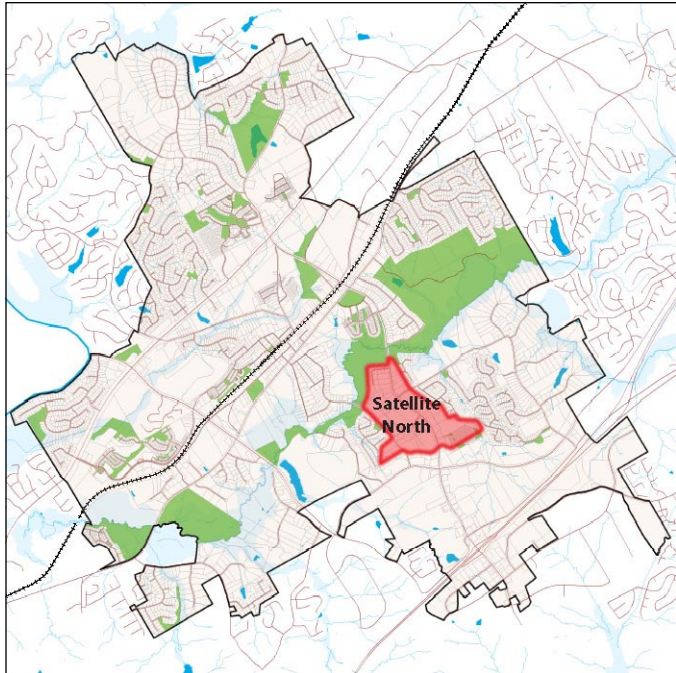


## 3.7 Satellite North Character Area



Satellite North refers to the area encompassing both sides of Lawrenceville-Suwanee Road between Suwanee Creek and Satellite Boulevard, as well as the development between Lawrenceville-Suwanee and Martin Farm Road. It is a commercial corridor that transitions between the Town Center Character Area and the city's greenway spine, and the Suwanee Gateway Character Area.

### Vision for Satellite North

The vision for Satellite North is shaped by its proximity to Town Center; and acts as a transitional area between this activity center

to the north and the emerging economic anchor of Suwanee Gateway to the south. In the near term, considering the recent investment in commercial development, viable existing and new commercial uses should be encouraged and supported in most of Satellite North. The exception is the district around Sharon Industrial Way, currently occupied by smaller metal warehouse buildings containing businesses such as auto repair shops and construction contractors. Because of the proximity to Town Center and the city's substantial investment in the greenway, the vision for the redevelopment of Sharon Industrial Way should follow the mixed-use and residential precedent of Town Center, with special attention given to the possibility of creating new senior housing as a program component.

### Typical Existing Development Character

Existing development in Satellite North is dominated by large and relatively new warehouse and flex-space developments in Shawnee Ridge along Martin Farm Road, Shawnee North Drive, and Satellite Boulevard; and by newer strip retail along the Lawrenceville-Suwanee east frontage, and at the northwest corner of the intersection with Satellite Boulevard (The Village at Shawnee Ridge). To the east as well are clustered small office buildings around the entry to Smithtown Road; while a new residential development is being built adjacent to an electrical transformer

yard opposite The Village at Shawnee Ridge. Smaller outdated light industrial, warehouse commercial and wholesale buildings occupy the parcels along both sides of Sharon Industrial Way. The most distinctive feature of the character area is a lone single-family home and barn on a very large lot on the northeast corner of Lawrenceville-Suwanee Road and Satellite Boulevard. This home is a local landmark because of the many noteworthy oak trees that dot the property, giving that corner of the intersection an unlikely but welcome forested aspect.

## Future Development

The future of Satellite North should concentrate on the redevelopment of Sharon Industrial Way as mixed-use and residential with a possible focus on the provision of senior housing. Sharon Industrial Way should be extended north to an intersection with a future extension of Smithtown Road to Martin Farm Road. To enhance the proximity of this area to the Suwanee Creek greenway, a future greenway extension should be constructed in the floodplain of an existing small creek running parallel to Martin Farm Road from the south. This greenway could ultimately stretch south to connect to Satellite Boulevard and the forested corner lot, which should be preserved as community open space. In addition to the redevelopment of Sharon Industrial Way, the east frontage of Lawrenceville-Suwanee Road could also be redeveloped and intensified over time, possibly as commercial mixed-use with a linear park similar. Such a park would provide a necessary link from the Gateway employment center back to Suwanee Creek greenway and the residential neighborhoods that it serves. Finally, the existing flex-space and commercial uses of Shawnee Ridge should be supported in the near term but examined for future potential for heightened economic value, such as adding more office components to the warehouses or additional stories to the retail in the long term.

**LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:**

Land Use	Existing Acres	Acres in 2030
Single Family	15	12
MU Center	0	29
Comm/Retail	42	35
Office	16	10
Office-Industrial	0	83
Industrial	97	0
Parks/Recreation	0	8
Utilities	0	11
Vacant	18	0

Development	New Growth	Total Quantities
Residential	50 units	173 units
Comm/Retail		432,706 sf
Office	98,889 sf	178,889 sf
Office-Industrial	1,807,740 sf	1,807,740 sf
Parks/Recreation		8 acres
Utilities		11 acres

Table 3.7-a<sup>10</sup>**Implementation Measures**

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> <li>Undertake a small-area planning effort to create a redevelopment plan for the Sharon Industrial Way area, with consideration given to the long-term future of the commercial area on the opposite side of Lawrenceville-Suwanee Road</li> <li>Explore ways to extend Martin Farm Park to the south along the low-lying area behind the parcels fronting Martin Farm Road to the east</li> </ul>
Housing	<ul style="list-style-type: none"> <li>Investigate opportunities to provide senior housing in any future large-scale redevelopment of property along Sharon Industrial Way</li> </ul>
Community Facilities	<ul style="list-style-type: none"> <li>Investigate the long-term possibility of a community use on the large single-family parcel in the northeast corner of the Lawrenceville-Suwanee Road / Satellite Boulevard intersection</li> </ul>
Transportation	<ul style="list-style-type: none"> <li>Study the possibility of creating future street connections between Lawrenceville-Suwanee Road and Martin Farm Road, particularly one as an extension of Smithtown Road</li> <li>Explore ways to extend the Suwanee Creek greenway south using the low-lying area behind the parcels fronting Martin Farm Road to the east</li> </ul>

<sup>10</sup> Calculation of developable quantities:

- Residential: Medium density = 8 units per acre
- Commercial/Retail: Stand alone = 0.25 FAR  
Within mixed-use developments: Medium density = 8,000 sf per acre
- Office: Medium density = 10,000 sf per acre
- Industrial and Office-Industrial = 0.5 FAR
- Mixed-Use Centers: 1/3 of total area = residential and 2/3 of total area = office and commercial/retail

<p>Natural and Historic Resources</p>	<ul style="list-style-type: none"> <li>• Consider preserving the cluster of mature trees and other natural features of the single-family parcel in the northeast corner of the Lawrenceville-Suwanee Road / Satellite Boulevard intersection, possibly as part of a new community open space</li> </ul>
<p>Economic Development</p>	<ul style="list-style-type: none"> <li>• Consider the changing market conditions of Satellite Boulevard in unincorporated areas and review development strategies within this area accordingly</li> </ul>

### Target Area Plan

The target area plan for Satellite North concentrates on the redevelopment of Sharon Industrial Way, the Smithtown Road connection, and the gradual transition of the eastern frontage of Lawrenceville-Suwanee Road to mixed-use with a flanking greenway. Along Sharon Industrial Way, multifamily residential lines both sides of the street, with residential or commercial mixed-use fronting Lawrenceville-Suwanee Road. Over the long-term, both Smithtown Road and Shawnee North Drive should be extended to Martin Farm Road; and Sharon Industrial Way extended south as far as possible. Along with the extension of Sharon Industrial, a greenway should parallel the southwestern frontage of the street, connecting back to Suwanee Creek and Martin Farm Park. On the eastern frontage of Lawrenceville-Suwanee Road beginning roughly at Shawnee North Drive and stretching to the north, new commercial mixed-use should intensify the smaller existing strip commercial as the market dictates, with a multiuse path similar to the one planned for the

McGinnis Ferry extension occupying a widened right-of-way to connect Gateway with Town Center.



- Mixed-Use Center
- Parks / Open Space
- Conservation
- ←
→
 Potential Connectivity Enhancements
- ←
→
 Suwanee Creek Greenway
- ←
→
 Multiuse Paths

Figure 3.7-a  
Satellite North Target Area Plan

*Note:* The planning and development shown for this target area is only a conceptual approach showing possible growth in the area.