



Here's the latest timeline for \$1B redevelopment of Gwinnett Place Mall

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GWINNETT PLACE COMMUNITY IMPROVEMENT DISTRICT

Over the next 20 years, Gwinnett Place Mall could be transformed into a walkable project with thousands of residential units, offices, shops, restaurants, greenspace and a cultural center.

In just a few years, construction crews could begin tearing down Gwinnett Place Mall in preparation of turning the concrete fortress and sprawling parking lot into a walkable destination.

A [plan has materialized for turning the 90-acre site into seven residential villages](#) with a total of 2,700 to 3,800 residential units, as well as offices, shops, restaurants, greenspace and a cultural center. On Tuesday, the team spearheading efforts to reimagine the mall pitched its 20-year strategy for creating this dense project to Gwinnett County Board of Commissioners.

The proposal is a joint effort between the Gwinnett Place Community Improvement District, Atlanta Regional Commission and planning firm Vanasse Hangen Brustlin

(VHB). The ambitious plan for the site is estimated to cost a little more than \$1 billion, most of which would be funded by the private sector. As a way to attract developers to carry the project, the county would absorb \$158.2 million of the overall cost.

"This is not something unique to Gwinnett Place," said [Joe Allen](#), executive director of Gwinnett Place CID. "These public-private partnerships are transforming dying mall sites across the nation."

Under the plan, anchor tenants Macy's, Mega Mart and Beauty Master would remain on the site. A street grid to break up the site with new roads would be established. Other transportation improvements include a greenway around Ring Road, which encircles the mall, with connections into other trails. Bus rapid transit would connect Pleasant Hill Road to Satellite Boulevard. A new transit center would serve as a hub for local buses.

Gwinnett Place Mall opened off Pleasant Hill Road in 1984. It started to go downhill in the early 2000s after the opening of Mall of Georgia and Sugarloaf Mills, formerly known as Discovery malls. After revitalization plans promised by private firms fell short, the county purchased most of Gwinnett Place Mall for \$23 million in 2020. It's one of several metro Atlanta malls poised to be redeveloped into housing and other uses.

Pleasant Hill Road, dotted by small businesses and local restaurants offering worldwide cuisine, boasts the highest concentration of retail space in Gwinnett. In surveys and interviews, [residents and other members of the diverse community have stressed the need for a walkable mixed-use destination](#) with efficient transit, jobs and affordable housing.

Here's an overview of the proposed timeline for completing the \$1 billion project, pending approval by county officials:

1-2 Years

- Select and hire a development team
- Negotiate property agreements with other anchor owners
- Establish countywide policy for affordable housing
- Plan for additional school space
- Begin construction of new transit center

3-4 Years

- Build central park and new roadways within Ring Road
- Complete negotiations with first anchor owner to redevelop
- Start building trail around Ring Road

4-7 Years

- Work with anchor owner/development partners to build first village

- Support development of second village
- Finish negotiations with next anchor owner to redevelop

8-12 Years

- Create temporary retail project around central park
- Support development of third village
- Build the International Community Cultural Center
- Support development of permanent retail

12-16 Years

- Work with remaining anchors to finish negotiations
- Support building the Mini Villages
- Build the public parking garage

17-20 Years

- Support development of final villages
- Complete trail around Ring Road



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