



THE GWINNETT PLACE MALL REVITALIZATION

Gwinnett County, GA

CLIENT: GWINETT COUNTY

SIZE: 1000+ ACRES

SERVICES: PLANNING &
URBAN DESIGN

STATUS: PLANNING - COMPLETE

The Gwinnett Place Mall Pilot Study is one of three projects identified in the 2002 Gwinnett Revialization Task Force report aimed at countering suburban blight and better management of the county's rapid growth. Current conditions include: neighborhoods in need of social stability, commercial corridors with large amounts of vacant businesses, and activity centers threatened by traffic-choked roads.



The Gwinnett Place Mall Study Area consists of over two thousand acres, and covers an approximately one mile radius from the intersection of I-85 and Pleasant Hill Road. This location represents the quintessential Activity Center Pilot Study. Gwinnett Place Mall lends itself to become a sort of "town center" or "mini-city" for the county (the Gwinnett Place Mall Study Area is roughly the size of several cities located in the county). There is a significant concentration of vacant and underperforming retail in the study area. The redevelopment of underperforming retail into office and mixed-use designations will create an environment allowing the area to thrive once again.

The work described on this page was completed by David Robbins while working with the HOK Planning Group.