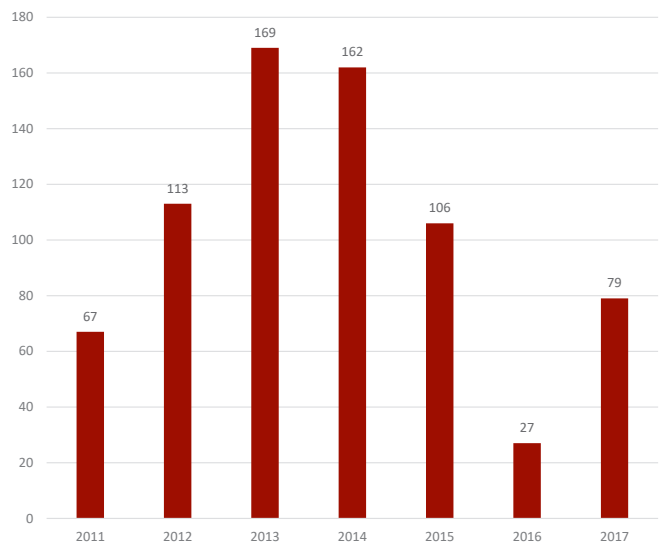
- The decrease in new home sales in Suwanee can be attributed to a lack of available inventory.
- New single-family home lots were created in 2017 and new home sales increased.

City of Suwanee Share of Gwinnett County New Home Sales



Based on data from SmartREData

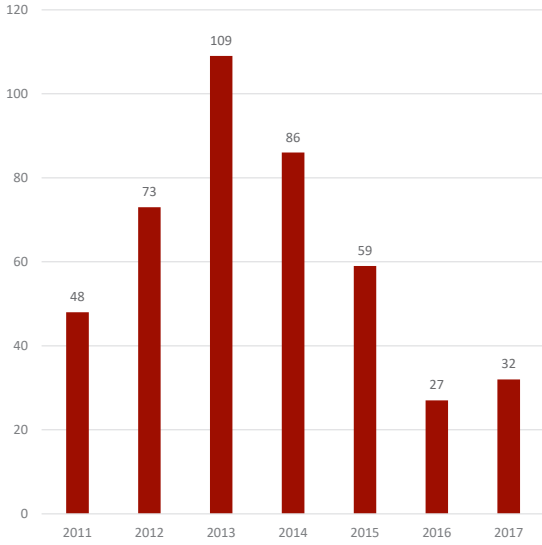
All New Home Sales, Suwanee, 2011-2017



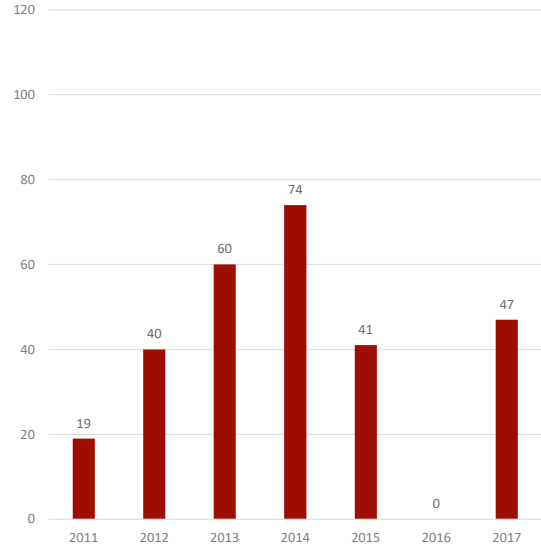
Based on data from SmartREData



**Single-Family New Home Sales,
Suwanee, 2011-2017**



**Townhome New Home Sales,
Suwanee, 2011-2017**



Three Bridges
Avg. Units/Year: 14
Average Sale Price: \$309,221



Three Bridges
Avg. Units/Year: 17
Average Sale Price: \$229,692

McGinnis Reserve
Avg. Units/Year: 13
Average Sale Price: \$336,877



Suwanee Station
Avg. Units/Year: 11
Average Sale Price: \$173,475



Highland Station
Avg. Units/Year: 11
Average Sale Price: \$229,997



Stonecypher
Avg. Units/Year: 4
Average Sale Price: \$138,189

Based on data from SmartREData

Multifamily Market

- Over the past 15 years, Suwanee multifamily units have represented a small but growing portion of the Gwinnett County multifamily market.
- The number of multifamily units nearly doubled in Suwanee since 2000 with the opening of three complexes totaling 888 units.
- Typical apartment units in Suwanee are charging \$1,310/month (\$1.15/SF), a 15% price premium over units in the rest of the County.

	City of Suwanee	Gwinnett County	Metro Atlanta
Existing Units	2,018	57,719	495,928
Occupancy	93.4%	93.1%	92.3%
Avg. SF/Unit	1,144	1,024	1,009
Avg. Rent/Unit	\$1,314	\$1,028	\$1,062
Avg. Rent/SF	\$1.15	\$1.00	\$1.05

Based on data from CoStar Inc.

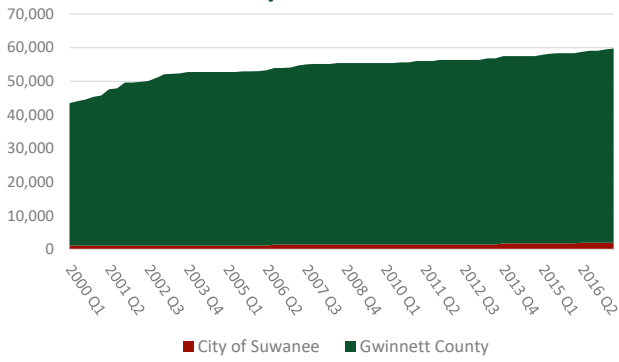
Avonlea at Suwanee Station

1035 Scales Road

Year Built	2016
Total Units	224
Occupancy	94%
Avg. Asking \$/Unit	\$1,515
Avg. Asking \$/SF	\$1.46



Total Multifamily Units



City of Suwanee Share of Gwinnett County Occupied Multifamily Units



The Terraces at Suwanee Gateway 480 Northolt Parkway



Year Built	2013
Total Units	335
Occupancy	95%
Avg. Asking \$/Unit	\$1,431
Avg. Asking \$/SF	\$1.34



COMMUNITY FACILITIES

Park/Recreation/Open Space:

Prior to the 2000 Comprehensive Plan, the City only had about 10 acres of city-owned parkland. In response to that lack of parkland, the 2000 Comprehensive Plan identified parkland and open space acquisition and protection as an important community goal. The City subsequently conducted an Open Space and Recreational Needs Assessment in 2001. The plan identified a need for additional passive parks and open space. The assessment found that Gwinnett County was providing adequate active recreation facilities in Suwanee, but open space preservation, passive park areas, and community gathering areas were limited. In response to this assessment and with backing of a citizen-approved referendum, the City initiated a \$17.7 million dollar Open Space Initiative. This initiative resulted in the purchase and preservation of over 200 acres of open space and parks and the construction of approximately 2.5 miles of trails that Suwanee residents enjoy today. The City is currently designing a new park on a major piece of land purchased as part of the Open Space Initiative. The new park will be an extension of Town Center on the west side of the railroad tracks.

When coupled with Gwinnett County resources and private amenities, the City contains approximately 900 acres of parkland contributing to the quality of life in Suwanee. About 170 acres of open space is dedicated to large city parks like Town Center Park, Suwanee Creek Park, and Sims Lake Park, and small neighborhood parks like Martin Farm Park, PlayTown Suwanee, City Hall Park, White Street Park, and Main Street Park. George Pierce Park, a Gwinnett County park within the City, provides approximately 300 acres of active recreation fields, trails, and a senior center. The Suwanee Creek Greenway, a four-mile long multiuse path that runs from Suwanee Creek Park to Town Center to George Pierce Park, serves as a pedestrian spine for the City connecting many neighborhoods to Suwanee's trail system. The City launched a bike-share program in 2016 with stations located at Suwanee Creek Park and Town Center Park to make this amenity more accessible to all.

Community Facilities

There is a concentration of city and county facilities in Town Center including City Hall, municipal court, a County fire station, a police station, and a County library. Other city facilities include public works buildings on Swiftwater Park Drive and Windsor Park Drive and a police training facility at the I-85 interchange. The City completed a feasibility study in 2017. The purpose of the study was to explore options for future needs for a larger and more functional court facility and public works and police storage and maintenance facilities.

The Swiftwater Park Drive facility filled the public works needs. However, there are other smaller storage facilities in the downtown that will need to be replaced if they are removed for park expansion or other development. Upon availability of future funding resources and potential public-private partnerships, the following recommendations were made by the study:

- Expansion of existing municipal court building to increase efficiency and increase capacity
- Adaptive re-use of the fire station by a future private user
- Adaptive re-use of the school building and site by a future public or private user

Public Safety:

The Suwanee Police Department has a community oriented policing philosophy to maintain safety for residents and businesses. Various community-based programs such as P.A.C.T (Police and Citizens Together) program, Georgia Teens Ride with P.R.I.D.E (Parents Reducing Incidents of Driver Error), Selective Enforcement Unit, Park Patrol Officers, Citizens Police Academy, and C.O.P.S (Caring Officers Providing Support) help enhance the City's overall security and quality of life.

Healthcare:

Suwanee is served by five hospitals located outside the city limits including Eastside Medical Center, Emory John's Creek, Gwinnett Medical Center, Gwinnett Health System, and Summit Ridge Hospital. The only significant healthcare facility in Suwanee is the Salude Transitional Care Facility located on Northolt Parkway. There are primary care and urgent care facilities occupying many of Suwanee's multitenant commercial buildings.

Educational Facilities:

The Gwinnett County Board of Education operates the public school system that serves Suwanee residents. Most of Suwanee is served by the North Gwinnett Cluster. This cluster includes North Gwinnett High School, North Gwinnett Middle School, Level Creek, Riverside, Roberts and Suwanee Elementary Schools. North Gwinnett High School completed a significant renovation in 2015 that expanded capacity. The Peachtree Ridge Cluster serves Suwanee residents living south of McGinnis Ferry Road and the apartments north of McGinnis Ferry Road. Schools serving Suwanee include Peachtree Ridge High School, Hull Middle School, Burnette, and Parsons Elementary School.

DATA SOURCE: City of Suwanee, GA GIS Database

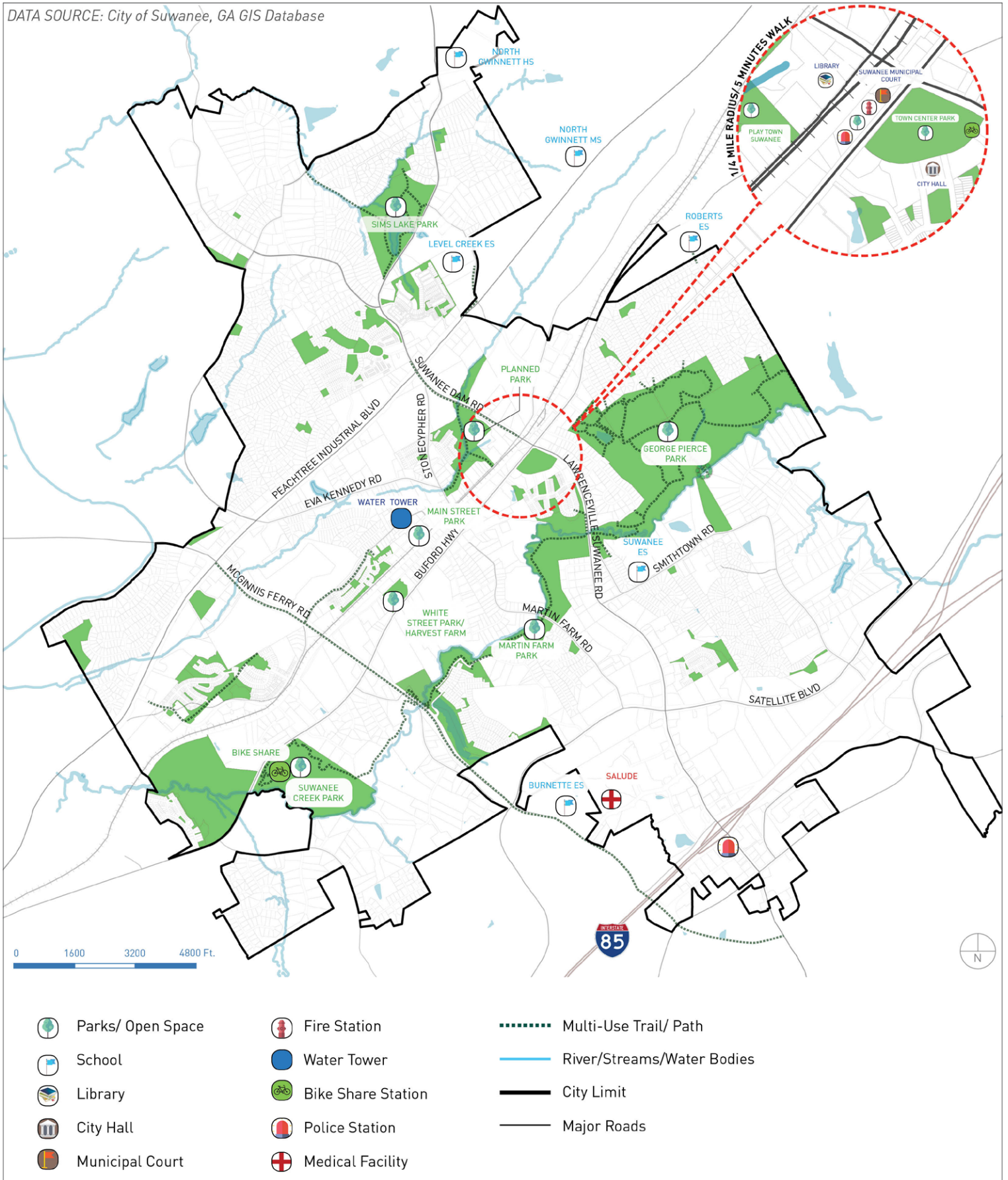


FIG. 21 COMMUNITY FACILITIES MAP

TRANSPORTATION

The City of Suwanee partners with others to provide for the community's various transportation needs. The City generally focuses on improving and maintaining local roads and providing alternative transportation options, such as sidewalks and greenways for pedestrians and cyclists. Gwinnett County and Georgia Department of Transportation build and maintain the major roads, allowing the City to focus on localized efforts.

The City's role is not to create large, multi-lane highways crisscrossing the City. Rather, the City's efforts are primarily to connect destinations (jobs, schools, services, etc.) throughout the community in order to minimize travel need. The City values slower vehicle speeds and undertakes efforts to calm traffic in various ways, such as narrow, connected streets. The City's local transportation actions can be summarized by four primary focus areas: 1) connectivity; 2) safety; 3) maintenance; and 4) providing for alternative transportation.

Transportation policies and projects should be in alignment with the future land use plan and goals outlined in this plan. Similarly, land use policy adjustments should be considered if future transportation investment from the County or the State after the conditions of an area or feasibility of a defined land use, such as a transit station area.

The City and County regularly undertake transportation study and planning efforts with public input in order to identify transportation issues, solutions, and potential projects. Several studies have been done since the last Comprehensive Plan including:

Buford Highway Transportation Study, 2010

Suwanee Pedestrian and Bicycle Plan, 2011

2015 Downtown Suwanee Master Plan, 2015

Gwinnett County Comprehensive Transportation Plan, 2018

The maps and charts on the following pages outline desired future projects that came out of these studies.

City Pedestrian and Bicycle Projects

The City has successfully implemented many of the projects from the Pedestrian and Bicycle Plan in the last 10 years. These projects have resulted in the creation of an interconnected network of trails and sidewalks where people can walk or bike from many neighborhoods to community facilities, commercial areas, and open spaces. The Suwanee Creek Greenway is an integral part of the City's identity and quality of life. In the last 10 years the City has expanded the greenway system to include approximately 16 miles of multipurpose trails. The City should continue to seek opportunities to expand the Suwanee Creek Greenway specifically looking to connect the Greenway to destinations along Buford Highway. The City also added shared bike lanes on Eva Kennedy Road, Martin Farm Road, Main Street and Station Center Boulevard. Most of the major traffic thoroughfares now have sidewalks on both sides of the road, but there are still some gaps that need to be filled by future planned projects. The Gwinnett County Trails Master Plan calls for several extended greenway/multi-use trails up to the Suwanee city limits that could expand the trail system for Suwanee residents even further.

Buford Highway Reconstruction

The 2009 Downtown Suwanee Master Plan that followed the 2030 Comprehensive Plan identified the desire to preserve Buford Highway as a two lane road connecting the two sides of Suwanee's downtown rather than dividing downtown with a wider four-lane road. This led to the Buford Highway Transportation Study that was done in 2010 to evaluate options for preserving Suwanee's "main street" while improving safety and mobility for all modes of transportation. The result of this study is a transportation project designed by the City, funded by an LCI grant and local funds, and constructed by the Georgia Department of Transportation. The project extends the length of Buford Highway between McGinnis Ferry Road and George Pierce Park. It will be a context-sensitive roadway that will allow all users (vehicles, pedestrians, and bicyclists) to travel safely along and across the corridor. The improved street will not only handle a similar traffic volume but also accommodate pedestrians and cyclists in a safe manner by slowing down vehicles.

The Buford Highway Reconstruction is currently underway. Buford Highway will still accommodate two lanes of vehicular traffic, but it will now include dedicated, on-street bike lanes; 13-foot wide sidewalks; and on-street parallel parking along the half mile promenade between Suwanee's historic Old Town and Town Center. A new roundabout at the intersection with Russell Street will serve as a gateway into Suwanee's downtown and improve left turns to and from Old Town. South of Russell Street, Buford Highway will take on a more rural character. Bike lanes will merge with the sidewalk to form a single 10-foot wide multi-use trail on the east side of Buford Highway extending to the existing multi-use trail on McGinnis Ferry Road. North of Town Center, 5 to 8-foot wide sidewalks and dedicated, on-street bike lanes will continue all the way to George Pierce Park. The existing hawk signal at Town Center Avenue will be realigned to improve pedestrian safety.

DATA SOURCE: Gwinnett County GIS Database

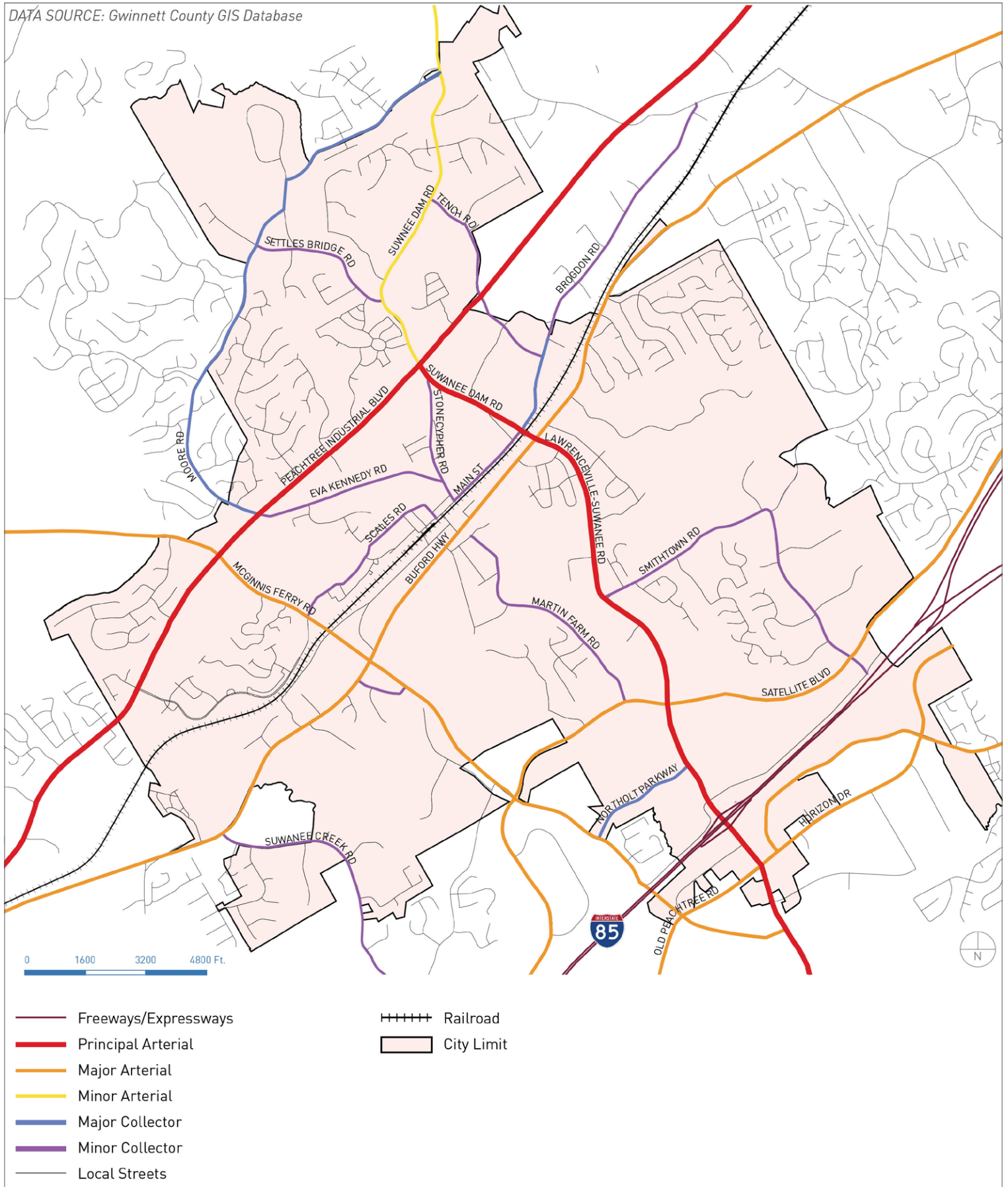


FIG. 22 EXISTING TRANSPORTATION MAP

DATA SOURCE: Downtown Master Plan, City of Suwanee Pedestrian and Bicycle Plan Updated List, City-wide Transportation Project Listing



FIG. 23 PEDESTRIAN AND BIKE FACILITIES (CITY OF SUWANEE & GWINNETT COUNTY)

City Pedestrian And Bike Projects

Level 1

ID	Location	Description
S-P1	Stonecypher Road from Main Street to Stonecypher neighborhood	New sidewalk
S-P2	5' sidewalk Filling in the gaps along Lawrenceville-Suwanee Rd. (3050')	Sidewalk
S-P3	10' Greenway running along Brushy Creek	Greenway trail
S-P4	Greenway/parklet between Whitlock Street to Plum Street	Parklet/greenway
S-P5	Main Street Old Town Road improvement between Russell Street and Calaboose Street	Include sidewalk, streetscape, and parking
S-P6	5' Sidewalk along Annandale Ln. between existing sidewalks (400')	5' sidewalk

Level 2

ID	Location	Description
S-P7	10' George Pierce Park trail from Smithtown Road to George Pierce Park	Greenway
S-P8	Bridge for trail access to George Pierce Park	Greenway

Level 3

ID	Location	Description
S-P9	5' sidewalk along north side of Buford Highway from Baxley Point Dr. to City Limit (610')	
S-P10	5' sidewalk along Jackson St. from Calaboose St. to existing sidewalk east of Cambron Commons Trace	Sidewalk
S-P11	5' Sidewalk along northwest side of Peachtree Industrial Blvd. from existing sidewalk southwest of Tench Rd. to Tench Rd. (500') and 5' sidewalk along west side of Tench Rd. from Peachtree Industrial Blvd. to existing sidewalk (900')	
S-P12	5' sidewalk Suwanee Avenue from Lawrenceville-Suwanee Road to George Pierce Park and 10' train within park to existing trail	Sidewalk
S-P13	5' sidewalk along east side of Village Crest Drive from Peachtree Industrial Boulevard to existing sidewalk (860')	
S-P14	Trail from Sims Lake Park to Moore Road along Level Creek	Greenway trail
S-P15	Construction of new 5' sidewalk on the east side of Landover Crossing and Landover Way (2600')	Sidewalk
S-P16	Work with Neighborhoods to provide sidewalk and bicycle interconnections	Neighborhood Ped/Bike Connections
S-P17	5' Sidewalk along Lawrenceville Suwanee Rd. (west side) from Suwanee Creek Greenway to south of Smithtown Rd. (2500')	Sidewalk
S-P18	5' Sidewalk along south side of Settles Bridge Rd. from Moore Rd. to Short St. (900') and along Moore Rd. from Settles Bridge Rd. to existing sidewalk (500')	Sidewalk
S-P19	5' Sidewalk on southwest side of McGinnis Ferry Rd. from Buford Hwy. to Suwanee Creek Greenway Trailhead (1200')	Sidewalk
S-P20	5' Sidewalk Trailhead Stonecypher Rd from Pringle Dr. to Suwanee Dam Rd. (1500')	Sidewalk
S-P21	5' Sidewalk on southwest side of McGinnis Ferry Rd. between existing sidewalks in front of apartment complex (700') and from Scales Rd. to existing sidewalks (650')	Sidewalk
S-P22	5' Sidewalk along Satellite Blvd. from existing sidewalks to Annandale Lane (1800') and on Martin Farm Rd. from Satellite Blvd. to existing sidewalks (200')	Sidewalk
S-P23	5' Sidewalk along Satellite Blvd. (south side) from office building driveway to Smithtown Rd. (2800')	Sidewalk
S-P24	5' Sidewalk along south side of Satellite Blvd. from Lawrenceville-Suwanee Rd. to Martin Farm Rd. (800')	Sidewalk
S-P25	10' Greenway along GA Power Easement running parallel to PIB from Eva Kennedy Road to Suwanee Dam Road	
S-P26	5' Sidewalk and 10' Trail along Smithtown Rd. extension from Satellite Blvd. to Horizon Dr. (2700')	Multi-use Trail and Sidewalk
S-P27	10' Multiuse Trail along Old Peachtree Rd. from McGinnis Ferry Rd. Extension to Smithtown Rd. Extension (9000')	Multi-use Trail
S-P28	Greenway trails in Suwanee Gateway area as part of future redevelopment	Multi-use Trail

Gwinnett County Pedestrian And Bike Projects

ID	Location	Description
G-P1	McGinnis Ferry Road from Peachtree Industrial Boulevard to Fulton County	5' sidewalk and 10' trail - multi-use trail and sidewalk
G-P2	Brushy Creek Greenway from Chattahoochee Run to McGinnis Ferry Road	Greenway Trail
G-P3	Suwanee Creek Road Multi-Use Path	Greenway Trail
G-P4	Lower Suwanee Greenway Section 2	Greenway Trail
G-P5	Western Gwinnett Bikeway Section 2	Greenway Trail

DATA SOURCE: Downtown Master Plan, City of Suwanee Pedestrian and Bicycle Plan Updated List, City-wide Transportation Project Listing

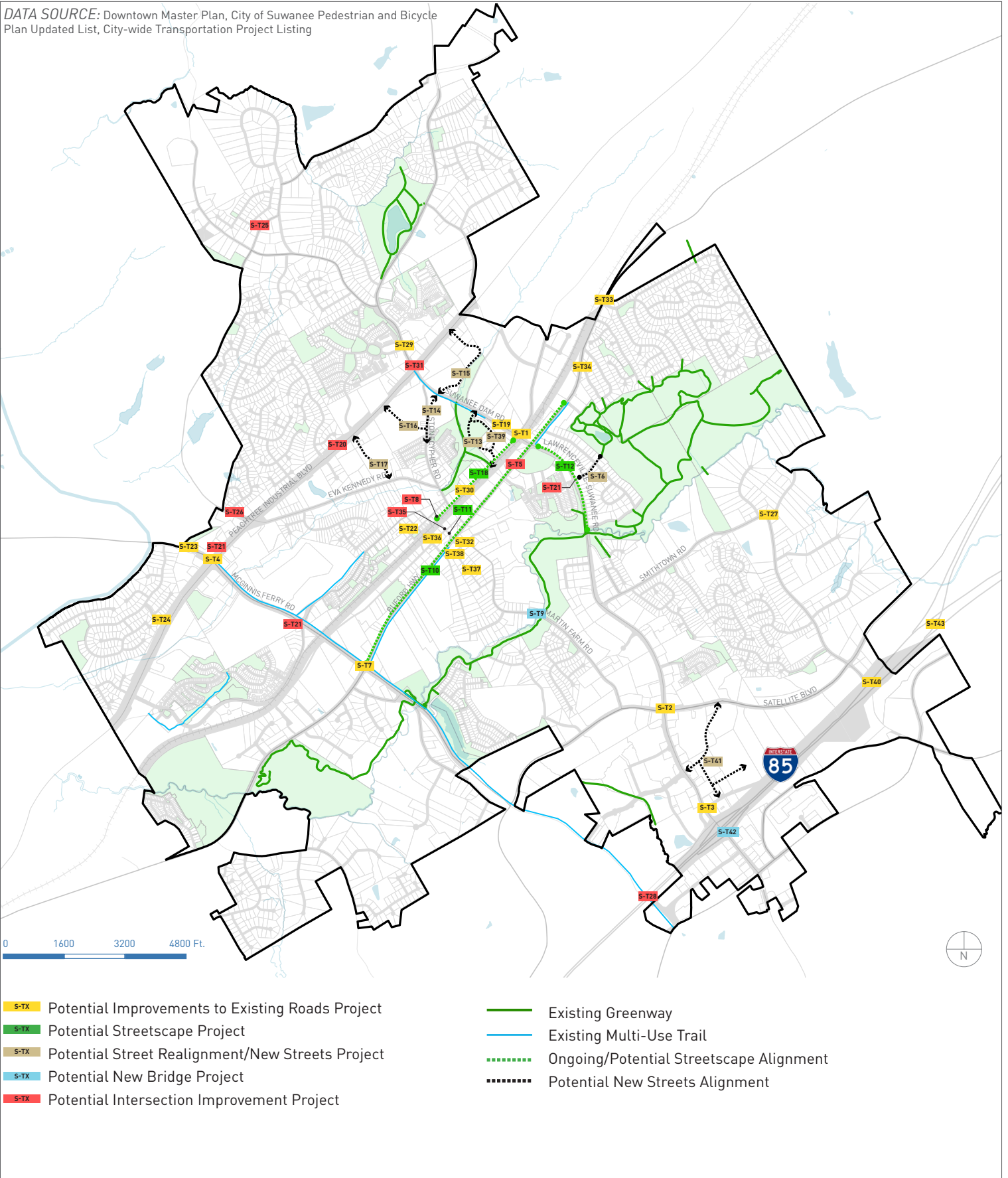


FIG. 24 POTENTIAL CITY TRANSPORTATION PROJECTS



City Transportation Projects

The transportation projects illustrated in Figure 25 and listed in the following charts are compiled based on projects listed in the 2015 Downtown Suwanee Master Plan and previously identified City transportation projects. These represent a comprehensive strategy to enhance the City's vehicular network.

Figure 25 shows a framework for new roadway connections that are desirable as potential private redevelopment occurs along Peachtree Industrial Boulevard and Suwanee Dam Road. These opportunities would be planned and constructed in concert with large-scale redevelopment projects and offer opportunities to distribute traffic and increase connectivity. Identified intersection improvements are geared towards safety improvements for both vehicular and pedestrian traffic in higher intensity areas.

Level 1

ID	Location	Description
S-T1	Main Street at Suwanee Dam	Close the median break on Suwanee Dam and extend left turn lane on Suwanee Dam eastbound to Buford Highway
S-T2	Lawrenceville-Suwanee at Satellite Blvd	Dual left turn lanes on all four corners; also right turn lane on Satellite Blvd. northeast bound onto Lawrenceville Suwanee Road.
S-T3	Lawrenceville-Suwanee at Sawmill Drive	Reopen right-in right-out access for the closed intersection of Burnette Road to the southwest side of Lawrenceville
S-T4	McGinnis Ferry Rd northwest bound at PIB	Remove part of concrete median and restriping McGinnis Ferry Road to allow additional turn lane loading for vehicles turning southbound on to PIB - allow traffic to load turn lanes
S-T5	Town Center Ave at Buford Hwy	Signalization and relocate/remove HAWK
S-T6	Suwanee Ave North Extension	Signalization and relocate/remove HAWK
S-T7	Buford Hwy at McGinnis Ferry Rd	Restriping of Buford Highway to allow additional length of left turn lane on northeast bound Buford Highway for left turns on McGinnis Ferry Road
S-T8	Russell Street at Main Street	Reconfigure intersection for truck turns
S-T9	Martin Farm Road at Suwanee Creek	Bridge replacement
S-T10	Buford Highway Context Sensitive Design Reconstruction	Reconstruct Buford Highway from McGinnis Ferry Road to George Pierce Park
S-T11	Russell Street	Road improvement including sidewalks, streetscape, and realignment
S-T12	Lawrenceville-Suwanee streetscape improvements:	add wide sidewalk, lights, landscaping, and street furniture on Lawrenceville-Suwanee Rd. between Suwanee Creek and Buford Highway
S-T13	Main Street realignment from PlayTown Suwanee to Suwanee Dam Road	median closure on Suwanee Dam and associated improvement at Buford Highway and Suwanee Dam. Project includes significant right-of-way acquisition and demolition
S-T14	Stonecypher Road at Suwanee Dam Road	Realignment
S-T15	New street from Suwanee Dam Road to PIB as part of future development	
S-T16	New street from Stonecypher Road to PIB as part of future development	
S-T17	New street from Eva Kennady Road to PIB as part of future development	
S-T18	Main Street streetscape improvement from Russell Street to Suwanee Dam Road	
S-T19	Suwanee Dam Road as part of Main Street Realignment	Eliminate Opening in Median

City Transportation Projects

Level 2

ID	Location	Description
S-T20	Install Pedestrians Hybrid Beacon at two of three locations (Peachtree Industrial Blvd. between Village Crest Dr. and Silver Peak Pkwy., Peachtree Industrial Blvd. northeast of McGinnis Ferry Rd., or McGinnis Ferry Rd. northwest of Scales Road).	
S-T21	Suwanee Ave at Lawrenceville -Suwanee	Signalize intersection
S-T22	Jackson St. SW of Calaboose Street	Address retaining wall that is up against right side of street, southbound just before entering Old Suwanee neighborhood
S-T23	McGinnis Ferry Rd at entrance to Pikes	Install hit poles in gore to prevent crossing to access left
S-T24	PIB at Grand Vista Approach	People are using the turn lane as a passing lane southbound on PIB. Install hit poles early at turn lane designation or widen PIB to allow for designated turn lane only at Grand Vista Approach with thru lane transition south of Grand Vista.
S-T25	Moore Rd at Settles Bridge Rd or Moore Road at Short Street	Evaluate for possible round-a-bout installation; Evaluate to determine that this intersection is the most logical intersection in the area or Moore Road at Short Street
S-T26	Moore Road at PIB and Landsfair Terrace	Project along Moore Road from PIB to northwest of Landsfair Terrace to include PIB and Moore Road intersection improvements; resolve present sweeping right turn lane from Moore Road to PIB with hard look back to see oncoming PIB traffic
S-T27	Smithtown Road at Westbrook Road	Evaluate for possible round-a-bout installation.
S-T28	McGinnis Ferry Road at I-85 half Diamond Project (Potential County project desired by City)	Half Diamond interchange with collector distributor to Lawrenceville Suwanee Road - Gwinnett County project slated for 2019 construction with \$25 million estimated cost
S-T29	Suwanee Dam Rd NE of PIB (Potential County project desired by City)	Extend the second lane further northeast along Suwanee Dam Road to limit sudden narrowing of roadway issue for motorist, possible extend past Settles Bridge Road
S-T30	Main Street	Curbing project from proposed realigned Main Street to Russell Street
S-T31	PIB at Suwanee Dam Road (Potential County project desired by City)	Intersection Improvement Project to provide for improved traffic flow and safety - Gwinnett County project with estimated cost of \$1 million
S-T32	Martin Farm Road, King Street, Russell Street	Widen, curbing, drainage, and sidewalk project along the narrow section from Plum Street to Russell Street and cutting down the sharp crest of the vertical hill, and improve Russell Street to Buford Hwy.

City Transportation Projects

Level 3

ID	Location	Description
S-T33	Buford Hwy at Ruby Forest Pkwy	Address sight distance when turning southbound on to Buford Hwy from Ruby Forest Parkway (looking north is the problem).
S-T34	Buford Hwy at Dollar Circle	Buford Highway at the most northerly intersection of Dollar Circle to address limited sight distance (looking north is the problem)
S-T35	White Street at Russell Street	Intersection Improvement Project to improve sight distance
S-T36	White Street	Widening of White Street from Russell Street to Davis Street
S-T37	Whitlock Avenue	Widening and curbing of Whitlock Avenue
S-T38	King Street	Widening and curbing of King Street from Russell Street to Davis Street
S-T39	Delay Lane	Grading, curbing, base and paving of Delay Lane from Main Street to Suwanee Dam Road - Upon completion of the proposed park properties along this street may be reconfigured
S-T40	Smithtown Road extension across I-85 or Sawmill Drive at sharp curve (Potential County project desired by City)	Extend Smithtown Road across I-85 with creating "T" intersection with Sawmill Drive to take away sharp curve; or realign Sawmill Drive to flatten radius of sharp curve
S-T41	Sawmill Drive Connector	Construct a Sawmill Drive Connector to intersect with Lawrenceville Suwanee Road at the Office Depot shopping center
S-T42	Lawrenceville Suwanee Bridge over I-85 and widening of Lawrenceville Suwanee Road (Potential County project desired by City)	Widen the bridge over I-85, explore diverging diamond option, widen Lawrenceville Suwanee Road in both directions from the bridge possibly from Satellite Blvd. to
S-T43	I-85 and I-985 Connector (Potential County project desired by City)	Connector between I-85 and I-985 to allow truck and vehicle traffic to move between the two expressways from southwest direction to northeast direction
New streets as part of new development near Suwanee		

DATA SOURCE: Gwinnett County Comprehensive Transportation Plan, Gwinnett County Trails Master Plan

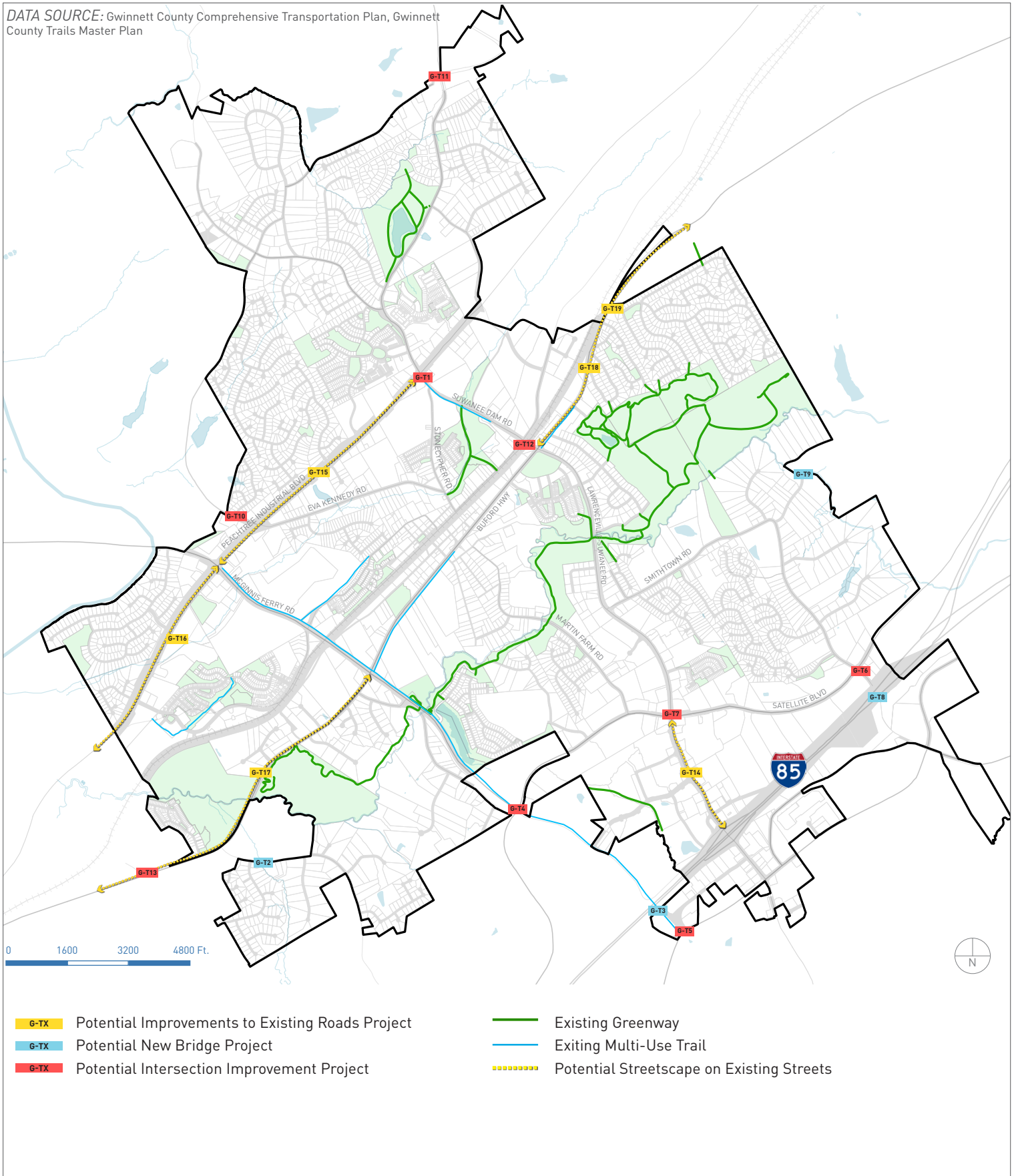


FIG. 25 ROAD INFRASTRUCTURE PROJECTS (GWINNETT COUNTY)

Gwinnett County Transportation Projects

Suwanee’s arterials are owned and managed by Gwinnett County or Georgia Department of Transportation. These arterials are a vital part of the City; therefore, the City has a vested interest in the future of these roads in terms of their function and aesthetic. The City has made many investments on these roads to improve pedestrian and bicycle safety and mobility. However, the City relies on the County for improvements and maintenance of these roads as well as regional planning by the County, State, and Atlanta Regional Commission to insure that these arterials continue to function well to serve Suwanee residents as well as those that use these arterials for passing through Suwanee.

The County is currently updating the Gwinnett County Comprehensive Transportation Plan, Destination 2040. The plan prepared a list of projects that were prioritized through input from County staff, the technical and stakeholder committee, and the public. Priority projects were included in the County Comprehensive Transportation Plan’s (CTP) Short-Range Plan and were also included in the short-term funding for the County’s Special Purpose Local Option Sales Tax (SPLOST). Additionally, the CTP recommended long-range projects to include regionally significant projects. Projects from the CTP that are within the City limits of Suwanee are illustrated in Figure 26 and listed in the charts below.

Level 1

ID	Location	Description
G-T1	Enhance Crossings of Peachtree Industrial Blvd. at Suwanee Dam Rd. intersection.	Install pedestrian countdown timers, streetlighting improvements, and brick pattern accented crosswalks at both intersections. Modify Suwanee Dam Road int
G-T2	Suwanee Creek Road at Bennett Creek	Bridge replacement
G-T3	I-85 at McGinnis Ferry Road	New interchange bridge
G-T4	McGinnis Ferry Road at Satellite Boulevard	Intersection improvement and corridor ATMS/ITS

Level 2

ID	Location	Description
G-T5	Old Peachtree Road at Northbrook Parkway	Intersection improvement and corridor ATMS/ITS
G-T6	Satellite Boulevard at Smithtown Road (Westbound)	Intersection improvement and corridor ATMS/ITS
G-T7	SR 317/Lawrenceville Suwanee Road at Satellite Boulevard	Intersection improvement and corridor ATMS/ITS

Level 3

ID	Location	Description
G-T8	Smithtown Road/Old Peachtree Road Connector from Old Peachtree Road to Sawmill Drive	
G-T9	Westbrook Road at Ivy Creek (South)	Bridge Replacement
G-T10	Moore Road at Lansfaire Road	Intersection improvement and corridor ATMS/ITS
G-T11	Suwanee Dam Road at Moore Road	Intersection improvement and corridor ATMS/ITS
G-T12	Suwanee Dam Road at Norfolk Southern Railroad	Improve safety of at-grade Rail Crossing
G-T13	US 23/SR 13/Buford Highway at South Scales Road	Intersection improvement and corridor ATMS/ITS
G-T14	Lawrenceville Suwanee Road from I-85 to Satellite Boulevard	Widening
G-T15	Peachtree Industrial Boulevard from McGinnis Ferry Road to Suwanee Dam Road	Widening
G-T16	Peachtree Industrial Boulevard from North of Sugarloaf Parkway to South of McGinnis Ferry Road	Widening
G-T17	US 23/SR 13/Buford Highway from Old Peachtree Road to McGinnis Ferry Road	
G-T18	US 23/SR 13/Buford Highway from Suwanee Dam Road to SR 20/Buford Drive/Nelson Brogdon Boulevard	
G-T19	US 23/SR 13/Buford Highway at Ruby Forest Parkway	Vertical Alignment

Transit

Suwanee is not currently served by transit. Demographic trends show that 1 of every 10 employed residents of Suwanee commute to Atlanta for work and could benefit from transit lines that connect Suwanee to Atlanta. There are currently two potential opportunities for transit stations in Suwanee that would connect Suwanee to other parts of the region via transit lines with dedicated paths. Suwanee should continue to advocate for both of the following options and a transit stop within Suwanee along both potential lines.

Suwanee Station was originally rezoned to PMUD (Planned Mixed-Use Development) in May of 2000 in anticipation of a future commuter rail stop. In 1995, the Georgia Rail Passenger Authority identified six commuter rail lines that would radiate outward from Atlanta. Suwanee was identified as a potential stop along the Atlanta to Gainesville commuter rail line. More recently, the U.S. Department of Transportation (USDOT) identified a route from Atlanta to Charlotte as an intercity passenger rail corridor in the proposed Southeast High Speed Rail (SEHSR) network. A current study is being done by the Georgia Department of Transportation to determine the final route of this potential passenger rail line. Suwanee is a planned stop in 3 of the 6 routes under consideration.

The Gwinnett County Comprehensive Transportation Plan is currently being updated. The draft of this plan recommends a bus rapid transit (BRT) line with dedicated lanes that would pass through the Suwanee Gateway Character Area. This BRT line would extend down Satellite Boulevard with stops at the Infinite Energy Center, a proposed transit center at Gwinnett Place Mall, and a multimodal hub to be located in the western part of Gwinnett County near Jimmy Carter Boulevard. This proposed multimodal hub will connect to a MARTA heavy rail line extended up from the Doraville MARTA station and a proposed east-west BRT line that would connect Gwinnett to Fulton County and a new MARTA station planned at Holcomb Bridge Road and GA 400.

Another transit recommendation of the Gwinnett County Comprehensive Transportation Plan that would impact Suwanee includes direct access ramps from the I-85 managed lanes at the intersection of I-85 and McGinnis Ferry Road. Proposed ramps would be constructed connecting median managed lanes to the freeway overpass. The ramps would intersect with the overpassing road at a signalized intersection. Bus stops would be located on the ramps that would be connected to a new park-and-ride lot via sidewalks on the overpass structure. The direct access ramps enable Express buses to stop at these locations without having to travel on local streets.

Finally, a new local bus route is also proposed in the Gwinnett County Comprehensive Transportation Plan that would bring local service to Suwanee. A circular route is proposed that would run along McGinnis Ferry Road, Peachtree Industrial Boulevard, Suwanee Dam Road, and Buford Highway. The route would connect to the proposed Gwinnett Place Transit Center via McGinnis Ferry and Satellite Boulevard. The City should insure that any local service has a route that includes Station Center Boulevard in Suwanee Station and includes a stop at the transit station area that is owned by the City reserved for a transit station to serve the existing transit oriented development.

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CULTURAL AND HISTORIC RESOURCES

In 2013 Suwanee's historic district was listed in the National Register of Historic Places with 40 contributing buildings. Suwanee's historic district includes Main Street, Stonecypher Road, Scales Road, Russell Street, and White Street. Being on the Nation Register of Historic Places does not require the preservation of historic structures within the district or limit renovation, however it can assist property owners that wish to invest in the restoration of Suwanee's historic structures by making them eligible for historic tax credits.

Many of Suwanee's historic buildings have experienced reinvestment in the last 10 years. In 2014 the Rhodes House on Russell Street, which was once a railroad hotel and boarding house, was restored by an internationally acclaimed violin maker. Two of Suwanee's oldest landmarks along Main Street are experiencing reinvestment. The City purchased Pierce's Corner in 2005 to preserve one of Suwanee's oldest buildings. The City is currently renovating the building to sell to a future restaurateur. The building behind Pierce's Corner, Suwanee's old post office, was renovated in 2018 to be used as a law office. These public and private investments will add vibrancy to Old Town while preserving historic resources.

The Everett Music Barn has been an unofficial cultural asset to the City of Suwanee for decades. In 1964, the Everett Brothers began playing bluegrass music at their home on Stonecypher Road in Suwanee. Their home became a fixture on local radio shows in Buford, Canton and Cumming. In 1968, the Everett's built a music room specifically to host jam sessions. By 1971, the brothers built the barn behind their house to accommodate the many local and regional musicians that came to play and the audiences that came to see them. Since then the barn has hosted a number of national touring bluegrass musicians and launched the careers of others. The City officially recognizes and promotes the barn as a historic and cultural asset. This will protect both the physical structure and unique use of the barn.

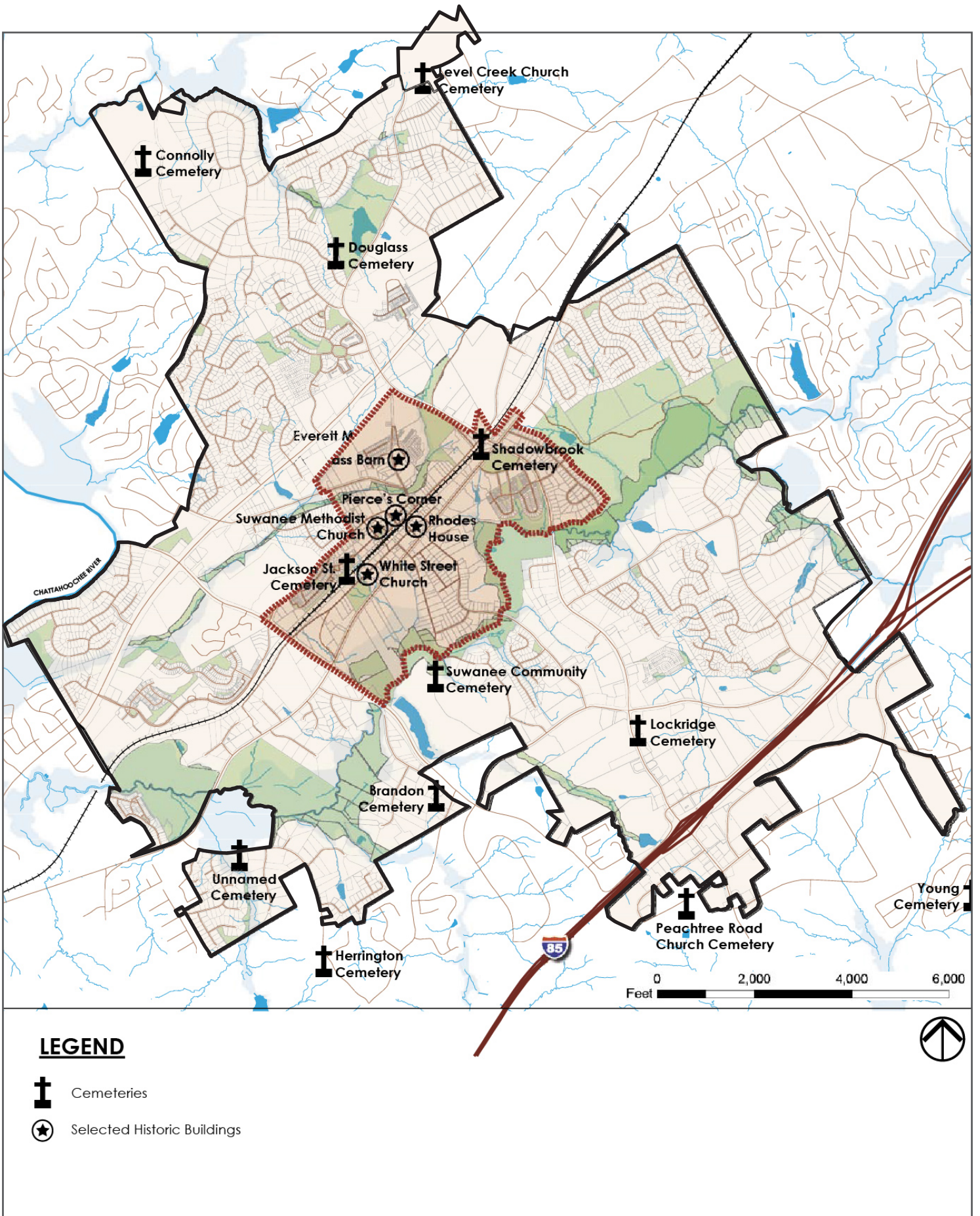


FIG. 26 CULTURAL AND HISTORIC RESOURCES MAP

NATURAL RESOURCES

The City and its citizens have taken several steps toward protection of natural resources and the environment. These steps included new regulatory controls and significant local initiatives.

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

River and Stream Corridors

Protection of the Chattahoochee is provided by the Metropolitan River Protection Act (Georgia Code 12-5-440 et seq.), which was passed by the Georgia Legislature in 1973 and created a 2000-foot Corridor on both sides of the river. Protection in the Corridor is provided by the Chattahoochee Corridor Plan, which was authorized by the Act and includes standards that must be met by development in the corridor. These standards include limits on land disturbance and impervious surface, floodplain requirements, and a 50-foot undisturbed vegetative buffer and 150-foot impervious surface setback on the river and a 35-foot undisturbed buffer on certain tributaries in the corridor. The Chattahoochee River touches the western edge of the City of Suwanee. There are currently two tracts of land that have some remaining developable area within the river protection corridor.

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

Groundwater Recharge Areas

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

Wetlands

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

Floodplains

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

Certifications

In 2009, the City of Suwanee was one of the first communities to be certified "Green" under the Atlanta Regional Commission's Green Communities Program. The city reaffirmed its commitment to environmental stewardship in 2013 when it recertified as a Green Community at the Bronze level. In 2017, Suwanee was recognized a third time by recertifying at the Bronze level. Some sustainable practices that earned certification points for the City included:

- Offering residents increased access to pedestrian and bicycle activity via construction of the Brushy Creek Greenway Trail
- Constructing the first LEED certified city hall in Georgia in 2009
- Starting Gwinnett County's first community bike share program in 2016
- Hosting Georgia's largest organic community garden including a rainwater cistern and a community orchard
- Encouraging smart growth development

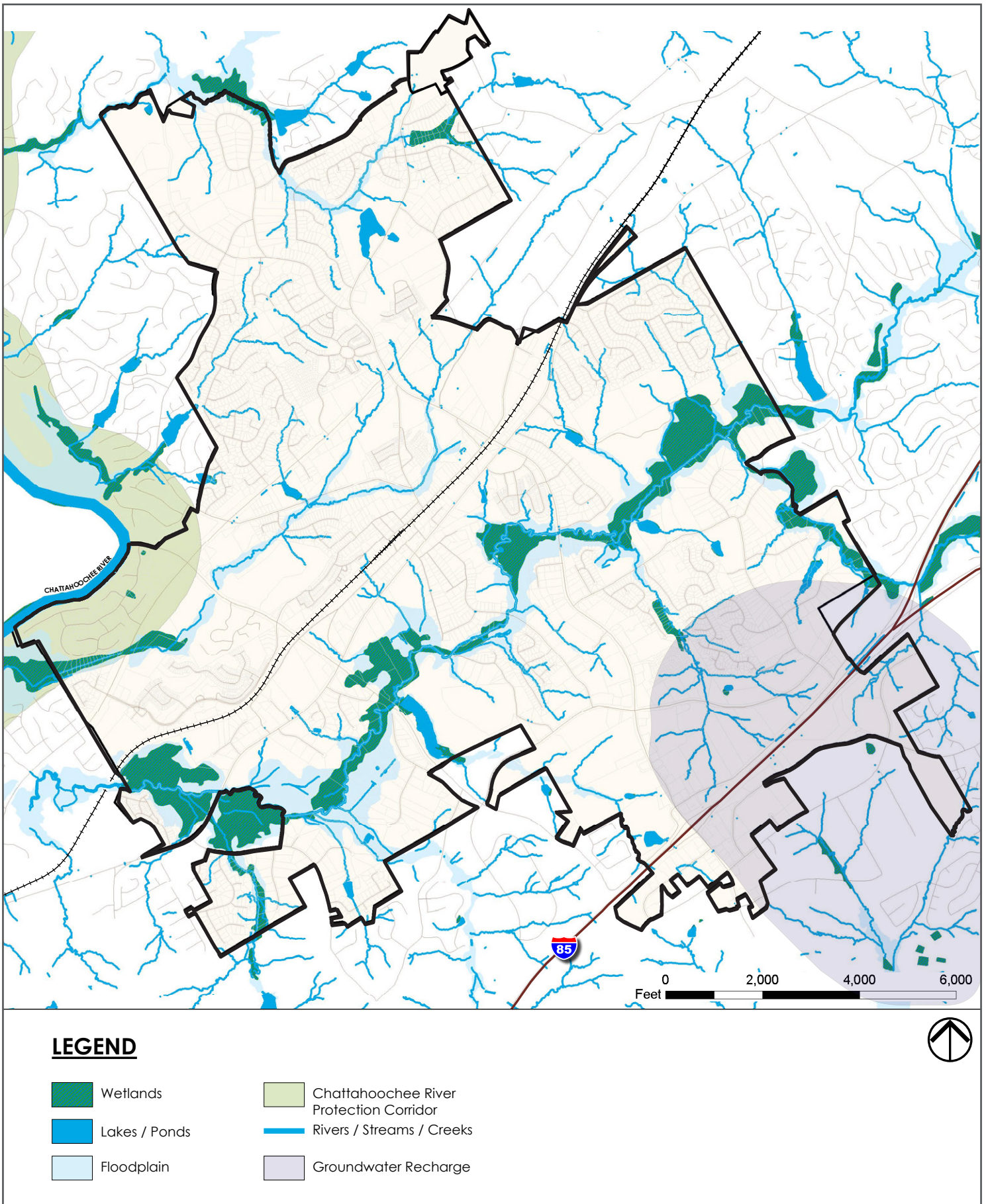


FIG. 27 NATURAL RESOURCES MAP

BROADBAND SERVICES

The City has adequate broadband coverage to be regionally competitive. Suwanee is served by multiple broadband service providers including AT&T, Level 3, Charter, and Comcast.

ECONOMIC DEVELOPMENT

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

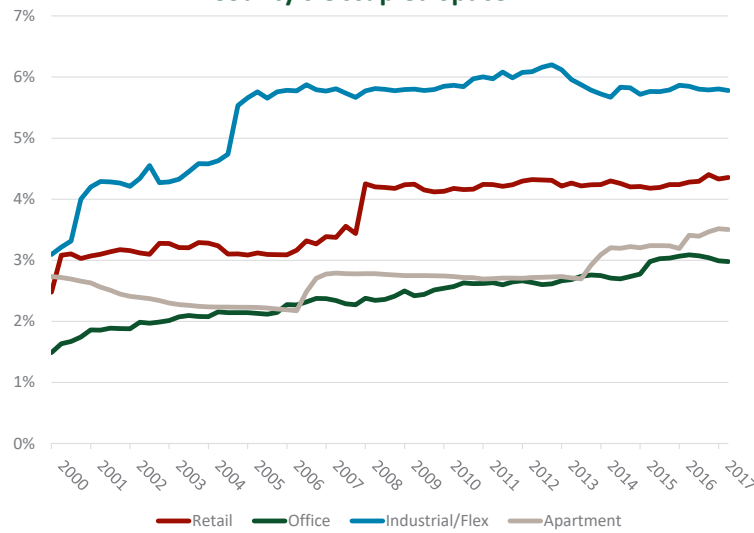
There are several areas with significant retail, industrial, and office land uses that contribute to the economy and provide employment opportunities. However there is a need for economic diversification and additional business attraction in the City including creation of highly-skilled jobs that better correlate to Suwanee’s well educated residents that are currently commuting for work. This is an important goal to give Suwanee residents a wider variety of job opportunities closer to home.

Commercial Real Estate Assessment

- The commercial real estate market in Suwanee can be characterized as healthy, with higher rents and lower vacancies than similar properties in other parts of Gwinnett County.
- Retail rents in Suwanee have yet to return to their pre-recession level; however, the local retail market is performing stronger than countywide retail.
- Suwanee office space accounts for 2.8% of all Gwinnett County office space while achieving significantly higher average rents: \$19/SF in Suwanee compared to \$15/SF countywide.
- Industrial/flex space in the City of Suwanee has significantly increased as a share of space countywide since 2000 and achieves some of the highest rents in the County.

City of Suwanee Share of Gwinnett County's Occupied Space

- The City of Suwanee's share of Gwinnett County's occupied commercial real estate has increased significantly across all sectors since 2000.

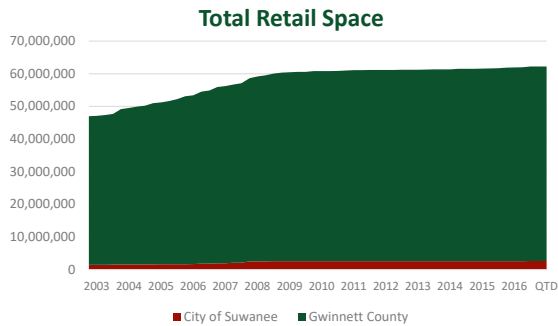


Based on data from CoStar Inc.



RETAIL MARKET

- There is over 2.6 million square feet of retail space in the City of Suwanee, making up 4.4% of all Gwinnett County retail space.
- Average retail rents in Suwanee (\$14.29/SF) are slightly higher than either Gwinnett County or Metro Atlanta.



City of Suwanee Share of Gwinnett County Retail Space



Based on data from CoStar Inc.

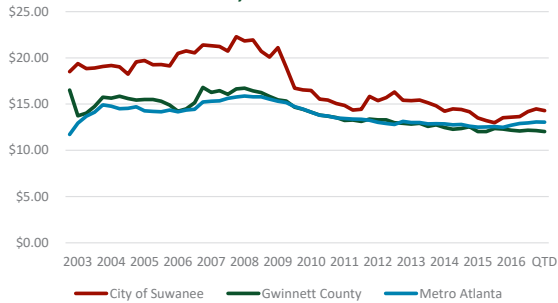


	City of Suwanee	Gwinnett County	Metro Atlanta
Existing Buildings	170	3,642	25,844
Existing SF	2,607,147	59,633,067	350,390,126
Vacancy %	6.7%	6.3%	5.9%
Avg. NNN Rent	\$14.29	\$12.02	\$13.05

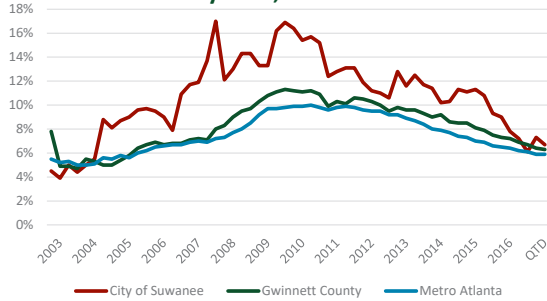
RETAIL MARKET

- Retail rental rates in the City of Suwanee have been consistently higher than Gwinnett County and Metro Atlanta despite not yet returning to peak levels prior to the Great Recession.
- Retail vacancy in the City has decreased significantly since the recession. Vacancy rates have decreased by more than half, from a 2009 high of 17% to only 7% in 2017.

Retail NNN Rent, 2003-2017



Retail Vacancy Rate, 2003-2017



Based on data from CoStar Inc.

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RETAIL MARKET: EXAMPLES

Shops at Horizon Corners

80 Horizon Drive

Year Built	2008
Total SF	42,070
Occupancy	96.7%
Asking Rent	\$14.00



Suwanee Plaza

3580 Lawrenceville Suwanee Road



Year Built	1982
Total SF	16,000
Occupancy	82.5%
Asking Rent	\$14.50



Suwanee Jubilee

1500 Peachtree Industrial Blvd

Year Built	2009
Total SF	62,800
Asking Rent	\$15-\$18/SF



McGinnis Crossing

1000 Peachtree Industrial Blvd



Year Built	1997
Total SF	81,850
Asking Rent	\$25-\$28/SF

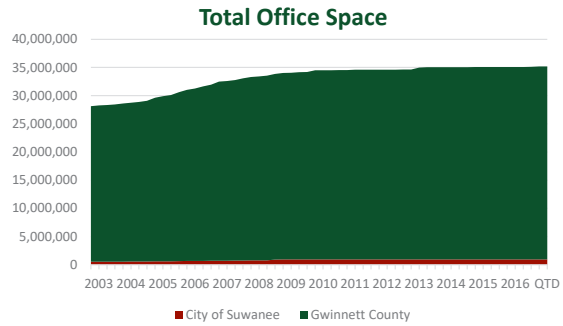


OFFICE MARKET

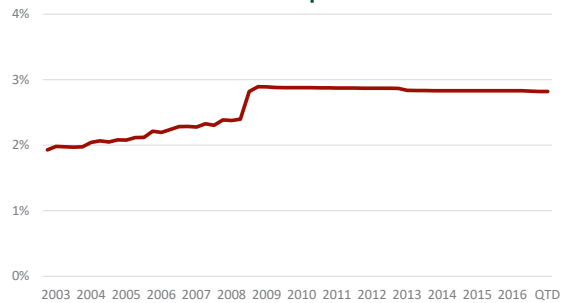
- Despite representing less than 3% of Gwinnett County's office space, office space in the City of Suwanee achieves higher rents than office space countywide.

	City of Suwanee	Gwinnett County	Metro Atlanta
Existing Buildings	99	2,512	15,550
Existing SF	965,528	34,237,566	302,688,350
Vacancy %	11.4%	16.1%	12.1%
Avg. Base Rent	\$18.97	\$15.45	\$20.91

Based on data from CoStar Inc.



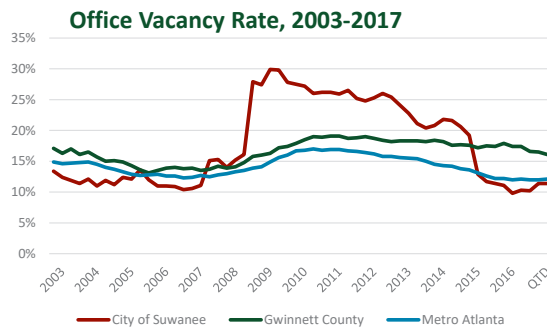
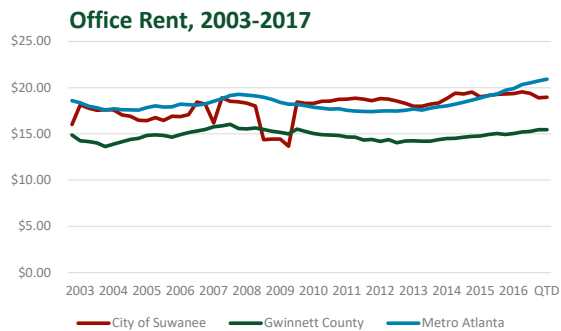
City of Suwanee Share of Gwinnett County Office Space



45

OFFICE MARKET: EXAMPLES

- Office rents have remained stable since the end of 2009, reaching a low of \$17.98 in 2013 and a high of \$19.54 in 2016.
- Gwinnett County average office rents lag well behind those of Suwanee with a 2017 countywide average of \$15.45 compared to \$18.97 in Suwanee.
- Average office vacancy in Suwanee peaked at 30% during the Great Recession but has since recovered to a low of 9.8% in 2016.



Based on data from CoStar Inc.

46



OFFICE MARKET: EXAMPLES

530 Highland Station Drive

Building 2000

Year Built	2006
Total SF	11,054
Occupancy	92.1%
Asking Rent	\$13.08



Suwanee Center

970 Peachtree Industrial Boulevard

Year Built	1998
Total SF	25,500
Occupancy	90.2%
Avg. Rent	\$11.90



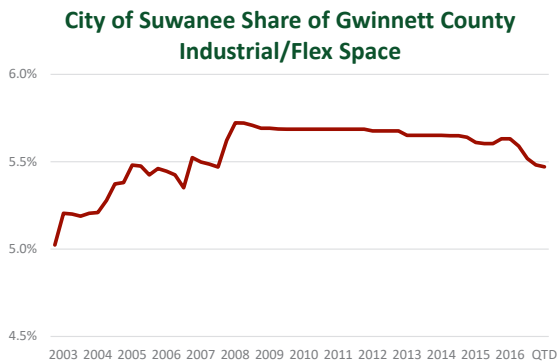
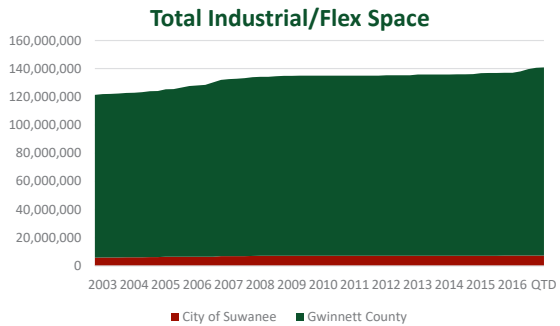
Based on data from CoStar Inc.

INDUSTRIAL/FLEX

■ City of Suwanee Industrial/flex space represents 5.5% of all Industrial/flex space in Gwinnett County.

	City of Suwanee	Gwinnett County	Metro Atlanta
Existing Buildings	160	2,820	15,556
Existing SF	7,304,546	133,518,183	677,559,946
Vacancy %	2.0%	7.2%	6.6%
Avg. NNN Rent	\$5.90	\$5.26	\$4.28

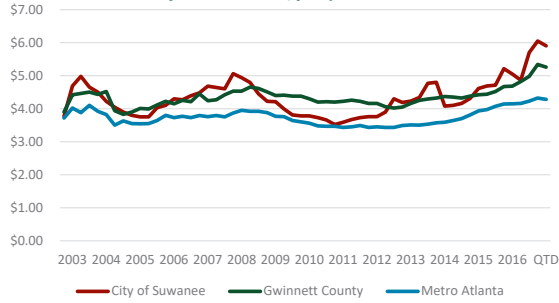
Based on data from CoStar Inc.



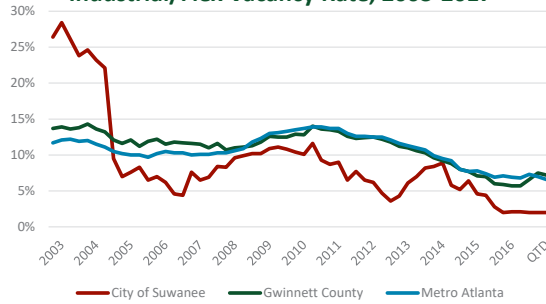
INDUSTRIAL/FLEX

- City of Suwanee Industrial/Flex rental rates have been increasing significantly since 2014, growing 45% from \$4.08 in 2014 to \$5.90 in 2017, outpacing the growth in Gwinnett County and Metro Atlanta.
- Vacancy rates for Industrial/Flex space in Suwanee have been decreasing since 2014 and are now significantly lower than county or metro area vacancy rates.

Industrial/Flex Rent \$/SF, 2003-2017



Industrial/Flex Vacancy Rate, 2003-2017



Based on data from CoStar Inc.

INDUSTRIAL/FLEX: EXAMPLES

300 Brogdon Road

Building 200

Year Built	2007
Total SF	105,971
Occupancy	87.6%
Asking Rent	\$5.95



Merchants Landing – Building 1

3550 Lawrenceville Suwanee Road

Year Built	1987
Total SF	12,800
Occupancy	53.1%
Avg. Rent	\$11.00



Based on data from CoStar Inc.



PIERCE'S CORNER



COMMUNITY PARTICIPATION

City Events

Project Website

Online Survey

National Citizen Survey

Focus Groups Summary

Public Open Houses

Steering Committee Meetings

Public Hearing

COMMUNITY PARTICIPATION

The City of Suwanee has a legacy of engaging community stakeholders in thoughtful and meaningful ways. The success of previous plans is a testament to the City's commitment to community-based planning. The 2040 Comprehensive Plan seeks to build on this legacy through the use of multiple engagement techniques and forums including: public open houses, a project website, focus groups, a steering committee and an on-line survey. Forums were designed in such a way as to:

1. Educate participants on past planning and implementation efforts to demonstrate that good planning has led to on the ground results and to show that community voices have been heard and feedback acted upon;
2. Encourage participants to validate previous long-range planning concepts that are still valid so as not to recreate the wheel or unnecessarily unravel current efforts;
3. Encourage participants to re-examine previous long-range planning concepts that may need to be reexamined based on changing market dynamics or community preferences;
4. Allow participants to suggest new planning concepts that have heretofore not been considered or were not relevant in past plans.

Collectively these efforts have led to a 2040 Comprehensive Plan that solidly builds upon the previous plan yet still looks forward in new and exciting ways.



CITY EVENTS

City staff took advantage of various city events including Food truck Fridays, Glow in the Park, and Suwanee Fest, to reach out to captive audiences who might not otherwise participate in traditional planning meetings. At these events, staff focused on sharing information about the upcoming public open houses and directing people to places where they could provide easy on-line input including the project website.

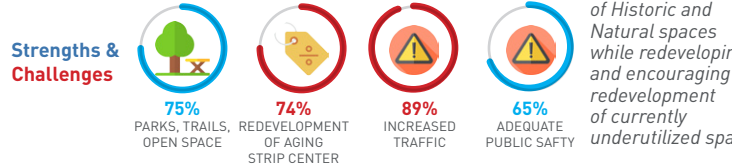
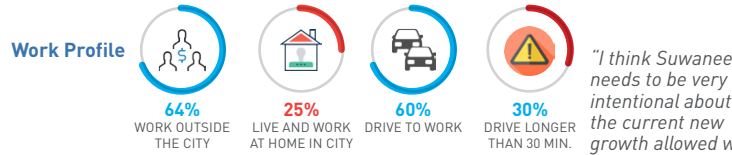
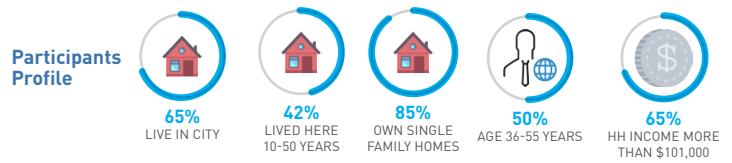
2040 PLAN PROJECT WEBSITE

The project website remained active throughout the planning process as a portal of ongoing information and mechanism for public feedback. The webpage had a dedicated URL (<https://www.suwanee2040plan.com/>) and also a link from the City's website. Content on the project website included:

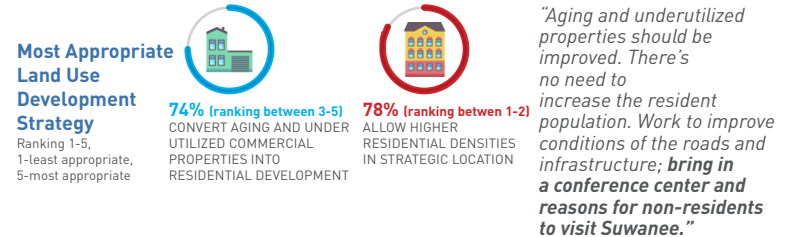
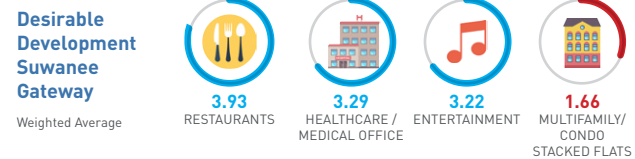
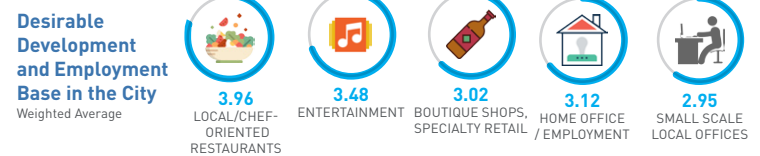
1. What and Why? Background information on comprehensive plans in general and the 2040 plan specifically
2. Participate: Links to the on-line survey, announcements for impending public open houses, images from past open houses and a location to submit comments
3. Timeline: An overview of the planning process
4. Project Documents: Various presentations, maps and documents showing progress along the way

ON-LINE SURVEY

An interactive unscientific survey was conducted from May 2017-July 2017 (3 months) as a way to connect the 2040 planning process to a broader audience. The Survey included a list of 25 questions related to specific planning issues along with several questions related to participant profiles (e.g., as a way to correlate responses and trends to specific demographics or circumstances). The format of questions included multiple choice, ranking, and descriptive "fill in the blank" questions. Some questions delved into preferences of land use and development within individual Character Areas. Others were overall questions about mobility and connectivity, citywide vision, assets and strengths, issues and challenges, open spaces, and economic development. Over 150 individual responses were logged over the 3-month period. Survey response highlights include the following:

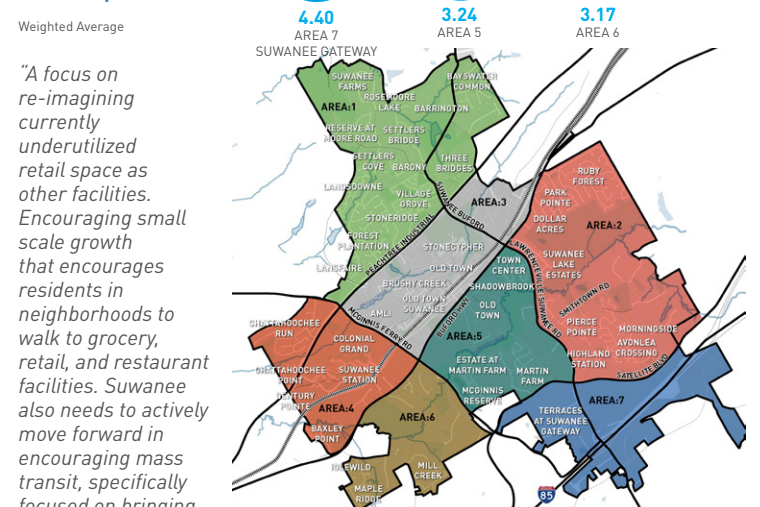


"I think Suwanee needs to be very intentional about the current new growth allowed within the city, and focus on preservation of Historic and Natural spaces while redeveloping and encouraging redevelopment of currently underutilized spaces."



"Aging and underutilized properties should be improved. There's no need to increase the resident population. Work to improve conditions of the roads and infrastructure; bring in a conference center and reasons for non-residents to visit Suwanee."

Desirable Future Growth and Redevelopment Areas

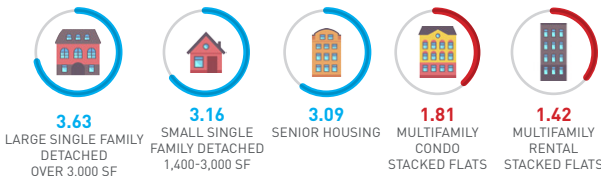


"A focus on re-imagining currently underutilized retail space as other facilities. Encouraging small scale growth that encourages residents in neighborhoods to walk to grocery, retail, and restaurant facilities. Suwanee also needs to actively move forward in encouraging mass transit, specifically focused on bringing residents to other transit opportunities."



Desirable Housing Types

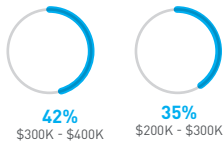
Weighted Average



Overall Comments

"Both my spouse and I have collectively moved 40 times before we moved to Suwanee, he has now lived here for 6 years and I have for 3. **We have found a place we don't want to leave because it's a haven for us.** We love TCP and I walk there multiple times a week. We use the greenways to train for half marathons, attend many festivals here etc. We would love to see more single family homes on medium sized lots so that the population density doesn't get insanely high and dilute what makes Suwanee awesome. Also we would love to see the green ways connect even more neighborhoods and a craft brewery and a farm to table restaurant would be nice too!"

Desirable Housing Price Range



Desirable Community Amenities

"YES!!! It's what makes Suwanee wants special."

More walk/bike ways connecting to the greenway

Dog Park

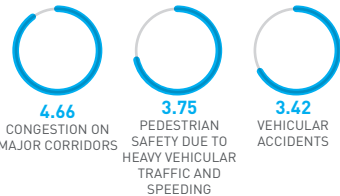
"The Greenway just needs to be completed and extended north to the Ivy trail. Bike paths ONLY would be great because no one shares the road in reality and the greenway is too busy to ride safely."

"I hate to see our city full of dense housing with a lot more people that will make it tougher to navigate and discourage families/individuals from living in our wonderful city."

"The first things you see when you get off the exit in Suwanee are a sex shop and 2 smoke shops. When people come to visit us, they always point that out. **We are concerned if many more townhome/apartments/ big neighborhoods are placed,** that our schools will be too crowded and that we may be forced to change school districts which would be very upsetting to us. Other than that, we love Suwanee! My husband grew up here and **we have been happily raising our own family here, keep up the great work!**"

Biggest Transportation Concern

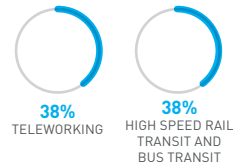
Weighted Average



"I think mass transit is essential for improved development in Gwinnett"

"We should DEFINITELY work on expanding bike options, sidewalks, and trails that create interior connectivity throughout the city. The recent expansion of PIB, while solving massive congestion issues, actively discourages me from walking."

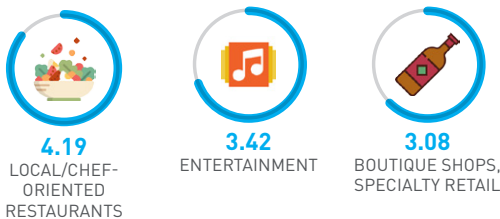
Desired Alternate for Driving from Home to Work



DENSITY AND TRADE OFFS

Suwanee stakeholders and the Survey say "The MOST needed retail development is Local/ Chef-Oriented Restaurants and Entertainment options"

Suwanee stakeholders and the Survey say "The LEAST desirable land development strategy and housing type"



90% of respondents chose this as a more appropriate option in Suwanee Gateway Area
CONVERT AGING AND UNDER UTILIZED COMMERCIAL PROPERTIES INTO RESIDENTIAL DEVELOPMENT



70% of respondents chose this as the least appropriate option
HIGHER RESIDENTIAL DENSITIES IN STRATEGIC LOCATION

NEEDS/OPPORTUNITIES:

- Need a grocery store (such as Sprout) near Town Center
- Upscale restaurants, bars and retail (possibly in Old Town and Town Center) similar to Downtown Roswell and Woodstock
- Appropriate use and development on northeast corner of Buford Highway and Lawrenceville-Suwanee Road
- Improve Old Town similar to Parsons Alley in Duluth
- Potential for more retail options on Main Street
- Potential Fire Station adaptive reuse

Suwanee stakeholders and the Survey say "Suwanee needs to actively move forward in mass transit"

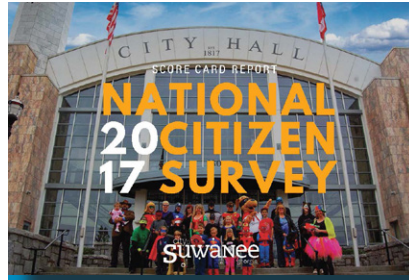
36% WOULD CHOOSE RAIL TRANSIT AS AN ALTERNATIVE TO DRIVING



70-75% of respondents chose this as least appropriate Housing type
MULTIFAMILY RENTAL/CONDO STACKED FLATS

NATIONAL CITIZEN SURVEY

In April 2017, the City of Suwanee voluntarily participated in its fifth National Citizen Survey, a statistically valid survey managed by the National Research Center that gathers resident opinions across a range of issues. The survey was sent to 1,500 randomly selected city addresses. As in previous years, residents' ratings put the city at or near the top in a variety of areas compared to other communities across the country.



9 in 10 respondents gave positive ratings to Suwanee's overall appearance.

Overall appearance of Suwanee

95% rated the City as an excellent or good place to live.

Suwanee as a place to live

COMMUNITY HOW LIVABLE WE ARE

What makes a community livable, attractive and a place where people want to be?

Overall quality of community life represents the natural ambience, services and amenities that make for an attractive community. How residents rate their overall quality of life is an indicator of the overall health of a community.

95% rated Suwanee as an excellent or good place to raise kids.

Suwanee as a place to raise kids

About **three-quarters** of respondents positively rated Suwanee as a place to retire.

Suwanee as a place to retire

8 in 10 residents felt the sense of community in the City was excellent or good.

Sense of community

#4 nationally ranked
99 Percentile Ranking

80% rated Suwanee's opportunities to participate in community matters as an excellent or good.

Opportunities to participate in community matters

COMMUNICATIONS & ENGAGEMENT HOW WE CONNECT

Why this matters for Suwanee: **BE ENGAGED**

An engaged community harnesses its most valuable resources, its residents. The connections and trust among residents, government, businesses and other organizations help to create a sense of community, a shared sense of membership, belonging and history.


#3 nationally ranked
99 Percentile Ranking

83% rated the City's public information services as an excellent or good.

Public information services

8 in 10 respondents rated opportunities to volunteer as excellent or good.


Opportunities to volunteer



GOVERNANCE
HOW WE MEET EXPECTATIONS

How well does the government of Suwanee meet the needs and expectations of its residents?


The overall quality of the services provided by Suwanee as well as the manner in which these services are provided are key components of how residents rate their quality of life.



#8
nationally ranked

9 in 10 awarded high marks to the overall quality of City services.

Services provided by the City of Suwanee




#1
nationally ranked

99 Percentile Ranking


78% of respondents gave positive ratings for the City acting in the best interest of Suwanee.

Generally acting in the best interest of the community



7 in 10 rated their overall confidence in Suwanee government as excellent or good.

Overall confidence in Suwanee Government



#4
nationally ranked

98 Percentile Ranking

96% rated the City's overall image as excellent or good.

The overall image or reputation of Suwanee

Rated as excellent or good by 8 in 10 respondents.

The overall direction that Suwanee is taking

80% respondents gave positive ratings for the City welcoming citizen involvement.

Job Suwanee government does at welcoming citizen involvement

#1
nationally ranked

99 Percentile Ranking



ECONOMIC DEVELOPMENT
HOW WE PROSPER

Why this matters
for Suwanee: **BE VIBRANT**

Maintenance of a diverse economy, vibrant downtown and cost of living are components of resident's experience for a good quality of life. Suwanee survey respondents reflected a greater optimism about the economy than the rest of the country.



Overall quality of life was rated as excellent or good by 92%.

Overall quality of life in Suwanee



85% of residents rated Suwanee's overall economic health as excellent or good.

Economic development



6 in 10 rated shopping opportunities as excellent or good.

Shopping opportunities



5 in 10 rated Suwanee's employment opportunities as an excellent or good.


Employment opportunities



PUBLIC SAFETY
WHAT PROVIDES US COMFORT

Why this matters
for Suwanee: **BE SAFE**

Almost all residents reported feeling safe in Suwanee and residents gave exceptionally high marks to police services, crime prevention and animal control. Respondents flagged public safety as an important factor in choosing Suwanee as a place to live.




9 in 10 rated police services as excellent or good.

Police services



85% rated crime prevention as excellent or good.

Crime prevention



98% rated feeling safe in your neighborhood during the day as excellent or good.

Feeling of safety in your neighborhood during the day



97% rated feeling safe in Suwanee's downtown during the day as excellent or good.

Feeling of safety in Suwanee's downtown during the day



**PLANNING
HOW WE GROW**

Why this matters
for Suwanee: **BE PROACTIVE**

Suwanee's built environment emerged as a stand-out community feature, as ratings for all aspects, including new development in Suwanee and housing options, were higher than those seen in comparison communities.



8 in 10 rated the quality of new development in Suwanee as excellent or good.

Quality of new development in Suwanee



81% rated land use, planning and zoning as an excellent or good.

Land use, planning and zoning

Variety of housing options was rated excellent or good by 75%.

Variety of housing options

6 in 10 rated the availability of affordable quality housing as excellent or good.

Availability of affordable quality housing



**COMMUNITY CULTURE
WHAT MAKES US INTERESTING**

Why this matters
for Suwanee: **BE UNIQUE**

About four in five Suwanee residents felt the sense of community in the City was excellent or good, and almost all would recommend living in Suwanee to someone who asked.



8 in 10 rated opportunities to participate in social events favorable.

Opportunities to participate in social events



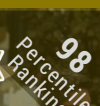
91% rated City-sponsored special events as excellent or good.

City-sponsored special events



80% felt the City was open and accepting towards people of diverse backgrounds.

Acceptance towards people of diverse backgrounds



Rated as excellent or good by 79% of respondents.

Opportunities to attend cultural activities



PARKS + OPEN SPACE
HOW WE PLAY

Why this matters
for Suwanee: **BE FUN**

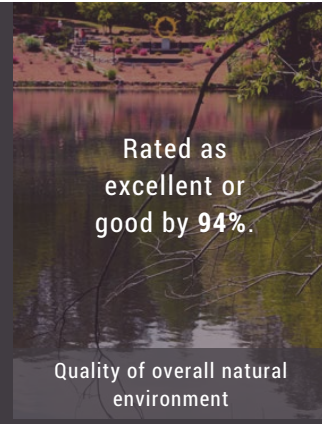
Residents participated at a higher rate in Suwanee than in other communities in use of parks and recreation centers, as well as attendance at community events.

99
Percentile
Ranking



97% rated the City Parks as an excellent or good.

City Parks



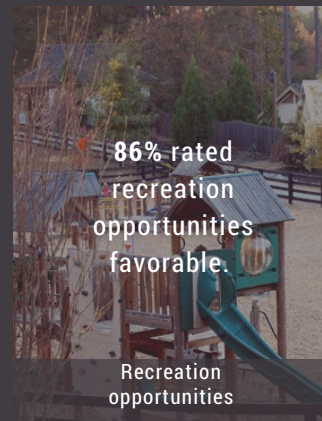
Rated as excellent or good by 94%.

Quality of overall natural environment



8 in 10 rated the preservation of natural areas as excellent or good.

Preservation of natural areas such as open space



86% rated recreation opportunities favorable.

Recreation opportunities



TRANSPORTATION
HOW WE MOVE

Why this matters
for Suwanee: **BE CONNECTED**

Transportation systems emerged as a strong community assets. About three quarters of respondents awarded high marks to infrastructure services, including storm drainage and sewer services.



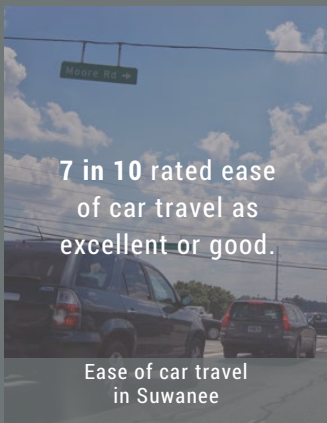
86% rated the availability of walking trails favorable.

Availability of paths and walking trails



68% rated the ease of walking in Suwanee as excellent or good.

Ease of walking in Suwanee



7 in 10 rated ease of car travel as excellent or good.

Ease of car travel in Suwanee



6 in 10 rated ease of bicycle travel as excellent or good.

Ease of bicycle travel in Suwanee

FOCUS GROUPS

A series of focus groups involving 34 stakeholders were conducted on April 13th, 2017 and April 20th, 2017. Participants included an array of community interests including the Mayor and Councilmembers, business owners, residents including many homeowners association leaders, and members of City boards including the Planning Commission, Zoning Board of Appeals, Downtown Development Authority, and the Public Art Commission. Overall, 19 of Suwanee's neighborhoods were represented.

These meetings were conducted at the very outset of the planning process to solicit broad feedback about where the planning process needed to focus, what is working well, what needs to be reconsidered, etc. Common themes from these meetings are summarized below:

Vision

- Create a connected community – through infrastructure, events, culture, place-making, public art, shared-vision and ownership
- Community buy-in is important
- Need more housing diversity
- Leadership development – how to ensure another generation of good leaders?
- Intergovernmental relationships, particularly with Gwinnett County - be mindful of things outside the City's control, outside the City's borders
- What does the City do well? What is already working?
- Diversity - youth leadership, social connections with diverse ethnic population
- Good Neighbors – intergovernmental relations with neighboring cities and Gwinnett county
- Walkability – with the addition of sidewalks and trails, some neighborhoods feel more connected and walkable. Buford Highway is improving

Where are the gaps and opportunities? What should happen better?

Transportation & Mobility – local street network needs to be more efficient (Eva Kennedy, Martin Farm, Stonecypher) to alleviate congestion on major thoroughfares. Sidewalks on high traffic corridors feel unsafe. Is a shuttle system possible? Shared transit like Uber?

- Interstate 85 Transportation – opportunities for enhanced operations? Diverging diamond interchange, flyover near Smithtown, McGinnis Ferry bridge with ramps, etc.

- Cultural leadership – Strong legacy but how can we continue it forward?
- Housing types - we are missing opportunities for millennials and empty nesters seeking to downsize, need to explore infill housing opportunities
- More Mixed-use development - in feasible locations such as Buford Highway, Lawrenceville-Suwanee corridors
- Suwanee Gateway – still not getting what we want here, are there longer term opportunities for Class A offices, businesses, hospital, medical facility, entertainment venue, hotel, conference centers? No desires for additional big box retail, strip commercial and fast food chains.
- More Local - businesses, music, food, entertainment, artists
- Reuse and redevelopment of underutilized properties - in strategic locations, what types of new uses make sense?
- Aging in place - Need architectural standards for senior housing within a general community (not for a standalone senior housing), be close to services in walkable areas
- Urban Grocery store – is there an opportunity within walking distance of Town Center and Old Town?
- Recreation & amenities - waterbodies could be turned into amenities, create connections to Chattahoochee river, other parks need to be improved with more amenities

What are the challenges?

- Too many strip malls
- Too many townhomes
- Several residential developments on Peachtree Industrial Boulevard outside the City limits will create facilities demands inside the City
- Non-tax payers are using City facilities which impacts parking. Should we consider parking fees?

PUBLIC OPEN HOUSES

These “drop-in” style meetings were hosted by City and consulting team staff in a way that allowed for one-on-one interaction through a series of “planning stations” arrayed around the room. Each planning station contained large-format boards or plots with information and multiple interactive exercises for participants to provide input. All meetings were held in City Council chambers at City Hall from 4pm to 7:30 pm. Open houses were advertised with fliers distributed at events, retail locations, community clubhouses, neighborhood mail kiosks, emails to homeowner association representatives, and online via the city website on a Facebook page.



We want to hear from you

The City of Suwanee is updating our Comprehensive Plan

Join us at our Public Open Houses

4:00-7:30pm
April 27, 2017
July 20, 2017
September 28, 2017

City of Suwanee Georgia
 City Hall
 330 Town Center Ave.
 Suwanee, GA 30024

suwanee2040plan.com

Public Open House #1 (April 27th 2017)

City of Suwanee, Georgia - City Hall
 Like This Page · April 27, 2017

Come to the kick off meeting for our Comprehensive Plan update tonight! Drop in City Hall anytime between 4:00-7:30 p.m. to share your thoughts about the future of Suwanee as we plan for the next 20 years. For more information or to follow the planning process online visit www.suwanee2040plan.com

This open house included multiple planning stations including:

1. Introduction: This station provided an overview of the process, an outline and sample of previous planning efforts and an educational exhibit explaining the benefits of Comprehensive Plans.
2. City of Suwanee Now!: This station included a series of informational boards showing existing conditions including land use, zoning, amenities, mobility, etc. Participants were encouraged to provide corrections, clarifications and additions.
3. 2030 Comprehensive Plan: This station displayed important planning concepts and visions from the previous 2030 plan. Participants were encouraged to validate or challenge previous concepts for carrying forward into the 2040 plan.
4. Live/Work Exercise and Favorite Place in the City Exercise:

These exercises asked participants to locate on a map where they live, where they work and their most / least desirable places in the City. This helped City staff and the Consulting Team understand the perspectives that various participants represent.

5. Validation of Vision: This exercise allowed participants to validate the previous 2030 Vision statement and, where appropriate, update or modify the vision for 2040.

SUNAWEE 2040 COMPREHENSIVE PLAN		
Public Open House #1		
Sign-In Sheet		
April 27, 2017		
This is for informational purposes only and will not be shared with outside parties		
Name	Affiliation	E-mail
Kim Towne	Staff	ktowne@suwanee.com
Kelli Rodriguez	citizen	kellijorodriguez@charter.net
Michelle Frost	Citizen	michelle.frost.25@gmail.com
Polly Smith	Citizen	jsbuckeyes2@aol.com
Ryan Buzby	Citizen	ryanbuzby2@gmail.com
Bob Stiller	BHHS - Citizen	stillerhomesales@gmail.com
Robert Wheeler	citizen	bobwheeler50@gmail.com
Dominic Cucci	citizen	D.cucci@kmpop.com
Kathy Hedrick	citizen	hedrick_kt@yahoo.com
Dan Foster	" / Council member	fastdan@gmail.com

SUNAWEE 2040 COMPREHENSIVE PLAN		
Public Open House #1		
Sign-In Sheet		
April 27, 2017		
This is for informational purposes only and will not be shared with outside parties		
Name	Affiliation	E-mail
Andi Pelletier	Citizen	Andipelletier@kw.com
Renard Henry	Citizen	Renardh@gmail.com
Vakee Brown	Citizen	vbrown1@earthlink.net
Linda Black	"	blackhom@hotmail.com
Jenny Cross	Citizen	Crossmom@aol.net
Charlie Mason	citizen	cmason74@gmail.com
JEFF LINDBERGH	CITIZEN	jslineberry@charter.net
Cary Bauman	Resider	cbaum@briarwood.com
Tom Harrison	RESIDENT	ustex@comcast.net
Steve Harrison	RESIDENT	"
ART SHELTON	CITIZEN	ASHELTON.CPPI@GMAIL.COM

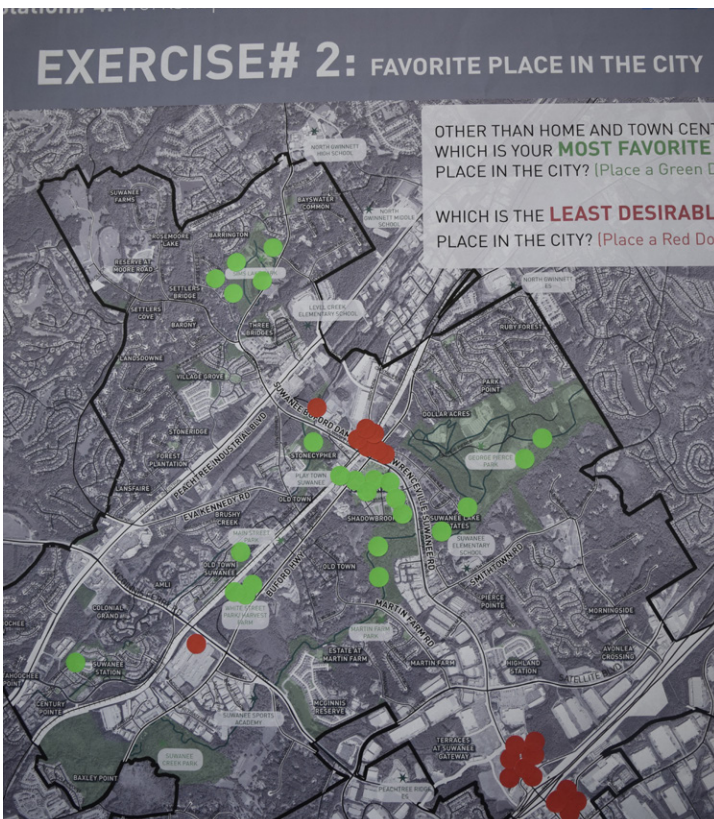
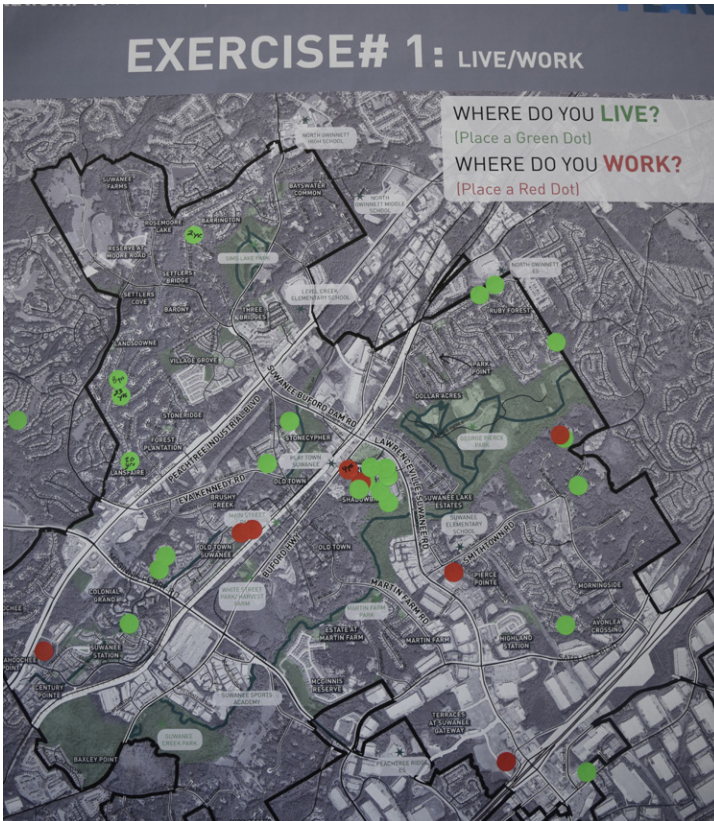
SUNAWEE 2040 COMPREHENSIVE PLAN		
Public Open House #1		
Sign-In Sheet		
April 27, 2017		
This is for informational purposes only and will not be shared with outside parties		
Name	Affiliation	E-mail
Kim Towne	Staff	ktowne@suwanee.com
Kelli Rodriguez	citizen	kellijorodriguez@charter.net
Michelle Frost	Citizen	michelle.frost.25@gmail.com
Polly Smith	Citizen	jsbuckeyes2@aol.com
Ryan Buzby	Citizen	ryanbuzby2@gmail.com
Bob Stiller	BHHS - Citizen	stillerhomesales@gmail.com
Robert Wheeler	citizen	bobwheeler50@gmail.com
Dominic Cucci	citizen	D.cucci@kmpop.com
Kathy Hedrick	citizen	hedrick_kt@yahoo.com
Dan Foster	" / Council member	fastdan@gmail.com



6. Issues, Needs and Opportunities: This exercise utilized an 8' by 8' map of the entire city and asked participants to put tags and descriptions in geographic locations where they felt attention was needed. Participants were asked to consider issues related to housing and mixed-use, retail/commercial, recreational and cultural amenities, transportation/mobility, and open space.

Input was received across a wide range of issues, geographies and level of specificity. The most prevalent comments included:

- The City has done a good job implementing previous plans.
- For the most part, the 2030 Comprehensive Plan is still a good road map and foundation for creating the 2040 Comprehensive Plan.
- The system of greenway trails is one of Suwanee's biggest assets and should be expanded.
- Extend Greenway to connect to Gwinnett County trails.
- Suwanee Town Center is a great amenity and could be expanded.
- The City needs more restaurants.
- The historic Old Town area could use more retail and restaurants.
- Some strip commercial centers could be redeveloped.
- Future development should continue to move away from auto-oriented uses such as gas stations and fast food.
- The City could use a great diversity of housing types to create more living options including cottage style housing and master-on-main units if feasible.
- Improve intersection at Main Street and Suwanee Dam Road
- There is a need for a traffic light at Town Center Avenue and Buford Highway.
- Need to connect King Street.



City of Suwanee
2040 Comprehensive Plan Update
Public Open House #1: 8/24/2017

2040 PLAN

Station # 1: Introduction

INTRODUCTION

WHAT IS A COMPREHENSIVE PLAN?

A Comprehensive Plan is a long-range plan that establishes strategies to address short-term needs and opportunities of a community while moving toward realization of its long-term goals for the future over the next 20 years.

Unlike the "Downtown Suwanee Master Plan," which was completed in 2015, **the Comprehensive Plan is a city-wide plan which establishes an overall vision and goals for the City as a whole** and prescribes future land use and a work program that address the needs of the entire community.

The Plan includes four basic elements:

- **Community Goals:** broad vision for what the community wants for its future
- **Community Needs and Opportunities:** immediate challenges faced by the community
- **Land Use Element:** Update Character Areas* Map and Future Land Use Map
- **Community Work Program:** to do list for addressing the challenges and moving toward the community vision

WHY 2040 PLAN?

The state of Georgia requires local governments to update their Comprehensive Plan every 10 years to maintain qualified local government certification. **The 2040 Plan will be an update to the "Suwanee 2030 Comprehensive Plan," which was completed in 2008.** In addition to fulfilling State requirements, the Comprehensive Plan is an important tool for guiding future decisions about where and how to manage population growth and development within the community.

Benefits of a Comprehensive Plan

- Shows important relationships between community issues
- Tracks implementation of community-based policies
- Creates an environment of predictability for business, investors, and property owners

It is important to revisit the Comprehensive Plan every 10 years to identify and plan for any new needs and opportunities that may not have existed in previous planning efforts and to update the plan in the context of changes in population, changes in the Atlanta region, and changes in other existing conditions

<https://www.suwanee2040plan.com>



Station # 4: Workshop Exercises

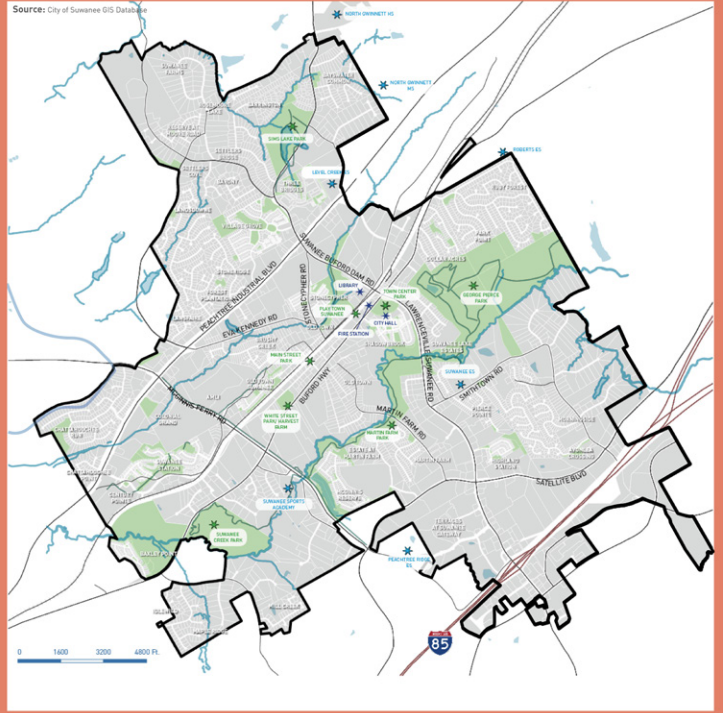
EXERCISE # 3: VALIDATION OF VISION

CITY-WIDE VISION (Validate the vision points from the 2030 Comprehensive Plan)	UPDATE: Use RED DOTS if you want to update or rethink the vision completely	Write your updated vision on sticky notes
Promoting Safe, Sustainable and Balanced Growth		
Demanding (taking a proactive approach to) Natural Resource Preservation		Require better in 21 st century vision.
Demanding Progressive and Responsible Government		
IN 21st CENTURY.....		
Suwanee will be a thriving community with distinct character areas that give our City a unique identity within Gwinnett County and the greater metropolitan area of Atlanta.		
Suwanee will continue to maintain its community-oriented feel where individuals are important and development is designed with people and nature in mind.		
Suwanee will be a place with an abundance of tree-lined parkways and landscaped shopping villages within new and older developments.		
Suwanee will be a place that feels unique, feels right, and makes you want to come back home.		USE ALL SUWANEE FORMATS... - DIVERSITY - ESTABLISHED - Gateway - VISUAL
NEW VISION Additional vision points to be considered for the 2040 Comprehensive Plan		



Station # 2: City of Suwanee NOW!

AMENITIES



Station # 3: 2030 Comprehensive Plan: Character Area and Development Vision

2030 COMPREHENSIVE PLAN HIGHLIGHTS

SUWANEE STATION:

- The potential development of the commuter rail system and location of a station along the tracks within this area instigated the development of Suwanee Station.
- The area should continue to focus on residential development and capitalize on the possibility of a commuter rail station.
- There should be a balance between rental and ownership properties, which in turn should encourage commercial growth in strategic locations.
- Most of the character area is likely to develop according to the approved concept plan for the Suwanee Station mixed use development.

SATELLITE NORTH:

- Satellite North should function as a transitional area between this activity center to the north and the emerging economic anchor of Suwanee Gateway to the south.
- Viable existing and new commercial uses should be encouraged and supported in most of Satellite North.
- Because of the proximity to Town Center and the city's substantial investment in the greenway, the vision for the redevelopment of Sharon Industrial Way should follow the mixed-use and residential precedent of Town Center, with special attention given to the possibility of creating new senior housing as a program component.

SUWANEE NORTH:

- The areas should have increased pedestrian connectivity and open spaces
- Most of the vacant and redevelopable land should adhere to the existing character of the city and be developed as single family residential or compatible uses

BUFORD WEST:

- This character area is not a priority for growth and development.
- The immediate future envisions this area to be limited to industrial uses with development limited to undeveloped parcels in existing business parks.

SMITHTOWN ROAD:

- This character should be preserved, transitioning over time to estate homes. The area should be developed as a safe residential haven with limited and slow traffic moving through the neighborhoods.
- Pedestrian connectivity should be enhanced through streetscape projects such that surrounding areas of the city, like George Pierce Park, Martin Farm Park and Town Center, become easy to access without complete dependency on the automobile.

SUWANEE GATEWAY:

- Future land use should be dominated by office and commercial mixed-use, with retail and hospitality capitalizing on the improvements.
- Higher intensity developments and mid-rise buildings are appropriate in the Gateway.
- Overall, Suwanee Gateway should present a strong, positive image of the city to convey an image that is forward-looking and progressive.
- Suwanee Gateway should be a regional hub.



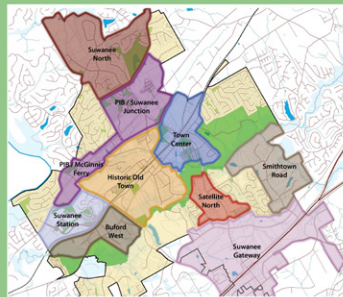
ESTABLISHED NEIGHBORHOODS:

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



Station # 3: 2030 Comprehensive Plan: Character Area and Development Vision

2030 COMPREHENSIVE PLAN HIGHLIGHTS



PEACHTREE INDUSTRIAL BOULEVARD:

- The corridor should be enhanced with streetscaping and tree plantings, as well as safety improvements to encourage more pedestrian use and connections with adjacent neighborhoods.
- Create PIB as a landscaped multimodal parkway that is a retail spine of Suwanee, with new redeveloped retail frontage patterned after architecturally-rich retail developments.
- The PIB / McGinnis Ferry intersection (Character Area 2a) should be surrounded and intensified by this type of development in the future.
- The PIB/Suwanee Dam Road intersection (Character Area 2b) is larger in size and should incorporate intensified retail on the PIB frontage parcels and Traditional Neighborhood Development like Village Grove on adjacent land.

TOWN CENTER:

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

HISTORIC OLD TOWN:

- Historic preservation should be balanced with new construction, and infill development encouraged but designed and built in ways that maintain and enhance the environment and unique small-town character.
- The area around the small, but distinct, Main Street should be reinforced with compact and compatible development.
- Town Center should be extended to Russell Street along Buford Highway with buildings and uses that embody pedestrian-oriented principles, gracious sidewalks, lively storefronts, substantial and continuous building masses, and concealed parking and services.
- Russell Street itself should serve as a gateway to Old Town and Main Street, but complement and not compete with Town Center as a destination.
- Old Town should also encourage mobility options and walkability with new sidewalks where needed and road improvements or extensions to provide street network connectivity to adjacent character areas.





Station# 1: Introduction

PLANNING SCHEDULE

	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER - JANUARY	
COMMUNITY GOALS	<ul style="list-style-type: none"> Initial interaction with community stakeholders Community vision statement City-wide goals and objectives for planning elements including Population, Land Use, Housing, Community Facilities, Transportation, Cultural, Natural and Historic Resources, and Economic Development Preliminary goals for development patterns within specific Character Areas 									
NEEDS & OPPORTUNITIES	<ul style="list-style-type: none"> SWOT analysis with community stakeholders Identifying and summarizing existing conditions and opportunities related to Population, Land Use, Housing, Community Facilities, Transportation, Cultural, Natural and Historic Resources, and Economic Development Understanding how needs and opportunities are related to each other Cross-checking and evaluating existing conditions and opportunities against Community Goals from Phase 1 to determine where the "gaps" are 									
LAND USE ELEMENT	<ul style="list-style-type: none"> Developing a series of goals, policies and strategies for future development Developing a Future Land Use Map Developing Character Area visions, goals, sub-plans Illustrating development concepts through pictures, 3D tools, models, etc. Cross-checking and evaluating existing conditions and opportunities against Community Goals from Phase 1 to determine where the "gaps" are 									
WORK PROGRAM	<ul style="list-style-type: none"> Close coordination with City staff in developing a 3-year action plan for specific initiatives with tasks, funding and responsibilities Identifying longer-term and ongoing activities, programs, policies and projects Staff community feedback on draft final planning concepts, particularly priorities and diagrams Final Draft Report 									
REVIEWS & APPROVALS	<ul style="list-style-type: none"> Internal review and approvals by the Department of Community Affairs and ADC Final report edits and modifications Final adoption by City Council 									
PLANNING TASKS	<ul style="list-style-type: none"> Public Open House Special Events Public Engagement Public Meetings Community Planning Commission 									



Station# 1: Introduction

PREVIOUS PLANNING EFFORTS

- 2020 Comprehensive Plan **2000**
- Old Town Master Plan **2002**
- Suwanee New Town Center Master Plan **2003**
- I-85 Business District Competitive Assessment and Development Strategy Report **2005**
- 2030 Comprehensive Plan **2008**
- Downtown Suwanee Master Plan **2009**
- Burford Highway Transportation Study + Design **2010**
- City of Suwanee Pedestrian and Bicycle Plan Update **2011**
- 2011-2015 Short Term Work Plan **2011**
- 2020 Vision Plan **2012**
- 2015 Downtown Suwanee Master Plan Update **2015**
- Public Art Master Plan **2015**



Station# 4: Workshop Exercises

EXERCISE# 4: ISSUES, NEEDS, & OPPORTUNITIES

Share your comments related to biggest issues and needs as Suwanee continues to grow in the next 20 years. Use colored dots and write your comments.

Think about:

- HOUSING & MIXED USE**
 - Are there enough housing options to meet all age groups and income levels?
 - Which areas in the city need improved or new housing or mixed-use centers?
- RETAIL / COMMERCIAL**
 - Are there any aging strip centers and commercial properties within the city? What are the appropriate future uses for quality redevelopment?
 - What are the potential new locations for grocery store and other retail services?
- RECREATIONAL AND CULTURAL AMENITIES**
 - Are there needs for new cultural facilities or venues in the city?
- TRANSPORTATION / MOBILITY**
 - Which corridors have major traffic issues?
 - Where are connectivity issues such as missing/poor sidewalks, unsafe streets, disconnected streets, etc.?
 - Is there a need for new streets or reconfiguration of existing streets?
 - Is there a need for bike lanes and where?
 - Would you consider transit and mobility options?
- OPEN SPACE**
 - Are there enough parks and open space amenities throughout the city?
 - Which parks need improvements?
 - Where are new parks needed?
 - Where are the new trails?

Public Open House #2 (July 20th 2017)



This open house included multiple planning stations including:

1. 2040 Working Vision Statement: Participants were encouraged to provide comments on an early draft Vision statement that was adapted from the 2030 Vision.
2. Character Areas Update: This included a city-wide map showing the 2030 Character Areas alongside proposed 2040 Character Areas (some of which had modified boundaries from 2030).
3. Transportation Framework: Participants were asked to weigh in on draft transportation and mobility concepts.
4. Community Survey Summary Results To Date: Participants were shown highlights of the on-line survey.
5. Peer Cities Data: Participants were shown various population, jobs, housing and density statistics from several aspirational peer cities to show how Suwanee stacks up.
6. Character Area Exercises: Participants engaged in exploring goals and development character across nine distinct Character Areas.

Input received at this Open House set the stage for finalizing the overall Vision along with more detailed planning and design within each Character Area. General takeaways included:

- The draft Vision does a good job expressing the community's desires.
- The proposed boundary changes to Character Areas (from the 2030 Plan) were generally accepted.
- Historic Old Town could benefit from lower density cottage style housing if it is feasible.

- Suwanee Town Center densities and character should continue to develop and expand, including south of Suwanee Creek Greenway.
- Suwanee Gateway is still envisioned as an area that could dramatically redevelop including higher densities, particularly office, commercial and mixed-use development.
- The Peachtree Industrial Corridor should not be fully developed as strip retail. Mixed-use and residential development should be explored in some locations along the corridor.



2040 Comprehensive Plan Open House #2
July 20, 2017

Sign in Sheet

Name	Email
Michelle Budd	budd4144@gmail.com
Jennifer Szarka	Jszarka@yafop.com
Scott Andrews	csandrews@ycnco.com
Orrison Hall	OrrisonHall@gmail.com
Brian Baskette	bask126@bellsouth.net
John Nizivski	John.Nizivski@gmail.com
Joe Rieger	jbriegern@gmail.com
Amanda Wilkerson	awilker@pages.com
Greg Smith	gus1680@gmail.com
Mickey Eyre	eyre.mickey@gmail.com
Paul Cody	Codycode@aol.com
Jon Setzer	jon.w.setzer@gmail.com
Dan Foster	dfoster@suwanee.com
Keith Nabb	Keith@AMSPlan.com
Scott Newman	SCOTTN1965@YAFOP.COM
Alan & Kristen Dandar	kristendandar@gmail.com
Robert Sumner	robertdsumner@gmail.com



2040 Comprehensive Plan Open House #2
July 20, 2017

Sign in Sheet

Name	Email
ERIC MILLER	ERIC@GAMILLERTEAM.COM
David Bouchelle	davidbouchelle@bellsouth.net
David Bosma	dbosma@gmail.com
Beth Husker	husker@bellsouth.net
Joleen Hendrix	joleenevans@hotmail.com
Dee Ann Presnell	d-dpresnell@bellsouth.net






2040 Comprehensive Plan Open House #2
July 20, 2017

Sign in Sheet

Name	Email
DAVID OWEN	DOWEN9@GMAIL.COM
SHELLEY OWEN	SHELLEY@AOL.COM

Public Open House #3 (September 28th 2017)



City of Suwanee, Georgia - City Hall
September 28, 2017

Let your voice be heard! Join us TONIGHT for our last 2040 Comprehensive Plan open house from 4-7:30 pm at City Hall.

****Please note that there is a LOT of activity in front of and around City Hall tonight! Please enter through the back door; there will be directional signage. We're sorry for any inconvenience this may cause!**



2040 Comprehensive Plan Open House #3
September 28, 2017

Sign in Sheet

Name	Email
Chiaki Duncan	deezandchiaki@gmail.com
George Duncan	
Charles E. Medlin	climbchase@gmail.com
Victoria Thomas	vcherakee@gmail.com
Wannae Whitteburgh	whitteburgh.3930@charter.net
Ben + Joe Lembo	Zoolembos@juno.com
Pete + Darone Saunders	pskcs@me.com
Dee Ann Presnell	dpresnell@msn.com
Kimberly Martens	kmartens@midspring.com
Windi Beaton	windi.beaton@gmail.com
Zachary Marfan	pmarfan@gmail.com
Sam VanValkenburgh	vanvalkenburgh@gmail.com
Sarah VanValkenburgh	sbvanr@gmail.com
MUTHUKAISARAN NARAYANAN	m-muthukaisaran@btobmail.com
Tom Dowling	tomdowling1986@gmail.com
Linda Dowling	linda.dowling1986@gmail.com
Matt and Luana Ayers	lwaayers@gmail.com
Kelly Vauscoy + Family	KVA1321@bellsouth.net

2040 STEERING COMMITTEE:

For this important effort, a Steering Committee was utilized to solicit input from the community throughout the planning process. The Steering Committee included City Councilmembers, representatives from each of the City boards, a County Commissioner, and the last two Suwanee Mayors.

Mayor James Burnette, Jr.

City Councilmembers:

Daniel Foster

Richard Goodman

Beth Hilscher

Doug Ireland

Linnea Miller

Steering Committee Members:

Scott Auer, Zoning Board of Appeals and Public Art Commission

Jace Brooks, Gwinnett County Commissioner and former City Councilmember

Ray Brown, Zoning Board of Appeals

Roger Grant, Harvest Farm Board

Cherie Heringer, Public Art Commission

Lila Kelley, Planning Commission

Jerry Little, Downtown Development Authority

Nick Masino, former Mayor

Keith Nabb, Public Art Commission

Julie Purdue, Downtown Development Authority

Glenn Weyant, Planning Commission

Dave Williams, former Mayor

Randy Winfield, Downtown Development Authority

Over the course of the planning process, the 2040 Steering Committee met five times. These meetings were open to the public. The agendas for these meetings were advertised on the city website and in local media and posted on the front windows of City Hall (see advertised agendas that follow).

AGENDA
2040 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING
CITY OF SUWANEE, GEORGIA
THURSDAY, May 18, 2017
6:30 PM
COUNCIL CHAMBERS

Note: As set forth in the Americans With Disabilities Act of 1990, the City of Suwanee does not discriminate on the basis of disability in the admission or access to or treatment or employment in its programs or activities. Elvira Rogers, 330 Town Center Avenue, Suwanee, Georgia 30024 has been designated to coordinate compliance with the non-discrimination requirements contained in section 35.107 of the Department of Justice Regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided there, is available from the ADA coordinator.

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-
- I. INTRODUCTION
 - II. PRESENTATION BY CONSULTING TEAM
 - A) PROJECT APPROACH: TEAM, PROCESS AND SCHEDULE
 - B) DEMOGRAPHIC AND ECONOMIC TRENDS
 - C) LAND USE AND MOBILITY TRENDS
 - D) OVERVIEW OF COMMUNITY INPUT
 - III. PRIORITIZATION OF NEEDS AND OPPORTUNITIES
 - IV. NEXT STEPS

City of Suwanee 2040 Comprehensive Plan Steering Committee Meeting Agenda: Page 1

AGENDA
2040 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING
CITY OF SUWANEE, GEORGIA
THURSDAY, JUNE 22, 2017
6:00 PM
COUNCIL CHAMBERS

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-
- I. INTRODUCTION
 - II. WORKING VISION STATEMENT
 - III. EMERGING THEMES FROM STAKEHOLDERS
 - IV. MODEL CITIES
 - V. BREAKOUT GROUP EXERCISE: FUTURE GROWTH AND CHARACTER AREAS
 - VI. NEXT STEPS

City of Suwanee 2040 Comprehensive Plan Steering Committee Meeting Agenda: Page 1

AGENDA
2040 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING
CITY OF SUWANEE, GEORGIA
TUESDAY, JULY 18, 2017
6:30 PM
COUNCIL CHAMBERS

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- I. INTRODUCTION
- II. SUMMARY OF FUTURE GROWTH EXERCISE
- III. COMPREHENSIVE PLAN VISION AND THEMES
- IV. REVIEW OF PROPOSED CHARACTER AREAS
 - A) BOUNDARIES
 - B) GOALS
 - C) LAND USE & CHARACTER
 - D) FRAMEWORK PLANS
- V. NEXT STEPS

City of Suwanee 2040 Comprehensive Plan Steering Committee Meeting Agenda: Page 1

AGENDA
2040 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING
CITY OF SUWANEE, GEORGIA
THURSDAY, AUGUST 17, 2017
6:30 PM
COUNCIL CHAMBERS

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- I. INTRODUCTION
- II. MISSING MIDDLE HOUSING PRESENTATION
- III. COMPREHENSIVE PLAN VISION & THEMES
- IV. ANALYSIS OF GROWTH OPTIONS & FRAMEWORK PLANS
- V. FUTURE LAND USE PLAN
- VI. NEXT STEPS

City of Suwanee 2040 Comprehensive Plan Steering Committee Meeting Agenda: Page 1

AGENDA
2040 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING
CITY OF SUWANEE, GEORGIA
THURSDAY, SEPTEMBER 21, 2017
6:30 PM
COUNCIL CHAMBERS

Note: As set forth in the Americans With Disabilities Act of 1990, the City of Suwanee does not discriminate on the basis of disability in the admission or access to or treatment or employment in its programs or activities. Elvira Rogers, 330 Town Center Avenue, Suwanee, Georgia 30024 has been designated to coordinate compliance with the non-discrimination requirements contained in section 35.107 of the Department of Justice Regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided there, is available from the ADA coordinator.

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- I. INTRODUCTION
- II. RECAP OF BUILD OUT SCENARIOS
- III. FUTURE LAND USE PLAN
- IV. VISION FOR FOCUS AREAS
- V. NEXT STEPS

Meeting #1: May 18, 2017:

This meeting focused on explaining the planning process, presenting the market study highlighting demographic and economic trends, showing changes in land use and housing over the past 10 years, highlighting current / ongoing projects that impact long range planning, and outlining preliminary community feedback.

Steering Committee members and City Councilmembers were asked to review, validate and prioritize issues, needs and opportunities compiled based on Focus Groups and Open House #1.

City of Suwanee
2040 Comprehensive Plan Update
 Steering Committee #1: 05/18/2017

LAND USE AND DEVELOPMENT
 Issues, Needs/Opportunities

ISSUES:

- Auto-oriented commercial development on Lawrenceville-Suwanee Road. Many strip malls are underutilized such as gas stations, motels and Starship around Suwanee Gateway area
- Commercial development on 302 Satellite needs an alternative use/development
- Dilards is an eyesore
- Starship creates a negative impression for Suwanee gateway
- Metal Products may not be a compatible use for Old Town
- Lanslaire neighborhood is divided into City and County

NEEDS/OPPORTUNITIES:

- Need a grocery store (such as Sprout) near Town Center
- Upscale restaurants, bars and retail (possibly in Old Town and Town Center) similar to Downtown Roswell and Woodstock
- Appropriate use and development on northeast corner of Buford Highway and Lawrenceville-Suwanee Road
- Improve Old Town similar to Parsons Alley in Duluth
- Potential for more retail options on Main Street
- Potential Fire Station adaptive reuse
- Need for 1 to 2 story professional offices along Buford Highway next to the former Gwinnett County School site
- Local businesses and place for local music and artists
- Mixed-use development in feasible location on Buford Highway and Lawrenceville-Suwanee corridor (similar to Parsons Alley in Duluth)
- Reuse/rehab/redevelop underutilized properties on major corridors in Suwanee Gateway
- Remove Starship and locate family appropriate businesses on both sides of I-85 interchange
- Suwanee Gateway area - Identify appropriate land uses (such as Class A offices, businesses, hospital, modern commercial, medical facility, entertainment venue, hotel, and conference center)
- Replace existing fast food restaurants and motels, and explore opportunities for business park to support restaurants along Lawrenceville-Suwanee Road on southeast corner of I-85 interchange
- Potential for Google Data center and tech-oriented businesses to replace existing underutilized commercial on Satellite Boulevard
- Saw Mill area needs improvements
- Adaptive reuse of Pierce's Corner in Old Town

Pinex both sides of More Rd.

City of Suwanee
2040 Comprehensive Plan Update
Steering Committee #1: 05/18/2017

HOUSING DEVELOPMENT

Issues, Needs/Opportunities

ISSUES:

- Large homes built on Jackson Street are not compatible with historic Old Town
- Too many townhomes

Shows down on opportunity that we can consider the townhomes

OPPORTUNITIES:

- Need housing suitable for empty nesters and seniors as they downsize from large lot single family to smaller homes
- Need diversity of housing (Vickery is a good precedent) such as condos, flats are better alternatives to apartments and townhomes
- Multigenerational housing (seniors, young couples and families in same neighborhood)
- Explore infill housing opportunities that are suitable for both millennials and seniors opportunities in Old Town, re-subdivision of larger lots
- New housing - apartments between Buford Highway and Railroad
- Aging in place - need architectural standards for senior housing within the community (not for a standalone senior housing), be close to services in walkable areas
- Turn big houses into small flats as live-work units (first floor should be big enough to convert to flats)
- More senior housing both independent and assisted living, small ranch homes are appropriate
- High end housing with neighborhood character, smaller footprint and master on main, such as flats and cottage-style housing are desirable, but not apartments
- Apartments may be appropriate near I-85
- Maintain high price point for housing to attract affluent
- Improve any abandoned/historic homes on Stonecypher
- Hip cool housing near Delay property
- Single level accessible housing for seniors somewhere along Buford Highway next to lumber yard property
- Not appropriate area for apartments along Old Peachtree Road south of I-85

HOUSING DIVERSITY EVERYWHERE.

City of Suwanee
2040 Comprehensive Plan Update
Steering Committee #1: 05/18/2017

COMMUNITY FACILITIES

Issues, Needs/Opportunities

ISSUES:

- Library is difficult to access

NEEDS/OPPORTUNITIES:

- Lack of night life in Town Center. Need for more events and entertainment options
- Dog park, potentially near Sims Lake Park
- Theater similar to the one in Buford or Duluth
- Performing arts or entertainment venue (at Suwanee Gateway or PIB) for live music and dinner
- Frisbee golf
- Higher education options (community college or satellite campus of a university)
- Camping site, water park/aquatic pool
- Outdoor and indoor sports facility and pool similar to YMCA or LA Fitness
- Connect Sims Lake Park to Moore Road via walking/bike trail
- Small pocket park around Lansdowne on Moore Road
- Install chessboard tables in Town Center Park
- Extend greenway system to Gwinnett County trails and Chattahoochee River
- Need more recreational parks with fountains (around Terrace at Suwanee Gateway area)

Better, more visibility of Police Bldg at 85 (strike lights)

City of Suwanee
2040 Comprehensive Plan Update
Steering Committee #1: 05/18/2017

CULTURAL, NATURAL & HISTORIC RESOURCES

Issues, Needs/Opportunities

ISSUES:

NEEDS/OPPORTUNITIES:

- More recreation amenities - waterbodies could be turned into amenities, create connections to Chattahoochee River. Other parks need to be improved with more amenities
- Place for artists
- Extend existing greenway system outside the city limit (to Ivy Creek, Duluth, Chattahoochee River, Gwinnett Environmental Center)

MORE PUBLIC ART

ECONOMIC DEVELOPMENT

ISSUES:

*More Office Around TownCenter
EDM*

NEEDS/OPPORTUNITIES:

*UNIQUE CULTURAL PROJECTS
CO-WORKING SPACE w/ FRESH FOOD
L-THEATER*

City of Suwanee
2040 Comprehensive Plan Update
Steering Committee #1: 05/18/2017

TRANSPORTATION AND MOBILITY

Issues, Needs/Opportunities

ISSUES:

- Sidewalks on high traffic corridors feel unsafe
- Not enough parking in Old Town
- Pedestrian safety and bike connectivity issues on PIB
- Traffic congestion at I-85 intersection and at-grade crossing on Lawrenceville-Suwanee Road
- Transportation infrastructure and traffic congestion are the biggest issues

NEEDS/OPPORTUNITIES:

- Need transit options such as shuttle system/light rail/BRT/commuter rail/monorail/golf cart/Uber Pool. Provide connection to GRTA park & ride lot at Sugar Leaf Mills. Need for self-driving buses/transit along Lawrenceville-Suwanee Road
- Divergent diamond interchange on I-85
- Potential interchange over I-85 for Smithtown and McGinnis Ferry
- Local street network needs to be more efficient (Eva Kennedy, Martin Farm, Stonecypher) to alleviate congestion on major thoroughfares
- Metered parking in Town Center
- Bike lane on McGinnis Ferry
- Install bike share at more locations
- Access management
- Smart City Technology
- Ped & bike crossing over PIB (tunnel or bridge) to provide a better connection between Town Center Park and Sims Lake Park. Bridge walkway at McGinnis Ferry and Scales Road
- Crosswalk should be painted, similar to Indianapolis Cultural Trail
- Streetscape improvements on major corridors - Peachtree Industrial Boulevard and Lawrenceville-Suwanee Road
Or Just Get It Right...
- Improve at-grade crossing at Suwanee Dam Road and railroad
- Allow U-Turns at Peachtree Industrial Blvd and Suwanee Dam Road
- Mark lane merge MORE clearly- signals plus road arrows (CUS merge) at Village Grove Drive and Suwanee Dam Road
- Need a stop sign on Moore Road at Tea Rose Lane and Landover Way
- Better signage for left turn lane at McGinnis Ferry Road and Chattahoochee Run Drive
- Martin Farm Road needs to be widened
- Connect King Street to Suwanee Avenue
- Extend right turn lane onto I-85, along Lawrenceville-Suwanee Road

COMMUTER RAIL ALONG TO DORANCE HIGHWAY @ SUWANEE STATION

Re-open Settles Bridge Road to Johnson Road.

ADD ON/OFF RAMP AT MCGINNIS + 85. AND VARIABLE TOLL I-75/85. FIX TIMING AT SIGNAL: 377 + BAIRED HWY. + A+ 85 TO SUWANEE

"It would be NICE if Suwanee was more like...."

- Parson's Alley and theater in **DULUTH**
- Restaurants and Theater in **LAWRENCEVILLE**
- Fine dining in Avalon, **ALPHARETTA**
- Authentic restaurants on Canton Street in **ROSWELL**
- Walkable like **SHIRLINGTON VILLAGE**
- Variety of restaurants and downtown development character in **GREENVILLE**
- Housing diversity in **SERENBE, VICKERY** and **CHARLESTON**
- Downtown Market, fine dining and breweries in **GRAND RAPIDS**
- Restaurants at the Forum in **PEACHTREE CORNERS** and in Downtown **BUFORD**

Meeting #2: June 22, 2017:

This meeting focused on review of a preliminary vision statement, a presentation on the trade-offs and benefits of density, a comparison of peer “aspirational” cities selected by the Steering Committee and an innovative, interactive work session.

WHAT THE DATA TELLS ABOUT ASPIRATIONAL PLACES...

PROJECTED POPULATION GROWTH

POPULATION DENSITY

	Population, Estimate 2016 (People)	Population Density (People per Square Mile)	Size (Sq.Mile)	Full Service Restaurants
Lawrenceville	30,782	2,299	13.39	39
Duluth	29,331	2,936	9.99	78
Greenville	67,453	2,353	28.67	181
Roswell	94,598	2,323	40.72	114
Suwanee	19,421	1,785	10.88	48
Alpharetta	65,338	2,428	26.91	118
Fulton County	1,010,562	1,892	534	1,110
Gwinnett County	895,823	2,050	437	672

Source: U.S. Census

HOUSING DENSITY

	Households (2011-2015)	Housing Units (2010)	Housing Density (units/ acres)	Median Household Income (2011-2015)
Lawrenceville	10,047	11,187	1.31	\$41,743
Duluth	10,823	11,313	1.77	\$55,660
Greenville	26,636	29,418	1.60	\$41,924
Roswell	34,697	36,344	1.39	\$82,150
Suwanee	5,525	5,919	0.85	\$82,440
Alpharetta	22,824	23,029	1.34	\$92,839
Fulton County	908,249			
Gwinnett County	352,102			

Source: U.S. Census

EMPLOYMENT DENSITY

	Total Jobs	Employment Density (jobs/ acres)	Full Service Restaurants
Lawrenceville	27,661	3.23	39
Duluth	18,252	2.85	78
Greenville	123,044	6.71	181
Roswell	61,873	2.37	114
Suwanee	24,106	3.46	48
Alpharetta	89,056	5.17	118
Fulton County	908,249	2.66	1,110
Gwinnett County	352,102	1.26	672

Source: US Census, ARC, Claritas, ESRI

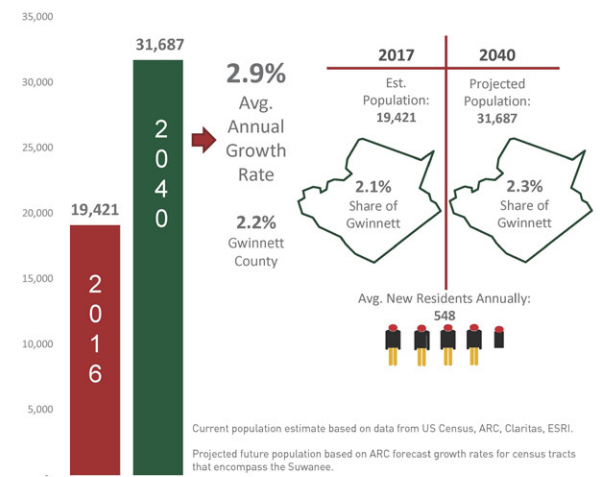
In a nutshell, Suwanee is LOWER in residential, housing, and employment density compared to aspirational cities

ASPIRATIONAL CITIES COMPARISON

Additional Density could Help Provide More Opportunities for Fine Dining/ Restaurants

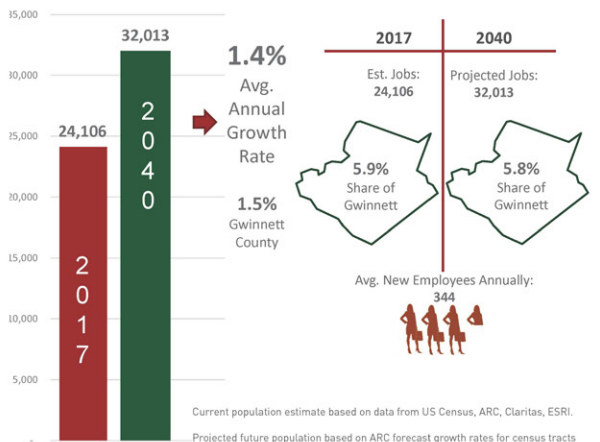
	Population (2016)	Full Service Restaurants	"Office Workers"	Daytime/Night time Restaurant Spending	Restaurant Revenue	Local Spending Ratio
Lawrenceville	30,782	39	2,785	\$1,878,315	\$30,266,000	105%
Duluth	29,331	78	3,580	\$2,414,495	\$45,429,000	97%
Greenville	67,453	181	18,918	\$12,759,056	\$208,339,000	48%
Roswell	94,598	114	10,819	\$7,296,766	\$113,677,000	163%
Suwanee	19,421	48	4,299	\$2,899,418	\$44,081,000	85%
Alpharetta	65,338	118	36,715	\$24,762,065	\$159,944,000	100%

Source: U.S. Census



Current population estimate based on data from US Census, ARC, Claritas, ESRI.
Projected future population based on ARC forecast growth rates for census tracts that encompass the Suwanee.

EMPLOYMENT PROJECTIONS



Current population estimate based on data from US Census, ARC, Claritas, ESRI.
Projected future population based on ARC forecast growth rates for census tracts that encompass the Suwanee.

Meeting #2: June 22, 2017 (Continued)

The work session involved breaking participants into three facilitated groups. Each group was charged with planning for Suwanee's growth using a game format of poker chips and playing cards. The exercise was intended to have participants explore the benefits of increased overall city density by allowing them to "buy" additional community facilities as they increased growth and density. This was followed up by charging participants with finding areas within the City to then locate and distribute the resulting growth (both in jobs and housing).

HOW MUCH ARE YOU WILLING TO BET ON SUWANEE'S FUTURE?

Breakout into 3 groups

60 minute exercise

Follow these steps:

Choose dining options

Choose job growth

Choose transit options


Want a corner market?


Create your Group Scenario

Distribute Population Growth

Review resulting density equivalents




Lather, rinse, repeat as needed...

 **STEERING COMMITTEE MEETING #2** BREAKOUT GROUP EXERCISE
JUNE 22, 2017, THURSDAY, 6 PM - 8 PM



HOW MUCH ARE YOU WILLING TO BET ON SUWANEE'S FUTURE?

This game is not intended to be a hyper-rational, precise exercise. Rather, it is designed to be a somewhat abstract exercise to demonstrate the trade-offs of density, population and job growth and associated amenities. We are asking you to make choices of "how much" and "where does it go" to help us better understand the impacts of growth. The game rules and metrics are based on a combination of conditions unique to Suwanee along with best practices, planning rules of thumb, and research of similar cities across the region and country. The choices we are asking you to make below reflect the most common sentiments that we keep hearing from Suwanee stakeholders.

Bear in mind your choices below will have a direct impact on population growth, housing density, traffic and quality of life!

Step 1: Choose the number and types of unique, non-chain dining options you'd like to add in Suwanee.

<input type="radio"/> High End White Table Cloth	<input type="radio"/> World Cuisine (like Rico's)	<input type="radio"/> High End Steakhouse (like The Capitol Grille)
<input type="radio"/> Micro/Craft Brewery	<input type="radio"/> Sushi Bar (non-chain)	<input type="radio"/> Coffee House/Pastry Café (like Café Intermezzo)
<input type="radio"/> Farm to Table / Organic	<input type="radio"/> Gourmet Southwestern (like El Felix)	<input type="radio"/> Performance Venue/Bar/Restaurant
<input type="radio"/> Chef Driven Restaurant	<input type="radio"/> Gourmet Pizza (like Anticos)	

Step 2: Choose the number of new jobs you'd like to see added to Suwanee by 2040. ARC projects +/-8,000 by 2040.

5000
 6000
 7000
 8000
 9000
 10,000
 11,000
 12,000

Step 3: Would you like to see Commuter Rail in Suwanee? (regional transit, shares tracks with the railroad, connects to other Gwinnett Cities and into Doraville MARTA station).

YES
 NO

Step 4: In addition (or instead of) Commuter Rail, what local transit service would you like to see?

<input type="radio"/> Local city-subsidized ride share (Uber, Lyft, etc.)	<input type="radio"/> Local shuttle, bus, etc.	<input type="radio"/> No local transit service
---	--	--

Step 5: Would you like to see Old Town/Town Center get a small-scale corner market?


YES
 NO

Step 6: Consolidate your individual choices into an overall group scenario and hand in to banker to get your payout.

Based on your selections above, your banker will provide you with an associated population and jobs growth (poker chips) and amenities (playing cards)

Step 7: As a group, use the poker chips to distribute your chosen jobs (Red) and population growth (Blue) within specific Character Areas. Use your playing cards to show locations for amenities.

Step 8: Revisit your above decisions as needed and play around with various scenarios.



WORKSHOP THREADS...

- Openness to higher population and job growth than ARC projections
- Strong desire for commuter rail (but not in City control)
- No consensus on City-supported transit
- Opportunity for population/housing growth in Downtown area (Town Center, Old Town and PIB/Suwanee Junction)
- Consensus on extending the Town Center character area to the north and south to accommodate “denser” growth in strategic locations
- Strong desire for job growth in Suwanee Gateway...and population/housing
- Openness to higher population and job growth than ARC projections



TABLE 1

No. of people:
14,000

No. of jobs:
9,000

Amenities:

- 4: Unique, non-chain restaurants (Not placed in any particular character area)
- 1: Corner market (didn't had enough density in a particular character area or cluster of character areas to support it)
- 1: Commuter rail transit system

Note: Table 1 did not choose city wide alternate local transit service as an option

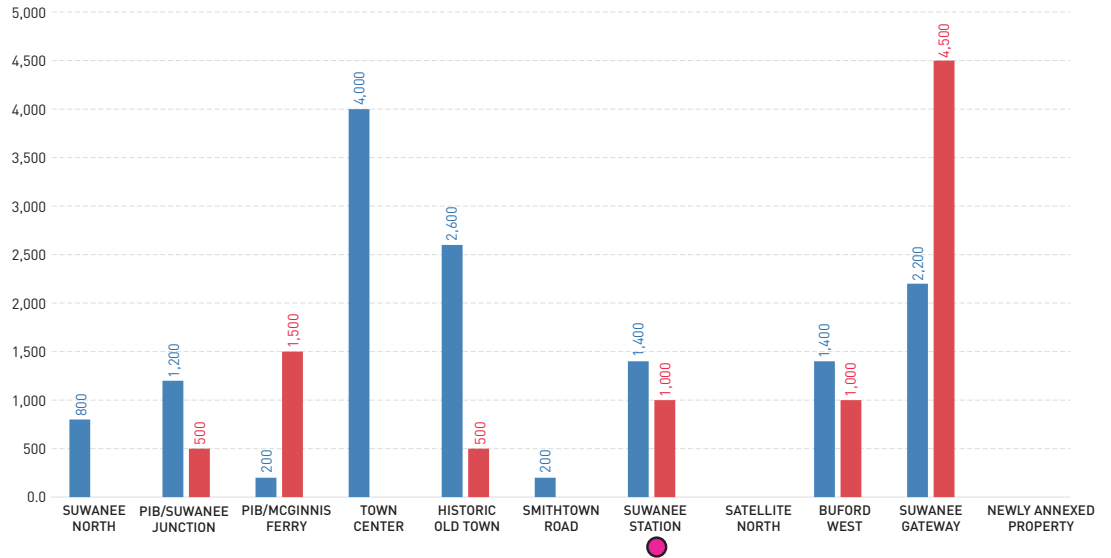


TABLE 2

No. of people:
16,000

No. of jobs:
10,000

Amenities:

- 6: Unique, non-chain restaurants
- 1: Corner market
- City wide subsidized ride share program
- 1: Commuter rail transit system

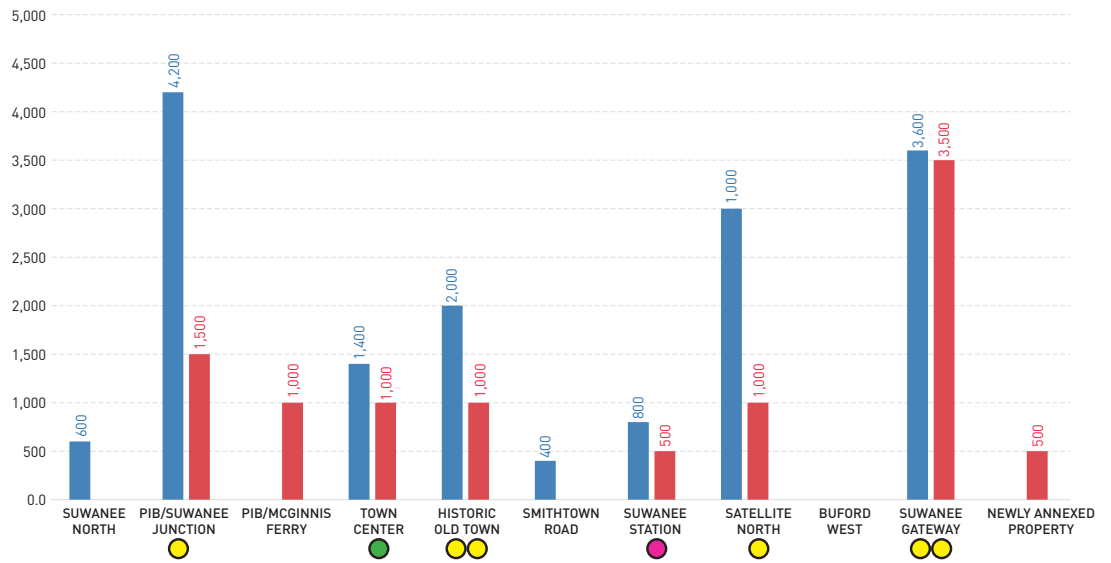


TABLE 3

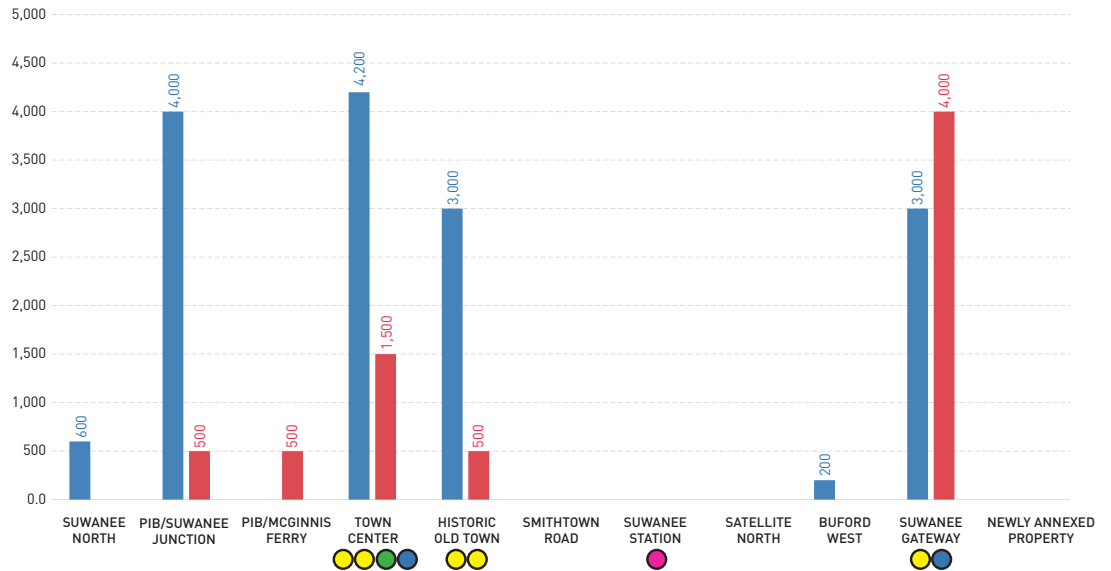
No. of people:
15,000

No. of jobs:
7,000

Amenities:

- 5: Unique, non-chain restaurants
- 1: Corner market
- 2: Locations for subsidized ride share program
- 1: Commuter rail transit system

Note: Steering committee suggested to modify the Town Center character area to include properties along Buford Highway

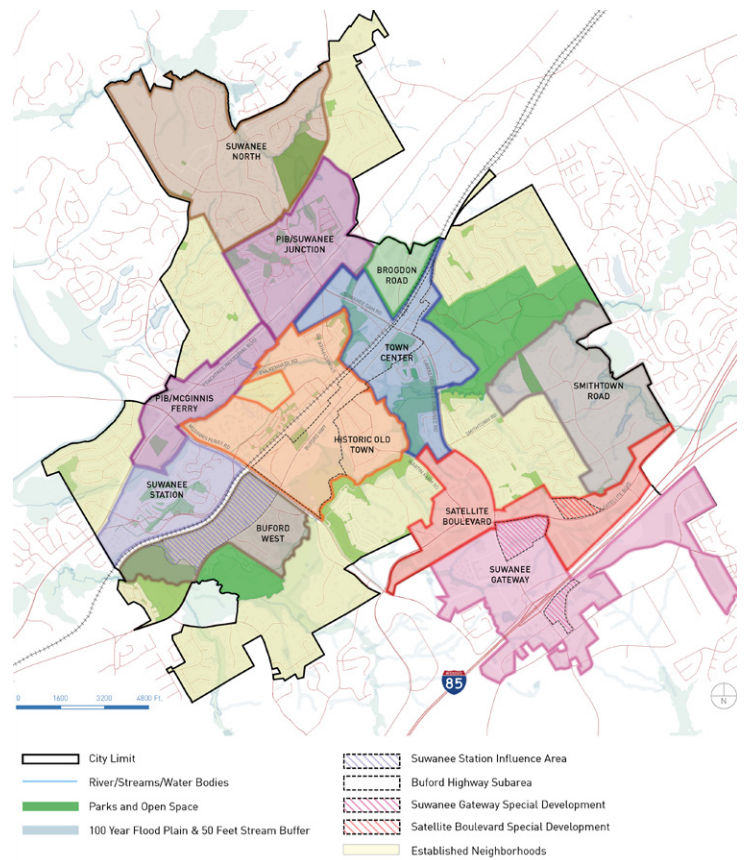


Meeting #3: July 18, 2017:

This meeting focused on recapping the take-aways from Meeting #2's growth exercise and then moved on to explore the proposed 2040 Character Areas. This included new proposed boundaries (from the 2030 Plan), goals, framework/land use and transportation diagrams and density discussions.

Meeting #4: August 17, 2017:

This meeting focused on exploring the implications of a consolidated development framework. This included vetting areas where future development (and redevelopment) is most likely, future land use in individual Character Areas, and strategies for reviewing the overall resulting build-out scenarios. These scenarios highlighted the implications on citywide population and jobs growth based on future land use and density decisions. A "no change" scenario, scenario A, was not supported by the committee. The Steering Committee selected a combination of two growth scenarios. "Scenario B," a medium growth scenario was chosen for the overall City with a high growth scenario "Scenario C" for commercial land uses within the Gateway Character Area. The Steering Committee felt strongly that the opportunity for high density office and job growth should be preserved in the Gateway.



- **Mixed-Use/Higher Density Residential** (Mixed-Use Center):

- 16-40 Units/Acre, 5+ story
- Vertical mixed-use, storefront retail/office on ground floor, residential apartments/condos above

- **Mixed-Use/Medium Density Residential** (Mixed-Use Village):

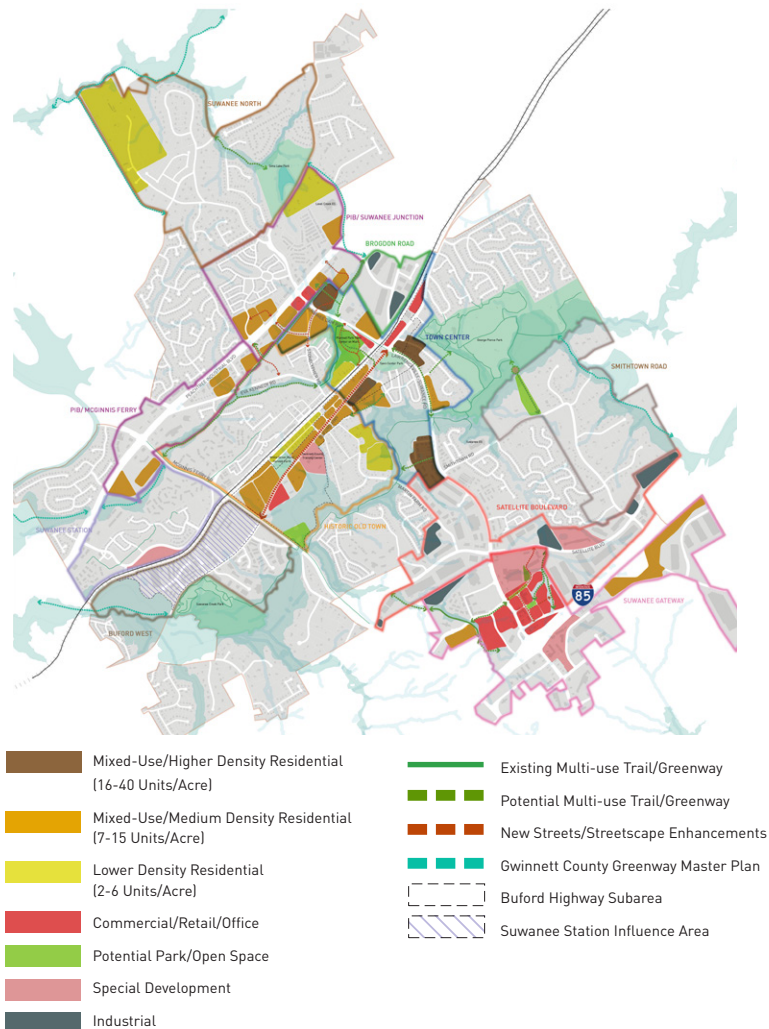
- 7-15 Units/Acre, 2-3 story
- Vertical/horizontal mixed-use, storefront retail/office on ground floor or on periphery, apartments/stacked flats/condos/townhomes

- **Lower Density Residential:**

- 2-6 Units/Acre, 1-2 story
- Single-family detached - zero lot/narrow lot single family, cottages, granny flats, carriage homes, etc.

- **Commercial/Office/Retail:**

- 2-5+ story building with multi-tenant uses



BUILDOUT ANALYSIS

Methodology

- Compared status quo (existing zoning) with 2 higher growth scenarios
- Applied density multipliers / ranges to +/-72 individual developable areas
- Housing density multipliers - from Character Area Frameworks
- Commercial density multipliers - from comparable sample developments in Suwanee
- Actual unit counts plugged in for known planned projects
- Individual special circumstances taken into account for specific contexts on a project by project basis
- Contextual infill opportunities taken into account outside of development areas

SCENARIO MULTIPLIERS (approximate - customized in certain areas)

Scenario A: Current Zoning Build-Out

- Based on current allowed densities

Scenario B: Low Build-Out

- 16 units/acre - Mixed-Use Center/ High-Density Residential
- 7 units/acre - Mixed-Use Village/ Medium-Density Residential
- 2 units/acre - Low Density Residential
- 0.25 FAR - Commercial/Retail/Office (1 story)
- 0.35 FAR - Industrial/Distribution (1 story)
- 0.40 FAR- Surface parked 3-5 story office (Gateway)

Scenario C: High Build-Out

- 40 units/acre - Mixed-Use Center/ High-Density Residential
- 15 units/acre - Mixed-Use Center/ Medium-Density Residential
- 6 units/acre - Low Density Residential
- 0.40 FAR - Commercial/Retail/Office (2 story)
- 0.35 FAR - Industrial/Distribution (1 story)
- 2.00 FAR - Deck parked 8-12 story office (Gateway)

CITY-WIDE GROWTH ESTIMATES	SCENARIO A: ZONING-BASED BUILT OUT			SCENARIO B: 2040 PLAN - LOW			SCENARIO C: 2040 PLAN - HIGH		
	Housing Units	Commercial SF	Industrial SF	Housing Units	Commercial SF	Industrial SF	Housing Units	Commercial SF	Industrial SF
	2,000	2.9 million	2.5 million	5,000	4.7 Million	1.0 million	8,600	5.5 million	1.35 million
Population Growth		5,000			12,500			21,500	
Total 2040 Population		+/-23,000			+/-30,500			+/-39,500	
Jobs - Commercial/ Office		9,500			15,800			18,300	
Jobs - Industrial		500			200			270	
Job Growth		10,000			16,000			18,570	

RESULTS TABLE (PROS/CONS)

Preferred Scenario B Features:

- Considers conversion of some commercial and industrial zoned areas to residential / mixed-use
- Lower range of residential density; denser growth in Town Center, PIB/Suwanee Junction and Suwanee Gateway
- Contextual residential infill in Historic Old Town, Smithtown Road and Suwanee North
- Mixed-use focus for Gateway rather than high-density office (somewhat different than 2030 plan)

Sample of Results:

- Estimated 2040 population: +/-30,500
- Better balance of people living and working in the city
- Better support for future "wants" - restaurants, urban market, transit, etc.
- More residents living in Town Center and Old Town to support businesses
- More residents living within walking distance to Town Center and Town Center on Main will reduce parking demand in Town Center
- Create additional destinations
- Improved multimodal mobility
- Development type supports the vision of Buford Highway as walkable "main street" of the city
- Increased traffic
- Medium impact on school system

Meeting #5: September 21, 2017:

This meeting focused on presenting draft 2040 Plan materials including more detailed development frameworks for targeted

Character Areas along with renderings showing the character and massing of potential future development scenarios.

City of Suwanee
2040 Comprehensive Plan Update

TOWN CENTER



Goals:

- Town Center should be the model for future development within the Town Center character area.
- New mixed-use development across Lawrenceville-Suwanee Road and down Buford Highway toward Russell Street should be similar in nature to that flanking City Hall.
- Buildings should be tall close to Town Center and step down to medium density further from Town Center.
- Extend Suwanee Avenue into George Pierce Park.
- Investigate opportunities to provide affordable housing in Town Center and its expansion areas.
- Consider the feasibility of a circulator shuttle to link Town Center Park to more remote neighborhoods and other City activity centers.
- Expand the Suwanee Creek Greenway to the east and west with a possible arm extending to Buford Highway.

Development Character and Focus Area Vision

- Urban-style mixed use/residential development
- Mix of urban and traditional style residential condo/townhomes
- Small lot and cottage-style residential
- Corner market and sidewalk cafe/restaurant


Conceptual Vision of Town Center Expansion Area



Conceptual Vision Plan for discussion purposes only and not intended for future development projects.

City of Suwanee
2040 Comprehensive Plan Update

TOWN CENTER/PIB VISION



Town Center on Main Vision, Town Center on Main Master Plan



Conceptual Vision Plan for discussion purposes only and not intended for future development projects.

City of Suwanee
2040 Comprehensive Plan Update

PIB CORRIDOR

PIB/Suwanee Junction and PIB/McGinnis Ferry Goals:

- Convert vacant and underutilized commercial property along the corridor or behind existing commercial to medium-density residential and/or mixed-use with neighborhood-serving retail and direct more intensive commercial uses into the nodal areas surrounding the intersections at McGinnis Ferry and Suwanee Dam Road.
- New residential should be developed using traditional neighborhood design principles and a diversity of housing types as appropriate to the adjacent context similar to Village Grove.
- Explore creating a new multi-use trail paralleling the corridor along the power easement.
- Create network of local streets with low vehicular speeds and traffic calming measures around the PIB/Suwanee Dam intersection to improve connectivity between Stonecypher to Tench Road and Eva Kennedy Road to PIB.
- Promote interparcel connectivity between adjacent development.
- Study the possibility of adding signalized intersections around the Suwanee Dam commercial node to facilitate safer and more frequent pedestrian crossings.

Development Character and Focus Area Vision

- Urban-style mixed use/commercial/retail
- Mix of urban and traditional style residential condo/townhomes
- Small lot, accessory units and cottage-style residential

Conceptual Vision of PIB/Suwanee Junction, 2030 Comprehensive Plan



Conceptual Vision Plan for discussion purposes only and not intended for future development projects.

City of Suwanee
2040 Comprehensive Plan Update

HISTORIC OLD TOWN

Goals:

- Create a gateway into Old Town from Buford Highway at Russell Street around the planned roundabout with medium density mixed-use development.
- The parcels adjacent to Buford Highway from Town Center to McGinnis Ferry Road should allow for medium density residential and mixed-use development to capitalize on the City's planned investment in the Buford Highway multimodal and streetscape improvements. This area is called the Buford Highway Subarea.
- New development beyond the Buford Highway Subarea should be limited to infill development that preserves the existing rural character of the City's historic core.
- New development should be sensitive to existing lot character, tree cover, and proportions and scale of adjacent buildings and roads.
- Evaluate the provision of senior housing in the Old Town area and identify potential locations / strategies for increasing opportunities.
- Encourage mobility options and walkability with new sidewalks or multi-use trails where needed and road improvements or extensions to provide street network connectivity to adjacent character areas.

Development Character and Focus Area Vision

- Urban-style mixed use/commercial/retail
- Mix of urban and traditional style residential condo/townhomes
- Small lot and cottage-style residential



Historic Old Town Vision, 2030 Downtown Suwanee Master Plan Update



Conceptual Vision Plan for discussion purposes only and not intended for future development projects.

City of Suwanee
2040 Comprehensive Plan Update

SUWANEE STATION, BUFORD WEST and BROGDON ROAD

Suwanee Station Goals:

- Encourage a commuter rail line along the existing tracks and a station within this area.
- Provide a mix of land uses to capitalize on the proximity to the potential rail station and line.
- When a definite plan for a transit stop at Suwanee Station is known, the Suwanee Station Influence Area should be re-evaluated and master planned with the station area to determine the direction of future growth, which should then include medium and high density residential, office and mixed-use to support and maximize the benefit of transit for the most people and a connection either above or under the tracks to connect the two sides.
- The City owned land reserved for a future rail station should be developed with mixed-use buildings including office and residential and supporting retail.
- Provide a balance between rental and owned housing units.
- Provide an opportunity for live-work units.
- Integrate green space into all new developments.
- Create pedestrians and bicycles connections to surrounding development and multipurpose trails to connect Suwanee Station to other areas of the City.


Buford West Goals:

- Existing industrial land uses should be maintained and intensified as an economic base for the City.
- Commercial should be limited to the intersection of Buford Highway and McGinnis Ferry Road.
- If the area begins to decline as a result of aging industrial buildings, then the City should explore redevelopment options for the future.
- When a definite plan for a transit stop at Suwanee Station is known, the Suwanee Station Influence Area should be re-evaluated and master planned with the station area to determine the direction of future growth, which should then include medium and high density residential, office and mixed-use to support and maximize the benefit of transit for the most people and a connection either above or under the tracks to connect the two sides.
- Extend the Suwanee Creek Greenway across the tracks.
- Promote inter-parcel connectivity.

Brogdon Road Goals:

- NEW CHARACTER AREA IN 2040 PLAN
- Existing industrial land uses should be maintained and intensified as an economic base for the City.


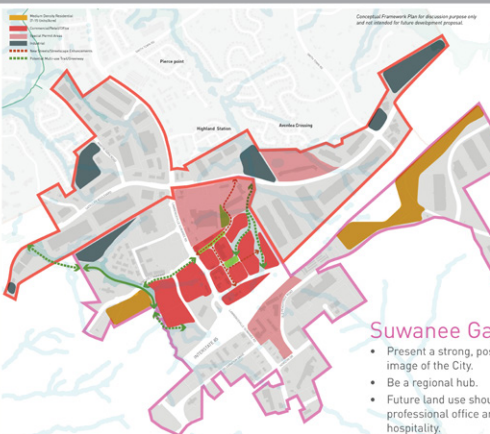
Development Character



- Transit-oriented office/commercial/retail development
- Transit-oriented condo/apartment residential

City of Suwanee
2040 Comprehensive Plan Update

SUWANEE GATEWAY and SATELLITE BLVD


Satellite Boulevard Goals:

- NEW CHARACTER AREA IN 2040 PLAN
- Existing industrial land uses along Satellite Boulevard should be maintained and intensified as an economic base for the City.
- Limit retail development to the intersection of Satellite Boulevard and Lawrenceville-Suwanee Road.

Suwanee Gateway Goals:

- Present a strong, positive, forward-looking and progressive image of the City.
- Be a regional hub.
- Future land use should be dominated by corporate and professional office and commercial mixed-use, retail and hospitality.
- Any new residential should be part of a larger mixed-use development similar to the Terraces at Suwanee Gateway.
- Allow higher intensity and mid-rise development and redevelopment projects.
- Incorporate new parks and plazas in future development.
- Create new local street networks as part of development and redevelopment.

Development Character



- Urban-style mixed use/commercial/retail
- Hotel/conference center/entertainment
- Urban-style high/medium density office/retail

City of Suwanee
2040 Comprehensive Plan Update

SUWANEE GATEWAY VISION




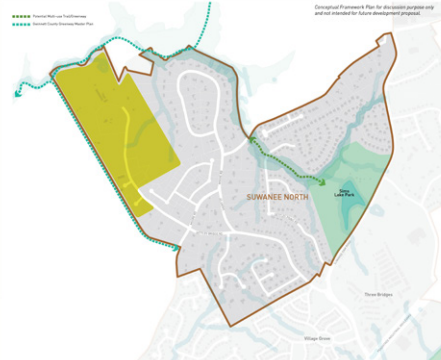

Conceptual Vision of Suwanee Gateway, 2030 Comprehensive Plan



Conceptual Vision Plan for discussion purposes only and not intended for future development proposal.


City of Suwanee
2040 Comprehensive Plan Update

SUWANEE NORTH and SMITHTOWN

Suwanee North Goals:

- Maintain as a low density, high-end residential area.
- Most of the vacant and redevelopable land should adhere to the existing character of the character area and be developed as single family detached residential or compatible uses.
- Increase pedestrian connectivity with sidewalks.
- Protect trees as much as practical when developing the large tracts of land.

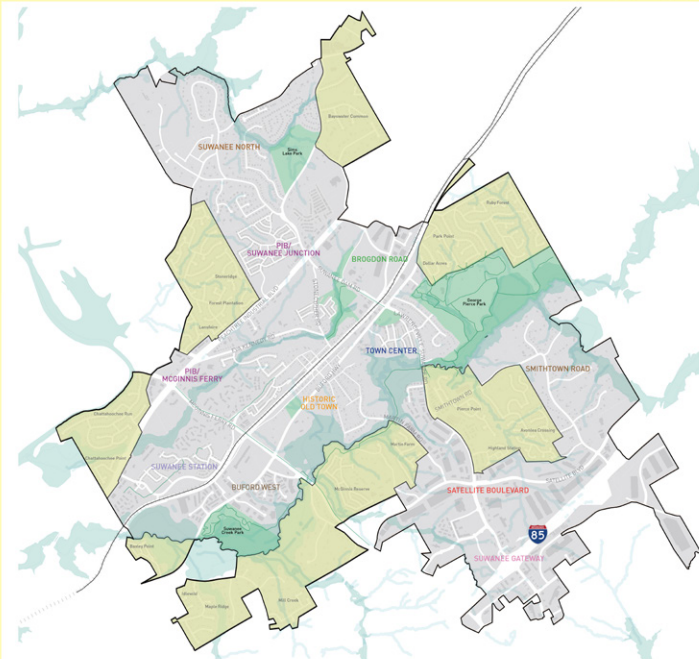


Smithtown Road Goals:

- Maintain the suburban residential and institutional nature of the area.
- Transition smaller homes on larger lots to estate homes.
- Create new multi-use trails to connect to George Pierce Park, Martin Farm Park and Suwanee Creek Greenway.
- Promote inter-parcel connectivity.
- Develop as a safe residential haven with limited and slow traffic moving through the neighborhoods.
- Manage and minimize cut-through traffic.
- Maintain as many of the existing trees as possible.



ESTABLISHED NEIGHBORHOODS



Goals:

- Established residential areas should be preserved.
- Pedestrian connectivity should be enhanced especially in older neighborhoods.
- Multi-use trails should be encouraged to pass through these neighborhoods to connect them to the rest of the City.

FINAL PUBLIC HEARING:

Two Public hearings were held on October 2nd, 2018 and October 23rd, 2018 to provide opportunities for residents to comment on the draft 2040 Comprehensive Plan.



DATE: September 6, 2018
TO: Gwinnett Daily Post
FROM: Alyssa Durden, Planning Division Director
SUBJECT: Public Notices

Please run the following ad on September 12th and September 26th, 2018.

PUBLIC HEARING CITY OF SUWANEE, GEORGIA

The Public is hereby notified that on October 2nd and October 23rd, at 6:30 p.m. at Suwanee City Hall, 330 Town Center Avenue, the Planning Commission and Mayor and City Council, respectively, will hold public hearings to receive comments for the 2040 Comprehensive Plan.

The purpose of this hearing is to brief the community on the contents of the 2040 Comprehensive Plan, provide an opportunity for residents to make final suggestions, additions or revisions, and notify the community of when the 2040 Plan will be submitted to the Atlanta Regional Commission and Georgia Department of Community Affairs for review. The document has been prepared following the Rules of Georgia Department of Community Affairs Standards and Procedures for Local Comprehensive Planning.

On October 23rd, 2018, at 6:30 p.m. at Suwanee City Hall, 330 Town Center Avenue, the Mayor and Council are scheduled to consider a Transmittal Resolution to forward the 2040 Comprehensive Plan document to the Atlanta Regional Commission for review and approval.

All interested parties are encouraged to attend the hearing.

The 2040 Comprehensive Plan will be on file at Suwanee City Hall, 330 Town Center Avenue, Suwanee, Georgia, and may be viewed by the public between the hours of 8:00 a.m. to 5:00 p.m., Monday through Friday.



SEPTEMBER 2011

APPENDIX

DESIGN GUIDELINES

In 2000, the city adopted a comprehensive plan that embraced a shift in the style of development. Before this plan, development was typically divided into separate, discrete uses. Residential development was primarily single family detached homes on large lots accessed via a series of cul-de-sac roads. Connections within and between neighborhoods were discouraged. Multifamily development was primarily gated, garden style apartments. The adoption of the Comprehensive Plan in 2000 ushered in the emergence of development intended to make Suwanee more walkable, provide a variety of housing types that could serve residents throughout their lives, and create opportunities to live, work and play in Suwanee. Guidelines for this type of development were created as part of the plan. These guidelines remain as a central theme to the type of development Suwanee expects to see in the future. As such, these same guidelines are included in the 2040 Plan. Just as they did in 2000, the guidelines are intended to provide guidance for the type of development Suwanee expects to see in the coming years.

Design Guidelines—General

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

- A grid system of streets is preferred over cul-de-sac designs. Block fronts are not to exceed 600 feet in length; dead-end streets may be no longer than 200 feet and should reflect a “close” design around a central median or square, not a cul-de-sac.
- Individual developments within a Character Area are to interconnect their streets and parking areas. Developments on the edge of a Character Area should connect to streets outside the Character Area where feasible.
- Traffic calming techniques are to be used on all local streets, such as narrow pavement widths, on-street parking, street trees and round-about intersections.
- Nonresidential uses encouraged to serve the residential areas in each mixed-use development include a use with a meeting hall available to the public (such as a church), small-scale convenience shopping stores, a day care center and an after care facility.
- A mixture of residential, commercial, office and civic uses is encouraged, including a mixture of two or more of these uses in the same building.
- Sidewalks are to be provided along both sides of each street, and connections to the Suwanee Trail System are required to be provided wherever practical. Sidewalks should include an adequate landscape zone, clear zone, and supplemental zone (each minimally 5 feet).
- Street trees should be provided along both sides of every street. These should be minimum 3” caliper shade trees meeting City specifications planted every 25 to 45 feet depending upon the anticipated canopy size of the species.
- Street lights are to be provided along both sides of every street within mixed-use developments. These should be traditional (upright) fixtures maximum 16 feet high, placed no more than 200 feet apart (measured in every direction). In predominantly residential areas, sidewalk lighting (with traditional design) directed toward the ground on maximum 3 foot high fixtures may be substituted, if spaced no more than 60 feet apart.
- Architecture is to be of consistent design and style within an individual development. The Southern Vernacular styles are encouraged, which include Georgian, Classic Revival, Victorian and Federalist.
- Exterior materials on each building must be brick, stone, stucco (real), or painted wood siding (or hardy plank). Four-sided architecture is required, with a finished face on every side of a building.
- Roofs are to be pitched with a minimum slope of 2:1 (run to rise). Roofing materials must be asphalt, wood or slate shingles, or standing seam metal.
- Multi-family residential buildings are to present a front face to a public street. Garden-style apartment complexes are not appropriate for mixed-use areas.
- All utilities, including electric power, telephone and cable TV, are to be placed underground.
- At least 20% of the gross land area must be open space, which may include undeveloped conservation areas in their natural state, parks or recreation areas, trails, public squares, plazas etc. Protection of wetlands, floodplains and natural habitats is encouraged.

Design Guidelines—Mixed-Use Villages

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

- Parking for residential uses should be located to the rear of the structure, accessed off an alley. In very limited circumstances, if parking is accessed from the front street, the parking garage must be located at least 20 feet back from the front of the dwelling. Parallel parking along the front street will be counted toward the minimum parking requirement for the use.
- If parking garages for single-family detached dwellings are accessed off an alley, the garage may have an accessory apartment (“granny flat”) or an office above it. The flats or office floor area will not be counted toward the maximum density restrictions on the property.
- Residential buildings should be no more than 500 feet in walking distance from a public square or park, measured from the front door. Open spaces designated as parks must be at least ½ acre in size. The public square or park should be located to the front of the buildings that surround it.
- Single-family residences must have covered porches at least 8 feet deep, along at least a portion of the front of the building or along the side coming to the front.
- Every principal building must front on a street. Maximum setback from the street right-of-way line is 15 feet. Balconies, covered front porches and overhangs may encroach up to 10 feet into the setback.
- Front yard fencing, if provided, must be wood picket, wood-look vinyl, wrought iron, stone or timber in a traditional design, at least 2 feet high but not more than 4 feet high. Fence materials and designs must be consistent within each development, but may differ from other developments.
- At least 20% of the gross land area in each development must be open space, which may include undeveloped conservation areas in their natural state, parks or recreation areas, trails, public squares, etc.
- Multi-family residential buildings are to present a front face to a public street, and are to reflect single-family design characteristics.
- Sidewalks along residential streets must be at least 5 feet wide and provide at least 5 feet of separation between the sidewalk and the street curb.

Design Guidelines—Mixed-Use Centers

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

- Commercial buildings with shops on the first floor may have offices or residential units on the floors above.
- Office buildings with offices on the first floor may have residential units on the floors above.
- Every principal building must front directly on a street. Maximum setback from the street right-of-way line is 15 feet. Balconies, colonnades and overhangs may encroach up to 10 feet into the setback.
- Wherever practical, streets should terminate at a focal point, which may be a civic building, principal use, church, bell tower, gazebo, etc.
- Surface parking lots for commercial and office uses: no more than 25% of the minimum required parking may be located in front of the building (not including parallel parking spaces on the street in front of the building). The remainder of the parking is to be located to the rear of the building, or to the side set back at least 30 feet from the street.
- Parking lot lighting is required. Fixtures may not exceed 3 feet in height and must be designed to direct their light toward the ground.
- Surface parking lots are to be screened along every street with hedges, low fencing or landscaped berms to a height of at least 3 feet.
- A multi-level parking garage must be located along a street within 15 feet of the right-of way line, or to the rear of the building it serves. All sides of the garage visible from a street must present an architecturally finished look consistent with the building it serves. If located along a street, office or commercial space must be provided on the ground level facing the street.
- Parking for residential uses is preferred to be located to the rear of the structure, accessed off an alley. If parking is accessed from the front street, the parking garage must be located at least 20 feet back from the front of the dwelling. Parallel parking along the front street will be counted toward the minimum parking requirement for the use.
- Sidewalks in front of shops or offices are to be at least 13 feet in width.
- Commercial buildings must be no more than 600 feet walking distance from a public square or park, measured from the front door. The public square or park must be at least ½ acre in size.
- Multi-family residential buildings are to present a front face to a public street, and should reflect a more urban design style.

**A RESOLUTION TO ADOPT THE *SUWANEES 2040 COMPREHENSIVE PLAN*;
AND OTHER PURPOSES**

WHEREAS, the *Suwanee 2040 Comprehensive Plan*, hereinafter referred to as the “Comprehensive Plan,” provides a coordinated and comprehensive plan of the long-term goals, objectives and priorities of Suwanee; and

WHEREAS, the Mayor and Council of Suwanee find it necessary and appropriate to amend the City’s Comprehensive Plan from time to time as conditions change;

WHEREAS, the Mayor and Council have determined that the Comprehensive Plan serves to promote the health, safety, morals, convenience, order, prosperity, and general welfare of the present and future inhabitants of the City of Suwanee; and

WHEREAS, a duly advertised Public Hearing was held on April 27, 2017 at Suwanee City Hall informing the public of the City’s intent to amend Suwanee’s Comprehensive Plan; and

WHEREAS, the City implemented an extensive public participation process exceeding State and local requirements; and

WHEREAS, a Steering Committee comprised of elected officials, citizens, business owners, land owners, and other stakeholders was appointed to guide the development of the Comprehensive Plan; and

WHEREAS, two duly advertised Public Hearings were held before the Suwanee Planning Commission and City Council respectively on October 2, 2018 and October 23, 2018 at Suwanee City Hall for additional public comment and input prior to its transmittal to the Atlanta Regional Commission and Georgia Department of Community Affairs; and

WHEREAS, the Comprehensive Plan developed by the City supports the goals established by the State of Georgia as outlined in the Rules of Georgia Department of Community Affairs, Minimum Standards and Procedures for Local Comprehensive Planning including:

- (a) **Community Goals.** To provide a general vision statement that paints a picture of what the community desires to become and a list of goals the community seeks to achieve.
- (b) **Needs and Opportunities.** To identify needs and opportunities that the community needs or wants to address regarding population, land use, housing,

community facilities, transportation, cultural and historic resources, natural resources, broadband services, and economic development.

- (c) **Land Use.** To inventory and assess how land is used in the City and address opportunities, conflicts or challenges in an effort to ensure that land resources are allocated for appropriate and desirable uses.
- (d) **Transportation.** To inventory and assess various services provided by the City, Gwinnett County and others.
- (e) **Community Work Program.** To lay out specific activities the community plans to undertake during the next five years to address the identified Needs and Opportunities and achieve portions of the Community Goals.

WHEREAS, the Georgia Department of Community Affairs and the Atlanta Regional Commission have determined that the Plan meets the Minimum Standards and Procedures for Local Planning and found it to be internally consistent, compatible with other local plans and generally consistent with regional plans and policies; and

NOW THEREFORE, be it ordained and resolved and it is hereby resolved by the Mayor and Council of the City of Suwanee this the 26th day of February, 2019, the *Suwanee 2040 Comprehensive Plan*, herein attached and incorporated by reference is hereby adopted.

APPROVED AND ADOPTED THIS 26th DAY OF February, 2019.

SUWANEE CITY COUNCIL, A GEORGIA
MUNICIPAL CORPORATION

BY: 
JAMES M. BURNETTE, JR., MAYOR

BY: 
RICHARD I. GOODMAN, MAYOR PRO TEMPORE

BY: 
DANIEL E. FOSTER, COUNCILMEMBER

BY: 
BETH S. HILSCHER, COUNCILMEMBER

BY: 
DOUG IRELAND, COUNCILMEMBER

BY: 
LINNEA MILLER, COUNCILMEMBER

ATTESTED TO BY:


ELVIRA ROGERS, CITY CLERK

APPROVED AS TO FORM:


GREGORY D. JAY, CITY ATTORNEY
CHANDLER, BRITT & JAY, LLC