

CHAPTER 3: ANTICIPATED FUTURE CONDITIONS

Introduction

This section discusses the analysis of future parking conditions in the study area. A review of future plans, studies, and parking regulations for the area was conducted. The following sources were used to identify future parking needs for the Gwinnett Place CID.

- Gwinnett County 2020 Comprehensive Plan
- Gwinnett County Redevelopment Plan For: Gwinnett Place Tax Allocation District #1
- Proposed Community Improvement District Redevelopment Area District
- Northeast I-85/Gwinnett County Transit Corridor
- “Article X, Off-Street Automobile Parking and Loading and Unloading Spaces”, 1985 Zoning Resolution, Gwinnett County, GA



Future Land Use

The 2020 Comprehensive Plan reflects the vision for Gwinnett County, including the Gwinnett Place CID, for the year 2020. The plan contains a Future Land Use Map and a Policy Area Map that represents land use intensities and mix and serves as a guide for rezoning decisions and capital improvements. The Existing Land Use Map and the 2020 Future Land Use Map are illustrated in **Figure 3-1** (see following page). In both maps the vast majority of land is classified as “Commercial/Retail”, but it is even more predominant in the future. Additionally, there are a few properties classified as “Office/Professional”, “Institutional/Public”, and “Medium Density Residential” on the 2020 Map.

Figure 3-2: Required Off-Street Parking

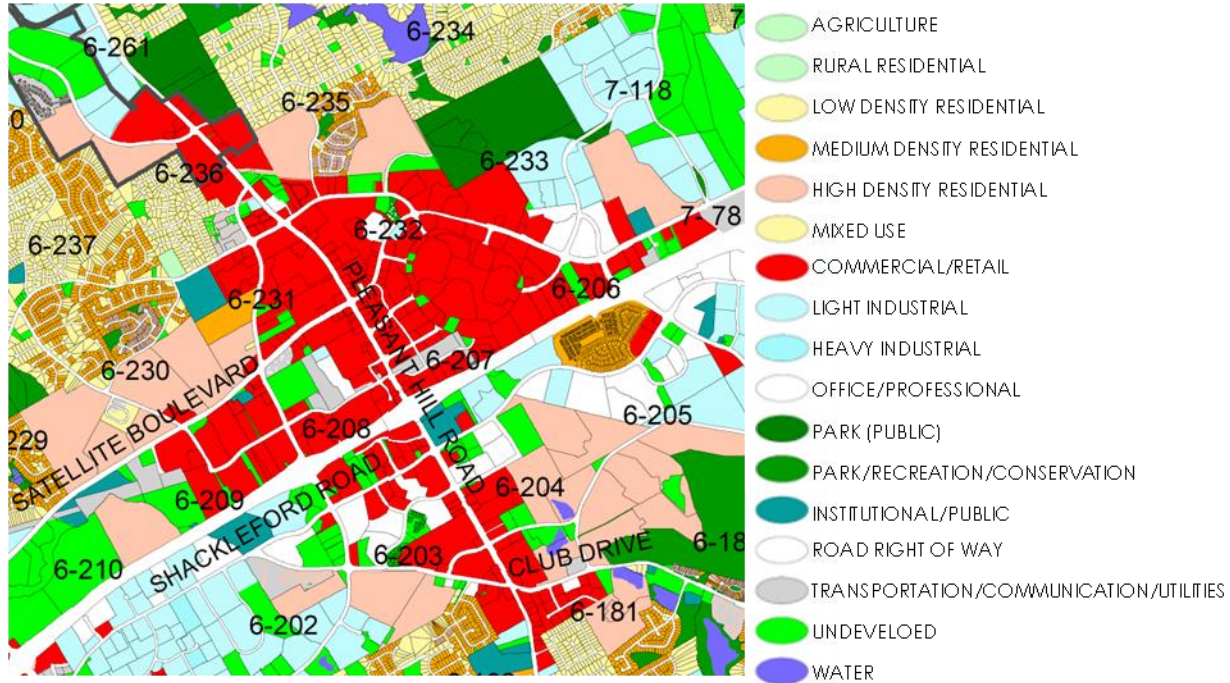
Use / Development Category	Minimum Parking Spaces	Maximum Parking Spaces
Commercial / Retail	1 per 500 sq. ft.	1 per 200 sq. ft.
Office / Professional	1 per 500 sq. ft.	1 per 300 sp. Ft.
Medium Density Residential	2 per dwelling	6 per dwelling

Based on current guidelines, and upon review of the amendments being proposed to the parking regulations, the future land uses would be required to adhere to the following parking standards in **Figure 3-2**. These standards, which require minimum parking levels based upon land use type, are based upon worst-case parking conditions and often result in under-utilized parking supplies and vast stretches of unneeded asphalt.

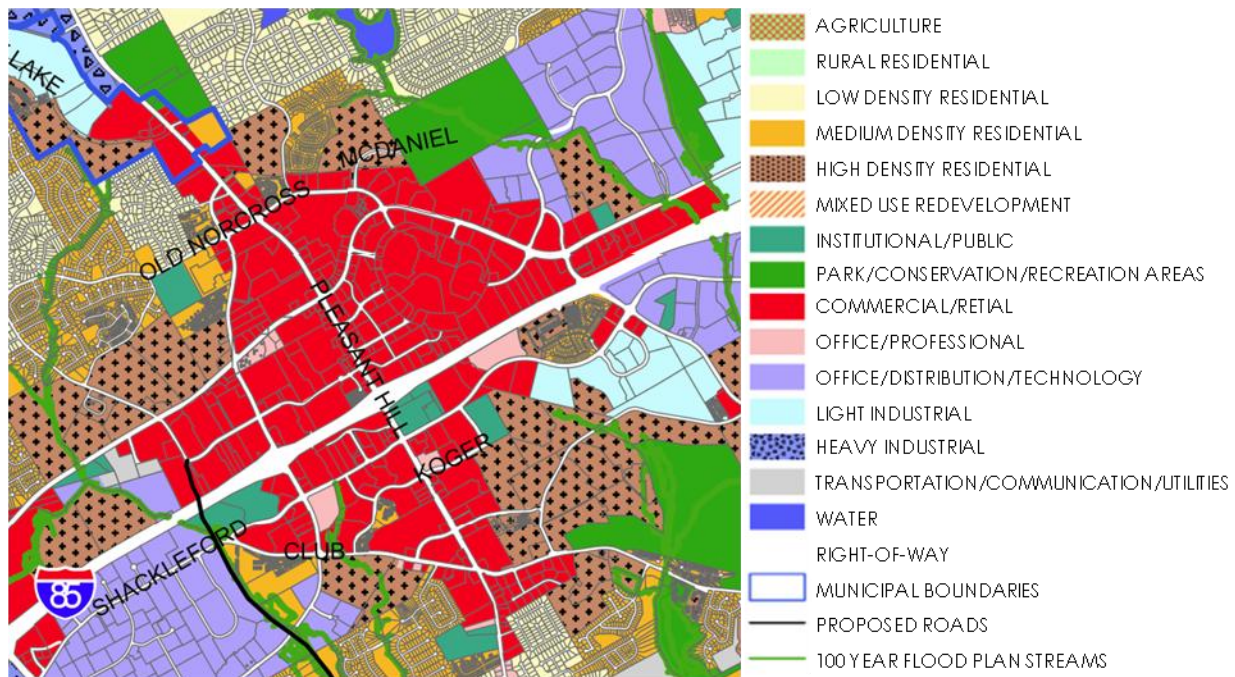


Figure 3-1: Comparison of Existing and Future Land Use in the GPCID Area.

Existing Land Use



2020 Future Land Use



Proposed Gwinnett Place Redevelopment Projects

Gwinnett County recently completed the, “Gwinnett County Redevelopment Plan For: Gwinnett Place Tax Allocation District #1”. Cities and counties in Georgia have created Tax Allocation Districts (TAD’s) to stimulate major new construction and renovation or rehabilitation in underdeveloped or blighted areas. A TAD offers local governments the opportunity to promote redevelopment projects in areas that would otherwise not receive investment.

For the purpose of the redevelopment plan, potential projects identified in the 2004 Gwinnett Place Mall Revitalization Plan and recent development proposals were reviewed by the Gwinnett Place CID to come up with a set of potential projects for the TAD District which illustrate the impact and potential redevelopment in the area. The plan calls for high density development surrounding the Mall and along major thoroughfares. Structured parking would also be used to support many of these developments. Four projects collectively include 3,600 units of new housing, 485,000 sq. ft. of retail, 2,950,000 sq. ft. of office development and 250 hotel rooms. The four potential projects, whose locations are identified in **Figure 3-3**, include:

Project 1: Residences @ Gwinnett Place

This project is envisioned as a high rise residential complex with first floor retail space located in the Gwinnett Place Mall’s surface parking lot and will accommodate 50,000 SF of retail and 300 units of residential. (It is assumed the Gwinnett Place Mall would remain part of this redevelopment).

Project 2: Prado @ Gwinnett Place

The Prado site is potentially a prime area for redevelopment located at the western boundary of the redevelopment area. With 85 acres available for redevelopment, a large, mixed-use project is envisioned to include 2,800 residential units, 75,000 SF of retail and 750,000 SF of office space. Residential units and office space would be contained in multiple high rise buildings with structured parking.

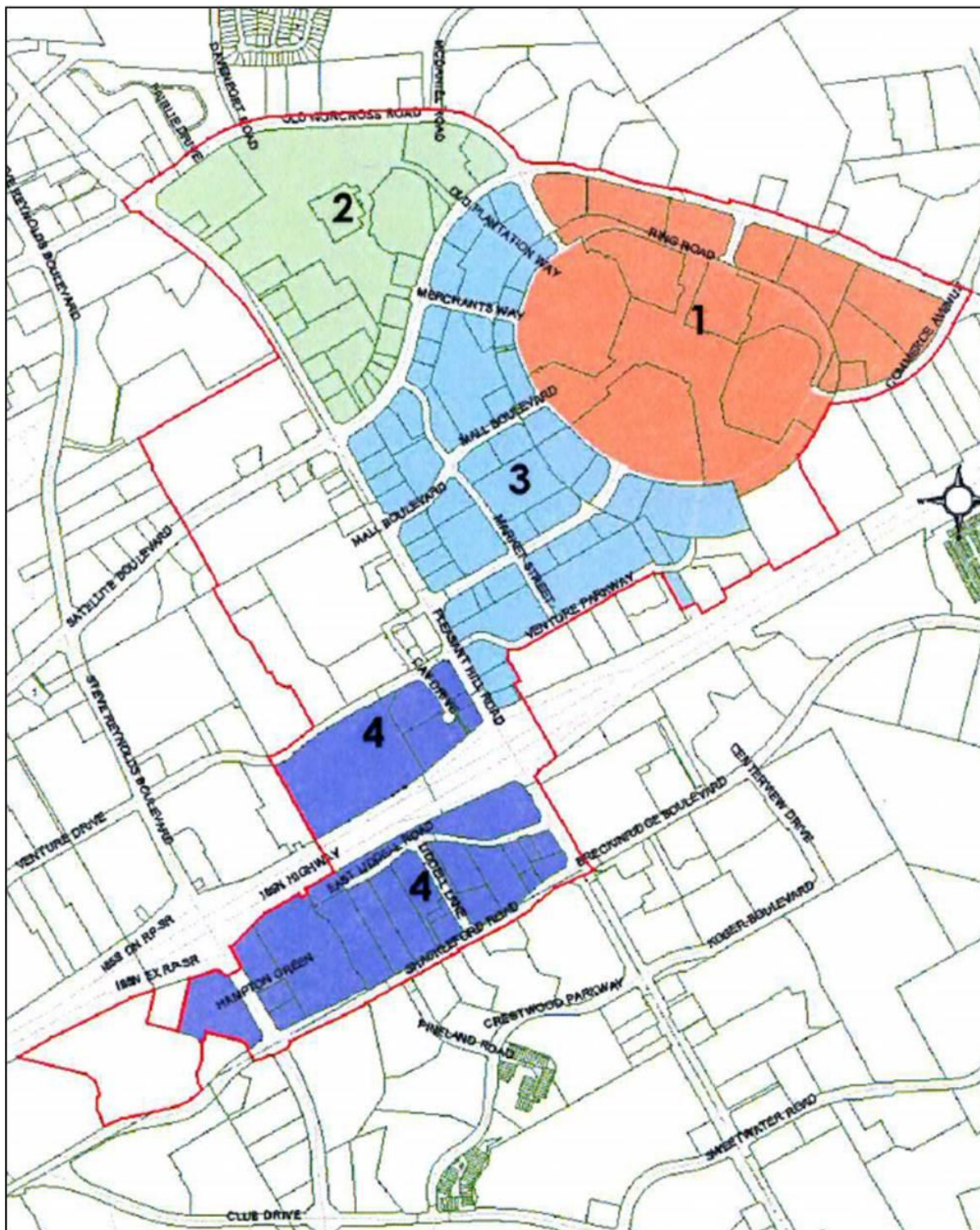
Project 3: Village @ Gwinnett Place

This redevelopment parcel represents the area between Pleasant Hill and the Mall and extends from Satellite Boulevard to Venture Parkway. This potential project would be designed to create a mixed use neighborhood with a Town Center and entertainment zone attractive to residents and visitors to the County. Envisioned in the project area are a series of ground floor retail buildings with residential units above as well as an office component; it will potentially accommodate 360,000 SF of retail and restaurant use, 500 residential units, and 200,000 SF of office space.

Project 4: Office Enclaves

Given the interstate frontage, and as a response to the recommendation to capture job growth, a series of office oriented development were identified in the 2004 Revitalization Plan. Several high profile sites along I-85 are envisioned as excellent sites for a concentration of mid- to high-rise office development. The office complex is envisioned as a number of buildings totaling approximately 2 million SF with associated structured parking. A full-service 250 room hotel is also envisioned given the large amount of office space and interstate location.

Figure 3-3: Proposed Gwinnett Place TAD Projects



Community Improvement District Redevelopment Area District

Future development in the Gwinnett Place CID, as identified in the 2020 Future Land Use Map and the Gwinnett Place TAD, may also be guided by the proposed CID-RAD (Community Improvement District Redevelopment Area District) zoning overlay district. One purpose listed for the development of this district is, “To encourage the revitalization of underused commercial and residential areas into pedestrian-oriented developments that provide a complementary mix of uses, including a variety of residential options, within convenient walking distance.”

Most of Gwinnett County, and the Gwinnett Place CID, was designed with the automobile in mind; buildings have large setbacks with a sea of surrounding parking. The area is also characterized by a separation of uses, which leads to frequent car trips to accomplish routine items because visiting multiple destinations requires multiple trips. Additionally, the existing Zoning Resolution allows only conventional “Euclidean” zoning districts and does not allow mixing residential uses with commercial or office uses. However, mixing uses, as proposed in the CID-RAD overlay district, would provide an opportunity to reduce car trips because destinations are aggregated in one physical location.

To help encourage efficient land use and redevelopment plans forming a live-work-play environment, the CID-RAD ordinance specifically addresses Parking Management based on the following categories:

- Required Parking:
 - Walking Distance Standard – Parking spaces that are farther than 700 ft. from a building entrance are not allowed to satisfy parking requirements.
 - Maximum Parking in Parking Lots – The maximum number of parking spaces permitted in a parking lot for a development shall be 125% of the minimum required number of parking spaces.
 - Off-Street Parking Areas – No more than 40% of the required parking for a building shall be in parking lots located between the façade of the building and the street on which the building faces.

- Screening Off-Street Parking Lots – Off-street parking lots shall be screened from adjacent roadways and sidewalks by a decorative fence or wall, berm, or vegetative screen at least 30 inches in height.
 - Parking for Transit-Oriented Development – An administrative variance may be granted to reduce by not more than 20 percent the number of required parking spaces for uses that are located along pedestrian walkways and within 1,320 ft. of a fixed public transportation stop.
 - Shared Parking – A reduction of up to 25% on the number of required parking spaces may be approved where inter-parcel access is provided and a shared parking analysis is approved.
 - Fees in Lieu of Parking – Fees may be collected from designated properties in lieu of such properties being required to meet some or all of the off-street parking requirements.
- On-Street Parking
 - Credit for on-street parking spaces may be approved as a means to reduce the off-street parking requirements for a parcel.
 - The number of on-street parking spaces credited for a parcel shall not exceed the number of feet of linear frontage of approved on-street parking curb space divided by the constant 24.
- Bicycle Parking
 - Uses that require more than 100 off-street parking spaces for motorized vehicles shall provide at least one bicycle space for every 50 parking spaces required for motorized vehicles.
 - No single building shall be required to provide more than 20 bicycle parking spaces.
 - Bicycle parking shall be provided in a lighted area no more than 100 ft. from the entrance of the building it serves.

Application of these parking regulations in the CID area would help to encourage the design of innovative development projects. Shared parking, for example, is a common sense provision in some zoning ordinances that allows various land uses with different peak demand times to share the same parking area. As previously stated, the current Zoning Resolution requires minimum parking levels based upon land use type; there is no mechanism in the Zoning Resolution for “shared parking”. As defined in the CID-RAD, a reduction of up to 25% in the number of parking spaces required for a use or a development may be taken when shared parking is used. **Figure 3-4** illustrates how

existing outparcel sites could be redeveloped and shared parking applied thereby reducing the amount of under-utilized parking spaces and the vast stretches of unneeded asphalt. **Figure 3-5** illustrates possible locations in the CID area for this type of outparcel redevelopment. These locations were selected based on their current use and their future potential to be redeveloped as mixed-use sites with shared parking.

Figure 3-4: Shared Parking Example

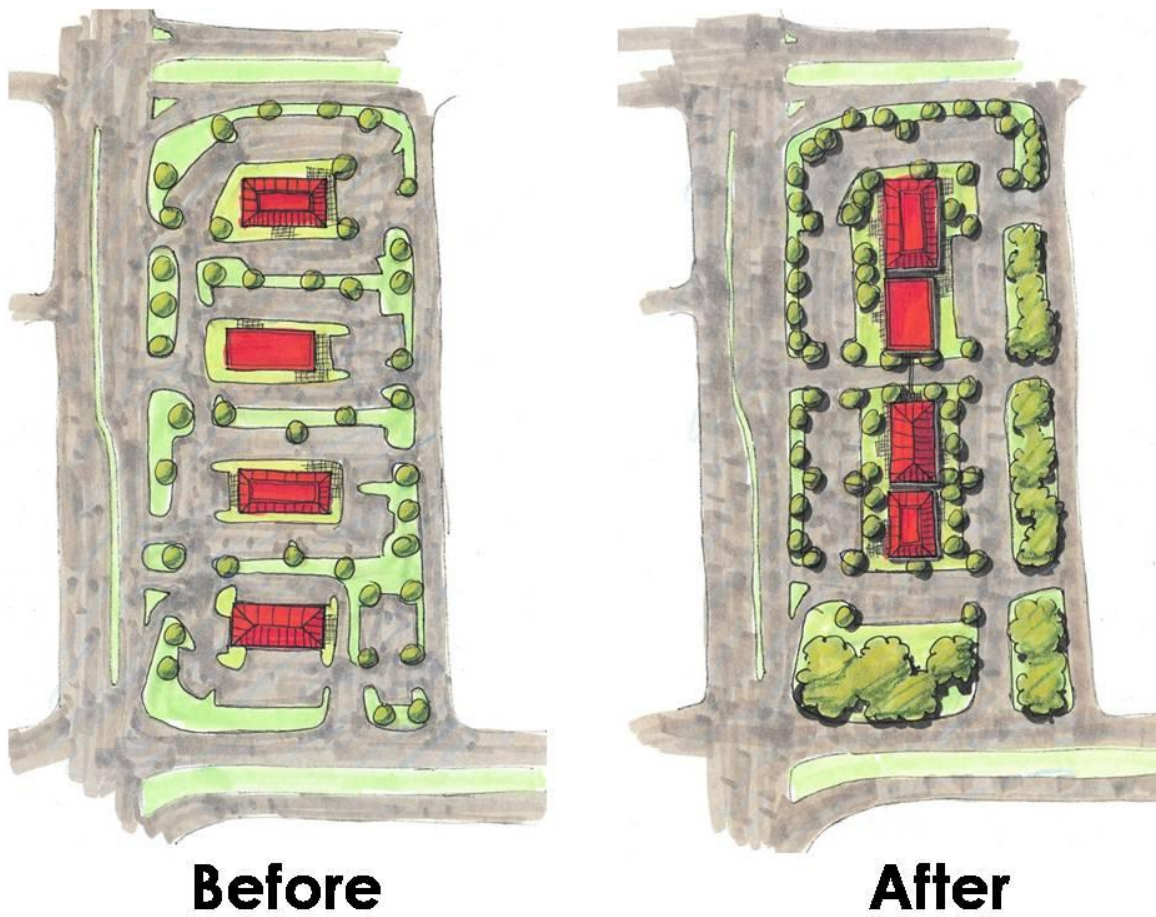


Figure 3-5: Outparcel Redevelopment with Shared Parking

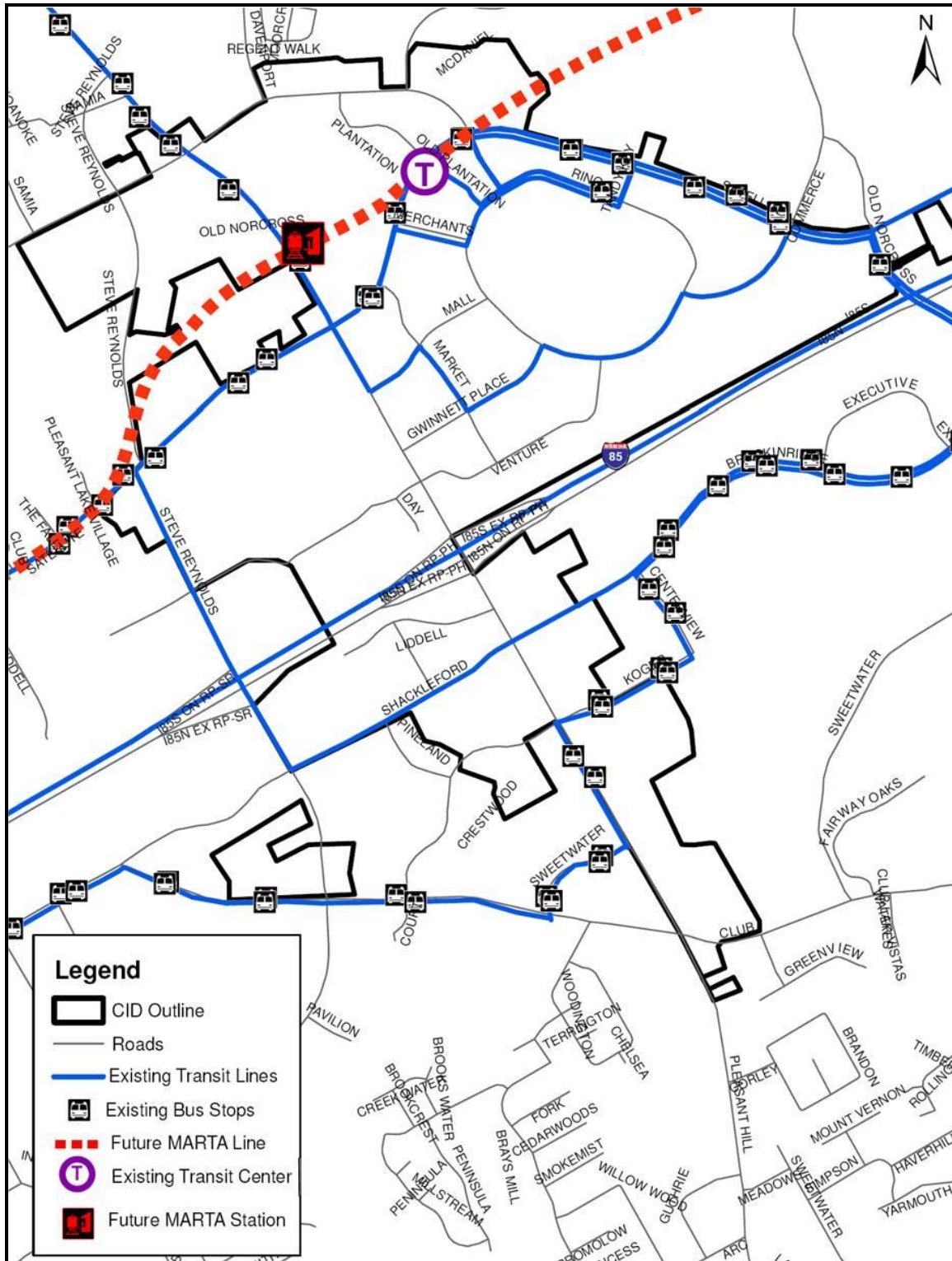


Future Transit Service and Transit Oriented Development

In October 2007 MARTA staff released the “Northeast I-85/Gwinnett County Transit Corridor”; a discussion paper document created to serve as a starting point for examining the feasibility of extending rail service into Gwinnett County. The purpose of the study was to identify general engineering considerations, gauge the level of potential transit ridership, and present land use opportunities to make the case for a major transit investment. The findings from the analysis and engineering considerations revealed that an extension of the northeast rail line into Gwinnett County can be the centerpiece of a new multi-modal transportation system. Specific findings, as they related to the Gwinnett Place CID, include:

- The current proposal features a 10.5-mile (10.9 miles including tail track) extension of the current MARTA Heavy Rail System from the Doraville Station to the vicinity of the Gwinnett Place Mall. The segment would feature four new stations at: Amwiler Road and Buford Highway (Norcross Station), Jimmy Carter Boulevard and Brook Hollow Parkway (Gwinnett Village Station), Indian Trail-Lilburn Road and I-85 (Indian Trail Station); and ***Pleasant Hill Road and Satellite Boulevard near Gwinnett Place Mall (Gwinnett Place Station)***. The location of the proposed Gwinnett Place Station is shown in **Figure 3-6**.
- The rail extension transit service would be significantly enhanced by the coordinated development of transit station areas with new residential, retail, and office development. Such mixed-use development combined with direct pedestrian connections to transit stations is commonly referred to as transit oriented development (TOD). TODs are usually organized around:
 - Moderate to high density development within a one-half mile walk of a transit station,
 - Mixed residential employment, and retail development patterns,
 - Comfortable pedestrian links between the transit station and the surrounding area, and
 - A balance between pedestrian and automobile access to the transit station and the surrounding area.
- The study deemed a North Point type TOD, as shown in **Figure 3-7**, more suitable for the Gwinnett Place Station. A concept development plan for how this type of TOD scenario might be developed and interconnected with the transit station and the surrounding area was obtained from the MARTA *North Line Transit Oriented Development (TOD) Study*.

Figure 3-6: Future MARTA Heavy Rail Service



Structured Parking

Structured parking, which is permitted under the current Zoning Resolution and would be permitted under the proposed CID-RAD, is not widely used within the Gwinnett Place CID. Although a few parking structures do exist, it is widely believed that the majority of the area does not contain the density needed to support such facilities.

However, as noted in “*A Redevelopment Plan for Gwinnett Place, 2007*”, multi-level decks constructed in central locations would enable mid-rise and high-rise developments to be constructed within a walkable area. They would also be instrumental in enabling redevelopment of small parcels that would be too small to satisfy off-street parking demands commensurate with their value.

In addition, the “Redevelopment Plan For: Gwinnett Place Tax Allocation District #1, 2008” identifies structured parking as one of the intended uses for the potential TAD funds. Specifically, higher density development around Gwinnett Place will likely require more condensed parking, which can only be achieved by building parking decks. The construction of pedestrian-friendly corridors

will require converting some of the land currently used for surface parking, thus the need for structured parking will increase. All recent proposed developments in the area have had a parking deck component as part of their initial plans. Thus, a key use of TAD funds would be to defray some or all of the cost of structured parking.

These studies, along with the concept of Pedestrian Walking Sheds, were used to identify “pods” within the CID that could support a parking structure within a comfortable walking distance. Pedestrian walking sheds are typically defined as an average distance that may be traversed at an easy walking pace from its edge to its center. There are no definitive standards or guidelines for walking distances, only “rules of thumb”. Typically “parking designers usually call for maximum walking distances between 300 and 600 feet for retail customers, but between 1,200 and 1,500 feet for employee parking.”¹ For the purpose of this study pedestrian walking sheds with a radius of 1000 square feet were created and are illustrated in **Figure 3-8**. From this figure, it can be seen that there are potentially 8 walking sheds within the CID, which equates to eight potential parking structures.



Figure 3-8: Walkable Pedestrian Sheds

