



‘Something different:’ Expanding mobility

A county known for sprawl takes a less car-dependent approach



Gwinnett is rethinking the future of an outmoded mall. The plan could lure more young professionals.



By [Tyler Wilkins](#) – Reporter, Atlanta Business Chronicle

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Gwinnett plans to beef up its bus network, as the suburban county continues to grow without direct access to MARTA's rail system.

The county is pumping millions into updating its main transit hub near Gwinnett Place Mall, exploring the possibility of running buses in dedicated lanes on traffic-choked corridors and rolling out new bus routes and on-demand shuttle service.

It is also crafting a game plan for funding projects and using technology to improve the reach of transit.

The investment comes as county officials consider turning Gwinnett Place Mall into a \$1 billion walkable district with apartments, offices, retail, greenspace and a cultural center.

“If we want to attract and keep young professionals, they're going to want something different than the two-car garage and minivan type of existence,” said Joe Allen, executive director of the Gwinnett Place Community Improvement District. “The motor vehicle will be part of our lives for years to come, but we are seeing more – especially young people – want a choice on how they get around.”

Transit Upgrades

For now, the Gwinnett Transit Center is a small bus hub with seating on a starshaped plaza off Satellite Boulevard. The county plans to remodel the site with amenities for riders, a lounge for drivers and other uses.

Satellite Boulevard could be the first road in Gwinnett to be padded with bus rapid transit, which mimics rail by running buses in dedicated lanes and quickly moving them through traffic stops.

The route would flow from Jimmy Carter Boulevard to Sugarloaf Mills with connections to the Gwinnett Transit Center and Gas South District.