

DATE: January 31, 2018  
TO: City Council  
FROM: Planning Director  
SUBJECT: Hwy 20 Corridor Study

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## SUGGESTED ACTION

**Adopt the market study, character vision, framework plans, zoning strategy and 5-year work program as a short term guide for decisions related to land use policy, intergovernmental coordination and capital investment along the Highway 20 corridor.**

## DISCUSSION

- Our vision for Highway 20 is that it would become a parkway like regional transportation corridor with enhanced streetscape and landscape elements to provide a safe and inviting pedestrian experience while encouraging walkable nodes of development each with its own contextually appropriate mix of land uses.
- Bleakly Advisory Group has provided a thorough analysis of real estate market potential within the study area and recommends a planning strategy which diversifies the development character with mixed uses and new housing types; prunes back the amount of land zoned for retail only uses; pulses nodes of pedestrian oriented development and adds to the experiential quality or sense of place for the study area.
- TSW assisted the city with public outreach, land use analysis, conceptual urban design scenarios, a zoning strategy outline and short term work program as a road map for implementing the vision for development of the corridor.
- Our final public involvement event was held in November 2017. It was an open house style meeting. We had several stations for participants to give input on the findings to date. We received mostly positive feedback and no major negative responses.
- The project team has been working on compiling final public comments and assembling the final project deliverables.
- Attached is the draft report summarizing the process and recommendations along with a short term (5 year) work program for us to use as a guide for future policy and investment decisions.
- Planning staff is seeking final comments in order to facilitate adoption of BAG's market analysis and TSW's report.



# HIGHWAY 20 CORRIDOR LAND USE MARKET ANALYSIS



February 2017

**DRAFT**

Prepared by:  **Bleakly** Advisory Group

Prepared for: **City of Sugar Hill**

# REPORT OVERVIEW

- The City of Sugar Hill engaged Bleakly Advisory Group (BAG) to provide an analysis of key demographic, economic and real estate market trends impacting the future demand for real estate development in the Georgia Highway 20 corridor of the city.
- This market analysis is intended to assist in the development of a master plan and work plan for the corridor.

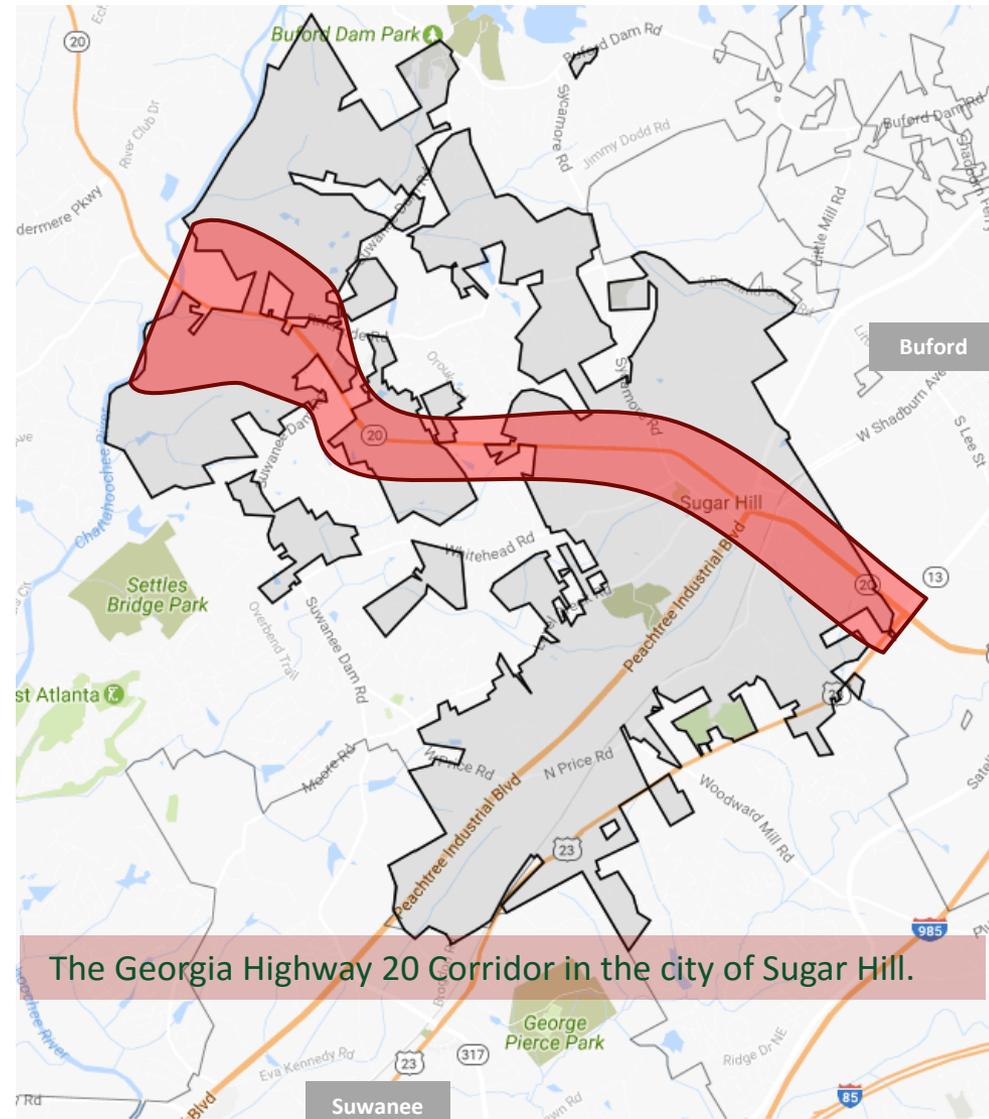
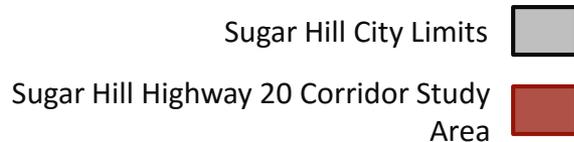
## ■ Report Contents

- Study Area Overview
- Executive Summary
- Residential Conclusions
- Commercial Conclusions
- Demographic Analysis
- Economic Analysis
- Residential Real Estate Analysis
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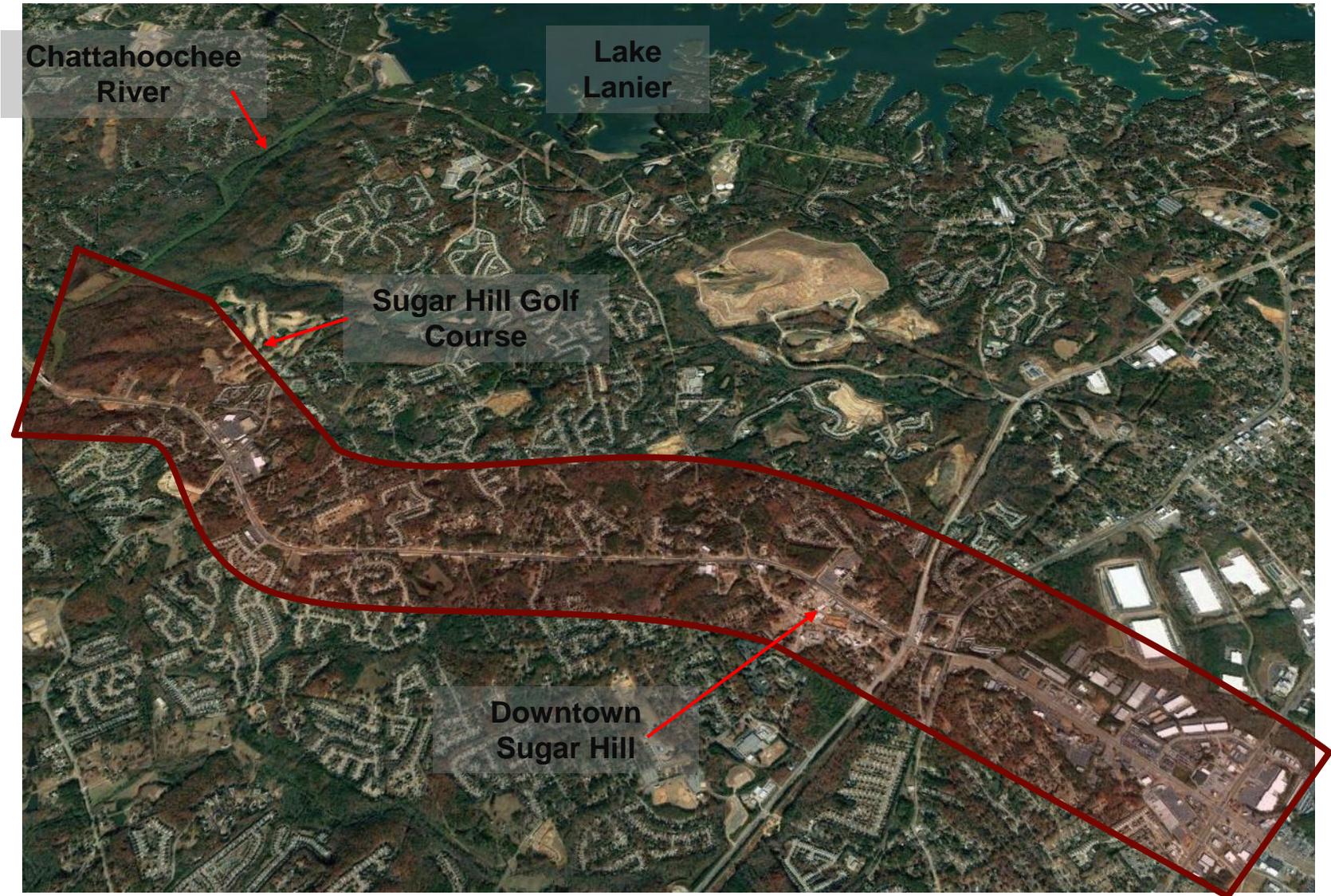
# Study Area Overview

# STUDY AREA OVERVIEW

- This real estate market analysis assessed future development opportunities along the Georgia Highway 20 corridor from the Chattahoochee River to Highway 23/Buford Highway. Although some of this land is currently outside of the Sugar Hill city limits, the analysis looked at the corridor in its totality.

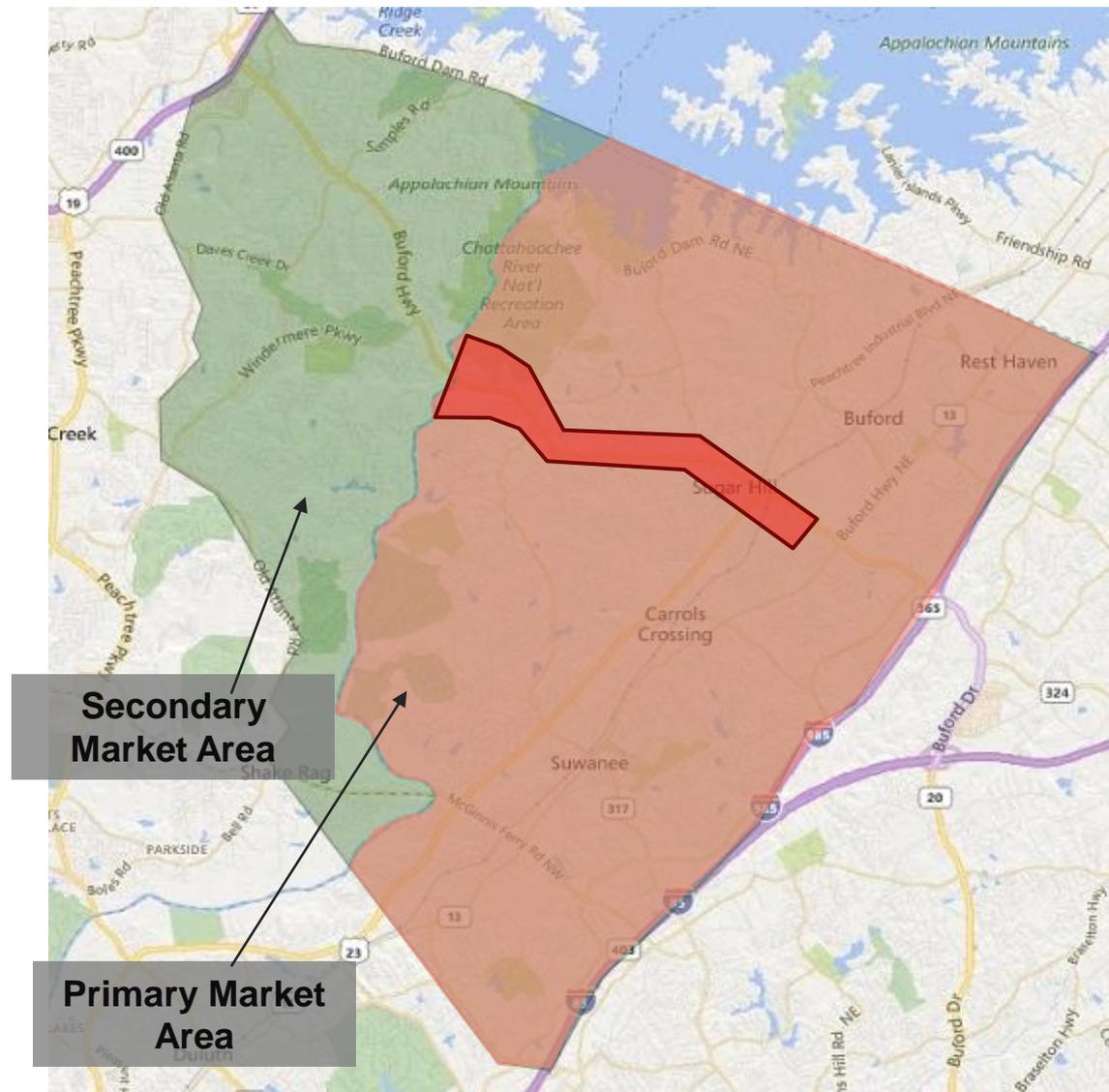


# HIGHWAY 20 AERIAL OVERVIEW



# PRIMARY MARKET AREA FOR ANALYSIS

- The Primary Market Area (PMA) is the area from which the majority of household demand is expected to emanate.
- The Secondary Market Area is the area within an approximately 10-minute drive of the intersection of Highway 20 and Suwannee Dam Rd. that will provide additional retail demand support along the Highway 20 corridor.



# Executive Summary

# EXECUTIVE SUMMARY

- Due to population and household growth in the local area, as well as the current roadway widening, properties adjacent to and near the Georgia Highway 20 Corridor in Sugar Hill (Hwy. 20) are poised to undergo significant additional development.
  - This future development along Hwy. 20 has the potential to impact the City of Sugar Hill in various ways including its tax digest growth and enhancement of its already positive image. Further development along Hwy. 20 can complement the potential for success of the downtown core redevelopment, which is currently underway just south of Hwy. 20.
    - In addition to the city hall and amphitheater already in place downtown, the redevelopment includes the EpiCenter mixed use municipal project that is currently under construction, as well as other redevelopment projects slated for completion in the near future.
  - The City has the opportunity to shape the nature of the future development along Hwy. 20, outside of the downtown core, through its land use controls, development incentives and land ownership in the corridor.
  - If employed properly these tools can be used to help create a unique and desirable corridor that would be home to land uses attractive to current and future Sugar Hill residents, other nearby residents and visitors.
- Insert updated image of E Center.
- This analysis excludes conclusions regarding the level of feasible current and future development in the immediate downtown area along Broad Street.

# EXECUTIVE SUMMARY

- While market forces will likely drive development to the corridor, the City can harness these forces to ensure that the development is built in a manner consistent with responsible and desirable land uses that enhance the City's reputation and tax base for the long term.
- The opportunity for the City of Sugar Hill is to encourage development along Hwy. 20 that takes into account real estate best practices of corridor development. The City can promote opportunities for a higher-intensity mix of uses at strategic intersections, encourage residential and recreational uses in appropriate places and tactically preserve undeveloped land.
- To realize the opportunity at hand, the City should consider the following strategies when planning for new development along the corridor\*:
  - Diversify character by allowing for a mix of uses, including housing and a mix of housing types
  - Prune back retail zoned land
  - “Pulse” nodes of development
  - Create “place.”
- The benefits of promoting development in this manner to the City of Sugar Hill and its constituents include:
  - More efficient use of land
  - Lower cost of infrastructure
  - Additional green space
  - Expanded housing options
  - Improved quality of life

\*Adapted from *Ten Principles for Reinventing America's Suburban Strips*, ULI

# LAND USE OPPORTUNITY SUMMARY

| Land Use                                   | Description  | Market Trends  | Opportunities   | Potential Challenges   | Potential Opportunity   |
|--|--|--|---|--|---|
| Residential – single-family detached (SFD) | Single-family detached homes designed to be utilized as primary residences.  | For-sale housing market in the PMA shifting away from entry level pricing (<\$300K) to “move up” pricing (>\$300K).  | New developments along Hwy. 20 in Sugar Hill avg. new home prices \$350K-\$400K @ 10-20 sales per year. The potential to expand this market certainly exists.           | Demand for higher price points (>\$400K) currently appears somewhat limited in Sugar Hill/Lanier HS district. For conventional homes on mid-size and large lots.<br><br>However, housing in unique formats (e.g. mixed use, river views) currently unavailable could change the market dynamics. | Potential for additional conventional SFD.<br><br>Possible opportunity for SFD product at >\$400K in unique setting (mixed use, river views).   |
| Residential – attached / townhouse (TH)    | Attached “townhome” residential with one or more shared walls.   | TH have typically been 10-20% of all home sales in the area. Prior to 2015 <\$250K price points prevailed in the PMA. Sales at those prices have diminished. Sales >\$250K have emerged but overall volume is down with higher prices. | TH have the opportunity to fill the mid-market price points, particularly in walkable locations. Executed properly, TH could also attract older down-sizing households. | TH are typically seen as lower price alternative in the local area. Consumers will need to see quality product in unique locations to push prices higher.  | Moderate opportunity for additional conventional TH.<br><br>Likely opportunity product at >\$250K in walkable and/or senior-oriented locations. |
| Residential – active adult and/or senior   | Active adult communities targeting residents in the 55-70 year age range. Senior housing focused on 70+ years old. | There is a growing population of residents over 55 years old in Sugar Hill and the Primary Market Area. Active adult rental communities are rapidly expanding in Gwinnett.   | Quality of life, cost of living, and access to various amenities could make this a potentially attractive location for both active adult and senior housing.            | Competition in the local market area is increasing for this product.   | Senior-focused housing could be a key to help diversify and densifying new development along Hwy 20.  |
| Multifamily                                | Rental apartments.   | Recently, suburban apartment developers are often seeking sites within or near walkable downtowns and/or very near or adjacent attractive amenities such as new grocery stores.  | There may be pent-up demand for new middle-income rental housing in the area. Walkable locations are more likely to attract higher-end multifamily.                     | Current rents in the area do not support higher-end apartment development, nor apartments with structured parking.   | Apartments in unique walkable environments have the potential to push rents above current levels.   |

# LAND USE OPPORTUNITY SUMMARY

| Land Use        | Description   | Market Trends   | Opportunities  | Potential Challenges   | Potential Opportunity  |
|-----------------|---|---|--|--|--|
| Retail          | Includes neighborhood-serving retail developments with such uses as grocery, food and beverage stores, personal care stores, general merchandise stores, gas and auto care. | Expansion of non-gas/auto brick-and-mortar retail has been muted by the impact of changes in consumer shopping habits. Currently, development of new retail is focused almost exclusively on grocery-anchored centers, discount retailers and/or walkable “experiential” retail mixed use developments.                 | High traffic counts, household growth and high median incomes in the market area creates demand for more retail along Hwy 20.  | Grocery stores and other big box stores are prevalent within and near the local market area. Additional large-scale additions may prove challenging, but not impossible, due to competitive landscape.<br><br>Without a plan to steer quality retail to strategic nodes, lower-quality discount stores and gas stations will emerge as the “default” retail development options. | The Hwy. 20 corridor is potentially ripe for additional retail at strategic nodes.   |
| Office          | Local, service-focused office buildings or small campus settings.   | Broader trends have moved toward providing office space that is convenient (i.e, walkable) to restaurants or located in secure office campus environment. Large-scale regionally-serving office typically locates in areas near/adjacent to regional transportation options and/or high-end suburban residential areas. | The most likely office opportunities are for smaller-scale local-serving office use as part of larger mixed use development.<br><br>Medical/medical office opportunities are likely, either as stand-alone use(s) and/or as part of a mixed use development. | Although the potential for smaller-scale office exists, the Hwy 20 area in Sugar Hill lacks potential as a regional-serving office location, outside of medical uses.  | Office could serve as a small portion of a larger mixed use development and/or medical office could serve as an anchor.  |
| Industrial/Flex | Includes manufacturing, warehouse, and distribution space. Flex combines limited office with industrial use.  | Industrial is one of the hottest development types, with a focus on warehouse and distribution. Occupancy rates nearby have been strong for industrial.   | Businesses moving north from more costly southern Gwinnett areas may be attracted to the area, seeking good highway access.  | As apposed to the Sugar Hill Buford Hwy corridor, land along the Hwy. 20 corridor has the potential for higher-value uses (residential and retail) other than industrial.<br><br>There are likely limited land parcels available in the Hwy. 20 corridor for industrial due to size/configuration and/or topography  | While the market opportunity may exist for industrial in the market area, industrial development along Hwy. 20 may not serve the City’s long-term land use vision. |

# FUTURE REAL ESTATE DEMAND

- The Hwy. 20 Corridor's future real estate demand potential by land use is shown below.
- These estimates are based on analyzing historic and future supply and demand conditions and do not take into account other factors that impact the likelihood of development such as zoning, development costs, local appetite for growth, unknowable national/international economic trends, etc.
- These future potential demand estimates do not include the potential demand for the immediate downtown Sugar Hill area along Broad Street.

| Demand Potential | Owner Residential (Units) | Owner Senior (Units) | Rental Residential (Units) | Rental Senior (Units) | Retail (Sq. Feet) | Office* (Sq. Feet) |
|------------------|---------------------------|----------------------|----------------------------|-----------------------|-------------------|--------------------|
|                  | Annual                    | 176                  | 42                         | 200-210               | 70-75             | 20,000             |
| 5-Year           | 880                       | 210                  | 600-650**                  | 350-375               | 100,000           | 125,000            |

| Potential Development Timeline | Year 1              | Year 2 | Year 3 | Year 4 | Year 5 | TOTAL   |
|--------------------------------|---------------------|--------|--------|--------|--------|---------|
|                                | Owner Single-family | 123    | 123    | 123    | 123    | 123     |
| Owner Townhome                 | 53                  | 53     | 53     | 53     | 53     | 265     |
| Owner Senior Single-family     | 29                  | 29     | 29     | 29     | 29     | 145     |
| Owner Senior Townhome          | 13                  | 13     | 13     | 13     | 13     | 65      |
| Rental Residential**           | 100                 | 100    | 200    | 100    | 100    | 600     |
| Rental Senior                  | 70                  | 70     | 70     | 70     | 70     | 350     |
| Retail (Sq. Feet)              |                     |        | 50,000 | 50,000 |        | 100,000 |
| Office (Sq. Feet)              |                     |        |        | 62,500 | 62,500 | 125,000 |

The analysis used to derive these future demand estimates is detailed later in this report.

\*Includes local-serving office and medical office/facilities.

\*\*Assumes 100 units of market rate absorption annually, and an additional 100 affordable units absorbed over the 5-year period.

Source: Bleakly Advisory Group

# SUGAR HILL SR20 CORRIDOR STUDY

FOR THE CITY OF SUGAR HILL, GA  
2018

# ASPIRE HWY 20

SUGAR HILL SR20 CORRIDOR STUDY

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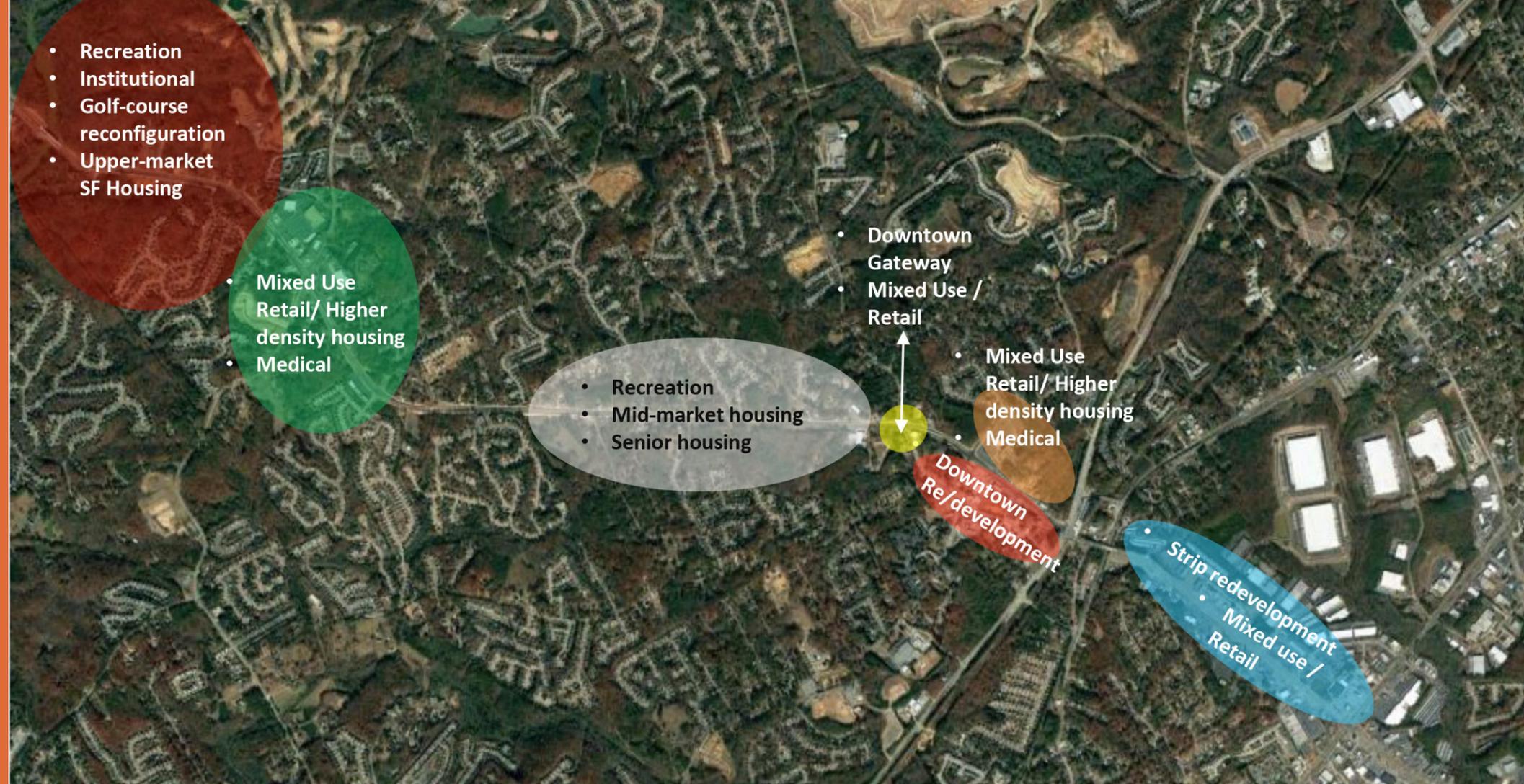
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# ▶ INTRODUCTION

Highway 20 (Hwy 20), also known as State Route 20, travels through the state of Georgia from the Alabama state line in Floyd County to its interchange with Lower Woolsey Road southwest of Henry County. Sugar Hill's portion of the Hwy 20 corridor spans from the Chattahoochee River to its intersection with Buford Highway and passes through Downtown Sugar Hill. This well-traveled corridor provides access to many important regional amenities and transportation networks. It connects Sugar Hill to other cities such as Buford, Lawrenceville and Cumming as well as Gwinnett County's airport Briscoe Field and regional retail shopping at the Mall of Georgia. In addition, Hwy 20 connects Sugar Hill to several other major regional commuter corridors such as State Route 316, I-85, I-985, Satellite Boulevard, Buford Highway, Peachtree Industrial Boulevard (PIB), Suwanee Dam Road and Georgia 400, acting as a major transportation spine for the City of Sugar Hill.

Hwy 20 accommodates the highest number of vehicle trips of all the city's major roadways. The recent capacity and streetscape improvements carried out by the State of Georgia and Gwinnett County, coupled with the city's strong population and household growth, has significantly improved the development potential of properties along the corridor. As such, we are seeing increased interest in area development.

The purpose of this study is to analyze existing conditions along or near the corridor as well as the dynamic issues influencing development patterns. The Highway 20 corridor is important to the city's community, economic and downtown development efforts. In addition to being the largest, by traffic counts, of any road in Sugar Hill, it will also serve as a spine to provide both pedestrian and bike connectivity to parks, neighborhoods and the planned Sugar Hill Greenway. Of utmost importance is protecting and enhancing the visual characteristics of the corridor.



## VISION

- » Create a parkway-like setting
- » Enhance streetscape and landscaping
- » Cultivate a safe and inviting pedestrian experience
- » Promote an appropriate mix of land uses
- » Capitalize on high traffic counts

# ► PUBLIC MEETING

Earlier this year we conducted an initial public meeting to involve nearby residents and landowners in the existing conditions analysis and visioning process. The meeting was led by our planning consultant TSW and was facilitated by assistance from city planning staff and Bleakly Advisory Group. Three exercises were conducted after an introduction presentation by TSW.

The first exercise asked participants to identify preferred locations for townhome, senior / multifamily, commercial and office land uses. The results from this exercise show that townhome and senior/multifamily residential is most-desired within the downtown area with some residential desired near the river. Office was recommended to be interspersed between downtown and Suwanee Dam Road. Commercial was distributed in three loose clusters centered at Suwanee Dam Road, Bailey Avenue and Sycamore Road intersections.

The second exercise asked participants to provide input on their preferences for land use, parks and open space as well as connectivity. Although the land use objective was to determine a preference between auto-oriented and pedestrian-oriented development, some of the choices seem to indicate a greater concern over 'character' versus site configuration. This suggests that building design guidelines may deserve at least equal emphasis with the relationship of buildings and parking to the street. The results for parks and open space indicate a preference for less programmed, less intensively-developed park spaces and less structured more naturalized green space. The results for connectivity show more of an emphasis on walking and leisure (i.e. sidewalks) with less emphasis on bicycling, particularly on-street bike facilities.

The third exercise involved participants in small group discussions centered around four character nodes. Each group summarized their discussion for the collective group.

## Node #1: Area between Chattahoochee River and Suwanee Dam Road.

This group considered the future path of the Sugar Hill Greenway tying into the regional trail along the river, discussed potential for institutional and commercial uses between the highway and the golf course and contemplated emphasis on greenspace and recreation in general. Other topics considered were the possible reconfiguration of part of the golf course and encouraging family-oriented natural recreation and associated retail opportunities.

## Node #2: Area between Suwanee Dam Rd and Future Park site.

This group preferred a parkway like design with future trail connections, large sidewalks and benches using Peachtree Parkway in Johns Creek as an example. Participants expressed a desire toward conservation where possible; more casual dining restaurants; shops connected to neighborhoods and additional senior oriented communities. Other land use preferences included: opportunities for medical (imaging) office, new residential or quiet uses across from Marketplace at Sugar Hill and new lake and recreation-oriented retail.

The group expressed dissatisfaction for existing congestion at Suwanee Dam Road, car dealerships, preponderance of fast food, rental housing and large garden-style apartment complexes.

## Node #3: Area between Future Park site and Downtown Sugar Hill.

This group recommends better bike infrastructure, more trails, wider sidewalks, appropriate buffers, underground utilities, mixed use "park once" development between Sugar Ridge Drive and Arbor View Way. Other land use opportunities discussed: planetarium, children's museum, bike shop, "mom & pop" retail, and additional medical uses. This group also discussed steep-slopes as a potential development constraint.

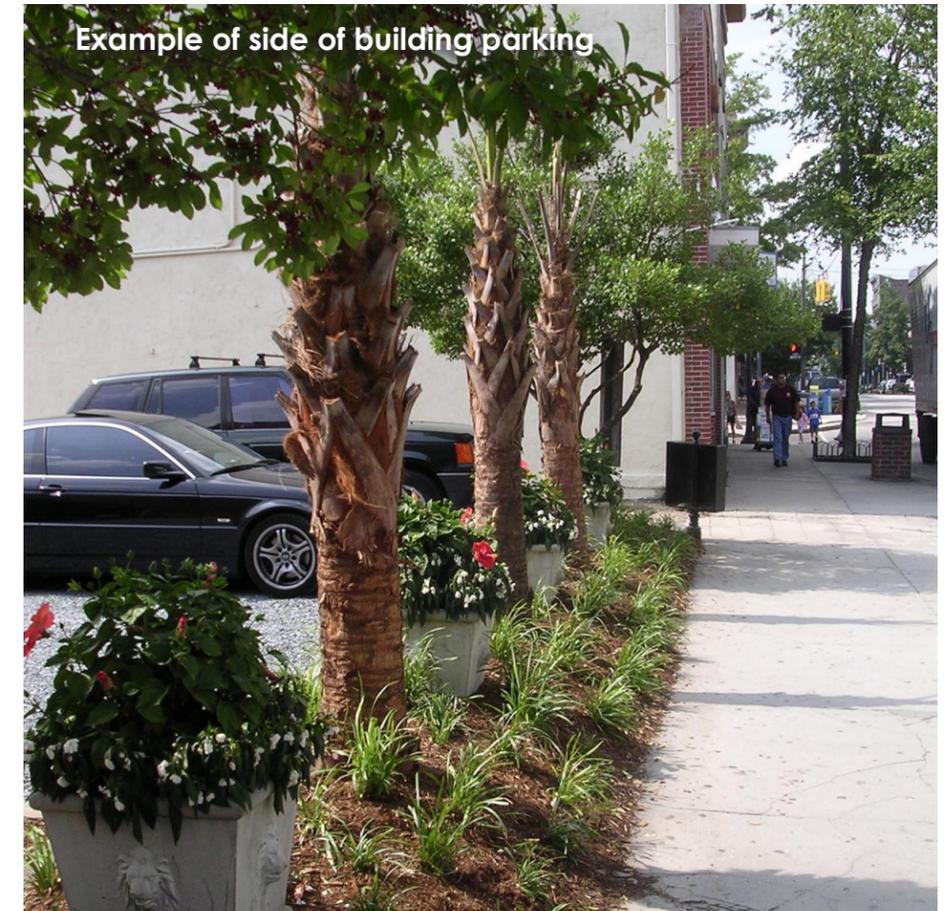
## Node #4: Downtown

This group found that higher density is most appropriate in or near downtown. "The higher the density, the fresher the donuts" was a phrase used to describe this type development. Small lot residential, townhouses and apartments are most appropriate in this node. The group discussed: Avalon as a possible model for walkable development; demand for additional medical/office/restaurant locations; potential locations for a grocery store; upcoming senior living projects; upgraded pedestrian crossing or pedestrian bridge at Hillcrest or Temple.

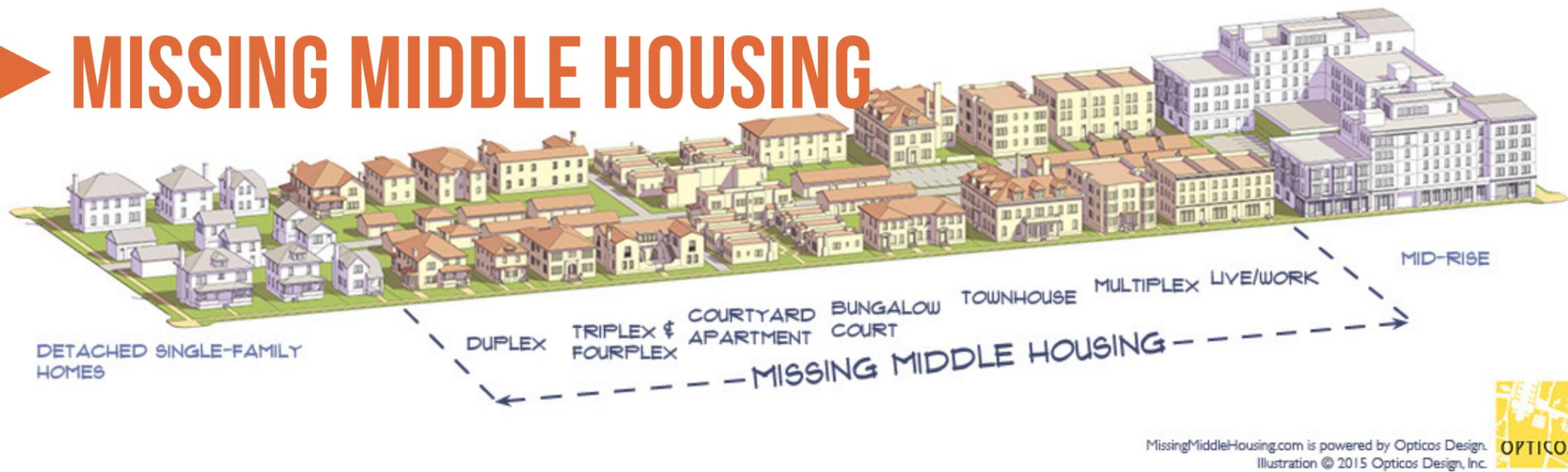


# ► PARKING

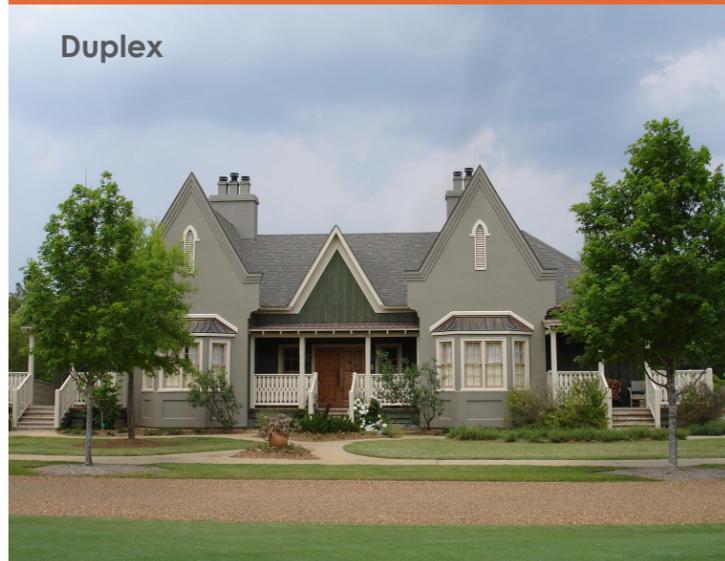
Though it seems mundane the configuration of parking has a lot to do with how a building relates to the street. Situating parking in front moves the building away from the street and the sidewalk and makes pedestrian or bike visitors less likely to visit as well as discouraging travel by the site. Moving the parking to the side or rear alleviates this, and creates a more walkable space. There are some challenges associated with moving parking to the side or rear, as most establishments do not want to have more than one entrance. In such situations, moving the entrance to the front corner so it faces both the parking and street is a popular solution. Another way to make rear parking feel more inviting is providing a dedicated foot path from the parking to the front walkway and entrance so that visitors do not have to walk in the same space as vehicles in the parking area.



# MISSING MIDDLE HOUSING



## Examples of missing middle housing



The term, "missing middle," is described as a range of under-represented housing types that happen to be a key component to creating diverse neighborhoods and meeting the growing demand for walkable, urban living.

Historically, many U.S. cities were well supplied with a wide range of missing middle housing types such as duplexes, courtyard apartments, bungalows, townhouses, multiplexes, etc. Today, most new developments, such as ones along the SR20 corridor in Sugar Hill, tend to provide either low-density single-family communities or large footprint multi-family complexes, essentially leaving out everything in between. The remaining housing options are what is now classified as the "missing middle," because very few of these housing types have been constructed since the mid-1940s and are essentially missing from today's housing makeup.

Today, the City of Sugar Hill does not allow for a healthy range of housing to be developed due in large part to the current zoning and land use regulations. By allowing a wide mix different housing types, Sugar Hill will be equipped to accommodate a larger slice of the housing market in the future. A breakdown of proposed, new land use designations that offer these housing types in the City of Sugar Hill is provided in more detail on page 7.

# ▶ FRAMEWORK PLAN NARRATIVE

The SR20 corridor is envisioned as a parkway equally inviting to pedestrians and cyclists as to motorists. The parkway will be characterized by high quality landscapes and public spaces located strategically along its length, in addition to integrated mixed-use nodes of activity that are supported by the surrounding residential development.

One key element of the study is a recommendation to incorporate a comprehensive trail system. This includes a proposed north-south trail to connect to the proposed perimeter loop trail, as well as a possible enhanced trail route along the edge of the SR20 corridor. The new north-south trail system would intersect with the corridor at the proposed park and signalized street crossing at Sugar Ridge Drive. The study does not give specific recommendations for a path. Rather, it only identifies potential connecting points within the study area.

Another significant recommendation proposed by TSW is a 100 foot landscape enhancement zone to establish the desired parkway character and create a more pedestrian-friendly streetscape environment. This zone will also provide other enhancements such as street lighting and furniture as well as some of the right-of-way for a connected trail network. The trail and other improvements should be installed incrementally, to city standards, as parcels are developed. Where possible, this trail would be achieved by widening the existing GDOT sidewalk; however, the city may consider policies for dedication or in-lieu fees. The trail would follow the path of SR 20 to the extent feasible, meandering away from the highway as necessary with redevelopment to provide a continuous multi-use route between individual nodes along the highway as well as to any larger residential developments along the way. There are four main nodes along the corridor (see node map), each having a slightly different character.

Node 1 is an area just east of the Chattahoochee River. The area closest to the river is predominantly undeveloped, and should remain largely as is with some limited development at the first median crossing to leverage the cultural, ecological and market value there. Suitability analysis should precede any development as a limited area will be useable for institutional, hospitality, residential, office, or outdoor recreation in a clustered conservation or low impact development configuration. This carefully regulated development will preserve relatively undisturbed areas, but still allow for context-sensitive development that respects the natural character of the area.

Node 2 occurs at the intersection with Suwannee Dam Road and represents the most commercial-intensive aspect of the corridor. A mix of uses, including higher-density housing options, are proposed around the existing shopping centers, to improve support for retail and allow for a transition from surrounding lower-density housing to a more walkable environment. In response to concerns expressed by residents that traffic is an issue, the proposed infill housing focuses more on senior oriented facilities, but that issue may need to be addressed further. It should be noted that compact development can help mitigate traffic especially if common destinations are reachable by comfortable bike paths or sidewalks. This can remove some local automotive trips and increase quality of life at the same time.

Node 3 is near the intersection of Sugar Ridge Drive and the potential north-south trail connector. Sugar Ridge Drive is one of the few street connections to downtown Sugar Hill, and has the potential to evolve over time to have a more compact, walkable development pattern. The trail connection and park are potential drivers of growth and development interest in this area. Proposed development at this node is small scale and responsive to the park and potential trails, with a limited amount of mixed-use nearby to cater to visitors as well as residents.

Node 4 is the gateway area around downtown, which should feature an emphasis on higher density and walkability in order to support downtown's viability and to create more vibrant uses along its edges. Downtown is the main feature, but the corridor plan proposes to extend the mixed-use, livable fabric of downtown to the surrounding areas where it makes sense, which includes portions of SR20.

To extend the walkable zone around downtown, along both sides of the corridor, improved pedestrian crossings are suggested at several points along its length as noted on the Framework Plan. These crossings occur at the logical centers of nodes or at intersections of important roads. The Urban Design Map indicates where the previous trail master plan called for pedestrian bridges across the highway. The map notes "or Upgraded Crossing", recognizing that pedestrian bridges are quite costly, and that a satisfactory crossing may be achievable with upgraded pedestrian signalization and road design if the pedestrian bridges are not possible due to funding or regulatory issues.

# ▶ FRAMEWORK PLAN NARRATIVE

## Land Use Descriptions:

The following proposed land use designations are proposed to help achieve a vibrant corridor with a mix of different uses along its length.

- **Low Density Residential** – detached single family homes on relatively larger lots (15,000 square foot lots or larger)
- **Medium Density Residential** – detached single family homes on medium lots (10,000 square foot lots or larger)
- **High Density Residential** – A mix of different smaller-scale housing types seen in historic in-town residential neighborhoods including detached single-family homes on 5,000 square foot lots, townhomes, duplexes, and cottage courts (small detached single family homes around a common court).
- **Multi-Family** – A mix of different housing types that include townhomes, duplexes, triplexes, multiplexes up to 8 units, courtyard apartments, cottage courts, live-work units, and multi-family buildings of 9 or more units. These are most suited for areas adjacent to commercial nodes where multiple transportation options are present or possible.
- **Low-density mixed use** - A mix of residential, retail, and office

uses that is only 2-stories in height. It does not allow single-family detached, or multi-family buildings- but townhomes, duplexes, triplexes, cottage court, and live-work units are permitted. This is the beginning state of a walkable node.

- **Medium Density Mixed-use** – A slightly more intense mix of residential, retail, and office uses that can reach up to 3 stories in height. This includes most residential types, with the exception of single-family detached homes and multi-family buildings with 9 or more units (with the exception of senior multi-family buildings). These areas are an increment more vibrant than the 'starter' low-density mixed-use node and should have more visitors and business as a result.
- **High Density Mixed-use** - a robust mix of residential, retail, and office uses reaching a height of 3 stories, but permitting a special exception for taller construction. The special exception could be granted for context-sensitive mixed-use designs that would require additional stories to be economically viable. This is the most intense land use category proposed and includes all housing types except single-family detached. These areas will become the most intensive and vibrant nodes in the community.

- **Chattahoochee River District** – The area near the Chattahoochee River is intended for low impact context-sensitive development that respects the natural and cultural resources there. Development would be clustered in particular locations, such as near the highway or the golf course, and leave the remainder of the site available for conservation and appropriate recreation. The intent is for the development to be influenced and guided by the topography and existing surroundings and allow a peaceful coexistence of the conservation and other appropriate uses.

The market analysis for the corridor (excluding development along Broad Street downtown) performed by BAG in early 2017, projected demand for 880 owner-occupied residential units, 210 owner-occupied senior units, 600 units of rental residential units, 350 rental senior units, 100,000 sf of retail, and 125,000 sf of office over 5 years. These would be in addition to the existing development. How that development is implemented will depend on the site conditions, zoning and other regulatory restrictions, and market demand.

## Land Use Category Table

| Land Use Categories        | residential uses       |           |        |         |                     |               |                            |           |                         |                   | other  |        | characteristics  |         |                         |
|----------------------------|------------------------|-----------|--------|---------|---------------------|---------------|----------------------------|-----------|-------------------------|-------------------|--------|--------|------------------|---------|-------------------------|
|                            | Single-family detached | Townhomes | Duplex | Triplex | Courtyard apartment | Cottage court | Multi-plex (up to 8 units) | Live-work | Multi Family (9+ units) | Senior (9+ units) | Retail | Office | Min lot size**** | Density | Max Commercial Stories* |
| Low Density Residential    | y                      | n         | n      | n       | n                   | n             | n                          | n         | n                       | n                 | n      | n      | 15,000           | N/A     | N/A                     |
| Medium Density Residential | y                      | n         | n      | n       | n                   | n             | n                          | n         | n                       | n                 | n      | n      | 10,000           | N/A     | N/A                     |
| High Density Residential   | y                      | y         | y      | n       | n                   | y             | n                          | n         | n                       | n                 | n      | n      | 5,000            | N/A     | N/A                     |
| Multi Family               | n                      | y         | y      | y       | y                   | y             | y                          | y         | y                       | y                 | n      | n      | N/A              | 8 du/ac | N/A                     |
| Low Density Mixed-Use      | n                      | y         | y      | y       | n                   | y             | n                          | y         | n                       | n                 | y      | y      | N/A              | 8 du/ac | 2 Story                 |
| Medium Density Mixed-Use   | n                      | y         | y      | y       | y                   | y             | y                          | y         | n                       | y                 | y      | y      | N/A              | N/A***  | 3 Story                 |
| High Density Mixed-Use     | n                      | y         | y      | y       | y                   | y             | y                          | y         | y                       | y                 | y      | y      | N/A              | N/A***  | 3 story**               |

### Notes:

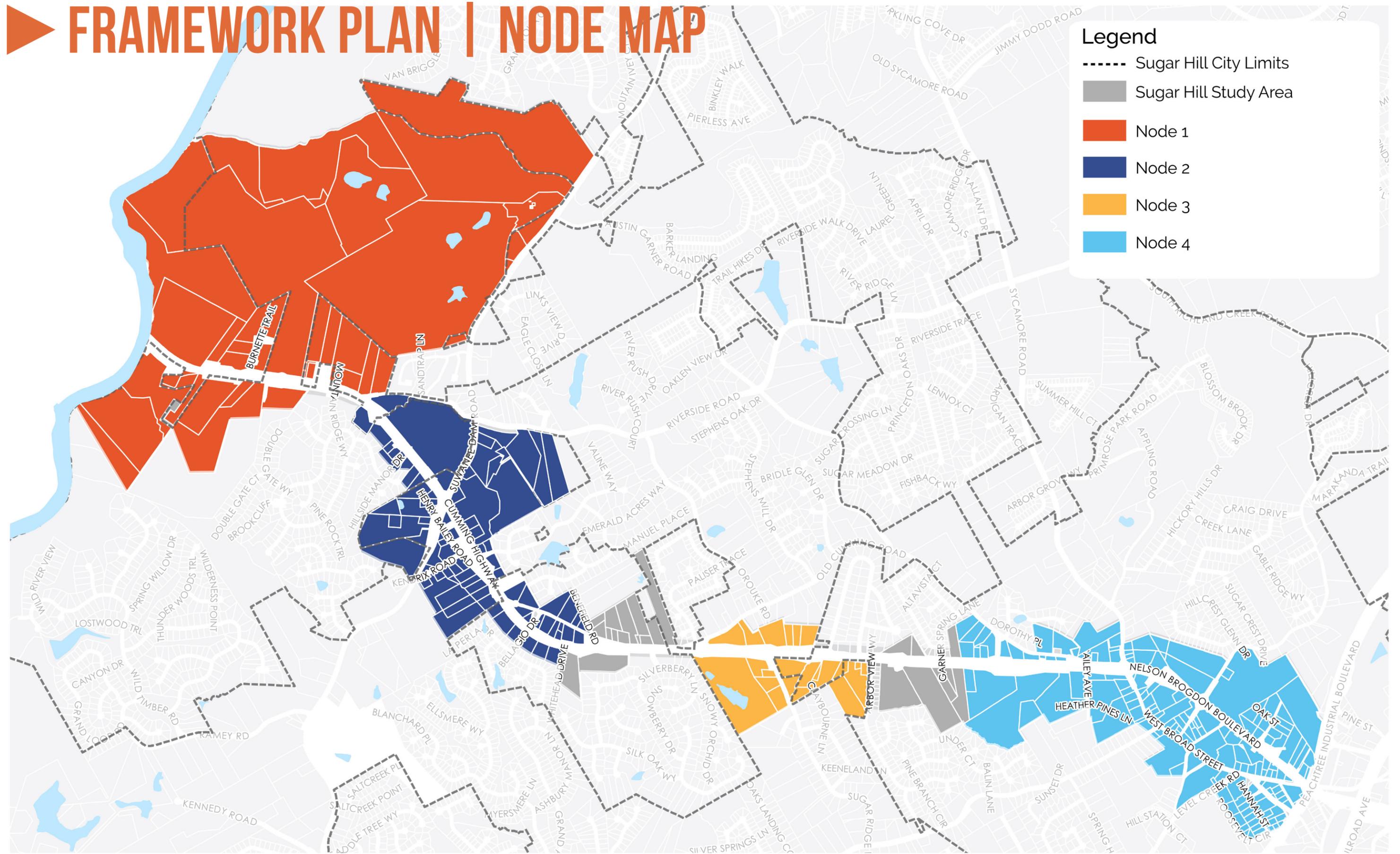
\* Commercial stories would apply to non-single family residential product as well, except townhomes

\*\* Additional stories possible by special exception

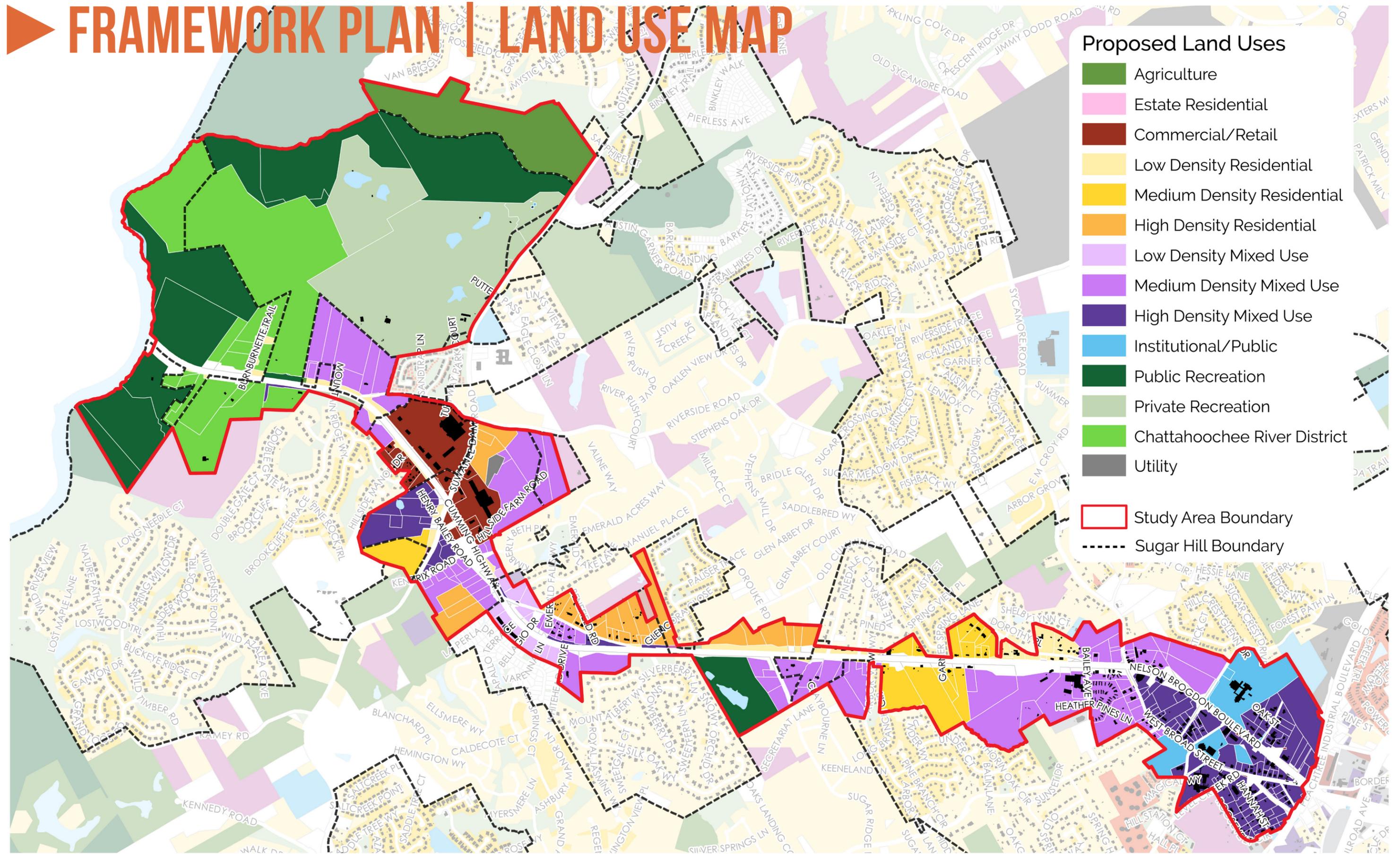
\*\*\* Density controlled by allowable building size

\*\*\*\* Minimum lot size does not apply to townhomes

# FRAMEWORK PLAN | NODE MAP

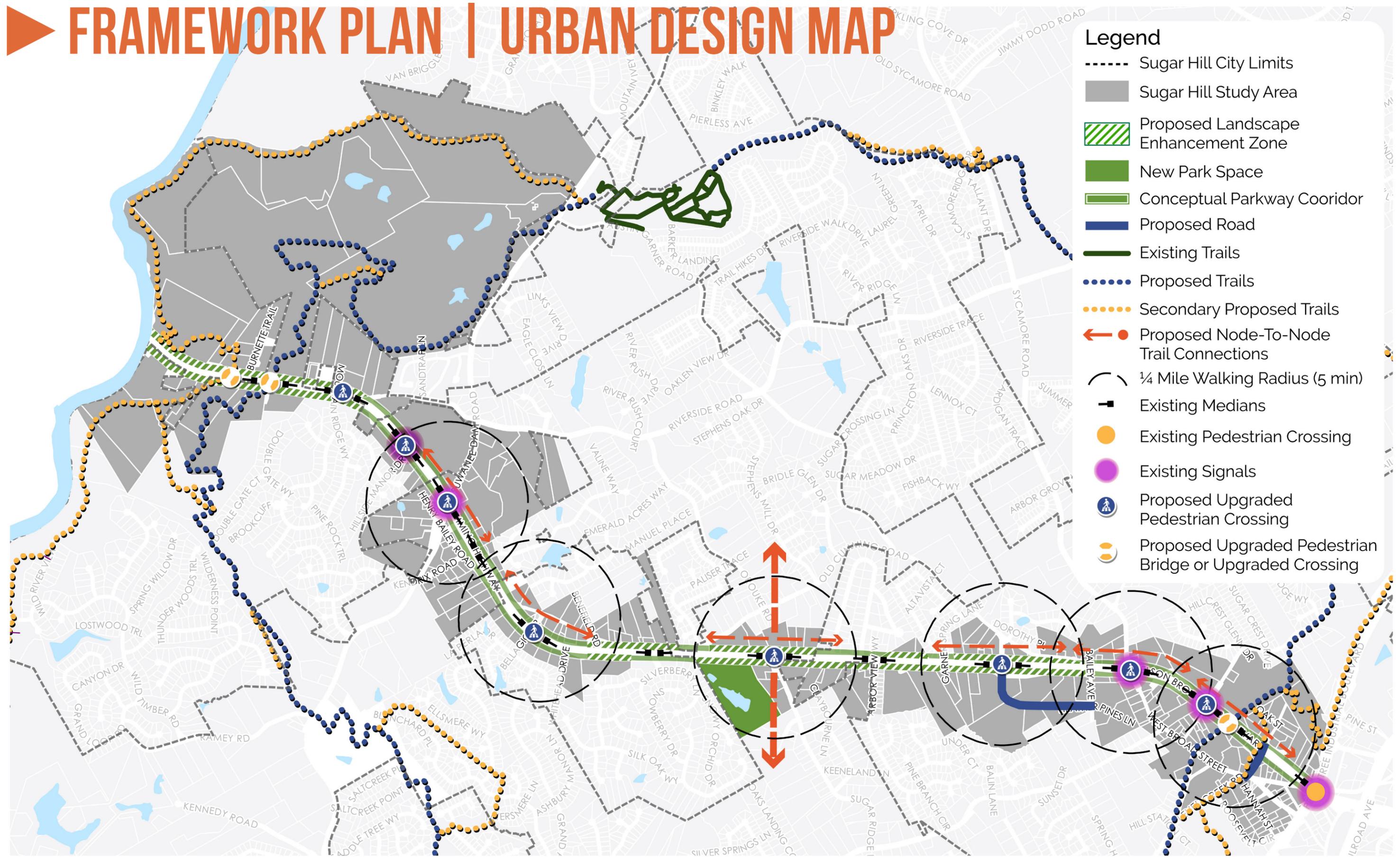


# FRAMEWORK PLAN | LAND USE MAP



- ### Proposed Land Uses
- Agriculture
  - Estate Residential
  - Commercial/Retail
  - Low Density Residential
  - Medium Density Residential
  - High Density Residential
  - Low Density Mixed Use
  - Medium Density Mixed Use
  - High Density Mixed Use
  - Institutional/Public
  - Public Recreation
  - Private Recreation
  - Chattahoochee River District
  - Utility
  - Study Area Boundary
  - Sugar Hill Boundary

# FRAMEWORK PLAN | URBAN DESIGN MAP

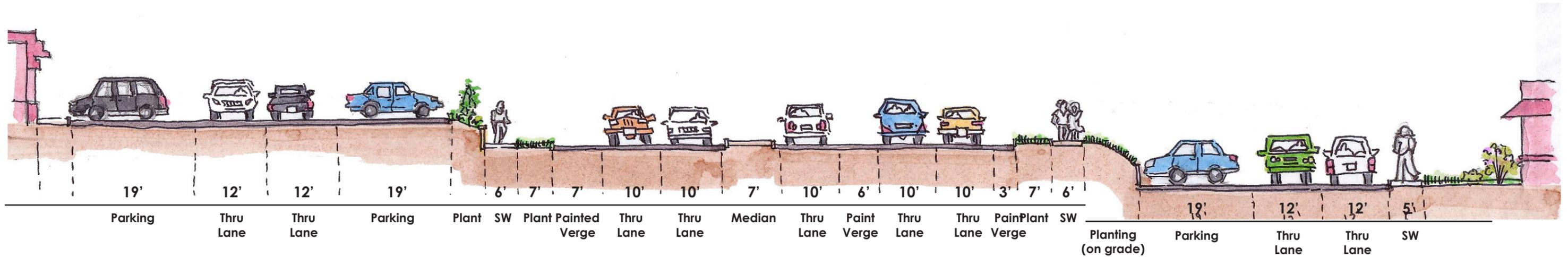


- ### Legend
- Sugar Hill City Limits
  - Sugar Hill Study Area
  - ▨ Proposed Landscape Enhancement Zone
  - New Park Space
  - ▬ Conceptual Parkway Corridor
  - ▬ Proposed Road
  - ▬ Existing Trails
  - Proposed Trails
  - Secondary Proposed Trails
  - ←● Proposed Node-To-Node Trail Connections
  - 1/4 Mile Walking Radius (5 min)
  - ⊥ Existing Medians
  - Existing Pedestrian Crossing
  - Existing Signals
  - Proposed Upgraded Pedestrian Crossing
  - Proposed Upgraded Pedestrian Bridge or Upgraded Crossing

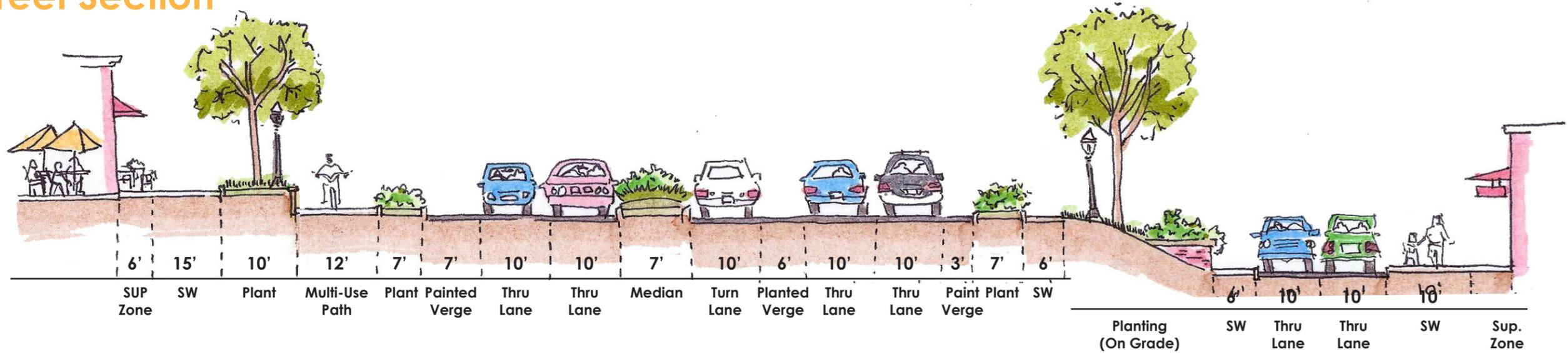
# ► ILLUSTRATIVE STREET SECTION | WITHIN NODE



## Existing Street Section



## Proposed Street Section

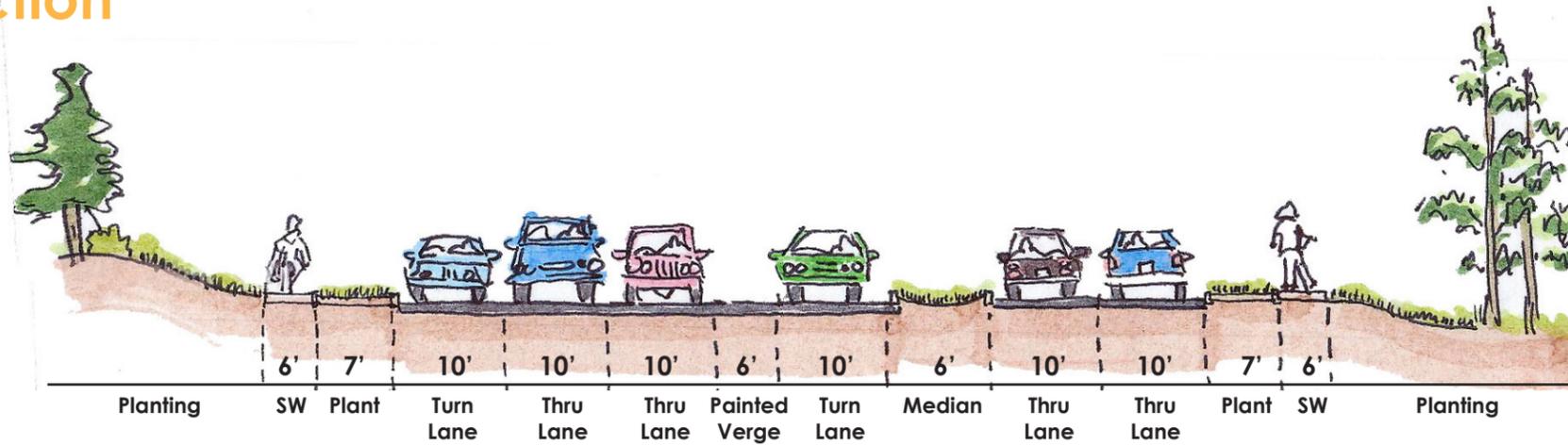


Note 1: Typical sections should contemplate utility locations and their relationship to the other items shown.

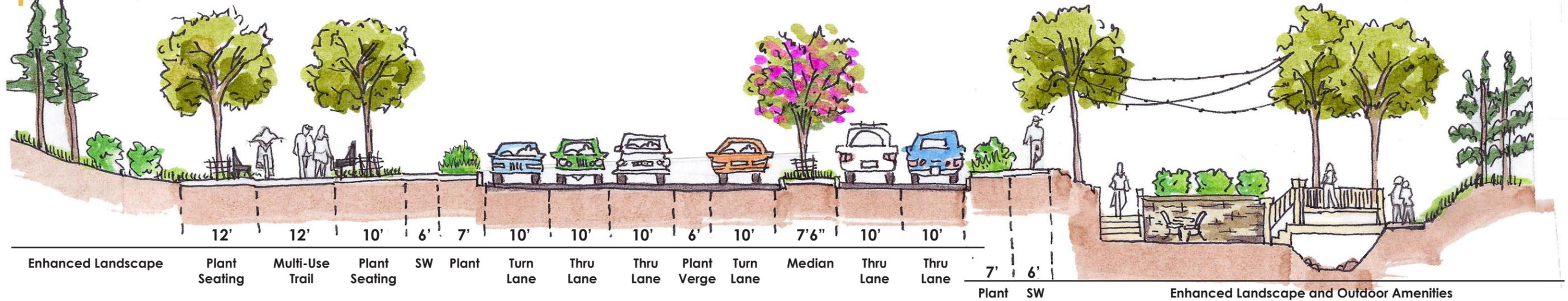
Note 2: Typical sections also need to consider GDOT policy and practice with regard to lane widths/roadway designation (rural vs. urban sections)/clear zone etc.

# ► ILLUSTRATIVE STREET SECTION | OUTSIDE NODE

## Existing Street Section



## Proposed Street Section



Note 1: Typical sections should contemplate utility locations and their relationship to the other items shown.

Note 2: Typical sections also need to consider GDOT policy and practice with regard to lane widths/roadway designation (rural vs. urban sections)/clear zone etc.

# ► ZONING STRATEGY

The purpose of this Zoning Strategy is to set a course for the implementation of the SR20 Framework Plan. It provides an outline of the material to be covered and details that are relevant to codifying the intent of the plan. It is intended to work together with the Framework Plan. Exact zoning amendments will be determined at a future date.

## Form and character of future development (see Framework Plan map and narrative for further details)

- Within nodes: compact and walkable with a mix of uses appropriate for each node
- Outside of nodes: greener connecting pieces with a parkway feel

## Land uses

- Within nodes: compact mix of residential, retail, and office uses (see Framework Plan map and narrative for further details). Reduce or eliminate parking requirements to make walkable developments work. Consider shared parking and cross-access easements to increase walkability.
- Outside of nodes: largely residential with park/recreational uses (see Framework Plan map and narrative for further details)

## Relation of building to street

- Within nodes: building entrance should face the street, connect to sidewalks and enhanced landscaping, parking in rear or to side. Ensure clear path to entrance of building from parking and sidewalk.
- Outside of nodes: wider enhanced landscaping area, parking in rear or to side if feasible

## Building form and height

- Within nodes: 3+ stories, architecturally distinct floors, adequate windows, pedestrian-level detail
  - » Proportions: building length restricted, height restricted based on land use
  - » Windows: minimum percentage of glass at ground floor
  - » Materials: preference for durable, timeless materials. Scrutinize modern materials for appropriateness.
- Outside of nodes: height transitions to preserve views and light access, 1-2 stories generally, less regulated

## Public spaces

- Within nodes: smaller parks or outdoor dining, bike lanes
- Outside of nodes: linear parks, greenspace, multi-use trails, parking at some locations

## Unique design features

- Trails, parks, landscaping – look into feasibility of transfer of open space from individual projects to a shared park.
- Gateway – should not be part of zoning, should be implemented by the City or through a Public Private Partnership.
- Within nodes: fountains, small parks
- Outside of nodes: open space, un-programmed lawns, forest

## Uses

- Evaluate uses for appropriateness within each node. Uses should be pedestrian-oriented and compatible with neighboring uses and scale.
- Consider allowing new uses not in the zoning code that may be appropriate in a walkable environment. One approach would be to allow experimental uses for defined periods of time to evaluate their appropriateness. Experimental uses are a great way to temporarily activate a vacant or underused space to understand how that space can be best utilized. Group uses by type, clearly cite which other sections of the code may have other requirements.
- Consider a fine grained approach to “missing middle” housing including duplex, triplex, quadplex, courtyard apartments, cottage courts, townhomes, mutli-plexes, and live-work units.

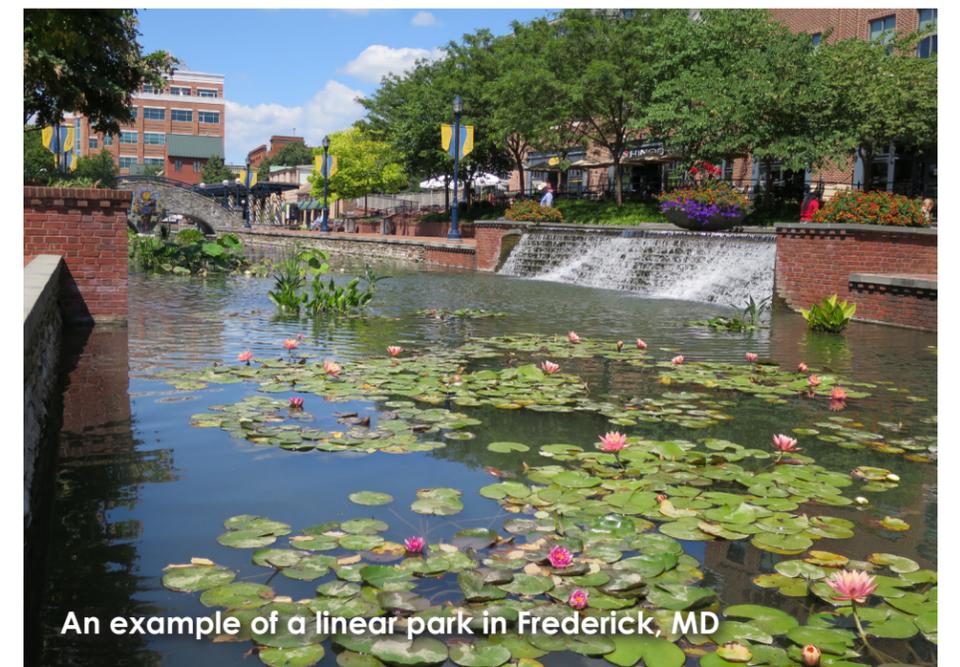
## Implementation

- Overlay or New districts
- Overlay can be used as quick fix, but new or modified districts will reduce confusion and administrative effort in the long term.
- Collaborate with County: favors overlay in terms of ease of adoption and collaboration.
- Overlay could control common items such as streetscape and landscape standards, while the new base zoning districts could handle uses, building form, and orientation.

## Timing

- In order to anticipate new development, the City may want to implement a basic overlay that implements some key goals, such as the enhanced landscape area. This overlay could later be supplemented.
- Consider the timing of downtown development as well, to avoid competition with downtown. Nodes should be rezoned as development increases, perhaps over time.
- Trail funding: Funding the trail could be done by In-lieu fees or requiring the developer to construct to City standards. In-lieu fees require review of pricing and administrative time, but are most flexible. Developer-installed trails are likely more cost-effective, but may result in friction with the developer.

- Distinct mixed use districts allowing both residential and commercial uses needed in code (allowed in section 1003 only for 20+ acre developments)
- Revisit existing Architectural and Design Standards
- Funding for the zoning endeavor could come in part from a LCI Planning Grant, potentially in partnership with the County.



# ► 5-YEAR WORK PROGRAM

| ID   | Project Name / Location  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--|--|--------|--------|--------|--------|--------|
| <b>Planning (zoning, design standards, etc.)</b>                         |  |        |        |        |        |        |
| 1  | Institute an overlay that preserves the existing ROW through setbacks for trail and linear park.   | X      | X      |        |        |        |
| 1a   | Work in collaboration Gwinnett County.   | X      | X      |        |        |        |
| 1b   | Provide a 100-foot landscape enhancement zone along edges of SR20 to allow for a more pedestrian-friendly streetscape environment.   | X      | X      |        |        |        |
| 1c   | Update street frontage requirements to require new development along the SR20 Corridor to face the street.   | X      | X      |        |        |        |
| 1d   | Enhance existing buffer and general landscaping requirements. Prioritize space for trails - other aesthetic concerns to be added later.  | X      | X      |        |        |        |
| 2  | Develop Chattahoochee River District for Node 1.   | X      | X      |        |        |        |
| 3  | Create zoning districts that are appropriate for the proposed land uses (i.e. low-density residential, medium-density residential, high-density residential, multi-family, low-density mixed-use, medium-density mixed-use, high-density mixed-use). | X      | X      |        |        |        |
| 3a   | Implement code changes that allow for mixed-use zoning districts with a greater variety of housing types and price points.   | X      | X      |        |        |        |
| 3b   | Increase range of housing choices (i.e. townhomes, duplexes, triplexes, courtyard apartments, cottage courts, multi-plex, and multi-family units).   |        | X      | X      |        |        |
| 3c   | Amend zoning code to allow for 3+ story development within designated nodes.   |        | X      | X      |        |        |
| 4  | Rezone in phases, beginning with the downtown node. Each of the four prescribed nodes should be rezoned as development increases, perhaps over time.   |        |        | X      | X      | X      |
| 5  | Update parking requirements for study area overlay.  | X      | X      |        |        |        |
| 5a   | Work in collaboration with Gwinnett County.  | X      | X      |        |        |        |
| 5b   | Reduce parking requirements to make walkable developments work as well as employing shared parking agreements and cross access easements inside designated nodes.  | X      | X      |        |        |        |
| 5c   | Require parking in rear or to side if feasible outside designated nodes.   | X      | X      |        |        |        |
| 6  | Update and enhance current urban design standards in terms of relation of building to street, building form and height, public space, unique design features, and uses.  |        | X      | X      | X      |        |
| 7  | Identify key areas in need of public spaces.   | X      | X      |        |        |        |
| 8  | Designate pocket parks in areas lacking between nodes.   |        |        | X      | X      |        |
| 9  | Conduct a study on feasibility of walking and bicycling connections between nodes and to existing neighborhoods to prioritize spending.  | X      | X      |        |        |        |
| <b>Implementation (intergovernmental coordination, LCI/other grants)</b> |  |        |        |        |        |        |
| 10   | Coordinate with Gwinnett County on future planning decisions.  | X      | X      |        |        |        |
| 10a  | Explore annexation strategies within the study area in collaboration with the County.  | X      | X      |        |        |        |
| 10b  | File joint grant applications for LCI funding in collaboration with the County.  | X      | X      |        |        |        |
| 11   | Adopt Framework Plan as amendment to future Land Use Plan.   | X      |        |        |        |        |

# ► 5-YEAR WORK PROGRAM

| ID  | Project Name / Location  | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---|--|--------|--------|--------|--------|--------|
| <b>Infrastructure (pedestrian, streetscape, etc.)</b> |  |        |        |        |        |        |
| 12  | Upgraded pedestrian bridge or crossings at intersections specified on the Framework Map, prioritizing high value connections for construction. |        |        | X      | X      | X      |
| 12a   | Upgraded pedestrian bridge or crossing west of Burnette Trail at proposed trail connection.  |        |        | X      | X      | X      |
| 12b   | Upgraded pedestrian bridge or crossing east of Burnette Trail at proposed trail connection.  |        |        | X      | X      | X      |
| 12c   | Upgraded pedestrian bridge or crossing at W Broad Street and Temple Drive at proposed trail connection.  |        |        | X      | X      | X      |
| 13  | Upgraded pedestrian crossings at intersections specified on the Framework Map, prioritizing high value connections for construction.           |        |        | X      | X      |        |
| 13a   | Upgraded pedestrian crossing at Mountain Ridge Way NE and SR20.  |        |        | X      | X      |        |
| 13b   | Upgraded pedestrian crossing at SR20 near Kroger Fuel Center.  |        |        | X      | X      |        |
| 13c   | Upgraded pedestrian crossing at Suwanee Dam Road and SR20.   |        |        | X      | X      |        |
| 13d   | Upgraded pedestrian crossing at Bellagio Drive NE and SR20.  |        |        | X      | X      |        |
| 13e   | Upgraded pedestrian crossing at Sugar Ridge Drive and SR20.  |        |        | X      | X      |        |
| 13f   | Upgraded pedestrian crossing at Heather Pines new road extension and SR20.   |        |        | X      | X      |        |
| 13g   | Upgraded pedestrian crossing at West Broad Street and SR20.  |        |        | X      | X      |        |
| 13h   | Upgraded pedestrian crossing at Mountain Ridge Way NE and SR20.  |        |        | X      | X      |        |
| 14  | Update street lighting and furniture requirements along corridor.  |        |        | X      | X      |        |
| 15  | Extend a new road from Heather Pines Drive to SR20 to allow for additional Medium Density Mixed-Use development.                               |        |        |        | X      | X      |
| 16  | Extend a new road from West Broad Street to Nelson Brogdon Boulevard.  |        |        |        | X      | X      |