



Venture Drive Overlay District – FAQ

When was the District created?

The Gwinnett Board of Commissioners adopted, and later expanded, the District in late 2016.

How does it work?

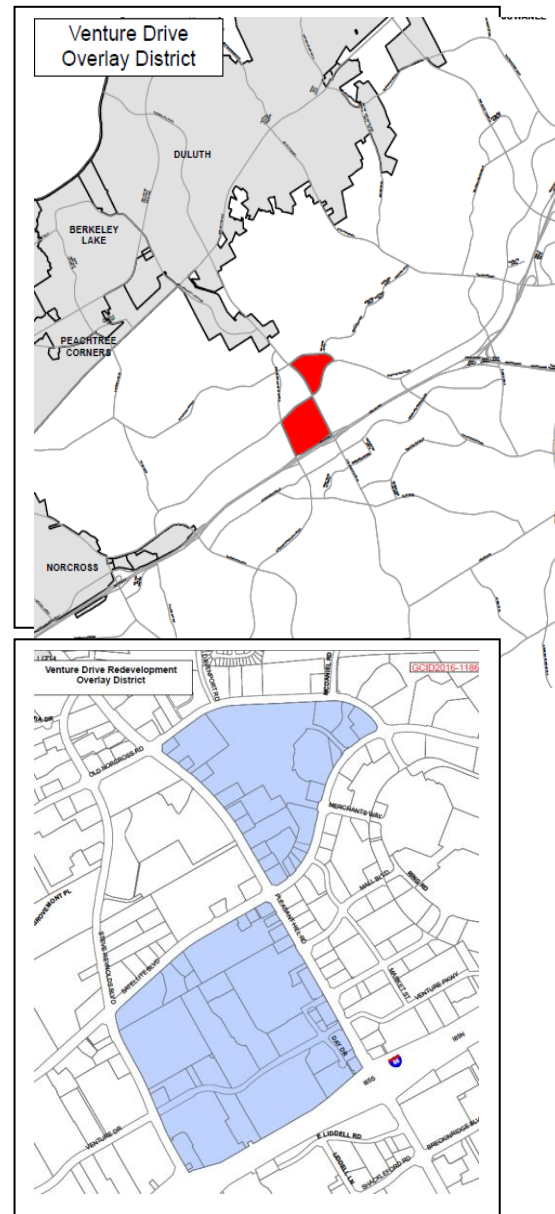
Overlay districts establish alternative land development requirements within a specific area, usually by superimposing new rules instead of, or in addition to, the existing zoning. The Venture Drive district, unlike other Gwinnett overlays (which emphasize aesthetics) and unlike the underlying zoning, allows for more density, unlimited building heights, and a streamlined approval process – no public hearing is required! (See other side for more benefits.)

Why this location?

- prime spot within a **regional mixed-use** area
- **centrally located** and highly visible
- opportunities to improve under-performing **commercial developments**
- access to **interstate highway**
- in the **Gwinnett Place CID**
- area suited to potential **future mass transit** options
- offers **shopping, dining, and recreation**
- important **employment** center
- near **McDaniel Farm Park**

How can a developer begin a project?

Contact Gwinnett Planning & Development to set up a pre-application meeting. Call Susan Owen at 678-518-6034, or email at susan.owen@gwinnettcountry.com.



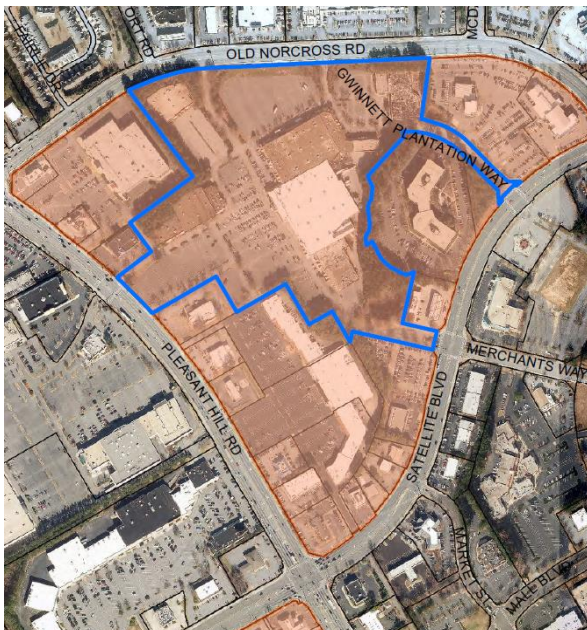
The District straddles Pleasant Hill Road near Interstate 85.

What are the advantages of placing a development project in the District?

- Fewer restrictions in order to spur development community to be creative and bring something new to the table
 - Compressed timeline
 - Conventional rezoning - 12 weeks on average
 - Overlay district - 4 to 6 weeks on average
 - Instead of a public hearing:
 1. Pre-application **meeting** with Planning & Development
 2. Submit a request for **Special Administrative Permit (SAP)**
 3. County comments are provided within **3 weeks after SAP** request
 4. SAP is issued within **10 days** of resubmittal after comments are addressed
 - Expedited Development of Regional Impact process
 - Conventional process – 35 days on average
 - Expedited process – 15 days on average
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Are any developments underway that utilize the overlay requirements?

Yes. The Gwinnett Prado project is in the design phase:



Gwinnett Prado will feature:

- Retail
- Office
- Hotel
- Multi-family