

# 3.0 Future Development



## Introduction

The City of Suwanee has experienced continuous growth over the past decade, but appropriately this growth has not been uniform across the city. The availability of land and utilities, transportation network, proximity to open spaces and community facilities, presence of established neighborhoods, and local policies have all impacted growth across the city resulting in some geographic areas that have seen more change than others. This trend will likely continue into future.

A character area is a geographic area, often contiguous, that has a shared and identifiable look, feel and character. It typically functions as a larger piece of a community and can have a dominant land use, or alternatively can be characterized by the very lack of a homogenous land use. A character area can be a highly developed area or just as easily a lightly developed area. The area is defined by the common traits it shares – whatever they may be. In certain situations the city may want to protect, preserve and strengthen the character, whereas in others, the city may wish to alter the direction of the character.

The following sections present the City of Suwanee character areas, including visions for each area, the type of land uses that will support the visions, and development characteristics of the areas. The area recommendations will help determine and direct growth in the city and provide guidelines for implementation. The character areas were initially identified in the Joint Community Assessment, and refined and supplemented by the planning team to reflect concentrations of development activity, homogeneous land uses, community desires and perceptions, and natural boundaries. The draft character areas were then vetted in several community forums to legitimize their extents. Finally, portions of the city not covered by an existing character area were collected together as “Established Neighborhoods” to give them equal and adequate coverage in the document. This process resulted in ten character areas for Suwanee representing every parcel of land within the city limits.

As a rough measure of the likelihood of change over the period of this plan, three qualifiers were assigned to the character areas – low, moderate and high (Table 3.0-a). Character areas with a “low” potential for change are places where land is mostly built-out and redevelopment is largely nonexistent; these areas can be assumed to be relatively stable over the next thirty years. Character areas with a “moderate” potential for change are places where city policy has generally encouraged or accepted a certain amount of development and construction is typically ongoing. Market forces and project phasing guarantee some development or redevelopment activity into the future. Finally, character areas with a “high” potential for change are likely to undergo larger amounts of development and redevelopment because of

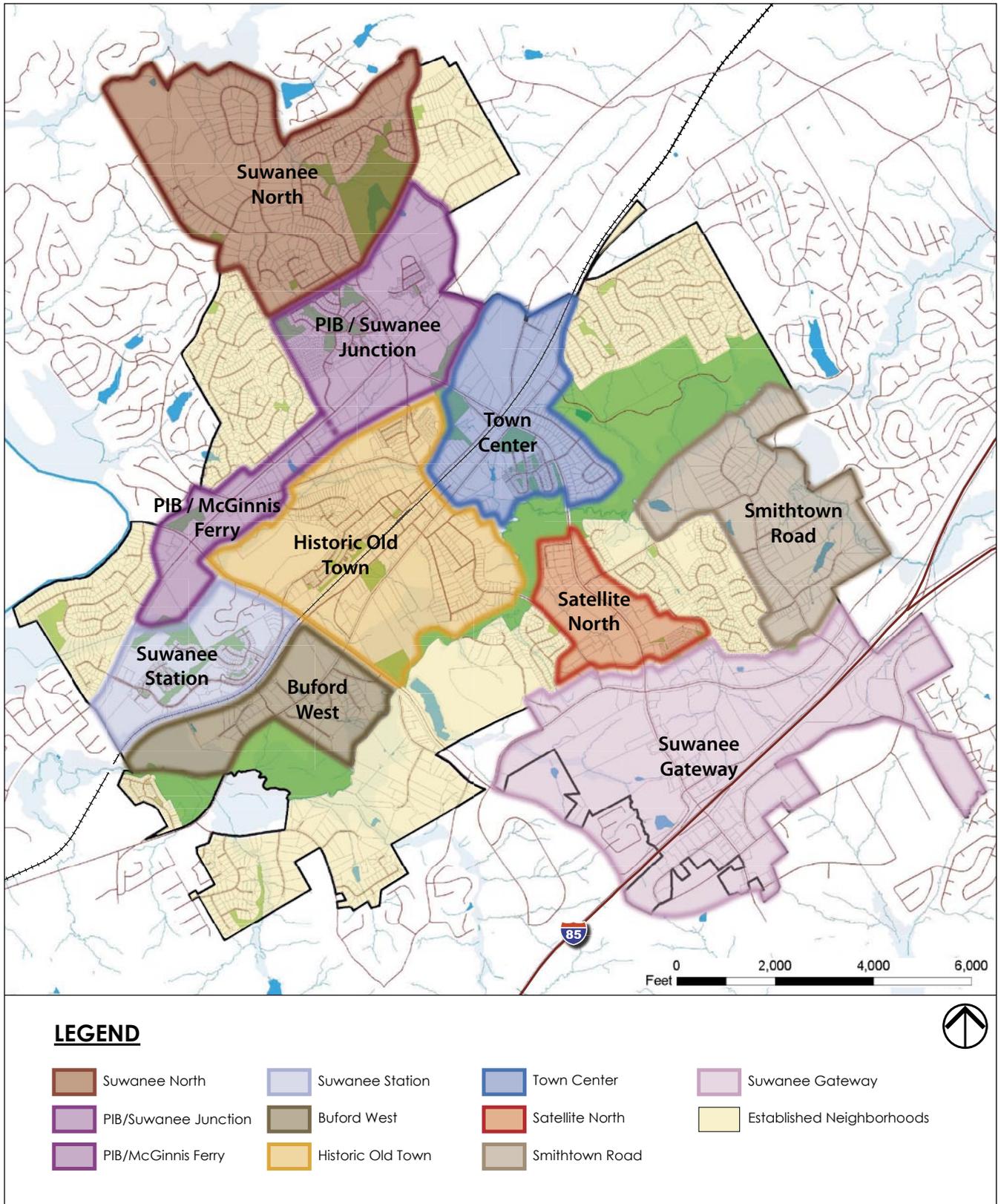


Figure 3.0-a: Character Areas

major new infrastructure or development projects underway or planned. Suwanee Gateway is the only character area in this category mainly because of the proposed improvements to McGinnis Ferry Road, the widening of I-85, the Opus Terraces at Suwanee Gateway project, and the adoption of a tax allocation district. The qualifiers are intended to give a rough idea of where and how the city should prioritize investment and policy, although every character area will receive attention in some form or capacity.

Whether a character area has a “high” or “moderate” level of expected change, every character area in these two categories has a key region that is likely to – and should - absorb most of the future growth. These “Target Areas” are discussed at the conclusion of each appropriate Character Area chapter and illustrated with land use diagrams and perspective drawings. The Target Areas emerged out of the stakeholder participation process and were vetted with the community in several forums. However, while the Target Area plans are fairly detailed, they are intended mainly as reflections of community visions and as guidance for more rigorous follow-up planning efforts.

The Future Land Use Map indicates that a substantial portion of the “Target Areas” are primarily anticipated to develop or redevelop as mixed use villages or mixed use centers. With the adoption of the comprehensive plan in 2000, the City embraced Traditional Neighborhood Design principles in mixed use areas. These principles were implemented in a number of mixed use projects resulting in more walkable developments with open spaces and unique character. As such, the City will continue to encourage developments that reflect an understanding of these principles.

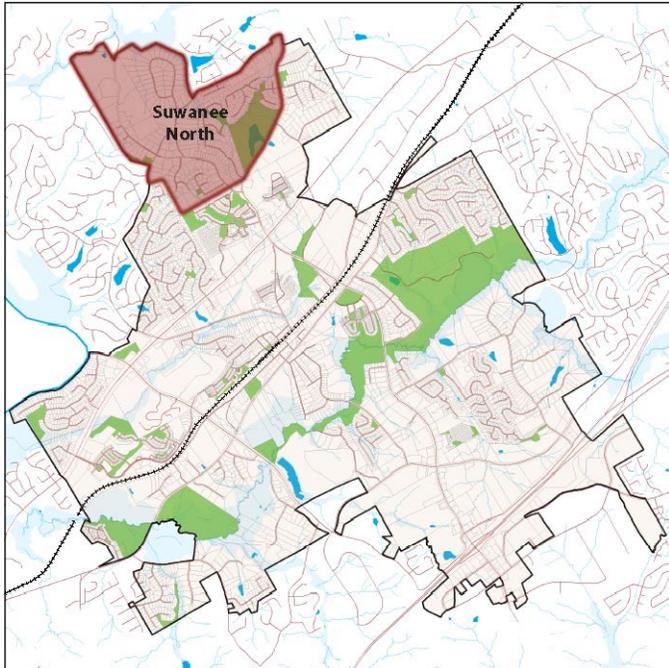
**COMPARISON OF “CHANGE” BY CHARACTER AREA:**

Character Areas	Expected “Change”
Suwanee North	Low
PIB Corridor	Moderate
Suwanee Station	Moderate
Buford West	Low
Historic Old Town	Moderate
Town Center	Moderate
Satellite North	Moderate
Smithtown Road	Low
Suwanee Gateway	High
Established Neighborhoods	Low

Table 3.0-a



### 3.1 Suwanee North Character Area



Suwanee North is located in the northern most portion of the city. This character area encompasses area west of Suwanee Dam Road and north of Village Grove and Lansdowne subdivisions. The area is dominated by low density single family residential land uses and also includes a city park, a church, and a horse farm/estate.

#### Vision for Suwanee North

There are no dramatic changes envisioned for Suwanee North. It is anticipated to remain as an established residential area with an increase in pedestrian connectivity and open spaces. Most of the vacant and

redevelopable land should adhere to the existing character of the city and be developed as single family residential or compatible uses.

#### Typical Existing Development Character

High-end suburban homes on large lots generally characterize this area. These houses were constructed mainly during the 1970s and 1980s. They are mostly well-constructed, large and luxurious homes representing traditional, modern and French country styles, among others. There are a few vacant land parcels along Settles Bridge Road and toward the north of Suwanee Dam Road. There is a large agricultural piece of land at the northwest corner of the area that is a likely candidate for redevelopment in the future. The 62-acre Sims Lake Park along Suwanee Dam Road is currently under construction. It provides a stable passive anchor for the area. The area has very few sidewalks and is not optimized for pedestrian use at this time. North Gwinnett High School is located at the northeast corner of the area.

### Future Development

Future development in the Suwanee North area should maintain the characteristics present in the area today. Over time, the vacant parcels as well as the agricultural land should be developed into lower density, single family estate-style lots. The opening of the Sims Lake Park will provide a focus for community activities. Settles Bridge Road could be re-connected to its northern portion to improve mobility in the far north of the city, if the large agricultural property formerly split by Settles Bridge Road should be developed in the future. The addition of multipurpose paths and sidewalks would not only provide ease in mobility to pedestrians north of Peachtree Industrial Boulevard but also provide access to other areas in the city like Town Center and the Suwanee Creek Greenway. Tench Road on the east should facilitate local movement of traffic from the north to the center of the city without having to access heavily trafficked roads.

#### LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	440	141	581
Institutional	8	1	9
Agricultural	130	-130	0
Parks/Recreational	77	0	77
Vacant	12	-12	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	392	125	517

Acres for Redevelopment: 130 acres

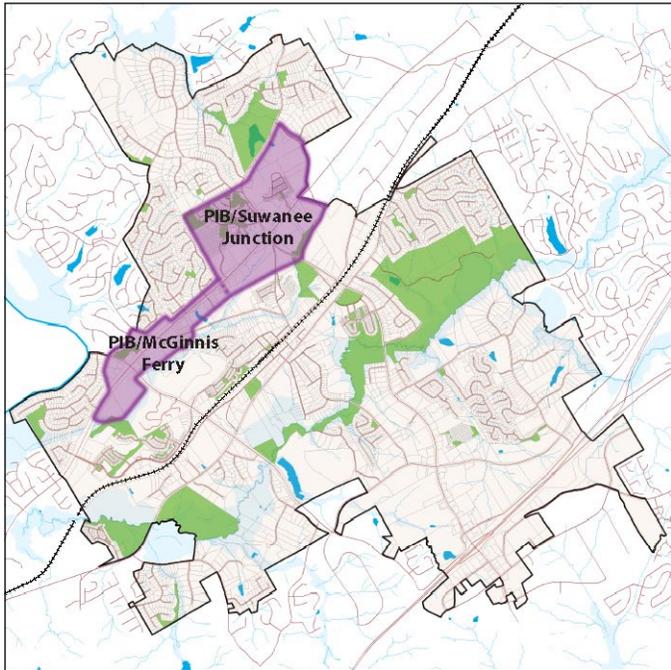
Table 3.1-a

### Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> <li>Maintain the suburban residential character of the area</li> </ul>
Housing	<ul style="list-style-type: none"> <li>Develop vacant and underutilized parcels into single family estates that match the character of the area</li> </ul>
Community Facilities	<ul style="list-style-type: none"> <li>Complete the construction and development of Sims Lake Park</li> <li>Provide a system of multiuse trails that enable connectivity south of PIB</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>Evaluate and consider the possibility of re-connecting Settles Bridge Road through the agricultural property in the northwest corner of the character area as part of any future development of the site</li> <li>Provide pedestrian connectivity through sidewalks and streetscapes to make the area pedestrian friendly</li> </ul>

<p>Natural and Historic Resources</p>	<ul style="list-style-type: none"> <li>• Protect Sims Lake and the wetland around it</li> <li>• Protect the trees as much as practical when developing the large tract of land</li> <li>• Low density development should allow for more sensitivity to stream buffers</li> </ul>
<p>Economic Development</p>	<ul style="list-style-type: none"> <li>• Focus development on infill opportunities that maintain Suwanee North as a low density, high-end residential area</li> </ul>

## 3.2 PIB Corridor Character Area



The Peachtree Industrial Boulevard Character Area takes in the corridor from the entrance of the Chattahoochee Point subdivision on the west, to Tench Road on the east. The area is relatively narrow with an approximate depth of one to two parcels, but widens to follow a power easement roughly parallel with Eva Kennedy Drive to the south. On the east, the character area expands further to encompass the entire extent of Suwanee Junction including the developments of Village Grove and Three Bridges and is contained by Tench and Suwanee Dam roads. Suwanee Junction occupies both sides of the PIB/Suwanee Dam Road intersection, and is defined by the recently-built mixed-use development of Village Grove. Overall the corridor contains

functioning auto-oriented commercial uses concentrated mostly at or near the intersection with McGinnis Ferry, with a second, more limited, clustering of commercial at Suwanee Dam Road. Village Grove and its surroundings resemble the new residential portion of Town Center in lot sizes and street networks, with limited commercial concentrated along Suwanee Dam Road.

### Vision for Peachtree Industrial Boulevard

Peachtree Industrial Boulevard is appropriate for relatively intensive community-supportive retail that would permit larger-footprint buildings than allowed in most other parts of the city, with the exception of Suwanee Gateway. The corridor should also diversify to some degree in the future with additional office and residential uses, with residential development concentrated on parcels behind those with PIB frontage in the manner of Village Grove. The PIB right-of-way should be enhanced with streetscaping and tree plantings, as well as safety improvements to encourage more pedestrian use and connections with adjacent neighborhoods. Overall, the vision for PIB is that of a landscaped multimodal parkway that is a retail spine of Suwanee, with new or redeveloped retail frontage patterned after architecturally-rich retail developments. The PIB / McGinnis Ferry intersection (Character Area 2a) should be surrounded and intensified by this type of development in the future. The PIB/Suwanee Dam Road intersection (Character



Intersection of Peachtree Industrial Boulevard and Lawrenceville-Suwanee/Suwanee Dam Road. Old Town lies towards the top right and Village Grove is towards the bottom of the image.

Area 2b) is larger in size and should incorporate intensified retail on the PIB frontage parcels and TND neighborhoods like Village Grove on adjacent land.

### Typical Existing Development Character

Current development patterns along PIB are typical for a regional arterial. Most, if not all, development is auto-oriented, with individual curb cuts serving each retail use. Larger chain-store-based strip commercial centers are clustered around the McGinnis Ferry and Suwanee Dam Road intersections, with a Publix-anchored retail node at McGinnis Ferry and a Kroger-anchored retail node at Suwanee Dam Road. Several smaller strip commercial uses populate much of the balance of the corridor, some newly built and others older and more outdated.



View looking west along Peachtree Industrial Boulevard with Lawrenceville-Suwanee Road intersecting into it. Village Grove lies towards the bottom right of the image.

The corridor also contains some vacant land, with the largest concentration – about 48 acres - in the southwest corner of the PIB / Suwanee Dam intersection. Flanking the corridor on the north are several suburban neighborhoods, while Old Town dominates the south.

### Future Development

Future development along PIB should continue and reinforce the pattern of suburban retail nodes at major intersections, but diversify the retail mix and maintain or raise the standard of design. Existing surface parking lots that are currently underutilized or have excess capacity should be considered for redevelopment to intensify their retail sites, especially the Kroger lot at Lawrenceville-Suwanee Road. New projects or redeveloped parcels should seek to have smaller, more dispersed parking; landscaped pedestrian walkways with intermittent plazas and pocket parks; areas of multilevel mixed-use; and buildings with quality materials and architectural detailing. Every attempt should be made to promote parcel interconnectivity, both pedestrian and automotive, along the entire corridor, whether as part of new construction or retrofitted to existing development. The corridor frontage between the nodes at the two major intersections

should contain future development that targets office mixed-use with limited retail, in a two- to three-story format. New residential areas behind the commercial frontage should have a diversity of housing type as appropriate to the adjacent context, including small-lot single-family detached homes, townhouses, and small multifamily buildings. Finally, the PIB right-of-way should be enhanced as a pedestrian-friendly multimodal parkway with additional intersections advancing north-south connections installed as feasible.

**LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:**

Land Use	Acres		
	2007	New	2030
Single Family	151	-42	109
Multi Family	0	3	3
Mixed Use Village	0	70	70
Mixed Use Center	0	66	66
Commercial/Retail	97	56	153
Low Density Office	13	8	21
High Density Office	0	15	15
Industrial	8	-8	0
Utilities	12	0	12
Institutional	26	0	26
Parks/Recreational	35	1	36
Vacant	176	-176	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	844	556	1,400
Commercial/Retail (sqft)	848,287	995,981	1,844,269
Office (sqft)	144,100	612,586	756,686
Industrial (sqft)	99,317	-99,317	0

Acres for Redevelopment: 68 acres

Table 3.2-a

**Implementation Measures**

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> <li>• Maintain the corridor as predominantly commercial to support the surrounding residential areas</li> <li>• Direct more intensive commercial uses into the nodal areas surrounding the McGinnis Ferry and Suwanee Dam Road intersections</li> <li>• Promote commercial mixed-use (office / retail) on both sides of the corridor near the Suwanee Dam Road intersection to better complement the growth of Town Center and transition into existing residential areas consistent with traditional neighborhood designs</li> <li>• Work toward development of the large vacant tract south of the Suwanee Dam Road intersection as mixed-use</li> </ul>



Housing	<ul style="list-style-type: none"> <li>• Advocate adding single-family attached or higher density Single Family Detached (SFD) housing as part of the future development of the vacant parcel at Suwanee Dam Road, especially to transition to the residential neighborhoods of Old Town</li> </ul>
Community Facilities	<ul style="list-style-type: none"> <li>• Create a new multiuse trail paralleling the corridor along the power easement</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>• Study the possibility of creating a new local street network with low vehicular speeds and traffic calming measures around the PIB / Suwanee Dam intersection to improve connectivity between Stonecypher Road and Tench Road</li> <li>• Study the possibility of adding signalized intersections around the Suwanee Dam commercial node to facilitate safer and more frequent pedestrian crossings.</li> <li>• Look for opportunities to link PIB to Eva Kennedy Road with new or extended streets</li> <li>• Promote interparcel connections between adjacent commercial uses along the corridor</li> </ul>
Natural and Historic Resources	<ul style="list-style-type: none"> <li>• Stream buffers should be honored where ever possible</li> </ul>
Economic Development	<ul style="list-style-type: none"> <li>• Recruit more diverse retail uses that include a wider range of goods and services and a mixture of national and local retailers</li> </ul>

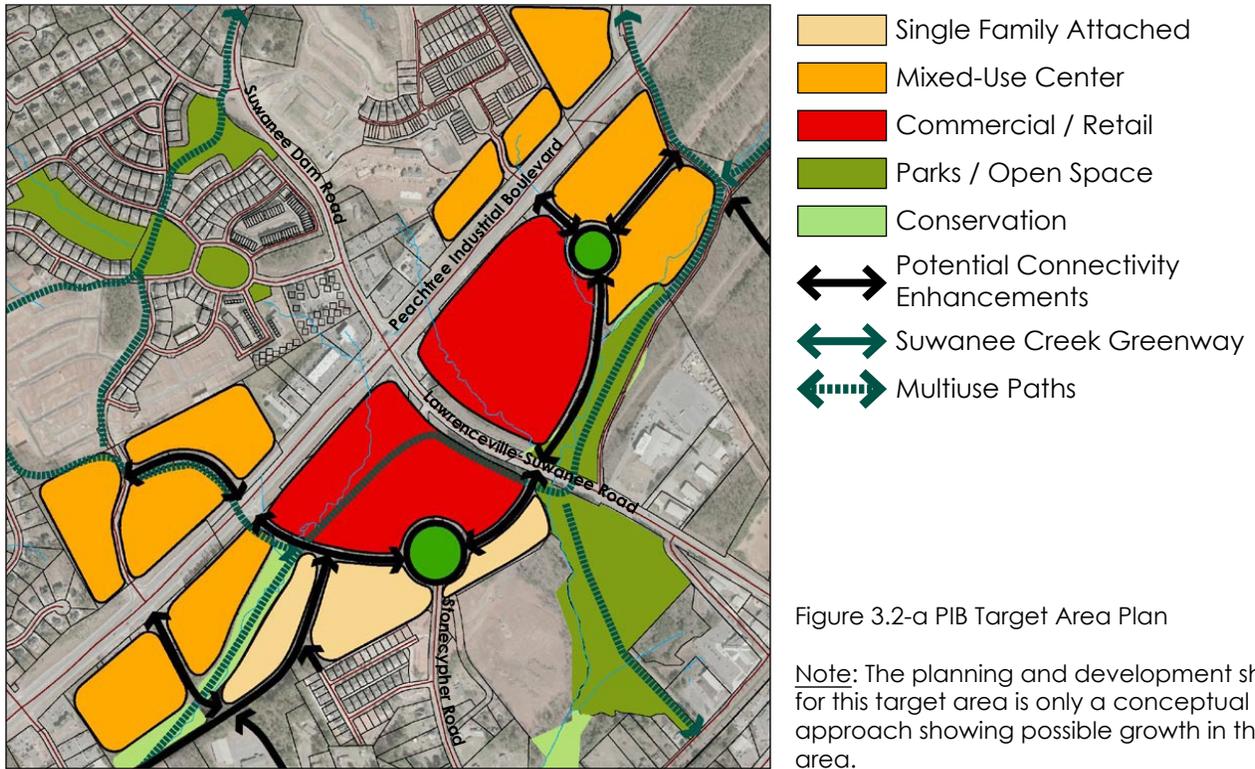
**Target Area Plan**

The target area plan for the PIB Corridor focuses on expanding land uses at the Suwanee Dam Road intersection and improving connections to Old Town as well as to Village Grove and other areas to the north. The plan proposes development of the last large tract of vacant land along PIB in the intersection’s southeast corner, as well as redeveloping a portion of the Kroger parking lot and the adjacent parcels to the north. A wide power easement running parallel to PIB constrains development, but provides a logical separation between large-footprint retail and mixed-use commercial along the PIB frontage and medium-density residential (single-family attached, with the possibility of multifamily) behind. A new circumferential street terminates Stonecypher Road and provides access to PIB and Suwanee Dam Road at new signalized intersections. The street continues across Suwanee Dam Road and connects to the Three Bridges development at a third signalized intersection at PIB, with a spur reaching farther north to Tench Road. Future commercial uses between PIB and the power easement should be designed to include smaller, dispersed parking; landscaped pedestrian walkways with small plazas connecting architecturally-enriched retail buildings; and areas of multilevel mixed-use. New residential areas should act as a transition between the commercial frontage and the more sensitive landscape of Old Town.





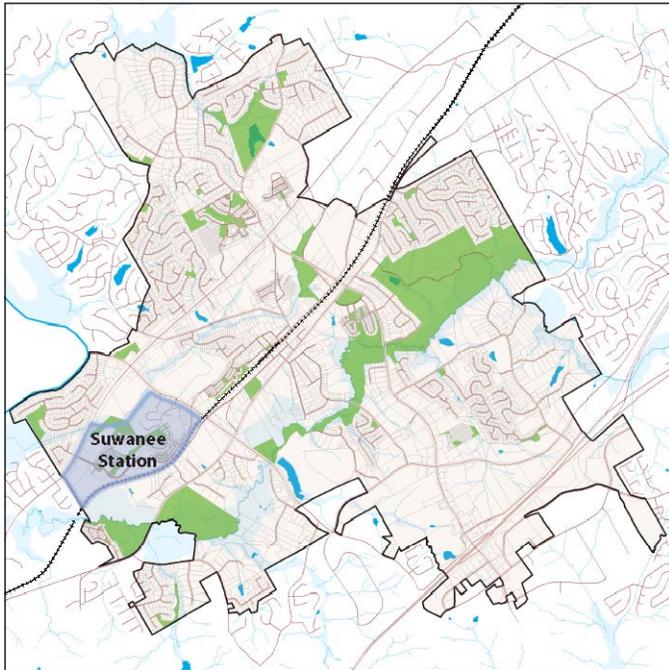
View looking east along Peachtree Industrial Boulevard with Village Grove on the left and Old Town on the right.





View looking east along Peachtree Industrial Boulevard with Village Grove on the left and Old Town towards the right of the image

### 3.3 Suwanee Station Character Area



The Suwanee Station Character Area is bound by Peachtree Industrial Boulevard to the north, McGinnis Ferry Road to the east, the railroad tracks to the south and the city boundary to the west minus the two parcels at the corner of Peachtree Industrial Boulevard and McGinnis Ferry Road. This area includes a mixture of rolling topography, relatively flat floodplain and some steep slopes.

#### Vision for Suwanee Station

The potential development of the commuter rail system and location of a station along the tracks within this area instigated the development of Suwanee Station. The area's

mixture of existing infrastructure, surrounding land uses, accessibility, and location along an active rail line have made it an ideal location for a mix of land uses. The area should continue to focus on residential development and capitalize on the possibility of a commuter rail station. There should be a balance between rental and ownership properties, which in turn should encourage commercial growth in strategic locations. Most of the character area is likely to develop according to the approved concept plan for the Suwanee Station mixed use development.

#### Typical Existing Development Character

A large mixed-use master planned project called Suwanee Station dominates this character area. It is characterized by a mix of housing types and relatively dense residential development. It has the largest concentration of multi-family garden apartments in the city which occupy the eastern and western edges of the area. Single-family detached houses built on small lots, as well as single-family attached townhouses, are located at the center of the area. Some vacant land lies along PIB and along the railroad tracks. Some low density commercial and institutional uses are located along PIB. There is generally a lack of large open spaces or the connection of trails and greenways to other community facilities within the city.

### Future Development

The future development in this area should continue to build upon the vision for a mix of uses and take advantage of the potential commuter rail line. The city should evaluate the impact of a potential station on the area south of the tracks in Buford West, and explore ways to better connect both sides of the line if only in the form of a future pedestrian tunnel like the one being built at Town Center. The vacant land along PIB should be developed as commercial uses so as to provide residents in the surrounding area with the convenience of retail and maybe even work in proximity to their homes. The vacant land along the tracks should develop as a mix of some retail and more office and residential uses. Greenspace should be integrated into all new developments. Streets should be interconnected and provisions for bike lanes should be made where possible. A possible entry from PIB into the area should also be considered. A system of multipurpose trails should connect the area to the surrounding areas of the city.

#### LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Single Family	43	0	43
Multi Family	76	8	85
Mixed Use Village	0	11	11
Mixed Use Center	0	23	23
Commercial/Retail	21	0	21
Institutional	9	0	9
Parks/Recreational	30	4	34
Vacant	47	-47	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	1,221	291	1,512
Commercial/Retail (sqft)	181,210	107,030	288,239
Office (sqft)	0	64,389	64,389

Acres for Redevelopment: 1 acre

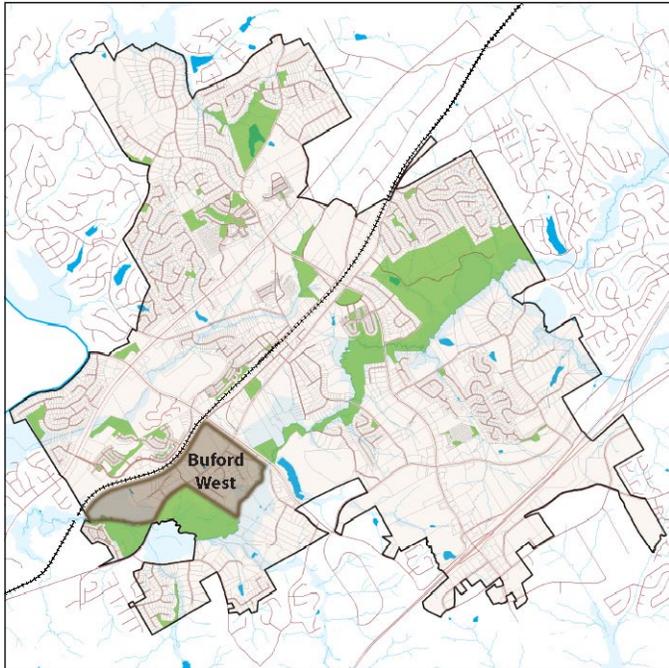
Table 3.3-a

### Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> <li>• Provide a mix of land uses so as to capitalize on the proximity to the potential rail station and line.</li> <li>• Review the plan in the near future to re-evaluate the needs the direction of growth for the area</li> </ul>
Housing	<ul style="list-style-type: none"> <li>• Provide a balance between rental and owned housing units</li> <li>• Provide an opportunity for live-work units</li> </ul>

Community Facilities	<ul style="list-style-type: none"> <li>• Connect a trail that runs through Suwanee Station to the existing multi-use trail on McGinnis Ferry Road</li> <li>• Encourage connections to the existing multi-family complex</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>• Encourage a commuter rail along the existing tracks and a station within this area</li> <li>• Provide bike lanes along the streets</li> <li>• Make provisions for parcel interconnectivity</li> <li>• Consider an access from PIB into the site</li> </ul>
Natural and Historic Resources	<ul style="list-style-type: none"> <li>• Conserve the wetlands in the site</li> <li>• Preserve trees during new development where practical</li> </ul>
Economic Development	<ul style="list-style-type: none"> <li>• Continue to market Suwanee Station as a mixed-use, mixed income area</li> </ul>

### 3.4 Buford West Character Area



As the name suggests, this character area lies on the west of the city. Buford Highway runs through its center. The area is bound by the railroad tracks on the north and Suwanee Creek on the south. It extends up to McGinnis Ferry Road on the east and is limited by the Baxley Point subdivision on the west.

#### Vision for Buford West

Although non-residential in character, this character area is not a priority for growth and development. The existing light industrial uses function well. It is well served by large roadways and rail access. The immediate future envisions this area to be limited to

industrial uses with development limited to undeveloped parcels in existing business parks. It also identifies the need for a re-evaluation of the plan at a logical point in the near future to help decide the direction of growth best suited for Buford West.

#### Typical Existing Development Character

The dominant character for the area is created by the many light industrial uses like manufacturing, distribution, freight and business parks. Industrial buildings in this area are somewhat older than they are in other areas of the City. There is some commercial use at the intersection with McGinnis Ferry Road as well as some vacant land. The parcels are generally not interconnected. Although there is little green space within this area, the Suwanee Creek Greenway runs along the southern edge, Suwanee Creek Park is directly adjacent to the area, and a 30-acre conservation area is also directly adjacent to it.

### Future Development

Short-term future development opportunities are limited as the area is largely developed. It is unlikely that new professional offices or residential uses would be suitable given the presence of the existing industrial uses in the area. The existing business should be supported but not allowed to grow to areas outside of this character area. Alternatives should be looked into for the trucking facility and more intensive light industrial uses should be considered. Small commercial uses should be encouraged along McGinnis Ferry Road, some of which can support the industrial uses in the area. If the area begins to decline as a result of the aging industrial buildings, then the City should explore redevelopment options for the future. Unlike Suwanee Gateway, it does not have the proximity to the interstate that would allow much more intensive future development.

#### LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Acres		
	2007	New	2030
Commercial/Retail	6	2	8
Industrial	177	14	191
Institutional	2	-2	0
Vacant	67	-67	0

Development Type	Development Quantities		
	2007	New	2030
Commercial/Retail (sqft)	56,454	17,206	73,660
Industrial (sqft)	2,315,780	175,634	2,491,414

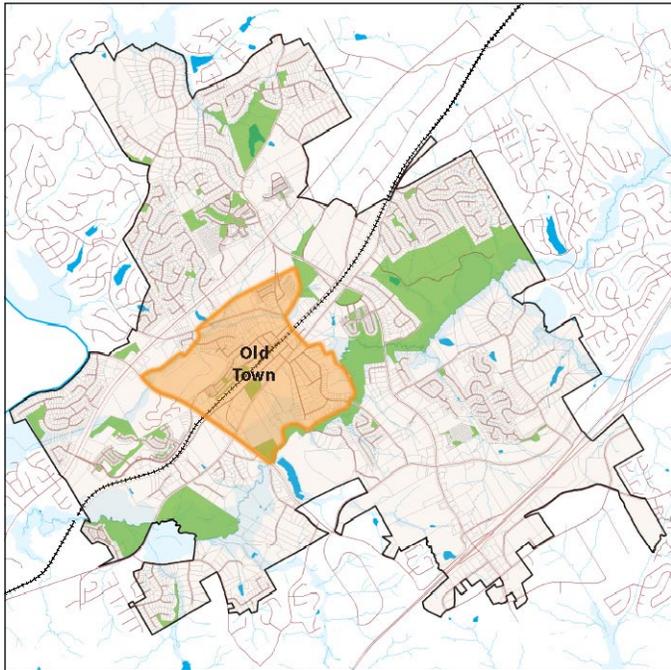
Acres for Redevelopment: 2 acres

Table 3.4-a

### Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> <li>Existing land uses should be maintained or intensified for the short term future.</li> <li>The plan of the area should be re-evaluated in the future so as to determine the direction of future growth</li> </ul>
Housing	<ul style="list-style-type: none"> <li>Housing is not anticipated in this area.</li> </ul>
Community Facilities	<ul style="list-style-type: none"> <li>The Suwanee Creek Greenway should be extended across the tracks into the Suwanee Station area</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>Buford Highway should be provided with sidewalks</li> <li>Parcel interconnectivity should be encouraged</li> </ul>
Natural and Historic Resources	<ul style="list-style-type: none"> <li>Development should honor required stream buffers</li> </ul>
Economic Development	<ul style="list-style-type: none"> <li>For the short term, light industrial uses should be intensified</li> <li>In the long term, if the area declines, it should be marketed as a mixed-use, mixed income neighborhood</li> </ul>

### 3.5 Historic Old Town Character Area



Downtown Suwanee is characterized by two areas: Historic Old Town and Town Center. Due to their proximity and similar purposes, the two areas can function together and complement one another quite well. The Old Town Character Area roughly represents the historic heart of Suwanee. While much more developed over the last forty years than it had been for the majority of the city's existence, it has a somewhat rural, forested, single-family detached, and small-scale commercial environment that stands out as a special place. It is defined on three sides primarily by the Suwanee Creek floodplain to the southeast, McGinnis Ferry Road to the southwest, and Brushy Creek to the north. Buford Highway bisects the character area.

Roughly half of the Old Town Character Area, northwest of Buford Highway, is occupied by properties that had been subdivided and developed before 1950, while the southerly portion contains housing that was mostly built in the 1950s, 1960s and 1970s.

#### Vision for Old Town

While Suwanee is emerging as a vibrant, family-oriented city that embodies the highest quality of life and most up-to-date housing in the Atlanta region, it is still a place where the historic origins of the city remain and are highly valued. The vision for Old Town Suwanee acknowledges that reality, and because of the tangible presence of history requires a very sensitive approach to growth. Overall, historic preservation should be balanced with new construction, and infill development encouraged but designed and built in ways that maintain and enhance the environment and unique small-town character. The area around the small, but distinct, Main Street should be reinforced with compact and compatible development. Town Center should be extended to Russell Street along Buford Highway with buildings and uses that embody pedestrian-oriented principles, gracious sidewalks, lively storefronts, substantial and continuous building masses, and concealed parking and services. To accomplish this with a minimum of conflict with GDOT, the city should explore the possibility of relocating the State Highway 23



View looking north along Buford Highway and toward Town Center Park

designation of this section of Buford Highway (from McGinnis Ferry Road to Suwanee Dam Road) to Peachtree Industrial Boulevard. Absent this, the city should work closely with future road projects to ensure the desired development forms are achievable. Russell Street itself should serve as a gateway to Old Town and Main Street, but complement and not compete with Town Center as a destination. Old Town should also encourage mobility options and walkability with new sidewalks where needed and road improvements or extensions to provide street network connectivity to adjacent character areas.

## Typical Existing Development Character

The development patterns that characterize historic Old Town have evolved from a century of small-town growth, compressed into four general categories. The “historic heart” of the city is the small core containing Main Street, originally the site of the 1871 Georgia Air Line depot and the line of adjacent storehouses that burned in an 1881 fire. Today, the depot is gone and the storehouse sites contain small commercial buildings as well as recently built office space and small-lot, single-family homes. The few blocks surrounding Main Street continue the small-town feel with historic churches and homes on roads lined by hedgerows and fences, with an out-of-character metal industrial building flanking the railroad. Further out along Stonecypher Road, and across the railroad to the southeast, plainly designed four-square, bungalow and double-pen historic homes mix with newer ranch houses and the occasional barn or garden shed. The large treed lots and small roads dominating this area give it the feel of the country; stone embankments, picket fences, and small gardens provide a memorable character rare in metro Atlanta. Across Buford Highway to the south, single-family detached lots continue with a few historic homes closer in and newer homes dating to the 1960s, 70s and 80s mixed randomly on the balance of the parcels; Eva Kennedy Road to the north has a similar lot pattern. A few older (and in some cases deteriorating) auto-oriented commercial uses occur along Buford Highway at its northern and central portions. Newer, but more limited commercial and institutional uses occupy larger frontages to the south, along with a significant amount of undeveloped and steeply rolling land. Finally, an area of new small-lot single-family subdivisions lines Scales Road to the north and south in the northwest corner of the character area. A large garden-style apartment complex is accessed from Scales and McGinnis Ferry roads.

## Future Development

While Old Town can and should grow in the future, development must be controlled and designed so that the best features of the area are not lost but rather enhanced. Since there are so few places where large-scale new construction can occur, the growth strategy for Old Town should be carefully-crafted infill responding to the unique context in the historic areas. Overall, preservation of historic structures and landscapes should be stressed, with a comprehensive survey of historic resources to validate or revisit previous inventories as a first step. In the Main Street district, future development should tend toward small one- or two-story mixed-use buildings or small-lot housing and should occur on sites that do not contain historic resources. New development should be sensitive to the existing lot character and tree cover, as well as the proportions and scale of adjacent buildings and roads. In the residential areas to the north and along Stonecypher Road the same preservation ethic applies. Infill development

or redevelopment could occur on existing large lots but should be targeted toward single-family detached or duplex housing designed as a single large home.

Subdivisions of larger parcels are acceptable at certain locations, but should be accomplished in a way that preserves the random spacing of existing lot frontages, a key aspect of the area's character. This could be accomplished by positioning new buildings toward the rear of existing lots, and using shared drives or flag lot layouts to minimize building density on the rural-type roads and spread the development over a larger area. The inverse is true for new development along Buford Highway (north of Davis Street), where two- to three-story mixed-use buildings should create a uniform street wall as much as possible. North of the Buford Highway/McGinnis Ferry Road intersection, large undeveloped and heavily-wooded parcels along White Lane provide an opportunity for additional housing on higher ground, and open space along the creek bed leading to Suwanee Creek and its Greenway. Although difficult to accomplish, Buford Highway in this stretch should preserve its rural, tree-lined character. Finally, in the areas of newer subdivisions, future development should follow the current small-lot, single-family pattern.

**LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:**

Land Use	Acres		
	2007	New	2030
Single Family	300	-56	244
Multi Family	85	0	85
Mixed Use Village	0	71	71
Mixed Use Center	0.5	12.5	13
Commercial/Retail	9	-1	8
Low Density Office	17	27	44
Industrial	2	-2	0
Institutional	50	6	56
Parks/Recreational	19	9	28
Vacant	95	-95	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	1,251	480	1,731
Commercial/Retail (sqft)	80,869	103,552	184,421
Office (sqft)	186,873	344,289	531,162
Industrial (sqft)	28,358	-28,358	0

Acres for Redevelopment: 80 acres

Table 3.5-a

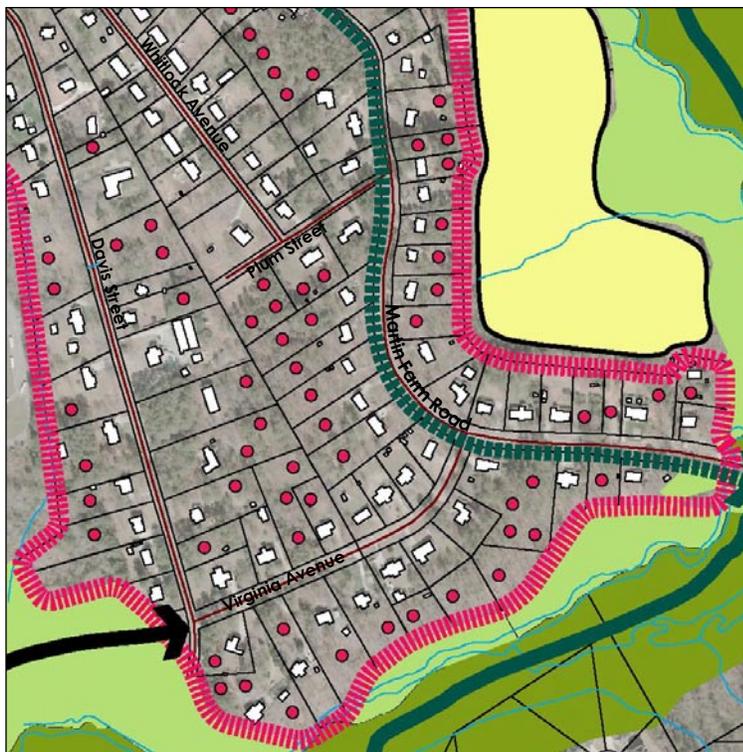
**Implementation Measures**

<b>Goals</b>	<b>Implementation Measures</b>
Land Use	<ul style="list-style-type: none"> <li>• Undertake an update of the Old Town Master Plan that investigates ways to add infill development, preserve the existing historic and rural character, revitalize the area, and considers the form and character of a “Gateway District” along Buford Highway on and around Russell Street</li> <li>• Undertake a small-area planning effort that focuses on future development for the parcels on either side of Buford Highway from McGinnis Ferry Road to Davis Street</li> <li>• Undertake a small-area planning effort for the undeveloped parcels north of the Buford Highway – McGinnis Ferry Road intersection, especially the area along White Lane</li> <li>• Revisit / revise the Old Town Overlay District regulations as necessary to reflect the outcomes of the Old Town Master Plan update</li> </ul>
Housing	<ul style="list-style-type: none"> <li>• As part of the Old Town Master Plan update, examine the housing implications (diversity, affordability) of an infill strategy that preserves the existing rural character of the city's historic core</li> <li>• Evaluate the provision of senior housing in the Old Town area and identify potential locations / strategies for increasing opportunities as necessary</li> <li>• Evaluate the possibility of incentive programs for improving quality and maintenance of Old Town housing in need</li> </ul>
Community Facilities	<ul style="list-style-type: none"> <li>• With the support and participation of the current property owner, consider marketing, expanding or in some way formalizing as a city cultural resource the bluegrass music concerts that occur on the rural compound along Stonecypher Road</li> <li>• Pursue improving the seven-acre tract of city-owned land along Buford Highway as a rural preservation “farm park”</li> <li>• Initiate a feasibility study to investigate the potential for a performing arts center in Old Town, or as part of a city-wide effort</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>• Make Buford Highway a pedestrian-oriented road and explore the possibility of relocating its designation as a State Highway, for the section between McGinnis Ferry Road to Suwanee Dam Road, on to Peachtree Industrial Boulevard</li> <li>• Improve connections for vehicles and pedestrians between Martin Farm Road and Stonecypher Road</li> <li>• Study the possibility of new vehicular and pedestrian connections between Eva Kennedy and Scales roads</li> <li>• Improve pedestrian facilities in Old Town by the addition of sidewalks and multiuse trails to enhance mobility both inside and across the Character Area</li> </ul>

<p>Natural and Historic Resources</p>	<ul style="list-style-type: none"> <li>• Consider implementing a historic preservation overlay or ordinance for the most historic sections of Old Town</li> <li>• Support the preservation of the existing tree canopy by partnering with groups like the Georgia Conservancy, the Georgia Native Plant Society, and others to inventory significant trees in the Old Town urban forest</li> </ul>
<p>Economic Development</p>	<ul style="list-style-type: none"> <li>• Develop a strategy for expanding local retail around Main Street through physical enhancements like adaptive reuse / new development projects or programs offering grants, tax abatement and other incentives</li> </ul>

**Target Area Plan**

The target area plan for Old Town illustrates the infill strategy on existing large single-family parcels, where new homes have been added to the rear of wooded lots with shared driveways accessing Davis Street and Martin Farm Road. The resulting subdivision pattern preserves the varied lot widths and roughly doubles density without compromising the neighborhood's character. Should property owners wish to assemble tracts for redevelopment, this also could be appropriate provided the design is sensitive to the area and enhances rather than detracts from the overall community.



-  Existing Building Footprints
-  Conceptual Infill Strategy

Figure 3.5-a Conceptual infill strategy in Old Town

The target area plan also illustrates one possible approach for the Russell Street gateway area, with two-story mixed-use buildings lining Russell Street from Buford Highway to White Street. To the north, townhouses or mixed-use commercial buildings transition between the gateway area and the higher densities of Town Center; while to the south the more single-family detached context of White Street provides a setting for “Suwanee Flats” – a grouping of three-story buildings designed as large homes

but containing ground-floor residences that could serve the needs of seniors. The Suwanee Flats are reproduced across Buford Highway, with the site layout incorporating a central open space court mirrored to the south that establishes a view corridor to Main Street.

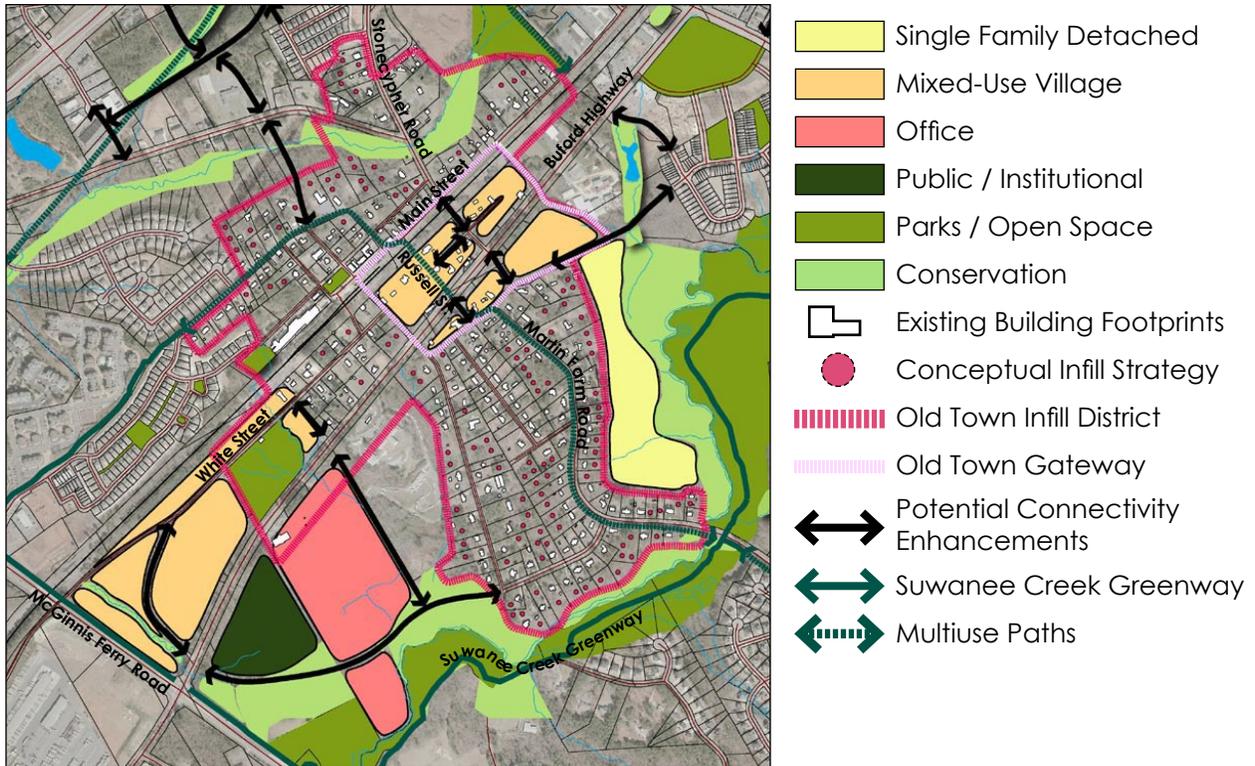


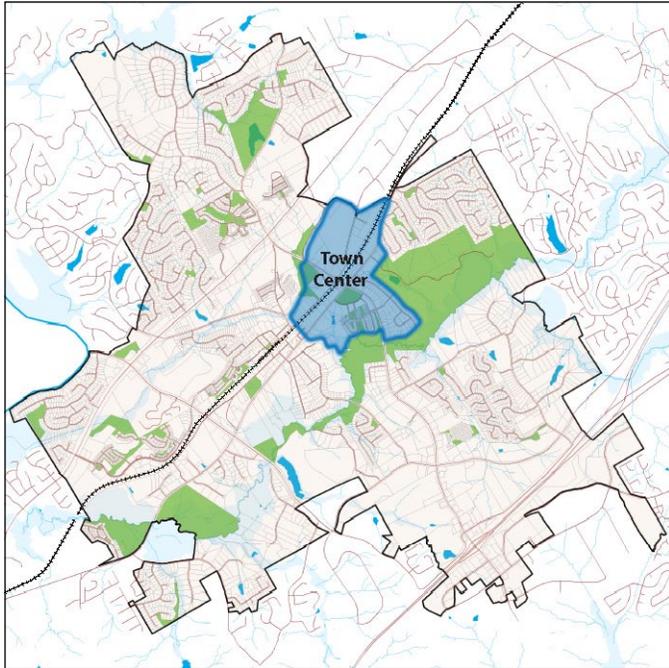
Figure 3.5-b Historic Old Town Target Area Plan

Note: The planning and development shown for this target area is only a conceptual approach showing possible growth in the area.



View looking north along Buford Highway toward Town Center

### 3.6 Town Center Character Area



Much the same way as Old Town represents Suwanee's past, Town Center has emerged as the new civic heart of the city and to some degree its public face. Town Center includes the four corners of the intersection of Lawrenceville-Suwanee Road and Buford Highway. It is very well-defined, incorporating the ten-acre park and its adjacent buildings, the Shadowbrook development to the south, and the municipal complex across Buford Highway. The Town Center Character Area anticipates further growth of this nucleus to include portions of the residential and commercial land uses across Lawrenceville-Suwanee Road to the north and northeast, and parcels along Buford Highway to the southwest.

#### Vision for Town Center

Town Center will be anchored by the new Suwanee City Hall, the centerpiece of the character area (along with the park). Yet, while Town Center revolves around this civic core, it should nevertheless be completed in the future to the north and west, and expanded to the south along Buford Highway (especially by redevelopment of the lumberyard) and into the vacant land adjacent to Old Town, as envisioned in the Old Town Master Plan. New residential development adjacent to Old Town should consider its special context, and integrate into its landscape while transitioning down in density. New mixed-use development across Lawrenceville-Suwanee Road should be similar in nature to that flanking the city hall site, but set back from the right-of-way to allow for a plaza that mirrors the hardscaped edge of Town Center Park. Streets in this area should be extended to link into George Pierce Park as appropriate.



View looking at the intersection of Buford Highway and Lawrenceville-Suwanee Road from behind Town Center Park

### Typical Existing Development Character

Existing development in Town Center is, for the most part, new multistory mixed-use buildings flanking the ten-acre Town Center Park, with dense small-lot single-family homes and townhouses in the adjacent Shadowbrook neighborhood. This portion of the character area has emerged as the face of the city, and has raised the bar for new high-quality design in the city. Across Lawrenceville-Suwanee Road, a few small commercial strip buildings and a convenience store occupy the frontage near the Buford Highway intersection, while the balance of the area consists of single-family ranch houses dating roughly from the 1950s and 60s on half-acre wooded lots. The western side of Buford Highway contains shallow parcels that are used for city facilities south of Lawrenceville-Suwanee Road (including the current City Hall); with light industrial uses and the iconic Dillard's Barbecue to the east. Across the railroad to the northeast is a large area being developed as office/light industrial and warehousing. Smaller commercial and institutional uses, including the new Gwinnett County Suwanee-branch library, appear along Lawrenceville-Suwanee Road and Main Street to the southwest.

## Future Development

Town Center has provided a template for future development in the character area, especially in places that are adjacent to the new construction around the park. The mixed-use multi-level format lining Town Center Park should be replicated across Lawrenceville-Suwanee Road on the existing commercial parcels and to some degree east to Suwanee Avenue, as well as along Buford Highway to the north and south of the city facilities. Provisions for the relocation of Dillard's Barbecue should be considered. The city's facilities will largely remain the same in form, but the function of the municipal buildings across Buford Highway from Town Center Park will house the police department and Municipal Court after completion of the new City Hall fronting the park. Similarly, the growing warehouse district to the north will remain in the near future but be improved as necessary with streetscapes and bikeways. Those businesses will



View looking at the intersection of Buford Highway and Lawrenceville-Suwanee Road

provide beneficial daytime customers for stores and shops around Town Center. The ranch-style residential neighborhood, Estates at Suwanee Lakes, can be intensified over time as the market dictates, with larger lots subdivided to create smaller parcels where feasible, without replicating the density of Shadowbrook. Particular attention should be paid to expanding Town Center to the south, especially in prioritizing the redevelopment of the industrial lumberyard; continuing development down Buford Highway to support the Old Town gateway at Russell Street; connecting Old Town and Town Center street networks; and transitioning denser housing in Town Center to blend into the infill pattern in the Old Town Area.

**LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:**

Land Use	Acres		
	2007	New	2030
Single Family	93	-39	54
Mixed Use Village	0	34	34
Mixed Use Center	2	87	89
Commercial/Retail	26	-26	0
Office-Industrial	0	55	55
Industrial	87	-59	28
Institutional	27	1	28
Agricultural	5	-5	0
Parks/Recreational	16	5	21
Vacant	68	-68	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	318	365	683
Commercial/Retail (sqft)	236,599	140,698	377,298
Office (sqft)	4,889	230,922	235,811
Industrial & Off-Ind (sqft)	1,140,052	-292,854	847,198

Acres for Redevelopment: 149 acres

Table 3.6-a

**Implementation Measures**

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> <li>Review the findings and recommendations of the earlier planning study done for the area across Lawrenceville-Suwanee Road, and revise or re-plan as needed to take into account new issues and directions</li> <li>Include in any future Town Center expansion studies the parcels north of Buford Highway and east of Lawrenceville-Suwanee Road</li> <li>Include the western portion of Town Center in further discussions of the Old Town Overlay District</li> </ul>

Housing	<ul style="list-style-type: none"> <li>• Investigate opportunities to provide affordable housing in Town Center and its expansion areas</li> <li>• Investigate opportunities to provide senior housing in Town Center and its expansion areas</li> </ul>
Community Facilities	<ul style="list-style-type: none"> <li>• Evaluate the possibility of providing additional park facilities on the forested land behind the library</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>• Undertake a parking study to determine ways to handle demand during Town Center events</li> <li>• Consider the feasibility of a circulator shuttle to link Town Center Park to more remote neighborhoods and other city activity centers</li> <li>• Investigate ways to link Town Center to George Pierce Park by extending or enhancing adjacent roads and trails</li> <li>• Link Town Center and the library area to the potential new greenway / multiuse path paralleling Peachtree Industrial Boulevard</li> </ul>
Natural and Historic Resources	<ul style="list-style-type: none"> <li>• Consider ways to integrate Dillard's Barbecue (a local institution) and the adjacent mature tree into future new development</li> <li>• Continue expanding Suwanee Creek Greenway to the east and west, with a possible arm extending to Buford Highway</li> </ul>
Economic Development	<ul style="list-style-type: none"> <li>• Continue marketing Town Center as a regional mixed-use destination</li> </ul>

### Target Area Plan

The target area plan for Town Center illustrates the expansion to the north across Lawrenceville-Suwanee Road and along Buford Highway. Future development is similar in scale and design to the buildings flanking the new city hall, as shown in the views below; and incorporates a linear plaza running along the north side of Lawrenceville-Suwanee Road that visually extends the park and functionally provides a greenway connection to Suwanee Creek to the south. Town Center Avenue and Suwanee Avenue are both extended into George Pierce Park; while Suwanee Avenue is extended southwest to connect to King Street. Mixed-use development continues along Lawrenceville-Suwanee Road across the railroad tracks, as does the greenway along the road right-of-way.

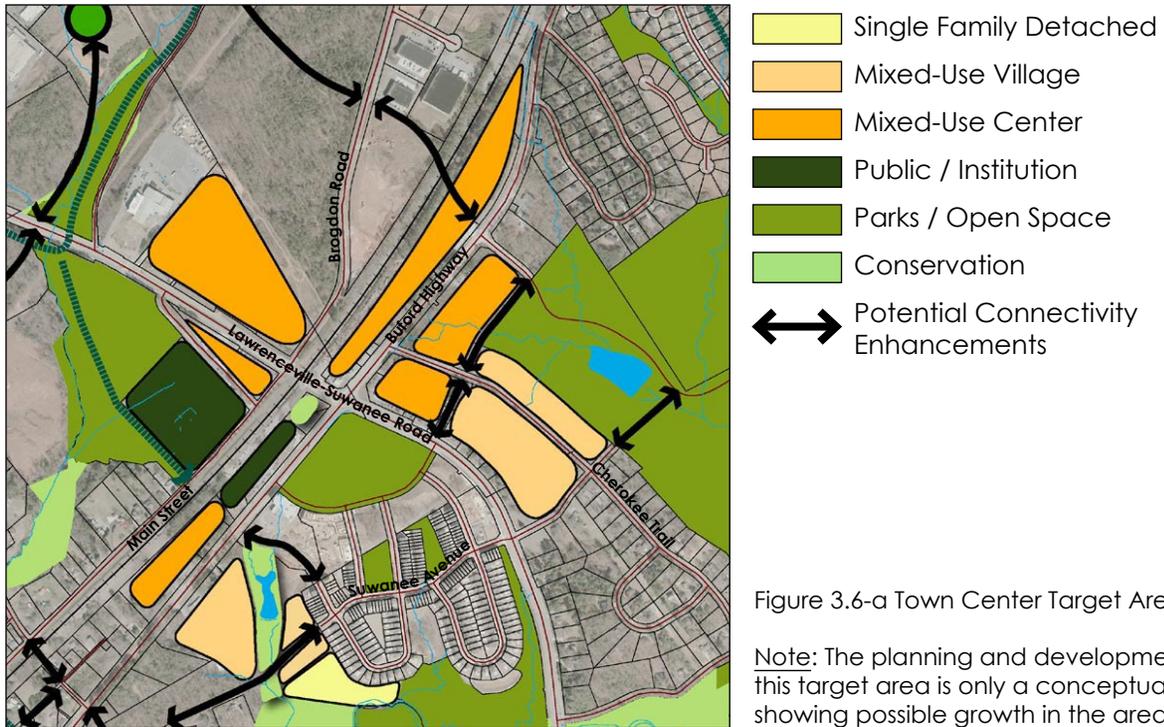


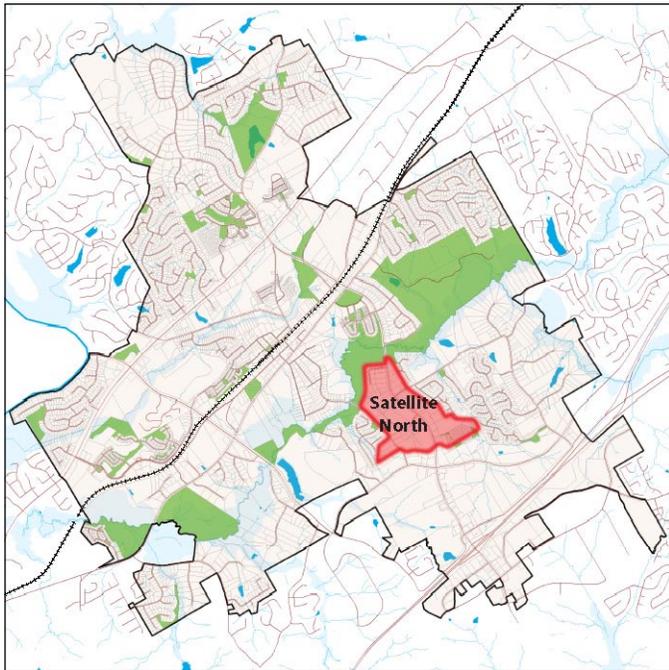
Figure 3.6-a Town Center Target Area Plan

Note: The planning and development shown for this target area is only a conceptual approach showing possible growth in the area.



View looking south toward Lawrenceville-Suwanee Road and at Town Center Park

## 3.7 Satellite North Character Area



Satellite North refers to the area encompassing both sides of Lawrenceville-Suwanee Road between Suwanee Creek and Satellite Boulevard, as well as the development between Lawrenceville-Suwanee and Martin Farm Roads. It is a commercial corridor that transitions from the Town Center Character Area and the city's greenway spine, to the Suwanee Gateway Character Area.

### Vision for Satellite North

The vision for Satellite North is shaped by its proximity to Town Center and its function as a transitional area between this activity center to the north and the emerging economic

anchor of Suwanee Gateway to the south. In the near term, considering the recent investment in commercial development, viable existing and new commercial uses should be encouraged and supported in most of Satellite North. The exception is the district around Sharon Industrial Way, currently occupied by smaller metal warehouse buildings, containing businesses such as auto repair shops and construction contractors. Because of the proximity to Town Center and the city's substantial investment in the greenway, the vision for the redevelopment of Sharon Industrial Way should follow the mixed-use and residential precedent of Town Center, with special attention given to the possibility of creating new senior housing as a program component.

### Typical Existing Development Character

Existing development in Satellite North is dominated by large and relatively new warehouse and flex-space developments in Shawnee Ridge along Martin Farm Road, Shawnee North Drive, and Satellite Boulevard; and by newer strip retail along the Lawrenceville-Suwanee east frontage, and at the northwest corner of the intersection with Satellite Boulevard (The Village at Shawnee Ridge). To the east small office buildings are clustered around the entry to Smithtown Road; while a new residential development is being built adjacent to an electrical transformer yard opposite The Village at Shawnee Ridge. Smaller outdated light industrial, warehouse commercial and

wholesale buildings occupy the parcels along both sides of Sharon Industrial Way. The most distinctive feature of the character area is a lone single-family home and barn on a very large lot on the northeast corner of Lawrenceville-Suwanee Road and Satellite Boulevard. This home is a local landmark because of the many noteworthy oak trees that dot the property, giving that corner of the intersection an unlikely but welcome forested aspect.

**Future Development**

The future of Satellite North should concentrate on the redevelopment of Sharon Industrial Way as mixed-use and residential with a possible focus on the provision of senior housing. Sharon Industrial Way should be extended north to an intersection with a future extension of Smithtown Road to Martin Farm Road. To enhance the proximity of this area to the Suwanee Creek Greenway, a future greenway extension should be constructed in the floodplain of an existing small creek running parallel to Martin Farm Road from the south. This greenway could ultimately stretch south to connect to Satellite Boulevard and the forested corner lot, which should be preserved as community open space. In addition to the redevelopment of Sharon Industrial Way, the east frontage of Lawrenceville-Suwanee Road could also be redeveloped and intensified over time, possibly as commercial mixed-use with a linear park. Such a park would provide a necessary link from the Gateway employment center back to Suwanee Creek Greenway and the residential neighborhoods that it serves. Finally, the existing flex-space and commercial uses of Shawnee Ridge should be supported in the near term but examined for future potential for heightened economic value, such as adding more office components to the warehouses or additional stories to the retail in the long term.

**LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:**

Land Use	Acres		
	2007	New	2030
Single Family	15	0	15
Mixed Use Center	0	29	29
Commercial/Retail	42	-7	35
Low Density Office	16	-6	10
Office-Industrial	0	83	83
Industrial	86	-86	0
Utilities	11	0	11
Parks/Recreational	4	4	8
Vacant	18	-18	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	106	78	184
Commercial/Retail (sqft)	364,771	66,287	431,059
Office (sqft)	179,740	-2,629	177,111
Industrial & Off-Ind (sqft)	1,123,325	-33,323	1,090,002

Acres for Redevelopment: 108 acres

Table 3.7-a



**Implementation Measures**

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> <li>• Undertake a small-area planning effort to create a redevelopment plan for the Sharon Industrial Way area, with consideration given to the long-term future of the commercial area on the opposite side of Lawrenceville-Suwanee Road</li> <li>• Explore ways to extend Martin Farm Park to the south along the low-lying area behind the parcels fronting Martin Farm Road to the east</li> </ul>
Housing	<ul style="list-style-type: none"> <li>• Investigate opportunities to provide senior housing in any future large-scale redevelopment of property along Sharon Industrial Way</li> </ul>
Community Facilities	<ul style="list-style-type: none"> <li>• Investigate the long-term possibility of a community use on the large single-family parcel in the northeast corner of the Lawrenceville-Suwanee Road / Satellite Boulevard intersection</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>• Study the possibility of creating future street connections between Lawrenceville-Suwanee Road and Martin Farm Road, particularly one as an extension of Smithtown Road</li> <li>• Explore ways to extend the Suwanee Creek Greenway south using the low-lying area behind the parcels fronting Martin Farm Road to the east</li> </ul>
Natural and Historic Resources	<ul style="list-style-type: none"> <li>• Consider preserving the cluster of mature trees and other natural features of the single-family parcel in the northeast corner of the Lawrenceville-Suwanee Road / Satellite Boulevard intersection, possibly as part of a new community open space</li> </ul>
Economic Development	<ul style="list-style-type: none"> <li>• Consider the changing market conditions of Satellite Boulevard in unincorporated areas and review development strategies within this area accordingly</li> </ul>

**Target Area Plan**

The target area plan for Satellite North concentrates on the redevelopment of Sharon Industrial Way, the Smithtown Road connection, and the gradual transition of the eastern frontage of Lawrenceville-Suwanee Road to mixed-use with a flanking greenway. Along Sharon Industrial Way, multifamily residential lines both sides of the street, with residential or commercial mixed-use fronting Lawrenceville-Suwanee Road. Over the long-term, both Smithtown Road and Shawnee North Drive should be extended to Martin Farm Road, and Sharon Industrial Way should be extended south as far as possible. Along with the extension of Sharon Industrial, a greenway should parallel the southwestern frontage of the street, connecting back to Suwanee Creek and Martin Farm Park. On the eastern frontage of Lawrenceville-Suwanee Road, beginning roughly at Shawnee North Drive and stretching to the north, new commercial mixed-use should intensify the smaller existing strip commercial as the market dictates, with a multiuse path, similar to the



one planned for the McGinnis Ferry extension, occupying a widened right-of-way to connect Gateway with Town Center.

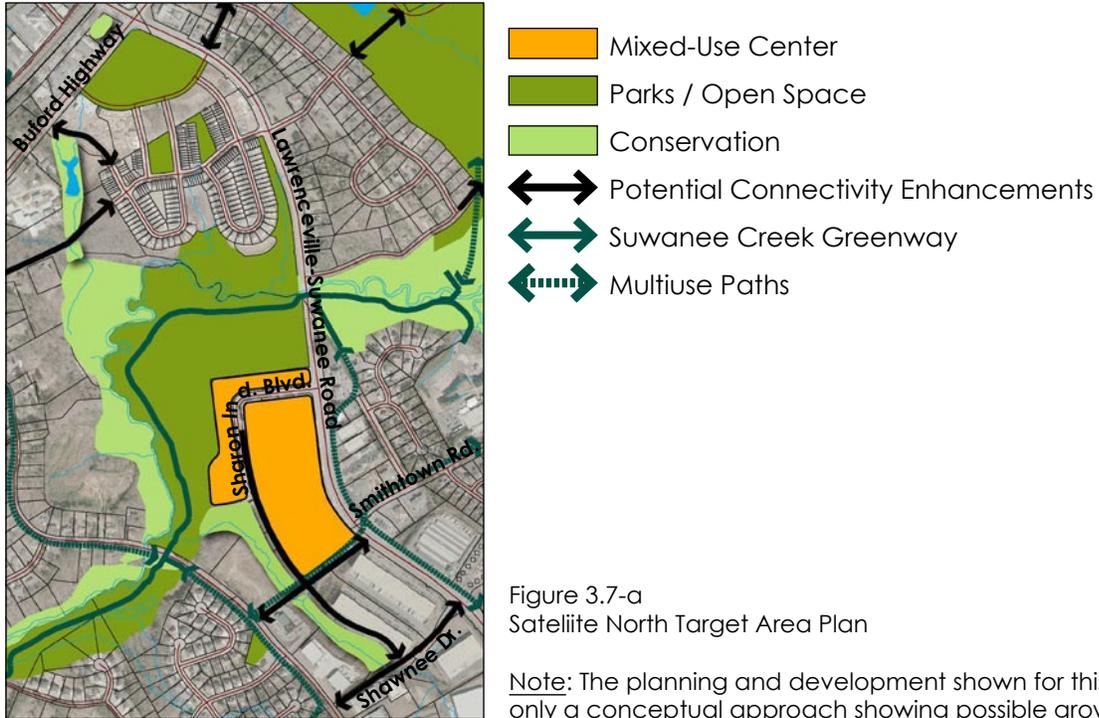
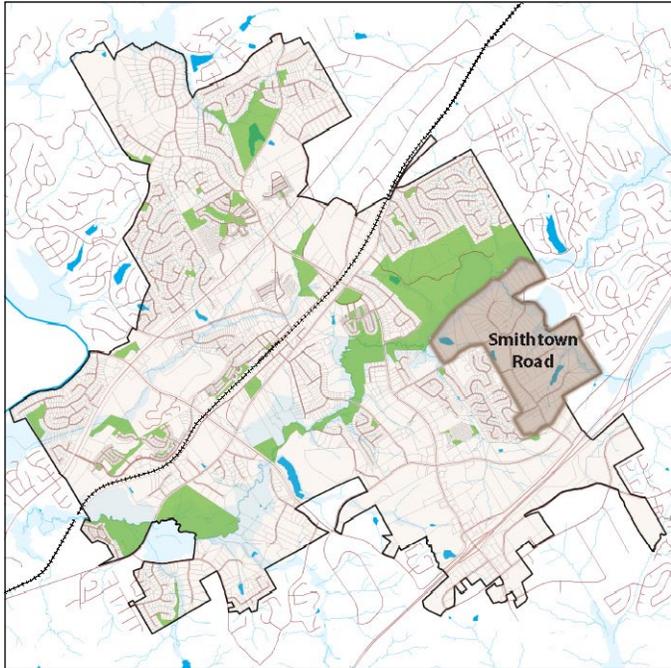


Figure 3.7-a  
Satellite North Target Area Plan

Note: The planning and development shown for this target area is only a conceptual approach showing possible growth in the area.

## 3.8 Smithtown Road Character Area



Smithtown Road comprises an area on the eastern edge of Suwanee and just south of George Pierce Park and Suwanee Creek. The character area includes several large parcels north of Smithtown Road, those on its western edge as the road turns south towards I-85 and all the parcels along its eastern face, extending to the city limits. The area stops at a one parcel depth before reaching Satellite Boulevard. The Smithtown Road area is characterized by rural and suburban residential developments primarily built in the 1970s and 1980s.

### Vision for Smithtown Road

Smithtown Road is one of the older residential areas of the city that still has some rural lots along with suburban residential development. In the future, this character should be preserved, transitioning over time to estate homes. The area should be developed as a safe residential haven with limited and slow traffic moving through the neighborhoods. Future cut-through traffic and its effects on the residents should be managed and minimized. Pedestrian connectivity should be enhanced through streetscape projects such that surrounding areas of the city, like George Pierce Park, Martin Farm Park and Town Center, become easy to access without complete dependency on the automobile.

### Typical Existing Development Character

The development in the Smithtown Road area is characterized by residential and institutional buildings (Suwanee Elementary School and places of worship) built over a number of decades. The north and east portions of this area are dominated by suburban homes primarily built in and before the 1980s on large rural lots serviced by septic tanks. Traditional suburban residential subdivisions, developed in the 1990s, are located to the southwest of the area where the lots are about half an acre in size and are serviced by sanitary sewer. All residences are single family structures varying in size and style. Traditional American style houses are mixed in with wood frame bungalows, ranches and split levels. Construction materials also vary from wood, to

brick and masonry. This non-uniformity in construction material and techniques imparts a special character and feel to these neighborhoods. This community is served by a school and a couple places of worship. There is a tree nursery located at the bend of Smithtown Road where it turns south toward the interstate. The Smithtown Road area has limited connectivity to other areas of the city. It is served poorly by sidewalks or trails, thereby discouraging any safe pedestrian or bicycling activity. There are no commercial facilities within these neighborhoods.

**Future Development**

Future development in this area should be limited and should reinforce the existing residential and institutional nature that is predominant. The suburban residential character should be maintained. Future lots should not be dramatically different than those already in the area. When the tree nuresery is redeveloped in the future, it should be developed as a residential neighborhood that is complementary to the surrounding area. Development along Moore Road would be a model for evolution and growth in this area. The extension of Smithtown Road across I-85 would provide easy access to the southern portion of the city but could potentially increase traffic and congestion. Care should be taken in designing and landscaping the street such that vehicles move at safe speeds through the neighborhoods. Smithtown Road could also connect across Lawrenceville-Suwanee Road to Martin Farm Road, thereby providing more connectivity options to different parts of the city. Multiuse paths and trails should be incorporated into this area to increase connections to George Pierce Park, Martin Farm Park and the Suwanee Creek Greenway. Sidewalks and streetscapes should be provided to make it a pedestrian-friendly environment.

**LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:**

Land Use	Acres		
	2007	New	2030
Single Family	370	17	387
Mixed Use Village	0	5	5
Office-Industrial	0	5	5
Industrial	5	-5	0
Institutional	27	0	27
Agricultural	22	-22	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	140	20	160
Commercial/Retail (sqft)	0	5,378	5,378
Office (sqft)	0	2,689	2,689
Industrial & Off-Ind (sqft)	65,340	0	65,340

Acres for Redevelopment: 32 acres

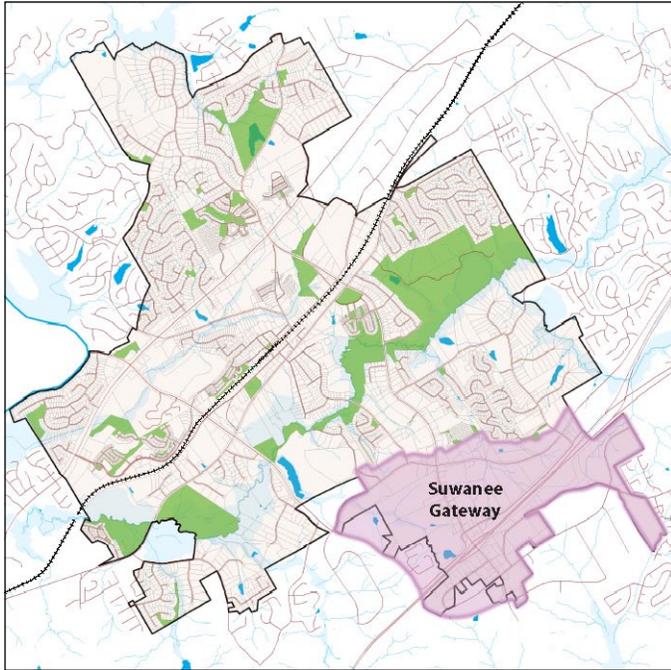
Table 3.8-a



**Implementation Measures**

<b>Goals</b>	<b>Implementation Measures</b>
Land Use	<ul style="list-style-type: none"> <li>• Maintain the suburban residential and institutional nature of the area</li> </ul>
Housing	<ul style="list-style-type: none"> <li>• Transition smaller homes on larger lots to estate homes</li> </ul>
Community Facilities	<ul style="list-style-type: none"> <li>• Create new multiuse trails to connect to George Pierce Park, Martin Farm Park and the Suwanee Creek Greenway</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>• Study the impact of the proposed extension of Smithtown Road across I-85 on the neighborhoods.</li> <li>• Promote inter-parcel connectivity</li> <li>• Improve pedestrian connectivity to enhance mobility across the area by providing sidewalks and streetscapes</li> </ul>
Natural and Historic Resources	<ul style="list-style-type: none"> <li>• Maintain as many of the existing trees as possible</li> </ul>
Economic Development	<ul style="list-style-type: none"> <li>• Market the area as a location for estate homes</li> </ul>

### 3.9 Suwanee Gateway Character Area



Suwanee Gateway covers all of the area that contains the I-85 business and commercial district. The area is a combination of new development, largely on the west side of I-85 and older under performing development mostly located on the east side of I-85. The term “Gateway”, introduced in the 2005 Competitive Assessment / Development Strategy Report as a plausible approach to branding the district, is maintained here because the character area geography and vision is seen as a continuation of the previous work and community dialogue. The physical boundaries of Suwanee Gateway consist of the city limits on the east and south; the approximate alignment of the McGinnis Ferry extension on the west; and the average

depth of the north parcels fronting Satellite Boulevard on the north. The backbone of Gateway is Lawrenceville-Suwanee Road, surrounding the I-85 interchange.

#### Vision for Suwanee Gateway

Substantial transportation investment, public and private, is planned for the I-85 Business District. As such, it is anticipated that the most intensive non-residential growth and development in the city will occur within Suwanee Gateway. Future land use should be dominated by office and commercial mixed-use, with retail and hospitality capitalizing on the improvements. Higher intensity developments and mid-rise buildings are appropriate in the Gateway. This is because of its economic potential, proximity to the interstate and other major roadways, the presence of underdeveloped properties and because it is largely isolated from parts of the City that are smaller-scaled and sensitive to physical change. Overall, Suwanee Gateway should present a strong, positive image of the city. While Town Center is strongly tied to Suwanee's past, Suwanee Gateway should convey an image that is forward-looking and progressive. Whereas Peachtree Industrial Boulevard uses will serve primarily local needs, Suwanee Gateway will also be a regional hub. Some aspects of this image will be created by public-sector projects and efforts like renaming Gwinco Boulevard to Celebration Drive and the interstate bridge enhancements

described in the Competitive Assessment Report; other aspects will be enhanced through state-of-the-art design in new private-sector developments.



View of the I-85 interchange at Lawrenceville-Suwanee Road looking south

### Typical Existing Development Character

Suwanee Gateway's existing development character is dominated by large-footprint buildings, especially light industrial/warehousing and big-box retail concentrated along Satellite Boulevard and Horizon Drive. These buildings are grouped in clusters, either warehouse/flex-space parks like Satellite Ridge Business Park, Horizon, or Shawnee Ridge; or commercial centers like Suwanee Crossroads. The industrial land uses are dominated on the south by the Flowers bakery, while the commercial revolves around the Wal-Mart in Suwanee Crossroads. Interstate-related development is clustered around the I-85 interchange and consists of older outdated hotels, vacant and occupied gas stations, and small retail. To the west, the large "Motorola/Falcons Headquarters" parcel, identified as a catalytic project in the Competitive Assessment Report, is being developed by Opus. This 140-acre mixed-use project that will contain multifamily, senior

and single-family attached housing; 5-7 story professional offices, hospitality, conventional commercial/retail, out-parcel and storefront retail uses in various combinations and formats. This development named the Terraces at Suwanee Gateway is under development and will greatly influence development on the west side of I-85. There are a few vacant tracts remaining in the district, with reasonably-sized parcels occurring only at the western end of Gwinco Drive; behind the new Suwanee Depot development; and at the eastern end of Horizon Drive. Some unoccupied or partially-occupied buildings also exist in the Gateway, with the largest being a shopping center anchored by a vacant grocery store at Lawrenceville-Suwanee Road and Horizon Drive.



View looking north long Lawrenceville-Suwanee Road across I-85

## Future Development

Suwanee Gateway is anticipated to support the most intensive future development in Suwanee. This is an ideal location for Class "A" Corporate offices. Mid-rise buildings between 12-15 stories high would be appropriate. A medical campus, if a market exists, would also be suitable.

Future development in Suwanee Gateway will be influenced by the Terraces at Suwanee Gateway, although the intensity of its development, as planned, falls short of the density and layout envisioned in the Competitive Assessment Report and anticipated in other parts of Suwanee Gateway. The Terraces development program could be expanded or intensified as much as is economically or physically feasible.

Aside from the Terraces, more intense office and commercial mixed-use development should focus on the "Four Corners" area of the interchange as described in the Competitive Assessment Report, with local enhancements to create the Gateway image and provisions made for the eventual widening of I-85. New hospitality uses should be concentrated along Celebration Drive (the renamed Gwinco Boulevard), with additional hospitality uses incorporated into office developments as feasible. Efforts should be made to reduce the number of external-entry motel rooms as they are antiquated and create security problems. Lawrenceville-Suwanee Road east of the interchange should be redeveloped as a high-density office and hospitality corridor with major intersection improvements at Old Peachtree Road and a potential health care facility in the vicinity as well. West of the interstate, the undeveloped parcel behind the existing Office Depot shopping center could form the core of a new office park development that extends to the I-85 frontage. Existing retail uses should be diversified over time with more intense outparcel development and possible site redevelopment, to create mixed-use centers that add office and housing to the mix. In an emerging regional activity node like Gateway, providing a diverse inventory of housing to complement the increased employment opportunities is essential to mitigating the transportation impacts of new growth; depending on the success of the office market, some of the high-density office areas might be reconsidered in the future as mixed-use if situations dictate. In the short term, landscape enhancements should be considered to improve the pedestrian environment of large developments like the Suwanee Crossroads (Wal-Mart). Suwanee's greenway system should be extended into Gateway, primarily through the center of the Terraces, along an existing creek bed in the potential office development mentioned above, and through multiuse paths along Lawrenceville-Suwanee and McGinnis Ferry roads.

**LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:**

Land Use	Acres		
	2007	New	2030
Single Family	10	-10	0
Mixed Use Center	0	183	183
Commercial/Retail	177	-69	108
High Density Office	0	124	124
Office-Industrial	0	361	361
Industrial	355	-327	28
Parks/Recreational	3	4	7
Vacant	270	-270	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	4	1,136	1,140
Commercial/Retail (sqft)	1,544,725	409,500	1,954,225
Office (sqft)	0	4,555,511	4,555,511
Industrial & Off-Ind (sqft)	4,635,742	447,318	5,083,060

Acres for Redevelopment: 421 acres

Table 3.9-a

**Implementation Measures**

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> <li>As TAD projects emerge, conduct detailed redevelopment planning effort to determine locations and types of suitable projects using the TAD Economic Analysis and the Competitive Assessment/ Development Strategy Report and the recommendations covered in Section 3.10.6 as the points of departure</li> <li>Use the city's PMUD zoning regulations to allow more intensive development and redevelopment projects; if needed consider regulatory changes such as an overlay district to implement the land use and development vision established by the detailed TAD redevelopment plan</li> <li>Encourage more hospitality, corporate and professional office development at more intensive levels with facilities that are (12-15) stories in height where appropriate</li> </ul>
Housing	<ul style="list-style-type: none"> <li>Investigate TAD incentives for the provision of affordable housing within the Gateway redevelopment area</li> <li>Investigate opportunities to provide senior housing in any future redevelopment project, especially in the vicinity of a potential medical facility</li> </ul>

Community Facilities	<ul style="list-style-type: none"> <li>• Consider a new community facility, such as a performing arts or aquatic/recreation center, as part of future redevelopment</li> <li>• Consider adding new parks and plazas as part of future redevelopment in Gateway</li> <li>• Examine the feasibility of attracting a significant medical facility to the area around the Lawrenceville-Suwanee Road/Old Peachtree Road intersection</li> <li>• Examine whether additional police facilities may be needed on the east side of I-85</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>• As part of a detailed redevelopment planning effort for the TAD area, study the possibility of enhancing a new local street network, especially across Lawrenceville-Suwanee Road</li> <li>• Ensure construction of the McGinnis Ferry Road extension over I-85 occurs; work to gain access from this roadway to the interstate</li> <li>• Ensure construction of the parkway through the Terraces project is completed as planned</li> <li>• As part of a detailed redevelopment planning effort for the TAD area, examine the traffic impacts of new development/ redevelopment on Lawrenceville-Suwanee Road, McGinnis Ferry Road, Smithtown Road, and other principal Gateway streets</li> <li>• Extend the city greenway system through Suwanee Gateway on either side of Lawrenceville-Suwanee Road, following existing creeks where possible.</li> <li>• Stay abreast of proposals for widening I-85 in the area</li> </ul>
Natural and Historic Resources	<ul style="list-style-type: none"> <li>• Preserve as much as possible the natural environment of the existing stream corridors, potentially incorporating them into park or conservation areas</li> </ul>
Economic Development	<ul style="list-style-type: none"> <li>• Aggressively market Suwanee Gateway area to developers and businesses by pursuing the economic development program contained in the Competitive Assessment/Development Strategy Report, especially with regards to “branding” the district</li> </ul>

### Target Area Plan

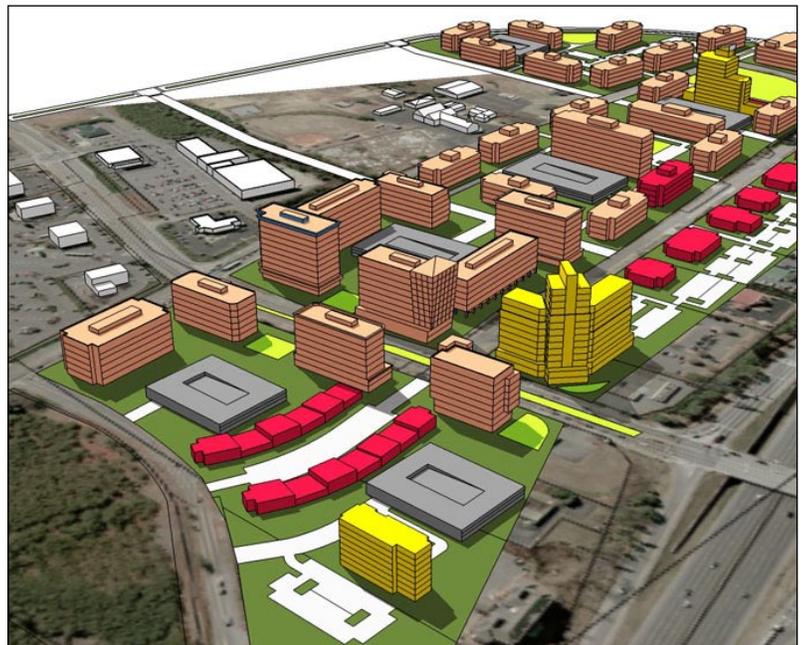
The target area plan for Gateway bridges I-85 and focuses on the Lawrenceville-Suwanee Road corridor and the “Four Corners” area. Although timing is uncertain, Georgia DOT has generated preliminary plans for widening I-85 in this area. Thus, with all recommendations the potential future expansion of I-85 is taken into account. On the north side of the interstate, Sawmill Drive is removed or relocated by the interstate expansion. The small parcels that currently contain filling stations, outdated hotels and strip commercial uses flanking Sawmill Drive are consolidated into a large redevelopment that combines with the adjacent vacant parcel to form a major new office park. The internal road network uses the signalized intersection at the Terraces parkway to form a new entry on Lawrenceville-Suwanee Road and an existing creek to connect to Satellite Boulevard on the north. A centralized parking deck accommodates the needs of



the surrounding office buildings, which range from eight to twelve stories in height, with the exception of the large building at Lawrenceville-Suwanee Road. To provide a symbolic center to Gateway, this building should be significantly taller - up to fifteen or sixteen stories in height - and have a distinctive architectural design.



View of the northeast intersection of I-85 and Lawrenceville-Suwanee Road



View looking south of the intersection of I-85 and Lawrenceville-Suwanee Road

On the south side of the interstate, the consolidation of small parcels with similar highway-oriented uses provides substantial land for intense redevelopment. A future signature hotel could create the same landmark effect as the office described above and mark the entry to Celebration Drive (renamed from Gwinco Boulevard), which is Suwanee's "hospitality Main Street." New mid-rise office buildings with dedicated parking structures line Lawrenceville-Suwanee Road, itself improved with a landscaped median and generous sidewalks and streetscaping. The intersection with Old Peachtree Road, given new importance by the surrounding development, is improved with crosswalks as well. Celebration Drive continues across Lawrenceville-Suwanee Road to the north, with vehicular access from the arterial limited to a right-in right-out configuration on both the north and the south. The northern extension of Celebration is lined with small storefront retail and restaurant space primarily intended as an amenity for the surrounding office parks and hotels. The combination of the proposed public improvements and uses as described would provide a long-term viable area for the foreseeable future.

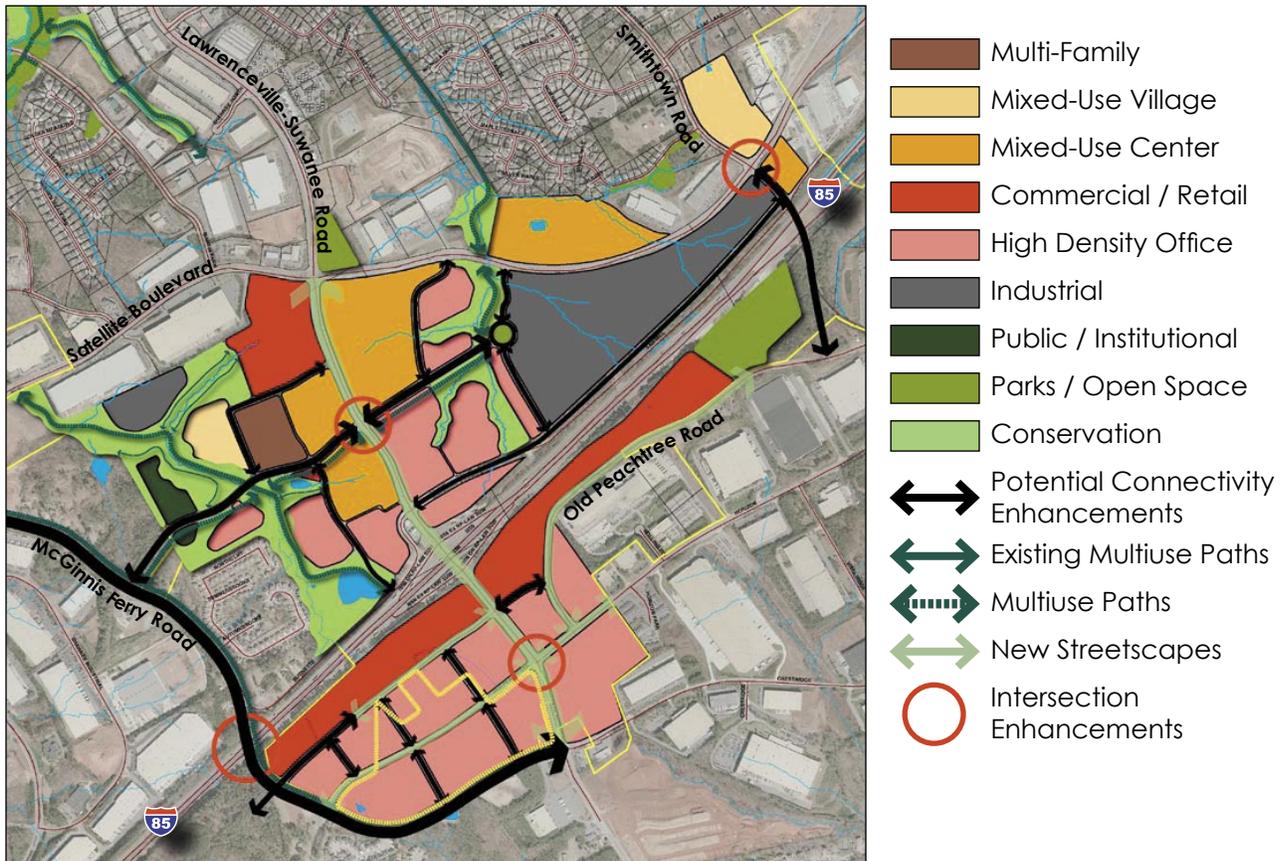


Figure 3.9-a Suwanee Gateway Target Area Plan

Note: The planning and development shown for this target area is only a conceptual approach showing possible growth in the area.

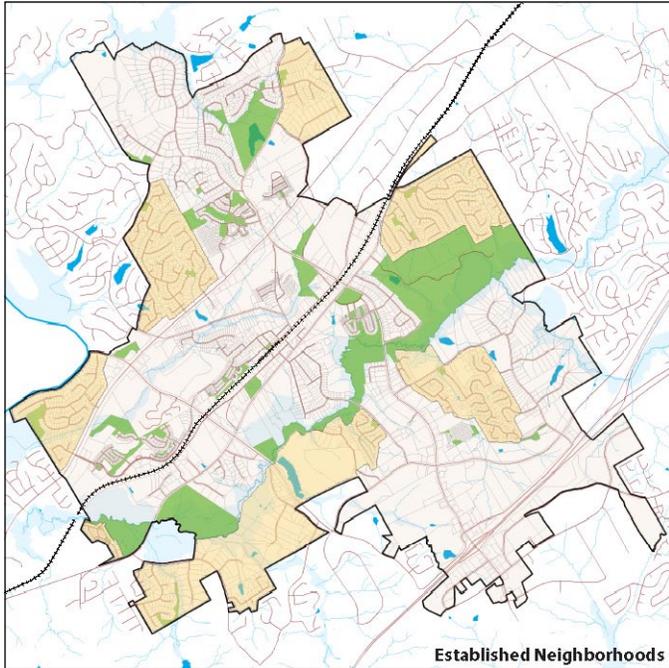


View looking north of the intersection of I-85 and Lawrenceville-Suwanee Road



View looking south of the intersection of I-85 and Lawrenceville-Suwanee Road

### 3.10 Established Neighborhoods



The Established Neighborhoods character area consists of established residential areas of the city. The neighborhoods within this character area include: Bayswater Commons, Abbey Hill, Dollar Acres, Park Point, Ruby Forest, Morningside, Avonlea Crossing, Pierce Point, Martin's Farm, The Estates at Martin's Farm, McGinnis Reserve, Mill Creek, Mill Creek Run, Rising Fawn, Hitching Post Lane, Bend Creek Trail, Maple Ridge, Idlewild, Baxley Point, Chattahoochee Run, Chattahoochee Point, Lansfaire, Forest Plantation, Stoneridge and Lansdowne.

#### Vision for Established Neighborhoods

As the name suggests, these neighborhoods are established residential areas and should be preserved as such.

#### Typical Existing Development Character

These neighborhoods are characterized by low-density, single-family houses built over a number of decades. They vary in lot size; the older ones built on larger rural type lots serviced by septic tanks, and the newer homes, served by sanitary sewer, are built on smaller lots at a higher density. The houses are primarily two stories tall, vary in architectural style, and are built with a variety of building materials. The over-riding trend has been the development of suburban subdivisions with curvilinear streets, cul-de-sacs and recreation amenities. The newer developments include sidewalks on one side of the road whereas, the older ones lack sidewalks altogether. Most of these neighborhoods do not have open spaces incorporated into their plan and residents depend on community facilities provided by the city or the neighborhood amenity area.

**Future Development**

The established neighborhoods will not see any new future development taking place in the near future. Pedestrian connectivity and improvements should be enhanced especially in the older neighborhoods. Multiuse trails should be encouraged to pass through these neighborhoods to connect them to the rest of the city.

**LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:**

Land Use	Acres		
	2007	New	2030
Single Family	1,364	74	1,437
Commercial/Retail	2	4	6
Low Density Office	2	0	2
Institutional	73	5	79
Parks/Recreational	604	5	609
Vacant	9	-9	0

Development Type	Development Quantities		
	2007	New	2030
Residential (units)	2,589	-8	2,581
Commercial/Retail (sqft)	16,814	46,348	63,162
Office (sqft)	21,010	0	21,010

Acres for Redevelopment: 8 acres

Table 3.10-a

## 3.11 Mixed-Use Design Guidelines

### Design Guidelines—General

The following guidelines apply generally to all mixed use areas. While these guidelines are not regulatory, projects will be accessed for how well they reflect an understanding of these principles:

- A grid system of streets is preferred over cul-de-sac designs. Block fronts are not to exceed 600 feet in length; dead-end streets may be no longer than 200 feet and should reflect a “close” design around a central median or square, not a cul-de-sac.
- Individual developments within a Character Area are to interconnect their streets and parking areas. Developments on the edge of a Character Area should connect to streets outside the Character Area where feasible.
- Traffic calming techniques are to be used on all local streets, such as narrow pavement widths, on-street parking, street trees and round-about intersections.
- Nonresidential uses encouraged to serve the residential areas in each Character Area include a use with a meeting hall available to the public (such as a church), small-scale convenience shopping stores, a day care center and an after care facility.
- A mixture of residential, commercial, office and civic uses is encouraged, including a mixture of two or more of these uses in the same building.
- Sidewalks are to be provided along both sides of each street, and connections to the Suwanee Trail System are required to be provided wherever practical. Sidewalk area should include an adequate landscape zone, clear zone, and supplemental zone (each minimally 5 feet) as an integral part of the “urban” street character.
- Street trees are to be provided along both sides of every street within the Character Area, with minimum 3” caliper shade trees meeting City specifications planted every 25 to 45 feet depending upon the anticipated canopy size of the species.
- Street lights are to be provided along both sides of every street within the Character Area traditional (upright) standards maximum 16 feet high, placed no more than 200 feet apart (measured in every direction). In predominantly residential areas, sidewalk lighting (with traditional design) directed toward the ground on maximum 3 foot high fixtures may be substituted, if spaced no more than 60 feet apart.
- Architecture is to be of consistent design and style within an individual development. The Southern Vernacular styles are encouraged, which include Georgian, Classic Revival, Victorian and Federalist.
- Exterior materials on each building must be brick, stone, stucco (real), or painted wood siding (or hardy plank). “Four-sided” architecture is required, with a finished face on every side of a

building.

- Roofs are to be pitched with a minimum slope of 2:1 (run to rise). Roofing materials must be asphalt, wood or slate shingles, or standing seam metal.
- Multi-family residential buildings are to present a front face to a public street. Garden-style apartment complexes are not appropriate for mixed use areas.
- All utilities, including electric power, telephone and cable TV, are to be placed underground.
- At least 20% of the gross land area must be open space, which may include undeveloped conservation areas in their natural state, parks or recreation areas, trails, public squares, plazas etc. Protection of wetlands, floodplains and natural habitats is encouraged.

### **Design Guidelines—Mixed Use Villages**

Mixed-Use Villages are predominantly residential in character, but may include low intensity neighborhood-scale shopping facilities in stand-alone buildings (such as a corner market) or commercial space in a live/work dwelling where the proprietor resides. The following guidelines apply to each mixed-use village area as a whole. While every individual property is not expected to reflect every guideline (particularly small parcels), each property will be expected to complement and fit into the guidelines for the overall mixed-use village, depending on its location and relationship to the overall design.

- Parking for residential uses should be located to the rear of the structure, accessed off an alley. In very limited circumstances, if parking is accessed from the front street, the parking garage must be located at least 20 feet back from the front of the dwelling. Parallel parking along the front street will be counted toward the minimum parking requirement for the use.
- If parking garages for single-family detached dwellings are accessed off an alley, the garage may have an accessory apartment ("granny flat") or an office above it. The flats or office floor area will not be counted toward the maximum density restrictions on the property.
- Residential buildings should be no more than 500 feet in walking distance from a public square or park, measured from the front door. Open spaces designated as parks must be at least ½ acre in size. The public square or park should be located to the front of the buildings that surround it.
- Single-family residences must have covered porches at least 8 feet deep, along at least a portion of the front of the building or along the side coming to the front.
- Every principal building must front on a street. Maximum setback from the street right-of-way line is 15 feet. Balconies, covered front porches and overhangs may encroach up to 10 feet into the setback.

- Front yard fencing, if provided, must be wood picket, wood-look vinyl, wrought iron, stone or timber in a traditional design, at least 2 feet high but not more than 4 feet high. Fence materials and designs must be consistent within each development, but may differ from other developments.
- At least 20% of the gross land area in each development must be open space, which may include undeveloped conservation areas in their natural state, parks or recreation areas, trails, public squares, etc.
- Multi-family residential buildings are to present a front face to a public street, and are to reflect single-family design characteristics.
- Sidewalks along residential streets must be at least 5 feet wide and provide at least 5 feet of separation between the sidewalk and the street curb.

### **Design Guidelines—Mixed Use Centers**

Mixed-Use Centers are predominantly nonresidential in character, including commercial retail, service and civic uses, and may include residential uses within the area in stand-alone buildings or in commercial or office buildings above the first floor. The following guidelines apply to each mixed-use center as a whole. While every individual property is not expected to reflect every guideline (particularly small parcels), each property will be expected to complement and fit into the guidelines for the overall mixed-use center, depending on its location and relationship to the overall design.

- Commercial buildings with shops on the first floor may have offices or residential units on the floors above.
- Office buildings with offices on the first floor may have residential units on the floors above.
- Every principal building must front directly on a street. Maximum setback from the street right-of-way line is 15 feet. Balconies, colonnades and overhangs may encroach up to 10 feet into the setback.
- Wherever practical, streets should terminate at a focal point, which may be a civic building, principal use, church, bell tower, gazebo, etc.
- Surface parking lots for commercial and office uses: no more than 25% of the minimum required parking may be located across the street from the front of the building (not including parallel parking spaces on the street in front of the building). The remainder of the parking is to be located to the rear of the building, or to the side set back at least 30 feet from the street.
- Parking lot lighting is required. Fixtures may not exceed 3 feet in height and must be designed to direct their light toward the ground.
- Surface parking lots are to be screened along every street with hedges, low fencing or

landscaped berms to a height of at least 3 feet.

- A multi-level parking garage must be located along a street within 15 feet of the right-of way line, or to the rear of the building it serves. All sides of the garage visible from a street must present an architecturally finished look consistent with the building it serves. If located along a street, office or commercial space must be provided on the ground level facing the street.
- Parking for residential uses is preferred to be located to the rear of the structure, accessed off an alley. If parking is accessed from the front street, the parking garage must be located at least 20 feet back from the front of the dwelling. Parallel parking along the front street will be counted toward the minimum parking requirement for the use.
- Sidewalks in front of shops or offices are to be at least 13 feet in width.
- Commercial buildings must be no more than 600 feet walking distance from a public square or park, measured from the front door. The public square or park must be at least ½ acre in size.
- Multi-family residential buildings are to present a front face to a public street, and should reflect a more urban design style.