

# A look back at April's redevelopment blitz in Gwinnett

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## GWINNETT COUNTY

By August, the team managing the redevelopment of Gwinnett Place Mall expects to put forth its final plan to the public. It will likely include high-capacity transit and a mix of uses, including residential and commercial space.

As real estate firms try to quench the unabated demand for apartments, Gwinnett County is a prime target for new projects.

Last month, developers pitched several notable projects that would each add hundreds of new units to the suburban area. The county also unveiled its vision for transforming a 1980s era shopping mall into a mixed-use destination anchored by housing.

As of January, Gwinnett County had more than 9,500 apartments under construction, according to The Reid Report. An additional 4,648 were proposed to begin construction this year. While an abundance of units are proposed in other suburbs, Gwinnett is pacing ahead.

Here's a look at some of the most memorable projects coming down the pipeline:

## **Gwinnett Place Mall**

Last month, the team managing the [redevelopment of Gwinnett Place Mall unveiled two strategies](#) for turning the fossil of suburbia's past into a major mixed-use destination.

The plans call for 2,400 or 3,800 residential units and a mix of office, retail and park space. The strategy for a denser development, which would include a cultural center, would be built at a faster pace. The core of the mall would be replaced by a central greenspace with smaller parks and trail connections flowing throughout the property.

Both strategies include walkability and bike improvements along Ring Road, the which encircles the mall property and connects it to Pleasant Hill Road. Bus rapid transit – in which buses run mostly in dedicated lanes with signal prioritization to mimic the speed of rail – will likely be worked into the final plan.

Mega Mart, Beauty Master and Macy's – all independently owned in separate buildings – are set to remain on the site. The redevelopment could take up to 10 years to complete. Gwinnett County is expected to select a final strategy, along with cost estimates, for transforming the site by August.

## **Former NCR campus**

Brand Properties, an Atlanta-based developer known for suburban apartments, recently [filed plans for a mixed-use project that would involve tearing down an office building previously leased by NCR Corp.](#)

The 310,000 square feet of office space at Satellite Boulevard and Boggs Road would be replaced with 648 apartments, 64 for-rent cottages and 25,000 square feet of commercial space. Gwinnett County officials are expected to vote on the request to rezone the property for the project by the end of May.

NCR relocated to its Midtown Atlanta skyscraper in 2018 to attract and retain employees. The financial technology corporation was among the first wave of companies to expand to the Tech Square innovation district.

## **Town Old Peachtree**

The Related Group [plans to redevelop the current home of North Metro Baptist Church](#) and its surface parking lot into a major apartment complex. The Miami-based developer is best known in Atlanta for its intown high-rises such as Icon Buckhead and Icon Midtown.

The redevelopment will add nearly 800 apartments split between 24 mid-rise buildings to Old Peachtree Road, close to Buford Drive and the Mall of Georgia. The \$160 million

project could be completed as early as 2025, according to a Developments of Regional Impact filing.

At its April 26 meeting, Gwinnett County Board of Commissioners voted in favor of rezoning the 52-acre property for the developer's project. The church plans to relocate to Braselton to flee from a mall-induced development boom – for the second time.

### **Peachtree Summit**

Brand Properties also hopes to transform a 15-acre site at Spalding Drive and Peachtree Parkway in Peachtree Corners.

The developer plans to replace an auto repair shop with 251 apartments split between five buildings. The units would be geared toward “young professionals with high incomes” who work in the city, which is home to a growing technology park.

An existing 189,000-square-foot office building on the site would be maintained. Ground-floor retail would be included in one of the apartment buildings. Peachtree Corners would need to rezone the property for Brand Properties' proposed use. City Council is expected to cast its vote on May 24 after a public hearing.

### **Mixed-use project at Buford Drive and Georgia 316**

The Worthing Cos. plans to reimagine an abandoned surface parking lot in Lawrenceville. The Sandy Springs-based developer is converting the 11-acre site – once the home of a grocery-anchored shopping center – into a mixed-use project with 365 apartments and 20,000 square feet of new commercial space.

On April 25, Lawrenceville City Council voted to rezone the properties and allow the project to move forward. The retail portion of the development will front Buford Drive, while the apartments will be split between eight buildings toward the back of the property.

The Worthing Cos. is known for bringing projects to the northern side of metro Atlanta. Completed projects include Heights at Perimeter Center in Dunwoody, Heights at West Midtown in Atlanta and Heights Old Peachtree in Suwanee.



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