Gwinnett County partners with CBRE on mall redevelopment

Gwinnett Place Mall is poised for a major redevelopment.
BYRON E.SMALL

By Rachel Cohen Noebes – Staff Reporter , Atlanta Business Chronicle
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Gwinnett County will partner with real estate services firm CBRE to redevelop Gwinnett Place Mall, the county announced.

“This is a significant and exciting new development in the story of the mall’s revitalization,” said Gwinnett County Chairwoman Nicole Love Hendrickson in a press

release. “CBRE is the right partner to help bring a transformative redevelopment project to the Gwinnett Place Mall site.”

CBRE Group Inc. is an S&P 500 and Fortune 500 company based in Dallas. CBRE claims to be the “world’s largest commercial real estate services and investment firm” based on 2022 revenue.

“CBRE is proud to join the county to deliver a revitalized, vibrant and inclusive development for Gwinnett residents,” said Jae Kim, first vice president and head of CBRE’s Korea Desk, in the release.

Kim has called Gwinnett Country home for over 35 years, according to the release.

The county bought most of the Gwinnett Place Mall property for $23 million in April 2021. In February 2023, Gwinnett County Board of Commissioners approved a plan to redevelop the mall, a decaying retail relic surrounded by surface parking on a 90-acre site along Pleasant Hill Road.

The 20-year strategy involves creating seven residential villages with up to 3,800 residential units, as well as offices, restaurants, shops, green space and a cultural center.

Gwinnett is one of the fastest-growing counties in the United States.

Matthew Dickison, director of Gwinnett’s department of planning and development since May 2023, told the Chronicle in November that his goal was to “encourage the mixed-use, walkable, dense development" in the county. Gwinnett Place Mall is central to that goal.

"We can preserve the low-density, natural parts of the county and really focus on areas prime for redevelopment," Dickison said.