

http://www.gwinnettdaily.com/local/gwinnett-prado-site-added-to-venture-drive-overlay-area/article_0ee70bc3-cec1-5f1e-81ae-756ebbbd13b4.html

FEATURED

Gwinnett Prado site added to Venture Drive overlay area

By Curt Yeomans

curt.yeomans

@gwinnettdaily.com Dec 22, 2016



The new owners of the Gwinnett Prado shopping center plan to redevelop the property with a mix of residential, commercial and hotel use, and county commissioners added the site to the Venture Drive Redevelopment Overlay District on Tuesday to help make those plans a reality. (File photo by AP Photo/John Amico)

The Venture Drive Redevelopment Overlay District is only a few months old, but it's already grown and jumped across Pleasant Hill Road to include a major proposed redevelopment project. Gwinnett County commissioners approved the expansion, which adds the catty-cornered block that houses the Gwinnett Prado site, on Tuesday.

"We've had a property owner approach about potentially utilizing the overlay district requirements to do a mixed-use development," county planning manager Jerry Oberholtzer told commissioners. "As we're still looking for that first development showcase piece for the overlay district, the county thought it would be prudent to move forward with expansion of this overlay district to hopefully get that first project going."

That project in question is the proposed redevelopment of the 29-year-old, 32-acre Gwinnett Prado site. The aging strip center, which is largely vacant, was purchased earlier this year with plans to revitalize it with a denser layout that includes new residential properties and green space.

Some of the existing retail space, namely the building that houses GW Supermarket, is expected to remain in the redeveloped property.

Officials with the county's planning department and the Gwinnett Place Community Improvement District have pointed to the addition of the property to the overlay district as a new tool that the Prado's new owners can use in their redevelopment efforts.

The overlay district's guidelines were designed to encourage denser and taller urban redevelopment projects, with property owners given carte blanche to build structures as tall as they want to make them.



Matt Reeves, the attorney for the Prado's new owners, made sure commissioners heard his client's commitment to joining the district before the vote was taken.

"They have requested to be added and in examining that, the planning staff and Planning Commission recommended adding the whole block of Pleasant Hill, Old Norcross and Satellite boulevard," Reeves said. "So my client would respectfully ask you to approve the addition of their block."

Sponsored From Around the Web

Paid Content ?



Warning: Don't Use Probiotics Before You See This



[Watch] Is This Why Hillary's Been Hiding From The Media?



Why Doctors In Marietta No Longer Prescribe Metformin



3 Common Foods Surgeons Are Now Calling "Death Foods"



Ivanka Trump Wishes These 21 Photos Didn't Exist!