

# LAWRENCEVILLE 2045

COMPREHENSIVE PLAN UPDATE  
&  
TRANSPORTATION MASTER PLAN

**FINAL REPORT** | NOVEMBER 2023



**LAWRENCEVILLE**  
GEORGIA

**POND**



# LAWRENCEVILLE 2045

# LAWRENCEVILLE 2045

COMPREHENSIVE PLAN UPDATE  
&  
TRANSPORTATION MASTER PLAN

FINAL REPORT | NOVEMBER 2023



**LAWRENCEVILLE**  
GEORGIA



# ACKNOWLEDGEMENTS

## MAYOR & CITY COUNCIL

David Still, Mayor  
Glenn Martin, Post 1  
Victoria Jones, Post 2  
Austin Thompson, Mayor Pro Term, Post 3  
Marlene Taylor-Crawford, Post 4

## PLANNING COMMISSION

Jennifer “Jen” Young, Post 1  
Jack “Jay” Johnson, Post 2  
Bruce Hardy, Post 3  
Jim Nash, Post 4  
Stephanie Henriksen\*, Post 5

## CITY OF LAWRENCEVILLE

Chuck Warbington, City Manager  
Barry Mock, Assistant City Manager | Community and Economic Development  
Todd Hargrave, Director of Planning & Development  
Helen Balch, Deputy Director of Planning & Development  
Jasmine Billings, Director | Community and Economic Development  
Melissa Hardegree, Chief Communications Officer  
Jim Wright, PE, Public Works Director  
Paul Lorenc, Planner  
Maria Serban, Planner  
Shereese Durham, Budget Officer  
Alaina Tullis, Marketing and Communications Manager  
Lindsey Broome, Events and Programs Manager  
Milo Sather, Events Coordinator

## STEERING COMMITTEE

Ben Hines	Marie Oswald
Carlos Rodriguez	Monica Woodward
Chelsea Anuannally	Nina Shabazz
Dominique Garcia	Ossiereen Jones
Erin Boyt	Richard Garcia
Jacky Seguí	Roger Kahn
Jennifer Hendrickson	Rory Johnson
Katie Pelkey	Stephanie Henriksen
Kelly Robertson	Tiffany Washington
Lee Merritt	Whitney A Gray
Marc Lewchuck	

## CONSULTANT TEAM

Pond & Company	KB Advisory Group
Rebecca Hester	Hummingbird Firm
Richard Fangmann	
Sayre Brennan	
Kat Maines	
Rosie Mafe	
Serah Mungai	
Patrick McArdle	
Dominique Vitti	

## COMMUNITY PARTICIPANTS

We extend our heartfelt gratitude and sincere appreciation to each one of you who contributed to the development of our comprehensive plan. Your active involvement, whether directly, indirectly, online, or through various other methods, has been instrumental in shaping the future of our beloved city.

Your input, insights, and ideas have been the driving force behind the creation of a comprehensive plan that truly reflects the diverse needs, aspirations, and values of our community. Through your participation, you have demonstrated your commitment to enhancing the quality of life for all residents and ensuring the continued growth and prosperity of Lawrenceville.

We acknowledge the time and effort you have invested, the thoughtful discussions you have engaged in, and the invaluable feedback you have provided. Your dedication to this process exemplifies the spirit of unity and collaboration that makes Lawrenceville such a special place to call home.

# TABLE OF CONTENTS

- 1 INTRODUCTION ..... 2**
  - Lawrenceville history ..... 2
  - Lawrenceville today ..... 2
  - Purpose of the Comprehensive Plan..... 4
  - Process ..... 5
  - Public Involvement ..... 6
  - Review process..... 7
  - Data & Statistics..... 7
  
- 2 COMMUNITY VISION & GOALS .....10**
  - Introduction ..... 10
  - Vision ..... 10
  - Goals & Policies ..... 10
  
- 3 NEEDS & OPPORTUNITIES .....20**
  - Needs & Opportunities Overview..... 20
  - Land Use..... 21
  - Housing..... 22
  - Transportation..... 23
  - Economic Development..... 24
  - Broadband ..... 25
  - Quality of Life..... 26
  
- 4 DEMOGRAPHICS & POPULATION .....30**
  - Our Community ..... 30
  - Population Trends ..... 30
  - Racial and Ethnic Diversity ..... 33
  - Educational attainment..... 34
  - Age Distribution..... 34
  - Household Characteristics..... 35
  - Socioeconomic Indicators..... 35
  - Zero Car Households ..... 37
  - Future Trends..... 38
  
- 5 LAND USE .....42**
  - Land Use Overview..... 42
  - Existing Land Use..... 43
  - Annexations ..... 45
  - New Development ..... 46

# TABLE OF CONTENTS (CONT'D.)

- 6 TRANSPORTATION .....58**
  - Background..... 58
  - Transportation Patterns & Behavior .....59
  - Transportation Infrastructure .....97
  - Regional Transportation.....99
  
- 7 ECONOMIC DEVELOPMENT .....104**
  - Workforce .....104
  - Goals And Objectives .....110
  
- 8 HOUSING .....114**
  - Lawrenceville Housing Priorities .....114
  - The Housing Landscape of Lawrenceville.....115
  - Present Housing Market Trends.....115
  - Housing Characteristics .....116
  - Housing Production Forecast .....119
  - Housing Affordability .....121
  - Housing Strategies .....122
  - Broadband Service.....128
  - Broadband in Georgia.....128
  
- 9 BROADBAND .....128**
  - Broadband in Lawrenceville.....129
  
- 10 QUALITY OF LIFE.....134**
  - Quality of Life .....134
  - Community Facilities .....134
  
- 11 COMMUNITY WORK PROGRAM .....148**
  - Introduction.....148
  - Record of Accomplishments (2018 – 2022) .....149
  - Community Work Program (2024 – 2029).....149

# APPENDICES

- A: Acronyms ..... XX
- B: Record of Accomplishments ..... XX
- C: Detailed Intersection Growth Rates and Crash Summaries ..... XX
- D: Public Input ..... XX



# INTRODUCTION

1

# 1

# INTRODUCTION

## LAWRENCEVILLE HISTORY

The history and evolution of the City of Lawrenceville plays a pivotal role in shaping the purpose and objectives of this Comprehensive Plan. Understanding the city’s past and present context is essential as it forms the bedrock for guiding its future development. This historical perspective provides valuable insights into how Lawrenceville has grown, the factors influencing its trajectory, and how previous decisions have contributed to its current state.

The City of Lawrenceville, originally a modest agricultural community, now serves as the heart of Gwinnett County. Located approximately 30 miles northeast of Atlanta, its strategic significance dates back two centuries as one of the county’s oldest municipalities.

Lawrenceville’s roots extend to Cherokee Nation land, with incorporation beginning in 1821. The town square, established due to nearby springs, remains the center of downtown. The city’s growth accelerated with the construction of its first courthouse in 1824, and the adjacent properties shaped the community, attracting locals for trade and commerce in places like Honest Alley, where mule buyers and sellers convened in good faith.

The late 1800s and early 1900s witnessed a transformation as dairy farming replaced cotton in the wake of boll weevil devastation. The advent of a crucial railroad connection solidified Lawrenceville’s role as a key transportation nexus, facilitating regional connectivity. Despite these advances, mule-driven modes of transportation persisted until the introduction of U.S. Highway 29 in 1929. A few decades later, the arrival of Interstate 85 at Pleasant Hill Road elevated the city’s accessibility and prominence.



## LAWRENCEVILLE TODAY

Presently, Lawrenceville’s epicenter is a hub of transportation, with major arterial highways converging to facilitate seamless commuting. The establishment of Briscoe Field’s first runway in 1966 underscores the city’s dynamic mobility landscape, reflecting a community in constant motion and adapting to changing transportation and connectivity needs.

Since 2005, Lawrenceville has embraced a remarkable balance between preserving its history and embracing a progressive future. The city’s downtown area, with its historic buildings and landmarks, including the Gwinnett Historic Courthouse, invites exploration. It now serves as the headquarters of the Gwinnett Historical Society and is renowned as a premier wedding venues. Nearby, the Lawrenceville Female Seminary and the venerable Isaac Adair House stand as revered testaments to the city’s rich past.

As Lawrenceville undergoes a transformation marked by contemporary residences, thriving commerce, fine dining establishments, and captivating entertainment options like the Lawrenceville Arts Center, a new era of vitality unfolds.



The Aurora Theatre, located within the Lawrenceville Arts Center, enhances the cultural landscape, offering the community a blend of historic and modern experiences. These redevelopment initiatives seamlessly integrate residential, professional, and recreational spheres within walking distance.

In a significant milestone, Lawrenceville celebrated its Bicentennial in 2021 with a series of noteworthy events and initiatives. This celebration highlights the city's enduring legacy and progressive trajectory, encapsulating its historical significance and unwavering commitment to a bright future.

This Comprehensive Plan update doesn't solely focus on the present; it envisions the city's future trajectory. By understanding the historical context, stakeholders can chart a course that capitalizes on strengths, addresses challenges, and sets the stage for a sustainable and prosperous future. The history of Lawrenceville offers valuable insights to create a plan that is contextually sensitive, forward-thinking, and aligned with the aspirations of the city and its residents.

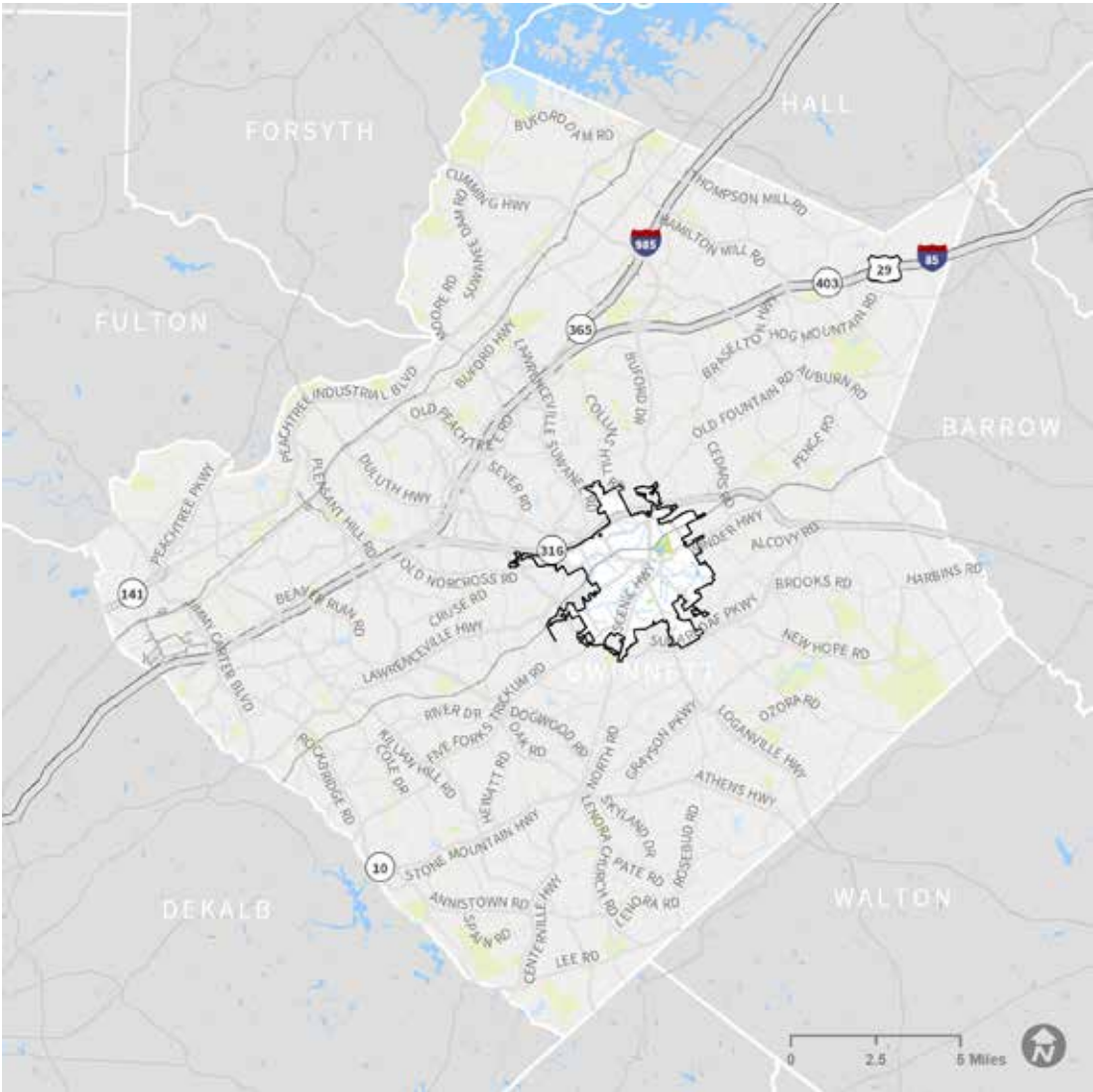


Figure 1.1. City of Lawrenceville Context Map

# PURPOSE OF THE COMPREHENSIVE PLAN

The Georgia Planning Act mandates local jurisdictions to craft and uphold Comprehensive Plans that guide long-term development. Lawrenceville’s qualified local government (QLG) status is contingent on maintaining this foundational document. These plans adhere rigorously to the Georgia Department of Community Affairs’ (DCA) Minimum Standards and Procedures for Local Comprehensive Planning, encompassing facets such as land use, economics, housing, and transportation.

The City of Lawrenceville Comprehensive Plan 2045 serves as an integral framework, directing the city’s growth and evolution. By furnishing a transparent roadmap for planning and development, this comprehensive process ensures a well-coordinated approach to growth. This not only improves residents’ quality of life but also fosters a strong sense of community identity while preserving Lawrenceville’s unique character.

The Comprehensive Plan aligns with a fundamental state interest: the promotion of thriving, healthy municipalities, and counties. Recognizing the symbiotic relationship between Georgia’s overall prosperity and local achievements, the Comprehensive Planning process endeavors to cultivate environments that foster thriving businesses, expanding job opportunities, and prosperous residents.

By fostering collaboration and synchronization among governmental entities, the City of Lawrenceville Comprehensive Planning initiative nurtures a unified approach to development. This ensures that the concerns of all stakeholders are carefully weighed, enabling well-informed decisions that harmonize economic growth, environmental stewardship, and community well-being. Through considerate and progressive planning, Lawrenceville can perpetuate its evolution as a paradigm of prosperity and vitality. The city places a strong emphasis on cultivating a warm small-town ambiance while strategically nurturing targeted development in key areas to infuse an urban character where suitable.

A primary focus of this document is on fostering diverse and balanced residential development while simultaneously pursuing economic growth and contributing to a resilient tax base. Integrating commercial and industrial spaces strategically is crucial for economic dynamism and tax stability. This approach artfully blends prudent residential diversification with robust commercial and industrial sectors and positions Lawrenceville as an exemplar of harmonious urban development. Similarly, the Lawrenceville Comprehensive Plan represents a five-year update to the city’s long-range development blueprint, building upon previous initiatives like the 2022 Comprehensive Housing Strategy, the 2017, 2021 Livable Centers Initiative (LCI)-5 Year Update, and the 2005 Downtown Master Plan LCI. Extending the vision of the city through 2045, the Comprehensive Plan draws insights from community feedback, city officials, elected representatives, and stakeholders.

This Comprehensive Plan serves as a foundational document for Lawrenceville’s growth, delineating the city’s objectives, and providing a roadmap for decision-makers to address essential questions about the city’s status and its envisioned future.



## PROCESS

The Comprehensive Plan process follows the Rules of the Georgia Department of Community Affairs (“DCA”), O.C.G.A Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning. The DCA rules state that the City of Lawrenceville’s Comprehensive Plan is required to include the following elements:

- Community Vision and Goals
- Needs and Opportunities
- Community Work Program
- Economic Development
- Land Use
- Transportation
- Housing
- Broadband

## CHAPTER 2 - COMMUNITY VISION AND GOALS

Through public and steering committee engagement, the city’s vision, goals, and policies were developed to determine the community’s future direction. The goals align with the short-term work program which enables Lawrenceville to progress as a community towards the vision stated in this chapter.

## CHAPTER 3 - NEEDS AND OPPORTUNITIES

An analysis of the community’s needs and opportunities determines the existing conditions within the city. This required element will assist the community in identifying weaknesses that to be addressed and opportunities on which it can capitalize.

## CHAPTER 4 - DEMOGRAPHICS AND POPULATION

The Demographics and Population chapter provides an in-depth exploration of the city’s diverse and dynamic population. This chapter delves into the city’s population characteristics, trends, and projections, showcasing its unique blend of age groups, ethnicities, and socioeconomic backgrounds. This comprehensive analysis serves as the foundation for effective planning and resource allocation, ensuring the city meets the needs of its residents.

## CHAPTER 5 - LAND USE

This section is required for any community that has a local zoning ordinance; it assigns future land use categories by parcel or character areas to swaths of land. The future development map is intended as a guiding tool for the City Council and the Planning Commission on zoning and land use policy decisions. The intention is to influence growth and development throughout the community in consideration of existing development patterns, access to utilities and services, and community needs and goals.

## CHAPTER 6 - TRANSPORTATION

The Transportation Element of the Comprehensive Plan aims to address the city’s current and future mobility needs while promoting safe, efficient, and sustainable transportation systems. This element outlines policies, strategies, and actions that guide the development of transportation infrastructure and services within Lawrenceville.

## CHAPTER 7 - ECONOMIC DEVELOPMENT

A focus in economic development gives residents access to personal wealth, increases the City’s tax revenue, and encourages resilience by diversifying the local economic base. The element includes goals and policies, needs and opportunities, and work program items related to economic development initiatives.

## CHAPTER 8 - HOUSING

The community is concerned about balancing the housing stock, and it was imperative that housing be a topic of discussion within the plan. The element includes goals and policies, needs and opportunities, and work program items related to housing initiatives.

## CHAPTER 9 - BROADBAND

As of 2018, all communities are required to include a broadband element to analyze served and unserved locations. A focus on broadband ensures that the community promotes cost-effective and reasonable access to internet services for all residents. This element does not have a dedicated chapter but is incorporated throughout the plan in the Needs and Opportunities and the Community Work Program.

## CHAPTER 10 - QUALITY OF LIFE

Quality of life encompasses the overall assessment of the daily well-being within a community. This element also includes an inventory and assessment of the following quality of life aspects: Historic and Cultural Resources, Education, Health, and Public Safety.

## CHAPTER 11 - COMMUNITY WORK PROGRAM

The final required component of the comprehensive plan, the Community Work Program, outlines strategic projects identified to achieve the community's goals and implement its plans. The Work Program will include a Report of Accomplishments from the previous Comprehensive Plan, and an updated five-year list of priority projects that designate responsibilities and outline funding strategies.

## PUBLIC INVOLVEMENT



The City of Lawrenceville's Comprehensive Plan employed a robust approach to engage the public and ensure effective communication throughout the planning process. Diverse tactics and strategies were implemented and are further detailed in Appendix D.

Recognizing the significance of public engagement in the planning process, the city prioritized input from key stakeholder groups and the public. The project team organized two open house events on February 23, 2023, and July 31, 2023. These events allowed the public to gain insight into the goals, needs, opportunities, and recommendations of the plans. Attendees were also given the opportunity to complete a project survey and provide input through the project website. Additionally, collaboration with the City's Planning and Development Department resulted in the identification of opportunities at city-sponsored and community events. Three pop-up events held from March 1, 2023, to July 31, 2023, aimed to engage attendees in discussions about various plan elements. Flyers and project information were distributed to raise awareness.

Further inclusivity was ensured through four input sessions with a dedicated Stakeholder Committee comprising residents, business owners, elected officials, city staff, and community advocates. These sessions fostered discussions on multiple aspects of the plans, generating valuable insights

and ideas. The engagement of previously underrepresented perspectives through this approach was instrumental in identifying community needs.

An online survey provided an avenue for a wider range of input from the City's residents. An integrated communications strategy was employed to promote both the Comprehensive and Transportation Master Plans and the survey. Organic social media posts engaged current followers on the city's platforms, and e-mail blasts were sent to the project and city listservs. The survey was embedded on a dedicated web page for the plans' updates and linked on the City's official website. The survey yielded 208 responses, contributing to a comprehensive understanding of public sentiment.

These initiatives established a collaborative environment where the community actively contributed to the plans' development. The insights garnered from these interactions were pivotal in shaping plans that genuinely reflect the aspirations and requirements of Lawrenceville's residents. The project team expresses gratitude to all participants and is committed to translating their invaluable inputs into a visionary roadmap for Lawrenceville's promising future.

## REVIEW PROCESS

Once the comprehensive plan reaches its culmination, it undergoes a vital phase involving the Atlanta Regional Commission's (ARC) meticulous review. This in-depth assessment is conducted by both the ARC and the Georgia DCA.

The comprehensive plan, as a pivotal instrument guiding the future of local development, is subjected to a thorough analysis by these authoritative bodies. Their review encompasses an array of dimensions, ranging from land use strategies to economic projections, housing initiatives, and transportation plans. This evaluative process serves as a robust mechanism to verify that the proposed plan seamlessly

integrates with the broader regional context while.

Following this comprehensive review, the DCA assumes a pivotal role in rendering the final verdict on the plan's compliance with the Minimum Standards and Procedures. Once the Department affirms the plan's alignment with these criteria, the local government is then empowered to formally adopt the plan. This endorsement signifies the plan's official integration into the municipality's framework for strategic growth and development.

According to the Georgia Administrative Code, specifically Ga. Comp. R. & Regs. r. 110-12-1-.04 Procedures, a detailed roadmap is outlined stating the various stages, criteria, and considerations encompassed within the evaluation. It serves as an indispensable guide, shedding light on the intricate workings of the review process, thereby ensuring a transparent and judicious assessment of the comprehensive plan's viability and compatibility with established benchmarks.

## DATA & STATISTICS

The facts, figures, and statistics used to develop the Plan were generated from data compiled throughout the planning process. The data and analyses were used to identify general trends and provide a reliable quantitative context to describe existing conditions and assist in informing the recommendations and policies. Unless otherwise noted, all data used throughout this plan are sourced from U.S. Census data and the U.S. Census's American Community Survey (ACS). These data are available in the appendix. The 2016–2020 surveys preceded several national and international events that have substantially affected the cost of living in 2020–2022, such as the COVID-19 pandemic and high inflation, including significant recent increases in home values, rents, and gasoline prices (Bureau of Labor Statistics). For these reasons, the 2016–2020 ACS data (including the 2022 and 2027 projections based on these data) may be only somewhat representative of Lawrenceville today.





# COMMUNITY VISION & GOALS

2

# 2

# COMMUNITY VISION & GOALS

## INTRODUCTION

The heart of the Community Goals element is about setting a clear direction for Lawrenceville’s future journey. This process involved a transparent engagement of community leaders and stakeholders who are invested in the city’s progress. Together, they carefully considered crucial decisions that will shape the destiny of Lawrenceville. These Community Goals act as the central foundation of the plan, outlining the path that the city aims to follow. Their purpose is to instill a sense of local pride and excitement about what lies ahead for Lawrenceville. This feeling then encourages both residents and leaders to collaborate in making sure the plan becomes a reality.

## VISION

The city is updating its vision statement in conjunction with the Comprehensive Plan revision to ensure a forward-looking and integrated approach to its future development. The vision is a broad and overarching statement that illustrates the desired future state of the City of Lawrenceville. Formulated through input from both the community and stakeholders, here is the envisioned future for Lawrenceville

*“Lawrenceville is the vibrant and dynamic epicenter of Gwinnett County, where a diverse community of residents and businesses thrive. As the college town of tomorrow, we foster a rich educational environment that cultivates innovation, entrepreneurship, and lifelong learning. With a pulse on the arts, Lawrenceville is a regional hub where creativity flourishes, connecting people through cultural experiences and expressions.”*

## GOALS & POLICIES

In the context of Lawrenceville, the Community Goals hold immense significance within the plan. They play a pivotal role in charting the city’s course for the times ahead. These goals serve as a compass, pointing out the direction the community aims to take in the future. Beyond this, they also aim to evoke a sense of local pride and excitement among Lawrenceville’s residents. This shared anticipation is instrumental in motivating both citizens and leaders to take active steps toward realizing the outlined plan.

To ensure a consistent alignment with the Community Goals, Lawrenceville is adopting specific policies. These policies represent updates from the 2040 Comprehensive Plan, aiming to maintain consistent alignment with the Community Goals and are designed to provide continuous guidance and direction to government officials, assisting them in making decisions that are in line with the pursuit of the Community Goals. For ideas on potential policies, the Supplemental Planning Recommendations offer a list of suggestions that can serve as a reference. The upcoming section outlines goals and their corresponding policies in various key areas:

- **Land Use**
- **Transportation**
- **Housing**
- **Economic Development**
- **Quality of Life**
- **Broadband**



## LAND USE

### LU1. CULTIVATE MIXED-USE DEVELOPMENTS:

**Policy:** Implement zoning codes that encourage mixed-use developments in strategic areas of the city, promoting a blend of residential, commercial, and recreational spaces. Prioritize walkability by requiring pedestrian pathways and green spaces within these developments to enhance the overall cityscape.

### LU2. PROMOTE TRANSIT-ORIENTED DEVELOPMENT (TOD) IN DOWNTOWN AND KEY LOCATIONS:

**Policy:** Establish zoning regulations that incentivize higher-density development around transit hubs. Offer density bonuses for developments that incorporate pedestrian-friendly design elements and provide convenient access to public transportation.

### LU3. FACILITATE THE REDEVELOPMENT OF UNDERUTILIZED PARCELS:

**Policy:** Create a streamlined approval process for developers aiming to redevelop underutilized parcels with innovative and sustainable designs. Offer incentives such as reduced permitting fees or expedited review for projects that align with the city's goals.

### LU4. IMPLEMENT URBAN DESIGN AND PLACEMAKING STRATEGIES:

**Policy:** Develop design guidelines for main corridors and gateways that emphasize pedestrian safety and aesthetics. Require new developments to incorporate public art installations and greenery, enhancing the overall visual appeal.

### LU5. EMPLOY A COMPREHENSIVE APPROACH TO ADDRESS BLIGHT:

**Policy:** Develop a holistic strategy that addresses blight's root causes, involving residents in the decision-making process and collaborating with nonprofits to provide social and economic support.

### LU6. ENSURE INFILL DEVELOPMENT ALIGNS WITH SMART GROWTH PRINCIPLES:

**Policy:** Provide incentives for developers who incorporate mixed-income housing units within their projects.

### LU7. EMBRACE FORWARD-THINKING URBAN PLANNING CONCEPTS:

**Policy:** Update the city's zoning codes to incorporate flexible provisions that encourage innovation and adapt to evolving community needs. Introduce form-based regulations to provide clear guidance for development that aligns with the desired aesthetics and functionality of the corresponding zone district. This may include promoting enhanced architectural styles and materials, encouraging street-level activation for vibrant and pedestrian-friendly environments, and setting guidelines for public spaces and landscaping.

### LU8. INTEGRATE SUSTAINABLE LAND USE PRACTICES:

**Policy:** Encourage new developments to incorporate green infrastructure elements such as permeable surfaces, rain gardens, and rooftop gardens.



## TRANSPORTATION

### T1. PRIORITIZE EQUITABLE AND ACCESSIBLE TRANSPORTATION OPTIONS:

**Policy:** Develop a comprehensive transportation plan that allocates resources to enhance active transportation infrastructure, coordinate with Gwinnett County on expanded public transit services, and micro-mobility solutions that ensure equitable access for underserved communities.

### T2. IMPLEMENT UNIVERSAL DESIGN PRINCIPLES IN TRANSPORTATION INFRASTRUCTURE:

**Policy:** Establish design guidelines that ensure sidewalks, crosswalks, and pedestrian facilities are universally accessible. Require new and renovated infrastructure to adhere to these principles, enhancing pedestrian comfort and safety for all individuals.

### T3. EXPAND AND ENHANCE THE CITY'S INTERCONNECTED NETWORK OF BICYCLE LANES:

**Policy:** Dedicate a portion of transportation funding to consistently expand the network of protected bike lanes, shared paths, and pedestrian-friendly routes.

### T4. ADVOCATE FOR SEAMLESS AND WELL-CONNECTED PUBLIC TRANSIT SERVICES:

**Policy:** Collaborate with Gwinnett County to integrate services and promote affordable fare structures. Support initiatives that enhance the reliability and frequency of public transit options, providing residents with convenient alternatives to private vehicles.

### T5. PRIORITIZE TRANSPORTATION INFRASTRUCTURE MAINTENANCE AND MODERNIZATION:

**Policy:** Develop a long-term infrastructure maintenance plan that considers both short-term repairs and long-term sustainability. Allocate funding to address infrastructure needs proactively, reducing the likelihood of costly emergency repairs.

### T6. IMPLEMENT INNOVATIVE PARKING MANAGEMENT STRATEGIES:

**Policy:** Encourage shared parking arrangements between businesses and provide incentives for developers to create multi-use parking facilities that contribute to the urban environment.

### T7. INTEGRATE INTELLIGENT TRANSPORTATION SYSTEMS (ITS):

**Policy:** Work with the county to invest in ITS technologies to collect and analyze real-time traffic data. Utilize this data to optimize traffic signal timing, enhance pedestrian safety features, and provide commuters with up-to-date travel information.

### T8. PLAN AND MANAGE FREIGHT ROUTES STRATEGICALLY:

**Policy:** Collaborate with local businesses and freight carriers to designate efficient routes for freight movement that minimize impacts on residential areas. In our downtown area, implement time-based delivery restrictions and incentives for off-peak deliveries to reduce traffic congestion during peak hours.



## HOUSING

### H1. PRESERVE EXISTING BALANCED HOUSING UNITS:

**Policy:** Institute a housing preservation program that offers incentives or tax breaks to property owners who commit to maintaining affordable rental rates. Collaborate with housing nonprofits to identify properties at risk of conversion to market-rate housing and provide financial support to prevent displacement.

### H2. IMPROVE AND MAINTAIN A HIGH STANDARD OF QUALITY LIVING:

**Policy:** Implement a proactive code enforcement program that ensures housing units meet established quality and safety standards. Regular inspections and partnerships with community organizations can help identify and address maintenance issues promptly.

### H3. ENCOURAGE A 5%-10% BALANCED COMPONENT IN NEW RESIDENTIAL PROJECTS:

**Policy:** Require developers seeking approvals for new residential projects to include a percentage of balanced housing units within the development. Offer density bonuses, expedited permitting, or other incentives.

### H4. ENCOURAGE MIXED-INCOME AND MIXED-USE DEVELOPMENTS:

**Policy:** Amend zoning regulations to promote the integration of balanced housing units within mixed-income developments. Collaborate with developers to design projects that combine residential, commercial, and recreational spaces, fostering vibrant communities.

### H5. FACILITATE THE DEVELOPMENT OF EXECUTIVE HOUSING:

**Policy:** Recognizing the importance of accommodating a diverse range of housing needs, the city will encourage the development of executive housing within our city. To attract and retain top-tier talent and executives, the city will work with developers to create upscale housing options that meet the expectations and lifestyles of these professionals. This may involve streamlining the permitting process for such projects and ensuring that executive housing is integrated into our city's overall housing landscape.s.



## ECONOMIC DEVELOPMENT

### ED1. PROMOTE A DIVERSE AND INCLUSIVE WORKFORCE:

**Policy:** Collaborate with local businesses, educational institutions, and workforce development programs to establish job training initiatives that cater to a diverse range of skills. Develop apprenticeship programs, internships, and mentorship opportunities to bridge the gap between education and employment.

### ED2. SUPPORT INNOVATIVE ENTREPRENEURSHIP AND TECH STARTUPS:

**Policy:** Establish a startup ecosystem by encouraging development of resources like co-working spaces, incubators, and networking events. Coordinate with Gwinnett County Entrepreneur Center to encourage innovation and growth of tech startups within the city.

### ED3. ESTABLISH MIXED-USE INNOVATION DISTRICTS:

**Policy:** Create zoning regulations that allow for mixed-use development near educational institutions. Offer incentives for companies to establish offices or research facilities within these districts to foster collaboration and attract talent.

### ED4. INVEST IN INFRASTRUCTURE FOR TARGETED INDUSTRIES:

**Policy:** Allocate funds for infrastructure development that supports key industries, such as healthcare, technology, and sustainable industries. Offer tax incentives or grants to businesses in these sectors to encourage growth and job creation.

### ED5. IDENTIFY ECONOMIC OPPORTUNITY AREAS FOR TARGETED DEVELOPMENT:

**Policy:** Conduct thorough economic analyses to identify areas with potential for growth and redevelopment. Develop incentives for businesses that establish operations within these areas, aligning with the city's growth strategy.



### ED6. SUPPORT PLACEMAKING AND ACTIVATION EFFORTS IN DOWNTOWN:

**Policy:** Evaluate a Downtown Revitalization Fund to support public space enhancements, public art installations, and community events that make the downtown area an attractive and vibrant destination for businesses, residents, and visitors.

### ED7. EQUIP STAFF WITH MODERN TOOLS AND TECHNOLOGY:

**Policy:** Invest in training and tools for community and economic development staff to improve efficiency and customer service. Implement an online portal for permitting, licensing, and project tracking to streamline processes.

### ED8. DEVELOP RESPONSIBLE AND SUSTAINABLE EXPANSION PLANS:

**Policy:** Initiate a Comprehensive Planning process that involves community input and considers the long-term effects of boundary expansion. Ensure that infrastructure, services, and community identity are safeguarded during any expansion efforts.

## QUALITY OF LIFE

QL1. FOSTER COMMUNITY ENGAGEMENT WITH THE EDUCATION SYSTEM:

**Policy:** Organize joint initiatives, workshops, and mentorship programs to enhance the learning experience and promote collaboration.

QL2. STRENGTHEN PARTNERSHIPS WITH NON-PROFIT ORGANIZATIONS AND COMMUNITY GROUPS:

**Policy:** Support community events and activities that foster inclusivity, dialogue, and a sense of belonging among residents.

QL3. CULTIVATE A THRIVING ARTS AND CULTURAL SCENE:

**Policy:** Allocate funding for public art installations, cultural festivals, and arts programs that showcase the talents of local artists and enrich the city's cultural landscape. Support artist-in-residence programs to engage the community in creative endeavors.

QL4. PRESERVE AND CELEBRATE LAWRENCEVILLE'S BUILT HERITAGE:

**Policy:** Establish historic preservation guidelines that encourage adaptive reuse of historic structures and offer tax incentives to property owners who maintain the historical integrity of their buildings. Develop heritage tourism initiatives that connect residents and visitors with Lawrenceville's history.

QL5. CREATE VIBRANT AND INCLUSIVE PUBLIC SPACES AND PARKS:

**Policy:** Ensure equitable distribution of parks and recreational facilities across all neighborhoods. Design parks to accommodate various activities and age groups, incorporating features that promote inclusivity and physical well-being.

QL6. DEVELOP AN INTEGRATED GREENWAYS AND TRAIL SYSTEM:

**Policy:** Establish a Greenways Master Plan that outlines the development of a connected network of city and county trails, green spaces, and pedestrian-friendly paths. Collaborate with environmental organizations and residents to protect and restore natural areas along the trails.



QL7. PROTECT AND ENHANCE NATURAL WATERWAYS, GREEN SPACES, AND URBAN FORESTS:

**Policy:** Implement a Tree Preservation Ordinance that requires developers to incorporate green spaces and maintain urban forests within their projects. Establish water quality improvement programs to safeguard natural waterways from pollution.

QL8. PROMOTE UNIVERSAL DESIGN AND ACCESSIBLE INFRASTRUCTURE:

**Policy:** Enforce universal design principles in public infrastructure projects, ensuring that all public facilities, services, and spaces are accessible to individuals of all abilities and ages. Offer grants to businesses to encourage the creation of accessible spaces and amenities.

QL19. CULTIVATE A VIBRANT LOCAL ARTS SCENE:

**Policy A:** To further bolster the vibrant arts community, Lawrenceville will continue to enhance the activities of the Lawrenceville Arts Commission. This will be achieved by fostering collaborations with local artists, cultural organizations, and educational institutions to host frequent art exhibitions, performances, and workshops. These engaging events will cater to both residents and visitors, contributing to the city's artistic atmosphere.

**Policy B:** To encourage a dynamic intersection between art and commerce, Lawrenceville will actively promote partnerships between artists and businesses. These collaborations will give rise to art-driven events that inject cultural vibrancy into the city's fabric, creating an unmistakable and captivating sense of place.



## BROADBAND

B1. BROADBAND SERVICE SPEEDS WILL MEET THE NEEDS OF RESIDENTS, BUSINESS AND INDUSTRY, AND THE PUBLIC SECTOR THROUGHOUT THE CITY OF LAWRENCEVILLE:

**Policy:** Implement a comprehensive Broadband Accessibility and Enhancement Initiative to ensure that broadband service speeds are in alignment with the diverse demands of residents, businesses, industries, and the public sector across the entirety of Lawrenceville.

B2. FOSTER DIGITAL INCLUSION AND DIGITAL LITERACY:

**Policy:** Develop and implement programs that promote digital literacy and provide training for residents of all ages to effectively utilize broadband services, ensuring equitable access and empowering the entire community to benefit from online resources and opportunities.

B3. EXPAND BROADBAND INFRASTRUCTURE TO UNDERSERVED AREAS:

**Policy:** Support internet service providers in extending broadband coverage to currently underserved within Lawrenceville, prioritizing equitable access to high-speed internet for all residents, businesses, and institutions.

B4. PROMOTE PUBLIC-PRIVATE PARTNERSHIPS FOR BROADBAND DEVELOPMENT:

**Policy:** Establish mechanisms for collaboration between the public sector, private companies, and community organizations to jointly invest in and develop broadband infrastructure projects that provide sustainable, high-speed connectivity.

B5. DEVELOP A BROADBAND RESILIENCE AND SECURITY STRATEGY:

**Policy:** Formulate a strategy that safeguards Lawrenceville’s broadband infrastructure against cyber threats and ensures network resilience during emergencies. Collaborate with cybersecurity experts and relevant agencies to implement protective measures and contingency plans.

B6. ENCOURAGE INNOVATION THROUGH BROADBAND ACCESS:

**Policy:** Promote initiatives that leverage improved broadband access to drive technological innovation and entrepreneurship within the city. Establish innovation hubs, incubators, or accelerator programs that facilitate the development of tech-based businesses and startups.



Source: Gwinnett County Public Library







**NEEDS &  
OPPORTUNITIES**

**3**

# 3 | NEEDS & OPPORTUNITIES

## NEEDS & OPPORTUNITIES OVERVIEW

Addressing needs and opportunities is crucial for the city's growth. Diverse housing options are needed to accommodate the population. Economic growth can be nurtured by supporting businesses. Enhancing community services, optimizing transportation, and preserving green spaces are key for residents' quality of life. Diversifying the economy through innovation, specialized infrastructure, and unique design elements will bolster development. Historical and cultural preservation also enriches Lawrenceville's identity. By focusing on these aspects, comprehensive planning will create a balanced, thriving, and distinct urban environment.

The Needs and Opportunities were identified using a Strength, Weaknesses, Opportunities, and Threats (SWOT) matrix, data analysis, public input sessions, and surveys completed by the public, city staff, elected officials, and the stakeholder committee. The list is intended to capture the most prescient needs that the community anticipates over the next five to ten years. The needs and opportunities are categorized into the following topics:

- Land Use
- Housing
- Transportation
- Economic Development
- Broadband
- Quality of Life



## LAND USE

The land use coverage table in Chapter 5 offers a thorough view of how land is used in the city, forming the basis for urban development, sustainability efforts, and future growth. Analyzing these categories and reviewing public input gives insights into Lawrenceville’s priorities, economic activities, preservation strategies, and community well-being.

Addressing needs and opportunities is crucial for the city’s growth. Diverse housing options are needed to accommodate the population. Economic growth can be nurtured by supporting businesses.

Enhancing community services, optimizing transportation, and preserving green spaces are key for residents’ well-being.

Diversifying the economy through innovation, specialized infrastructure, and unique design elements will bolster development. Historical and cultural preservation also enriches Lawrenceville’s identity. By focusing on these aspects, comprehensive planning will create a balanced, thriving, and distinct urban environment.

Need	Opportunity
Develop walkable communities.	Create walkable communities by prioritizing pedestrian infrastructure and urban design. Disincentivize parking within downtown through parking options on the outskirts of downtown and increased micro-transit options.
Reduce blighted commercial and industrial properties.	Implement blight remediation and revitalization strategies to reduce blighted properties.
Strive for a balance between the protection of natural resources with new development.	Create a canopy study: 2020 v. 2010. Leverage government assistance programs to preserve open space and natural resources for climate resiliency.
Build on the organic, authentic Downtown.	Capitalize on the organic and authentic downtown character to foster vibrant growth and economic development.
Identify areas for where future industrial development may be feasible and appropriate.	Conduct strategic industrial planning to identify feasible and appropriate areas for future industrial development. Create a plan to relocate all waste stations to Production areas.
Enhance the community's sense of place, identity, and connection to the surroundings.	Foster the creation of an enhanced built environment to enhance a sense of place. Increase place-making city-wide projects and programming, such as murals and pocket parks.
Protect existing greenspace throughout the city.	Implement conservation strategies and policies to safeguard existing greenspace throughout the city.
Enhance the overall appeal and attractiveness of the surrounding regions while maintaining a strong connection and synergy with the downtown core.	Encourage high-quality development and destination uses that are outside of but complement the downtown area. Increase connectivity between Downtown and outside communities.
Encourage neighborhood-scale services, retail, and restaurants.	Facilitate the development of neighborhood-scale services, retail, and restaurants through enhanced mixed-use, livability, and community vibrancy.
Encourage innovation and mixed-use along the Grizzly Parkway.	Allow for Retail/Office/Residential mixed-use along the Grizzly Parkway to foster innovation opportunities and a “College Town” atmosphere.

# HOUSING

Housing in Lawrenceville holds a central position within the community dialogue, emerging as a key topic during input sessions and online surveys. Residents’ perspectives are diverse: some that the existing housing options are sufficient for future needs, while others express uncertainty or concern over the availability of housing.

Lawrenceville faces challenges in providing diverse housing as the median home value is projected to rise exponentially, potentially straining the affordability factor. The following needs and opportunities are complementary to the needs identified in the City's Comprehensive Housing Strategy (2022).

Need	Opportunity
Promote rehabilitation or replacement of substandard housing.	Educate citizens on Gwinnett County’s Homeowner Resource Center and Homeownership Set-aside Program for home improvement.
Maintain the quality of established neighborhoods.	Implement neighborhood preservation and enhancement strategies to maintain the quality of established neighborhoods, identify locations for executive housing in established neighborhoods.
Increase homeownership opportunities.	Maintain Welcome Home Program, expand affordable housing programs, promote financial literacy.
Preserve property values for existing homeowners.	Implement strategies to increase property values and homeownership equity for existing homeowners.
Allow a variety of housing types.	Foster housing diversity through flexible zoning and development policies to meet City's future demand of 5,000 additional units by 2050.
Encourage mixed-income neighborhoods.	Promote inclusive communities and foster mixed-income neighborhoods through equitable housing policies and development initiatives.
Provide local employees with attractive reasons to become Lawrenceville residents.	Enhance livability and offer incentives to encourage local employees to choose Lawrenceville as their place of residence.
Identify areas in the city where future growth is appropriate and feasible.	Conduct strategic urban planning to identify suitable and feasible areas for future city growth.



# TRANSPORTATION

Transportation plays a pivotal role in the development and functionality of Lawrenceville. Addressing the identified transportation needs and opportunities is crucial for fostering efficient mobility and minimizing the negative impacts of congestion on local roads. To achieve this, the city plans to enhance transportation infrastructure and implement strategies that manage traffic effectively. Emphasizing the maintenance of existing infrastructure is another priority, which will be supported by the implementation of comprehensive maintenance and asset management programs. Furthermore, there’s an emphasis on improving the city-wide freight system to minimize congestion and disruptions caused by service, delivery, and freight traffic. Collaboration with relevant entities like Georgia Department of Transportation (GDOT), Gwinnett County, and local businesses is crucial in identifying freight-related issues and devising mitigation strategies.

Enhancing safety is paramount, with a focus on reducing fatalities, injuries, and crashes across the transportation network. The city aims to ensure equitable distribution of transportation improvements, granting better access to jobs and transit for all residents. Active transportation also takes center stage, with plans to eliminate sidewalk gaps, improve connections to key locations, and introduce pedestrian-only streets. Forward-looking infrastructure planning for electric vehicles is also on the agenda, as Lawrenceville aims to accommodate the growing demand for EVs. Furthermore, the city is committed to mitigating environmental and cultural impacts stemming from transportation projects, collaborating closely with relevant authorities during the planning phases. Lastly, integrating intelligent transportation systems (ITS) and smart technologies into the transportation network is essential for keeping Lawrenceville in step with emerging technological advancements.

Need	Opportunity
Make Lawrenceville a “drive to city” rather than a “drive through” city.	Enhance transportation infrastructure and implement traffic management strategies.
Prioritize maintenance of existing infrastructure.	Implement a comprehensive infrastructure maintenance program and asset management program.
Minimize increased congestion and disruptions caused by service, delivery, and freight traffic.	Coordinate with GDOT, Gwinnett County, and local businesses to identify freight bottlenecks, conflicts, and mitigation strategies.
Reduce fatalities, injuries, crashes along transportation network.	Utilize the ARC Regional Safety Strategy to identify effective countermeasures to improve safety throughout the city.
Equitable distribution to transportation improvement, better access to jobs and transit.	Develop a comprehensive transportation equity plan that prioritizes underserved neighborhoods, ensuring that residents have convenient access to reliable and affordable transportation options.
Safe, attractive active transportation throughout the city, including connections to transit opportunities.	Eliminate gaps in sidewalks; enhance connections to schools, parks, and active centers; implement mid-block crossings where appropriate; and implement pedestrian-only streets/alleys through a phase approach.
Plan for infrastructure related to electric vehicles (EVs).	Create an EV-Readiness Plan that outlines the suitability of areas for electric vehicle (EV) infrastructure, considering factors like land use and capacity of the power grid.
Mitigate impacts to environmental and cultural impacts resulting from transportation improvements.	Coordinate with GDOT and Gwinnett County on planned projects during the environmental analysis phase.
Provide ITS and smart technologies along the city’s transportation network.	Coordinate with GDOT and Gwinnett County on emerging technologies and plans.

## ECONOMIC DEVELOPMENT

Economic development stands as a foundational pillar for Lawrenceville’s progress. The city recognizes the significance of fostering an environment conducive to sustainable growth. This entails promoting a business-friendly climate, supporting job creation, and encouraging investments. A key priority is attracting new enterprises and industries while also nurturing the growth of existing businesses. This strategy seeks to diversify the economic landscape and enhance the city’s overall economic resilience.

Lawrenceville also seeks to leverage its unique strengths and assets to stimulate economic activity, further contributing to the prosperity of the community. The city’s economic development efforts are intertwined with its commitment to enhancing the quality of life for its residents, ensuring that growth is not only economically beneficial but also socially and environmentally responsible. Through strategic partnerships, targeted initiatives, and a proactive approach, Lawrenceville aims to become a hub of innovation, entrepreneurship, and economic vitality.

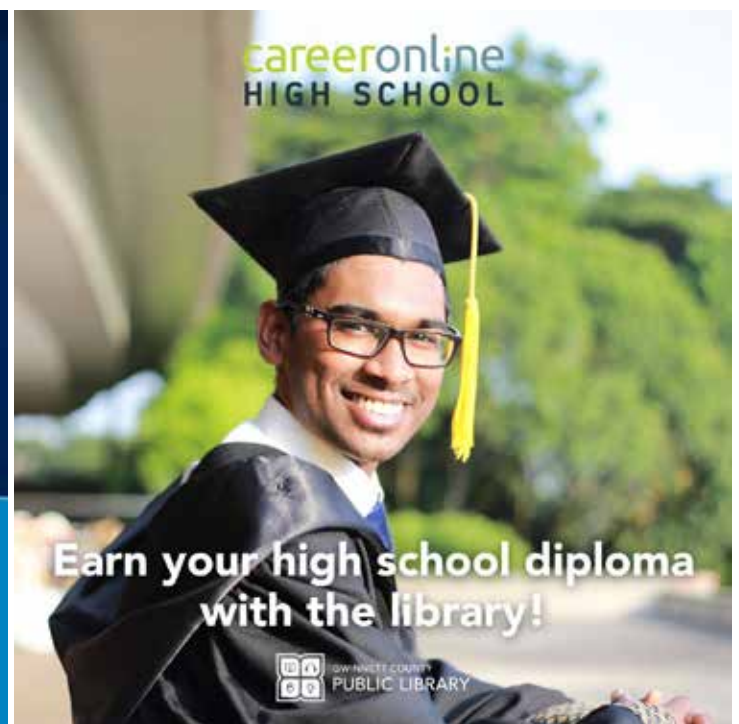
Need	Opportunity
Support the growth of local businesses.	Foster local business growth through entrepreneurial support and community engagement.
Expand offerings to foster greater community engagement and drive economic development.	Expand and enhance opportunities for arts, culture, and food to enrich community engagement and economic development. Identify opportunities for closed-street programming to celebrate cultural events.
Continue to attract quality jobs.	Foster economic growth and job creation by continuously attracting quality jobs to the community.
Enhance collaboration, infrastructure, and community offerings to create a thriving, innovative, and inclusive environment for students, faculty, and the broader community.	Leverage the partnership with Georgia Gwinnett College to continue as the college town of tomorrow.
Attract light industrial businesses that create jobs near SR 316.	Leverage the strategic location and transportation infrastructure of SR 316 to attract businesses that specialize in innovative technologies.
Identify and promote opportunities for redevelopment.	Redevelop underutilized areas and their untapped potential. Create plans to offer incentives for redevelopment where commercial blight is present.
Diversify the local economy.	Foster economic diversification by supporting the growth of new industries and small businesses. Develop residential multi-use cohesive office or creative co-working spaces near Downtown or Mixed Density Residential areas. Encourage technology and medical innovation development within and near the Grizzly Parkway.
Promote growth and development within the healthcare sector.	Grow the medical services cluster surrounding Northside Hospital Gwinnett.
Maintain a balanced tax digest to ensure fiscal stability and equitable revenue distribution.	Implement effective tax policies and economic development strategies.
Understand the unmet needs in service and retail uses.	Identify unmet needs in service and retail uses and seek opportunities to fill those gaps.

## BROADBAND

In the digital age, broadband access is indispensable for social and economic participation. Lawrenceville recognizes the importance of reliable and high-speed broadband connectivity in fostering innovation, communication, education, and economic growth. The city plans to bridge the digital divide by ensuring that all residents have equitable access to broadband services. This may involve preserving city parcels in or near disadvantaged communities for the construction of broadband infrastructure.

The city may also implement policies that encourage competitive and affordable broadband options. By expanding broadband access, Lawrenceville seeks to empower its residents with the tools they need to thrive in a digitally connected world. This initiative aligns with the city's broader goals of promoting economic development, enhancing education, and improving overall quality of life.

Need	Opportunity
Support Economic Growth	By expanding broadband access, create an environment conducive to innovation and entrepreneurship, attracting businesses and driving economic development in Lawrenceville.
Ensure Equitable Broadband Access	Extend broadband infrastructure to underserved areas to bridge the digital divide. Implement policies that encourage competition and affordability in broadband services, enabling equal participation in the digital economy.
Foster Digital Inclusion	Develop community programs and partnerships that promote digital literacy and provide training to residents of all ages, ensuring that everyone can fully utilize and benefit from broadband technology.
Enhance Education	Facilitate online learning opportunities and resources for students, educators, and lifelong learners, enriching educational experiences and improving access to information.



Source: Gwinnett County Public Library

## QUALITY OF LIFE

Improving the quality of life for its residents is a central aspiration for Lawrenceville. The city acknowledges the importance of creating an environment where residents can thrive, their well-being is prioritized, and they can get to know their neighbors. Enhancing the quality of life encompasses various aspects, including access to education, healthcare, cultural amenities, recreational spaces, and social services. Lawrenceville seeks to strengthen its educational institutions and ensure that residents have access to high-quality schooling options.

Additionally, the city intends to provide adequate access to healthcare services, recreational facilities, and cultural experiences that enrich the lives of its residents. This holistic approach to quality of life also involves addressing social challenges and disparities, promoting community engagement, and fostering a sense of belonging. By creating a supportive and inclusive environment, Lawrenceville endeavors to improve the overall well-being and satisfaction of its diverse population.

Need	Opportunity
Dedicated places for relaxation and exercise for all ages.	Develop recreational spaces and facilities to promote relaxation and exercise opportunities for individuals of all ages.
Ensure healthy food choices are available to all residents.	Increase access to healthy food choices for all residents through community initiatives and partnerships.
Improve perception of public-school quality.	Enhance public-school quality and perceptions through strategic initiatives and collaborative partnerships.
Increase opportunities for interdependent relationships.	Create public spaces that foster connections and strengthen community interactions.
Improve access to existing parks.	Enhance park entrances, trails, and signage to make parks more welcoming and user-friendly, ensuring that everyone in the community can easily enjoy outdoor spaces.
Strengthen community adherence to city standards and regulations.	Implement a comprehensive code enforcement program that educates residents about community standards and encourages compliance, ensuring a safer and more pleasant living environment for all.
Establish a rental unit inspection program to guarantee the well-being of tenants and maintain high living standards.	Conduct regular inspections of rental units to identify and rectify safety hazards, substandard conditions, and code violations, promoting better living conditions and tenant satisfaction.











# DEMOGRAPHICS & POPULATION

4

# 4 DEMOGRAPHICS & POPULATION

## OUR COMMUNITY

Lawrenceville is a vibrant city characterized by its diverse population, economic opportunities, and cultural richness. In July 2022, the city’s estimated population is approximately 30,588, showing a slight decrease from the population estimates based on the 2020 Decennial Census, which stood at 30,629. Lawrenceville’s unique blend of age groups, ethnicities, and socioeconomic backgrounds contributes to its dynamic community and evolving landscape. The Demographics and Population chapter of Lawrenceville Comprehensive Plan provides a comprehensive analysis of the city’s population characteristics, trends, and projections. This chapter examines key demographic factors, including population growth, age distribution, racial and ethnic diversity, household characteristics, and socioeconomic indicators.

## POPULATION TRENDS

Lawrenceville has experienced dynamic population growth over the past few decades, transforming from a small town to a vibrant city. The growth rate has been influenced by factors such as economic development, infrastructure improvements, and the city’s strategic location within the Atlanta metropolitan area. The city’s population has diversified, reflecting the increasing appeal of Lawrenceville as a place to live, work, and raise a family.



Figure 4.1. 2023 Estimated Population Statistics



## HISTORICAL POPULATION GROWTH AND POPULATION PROJECTIONS

Over 30,000 people live in Lawrenceville. In a little over two decades, Lawrenceville population has grown by about 50% (Table 4.1). When compared to Gwinnett County as a whole, the city grew at a similar rate, increasing the population density tenfold since the 1950s (Table 0.0.0). Young adults continue to call Lawrenceville home, with millennials making up 25% of the City’s population. Most of the City’s density is concentrated around Buford Drive and Hurricane Shoals Road to the north and Stone Mountain Street to the south, where most of the City’s multi-family properties are located, as seen in Figure 4.2. Lawrenceville’s downtown does not take on as much density, being a more commercial-focused center.

Table 4.1. Historical Population Growth Trends (EnviroNics Spotlight)

Population	Lawrenceville	Gwinnett County
2000	20,606	588,456
2010	28,546	805,321
2022	30,588	959,253
New Population 2000-2022	9,982	370,797
Growth Rate 2000-2022	2.2%	2.2%

Table 4.2. Population Density (U.S. Census Bureau)

Decade	Population Density (Persons per Square Mile)
1950	214
1960	278
1970	380
1980	652
1990	1,231
2000	1,636
2010	2,085
2020	2,237

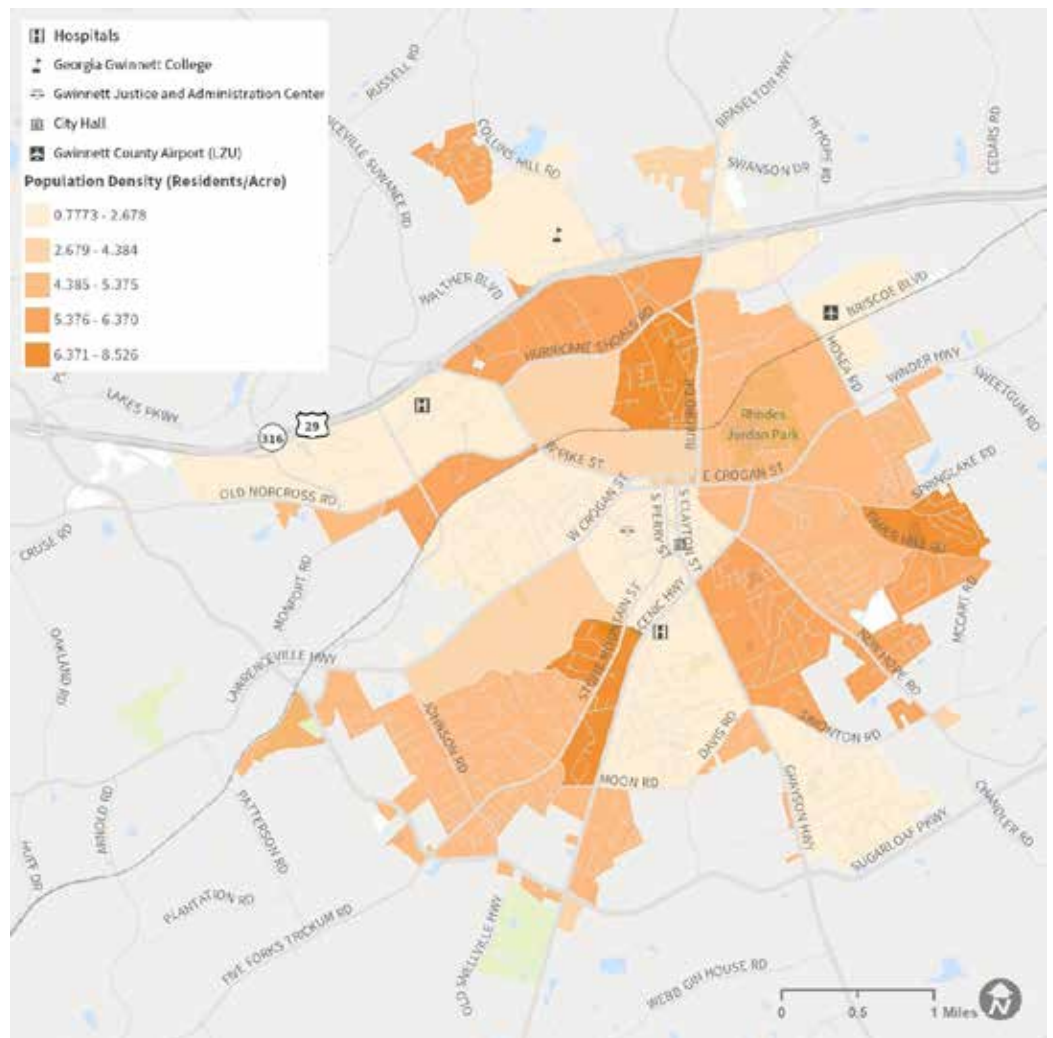


Figure 4.2. Population Density by Census Tract (U.S. Census Bureau)

Understanding the trajectory of population growth is crucial for effective urban planning and resource allocation within the city. Based on Atlanta Regional Commission (ARC) forecasts by Census Tract, Lawrenceville population is forecast to grow at an average annual rate of 1.1%. Population growth will slow slightly over the course of the next three decades, from about 1.2% annually down to approximately 1.0%. This is approximately half the annual growth rate over the past two decades. The population of Lawrenceville is projected to increase by approximately 10,000 residents by the year 2045 to a total of over 40,000, as shown in **Figure 4.3** and **Table 4.3**.

It is important to acknowledge that this projection assumes a consistent growth rate, which may be influenced by various factors, including economic changes, migration patterns, and urban development initiatives. To achieve more accurate and comprehensive population projections, advanced demographic modeling techniques and consideration of additional factors would be essential.

Table 4.3. Lawrenceville Growth Rate Forecasts

Year	2020	2025	2030	2035	2040	2045
Annual Growth Rate	1.20%	1.20%	1.09%	1.09%	1.01%	1.01%
Population	30,629	32,508	34,502	36,426	38,458	40,433

Source: U.S. Census Bureau; KB Advisory Group based on Atlanta Regional Commission forecasts

As Lawrenceville advances into the future, understanding and projecting population trends serve as a cornerstone for urban planning and development strategies. These projections provide a guidepost for anticipating the city’s evolving needs, ensuring that infrastructure, services, and resources align with the changing demographic landscape. A forward-thinking approach to population projection empowers city leaders, policymakers, and stakeholders to make informed decisions that foster sustainable growth, community well-being, and a vibrant future for Lawrenceville.

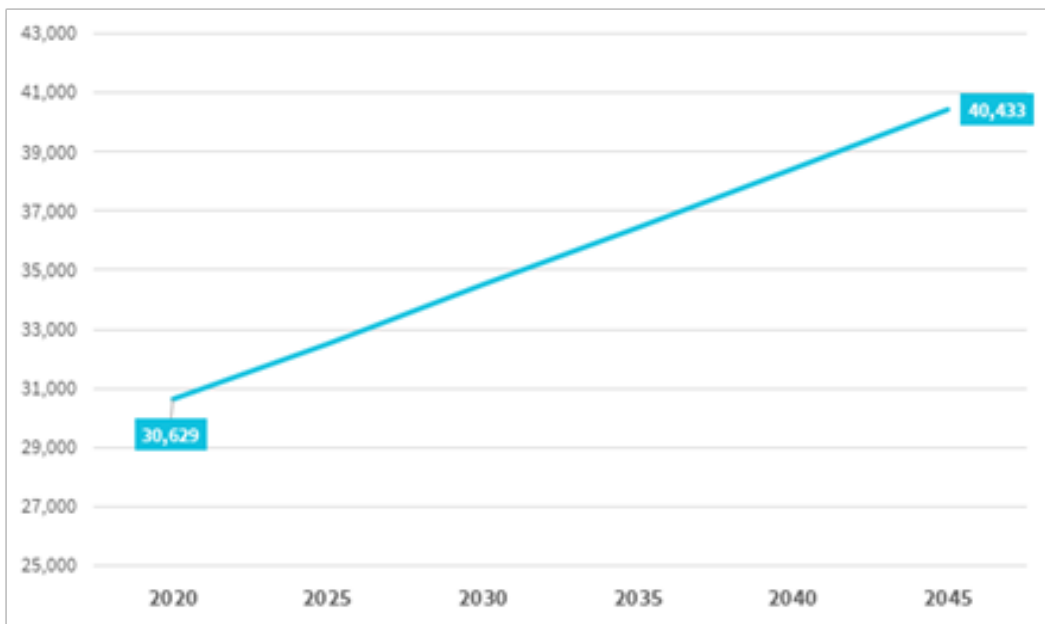


Figure 4.3. Population Growth Forecast (2024-2045)

# RACIAL AND ETHNIC DIVERSITY

Lawrenceville’s population is characterized by its rich racial and ethnic diversity. The city embraces a mosaic of cultures and backgrounds, contributing to a vibrant and inclusive community fabric. The city’s leadership recognizes the importance of promoting unity and understanding among different racial and ethnic groups, fostering an environment of respect and cooperation. Lawrenceville is approximately one third White, one third Black/African American, 8% Asian, and 11% “Some Other Race Alone” as seen in **Figure 4.4**. A potential contributor to the high percentage of “Some Other Race” is that Hispanic/Latino individuals may not identify with the given race categories and are more likely to select “Other.” Lawrenceville’s population continues to diversify; nearly half of both the city and the county were made up of white residents in 2015.

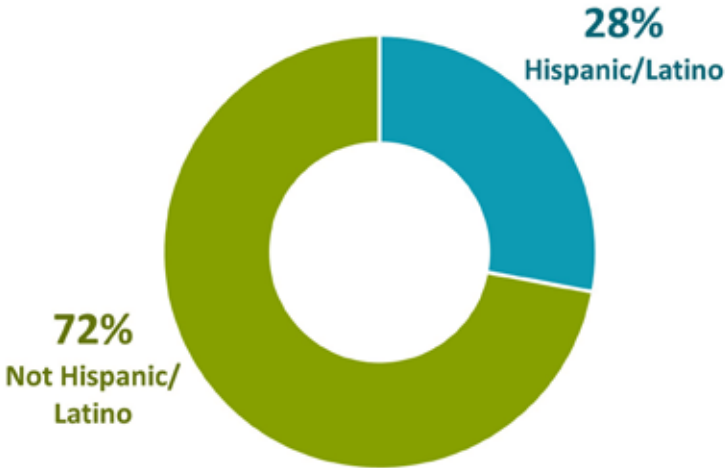


Figure 4.5. Population by Hispanic Origin (2020 U.S. Decennial Census)

The Atlanta Regional Commission’s latest population predictions for metro Atlanta estimate Latinos and Hispanics will become Gwinnett County’s largest ethnic group by 2050. According to the 2020 U.S. Decennial Census, the population of the City of Lawrenceville is currently 23% Hispanic or Latino (**Figure 4.5**).

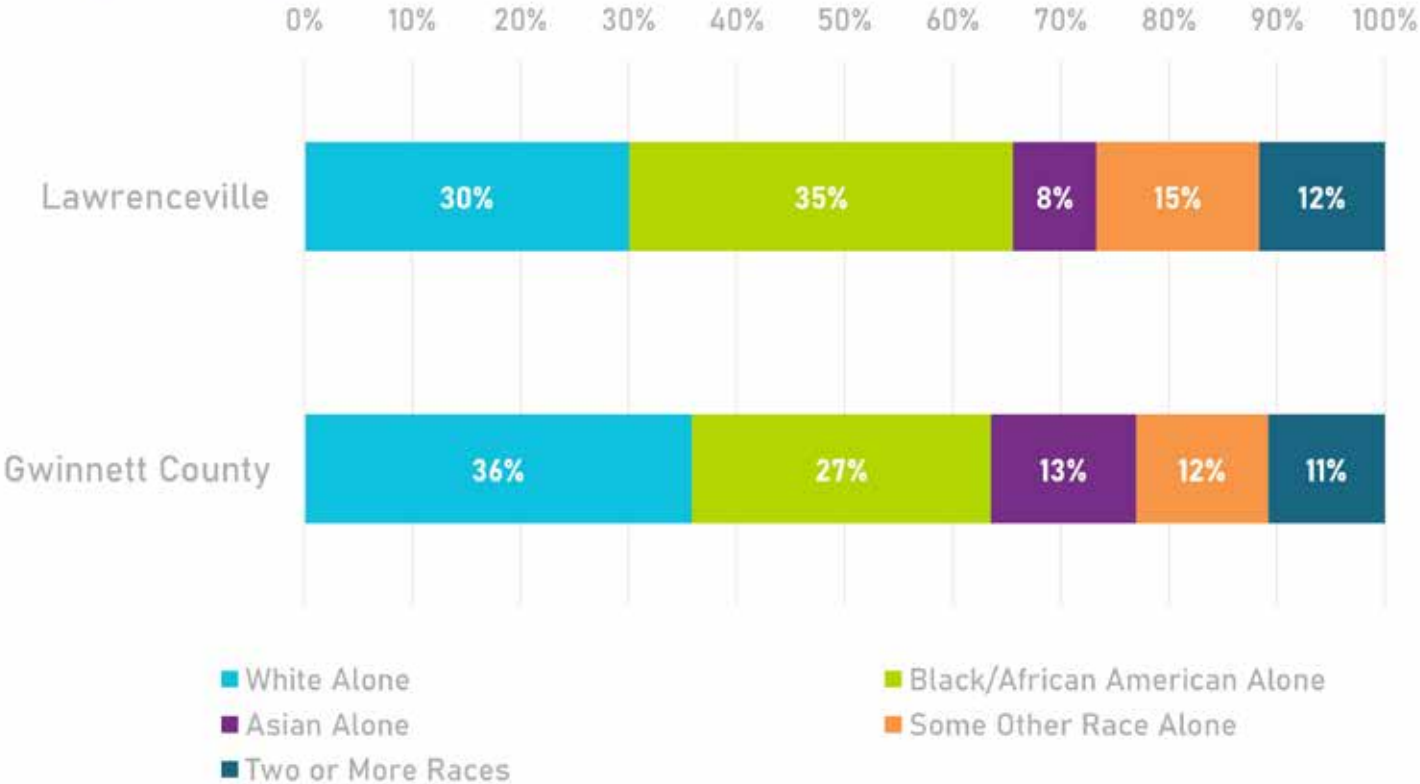


Figure 4.4. Population by Race (2020 U.S. Decennial Census)

## AGE DISTRIBUTION

The largest age cohort in Lawrenceville consists of Millennials, who currently make up over a quarter of the city’s population, followed by Generation Z. This shift can be attributed to Millennials with families or those who are looking to start

families that have begun to migrate to cities like Lawrenceville because of the community amenities and housing opportunities. The distribution of age groups in the city is like Gwinnett County’s, seen in **Figure 4.6**.

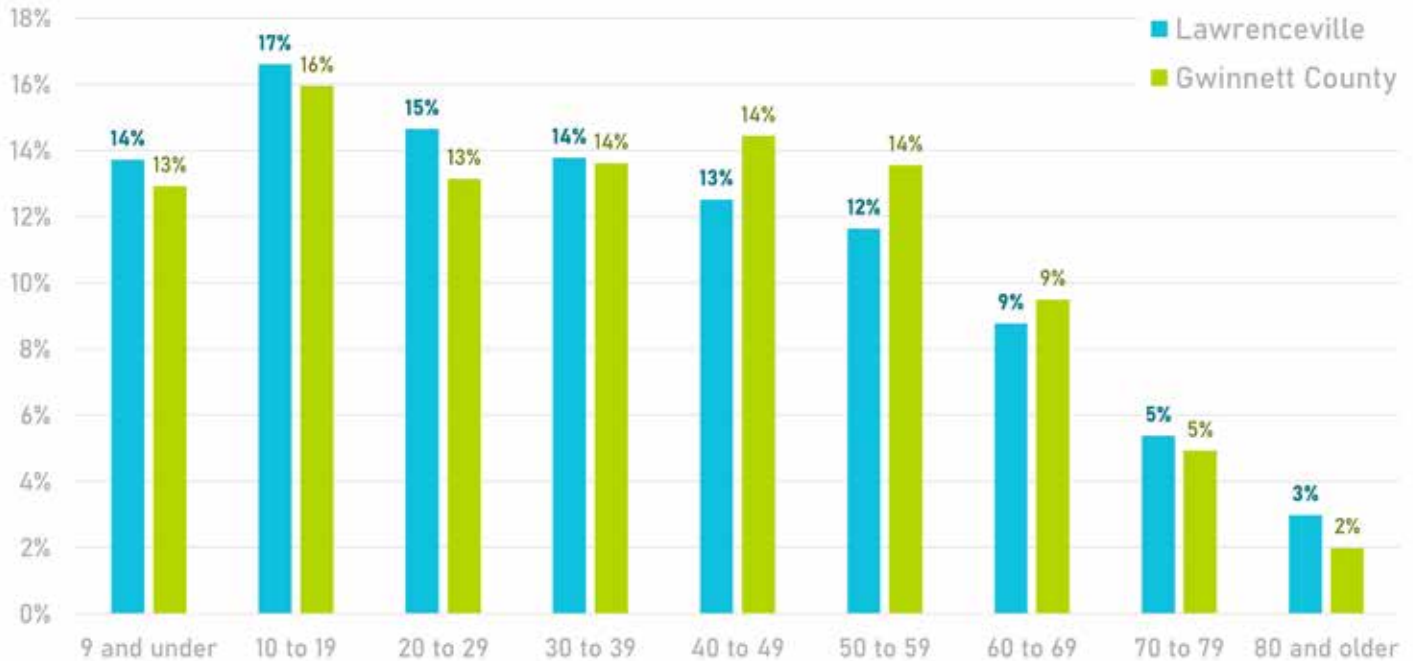


Figure 4.6. Population by Generation (EnviroNics Spotlight)

## EDUCATIONAL ATTAINMENT

Almost 60% of adult Lawrenceville residents have at least some college educations, and over 25% have a four-year degree or higher. Compared to Gwinnett County, Lawrenceville has a smaller percentage of residents with a four-year degree, and a larger percentage who have less than a high school diploma, as seen in **Figure 4.7**.

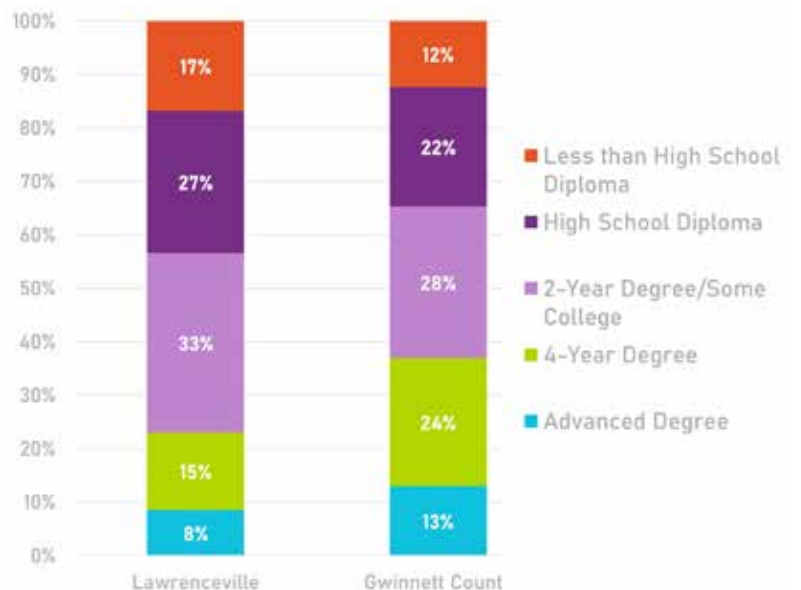


Figure 4.7. Population by Highest Education Level Completed (2019 ACS)



## HOUSEHOLD CHARACTERISTICS

Lawrenceville’s households exhibit a variety of compositions, including single-family homes, multifamily units, and shared housing arrangements. Analyzing household sizes, types, and trends helps guide housing policies, infrastructure development, and the allocation of resources for housing-related services. Balanced housing remains a priority, ensuring that residents of all income levels have access to suitable housing options. Lawrenceville’s households vary in composition, reflecting the evolving nature of family structures. The city has a median of 2.68 persons per household. Additionally, 35.3% of individuals aged 5 and older speak a language other than English at home, underscoring the city’s multicultural atmosphere.

## SOCIOECONOMIC INDICATORS

Socioeconomic indicators provide insights into the economic well-being of Lawrenceville’s residents. Key factors such as median household income, employment rates, and educational attainment impact the quality of life for individuals and families. Efforts to enhance job opportunities, promote economic development, and provide access to quality education are integral to maintaining a thriving and sustainable community. The city’s socioeconomic landscape is characterized by an array of indicators. The median annual household income in Lawrenceville is roughly \$63,000, and over 40% of the population has a household income of less than \$50,000 annually. Annual household incomes in Gwinnett County overall are about \$17,000 higher, and the percentage of households earning under \$50,000 is far lower (**Figure 4.8** and **Figure 4.9**).

A household may be regarded as impoverished or disadvantaged if its total income is lower than the predefined poverty line cut-off. According to the Office of Management and Budget’s (OMB) Statistical Policy Directive 14, the U.S. Census Bureau must use a set of income thresholds that vary by family size and composition to determine who may be living under the poverty line. **Figure 4.10** shows impoverished households by acre in Lawrenceville.



Figure 4.8. Household Income by Range (2019 ACS)



Figure 4.9. Median Household Income (2019 ACS)



# ZERO CAR HOUSEHOLDS

Zero car households are reliant on other modes of transportation. Some households may be constrained by income, age, disability, or may simply choose to rely on other modes of transportation. The area between New Hope Road,

Scenic Highway, and Simonton Road has the least access to a vehicle in the city with 20-27 percent of households without a car, seen in **Figure 4.11**. This transit-dependent area also has a high concentration of impoverished households.

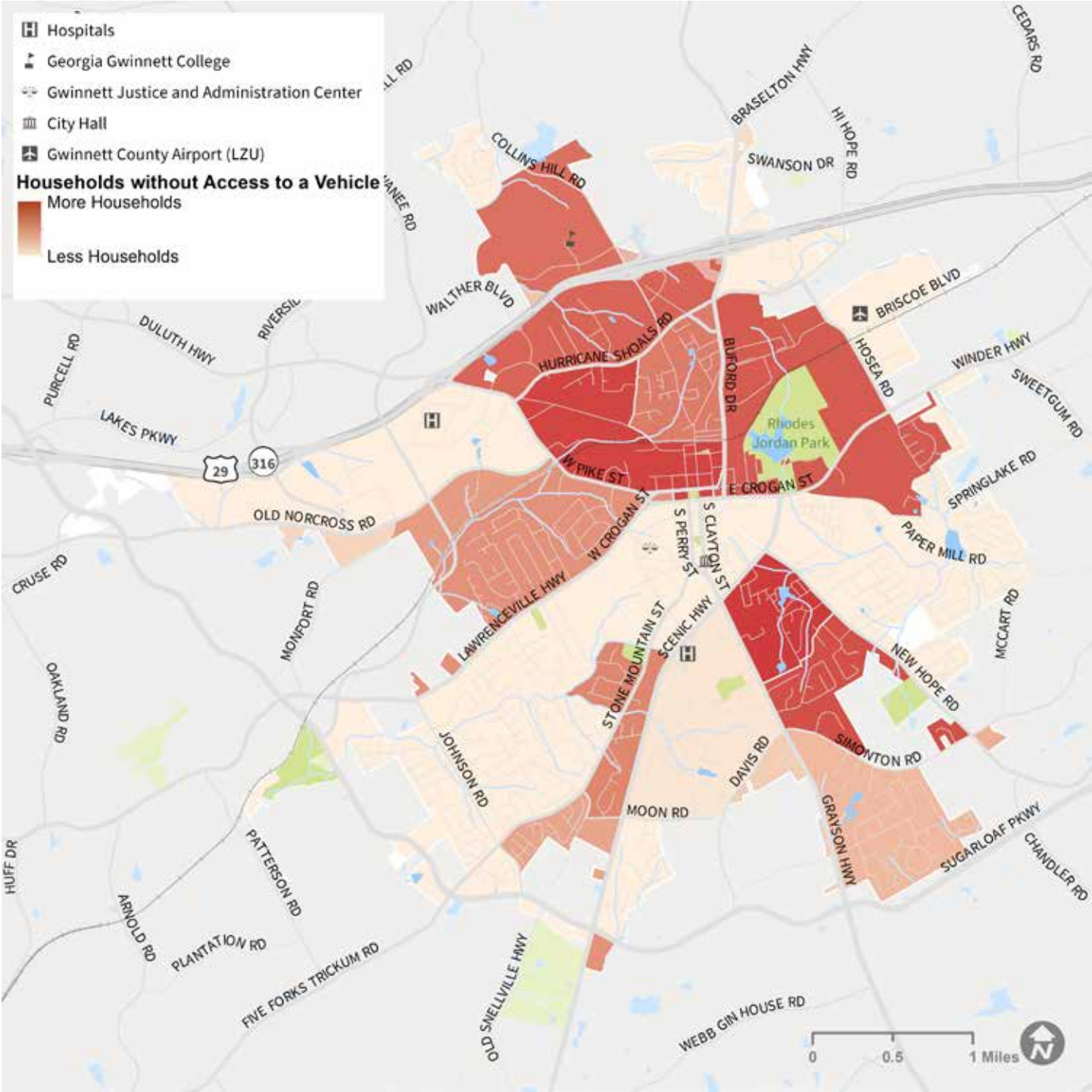


Figure 4.11. Zero Car Households

## FUTURE TRENDS

As Lawrenceville continues its transformative journey, it is increasingly imperative to anticipate and understand the future trends in population and demographics. This proactive approach to forecasting population growth, shifts in age distribution, and alterations in racial and ethnic composition plays a vital role in aligning long-term planning objectives with the evolving needs of our community. These projections serve as a guiding compass for making well-informed decisions regarding land utilization, infrastructure investments, provision of public services, and the overall progression of our city.

Lawrenceville's agility in navigating these shifting demographics, embracing its diverse population, and fostering economic advancement positions the city toward a promising future. Functioning as a hub for cultural exchange, economic prospects, and active community involvement, Lawrenceville is well-poised to persist in its evolution as the preferred destination for both residents and businesses.

Furthermore, as we delve into the analysis of future trends, it's essential to recognize the importance of these insights. These demographic projections not only provide a roadmap for city leaders, policymakers, and stakeholders but also serve as a foundation for sustainable growth, community well-being, and the cultivation of a vibrant future for Lawrenceville. Embracing these changes and building upon our strengths will be key to our continued success as a thriving and inclusive community.

- 1. Moderate Population Growth:** While Lawrenceville has experienced significant population growth in the past, the future is likely to see a more moderate increase. According to Atlanta Regional Commission forecasts, the annual growth rate is expected to slow from 1.2% to around 1.0% by 2045. This slower growth rate reflects a maturing city, but it still signifies an increase of approximately 10,000 residents by 2045, bringing the total population to over 40,000.
- 2. Increasing Diversity:** Lawrenceville's rich racial and ethnic diversity is expected to continue growing. The Hispanic or Latino population is predicted to become the largest ethnic group in Gwinnett County by 2050, and Lawrenceville's current 28% Hispanic or Latino population may increase even further. This ongoing diversification underscores the need for inclusive policies and initiatives to foster unity among different racial and ethnic groups.
- 3. Shifting Age Demographics:** The city's age distribution will likely continue evolving. Millennials and Generation Z currently make up a significant portion of Lawrenceville's population, driven by the appeal of the city's amenities and housing opportunities. As these generations age, the city may see a shift in housing preferences and family structures, influencing housing development and community services.
- 4. Education and Workforce Development:** As the population continues to diversify, it is crucial to focus on education and workforce development. While Lawrenceville boasts a significant percentage of residents with some college education, efforts to increase access to quality education and job opportunities should remain a priority to enhance residents' economic well-being.

- 5. Housing and Transportation:** Household characteristics and housing trends will continue to evolve, with a mix of single-family homes, multifamily units, and shared housing arrangements. The city’s median household size and its multicultural atmosphere underline the importance of balanced and diverse housing options. The presence of zero-car households, especially in transit-dependent areas, necessitates improved public transportation infrastructure and accessibility.
- 6. Socioeconomic Equality:** Addressing disparities in household income is essential for building a thriving and inclusive community. Efforts to improve job opportunities, promote economic development, and provide support for disadvantaged households should remain central to Lawrenceville’s long-term planning.
- 7. Urban Planning and Infrastructure:** Understanding these demographic and population trends will be instrumental in guiding urban planning and infrastructure development. Lawrenceville’s leaders and policymakers should use this data to make informed decisions about the allocation of resources, community services, and infrastructure improvements to ensure the city’s sustainable growth and well-being.

Lawrenceville’s future demographic and population trends indicate a continued evolution towards a diverse, vibrant, and inclusive community. By recognizing these trends and proactively addressing the associated challenges and opportunities, Lawrenceville can position itself for a prosperous and harmonious future for all residents.







# LAND USE

5

# 5 | LAND USE

## LAND USE OVERVIEW

The land use element is influenced by various critical planning factors, including transportation and the economy. The outcomes, projections, and conclusions drawn from each of these factors will have a significant impact on future land requirements for various purposes. Furthermore, land use and development significantly shape the types of transportation infrastructure needed and their operational effectiveness.

## ZONING SNAPSHOT

The City of Lawrenceville Zoning Ordinance was officially adopted in 2020, serving as the regulatory framework for the city's-built environment. This ordinance delineates building and site design standards, as well as use regulations that determine where specific activities are permitted within the city. It plays a pivotal role as the implementation tool for the comprehensive plan, guiding residents, builders, developers, and city staff in realizing the vision established during the comprehensive planning process.





## EXISTING LAND USE

Existing land use provides an overview of the current land uses on the ground. It's important to note that existing land use may not always perfectly align with the designated zoning districts. Lawrenceville's existing land use encompasses a range of categories as depicted in the Existing Land Use Map (**Figure 5.1**) and summarized in **Table 5.1**.

Land Use Categories:

- Agriculture/Forestry/Open Space
- Transportation/Communication/Utilities
- Public/Institutional
- Commercial
- Mixed Use
- Park/Recreation/Conservation
- Industrial
- Three levels of Residential Density

Residential land use accounts for approximately 53 percent of Lawrenceville's land area, with varying densities, including low-density (2 to 4 dwelling units per acre), medium density (4 to 8 dwelling units per acre), and high-density (8 to 14 dwelling units per acre). Medium-density residential is the dominant category (24%), followed by low-density residential (21%), and high-density residential (7%). Manufactured home park land use makes up one percent of the city's land.

Agricultural land uses constitute 16 percent of the total land area, primarily concentrated in the southern portion of the city. Industrial uses encompass 15 percent of the land area, predominantly located in the northern part of the city near the airport. Business/commercial uses (7%) and office/public/institutional (2%) account for the remaining land uses, mainly situated near the interchanges at SR-316 and I-85, as well as along major roadways within Lawrenceville.

Table 5.1. Land Use Coverage in the City of Lawrenceville

Land Use Type	Acreage	Percentage of City
Agriculture	2.9	0.1%
Airport	157.2	1.8%
Cemeteries	25.9	0.3%
Church	140.2	1.6%
Commercial	1427.1	16.4%
Low-impact Development (CST)	53.4	0.6%
Forest	963.3	11.1%
Industrial/Commercial	1063.8	12.2%
Industrial	17.1	0.2%
Parks	96.6	1.1%
High-Density Residential	402.6	4.6%
Low-Density Residential	185.6	2.1%
Medium-Density Residential	2714.6	31.2%
Multi-family Residential	453.9	5.2%
Reservoirs	31.1	0.4%
Transportation and Communication Facilities	11.2	0.2%
Transitional	356.7	4.1%
Other Urban Land	132.9	1.5%
Wetlands	9.2	0.2%

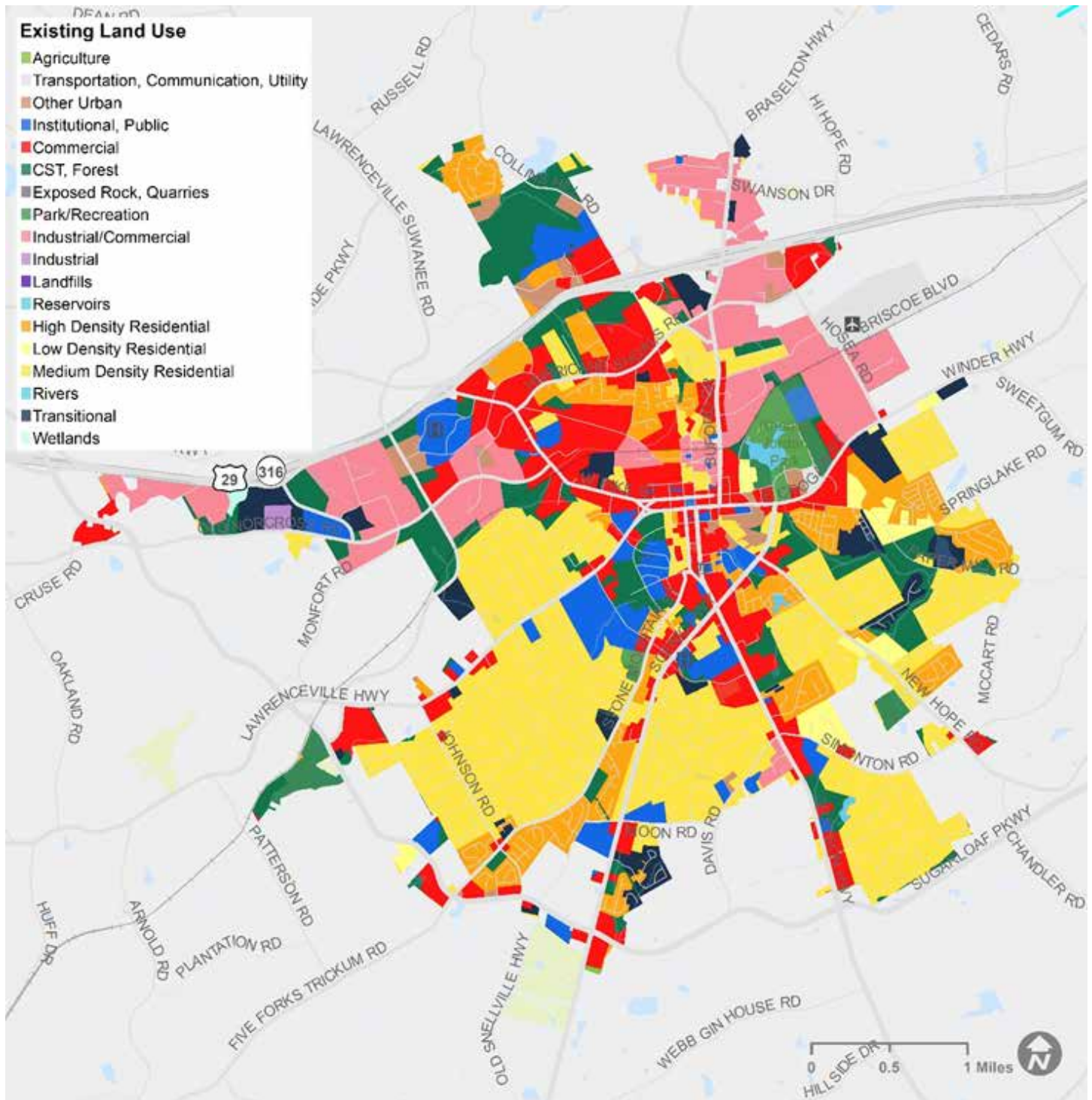


Figure 5.1. Existing Land Use Map

# ANNEXATIONS

Annexations play a crucial role in the expansion of city boundaries, allowing for the incorporation of new areas into the municipality. This process often arises when property owners seek to join a city to access the comprehensive range of services provided by the local government, as opposed to relying on services offered in the surrounding unincorporated county. Lawrenceville has experienced six annexations between 2019 and 2023, signifying the deliberate expansion of its jurisdiction.

To visually depict these annexations, the map shown on **Figure 5.2** highlights the newly incorporated areas on the outskirts of the city, delineated by a black color. This visual representation helps to illustrate the physical extent of Lawrenceville’s growth and expansion beyond its previous boundaries. By embracing annexations strategically, legislative action may be needed to outline a plan to annex properties where services are already offered.

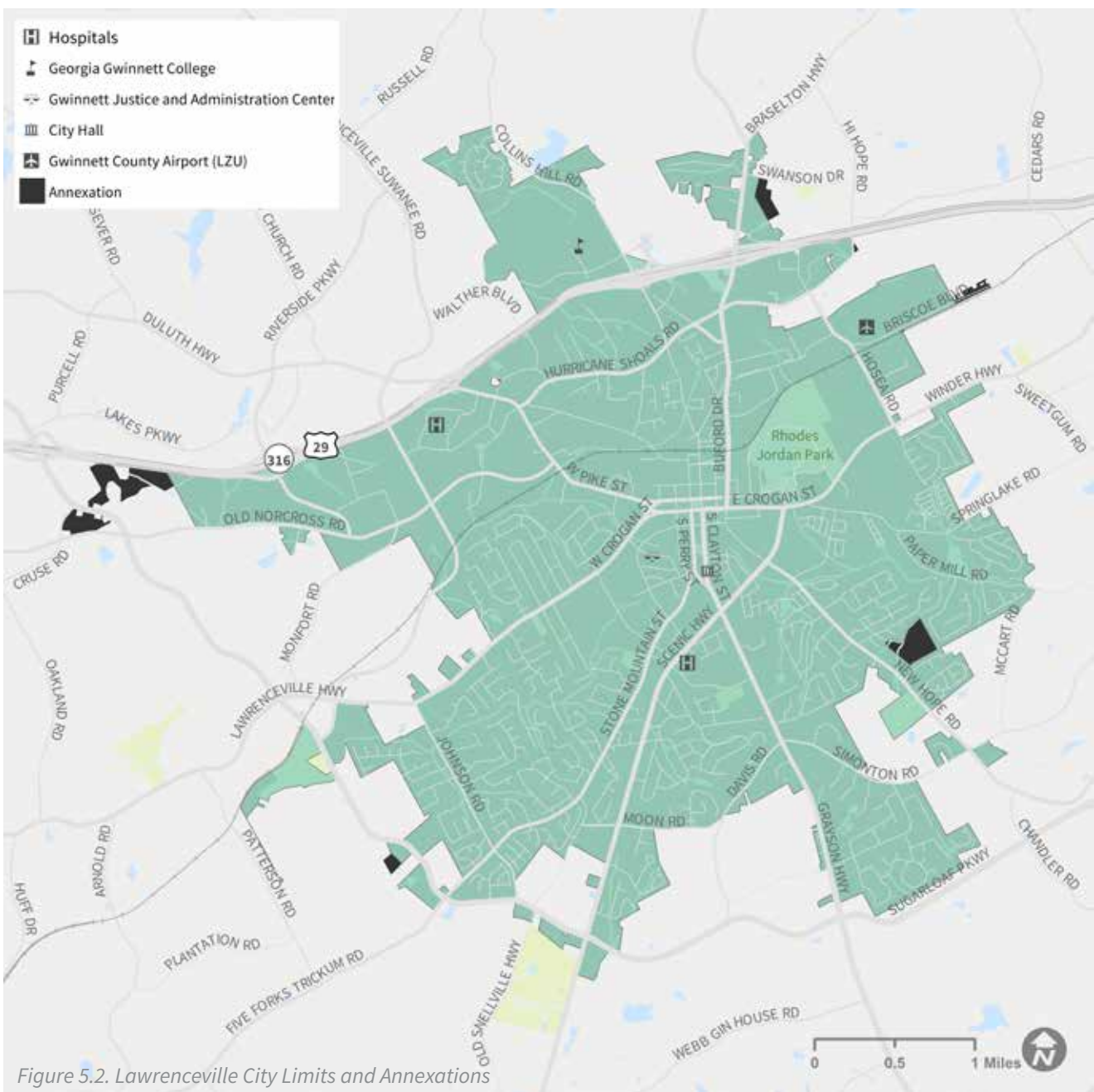


Figure 5.2. Lawrenceville City Limits and Annexations

## NEW DEVELOPMENT

The City of Lawrenceville has been experiencing consistent growth since 2019. The rising population has sparked a corresponding increase in medium density residential and commercial development within the city. To provide a comprehensive overview of this growth and development, the following summary in Table 5.2 presents the permits issued by the city between 2019 and 2023. This summary serves to illustrate the growing appeal of Lawrenceville as a desirable location for individuals seeking opportunities.

Table 5.2. Permits by Building Type 2019-2023

Issued Permit Type	Number of Permits Issued
Residential Building Permits	858
Commercial Building Permits	681
Land Disturbance Activity Permits	69



## CHARACTER AREAS

Pursuant to the rules of the Georgia Department of Community Affairs, the following Future Development Map and defining narrative provide the physical planning component of the comprehensive plan. Lawrenceville opted to categorize future development with Character Areas.

The DCA defines a character area as a specific district or section of the community that:

- Has unique or special characteristics to be preserved or enhanced (such as a downtown, a historic district, [an] arts district, a neighborhood, or a transportation corridor)
- Has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern)
- Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.)

Character areas typically allow greater flexibility than traditional land use maps by providing a range of compatible zoning categories and Appropriate Land Uses in parcel groups. The new Character Areas in the City of Lawrenceville include Traditional Residential, Mixed Residential, Downtown, Community Mixed Use, Education Corridor, Medical Services Cluster, Office, Distribution, and Technology, Gateway Corridor, Industrial, and Industrial, Transportation/Distribution Hub. These Character Areas are identified in **Figure 5.3** and described in the following sections.

Each character area listed below is accompanied by an overview, key features, and specific implementation measures. Furthermore, the table outlines suitable land uses and compatible zone districts for clarity. Lastly, visual images are provided to illustrate the desired type and quality of development that the City of Lawrenceville aims to achieve. When reviewing the character areas, it's essential to consider the following key information:

- **Character Area:** Each part of the city has a designated character area, signifying its unique identity and developmental objectives.
- **Land Use:** Within each character area, brief land use descriptions outline the permissible or encouraged land uses. This description serves as a guideline for the range of activities and development that should take place within that specific area.
- **Zoning:** Zoning regulations delineate the precise zone districts currently in place within each character area. These regulations dictate land utilization, permissible building types, and other land development parameters. In cases where zoning districts don't currently align with the character area's goals, the creation of new zoning districts may be necessary to ensure effective implementation.

## CONTEXT SENSITIVITY

In addition to the above, Lawrenceville’s Comprehensive Plan places a strong emphasis on context sensitivity. This means that zoning and land use decisions must be mindful of the unique characteristics of each character area. Zoning map amendments and any modifications to zoning regulations should align with the appropriate land use descriptions and character area goals. It is imperative that any changes made are consistent with the vision for that specific area, preserving its distinct identity and meeting the needs of the community

it serves. In cases where zoning districts do not currently align with the character area’s goals, the creation of new zoning districts may be necessary to ensure effective implementation while maintaining the character and context of the area. This comprehensive approach ensures that development in Lawrenceville is not only in line with zoning regulations but is also sensitive to the specific character and vision of each area within the city.

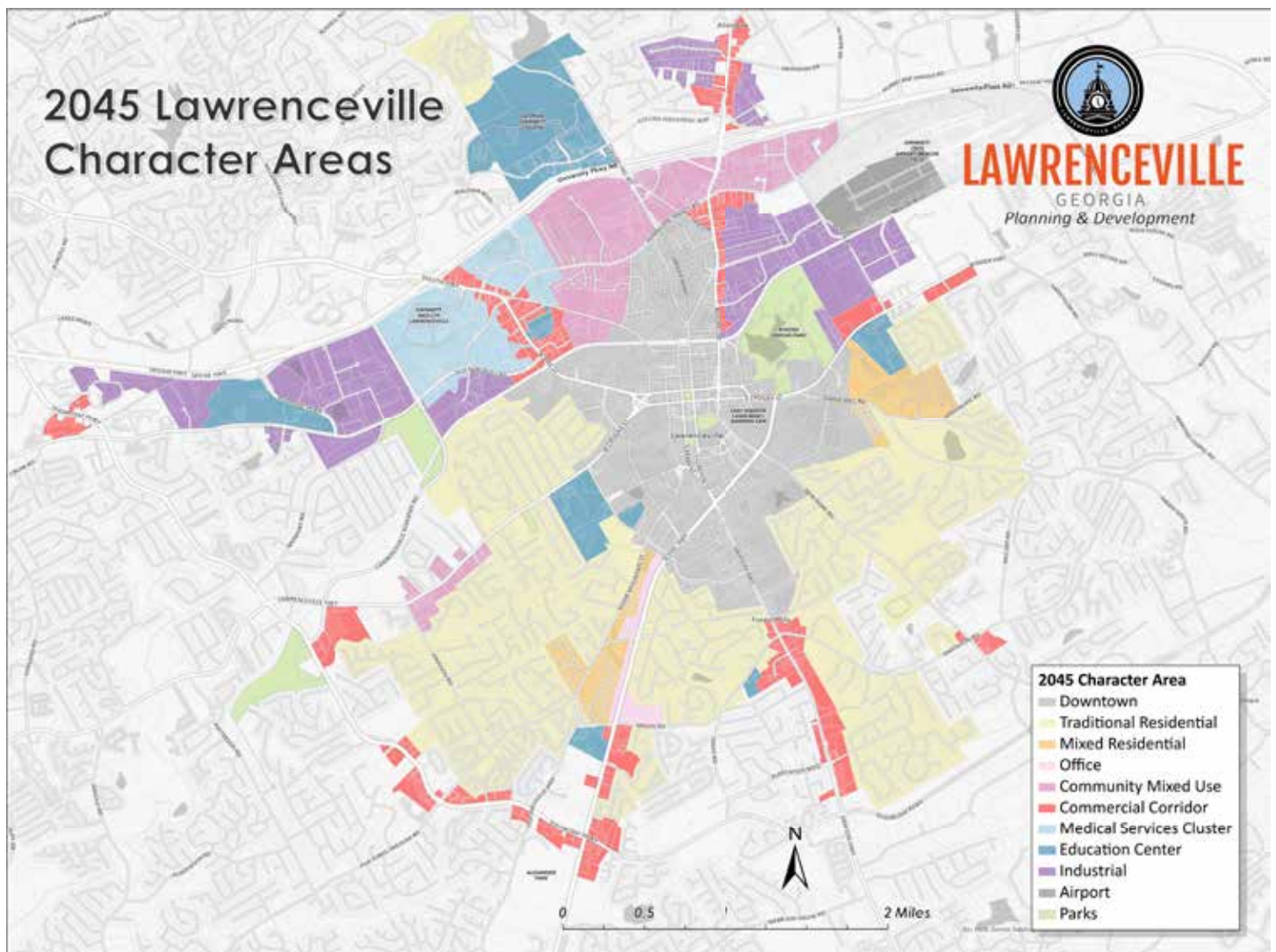


Figure 5.3. City of Lawrenceville Character Area Map

## AIRPORT

The Airport Character Area primarily encompasses the Gwinnett County Airport at Briscoe Field. This municipal airport plays a significant role in the region's transportation infrastructure and economic development. Located approximately two miles northeast of downtown, it serves as a vital aviation hub within the northeastern metro Atlanta area. The area is characterized by its aviation-related activities, including air travel, aircraft maintenance, and supporting services.

### KEY FEATURES

This area is dedicated to aviation, with the airport as the central focus. It boasts a 6,000-foot runway and sits at an elevation of 1,061 feet above sea level. The airport is equipped to handle various types of aircraft and contributes significantly to the local and regional economy. Additionally, it is easily accessible due to its proximity to major roadways.

### IMPLEMENTATION MEASURES

Gwinnett County owns most of this area, and the city does not have jurisdiction over County property. The City's focus is on private property surrounding the airport. Maintaining an active role as a stakeholder with Gwinnett County is essential

to ensure alignment between the city's goals and the county's plans. Please note that Gwinnett County is currently updating the Airport Master Plan. The city's implementation measures include the following:

- 1.** Continue to establish and enforce zoning rules that support aviation-related activities while maintaining safety and environmental standards. This includes specifying the types of buildings that can be constructed, their heights, and how we address noise concerns.
- 2.** Invest in infrastructure improvements like roads and utilities to support the growth of the airport and the surrounding areas.
- 3.** Collaborate with local businesses and organizations to attract more aviation-related businesses and promote economic growth near the airport.
- 4.** Periodically assess the environmental impact of airport operations and take steps to minimize any negative effects, such as noise or emissions.

By implementing these measures, we can ensure that the airport continues to be an asset to the community and the region.



Figure 5.4. Aerial View of Gwinnett County Airport (LZU)

## COMMERCIAL CORRIDOR

The commercial corridor character area corresponds to a major road corridor into the city. It is intended to accommodate large-scale commercial uses that serve the traveling public via automobiles. These uses include, but are not limited to, 'big box' retail stores, car dealerships, car washes, and large corporate offices. All such uses require careful site planning to ensure interconnectivity and compliance with applicable parking, lighting, landscaping, and signage standards. Commercial corridors are typically less pedestrian-oriented than neighborhood and community centers.

### KEY FEATURES

Commercial corridors are typically situated along major roadways or highways, ensuring convenient access for both local and through-traffic. These areas are purpose-built to house large-scale commercial developments, offering a diverse range of businesses and serving as bustling centers of economic activity. They prioritize automobile traffic and tend to have limited pedestrian-friendly features.

### IMPLEMENTATION MEASURES

1. Develop guidelines and standards for the implementation of overlays or corridor design standards
2. Review and update zoning regulations to allow for mixed-use development and to encourage a variety of businesses and activities
3. Leverage public-private partnerships for financing larger infrastructure projects and developments



Figure 5.5. SR20/Grayson Highway Commercial Corridor



Source: deChase Miksis

Figure 5.8. 1203 Williamette, Eugene, OR - Commercial Redevelopment



Source: WRT Planning + Design

Figure 5.6. 9th District, PA - Commercial Corridor Plan



Source: Curbed Detroit, City of Detroit

Figure 5.7. Livernoise/McNichols, City of Detroit - Corridor Revitalization Plan



## COMMUNITY MIXED USE

The Community Mixed Use character area capitalizes on Lawrenceville’s economic strengths and diverse population by fostering vibrant and walkable neighborhoods. This integration of residential, commercial, and recreational spaces caters to the needs and preferences of a dynamic and growing community.

### KEY FEATURES

The Community Mixed-Use character area seamlessly integrates a diverse array of residential options with a dynamic blend of commercial spaces, promoting walkability and enhancing the overall accessibility and convenience of the neighborhood. Pedestrian-centric streets, green parks, and inviting public spaces foster social interaction and serve as venues for cultural events. Rooted in sustainable principles and carefully curated urban design, this character area promotes a walkable and interconnected neighborhood, enriching the lives of its residents and visitors by encouraging people to live, work, and play in the same area.

## PARKS

Designed to promote the development, preservation, and enhancement of parks and green spaces throughout the city. Parks play a vital role in enhancing the quality of life for residents, fostering community engagement, and providing recreational opportunities. This character area aims to ensure that Lawrenceville’s parks are well-maintained, accessible, and diversified to meet the needs and preferences of its growing and diverse population.

### KEY FEATURES

Encompass various park types to cater to a wide range of recreational needs. This includes preserving and expanding green spaces for passive recreation, creating and upgrading playgrounds for children of all ages and abilities, enhancing sports facilities, establishing a network of trails and pathways for walking and biking, and incorporating water features to add aesthetic value and recreational opportunities.

## IMPLEMENTATION MEASURES

1. Mixed-use zoning to encourage diverse land uses
2. Pedestrian-friendly streetscapes for enhanced mobility and safety
3. Public gathering spaces that promote community engagement



Figure 5.11. Mixed Use Example - Single-Family over Commercial



Figure 5.9. Community Mixed Use Example

## IMPLEMENTATION MEASURES

Requires a multifaceted approach, including conducting comprehensive assessments of existing parks, developing a long-term capital improvement plan, forging partnerships with local entities to secure funding, revising park ordinances, and appointing a dedicated Parks Department or Manager to oversee operations and planning.



Figure 5.10. Lawrenceville Lawn

## DOWNTOWN

Lawrenceville’s Downtown character area serves as the historical and cultural heart of the city, preserving its unique charm while nurturing economic vitality. With a robust economy and a focus on community life, Downtown is a hub of cultural activities and commerce.

### KEY FEATURES

Emphasis urbanist principles such as mixed-use zoning to encourage a diverse range of activities, pedestrian-friendly streetscapes for accessibility and leisure, a diverse array of cultural events and festivals to create a sense of place and community. Where appropriate, emphasize historic preservation to maintain architectural heritage.

### IMPLEMENTATION MEASURES

1. Zoning codes that support mixed-use development, enabling the coexistence of residences, businesses, and recreational spaces
2. Investment in pedestrian infrastructure and streetscape improvements will prioritize walkability and accessibility
3. Incentives and marketing strategies will focus on supporting local businesses and fostering a sense of community.



Figure 5.12. Downtown Lawrenceville Street Activation



Figure 5.13. Downtown Lawrenceville Example

## EDUCATION CENTER

The Education Corridor character area leverages Lawrenceville’s educational assets to create a vibrant, knowledge-driven district. With a strong educational and medical infrastructure, this area integrates housing, retail, office spaces, and green areas to support academic and community growth.

### KEY FEATURES

Proximity to educational institutions like Georgia Gwinnett College, mixed land uses to encourage synergy between learning and living, green and recreational spaces to enhance the quality of life.

### IMPLEMENTATION MEASURES

Collaborative partnerships with educational institutions will guide development. Zoning will be tailored to encourage mixed-use development, creating a thriving educational ecosystem.



Figure 5.14. Georgia Gwinnett College

## INDUSTRIAL

Lawrenceville's Industrial character area focuses on logistics and transportation facilities, capitalizing on its strategic location as a logistical hub. This area plays a vital role in supporting the city's economy and connectivity.

### KEY FEATURES

Characterized by its essential features that support the efficient movement of goods and materials. It encompasses logistics and distribution facilities, well-developed transportation infrastructure, including road networks, highways, railroads, and access to major transportation routes, as well as warehousing facilities for the storage and distribution of products. Additionally, intermodal transportation hubs, truck terminals, and support services such as truck maintenance, repair facilities, and logistics consulting services play a vital role in facilitating the seamless flow of cargo. Safety and security measures are implemented to ensure the safe operation of transportation and distribution activities, further solidifying the area's importance in Lawrenceville's economy and connectivity.

### IMPLEMENTATION MEASURES

Zoning regulations prioritize industrial and transportation-related uses, fostering a conducive environment for logistics and distribution activities. Infrastructure investments are made to enhance and maintain transportation infrastructure, including roads, bridges, rail lines, and intermodal facilities. Collaboration with transportation authority's helps optimize traffic flow and transportation networks, ensuring efficient cargo movement. Support is extended to logistics and supply chain companies through incentives, workforce training programs, and infrastructure enhancements. Safety protocols, emergency response plans, and environmental regulations are enforced to guarantee the safety of workers and minimize the impact on the environment. Moreover, the character area encourages sustainability practices and explores technology integration to further improve transportation and distribution efficiency, contributing to Lawrenceville's continued economic strength and connectivity.



Figure 5.15. Example of Intermodal Transportation Hub



Figure 5.16. Example of Logistics Center in Gwinnett County



Figure 5.17. Example of Industrial Space in Lawrenceville

## MEDICAL SERVICES CLUSTER

The Medical Services Cluster character area strengthens Lawrenceville’s healthcare infrastructure. With a solid medical foundation, this area promotes the accessibility of healthcare services.

### KEY FEATURES

Zoning focused on healthcare facilities, integration of medical offices, emphasis on easy access to healthcare services.

### IMPLEMENTATION MEASURES

Zoning regulations will support medical services and facilities. Collaborative efforts with healthcare providers will enhance the delivery of healthcare services.



Figure 5.18. Northside Hospital Gwinnett

## MIXED RESIDENTIAL

Mixed Residential character areas provide a range of housing options, accommodating various lifestyles and income levels. This inclusivity aligns with Lawrenceville’s commitment to diversity and community development.

### KEY FEATURES

Diverse housing options, mixed-density zoning to cater to varied housing needs, incorporation of community amenities to enhance the quality of life.

### IMPLEMENTATION MEASURES

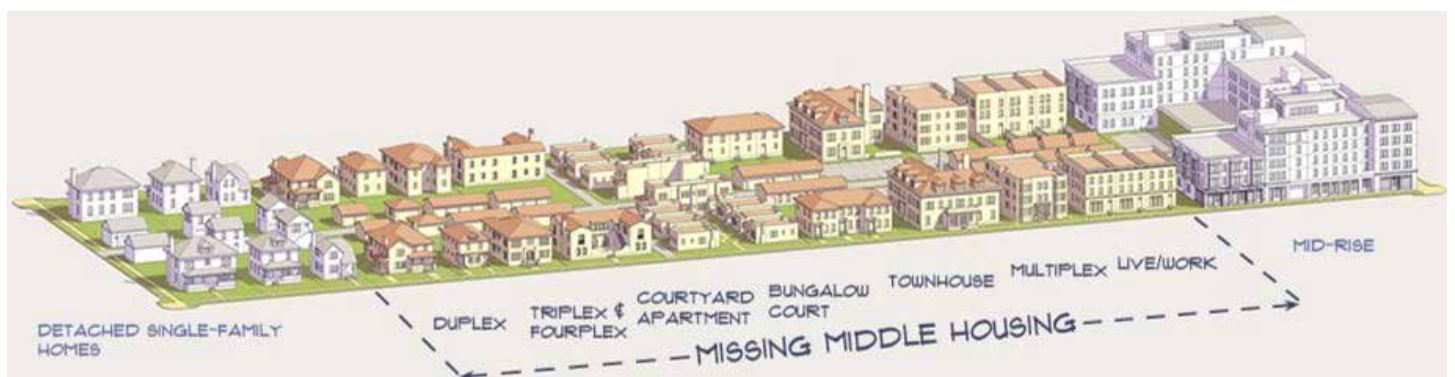
Zoning will allow for mixed residential development, encouraging diverse housing choices. Initiatives for different housing types will ensure inclusivity and access to housing for all residents.



Figure 5.19. Example of Missing Middle Housing - Duplex



Figure 5.20. Example of Missing Middle Housing - Triplex



## OFFICE

The Office character area is a pivotal economic hub within Lawrenceville, GA, catering to diverse business needs. It encompasses a range of functions, including office spaces, distribution centers, and technology facilities, contributing to the city's economic growth and technological innovation.

### KEY FEATURES

This area offers business diversity, advanced connectivity, sustainability practices, and fosters innovation.

### IMPLEMENTATION MEASURES

Adaptable zoning regulations, enhancing technology infrastructure, enforcing sustainability standards, and promoting collaboration to drive growth and technological leadership in this character area. Investments in connectivity will ensure seamless operations for technology-oriented companies.



Source: DLA+ Architecture & Interior Design  
Figure 5.21. Office Example

## TRADITIONAL RESIDENTIAL

Traditional Residential character areas preserve the charm of Lawrenceville's housing aesthetics and neighborhood design. This area offers a sense of community and suburban characteristics.

### KEY FEATURES

Single-family homes, adherence to landscaping standards for a well-maintained environment, neighborhood parks for recreational opportunities.

### IMPLEMENTATION MEASURES

Zoning regulations will prioritize suburban residential use, ensuring that the area maintains its character.



Figure 5.22. Suburban Single Family Homes in Lawrenceville



Figure 5.25. Large Lot Single Family Home in Lawrenceville



Figure 5.23. Example - Small Lot Single-Family Detached



Figure 5.24. Example - Large Lot Single-Family Detached





# TRANSPORTATION

6

# 6 TRANSPORTATION

## BACKGROUND

### HISTORICAL PERSPECTIVE: A CITY SHAPED BY TRANSPORTATION

Throughout history, transportation has played a pivotal role in defining Lawrenceville's urban landscape. From its origins as a vital stagecoach stop on the road to Atlanta to the development of railroad networks that connected our city to the rest of Georgia, transportation has been a catalyst for growth and prosperity. These early modes of transportation influenced land use patterns, giving rise to the distinctive urban fabric that characterizes Lawrenceville's downtown core.

The nexus between transportation and land use continued to evolve with the advent of the automobile. The construction of major roads and highways facilitated suburban expansion, reshaping our city's boundaries and demographics. This auto-centric development pattern led to sprawling suburban neighborhoods, increased traffic congestion, and a reliance on personal vehicles for daily commuting.

### CURRENT PATTERNS AND BEHAVIORS

Understanding transportation patterns and behaviors is of paramount importance for the City of Lawrenceville. This knowledge serves as a compass guiding urban planning decisions, helping allocate resources, develop infrastructure, and design public spaces that cater to the needs and preferences of residents and the workforce. By comprehending how people commute, the city can efficiently manage traffic, reduce congestion, and enhance overall quality of life by alleviating stress and minimizing air pollution. Additionally, it informs infrastructure planning, helping prioritize projects that expand roads, improve public transit, and promote pedestrian and cyclist-friendly initiatives where they are most needed. This, in turn, stimulates economic growth by facilitating job creation and attracting businesses. Lawrenceville can also optimize public transit systems, making them more accessible and attractive to residents.





Safety measures can be implemented to reduce accident risks in high-traffic areas, and a focus on efficient transportation options can enhance the overall quality of life for community members. Furthermore, by promoting resource-efficient practices and community engagement in transportation planning, the city can create a sustainable, vibrant, and attractive place to live and work.

In our quest for a brighter Lawrenceville, it is paramount that we draw upon the wealth of insights offered by U.S. Census data. This treasure trove of information paints a vivid picture of our workforce, commuting patterns, and the availability of transportation options within our city. With this data as our compass, we can navigate the intricacies of our community's transportation needs and aspirations, steering us toward a more resilient, connected, and thriving Lawrenceville.

The existing conditions analysis of transportation offers a comprehensive overview of Lawrenceville's diverse transportation network, encompassing vehicular infrastructure, road classification, traffic data, and safety statistics, as well as its multimodal components such as transit services, bicycle infrastructure, and pedestrian facilities. A thorough examination of both the city's vehicular and non-vehicular networks has been conducted, all of which have been integrated into the recommendations of this comprehensive plan.

## TRANSPORTATION PATTERNS & BEHAVIOR

### TRAVEL PATTERNS

Given Lawrenceville's strategic location within one of metro Atlanta's core counties and its proximity to several major regional employment centers, the city demonstrates diverse transportation patterns and behaviors among its residents.

**Figure 6.1** depicts daily commuting flows, emphasizing the dynamic nature of transportation in Lawrenceville. It shows that approximately 35,000 workers commute into the city, while about 13,000 residents leave the city for work. Additionally, around 1,300 individuals both reside and work within the city limits.



Source: *On the Map: Longitudinal Employer-Household Dynamics (LEHD)*, 2019

Figure 6.1. Inflow/Outflow Job Counts

## COMMUTE STATISTICS

### **Means of Transportation to Work**

- **Drove Alone (72.6%):** The significant majority of Lawrenceville's residents driving alone to work indicates a heavy reliance on personal vehicles as the primary commuting mode, which, in turn, shapes the city's infrastructure and results in a significant number of vehicles on its roadways.
- **Carpool (16.3%):** While carpooling is a positive alternative, the percentage remains a fraction of the total, which may be attributed to factors such as convenience, availability, and infrastructure primarily designed for single-occupancy vehicles (SOVs).
- **Public Transportation (1.8%):** The low usage of public transportation highlights the challenges Lawrenceville faces in providing accessible and attractive transit options. The need to enhance the public transit system is recognized to make it a more viable choice for residents.
- **Walked (0.2%):** The minimal percentage of residents who walk to work suggests room for improvement in creating walkable environments and building pedestrian-friendly infrastructure.
- **Worked at Home (8.3%):** The increase in remote work highlights the adaptability of the workforce and the potential for reducing commuting needs. It also underscores the importance of ensuring connectivity and digital access for remote work opportunities.

### **Workforce and Commuting Patterns**

- **Workers 16 years and over:** Lawrenceville is home to approximately 14,300 workers aged 16 years and over, with a nearly equal distribution between males (7,300) and females (7,000).

### **Travel Time and Vehicles Available**

- **Travel Time to Work:** The average travel time to work for Lawrenceville residents stands at 34.5 minutes, similar to that observed across Gwinnett County. Commutes within the city vary widely, ranging from under 10 minutes to over an hour.
- **Vehicles Available:** Most households in Lawrenceville have access to vehicles, with 40.3% having two vehicles and 31.6% having three or more vehicles.

### **Place of Work**

- 98.6% of residents work within Georgia.
- 72.1% work within Gwinnett County.
- 26.5% commute outside of Gwinnett County.
- 1.4% work outside of Georgia.

Lawrenceville workers come from various areas in Metro Atlanta and beyond, with Gwinnett County being home to more than half of them. As **Table 6.1** illustrates, less than 10 percent of Lawrenceville employees live in any other individual county. Among working residents of Lawrenceville, over 45 percent commute to jobs within Gwinnett County. Additionally, approximately 20 percent of Lawrenceville's workforce commutes to Fulton County, while roughly 10 percent travel to DeKalb County, as shown in **Table 6.1** and **Table 6.2**.

As we envision Lawrenceville's transportation future, we recognize the impact of an auto-centric design on our residents' commuting preferences. Through strategic reevaluation and redesign of our transportation infrastructure and by promoting a culture of sustainable transportation choices, we aim to create a city that provides a wide range of commuting options, reduces traffic congestion, improves quality of life, and contributes to a more sustainable future for all.

*Source: American Community Survey, 2021*

Table 6.1. Origin – Lawrenceville Workers

Origin County	Share
Gwinnett County, GA	51.6%
DeKalb County, GA	6.5%
Barrow County, GA	5.3%
Walton County, GA	4.8%
Fulton County, GA	4.8%
Hall County, GA	3.4%
Forsyth County, GA	2.6%
Cobb County, GA	2.2%
Jackson County, GA	1.3%
Newton County, GA	1.2%
All Other Locations	16.3%

Source: On the Map: Longitudinal Employer-Household Dynamics (LEHD), 2019

Table 6.2. Destination – Lawrenceville Working Residents

Destination County	Share
Gwinnett County, GA	44.9%
Fulton County, GA	19.2%
DeKalb County, GA	9.8%
Cobb County, GA	5.3%
Forsyth County, GA	2.8%
Hall County, GA	2.2%
Clayton County, GA	1.4%
Barrow County, GA	1.0%
Clarke County, GA	1.0%
Jackson County, GA	0.9%
All Other Locations	11.5%

Source: On the Map: Longitudinal Employer-Household Dynamics (LEHD), 2019

## FUNCTIONAL CLASSIFICATION

Roadway facilities are categorized into Functional Classifications, which are determined by factors such as the nature of traffic utilizing the facility, physical attributes like lane count, access control, separation between travel directions, and the surrounding environment. Furthermore, Functional Classifications aid in determining eligibility of roads for federal aid. Roadway classifications in Lawrenceville can be seen in **Figure 6.2**.

GDOT defines the hierarchy of the highway functional classification system: urban principal arterials, minor arterial streets, collector streets, and local streets for urbanized areas and small urban areas. Owing to the important location of Lawrenceville in the Atlanta region, all roadway facilities in Lawrenceville are classified to be in urbanized areas. The functional system for urbanized areas is defined as Interstates, Principal Arterial – Other Freeways and Expressways, Principal Arterial – Other, Minor Arterial, Major Collector, Minor Arterial, and Local Street.

- Interstates: Limited access, divided highways on the Interstate Highway System facilitating high levels of mobility for long distance travel. There are no interstates in the City of Lawrenceville; the closest interstate to the city is I-85, located to the west.
- Other Freeways and Expressways: Like Interstates in design but not on the Interstate Highway System. Directional travel lanes on these roadways are usually separated by a physical barrier and are access controlled, apart from a very limited number of at-grade intersections. Within Lawrenceville, SR 316 west of Buford Drive is the only roadway of this classification.
- Other Principal Arterials: Provide high levels of mobility and serve major urban centers, usually radiating out from the center serving major regional travel patterns. Unlike Interstates and Other Freeways, Other Principal Arterials can be directly accessed from abutting businesses and other land uses. Examples of facilities of this classification within the city include Buford Drive, Sugarloaf Parkway, and SR 316 east of Buford Drive.
- Minor Arterials: Similar in function to Other Principal Arterials, although they serve a lower volume of traffic and serve subregional travel patterns at a lower level of mobility than principal arterials. Examples of these facilities within the city include Grayson Highway, West Pike Street, and Old Norcross Road.
- Major Collectors: These roadways facilitate travel to and from the local and minor collector network from and to arterial and interstate roadways. These facilities can be directly accessed from abutting properties and may provide access to significant generators of traffic such as large mixed-use developments. Hurricane Shoals Road and New Hope Road are examples of Major Collectors.
- Minor Collectors: Provide connectivity from the local street network to major collectors, arterials, and freeways. There are no Minor Collectors in the city.
- Local Street: Primarily provides direct access to abutting land and access to the higher classes of roadways. It offers the lowest level of mobility and usually does not contain bus routes. These roadways are often designed to discourage traffic movements by utilizing features such as speed bumps and poor connectivity with the wider roadway network. In the city, these roadways include residential neighborhood streets, lower volume downtown roadways, and low volume roads such as Paper Mill Road.

Table 6.3. Lane Miles of Roadway in Lawrenceville by Functional Class

Functional Classification	Lane Miles
Interstate	0.00
Principal Arterial - Freeways and Expressways	3.96
Other Principal Arterial	52.70
Minor Arterial	64.63
Major Collector	39.60
Minor Collector	0.00
Local Street	650.19
<b>Total</b>	<b>811.08</b>

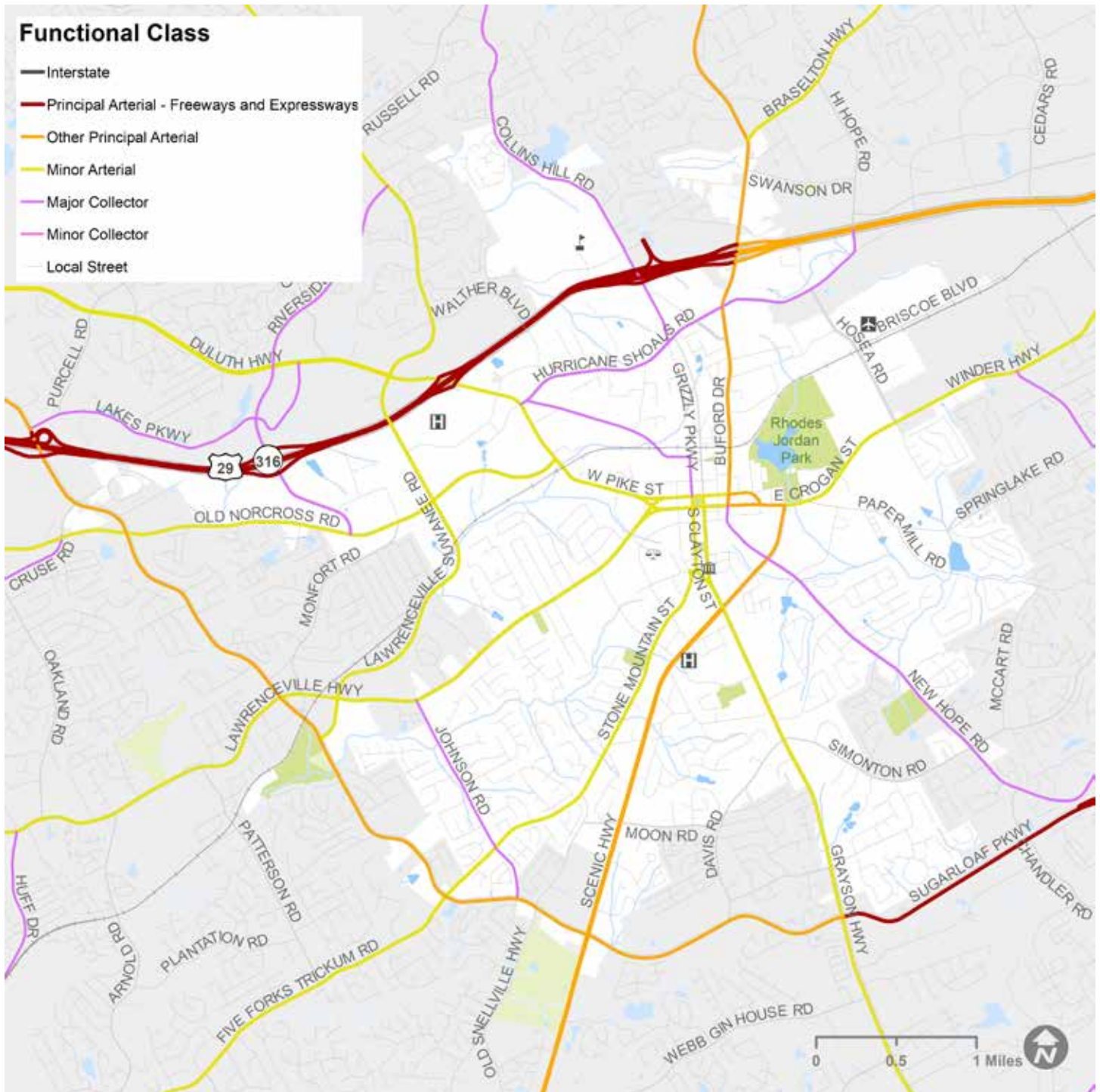


Figure 6.2. Roadway Functional Classification

## ROADWAY NUMBER OF LANES

The number of lanes along a roadway generally correlates to roadway capacity. While there are other factors such as access management, intersection and roadway design, directionality, etc. understanding the network of multilane roadways allows for a better understanding of the mobility and connectivity

within an area. Roadways by number of lanes in the city are shown in **Figure 6.3**. As shown, most of the arterials that provide connectivity throughout the city are four- or five-lane roadways.

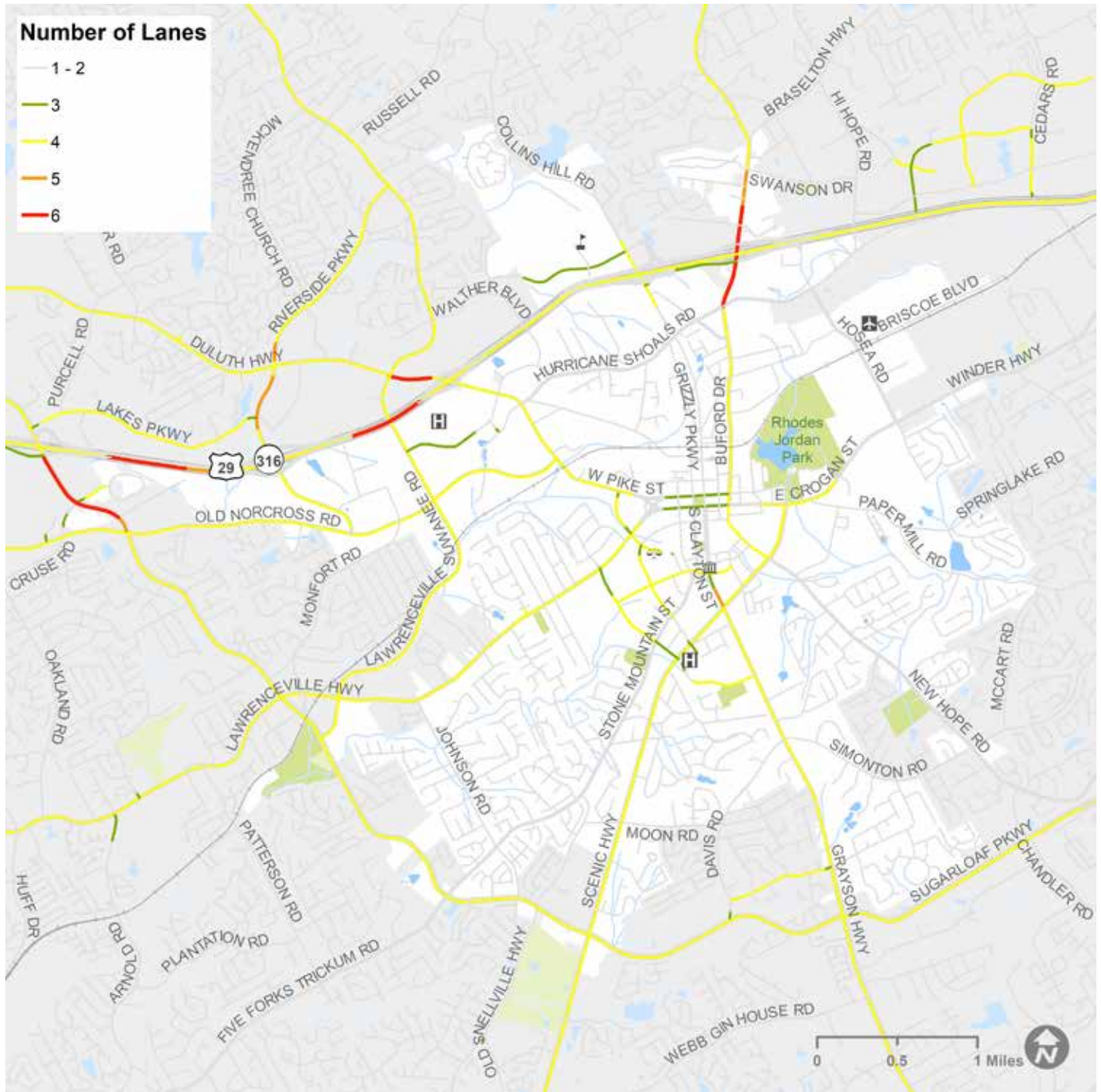


Figure 6.3. Roadway Number of Lanes

## TRAFFIC SIGNALS

Traffic signals are an effective intersection control method to accommodate high volume locations with a large interchange of traffic. Traffic signals also require routine maintenance and can be retimed and/or coordinated to improve operations within an area. There are 48 signals in the city, with 15 operated by Gwinnett County and 33 operated by GDOT. All traffic signals along with the owning agency within the city are

presented in **Figure 6.4**. Traffic signals are primarily located within the downtown area and along state routes entering and exiting the downtown area. To discourage heavy traffic flow through downtown, these signals are timed to slow through traffic along these routes such as West Pike Street and East Crogan Street.

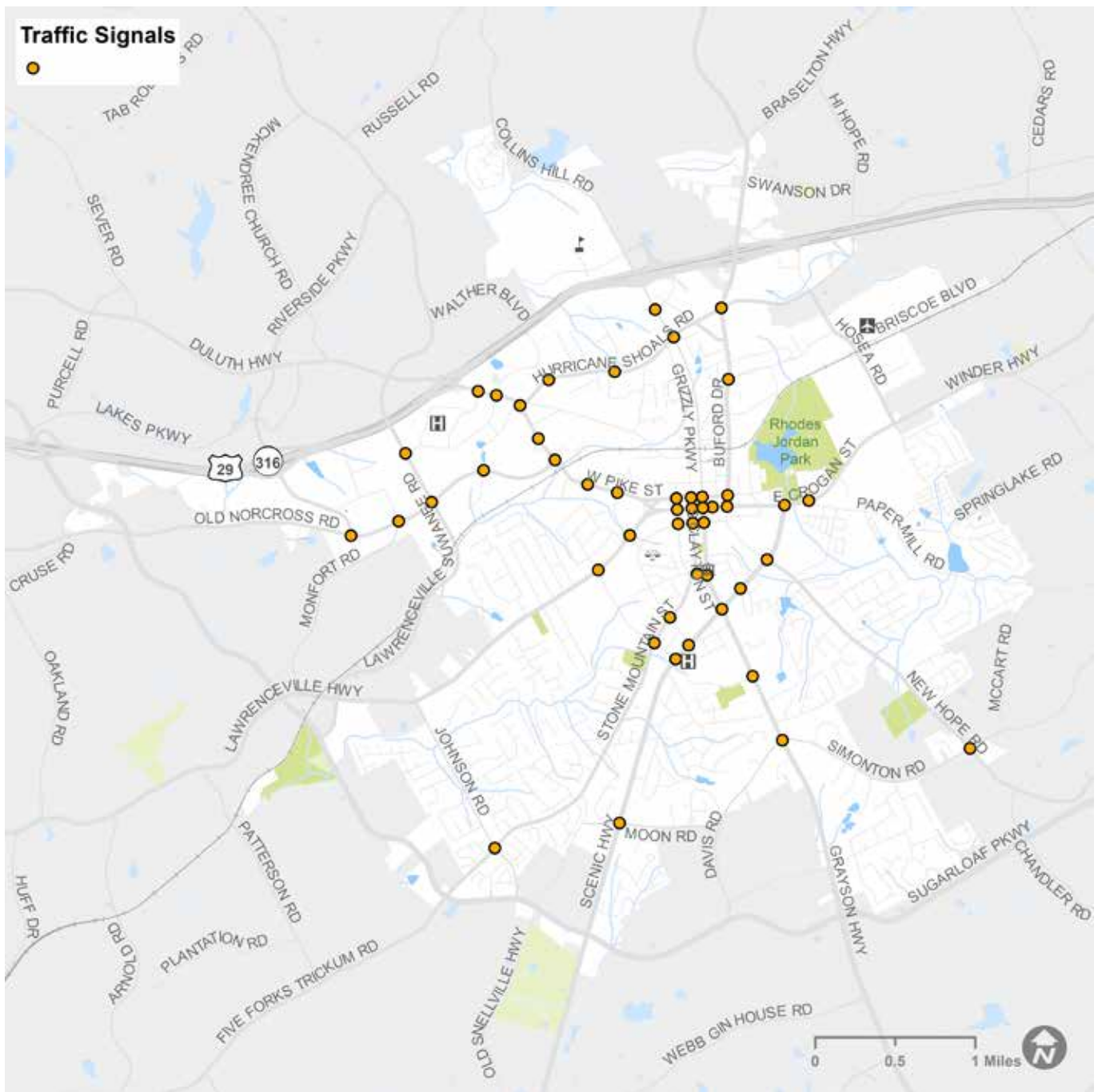


Figure 6.4. Signalized Intersections

## TRAFFIC VOLUMES

Traffic volumes along a roadway section provide context for regional and subregional travel patterns. Roads with higher volumes indicate they are located along an important origin-destination path, and maintaining sufficient operations along these facilities is vital to the health of the transportation

network in an area. Average daily traffic volumes in the city, taken from the ARC Travel Demand Model, are presented in **Figure 6.5** and **Figure 6.6** for 2020 and 2050 model scenarios, respectively.

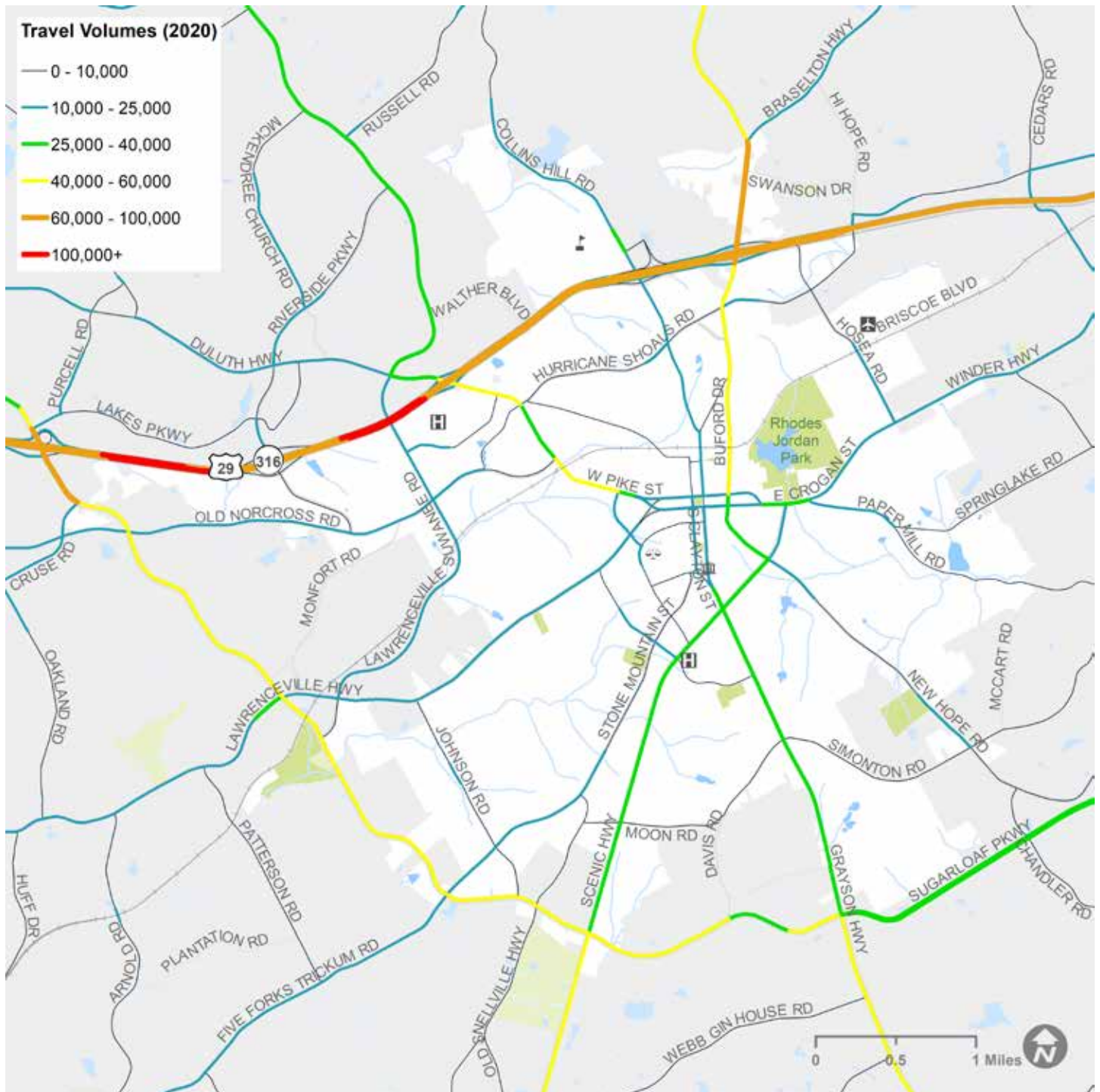


Figure 6.5. 2020 Average Annual Daily Traffic (AADT) in Lawrenceville (Existing)



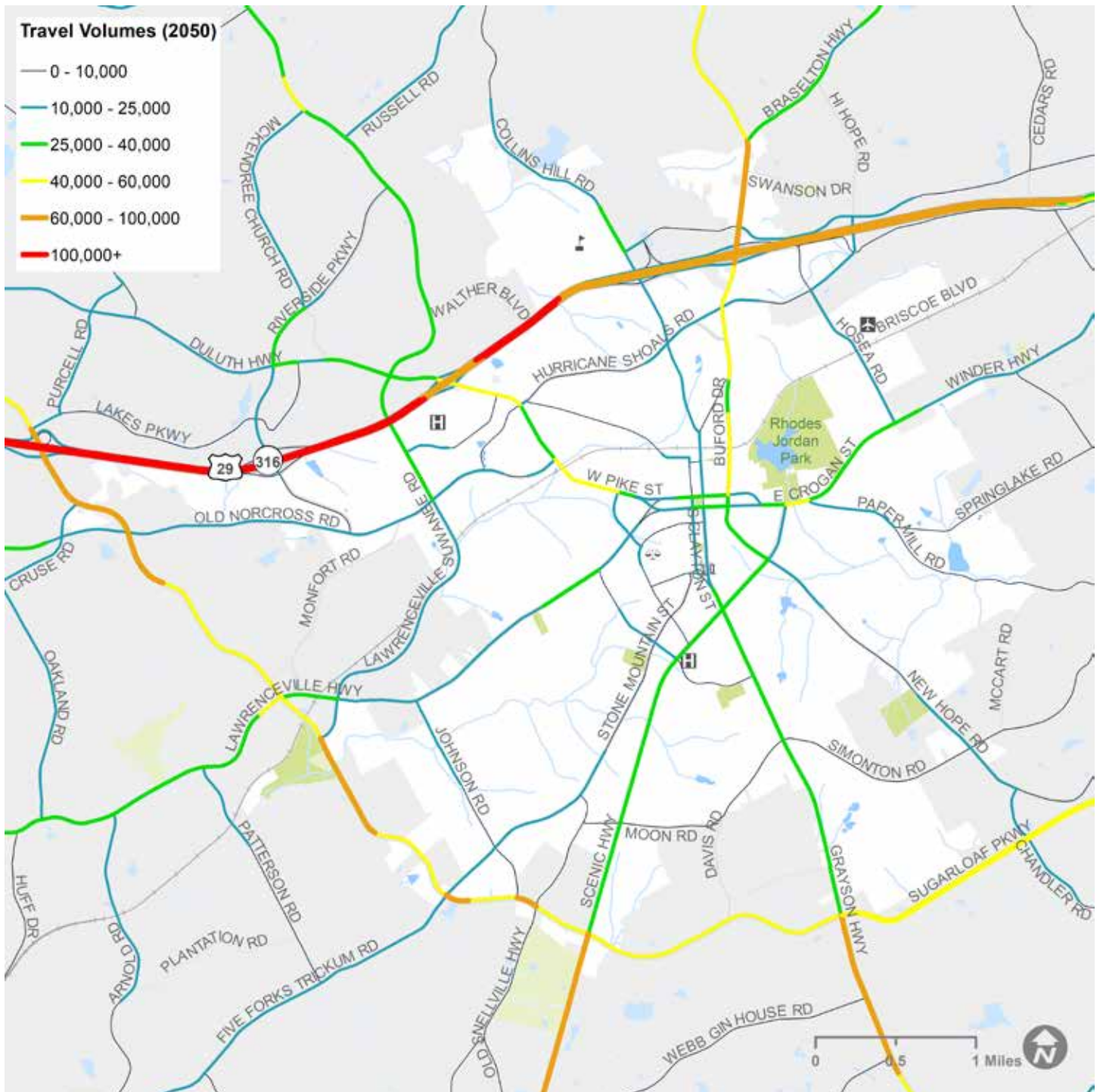


Figure 6.6. 2050 Average Annual Daily Traffic (AADT) in Lawrenceville

Daily 2020 and 2050 traffic volumes from the model at select locations are presented in **Table 6.4** to highlight projected growth at these areas. Areas with a higher projected growth are likely to require improvements to accommodate the additional capacity. Significant traffic volume growth is projected along several roadways within the city, with the highest percentage

increases along SR 8 east of Sugarloaf Parkway, Sugarloaf Parkway east of SR 124, and Sugarloaf Parkway east of SR 8. Within the downtown area, some locations are projected to experience minimal traffic volume growth, although significant growth is projected along Pike Street and Crogan Street.

Table 6.4. 2020 and 2050 Daily Traffic Volumes at Select Locations

Location	Daily Traffic Volume		Percent Growth
	2020	2050	
SR 316 West of Duluth Highway	98,794	112,158	13.53%
SR 8 East of Sugarloaf Parkway	24,921	36,965	48.33%
SR 8 East of Hosea Road	24,620	29,837	21.19%
SR 20/124 (Buford Drive, South of SR 316)	55,266	54,628	-1.15%
SR 20/124 (Buford Drive, North of SR 316)	61,687	71,477	15.87%
SR 124 (Scenic Highway, East of Clayton Street/Grayson Highway)	31,019	31,056	0.12%
SR 124 (Scenic Highway, West of Clayton Street/Grayson Highway)	26,848	30,651	14.16%
Sugarloaf Parkway East of SR 8	40,837	52,952	29.67%
Sugarloaf Parkway East of SR 124	40,361	55,252	36.89%
Crogan Street East of Clayton Street	21,249	25,021	17.75%
Pike Street East of Clayton Street	20,881	26,901	28.83%
Jackson Street North of SR 124	29,749	28,506	-4.18%
S Perry Street South of Crogan Street	20,970	22,405	6.84%
S Clayton Street South of Crogan Street	13,322	13,582	1.95%

## ROADWAY CONGESTION

Roadway congestion is indicative of a need for improvements to the transportation network, as drivers experiencing long delays can lead to decreased quality of life and negatively impact economic growth. These improvements could consist of geometric or operational improvements to the roadway network (i.e., widening, signal timing improvements) or adoption of alternate modes of travel (i.e., public transit, active transportation modes). Two sources were utilized to evaluate general roadway congestion: ARC’s Travel Demand Model (TDM) and INRIX Data.

The TDM is a valuable metric for determining future roadway congestion relative to existing congestion, as the model accounts for future changes in land use, infrastructure projects, demographic shifts, travel patterns and economic growth.

The TDM is not as effective as other sources such as INRIX data at measuring existing congestion, as it does not analyze or account for operational conditions such as intersection controls, presence of turn lanes, signal spacing, etc.; however, it is effective at projecting locations expected to experience an increase in congestion under future conditions. The primary evaluation metrics extracted from the TDM is Level of Service (LOS). Level of service is a qualitative metric used to categorize general roadway operations. LOS is reported as A-F, with an A indicating excellent conditions and an F indicating a breakdown in traffic flow due to congestion. **Figure 6.7** indicates what different levels of service might look like along a typical arterial roadway.

LOS is determined from TDM data utilizing volume to capacity ratio, which is the ratio of vehicular demand to the capacity of a roadway in each period. 2020 and 2050 AM and PM peak hour LOS from the TDM are presented in **Figure 6.8** through **Figure 6.11**.

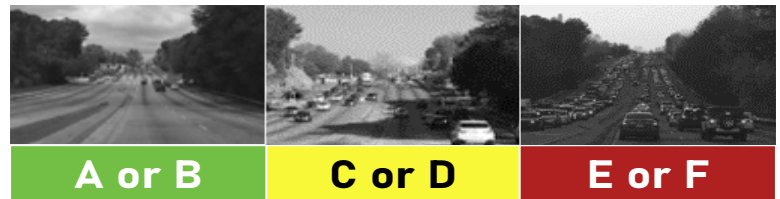


Figure 6.7. Example of LOS A – F

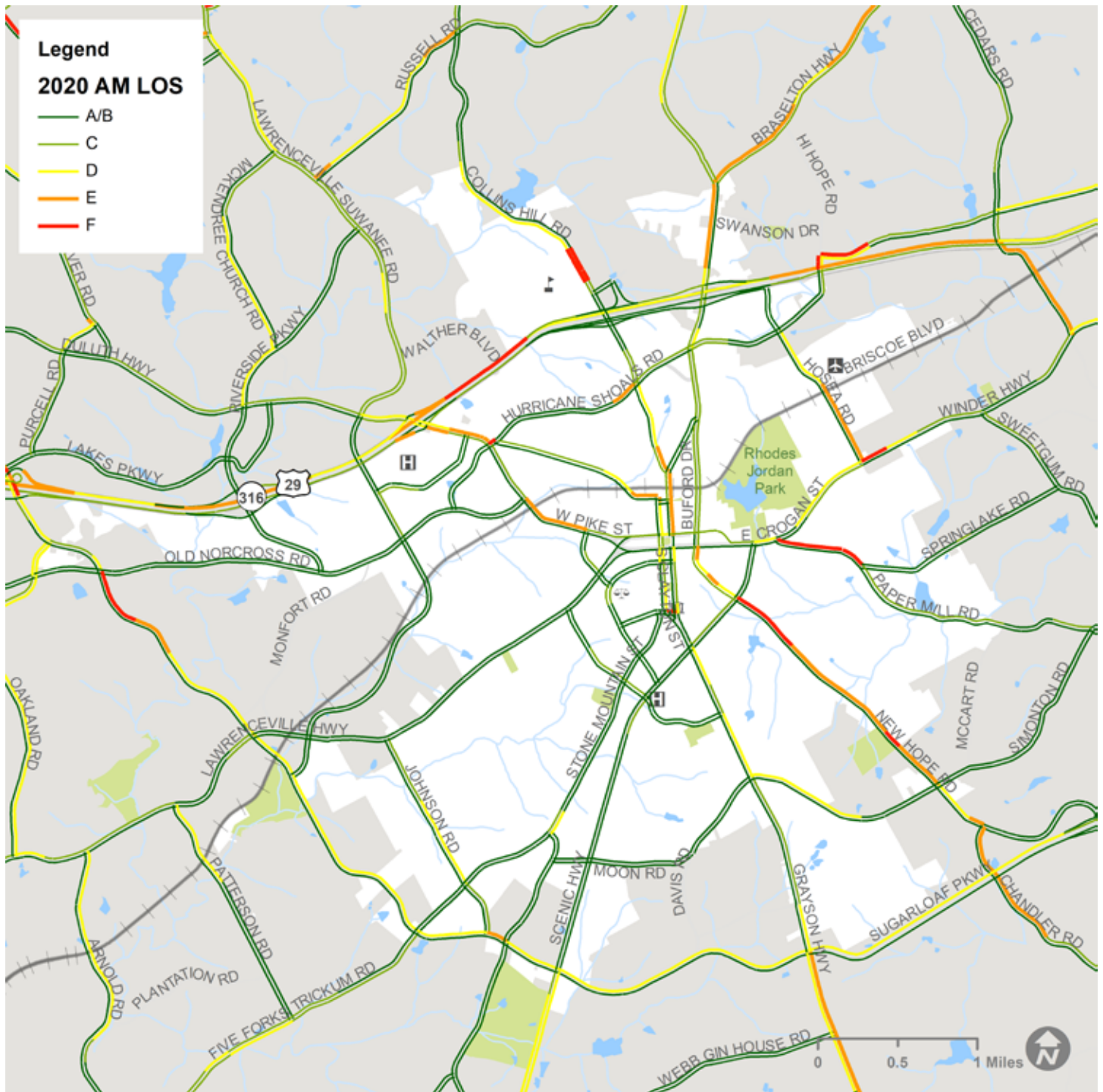


Figure 6.8. 2020 TDM AM Peak Hour LOS

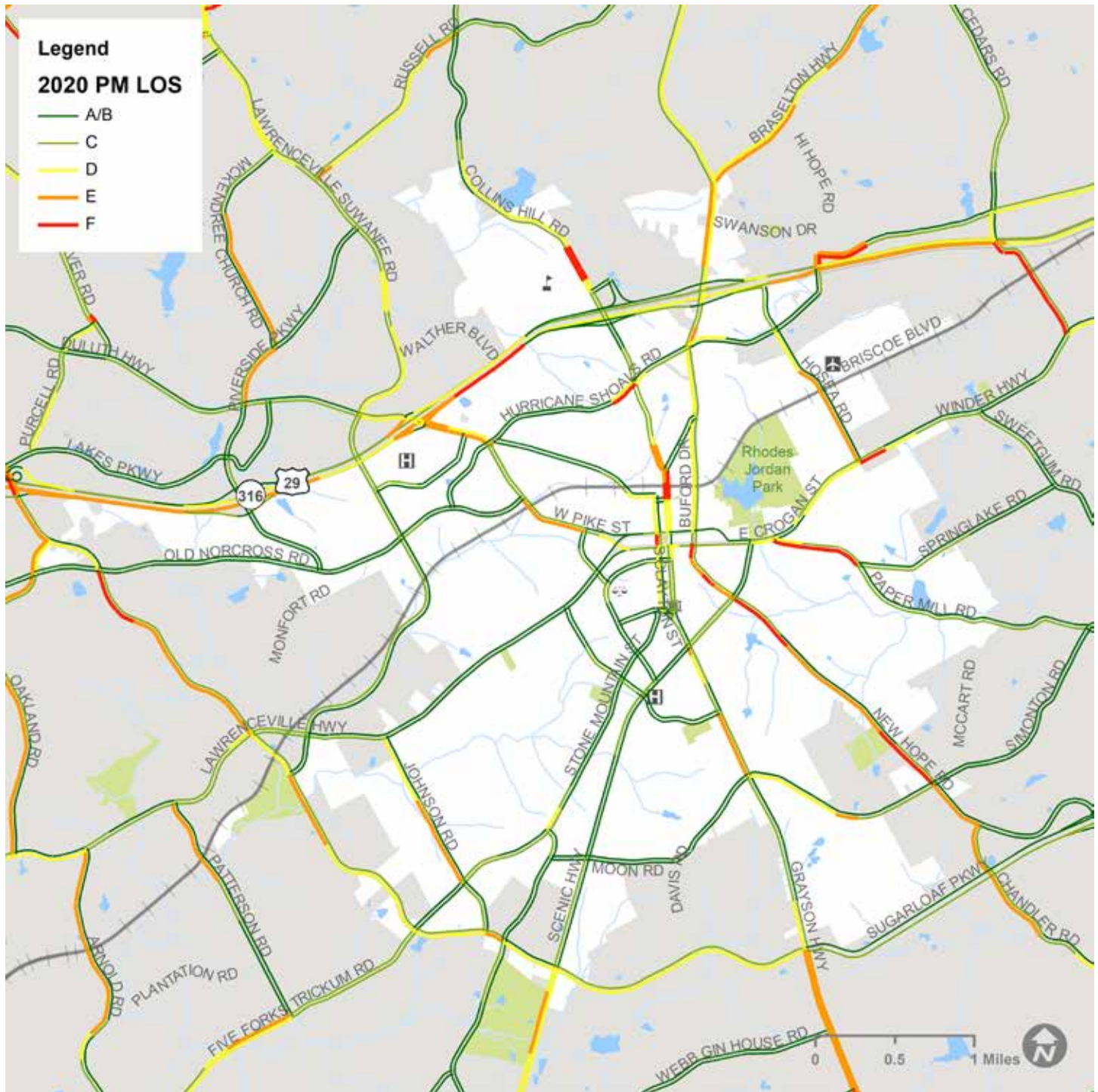


Figure 6.9. 2020 TDM PM Peak Hour LOS

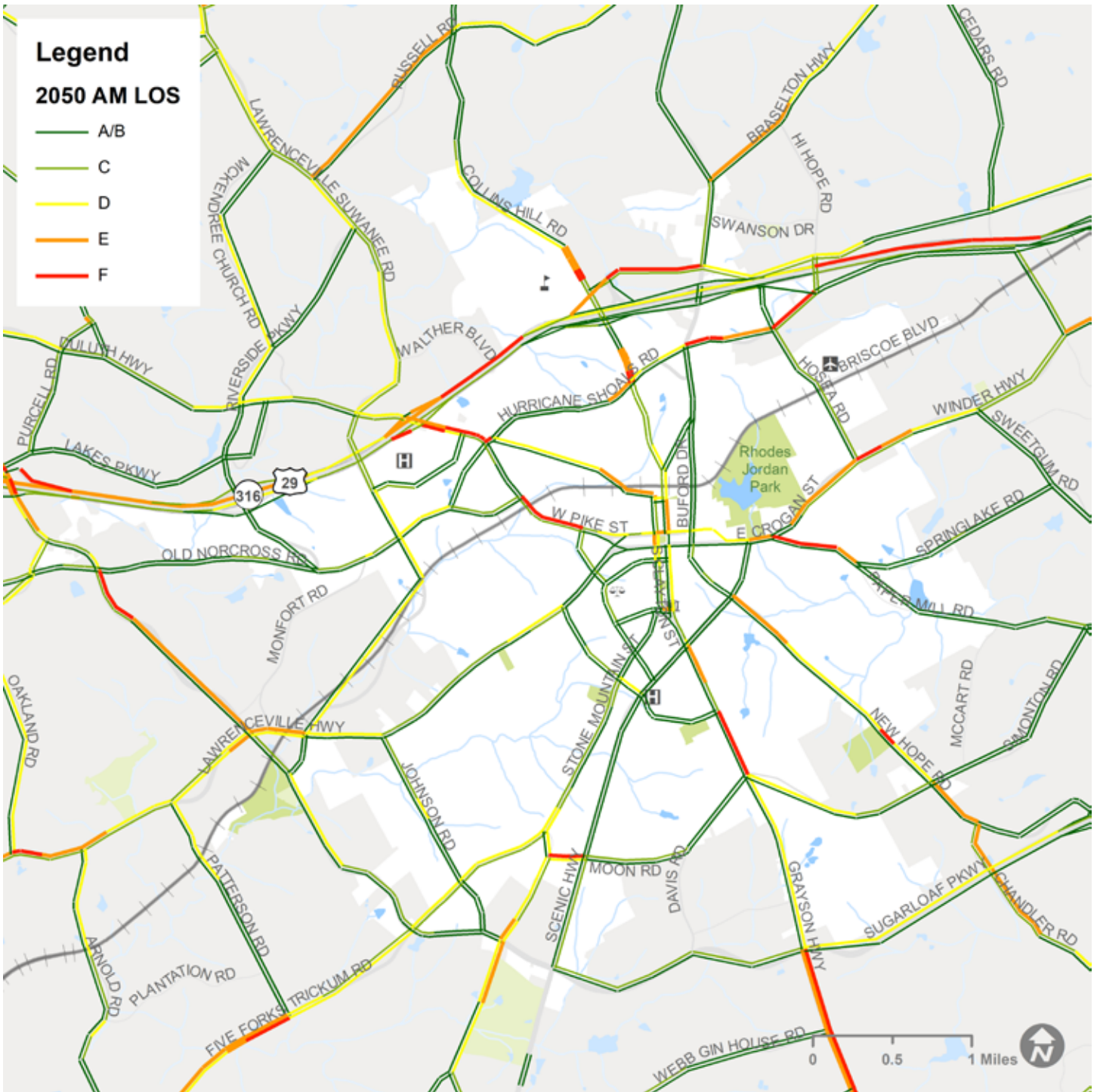


Figure 6.10. 2050 TDM AM Peak Hour LOS

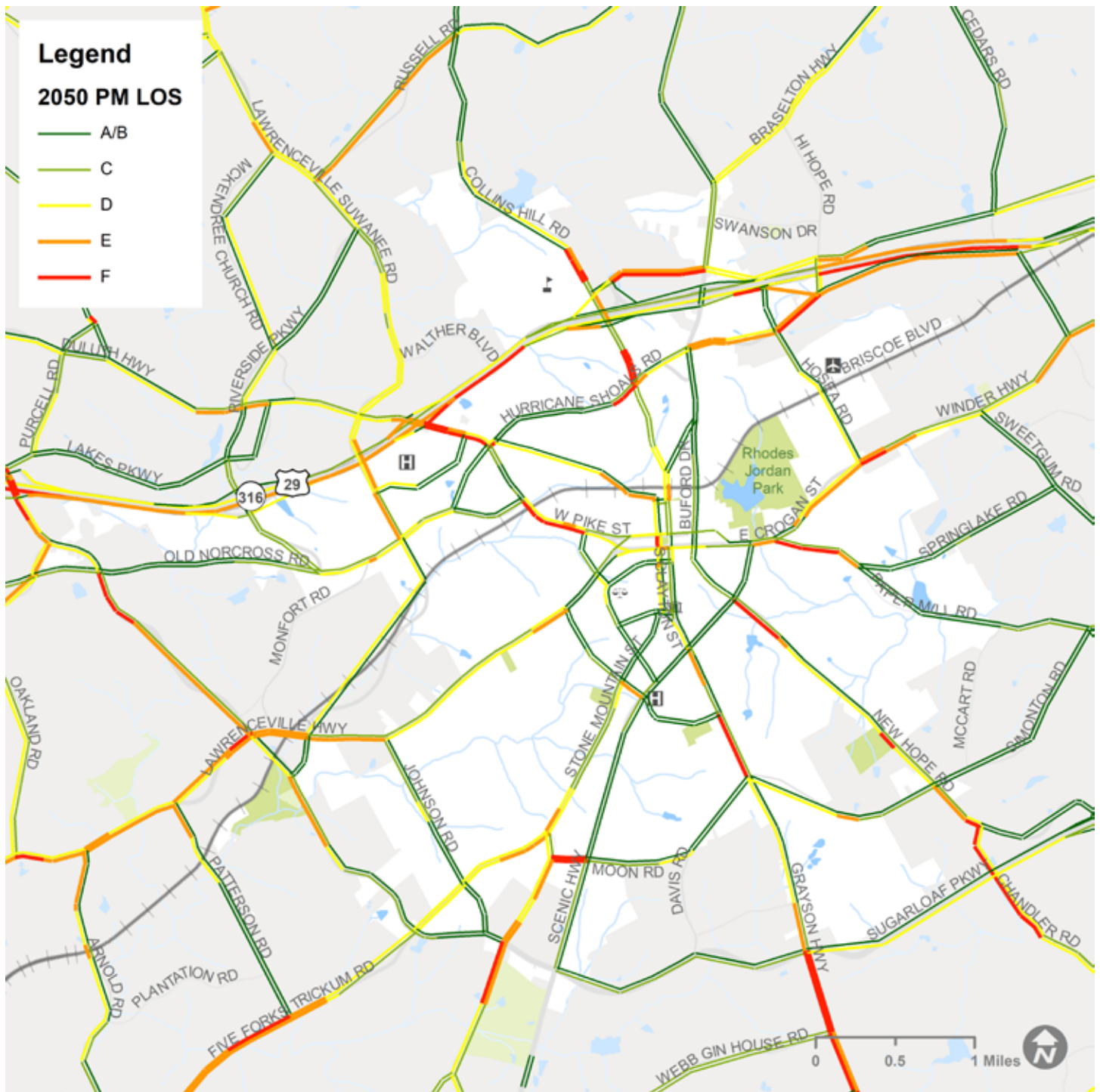


Figure 6.11. 2050 TDM PM Peak Hour LOS

In both peak hours, congestion increases from 2020 to 2050 mostly occur along the arterial and collector roads on the outskirts of the city limits such as SR 316, Old Snellville

Highway, Grayson Highway, Lawrenceville Highway, Hurricane Shoals Road, and Winder Highway.

Travel Time Index (TTI), calculated from data provided by INRIX, is a ratio of actual vehicle speeds to vehicle speeds under free flow conditions. For example, an AM travel time index of 1.5 indicates that a section of road which would take

10 minutes to travel with no congestion or delays would take 15 minutes to travel in the AM peak hour. 2019 AM and PM peak hour TTIs are provided in **Figure 6.12** and **Figure 6.13**.

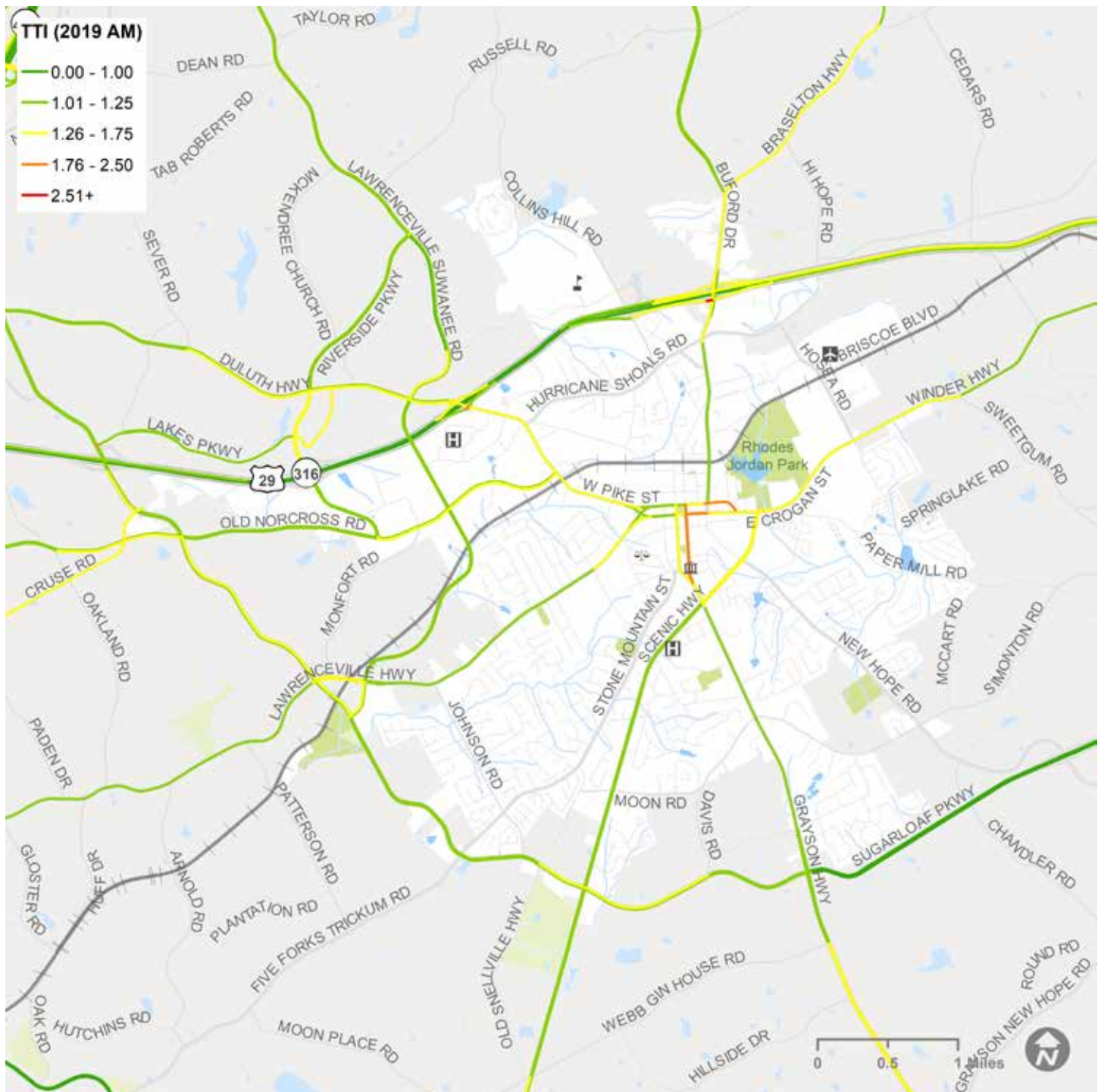


Figure 6.12. AM Peak Hour Travel Time Index

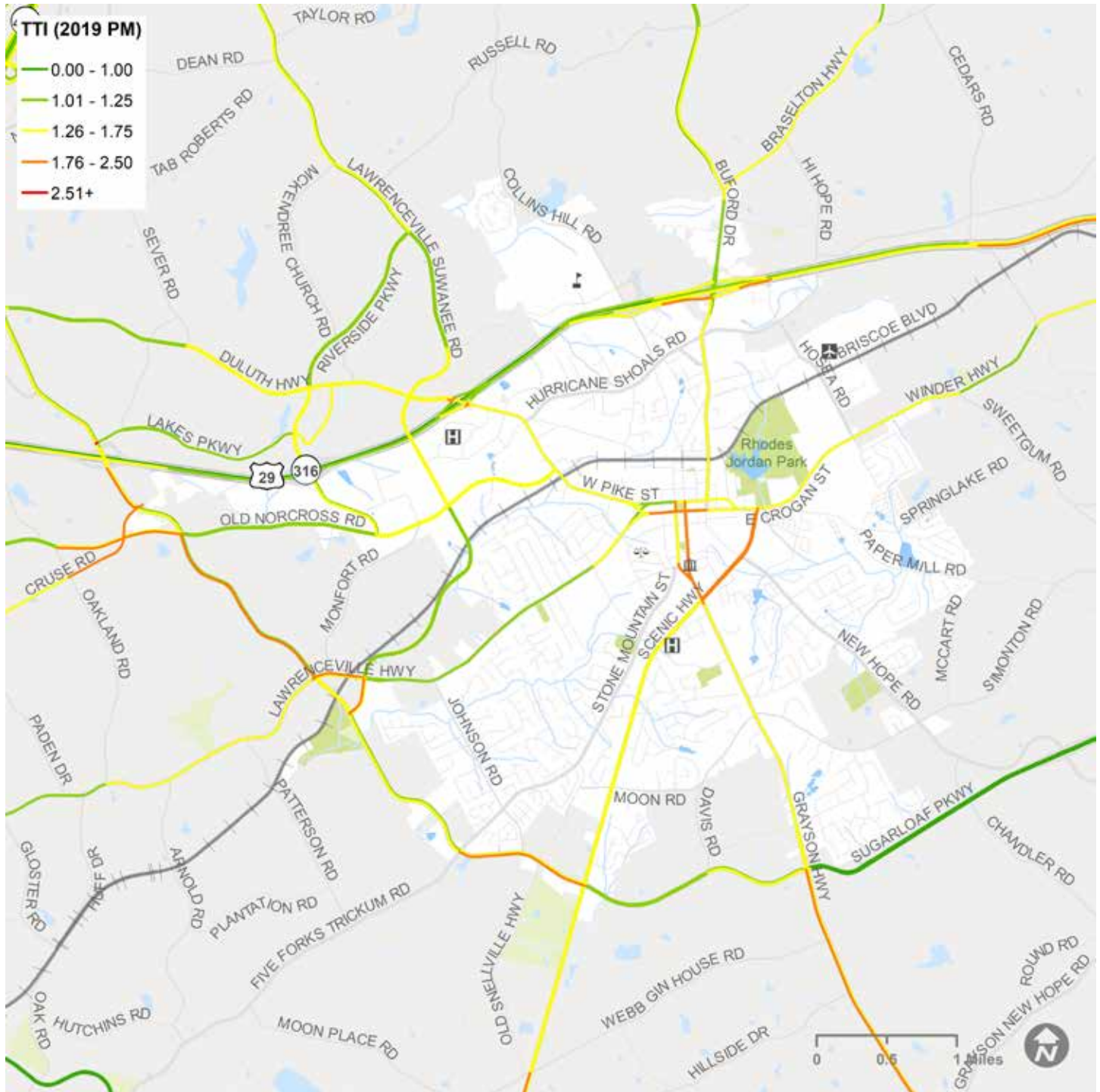


Figure 6.13. PM Peak Hour Travel Time Index

As shown, roadway congestion throughout the city is significantly worse in the PM peak hour than in the AM peak hour. In the AM peak hour, severe congestion is limited to the downtown area and westbound on-ramps at SR 316 with some arterial and collector roadways such as West Pike Street experiencing mild congestion. In the PM peak hour, severe congestion occurs in the downtown area, various on

and off ramps at SR 316, and along arterial roadways near the city limits such as Sugarloaf Parkway, Grayson Highway, and Lawrenceville Highway. Other arterial and collector roadways such as Scenic Highway and Buford Drive also experience mild congestion. Locations currently experiencing congestion should be considered for high priority and/or short-term capacity improvement projects.



## INTERSECTION OPERATIONAL EVALUATION

While ARC TDM outputs and INRIX TTI can provide information on generalized roadway capacity needs, roadway congestion is generally generated from intersections. Targeted improvements at intersections can often reduce congestion without necessarily performing more costly capacity improvements. To determine potential operational needs at intersections within the city, an evaluation of intersections within the city was performed consisting of initial screening, data collection, traffic volume forecasting, and capacity analysis utilizing Synchro software. This process identifies intersections in need of geometric or operational improvements to reduce delay.

### INTERSECTION SCREENING

The intersection capacity evaluation aimed to evaluate locations where operational or geometric improvements are most needed at intersections to relieve bottlenecks. To accomplish this, the ARC's 2050 TDM was utilized to calculate daily volume to lane ratios for each intersection. This is a high-level approach to identifying locations that are over capacity or projected to be over capacity by 2050. The 20 intersections in the city with the highest volume to lane ratio, in addition to two intersections identified by city staff, were selected for more detailed capacity analysis. This analysis consists of traffic data collection, forecasting, crash history analysis and modeling utilizing Synchro software. These intersections are presented in Figure 0.0.0. and **Table 6.5**.

Table 6.5. Intersections Identified for Detailed Capacity Analysis

Intersection	ID
Duluth Hwy at Phillip Boulevard	1
Sugarloaf Parkway at Scenic Highway	2
Sugarloaf Parkway at Five Forks Trickum Road	3
Sugarloaf Parkway at Johnson Road	4
Sugarloaf Parkway at Old Snellville Highway	5
East Crogan Street at Scenic Highway	6
Duluth Hwy at SR 316 Eastbound Ramps	7
East Crogan Street at Clayton Street	8
West Pike Street at Old Norcross Road	9
Duluth Hwy at Hurricane Shoals Road	10
West Pike Street at Langley Drive	11
West Pike Street at North Perry Street	12
West Crogan Street at South Perry Street	13
Buford Drive at Industrial Park Drive	14
Buford Drive at Hurricane Shoals Road	15
East Crogan Street at Paper Mill Road	16
East Crogan Street/Winder Hwy at Hosea Road	17
Buford Drive at Lendon Connector/Reynolds Road	18
Buford Drive at Braselton Hwy	19
Sugarloaf Parkway at Lawrenceville Suwanee Road	20
Buford Drive at East Pike Street	21
Buford Drive at SR 316 Westbound Ramps	22

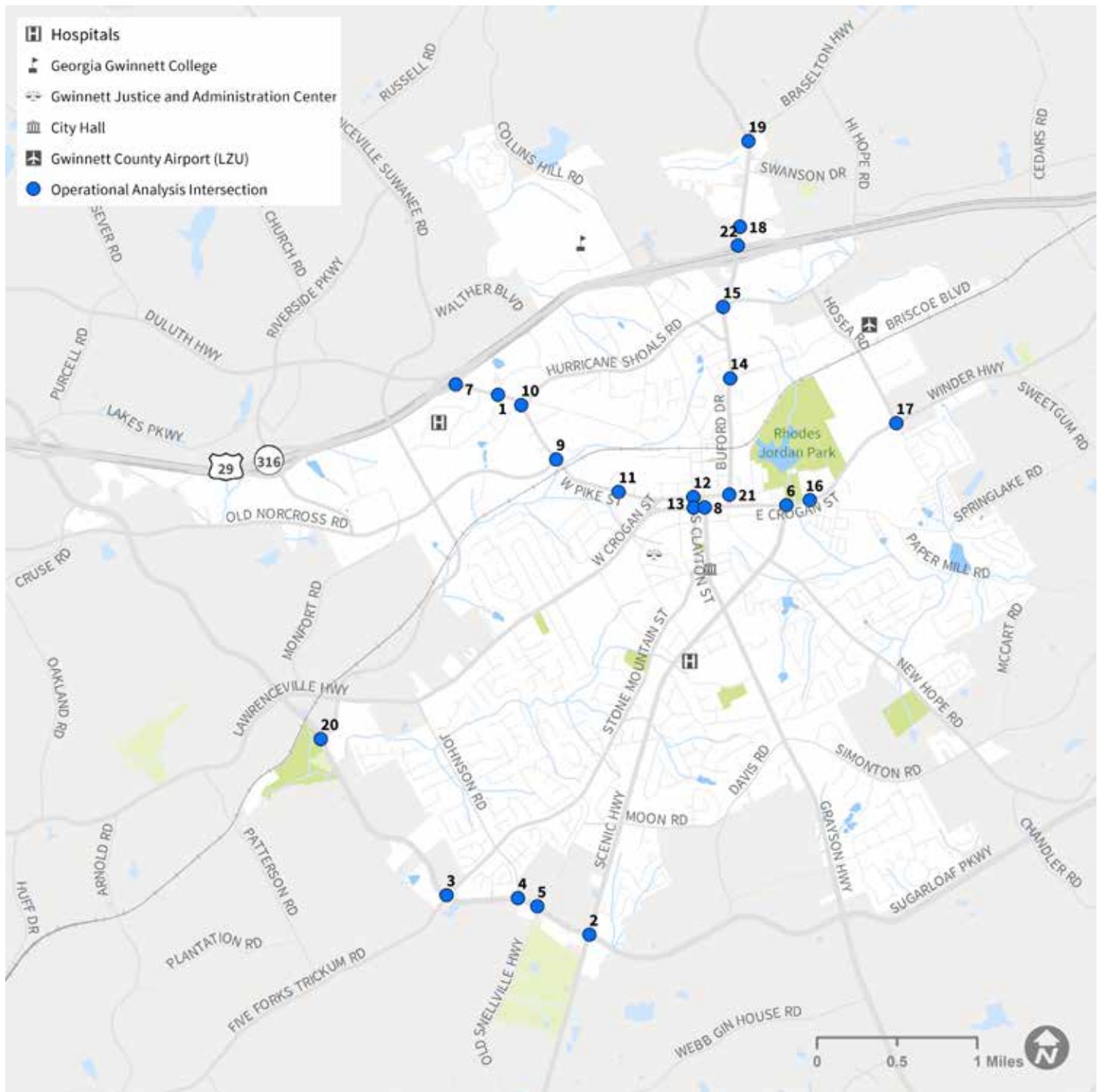


Figure 6.14. Intersections Identified for Operational Analysis

### TRAFFIC DATA COLLECTION

Intersection turning movement counts were collected the week of May 14, 2023, at all but two intersections selected for further analysis in the intersection screening. The traffic count program consisted of (18) 6-HR (7:00 AM – 9:00 AM, (11:00 AM – 1:00 PM, 4:00 PM – 6:00 PM) Turning Movement Counts (TMCs) and (1) 12-HR (7:00 AM – 7:00 PM) TMCs. At the other two locations, AM and PM peak hour turning movement volumes were taken from capacity analysis performed for the Gwinnett County Transportation Plan.

### CAPACITY ANALYSIS

Capacity analysis was performed utilizing Synchro software to analyze intersection operations. When evaluating intersection operations to determine if capacity improvements are needed, it is necessary to perform traffic volume forecasting to account for future growth over the design life of any project. For this study, it was assumed that any intersection improvements would be constructed in 2030 with a design life of 20 years. Therefore, traffic forecasting was performed to estimate 2050 volumes. The methodology selected for this process was to utilize the ARC's 2020 and 2050 Travel Demand Models.

Two-way daily traffic volumes at each intersection were compared between the 2020 and 2050 scenarios, and a compound annual growth rate was calculated from this data. A unique growth rate was calculated at each intersection. At all intersections with a growth rate calculated to be less than 0.50 percent, a rate of 0.50 percent was selected in order to avoid underestimating growth. These growth rates were applied to 2023 peak hour traffic volumes to calculate 2050 volumes. Intersection growth rate calculations are included in **Appendix X**.

Table 6.6. Level of Service and Average Delay

Level of Service (LOS)	Average Delay (s)	
	Signalized Intersection	Unsignalized Intersection
A	0-10	0-10
B	11-20	11-15
C	21-32	16-25
D	36-55	26-35
E	56-80	36-50
F	>80	>50

Analysis was performed for the AM and PM peak hours under existing and 2050 no build conditions. Existing conditions analysis utilizes the existing roadway network with the 2023 turning movement volumes, while no build conditions analysis utilizes the existing roadway network and calculated 2050 traffic volumes. Capacity analysis is reported as average peak hour intersection delay and Level of Service (LOS).

LOS is determined from average delay in accordance with HCM methodology. For intersections operating under minor street stop control, average delay is reported for the approach with the highest delay while average total intersection delay is reported for other intersection control types. LOS delay thresholds are presented in **Table 6.6**.

Acceptable delay is typically defined as LOS D or better. Any intersection operating at LOS E or LOS F in either the AM or PM peak hour under existing or no build conditions demonstrates a need for operational or geometric improvements to improve capacity. The results of existing and no build capacity analysis at all intersections operating at LOS E and or LOS F under existing or 2050 no build conditions are presented in **Table 6.7**.

Table 6.7. Existing and No Build Capacity Analysis Results

Intersection	Existing and No Build Conditions							
	2023				2050			
	AM Peak Hour		PM Peak Hour		AM Peak Hour		PM Peak Hour	
	LOS	Delay, s	LOS	Delay, s	LOS	Delay, s	LOS	Delay, s
Buford Drive at Hurricane Shoals Road	C	20.2	C	31.8	C	34.2	E	70.6
Duluth Highway at SR 316 Eastbound Ramps	E	70.8	E	74	F	93.1	F	110
West Pike Street at Old Norcross Road	B	13.5	D	34	C	23.6	E	67.6
East Crogan Street at Paper Mill Road	D	35.6	C	24.1	E	57	C	31.6
Sugarloaf Parkway at Five Forks Trickum Road	D	35.8	D	50	D	51.8	E	77
Sugarloaf Parkway at Johnson Road	F	101.8	F	294	F	106.3	F	***
Sugarloaf Parkway at Old Snellville Highway	D	35.6	C	32.7	F	105.7	F	93.4
Sugarloaf Parkway at Scenic Highway	D	41.7	D	41.6	D	54.2	E	60.2

Half of the intersections identified operating at an unacceptable LOS are located along Sugarloaf Parkway, possibly indicating a need for a larger corridor project along the facility. In addition, Sugarloaf Parkway at Johnson Road and Duluth Highway at SR 316 Eastbound Ramps operate at LOS E/F under existing conditions, indicating the need for a high priority and/or short-term project. The intersections of Buford Drive at Hurricane Shoals Road, West Pike Street at Old Norcross Road, and East Crogan Street at Paper Mill Road operate acceptably under existing conditions and LOS E under 2050 no build conditions. This indicates potential for mid- and long-term projects.

ROADWAY SAFETY

The roadway safety evaluation performed considered an evaluation of historical crash data for the years 2016-2020 extracted from GDOT’s Numetric Database. Utilizing this data, a kernel density heatmap was created to show the density of all crashes within the city. In addition, fatality and serious injury crashes were identified, as it is critical to reduce the risk of these types of crashes.

Finally, injury and fatality crash rates at intersections within the city were calculated utilizing the historic crash data and intersection volume data from ARC’s 2020 TDM. The thirteen intersections with the highest injury and fatality crash rates were selected for a more detailed screening to determine countermeasures that would reduce crash risk at these locations. Please note that intersection crash data analysis is located in **Appendix C**. Intersection crash rate is calculated as the number of crashes at the intersection per million entering vehicles. These identified intersections along with their calculated injury and fatality crash rates are presented in **Table 6.8**. The roadway safety evaluation is presented in **Figure 6.15**. Crash summary tables including manner of collision and severity are included in **Appendix C**. Crash severity is rated on the KABCO scale:

- K representing a fatality crash
- A representing a serious injury crash
- B representing a visible injury crash
- C representing a complaint injury crash

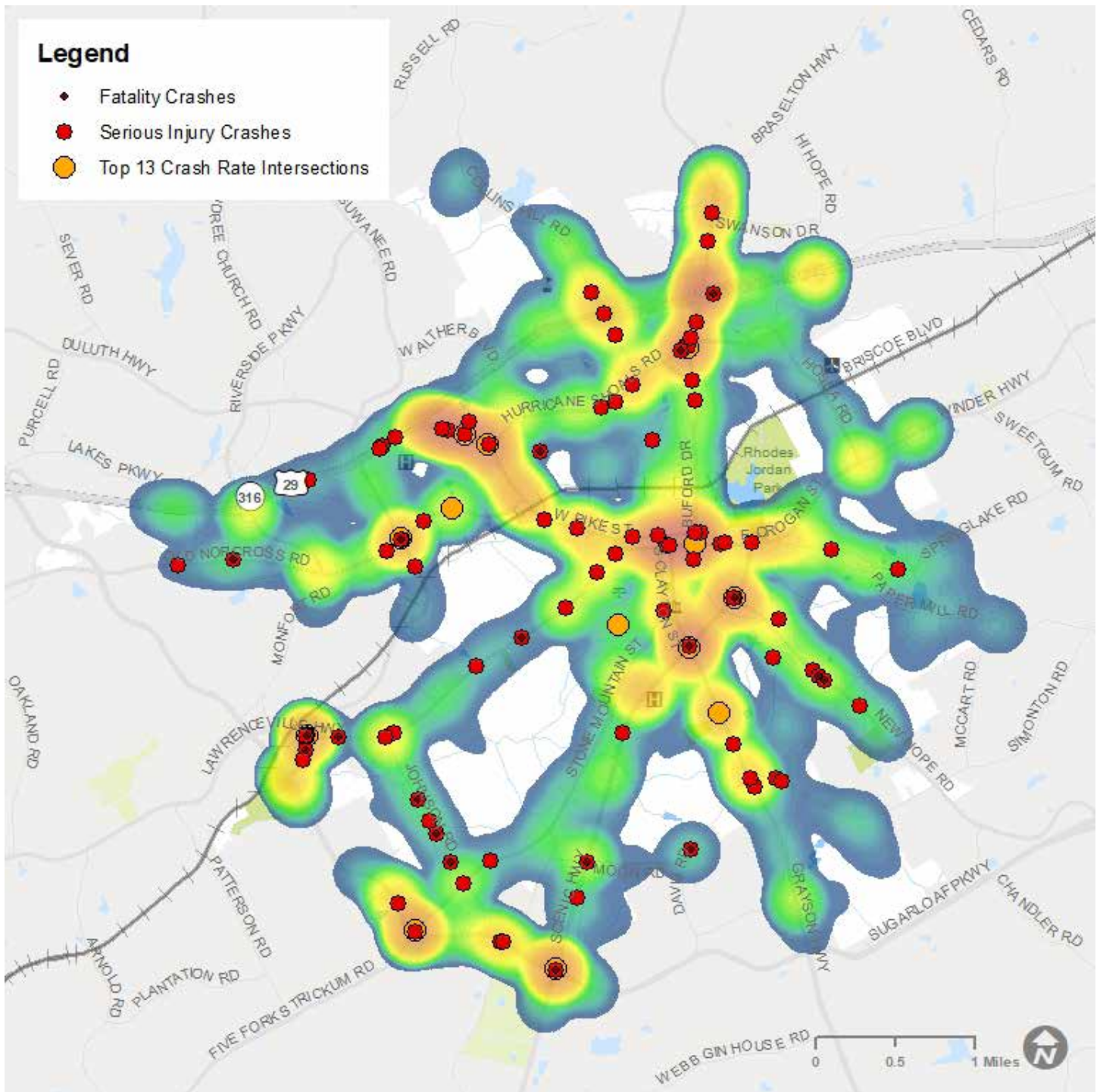


Figure 6.15. Roadway Safety Analysis

- O representing a property damage only crash

Fatality crashes, injury crashes, and PDO crashes are primarily clustered at intersections within the city, particularly between arterial or collector roadways. Of the identified intersections with the highest injury and fatality crash rate, multiple occur along Lawrenceville Suwannee Road, Scenic Highway, Hurricane Shoals Road, and Sugarloaf Parkway. In addition to the intersections, Johnson Road, Hurricane Shoals Road, Buford Drive north of Hurricane Shoals Road, and West Pike Street are corridors with clusters of fatality and serious injury crashes. These locations should be evaluated for potential countermeasures.

**BICYCLE SAFETY**

The bicycle safety evaluation performed considered an evaluation of historical crash data for the years 2016-2020 from GDOT’s Numetric database as well as ARC’s bicycle risk index database. While historical crash data can potentially be utilized to identify safety deficiencies for cyclists, the infrequent nature of bicycle crashes results in an insufficient evaluation when only relying on crash data. For this reason, ARC has developed a risk index for cyclists that considers factors such as roadway speed and volume, presence of bicycle facilities, equity factors, and propensity of the facility for cyclist use. These factors are used to develop a risk index score, with a higher score indicating a greater risk of experiencing a crash for cyclists. Facilities with higher risk indexes can be studied to determine if countermeasures can be applied to improve safety conditions for cyclists. This risk index, along with historical bicycle crashes, is presented in **Figure 6.16**.

Bicycle crashes are infrequent, but high-risk index is displayed along arterial and collector roads providing connectivity to the downtown area with the highest along Grayson Highway between Scenic Highway and Stone Mountain Street. As these are the primary facilities providing connectivity to the downtown area, these results indicate a lack of safe facilities for cyclists to utilize when entering/entering downtown. To properly accommodate this mode of transportation, providing

Table 6.8. Intersections with the Highest Injury and Fatality Crash Rate

Intersection	Injury and Fatality Crash Rate	Rank
Lawrenceville Highway at Lawrenceville Suwannee Road	1.12	1
Scenic Highway at New Hope Road	0.91	2
Grayson Highway at Gwinnett Drive	0.88	3
Scenic Highway at S Clayton Street	0.81	4
Sugarloaf Parkway at Five Forks Trickum Road	0.80	5
W Pike Street at Hurricane Shoals Road	0.72	6
Buford Drive at Hurricane Shoals Road	0.71	7
Lawrenceville Suwannee Road at Old Norcross Road	0.69	8
Old Norcross Road at Hurricane Shoals Road	0.67	9
Jackson Street at E Crogan Street	0.67	10
Duluth Highway at Professional Drive	0.62	11
Constitution Boulevard at Nash Street	0.54	12
Sugarloaf Parkway at Scenic Highway	0.53	13

facilities along or parallel to these roadways for cyclists should be investigated.

**PEDESTRIAN SAFETY**

The pedestrian safety evaluation performed considered an evaluation of historical crash data for the years 2016-2020 from GDOT’s Numetric database as well as ARC’s pedestrian risk index database.

While historical crash data can potentially be utilized to identify safety deficiencies for pedestrians, the infrequent nature of pedestrian crashes results in an insufficient evaluation when only relying on crash data. For this reason, ARC has developed a risk index for pedestrians that considers factors such as roadway speed and volume, presence of pedestrian facilities, equity factors, and propensity of the facility for cyclist use. These factors are used to develop a risk index score, with a higher score indicating a greater risk of experiencing a crash for pedestrians. Facilities with higher risk indexes can be studied to determine if countermeasures

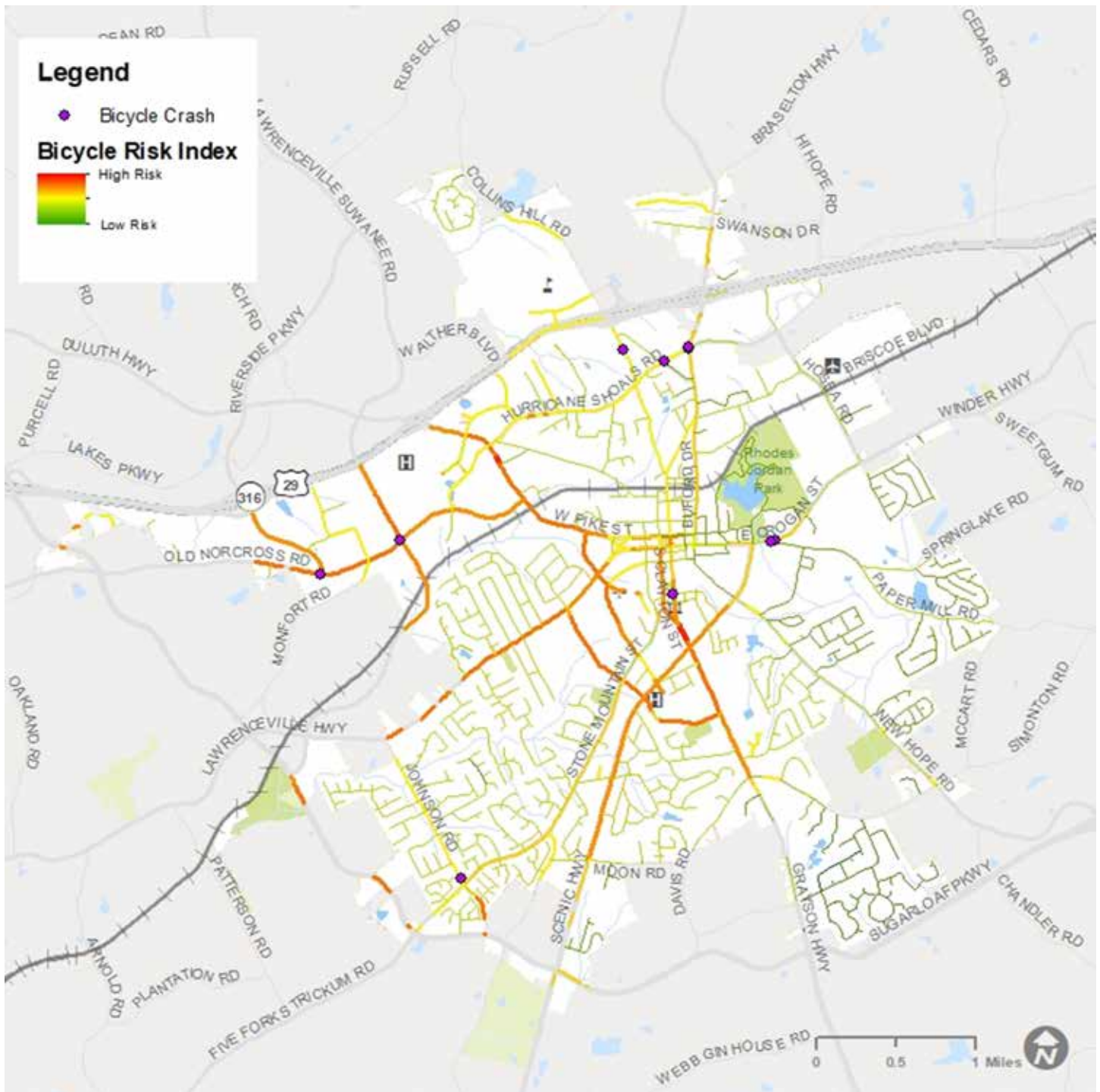


Figure 6.16. Bicycle Safety Analysis Map

can be applied to improve safety conditions for pedestrians. This risk index, along with historical pedestrian crashes, is presented in **Figure 6.17**.

Pedestrian crashes are primarily clustered downtown, with Hurricane Shoals Road and West Pike Street also emerging as a hotspot for pedestrian crashes. Arterial and collector

roadways providing connectivity to the downtown area tend to score higher on the risk index than other facilities. While some of these facilities have a low-risk index, Lawrenceville Highway,

Grayson Highway, and West Pike Street have high risk indexes. Due to the connectivity of the roadway network, a lack of safe pedestrian facilities along these roadways inhibits the ability of pedestrians to travel within the area along them. These

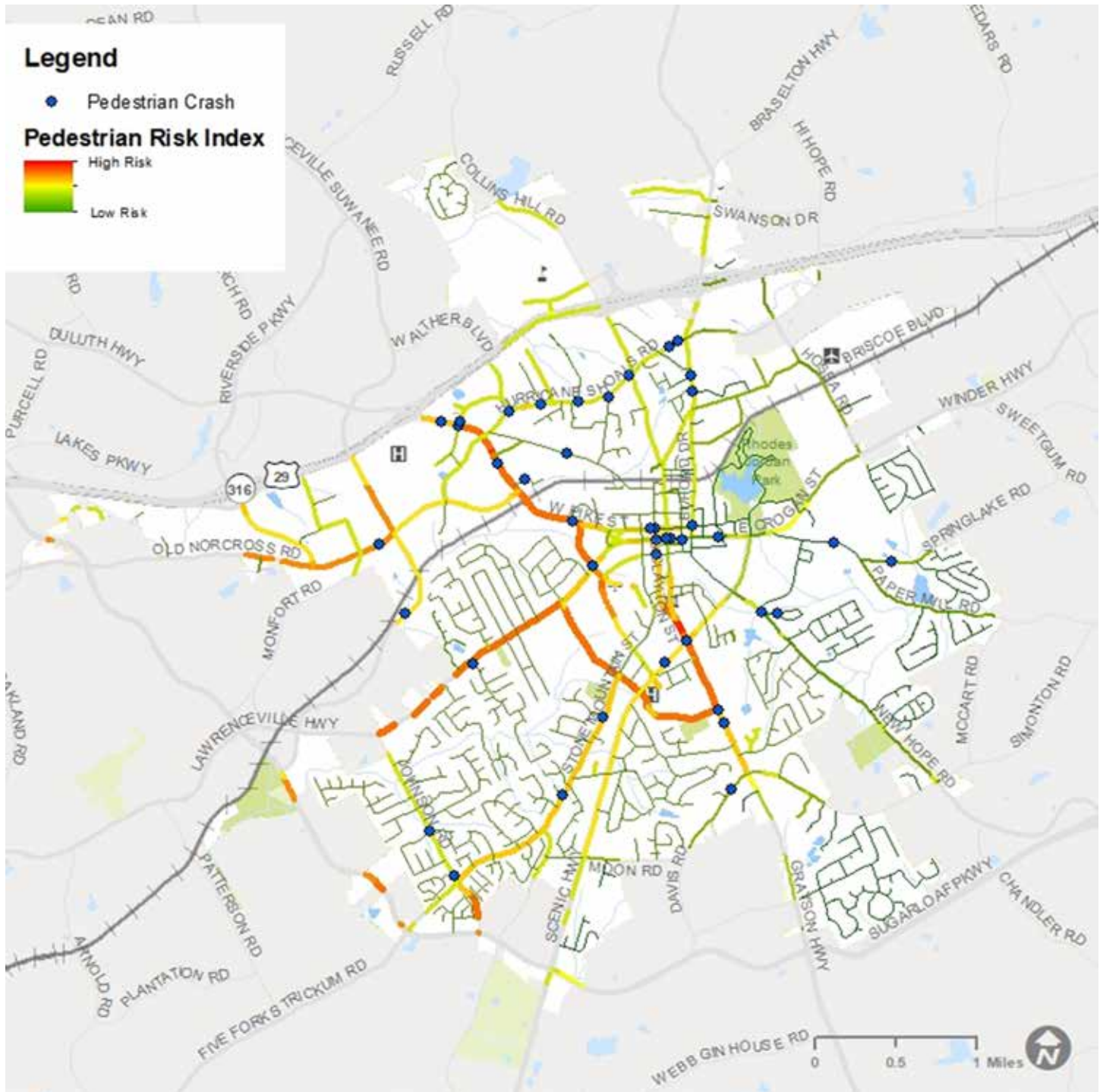


Figure 6.17. Pedestrian Safety Analysis Map



locations are identified for potential pedestrian

## BRIDGES

The National Bridge Inventory (NBI) and GDOT Project Portal databases were reviewed to evaluate the condition of Lawrenceville’s bridges. The databases have a record of bridges nationwide as well as the bridge inspection results. Each bridge is assigned a rating of Good, Fair, or Poor depending on the results of the inspection, which assesses the structural integrity and lifespan of the bridges. The rating is the lowest of the Deck, Superstructure, Substructure, and Culvert ratings. If the rating is greater than or equal to 7, the bridge is good; if it is 5 or 6, the bridge is Fair, and if it is 4 or lower, it is Poor. There are 10 bridges within Lawrenceville, 9 with a Bridge Condition of Good, 1 with a Bridge Condition of Fair, and 0 with a Bridge Condition of Poor, as seen in **Figure 6.18** and **Table 6.9**.

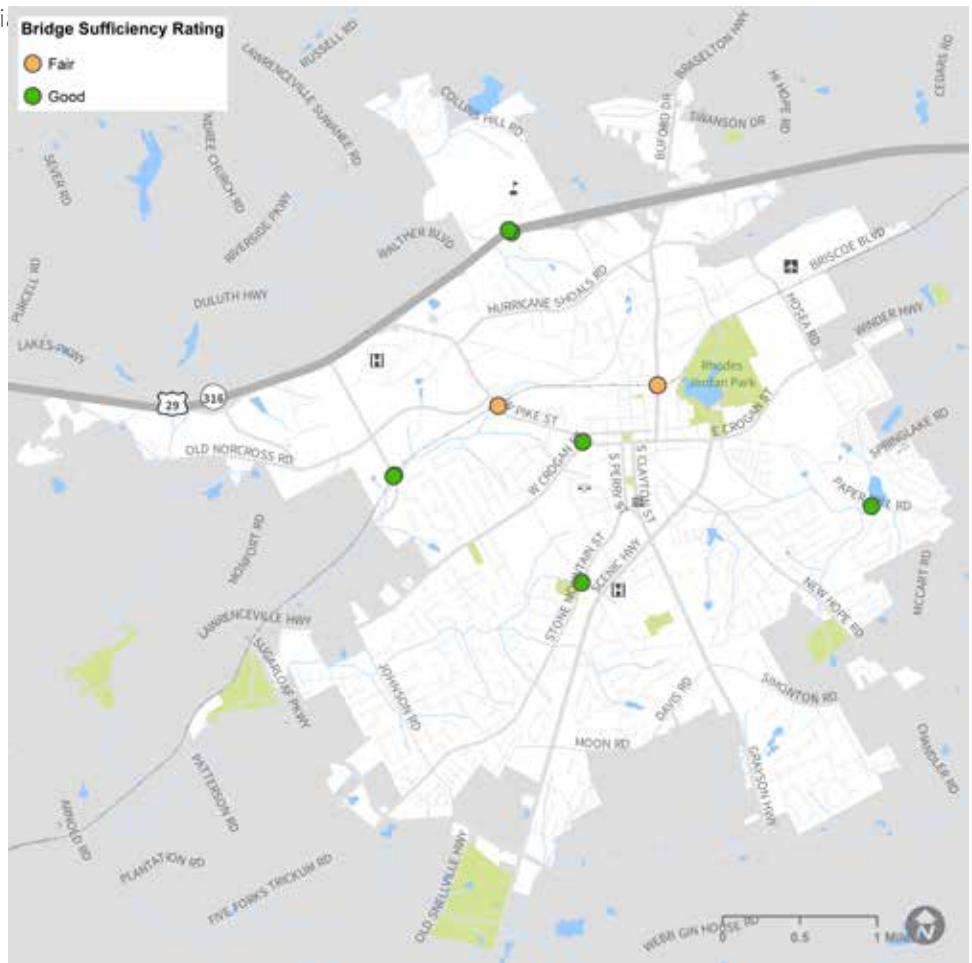


Figure 6.18. Map – Lawrenceville Bridge Locations and Sufficiency Ratings

Table 6.9. GDOT Bridge Ratings

GDOT Bridge ID	Description	Sufficiency Rating	Year Constructed	Number of Lanes
135-5161-0	Lawrenceville-Suwanee Rd at CSX Railroad	7	1997	5
135-5183-0	Lawrenceville-Suwanee Rd at Redland Creek	7	1999	4
135-5184-0	Lawrenceville-Suwanee Rd at CSX Railroad	7	1999	4
135-5185-0	Lawrenceville-Suwanee Rd at Redland Creek	7	1999	4
135-0028-0	SR 120 at CSX Railroad*	6	1937 / 1981	5
135-5254-0	SR 316 WB at Yellow River Trib-Col Pipe	7	2015	3
135-5251-0	SR 316 EB at Yellow River Trib-Col Pipe	7	2015	3
135-0115-0	US 29 SB/ SR 8 at SR 120 EB*	7	1989	2
135-0013-0	Lawrenceville Hwy at CSX Railroad	7	1976	5
135-5120-0	Paper Mill Rd at Shoal Creek Trib (Culvert)	7	1987	2

Source: GDOT Project Search Portal, GeoPi [\* operated by City]

## FREIGHT

There are several routes through the city that have been identified as Regional Truck Routes by the Atlanta Regional Commission (ARC). These routes and their corresponding route designations are as follows:

- SR 316 – Interstate/Expressway
- SR 8 – East-West Corridor
- SR 20 – North-South Corridor
- SR 124 - Connector

A map of these routes is shown in **Figure 6.19**. These roadways represent all the state roadways throughout the city. It should be noted that truck restrictions are not allowed on state roadways.

*Table 6.10. Average Daily Truck Traffic throughout the City (GDOT TADA)*

Truck Route	Average Daily Truck Volume
SR 316	7,320
SR 8 (Lawrenceville Highway)	854
SR 8 (East Crogan Street/Winder Highway)	651
SR 20/124 (Buford Drive, South of SR 316)	1,525
SR 20/124 (Buford Drive, North of SR 316)	2,013
SR 124 (Scenic Highway, East of Clayton Street/ Grayson Highway)	1,896
SR 124 (Scenic Highway, West of Clayton Street/ Grayson Highway)	1,103
Sugarloaf Parkway (SR 8 to SR 124)	1,484
Sugarloaf Parkway (SR 124 to SR 20)	1,209
<b>Downtown Segments</b>	
SR 8 (Crogan Steet/East Bound)	452
SR 8 (Pike Street/West Bound)	339
Jackson Street (Crogan Street to Scenic Highway)	1,275
SR 20 (S Perry Street from Crogan Street to S Clayton Street)	326
SR 20 (S Clayton Street from Crogan Street to S Perry Street)	278

Of these facilities, SR 316 serves the highest number of trucks due to its role as a regional connector between Athens and the Atlanta region as well as the primary regional freight connection to the city. The remaining freight network throughout the city serves more localized demands. Average daily truck counts along these facilities are presented in **Table 6.10**.

The counts reflect the following:

- SR 316 serves as the primary regional freight connection to the city.
- SR 20/124 north of downtown serves as the primary freight access to Lawrenceville from SR 316.
- There is a diversion of trucks from downtown along Jackson Street to Scenic Highway.

The key takeaways from the analysis are as follows:

- In addition to the ARC regional freight network, Jackson Street and Sugarloaf Parkway are key thoroughfares for freight mobility and mitigating truck-related impacts downtown.
- The city should continue to coordinate with GDOT and Gwinnett County to ensure adequate operations for freight along the city’s state routes as well as Sugarloaf Parkway.
- The city should work with Gwinnett County for additional signage along SR 8 to divert through trucks to SR 316 or Sugarloaf Parkway to minimize freight impacts to downtown. Recommended locations for this signage include:
  - Lawrenceville Highway and Lawrenceville-Suwanee Road
  - Scenic Highway and Sugarloaf Parkway
  - Grayson Highway and Sugarloaf Parkway
  - East Crogan Steet and Scenic Highway

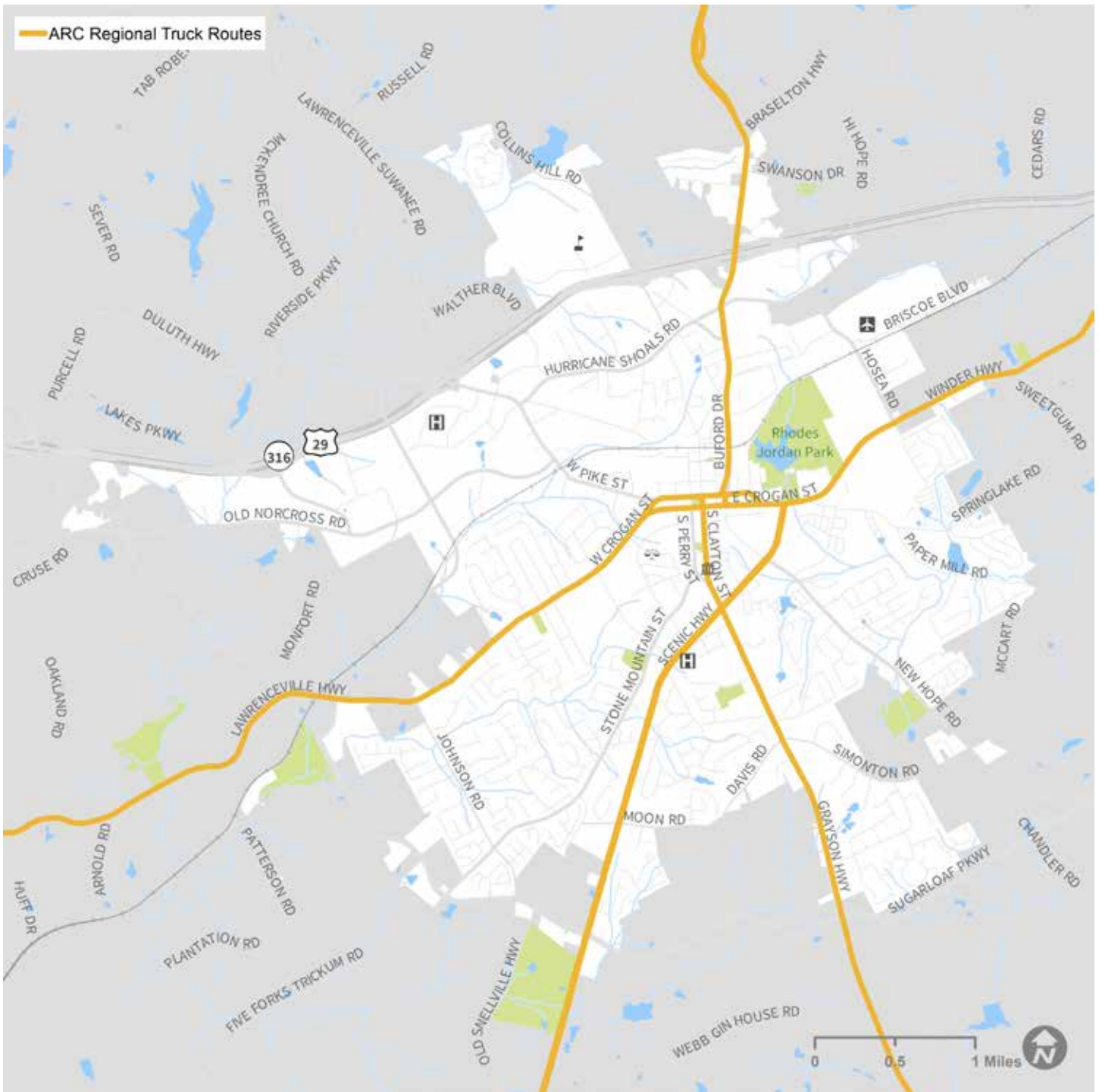


Figure 6.19. Truck Routes

### TRUCK PARKING

Unauthorized truck parking is common along routes that serve high volumes of through truck traffic, such as SR 316. While it is a regional route, SR 316 does not serve the rate of long-haul freight such as interstates that connect multiple cities. As

such, the proliferation of unauthorized truck parking is not as prevalent as it is on other Metro Atlanta freeways such as I-75, I-85, and I-20. Furthermore, there are no truck stops along SR 316 within the city.

## TRANSIT

Ride Gwinnett is the transportation provider for the City of Lawrenceville, offering a combination of bus service and microtransit options. Within Lawrenceville, there are two fixed routes available: Route 40 and Route 45. The cost for utilizing the fixed route service is \$2.50 per trip, while the proposed fare for microtransit is \$3.00 per trip. Starting in November 2023, Ride Gwinnett will introduce new service in Lawrenceville, which includes an expansion to incorporate a local route to Buford (Route 50) from Sugar Loaf Mills Park and Ride through downtown Suwanee. Additionally, in August 2023, Ride Gwinnett enhanced its service expansion by introducing microtransit, an on-demand curb-to-curb transportation option that offers flexibility in less densely populated areas.

Pedestrian and bicycle infrastructure play a vital role in supporting successful transit systems. The absence of sidewalks and trails that connect to transit represents a significant obstacle to efficient transit. **Figure 6.20** shows the existing transit service in Lawrenceville.

The transit systems play a pivotal role in enhancing mobility within Lawrenceville while promoting environmental sustainability and reducing the city's carbon footprint. Lawrenceville's strategic partnerships with transit authorities extend beyond transportation services. They provide an opportunity to enhance the city's-built environment in several ways:

- 1. Transit-Oriented Development (TOD):** Collaborating with transit partners can stimulate transit-oriented development. This approach integrates residential, commercial, and recreational spaces around transit hubs, reducing the dependency on personal vehicles and promoting a vibrant urban environment.
- 2. Infrastructure Improvements:** Lawrenceville can work with transit authorities to improve infrastructure such as bus stops, transit hubs, and pedestrian pathways. These enhancements not only improve access but also contribute to the city's aesthetic appeal.
- 3. Economic Growth:** Transit connectivity can attract businesses to Lawrenceville, spurring economic growth. It can also lead to increased property values and greater economic opportunities for residents.
- 4. Environmental Sustainability:** The partnership supports Lawrenceville's commitment to environmental sustainability by reducing the carbon footprint associated with commuting.

By strategically collaborating with transit partners Atlanta-Region Transit Link Authority (ATL) and Ride Gwinnett, Lawrenceville not only ensures residents have access to efficient transportation but also capitalizes on these partnerships to enhance the city's infrastructure, promote economic development, and create a more sustainable and vibrant urban environment for all. These collective efforts underscore the city's dedication to holistic and community-centric growth.

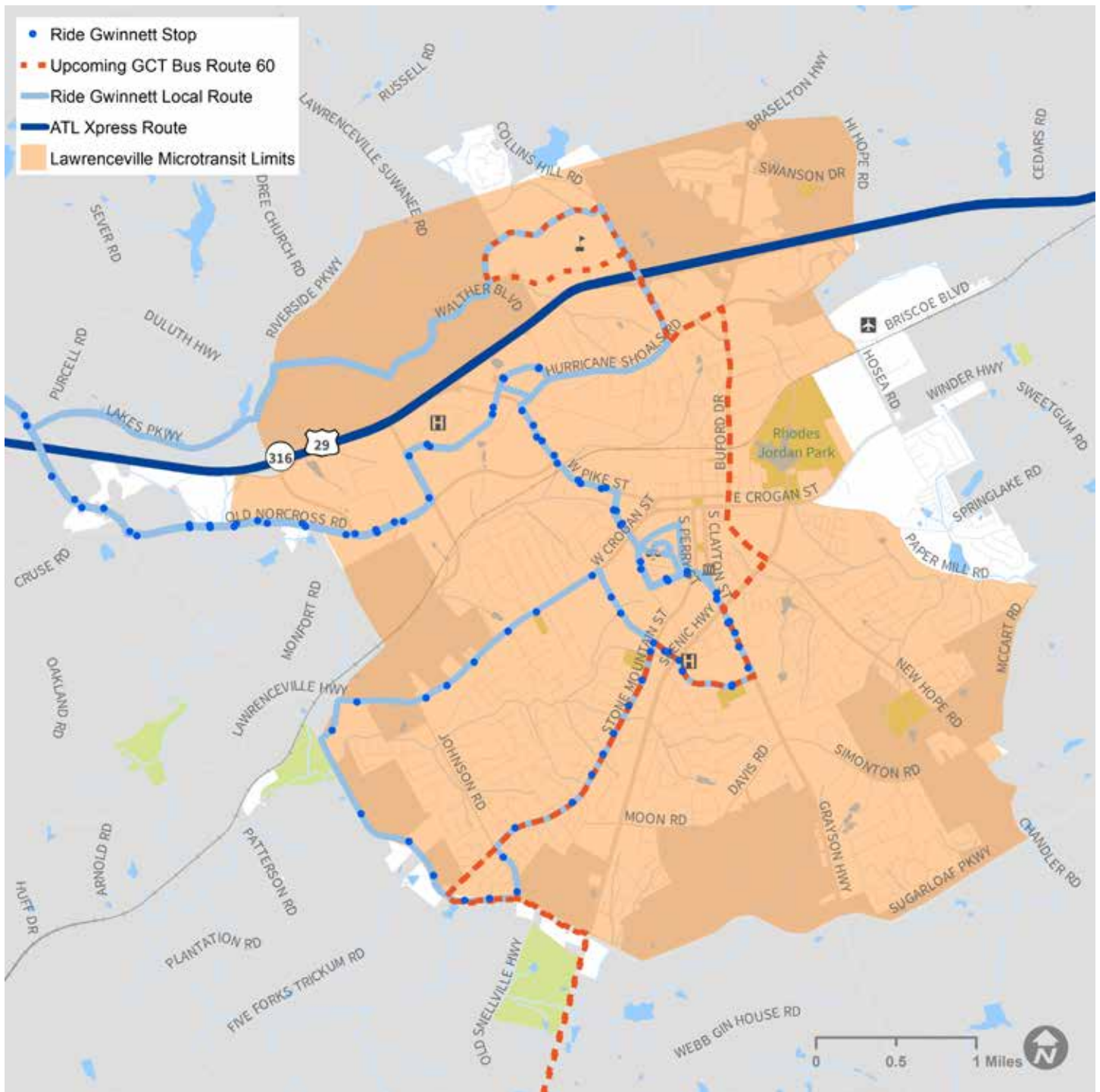


Figure 6.20. Existing Transit Service

## ACTIVE TRANSPORTATION AND ACCESS TO TRANSIT

Planning for the future of the City of Lawrenceville incorporates a holistic view of transportation. Infrastructure such as sidewalks, bike lanes, and trails are necessary for non-motorized modes of transportation such as walking and biking. These active modes of transportation foster active, healthy lifestyles, an increased quality of life, and can lead to reduced emissions which can improve air quality for the city's residents. Additionally, sidewalks and trails support transit by offering last-mile connectivity. These pedestrian and bicycle facilities are especially important along arterials and connectors near destinations such as schools, parks, shopping centers, transit facilities, and businesses. This section documents existing pedestrian and bicycle facilities in the City of Lawrenceville.

### SIDEWALKS AND PEDESTRIANS

In general, the City of Lawrenceville has minimal sidewalk coverage along arterial and collector roads. **Figure 6.21** shows a disconnected sidewalk system with isolated pockets of sidewalks. Most sidewalk facilities are located along recent redevelopment sites, within residential neighborhoods and in the Downtown core.

Similarly, Lawrenceville has a limited amount of bicycle facilities as also seen in **Figure 6.22**. There are two bike lanes in the City of Lawrenceville, one runs along Sugarloaf Parkway while the other runs along Grizzly Parkway. These facilities are disconnected and may not be comfortable or feel safe for cyclists of all abilities due to their proximity to arterial and collector roads, respectively. Despite the many community facilities and recreational opportunities present in the City of Lawrenceville, grade-separated bicycle facilities such as cycle tracks or multi-use trails do not currently exist in the city.

While there have also been recent pedestrian and bicycle improvements as part of roadway improvement projects, there still exists substantial gaps in connectivity which contributes to auto-centric travel. The existing sidewalk system makes trips connecting origins and destinations difficult and potentially unsafe because even the smallest gap can affect whether someone chooses to walk or bike.

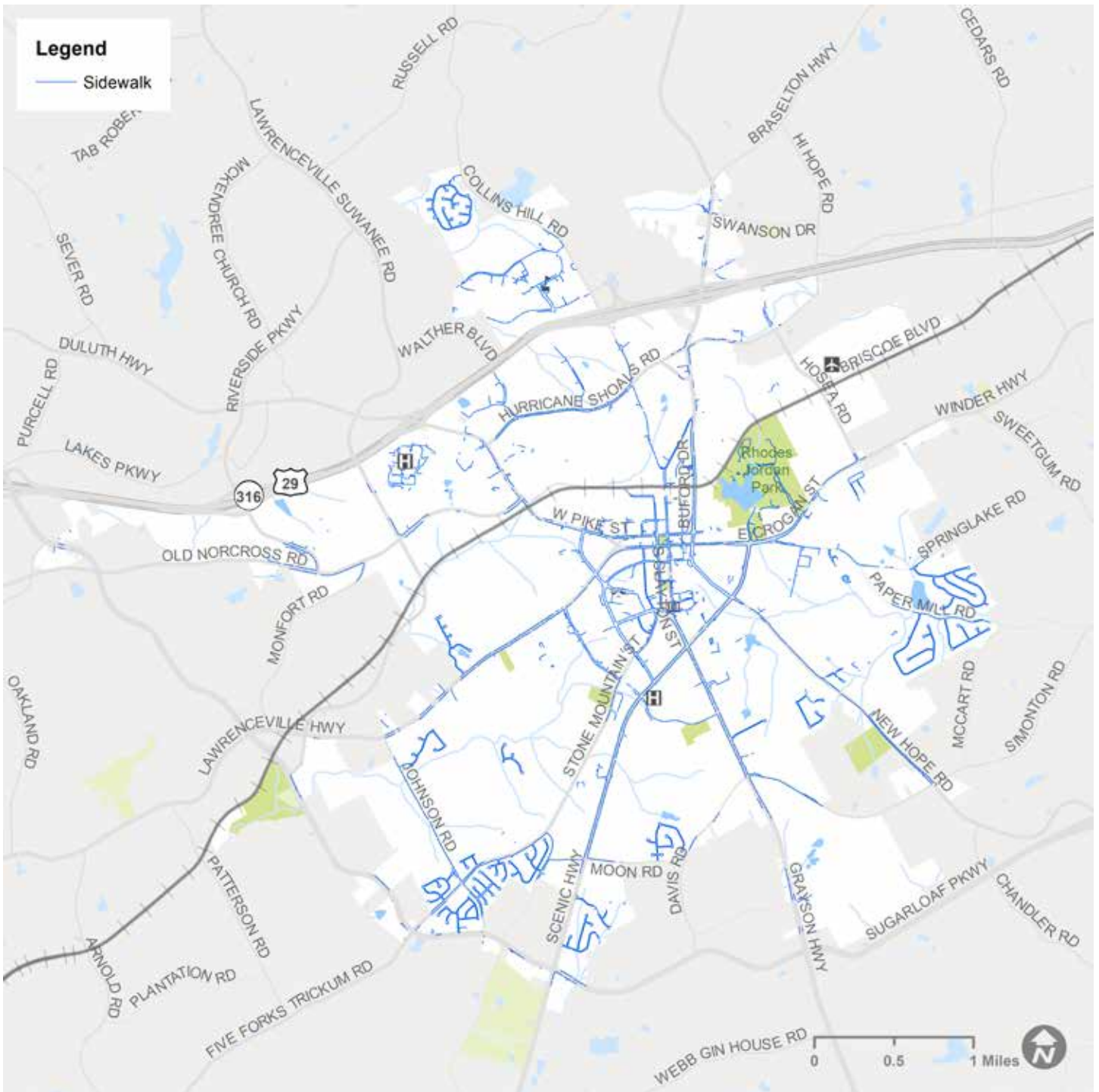


Figure 6.21. Sidewalk Infrastructure

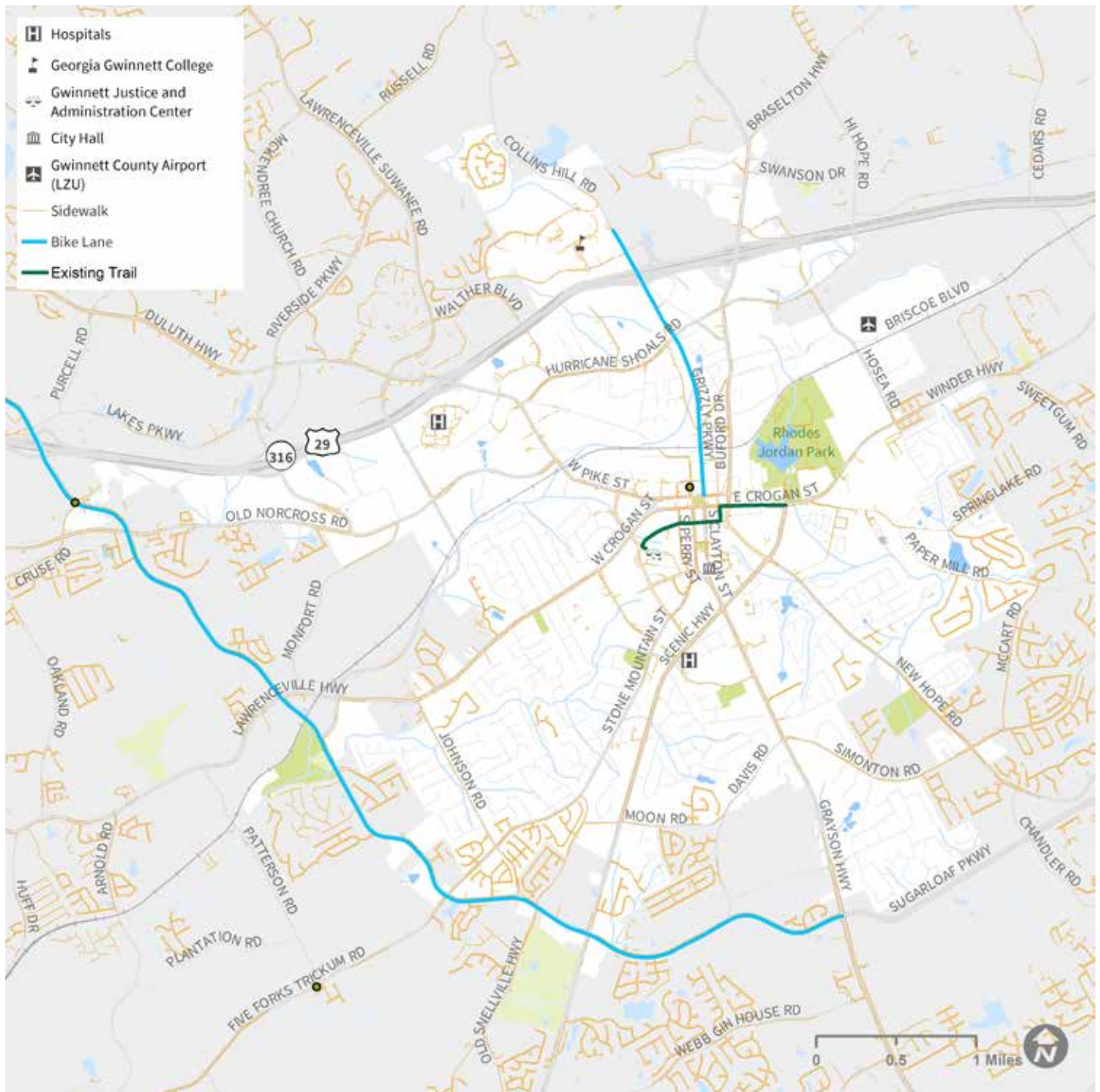


Figure 6.22. Pedestrian and Bicycle Infrastructure



## BICYCLE AND PEDESTRIAN SAFETY ANALYSIS

Bicycle and pedestrian safety analysis consisted of two methodologies to identify safety deficiencies: the identification of bicycle and pedestrian crash locations and the identification of locations with a high number of risk factors for bicyclists and pedestrians.

Locations or areas with a history of bicycle and pedestrian crashes are significant, and likely indicate safety deficiencies.

**Figure 6.23** and **Figure 6.24** present locations of bicycle and pedestrian crashes, respectively. As shown:

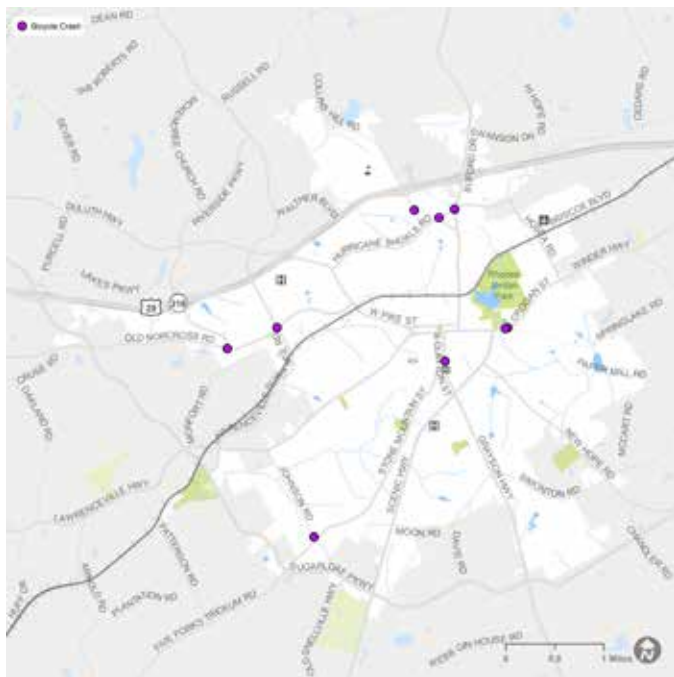


Figure 6.23. Locations of Bicycle Crashes

However, due to the sparsely distributed nature of these crashes, historical trends are not particularly predictive of future crashes. Similarly, pedestrian crashes make up less than 1 percent of reported crash data and approximately 20 percent of fatalities. Since pedestrian and bicycle crash data tends to be underreported, historical crash data does not accurately portray pedestrian and bicycle safety. In response to this situation, the ARC developed bicycle and pedestrian safety indexes for roadway segments in the metro Atlanta area to identify high risk corridors. The factors included in the risk index for each mode are:

- There were no areas within the city with a concentration of bicycle crashes.
- The Hurricane Shoals Road corridor and Downtown experience the highest concentration of pedestrian crashes. While this would be anticipated to some degree within Downtown due to higher levels of pedestrian traffic, the high rate of crashes along Hurricane Shoals indicates a need for a more detailed analysis for pedestrian safety.

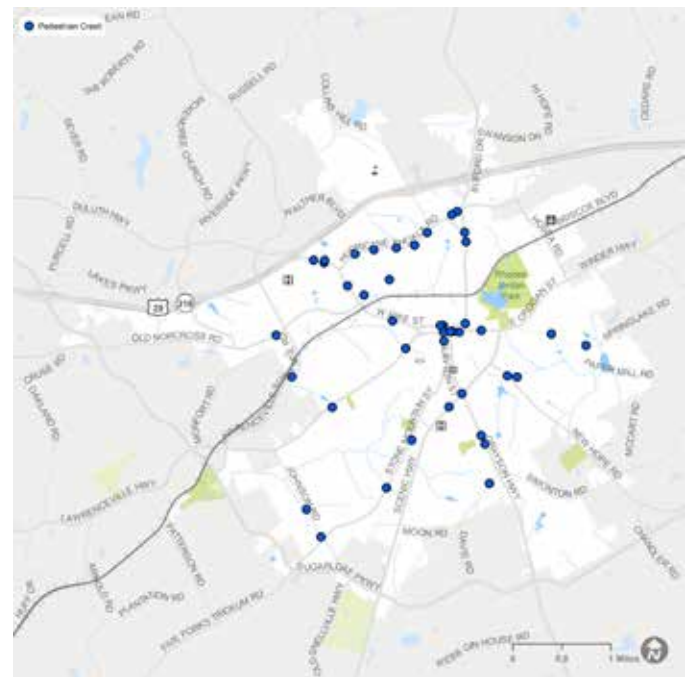


Figure 6.24. Locations of Pedestrian Crashes

- Crash history (with fatal and serious injury crashes weighted three times other crashes)
- Risk factors (design elements and street characteristics associated with a higher number of and/or more serious crashes). These elements and characteristics include:
  - A lack of lighting
  - A posted speed limit greater than 35 MPH
  - Roadway functional classification (arterial and collector streets have the highest number of pedestrian and bicycle crashes per mile)

- Number of lanes (streets with four or more lanes have more crashes per mile than those with fewer lanes)
- ARC policy priorities

Roadways with higher risk were assigned a higher score.

Segments were placed into ‘buckets’ based on the percentile of risk index. Figures 0.0.0 and 0.0.0. display segments where bicycle and pedestrian risk is highest in the city. As shown in both figures:

- Many of the same roadways that have bicycle risk also have pedestrian risk.
- The corridors with high bicycle and pedestrian risk were:
  - West Pike Street/Duluth Highway
  - Grayson Highway/S. Clayton Street (south of downtown)
  - Lawrenceville Highway
  - Lawrenceville-Suwanee Road
  - Old Norcross Road
  - Gwinnett Drive



Figure 6.25. Bicycle Risk Index



Figure 6.26. Pedestrian Risk Index

## PROPENSITY ANALYSIS

A walking and biking propensity analysis was completed to understand where conditions in the City of Lawrenceville suggest walking and biking is currently more likely or where walking and biking is likely to happen in the future. It also identifies priority areas for bicycle and pedestrian facility improvements. Using a series of spatial analysis tools, elements within the three overall categories listed below were weighted and layered to generate a raster-based walking and biking propensity score for every location within the city. This analysis incorporated three overall considerations that contribute to the likelihood people may walk or bike:

- **Demand Analyses** focuses on demographic data that is suggestive of more likelihood to walk or bike. This category considers where potential users live.
- **Attraction Analyses** consider the proximity to and accessibility of various destinations that people may want to walk or bike to.
- **Character and Future Analyses** evaluate the experience of walking or biking and how that may encourage (or discourage) walking or biking.

### DEMAND ANALYSES

The Demand Analysis seeks to understand how various demographic conditions influence more walking or biking. This category uses U.S. Census data or the American Community Survey to understand where people who are more likely to walk or bike live. The demand analyses categories listed below were analyzed using spatial analysis to determine their respective densities then combined to develop an overall demand profile.

- Population Density
- Under Age 18
- Over Age 65
- Alternative Commuting
- Access to Vehicles - Households without a Vehicle

This demand profile highlights locations that are either:

1. Current hubs for walking or biking activity; or
2. Potential future hubs for walking or biking.

These locations may have a critical need for infrastructure investment to promote safety and comfort for existing users and attract new users.

### *Population Density*

Population density data was retrieved from the 2020 U.S. Census and is based on block groups. This data helps us understand locations which biking and pedestrian infrastructure investments will have the largest impact, based on the logic that corridors that are in areas with a higher residential population are likely to serve relatively larger amounts of people.

### *Under Age 18 and Over Age 65*

Concentrations of the population under 18 years of age or over 65 years of age are indicative of locations where more walking and biking options are appropriate. The younger population is often dependent on others to drive while the older population is often less interested in or dependent on driving to reach their destinations.

### *Alternative Commuting*

Data on alternative modes of commute was retrieved from the American Community Survey. This data tells us where randomly selected respondents indicate they are currently commuting using another mode other than a single occupancy vehicle or driving alone. Because many of the individuals in this population currently commute using an alternate means or do not regularly use a vehicle by themselves, this population is more likely to lack dedicated access to a vehicle and thus, are more likely to need active transportation investments.

## ***Access to Vehicles - Households without a Vehicle***

Data on households without a vehicle was also retrieved from the American Community Survey. This data informs us where there are more households that do not have access to a vehicle. These areas also correlate to areas with high concentrations of poverty. If these households do not have reliable access to a vehicle, then they must rely on alternate modes of commute such as transit, walking, or biking. Active modes of transportation are important first mile/last-mile options.

### **ATTRACTION ANALYSES**

The Attraction Analysis highlights locations that people may want to bike or walk to and from. The following attraction analyses categories were combined to develop an overall attraction profile.

- Schools
- Parks
- Transit
- Employment
- Existing Land Use

### ***Schools***

Schools in Lawrenceville were mapped to analyze their accessibility to surrounding neighborhoods. Since younger students may lack access to personal vehicle transportation, pedestrian and bicycle facilities are vital in these areas. A quarter-mile buffer was generated around each school and these areas were given a score of 10.

### ***Parks***

Parks, which are often but not always programmed with ballfields, playgrounds, and public swimming pools, were analyzed to understand their accessibility to surrounding neighborhoods. A one-mile buffer was generated around each location classified as a park and these areas received a score of 10.

### ***Transit***

Connecting bicycle and pedestrian infrastructure to transit is an element of complete streets. Complete streets ensure equitable streets that are safe, comfortable, and efficient for all people regardless of age or ability. Since last mile connectivity is a critical issue in parts of the city, the various transit facilities in Lawrenceville were mapped to understand their accessibility to surrounding neighborhoods. These include bus routes, bus stops, and microtransit limits. A 500 ft. buffer was generated around each transit facility and these areas received a score of 10.

### ***Employment***

Employment data was retrieved from the most recent 2019 Longitudinal Employment Household Dynamics (LEHD) database and shows the approximate location of all jobs in Lawrenceville. Since people may want to bike or walk to their place of employment, employment centers were analyzed to understand their accessibility to surrounding neighborhoods. Spatial analysis was performed based on a square root data transformation of the employment density. This scoring scheme provided a proportional range of scores and did not consider outliers, which received a score of 10, and other locations were assigned scores ranging from 0 to 9 based on their proximity to employment centers.

### ***Existing Land Use***

Land use patterns are important in assessing pedestrian demand. Land use patterns can inform us of trip generators. For example, commercial uses, high-density residential, parks, schools, and libraries have a greater potential to generate pedestrian trips than transitional, agricultural, or lower-density residential land uses. Furthermore, multi-family residential developments are higher density developments that typically generate more walking and biking trips than single-family residential developments, especially those in middle or upper-income neighborhoods. Values between 1 and 10 were assigned to various land use categories to reflect their relative tendency to attract and produce pedestrian trips. **Table 6.11** details the point values assigned to each land use category used in the analysis.

Table 6.11. Pedestrian Demand Values for Existing Land Use

Land Use	Scoring Value
Commercial	10
Park Land	10
Parks	10
Residential High Density	10
Residential Multi-Family	10
Church	8
Institutional Extensive	8
Residential Low Density	5
Residential Medium Density	5
Residential Mobile	5
Industrial/Commercial	4
Cemeteries	3
Golf Courses	3
Industrial	3
Agriculture	1
Airport	1
Construction	1
Exposed Rock	1
Forest	1
Landfills	1
Limited Access	1
Quarries	1
Reservoirs	1
Rivers	1
Transportation, Communication, Utilities	1
Transitional	1
Urban Other	1
Wetlands	1

## CHARACTER AND FUTURE ANALYSES

The character and future analysis evaluate the potential need and experience of walking and biking. This category combines the categories listed below to develop an overall character and future profile. This character and future profile help us understand where walking and bicycling need additional safety improvements and where the existing network supports walking and biking.

- Intersection Density
- Bicycle and Pedestrian Crashes

### *Intersection Density*

According to research, intersection density is one of the strongest predictors of pedestrian activity. Intersection density measures how close roadways are grouped together and the relative block size. This suggests that areas with higher intersection densities are more conducive to pedestrian travel as they provide more connection opportunities, shorter blocks, and more direct routes for pedestrians. Intersection density was included in the analysis by developing a planarized roadway network with intersection locations. Four leg intersections weighed more highly than three leg intersections, as these intersections offer the greatest connectivity. Two leg and one leg junctions were not considered intersections in this analysis, as they provide limited benefit to pedestrians. This methodology avoids overweighting suburban style neighborhoods that may rely on cul-de-sacs and loops and therefore, are not highly walkable. A score was developed out of 10 proportional to the square roots of the density values.

### *Bicycle and Pedestrian Crashes*

Bicycle and pedestrian crash data was retrieved from GDOT's Georgia Electronic Accident Reporting System (GEARS) and Numetric systems. The analysis used historical crash data from the years 2016 to 2020 to prioritize locations where crashes involving bicycles or pedestrians have occurred. Locations where pedestrian or bicycle crashes occur are areas which should be considered for new or upgraded facilities.

These are also indicators of where bicycle and pedestrian activity is currently occurring in the city. To incorporate these areas in the analysis, a kernel density raster was developed based on crash locations; the density values were converted

proportionally to a score of 0-10, with 10 being the highest value. **Figure 6.27** shows pedestrian and bicycle propensity in the City of Lawrenceville.

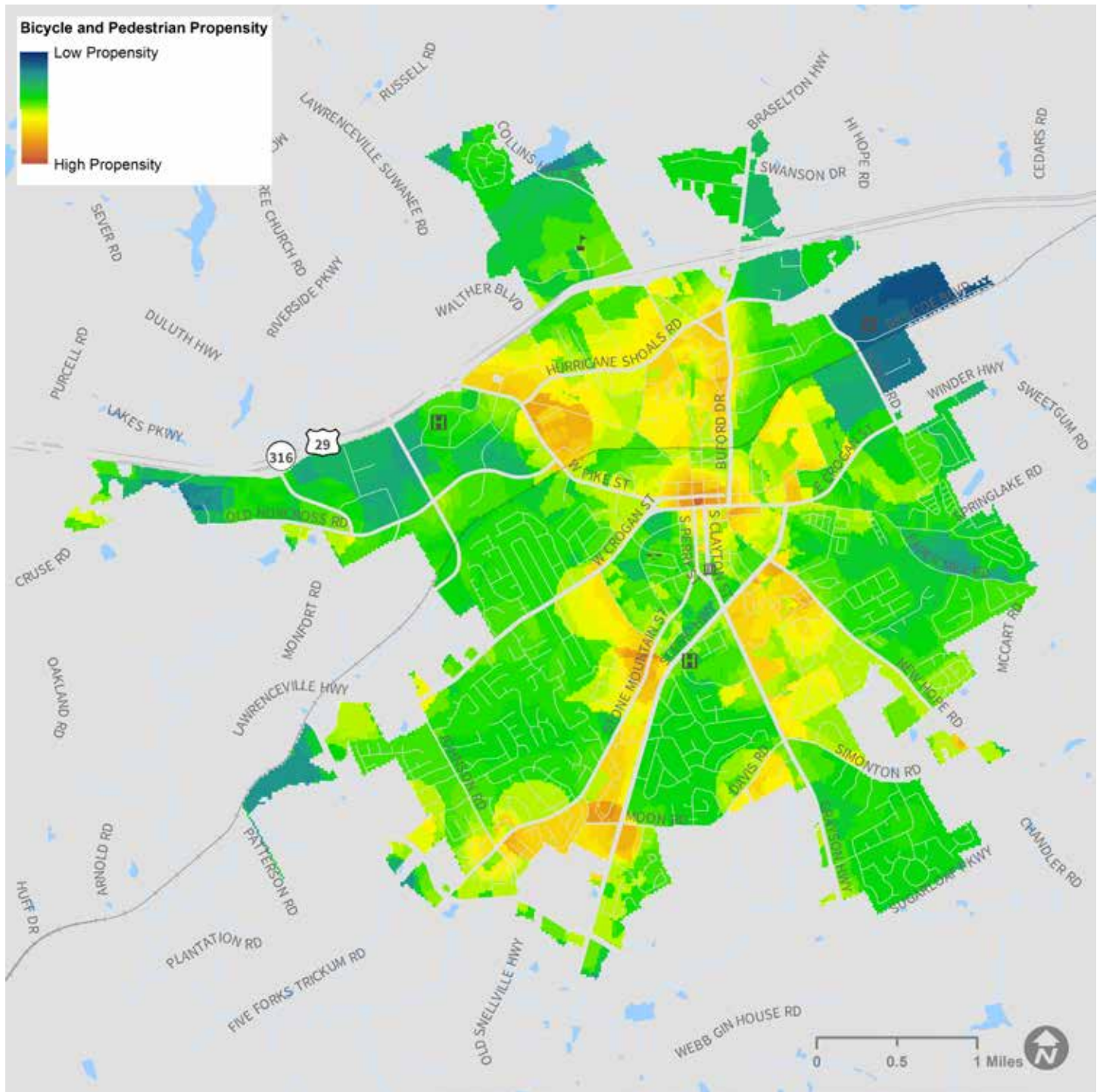


Figure 6.27. Bicycle and Pedestrian Propensity

# TRANSPORTATION

## INFRASTRUCTURE

### MAJOR ROADS AND EXPRESSWAYS

Lawrenceville boasts a well-connected road network that facilitates easy access to the city and enhances regional connectivity. The following major roads and expressways traverse or are near the city:

- **Georgia State Route 316 (GA 316):** Also known as University Parkway, GA 316 serves as a vital east-west corridor, linking Lawrenceville to Athens and the greater Atlanta metropolitan area. This modern highway provides commuters with a seamless travel experience.
- **U.S. Highway 78 (Stone Mountain Freeway):** U.S. 78, commonly referred to as the Stone Mountain Freeway, serves as a significant transportation artery connecting Lawrenceville to neighboring cities and the iconic Stone Mountain Park. It is a key route for both local and regional commuters.
- **U.S. Highway 29 (US 29):** US 29, which runs through Lawrenceville, connects the city to Atlanta to the southwest and Athens to the northeast. It is a vital route for commuters and businesses alike.
- **Georgia State Route 8 (GA 8):** GA 8, also known as West Crogan Street, traverses the heart of Lawrenceville, providing essential access to the city's downtown area and local amenities.
- **Georgia State Route 20 (GA 20):** GA 20 extends through Lawrenceville, serving as a primary east-west connector and facilitating transportation within the city and its surroundings.
- **Georgia State Route 120 (GA 120):** GA 120, commonly known as Duluth Highway, offers another east-west route through Lawrenceville, contributing to the city's accessibility and regional connectivity.

These roadways are vital to Lawrenceville's economic development, as they provide efficient routes for the transportation of goods and services, making the city an attractive destination for businesses and residents alike.

### VEHICULAR PARKING

With an estimated population of 30,558, the city's GIS system identifies 78 public parking locations depicted in **Figure 6.28**. These lots collectively offer 3,896 parking spaces within the city boundaries. According to the latest American Community Survey (ACS) data, this equates to approximately 0.13 parking spaces available for every resident of Lawrenceville. This ratio serves as a valuable metric for assessing the city's parking infrastructure relative to its population and can inform discussions and planning related to parking accessibility and urban development.

The public parking space to population ratio, in the context of urban planning, provides insights into the availability and distribution of parking infrastructure within a city or urban area relative to its population. A lower ratio indicates fewer parking spaces per resident, while a higher ratio suggests more parking spaces per resident. A ratio of 0.13 is considered a low ratio (e.g., less than 0.5). Note that this ratio excludes parking provided by private entities and businesses.

While providing parking is essential, an excessive focus can harm urban livability, financial sustainability, and aesthetics. Efficient land use is vital, with excessive parking consuming valuable space. Lawrenceville can adopt community-centric solutions like mixed-use development, public transit promotion, smart parking management, and sustainability measures. These approaches aim to create a vibrant, accessible, and sustainable urban environment while addressing parking needs and maintenance expenses effectively.

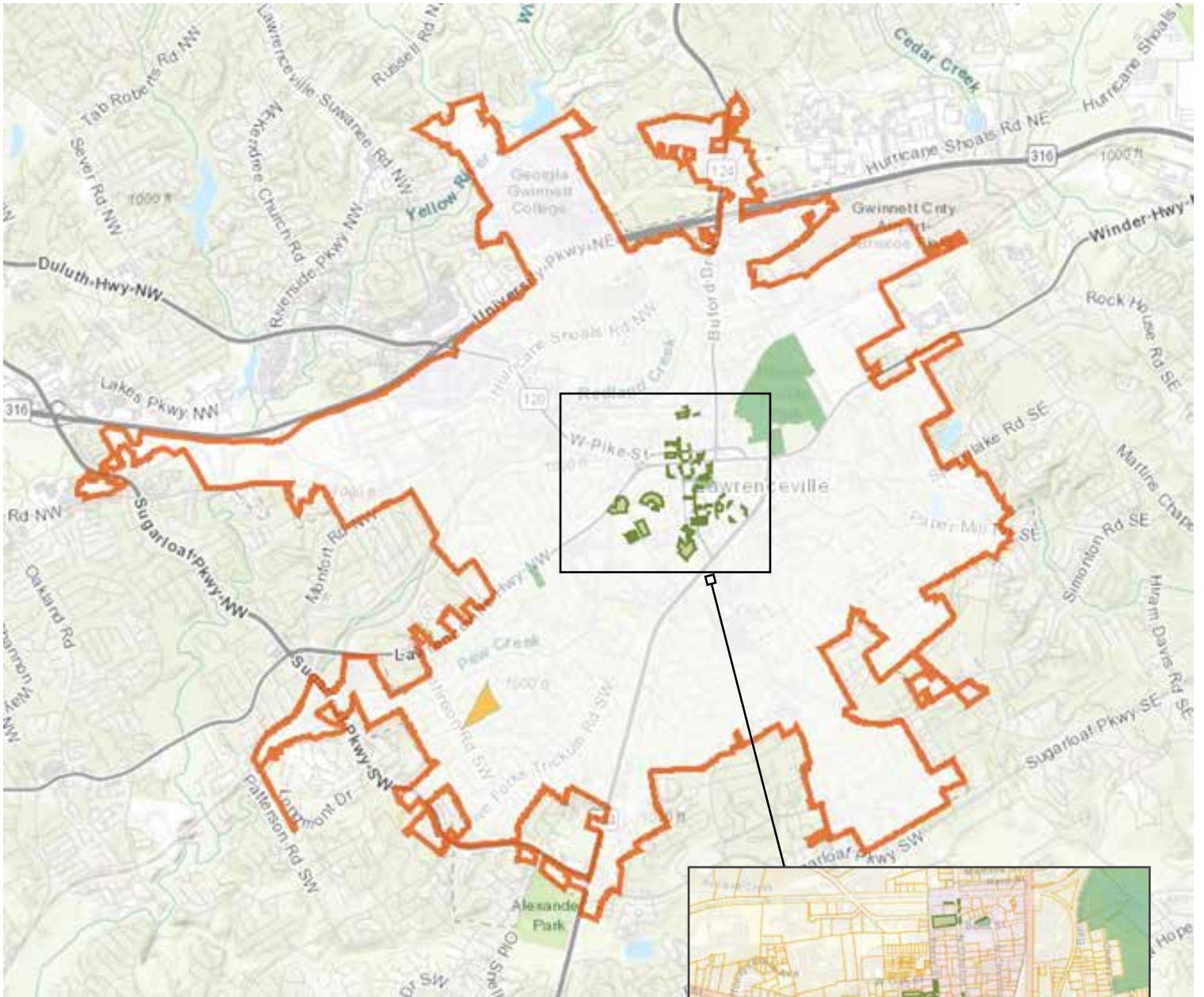


Figure 6.28. Public Parking



## AIRPORT

Lawrenceville is proud to host the Gwinnett County Airport (LZU) at Briscoe Field, a municipal Airport located about two miles northeast of downtown Lawrenceville. This airport, partially located within Lawrenceville, serves various aviation needs, including general aviation, corporate travel, and flight training. LZU has a 6,000-foot long by 100-foot wide grooved asphalt runway and is located on approximately 500 acres. The Gwinnett County Airport – Briscoe Field is serviced by two fixed base operators. Gwinnett Aero is located on the north side of the field, and the Aircraft Specialists Jet Center is located on the south side of the field. The airport has an Air Traffic Control Tower that is in operation from 7:00am to 9:00pm. There are more than 50 aviation-related tenants, almost 200 hangars, and about 300 aircraft based at the airport.

## TRANSPORTATION MAINTENANCE & SERVICE DELIVERY

The city is responsible for all road and right-of-way construction and maintenance, except for the roads specified in the Service Delivery Strategy (SDS) Agreement, which are maintained by the county. Additionally, the county is responsible for maintaining all traffic signals.

## REGIONAL TRANSPORTATION

Since Lawrenceville is located within the Atlanta Regional Commission (ARC), a federally-designated Metropolitan Planning Organization (MPO), the State of Georgia requires the city's comprehensive plan to include this transportation element. MPOs are federally mandated organizations that provide regional context to transportation planning in urbanized areas. This section and the ARC Regional Transportation Plan (RTP) should be used together when considering local transportation decisions.

## ARC TRANSPORTATION GOALS & OBJECTIVES

The following ARC goals and objectives align with Lawrenceville's local transportation initiatives:

1. Enhance Land Use
  - a. Need: Minimize traffic congestion and mitigate impacts on local roads.
    - Opportunity: Enhance transportation infrastructure and implement traffic management strategies.
    - Initiative: Implement intelligent traffic management systems along key corridors to optimize traffic flow and alleviate congestion.
  - b. Need: Prioritize maintenance of existing infrastructure.
    - Opportunity: Implement a comprehensive infrastructure maintenance program and asset management program.
    - Initiative: Establish a routine maintenance schedule for roadways and bridges, focusing on preventive measures to prolong infrastructure lifespan.
2. Safety & Security
  - a. Need: Minimize increased congestion and disruptions caused by service, delivery, and freight traffic.
    - Opportunity: Coordinate with GDOT, Gwinnett County, and local businesses to identify freight bottlenecks, conflicts, and mitigation strategies.
    - Initiative: Collaborate with local industries and freight companies to develop a freight management plan, enhancing logistics and reducing traffic impact.

- b. Need: Reduce fatalities, injuries, crashes along the transportation network.
  - Opportunity: Utilize the ARC Regional Safety Strategy to identify effective countermeasures to improve safety throughout the city.
  - Initiative: Implement targeted safety campaigns and road infrastructure enhancements at high-risk intersections and pedestrian-heavy zones.

### 3. Transit

- a. Need: Equitable distribution of transportation improvements, better access to jobs and transit.
  - Opportunity: Develop and implement strategies for more equitable transit access.
  - Initiative: Enhance bus routes and schedules in underserved neighborhoods, providing improved access to job centers and essential services.
- b. Need: Safe, attractive active transportation throughout the city, including connections to transit opportunities.
  - Opportunity: Enhance pedestrian infrastructure and connectivity.
  - Initiative: Establish a pedestrian-friendly downtown core by expanding sidewalks, installing crosswalks, and creating pedestrian plazas.

### 4. Environment & Quality of Life

- a. Need: Plan for infrastructure related to electric vehicles (EVs).
  - Opportunity: Develop an EV-Readiness Plan that identifies areas appropriate for EV infrastructure based on land use and infrastructure capabilities (power grid).

- Initiative: Install electric vehicle charging stations at key locations, including government buildings and commercial centers, to support EV adoption.
- b. Need: Mitigate impacts on environmental and cultural aspects resulting from transportation improvements.
  - Opportunity: Coordinate with GDOT and Gwinnett County on planned projects during the environmental analysis phase.
  - Initiative: Conduct thorough environmental assessments and engage with stakeholders to ensure transportation projects align with sustainability goals and preserve local heritage.
- c. Need: Provide ITS and smart technologies along the city's transportation network.
  - Opportunity: Stay informed and collaborate with GDOT and Gwinnett County on emerging technologies and plans.
  - Initiative: Implement real-time traffic monitoring systems and smart traffic signals to improve traffic flow and respond to changing conditions effectively.

By aligning Lawrenceville's transportation initiatives with the ARC goals and objectives, the city aims to create a well-connected, safe, and sustainable transportation network that enhances the quality of life for its residents while contributing to the broader regional vision.



DEPOT DISTRICT

SLOW POUR  
BREWING COMPANY





# ECONOMIC DEVELOPMENT

7



# ECONOMIC DEVELOPMENT

## WORKFORCE

In Lawrenceville, it's essential to distinguish between two distinct groups of people, each with its own set of characteristics. The first group consists of residents who live in Lawrenceville and have jobs, irrespective of where those jobs are located. The second group encompasses individuals with jobs physically situated within Lawrenceville, regardless of their place of residence. These two groups differ in terms of their employment arrangements, making it important to consider their unique characteristics when analyzing the dynamics of Lawrenceville's workforce and employment landscape.

Being the County seat, Lawrenceville serves as a vital hub for the government, medical, and educational sectors in Gwinnett County. The presence of Northside Hospital Gwinnett, Georgia Gwinnett College, and Gwinnett County government contributes significantly to the city's economic vitality.

While the major employment centers in Lawrenceville continue to thrive, the city has not experienced substantial growth beyond these sectors. Further, there are a limited number of key opportunities for large-scale development or redevelopment. The city's job market is characterized by sectors such as administrative and support/waste management and remediation, health care and social assistance, professional, scientific, and technical services, and retail trade. However, like the rest of the region and the nation, the city has witnessed a decline in manufacturing jobs, only partially offset by the growth of jobs in warehousing and logistics.

One of the significant challenges faced by Lawrenceville is the mismatch between residents and available jobs. Most Lawrenceville residents commute outside of the city for work, while many workers commute into the city from other areas. This indicates a mismatch in skill sets, with residents lacking the qualifications for local jobs and workers from outside the city not being enticed to make Lawrenceville their home. Addressing this challenge will require a focus on workforce development, education, training programs to align the skill sets of residents with the needs of local employers, and focusing new housing product to the desires of current jobs in the city.

The City of Lawrenceville recognizes the challenges and opportunities that the city faces in its economic development efforts. By addressing the skills gap, promoting entrepreneurship, providing housing product that matches current and future jobs, and attracting diverse industries, Lawrenceville can overcome its challenges, capitalize on its strengths, and position itself as a dynamic and prosperous city within the region. Strategic planning, collaboration with stakeholders, and a focus on sustainable economic growth

will be essential in realizing Lawrenceville's full economic potential.

## INCOME AND POVERTY

Income and Poverty statistics provide insights into the economic well-being of individuals and households within a municipality. These statistics include metrics such as median household income, per capita income, and the percentage of the population living in poverty. They offer a snapshot of the income distribution, disparities, and levels of financial hardship within the community.

When examining the income and poverty data for the City of Lawrenceville and Gwinnett County, as outlined in the US Census QuickFacts, distinct disparities and commonalities become evident.

In terms of median household income, Lawrenceville reported a figure of \$51,242 (adjusted to 2021 dollars) for the years spanning 2017 to 2021, whereas Gwinnett County exhibited notably higher prosperity with a median household income of \$75,853 (adjusted to 2021 dollars) during the same period. Similarly, in the realm of per capita income, Lawrenceville

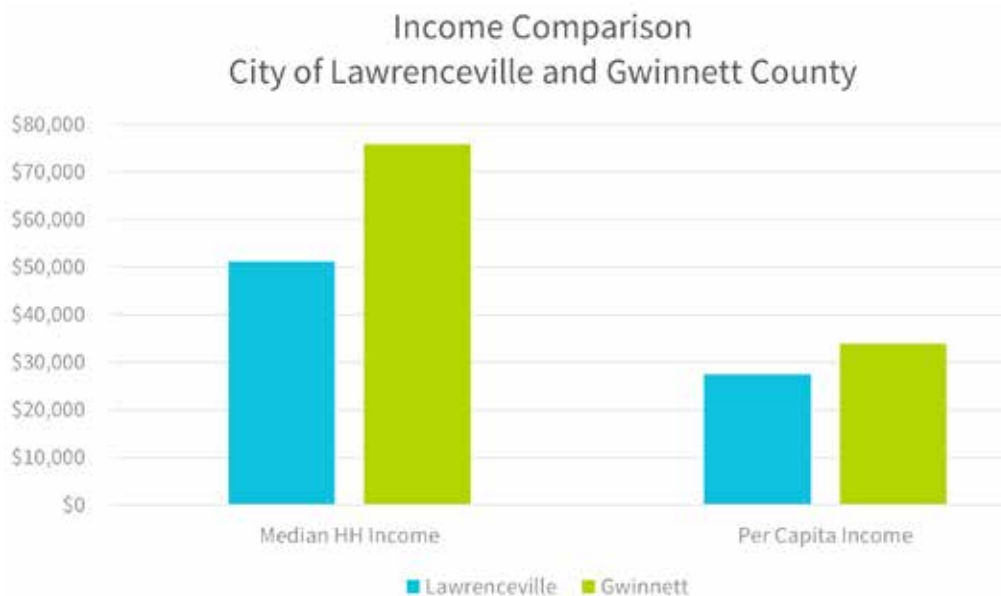


Figure 7.1. Comparison of Income between City of Lawrenceville and Gwinnett County

registered \$27,521 (adjusted to 2021 dollars) over the past year, whereas Gwinnett County boasted a more substantial per capita income of \$33,870 (adjusted to 2021 dollars) for the corresponding timeframe.

An intriguing contrast emerges when considering the poverty rates between these two entities. Lawrenceville reported a poverty rate of 17.5%, while Gwinnett County showed a more favorable scenario with a poverty rate of 10.8%. This contrast implies that a significantly smaller proportion of Gwinnett County's population faces economic hardship compared to Lawrenceville.

These disparities may stem from the broader economic dynamics and demographic characteristics associated with the city versus the encompassing county. It's important to note that Lawrenceville is a component of Gwinnett County, and the differences highlighted could be influenced by the urban-center nature of the city. The higher income levels in Gwinnett County may indicate a more diverse and prosperous economic landscape with a broader range of industries, businesses, and employment opportunities contributing to the overall economic health of the county.

In essence, Gwinnett County's elevated income levels and lower poverty rate underscore a more robust economic well-

being compared to the City of Lawrenceville. These contrasting statistics provide valuable insights into the economic conditions of these entities and help form a more comprehensive understanding of their respective socio-economic landscapes.

## LARGEST SECTORS / INDUSTRIES

Fifty percent of all employees in Lawrenceville come from Gwinnett County. Lawrenceville has over 38,000 jobs, with almost a quarter of those employed being in the Healthcare industry. Healthcare, Public Administration, and Education together make up over half of all jobs in the city (**Table 7.1**).

The five largest sectors in Lawrenceville are:

- Healthcare
- Public Administration
- Education
- Retail
- Manufacturing

Lawrenceville is home to several major industries that contribute to its economic landscape. These industries reflect the diverse economic profile of the city and the broader region. Some of the major industries in Lawrenceville include:

- 1. Healthcare and Medical Services:** Lawrenceville boasts a strong healthcare sector, with the presence of Northside Hospital Gwinnett serving as a major healthcare provider in the area. The healthcare industry encompasses hospitals, clinics, medical offices, and related services, providing a significant source of employment and economic activity.
- 2. Government and Public Administration:** As the county seat of Gwinnett County, Lawrenceville houses various government offices and administrative services. This includes the Gwinnett County government, which employs a significant number of individuals and supports the local economy.
- 3. Education and Research:** Lawrenceville is home to Georgia Gwinnett College, a four-year institution offering a range of academic programs. The college's presence

Table 7.1. Employment by NAICS Sector  
(U.S. Census on the Map)

NAICS Industry Sector	Jobs	Percent
Health Care and Social Assistance	9,451	24%
Public Administration	7,822	20%
Educational Services	5,346	14%
Retail Trade	3,292	8.5%
Manufacturing	2,844	7.3%
Administration & Support, Waste Management and Remediation	2,095	5.4%
Construction	1,626	4.2%
Professional, Scientific, and Technical Services	1,435	3.7%
Accommodation and Food Services	1,268	3.3%
Wholesale Trade	1,121	2.9%
Other Services (excluding Public Administration)	706	1.8%
Real Estate and Rental and Leasing	576	1.5%
Information	419	1.1%
Finance and Insurance	365	0.94%
Transportation and Warehousing	255	0.66%
Management of Companies and Enterprises	93	0.24%
Arts, Entertainment, and Recreation	63	0.16%
<b>Total</b>	<b>38,778</b>	

contributes to the education sector and provides opportunities for research, innovation, and workforce development.

- 4. Retail Trade:** Lawrenceville has a vibrant retail sector with numerous shopping centers, malls, and small businesses. The retail industry plays a vital role in meeting the consumer demands of residents and visitors, generating employment opportunities, and contributing to the local economy.

These specific industries and their relative importance may evolve over time due to market dynamics, economic trends, and local developments. Lawrenceville's economic development efforts often focus on diversifying and expanding its industry base to ensure long-term resilience and growth.

The following map shows general clusters of employment in the city. Each dot is proportionally scaled to represent the



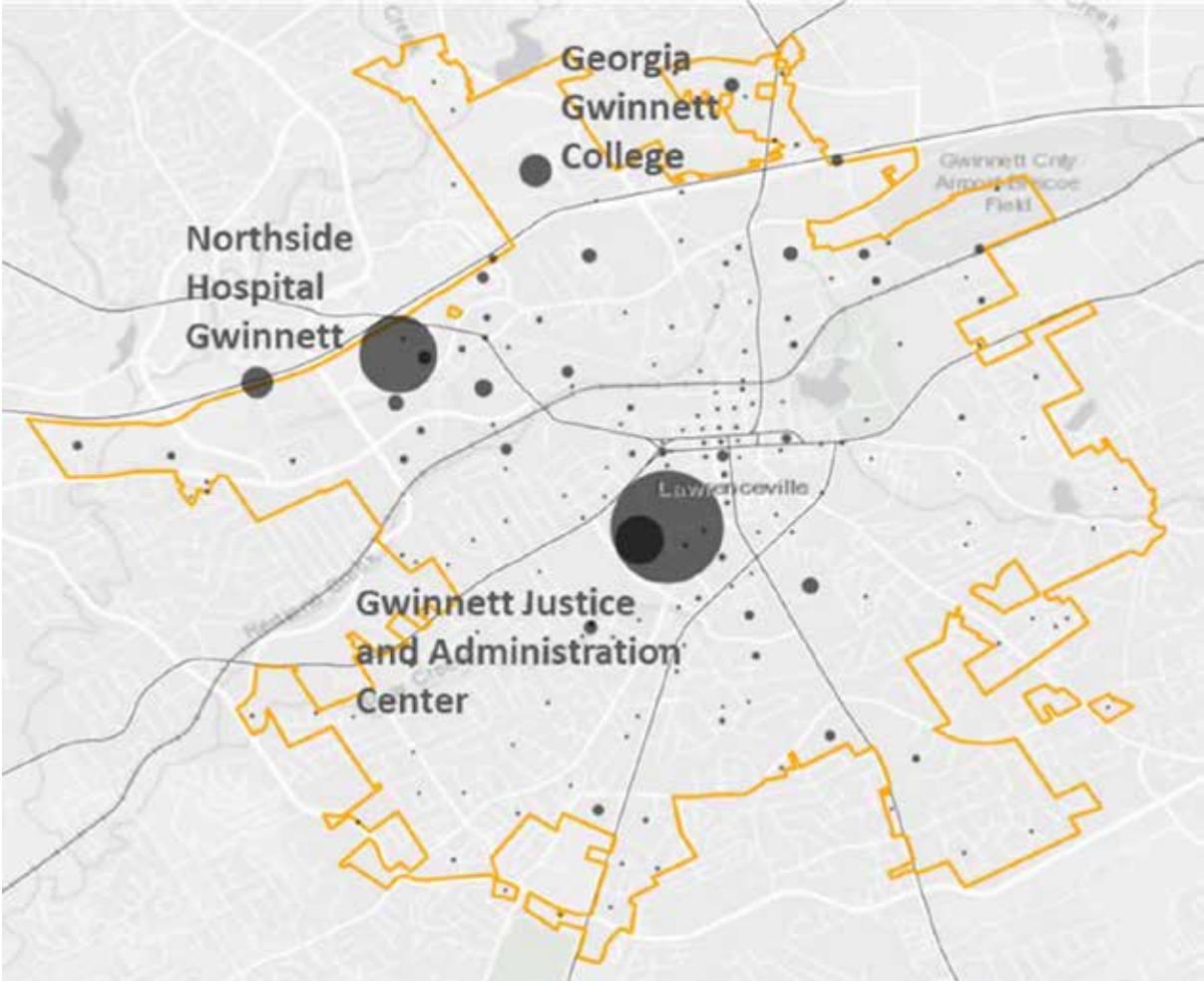


Figure 7.2. Job Location by Industry



number of jobs in each cluster. Each dot does not necessarily represent a single structure or address. Concentrations of jobs are mostly located in the area around downtown Lawrenceville (particularly at the GJAC), with other significant clusters along

the State Route 316 corridor, including Northside Hospital Gwinnett and the Georgia Gwinnett College.

### ECONOMIC TRENDS

The City of Lawrenceville has achieved 30% job growth over the past decade, which equates to over 9,000 additional jobs, shown in **Figure 7.3**.

This steady economic growth has happened in response to and encouraged new development. Since 2017, the city has seen three Developments of Regional Impact (DRI), including the South Lawn Mixed Use Development (2017), the Lawrenceville Gateway (2021), and the Northside Hospital

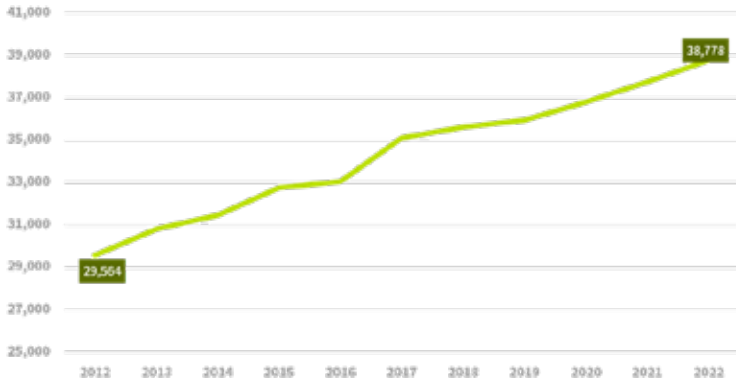


Figure 7.3. Employment Trend



Lawrenceville South Lawn

Gwinnett Expansion (2022 – In Progress). DRIs are large projects that may have impacts to the region, not just the municipality or county where they are built. Because of that potential impact, these projects require additional review by the Department of Community Affairs (DCA), who provide comments on the project and how to mitigate any issues that may arise from the potential impacts. Ultimately, the city has the final decision-making power for these projects.

## ECONOMIC DEVELOPMENT POLICIES

Economic development is an important issue for any city, and the City of Lawrenceville is no exception. Here is an economic development plan that can help the city achieve sustainable economic growth:

### 1. Enhancing the Business Climate:

The city can continue to enhance the business climate by providing incentives for new and existing businesses. It could continue its partnership with Gwinnett’s Entrepreneur Center expand and continue to identify business opportunities and offer grants, low-interest loans, tax abatements, and other incentives to attract and retain businesses.

### 2. Build Upon Existing Skilled Workforce:

The city needs to attract, develop, and build upon the existing medical, higher education, and public administration workforce. It could partner with local colleges and universities to offer training programs in high-demand fields. It could also continue to have an apprenticeship program to provide hands-on training for students and help them gain valuable work experience.

### 3. Improving Infrastructure:

The city needs to continue to improve its infrastructure to attract businesses and residents. This includes upgrading roads, bridges, and other transportation systems, expanding broadband access, and improving public transportation. This will make the city more accessible and attractive.



*D'Lumalu Catering Food Truck*

### 4. Promoting Tourism:

The city could promote tourism to boost its economy. It could develop a marketing plan to promote the city’s attractions, such as the historic downtown area, events, performing arts center, and parks. It could also partner with local businesses to offer tourism packages that include lodging, dining, and entertainment options.

### 5. Encouraging Innovation:

The city could encourage innovation by supporting startup companies and entrepreneurs. It could offer tax incentives, mentorship programs, and other resources to help these businesses succeed. The city should continue its partnership with the Gwinnett Entrepreneur Center.

Overall, this economic development plan focuses on enhancing the business climate, developing a skilled workforce, improving infrastructure, promoting tourism, and encouraging innovation. By implementing these strategies, the City of Lawrenceville can achieve sustainable economic growth and become a more vibrant and prosperous community.

## GOALS AND OBJECTIVES

Within the framework of economic development, the goals represent the overarching aspirations that guide the direction of Lawrenceville’s development. These encompass the desired outcomes in terms of sustainable economic expansion, augmented employment prospects, heightened investment appeal, and an elevated standard of living for both residents and enterprises. Objectives, on the other hand, constitute specific and measurable milestones that, when achieved, contribute to the realization of these goals. They serve as tangible steps in the economic planning process, facilitating the effective implementation of strategies to propel the City of Lawrenceville towards enduring prosperity and holistic advancement.

### *Goals and Objectives:*

#### **1. Diversify the Local Economy:**

- a. Encourage the development of a diverse range of growing industries while building upon strength of medical, higher education, and public administration jobs.
- b. Partner with Gwinnett Entrepreneur Center located within the city to promote entrepreneurship and innovation by supporting startup incubators, accelerators, and co-working spaces.
- c. Attract and retain businesses that provide high-wage jobs and align with the city’s economic development vision.

#### **2. Foster Small Business Development:**

- a. Provide resources and support to local small businesses, including access to capital, technical assistance, and training programs.
- b. Streamline regulatory processes to facilitate business startups and expansions.
- c. Partner with Gwinnett Entrepreneur Center located within the city to establish a small business assistance center and provide personalized guidance and mentorship.

#### **3. Enhance Workforce Development:**

- a. Collaborate with educational institutions, such as Gwinnett Technical College and local school districts, to align curriculum with workforce needs.
- b. Develop partnerships with businesses to create apprenticeship programs, internships, and vocational training opportunities.
- c. Support workforce development initiatives that address skills gaps and promote lifelong learning.

#### **4. Improve Infrastructure:**

- a. Invest in transportation infrastructure, including road networks, public transit, and pedestrian-friendly pathways, to enhance connectivity and accessibility.
- b. Upgrade utility infrastructure to meet the needs of existing and future businesses.

#### **5. Promote Tourism and Cultural Heritage:**

- a. Market Lawrenceville’s unique history, cultural heritage, and recreational amenities to attract visitors.
- b. Support the development of tourism-related businesses, such as hotels, restaurants, and entertainment venues.



- c. Preserving and enhancing historical landmarks and cultural assets to promote a sense of place and attract heritage tourism.
- d. Partner with Georgia Gwinnett College to host national collegiate tournaments.

#### **6. Encourage Sustainable Development:**

- a. Incorporate sustainable practices into economic development strategies, such as promoting energy efficiency, renewable energy, and green building standards.
- b. Support the growth of sustainable industries, such as clean technology and green manufacturing.
- c. Encourage the use of smart growth principles, mixed-use development, and preservation of green spaces.

#### ***Implementation Strategies:***

- 1.** Enhance the Community and Economic Development Department and work with existing organizations to lead economic development efforts and coordinate initiatives with various stakeholders.

- 2.** Continue to develop a comprehensive marketing and branding strategy to promote Lawrenceville as a desirable place to live, work, and invest.
- 3.** Create a business retention and expansion program to provide ongoing support to existing businesses and identify opportunities for growth.
- 4.** Establish public-private partnerships to leverage resources and expertise for economic development initiatives.
- 5.** Regularly review and update zoning and land-use regulations to accommodate new businesses and support economic development goals.
- 6.** Seek state and federal grant opportunities to fund economic development projects and infrastructure improvements.
- 7.** Regularly monitor and assess the progress of economic development efforts through key performance indicators, such as job growth, business investments, tax generated revenue. Conduct periodic surveys and engage with the business community to gather feedback.





# HOUSING

8

# 8 HOUSING

A pivotal hallmark of any thriving community lies in the diversity and accessibility of its housing options, encompassing not only visual appeal and functionality but also affordability. The city's exponential residential expansion owes credit to the continuous influx of new developments. This section sheds light on Lawrenceville's housing landscape, highlighting its predominant housing type, ownership statistics, and affordability factors, as well as exploring future trends and proposing strategies for advancing the city's housing offerings.

## LAWRENCEVILLE HOUSING PRIORITIES

To address the issues outlined in the Housing Study, city staff proposed the following Housing Priorities to serve as the basis for creating specific strategies:

1. Preserve existing affordable housing units.
2. Improve and maintain a high standard of quality living through the City.
3. Discourage additional new exclusive affordable housing developments while encouraging a 5% to 10% affordable component to new residential projects.
4. Encourage mixed income and mixed use developments.
5. Focus housing production to improve the job-resident ratio with a focus on new residential products for Healthcare and Public Administration jobs.





## THE HOUSING LANDSCAPE OF LAWRENCEVILLE

The housing fabric of Lawrenceville is vividly depicted through data sourced from the U.S. Census Bureau. With a total of 11,205 occupied housing units, the city showcases an equilibrium between owner-occupied (47.1%) and renter-occupied (52.9%) units. This balance reflects a diversity of housing choices, catering to a wide spectrum of preferences and financial capacities within the community.

The data on the year of occupancy offers illuminating insights into housing mobility trends. The presence of recent movers (9.9% between 2019 and the present, and 37.1% within the past five years) may signify a dynamic community. Conversely, the significant percentage of long-term occupants (26.9%) demonstrates stability and an enduring commitment to the locality.

Among owner-occupied units, a blend of financial scenarios emerges, with 69.8% bearing mortgages and 30.2% enjoying a mortgage-free status. The data pertaining to occupants per room could suggest a trend toward a preference for spacious living arrangements.

A detailed analysis of selected monthly owner costs (SMOC) relative to selected monthly home-ownership costs as a percent of household income (SMOC-API) unveils a granular affordability breakdown across the city. Additionally, the distribution of gross rent for rented units underscores a wide range of rental costs, accommodating the diverse income levels of residents.

Redfin's data showcases the median housing price in Lawrenceville experiencing a 9.82% compound annual growth rate (CAGR) from 2019 to 2023. These insights accentuate community continuity and the city's commitment to fostering a sense of permanence and vested interest for its residents.

The provided insights vividly underline the diversity of housing options, mobility patterns, and financial dynamics within Lawrenceville. This collective understanding forms the bedrock for informed urban planning and development decisions.

## PRESENT HOUSING MARKET TRENDS

Presently, Lawrenceville's housing market exhibits compelling dynamics. Recent data from Redfin indicates a noticeable 3.3% increase in housing prices in July 2023 compared to the previous year. This increase has propelled the median selling price of homes to an impressive \$390,000, portraying the active evolution of local real estate dynamics.

Equally critical is the pace of property transactions. Homes on the market spend approximately 24 days, slightly surpassing the 19-day average recorded in the prior year.

Furthermore, a significant aspect lies in the volume of homes sold within a specific timeframe. In the recent month of July 2023, a total of 102 homes were sold, signifying a slight decline from the 114 homes sold during the corresponding period in the previous year. This reduction could potentially be attributed to factors such as changing market dynamics, economic fluctuations, or seasonal influences.



## HOUSING CHARACTERISTICS

The current age and pricing of housing, and the broader real estate market in Lawrenceville were analyzed in this portion of the report. Housing tends to be relatively old, both among for sale and for rent homes. Despite this, pricing for housing of both types has increased dramatically over the past several years.

Additionally, age and type of other types of real estate were briefly summarized. While much of the commercial inventory (including apartments) was built prior to 2000, there has been an uptick in construction since 2020.

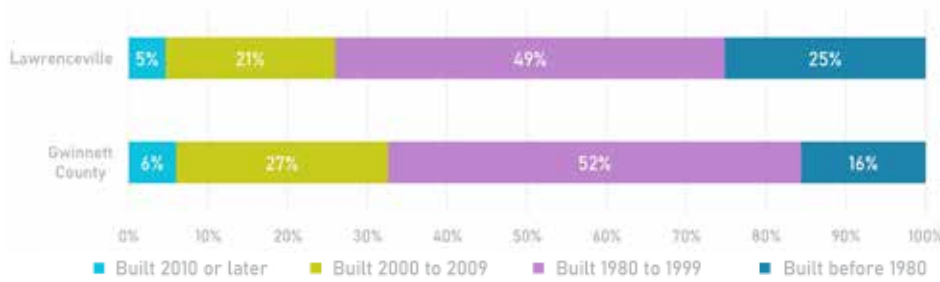


Figure 8.1. Percent of All Housing by Period Built (2019 5-Year ACS Estimates)

## HOUSING COST

For sale home prices in Lawrenceville have increased drastically since 2017, following trends also occurring in Gwinnett County and nationally. Since 2017 home prices in the city have more than doubled, with especially sharp annual increases since 2020. Home sales prices also saw a notable uptick in 2020, and median prices currently sit at around \$320,000, which is still over \$100,000 less than in Gwinnett as a whole (Figure 8.2).

Similarly to for sale home prices, apartment rents have increased dramatically in Lawrenceville since 2017, and at roughly the same pace as Gwinnett County. Average rents in the city have increased by over \$400 per month since 2017, which amounts to a 40% spike.

Rents in the city are currently over \$1,400 per month, which is less than in Gwinnett County overall, but represents a sharp increase since 2019.

## HOUSING AGE

Over 60% of all housing in Lawrenceville was built before 2000, which is broadly on par with Gwinnett County. Over 40% of all multifamily housing in the city was built from 2000 to 2009, but construction has slowed down drastically since, with only 430 total units delivered from 2010 onwards. Thirty-eight percent of all housing in the City of Lawrenceville has been built since 2000, which is like Gwinnett County. Over half of all multifamily housing units in the city have been built since 2000 (Figure 8.1).

Table 8.1. Multifamily Housing by Period Built in Lawrenceville (2019 5-Year ACS)

Year Built	Number of Units	Percent of Units
Since 2010	525	5%
2000-2009	2404	21%
1980-1999	5518	49%
Before 1980	2846	25%

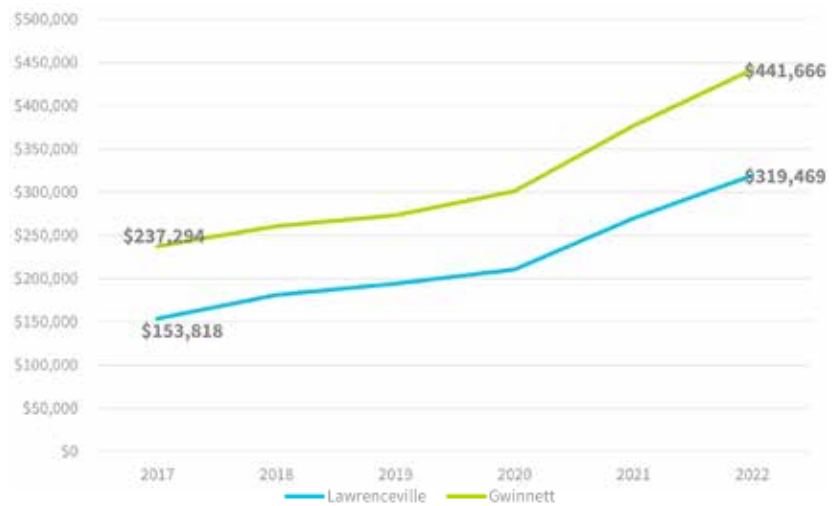


Figure 8.2. Average Home Sale Price (SmartRE)

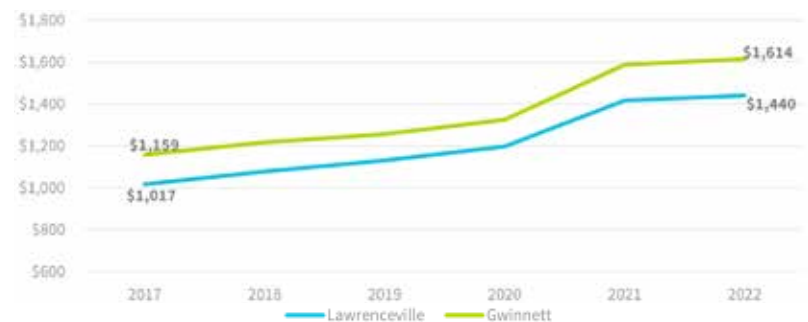


Figure 8.3. Average Monthly Rent (CoStar)

### DEVELOPMENT TYPE

Almost 60% of all housing units in Lawrenceville are single-family detached, which is substantially less than in Gwinnett County, while over 30% are in multifamily structures (Figure 8.5). Among multifamily buildings in Lawrenceville, the majority have fewer than 99 units, with eight having more than 100 units (Table 8.2). A very large portion of development in Lawrenceville by square footage is industrial inventory concentrated in relatively few buildings. The relatively large presence of retail is spread through many smaller buildings.

Table 8.2. Large Multifamily Properties in Lawrenceville by Size (CoStar)

Unit Count	Number of Properties
200 or more	4
100 to 199	4
50 to 99	10
25 to 49	3
Less than 25	14

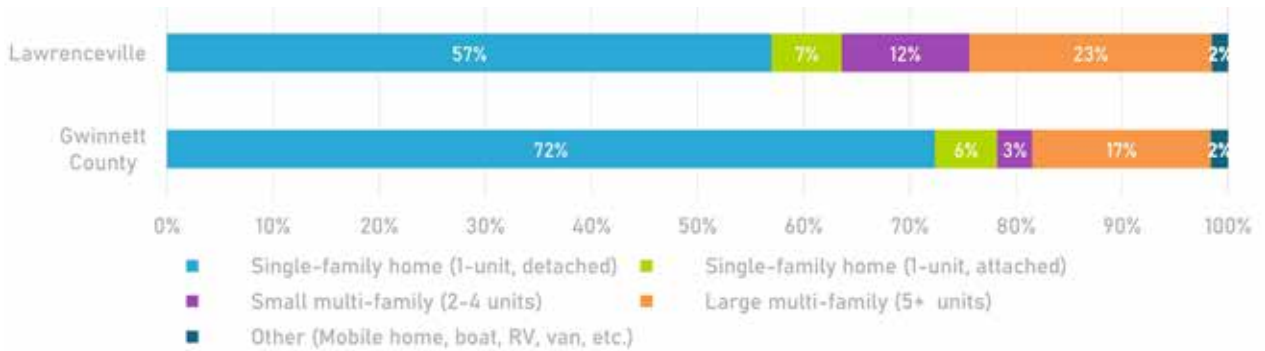


Figure 8.5. Percent of Housing by Type (2019 5-Year ACS Estimates)

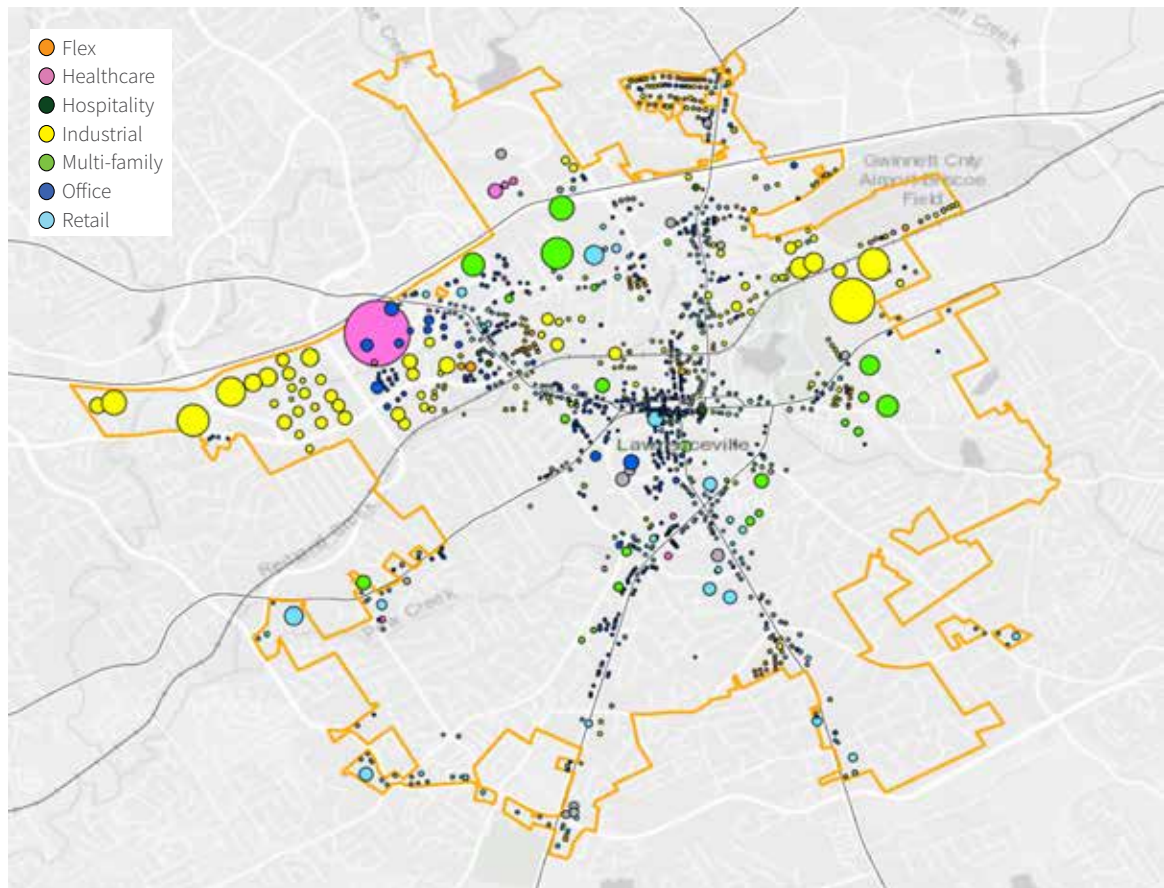


Figure 8.4. Percent of Housing by Type (Enviroics Spotlight)

## DEVELOPMENT AGE

Development overall in Lawrenceville slowed in the 2010's, but since 2020 has picked up speed again. This development has been concentrated mostly around downtown or along GA 316.

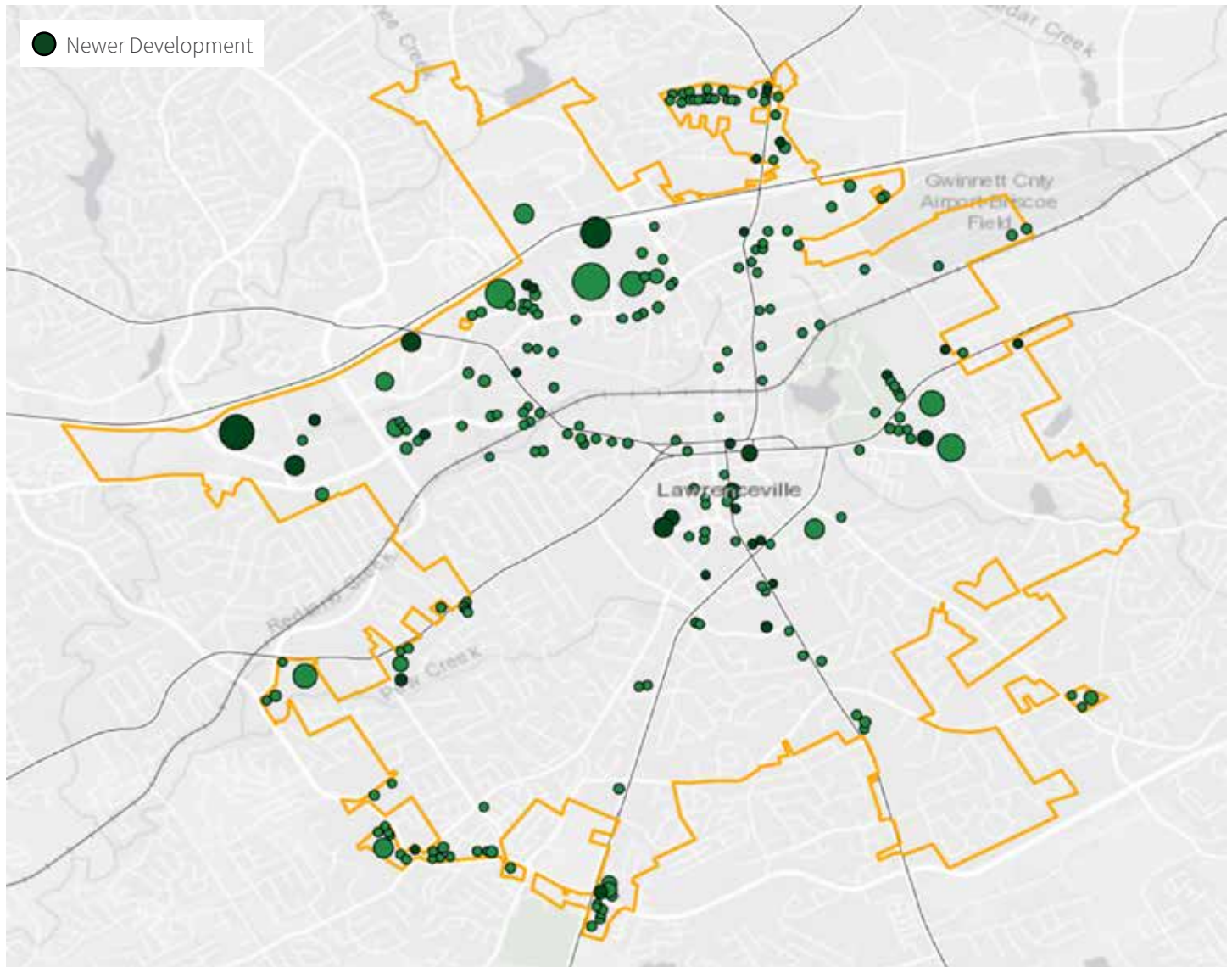


Figure 8.6. Real Estate Built Since 2000 (CoStar)

# HOUSING PRODUCTION

## FORECAST

This analysis does not attempt to quantify total demand for an eventual target year based on income needs, as in the recently completed Lawrenceville Housing Study. Instead, it provides an annual housing production forecast based on recent trends.

As Lawrenceville experiences population growth and household formation, new homes will be produced in accordance with market trends. This will be true of for sale homes and rental homes. New homes will also be produced for occupants moving from one home to another, for reasons including the age of the home, changes in occupant income, and changes in household situation. As some housing becomes obsolete, it will be demolished to construct newer inventory. In total the net increase in homes of all types under current trends will be roughly 155 per year.

## DEVELOPABLE LAND

Relatively few large raw developable parcels remain in Lawrenceville, with most land parcels for sale being less than 5 acres in size. The larger parcels are located around the fringes of the city.

Table 8.3. Housing by Type (CoStar)

	Number	Net Acreage
Greater than 20 Acres	11	332
10 to 20 Acres	22	300
5 to 10 Acres	29	196
Less than 5 Acres	243	366
Total	305	1,194

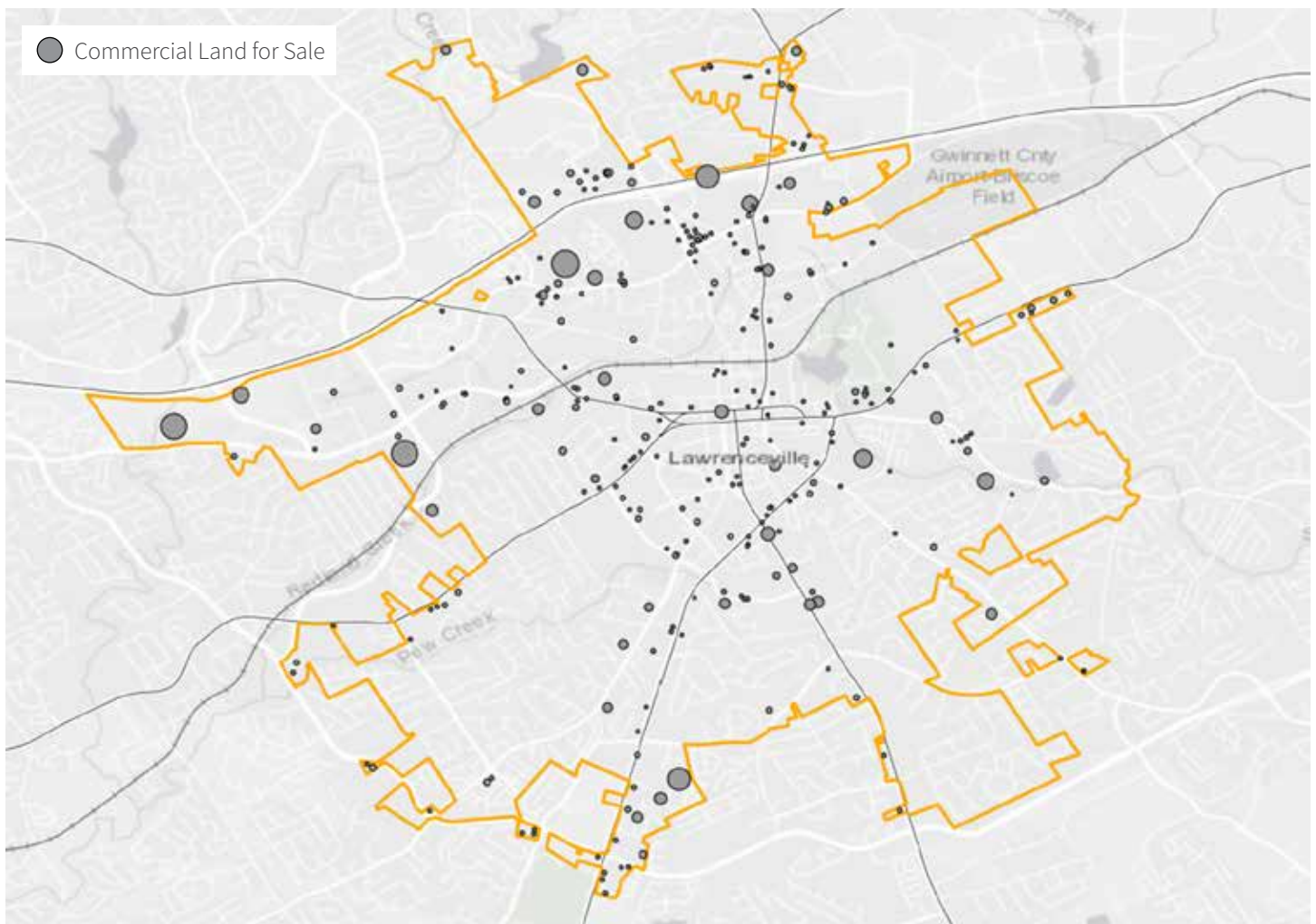


Figure 8.7. Commercial Land For Sale (CoStar)

## HOUSEHOLD GROWTH

One market driver of housing production in Lawrenceville derives from new households moving into the city. Based on the current percentages of owners compared to renters in the city, Lawrenceville is anticipated to create 19 new owner households and 16 new renter households annually.

Table 8.4. Housing Demand Due to Growth

	Gwinnett County	Lawrenceville
<b>Households 2010</b>	<b>202,319</b>	<b>9,990</b>
Households 2023	313,471	10,430
Share of County Households 2023	100%	3%
Households 2045	483,143	11,207
Net New Households 2023-2045	169,672	777
<i>Estimated percentage owner occupied</i>	69%	55%
<i>Estimated percentage renter occupied</i>	31%	45%
<b>Estimated New Owner Households 2023-2045</b>	<b>117,752</b>	<b>428</b>
<b>Estimated New Renter Households 2023-2045</b>	<b>51,920</b>	<b>350</b>
<b>Annual Demand for New Owner Housing</b>	<b>5,352</b>	<b>19</b>
<b>Annual Demand for New Rental Housing</b>	<b>2,360</b>	<b>16</b>

## TURNOVER

Another market force impacting housing production in Lawrenceville will be from households moving about within the city, such as from an older apartment into a newer one, or into a for sale house. This is called turnover.

Lawrenceville is anticipated to have 36 new owner households from turnover and 80 new renter households annually.

Table 8.5. Housing Demand Due to Turnover

	Gwinnett County	Lawrenceville
Total Households	313,471	10,430
<b>Total owner-occupied Households</b>	<b>217,549</b>	<b>5,737</b>
Percent of owners who moved in previous year	8%	8%
Annual Owner Turnover	17,404	459
Annual turnover owner to owner (47%)	8,180	216
Annual turnover owner to renter (53%)	9,224	243
<b>Total renter-occupied housing units</b>	<b>95,922</b>	<b>4,694</b>
Percent of renters likely to move in a given year	15%	15%
Annual Renter Turnover	14,388	704
Annual turnover renter to owner (21%)	3,022	148
Annual turnover renter to renter (79%)	11,367	556
<b>Annual Owner Demand due to Turnover</b>	<b>11,201</b>	<b>364</b>
<b>Annual Renter Demand due to Turnover</b>	<b>20,591</b>	<b>799</b>
Percent Demand for New Housing	10%	10%
<b>Annual Demand for New Owner Housing</b>	<b>1,120</b>	<b>36</b>
<b>Annual Demand for New Rental Housing</b>	<b>2,059</b>	<b>80</b>

In total, the net increase in homes of all types under current trends will be roughly 155 per year. Annual new housing construction in Lawrenceville is the sum of new households and those that have turned over each year. Annually, around 55 new for sale homes and 100 new rental homes will be created. This is assuming current trends in Lawrenceville remain unchanged by city policies.

Table 8.6. Total Annual Housing Demand

	Gwinnett County	Lawrenceville
<b>Owner</b>		
Annual demand from household growth 2023-2045	5,888	19
Annual demand from turnover of existing units	1,120	36
<b>Total annual demand for owner housing</b>	<b>7,008</b>	<b>56</b>
<b>Renter</b>		
Annual demand from household growth 2023-2045	2,360	16
Annual demand from turnover of existing units	2,059	80
<b>Total annual demand for new renter housing</b>	<b>4,419</b>	<b>96</b>
<b>Cumulative Annual Demand</b>	<b>11,427</b>	<b>152</b>

## LAWRENCEVILLE HOUSING STUDY

Conducted in December 2022, the Lawrenceville Housing Study comprehensively examined the city’s housing inventory and future needs. Key findings included:

- A disproportionate amount of Gwinnett County’s low-income housing is situated in Lawrenceville.
- A significant majority of the city’s workforce resides outside Lawrenceville

## HOUSING PRODUCTION FORECAST

Rather than predicting total demand based on income, this analysis offers an annual housing production projection rooted in recent trends:

- As the population and households grow, new homes will be constructed in line with market trends.
- This pertains to both for sale and rental properties, accommodating occupant shifts and changes.
- Obsolete housing will be replaced, leading to an estimated net increase of around 155 homes annually.

## HOUSING AFFORDABILITY

Within the broader framework of the housing section of the comprehensive plan, the discussion of affordable housing forms a cornerstone of inclusive and sustainable urban development. Affordable housing, as defined by common standards and principles, signifies the provision of residential accommodations that are attainable to a broad spectrum of the population, including those with modest to moderate income levels. This subsection delves into the critical concept of affordable housing, highlighting its significance, established criteria, and the strategic imperatives that underpin its integration within the comprehensive plan. By addressing the multifaceted dimensions of affordable housing, this subsection aims to chart a course towards equitable urban growth, ensuring that all residents have access to safe, decent, and reasonably priced housing options.

## AFFORDABILITY DYNAMICS

According to Redfin, the median property value in Lawrenceville was \$390,000 in 2023. Comparatively, this amount is 7.14% smaller than Gwinnett County's average of \$420,000. This insight underscores the city's relatively affordable property values, which can contribute to making homeownership more attainable for a wider range of individuals.

The compound annual growth rate (CAGR) for the median housing price in Lawrenceville over the 5-year period from 2019 to 2023 is approximately 9.82%. While this upward trend indicates growth in the local housing market, it also raises important questions about housing affordability in relation to income levels. As the cost of housing continues to rise, the ability of residents to afford suitable homes becomes a focal point for community development strategies.

## INCOME CONSIDERATIONS

The US Census stipulates that the median household income in Lawrenceville is \$51,242. When compared with the median property value of \$390,000, it is apparent that housing costs account for a significant portion of residents' earnings. Affordability hinges on the balance between income and housing expenses, making it crucial to ensure that housing remains within a reasonable percentage of household income.

The income-to-housing cost ratio, often referred to as the Housing Cost Burden, measures the proportion of a household's income that goes towards housing costs. The income-to-housing cost ratio for a household in Lawrenceville with a median property value of \$390,000 and a median household income of \$51,242 is approximately 13.13%. This indicates that around 13.13% of the household's income goes towards housing costs. Such a ratio suggests that the household is allocating a reasonable portion of its income to cover housing expenses. This favorable ratio indicates that the household is not experiencing excessive financial stress due to housing costs, allowing for more flexibility in meeting other essential needs, savings, or discretionary spending.

## AFFORDABILITY CHALLENGES

The homeownership rate in Lawrenceville, GA stands at 47.1%. This is a 19.8 percentage point difference between the city and Gwinnett County, which stands at 66.9%. This disparity underscores income inequalities and financial constraints among Lawrenceville's residents, hindering their ability to access homeownership. This situation not only perpetuates economic disparities but also affects the overall quality of life in the city, making it imperative to address barriers to homeownership through policy interventions and housing initiatives to promote financial stability and well-being among its population.

# HOUSING STRATEGIES

## KEY TRENDS

The Lawrenceville Housing Study, conducted in December 2022, delved into the city's housing landscape, unearthing crucial insights. The study highlighted two significant findings:

- A considerable concentration of low-income housing in Lawrenceville, impacting the city's social fabric
- The realization that a majority of the local workforce resides outside the city

In response, the city has set forth three key Housing Priorities:

- Balancing housing availability
- Balancing job availability
- Promoting diverse housing options to cater to various needs

A closer examination of the existing housing scene reveals an inclination towards older properties for both sale and rent. Despite their age, property prices have seen substantial growth in recent times, and the realm of commercial real estate, particularly apartments, has witnessed increased construction since 2020.



Peering into the future, the study forecasts housing production dynamics. As the population and households continue to expand, new homes will be constructed in alignment with prevailing market trends. This pertains to both for-sale and rental properties, adapting to evolving occupant preferences and requirements. Additionally, the study anticipates that as aging housing units are phased out, Lawrenceville will experience a net annual increase of approximately 155 new homes. In essence, this comprehensive study acts as a compass for Lawrenceville, guiding its housing strategy to ensure that the city's housing offerings mirror its evolving dynamics and continue to encourage homeownership.

## SUPPLY

This comprehensive plan recognizes the need for proactive strategies to enrich Lawrenceville's housing supply. Three crucial aspects are emphasized:

- 1. Current Housing Landscape:** Building upon the existing housing type(s) that define Lawrenceville's character, fostering their upkeep, and revitalization.
- 2. Future Housing Trends:** Embracing innovative housing models that align with changing lifestyles and preferences, ensuring the city remains forward-looking.
- 3. Balanced Housing:** Sustaining and enhancing housing affordability through targeted initiatives, incentivizing developers to create housing options accessible to a broad spectrum of residents.

In essence, Lawrenceville's housing narrative is marked by its diverse rental market, strong ownership culture, and affordability in the face of metropolitan trends. This section has delineated the city's present housing scenario, envisioned potential future trajectories, and suggested strategies to fortify its housing offerings. By strategically navigating these aspects, Lawrenceville can continue to thrive as a vibrant and inclusive community that meets the evolving needs of its residents.

## BALANCED HOUSING

As the city experiences growth and development, balanced housing becomes a priority for existing residents and newcomers alike. Strategies to foster balanced housing include exploring avenues to maintain a balanced income-to-housing cost ratio, incentivizing developers to create mixed-income options, and collaborating with community stakeholders to ensure that a diverse and balanced range of residents can find suitable housing within their means.

In conclusion, while Lawrenceville offers a median property value below the national average, the housing costs and income dynamics emphasize the importance of addressing balanced housing. Initiatives aimed at maintaining a harmonious balance between housing prices and income levels are essential to fostering a resilient and inclusive community for all residents. The is includes a focus on providing new housing product that aligns with existing and new jobs in the city. This will encourage more individuals who work in the city to live in the city.

## DEVELOPMENT STRATEGIES

The City of Lawrenceville wields a range of tools to influence future housing development in line with public interest. This section offers a SWOT analysis and outlines strategies in different domains:

- **Strengths:** Recent development has introduced substantial housing inventory.
- **Opportunities:** Utilize Tax Allocation District funding to stimulate development, repurpose retail real estate, and diversify housing types.
- **Weaknesses:** Mismatch between employment and housing, and an overrepresentation of low-income housing.
- **Threats:** Limited availability of sizable undeveloped land, challenges in redeveloping industrial real estate, and ongoing regional traffic growth.

## ZONING STRATEGIES

To encourage desirable development patterns, the city can adopt various zoning strategies:

- Promote mixed-use projects, particularly near downtown areas with adequate infrastructure for higher density.
- Align zoning codes and land use plans for coordinated mixed-use districts.
- Adapt zoning ordinances to encourage compact, “missing middle” development in specific zones.

## TRANSPORTATION STRATEGIES

Modernizing transportation-related regulations can enhance urban planning:

- Update parking requirements to suit contemporary needs.
- Implement parking overlay districts with maximums in designated areas.
- Adjust parking minimums, reflecting local context, transport options, and land use mix.
- Establish on-street parking to accommodate high-density residential projects.
- Enforce development standards that facilitate pedestrian-friendly and transit-oriented design near major employment centers.

## TAX ALLOCATION DISTRICTS

In the ever-evolving landscape of urban planning, the City of Lawrenceville stands poised to shape its housing future using a diverse toolkit of strategies. This section delves into an array of developmental, zoning, transportation, and financial strategies that will pave the way for a thriving and resilient community.

The Georgia law that governs TADs provides for issuance of bonds to pay for redevelopment costs or a “pay-as-you-go” approach can be used, wherein TAD funds are disbursed over time. Determining the best financing approach to use will depend on specific redevelopment project characteristics and City goals over the next two or more decades.

In 2014, a Tax Allocation District (TAD) was established in Lawrenceville, encompassing the corridors along Pike Street, Collins Hill Road, and a portion of downtown. to stimulate new development and can play a crucial role in facilitating additional housing projects. Leveraging Tax Allocation Districts (TADs) for development incentives:

- Established along Pike Street, Collins Hill Road, and parts of downtown in 2014.
- TADs are designed to capture value, enabling support for redevelopment and contributing to the realization of additional housing projects
- Financial strategies, such as bonds or phased disbursement, will depend on project specifics and long-term city objectives.

By aligning these strategies and insights, the City of Lawrenceville can harness its potential to steer housing development effectively, ensuring the well-being and prosperity of its residents while fostering a vibrant and balanced community.

Figure 8.8. Existing Lawrenceville TAD

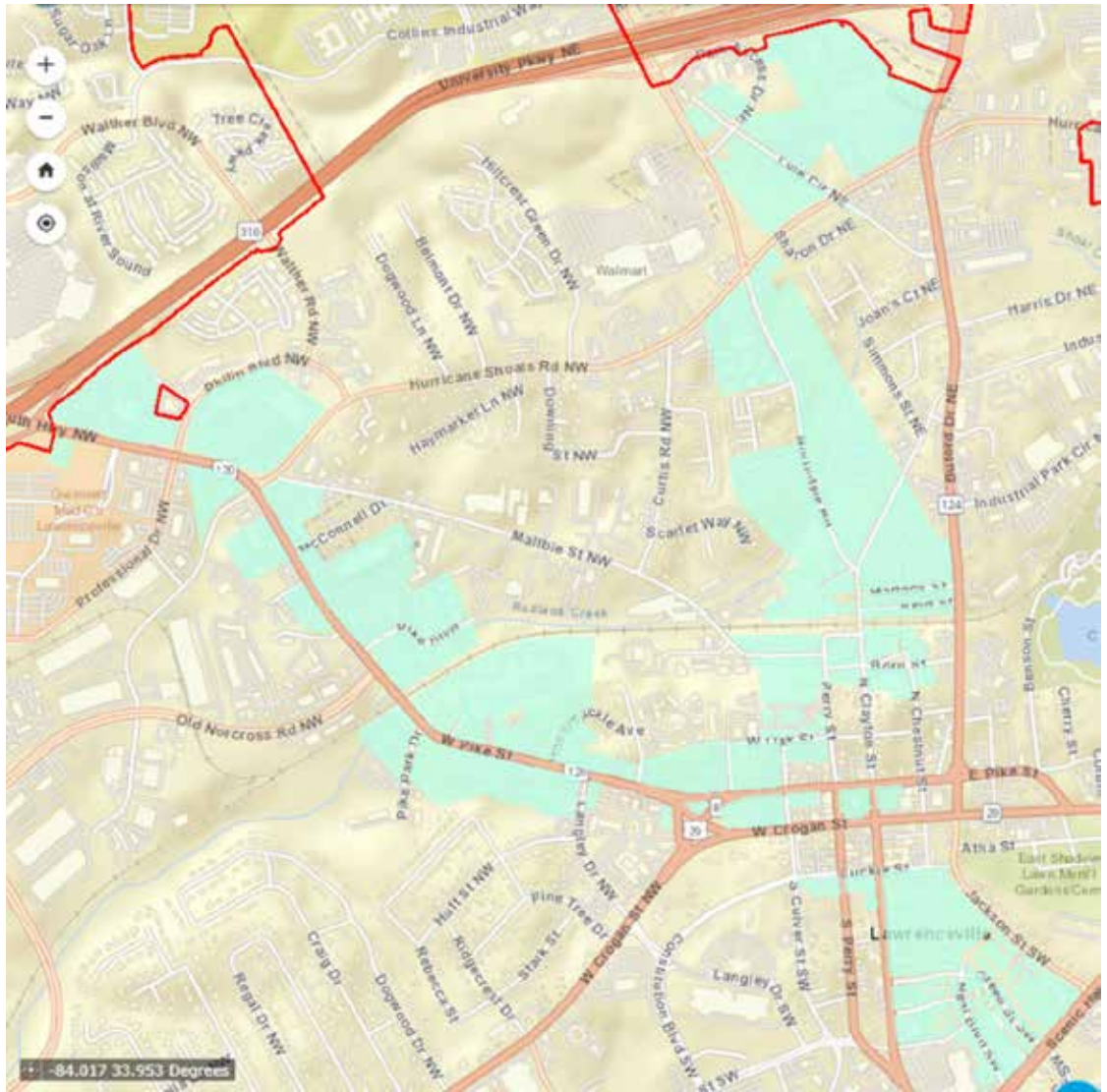
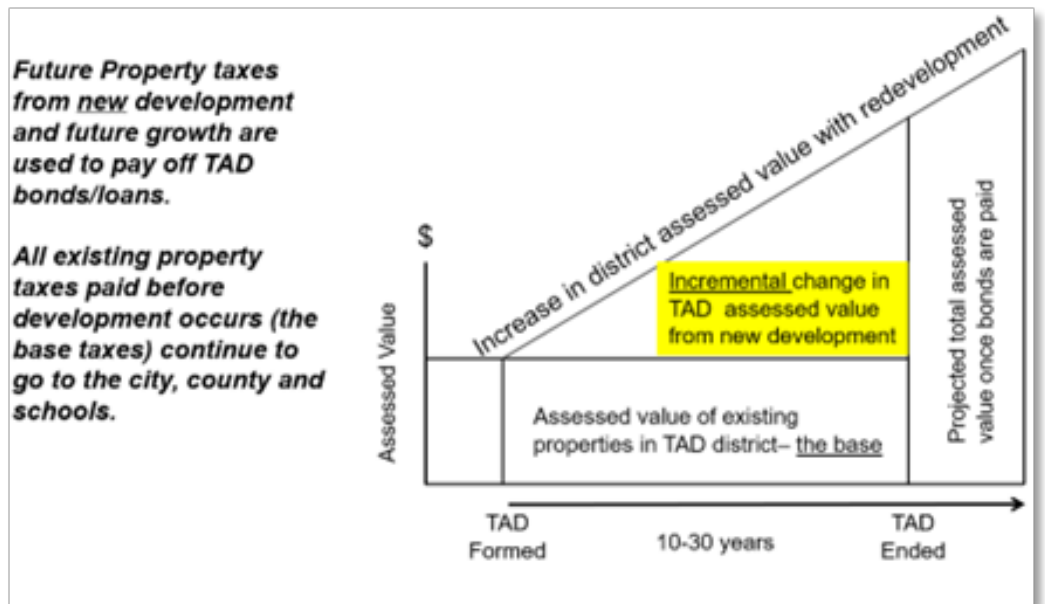


Figure 8.9. TAD Operation Example







# BROADBAND

9

# 9 | BROADBAND

## BROADBAND SERVICE

Broadband refers to high-speed, high-capacity internet connectivity that enables the transmission of large amounts of data such as text, images, videos, and other forms of multimedia, at a faster rate compared to traditional dial-up connections. Broadband connections provide users with faster and more reliable access to the internet, allowing for smoother online experiences and the ability to engage in various online activities simultaneously.

Broadband connections come in different forms, including:

- 1. Cable:** Cable broadband utilizes the same coaxial cables that deliver cable TV signals to provide internet access. It offers higher speeds compared to DSL and is widely available in urban and suburban areas.
- 2. DSL (Digital Subscriber Line):** This technology uses existing telephone lines to provide high-speed internet access. DSL offers faster speeds than dial-up but is generally slower than other broadband options.
- 3. Fiber-optic:** Fiber-optic broadband employs thin strands of glass or plastic to transmit data using light signals. It offers the highest speeds and can support many users simultaneously. However, its availability is often limited to specific areas.
- 4. Fixed Wireless:** Fixed wireless broadband delivers internet signals via radio waves using antennas installed on fixed locations, such as rooftops or towers. It's commonly used in areas where traditional wired options are impractical.
- 5. Mobile Broadband:** Mobile broadband is provided through cellular networks and allows users to access the internet on smartphones, tablets, and other mobile devices. It's often used while on the move.
- 6. Satellite:** Satellite broadband provides internet access via satellite signals. It's particularly useful for remote and rural areas where other types of broadband might not be available.

The term “broadband” signifies the ability to transmit a wide range of frequencies, allowing for the simultaneous transmission of multiple data streams. This capability enables users to engage in activities like streaming high-definition videos, online gaming, video conferencing, and more, without experiencing significant slowdowns or interruptions.

## BROADBAND IN GEORGIA

Access to reliable broadband has become a crucial necessity for various aspects of daily life, spanning industries such as business, education, healthcare, agriculture, and overall quality of living. Recognizing the significance of ensuring broadband availability to every corner of Georgia, the General Assembly took a major step in 2018 by passing SB402, also known as Achieving Connectivity Everywhere (ACE). This legislation led to the establishment of the Georgia Broadband Deployment Initiative, aimed at propelling the deployment and promotion of broadband services throughout the state, with a specific focus on unserved regions. The initiative mandates a minimum speed of 25 megabits per second (Mbps) download and 3 Mbps upload to enhance connectivity.

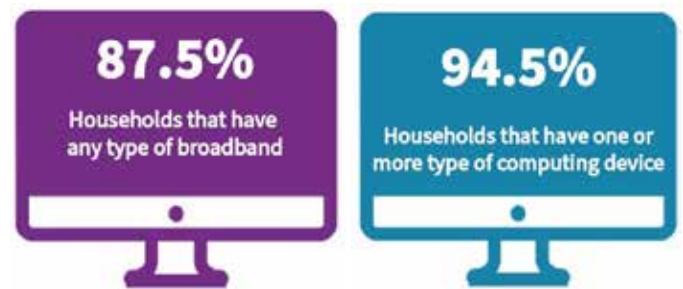
The central objective of the Georgia Broadband Deployment Initiative remains aligned with elevating economic, educational, and social prospects for both the citizens and businesses in Lawrenceville and across Georgia. This initiative serves as a platform for fostering the expansion of broadband infrastructure and services, driven by comprehensive state and local broadband planning policies.

In a significant development, Governor Kemp’s announcement on June 12, 2023, showcased a substantial advancement in broadband accessibility. In June of 2023, Governor Kemp unveiled nearly \$15 million in initial grant allocations for the expansion of broadband internet access under the second phase of the Capital Projects Fund Grant Program. These grants are set to enhance connectivity for communities, residences, enterprises, and essential institutions across four counties in Georgia. This funding, managed by the Georgia Technology Authority, signifies a major stride toward bridging the digital divide and ensuring equitable access to essential online resources.

As we move forward, the realization of a well-connected, digitally empowered community is within reach, promising greater opportunities and an improved quality of life for all residents.

## BROADBAND IN LAWRENCEVILLE

Broadband access and telecommunications are crucial services that play a vital role in the lives of residents, students, employers, and the workforce of Lawrenceville, GA. Broadband is now an essential part of life within communities and is an important piece of a city’s infrastructure. Reliable broadband access is more important than ever as the pandemic created the need for at home school and work. This tool is crucial to everyone in the community – at home, in businesses, and within schools. According to the 2022 Georgia Broadband Availability Map, broadband is available to the entire city of Lawrenceville, like much of metro-Atlanta. Over 87% of households in the City of Lawrenceville have broadband of some type and over 94% have one or more types of computing device, including a smartphone, tablet, desktop, or laptop.



It’s important to note that the depicted map illustrates broadband access rather than subscription rates and is informed by data provided by various Internet Service Providers in Georgia. The ongoing efforts and commitment of Lawrenceville to improve broadband accessibility underscore a dedication to ensuring equitable digital connectivity for all members of the community.

Fiber optic cable is currently the fastest option for internet service. As illustrated in the following map, much of the City of Lawrenceville has access to this high-speed internet option

It’s important to note that the depicted map illustrates broadband access rather than subscription rates and is informed by data provided by various Internet Service Providers in Georgia. The ongoing efforts and commitment of Lawrenceville to improve broadband accessibility underscore a dedication to ensuring equitable digital connectivity for all members of the community.

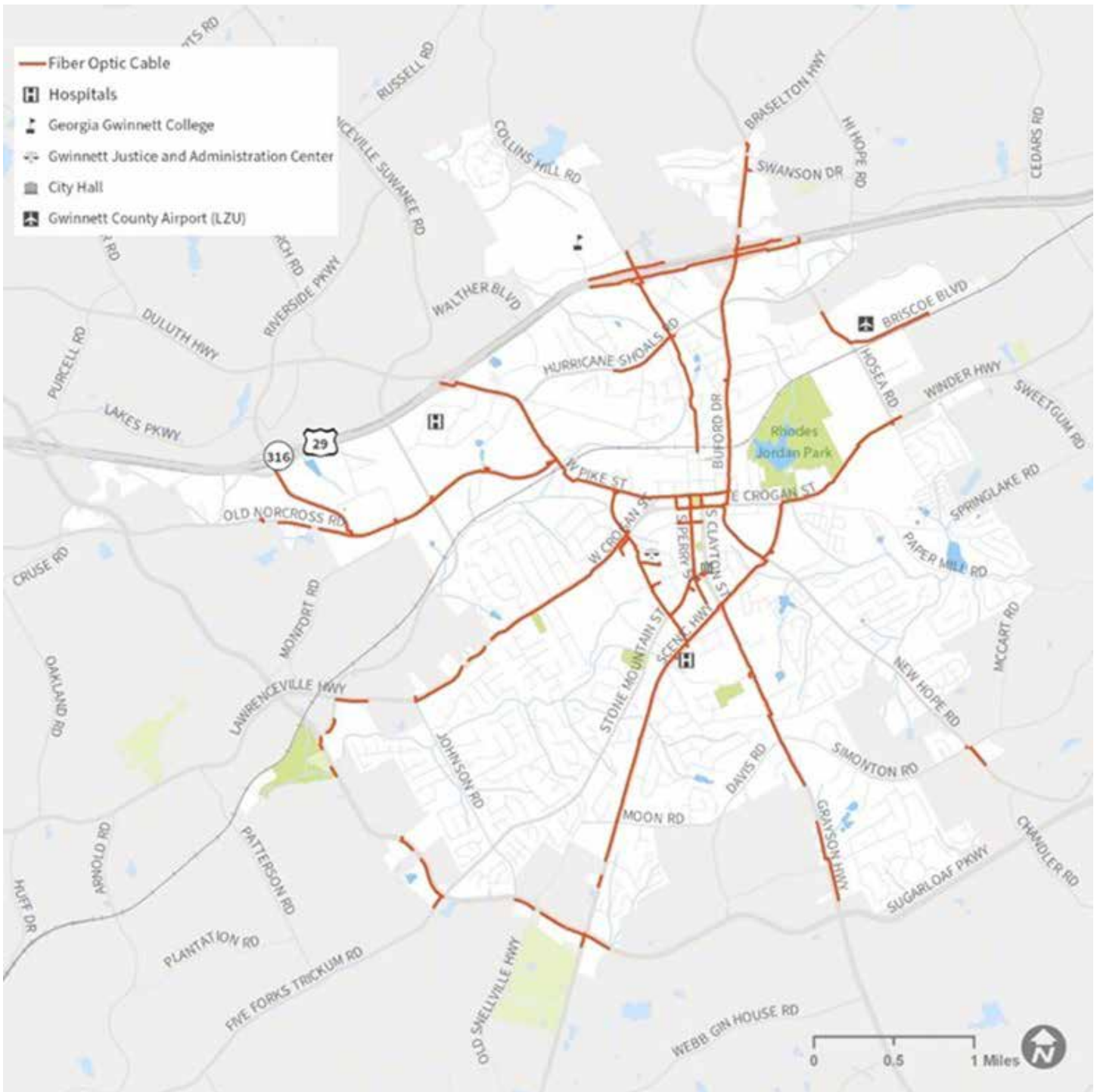


Figure 9.1. Fiber Optic Cables in Lawrenceville



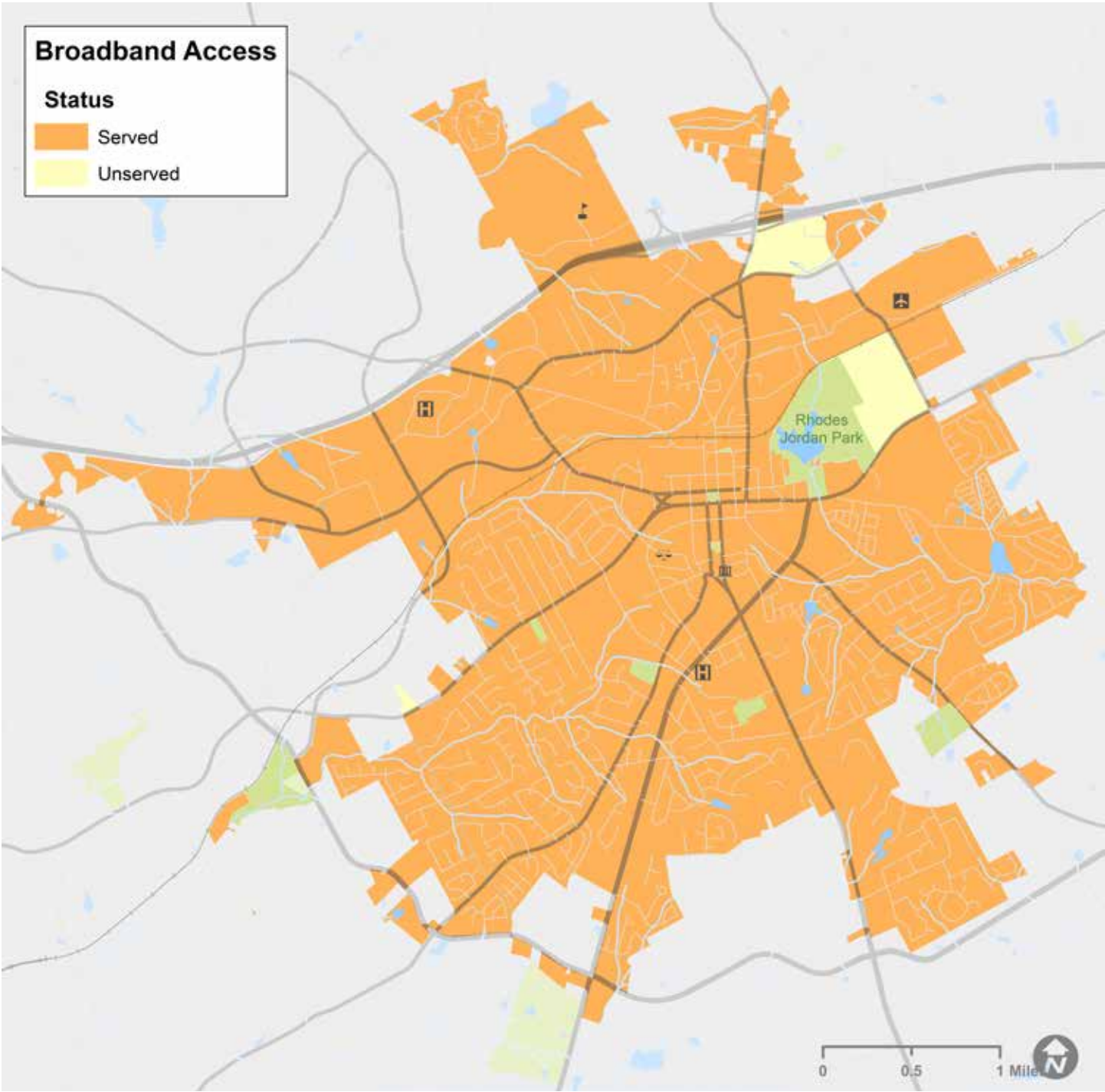


Figure 9.2. Broadband Service Coverage by Census Block





QUALITY OF LIFE

10

# 10

## QUALITY OF LIFE

### QUALITY OF LIFE

Lawrenceville is not just a city; it's a vibrant tapestry of diverse communities, rich cultural experiences, and boundless opportunities. Life isn't solely about numbers and statistics; it's about the quality of experiences, the vitality of neighborhoods, and the well-being of our residents. The Quality of Life element delves into public safety, schools, parks and recreation, and a sense of place.

### COMMUNITY FACILITIES

The City of Lawrenceville has many community facilities including municipal and Gwinnett County buildings, parks, utilities, and schools. These facilities support recreational opportunities, public safety, and the health and wellness of Lawrenceville.



Lawrenceville Lawn

## PARKS AND RECREATION

The City of Lawrenceville offers six parks with a variety of amenities such as walking trails, playgrounds, restrooms, shelters, ball fields, and amphitheater.

### BARTOW JENKINS PARK

features a one-mile walking trail along with outdoor exercise equipment to promote wellness.



### BICENTENNIAL PLAZA

located at 275 South Perry Street, Gwinnett County Board of Commissioners constructed the plaza to commemorate Gwinnett's historic bicentennial. The plaza includes walkways, seating, and a series of exhibits that take visitors on a walking tour of Gwinnett County's history. The Plaza's amenities include parking, green space, and benches.



*Source: Precision Planning, Inc.*

### COOPER PARK

is in the Depot District bound by Born and Eaton Streets. This triangular park features a gazebo and green space.





## **GATEWAY PARK**

is a “pocket park” at a former gas station site across from City Hall in the triangle formed by Clayton, Perry, and Nash Streets featuring signage and landscaping. A newly installed kinetic wind sculpture, “Sinclair”, was selected and recommended by the Lawrenceville Arts Commission.



## **LAWRENCEVILLE LAWN**

enhances the live-work-play dynamic envisioned for the City of Lawrenceville. Amenities encompassing an amphitheater (built in 2020), public restrooms, playground, and volleyball courts, the Lawn regularly hosts community events such as the Harvest Festival, Broadway on the Lawn, the Live in DTL Concert Series, Movies on the Lawn, and more. The Lawn has its own free parking and dog park slated to open in 2024.



## **RHODES JORDAN PARK**

is managed by Gwinnett Parks and Recreation and covers 162 acres featuring a lake, an aquatic center, sports fields, picnic areas, community center with catering kitchen, classrooms, dance/aerobics room, fishing lake, pavilions, playgrounds, seven baseball/softball fields, football field overlay, outdoor leisure play pool, double gym, tennis center with eight lighted courts, outdoor basketball court, outdoor horseshoe court, 1.9-mile paved multi-purpose trail, grill, restrooms, and soccer complex.

## HEALTHCARE

Residents can rest assured knowing that high-quality medical care is readily accessible, whether they require general medical services, specialized treatments, or behavioral health support. As Lawrenceville continues to grow and evolve, so too do its healthcare resources. The city remains dedicated to fostering a healthy and vibrant community, where the health and well-being of every resident are valued and prioritized. These hospitals are integral partners in that ongoing mission, working tirelessly to ensure that Lawrenceville remains a place where health and wellness thrive.

### NORTHSIDE HOSPITAL GWINNETT

Northside Hospital Gwinnett stands as a cornerstone of healthcare excellence within Lawrenceville. With its impressive 388-bed capacity, this hospital is a Level II Trauma Center well-equipped to meet the diverse healthcare needs of the city's residents. Its commitment to providing exceptional care is evident through a wide range of medical services:

- **Advanced Medical Treatments:** Northside Hospital Gwinnett boasts state-of-the-art medical technology and a highly skilled medical staff, ensuring that patients receive cutting-edge treatments and therapies.
- **Specialized Care:** The hospital offers specialized care in various fields, including cardiology, oncology, neurology, orthopedics, and more. This specialization allows residents to access specialized expertise without leaving their community.
- **Maternity and Childbirth Services:** Northside Hospital Gwinnett provides comprehensive maternity and childbirth services, including neonatal intensive care, ensuring that mothers and infants receive the highest level of care.
- **Emergency Services:** The hospital maintains a 24/7 emergency department to address critical medical needs promptly and efficiently.
- **Community Outreach:** Beyond its clinical services, Northside Hospital Gwinnett actively engages with the Lawrenceville community through health education programs, wellness initiatives, and support groups.



In early December of 2022, the Georgia Department of Community Health approved a proposal from Northside Hospital Gwinnett to expand the ongoing construction of a 10-story building in Lawrenceville, adding an additional seven stories to create a 17-story healthcare facility. Anticipated for completion by 2025, this project marks a significant development in the city's healthcare infrastructure.

## SUMMITRIDGE HOSPITAL

SummitRidge Hospital specializes in behavioral health services, playing a critical role in addressing mental health and addiction challenges within the community. The hospital's services encompass:

- **Mental Health Treatment:** SummitRidge Hospital provides a safe and supportive environment for individuals struggling with mental health disorders, offering a range of therapeutic interventions and counseling.
- **Addiction Recovery:** The hospital offers comprehensive programs for individuals battling substance use disorders, guiding them on the path to recovery and wellness.
- **Inpatient and Outpatient Services:** SummitRidge Hospital provides both inpatient and outpatient programs, ensuring that individuals receive the level of care that best suits their needs.



## EDUCATION AND LIBRARIES

Lawrenceville is also a significant professional and commercial center with close ties to educational institutions that address current and future workforce needs. Lawrenceville present numerous public and private educational options that groom students of all ages to pursue their dreams

### COLLEGE AND UNIVERSITIES

Lawrenceville is proud to be home to seven higher educational opportunities, including Georgia Gwinnett College—the nation's first four-year public college created in the 21st Century and Georgia's first four-year public college to be established in over 100 years.

- Aviation Institute of Maintenance
- Connecticut School of Broadcasting
- Georgia Gwinnett College
- Gwinnett Technical College (near City limits)
- Reformed University
- Shorter College
- University of Georgia – Gwinnett Campus



## PRIVATE SCHOOLS

Four private schools are located in the City of Lawrenceville with 62% being religiously affiliated.

- Collins Hill Christian School – Pre-kindergarten through 7th grade
- Oak Meadow Montessori – 1st grade through 4th grade
- Sola Fide Lutheran School – Kindergarten through 8th grade
- Strong Wall Academy – pre-kindergarten through 12th grade

## PUBLIC SCHOOLS

### ***Public School District***

Gwinnett County Public Schools (GCPS), one of the largest and most highly regarded school districts in Georgia with 182,215 fully enrolled students as of 2023. GCPS operates the public schools within the City of Lawrenceville. The student population mirrors the diversity of the City, with Lawrenceville Elementary School having 94% of students from a minority household. A large number of schools in this district are rated above average in quality of education.

### ***Elementary Schools***

Students attend the following public elementary schools (Pre-kindergarten - grade 5) in Lawrenceville:

#### **Gwin Oaks Elementary School**

400 Gwin Oaks Drive  
Lawrenceville, GA 30044



#### **J. A. Alford Elementary School**

2625 Lawrenceville Highway  
Lawrenceville, GA 30044



#### **Lawrenceville Elementary School**

122 Gwinnett Drive  
Lawrenceville, GA 30046



#### **McKendree Elementary School**

1600 Riverside Parkway  
Lawrenceville, GA 30043



#### **Rock Springs Elementary School**

888 Rock Springs Road  
Lawrenceville, GA 30043



#### **Simonton Elementary School**

275 Simonton Road  
Lawrenceville, GA 30045



### ***Middle Schools***

Lawrenceville’s elementary schools feed into the following Middle Schools (grades 6-8):

#### **Richards Middle School**

3555 Sugarloaf Parkway  
Lawrenceville, GA 30044



### ***High Schools***

Lawrenceville Public High School (grades 9-12) serves city residents:

#### **Central Gwinnett High School**

564 West Crogan Street  
Lawrenceville, GA, 30045



#### **Discovery High School**

1335 Old Norcross Road  
Lawrenceville, GA, 30046



#### **School of the Arts at Central**

575 Lawrenceville Highway  
Lawrenceville, GA, 30046



### LIBRARIES

Lawrenceville Public Library is open seven days a week with open access, self-service access to the library outside normal operating hours. The Lawrenceville Branch of the Gwinnett County Public Library was opened in 1990 and provides services such as:

- Language Learning
- Children’s programs
- STEM – Technology, Science, Hobbies, and Education
- Homeschool Hangouts
- Literacy – Reading Buddies
- Art
- Book Clubs



## PUBLIC SAFETY

The City of Lawrenceville, along with Gwinnett County, works to ensure the public’s safety through Law Enforcement and Police Protection, Fire Protection, Emergency Medical Services, Poison Control, and Animal Control.

### GEORGIA POISON CENTER

Georgia Poison Control provides free poison treatment advice to residents of Georgia 24 hours per day, 7 days per week, 365 days of the year.

### GWINNETT COUNTY ANIMAL WELFARE

The Gwinnett County Animal Shelter houses lost or stray animals, along with animals who’ve been given up for adoption. With pet overpopulation on the rise, Gwinnett County is proud to report a decrease in the number of animals being received at the shelter and an increase in the number of animals the shelter has placed with individuals, families, and rescue groups.

### GWINNETT COUNTY FIRE & EMERGENCY SERVICES

The Gwinnett County Fire Department serves the City of Lawrenceville from four strategically located fire stations. In addition to fighting fires or investigating their cause, the Gwinnett County Department of Fire and Emergency Services personnel administer emergency medical services, teach prevention strategies, and inspect new structures for code compliance.

### NORTHSIDE HOSPITAL GWINNETT FORMERLY GWINNETT MEDICAL CENTER

Northside Hospital Gwinnett is a not-for-profit health care network that provides high-quality facilities and was recently recognized by Georgia Trend as the top large hospital in the state. A Level II Trauma Center that offers nationally recognized and renowned health care services. This 388-bed hospital includes the Strickland Heart Center’s cardiovascular specialties, the Gwinnett Women’s Pavilion, cancer genetic testing, and has 1,200 physicians and more than 5,200 employees.

## HOMELESSNESS/HOUSING/UTILITY ASSISTANCE

The City of Lawrenceville provides necessary services to our city residents and community members. We have created a simplified and efficient process to access social services within the city limits:

- Homelessness
- Mental and substance abuse
- Round Up Program (utilities assistance)

## LAWRENCEVILLE POLICE DEPARTMENT

The Lawrenceville Police Department is dedicated to serving our community through state-of-the-art law enforcement programs, education, and community involvement. Since the early 1900s, the City of Lawrenceville has operated a Police Department to protect its citizens and merchants. Today, the police department staffs 77 officers and 22 civilians to assist our city in protective needs.



Source: Northside Hospital

## SOLID WASTE MANAGEMENT

The City of Lawrenceville provides residential and recycle collection to all residential properties. In addition, it also provides commercial dumpsters to businesses by choice.

The **Lawrenceville Transfer Station** at 350 Maltbie Industrial Way is owned and operated by Waste Management Solutions. This facility handles non-hazardous waste and is designed for the reception, storage, processing, and transportation of waste materials. There is an additional facility off Seaboard Industrial. These facilities are often used in large cities or densely populated areas where the transport of waste materials is difficult or costly due to limited space and access. The goal of these facilities is to provide efficient and economical waste movement to final disposal sites.

## RECYCLING

Lawrenceville offers a Recycling Program to its residents. Customers may obtain a recycling bin by contacting Customer Service. The city accepts the following products for recycling:

- Junk mail, newspaper, catalogs, phonebooks, magazines, office & school paper, paper bags (all types of paper)
- Aluminum, bimetal & tin cans, aluminum pie pans & foil (must be clean and dry)
- Cereal & laundry detergent boxes, 6- & 12-pack beverage boxes, shoe boxes, cardboard boxes (flattened)
- All colors of plastic containers (plastics #1 PET and #2 HDPE) including milk jugs and laundry bottles (must be clean and dry)
- Beverage cartons, including milk, juice, soy milk, broth, and soup cartons.

The Glass Recycling Station at Public Works is a drop-off glass recycling station at 435 W. Pike Street.

## CULTURAL RESOURCES

Cultural resources focus on the historical sites and structures that have played a role in the development of the city in addition to the places that make Lawrenceville unique.

### HISTORICAL SITES AND STRUCTURES

**Freeman's Grist Mill**, an old gristmill, that resides along the banks of the Alcovy River is now the focal point of Gwinnett County's newest park. Freeman's Mill Park features a playground that replicates a gristmill, picnic pavilion, half-mile multi-purpose trail, parking, restroom facilities and the historic Freeman's gristmill.

The mill was built sometime between 1868 and 1879 by brothers John Griffin and Levi J. Loveless. By 1996, it was said to be one of only 15 mills in the state in working order and the only one in Gwinnett County. At that time it was placed on the National Register of Historic Places.

Local farmers would bring their wheat and corn to the miller to be turned into flour and meal. Alcovy Baptist Church, located up the street from the mill, used the mill pond for baptisms and the millhouse itself provided a gathering place for the surrounding rural community. The water-powered gristmill was preferred by many farmers because it would grind the corn more slowly than electric mills, resulting in a sweeter taste.



Source: Gwinnett County

**Fallen Heroes Memorial and Armed Forces Monument** located on the grounds of the Gwinnett Justice and Administration Center in Lawrenceville, with a front entrance on the GJAC Campus and rear walking trail access from Luckie Street and Constitution Boulevard, The Gwinnett Fallen Heroes Memorial pays tribute to all Gwinnett residents who died in the line of duty in either military or public safety service.

From native Americans conflicts to present campaigns, the memorial honors roughly 700 individuals, organized by categories of service. Their names, in random order and without rank, are carved on 13 black granite markers that are nine feet tall. A central pedestal features a Gwinnett firefighter's bronze sculpture of an eagle carrying a rose. Aligned with the sidewalk from the Memorial through the parking area to the entrance of GJAC is a grand monument to all branches of the armed forces.



### **Gwinnett Historic Courthouse, Museum, and Grounds**

listed on the National Register of Historic Places, and the surrounding 2.5 acres offers multiple sites and historic markers ranging from local heroes and characters to county history information. The stately brick building served as the center of county business for over a century, and the 2-acre manicured grounds, complete with gazebo and picnic tables, have been a popular spot for socializing since the early 1900s.

With a four-story clocktower that overlooks the town square in downtown Lawrenceville, the 1885 Gwinnett Historic Courthouse also serves as a beautiful venue for weddings, meetings, and special events, including the annual tree lighting at Thanksgiving.

Open for self-guided walking tours, the courthouse features charming architectural details, from turret balcony to Palladian windows; boasts a dazzling ballroom with vintage chandeliers and 24-foot ceilings; hosts seasonal art exhibits in the Gallery Hall; and houses the Gwinnett Historical Society and Gwinnett Veterans Memorial Museum.

**Heritage Trail** follows a series of medallions, each dedicated to the individuals who have made significant contributions to the City of Lawrenceville throughout its 200-year history. It begins at the Fallen Heroes Memorial, meanders through Downtown, and ends at Rhodes Jordan Park.



**Hooper-Renwick Historic School Site** was Gwinnett’s only African American public school in the 1950s to 1960s until the end of segregated education. In 2016, the Hooper-Renwick Legacy Preservation Committee was established by the City to ensure the preservation of the school, including the physical buildings, and promoting its historical significance. The City and Gwinnett County Government agreed to convert the existing Hooper-Renwick building

into a museum and themed library. In October 2022 a ceremonial groundbreaking ceremony was held to mark the beginning of construction on the new library and museum.

**Lawrenceville Historic Cemetery** the historic city cemetery is located just a few blocks (about a half-mile) from the downtown square between East Pike street and Highway 29. This stop is the resting place of Gwinnett County founders, William Maltbie, Elisha Winn and Lawrenceville’s first mayor, John Clay Smith.

The cemetery is also home to Nathan Spence, a Revolutionary war veteran who lived from 1743 to 1833, and eight graves have been identified as confederate soldiers (only three have tombstones). There are two African Americans with inscribed gave markers, but no birth or death dates. There are also many unmarked graves of former slaves, who have yet been identified.





**Old Seminary Building** located at 455 Perry St., was recognized for its historical significance in 1970. It continues to stand as a cherished piece of Lawrenceville’s heritage.

**Clarence R. Ware House**, recognized on the National Register of Historic Places in 1982, stands as a living reminder of Lawrenceville’s storied past.



Source: Vanishing Georgia - Brian Brown

## LAWRENCEVILLE ARTS CENTER

Owned by the City of Lawrenceville, and managed by the award-winning Aurora Theatre, LAC brings art and culture together to enrich the communities of Gwinnett, Georgia’s most diverse county. Our two-building campus of immersive and welcoming spaces provides the opportunity to experience the power of art and its community impact. Located on the Downtown Square across from the historic Gwinnett County Courthouse, the Lawrenceville Arts Center features performance spaces, multi-purpose rooms, and outdoor areas. Free, covered, attached parking is available in the Lawrenceville Downtown Parking deck.

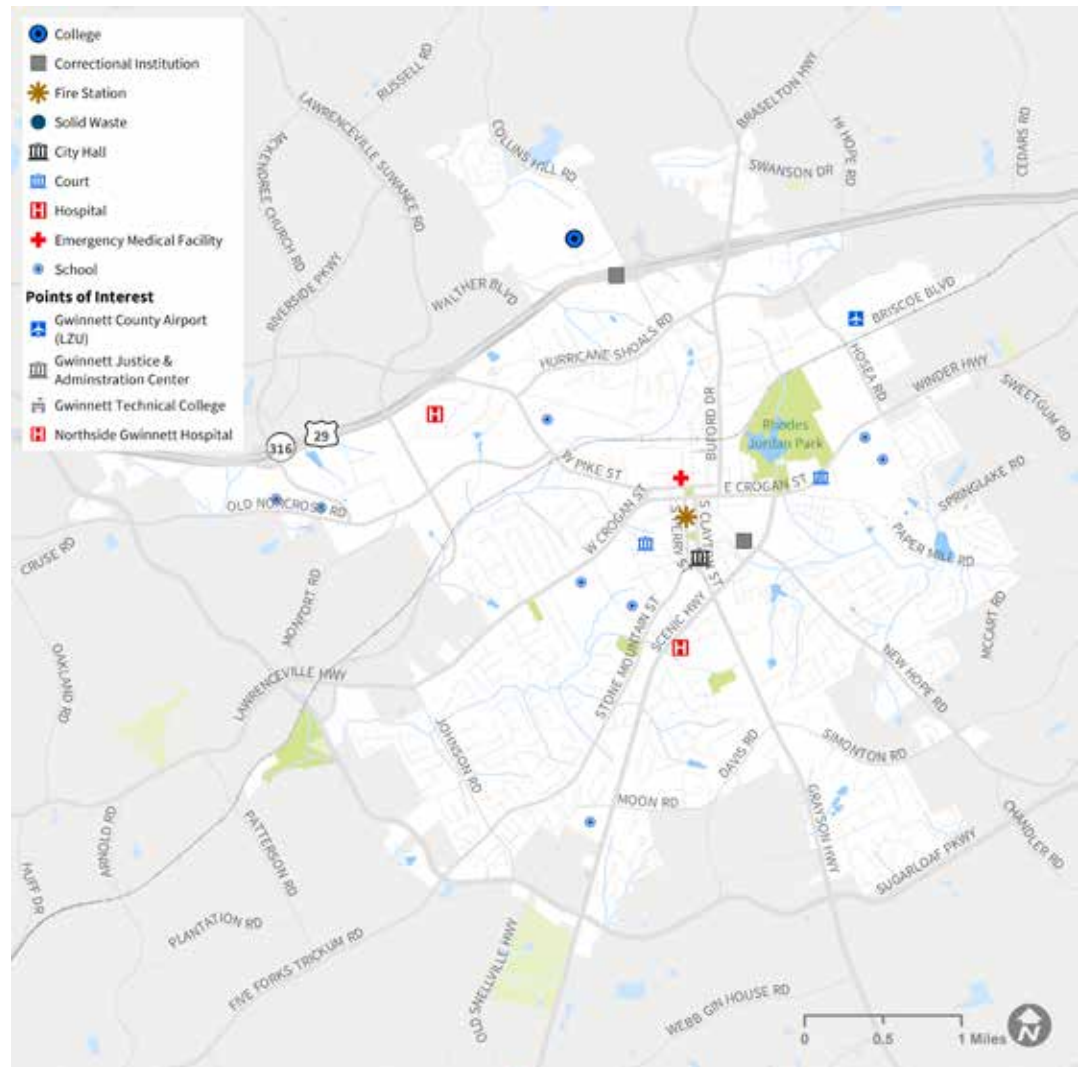


Figure 10.1. Impoverished Households Per Acre







# COMMUNITY WORK PROGRAM

11

# 11



## COMMUNITY WORK PROGRAM

### INTRODUCTION

The Community Work Program is an essential component mandated for every local government, requiring updates every five years. This program operates within the broader framework of the comprehensive plan, functioning as a practical roadmap for the forthcoming half-decade. This strategic blueprint outlines the community's intentions, focusing on priority Needs and Opportunities, designated Target Areas (if applicable), and segments of the Community Goals that are slated for accomplishment.

Within the confines of the Community Work Program, an array of elements bands together to bring about impactful change. These elements encompass specific projects, innovative concepts, programmatic initiatives, regulatory guidelines (ordinances), and the establishment of operational protocols. Each facet is meticulously orchestrated to facilitate the actualization of the plan's objectives. It is important to emphasize that this plan is tailored to specific actions, rather than overarching concepts. For broader ambitions, such as aspirational statements, the apt section is the Community Goals segment.



### *Diverse Aspects of the Community Work Program:*

- 1. Land Use:** This component involves revisiting and updating land use regulations to ensure alignment with the overarching goals of the comprehensive plan.
- 2. Transportation:** Focuses on enhancing public transportation systems, alleviating traffic congestion, and fostering improved connectivity across different areas of the city.
- 3. Housing:** Encompasses strategies to ensure the availability of housing, remedies for housing shortages, and endeavors to elevate the quality of existing residential spaces.
- 4. Economic Development:** Outlines plans to stimulate the local economy, provide support to local businesses, and attract novel industries to the region.
- 5. Quality of Life:** Targets initiatives aimed at enhancing residents' well-being, including the creation of secure public spaces, promotion of cultural and recreational activities, improved access to healthcare and social services, and the nurturing of a sense of communal belonging.

### *Engagement and Project Identification:*

The formulation of specific projects and initiatives is informed by a collaborative process, gathering input from community members, city staff, and a consultant team. These efforts are complemented by ongoing initiatives driven by the city and other stakeholders. This collective approach ensures that the proposed actions are reflective of the community's needs and aspirations.

## RECORD OF ACCOMPLISHMENTS (2018 – 2022)

Taking a retrospective glance at the years spanning 2018 to 2022, the City of Lawrenceville's endeavors, guided by the comprehensive plan's preceding work program, yielded noteworthy achievements. This assessment illuminates the substantial progress accomplished during this period, underscoring the city's unwavering commitment to enhancing its overall livability and attractiveness. The complete Record of Accomplishments is in Appendix B.

## COMMUNITY WORK PROGRAM (2024 – 2029)

Looking to the future, the city introduces a fresh trajectory, outlining the Community Work Program for the next five years, spanning from 2024 to 2029. This blueprint, which converges community aspirations with progressive urban planning principles, presents a strategic path forward. Within the ensuing sections, the narrative offers insight into the transformative endeavors of the preceding five years. Each initiative serves as a testament to the city's resolute dedication to fostering sustainable growth, bolstering infrastructure, fortifying public amenities, and enriching the social and economic tapestry of the municipality.



## EVOLVING INITIATIVES:

Each programmatic entry delineates a designated timeline for action and identifies responsible parties at the helm. These entries manifest as discrete projects, such as sidewalk installations or regulatory revisions. Simultaneously, they could involve comprehensive studies targeting specific geographical or thematic niches, which prompt a nuanced understanding of intricate matters. It is crucial to recognize that while many actions align with the five-year timeline, certain ambitious undertakings extend into long-term horizons. These outlined projects serve as an initial starting point, subject to periodic reassessment to accommodate evolving community priorities, feasibility assessments, staffing capacities, and funding availability.

The community work program is aimed at enhancing various aspects of the city across four main categories: Land Use (LU), Transportation (T), Housing (H), and Economic Development (ED). Additionally, there is an emphasis on improving Quality of Life (QL). The program includes a range of activities and action items to achieve specific goals within each category. Here are the highlights of the program:

## Land Use (LU):

- Zoning code revisions to accommodate missing middle housing.
- Facilitation of the acquisition and redevelopment of city, GDOT and Gwinnett surplus property.
- Addressing regulatory inconsistencies in zoning ordinances.
- Brainstorming incentives for sustainable building practices.
- Creating guidelines for administrative review of minor variances in the Downtown area.
- Auditing and updating development regulations.
- Updating Subdivision Regulations.
- Developing an online tool to navigate zoning and permitting processes.
- Evaluating the potential of a land bank for property acquisition.



**Transportation (T):**

- Expanding bike lanes.
- Installing pedestrian crosswalks.
- Improving road infrastructure while enhancing multi-modal transportation, lighting, and landscaping.
- Various road widening projects.
- Enhancing public transit infrastructure, real-time displays, and accessibility.
- Exploring bike-sharing, rideshare, and shuttle programs.
- Sidewalk installations and streetscape improvements.

**Housing (H):**

- Sustain affordable housing units.
- Providing home repair assistance.
- Exploring historic preservation incentives.
- Offering homeowner education programs.
- Exploring state and federal housing programs.
- Promoting economic equity and addressing blighted properties.

**Economic Development (ED):**

- Supporting small businesses through workshops.
- Revitalizing commercial areas and implementing façade improvement grants.
- Fostering economic equity and partnership initiatives.
- Community branding efforts.
- Continue to pursue development projects and funding opportunities.

**Quality of Life (QL):**

- Continue to organize community events.
- Continue to foster the youth mentorship program.
- Initiating community garden initiatives.
- Enhancing green spaces and public areas.
- Renovating parks and promoting outdoor spaces.
- Exploring partnerships with schools and local artists.

Each activity is assigned a goal date, a responsible party, cost estimates, and potential funding sources, highlighting a comprehensive plan to enhance various facets of the community.



Table 11.1. Community Work Program - Land Use

#	ACTIVITY	COMPLETION DATE	RESPONSIBLE PARTY
LU1 – Zoning Code Revisions	Propose changes to the zoning code that accommodate missing middle housing, and infill development.	2024	Planning and Development
LU2 – Redevelopment of surplus government property	Facilitate the acquisition and redevelopment of city, GDOT and Gwinnett surplus property.	2026	Community and Economic Development, and Planning and Development
LU3 – Eliminate regulatory inconsistencies.	Address regulatory inconsistencies in zoning ordinance for streamlined processes.	2024	Planning and Development
LU5-Create incentives for sustainable building practices	Engage in a workshop to brainstorm innovative incentives that promote sustainable building practices in our community.	2024-2025	Planning and Development
LU7-Modernize Development Regulations	Initiate a comprehensive audit of current codes and policies, comparing them against modern development regulations.	2024	Planning and Development
LU8- Update Subdivision Regulations	Convene a cross-functional team of urban planners, legal experts, and stakeholders to conduct a thorough review and update of Subdivision Regulations.	2024	Planning and Development
LU9- Develop a checklist or online tool to help applicants navigate the zoning and permitting process	Collaborate with user experience designers to design and launch an intuitive online tool that streamlines the zoning and permitting process, supporting applicants in navigating processes and procedures.	2024	Planning and Development
LU10- Evaluate a land bank as a tool	Engage a real estate consultant to conduct a feasibility study on the establishment of a land bank, assessing its potential effectiveness in acquiring vacant, tax foreclosed, contaminated, and underutilized properties, as well as its capacity to assemble parcels for strategic future development.	2025	Community and Economic Development
LU11- Consolidate Downtown	Collaborate with local businesses to develop and implement a comprehensive plan for consolidating Downtown	2025	Public Works - Sanitation
LU12-Parking requirements	Modify Zoning Ordinance to reduce parking requirements, encourage pervious pavement, establish parking maximums, and provide parking reductions for electric vehicle charging stations and proximity to transit	2025	Planning and Development

#	ACTIVITY	COMPLETION DATE	RESPONSIBLE PARTY
T1 - Bike Lane Expansion	Create new bike lanes and improve existing ones to promote cycling.	2027	Public Works
T2 - Pedestrian Crosswalk Installation	Install new pedestrian crosswalks in high-traffic areas for safety.	2027	Public Works
T3- Improve Road Infrastructure and Enhance Quality of Life concurrently	Ensure that any widening project aimed at improving vehicular traffic flow/capacity also accommodates multi-modal transportation, street lighting, landscaping elements, and initiative-taking maintenance.	2028	Planning and Development and Public Works
T4-Sugarloaf Pkwy widening	Widen from 4 to 6 lanes from Scenic Hwy (SR 124) to Old Norcross Rd		Gwinnett County
T5-Scenic Hwy widening	Widen from 4 to 6 lanes		Gwinnett County
T6-Duluth Hwy (SR 120)	Roadway improvements (SR 316 to Medical Center Blvd)		GDOT
T7-Collins Hill Rd and Collins Industrial Way	Intersection improvement		Gwinnett County
T8-University Parkway (SR 316) and Hi Hope Road	Interchange improvements	Scheduled for construction in 2024	Gwinnett County
T9-Duluth Hwy (SR 120) at University Pkwy (SR 316)	Bridge widening		Gwinnett County
T10-Duluth Hwy (SR 120) at University Pkwy (SR 316)	Interchange improvements		Gwinnett County
T11-SR 316 at Lawrenceville Suwanee Road	Partial access (concept)		Gwinnett County
T12-SR 316 at Walther Boulevard	Partial access		Gwinnett County
T13-Grayson Hwy (SR 20) and Scenic Hwy (SR 124)	Intersection improvements		Gwinnett County
T14-Lawrenceville Hwy (US 29) and Lawrenceville Suwanee Rd	Intersection improvements		Gwinnett County
T15-Crogan St (US 29) from Paper Mill Rd to SR 316	Widening		Gwinnett County

Table 11.2 (Cont'd). Community Work Program - Transportation

#	ACTIVITY	COMPLETION DATE	RESPONSIBLE PARTY
T16-SR 20 from Scenic Hwy (SR 124) to Sugarloaf Pkwy	Widening		Gwinnett County
T17-Park Blvd scenic and Rhodes Jordan Edge Trail from SR 20 to railroad	Extension		Gwinnett County
T18-New Hope Rd at Corley Brook Way	Vertical alignment		Gwinnett County
T19-Create a roadway asset management program	Road repavement and maintenance program for City roads	Annual Project	Public Works
T20-Create and adopt a streetscape manual	As part of the updated Development Regulations, create a streetscape manual for different road typologies, incorporating infrastructure for all users	2025	Public Works
T21-One-way to two-way conversions.	Evaluate returning Pike Street and Crogan Street to two-way roads	2025	Public Works
T22-First Mile/Last Mile Enhancements	1. Enhance lighting and provide shelters at bus stops 2. Install signature, artistic passenger pick-up shelters in key Downtown locations as the GCT transit plan finalizes	2026	Gwinnett County and Public Works
T23-Passenger Information Systems	Coordinate with Ride Gwinnett to provide real-time transit displays at bus stops	2025	Gwinnett County and Public Works
T24-Car-sharing	Evaluate potential to install car-sharing stations in partnership with GGC and property owners	2026	Planning and Development and Public Works
T25-Rideshare	Identify and designate rideshare pick up/drop off locations Downtown and at the Gwinnett Justice and Administration Center	2026	Planning and Development and Public Works
T26-Grayson Highway (Simonton Rd to Park Place Dr)	Sidewalks	2026	Public Works
T27-Sugarloaf Parkway (Kendall Park Dr to Five Forks Trickum Rd)	Sidewalks	2026	Public Works



Table 11.2 (Cont'd). Community Work Program - Transportation

#	ACTIVITY	COMPLETION DATE	RESPONSIBLE PARTY
T28-Duluth Highway	Sidewalks	2026	Public Works
T29-West Pike Street (north side)	Sidewalks	2027	Public Works
T30-Streetscape Standards	Implement streetscape standards on a Priority Pedestrian/ Bicycle Route as a model project	2026	Planning and Development and Public Works
T31-Pike St. streetscape enhancements	Enhance Pike Street streetscape with landscaping, lighting, and high-quality pedestrian facilities	2027	Planning and Development and Public Works
T32-Transportation Enhancement (TE) program funding	Apply for Transportation Enhancement (TE) program funding (up to \$1 million) through GDOT for pedestrian/bicycle projects, landscaping, and other projects to enhance the priority pedestrian/ bicycle routes	2026	Public Works
T33-Crogan Street from Downtown to Rhodes Jordan Park	Install bike lanes	2026	Public Works
T34-Pedestrian and bicycle- Wayfinding	Install pedestrian and bicycle- oriented wayfinding signage along priority pedestrian/bicycle routes	2027	Communications Department and Planning and Development Department and Public Works
T35-Bike share models	Explore bike share models in partnership with GGC	2027	Planning and Development and Public Works
T36-Bike parking	Install bike racks Downtown and in the Depot area and partner with GGC, Northside Hospital Gwinnett, and Gwinnet Justice and Administrative Center (GJAC) to install bike racks on their campuses	2026	Public Works; Engineering Department
T37-Enhance pedestrian crossings	<ul style="list-style-type: none"> <li>Pike St (SR 120) and Lawrenceville Hwy (US 29) interchange</li> <li>North Clayton St and the railroad</li> </ul>	2027	Public Works; Engineering Department
T38-Safety case study on the Perry St/Clayton St conversion	Collect before and after data on safety, mode share, and throughput for two-way road conversions and publish a case study on the Perry St/Clayton St conversion	2027	Consultant, Public Works; Engineering Department

Table 11.3. Community Work Program - Housing

#	ACTIVITY	COMPLETION DATE	RESPONSIBLE PARTY
H1 - Affordable Housing Renovation	Renovate and upgrade affordable housing units for low-income residents.	2026	Lawrenceville Housing Authority
H2 - Home Repair Assistance	Provide financial and volunteer support for home repairs for elderly and disabled residents.	2026	Lawrenceville Housing Authority
H3 – Historic Preservations	Explore incentivizing the restoration of historic homes downtown.	2026	Planning and Development and Community and Economic Development
H4 – Homeowner Education	Create a resident assistance page on the city website with links to resources like neighborhood guides, short testimonials from residents, homebuyer education programs, downpayment assistance programs, low-cost loan sources, etc.	2025	Community and Economic Development
H5 – State Programs	Explore participation in the Georgia Initiative for Community Housing three-year collaboration, technical assistance, and training program through the University of Georgia	2025	Community and Economic Development
H6 – Federal Grant Programs	Apply for a federal grant from the HOME Investment Partnerships Program to provide home purchase or rehabilitation financing	2025	Community and Economic Development
H7- Catalytic block project	Explore investment in a visible, mixed income, catalytic block project in the Grizzly Parkway area to demonstrate the potential for neighborhood redevelopment and model desired building types	2026	Planning and Development and Community and Economic Development
H8- LHA master plan	Complete an LHA master plan	2025	Lawrenceville Housing Authority
H9-Complete façade and landscaping	Complete façade and landscaping enhancements for LHA properties	2025	Lawrenceville Housing Authority
H10- Enhance community safety and aesthetics through revitalization of blighted properties	Develop plan for cleanup and reduction of blighted and aged multi-family and extended stay properties in high crime areas	2025	Code Enforcement and Planning and Development
H11- Senior housing development	Attract a senior housing development near Northside Hospital Gwinnett	2025	Community and Economic Development and Planning and Development
H12- Online housing education and resources	Create a resident assistance page on the city website with links to resources like neighborhood guides, short testimonials from residents, homebuyer education programs, downpayment assistance programs, low-cost loan sources, etc.	2026	Gwinnett Housing Corporation
H13-Renovate substandard housing stock	Partner with the Downtown Development Authority and Lawrenceville Housing	2027	Downtown Development Authority, Lawrenceville Housing Authority, and
H14-Georgia Initiative for Community Housing	Explore participation in the Georgia Initiative for Community Housing three-year collaboration, technical assistance, and training program through the University of Georgia	2029	Community and Economic Development

Table 11.3 (Cont'd). Community Work Program - Housing

#	ACTIVITY	COMPLETION DATE	RESPONSIBLE PARTY
H15-HOME Investment Partnership Program	Apply for a federal grant from the HOME Investment Partnerships Program to provide home purchase or rehabilitation financing	2025	Community and Economic Development

Table 11.4. Community Work Program - Economic Development

#	ACTIVITY	COMPLETION DATE	RESPONSIBLE PARTY
ED1 - Small Business Support Workshops	Partner with Gwinnett Entrepreneur Center to organize workshops to help local entrepreneurs and small businesses thrive.	2025	Community and Economic Development and Gwinnett Entrepreneur Center
ED2 - Commercial Area Revitalization	Revitalize key commercial areas to attract investment and foot traffic.	2027	Community and Economic Development and Planning and Development
ED3 – Commercial façade program	Implement a commercial façade improvement grant program	Ongoing	Community and Economic Development, Planning and Development, and Downtown Development Authority
ED4-Commercial low interest loans.	Partner with the Downtown Development Authority and Downtown property owners to applying for low-interest loans of up to \$250,000 from the Georgia DCA Downtown Development Revolving Loan Fund and Georgia Cities Foundation Revolving Loan Fund, as appropriate	2027	Downtown Development Authority and Community and Economic Development
ED5 – Community Branding	Continue branding efforts and enhance gateway features and branding along major corridors	Ongoing	Communications and Public Works
ED6-Economic Equity	Provide community and economic development materials in multiple languages	Ongoing	Community and Economic Development and Communications
ED7-Partnership Gwinnett	Collaborate with Partnership Gwinnett	Ongoing	Community and Economic Development
ED8-Development incentives	Continue to meet with potential developers to discuss available, local, county, and state incentive programs	Ongoing	Community and Economic Development and Planning and Development
ED9-SCORE Coordination	Continue to refer emerging entrepreneurs to SCORE North Metro Atlanta	Ongoing	Community and Economic Development
ED10-Facilitate informal mentorship through introductions of emerging professionals to local industry leaders	Continue to introduce emerging professionals in signature industries to established local professionals to foster informal mentorship opportunities	Ongoing	Community and Economic Development
ED11-Downtown infill	Continue to pursue Downtown infill projects.	2026	Community and Economic Development and Planning and Development

Table 11.4 (Cont'd). Community Work Program - Economic Development

#	ACTIVITY	COMPLETION DATE	RESPONSIBLE PARTY
ED12-Land banking partnerships	Work with the Downtown Development Authority and potential land bank to assemble key parcels and package them for redevelopment	Ongoing	Community and Economic Development and Downtown Development Authority
ED13-Tracking development	Continue to track and annually report ongoing development projects and potential investment opportunities	Ongoing	Community and Economic Development and Planning and Development
ED14-Attract a boutique hotel to Downtown	Form strategic partnerships with real estate developers, tourism boards, and economic development organizations to showcase the unique appeal of the downtown district	2024	Community and Economic Development and Planning and Development
ED15-Perform an annual business needs survey	Implement an annual business needs survey as a proactive strategy to gather essential insights from local businesses. Collaborate with business associations, chambers of commerce, and economic development partners to design and distribute the survey effectively	2024	Community and Economic Development, Planning and Development, and Downtown Development Authority
ED16-Enhance community experience through annual consumer feedback survey	Implement an annual consumer survey for stakeholders to provide feedback on their experience with Lawrenceville as a place to live, work, and play	2025	Community and Economic Development
ED17-Create a cohesive identity through consistent branding for Lawrenceville materials	Leverage the new city branding to develop a memorable, consistent voice and aesthetic for Lawrenceville materials	2024	Communications
ED18-Strengthen Online Visibility for CEDD and DDA	Enhance the online presence of the Community and Economic Development Department and the Downtown Development Authority	2025	Communications, Community and Economic Development Department and the Downtown Development Authority
ED19-Conduct business retention and outreach visits	Engage in targeted business retention and outreach visits to foster strong relationships with local businesses.	2025	Community and Economic Development
ED-24 Major employer partnership	Partner with major employers like Northside Hospital Gwinnett, Georgia Gwinnett College, and Gwinnett County to develop strategies to encourage employees to live in Lawrenceville	2025	Community and Economic Development

Table 11.5. Community Work Program - Quality of Life

#	ACTIVITY	COMPLETION DATE	RESPONSIBLE PARTY
QL1 – Community Events Series	Continue regular community events (festivals, outdoor movie nights, etc.).	Ongoing	Community and Economic Development
QL2- Youth Mentorship Program	Continue mentorship program to support and engage local youth.	Ongoing	Community and Economic Development
QL3 – Community Garden Initiative	Identify and establish community gardens in vacant lots and public spaces.	2025	Public Works and Planning and Development

Table 11.5 (Cont'd). Community Work Program - Quality of Life

#	ACTIVITY	COMPLETION DATE	RESPONSIBLE PARTY
QL4 - Green Space Enhancements	Plant trees, flowers, and maintain green spaces in urban areas.	2025	Public Works and Planning and Development
QL5 - Land Reclamations and Beautification	Clean up and beautify neglected areas and public spaces.	Ongoing	Public Works
QL6-Rhodes Jordan Park (RJP) renovations and improvements	Rhodes Jordan Park (RJP) renovations and improvements	Ongoing	Gwinnett County
QL7-Enhance Public Spaces with Amenities and Art Installations	Continue to install furniture, landscaping, art, and games in public gathering spaces to encourage use and interaction	Ongoing	Community and Economic Development and Planning and Development
QL8-Develop Comprehensive Greenway and Parks Master Plan	Finalize citywide greenway, parks, and trail master plans, seek public input, and outline implementation plan	2024	Planning and Development and Public Works; Engineering Department
QL9-Improve Pedestrian and Bicycle Connectivity to Parks	Enhance access to parks, particularly pedestrian and bicycle connections from Downtown to RJP	2029	Public Works; Engineering Department
QL10-Establish a New Trail Along Shoal Creek	Acquire property and design a new trail along Shoal Creek from RJP to Paper Mill Rd	2029	Community and Economic Development, Public Works; Engineering, Planning and Development
QL11-Collaborate on Property Acquisition for Park Expansion	Work with Gwinnett County to explore the potential of purchasing additional properties adjacent to RJP to increase street frontage and accessibility	2029	Community and Economic Development
QL12- Create a Master Plan for a Passive Park	Conduct a master plan for a new passive park on the city-owned parcel at Sugarloaf Pkwy and Lawrenceville Suwanee Rd	2029	Planning and Development and Public Works; Engineering Department
QL13-Develop Greenway Trail on Hospital Campus	Work with Northside Hospital Gwinnett to create a greenway trail on the hospital campus	2026	Community and Economic Development and Public Works
QL14-Establish Local Makers Market	Partner with the local artists, small businesses, and the Downtown Development Authority to explore establishing a local makers market	2025	Community and Economic Development, Lawrenceville Arts Commission, and Downtown Development Authority
QL15- Promote Local Living Through Marketing Campaign	Promote the city and local schools through a marketing campaign focused on attracting local, nonresident employees	2025	Communications and Community Development Department
QL16- Renovate Hooper Renwick School for Civic Use	Continue working with Gwinnett County to renovate the Hooper Renwick School as an African American museum and civic meeting space	2024	Administration



# LAWRENCEVILLE 2045

# LAWRENCEVILLE 2045

PREPARED BY

**POND**