

## CHAPTER I: INTRODUCTION

In 2001, Gwinnett County completed a Livable Centers Initiative (LCI) study that identified the Gwinnett Place Mall area as an ‘activity center’ that could serve as a focal point for the county. It would be Gwinnett’s place, heart, or main street. For the area to develop into this desired center significant changes are needed. The auto-centric grouping of shopping centers and office parks will need to be transformed into a pedestrian-friendly urban environment. It will be necessary for the large expanses of surface parking lots to be redeveloped into multi-story mixed-use development. These desired changes will require new forms of parking management and significant reductions in the amount of surface parking in the area.



Surface parking lots transformed into a mixed-use environment (**LEFT**). Graphic from 2001 LCI study.

This parking management study is a supplemental study to the 2001 LCI funded by the Atlanta Regional Commission to examine current and future parking issues and how they may be influenced by the LCI's master plan for the area. This study was commissioned by the Gwinnett Place Community Improvement District (GPCID) to address existing and potential parking issues and the role parking could play in the redevelopment of the area. The study examines current parking problems, including excessive surface parking and the lack of a 'park once' environment. It is also forward looking studying the types of parking that are needed for the area to develop into its preferred form, such as on-street and structured public parking. Numerous parking management techniques used by other municipalities and organizations have been examined in this study to determine their applicability for the Gwinnett Place Mall area.

The study is organized into four main sections. The first section, Chapter 2, examines existing conditions in the area. It looks at existing parking supply, environmental concerns and how parking issues were addressed in previous studies. The second section, Chapter 3, studies anticipated future conditions including future land use and transit service to the area. The third section, Chapter 4, examines a variety of commonly used parking management techniques and whether they are suitable for use within the GPCID based on current and future conditions. The fourth section, Chapter 5, further examines parking management techniques that are recommended to be pursued in the area.

Excessive surface parking is a major issue confronting the Gwinnett Place Mall area (BELOW).

