



DRAFT

SUGAR HILL LIVABLE CENTERS INITIATIVE

DOWNTOWN MASTER PLAN

2017-2018

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- Taylor Anderson- City Council
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- Atlanta Regional Commission
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1. Background & Introduction



1.1 INTRODUCTION

This Downtown Master Plan is a major update to the Sugar Hill Town Center Master Plan completed in 2005. Although the old master plan was not funded through the LCI (Livable Centers Initiative) grant by the Atlanta Regional Commission (ARC), it met the goals and objectives for both the ARC LCI guidelines and the City of Sugar Hill. When the LCI program was formalized, the old master plan was grandfathered and recognized as an official LCI area. In February 2017, the city was awarded an LCI study grant to update the 2005 master plan to establish updated goals for downtown growth and to ensure that the development regulations align with the updated LCI plan.

This plan is not only designed to comply with the intent of the LCI goals but also to respond to the evolution of downtown Sugar Hill over the last decade. The master plan process provides a unique opportunity to take stock, assess and connect the incredible successes the City has achieved in planning and building a vibrant downtown future. Since the completion of the new City Hall in 2014, the downtown landscape has significantly changed. In a short time period, the real estate dynamics and user experiences have fundamentally transformed the once suburban “downtown” into an urban place. The City has successfully created a downtown core with efforts like the iconic Bowl, the City Hall, West Broad streetscape, the Splash Pad and the E Center. The next generation of the core will further expand with transformative public-private development such as the Broadstone a residential-commercial mixed use project by Alliance Residential Company, and Dogwood Forest a senior residential assisted living and memory care facility by Solomon Development Services. The intent of the master plan update is to build on the spirit of “think BIG” and to create a vision for future growth opportunities beyond the core, improve



connectivity and enhance the quality of life throughout downtown in the next 10-15 years. The master plan focused on answering the following questions:

- How can we fully integrate and connect all the planning efforts in a cohesive master plan?
- While the Downtown Core is mostly planned, which area is ripe for the next wave of development?
- What are the future land use and density strategies for the expansion areas?
- What are the mobility options and strategies to connect the Downtown Core with the expansion areas?
- Are there housing types missing in the changing demographics?
- Is there potential to attract jobs and economic development?
- How can Downtown build on art, history, and cultural resources?

1.2 LCI AREA CONTEXT

The LCI area boundary is same as the old master plan with approximately 520 acres around the intersection of Highway 20 and Peachtree Industrial Boulevard (PIB). The downtown study area includes a number of community assets: City Hall, The Bowl, Dawn P Community Plaza Splash Park, E Center, West Broad Street streetscape, Sugar Hill Church, Historic Sugar Hill Cemetery, older residential neighborhoods along Whitehead Road and Level Creek Road, and heavy tree canopy. Additionally, the downtown and the City as a whole have many strengths such as the City’s commitment and leadership, community support for progressive growth strategies, development character and vibrancy in the downtown core, events, youth program, small-town feel, sense of community, southern-style living, and high performing schools. Despite so many assets and strengths, downtown has several challenges that need to be addressed. With high visibility and accessibility from Highway 20 and PIB, the heavy traffic on both corridors comes with connectivity issues. Both corridors are physical barriers bisecting downtown into four quadrants. The quadrants are further divided by the railroad and a power easement on the east side. Collectively these barriers create perceived edges that inhibit growth and connectivity. This plan seeks to define strategies to help bridge those divides in the effort to create a larger, more connected downtown core.



FIG. 1: CONTEXT MAP

1.3 PLANNING PROCESS

The Downtown Master Plan planning process started in Fall 2017 and it was organized around three phases over a seven-month period.

Phase 1: Inventory and Assessment

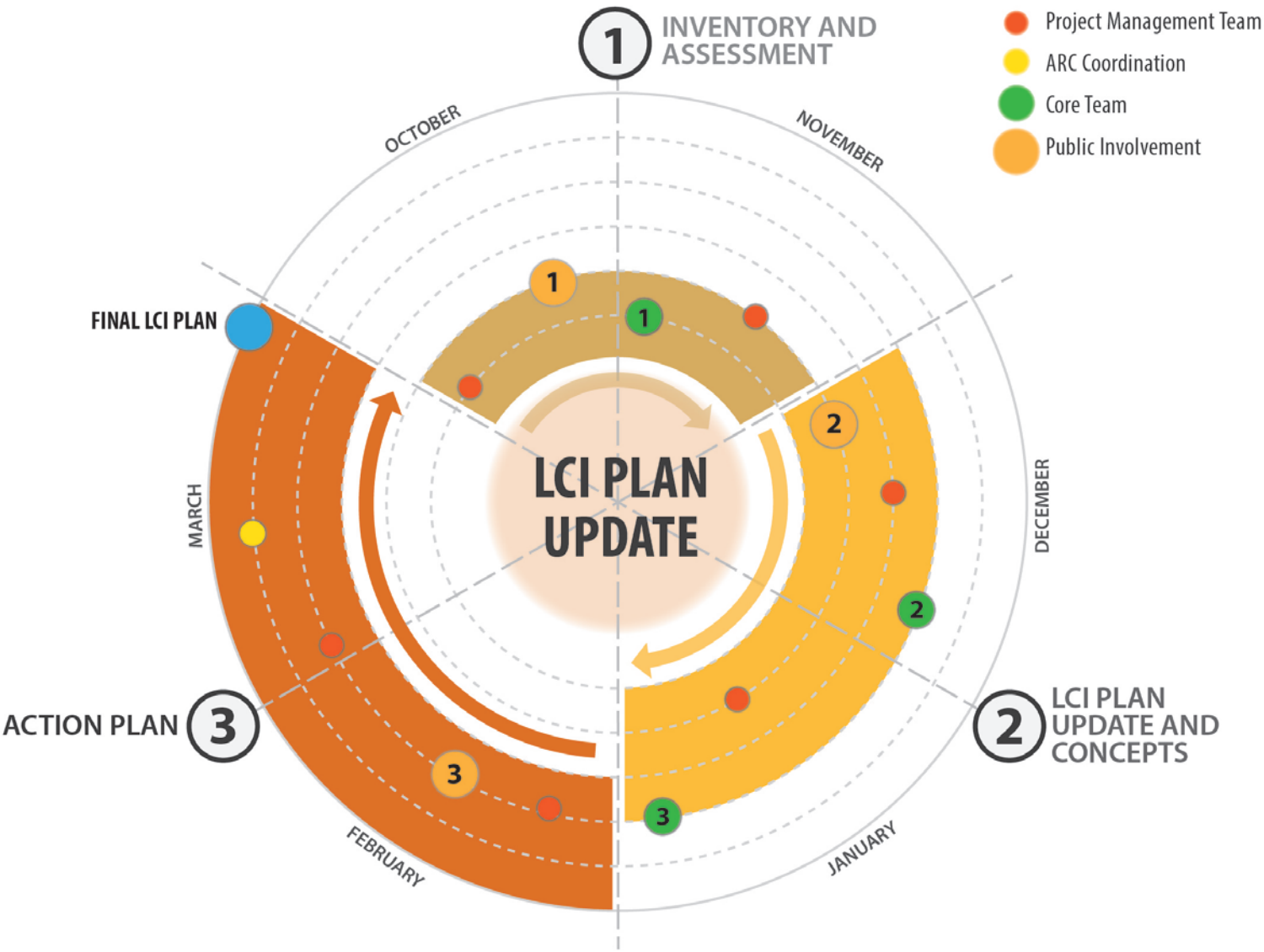
Considering this LCI plan is a major update to the previous downtown master plan and the city has completed several planning efforts, the first phase focused on gathering data and recommendations from the completed studies and validating the information from the city staff and stakeholders. In addition to preparing a thorough assessment of existing conditions, the planning team engaged the community to collect preliminary input on the future vision for downtown. The consolidated summary of stakeholder input through interviews, focus group meetings, an online survey, and public workshops led to preparing a comprehensive list of issues, needs, and opportunities for downtown. This phase also required taking a closer look at the changing demographics and market trends based on the large development projects planned in the downtown core (E Center, Broadstone, and Dogwood Forest).

Phase 2: LCI Plan Update and Concepts

Using the baseline assessment of the existing downtown and initial community engagement from the first phase, the planning team focused on developing framework plans and concepts for the future growth of downtown. Based on the community needs identified in the survey, stakeholder input, and market analysis, a series of urban design concepts were prepared for mobility improvements, development scenarios, and open space enhancements. The concepts were validated and refined through interactive planning exercises at community workshops. The results of the activities led to creating future growth strategies based on the common theme of “dream big and think long-term.” The LCI Plan Update specifically focused on expanding the existing core within the 5-min, 10-min, and 15-min walking areas with a variety development type, density, and characteristics. In terms of mobility improvements, traffic calming, intersection improvements, and pedestrian & bike infrastructure are key to transforming the once car-oriented suburban community into a walkable downtown. The planning team used 3D models, photo-realistic renderings, illustrative sketches, and street sections to help demonstrate the community vision for the future growth and evolution of downtown.

Phase 3: Action Plan

After receiving final comments from the core team, city staff, and the community on the framework plans, design concepts, and planning strategies, the final phase focused on compiling a list of projects as part of the Action Plan. Building on the other planning efforts, the LCI Plan Update provides recommendations for specific transportation projects for pedestrian and bike infrastructure, new streets, and intersection improvements. The future land use plan of the LCI area lists development strategies and potential policy and regulatory changes needed to further the future vision. The projects are organized into short-term (5-year) and long-term (10-20 year) initiatives. The project list was reviewed by the planning team, city staff, and the Atlanta Regional Commission to ensure project feasibility, build partnerships, and identify short-term funding opportunities. The planning process concluded with final input from the project core team, city staff, and community stakeholders. The final plan will be adopted by City Council and will serve as part of their future growth policy for downtown Sugar Hill.



PUBLIC INVOLVEMENT SCHEDULE

- | | |
|---|---|
| 1 Public Kick-Off Meeting
October 21, 2017, 11 am - 5 pm
<i>Issues, Opportunities and Vision</i> | 1 Core Team Meeting #1
November 1, 2017, 6 pm - 7:30 pm
<i>Preliminary Vision and Stakeholder Input Summary</i> |
| 2 Public Workshop
December 6, 2017, 6 pm - 7:30 pm
<i>Development and Mobility Concepts</i> | 2 Core Team Meeting #2
December 21, 2017, 6 pm - 7:30 pm
<i>Draft Framework Plans</i> |
| 3 Public Open House
February 15, 2018, 4:30 pm - 7:30 pm
<i>Framework Plans, Strategies, and Priorities</i> | 3 Core Team Meeting #3
January 24, 2018, 6 pm - 7:30 pm
<i>Refined Framework Plans and Design Concepts</i> |

2. Downtown Opportunities



2.1 SUMMARY OF ISSUES AND OPPORTUNITIES

One of the LCI goals is to involve stakeholders through an outreach process. The process described in the above section included stakeholder interviews, an online survey, core team meetings and public workshops throughout the three phases. The community involvement from Phase I focused on gathering input on a variety of topics related to land use, housing, economic development, history, arts & culture, transit, transportation, pedestrian & bike connectivity, open space, and downtown events. The summary of the input is described as issues, needs and opportunities under three key elements: land use and development, mobility, and identity/branding/place-making. This input helped in identifying the future vision, goals, and strategies for downtown growth.

(The highlighted text indicate high priority issues and needs)



Land Use and Development

Issues:

- **Lack of restaurants and shopping options in Downtown**
- If residential population increases in future, the noise impact from events should be evaluated
- Physical constraints for Downtown growth are the historic cemetery, wide traffic corridors, railroad, and sewer capacity
- Concern about the amount of retail proposed in the planned development if there is a lack of critical mass in Downtown
- Concern about public safety along Level Creek Road, Church Street, and Spring Hill Drive.
- Lack of regional level economic development/business opportunities to attract a large number of jobs in and around Downtown
- **Neighborhood stability, housing conditions and redevelopment potential in mobile home parks and older neighborhood areas.**

Needs/Opportunities:

- **More residents in/around Downtown core**
- Attract more businesses such as bars, restaurants, and services in walking distance
- Opportunity to tap into the growing filming industry
- The potential for transit-oriented development on the south side of Peachtree Industrial Boulevard and Buford Drive
- Mixed-use development on north of Highway 20/Cumming Highway
- Retrofit existing housing stock and infill housing strategy as a way to supply diversity of housing, and to improve development character of the older neighborhoods throughout the LCI area
- Diversity of housing type for multi-generation and income-level such as townhomes, cottages, small lot single family, and urban style apartments
- **Focus on architectural character of the future mixed-use and housing development**
- Need for medical offices and facilities near Downtown
- Attract small tech companies or professional services
- Explore the opportunity for a satellite campus of a college/ university

Mobility

Issues:

- **Due to the major traffic corridors and railroad, walkability is the biggest challenge in the area**
- Spring Hill Drive is unsafe for pedestrian circulation due to speeding on the one-way street and some undesirable activities
- **Whitehead Road has sidewalks only on one side and lacks pedestrian-friendly environment**
- Lack of sidewalks on Level Creek Road; unsafe pedestrian connection to Sugar Hill Elementary School

Needs/Opportunities:

- Wider sidewalks on West Broad Street
- **Need for streetscape improvements on Highway 20** from Peachtree Industrial Boulevard to Sycamore Road; the improvements could include decorative sidewalks, pedestrian street lights, and a landscaped median. Potential funding opportunities are CIP, SPLOST or LCI funds
- **Need for a pedestrian bridge over Highway 20 to connect the northern neighborhoods with Downtown**
- Connect Spring Hill Drive to Peachtree Industrial Boulevard to expand the connectivity to Downtown
- Need for sidewalk improvements along Sycamore Road
- Shared bike lane or dedicated bike lane along Peachtree Industrial Boulevard
- Separate pedestrian and bike facilities in order to create safe mobility network
- Explore opportunities for recreational biking routes to and from Downtown
- Add banners and decorative flowers to existing streetlights on West Broad Street
- Evaluate and analyze potential transit options on Peachtree Industrial Boulevard

Identity/Vibrancy/Place-Making

Issues:

- Concerned about pricing of the ticketed events in The Bowl
- Concerned about the theater in E Center as it may compete with the Buford Theater and could be challenging to sell 400 tickets

- Alton Tucker Boulevard should be renamed to West Broad Street
- **Lack of urban parks and plazas in walking distance**
- Lack of large passive green space with walking trails
- Lost history associated with Buice School before its demolition

Needs/Opportunities:

- Need for more family-oriented activities and events
- In addition to the recreational Ice Rink event, Ice Hockey league could be established in coordination with City's Parks and Recreation Department
- Christmas parade as Downtown event
- **Need for more activities for youth**
- Pop-up gallery at E Center
- **Cohesive branding for the City**
- Preserve the history of Downtown
- Art display opportunity on the planned Sugar Loop greenway
- **Connect Downtown and surrounding neighborhoods through art walk and living wall**
- Build partnerships with various art institutes to expand presence of art

Profile of Respondents:

- 96% live within 5-mile of Sugar Hill
- 73% live in the City of Sugar Hill
- 44% living in Sugar Hill for over 10 years
- 92% own a single family house
- 63% never walk/bike/skate to Downtown
- 73% drive to work
- 56% between 18 - 45 year old
- 32% between 46 - 65 year old

Preserve One Thing



- Old/Dilapidated Buildings
- Buice School

Precedents for Downtown

- Restaurants
- Shopping
- Grocery
- Variety of Open Spaces

- Suwanee
- Duluth
- Avalon
- Greenville

Issue	Critical (%)	Major (%)	Minor (%)	Trend
Lack of housing options to meet all age groups and income levels	11% ↓	24% ↓	64% ↑	
Lack of open space and recreation amenities	14% ↓	53% ↑	33% +	
Aging and underutilized commercial properties	29% +	44% +	28% ↓	Underutilized
Increased traffic on existing roadways	35% ↑	44% +	21% ↓	Increased
Lack of transit and mobility options	21%	32%	47%	
Lack of bike infrastructure and facilities	21%	39%	40%	
Public safety	18%	36%	46%	
Loss of historic and natural resources	13% +	36%	51% +	
Lack of dining and shopping options	48% ↑	44% +	8% ↓	Lack of
Other (Please list below.)	12% ↓	12% ↓	76% ↑	

What is the impact to development in Downtown Sugar Hill over the next 5-10 years for each of the listed issues? (X) SUMMARY
sample size = from 145 to 202; total sample size = 204; 59 missing; 95% confidence level

- Retail/Commercial
- Mixed-Use Development
- Single Family Residential

- Local Chef-Driven Restaurants
- Boutique Shops
- Entertainment
- Craft Brewery/Brew Pub

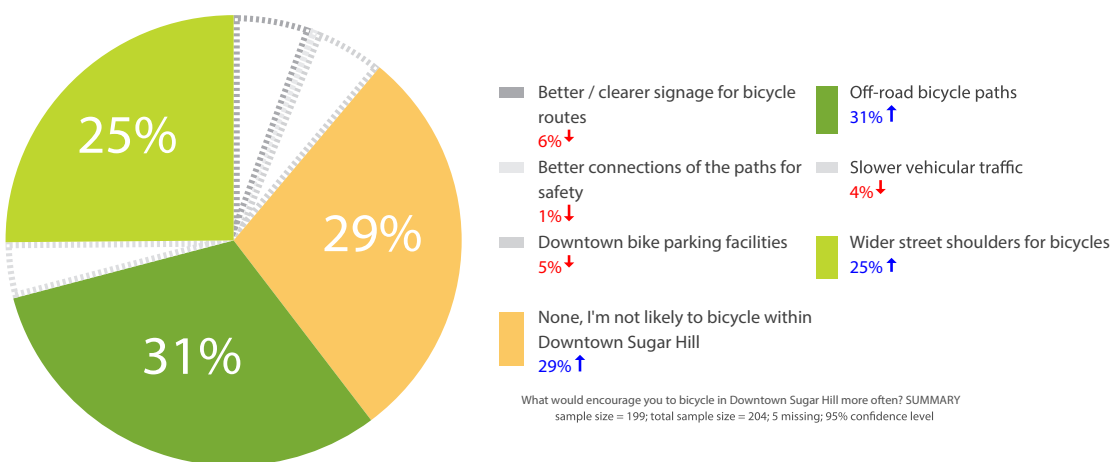
- Housing above Retail
- Townhomes
- Smaller Single Family (Cottages, Ranch)

- Level Creek Road
- Church Street
- Whitehead Road

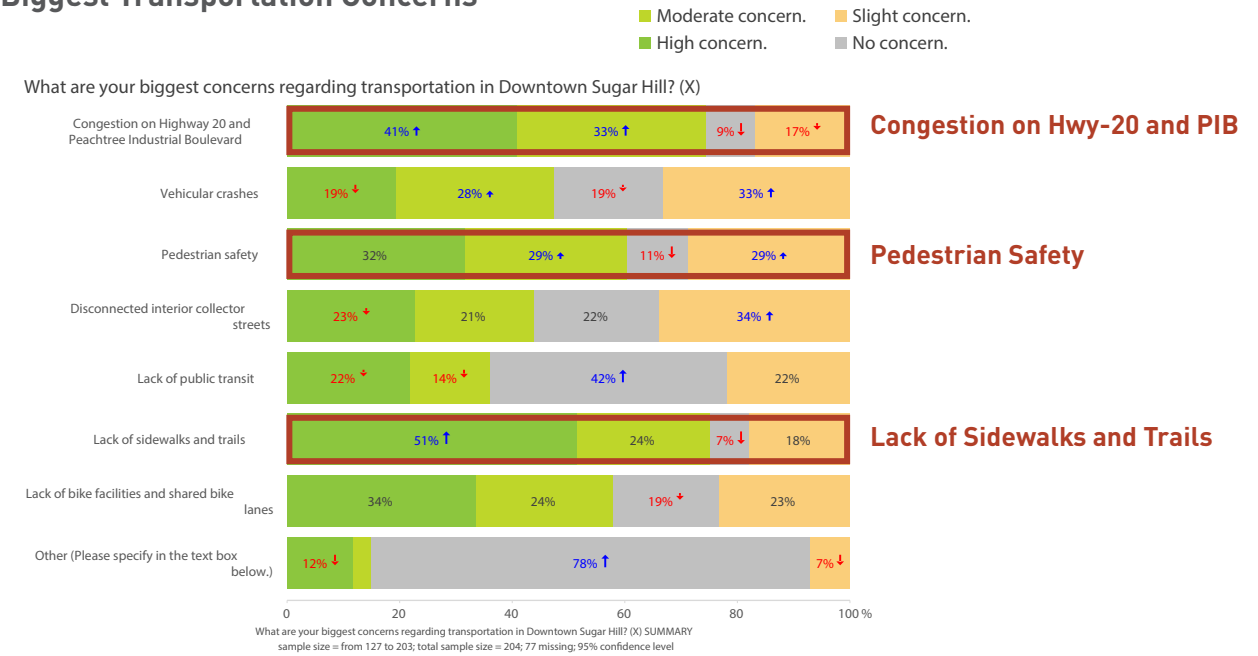
- Add pedestrian-activated signalized crosswalks
- Add pedestrian refuge islands
- Construct pedestrian bridge over the road

- More complete sidewalk network
- Wider sidewalks
- Outdoor/sidewalk dining

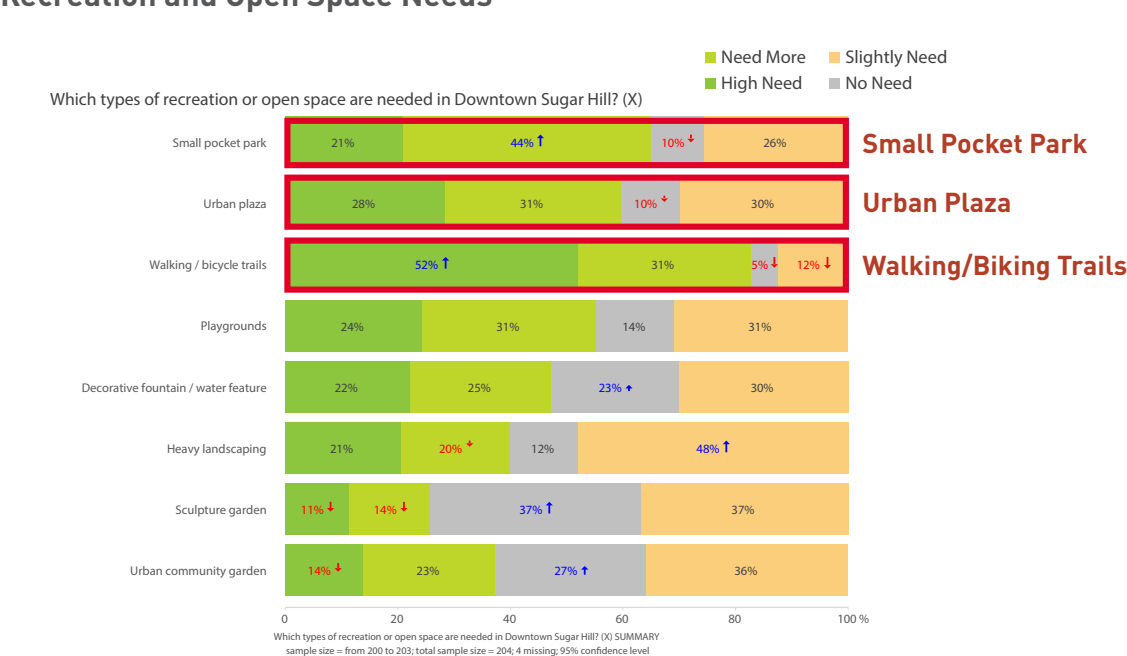
What would encourage you to bicycle in Downtown Sugar Hill more often?



Biggest Transportation Concerns



Recreation and Open Space Needs



2.3 MARKET POTENTIAL SUMMARY

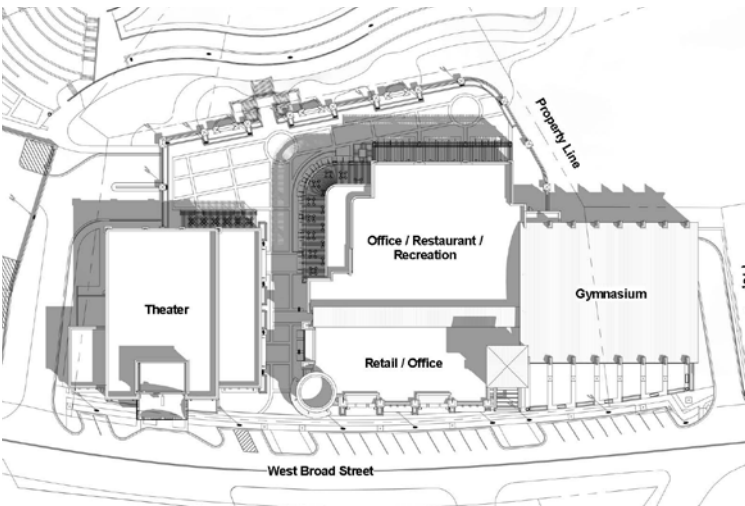
The market and real estate analysis has been part of several planning efforts in the past completed by the city of Sugar Hill, including the most recent Sugar Hill SR20 Corridor Study, Aspire Highway 20. A portion of the corridor study was part of the LCI area hence many findings applicable to the primary market area would be applicable to the future market demand in downtown. In addition to a refined demographic and market assessment for the Primary Market Area, the LCI study focused on potential housing, retail, and office demand in downtown over the next 10 years. The detailed analysis is included in the appendix section but the following summary includes the highlight of the market potential.

- The study area can expand the opportunity to become a mixed-use walkable node in Gwinnett County by capturing demand for “for-rent” residential, “for-sale” residential (single-family and attached residential), retail and office.
- “For-rent” residential: provide a mix of attached housing types and accessory dwelling units.
- “For-sale” residential: provide a mix of single-family, townhomes and other “missing middle” housing types
- Retail opportunities: grocery, pharmacy, and other store types to serve growing local populace
- Additional restaurants to serve both locals and visitors with a focus on creating vibrant and walkable places through outdoor dining and sidewalk cafe.
- Office opportunities: buildings in mixed-use setting targeting professional service companies such as doctors, lawyers, insurance agents, real estate agents, architects, engineers, banks, start-ups, etc.

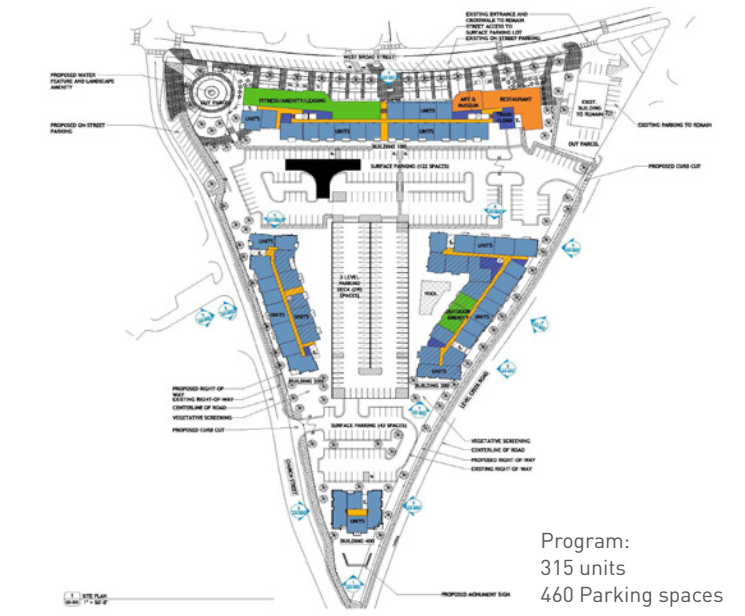
The above retail and office demand estimate is based on the potential market need based on the potential growth of critical mass over the next 10 years. The above estimated numbers do not include the proposed retail/commercial opportunities as part of the planned mixed-use projects in downtown. Between E Center and Broadstone, the total proposed retail space is about 49,000 SF.

Project	Retail	Office
E Center	+/-30,000 SF	15,000 SF
Broadstone	+/- 6,000 SF	

FIG. 2: RETAIL/OFFICE GROWTH FOR THE PLANNED DEVELOPMENT IN DOWNTOWN



E Center Site Plan, Under Construction
Source: City of Sugar Hill



Broadstone Alliance, Planned Mixed-Use Development
Source: City of Sugar Hill

Just the E Center alone will meet about 50% retail demand when completed in the Summer of 2018. With the construction of Broadstone, downtown will meet half the projected retail demand and a quarter of office demand. The future mixed-use projects in downtown core could accommodate office demand and any additional future commercial/retail space along with housing development in the growth areas. Downtown Sugar Hill will have to create a much larger and denser critical mass than the projected residential within 5-15 min walking area in order to successfully support the proposed retail opportunities.

In this regard, the master plan focus is to provide a variety of housing types between the dense downtown core and the single-family homes outside the LCI area. The new housing growth could offer “missing middle” typologies (townhomes, duplex, quadplex, multiplex, and accessory dwelling units)

to create a relatively denser community in order to build the critical mass in close proximity to the downtown core. Such typology could cater to smaller households with 1 or 2 people (almost 46% of the total City households) who currently do not have other options except single-family homes. As new construction home prices have consistently risen for both single-family and townhomes in the local market area, sales volumes have slowed. As new buyers with small households appear, the smaller footprint “missing middle” homes would be a great opportunity to introduce somewhat affordable options in walkable downtown.

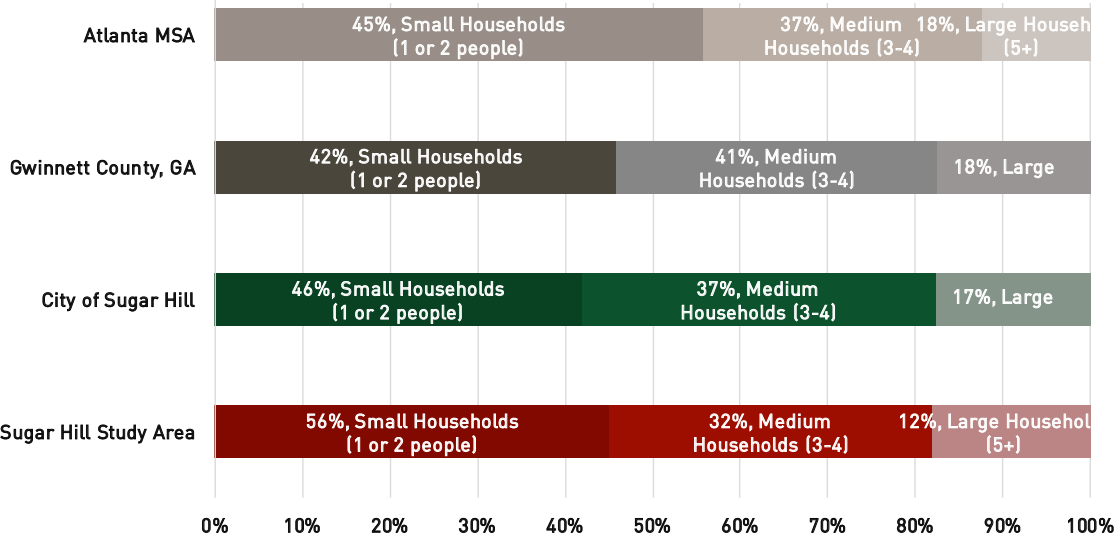


FIG. 3: HOUSEHOLD CHARACTERISTICS (SOURCE: ENVIRONICS ANALYTICS)

	“Dry Goods” Retail	Food and Beverage Stores	Restaurants
New Sq. Ft. 2017-2027	25,000 – 29,000	11,000 – 15,000	23,000 – 27,000
TOTAL POTENTIAL NEW RETAIL SF: 60,000 – 70,000			
TOTAL POTENTIAL NEW OFFICE SF: 40,000 – 50,000			

FIG. 4: FUTURE RETAIL/OFFICE DEMAND

	Market Rate Rental: \$875+/month	For-Sale Single-Family: \$150K+	For-Sale Attached: \$150K+
New Units 2017-2027	875 - 925	150 - 200	160 - 210
TOTAL POTENTIAL NEW HOMES: 1,185 – 1,335			

FIG. 5: FUTURE RESIDENTIAL DEMAND

3. Downtown Vision Statement



3.1 DOWNTOWN VISIONS AND GOAL

The following goals were developed to guide all planning and design concepts in a cohesive manner that supports the overall vision for an expanded, connected downtown.

Downtown Sugar Hill is a vibrant place where people gather to create and experience community; where walking the streets and inter-connected gathering spaces is a safe and inviting experience; where landscape and architecture are integrated, authentic, beautiful and functional; where trees as well as buildings define our most important public spaces; where shade and water provide refuge and recreation; and where public art, civic pride, cultural diversity and economic vitality are celebrated.

Downtown Sugar Hill is an attractive place for all to make a home; where neighborhoods are inter-connected and accessible to a wide variety of cultural, recreation, entertainment, dining and shopping resources in a compact walkable area; where the opportunity to connect to regional transit is an option available to residents; and where real estate values appreciate but affordable options remain accessible to a wide variety of household types.

Downtown Sugar Hill is a fertile place to do business; where entrepreneurship is promoted; where business owners are confident to invest and grow; and where the quality of development attracts higher-quality development.

Overall LCI Program Goals

- Provide access to a variety of travel modes
- Encourage mixed-income residential neighborhoods, employment, shopping and recreational options
- Develop an outreach process that promotes stakeholder involvement

Land Use and Development Goals:

- Create a vision for long-term development growth beyond the Central Business District (CBD) boundary
- Create a vibrant downtown core with a variety of dining and shopping options
- Maximize development potential with a mix of uses to create critical mass within a 10-min walk
- Develop “transitional” housing density between the “dense” core and suburban residential areas
- Revitalize aging commercial and residential areas through redevelopment and infill strategies
- Focus on architectural character of the future mixed-use and housing development

Mobility Goals:

- Improve connectivity between downtown core and future growth areas
- Extend pedestrian and bike infrastructure throughout downtown and beyond
- Traffic calming, pedestrian safety improvements, and streetscape enhancements on Highway 20 and PIB

Identity/Branding/Open Space:

- Incorporate a variety of open spaces such as urban plazas, neighborhood parks and pocket parks as part of new development
- Plan more activities for youth and families
- Create cohesive branding for the City by incorporating history and public art

3.2 WALKABILITY ANALYSIS

Following the ongoing trends of creating “urban walkable” real estate in many cities in Gwinnett County and in Metro Atlanta, the City of Sugar Hill is in the process of transforming this portion of its suburban, car-oriented community into a walkable downtown through a mix of land uses in a compact built environment. Using the “network analyst” tool of ArcGIS, the planning team ran walkable service areas in downtown for 5, 10 and 15-min area (about ¼-mile, 1/2-mile, and ¾-mile respectively) using the existing street network (FIG. 6). The analysis determined that the current street network in the LCI area has several gaps and physical constraints such as Highway 20, the railroad, and large undeveloped or topographically challenged areas that result in a disconnected pedestrian network.

As illustrated in FIG. 7, the 5-min walking area mostly covers the existing downtown core located on the south side of Highway 20. The streetscape improvement on West Broad not only improved walkability and pedestrian safety but also created a “main street” branding for downtown. The 10-min and 15-min walking areas go beyond Highway 20 and Peachtree Industrial Boulevard. These two major traffic thoroughfares are huge barriers for pedestrian and bike mobility. All the more, there is a lack of complete street grid on the southwest of West Broad Street with inconsistent north-south connections between Highway 20 and PIB. Other than West Broad Street, most of the major streets lack pedestrian-oriented streetscape and bike amenities.

The walkability analysis informs the connectivity gap in specific areas and the need to extend/improve the existing street network in future development. The City of Sugar Hill considers Downtown Greenville, SC as the precedent for future growth and density. As shown in FIG. 5 the geographic area of Greenville Central Business District (CBD) is similar in size to Sugar Hill Town Center Overlay (TCO) District. The regulatory framework of Greenville CBD has successfully created mixed-

use development and walkable environment. The City of Sugar Hill’s TCO approach to adding density to the core and the future growth could be based on the walkability shed analysis. The development and mobility projects could be prioritized by walkability tiers, as in focusing on the first tier of the downtown core and progressing in the next tier of 10-min and 15-min walkable areas.

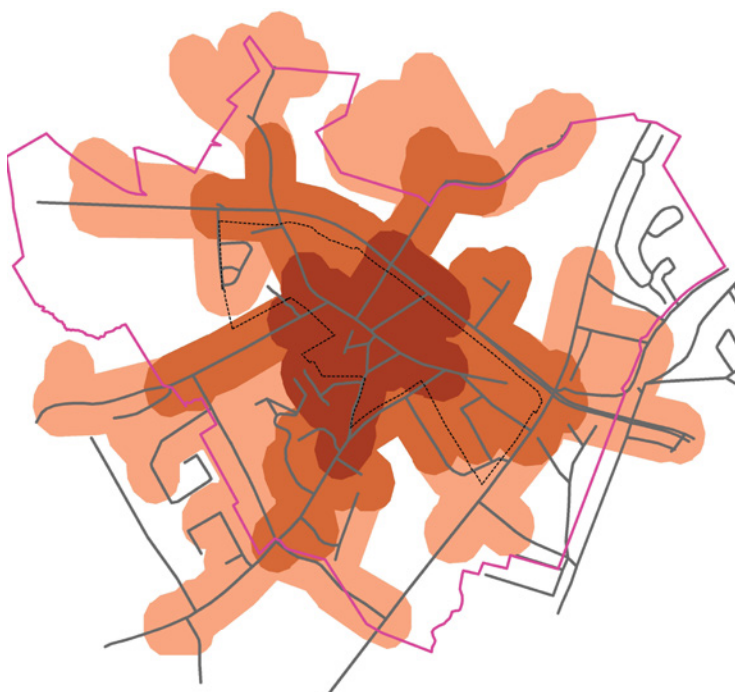


FIG. 6: WALKABILITY ANALYSIS

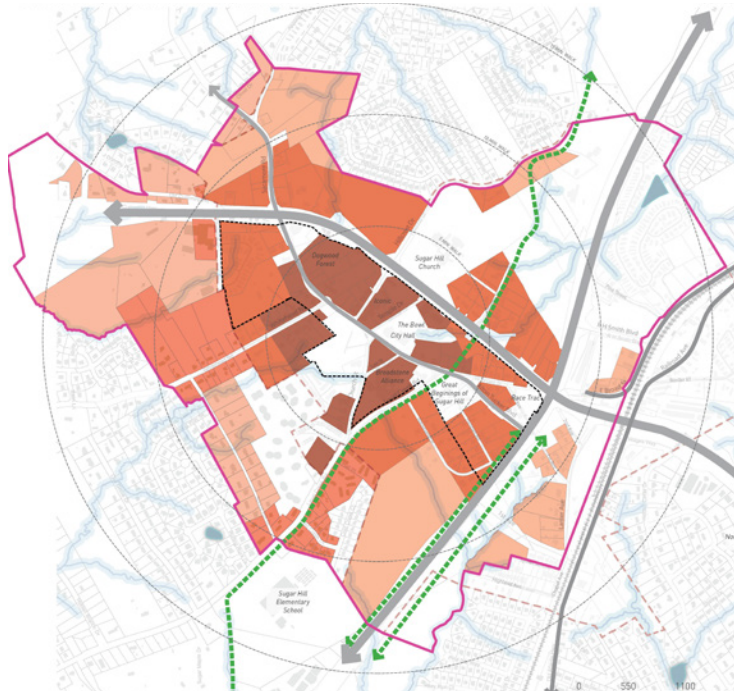
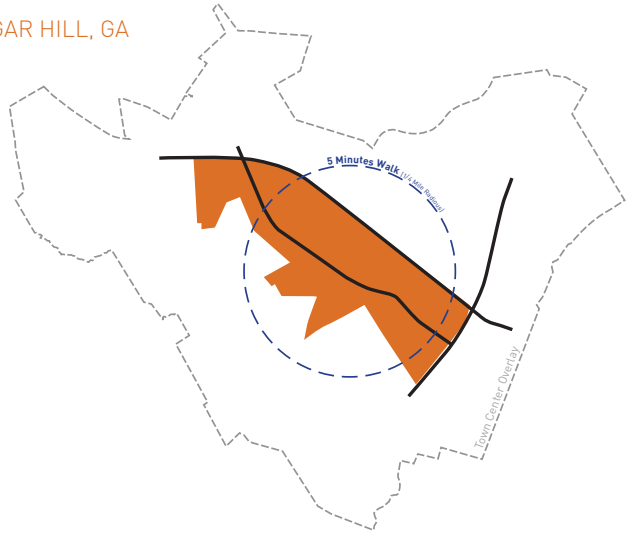


FIG. 7: DEVELOPMENT POTENTIAL (+/-310 ACRES OF VACANT AND UNDERUTILIZED PARCELS) IN WALKABLE AREAS

SUGAR HILL, GA



GREENVILLE, SC

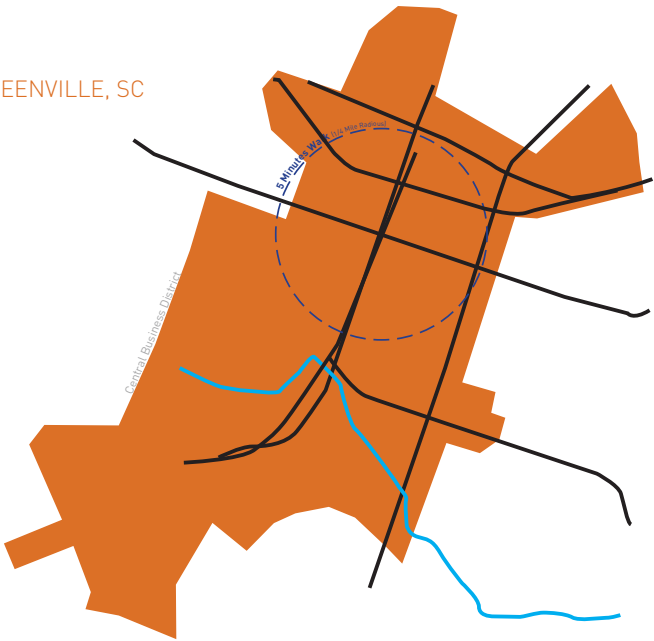


FIG. 8: DOWNTOWN GROWTH PRECEDENT; COMPARISON OF DOWNTOWN SUGAR HILL AND DOWNTOWN GREENVILLE

3.3 DEVELOPMENT FRAMEWORK PLAN

The Development Framework Plan is a long-term roadmap for the future growth of downtown Sugar Hill. Building on the vision of “Think Big” and to achieve the goals of creating a walkable mixed-use development with a variety of shopping and housing options, the proposed framework plan responds to the walkability analysis. The development areas illustrated in Figure 9 could be visualized as a pyramid in their density; downtown core with height density with the urban character; as it tapers down the outer rings, there would be lower density with a mixture of suburban and urban character. Since the LCI area is part of the Town Center Overlay district, the city would encourage a mix of uses with the focus on urban design, traditional architecture, and pedestrian experience throughout downtown.

Approach to Future Land Use: As per the current Comprehensive Plan of the city of Sugar Hill, the LCI area is part of the Town Center District character area with a prescriptive description of future development but does not provide specific land use types. This master plan update provides a finer-grained recommendation to future land use in six (6) development areas listed in the Development Framework Plan. Building on current zoning and previous planning studies, the future land use categories will help in achieving diversity of architectural character and housing choices in downtown. This will also inform realistic projections for future population, housing, and development in downtown.

Approach to Future Housing: The above categories of future land use for downtown do not specifically call out “housing” as a stand-alone category since it will be embedded within each mixed-use category. There is a current unmet demand for high and medium density housing, not only to support the future retail in downtown but also for changing demographic profiles such as seniors, millennials and an affluent adult population who would like a variety of housing types in a vibrant downtown. As recommended by the market analysis and the Housing Study by city of Sugar Hill (Sugar Hill Home for Life, 2016), the following housing recommendations are incorporated into this LCI plan:

- **Diversify housing market:** Some potential policy tools for diverse housing could be accessory dwellings, anti-monotony policy, diversity of unit types, universal design, complete streets design requirements, architectural pattern book, form-based code, and foreclosure registry. Provide diverse housing choices to close the gap in the supply of affordable and workforce housing. Develop a niche market for affluent communities who desire smaller homes that are adaptable to their changing needs.
- **Stabilize existing neighborhoods:** Modify code enforcement that works with homeowners to bring them into compliance; consider amendments to current code for commercial and residential landscape to ensure visual interest and diversity in site designs.
- **Maintain and improve visual appeal of neighborhoods:** Provide architectural and development standards, and land development code for the redevelopment of aging housing stock and development of large tracts with open land
- **Address needs of aging and special needs population:** Study the needs of the aging population for assisted living and independent living



Downtown Core:

This area includes the heart of downtown including City Hall, the Bowl, Splash Park, E Center, and planned mixed-use project, Broadstone. The core is located in the Central Business District (CBD) overlay and the current zoning encourages the highest density with a maximum 130 feet building height and mixed-use development with pedestrian-oriented design standards.

Future Land Use: Downtown Core Mixed-Use, High-Density Mixed-Use

Building Height: 8-10 story buildings

Residential Density: 21-40 units/acre

Commercial FAR: 1.0

5-Min Walking Area:

The majority of this area is part of the CBD overlay. This area includes the planned assisted living and memory care senior living, Dogwood Forest. The smaller single-family homes along Whitehead and Level Creek are within the 5-min walk area that could be potentially redeveloped to add more residential density to support the downtown core. The future Sugar Hill Greenway on Level Creek will attract development along the corridor. A portion of the 5-min walking area extends on the north side of Highway 20 capturing a small portion on Hillcrest Drive. The corner of Hillcrest and Highway 20 has great visibility for potential mixed-use development. Major traffic calming measures and safe pedestrian crossings would be required in order for downtown to grow across Highway 20

Future Land Use: High-Medium density Mixed-Use

Building Height: 5-7 story buildings

Residential Density: 16-20 units/acre

Commercial FAR: 0.5



Precedent Development Character for Downtown Core



Precedent Development Character for 5-Min Walking Area

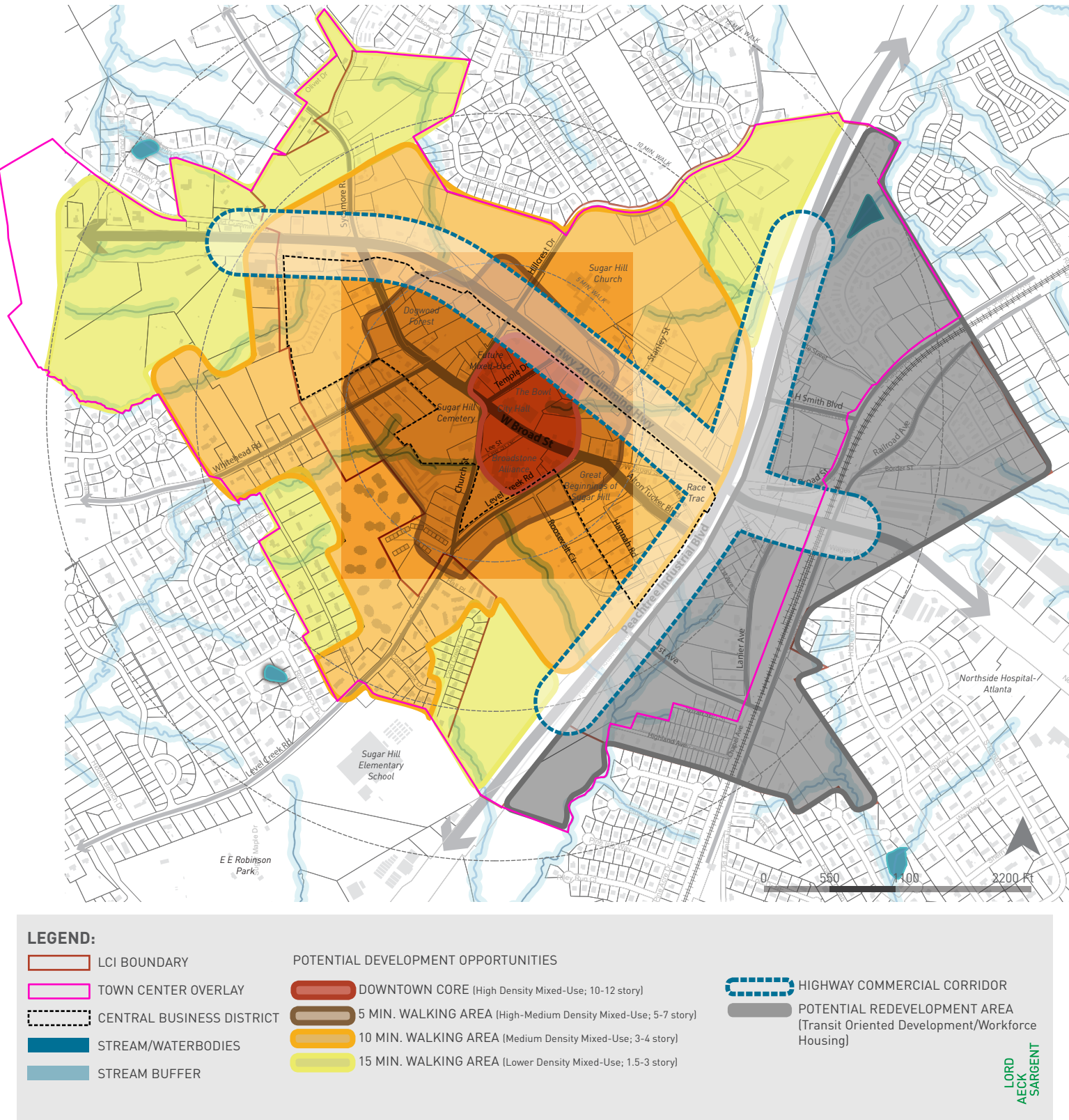


FIG. 9: DEVELOPMENT FRAMEWORK MAP

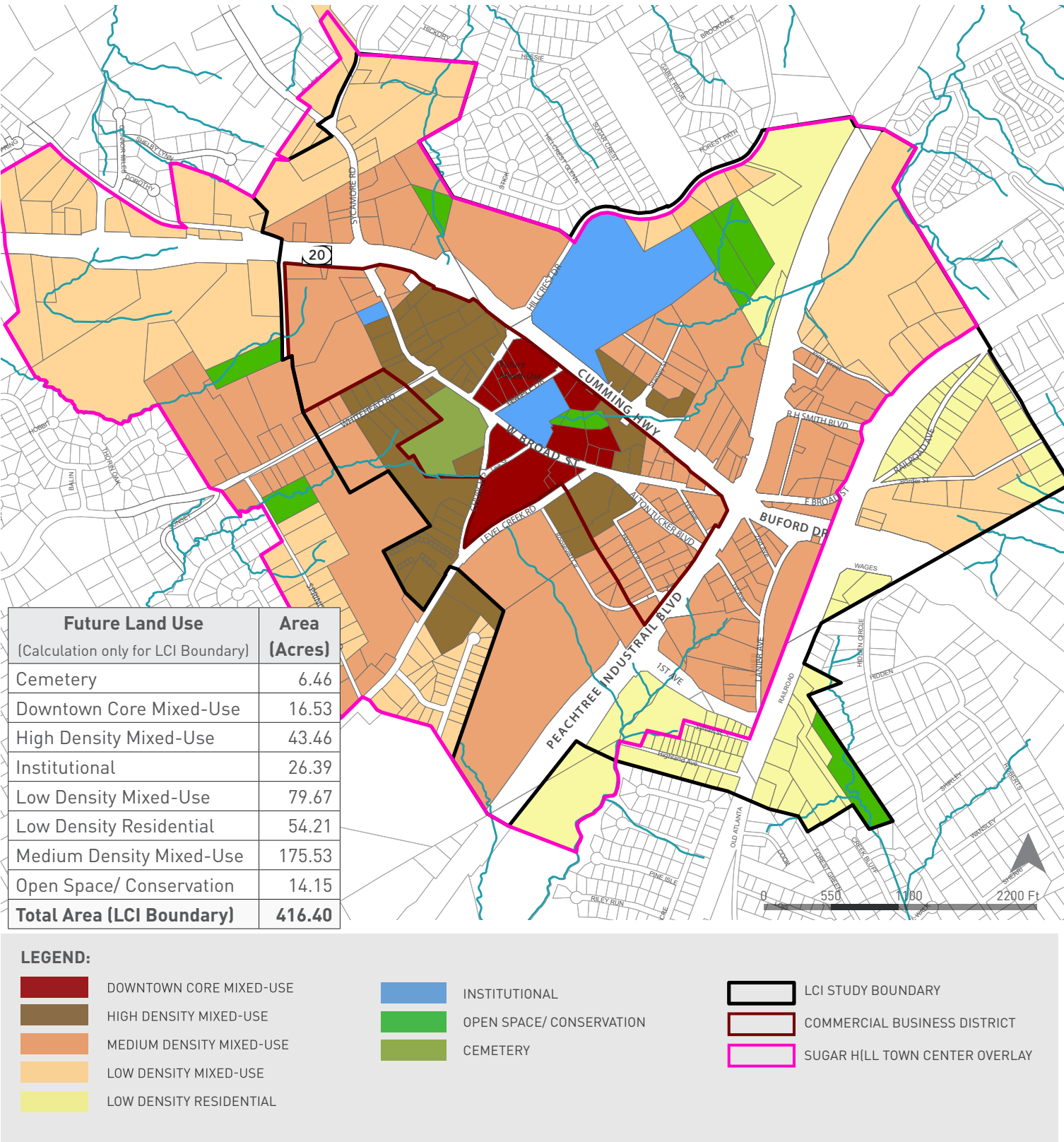


FIG. 10: FUTURE LAND USE MAP

10-Min Walking Area:

The northwest and southeast portion of CBD is located in the 10-min walking area. The rest of the area spans along Whitehead Road, Level Creek Road up to Sugar Hill Elementary School, north of Highway 20, and parallel to PIB on the southeast side. Except for Sugar Hill Church, most existing residential and commercial development are candidates for revitalization. There are several large undeveloped properties. Some existing single-family homes with large lots and multi-family super-blocks do not currently allow for a walkable street grid. In this light, future development and redevelopment should create interconnected streets to provide alternate routes to connect to downtown. This area also has potential to create a mix of “missing middle” housing typologies such as townhomes, duplex’s, quadplex’s, courtyard homes, multiplex’s, and accessory dwelling units. Such development would generate increased residential density to support additional downtown retail/commercial uses. The area fronting Highway 20 and PIB could accommodate highway-oriented commercial uses as a buffer for the adjacent residential development.

Future Land Use: Medium Density Mixed-Use, Live-Work Units, Multi-family, Commercial-Office

Building Height: 3-4 story buildings

Residential Density: 9-15 units/acre

Commercial FAR: 0.02

15-Min Walking Area:

This area is further away from the downtown core and completely outside the CBD; however, it is part of the Town Center Overlay. Although this area is only a 15-min walk from downtown, the lack of a pedestrian environment discourages walkability. Several undeveloped areas have major topographical challenges which further hinders the opportunity for future connectivity. Additionally, this area is adjacent to several suburban residential neighborhoods. Future development in these areas should respond to the current density with lower intensity mixed-use development. The stream buffer within these areas creates opportunities to extend trail connections and open spaces into the community as a way to improve the quality of life and to extend pedestrian connectivity to downtown where feasible.

Future Land Use: Lower Density Mixed-Use, Townhomes, Narrow-lot/Zero-Lot Single-Family, Cottage-Style Housing, Courtyard-Style Housing, Commercial-Office

Building Height: 1.5-3 story buildings

Residential Density: 4-8 units/acre

Commercial FAR: 0.02



Precedent Development Character for 10-Min Walking Area



Precedent Development Character for 15-Min Walking Area

Potential Redevelopment Area:

This area is disconnected from the downtown core by Highway 20, Peachtree Industrial Boulevard and the Norfolk Southern Railroad. Much of the existing development is older and many of the homes and commercial properties require substantial maintenance and repair. Other than the Highway 20 intersection, there are no safe pedestrian crosswalks in this area to access downtown. Several large underutilized areas such as Peachtree mobile home community, an under-performing strip commercial development and a few blighted light industrial properties represent opportunities for redevelopment. A small development of townhomes on Highland Avenue and Sylvan Street and recent real estate activity are indicators that area redevelopment could be on the horizon. The long-term vision is that this area would be a node of mixed-housing types at densities and formats suitable to support transit oriented development and meet market demands for workforce housing. Major revitalization efforts are necessary to overcome the physical and visual separation from the core downtown.

Potential Future Land Use: Medium Density Mixed-Use, Low-Density Mixed-Use, Low-Density Residential, Cottage-Style Housing, Courtyard-Style Housing, Commercial-Office

Building Height: 1.5-4 story buildings

Residential Density: 4-9 units/acre

Highway Commercial Corridor:

In its current built form, Highway 20 and Peachtree Industrial Boulevard are mostly car-oriented in character and contain generally underutilized uses that do not contribute to downtown’s vitality. The City has begun taking proactive initiatives to encourage redevelopment by adding signage, public art, and creating a visual connection to downtown (such as E Center and City Hall) within sight of these vehicular corridors. These two principal arterials lack pedestrian-oriented uses and environments to create downtown presence and identity. The future redevelopment of properties fronting these corridors could accommodate 2-3 story buildings with commercial and office/medical uses in a way that creates a more vibrant edge to the street with a more urban-like feel. The wide right-of-way buffer between the highway and future buildings should have pedestrian amenities in the front and parking in the rear to further emphasize a pedestrian downtown character and help overcome the automobile-centric feel of these corridors today.

Potential Future Land Use: High-Density Mixed-Use, Medium-Density Mixed-Use, Commercial-Office

Building Height: 3-7 story buildings

Residential Density: 4-9 units/acre



Precedent Development Character for Highway Commercial Corridor



Precedent Development Character for Redevelopment Area

Development Buildout Vision

Collectively, the Development Framework Plan described above, community feedback, recent investments, previous planning efforts in downtown, and the Highway 20 Corridor Study have all helped paint a development vision for downtown for the next 10-20 years. The new vision for downtown includes high density mixed use development; wide selection of housing types; inter-connected green spaces; entertainment, shopping and dining options; and increased residential population all within a compact 5-15 minute walking distance. The future buildout is intended to offer a safe and vibrant pedestrian experience in a relatively urban environment in the core but at the same time maintaining a small town feel through the architectural character on the periphery. The design philosophy underpinning this development vision includes:

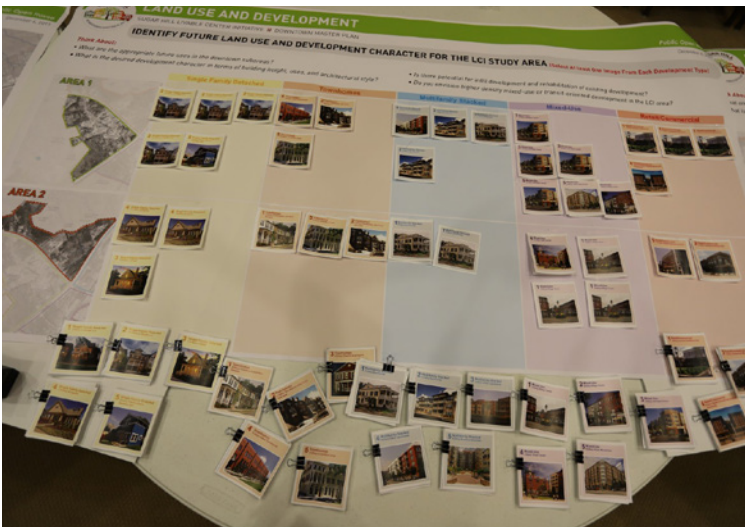
- Building out West Broad Street outside the core as “signature main street” with live-work units, commercial/retail uses, mixed-use, and compact residential development
- Lining Peachtree Industrial Boulevard with commercial and office uses coupled with a continuous multi-use path and locating parking in the rear
- Creating opportunities for medium-density housing with a variety of “missing middle” typologies within the 10-min walking area – around Roosevelt Circle, along Whitehead Road and north of Highway 20
- Building a walkable edge on Highway 20 and creating two new mixed-use nodes at Hillcrest Drive and Sycamore Road
- Framing the signature Bowl with denser development including the E Center, hotel, office, multifamily housing, and new complimentary development along Highway 20
- Connecting both sides of Highway 20 with a pedestrian bridge as a visual gateway into downtown from Highway 20 and an actual gateway for pedestrians and cyclists accessing downtown from the Sugar Hill Greenway. The bridge and the greenway will be a catalyst for revitalizing areas along Stanley Street and north of Highway 20 between Peachtree Industrial Boulevard and Hillcrest Drive



“Missing Middle” housing blocks at Public Workshop #2



Buildout vision created by participants at Public Workshop #2



Preferred development character images selected at Public Workshop #2



Buildout vision created by Core Team members



Conceptual buildout potential on Highway 20



Conceptual downtown growth vision in 5-min and 10-min walking area

FIG. 11: DEVELOPMENT BUILDOUT VISION FOR DOWNTOWN

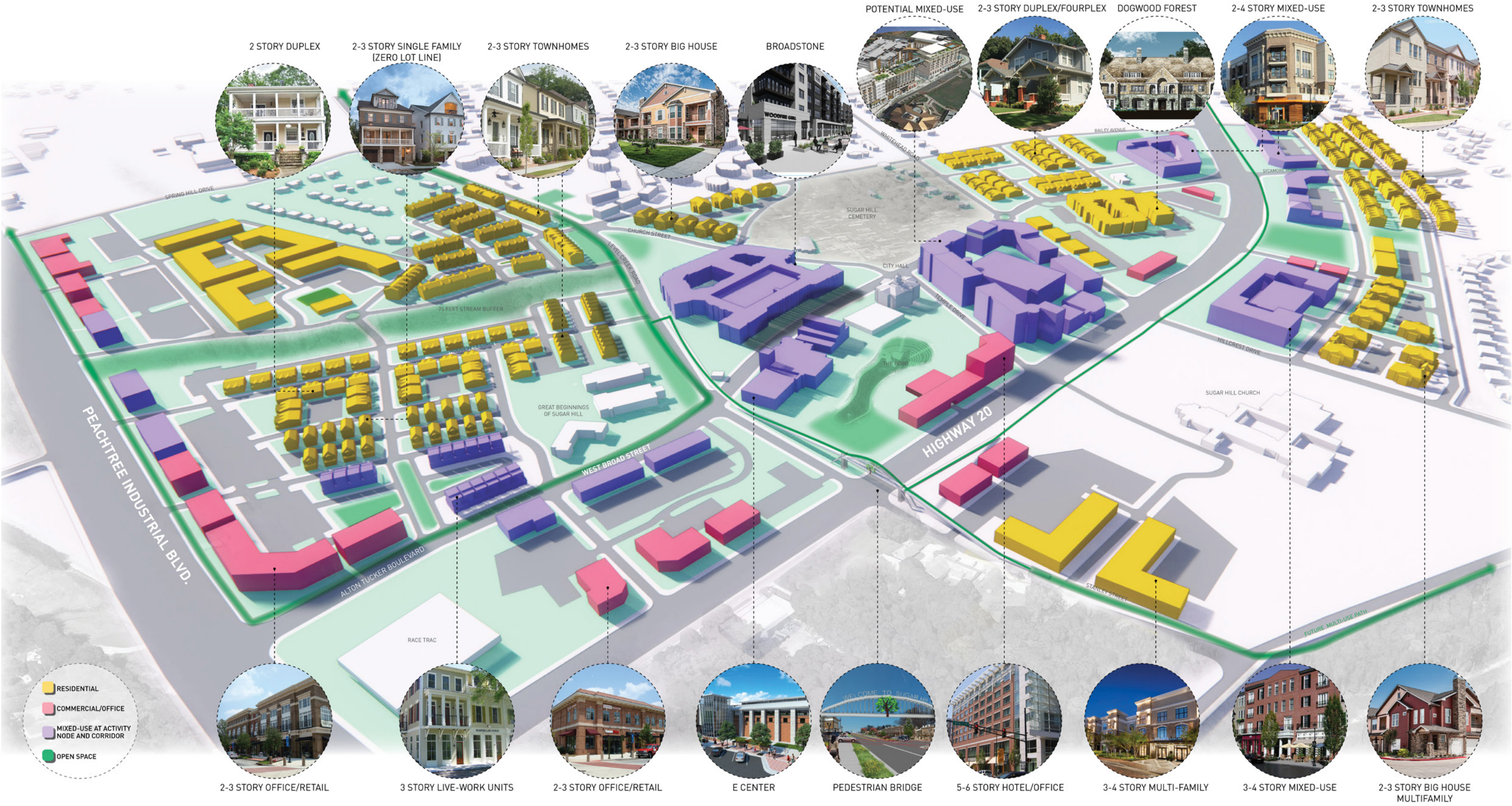


FIG. 12: DEVELOPMENT BUILDOUT VISION FOR DOWNTOWN



3.4 MOBILITY FRAMEWORK PLAN AND CONCEPTS

Based on the connectivity gaps identified in the walkability analysis and considering the mobility goal of creating a complete network between downtown and growth areas, the Mobility Framework (Figure 06) provides several recommendations and conceptual typical street sections for a variety of streets. The framework provides a big picture vision for downtown and will be used as a guide to implement small sections of the proposed streets as parts of future development, either by the City or private developers. The mobility framework strategies are:

- Create smaller walkable blocks (ideally not longer than 500 FT) with an interconnected street grid of primary and secondary streets
- Create internal alleyways as part of future development for rear parking access and to avoid multiple driveway curb cuts on public streets
- Propose new streets along the property line with respect to ownership and proposed development, where feasible in order to facilitate connections among multiple adjacent developments over time
- Streetscape improvements to existing streets in the current right-of-way, where feasible
- Incorporate both pedestrian and bike amenities on primary streets, where feasible
- Traffic calming and intersection improvements for pedestrian safety on Highway 20 and Peachtree Industrial Boulevard, and in the high-intensity growth areas
- Potential new pedestrian bridge on Highway 20 near Stanley Street on the proposed Sugar Hill Greenway alignment
- Potential new roundabouts at strategic locations to slow vehicular movements and create a gateway feel entering downtown
- Amenitize the existing Georgia Power easement as a greenway/multi-use path
- Improve existing “at-grade” crossings and add potential new “at-grade” crossings along Norfolk Southern railroad to improve ped & bike connectivity

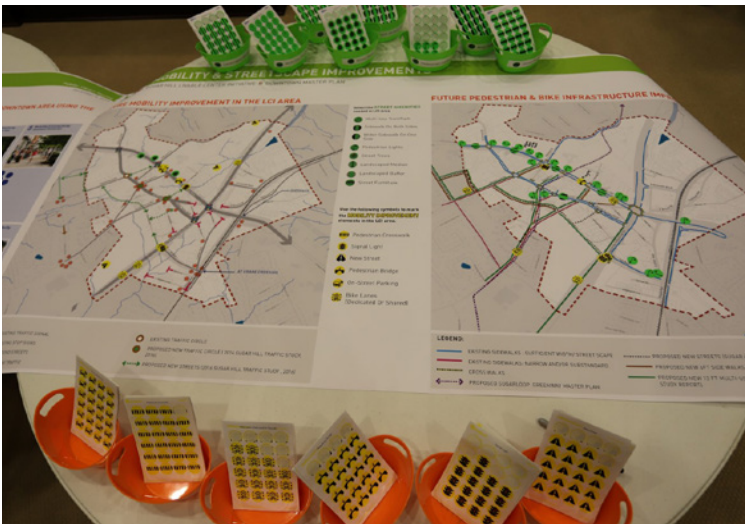
The planning team prepared detailed mobility concepts for a few key streets to illustrate the inclusion of pedestrian and bike amenities (Page 35-36).



Transportation, streetscape, pedestrian and bike infrastructure improvement exercise at Public Workshop #2



Mobility improvement exercise at Public Workshop #2



Mobility improvement input at Public Workshop #2

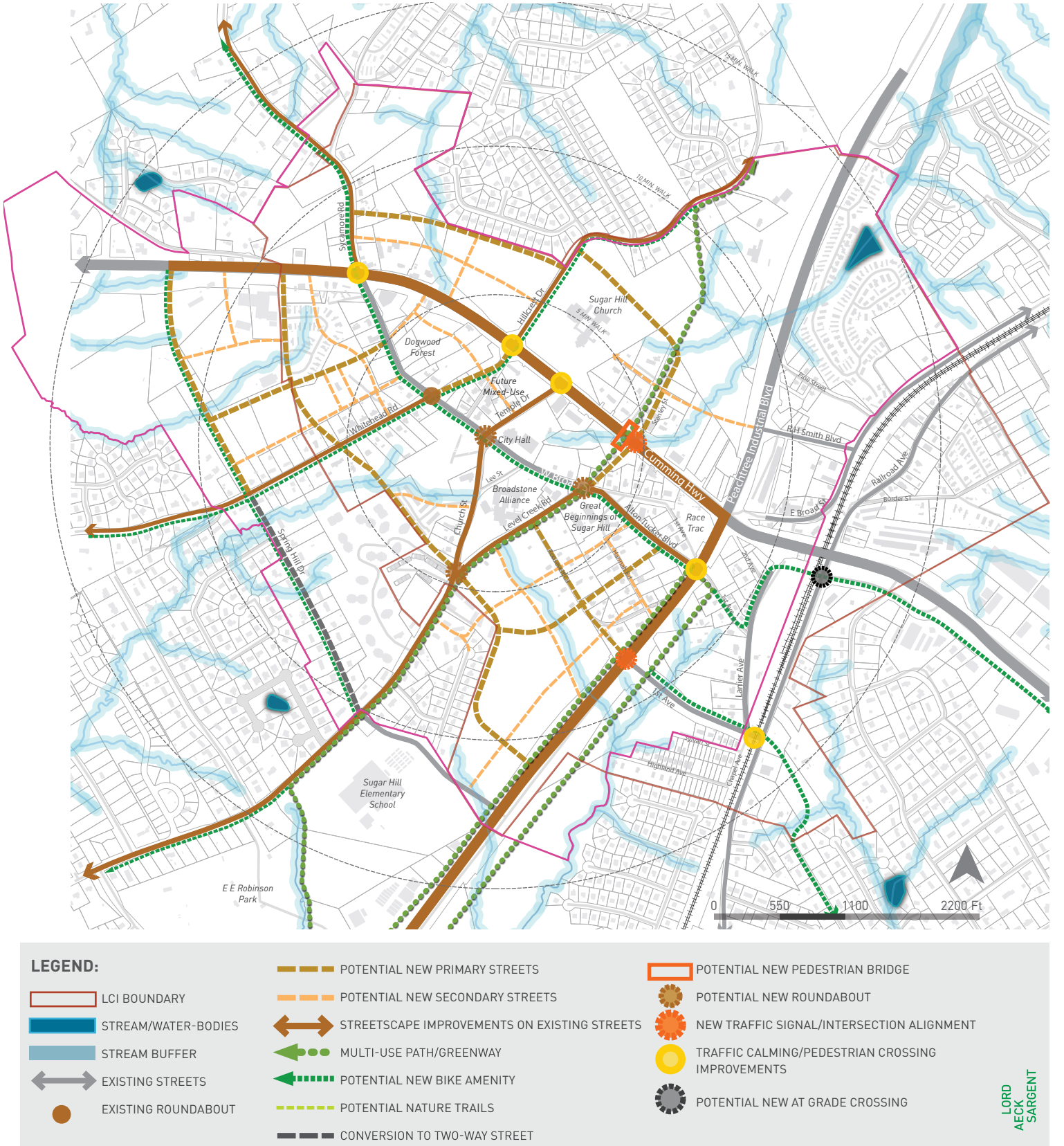
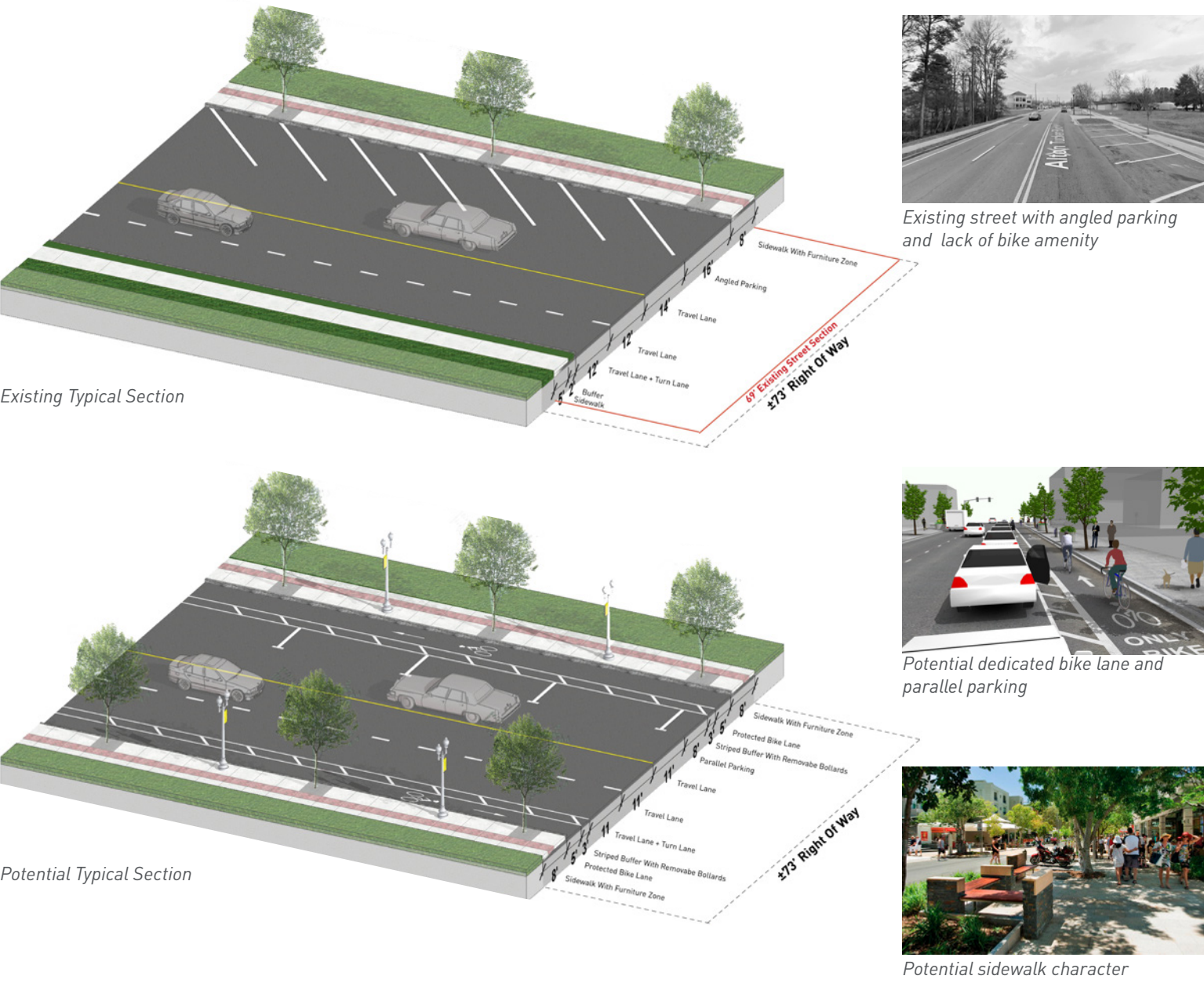


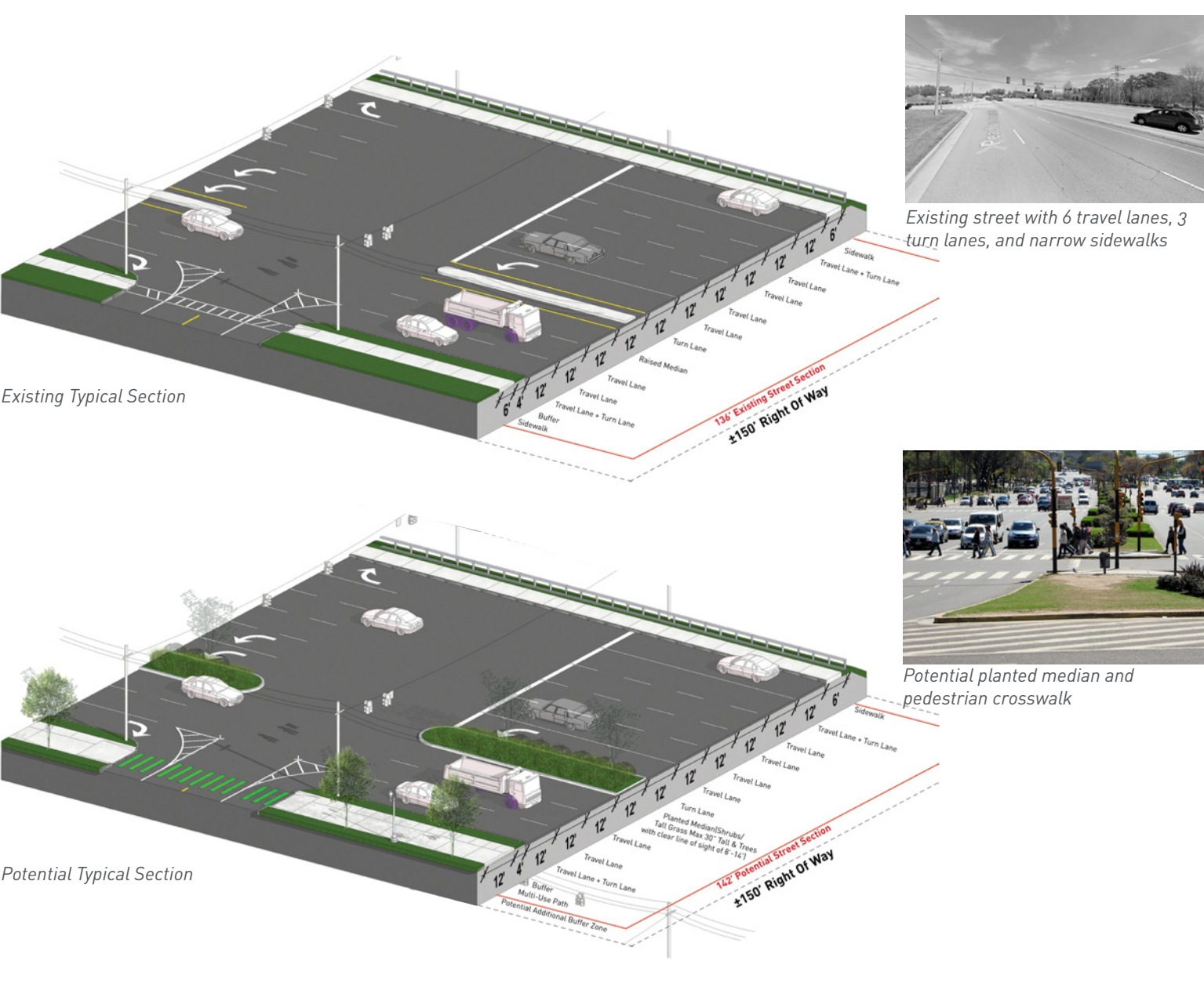
FIG. 13: MOBILITY FRAMEWORK MAP

FIG. 14: ALTON TUCKER BOULEVARD POTENTIAL IMPROVEMENT



- Use existing right of way of +/-73 feet to make future improvements
- Maintain existing sidewalk with furniture zone on north side of the street and create a wider sidewalk on the south side to match the existing
- Adjust the existing travel lanes to be 11 feet consistent width
- Install pedestrian lights and trees in the furniture zone
- Create new 5 feet wide protected bike land on both sides
- Within existing ROW on north side, there is enough space to replace existing angled parking to protected bike lane and parallel parking

FIG. 15: PEACHTREE INDUSTRIAL BOULEVARD

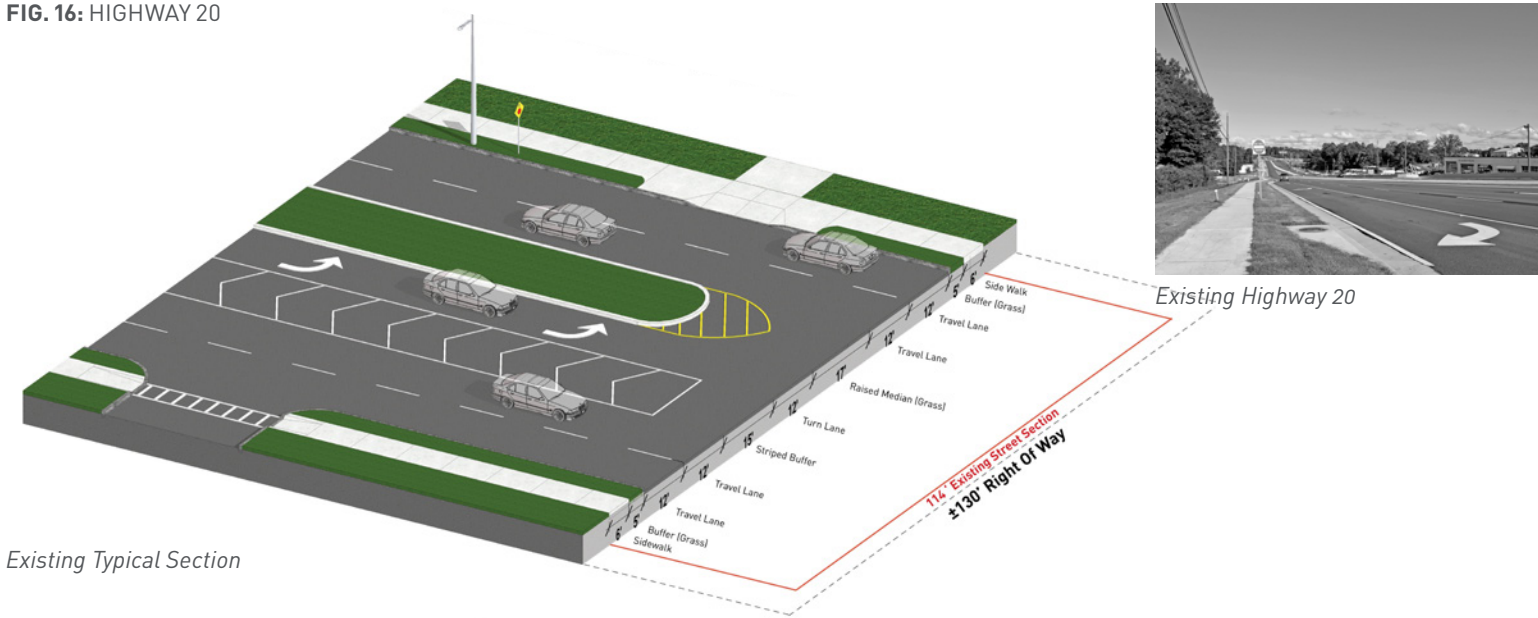


- Use existing right of way of +/-150 feet to make future improvements
- Maintain existing sidewalk on east side but potential major streetscape improvement on the west side as it abuts Central Business District boundary
- Potential streetscape enhancements on the west side to include 4 feet landscape buffer, 12 feet multi-use path to tie with future greenway, and pedestrian lights and streets
- Replace existing concrete median to planted median to tame the traffic thoroughfare character
- Any mid-block crossing or intersection improvements on PIB (Alton Tucker and First Avenue) should be designed for pedestrian and bike safety per Gwinnett County regulations and National Association of City Transportation Officials (NACTO) design guide



Potential boulevard character with planted median and streetscape
Source: NACTO Street Design Guide

FIG. 16: HIGHWAY 20



Existing Typical Section



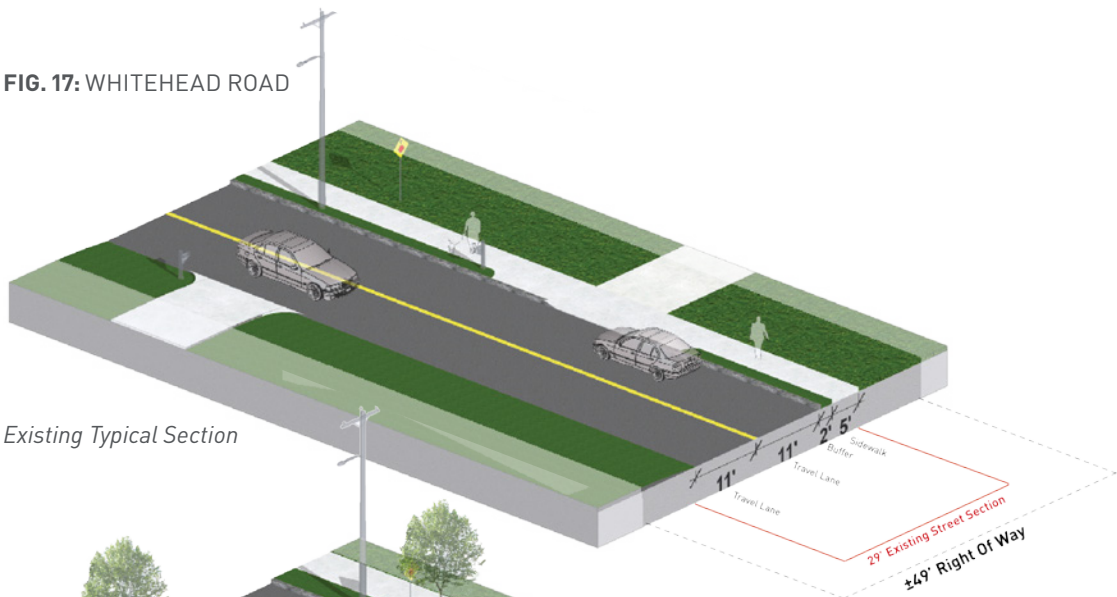
Potential Typical Section

- Georgia Department of Transportation (GDOT) recently expanded Highway 20 and added sidewalks on both sides with a buffer
- Based on the GDOT guidelines, the potential streetscape improvements could include adding pedestrian lights and trees behind existing sidewalks to create pedestrian-friendly environment
- Create planted median per GDOT guidelines (trees must be limbed up to a minimum of 7 feet from the ground)
- Any mid-block crossing or intersection improvements on Highway 20 (Hillcrest, Level Creek extension and Sycamore) should be designed for pedestrian and bike safety per GDOT regulations and National Association of City Transportation Officials (NACTO) design guide



Source: NACTO Street Design Guide

FIG. 17: WHITEHEAD ROAD



Existing Typical Section



Option A: Potential Typical Section with Bike Facility



Option B: Potential Typical Section with Multi-use Trail

- Use existing right of way of +/-49 feet to make future improvements
- Streetscape enhancements on both sides to include pedestrian lights, trees, and public art to create neighborhood street character
- Option A with Bike Facility: This option requires moving existing curb to accommodate bike facility and could add more cost to overall improvement. Add minimum 5 feet sidewalk and 3 feet planted buffer/furniture zone on both sides of the street; Create 8 feet wide two-way bike lane/cycle track with 3 feet buffer for bike safety
- Option B with Multi-use Trail: This option does NOT require moving existing curb and could be cost effective proposal. Add minimum 6 feet sidewalk and 4 feet planted buffer/furniture zone; Create 10 feet wide multi-use trail with 3 feet furniture zone

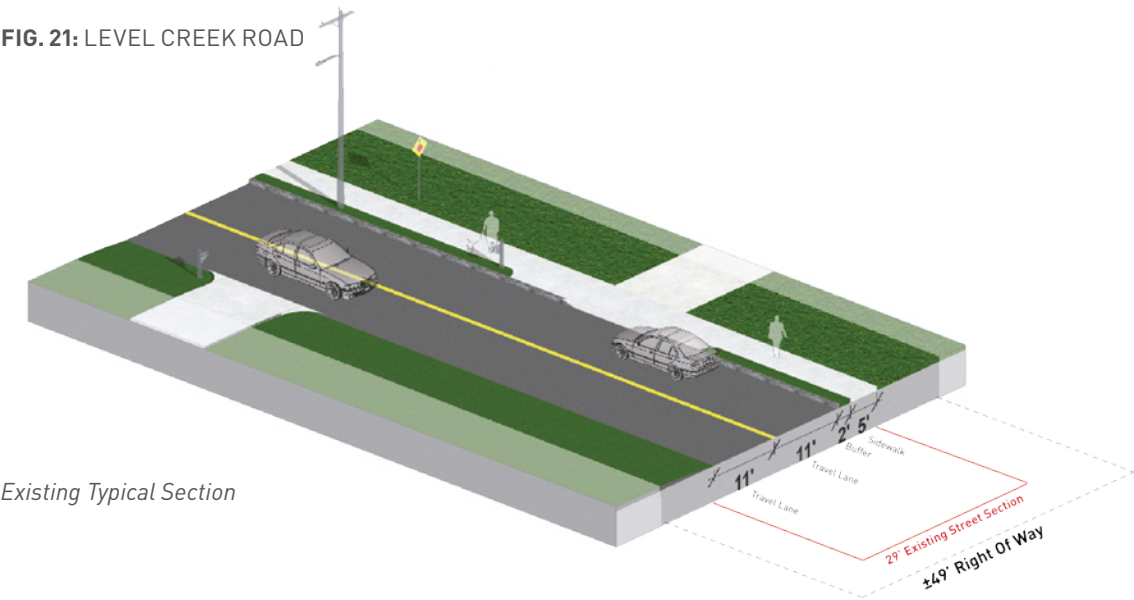
FIG. 19: WHITEHEAD ROAD: POTENTIAL STREETScape IMPROVEMENTS AND FUTURE DEVELOPMENT



FIG. 18: HIGHWAY 20: POTENTIAL STREETScape IMPROVEMENTS, PEDESTRIAN BRIDGE AND FUTURE DEVELOPMENT



FIG. 21: LEVEL CREEK ROAD



Existing Typical Section

- Use existing right of way of +/-45 feet to make future improvements
- Add minimum 6 feet sidewalk and 4 feet planted buffer/furniture zone on north/ west side of the street
- Create 10 feet wide multi-use trail/ Sugar Hill Greenway in addition to a 3 feet wide furniture zone
- Streetscape enhancements on both sides to include pedestrian lights, trees, and public art to create neighborhood street character



Potential Typical Section

FIG. 20: LEVEL CREEK ROAD: POTENTIAL STREETScape IMPROVEMENTS AND FUTURE DEVELOPMENT



3.5 OPEN SPACE FRAMEWORK PLAN

In addition to development growth and mobility improvements, enhancing the quality of life for residents and visitors to downtown is one of the key goals of the master plan. The open space framework plan shown in Figure 06 illustrates a wide variety of potential new open spaces along with new trail connections throughout downtown. The framework plan is based on the following strategies:

- Create open space along existing stream buffer areas (75' on either side of the stream)
- Conserve existing heavy tree canopy and areas with a steep slope to utilize them for passive green space
- Provide nature trails in the conservation areas as a way to connect the existing and proposed open spaces and larger greenway network
- Create pocket parks and neighborhood green space along the proposed Sugar Hill Greenway
- Create new open spaces to accommodate community amenities as part of future development
- Utilize future open spaces for installing public art



Outdoor dining as part of mixed-use development



Walking/biking trails as part of passive parks



Neighborhood parks and plazas as part of future development

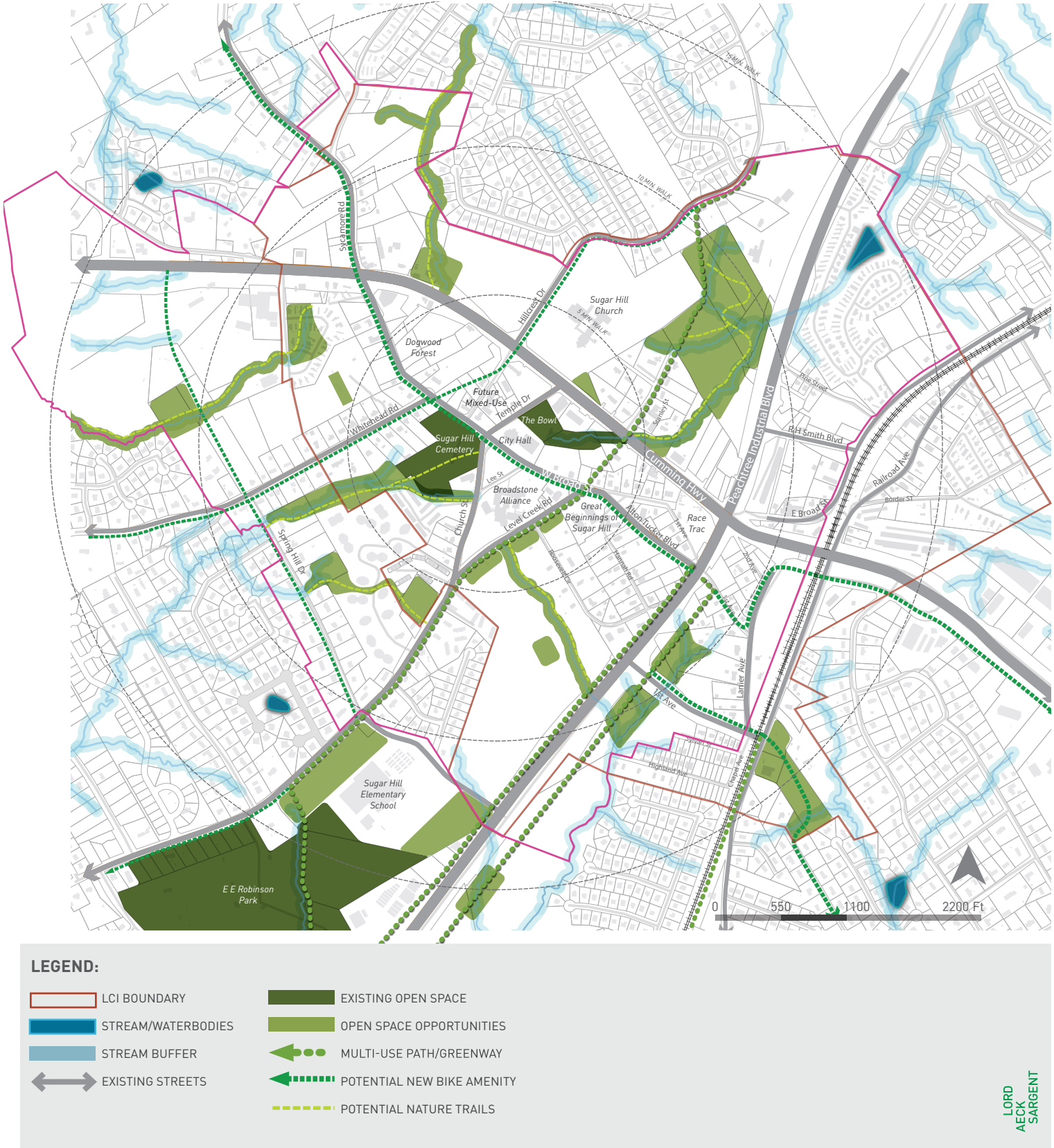


FIG. 22: OPEN SPACE FRAMEWORK MAP

4. Action Plan & Projects



ACTION PLAN AND PROJECTS

The Action Plan organizes the list of transportation projects described in the Mobility Framework Plan section into short-term (0-5 years) and long-term (6-10 years) projects. The project list is included at the end of this section and includes a wide variety of transportation, pedestrian, bike, and trail projects. The list also highlights potential costs, implementation years, and funding sources. Conceptual level costs were based on recently completed projects of similar scale and type. They include estimated engineering, construction, and right-of-way (ROW) costs based on the conceptual designs described in this plan. It should be noted that these are “planning-level” cost estimates and intended to be used for budgetary purposes only. More detailed cost estimates will be generated and updated as the implementation of individual projects is pursued.

4.1 5-YEAR ACTION PLAN

Considering the limited availability and competitive nature of LCI funding and the City’s resources, it may be difficult to implement all the projects listed in the short-term recommendations. Hence, projects have been prioritized to indicate the top three projects deemed to have the most impact and highest feasibility for early success. Based on conversations with the City staff, city stakeholders, ARC staff, and the planning team, the following projects are the most likely to be competitive for LCI funding in short-term.

Level Creek Road

Level Creek Road is not only a significant north-south (parallel to PIB) street within downtown but it also extends beyond the City limit to the City of Suwanee via Moore Road. It is a less congested alternate route between Suwanee and Sugar Hill connecting many neighborhoods and major community assets such as North Gwinnett High School, EE Robinson Park, Sugar Hill Elementary School, The Suite Spot, E Center, The Bowl, and future Broadstone mixed-use project. The phase 1 portion of the 16-mile loop, Sugar Hill Greenway, runs along Level Creek Road connecting downtown with two parks. The City has already allocated implementation funds for the first phase of the Greenway and it is currently in the final construction documents stage for phase 1 and going through the right-of-way acquisition process.

Through Downtown, the Greenway will be constructed as a multi-use path within the existing right-of-way of Level Creek Road from EE Robinson Park to West Broad Street. In order to complete the loop, Level Creek Road needs to be extended

across Highway 20 and continue from Stanley Street to Hillcrest Drive. Currently, the portion of Level Creek between West Broad and Highway 20 does not exist. Furthermore, this new crossing over Highway 20 would require a pedestrian bridge that is seamlessly integrated with the Greenway loop without any conflict with vehicular traffic. Once the E Center opens in the Summer 2018 and Broadstone is complete, Level Creek Road could be envisioned as an “urban” street that includes pedestrian and bike infrastructure leading to a better integrated and connected Downtown. The streetscape improvements and a multi-use path on Level Creek could encourage more dense and mixed-use development on currently underutilized and undeveloped properties. The overall improvement of Level Creek road would require a



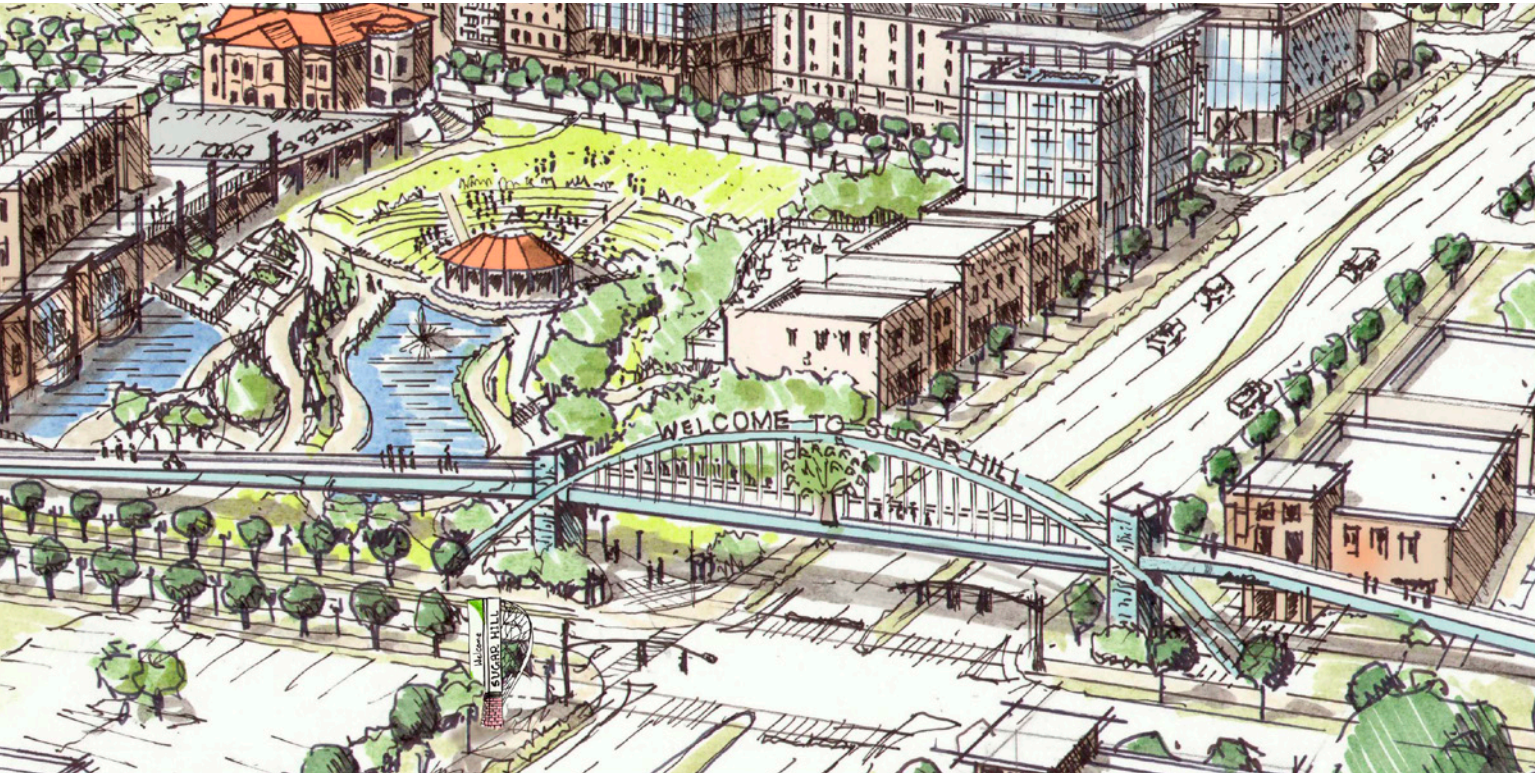
separate supplemental study for transportation engineering and pedestrian & bike infrastructure. For the purpose of this LCI plan, the Level Creek project could be broken into multiple recommendations in the short-term work program:

- Streetscape improvements from Sugar Hill ES to West Broad Street (see FIG. 21)
- Realignment of Level Creek Road at the intersection of West Broad and potential round-about; considering the location of E Center, the existing Level Creek Road and the intersection may have to be realigned
- New street to extend Level Creek Road between West Broad Street and Highway 20; this may require right-of-way acquisition for both the new street and the multi-use path/greenway as part of the new pedestrian bridge.
- New intersection and traffic light at Highway 20 per GDOT design regulations; the new intersection is a mid-point (little more than 1,000 feet) between Hillcrest Drive and PIB, and it could provide an additional gateway into downtown.

Pedestrian Bridge on Highway 20

As described above, the new pedestrian bridge on Highway 20 will provide a critical connection to completing the Greenway loop around the city. Furthermore, it will help in expanding the Downtown core on the north side of Highway 20 which is currently a huge barrier for pedestrian crossing and development. The new pedestrian bridge combined with the Level Creek extension and new traffic signal on Highway 20 could create a new “gateway” into downtown. The bridge could become an iconic feature and a major landmark for motorists passing through Highway 20 and also for cyclist using the greenway providing a stunning skyline view of Downtown. Collectively, the potential streetscape enhancements on Highway 20 and the pedestrian bridge could turn the suburban traffic thoroughfare into a “downtown” highway with a signature pedestrian experience.

Based on preliminary visual analysis of the topography along the new Level Creek extension, it is appears that the slope works in favor of creating an at-grade pedestrian bridge beginning at West Broad Street. The multi-use path will continue on the bridge with the appropriate gentle slope and will slope down along Stanley Street. The bridge could have a vertical connection using an elevator on both sides of Highway 20. A detailed engineering study is required to test the feasibility and implementation of the bridge.



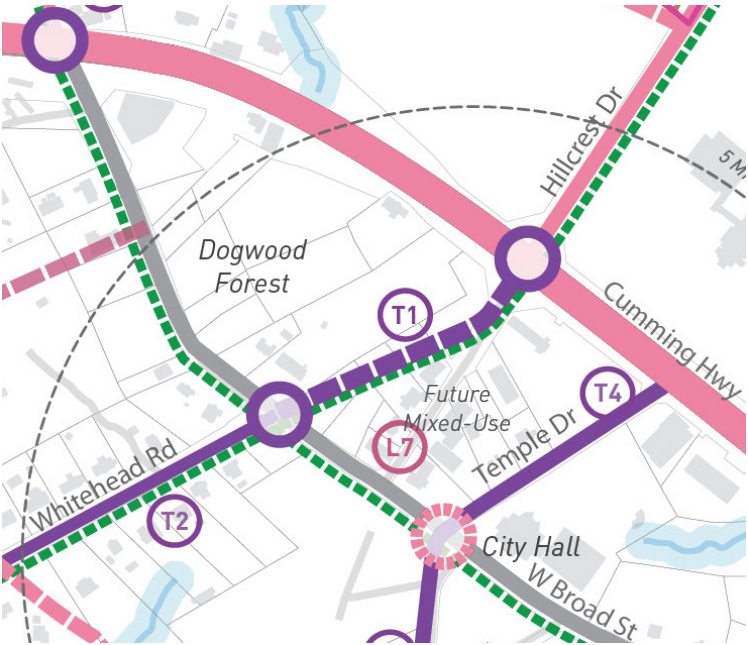
Hillcrest Drive

The realignment of Hillcrest Drive was recommended in the study conducted by the City in the Downtown Commercial Void Analysis and Master Plan Review, 2015 and the Downtown Sugar Hill Traffic Study 2016. From a traffic standpoint, the intent is to eliminate the existing Hillcrest intersection that is too close to Temple Drive. This would help in improving vehicular and pedestrian flow along West Broad and in the Downtown core. The realignment will also serve to square off the block to make future development more efficient and likely. The new Hillcrest Road will be aligned at the existing round-about at Whitehead but it will not alter the existing alignment near the Highway 20 intersection. The new street could include pedestrian and bike infrastructure along with the future development of the Hillcrest Drive, Temple Drive, Hwy 20 and W Broad Street block.

During widening of Highway 20, GDOT recently incorporated a major upgrade to the Hillcrest intersection by including pedestrian safety islands and signal lights. As Downtown continues to grow with, Dogwood Forest and future development on the north side of Highway 20, there will be a need for increased pedestrian & bike safety around the intersection. Following the GDOT regulations and NACTO standards, there is a potential to include better signage, pedestrian safety island in the median, and painted crosswalks to avoid any conflicts.

4.2 LONG-TERM PROJECT RECOMMENDATIONS

In addition to the short-term transportation projects, the master plan also lays out long-term projects to achieve the future land use vision, housing, and economic development in the next 10-20 years. The vision and long-term recommendations help City council and staff during the review, approval, and implementation process for new developments.



SHORT-TERM TRANSPORTATION PROJECTS (0-5 YEARS)				
Project Number	Description	Units	Engineering year	Engineering Cost
	Realignment/New Street/Streetscape Improvements			
T1	Hillcrest Drive Realignment	765	2020	\$381,000
T2	Whitehead Road Streetscape Improvements	2,475	2021	\$347,250
T3	Level Creek Road Extension	515	2018	\$372,300
T4	Temple Drive Streetscape Improvements	695	2020	\$256,500
T5	Church Street Streetscape Improvements	1,105	2019	\$233,250
T6	West Broad Street and Hwy 20 Intersection Improvements	1	2020	\$75,000
T7	Peachtree Industrial Blvd and Alton Tucker Blvd	1	2021	\$75,000
T8	Pedestrian Bridge at Highway 20		2019	\$300,000

ROW Year	ROW	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source Match & Amount
	\$0		\$2,540,000	\$2,921,000			
	\$35,000		\$2,315,000	\$2,697,250			
	\$0		\$2,482,000	\$2,854,300			
	\$0		\$1,710,000	\$1,966,500			
	\$25,000		\$1,555,000	\$1,813,250			
	\$0		\$500,000	\$575,000			
	\$0		\$500,000	\$575,000			
	\$750,000		\$2,000,000	\$3,050,000			

LONG-TERM TRANSPORTATION PROJECTS (6-10 YEARS)				
Project Number	Description	Units	Engineering year	Engineering Cost
L1	Bailey Avenue extension Highway 20 to Whitehead Road	2,096	2022	\$289,248
L2	Springhill Drive extension Hwy 20 to Whitehead Road	2,700	2022	\$372,600
L3	Stanley Street NE extension to Hillcrest Drive	982	2023	\$135,516
L4	E-W connection West Broad Street to Spring Hill Drive extension	1,650	2022	\$227,700
L5	Connect Hillcrest Drive to Sycamore Road	1,817	2023	\$250,746
L6	Alton Tucker Boulevard streetscape improvements	3,560	2025	\$503,562
L7	West Broad Street ped/bike improvements			
L8	Roosevelt Circle streetscape improvements	1,360	2024	\$187,680
L9	1st Avenue streetscape improvments	1,117	2025	\$154,146
L10	Spring Hill Drive conversion two-way street Whitehead Road to Level Creek Road	2,030	2022	\$12,180
L11	Wages Way ped/bike improvements	1,500		
L12	Sycamore Road ped/bike improvements			
L13	Mulit-use trail Stanley Street to Hillcrest Drive			
L14	Multi-use trail W Broad Street to Sugar Hill Elementary			
L15	Multi-use trail Sugar Hill Elementary to Peachtree Industrial Boulevard			
L16	Multi-use trail south side Peachtree Industrial Boulevard, on Georgia Power / Gwinnett County easements		2027	
L17	Multi-use trail north side Peachtree Industrial Boulevard, Sugar Maple Drive to Alton Tucker Boulevard			

ROW Year	ROW	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source Match & Amount
	\$0		\$1,928,320	\$2,217,568			
	\$0		\$2,484,000	\$2,856,600			
	\$0		\$903,440	\$1,038,956			
	\$0		\$1,518,000	\$1,745,700			
	\$0		\$1,671,640	\$1,922,386			
	\$0		\$3,357,080	\$3,860,642			
	\$0		\$1,251,200	\$1,438,880			
	\$0		\$1,027,640	\$1,181,786			
	\$0		\$81,200	\$93,380			
				\$1,500,000			
				\$1,500,000			

4.3 25-YEAR GROWTH PROJECTIONS

The Sugar Hill LCI plan sets forth an ambitious blueprint that, if executed, will transform the study area into an appealing semi-urban mixed use town center capable of capturing larger share of the Atlanta region’s growth.

The 25-year growth projections for the study area, shown below, reflect the transformative nature of the LCI plan. Current year population, household, and employment numbers reflect estimates for the study area based on data from the Atlanta Regional Commission, Claritas, and the US Census. The projections are based on the development capacity established in the LCI plan as well as the market demand potential determined as part of the planning process for the area by land use and housing type.

Upon 25-year build out of the plan, population in the study area triples to over 5,750 from the current 1,800 residents. Because most of the planned housing units in the study area will be higher-density single family, townhomes, or multifamily, they will likely attract much smaller households on average than are currently present in the area. Thus, the average household size will drop from just over three currently, to approximately 1.7. Attracting new, smaller households to the area will be a key to the success of the residential development depicted in the plan.

Employment in the study area is projected to grow nearly ten-fold. Not only will new employees hold positions in the expanded retail and service offerings in the study area, new office development is also projected to attract higher-income professional employment to the area.

Sugar Hill LCI 25 Year Growth Projection

	2018	2023	2028	2033	2038	2043	25-Year
Total							Growth
Population	1,880	3,034	4,188	5,341	6,495	7,649	5,769
Households	610	1,278	1,945	2,613	3,280	3,948	3,338
Employment	219	643	1,068	1,492	1,916	2,341	2,122

5. Appendix

