



SNELLVILLE

2045

Comprehensive Plan

February 2024

Jacobs



ACKNOWLEDGMENTS

Thank you to everyone who played a part in developing the Snellville 2045 Comprehensive Plan by giving an interview, 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:

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CITY OF SNELLVILLE, GEORGIA

Resolution

RES 2024-06

**ADOPTION RESOLUTION
SNELLVILLE 2045 COMPREHENSIVE PLAN**

WHEREAS, the governing authority of the City of Snellville, Georgia is the Mayor and Council thereof; and

WHEREAS, the Georgia Planning Act of 1989 authorizes local governments throughout the State to prepare Comprehensive Plans to be used in guiding their future growth and development; and

WHEREAS, the City of Snellville, Georgia is a member of the Atlanta Regional Commission, an agency created to provide regional planning and intergovernmental coordination among certain county and city governments in the metropolitan area of Atlanta, Georgia; and

WHEREAS, the preparation of the 5-year update to the February 11, 2019 adopted 2040 Comprehensive Plan for the City of Snellville, Georgia was initiated in the Summer of 2023 with the assistance of Jacobs Engineering Group, Inc. of Atlanta, Georgia; and

WHEREAS, the City conducted a public hearing on August 14, 2023 to brief the community on the process to be used to develop the Snellville 2045 Comprehensive Plan, opportunities for public participation in development of the plan, and obtain input on the proposed planning process; and

WHEREAS, the City employed a variety of community outreach efforts including posted website information, surveys, questionnaires, social media, public meeting announcements, and press releases to facilitate and encourage discussion and community input; and

WHEREAS, the plan was prepared by Jacobs Engineering Group, Inc. to cover the period through the year 2045 in accordance with the Standards and Procedures for Local Comprehensive Planning effective March 1, 2014 and established by the Georgia Planning Act of 1989; and

WHEREAS, the City conducted a public hearing at the November 28, 2023 regular meeting of the Planning Commission to present the draft transmittal plan and receive public comments, and

WHEREAS, the City conducted a public hearing at the December 11, 2023 regular meeting and public hearing of the Mayor and Council to present the draft transmittal plan, recommendations of the Planning Commission and receive public comments, and

WHEARAS, on December 11, 2023 the Mayor and Council approved transmittal of the Snellville 2045 Comprehensive Plan draft document to the Atlanta Regional Commission and the State of Georgia Department of Community Affairs for review in accordance with the procedures prescribed by state law; and

WHEREAS, the updated 2045 Comprehensive Plan has been presented at two duly advertised public hearings held on January 23, 2024 and February 26, 2024 at which the City of Snellville solicited community input; and

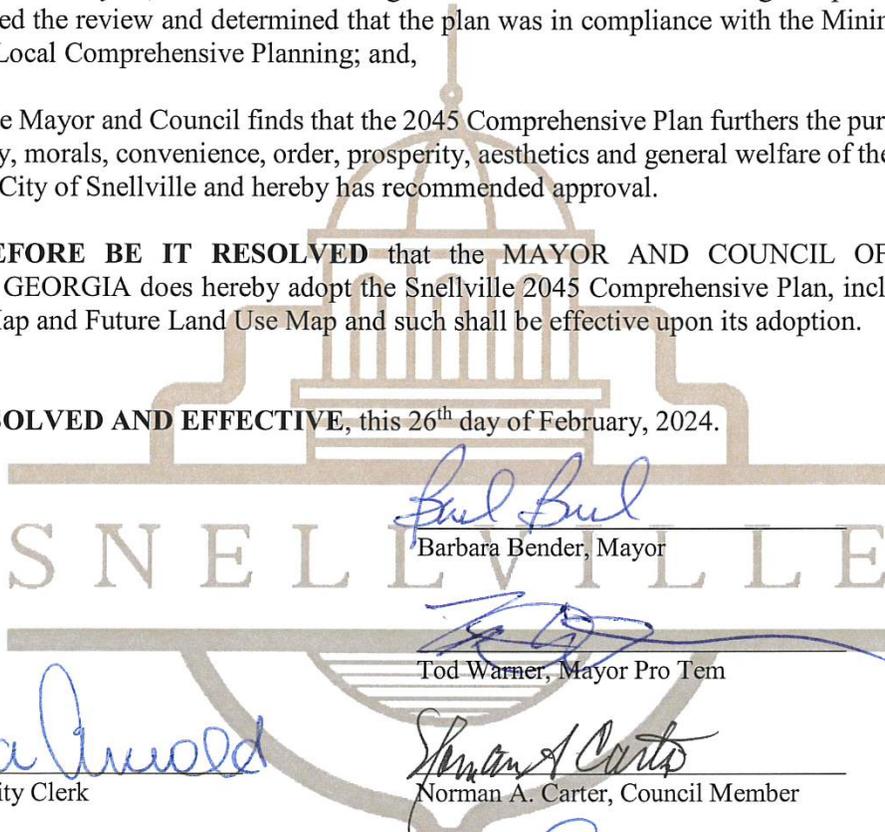
WHEREAS, the Mayor and City Council gratefully acknowledge the extensive community input that has been incorporated into the plan by stakeholders, residents, business owners and others that have been involved in the plan preparation process; and

WHEREAS, on February 13, 2024 the Atlanta Regional Commission and the Georgia Department of Community Affairs completed the review and determined that the plan was in compliance with the Minimum Standards and Procedures for Local Comprehensive Planning; and,

WHEREAS, the Mayor and Council finds that the 2045 Comprehensive Plan furthers the purposes of promoting the health, safety, morals, convenience, order, prosperity, aesthetics and general welfare of the present and future residents of the City of Snellville and hereby has recommended approval.

NOW THEREFORE BE IT RESOLVED that the MAYOR AND COUNCIL OF THE CITY OF SNELLVILLE, GEORGIA does hereby adopt the Snellville 2045 Comprehensive Plan, inclusive of the Future Development Map and Future Land Use Map and such shall be effective upon its adoption.

SO RESOLVED AND EFFECTIVE, this 26th day of February, 2024.



Barbara Bender
Barbara Bender, Mayor

Tod Warner
Tod Warner, Mayor Pro Tem

Norman A. Carter
Norman A. Carter, Council Member

Kerry Hetherington
Kerry Hetherington, Council Member

Cristy Lenski
Cristy Lenski, Council Member

Gretchen Schulz
Gretchen Schulz, Council Member

ATTEST:

Melisa Arnold
Melisa Arnold, City Clerk

APPROVED AS TO FORM:

W. Charles Ross
W. Charles Ross, City Attorney
Powell & Edwards, P.C.

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 (2024 to 2029).

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 2045 Comprehensive Plan was developed beginning in July 2023 and adopted in February 2024. 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, 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 for more information.)

Setting a Vision

This plan is visionary. It sets its sights on the kind of place Snellville wants to become by 2045, 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 anchored by 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 27 for more information.)

Policies

Each of the goals has several associated policies, which offer detail on how decision makers 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 31 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.

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:

- LU-5.1: Encourage the design and development of spaces that support community interaction
- LU-5.2: Pursue projects that contribute to Snellville's unique character
- LU-5.3: Promote mixed uses within the Towne Center
- LU-5.4: Support the growth of a diversity of entertainment options
- LU-5.5: Ensure that transportation networks within, to, and around the Towne Center are multimodal

Key Projects:

- Construct planned mixed-use development in the Towne Center core (LU-2)
- Towne Center Phase 2 roads and utilities (T-1)
- Construct new City Market building (ED-2)
- Construct a new Towne Center Green (QL-1)
- Apply for LCI Supplemental Study to address pedestrian safety and crossings of SR 124 and SR 78



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 to support all age groups, incomes and lifestyles
- H-3.2: Pursue more development opportunities focused on seniors and assisted living
- H-1.3: Encourage the establishment of neighborhood groups/associations

Key Projects:

- Seek grant funding to support the rehabilitation of existing multi-family housing (H-1)
- Construct planned mixed-use development in the Towne Center core (LU-2)
- Continue to monitor and repave neighborhood streets. This is an ongoing program to benefit the neighborhoods. (T- 9)



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 Unified Development Ordinance, rewritten in 2020, will establish high standards for new private buildings that have thoughtful architecture and contribute to a more pedestrian-friendly environment.

Key Policies:

- LU-3.1: Develop gateways and a sense of arrival into Snellville
- LU-3.2: Enhance the Snellville brand and reinforce it through placemaking projects
- LU-3.3: Provide signage and wayfinding throughout the community
- LU-3.4: Improve the urban environment through better streetscapes
- 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:

- Implement citywide (DDA) Wayfinding Master Plan (T-5)
- Support Create Gwinnett to grow creativity and support for the arts and culture as an engine for economic development
- Create signature destinations: the new City Market, Towne Center library, and green (ED-6, ED-7, QL-5)
- Ensure new development on 78 East, Ronald Reagan Parkway, and Lenora Church Road include gateway features
- Continue to extend holiday and other placemaking features further out from Towne Center along major corridors



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)
- Gwinnett County Transit (GCT) Flex Route 503 (T-45)
- Work with ATL and GCT to improve micro-transit services in the city, particularly between the Towne Center, Piedmont Medical Center, and TOMCO2
- Support widening project for US 124
- Apply for an LCI Supplemental Study to address pedestrian safety in crossing US 78 and US 124



STRATEGY: Expand the medical services cluster.

Healthcare is the largest employment industry in Snellville, anchored by Piedmont 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 Piedmont 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 Piedmont 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
- Expand variety of housing options to help attract medical professionals



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

Key Projects:

- Continue working with established non-profits, Gwinnett Technical College, Georgia Gwinnett College, and the University of Georgia’s Small Business Development Center to improve technical training (ED-1)
- Adopt an online permit application system (LU-10)
- Update Economic Development Strategic Plan (ED-12)



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:

- Construct a new Community Recreation Center at Briscoe Park
- Identify an alternative, community-serving use for the old library branch on Lenora Church Road (QL-4)
- Complete remaining segments of the Snellville Greenway

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 31, and the full 5-year Community Work Program in Chapter 6, beginning on page 61.

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,

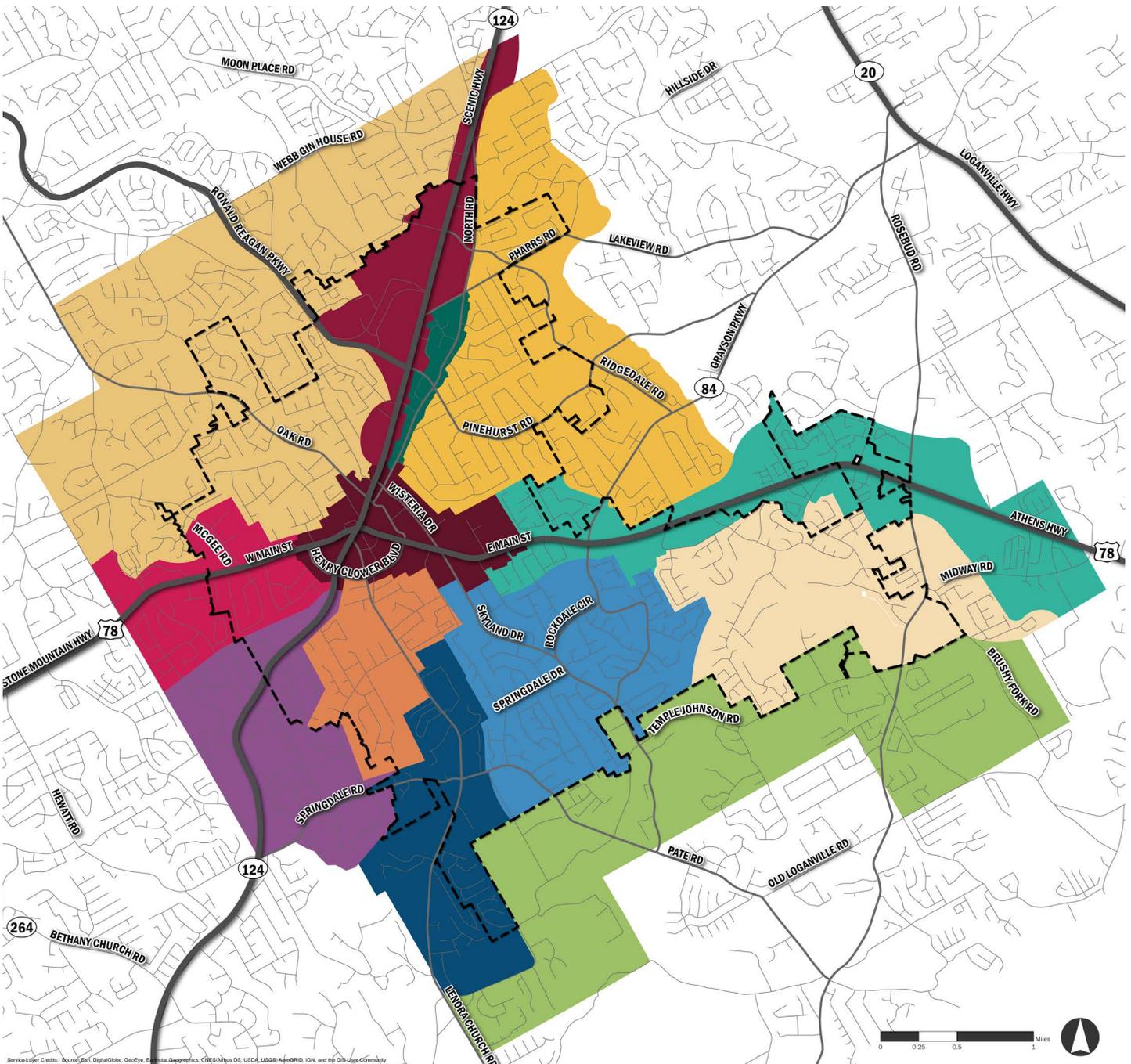
street design, intensity of development, building types, or unique environmental resources. They are grounded in the qualities of existing places but take an aspirational approach to defining the form of development the community wants to see in each area. A narrative for each character area is provided on page 42-55. 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 decision makers 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.

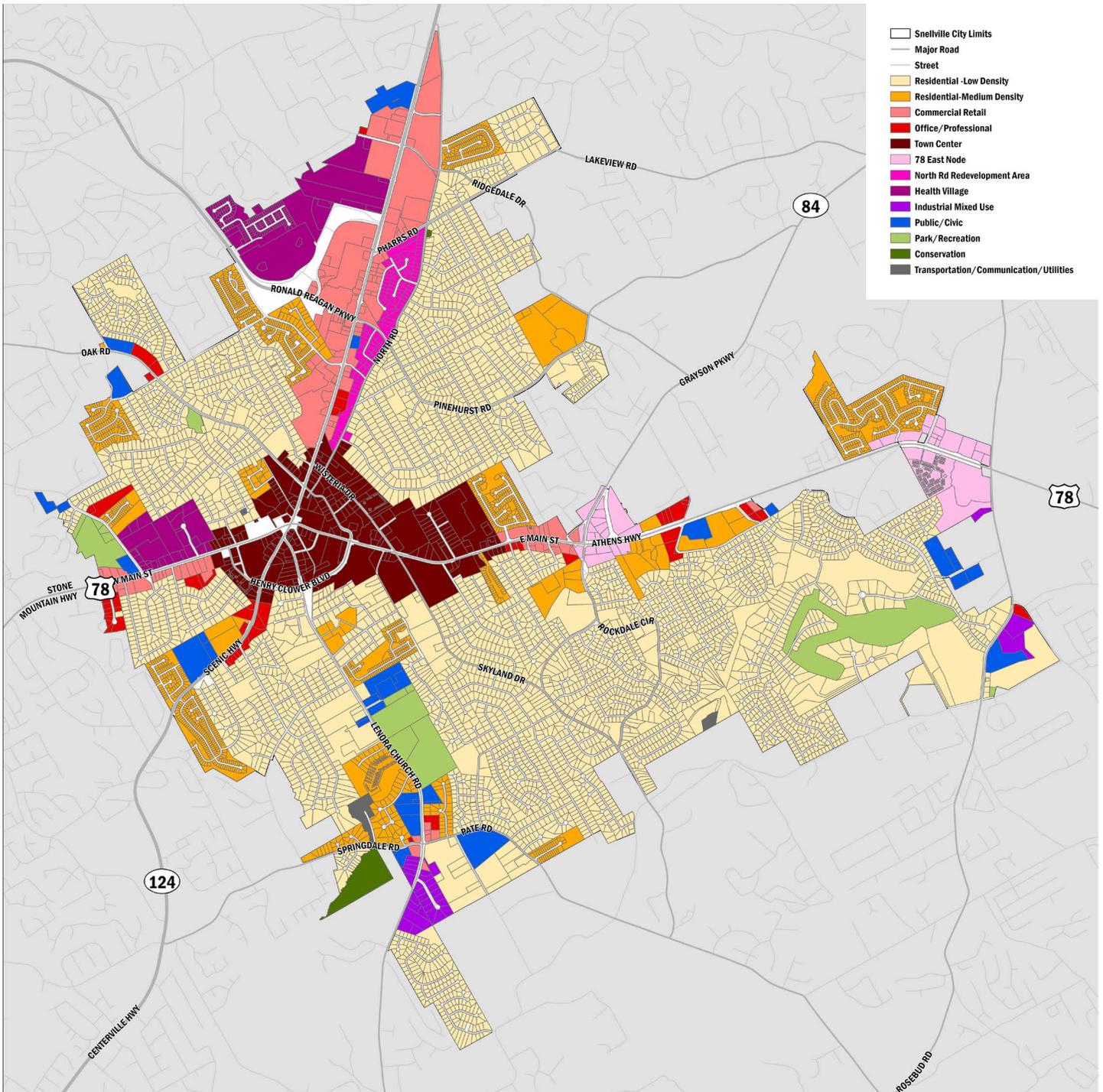
For more information about the FDM or FLUM, see Chapter 5.

Future Development Map



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

Future Land Use Map







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 20,051 people by 2020. 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. Piedmont 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, and an active faith community 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

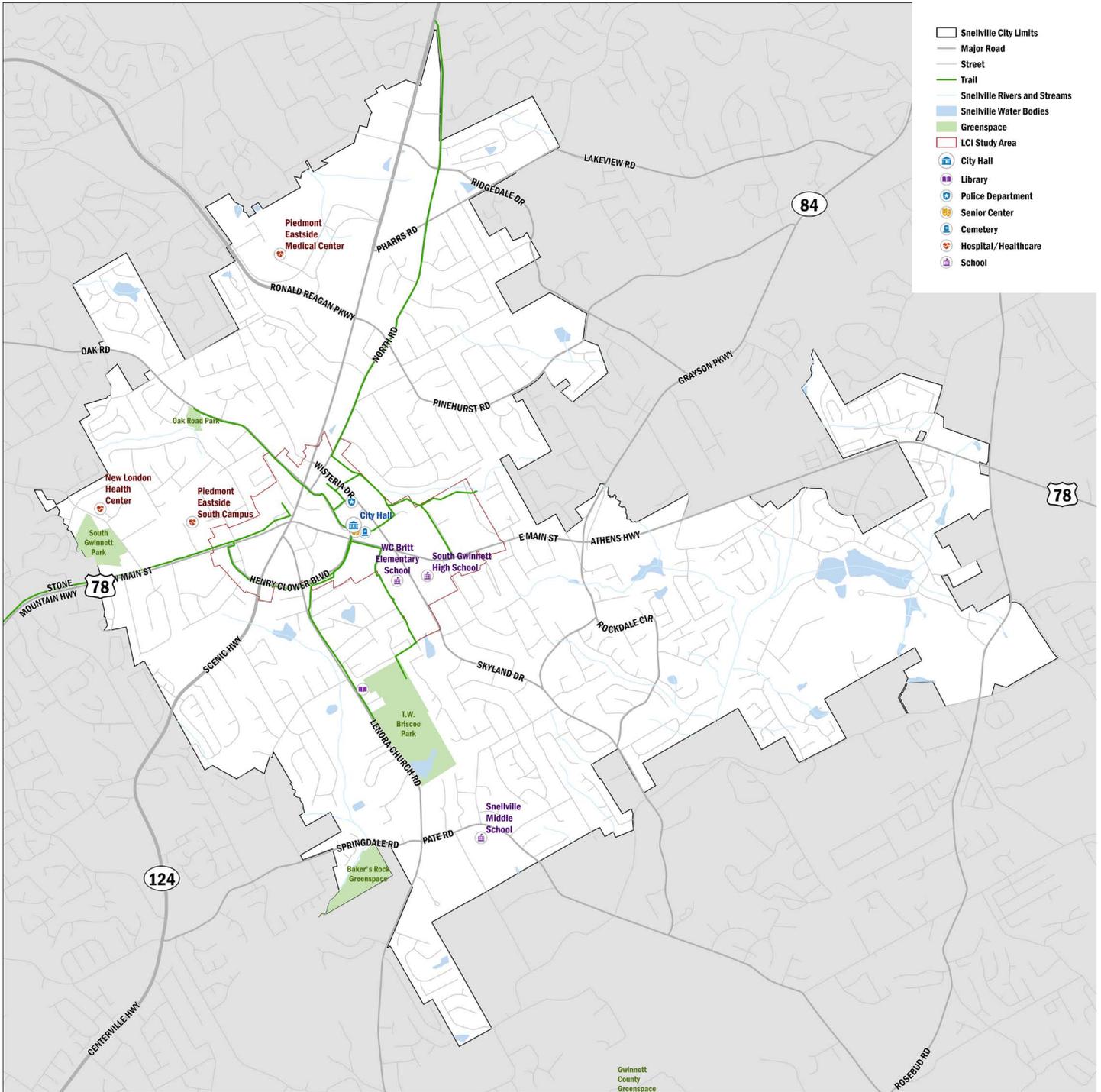
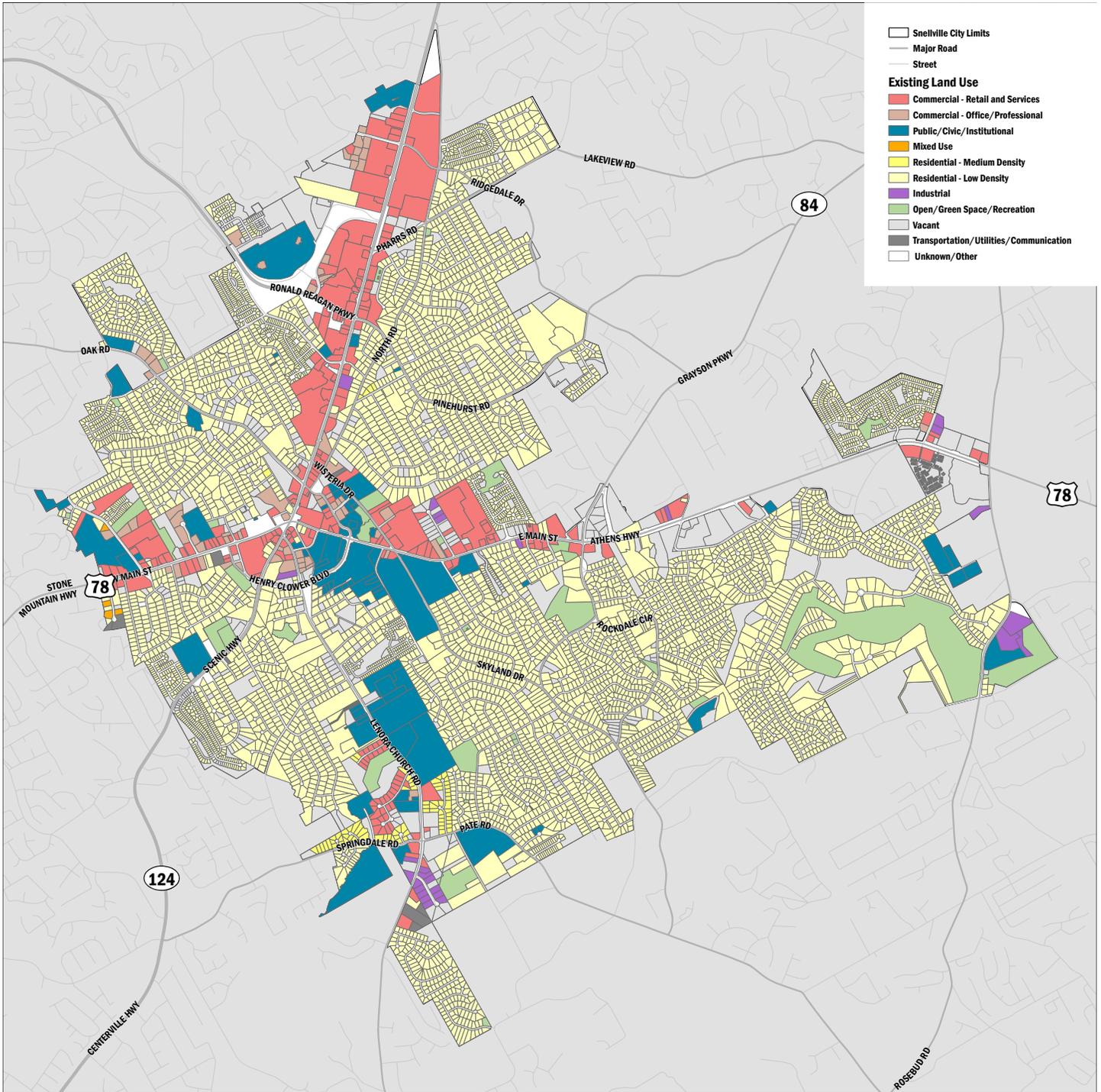


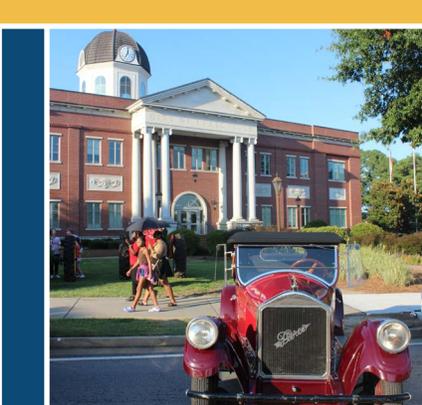
Figure 2. Existing Land Use Map



Source: Gwinnett County GIS (September 2023)

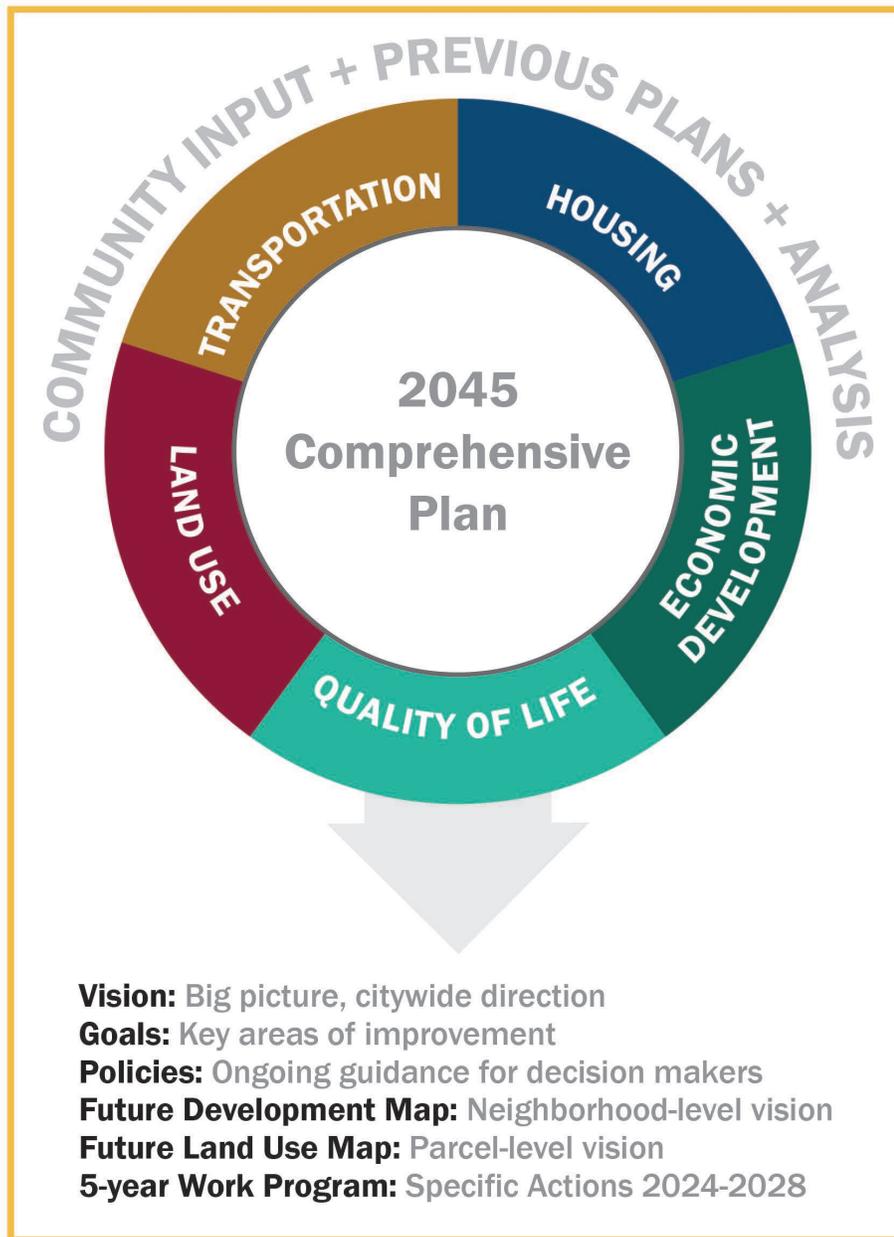


Snellville Snapshots





What is the 2045 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 2045 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.

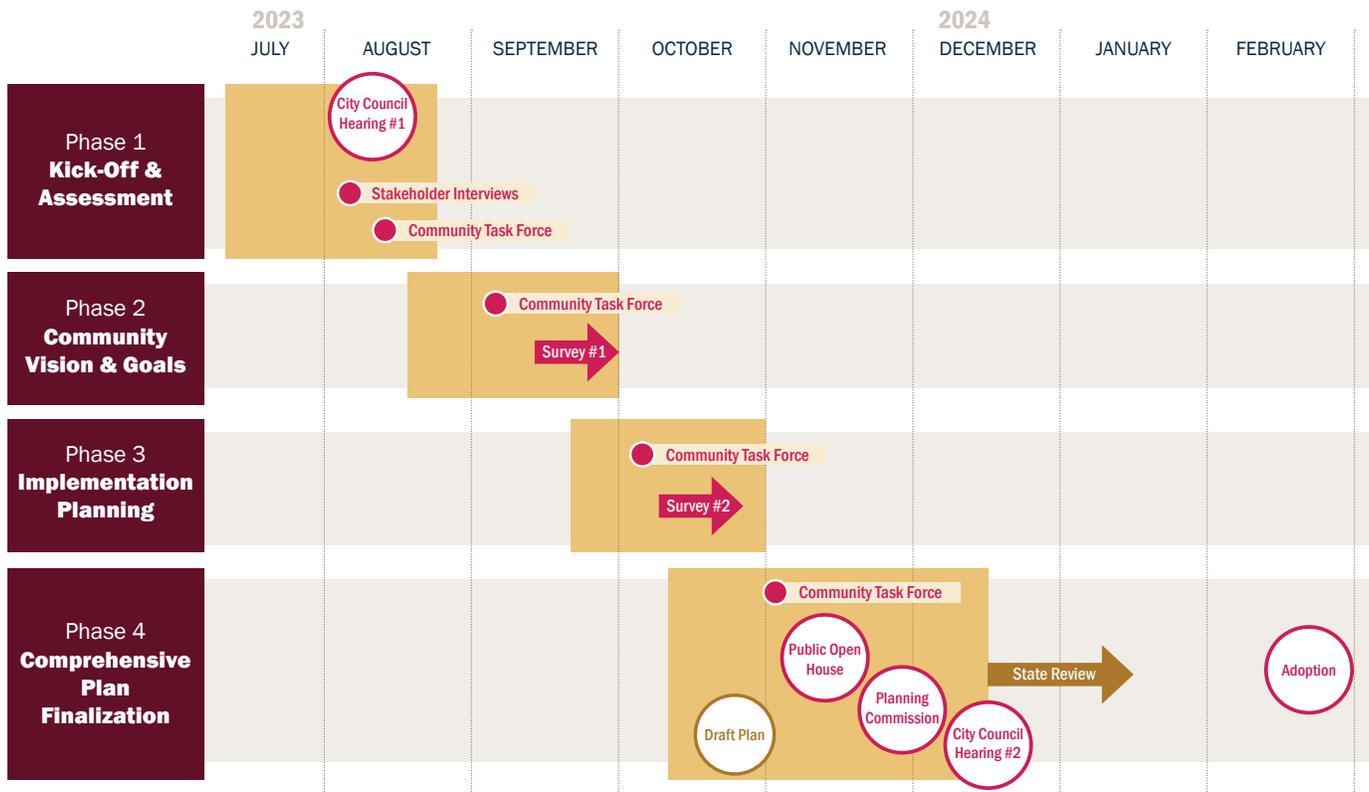
It focuses on four main topic areas: land use, transportation, housing, and economic development. Other issues that impact the quality of life in Snellville, like parks and recreation, are considered as part of a holistic strategy. It builds on previous work, connecting the dots between smaller ongoing 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 2040 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 July 2023. A draft of the plan was completed by December 2023, then revised and adopted in February 2024.





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.

Website

The project website, snellville2045.org, was regularly updated with information about the Comprehensive Plan 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 from August 10, 2023 to August 11, 2023 and by phone.

Community Task Force/ Steering Committee

The Community Task Force served as the Steering Committee for the project and included City officials, members of the local business and nonprofit community, neighborhood representatives, and high school students. The committee was selected by City staff to represent the diverse voices of Snellville. This group met on a regular basis, taking a deep dive into the Comprehensive Plan to provide guidance on community preferences, review draft materials, and made recommendations to the plan. The committee met four times, August 15, 2023, September 12, 2023, October 3, 2023 and November 9, 2023. A full list of this group can be found in Appendix C.

Surveys

Two 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.

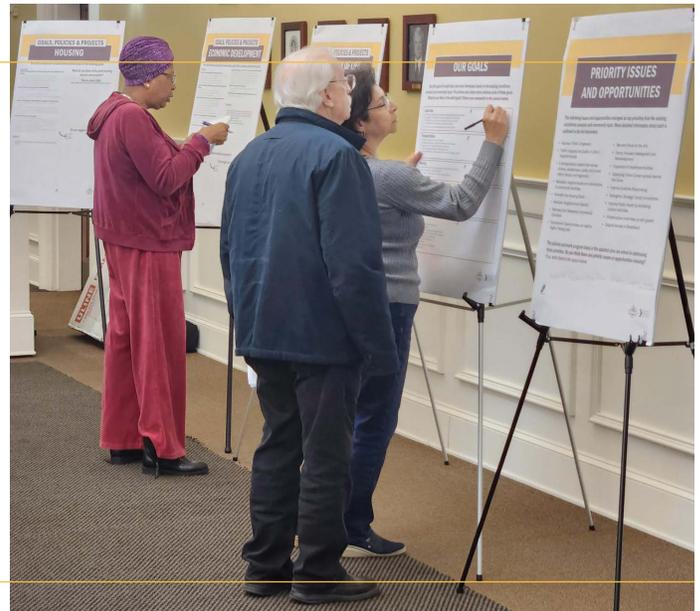
Survey #1: Community Vision and Goals
September 11, 2023 to September 22, 2023

Survey #2: Implementation Tools
October 9, 2023 to October 20, 2023

Open House

November 16, 2023 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.

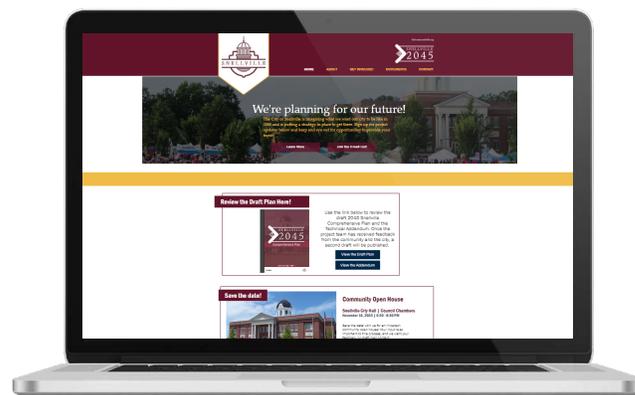


Public Hearings

As required by the Georgia Department of Community Affairs, the require public hearings were held at the beginning of the planning process and at the time of transmittal of the draft plan to the Atlanta Regional Commission.

Public Hearing #1 - Kickoff
August 14, 2023

Public Hearing #2 - Transmittal
December 11, 2023





SMITHBUILT

SMITHBUILT

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SMITHBUILT

CONSTRUCTION GROUP

2

Priority Issues and Opportunities

Throughout the planning process, the City refined a list of priority issues and opportunities identified through technical analysis and community input through the Community Task Force, stakeholder interviews, public engagement events, and online surveys. A more detailed technical outline of the City's Existing Conditions can be found in Appendix B, and community input results and notes can be found in Appendix C of this report. By conducting a combination of the two, we have been able to better answer the following questions:

- 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?*



Plan Elements



Land Use

The core of any comprehensive plan lies in its land use component. The fundamental elements of the community, such as residential, commercial, institutional, and park areas, constitute the various land uses. The interconnections and relationships among these land uses form the driving force behind the other thematic areas addressed in the Comprehensive Plan.

- Issues and Opportunities relating to Land Use can be found on pages 16,17,20,21, and 22.
- Land Use Technical Analysis can be found on page 30 of the Technical Addendum.



Transportation

Transportation plays a pivotal role in the planning process, influencing various aspects that contribute to the overall well-being and functionality of the City of Snellville. Similar to many cities in the metro-area, Snellville's transportation system is primarily characterized by road networks. Despite the growing availability of alternative modes such as transit and biking, reliance on automobiles remains steady.

- Issues and Opportunities relating to Transportation can be found on pages 14, 15, 16, and 21.
- Transportation Technical Analysis can be found on page 37 of the Technical Addendum.



H

Housing

Housing is one of the most basic building blocks of neighborhoods. The characteristics such as type, value, age, condition, availability, and tenure of housing units establish the distinctiveness of neighborhoods, significantly shaping the City's capacity to draw and retain residents and businesses. Given the pivotal role of housing in community life, it is essential to assess the evolving housing profile of the city and identify key issues impacting the local housing market when updating the City's vision for the future.

Housing resources are closely intertwined with existing land use conditions and policies and should be thoroughly examined in conjunction with demographic trends. Achieving a high quality of life involves considering the balance between jobs and housing, juxtaposing job locations with residential areas. It is crucial for housing to align with the types of jobs available, providing an opportunity for local workers to reside in the same vicinity. This not only reduces congestion on regional roads but also minimizes commute times, allowing for more time for other activities and contributing to an improved quality of life.

- Issues and Opportunities relating to Housing can be found on pages 16 and 17.
- Housing Technical Analysis can be found on page 31 of the Technical Addendum.

E

Economic Development

A community's economic base, economic development resources and economic development practices The potential for expanding or attracting businesses and generating employment opportunities for the local workforce is often influenced by factors such as labor supply, land use policies, and infrastructure at both local and regional levels. Consequently, strategic decisions regarding land use policies, services, facility offerings, and infrastructure should take into account a community's economic development goals and targets.

- Issues and Opportunities relating to Economic Development can be found on pages 15, 18, 19, 20, and 22.
- Economic Development Technical Analysis can be found on page 34 of the Technical Addendum.

Q

Quality of Life

Achieving long-term social, and economic health typically yield high quality of life for residents. It generally encompasses the other four themes of this section in addition to Community Amenities and Services, and Natural, Cultural, and Historical Resources. Addressing Quality of Life ultimately is at the forefront of this planning effort to encourage a vibrant and livable community that caters to the diverse needs and aspirations of the community.

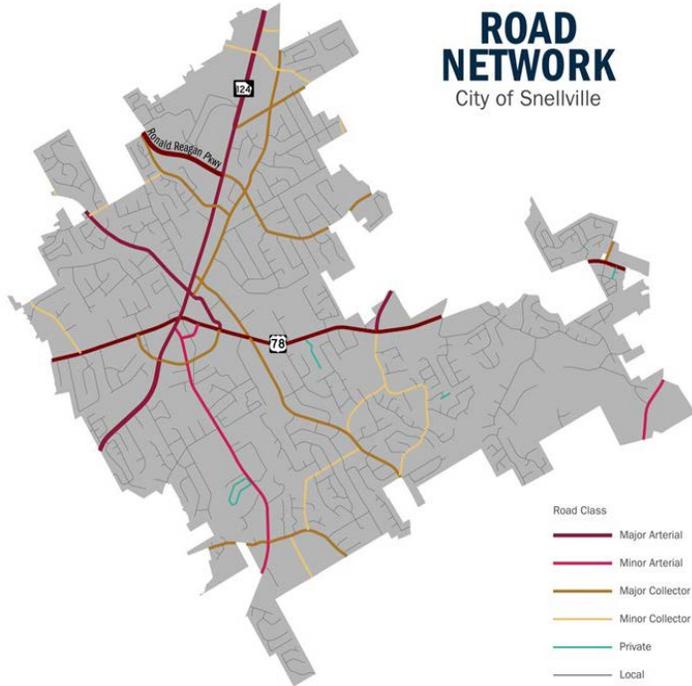
- Issues and Opportunities relating to Quality of Life can be found on pages 14, 15, 16, 17, 18, 19, 20, 21, and 22.
- Quality of Life Technical Analysis can be found on page 40 of the Technical Addendum.

These icons are used throughout this chapter to identify which topic areas relate to each of the emerging themes.

- LU** Land Use
- T** Transportation
- H** Housing
- E** Economic Development
- Q** Quality of Life

ROAD NETWORK

City of Snellville



Road Classifications in Snellville

Traffic Congestion **T**

Snellville continues to be car dependent. The city has one express bus line, Route 419 operated by the Atlanta Region Transit Link Authority, and a limited network of sidewalks and bicycle facilities. Main Street (US 78), Scenic Highway (SR 124), and Ronald Reagan Parkway are all part of the National Highway system and are impacted by congestion caused by regional traffic. Highways 124 and 78 are designated truck routes worsening traffic congestion. The US 78/SR 124 intersection improvements have eased the extreme congestion at the intersection and opened opportunities for improvements to the area. The city should continue efforts such as coordinated signal timing, parallel access roads, connections between shopping plazas, limits to curb cuts, and bicycle and pedestrian amenities.



Traffic Impacts the Quality of Life in Neighborhoods **T** **Q**

Traffic is threatening the quality of life in existing neighborhoods. Traffic calming improvements such as speed tables, bulb outs, landscaped medians, chicanes, on-street parking, and increased street connections can tame cut-through traffic. Enhancing pedestrian connections between commercial uses and adjacent residential neighborhoods, providing adequate buffers between residential neighborhoods and intense commercial development, and improving walkability are other ways to reduce traffic impacts. Additionally, limited access highways serve as barriers to pedestrians in some neighborhoods and additional crossings are needed.



These icons are used throughout this chapter to identify which topic areas relate to each of the emerging themes.

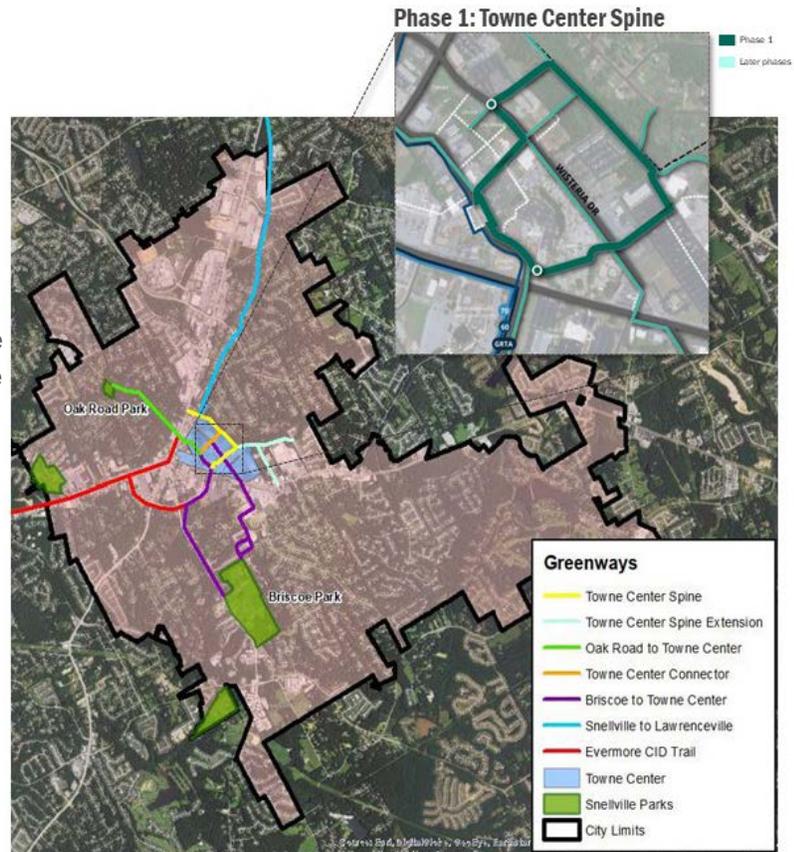
LU Land Use **T** Transportation **H** Housing **E** Economic Development **Q** Quality of Life

A transportation system that serves drivers, pedestrians, cyclist, and transit riders (locally and regionally)

T **E** **Q**

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 city's new Greenway Trail system will provide non-car access to the Towne Center and improve overall connectivity, but the sidewalk network is inconsistent and the long distance between destinations makes walking an impractical mode for many trips. Express commuter bus service to Downtown Atlanta is available through ATL, but there are no local bus routes available within the City of Snellville. A local circulator shuttle connecting the Towne Center to shopping plazas along Scenic Highway (SR 124) was often requested in community engagement activities.

The City created its 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. Completed in 2019, the first phase of the greenway was a one-mile loop in the Towne Center, using a combination of existing 10-foot-wide sidewalks and new off-road paths. Additional phases of the Greenway Master Plan have been completed and others are underway. Residents indicate a desire to improve access to parks, better pedestrian and bicycle infrastructure improves mobility, including access to parks. Additionally, the Gwinnett County Trails Plan calls for regional trails, including paths that would link Snellville to Lawrenceville, Stone Mountain, Loganville, Grayson, and Walton County.



Planned Greenway System

These icons are used throughout this chapter to identify which topic areas relate to each of the emerging themes.

- LU** Land Use
- T** Transportation
- H** Housing
- E** Economic Development
- Q** Quality of Life

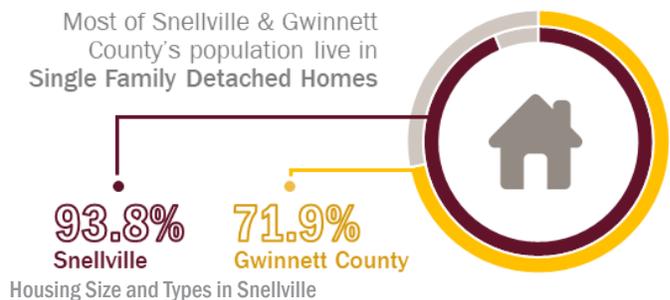
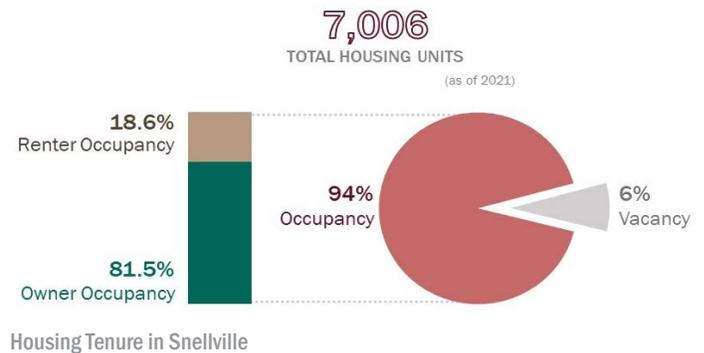
Walkable neighborhoods and connections to community facilities T Q

Walkability can be improved with new sidewalks and traffic calming in established neighborhoods. Walkability enhances neighborhoods by fostering a sense of community and connectivity, as people can easily interact and engage with their surroundings, leading to stronger social bonds. It also promotes physical health, reduces traffic congestion, and supports local businesses, contributing to a more vibrant and economically thriving area. Improving connections to parks and improving walkability within neighborhoods was cited by residents as an opportunity. For example, Briscoe Park, Snellville’s largest recreational amenity, is only accessible from one side. Additional entrance points would make the park more accessible to nearby residents, helping it to function as a neighborhood amenity. Completing planned greenway routes and expanded sidewalk systems would also connect neighborhoods to schools, and other parks and neighborhoods.



Diversify the Housing Stock LU H Q

Residents cite the need for housing to support all age groups, incomes, and lifestyles. Almost all households in Snellville are family households (90 percent), reflective of the city’s housing stock. Detached-single family homes make up 94 percent of all housing units, significantly more than Gwinnett County’s average of 72 percent. More than 81 percent of homes are owner-occupied, significantly more than neighboring Gwinnett County as a whole (67%). Increasing housing options to include townhomes and multifamily can help provide in-demand housing and strike a good rental-occupancy balance. Multifamily housing should be located in or near nodes, so residents have walkable access to amenities. Maintaining the quality and character of single-family neighborhoods is also important to residents.

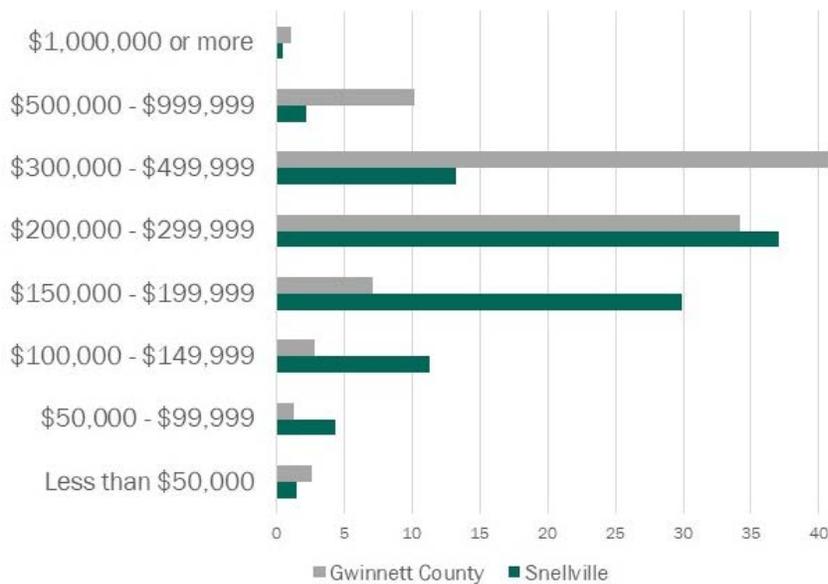


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- LU Land Use
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- Q Quality of Life

Neighborhood Stability ● ● ●

The cost of housing has increased throughout the State and Gwinnett County is no different. While the median housing value in Snellville is lower than in Gwinnett County, housing costs in Snellville continue to rise. High housing costs destabilize neighborhoods by limiting housing affordability, potentially displacing long-term residents, and diminishing community diversity and cohesion. Encouraging more homeownership and maintenance of housing can reinforce neighborhood stability. The city can offer incentives for the redevelopment and rehabilitation of existing multi-family housing, facilitate neighborhood watch programs, and continue to enforce codes. Public investment in neighborhoods such as parks and sidewalks can also help stabilize neighborhoods.



Home Value in Snellville, American Community Survey 2020

MEDIAN HOUSING VALUE (2020)

Snellville: \$185,200

Gwinnett County: \$235,700

\$50,500 lower than the County



These icons are used throughout this chapter to identify which topic areas relate to each of the emerging themes.

LU Land Use **T** Transportation **H** Housing **E** Economic Development **Q** Quality of Life

Reinvest and Redevelop Commercial Corridors **E** **Q**

As consumers continue to embrace online shopping, national retail development trends have moved away from brick and mortar shopping plazas and malls. The prevalence of retail in Snellville’s corridors may make it particularly susceptible to potential disinvestment. Main Street (US 78) has experienced a decline in retail occupancy and several properties need improvements or redevelopment. The city can offer incentives to revive and re-purpose vacant and underused properties and improve storefronts and commercial facades.

Commercial disinvestment and distance from primary job market can be overcome through creative response to these trends such as co-working, sharing Economy/ Gig Economy, changing home preferences of aging baby boomers, experiential retail, and creating satellite college campuses. To support and encourage these opportunities there needs to be less focus on traditional real estate and opportunities for new types of space and environments must be created. This kind of creative reinvestment can diversify the local job mix.



Educational Opportunities can lead to Higher Paying Jobs **E** **Q**

While there are no colleges in Snellville, Gwinnett Tech and Georgia Gwinnett College are located nearby in Lawrenceville. The city could work with these local colleges to provide internship opportunities, workforce development initiatives, and vocational training programs in Snellville to help residents with the skills and knowledge necessary to secure higher paying jobs. Residents have suggested that satellite campuses of vocational schools would be a welcome component of redevelopment plans for the City’s declining commercial corridors.

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Revived Focus on the Arts **E** **Q**

In 2019, the Snellville Arts Commission was revived and given a new focus: to create a Community/Public Art Master Plan. A Performing Arts and Acquisition Fund (PAAF) was created. Public art and the arts, in general, enrich quality of life by fostering cultural expression, promoting community engagement, and enhancing emotional well-being. Public art installations stimulate creativity and cultural appreciation, adding vibrancy to the environment. The arts offer opportunities for people to connect, share experiences, and build a sense of belonging within their communities, thereby strengthening social bonds and a more close-knit community. Recently, the Snellville community has been involved and supporting Create Gwinnett to grow creativity and support for arts and culture as engine for economic development. It is hoped through these efforts that public art can help create unique destinations that promote economic development and tourism.

Family Focused Development and Redevelopment **Q**

Residents indicated the need for more places for children and families to “play”. Implementing the Greenway Trail and increasing green spaces are ways to accomplish this. Additionally, Snellville can provide families and children with more places to play by expanding community centers, encouraging indoor play areas in shopping centers and libraries, creating pocket parks, collaborating with schools to encourage opening their playgrounds and field to residents, and providing interactive public art installations. The city should consider identifying land that could be acquired for additional parks as well as create a community-serving use for the old library branch on Lenora Church Road.

Expansion of healthcare facilities **E** **Q**

Healthcare and social assistance is one of the largest industries in Snellville. The industry is anchored by Piedmont Eastside Medical Center, which employs more than 1,700 people. 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 Piedmont Eastside Medical Center South Campus and Emergency Department off Fountain Square. Residents cite the need for additional urgent care facilities within the city. Northside Hospital has also expanded in the City of Snellville with a new two-story building of offices in the Towne Center.

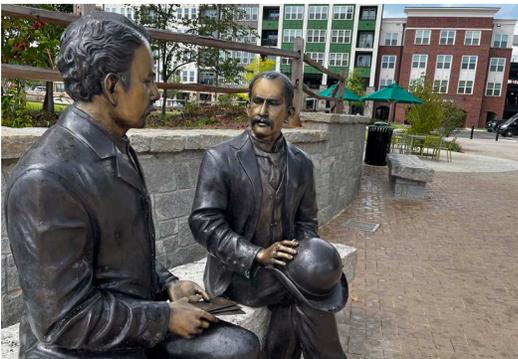


These icons are used throughout this chapter to identify which topic areas relate to each of the emerging themes.

LU Land Use **T** Transportation **H** Housing **E** Economic Development **Q** Quality of Life

Catalyzing Towne Center success beyond the Grove **E LU**

The new 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. The City transformed this area into a true, walkable center with the City Hall, the Towne Green, County Library, the Snellville Senior Center, and several streetscape improvements, surrounded by connected residential neighborhoods. The city should continue to assemble parcels and attract quality private development partners and actively recruit unique tenants to the City Market. Building upon the success of the Towne Center, the city should work to create areas in other parts of the city within specified activity nodes, like the Towne Center, but on a smaller scale. Undeveloped land on Hwy 78 was cited as a suitable location for these neighborhood-serving nodes.



Snellville Placemaking **LU Q**

A top request from community members continues to be the need for 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. The need to redevelop declining commercial corridors provides an opportunity to encourage unique shopping and dining destinations. Additionally, Snellville has created several gateway entrances to the City and should continue to create gateways and major entrances to the city.

These icons are used throughout this chapter to identify which topic areas relate to each of the emerging themes.

LU Land Use **T** Transportation **H** Housing **E** Economic Development **Q** Quality of Life

Strategic Transit Connections **T**

In September of 2023, Gwinnett County adopted the Gwinnett County Transit Development Plan. The plan increases mobility options for all Gwinnett residents by making transit easy to use, safe, and comfortable. The plan includes three new services for Snellville: Shared Ride Service, Quick Ride, and County Ride. Snellville can encourage utilization of transit by supporting the new program with sidewalks, trails, transit oriented development, educational programs, and other methods.



Improve Public Health by facilitating outdoor activities **LU** **Q**

Residents crave spaces for exercise, relaxation, and social interaction, encouraging physical fitness and mental well-being. Greenspace helps lower stress levels and improves mental health while reducing the urban heat island effect. Residents desire greenways, access to parks, reduced car-dependence, greenspace protection, and other environmentally friendly practices. Setting aside land for greenspace, implementing the Greenway Plan, and creating neighborhood parks were cited by residents as desired strategies.

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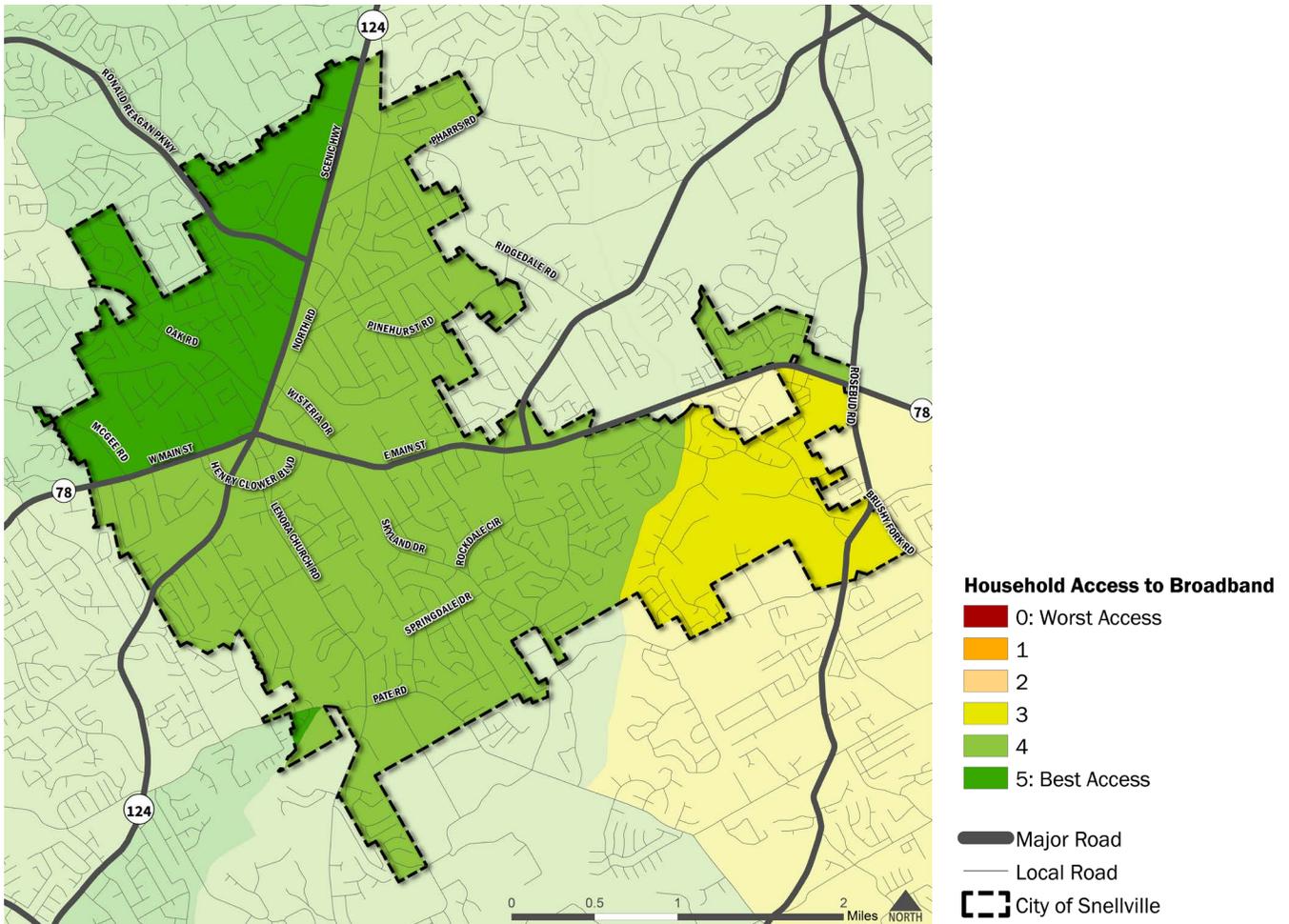
- LU Land Use
- T Transportation
- H Housing
- E Economic Development
- Q Quality of Life

Infrastructure must keep up with growth LU E Q

Residents are concerned about growth pressure on infrastructure and cite the need to ensure infrastructure can sustain increasing housing demand. Much of the city relies on septic systems and older neighborhoods without access to sewer are likely to experience the impacts of failing septic systems within the planning period.

Broadband E Q

The City of Snellville recognizes the importance of broadband deployment throughout all parts of the Snellville community and considers broadband services as an important and necessary service. Fortunately, Gwinnett County and the City of Snellville enjoy widespread access to broadband technology from a variety of service providers. According to Georgia Broadband Availability Map, Snellville is fully served with broadband. Although the City already has broadband coverage, it will continue to support improvements to broadband infrastructure. As part of this Comprehensive Plan, it has adopted a supportive goal and policy.



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PUBLIC PARKING

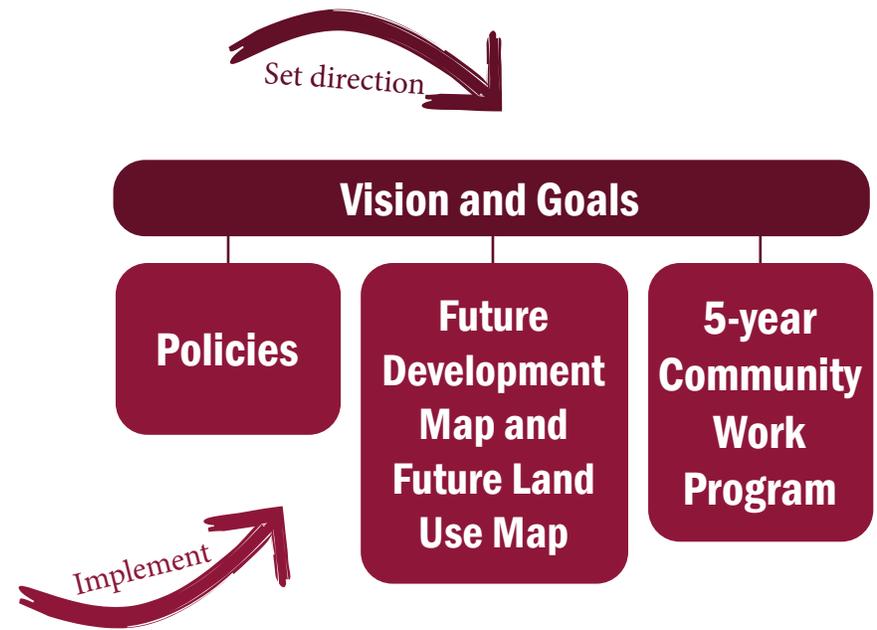
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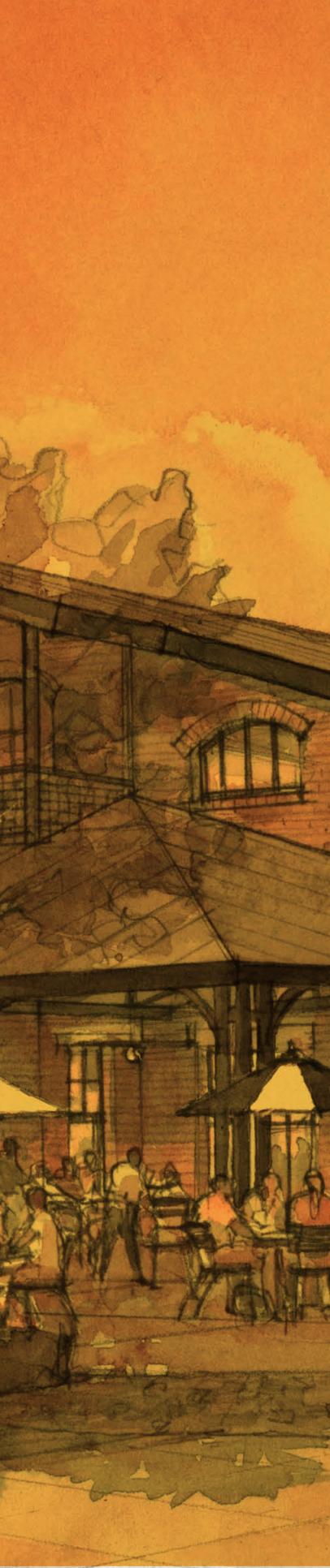
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3

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 anchored by 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

- LU-1: Protect and enhance the character of existing residential neighborhoods.
- LU-2: Support the development of live/work/play/learn communities.
- LU-3: Establish a unique identity and sense of arrival into Snellville.
- LU-4: Facilitate quality development along major corridors
- LU-5: Continue to pursue the development of the Towne Center.



Transportation

- 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

- ED-1: Diversify the types of jobs available in the city.
- ED-2: Proactively position the City to respond to the rapidly growing real estate market.
- 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

- 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.





LLER'S ALE HOUSE

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

Goal LU-1: Protect and enhance existing residential neighborhoods.

- LU-1.1: Encourage compatible uses, both residential and commercial, and the utilization of transitional zones and buffers between residential and non-residential development
- LU-1.2: Enhance existing neighborhoods with convenient access to sidewalks, greenways, and parks
- LU-1.3: Encourage property owners in the upkeep and maintenance of properties

Goal LU-2: Support the development of live/work/play/learn communities.

- LU-2.1: Invest in infrastructure that creates more walkable neighborhoods
- LU-2.2: Pursue density in targeted areas of the community
- LU-2.3: Promote redevelopment opportunities of underused sites into mixed use projects
- LU-2.4: Ensure access to green space in dense, high-activity areas of Snellville

Goal LU-3: Establish a unique identity and sense of arrival into Snellville.

- LU-3.1: Develop gateways and a sense of arrival into Snellville
- LU-3.2: Enhance the Snellville brand and reinforce it through placemaking projects
- LU-3.3: Provide signage and wayfinding throughout the community
- LU-3.4: Improve the urban environment through better streetscapes

Goal LU-4: Facilitate quality development along major corridors.

- LU-4.1: Invest in the beautification of the community's main corridors
- LU-4.2: Encourage mixed use
- LU-4.3: Promote the redevelopment of older, underused commercial sites
- LU-4.4: Facilitate mixed use, nodal development in appropriate locations on major corridors

Goal LU-5: Continue to pursue the development of the Towne Center.

- LU-5.1: Encourage the design and development of spaces that support community interaction
- LU-5.2: Pursue projects that contribute to Snellville's unique character
- LU-5.3: Promote mixed uses within the Towne Center
- LU-5.4: Support the growth of a diversity of entertainment options
- LU-5.5: Ensure that transportation networks within, to, and around the Towne Center are multimodal



Transportation Policies

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 Piedmont 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 and the Atlanta Regional Transit Link Authority (ATL)
- T-4.3: Support the expansion of ridesharing services and micro-transit

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 ATL to offer commuter bus service



Housing Policies

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: Encourage the construction of housing to support all age groups, incomes and lifestyles
- H-2.2: Pursue more options for quality workforce housing
- H-2.3: 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: Encourage the construction of a variety of housing types in strategic nodal developments
- H-3.2: Pursue more development opportunities focused on seniors and assisted living
- H-3.3: Encourage medium-density residential development to serve as a transitional use between higher intensity commercial and mixed-use nodes and low-density residential neighborhoods

Goal H-4: Promote home ownership

- H-4.1: Identify and support affordable housing initiatives
- H-4.2: Promote programs designed to assist first-time homebuyers. These may include educational resources, special loan programs, or tax incentives for first-time buyers
- H-4.3: Provide homeownership education and counseling to residents, helping them understand the process of buying and maintaining a home
- H-4.3: Offer incentives to developers to build affordable housing units, such as density bonuses, expedited permitting, or reduced fees



Economic Development Policies

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 the City 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: Ensure a variety of shopping experiences
- ED-3.4: Promote Snellville 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 Piedmont Eastside Medical Center
- ED-5.4: Support the growth of urgent care and outpatient facilities



Economic Development Policies

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

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

- QL-1.1: Create spaces for people to meet and gather within neighborhoods
- 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-2.4: Create and support programs that bridge the employment skills gap between the classroom and the workplace

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

- QL-3.1: Continue implementing the greenways plan
- QL-3.2: Continue implementing updates to the Park System Master Plan
- QL-3.3: Identify and acquire parcels for additional future parks and green space
- QL-3.4: Improve access to parks and green space from neighborhoods



Quality of Life Policies

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 programs at the new Recreation Center at Briscoe Park
- 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: Ensure Snellville continues to be a safe place to live and work.

- QL-5.1: Continue the police force's community oriented approach
- QL-5.2: Explore incentives to encourage Code compliance
- QL-5.3: Encourage creation of neighborhood watch programs

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: Continue to 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: Continue to 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 businesses

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





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.

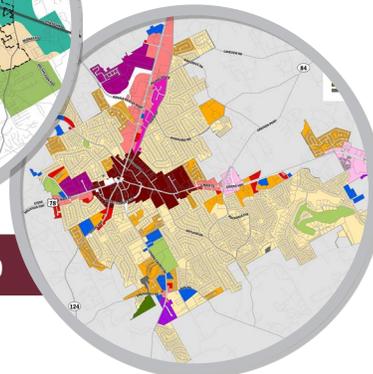


Future Development Map

Neighborhood-level guidance
Begins on page 40

Future Land Use Map

Parcel-level guidance
Begins on page 56



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 42 through page 55. 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 42)



Scenic Highway North
(page 43)



North Road Transitional Corridor
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Pinehurst
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Highway 78 West
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Towne Center
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Scenic Highway South
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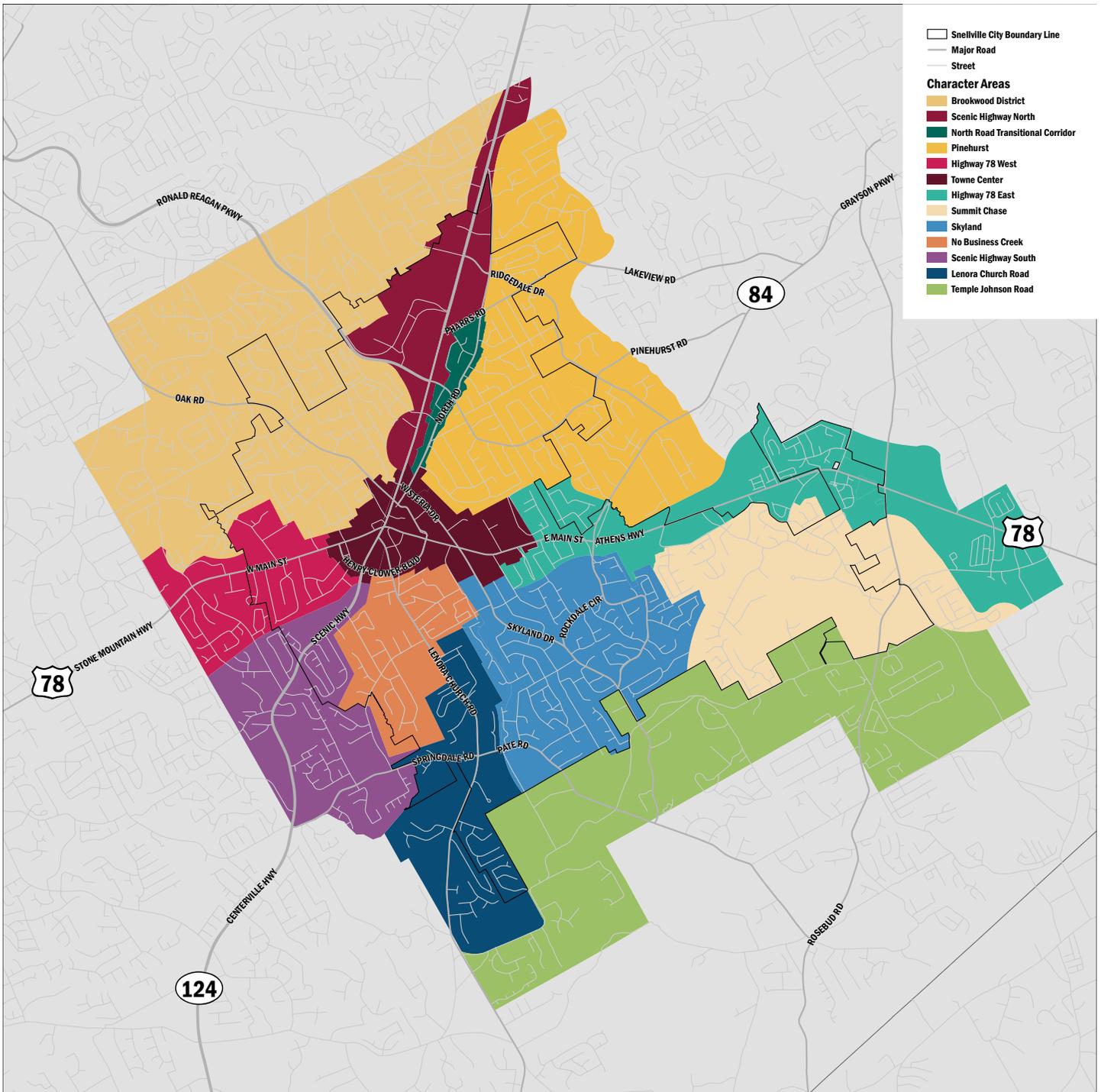


Lenora Church Road
(page 54)



Temple Johnson Road
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Figure 1. Future Development Map



CHARACTER AREA

Brookwood District

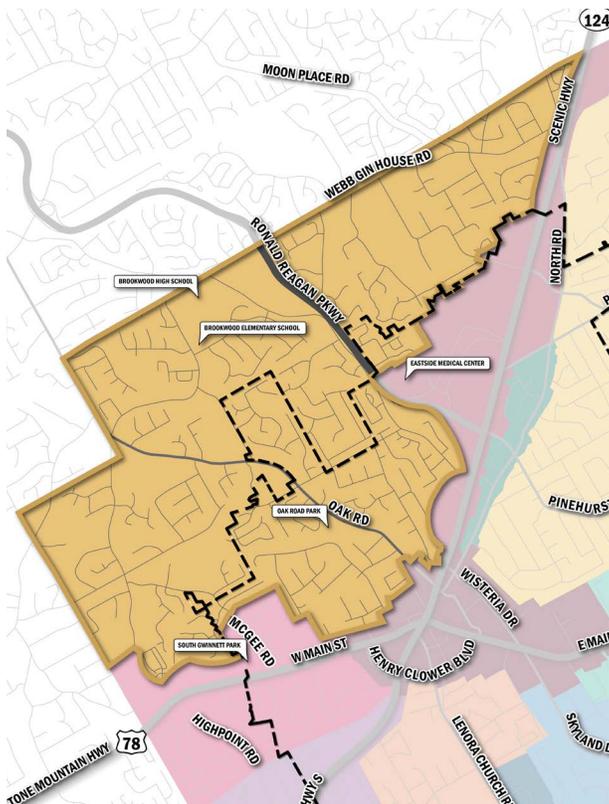


Existing Character Description

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
- Complete 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

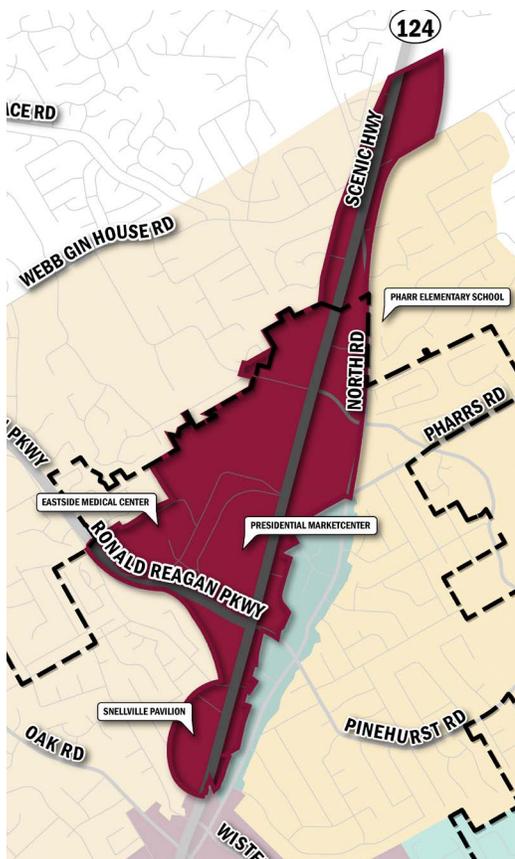


Existing Character Description

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, Piedmont 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. Piedmont 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 continuing care retirement community.

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) Piedmont Eastside Medical Center; 2) Sheridan at Eastside senior living; 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 Pinehurst Road, and Ridgedale Drive
- Implement the planned greenway route along North Road
- Expand sidewalks, particularly along Pinehurst Road and Pharrs Road
- 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



CHARACTER AREA

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

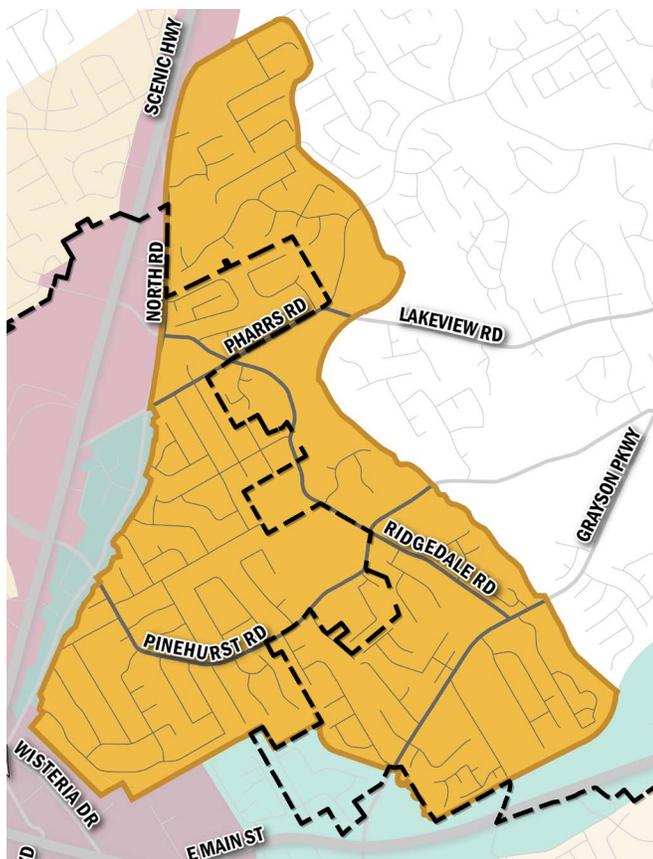
Vision

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 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. Piedmont Eastside’s 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 has improved 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 Piedmont Eastside’s 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 properties redevelop, encourage parcel assemblage for larger planned mixed-use with buildings facing the street and parking located 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
- 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

CHARACTER AREA

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

Vision

A corridor with high developed activity nodes, containing a mixture of uses with a pedestrian scale and infrastructure to support walking and bicycling. 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

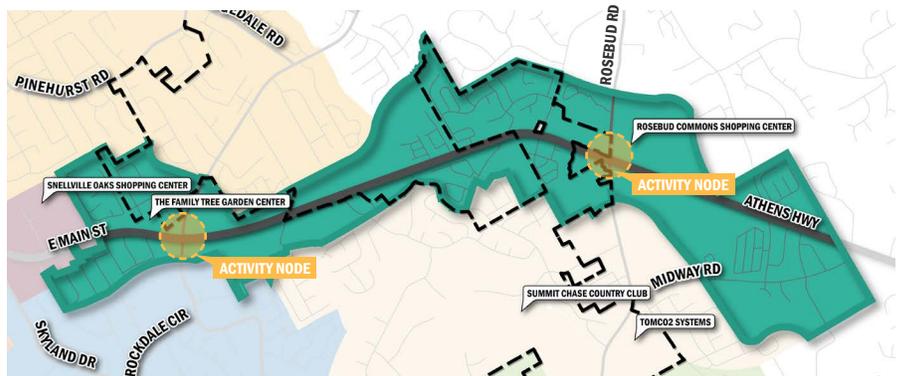
- Create new zoning designation for areas within specified activity nodes. This should permit a mixture of land uses, similar to the Towne Center, but at a smaller scale. A connected street grid network with small blocks and wide pedestrian walkways should be required as properties are redeveloped. Streets 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



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



Existing residences between proposed nodes



Towne Center

Existing Character Description

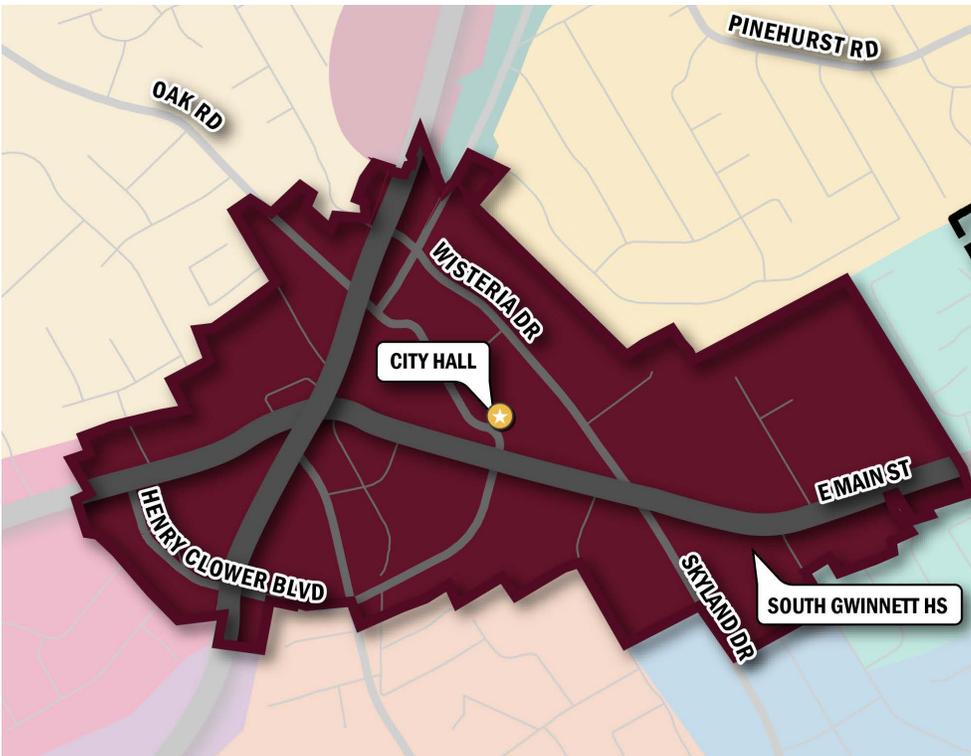
The Towne Center is located at the center of Snellville and includes a mix of civic, retail, office, and educational uses, as well as the Snellville Historical Cemetery. The City transformed this area into a true, walkable center with the City Hall, the Towne Green, County Library, the Snellville Senior Center, and several streetscape improvements. There are several large, undeveloped parcels in the area, as well as shopping centers with oversized parking lots with potential for redevelopment. The City continues to make strides working with property owners and developers to bring quality development to the area.

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

- Actively promote redevelopment through the Downtown Development Authority to assemble parcels and attract quality private development partners
- Create a new city market, actively recruit unique tenants, and identify a market operator partner
- 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
- 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
- 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

CHARACTER AREA

Skyland

Existing Character Description

The Skyland character area is the predominately residential neighborhood south of Britt Elementary School and South 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

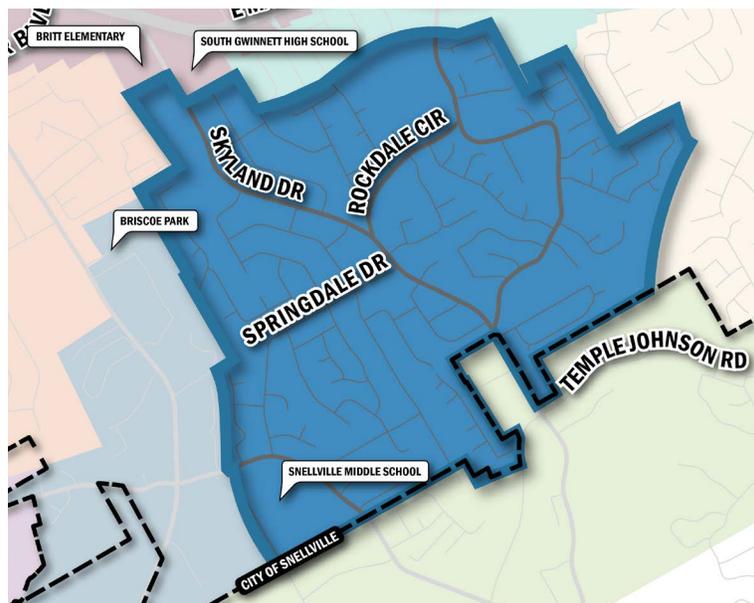
Low-density residential

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

Johnson Lake provides scenic, recreational amenity which 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

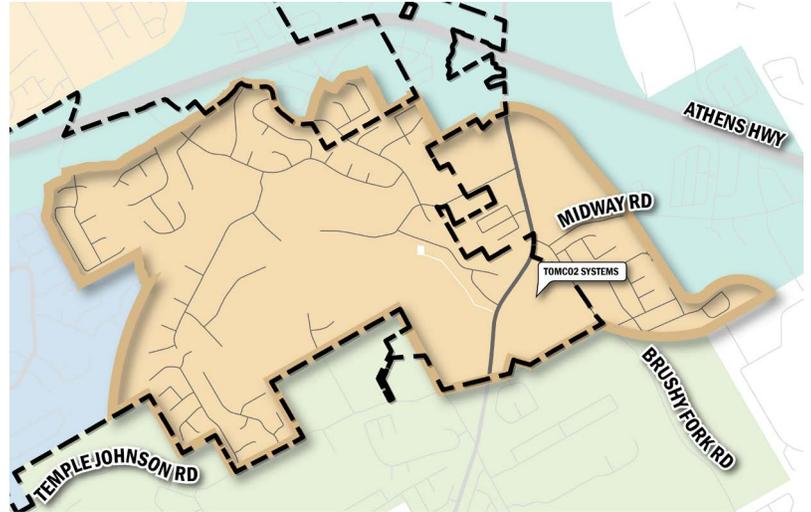
Low-density residential, estate residential, park/recreation

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) Existing home; 4) TOMCO2 Systems

No Business Creek



Existing Character Description

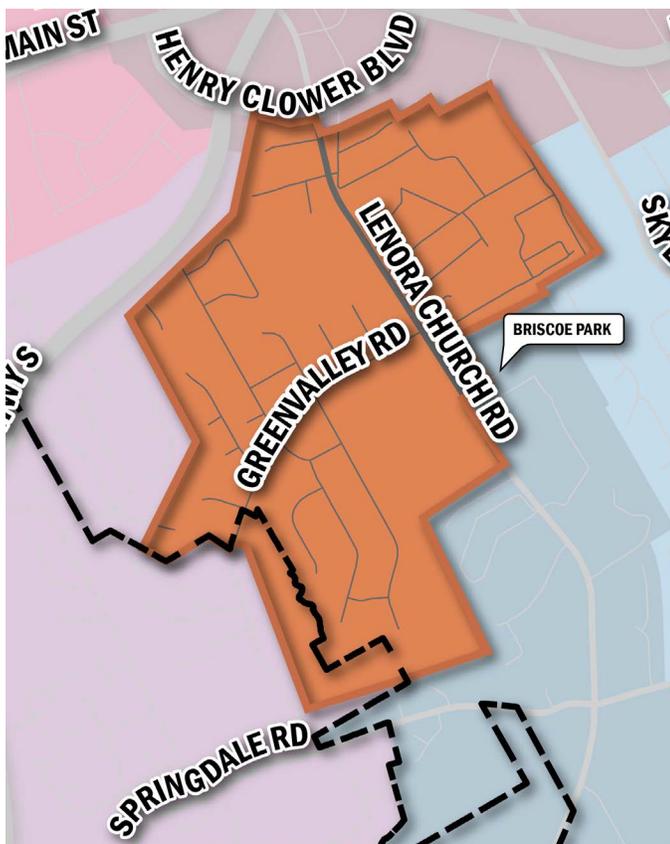
The No Business Creek character area is just south of the Towne Center off Lenora Church Road. No Business Creek is the spine of the neighborhood, and it is dotted with small lakes, ponds, wooded areas, and private green space. The area is made up almost entirely of single-family homes, even along major 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 and encourage beautification
- 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

CHARACTER AREA

Scenic Highway South

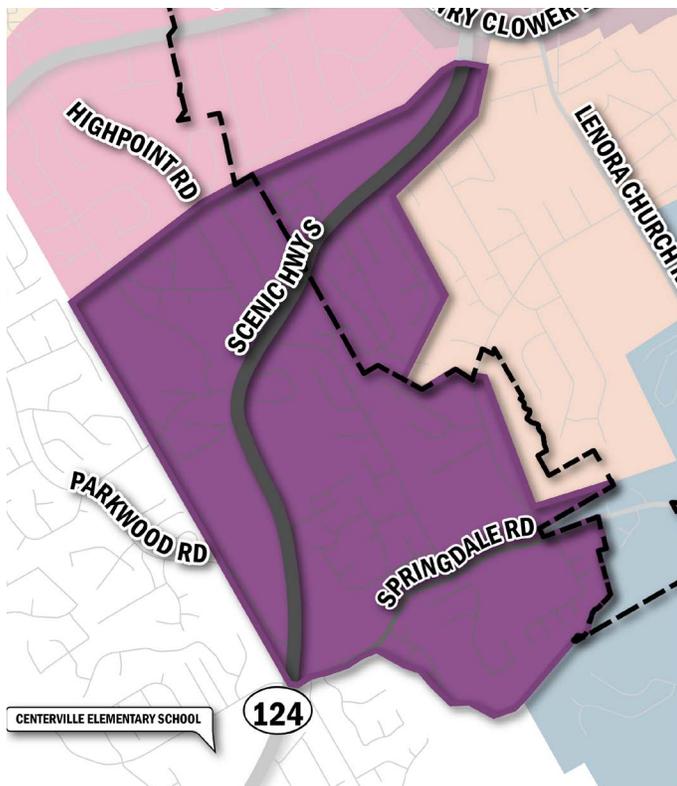


Existing Character Description

The Scenic Highway South character area is dominated by low- to medium-density residences with a townhome community underway. 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

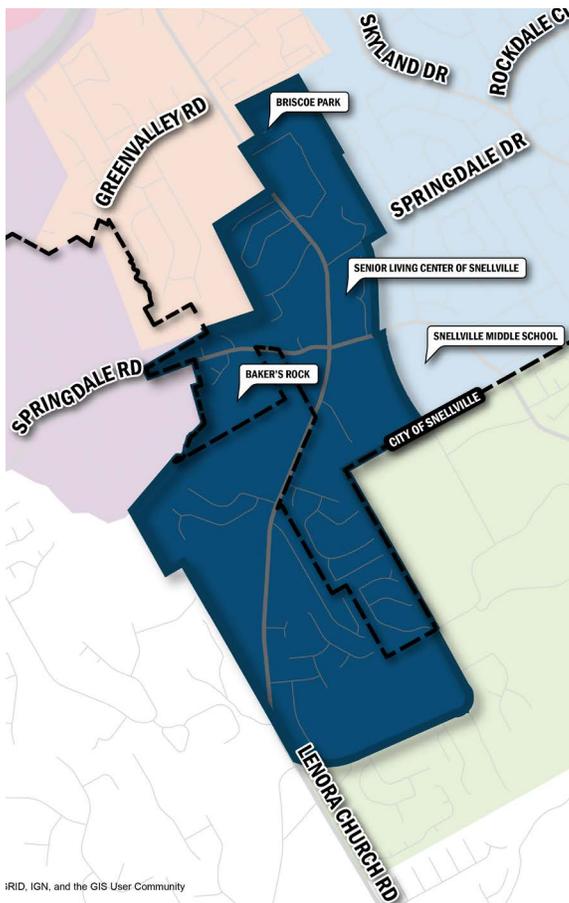
Lenora Church Road

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, office, civic uses



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, Community Garden, 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
- 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

CHARACTER AREA

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

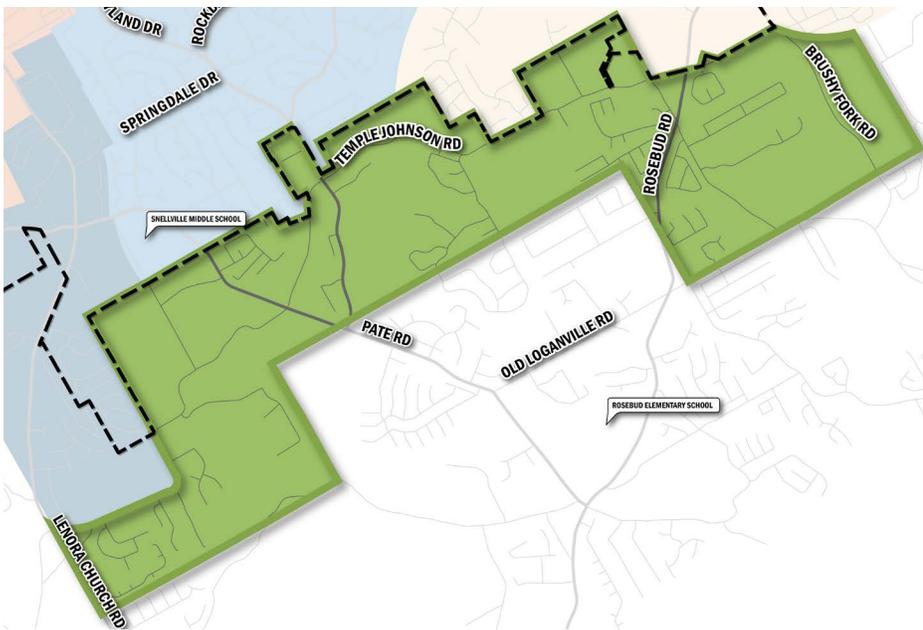
Undeveloped, agriculture/forestry, estate residential, low-density residential

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; coordinate with the County to support complementary low-density development
- 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 13 future land use categories, described in Table 1 on page 58.

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 decision makers 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 59.

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 2. Future Land Use Map

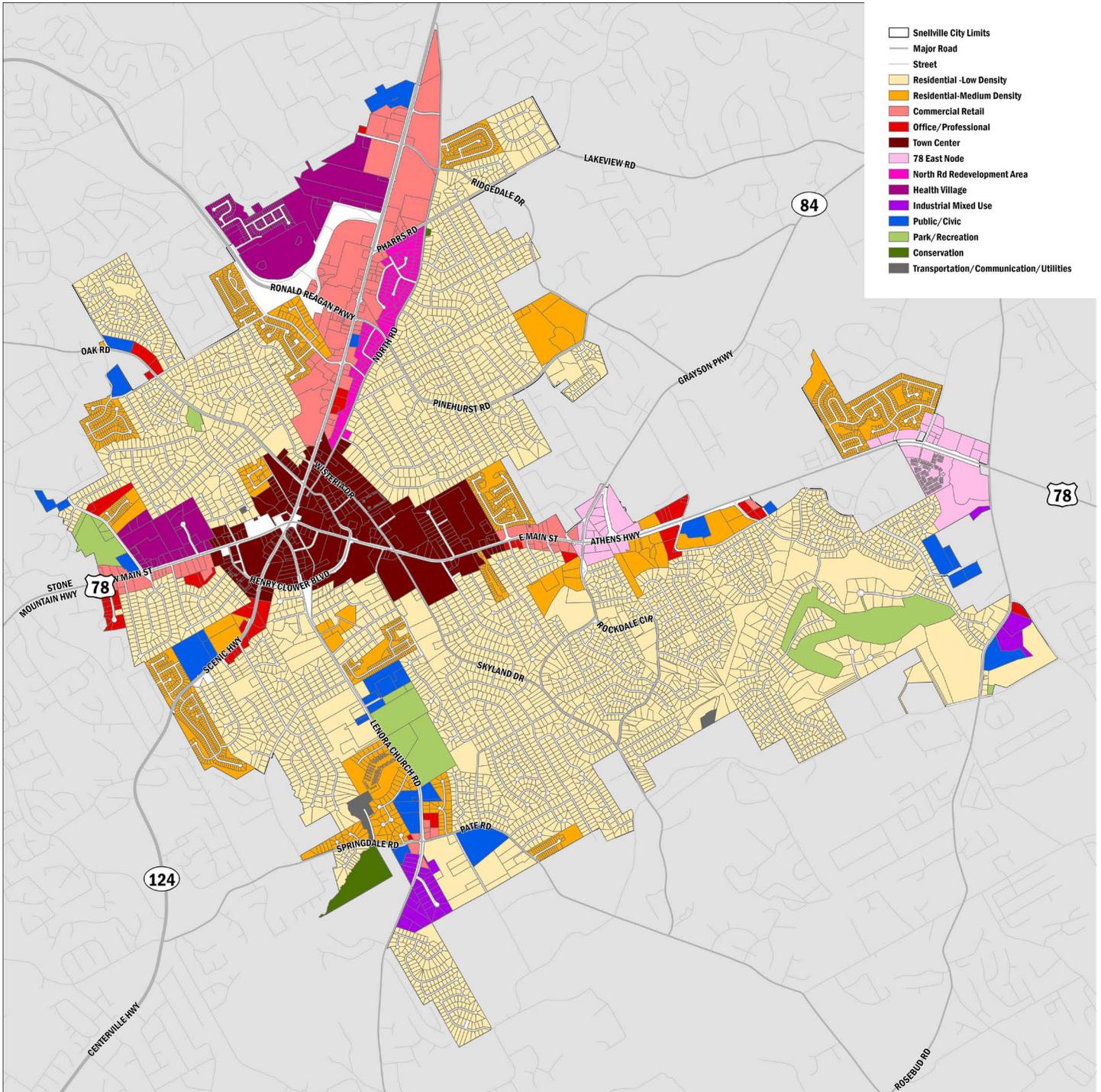


Table 1. Future Land Use Category Descriptions

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-30: Single-family Residential District	A									
RS-30-BTR: Single-family Residential - Build to Rent	A									
RS-15: Single-family Residential District	A									
RS-15-BTR: Single-family Residential District - Build to Rent	A									
RS-5: Single-family Residential District	A	C					C			
RS-5-BTR: Single-family Residential District - Build to Rent	A	C					C			
R-DU: Duplex Residential District		A								
R-DU-BTR: Duplex Residential District - Build to Rent		A								
R-TH: Townhome Residential District		C					A	A	A	A
R-TH-BTR: Townhome Residential District - Build to Rent		C					A	A	A	A
RM: Multifamily Residential District							C	C	C	C
RX: Mixed Residential District		C								
RO: Residential for Older Persons District	A	C					C	A		
RO-BTR: Residential for Older Persons District - Build to Rent	A	C					C	A		
TC-R: Towne Center Residential District								A		
MU: Mixed-Use District									A	
CI: Civic/Institutional District				A		A	A	A	A	
OP: Office Professional District			A	A	A	A	A	C	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										
NR: North Road District										A
TC-MU: Towne Center Mixed-Use District								A		

* One (1) zoning district in existence at the time of the Comprehensive Plan's adoption in February 2019 was not included in this table; PRC - Planned Residential Conservation District. These districts were repealed on 10-26-2020 with the 10-26-2020 adoption of the Unified Development Ordinance (UDO) and should not be applied to any additional parcels. The Towne Center Overlay District was excluded as it does 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 1. Community Work Program

Project	Timeframe						Responsible Department or Agency	Estimated Cost	Potential Funding Source
	Ongoing	2025	2026	2027	2028	2029			
Land Use									
LU-1	Review and possibly revise UDO to address transition areas in the Towne Center		■				City	Staff Time	General Fund
LU-2	Construct planned mixed-use development in the Town Center core	■	■				DDA	TBD	General Fund
LU-3	Pursue targeted redevelopment of vacant/underused parcels in the Towne Center through marketing efforts, property acquisition, and assembly	■					City	Staff Time	General Fund
LU-4	Ensure new developments on 78 East, Ronald Reagn Parkway, and Lenora Church Rd include gateway features	■					City	Staff Time	General Fund
LU-5	Adopt an online permit application system					■	City	TBD	General Fund
Transportation									
Roadways & Intersections									
T-1	Towne Center Phase 2 roads and utilities	■	■				City	TBD	SPLOST
T-2	SR 124/Scenic Hwy widening and multimodal enhancement from US 78/Main St to Sugarloaf Parkway (Gcmri_31)	■	■			■	County; GDOT	TBD	SPLOST
T-3	US 78/Main Street Widening from SR 84/Grayson Parkway to SR 124/Scenic Hwy (SNE_135)	■	■			■	GDOT; County	TBD	SPLOST
T-4	Implement citywide Wayfinding Master Plan	■	■				DDA; GDOT	\$60,000 - \$150,000 per gateway	DDA
T-5	Hugh Drive Connector (East Gate Place to Wisteria Dr.)	■	■				City	TBD	TBD
T-6	Tree Lane alignment from Ronald Reagan Parkway to Scenic Highway (SR 124) and right-of-way acquisition					■	City	TBD	TBD
T-7	SR 124/Scenic Hwy at Wisteria Drive Realignment, Traffic Signal, Turn Lanes (SNE_187)					■	City	TBD	TBD

Project	Project	Timeframe						Responsible Department or Agency	Estimated Cost	Potential Funding Source
		Ongoing	2025	2026	2027	2028	2029			
T-8	Continue to monitor and repave streets	■	■					City	TBD	General Fund
Greenways										
T-9	Greenway trailhead at library/city market						■	City; County	\$1,094,000	LCI implementation funds; general fund
T-10	Greenway - Wisteria Dr (Towne Center Loop to SR 124)						■	City; County	\$760,000	LCI implementation funds; general fund; bond
T-11	Greenway - North Rd (Wisteria Dr to SR 124)						■	City; County	\$3,631,000	LCI implementation funds; general fund; bond
T-12	Greenway - US 78 (Oak Rd to Norton Rd)						■	City; County; Evermore CID	\$1,049,000	LCI implementation funds; general fund; bond
T-13	Greenway - Eastgate Pl and Hickory Station Cir connection						■	City; County	\$3,042,000	LCI implementation funds; general fund; bond
T-14	Long Term - Eastwood Dr connection to Towne Center Loop						■	City; County	\$124,000	LCI implementation funds; general fund; bond
T-15	County Trail: Snellville Evermore CID Trail						■	City; County; Evermore CID	TBD	TBD
T-16	County Trail: Snellville to Loganville trail connection						■	County	TBD	TBD
T-17	County Trail: Snellville to Grayson trail connection						■	County	TBD	TBD
T-18	County Trail: Snellville to Walton trail connection						■	County	TBD	TBD
Transit										
T-19	Work with Gwinnett County Transit to explore micro-transit services in the city	■						GCT, City	N/A	N/A
T-20	Park-and-Ride Lot upgrades						■	GCT, City	N/A	N/A
T-21	GCT Route 60 (Snellville Park-and-Ride Lot to Georgia Gwinnett College)							GCT	N/A	N/A
T-22	Work with GCT to explore potential subsidized vanpool service between the Towne Center, Piedmont Eastside Medical Center, and TOMCO2						■	City; GCT	N/A	N/A
T-23	Install premium bus shelter in the Towne Center						■	City; GCT	N/A	N/A

Project		Timeframe						Responsible Department or Agency	Estimated Cost	Potential Funding Source
		Ongoing	2025	2026	2027	2028	2029			
T-24	Work with GCT to explore potential subsidized vanpool service between the Towne Center, Piedmont Eastside Medical Center, and TOMCO2						■	City; GCT	N/A	N/A
T-25	Install premium bus shelter in the Towne Center						■	City; GCT	N/A	N/A
T-26	GCT Route 111 (Loganville to Emory University Express route)						■	GCT	N/A	N/A
T-27	GCT Route 702 (BRT from Snellville Towne Center to Indian Creek MARTA Station)						■	GCT	N/A	N/A
T-28	GCT Route 203 (Rapid Route from Snellville to Peachtree Corners Transit Station)						■	GCT	N/A	N/A
T-29	GCT Route 204 (Rapid Route from Snellville to I-985 Park-and-Ride/Mall of Georgia)						■	GCT	N/A	N/A
T-30	Park-and-Ride Lot upgrades						■	GCT	N/A	N/A
Housing										
H-1	Seek grant funding to support the rehabilitation of existing multi-family housing	■						City	Staff time	N/A
Economic Development										
ED-1	Continue working with established non-profits, Gwinnett Technical College, Georgia Gwinnett College, and the University of Georgia's Small Business Development Center to improve technical training	■						City	N/A	N/A
ED-2	Construct the City Market Building	■	■					City	\$6,000,000	Bonds
ED-3	Conduct an annual business needs survey	■	■	■	■	■		City	Staff time	General Fund
ED-4	Update the Economic Development Strategic Plan			■				City	Staff time	General Fund

Project	Timeframe						Responsible Department or Agency	Estimated Cost	Potential Funding Source
	Ongoing	2025	2026	2027	2028	2029			
Quality of Life									
QL-1	Build a new green as part of the Towne Center core development	■	■				City	TBD	General Fund, Bond
QL-2	Add pedestrian connection from Briscoe Park to Springdale	■	■				City	TBD	General Fund, Bond
QL-3	Identify and acquire parcels for additional future parks based on community input and demand.	■					City	TBD	General Fund
QL-4	Identify an alternative, community-serving use for the old library branch on Lenora Church Rd	■					City	TBD	General Fund
QL-5	Continue to publish the monthly newsletter, Snellville Spirit magazine, and social media content	■					City	Staff time	General Fund
QL-6	Support Create Gwinnett to grow creativity and support for the arts and culture as an engine for economic development	■					City	Staff time	General Fund
QL-7	Seek ARC Green Community status					■	City	Staff time	General Fund
QL-8	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	Staff time	General Fund
QL-9	Continue to extend Holiday and other placemaking features further out from the Towne Center along major corridors	■					City	Staff time	General Fund
QL-10	Construct new Recreation Center at Briscoe Park			■	■		City	TBD	General fund; bond

For additional information about the
existing conditions analysis,
market analysis,
planning process,
environmental considerations,
and the broadband services element
see the 2045 Comprehensive Plan
Technical Addendum.

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2045 COMPREHENSIVE PLAN



SNELLVILLE.ORG