



**SNELLVILLE**  
**2040**  
**COMPREHENSIVE PLAN**

ADOPTED FEBRUARY 11, 2019



**CITY OF SNELLVILLE**

Prepared by Jacobs



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Thank you to everyone who played a part in developing the Snellville 2040 Comprehensive Plan by giving an interview, joining a pop-up event, attending a meeting, taking a survey, or spreading the word. Your time and input helped create a visionary plan to ensure everybody will always be proud to be somebody in Snellville. Special thanks to:

### COMMUNITY TASK FORCE

Mayor Pro Tem Barbara Bender  
Don Britt  
Matt Czarick  
Karen Foote  
Bill Kingsbury  
Shaysha Kingsbury  
Joe Lewis  
Chad Lockhart  
Jamie Parker  
Niko Patel  
Marcy Pharris  
Austin Shelton  
Patrick Stewart  
Marilyn Swinney  
Richard Swope  
Laurie Tis  
Jamey Toney  
Eric Van Otteren  
Tod Warner  
...and student representatives from Brookwood High School, Grayson High School, Shiloh High School, and South Gwinnett High School.

### ELECTED OFFICIALS

Mayor Pro Tem Barbara Bender  
Council Member Dave Emanuel  
Council Member Gretchen Schulz  
Council Member Cristy Lenski  
Council Member Roger Marmol

### CITY STAFF

Butch Sanders, City Manager  
Jason Thompson, Planning and Development Director  
Austin Shelton, City Planner  
Eric Van Otteren, Economic Development Manager  
Brian Arrington, Public Information Officer  
John Dennis, Zoning Administrator  
Lisa Platt, Parks and Recreation Director  
Gaye Johnson, Public Works Director  
Roy Whitehead, Chief of Police

### JACOBS

Jim Summerbell, Project Manager  
Allison Stewart-Harris, Senior Planner  
Meghan McMullen, Planner  
Jonathan Corona, Planner  
Olivia Norfleet, Planner  
Jonathan Bartlett, Market Specialist  
Michael Kray, Senior Transportation Planner  
Jonathan Webster, Senior Transportation Planner  
Genesis Harrod, Transportation Planner



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# Executive Summary

The City of Snellville’s Comprehensive Plan is the foundation for its future. It is a community-driven plan, focused on an aspirational vision for the future and identifying the issues and opportunities that matter most to residents, employees, and local businesses in achieving that vision. It presents strategies to address the community’s concerns, with an emphasis on what can be done over the next five years (2019 to 2023).

## Elements of the Plan

To meet the Georgia Department of Community Affairs’ requirements for Qualified Local Government Status and remain eligible for state financial resources, it addresses four main topic areas: land use, transportation, housing, and economic development. Other issues that impact everyday life in Snellville, like parks and recreation, were included in the quality of life category.

## Creating the Plan

The 2040 Comprehensive Plan was developed beginning in April 2018 and adopted in February 2019. The process began with a technical analysis of existing conditions, layered with community input on priority issues and opportunities. Members of the community were invited to share their ideas through interviews, pop-up events, online surveys, a project website, and an open house. A core group of participants served on the Community Task Force, a group that met regularly to guide the development of the plan. (See Appendix D for more information.)

## Setting a Vision

This plan is visionary. It sets its sights on the kind of place Snellville wants to become by 2040, thinking big before stepping back to determine what that means for the City today. Community members co-created the City’s vision statement to guide the plan:

## Our Vision

“In its second century, Snellville is a progressive, thriving community that is family-friendly and booming with activity.

Rooted in its people and a vibrant Towne Center, our multi-generational and multi-cultural city sets the standard for quality of life, balanced growth, and economic opportunity.”

## Key Strategies

Action toward our vision requires both short-term and long-term strategies. These are organized into goals, with supportive policies and work program items designed to achieve each one.

### Strategies



#### Goals

The goals establish broad direction for what the City wants to achieve, highlighting how the overall vision applies to each of the five elements of the plan: land use, transportation, housing, economic development, and quality of life. (See page 21 for more information.)

#### Policies

Each of the goals has several associated policies, which offer detail on how decisionmakers should proceed regarding various issues they will likely have to address in the future. These help elected officials and City staff make decisions in accordance with the community's desires as they prioritize resources and when new, unforeseen issues arise. (See page 25 for more information.)

#### 5-year Work Program

The 5-year Work Program turns the policies into actions, considering the specific issues and opportunities in play and the discrete tasks that can be undertaken to address them in the near term. Projects already planned by partners like Gwinnett County or the Evermore Community Improvement District are also listed in the work program to paint a complete picture of what needs are already being addressed. Some of the newly proposed actions are shown as concrete actions, while those that require additional study are proposed as exploratory issues requiring allocated staff time for evaluation and more detailed recommendations. (See page 55 for more information.)

What strategies will be most critical for Snellville? The strategies outlined below will help the City address the issues and opportunities that matter most to community members, including the combination of key policies and projects associated with each strategy. The policy and project numbers referenced tie to Chapters 4 and 6 of the full plan.



## **STRATEGY: Establish a vibrant, walkable Towne Center.**

Residents are craving the active, attractive, mixed-use environment of a traditional downtown with good food, community gathering spaces, local businesses, and easy living. The City is investing in foundational infrastructure and civic facilities and partnering with private developers to bring this dream to life as a top priority for this planning period.

### **Key Policies:**

- LU1.1: Encourage the design and development of spaces that support community interaction
- LU-1.5: Ensure that transportation networks within, to, and around the Towne Center are multimodal
- LU-5.2: Promote the redevelopment of older, underused commercial sites

### **Key Projects:**

- Complete Towne Center core property acquisition, including Post Office Site (LU-1)
- Towne Center landscaping improvements (LU-2)
- Construct planned mixed-use development in the Towne Center core (LU-7)
- New Towne Center Phase I roads and utilities (T-1)

- Snellville Greenway Phase I – Towne Center Loop (T-15)
- Pedestrian/bicycle improvements (T-34 to T-41)
- Towne Center parking garage (T-42 and T-43)
- New City Market building (ED-6 to ED-8)
- New green (QL-1)
- New Gwinnett County Library at the Towne Center (QL-5)
- As part of the new Unified Development Ordinance (UDO), allow a greater variety of housing types in the Towne Center and immediately surrounding areas (H-1)
- Explore Tax Allocation District legislation (ED-14)



## **STRATEGY: Enhance Snellville’s residential neighborhoods while diversifying housing options near the Towne Center.**

Snellville’s spacious, single-family residences are a big reason families choose to call the city home. The City will support these beloved neighborhoods through active code enforcement and infrastructure improvements like sidewalks, parks, and sewer. Expanding housing opportunities for young professionals and seniors will support a multi-generational community, with suitable housing types focused in the Towne Center area.

### **Key Policies:**

- H-1.1: Explore the creation of homeowner maintenance assistance programs
- H-1.2: Strengthen enforcement of residential property maintenance ordinances
- H-2.2: Encourage the construction of housing types that appeal to young families
- H-3.1: Pursue more development opportunities focused on seniors and assisted living
- ED-8.1: Reduce reliance on septic systems

### **Key Projects:**

- Seek grant funding to support the rehabilitation of existing multi-family housing (H-5)
- Provide Snellville marketing materials to intown realtors (H-6)
- Add pedestrian connections on all sides of Briscoe Park (QL-3)
- Identify and acquire parcels for additional future parks (QL-3)
- Install gravity sewer line along Nelson Creek (LU-11)



## **STRATEGY: Create a clear sense of identity.**

The City will support the development of memorable places through public improvements and supportive regulations. Investments in distinctive civic facilities, landscaping, wayfinding, and art will enhance the public realm. The new Unified Development Ordinance will establish high standards for new private buildings that have thoughtful architecture and contribute to a more pedestrian-friendly environment.

### **Key Policies:**

- LU-1.2: Pursue projects that contribute to Snellville's unique character
- LU-4.2: Invest in the beautification of the community's main corridors
- LU-4.3: Enhance the Snellville brand and reinforce it through placemaking projects
- QL-6.1: Identify and inventory remaining historic and cultural resources
- QL-8.1: Plan for public art that is integrated throughout the community

### **Key Projects:**

- Adopt new Unified Development Ordinance (LU-3)
- Implement citywide (DDA) Wayfinding Master Plan (T-5)
- Consider replacement for Snellville Arts Commission to make recommendations for public art (QL-12)
- Install landscaping as part of various roadway projects
- Create signature destinations: the new City Market, Towne Center library, and green (ED-6, ED-7, QL-5)



## **STRATEGY: Integrate healthier, safe, multimodal transportation options.**

While people will continue to make trips by car, they also want infrastructure that would allow them to safely walk, bike, or take transit. Expanded active transportation options are not only good for the environment and personal health, they are also needed by people who do not drive, like teens and seniors. The City will begin a phased investment in a citywide greenway system with an initial loop in the Towne Center and connections to nearby parks and schools, as well as improvements to sidewalks and pedestrian crossings. Gwinnett County Transit will begin offering limited local bus service in the area, along with on-demand transit options.

### **Key Policies:**

- T-2.2: Implement traffic calming schemes, such as narrow travel lanes, on-street parking, and street trees to slow traffic and increase safety for all modes of transportation
- T-3.1: Continue to support the City's efforts to expand the greenway trail system
- T-3.2: Create an interconnected system of sidewalks

### **Key Projects:**

- Snellville Greenway (T-15 to T-28)
- Establish a dedicated sidewalk fund (T-33)
- Pedestrian/bicycle improvements (T-34 to T-41)
- Gwinnett County Transit (GCT) Flex Route 503 (T-45)
- New GCT local bus service (Routes 60 and 70) (T-46 and T-47)
- Work with GCT to explore potential subsidized vanpool service between the Towne Center, Eastside Medical Center, and TOMCO2 (T-48)



## **STRATEGY: Expand the medical services cluster.**

Healthcare is the largest employment industry in Snellville, anchored by Eastside Medical Center. The City will support industry expansion through targeted recruitment and physical improvements to the public realm surrounding the hospital.

### **Key Policies:**

- T-1.2: Improve traffic flow and circulation near Eastside Medical Center
- ED-5.1: Market Snellville to the medical service industry
- ED-5.3: Invest in physical improvements to the public realm around Eastside Medical Center
- ED-5.4: Support the growth of urgent care and outpatient facilities

### **Key Projects:**

- Tree Lane alignment from Ronald Reagan Parkway to Scenic Highway (SR 124) and right-of-way acquisition
- Gateway feature at Ronald Reagan Parkway and city limit



## **STRATEGY: Support small business initiatives and lifelong learning.**

Support for entrepreneurs is essential to achieving Snellville’s goals of increasing local businesses and higher wage jobs within the city. The City will continue working with partner organizations that specialize in small business support to provide regular training opportunities, which will be enhanced by the new business training and incubator space on the second floor of the Towne Center library. Simplified permitting and processes will make Snellville an easy and inviting place to do businesses.

### **Key Policies:**

- ED-1.1: Pursue the creation or relocation of higher wage, professional jobs in Snellville
- ED-3.1: Prioritize the recruitment of local businesses to locate in the Towne Center
- ED-3.3: Remove barriers to the establishment of restaurants and breweries
- ED-4.1: Enhance and grow the community’s business incubators
- ED-4.3: Support local businesses through training programs and streamlined processes

- Review City financial policy and explore options to implement online payments (ED-13)
- Adopt an online permit application system (LU-10)
- Establish educationally-oriented programming and identify potential partners for the second floor of the new library, including the relocation of GarageWorx (ED-9)
- Continue to fund the Snellville Youth Commission and expand its professional development programming (QL-7)
- Create an economic development strategic plan (ED-12)

### **Key Projects:**

- Continue working with Partnership Gwinnett, SCORE, and the University of Georgia’s Small Business Development Center (ED-1 to ED-3)





## **STRATEGY: Increase opportunities for recreation and relaxation.**

Snellville residents want places to play! The City will improve existing parks and recreation facilities and create new ones by adding a new green in the Towne Center and updating its Parks and Recreation Master Plan. Key initiatives for that plan may include a new recreation center at Briscoe Park, improved pedestrian connections to existing parks, and the identification and acquisition of new park land. The planned greenway system will offer space to walk, run, and bike and better connect residents to the City's parks.

### **Key Policies:**

- QL-3.1: Implement the greenway plan
- QL-3.2: Make improvements at existing parks
- QL-3.3: Identify future green space opportunities
- QL-3.4: Improve access to parks and green space from neighborhoods
- QL-4.2: Develop youth facilities as part of a new Recreation Center

### **Key Projects:**

- Update Parks and Recreation Master Plan, including a new recreation center at Briscoe Park and the identification and acquisition of parcels for future parks (QL-3)
- Work with Gwinnett County to acquire and identify an alternative, community-serving use for the old library branch on Lenora Church Road (QL-4)
- Continue to program and diversify community events, including events specifically for teens (QL-6)
- Snellville Greenway (T-15 to T-28)

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These strategy highlights capture the big picture direction of this plan, but not its entirety. For more detailed information on all the initiatives the City is pursuing, see the complete set of policies in Chapter 4, beginning on page 25, and the full 5-year Community Work Program in Chapter 6, beginning on page 55.

## **Place-Based Direction**

Snellville is made up of residential neighborhoods, commercial corridors, and mixed-use environments, each with their own existing and desired character. To address how each part of the city should develop, the Comprehensive Plan outlines place-based guidance at both the neighborhood and parcel level. This guidance is intended to help staff, elected officials, and appointed boards make decisions about rezonings and physical improvements, as well as to inform the private sector about desired development patterns. It comes in the form of two maps, each with associated narratives: the Future Development Map (FDM) and the Future Land Use Map (FLUM).

### **Future Development Map**

The FDM illustrates 13 character areas, places that share several typical characteristics, such as similar land uses,

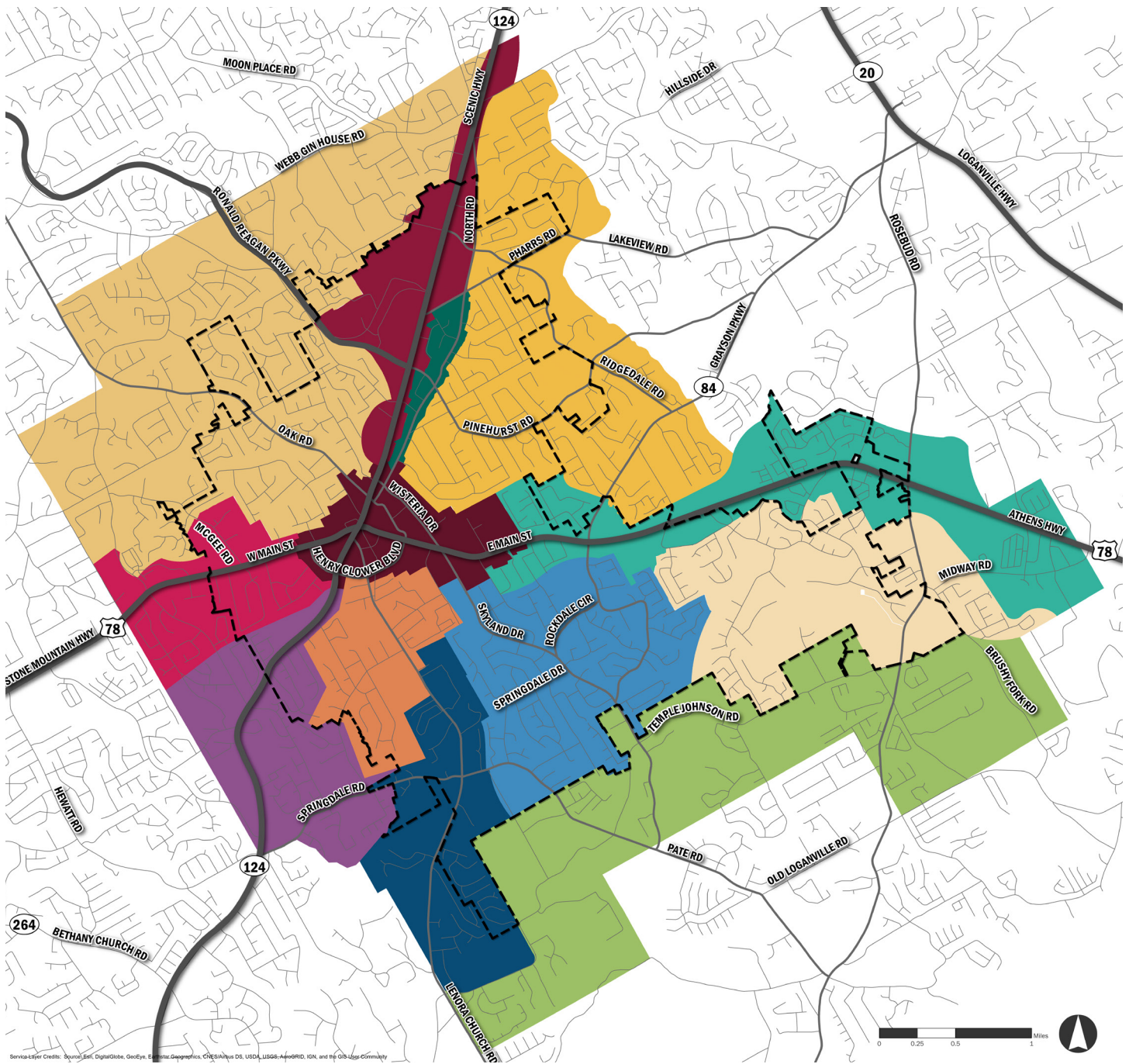
street design, intensity of development, building types, or unique environmental resources. They are grounded in the qualities of existing places but take an aspirational approach to defining the form of development the community wants to see in each area. A narrative for each character area is provided on page 36 through page 49. These narratives help guide future public investments, as well as rezoning, special use, and development applications.

### **Future Land Use Map**

This parcel-specific map provides decisionmakers with policy guidance for rezoning decisions. Each parcel is assigned a Future Land Use category, which is tied to a set of appropriate or considered existing or proposed zoning districts, outlined in Table 2 on page 53.

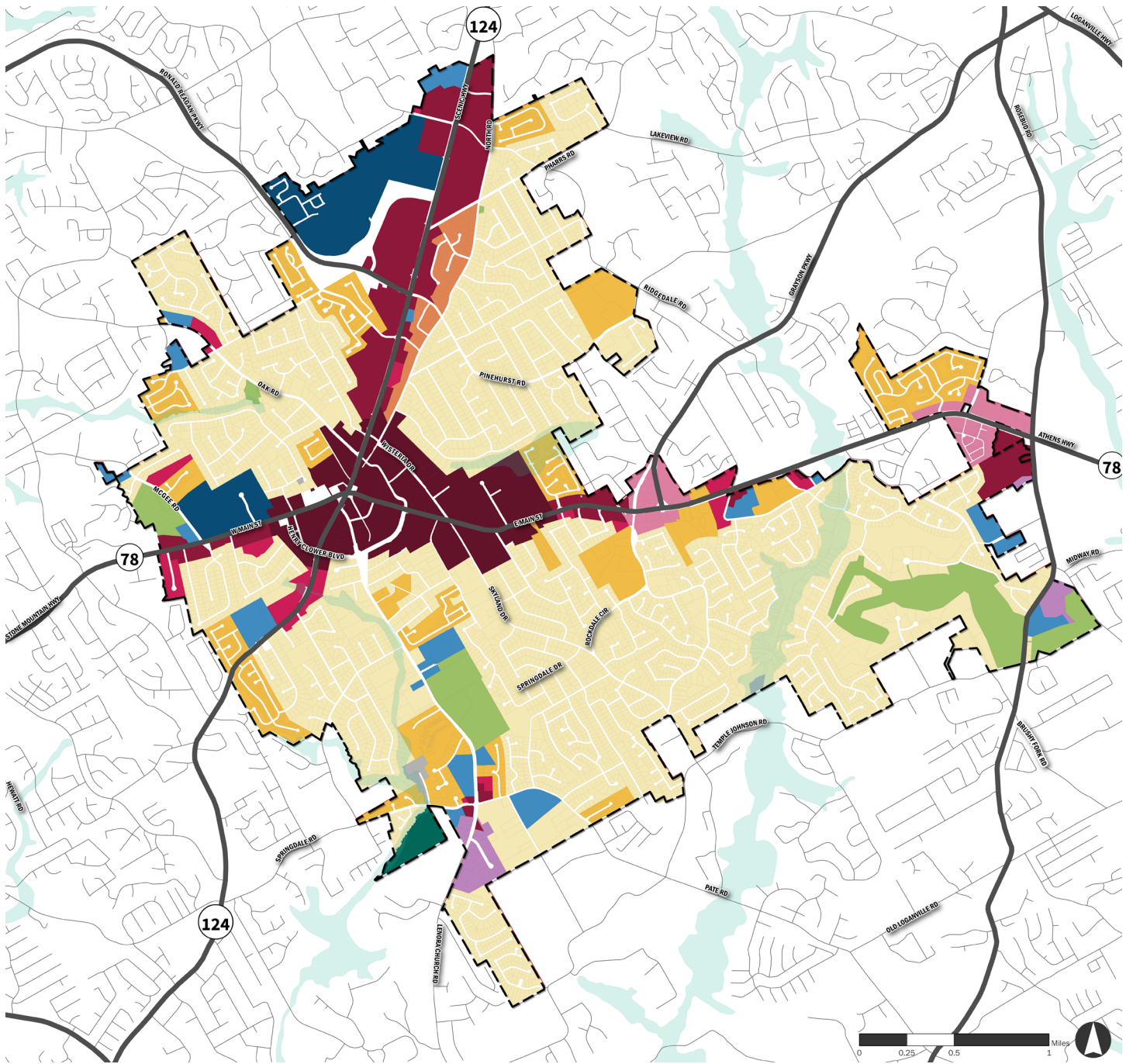
For more information about the FDM or FLUM, see Chapter 5, beginning on page 33.















# Future Development Map



- |   |   |  |
|---|---|--|
|  Brookwood District               |  Highway 78 West |  No Business Creek    |
|  Scenic Highway North             |  Towne Center    |  Scenic Highway South |
|  North Road Transitional Corridor |  Highway 78 East |  Lenora Church Road   |
|  Pinehurst                        |  Summit Chase    |  Temple Johnson Road  |
|   |  Skyland         |  |

# Future Land Use Map



- |   |   |  |
|---|---|--|
|  100-year Floodplain          |  Towne Center                    |  Public/Civic                           |
|  Residential - Low Density    |  Commercial Retail               |  Park/Recreation                        |
|  Residential - Medium Density |  Office/Professional             |  Conservation                           |
|  North Rd Redevelopment Area  |  Highway 78 East Activity Center |  Transportation/Communication/Utilities |
|  Health Village               |  Industrial Mixed Use            |  |



## 1

# Introduction

## Welcome to Snellville

The City of Snellville is located 25 miles northeast of Atlanta at the crossroads of US 78 (Main Street) and SR 124 (Scenic Highway). It has evolved from a rural outpost and later a bedroom community to become a suburban city with a growing economy, reaching a population of 19,400 people by 2016. The 10.48-square-mile city continues to be oriented around the intersection of these two regional routes and is made up primarily of shopping plazas along major roads and quiet residential neighborhoods with single-family homes. Eastside Medical Center and retailers along SR 124 (Scenic Highway) are hallmarks of the Snellville economy.

Excellent schools, a variety of parks and recreational options, an active faith community, and Summit Chase Golf and Country Club support the quality of life in Snellville. Undeveloped land is limited, located primarily in the eastern part of the city. (See Figure 1 and Figure 2.) Looking to the future, the City is preparing to improve infrastructure and community facilities, foster unique and walkable destinations, increase family-friendly and senior-friendly resources, and support local businesses and education so everybody will continue to be somebody in Snellville.

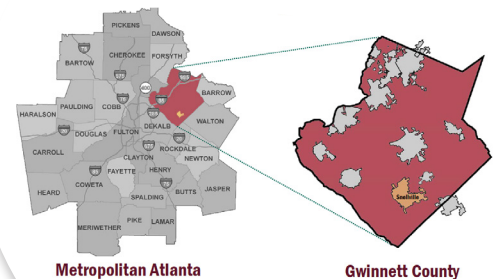


Figure 1. City of Snellville

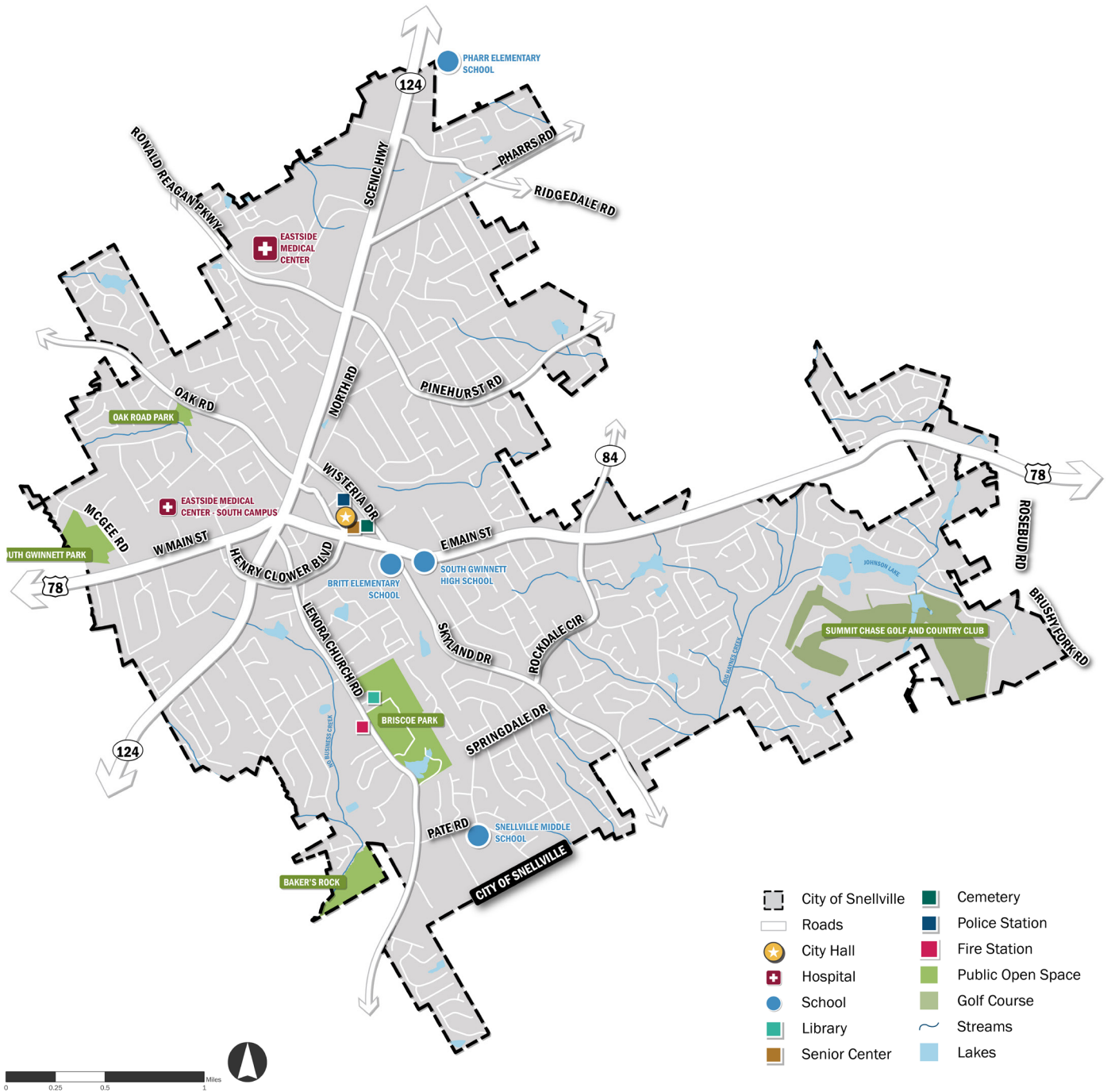
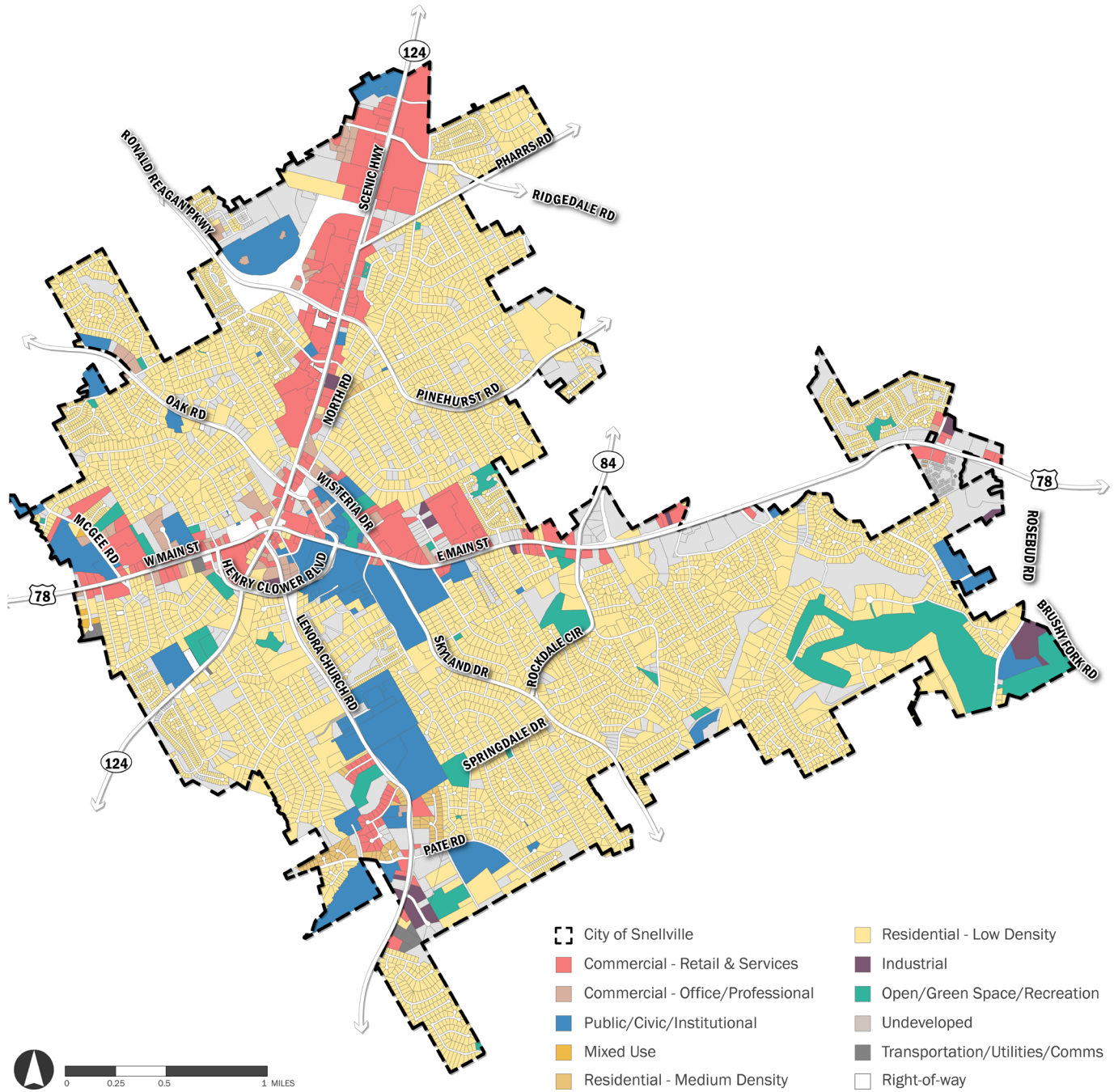


Figure 2. Existing Land Use Map



Source: Gwinnett County GIS (September 2017)



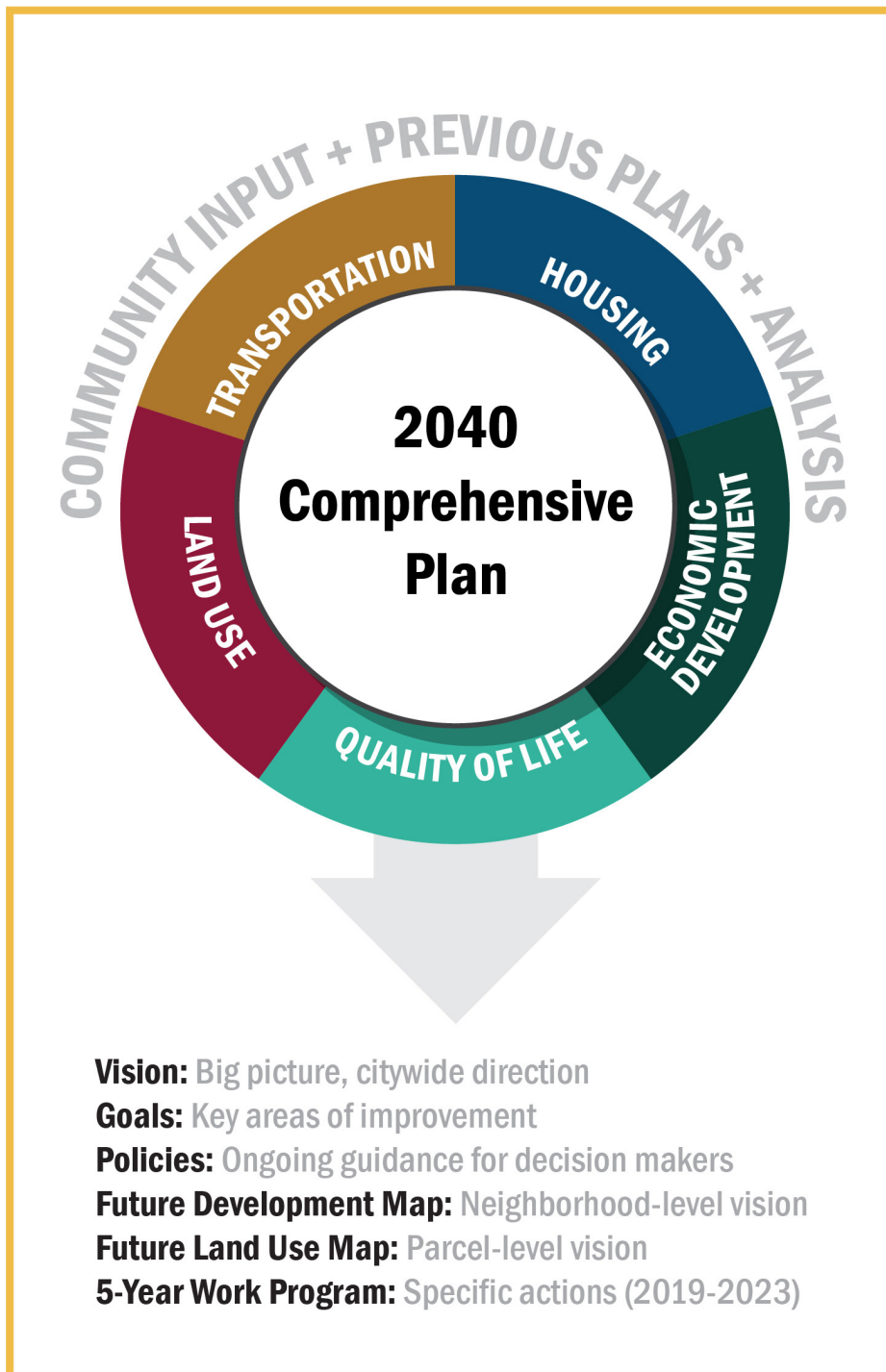
# Snellville Snapshots







# What is the 2040 Comprehensive Plan?



This Comprehensive Plan is the guiding policy document for the City of Snellville and helps ensure future decision about city resources and future development align with the community's vision and priorities. The plan considers a 20-year horizon, honing in on the kind of place Snellville wants to be in 2040 and what needs to happen to get there. It provides background information, community input, guiding policies, and a set of action steps to guide elected officials, appointed board members, and city staff in their decision-making process.

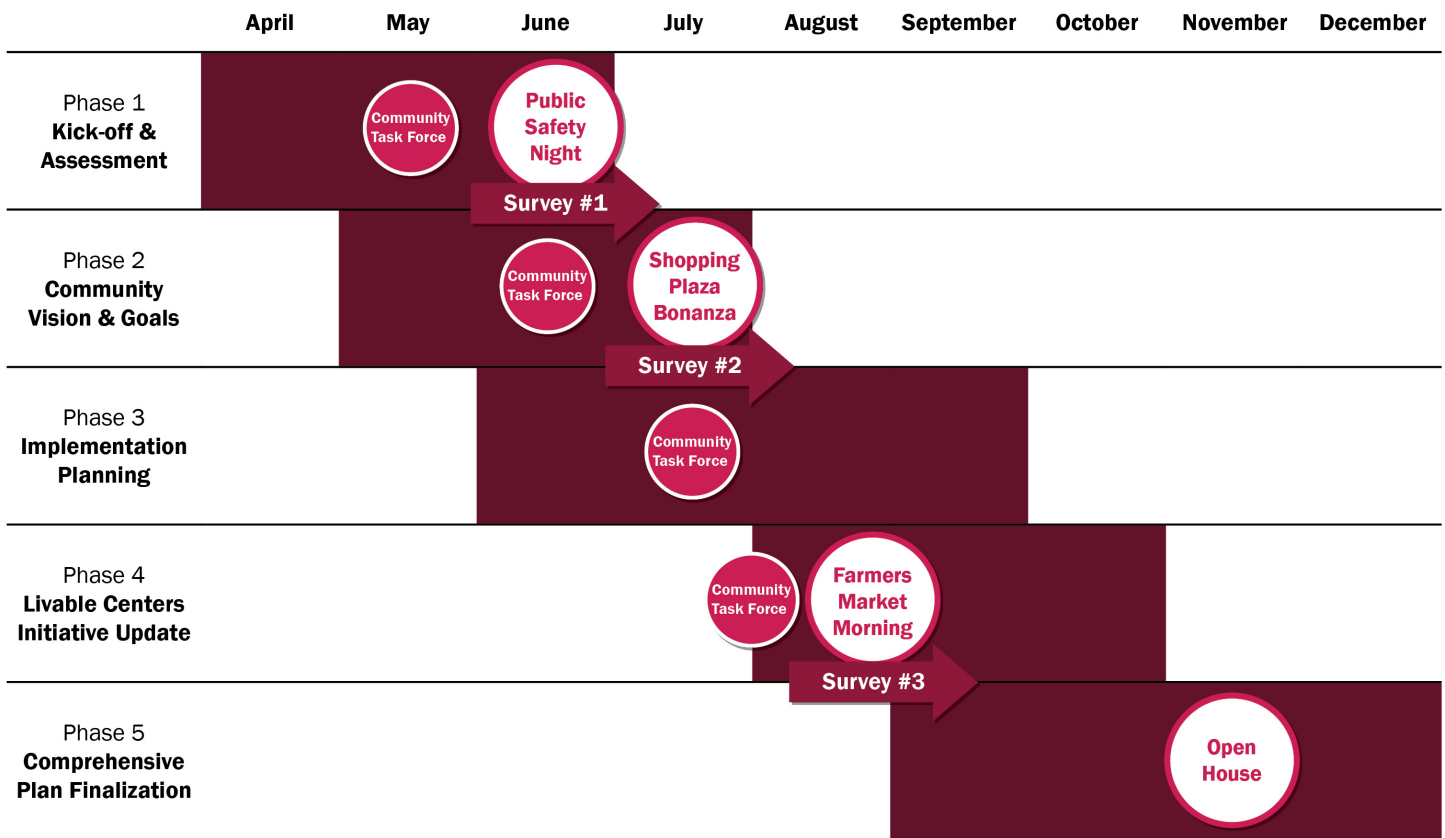
It focuses on four main topic areas: land use, transportation, housing, and economic development. Other issues that impact the quality of life in Snellville, like parks and recreation, are considered as part of a holistic strategy. It builds on previous work, connecting the dots between smaller ongoing projects and plans to make sure they are aligned and identify gaps where additional work may need to be done.

The Georgia Department of Community Affairs requires all local municipalities to update their comprehensive plans every five years to maintain qualified local government status. This plan replaces the City's previous comprehensive plan, the 2030 Comprehensive Plan. It should be reviewed and updated on a regular basis to reflect changes in community conditions and desires.

# Plan Development

## Schedule

The planning process began in April 2018 and was coordinated with the update to the Towne Center Livable Centers Initiative plan. A draft of the plan was completed by November 2018, then revised and adopted in February 2019.





## Community Engagement Activities

The Snellville community was invited to collaborate in the development of this plan through in-person engagement events and online activities. Highlights from these community conversations are highlighted throughout the report. For a full report of all input received, see Appendix C: Community Engagement.

### Website

The project website, [snellville2040.org](http://snellville2040.org), was regularly updated with information about the Comprehensive Plan and Livable Centers Initiative update. It provided background knowledge, as well as materials from all engagement events, draft documents, and blog posts discussing the latest developments in the plan.

### Stakeholder Interviews

In-person engagement kicked off with individual and small group interviews. The mayor, City Council representatives, city staff, neighborhood representatives, local entrepreneurs, nonprofit leaders, real estate experts, and others with deep knowledge of the community shared their thoughts on the current state of the City, key issues and opportunities to address, and vision for Snellville's future. Interviews were held in person on April 18, 2018 and by phone.

### Community Task Force

The Community Task Force met four times during the planning process to lead the development of the plan. This 25-person committee included elected officials, city staff, board representatives, business leaders, nonprofit leaders, high school students, and other community members. The group met on May 3, June 7, August 9, and October 4, 2018.

## On-the-spot Engagement

In-person events were designed to meet people out and about in the community at popular events and destinations. Each of these on-the-spot engagement events focused on gathering information about a different topic and was complemented with an online survey about the same topic.



### **Public Safety Night**

**June 5, 2018 at the Towne Green**

Attendees stopped by to discuss their views on the priority needs and opportunities facing Snellville

### **Shopping Plazas and Briscoe Park**

**July 7, 2018 at Presidential Marketplace and Briscoe Park**

Shoppers shared their opinions on how to improve major corridors and the shopping experience along Scenic Highway/SR 124, and park guests made requests for improvements to the City's recreational opportunities

### **Farmers Market**

**August 4, 2018 at the Towne Green**

Market patrons reviewed draft recommendations for the Towne Center area and shared their opinions on transportation, housing, and other needs to activate the Towne Center

## Surveys

Three online surveys were conducted to extend the conversation beyond in-person engagement events. They were promoted on the city website and social media, as well as in the press. 509 people participated. While not statistically valid surveys, this insight provided a sample of the local opinion on key issues.

### **Survey #1: Needs and Opportunities**

**June 4, 2018 to July 2, 2018**

### **Survey #2: Improving Major Corridors and Making Snellville Fun and Family-Friendly**

**August 1, 2018 to August 17, 2018**

### **Survey #3: Towne Center**

**September 10, 2018 to October 1, 2018**

## Open House

**November 8, 2018 at City Hall**

The community was invited to an open house to review highlights from the draft plan, including the vision, priority issues and opportunities, goals, policies, work program items, and Future Development Map. Participants provided feedback on input boards, comment forms, and discussions with staff, which was used to revise the draft plan.







# 2

## Priority Issues and Opportunities

What are the major problems facing Snellville today? What future issues do we need to anticipate? How can we better leverage our assets to make the most of what we have?

The themes that follow emerged as priority issues and opportunities identified through community input and a technical analysis. Demographic data, unless otherwise specified, is from the U.S. Census 2016 American Community Survey 5-year Estimates. More detailed background information is available in Appendix B: Existing Conditions Report and Appendix C: Market Analysis. The policies and work program items in this plan are designed to help Snellville overcome these issues and take advantage of key opportunities.





## Eastside Medical Center is a strong and growing anchor for the medical industry. ●●

Healthcare and social assistance is the largest industry in Snellville, employing 37 percent of people who work in the city. The industry is anchored by Eastside Medical Center, which employs more than 1,250 people. With new leadership, the hospital's regional profile has been on the rise as it has increased its focus on attracting top surgical talent and providing excellent patient safety. The hospital anticipates that demand for healthcare services will continue to grow as the local population ages, and it plans to expand its main campus and develop additional outpatient facilities like an imaging center and boutique health facilities in the surrounding area. Medical offices have located near the main hospital off Ronald Reagan Parkway and the recently opened Eastside Medical Center South Campus and Emergency Department off Fountain Square. In line with national trends, a senior housing development is under construction next to the main campus, highlighting convenient access to quality healthcare as a driver for senior living.

## Most jobs within the city are lower wage positions. ●

More than 34 percent of people who work in Snellville work in the retail industry, and another 28 percent work in accommodation and food services. These rates are significantly higher than Gwinnett County overall, where less than 10 percent of all employees work in retail and 6 percent work in accommodation and food services. Many of the jobs in this industry are hourly, low-wage positions with limited benefits. The average employee salary in Snellville is around \$31,000 annually, lower than the MSA average of around \$52,000. Increasing opportunities for higher wage jobs within the city was repeatedly cited as a priority by participants. Most Snellville residents (96 percent) commute outside of the city for work, with an average commute time of 40 minutes, longer than the Metropolitan Statistical Area (MSA) average of 31 minutes.





## **A lack of Interstate or rail access limits appeal for industrial or office development.** ●●●

The closest Interstate access point to Snellville is 14 miles from city limits, more than a 20-minute drive. There are no railroads within the city. While Snellville does have access to state and US routes, higher speed, limited access Interstates and railroads are particularly important for industrial businesses, who depend on strong regional access to move their products. Industrial demand in Metro Atlanta is high, with asking rents in the region for Q2 2018 were the highest since 2001. However, the Stone Mountain Industrial Submarket, which includes Snellville has the second lowest occupancy rate of any industrial submarket in the region and is not identified as a target manufacturing/distribution cluster in the Atlanta Regional Freight Mobility Plan. Demand for office space in the Atlanta area has also increased, with most activity in locations with strong access to transit and interstates. In the Stone Mountain/Northlake Retail Submarket, where Snellville is located, regional access is limited. Vacancy rates in this submarket have exceeded 30 percent for the past four quarters and absorption rates have been negative for five of the last six quarters. Existing industrial uses within the City are scattered and few. The most significant industrial employer is TOMCO<sub>2</sub> Systems Company on Rosebud Road, which designs, fabricates, and services CO<sub>2</sub> systems. Supporting the growth of this company is an economic development priority for the City as it works to increase high wage jobs in Snellville.

## **The changing retail industry may impact the extensive retail corridor on Scenic Highway (SR 124).** ●●

Scenic Highway (SR 124) has one of the highest concentrations of retailers in the metro area, with shopping plazas leased primarily by national chain and big box retailers providing convenience goods for local shoppers. Specialty goods retailers, like furniture and beauty supply stores, attract regional shoppers from outside the Snellville area. The existing supply of retail exceeds the level of demand generated by Snellville residents alone for most industry subgroups, indicating a need to draw regional consumers to sustain the current supply. As consumers continue to embrace online shopping, national retail development trends have moved away from brick and mortar shopping plazas and malls. For the moment, the Atlanta region has defied this trend and is experiencing increased retail sales, declining vacancy rates, new construction, and increased average rental rates.

Long term, the prevalence of retail in this corridor may make it particularly susceptible to potential disinvestment, if demand for physical stores continues to decline. Nearby, Main Street (US 78) has already experienced a decline in retail occupancy and several properties need improvements or redevelopment. Strategies to maintain a competitive advantage, offer experiential retail in walkable settings, and diversify uses will be needed help retain its quality. At the on-the-spot engagement event and online survey asking about the future of Scenic Highway (SR 124), most participants thought indoor entertainment, mixed-use lifestyle centers, community colleges or vocational schools, and medical facilities made sense to integrate into the future of the corridor. In general, they do not want to see a higher intensity of uses than is present today.



**National chains dominate the retail scene, but residents are craving more local options.**

A top request from community members throughout the planning process was to support more local shops and restaurants, especially places with cool atmospheres, outdoor dining, and walkable surroundings. Many of the national brands currently found in Snellville use the same generic, corporate architecture throughout the country, contributing to the lack of unique, recognizable places in Snellville. ● ●



Chains



VS



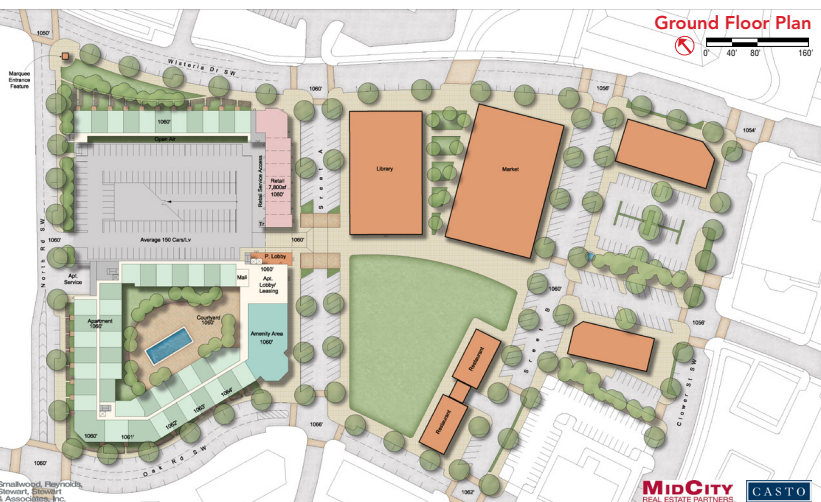
Local



**Community members desire an active, walkable downtown with small town charm, and plans for the Towne Center at Snellville are underway.** ● ● ● ● ●

Taking shape as a suburban community in the age of the automobile, Snellville never developed a historic downtown. Now, residents are looking for the kind of walkable place where they can walk around, pop into shops, grab a bite, explore cultural programs, and bump into their neighbors the way they would in a traditional downtown. Plans for a Towne Center near the intersection of Main Street (US 78) and Scenic Highway (SR 124) began when the City joined the Livable Centers Initiative (LCI) program through the Atlanta Regional Commission (ARC). The LCI program funds studies and transportation improvements for participating areas to make more walkable, healthy

neighborhoods and is a potential funding source for improvements to the Towne Center. Implementation of the planned Towne Center is a high priority for community members and elected officials.



The City has begun reactivating this area with the construction of the new City Hall and Senior Center, the creation of a successful weekend farmers market, and streetscape projects on Oak Road, Clower Street, and Wisteria Drive. The next phase is slated to break ground in 2019 in the core block between North Road, Oak Road, Clower Street, and Wisteria Drive. It will include the construction of a new Gwinnett County public library, a new city market, a new central green, a public-private parking garage, private mixed-use development, and new roads to create smaller, walkable blocks.

## The Towne Center will face competition from nearby, established downtowns. ● ●

Snellville residents are not alone in their desire for that small town center. A national trend toward more walkable, compact suburban town centers with a mix of activities has made its way to Metro Atlanta. Nearby cities like Lawrenceville, Norcross, Duluth, and Suwanee have already established their downtowns, including both historic main streets and recent developments. As Snellville implements the first phase of its Towne Center plan, it will need to distinguish itself from the competition to successfully attract development partners and future residents and tenants. Economic development staff and partners will need to be intentional about attracting and supporting commercial tenants.



## Snellville is an affordable, attractive place to raise a family. ●

Almost all households in Snellville are family households (80 percent), reflective of the city's housing stock. Detached-single family homes make up 91 percent of all housing units, significantly more than the MSA average of 67 percent. Most are single-family homes with three or more bedrooms (86 percent), a higher share than the MSA (70 percent). These large homes with spacious, often wooded lots tend to have reasonable price points. More than 76 percent of residents own their own homes, significantly more than neighboring cities and Gwinnett County as a whole. The average home value for owner-occupied units in Snellville is \$150,000, lower than the MSA average of \$173,300 despite the city's relatively large homes. Median home prices for recent sales are higher at \$205,000 as of September 2018, an 11 percent year-over-year increase. Rental units are also geared toward families, with 67 percent of rental units having three or more bedrooms.

### **Housing stock is relatively homogenous, limiting options within the city. ● ●**

While there are benefits to this family-oriented housing mix, the lack of variety limits the potential for people with different lifestyles and price points to find a home in Snellville. Major employers like Eastside Medical Center have reported a lack of reasonably priced, smaller rental options nearby as a barrier to employee attraction and retention and believe housing choices within a downtown environment are particularly in demand by their employees. When considering housing types other than large single-family homes that might be appropriate in Snellville, most survey respondents preferred smaller single-family homes, accessory dwelling units, senior housing, live-work units, or townhomes. If multi-family housing is added, participants want to make sure it is good quality and associated infrastructure improvements are made.

### **It is difficult to retain and attract younger residents. ● ● ●**

The family-oriented housing stock, distance to the primary job market, and lack of interesting activities or social spaces make it hard for Snellville to attract young professionals as residents, and community members report many people who grow up in Snellville do not choose to stay. Teenagers have few local options for entertainment or personal development, like after school programs or internship opportunities.

### **Senior housing has begun developing in Snellville, but the price point is out of reach for many residents. ●**

With Snellville's older population, demand for senior housing is growing. Of the 358 residential units currently under construction in planned communities in Snellville, 330 units are age-restricted for residents 55 and older. This includes a development of 130 single-family homes near the intersection of Ridgedale Drive and Pinehurst Road, along with 200 units at the Sheridan at Eastside next to Eastside Medical Center, which includes a mix of cottages, apartments, assisted living, and memory care. With rates at the Sheridan beginning at \$3,175 per month, this desirable, luxury lifestyle option is unattainable for many families.



**Regional transportation patterns and a high share of single-occupancy vehicle trips lead to frustrating traffic congestion. ●●**

The intersection of Main Street (US 78) and Scenic Highway (SR 124) feels the strongest effects of congestion from regional traffic, and a divergent left turn intersection is currently under construction to improve left turn movements and increase vehicular throughput. Congestion around shopping plazas on Scenic Highway is often cited by residents as an issue with traffic flow, and a roadway expansion from four to six lanes is tentatively planned as part of the Gwinnett County *Comprehensive Transportation Plan*. Coordinated signal timing, parallel access roads, connections between shopping plazas, and limits to curb cuts were frequent transportation requests from community members throughout the planning process.

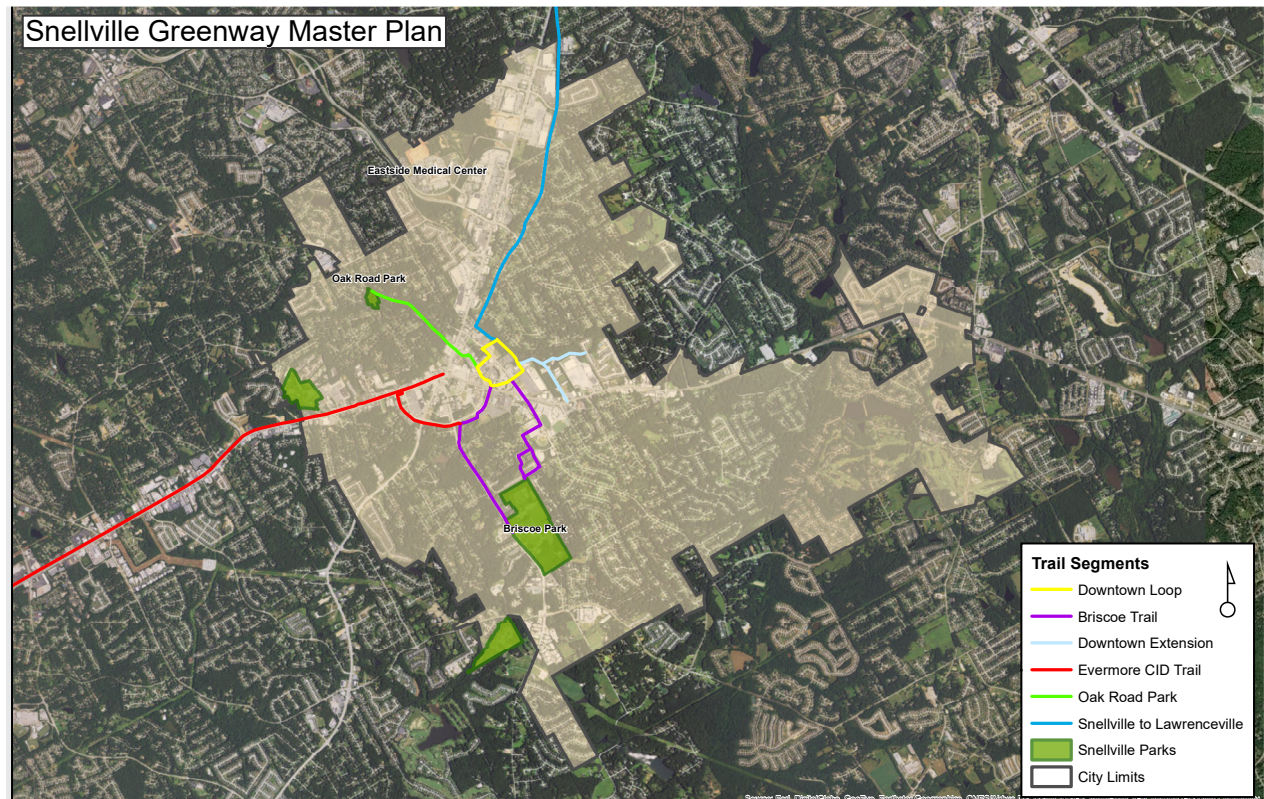


**There are few mobility options for people who do not drive, such as teens and seniors. ●**

Almost all trips in Snellville are made by car. Community members would like to be able to make some trips by other modes, but options are limited. The sidewalk network is inconsistent, and the long distance between destinations makes walking an impractical mode for many trips. There are currently no bike lanes or local bus routes available within the City of Snellville. Express commuter bus service to Downtown Atlanta is available through GRTA, picking up from a park and ride lot on Henry Clower Boulevard. Gwinnett County Transit recently began running an on-demand transit pilot program, which has gotten positive reviews from locals. A local circulator shuttle connecting the Towne Center to shopping plazas along Scenic Highway (SR 124) was often requested in community engagement activities.

## Greenway Master Plan established a framework for comfortable pedestrian and bicycle infrastructure. ● ●

The City created its first ever Greenway Master Plan in 2017, aimed at encouraging active transportation by providing paths connecting neighborhoods to the Towne Center and local parks. The plan calls for 7.3 miles of greenways by 2040. The first phase of the greenway will be a one-mile loop in the Towne Center, using a combination of existing 10-foot-wide sidewalks and new off-road paths. Construction is expected to commence in 2019. In a survey about overall recreation priorities, participants ranked trails and linear parks like these as their priority improvement to the Snellville recreation system. Safer streets and sidewalks were also ranked as the top need to make Snellville more family-friendly. When asked which segments of the proposed greenway they would like to see built next, they most often selected a connection to Briscoe Park, Henry Clower Boulevard, and additional connections within the Towne Center. The Gwinnett County Trails Plan also calls for regional trails, including paths that would link Snellville to Lawrenceville, Stone Mountain, Loganville, Grayson, and Walton County.





### **There is room to maximize the benefits of Briscoe Park and expand park access. ●**

Briscoe Park is Snellville's largest recreational amenity. The 178-acre park is located on Lenora Church Road and includes sports fields, a pool and splash pad, playgrounds, a community garden, a lake, and picnic areas. In the engagement process, participants considered improvements to Briscoe Park a top recreation priority for the city. The park is only accessible from one side, along Lenora Church Road, and additional, neighborhood-facing entrances and connections to the planned greenway could improve its utility. Portions of the park are underused and could be enhanced to meet some of residents' desires for additional recreation facilities, like a youth center, dog park, or landscaped green spaces. Engagement participants also cited a desire for additional neighborhood parks throughout the city.

### **Most land in the city has already been developed, so future growth requires redevelopment. ●●**

The population is expected to grow by up to 7,000 residents by 2040 and most land within the city has already been built out. A few undeveloped parcels remain, including a few parcels in the Towne Center that are well suited to near term development. Redevelopment will need to be more compact in order to accommodate a growing population. Aging shopping plazas with oversized parking lots present an opportunity to redevelop with a more walkable design as they reach the end of their useful lives.



### **New city leadership has an opportunity to build public trust and confidence from the development community. ●**

The current administration has a clear vision for the city and is highly motivated to implement improvements, particularly the Towne Center. To attract investment, this direction needs to be clearly communicated to the public and the developers to convey a sense of stability, trustworthiness, and commitment to increasing value in the community.



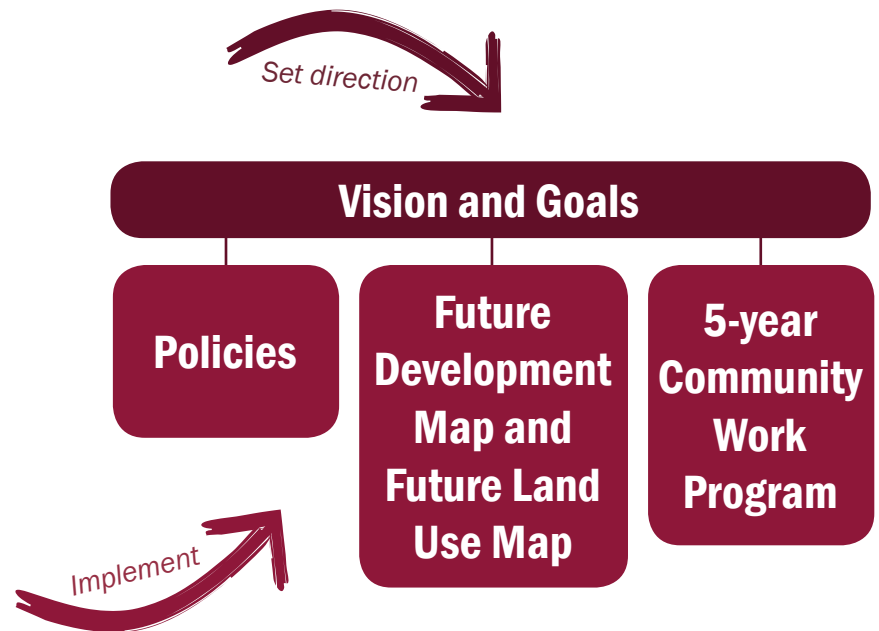


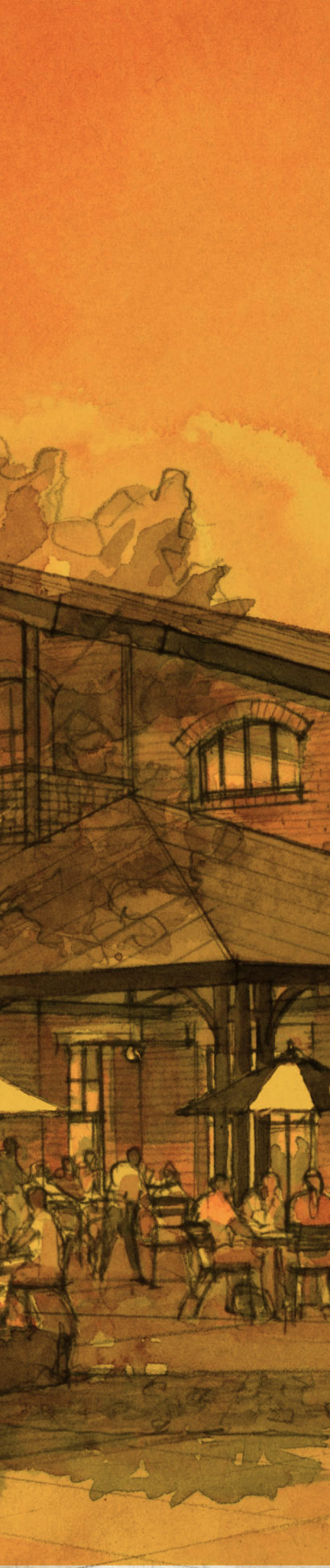


# 3

## Vision and Goals

The City's approach to improvements is guided by the vision and goals established by the community through the engagement process. These overarching principles will be implemented through citywide policies (Chapter 4), neighborhood-specific future development recommendations (Chapter 5), and action items in a five-year work program (Chapter 6) that tackles the key issues that must be addressed to achieve these goals.





## Vision

“In its second century, Snellville is a progressive, thriving community that is family-friendly and booming with activity. Rooted in its people and a vibrant Towne Center, our multi-generational and multi-cultural city sets the standard for quality of life, balanced growth, and economic opportunity.”

# Goals



## Land Use

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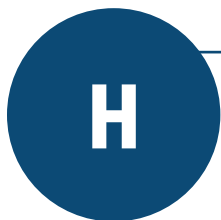
- LU-1: Continue to pursue the development of the Towne Center.
- LU-2: Protect and enhance the character of existing residential neighborhoods.
- LU-3: Support the development of live/work/play/learn communities.
- LU-4: Establish a unique identity and sense of arrival into Snellville.
- LU-5: Strongly discourage additional strip commercial development.



## Transportation

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- T-1: Alleviate congestion on major roadways.
- T-2: Address safety issues at dangerous intersections and roadways.
- T-3: Expand the City's walking and bicycling infrastructure.
- T-4: Enhance access to transit and ridesharing services.
- T-5: Ensure coordination with state, regional, county, and local agencies and partners.



## Housing

---

- H-1: Develop initiatives that encourage upkeep and maintenance of housing.
- H-2: Ensure housing stock remains affordable.
- H-3: Encourage the development of a diversity of housing types.
- H-4: Promote home ownership.



## Economic Development

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- ED-1: Diversify the types of jobs available in the city.
- ED-2: Proactively position the City to respond to the changing retail economy.
- ED-3: Promote Towne Center as a hub for economic development activity.
- ED-4: Support technology and small business initiatives.
- ED-5: Continue to expand the medical services cluster.
- ED-6: Address the "brain drain" of the city's youth leaving Snellville.



## Quality of Life

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- QL-1: Continue to cultivate a close-knit community.
- QL-2: Support the school system.
- QL-3: Expand the amount and types of parks and green space.
- QL-4: Focus on improving services for youth and teen populations.
- QL-5: Maintain the high quality of the police force.
- QL-6: Protect historic and cultural resources.
- QL-7: Protect water resources.
- QL-8: Grow the presence of public art in Snellville.
- QL-9: Encourage healthy living.



## 4

# Policies

The following policies build on the goals, detailing the approach the city should take to achieve them. They are based in community input and provide citywide guidance for decision makers as they assess ongoing issues, review development proposals, consider new projects, and prioritize funding. They also establish a framework of expectations for residents, developers, businesses, and others as they consider investing in Snellville. Policies are organized under the goals for each topic area: land use, transportation, housing, economic development, and quality of life. The next chapters build on this citywide direction through neighborhood- and parcel-specific development guidance (Chapter 5) and specific clear, near term projects (Chapter 6) that Snellville can act on to begin achieving its goals.

**Policies provide guidance for elected officials and City staff to ensure ongoing decisions align with the community's vision and goals**



# Land Use Policies

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## **Goal LU-1: Continue to pursue the development of the Towne Center.**

- LU-1.1: Encourage the design and development of spaces that support community interaction
- LU-1.2: Pursue projects that contribute to Snellville’s unique character
- LU-1.3: Promote mixed uses within the Towne Center
- LU-1.4: Support the growth of a diversity of entertainment options
- LU-1.5: Ensure that transportation networks within, to, and around the Towne Center are multimodal

## **Goal LU-2: Protect and enhance existing single-family neighborhoods.**

- LU-2.1: Encourage compatible uses, both residential and commercial, and the utilization of transitional zones and buffers between residential and non-residential development
- LU-2.2: Encourage property owners in the upkeep and maintenance of properties

## **Goal LU-3: Support the development of live/work/play/learn communities.**

- LU-3.1: Invest in infrastructure that creates more walkable neighborhoods
- LU-3.2: Pursue density in targeted areas of the community
- LU-3.3: Promote redevelopment opportunities of underused sites into mixed use projects
- LU-3.4: Ensure access to green space in dense, high-activity areas of Snellville

## **Goal LU-4: Combat lack of identity and generic development.**

- LU-4.1: Develop gateways and a sense of arrival into Snellville.
- LU-4.2: Invest in the beautification of the community’s main corridors
- LU-4.3: Enhance the Snellville brand and reinforce it through placemaking projects
- LU-4.4: Provide signage and wayfinding throughout the community
- LU-4.5: Improve the urban environment through better streetscapes

## **Goal LU-5: Strongly discourage the development of additional strip commercial uses.**

- LU-5.1: Encourage mixed use
- LU-5.2: Promote the redevelopment of older, underused commercial sites
- LU-5.3: Reduce parking requirements



# Transportation Policies

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## **Goal T-1: Alleviate congestion on major roadways.**

- T-1.1: Coordinate with GDOT and Gwinnett County on planned improvements to major roads
- T-1.2: Improve traffic flow and circulation near Eastside Medical Center.
- T-1.3: Promote connectivity of our road network to improve the quality of life in our residential neighborhoods.
- T-1.4: Synchronize traffic lights for improved flow
- T-1.5: Require interparcel access in new development
- T-1.6: Encourage use of alternative routes away from the main highways

## **Goal T-2: Address safety issues at dangerous intersections and roadways.**

- T-2.1: Make high visibility crosswalks on central community corridors a top priority for improving pedestrian movement in our city.
- T-2.2: Implement traffic calming schemes, such as narrow travel lanes, on-street parking, mid-block crossings, and street trees to slow traffic and increase safety for all modes of transportation.

## **Goal T-3: Expand the City's walking and bicycling infrastructure.**

- T-3.1: Continue to support the City's efforts to expand the greenway trail system.
- T-3.2: Create an interconnected system of sidewalks
- T-3.3: Facilitate improved multi-modal connectivity between related sites, including downtown and residential areas and schools and parks.
- T-3.4: Ensure that walking and bicycling infrastructure is ADA accessible

## **Goal T-4: Enhance access to transit and ridesharing services.**

- T-4.1: Explore the expansion of park-and-ride facilities in the city.
- T-4.2: Continue to coordinate with Gwinnett County Transit
- T-4.3: Support the expansion of ridesharing services

## **Goal T-5: Ensure coordination with state, regional, county, and local partners.**

- T-5.1: Coordinate transportation plans with county, state, and federal transportation plans that will be included in the Transportation Improvement Program so improvements can be considered for state and federal funding.
- T-5.2: Continue to build partnerships with the County and GDOT to implement Towne Center transportation projects.
- T-5.3: Coordinate all Highway 78 improvements with the Evermore Community Improvement District.

## **Goal T-6: Improve access to employment centers**

- T-6.1: Focus traffic flow improvements and transit service on routes that connect to employment centers
- T-6.2: Continue to coordinate with Georgia Regional Transit Authority to offer commuter bus service



# Housing Policies

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## **Goal H-1: Develop initiatives that encourage upkeep and maintenance of housing.**

- H-1.1: Explore the creation of homeowner maintenance assistance programs
- H-1.2: Strengthen enforcement of residential property maintenance ordinances
- H-1.3: Encourage the establishment of neighborhood groups/associations
- H-1.4: Consider developing programs to support home ownership
- H-1.5: Educate property owners about City maintenance standards

## **Goal H-2: Ensure housing stock remains affordable.**

- H-2.1: Promote Snellville as an affordable alternative to intown housing
- H-2.2: Encourage the construction of housing types that appeal to young families
- H-2.3: Pursue more options for quality workforce housing
- H-2.4: Support the development of housing that is within financial reach of households on fixed incomes

## **Goal H-3: Encourage the development of a diversity of housing types.**

- H-3.1: Pursue more development opportunities focused on seniors and assisted living
- H-3.2: Encourage the construction of high-quality townhomes and multi-family units in areas where higher density has been targeted
- H-3.3: Allow the development of smaller single-family residential units
- H-3.4: Allow medium-density residential development to serve as a transitional use between higher intensity commercial and mixed-use areas and low-density residential neighborhoods





# Economic Development Policies

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## **Goal ED-1: Diversify the types of jobs available in the city.**

- ED-1.1: Pursue the creation or relocation of higher wage, professional jobs in Snellville
- ED-1.2: Explore options to support workforce development
- ED-1.3: Partner with organizations to ensure access to vocational training
- ED-1.4: Market the city as an emerging economic hub of Gwinnett County

## **Goal ED-2: Proactively position the City to respond to the changing retail economy.**

- ED-2.1: Evaluate the impact of online retail on Snellville storefronts
- ED-2.2: Support the transition of underused “big box” sites to new uses
- ED-2.3: Encourage opportunities for adaptive reuse

## **Goal ED-3: Promote Towne Center as a hub for economic development activity.**

- ED-3.1: Prioritize the recruitment of local businesses to locate in Towne Center
- ED-3.2: Support the development of unique events and entertainment options
- ED-3.3: Remove barriers to the establishment of restaurants and breweries
- ED-3.4: Attract office tenants to Towne Center
- ED-3.5: Ensure a variety of shopping experiences in Towne Center
- ED-3.6: Promote Towne Center as a destination for both residents and visitors

## **Goal ED-4: Support technology and small business initiatives.**

- ED-4.1: Enhance and grow the community’s business incubators
- ED-4.2: Continue to support entrepreneurs in Snellville
- ED-4.3: Support local businesses through training programs and streamlined processes

## **Goal ED-5: Continue to expand the medical services cluster.**

- ED-5.1: Market Snellville to the medical service industry
- ED-5.2: Recruit additional jobs in healthcare to the community
- ED-5.3: Invest in physical improvements to the public realm around Eastside Medical Center
- ED-5.4: Support the growth of urgent care and outpatient facilities



# Economic Development Policies

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## Goal ED-6: Address the “brain drain” of the city’s youth leaving Snellville.

- ED-6.1: Attract a partner to provide higher education opportunities in the community
- ED-6.2: Support programs that promote career readiness, jobs for teens, and internships
- ED-6.3: Ensure attractive, affordable housing is available for younger households
- ED-6.4: Cultivate a variety of things to do that are attractive to youth and young adults
- ED-6.5: Support Snellville’s high schools and their programs

## Goal ED-7: Improve access to broadband.

- ED-7.1: Work with broadband providers to identify any areas of the community that lack access to broadband

## Goal ED-8: Support the expansion of sanitary sewer throughout the city.

- ED-8.1: Reduce reliance on septic systems



# Quality of Life Policies

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## Goal QL-1: Continue to cultivate a close-knit community.

- QL-1.1: Promote a culture of caring and inclusivity
- QL-1.2: Continue to build partnerships with local organizations

## Goal QL-2: Support the school system.

- QL-2.1: Coordinate growth with Gwinnett County Schools
- QL-2.2: Improve transportation options and connections to and around schools
- QL-2.3: Continue to support and build partnership programs like the Snellville Youth Commission and Youth Entrepreneurship collaboration
- QL-2.5: Create and support programs that bridge the employment skills gap between the classroom and the workplace



# Quality of Life Policies

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## Goal QL-3: Expand the amount and types of parks and green space.

- QL-3.1: Implement the greenways plan
- QL-3.2: Make improvements at existing parks
- QL-3.3: Identify future green space opportunities
- QL-3.4: Improve access to parks and green space from neighborhoods

## Goal QL-4: Focus on improving services for youth and teen populations.

- QL-4.1: Improve the breadth and depth of recreation programs and facilities available to Snellville residents
- QL-4.2: Develop youth facilities as part of a new Recreation Center
- QL-4.3: Create partnerships to enhance educational opportunities in the community
- QL-4.4: Ensure that youth and teens are also served by new facilities and events in Towne Center

## Goal QL-5: Maintain the high quality of the police force.

- QL-5.1: Continue the police force's community orientation approach

## Goal QL-6: Protect historic and cultural resources.

- QL-6.1: Identify and inventory remaining historic and cultural resources
- QL-6.2: Support programs and efforts of the Historical Society

## Goal QL-7: Protect water resources.

- QL-7.1: Protect water quality in the Big Haynes Creek watershed
- QL-7.2: Pursue greenway opportunities with water resource benefits
- QL-7.3: Encourage septic tank removal

## Goal QL-8: Grow the presence of public art in Snellville.

- QL-8.1: Plan for public art that is integrated throughout the community
- QL-8.2: Build partnerships with artists and cultural organizations to promote the arts community in Snellville
- QL-8.3: Promote artisanal shops

## Goal QL-9: Encourage healthy living.

- QL-9.1: Promote the development of an urban environment that encourages walking
- QL-9.2: Pursue partnerships to develop healthy living programs
- QL-9.3: Continue to support and grow the Farmers Market
- QL-9.4: Continue to support and promote the community garden as an amenity

## Goal QL-10: Increase reach of Quality of Life Program

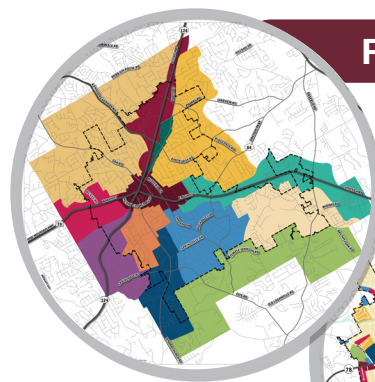
- QL-10.1: Explore incentives to encourage Code compliance



## 5

# Snellville Tomorrow

The community's vision for how land will evolve over time is translated into two guiding policy maps, each with associated narratives: the Future Development Map and the Future Land Use Map. The Future Development Map (FDM) focuses on preferred development patterns and improvement strategies for larger neighborhoods (character areas), where the Future Land Use Map (FLUM) focuses on individual uses, providing parcel-by-parcel guidance for future rezoning decisions.

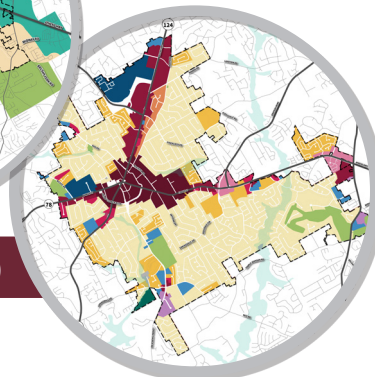


## Future Development Map

Neighborhood-level guidance  
Begins on page 34

## Future Land Use Map

Parcel-level guidance  
Begins on page 50



# Future Development Map

## What is a Character Area?

Snellville is made up of distinct places, each with their own purpose and feel. The Future Development Map (FDM) illustrates these as character areas, places that share several typical characteristics, such as similar land uses, street design, intensity of development, building types, or unique environmental resources. They are grounded in the qualities of existing places but take an aspirational approach to defining the form of development the community wants

to see in each area. A narrative for each character area is provided on page 36 through page 49. These narratives help guide future public investments, as well as rezoning, special use, and development applications.

There are 13 character areas in Snellville, as illustrated on the FDM:



**Brookwood District**  
(page 36)



**Scenic Highway North**  
(page 37)



**North Road Transitional Corridor**  
(page 38)



**Pinehurst**  
(page 39)



**Highway 78 West**  
(page 40)



**Towne Center**  
(page 42)



**Highway 78 East**  
(page 41)



**Summit Chase**  
(page 45)



**Skyland**  
(page 44)



**No Business Creek**  
(page 46)



**Scenic Highway South**  
(page 47)

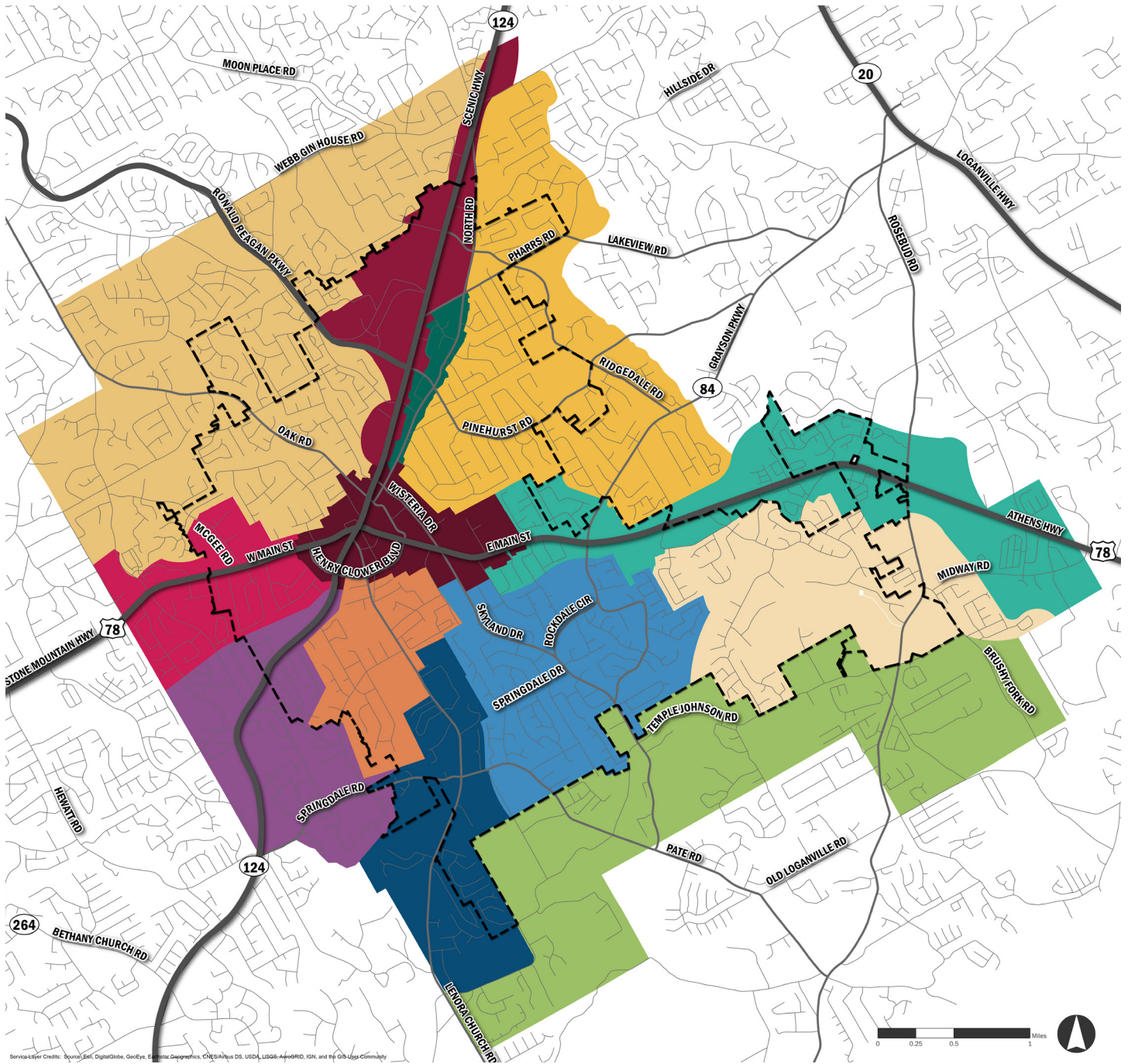











**Lenora Church Road**  
(page 48)



**Temple Johnson Road**  
(page 49)

**Figure 3. Future Development Map**



- |  |                                  |   |                 |   |                      |
|--|----------------------------------|---|-----------------|---|----------------------|
|  | Brookwood District               |  | Highway 78 West |  | No Business Creek    |
|  | Scenic Highway North             |  | Towne Center    |  | Scenic Highway South |
|  | North Road Transitional Corridor |  | Highway 78 East |  | Lenora Church Road   |
|  | Pinehurst                        |  | Summit Chase    |  | Temple Johnson Road  |
|  |                                  |  | Skyland         |   |                      |

## CHARACTER AREA

# Brookwood District

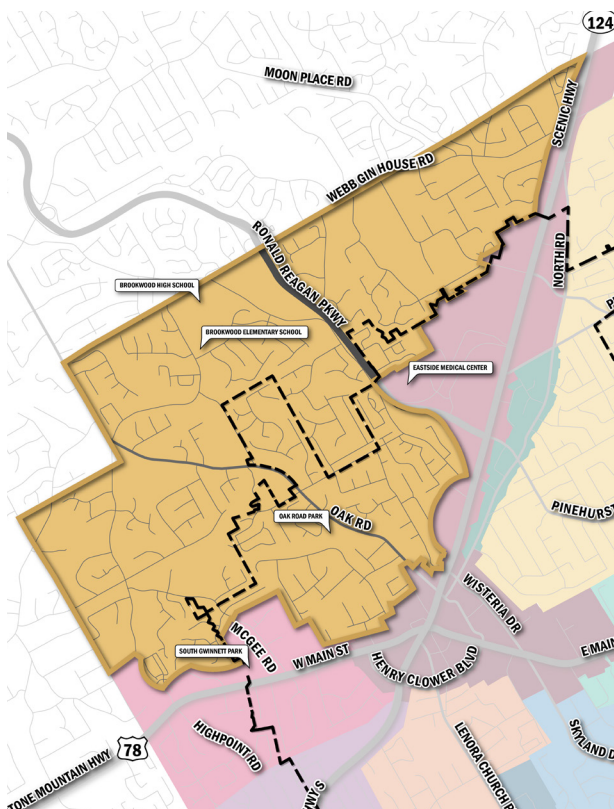


### Existing Character Description

The Brookwood District character area is known for its single-family neighborhoods, supported by schools, places of worship, and a few small offices and neighborhood-serving retailers along the main roads. Homes include a mix of well maintained, older, ranch-style and traditional two-story homes on large lots with newer, more compact subdivisions scattered throughout. Both natural wooded areas with mature trees and manicured landscaping fill the area with greenery. Ronald Reagan Parkway, a divided, limited access highway, does not have any crossings within the character area and serves as a physical barrier. Sidewalks are available on many, but not all streets in this area. The 4.7-acre Oak Road Park is a passive recreation space for neighbors to play and exercise in a natural setting.

### Predominate Land Uses

Low-density residential, medium density residential, park/recreation



### Vision

A vibrant community that maintains its high values over time, the Brookwood District is strongly linked to Brookwood Elementary School and High School. It is characterized by quiet streets and green spaces, with strong community cohesion and social ties.

### Key Implementation Strategies

- Add traffic calming improvements (speed tables, bulb outs, landscaped medians, chicanes, on-street parking) and increase street connections to improve walkability within neighborhoods
- Implement the planned greenway route on Oak Road and expand sidewalk system to connect community facilities like the Brookwood schools and Oak Road Park to surrounding neighborhoods. Sidewalks are particularly needed on Oak Road, Holly Brook Road, and Highpoint Road
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties
- Add wayfinding signs for easy navigation



Clockwise from top left: 1, 2, and 3) Existing single-family homes; 4) Brookwood High School



# Scenic Highway North

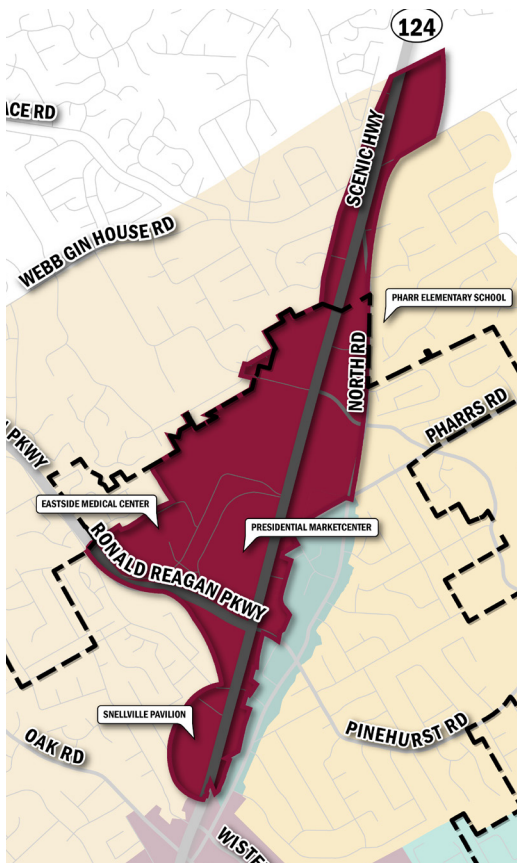


## Existing Character Description

The Scenic Highway North character area is the city's economic engine, including a regionally significant shopping corridor along Scenic Highway (SR 124) and Snellville's largest employer, Eastside Medical Center. Shopping plazas along Scenic Highway are occupied primarily by national big box retailers and have oversized surface parking lots with deep building setbacks. Eastside Medical Center, located off Ronald Reagan Parkway on Tree Lane, has grown in recent years and plans to further expand its footprint in the area. Nearby, medical office parks have located on minor roads with convenient access to the hospital and a new continuing care retirement community is under construction next to the medical center.

## Predominate Land Uses

Commercial/retail, office/professional, health village



## Vision

An impressive gateway corridor into the city containing a mixture of land uses, including destination retail and health services. Parts of this area have been redeveloped to contain additional offices and facilities for senior living.

## Key Implementation Strategies

- As shopping plazas redevelop, encourage buildings to face the street and locate parking to the side and rear
- Reduce parking requirements and encourage reuse
- Provide adequate buffers between residential neighborhoods and intense commercial development on Scenic Highway
- Construct gateway feature along Scenic Highway to signify entrance into the City of Snellville
- Require inter-parcel access between developments
- Work with Gwinnett County and GDOT to encourage wide sidewalks, landscaped medians, and crosswalks as part of the planned roadway widening project for Scenic Highway
- Enhance pedestrian connections between commercial uses and adjacent residential neighborhoods



Clockwise from top left: 1) Eastside Medical Center; 2) rendering of the Sheridan at Eastside senior living development; 3) Potential future retail character; 4) Existing retail

# North Road Transitional Corridor

## Existing Character Description

The North Road Transitional Corridor character area surrounds North Road, a parallel road to nearby Scenic Highway and a key north-south connection for locals. The southern end of the character area connects to the Towne Center, and several homes have already been converted to offices. Farther north, the area is mostly older, single-family ranch homes and a few small offices, all with a residential character and relatively deep setbacks. Properties on the west side of the corridor abut commercial properties on Scenic Highway. Natural vegetation provides greenery and shade along much of the corridor. Sidewalks are available along portions of North Road.



## Predominate Land Uses

Low-density residential, medium density residential, North Road Redevelopment Area, office/professional

## Vision

With its proximity to the Towne Center, the southern portion of the North Road Transitional Corridor is well suited to office expansion. To the north, infill mixed uses are envisioned to help buffer the quieter residential neighborhoods to the east from the commercial development along Highway 124 to the west. North Road itself will be major corridor in Snellville’s growing system of greenways, linking the City north toward the Shoppes at Webb Gin House. Traffic will be eased by consolidating the number of curb cuts, building roundabouts, and implementing access management strategies.

## Key Implementation Strategies

- Construct planned roundabouts to improve turn movements at the intersections of Pharrs Road, Pinehurst Road, and Ridgedale Drive
- Implement the planned greenway route along North Road
- Expand sidewalks, particularly along Pinehurst Road and Pharrs Road
- Adopt the North Road Overlay
- Encourage shared driveway access and alleys for future redevelopment to minimize curb cuts
- Support the consolidation of parcels to encourage unified redevelopment
- Establish a consistent development pattern along the corridor by implementing design guidelines for signage, sidewalks, and landscaping
- Permit well designed, infill development small offices and medium density residences
- Continue active code enforcement



Existing character



Potential future character in the southern portion of the corridor

# Pinehurst



## Existing Character Description

The Pinehurst character area is an older, established residential neighborhood. Most homes are ranch-style houses on generous lots with a full and mature tree canopy. Some undeveloped, wooded pockets remain. There are few sidewalks on local roads. Currently, the lack of sewer limits more intense uses.

## Predominate Land Uses

Low-density residential

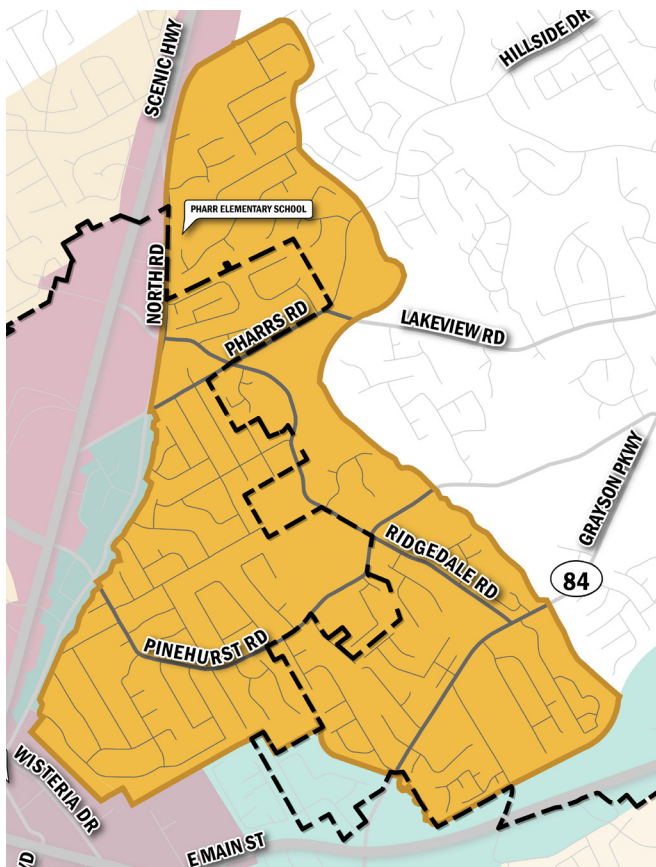
## Vision

Expanding on the neighborhood’s quality and vitality, Pinehurst will remain a healthy community of low-density residences. Walkability will be improved through the addition of sidewalks, and most new housing in the area will be aligned with the existing size and scale of homes currently in

place. Closer to the Towne Center, some single family homes with more compact design may be appropriate.

## Key Implementation Strategies

- Implement planned greenway along North Road and neighborhood greenway connection to the Towne Center
- Expand sidewalks particularly along the North Road, Pinehurst Road, and Ridgedale Drive
- Continue to address code enforcement violations
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties
- Construct planned roundabouts to improve turn movements at the intersections of Pharrs Road, Pinehurst Road, and Ridgedale Drive



Clockwise from top left: 1, 2, and 3) Existing residences with large lots and wooded streets; 4 and 5) Potential new single-family homes on moderate lots

# Highway 78 West



## Existing Character Description

The Highway 78 West character area is the western gateway into Snellville, including US 78 and the surrounding residential neighborhoods. Within this character area, the corridor has attracted mainly standalone retailers, shopping plazas, and automotive repair businesses. Eastside Medical Center’s (EMC) South Campus is located in this area and has attracted surrounding medical offices and related uses. Most of these commercial users have individual curb cuts and lack inter-parcel connectivity. Portions of the corridor remain undeveloped. There are mixed levels of investment in the corridor, including aging stores, recently remodeled facades, and some new buildings. Just north of US 78, South Gwinnett Park is a 23-acre, county operated park with active recreation facilities offers a variety of sports programs. The Evermore Community Improvement District and has made improvements like landscaped medians in some places. The new divergent left turn intersection at US 78 and SR 124 will impact this area, improving traffic flow for vehicles while creating a barrier for pedestrians and cyclists.

## Predominate Land Uses

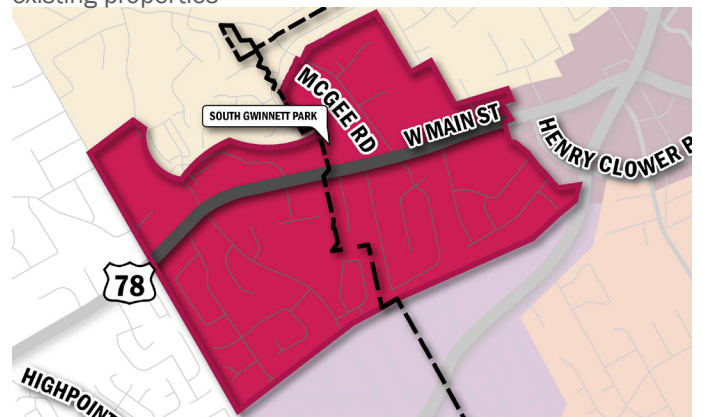
Health village, commercial/retail, low density residential, park/recreation

## Vision

A vibrant commercial corridor that is a mix of well-kept, established businesses and new infill development, anchored by the EMC South Campus. Commercial properties have a high degree of connectivity between each other, attractive streetscape, underground utilities, and unified architectural facades. Stable residential communities border these commercial uses.

## Key Implementation Strategies

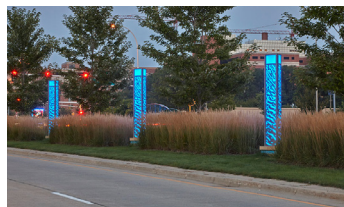
- As shopping plazas redevelop, encourage buildings to face the street and locate parking to the side and rear
- Require inter-parcel access between developments
- Implement the planned greenway along US 78, including a vegetative buffer near the intersection of US 78 and SR 124 and a connecting spur to South Gwinnett Park
- Enhance pedestrian crossing at US 78 and Henry Clower Blvd
- Promote an integrated health village surrounding EMC
- Study the potential for additional landscaped medians
- Provide bicycle and pedestrian amenities, including covered walkways, benches, lighting, and bike racks
- Continue working with the Evermore Community Improvement District to redevelop portions of the corridor and facilitate transportation improvements along US 78
- Continue active code enforcement
- Actively promote redevelopment of the commercial area through the Downtown Development Authority
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties



South Gwinnett Park



Existing medical office



Landscaped median with artistic lighting



Existing medical office

# Highway 78 East



## Existing Character Description

The Highway 78 East character area is one of the least developed within Snellville, consisting mostly of isolated retail uses and undeveloped parcels. There are several new residential developments off the highway, including townhomes and single-family homes on smaller lots. Farther east, undeveloped, wooded lots next to the highway make for a more scenic drive. There are fewer individual curb cuts along this portion of the highway because of shared driveway access and large undeveloped tracts. Many segments are missing sidewalks. This portion of US 78 is one of the few major roads in Snellville that has not already been developed as strip commercial, and there is an opportunity to encourage clustered, connected development at key intersections while preserving some frontage as undeveloped land or residential development.

## Predominate Land Uses

Commercial/retail, low-density residential, medium-density residential, undeveloped



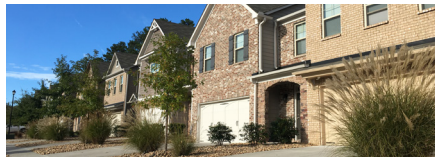
Potential future character of neighborhood-oriented, small scale, street-facing, mixed use

## Vision

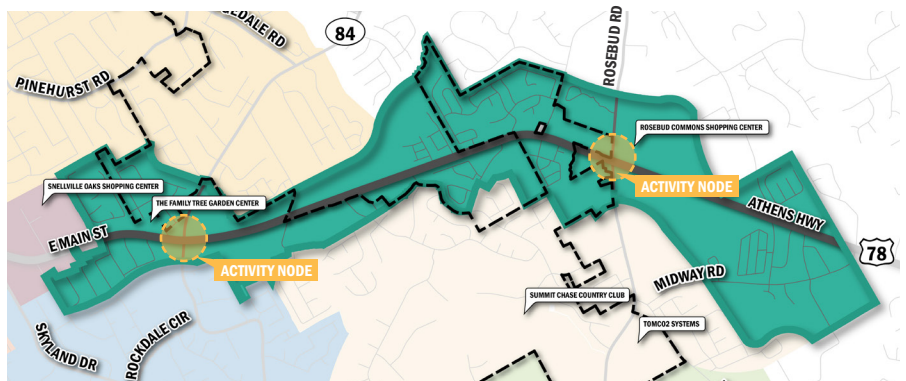
A corridor with high developed activity nodes, containing a mixture of uses with a pedestrian scale and infrastructure to support walking and bicycling. The high school is a major center of activity within the character area. Open green space or low-density residential land uses will frame the space around the nodes, which are envisioned at the intersections of US 78 with Grayson Parkway and Rosebud Road.

## Key Implementation Strategies

- Create new zoning designation for areas within specified activity nodes. This should permit a mixture of land uses, similar to the Towne Center, but at a smaller scale. A connected street grid network with small blocks and wide pedestrian walkways should be required as properties are redeveloped. Streets should include landscaping, pedestrian-scale lighting, and street furniture. Public gathering areas should be encouraged. Buildings should be limited to no more than three stories and should include facade variation and fenestration. Parking should be located to the rear or side of buildings.
- Prohibit retail and encourage residential development in areas located between activity nodes
- Construct gateway feature along US 78 to signify entrance into the city
- Control and limit access points to US 78
- Require inter-parcel access between developments and parallel access roads where possible
- Implement the planned greenway route along US 78



Existing residences between proposed nodes



# Towne Center

## Existing Character Description

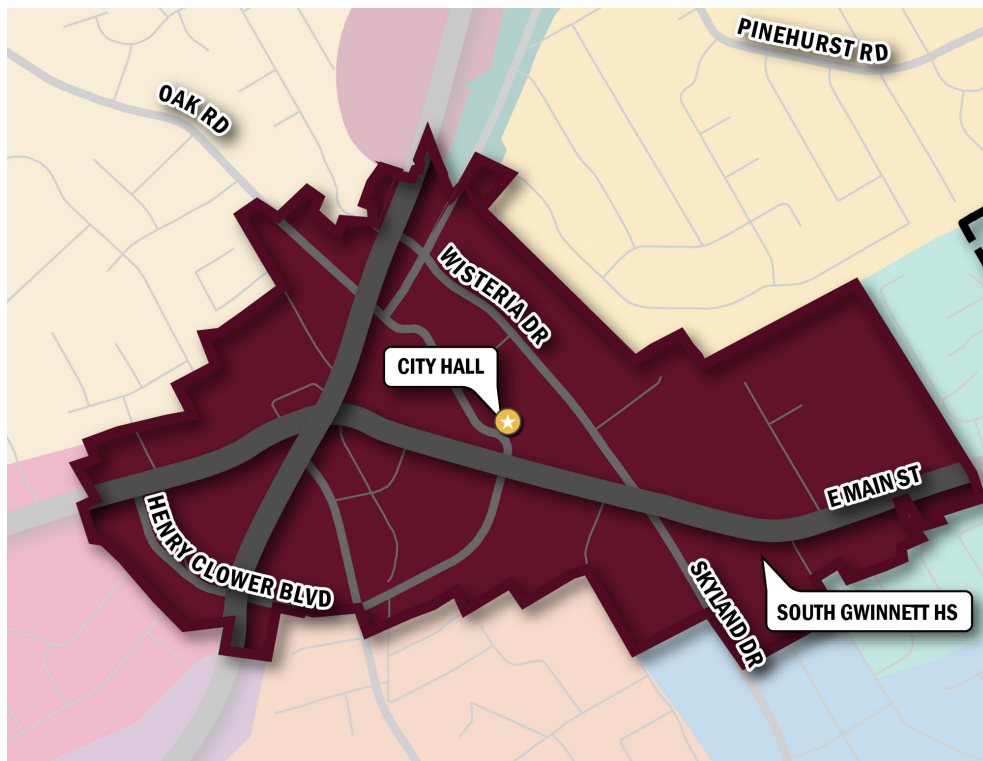
The Towne Center is located at the center of Snellville and includes a mix of civic, retail, office, and educational uses, as well as the Snellville Historical Cemetery. Having developed in the age of the automobile, its current form is low density and suburban in nature, unlike traditional downtowns, which are more pedestrian friendly. The City has taken steps to begin developing a true, walkable center with the construction of City Hall, the Towne Green, the Snellville Senior Center, and several streetscape projects. Plans are underway to construct a new library, city market, green, and parking garage just a block away. There are several large, undeveloped parcels in the area, as well as shopping centers with oversized parking lots with potential for redevelopment. Elected officials and city staff are focused on identifying private development partners to bring in more compact, mixed use development typical of a traditional downtown.

## Predominate Land Uses

Public/civic, commercial/retail, office/professional, medium density residential, high density residential

## Vision

A vibrant downtown that includes residences, offices, restaurants, small-scale shops, educational and cultural facilities, and entertainment venues—it is the focal point of the community and the destination for dining, shopping and cultural pursuits. There is a variety of housing available to meet the needs of multiple generations, as well as an interconnected system of parks and greenways for people to gather and exercise. Streets are designed with generous spaces for pedestrians, cyclists, and transit riders and buildings are oriented to face the streets. Pedestrians can safely access the Towne Center when crossing major roads. Lighting, landscaping, and art create a welcoming environment.

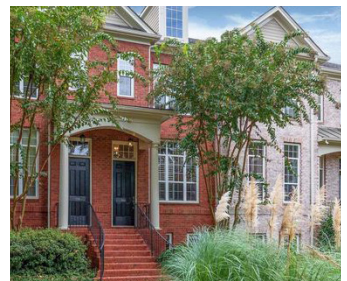
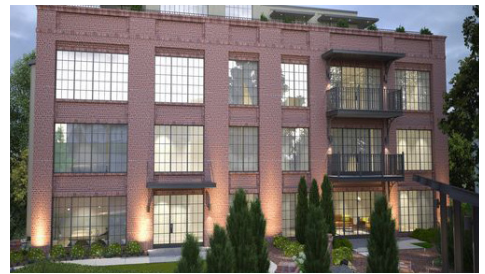


Existing spaces and buildings

# Towne Center (Continued)

## Key Implementation Strategies

- Implement the Towne Center Livable Centers Initiative (LCI) Plan
- Actively promote redevelopment through the Downtown Development Authority to assemble parcels and attract quality private development partners
- Focus on redeveloping a core, active block with a mix of uses and pedestrian-oriented design on the block between Wisteria Drive, North Road, Oak Road, and Clower Street to anchor surrounding redevelopment
- Work with Gwinnett County to relocate the library on Lenora Church Road to the Towne Center
- Create a new city market, actively recruit unique tenants, and identify a market operator partner
- Partner with private developers to build a new public-private parking garage
- Create a new public green as part of the library and city market development
- Design and construct a regional stormwater detention pond as an amenity and encourage green infrastructure to manage stormwater throughout the area
- As larger blocks redevelop, require the implementation of the spine roads proposed in the LCI plan and encourage the creation of new midblock streets throughout to create a more walkable, connected street network
- Implement the Greenway Master Plan, including the Phase I Towne Center Loop and connections to surrounding neighborhoods Complete remaining streetscape projects on Oak Road, North Road, and Wisteria Drive
- Enhance pedestrian crossings at the intersections of Oak Road with US 78 and SR 124, US 78 and Wisteria Drive, and US 78 and Henry Clower Boulevard
- Install traffic calming features like pedestrian crossing signs
- Install wayfinding signs
- Adopt simplified zoning and development regulations that encourage a mix of uses and pedestrian-oriented design
- Focus higher density residential development here
- Encourage step down zoning as a transition from the Towne Center
- Continue to work with STAT to program community activities like the Farmers Market
- Apply for transportation project funding through the Atlanta Regional Commission’s LCI grant program



Clockwise from top left: 1) Rendering of new City Market building; 2) Public green at Vickery Village; 3) Lofts at Vickery Creek condominiums in Roswell; 4) Townhomes in Decatur; 5) Outdoor dining; 6) Indianapolis Cultural Trail; 7) Landscaped pick up shelter

# Skyland



## Existing Character Description

The Skyland character area is the predominately residential neighborhood south of Britt Elementary School and Gwinnett High School. There is a mix of older ranch homes built in the 1950s and 1960s, as well as newer subdivisions with traditional, two-story homes. Snellville Middle School is in the southern end of the character area. Most homes are on large lots with mature trees. Some streets have underground utilities and traffic calming devices, but few local roads have sidewalks. Currently, the lack of sewer infrastructure limits the development of more intensive uses.



Top to bottom: 1 and 2) Existing homes; 3) Snellville Middle School

## Predominate Land Uses

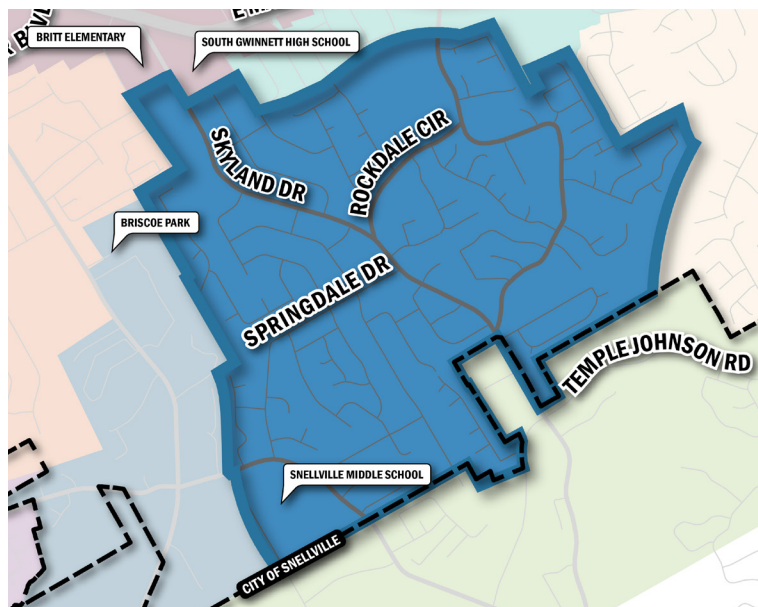
Low-density residential

## Vision

A school-focused community with strong social ties to neighborhood schools, the Skyland character area is a group of neighborhoods that protects its residential character. As the Towne Center is established, transitional uses will develop closest to the Towne Center as a step down in density to the low-density single-family neighborhood.

## Key Implementation Strategies

- Expand sidewalk network along Skyland Drive and in adjacent residential neighborhoods to improve connectivity to neighborhood schools and Briscoe Park
- Add traffic calming improvements (speed tables, bulb outs, landscaped medians, chicanes) and increase street interconnections to improve walkability within neighborhoods
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties
- Continue to enforce code violations
- Explore options to construct a neighborhood park
- Improve area infrastructure, including adding curb and gutters for stormwater management





## CHARACTER AREA

# Summit Chase



### Existing Character Description

The Summit Chase character area has two central focal points: Johnson Lake and the Summit Chase Golf and Country Club. These scenic, recreational amenities support a high quality of life for residents in the surrounding neighborhoods. Homes in this area have a range of styles and ages, including single-family homes and estate residences on generous lots. Limited civic and commercial uses are found major roads, including TOMCO2 Systems, one of Snellville's largest employers.

### Predominate Land Uses

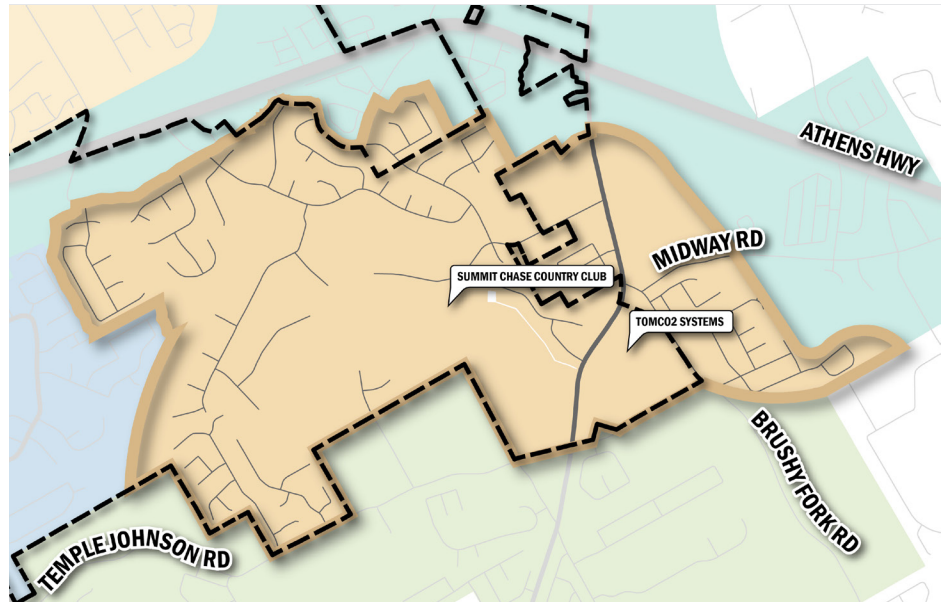
Low-density residential, estate residential, park/recreation

### Vision

A reinvigorated neighborhood, Summit Chase is a beautiful community with an enhanced feeling of civic pride and community togetherness. Homes in the neighborhood are well maintained, and housing values are stable.

### Key Implementation Strategies

- Continue to address code enforcement violations
- Encourage and strengthen neighborhood watch program
- Explore opportunities to construct a multi-use trail along Big Haynes Creek
- Preserve green space and wooded areas
- Protect the Big Haynes Creek Watershed
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties



Top left to bottom right: 1 and 2) Existing homes; 3) Summit Chase golf course; 4) Existing home; 5) TOMCO2 Systems

# No Business Creek



## Existing Character Description

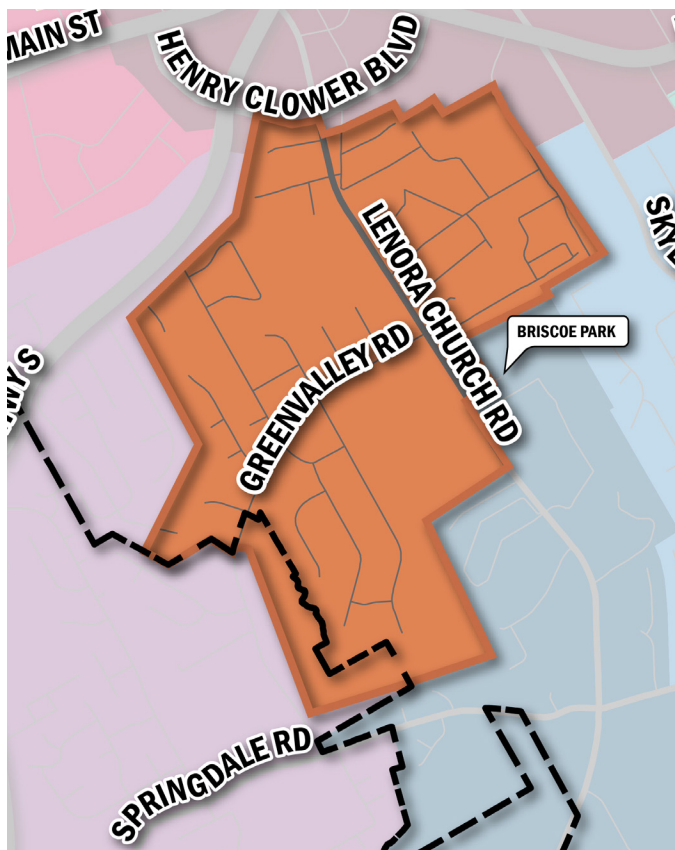
The No Business Creek character area is just south of the Towne Center off Lenora Church Road. No Business Creek is the spine of the neighborhood, and it is dotted with small lakes, ponds, wooded areas, and private green space. The area is made up almost entirely of single-family homes, even along major roads. Most are well-maintained ranch homes on large lots. Many of the roads in this area are cul-de-sacs and few have sidewalks.

## Predominate Land Uses

Low-density residential

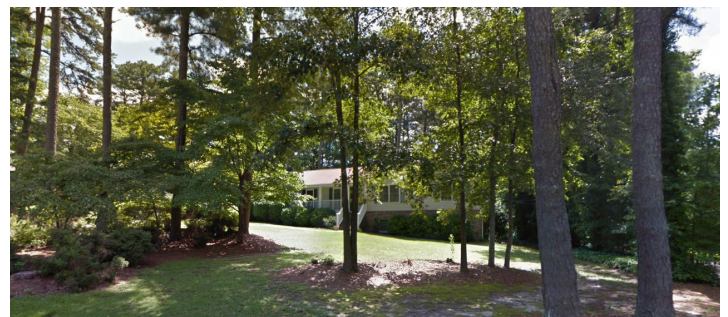
## Vision

A vibrant residential community with high rates of homeownership, No Business Creek is a neighborhood with strong pedestrian and bicycle connections to Downtown and adjacent areas. Its streets are quiet with minimal cut-through traffic.



## Key Implementation Strategies

- Expand sidewalks within neighborhoods, especially on residential streets with significant traffic such as Green Valley Road and Ashworth Lake Road
- Tame cut-through traffic with calming devices, such as speed tables, chicanes, and landscaped medians
- Continue to enforce code violations
- Maintain and protect 50-foot stream buffers along No Business Creek
- Focus on reinforcing neighborhood stability by encouraging more homeownership and maintenance or upgrade of existing properties



Existing homes

# Scenic Highway South

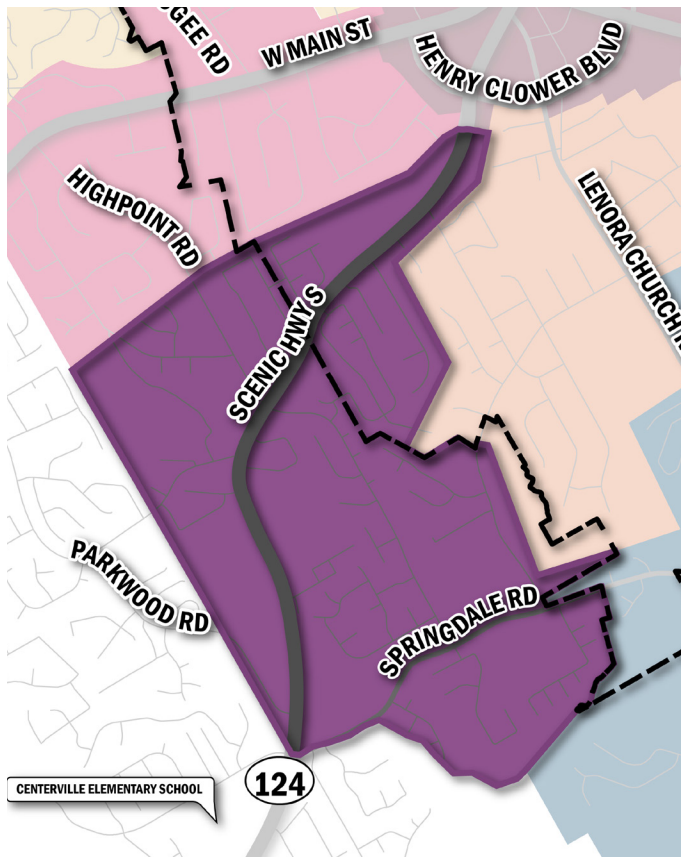


## Existing Character Description

The Scenic Highway South character area is dominated by low- to medium-density residences. Only a small portion is currently within city boundaries; the rest extends southwest of Snellville towards unincorporated Centerville. It includes a mix of large and small homes on modest lots, providing a large supply of starter homes. Scenic Highway (SR 124) is a major transportation route through the area and serves as an important gateway to the city, but its lack of pedestrian crossings makes it a barrier within the neighborhood. The most development opportunity within the character area is along Scenic Highway near the Towne Center, where some larger parcels remain undeveloped.

## Predominate Land Uses

Low density residential, low-medium density residential



## Vision

A vibrant residential community that maintains its value over time and offers a variety of housing options to residents. It is an aesthetically pleasing gateway to the city, with a clear boundary between the unincorporated area and the City of Snellville.

## Key Implementation Strategies

- Construct a gateway feature adjacent to SR 124 to signify entrance into the City of Snellville
- Follow the Service Delivery Strategy and hold regular meetings between the county and city regarding any land use changes within the city’s sphere of influence to ensure coordination and comparable, high standards
- Permit more office uses in the area to reduce car trips for residents
- Landscape existing medians along Scenic Highway
- Fill sidewalk gaps to provide continuous facilities, particularly along major roads like Scenic Highway
- Require sidewalks and connected streets for future developments



Clockwise from top left: 1 and 2) Existing homes; 3) Undeveloped corridor; 4) Example of renovated, landscaped convenience store

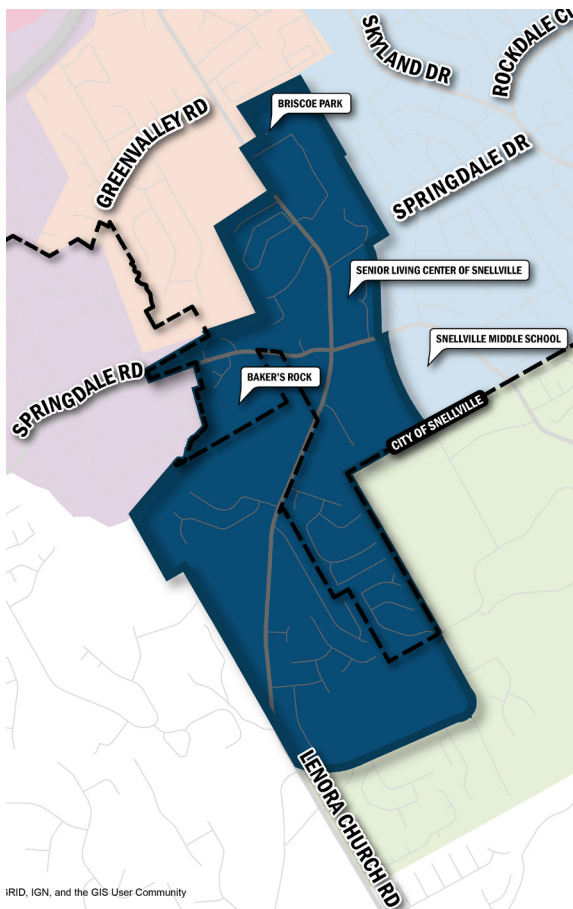
# Lenora Church Road

## Existing Character Description

The Lenora Church Road character area is one of the most diverse in the city, including a mix of single-family homes, multi-family housing, senior living, a large park, civic facilities, retailers, and light industrial businesses. Briscoe Park is the focal point of the community and the crown jewel of the Snellville Park system and offers active and passive recreation facilities. Just south of Springdale Road and east of No Business Creek, a 30-acre, city-owned granite outcropping called Baker’s Rock is a former quarry, now a natural preserve. There are several large tracts of undeveloped land in the southern part of the character area.

## Predominate Land Uses

Low-density residential, medium density residential, park/recreation



iRID, IGN, and the GIS User Community

## Vision

A parkside, family-oriented community, the Lenora Church Road area is a vibrant neighborhood of multiple housing options, schools, and recreation facilities. With Briscoe Park, Baker’s Rock, and the Recycling Center, the area is an important environmental destination in the community.

## Key Implementation Strategies

- Offer incentives for the redevelopment and rehabilitation of existing multi-family housing in the area
- Implement the planned greenway segments along Lenora Church Rd and connecting surrounding neighborhoods to Briscoe Park
- Update the Briscoe Park Master Plan
- Enhance streetscaping with landscaping and a wayfinding signage system
- Work with Gwinnett County to determine an alternate, community-serving use for the library building on Lenora Church Rd when the branch is relocated
- Require access management strategies and connected street networks for new developments
- Prohibit parking pads in front of multi-family residences
- Continue to enforce code violations



Clockwise from top left: 1) Gwinnett County Public Library; 2) New apartment homes under construction; 3) Baker’s Rock; 4) Potential character of smaller lot single-family homes; 5) Potential character of low-rise condominiums; 6) Briscoe Park

# Temple Johnson Road

## Existing Character Description

The Temple Johnson Road character area is characterized mainly by single-family homes, agricultural land, and undeveloped parcels. Currently outside the City of Snellville's boundaries, this area has a rural character that is increasingly being eroded by suburban residential development.

## Predominate Land Uses

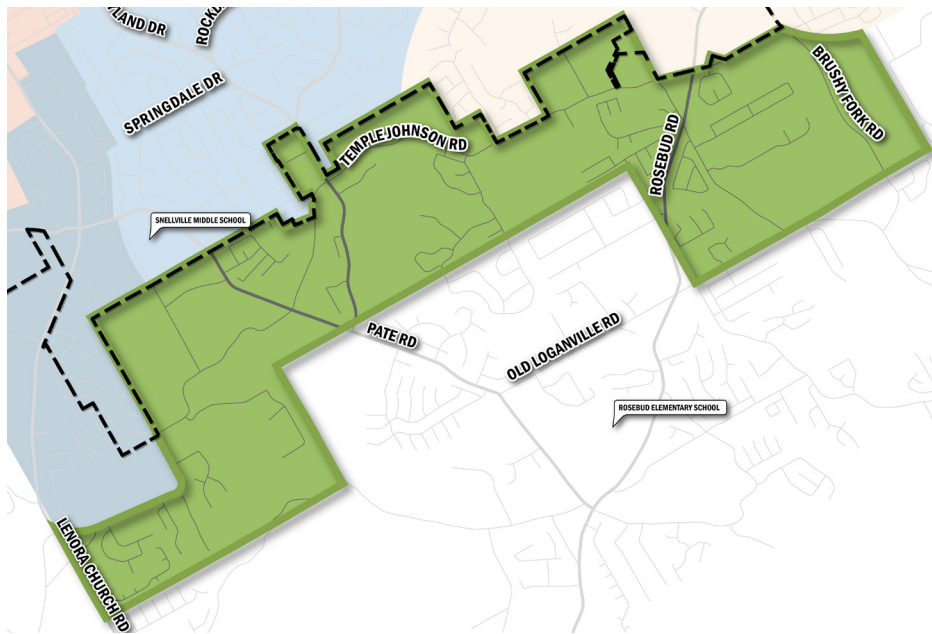
Undeveloped, agriculture/forestry, estate residential, low-density residential

## Vision

The Temple Johnson Road area is quiet and rural community of homes and agriculture, with scenic views of pastures, horse fences, and natural areas. The eastern portion may include limited institutional uses, while preserving its rural character.

## Key Implementation Strategies

- Maintain rural character by limiting new development through regulations
- If developments are permitted, they should be allowed by special use permit only and follow conservation subdivision design, preserving a portion of land as undeveloped in perpetuity.
- Protect existing farmland by requiring large minimum lot sizes (at least 10 acres) in agricultural areas
- Explore federal programs and other opportunities to purchase conservation easements or development rights of existing farms
- Require stub streets in new subdivisions if permitted to link to future development and reduce traffic pressure on major routes



Existing development

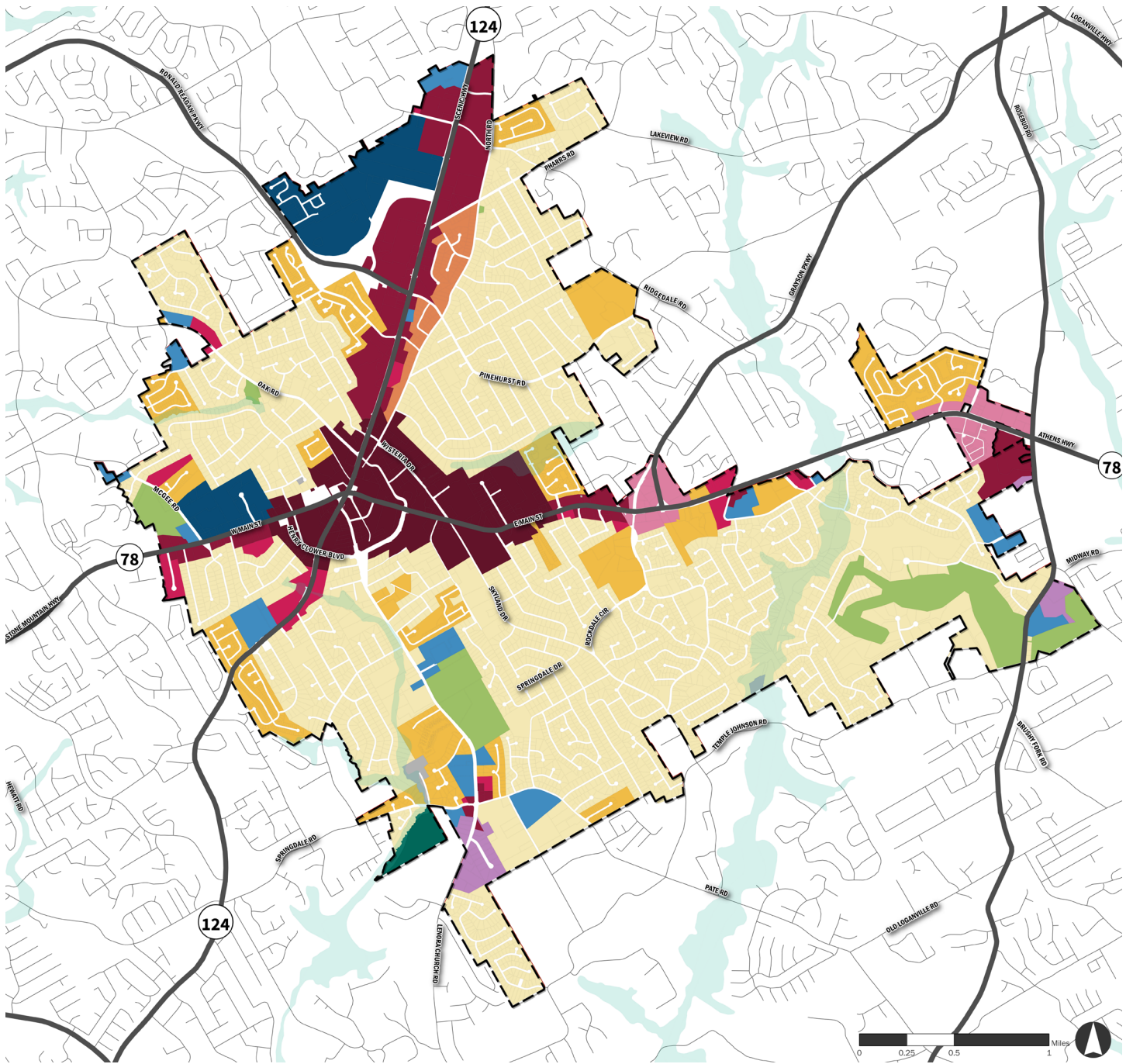
# Future Land Use Plan














## What is the Future Land Use Plan?

The Future Land Use Plan defines where different types of land uses should be allowed to develop and is a requirement of the City of Snellville Zoning Ordinance. There are 14 future land use categories, described in Table 1 on page 52. These classifications address future changes to the use of land and do not impact current uses or zoning entitlements. As property owners redevelop their land, they may desire to change uses or form, which could require rezoning. This parcel-specific map provides decisionmakers with policy guidance for rezoning decisions. Each Future Land Use category is tied to a set of appropriate or considered existing or proposed zoning districts, outlined in Table 2 on page 53.

In many ways, the Future Land Use Plan is a shorter range tool than the Future Development Map and it more directly reflects current conditions and restraints on future development, such as the availability of supportive infrastructure like sewer and transportation. It should be updated by the City on a regular basis to reflect changes in conditions and development constraints. If necessary, property owners may petition the City to amend the Future Land Use designation for their properties.

**Figure 4. Future Land Use Map**



- |   |   |  |
|---|---|--|
|  100-year Floodplain          |  Towne Center                    |  Public/Civic                               |
|  Residential - Low Density    |  Commercial Retail               |  Park/Recreation                            |
|  Residential - Medium Density |  Office/Professional             |  Conservation                               |
|  Health Village               |  Highway 78 East Activity Center |  Transportation/Communication/<br>Utilities |
|   |  Industrial Mixed Use            |  |

**Table 1. Future Land Use Category Descriptions**

Future Land Use Category	Description
Low Density Residential	Single-family residential areas less than 4 units per acre
Medium Density Residential	Single-family residential areas with 4 to 8 units per acre
Commercial Retail	Property where business and trade are conducted, including standalone buildings, shopping plazas, or lifestyle centers.
Office/Professional	Property where business is conducted, but does not involve the direct manufacturing, storage, distribution, or sale of goods.
Industrial Mixed Use	Property used primarily for warehousing, distribution, trucking, or light manufacturing. High-intensity service commercial uses are also appropriate for these areas.
Public/Institutional	Public community facilities, government buildings, and institutional land uses. Examples include schools, city halls, county courthouses, health facilities, churches, libraries, and police and fire stations.
Health Village	Areas anchored by healthcare facilities and integrated with supportive services and uses such as medical offices, senior living, multi-family residences, or neighborhood services and shopping.
Park/Recreation	Existing or proposed park or recreational areas.
Conservation	Designated and protected open space.
Transportation/Communication/ Utilities	Areas housing uses such as power generation plants, sewerage and water treatment facilities, railroad facilities, radio towers, public transit stations, telephone switching stations, airports, port facilities, or similar uses.
Towne Center	A variety of retail, civic, office, single-family or multi-family residential, and recreational uses in a walkable environment.
Highway 78 East Activity Center	A mixture of uses, including retail, civic, office, residential, and recreation in a walkable environment.
North Road Redevelopment Area	A mix of residences and low intensity office uses compatible with the residential character of adjacent neighborhoods.



**Table 2. Future Land Use Categories and Corresponding Zoning Districts**

Zoning District*	Future Land Use Category**									
	Low Density Residential	Medium Density Residential	Commercial Retail	Office/Professional	Industrial Mixed Use	Public/Institutional	Health Village	Town Center Mixed Use	Highway 78 East Activity Node	North Road Redevelopment Area
	A = Appropriate C = Considered Blank = Not Appropriate									
RS-180: Single-family Residence District	A									
RS-150: Single-family Residence District	A									
RG-75: General Residence District		A								
R-TH: Single-family Residential Townhome District							A	A	A	A
RM: General Residence District							C	C	C	C
CI: Civic/Institutional District				A		A	A	A	A	
OP: Office Professional District			A	A	A	A	A	C	A	A
BN: Neighborhood Business District			A				A	A	A	
BG: General Business District			A		A			C	A	
HSB: Highway Service Business District			A		A					
LM: Light Manufacturing District					A					
FH: Flood Hazard District										
TC-MU: Towne Center Mixed-Use District								A		
TC-R: Towne Center Residential District								A		
R-HOP (55) SF: Single-family District	A	A					C			
R-HOP (55)-V: Villa District		C					A	A		
R-HOP (55)-VC: Villa Cluster District		C					C	A		
R-HOP (62)-CC: Continuous Campus Care District							A			

\*Several zoning districts in existence at the time of this plan's adoption in February 2019 were not included in this table: PRC - Planned Residential Conservation, CSO - Conservation Subdivision Overlay District, and RVO - Residential Village Overlay District. These districts will be repealed with the City's new Unified Development Ordinance and should not be applied to any additional parcels. Two existing overlays were also excluded: the Towne Center Overlay District and Corridor Overlay District. These overlays do not govern use and are not applicable.

\*\*Three FLU categories were not included in this table: Park/Recreation, Conservation, and Transportation/Communication/Utilities. Properties with these FLU categories are intended for public use or should remain undeveloped. They should not be rezoned to more intensive uses.



## 6

# Community Work Program

The Community Work Program outlines practical next steps to address known issues and opportunities within the next five years. It should be used as a tool for City staff, elected officials, and partner organizations to prioritize their time and the use of resources to best serve community needs.

The work program is broken down into topic area: land use, transportation, housing, economic development, and quality of life. It includes projects identified in the City's previous plans, like the *2017 Greenway Master Plan*, as well as new projects added to address the priority issues and opportunities uncovered by this

plan. Major projects planned by the County and partner organizations are also included to capture important work already being addressed. In some cases, discrete projects are recommended. In other cases, additional study is recommended to determine a more specific project recommendation. Each work program item includes a project description, estimated timeframe, partner/responsibility, estimated cost, and potential funding sources. These details are high level, initial estimates and should be updated with additional information as projects kick off. The City should update this work program regularly to reflect ongoing changes in available resources and community needs.

**Table 3. Community Work Program: Land Use**

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source	
	2019	2020	2021	2022	2023+						
LU-1	Complete Towne Center core property acquisition, including Post Office site	■					City	\$3,450,850	General Fund		Ongoing
LU-2	Towne Center landscaping improvements	■	■				City	\$300,000	General Fund		Ongoing
LU-3	Adopt new Unified Development Ordinance	■					City; consultant	\$120,000	General Fund		Ongoing
LU-4	"Construct regional detention facilities in the Towne Center, including: <ul style="list-style-type: none"> <li>• New Towne Center detention pond</li> <li>• Regional detention pond at NW corner of SR 124 and Henry Clower Blvd</li> <li>• First Baptist Church detention pond expansion as a regional facility</li> <li>• Storm drain system to convey water to stormwater pond at Lenora Church Rd and Henry Clower Blvd"</li> </ul>	■	■				City	\$1,000,000	SPLOST, General Fund		2017 Master Stormwater Analysis
LU-5	Continue to administer Tactical Urbanism Grant Program	■	■	■	■	■	DDA	Varies	General Fund		Ongoing
LU-6	Implement city-led tactical urbanism pilot project	■					DDA	TBD	General Fund		Jacobs
LU-7	Construct planned mixed use development in the Towne Center core	■	■				City; DDA; developer; County	\$25,000,000	Bond		Ongoing
LU-8	Pursue targeted redevelopment of vacant/underused parcels in the Towne Center through marketing efforts, property acquisition, and assembly			■	■	■	City; DDA; developer	TBD	TBD		Jacobs

**Table 3. Community Work Program: Land Use (Continued)**

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
	2019	2020	2021	2022	2023+					
LU-9	Evaluate parcels along North Rd for potential land assembly					Development Authority	TBD	TBD		Jacobs
LU-10	Adopt an online permit application system	■				City	TBD	TBD		Jacobs
LU-11	Install gravity sewer line along Nelson Creek		■	■		City; Gwinnett County	TBD	TBD		Ongoing

## UDO RECOMMENDATIONS

As part of the City’s new Unified Development Ordinance (UDO), several changes to existing ordinances are recommended to better align with the direction of this Comprehensive Plan:

- Simplify the Towne Center Zoning Provisions to encourage redevelopment by eliminating the Towne Center and Corridor overlays in favor of standalone districts
- Review the boundaries of the new Towne Center districts to ensure alignment with the character area and LCI boundary
- Require properties adjacent to the planned Greenway to install at least 10’ sidewalks as they redevelop
- Permit a wide variety of housing types in the Towne Center, including single-family homes on moderately sized lots, villas/duplexes, townhomes, multifamily residences, and senior housing
- Incorporate the draft North Road Overlay, including provisions designed to minimize curb cuts, discourage front yard parking, allow limited small commercial use on the south end, and allow a greater variety of residential development, such as townhomes or carriage homes
- Establish a Neighborhood Mixed Use district for application along US 78 east, to coincide with the Highway 78 East Activity Center on the Future Land Use Map
- Require interparcel connectivity and access management strategies, particularly along Highway 78 east
- Encourage landscaped medians and parkways
- Encourage parking to the rear and side of buildings for all property types
- Encourage the use of alleys and on-street parking in new developments of scale
- Consolidate similar zoning categories (e.g. RS-150 and RS-180)

**Table 4. Community Work Program: Transportation**

Project	Timeframe					Long Term	Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
	2019	2020	2021	2022	2023						
<b>Roadways</b>											
T-1	New Towne Center Phase I roads and utilities	■					City	\$1,500,000	2017 SPLOST		Ongoing
T-2	SR 124/Scenic Hwy widening and multimodal enhancement from US 78/Main St to Sugarloaf Parkway (Gcmri_31)	■	■	■			County; GDOT	TBD	2017 SPLOST		Gwinnett CTP
T-3	Tree Lane Alignment from Ronald Reagan Parkway to SR 124/Scenic Highway (Gcsaf_201) and right-of-way acquisition		■				City; County; Eastside Medical Center	TBD	2017 SPLOST (partially funded)	Design underway	Gwinnett CTP
T-4	US 78/Main Street Widening from SR 84/Grayson Parkway to SR 124/Scenic Hwy (SNE_135)					■	GDOT; County	TBD	SPLOST		Gwinnett CTP
T-5	Implement citywide Wayfinding Master Plan, including primary gateway features at: -Athens Hwy (US 78) and Rosebud Rd -Scenic Hwy (SR 124) and northern city limit -Ronald Reagan Pkwy and city limit			■	■		DDA; GDOT	\$60,000 - \$150,000 per gateway	DDA		Snellville
T-6	Study conversion of North Rd to two-way (Wisteria Dr to Oak Rd)	■					City	TBD	TBD		Jacobs
T-7	Hugh Drive Connector (East Gate Place to Wisteria Dr.)			■	■		City	TBD	TBD		Ongoing
<b>Intersections</b>											
T-8	Divergent left turn intersection at US 78 and SR 124	■					City; County; GDOT	\$950,000	2014 SPLOST		Ongoing
T-9	Ridgedale Road at Pharrs Road (Gcint_340) roundabout	■					City; County	TBD	TBD		Gwinnett CTP

**Table 4. Community Work Program: Transportation (Continued)**

Project	Timeframe					Long Term	Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
	2019	2020	2021	2022	2023						
<b>Intersections</b>											
T-10	Ridgedale Drive at North Road (Gcint_117) eastbound right turn lane	■					City; County	TBD	2017 SPLOST		Gwinnett CTP
T-11	SR 124/Scenic Hwy at Wisteria Drive Realignment, Traffic Signal, Turn Lanes (SNE_187)	■	■				City; County	TBD	2017 SPLOST		Gwinnett CTP
T-12	SR 124/Scenic Hwy at Ashworth Lake Road (Gcint_099)					■	City; County	TBD	TBD		Gwinnett CTP
T-13	Rosebud Road at Brushy Fork Road (Gcint_098)			■			City; County	TBD	2017 SPLOST		Gwinnett CTP
<b>Greenway</b>											
T-14	Phase I - Towne Center Loop	■					City; County	\$1,000,000	2017 SPLOST		Snellville Greenway Master Plan
T-15	Greenway trailhead at library/city market	■					City; County	\$1,094,000	LCI implementation funds; general fund		Snellville Greenway Master Plan
T-16	Phase II - Briscoe Park Connection (Henry Clower Blvd from US 78 to Pate Rd; Pate Rd; Lenora Church Rd from Pate Rd to Briscoe Park)		■	■			City; County	\$3,179,000	LCI implementation funds; general fund		Snellville Greenway Master Plan
T-17	Phase III - Wisteria Dr (Clower St to US 78)			■	■		City; County	\$875,000	LCI implementation funds; general fund		Snellville Greenway Master Plan
T-18	Phase IV - Oak Rd (Towne Center Loop to Oak Rd Park)				■	■	City; County	\$1,241,000	LCI implementation funds; general fund		Snellville Greenway Master Plan

**Table 4. Community Work Program: Transportation (Continued)**

Project		Timeframe					Long Term	Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023						
<b>Greenway</b>												
T-19	Long Term - Skyland Dr and Church St to Briscoe Park						■	City; County	\$1,045,000	LCI implementation funds; general fund; bond		Snellville Greenway Master Plan
T-20	Long Term - Wisteria Dr (Towne Center Loop to SR 124)						■	City; County	\$760,000	LCI implementation funds; general fund; bond		Snellville Greenway Master Plan
T-21	Long Term - North Rd (Wisteria Dr to SR 124)						■	City; County	\$3,631,000	LCI implementation funds; general fund; bond	Part of County's planned Ivy Creek to Snellville route	Snellville Greenway Master Plan
T-22	Long Term - Henry Clower Blvd to Skyland Dr						■	City; County	\$1,101,000	LCI implementation funds; general fund; bond		Snellville Greenway Master Plan
T-23	Long Term - US 78 (Oak Rd to Norton Rd)						■	City; County; Evermore CID	\$1,049,000	LCI implementation funds; general fund; bond	Part of County's planned Evermore CID trail	Snellville Greenway Master Plan
T-24	Long Term - US 78 (Norton Rd to Knollwood Rd)						■	City; County; Evermore CID	\$1,349,000	LCI implementation funds; general fund; bond	Part of County's planned Evermore CID trail	Snellville Greenway Master Plan
T-25	Long Term - US 78 (Knollwood Rd to Ross Rd)						■	City; County; Evermore CID	\$10,817,000	LCI implementation funds; general fund; bond	Part of County's planned Evermore CID trail	Snellville Greenway Master Plan
T-26	Long Term - Eastgate Pl and Hickory Station Cir connection						■	City; County	\$3,042,000	LCI implementation funds; general fund; bond		Snellville Greenway Master Plan
T-27	Long Term - Eastwood Dr connection to Towne Center Loop						■	City; County	\$124,000	LCI implementation funds; general fund; bond		Snellville Greenway Master Plan



**Table 4. Community Work Program: Transportation (Continued)**

Project	Timeframe						Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
	2019	2020	2021	2022	2023	Long Term					
<b>Greenway</b>											
T-28	County Trail: Snellville Evermore CID Trail						County	TBD	TBD		Gwinnett County Trails Master Plan
T-29	County Trail: Snellville to Loganville trail connection						County	TBD	TBD		Gwinnett County Trails Master Plan
T-30	County Trail: Snellville to Grayson trail connection						County	TBD	TBD		Gwinnett County Trails Master Plan
T-31	County Trail: Snellville to Walton trail connection						County	TBD	TBD		Gwinnett County Trails Master Plan
<b>Other Pedestrian/Bicycle Infrastructure</b>											
T-32	Establish a dedicated sidewalk fund	■					City	Staff Time	General Fund; CDBG		Jacobs
T-33	Install planted medians on Wisteria Dr (8)			■			City	\$1,440,000	LCI implementation funds; general fund		Jacobs
T-34	Install planted median on Oak Rd			■			City	\$180,000	LCI implementation funds; general fund		Jacobs
T-35	Install raised crosswalks (8) at the intersections of: • Oak Rd and Clower St • Wisteria Dr and Clower St • Wisteria Dr and North Rd • Oak Rd and North Rd			■			City	\$404,320	LCI implementation funds; general fund		Jacobs
T-36	North Rd streetscape (Wisteria Dr to Oak Rd)		■				City; developer	\$588,000	Developer; LCI implementation funds; general fund		Jacobs

**Table 4. Community Work Program: Transportation (Continued)**

Project	Timeframe						Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
	2019	2020	2021	2022	2023	Long Term					
<b>Other Pedestrian/Bicycle Infrastructure</b>											
T-37	Install in-pavement yield paddles at crosswalks (6) in the Towne Center	■					City	\$1,440	LCI implementation funds; general fund		Jacobs
T-38	Install chicanes/curb extensions (3) along Oak Rd (North Rd to US 78)		■				City	\$123,510	LCI implementation funds; general fund		Jacobs
T-39	Install pedestrian-oriented wayfinding signs in the Towne Center	■	■				City	TBD	LCI implementation funds; general fund		Jacobs
T-40	Install bicycle racks in the Towne Center	■					City	TBD	LCI implementation funds; general fund		Jacobs
<b>Parking</b>											
T-41	Towne Center parking deck and library design	■					City; County	\$513,300	2017 SPLOST	City share	Ongoing
T-42	Towne Center parking garage construction		■				City; private developer	\$11,000,000	2017 SPLOST; bond	Public-private	Ongoing
T-43	Increase on-street parking the Towne Center (50+ spaces)	■	■				City	TBD	General fund		Ongoing
<b>Transit</b>											
T-44	GCT Flex Route 503 (on-demand route)	■	■	■	■	■	GCT	N/A	N/A	Short-term project (FY 2019-2024)	Connect Gwinnett Transit Plan
T-45	GCT Route 60 (Snellville Park-and-Ride Lot to Georgia Gwinnett College)		■	■	■	■	GCT	N/A	N/A	Short-term project (FY 2019-2024)	Connect Gwinnett Transit Plan

**Table 4. Community Work Program: Transportation (Continued)**

Project	Timeframe						Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source	
	2019	2020	2021	2022	2023	Long Term						
T-46	GCT Route 70 (Snellville Park-and-Ride Lot to Goldsmith Park-and-Ride Lot in Stone Mountain)		■	■	■	■	■	GCT	N/A	N/A	Short-term project (FY 2019-2024)	Connect Gwinnett Transit Plan
<b>Transit</b>												
T-47	Work with GCT to explore potential subsidized vanpool service between the Towne Center, Eastside Medical Center, and TOMCO2			■				City; GCT	N/A	N/A		Jacobs
T-48	Install premium bus shelter in the Towne Center		■					City; GCT	\$42,000	General fund; LCI implementation funds		Jacobs
T-49	Install premium bus shelter at Park-and-Ride lot		■					City; GCT	\$42,001	General fund; LCI implementation funds		Jacobs
T-50	GCT Route 111 (Loganville to Emory University Express route)						■	GCT	N/A	N/A	Mid-term project (FY 2025-2029)	Connect Gwinnett Transit Plan
T-51	GCT Route 702 (BRT from Snellville Towne Center to Indian Creek MARTA Station)						■	GCT	N/A	N/A	Long-term project (FY 2030-2039)	Connect Gwinnett Transit Plan
T-52	GCT Route 203 (Rapid Route from Snellville to Peachtree Corners Transit Station)						■	GCT	N/A	N/A	Long-term project (FY 2030-2039)	Connect Gwinnett Transit Plan
T-53	GCT Route 204 (Rapid Route from Snellville to I-985 Park-and-Ride/ Mall of Georgia)						■	GCT	N/A	N/A	Long-term project (FY 2030-2039)	Connect Gwinnett Transit Plan
T-54	Park-and-Ride Lot upgrades						■	GCT	N/A	N/A	Long-term project (FY 2030-2039)	Connect Gwinnett Transit Plan

**Table 5. Community Work Program: Housing**

Project		Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023+					
H-1	As part of the UDO, allow a greater variety of housing types in the Towne Center	■					City; consultant	See LU-3	General fund		Ongoing
H-2	Work with developer to build multi-family housing as part of a mixed-use project in the Towne Center core	■	■				City; developer	Staff time	N/A		Ongoing
H-3	Work with developers to attract a quality, affordable senior housing development in the Towne Center LCI area	■	■				City; developer	Staff time	N/A		Developer
H-4	Engage with developers to build quality townhomes and smaller lot single-family homes around the Towne Center LCI area			■	■		City; developer	Staff time	N/A		Jacobs
H-5	Seek grant funding to support the rehabilitation of existing multi-family housing			■	■	■	City	Staff time	N/A		Jacobs
H-6	Provide Snellville marketing materials to realtors throughout the region	■					City	Staff time	N/A		Jacobs
H-7	Work with the ARC Aging in Place Division to provide content for the Empowerline program and direct residents to that resource	■					City	Staff time	N/A		Jacobs

**Table 6. Community Work Program: Economic Development**

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source	
	2019	2020	2021	2022	2023+						
ED-1	Continue Partnership Gwinnett membership	■	■	■	■	■	City; Partnership Gwinnett	\$11,000 annually	General Fund		Ongoing
ED-2	Continue partnering with SCORE to support small businesses	■	■	■	■	■	City; SCORE	N/A	N/A		Ongoing
ED-3	Continue partnering with the University of Georgia's Small Business Development Center to offer entrepreneur training and support	■	■	■	■	■	City; UGA	N/A	N/A		Ongoing
ED-4	Maintain Snellville Tourism and Trade contract	■	■	■	■	■	City; STAT	\$160,000	General Fund		Ongoing
ED-5	Promote Snellville through partnership with Explore Gwinnett	■	■	■	■	■	City; Explore Gwinnett	\$96,860	General Fund		Ongoing
ED-6	Design the City Market building	■					City	\$579,000	2017 SPLOST		Ongoing
ED-7	Construct the City Market building		■				City	\$6,000,000	Bond		Ongoing
ED-8	Identify an operating partner for the City Market	■					City	Staff time	N/A		Ongoing
ED-9	Establish educationally-oriented programming and identify potential partners for the second floor of the new library, including the relocation of GarageWorx	■					City	Staff time	N/A		Ongoing
ED-10	Work with Partnership Gwinnett to ensure an accurate database of available leasable space is maintained	■	■	■	■	■	City; Partnership Gwinnett	Staff time	N/A		Jacobs
ED-11	Conduct an annual business needs survey	■	■	■	■	■	City; STAT; GECC	Staff time	N/A		Jacobs

**Table 6. Community Work Program: Economic Development (Continued)**

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
	2019	2020	2021	2022	2023+					
ED-12	Compile an economic development strategic plan		■			City	Staff time	N/A		Jacobs
ED-13	Review City financial policy and explore options to implement online payments	■				City	Staff time	N/A		Jacobs
ED-14	Explore Tax Allocation District legislation	■				City	Staff time	N/A		Ongoing

**Table 7. Community Work Program: Quality of Life**

Project		Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source
		2019	2020	2021	2022	2023+					
<b>Parks and Recreation</b>											
QL-1	Build a new green as part of the Towne Center core development	■					City	TBD	Bond		Ongoing
QL-2	Implement Snellville Greenway Master Plan	■	■	■	■	■	City; County	See Transportation Work Program for details			
QL-3	Update Parks and Recreation Master Plan, including:						City; consultant	"Plan: \$85,000 Recreation Center: \$9,500,000 Other	General fund; bond		Jacobs
	a. Construct new Recreation Center at Briscoe Park										
	b. Update the Briscoe Park Master Plan		■								
	c. Add pedestrian connections on all sides of Briscoe Park										
	e. Identify and acquire parcels for additional future parks										
<b>Community Facilities</b>											
QL-4	Work with Gwinnett County to acquire and identify an alternative, community-serving use for the old library branch on Lenora Church Rd	■	■				City; Gwinnett County Public Library	\$100,000	General fund		Jacobs
QL-5	Design and construct new Gwinnett County Public Library in the Towne Center, including a space for the Historical Society	■	■				Gwinnett County Public Library	Design: \$513,000	2017 SPLOST; bond	Design costs also include design of new parking garage	Ongoing

**Table 8. Community Work Program: Quality of Life (Continued)**

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes	Source	
	2019	2020	2021	2022	2023+						
<b>Programs</b>											
QL-6	Continue to program and diversify community events, including events specifically for teens	■	■	■	■	■	City; STAT	Included in STAT contract	General fund		Ongoing
QL-7	Continue to fund the Snellville Youth Commission and expand its professional development programming	■	■	■	■	■	City	\$17,585 annually	General fund		Ongoing
<b>Communications</b>											
QL-8	Continue to publish the monthly newsletter, Snellville Spirit magazine, and social media content	■	■	■	■	■	City	Staff time	N/A		Ongoing
QL-9	Create City accounts on Nextdoor and similar applications and regularly share updates	■	■	■	■	■	City	Staff time	N/A		Jacobs
QL-10	Create a page on the City website to highlight local nonprofits	■					City; STAT	Staff time	N/A		Jacobs
QL-11	Expand the quarterly church meetup to include local nonprofit organizations	■	■	■	■	■	City; STAT	Staff time	N/A		Jacobs
<b>Arts and Culture</b>											
QL-12	Consider replacement for Snellville Arts Commission to make recommendations for public art	■					City	Staff time	N/A		Community Task Force
<b>Sustainability</b>											
QL-13	Seek ARC Green Community status		■	■	■	■	City; ARC	Staff time	N/A		Jacobs
QL-14	Work with Gwinnett County and the Metropolitan North Georgia Water Planning District to ensure compliance with the District's 2017 WRMP and MS-4 permit requirements	■	■	■	■	■	City; Metropolitan North Georgia Water Planning District; Gwinnett County	Staff time	N/A		ARC



For additional information about the  
existing conditions analysis,  
market analysis,  
planning process,  
environmental considerations,  
and the broadband services element  
see the 2040 Comprehensive Plan  
Technical Addendum.

