

欢迎来到
WELCOME TO
BIENVENIDO A
에 오신 것을 환영합니다
THE GLOBAL VILLAGES



**Gwinnett Place Mall Site
Revitalization Strategy**

An Action Plan for the Gwinnett **Place to Be**



ABOUT GWINNETT PLACE

- Gwinnett Place Mall is located near Duluth, GA just off Interstate 85 at the Pleasant Hill Exit
- The mall opened in 1984 and was successful for many years
- Started to decline around 2001
- Mall closed in 2021, but three anchors are still in business: Macy's, Mega Mart, and Beauty Master
- Gwinnett County purchased part of the Mall in April 2021



OUR TEAM

Partnership of Gwinnett County, the Atlanta Regional Commission and the Gwinnett Place Community Improvement District (CID)

Consultant team is lead by VHB, in collaboration with Retail Development Strategies, Van Meter Williams Pollack, Perez Planning + Design, Purpose Possible, CPACS, and Atlas



Gwinnett



OUR PROCESS



September – December
Focus Groups, Interviews, Pop-Up Engagements at Existing Events, Online Hub

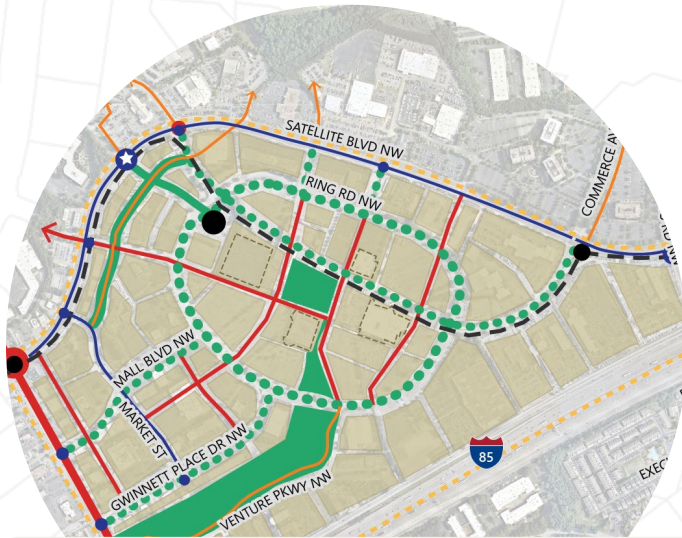
April – July
3-Day Workshop: April 19-21
Redevelopment Concepts
Community Events

August – October
Review with County Leadership: August 4
Finalize Deliverables
ARC Presentation: October 4
BOC Presentation: October 18



CREATING THE CONCEPT

The foundations of the Global Villages concept stems from three main sources:



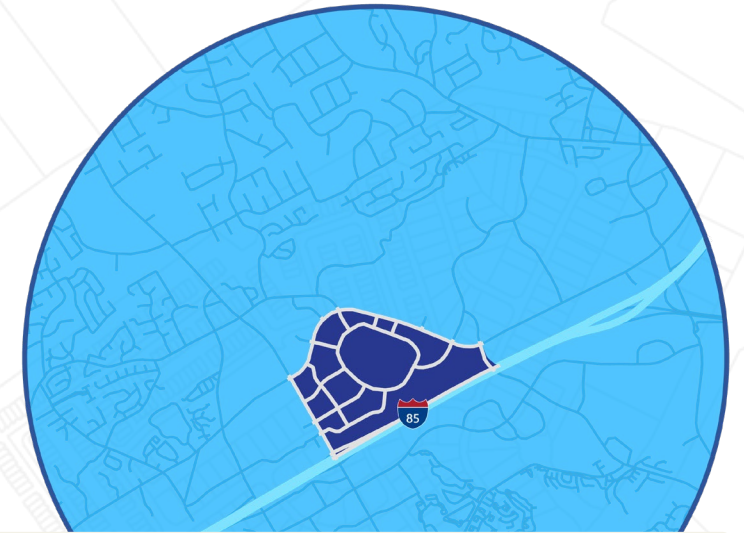
**STARTER
VISION**

+



**COMMUNITY
ENGAGEMENT**

+

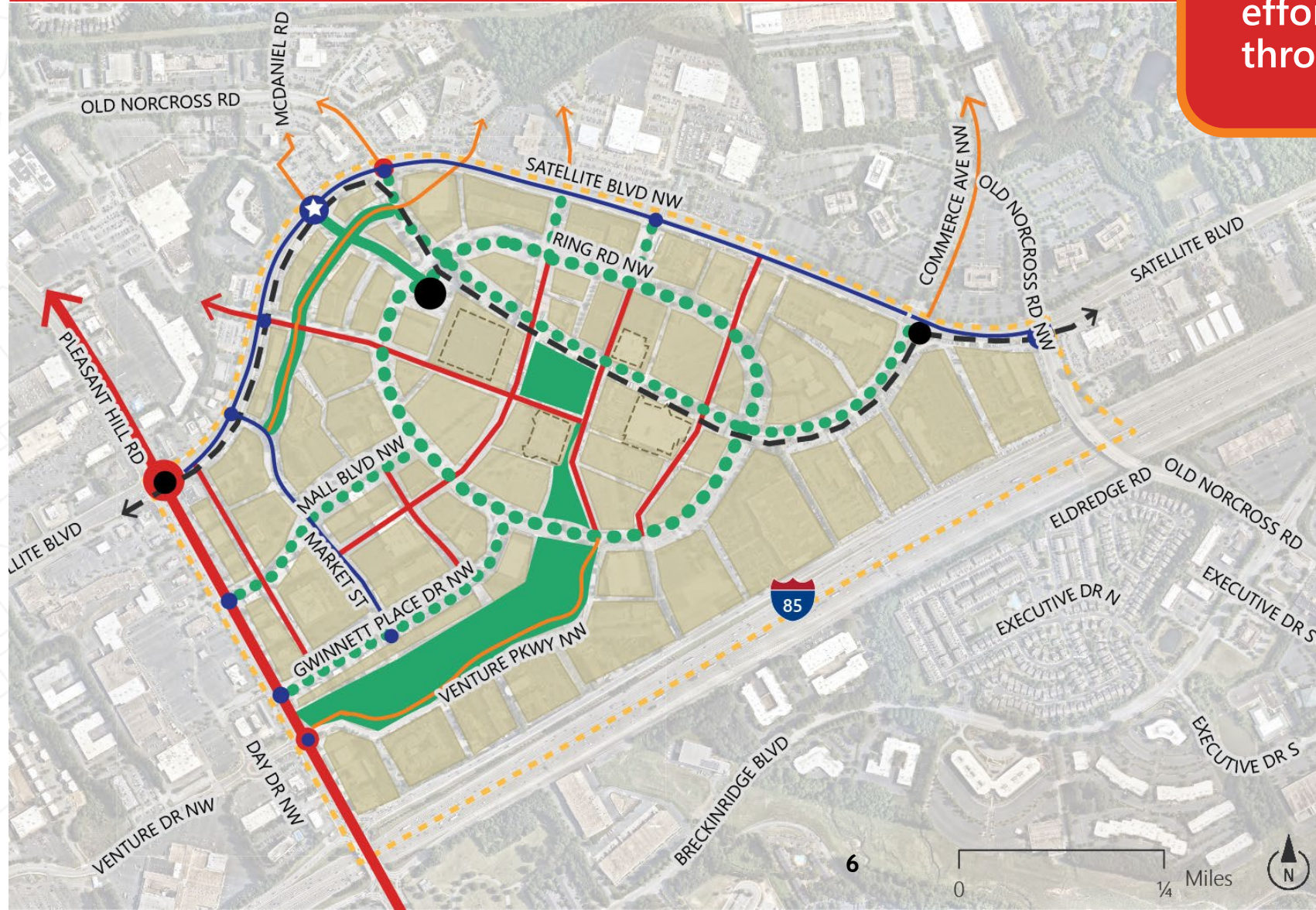


**MARKET
ANALYSIS**



1. STARTER VISION

A composite vision based on 14 previous planning efforts + further refined through technical analysis



LEGEND

- Revitalization Strategy Area
- Existing Anchor Building
- High-Intensity Mixed-Use Development
- Green Space
- Complete Street
- Major Roadway Project
- Bus Rapid Transit (BRT) Line
- New Multi-Use Trail
- New Sidewalk
- Intersection Improvement
- Transit Station
- Pedestrian Improvement
- Major Gateway/Art Element



Check out the [Starter Vision](#) to learn more!





COMMUNITY ENGAGEMENT

EARLY ENGAGEMENT



In October through December 2021, we estimate we engaged over 1,000 members of the community in imagining the Gwinnett Place to Be.

4 Main Methods:

- 1 Stakeholder interviews/focus groups
- 2 Community pop-up events
- 3 Online hub exercises
- 4 Two-minute survey

Overall Takeaways:

- Celebrate and support international mix of cultures
- Redevelop with multi-generational families in mind
- Develop a “live, work, play, and eat” village
- Create gathering spaces for the community



LAND USE + INTENSITY

- 4-5 stories preferred - transit-supportive uses
- Encourage authentic, international restaurants and food incubators
- Include affordable commercial/office space for entrepreneurs and multicultural non-profits
- Health services for multi-generational families



MOBILITY

- Bus Rapid Transit (BRT) is a priority
- Include trails and bike facilities
- Provide sidewalks with wide, landscaped buffer
- Incorporate green infrastructure along streets



PUBLIC SPACE + PLACEMAKING

- Include an arts and cultural center with affordable event and performance space
- Greenspace is a priority! Include large central greenspace with pocket parks and community gardens
- Include creative playscapes for children and an artist + food market



ADDITIONAL ENGAGEMENT

After the two preliminary concepts were drafted, community members provided additional feedback via:

1. Online hub
2. Community Festivals (International Night Market + Gwinnett County Multicultural Festival)
3. Stakeholder focus groups + discussions with civic organizations
4. Social media + traditional media

Overwhelmingly, the public picked the 'Cultural Center' concept!

In total, we engaged over 3,000 people to inform the Gwinnett Place To Be.





MARKET ANALYSIS OVERVIEW

MARKET ANALYSIS

The Real Estate Market Study evaluates potential market support for specific land uses identified in the Redevelopment Plan

The **Real Estate Market Study** looks at:



Demographics



Economic Characteristics



Housing



Office



Hotel



Retail



For the 2-Mile
'Trade Area'



And at the
County-Level

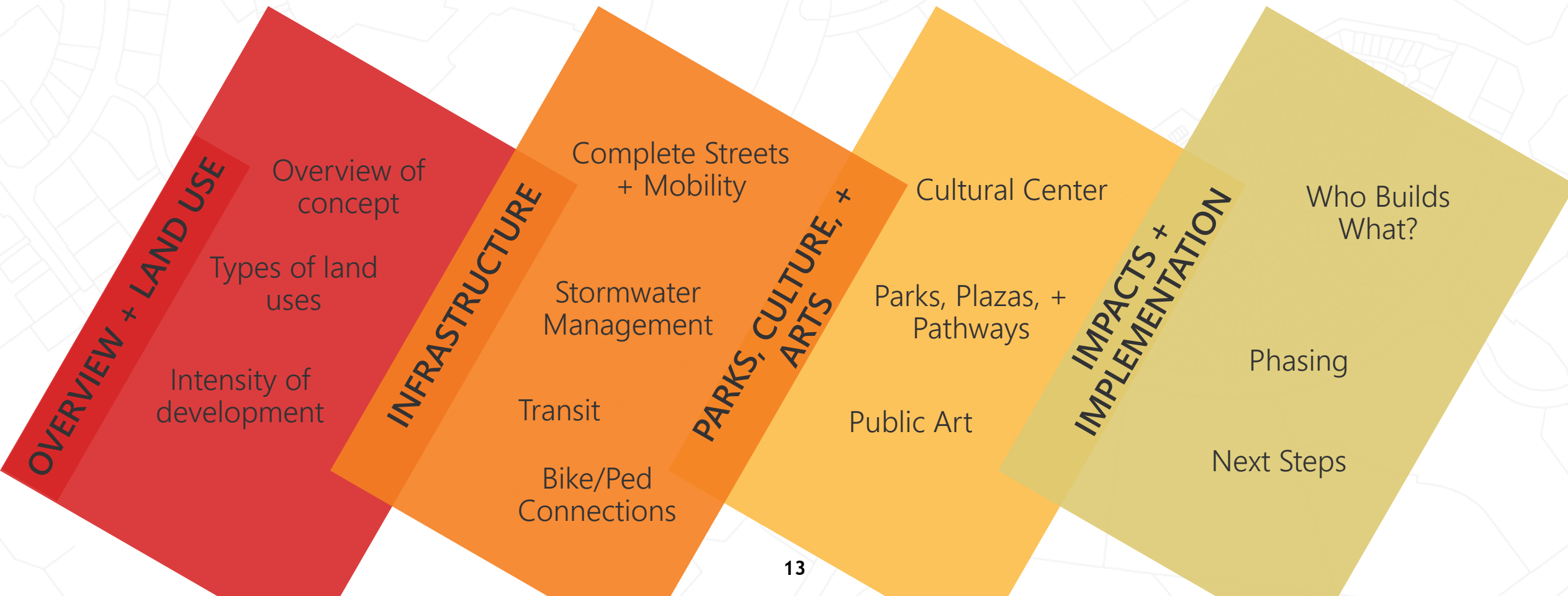




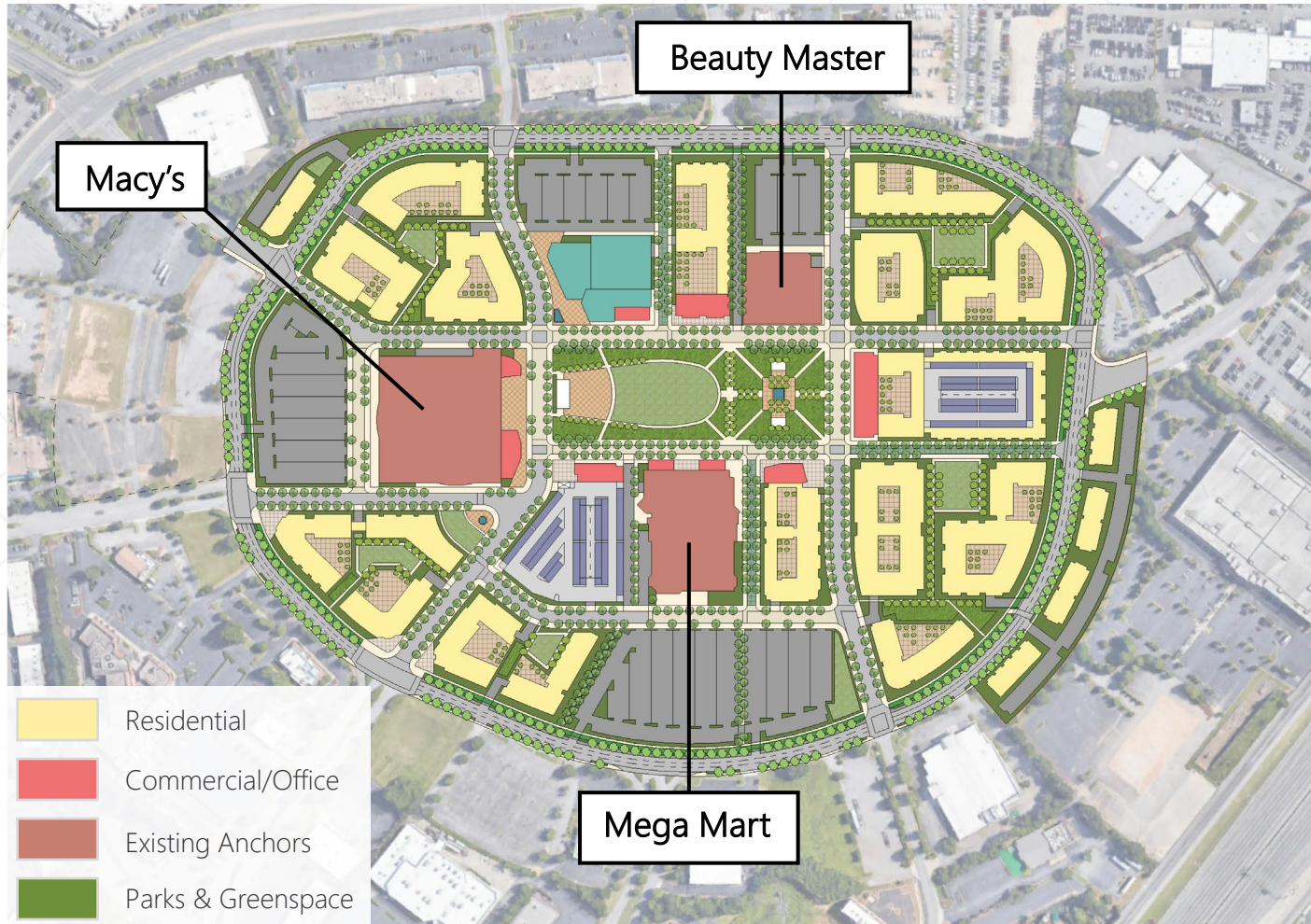
GLOBAL VILLAGES OVERVIEW + LAND USE

GLOBAL VILLAGES OVERVIEW

The Global Villages concept has four layers: land use, infrastructure, parks, culture, + arts, and impacts + implementation. In the following slides, we will look at each layer in detail.



GWINNETT PLACE: GLOBAL VILLAGES



The Global Villages concept is predominantly residential, with modest amounts of new retail and office. A new international culture + community center and central park space are the focal points.

Development by the numbers:

- Residential: 2,400 – 3,800 new units
- Retail (new): 55,000 square feet (SF)
- Commercial (office): 50,000 SF
- Cultural center: 50,000 SF
- Parks: 12.7 acres (including 4.4-acre central park)



INCLUSIVE HOUSING - NEEDS

1 Low-Income Housing

- Significant housing gap amongst families making less than \$50,000 in County
- About a third of families earn less than \$50,000 in the Gwinnett Place trade area

2 Workforce Housing

- Moderately priced housing that accommodates middle-income workers like those in the retail sector (60 to 120% AMI or \$57,840 to \$115,680)
- About 73% of existing Gwinnett Place trade area households earn below \$100,000; 40% earn between \$50,000 and \$100,000

3 Housing for Multigenerational Families

- Culture of the Gwinnett Place area places an emphasis on multigenerational families
- Existing housing demand for seniors, families with children, and young professionals, but also flexible housing options to accommodate multiple generations living under one roof





INFRASTRUCTURE

INFRASTRUCTURE VISION

Attractive “Complete Streets” designed for all users.



All roadways—existing and future—in the Global Villages concept are envisioned to be “Complete Streets,” as well as key connecting roadways in the greater Gwinnett Place area.

Complete Streets are:

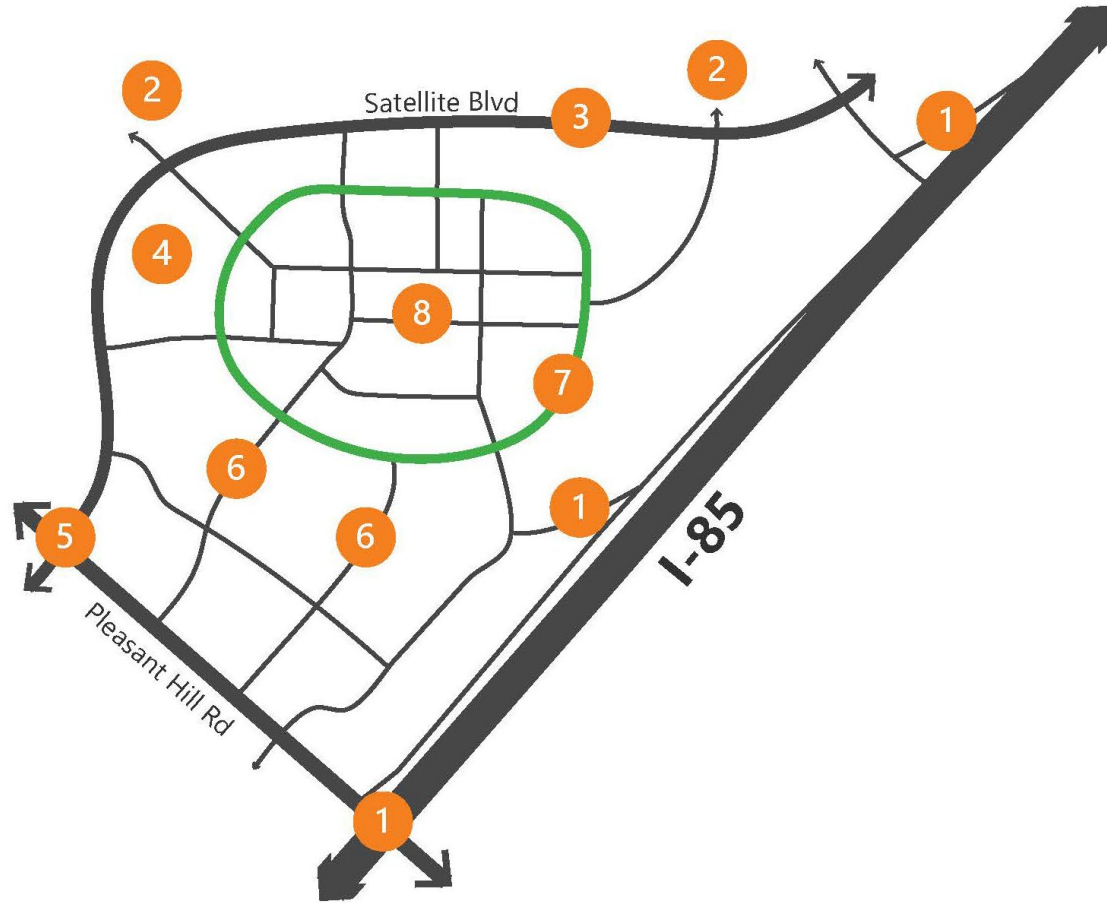
- Designed for multiple modes like walking, biking, and transit - not just cars
- Attractive, people-friendly streetscape with trees and landscaping

Complete Streets elements often include:

- Bike lanes
- Sidewalks
- Lanes dedicated to transit
- Frequent and safe crosswalks



MOBILITY PROJECTS



Key Mobility Improvements

To support mobility, the Global Villages concept includes eight key transportation improvements:

- 1 I-85 Interchange + Access Improvements
- 2 Trails to McDaniel Farm Park
- 3 Satellite Boulevard Bus Rapid Transit (BRT)
- 4 New transit center
- 5 Pleasant Hill + Satellite Boulevard Intersection Improvements
- 6 Complete Streets: Mall Boulevard and Gwinnett Place Drive
- 7 Ring Road Greenway
- 8 New Roadways
- 9 Other mobility improvements resulting from ongoing studies



The background of the slide is a solid orange color with a faint, white line-art pattern of a city map. The map shows various street layouts, including a prominent circular road in the upper left and a grid-like street pattern in the lower right.

PARKS, CULTURE + ARTS

PUBLIC SPACE + PLACEMAKING

Throughout the community engagement process, the team heard the desire to maintain and celebrate the area's international character as well as create gathering spaces for the community to gather. Some ideas we heard were:

- Attract **authentic, international restaurants** and food business incubator
- Facilitate access to affordable commercial/office space for entrepreneurs and non-profits working with multi-cultural communities
- Support for existing businesses
- Design and redevelop with **multi-generational families** in mind
- Develop a place where you can **live, work, play, and eat**
- Create **gathering spaces** for the community
- Develop a **cultural center** with affordable event and performance space
- Build a large central greenspace with smaller pocket parks and community gardens
- Encourage **international** investment/developers to build projects

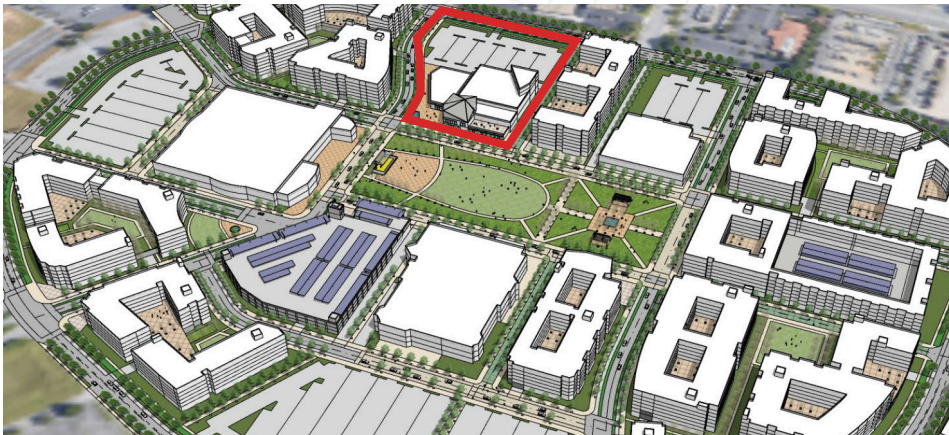
What does it mean for a redevelopment to have international character?



INTERNATIONAL COMMUNITY CULTURAL CENTER

The cultural center would serve as a resource to the people and organizations in the county to:

- Provide “third places” where people can gather
- Engage with a diversity of cultures
- Participate in the arts
- Access education and training
- Cultivate a headquarters for small arts and culture organizations



PUBLIC ART

Art and culture is a key component in celebrating a vibrant international community by showcasing the cultures through public art. Local artists could contribute art that will infuse pride, identity, and personal connections into the fabric of **Gwinnett Place to Be**.

Public Art for Gwinnett Place to Be may include:



- Hardscaping, benches, playgrounds, lighting, and weather-proofing
- Signage
- Programmatic activations



- Outdoor festivals and markets
- Commissioned temporary and permanent art installations



Primary Considerations

- Centering the international vibrancy of Gwinnett
- Design for people
- Place activation
- Create places for the community
- Co-design beautiful spaces
- Food as an anchor





FINANCIAL FEASIBILITY

FINANCIAL FEASIBILITY

- Financial models measure the following at full buildout:
 - Whether specific uses are **feasible & will attract private-sector investment**
 - Amount of “**residual value**”
 - **Degree of financial “gap”** resulting from infeasible uses (like structured parking), thus necessitating public participation to close funding gaps
- Prepared 2 financial models using market-based inputs & pro forma metrics (cap rates, investment-rates-of-return, etc.)

Residual Value

What a developer could contribute toward land acquisition, long-term ground lease payments, cost of public realm improvements or other public policy goals after the developer's investment return is met





EQUITY PLAN ALIGNMENT

EQUITABLE REDEVELOPMENT PLAN ALIGNMENT

The County's Equitable Redevelopment Plan for Gwinnett Place ran parallel to the LCI study. It was a high-level document that focused on the following categories:

- Housing
- Neighborhood Services
- Small Businesses
- Jobs
- Cultural/Activity Center

The LCI Plan took these categories and advanced them with more detailed recommendations and implementation strategies, particularly around Housing and the Cultural/Activity Center.





IMPLEMENTATION

WHO BUILDS WHAT?

Private Sector (Developers)

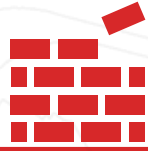
- Villages: residential, commercial, and small-scaled green spaces

Public Sector (County)

- International community cultural center
- Central park space
- Structured parking
- New roadways + other transportation improvements
- Ring Road greenway trail
- Green infrastructure



PHASING



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<https://gwinnettplacetobe.com>



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