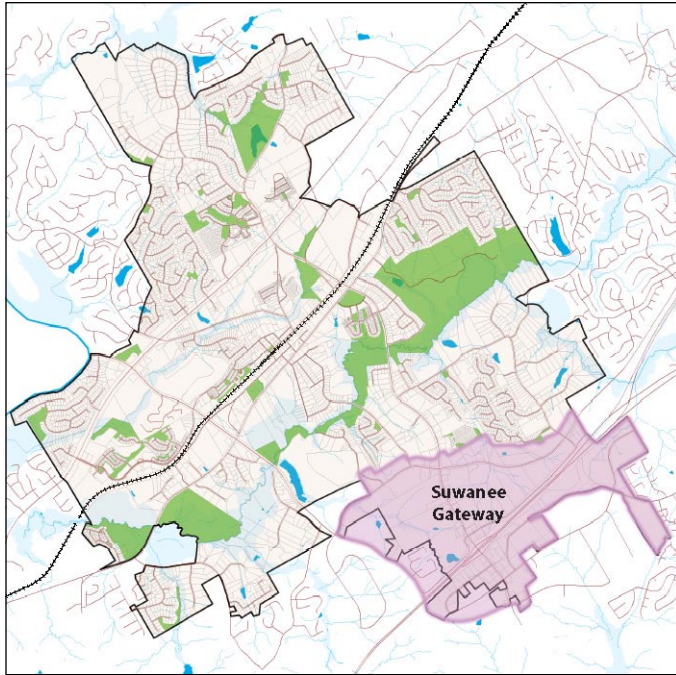


3.9 Suwanee Gateway Character Area



Suwanee Gateway covers all of the area that contains the I-85 business and commercial district. The area is a combination of new development, largely on the west side of I85 and older under performing development mostly located on the east side of I85. The term “Gateway”, introduced in the 2005 Competitive Assessment / Development Strategy Report as a plausible approach to branding the district, is maintained here because the character area geography and vision is seen as a continuation of the previous work and community dialogue. The physical boundaries of Suwanee Gateway consist of the city limits on the east and south; the approximate alignment of the McGinnis Ferry extension on the west; and the average

depth of the north parcels fronting Satellite Boulevard on the north. The backbone of Gateway is Lawrenceville-Suwanee Road, surrounding the I-85 interchange.

Vision for Suwanee Gateway

Because of the transportation investments planned for I-85 and McGinnis Ferry Road, it is anticipated that the most intensive nonresidential growth and development in the city will occur within Suwanee Gateway. Given that, future land use should be dominated by office and commercial mixed-use, with retail and hospitality capitalizing on the interstate improvements. Higher-intensity developments and taller buildings relative to other parts of Suwanee are appropriate in the Gateway because of its economic potential, proximity to the interstate and other major roadways, presence of underdeveloped properties and because it is largely isolated from parts of the city that are smaller-scaled and sensitive to physical change. Overall, Suwanee Gateway should present a strong, positive image of the city that is different from the character of Town Center – an image that is forward-looking and progressive, as well as that of Peachtree Industrial Boulevard – which is mostly local in nature serving the nearby community, commensurate with its growing regional economic importance. Some aspects of this image will be created by public-sector projects and efforts like renaming Gwinco Boulevard to Celebration

Drive and the interstate bridge enhancements described in the Competitive Assessment Report; other aspects by state-of-the-art design in new private-sector developments.



View of the I-85 interchange at Lawrenceville-Suwanee Road looking south

Typical Existing Development Character

Suwanee Gateway's existing development character is dominated by large-footprint buildings, especially light industrial / warehousing and big-box retail concentrated along Satellite Boulevard and Horizon Drive. These buildings are grouped in clusters, either warehouse/flex-space parks like Satellite Ridge Business Park, Horizon, or Shawnee Creek; or commercial centers like Suwanee Crossroads. The industrial land uses are dominated on the south by the Flowers bakery, while the commercial revolves around the Wal-Mart in Suwanee Crossroads. Interstate-related development is clustered around the I-85 interchange and consists of older outdated hotels, vacant and occupied gas stations, and small retail. To the west, the large "Motorola/Falcons Headquarters" parcel identified as a catalytic project in the Competitive Assessment Report is

being developed by Opus as a 140-acre mixed-use project that will contain multifamily, senior and single-family attached housing; and 5-7 story professional offices, and hospitality as well as conventional commercial/retail, out-parcel and storefront retail uses in various combinations and formats. This development named the Terraces at Suwanee Gateway is under development and will greatly influence development the west side of I85. There are a few vacant tracts remaining in district, with reasonably-sized parcels occurring only at the western end of Gwinco Drive; behind the new Office Depot development; and at the eastern end of Horizon Drive. There are also some unoccupied or partially-occupied buildings in Gateway, with the largest being a shopping center anchored by a former Publix at Lawrenceville-Suwanee Road and Horizon Drive.

Future Development



View looking north long Lawrenceville-Suwanee Road across of I-85

Suwanee Gateway is anticipated to be the most intensive future development in Suwanee. This is an ideal location for Class "A" Corporate offices. Mid-rise buildings between 12-15 stories high would be appropriate. A medical campus, if a market exists, would also be suitable.

Future development in Suwanee Gateway will be influenced by the Terraces at Suwanee Gateway, although the intensity of its development as planned falls short of the density and layout envisioned in the Competitive Assessment Report and anticipated in other parts of Suwanee Gateway. The Terraces development program could be expanded or intensified as much as is economically or physically feasible.

Aside from the Terraces, more intense office and commercial mixed-use development should focus on the "Four Corners" area of the interchange as described in the Competitive Assessment Report, with local enhancements to create the Gateway image and provisions made for the eventual widening of I-85. New hospitality uses should be concentrated along Celebration Drive (the renamed Gwinco Boulevard), with additional hospitality incorporated into office developments as feasible. Efforts should be made to reduce the number of external entry motel rooms as they are antiquated and create problems for police. Lawrenceville-Suwanee Road east of the interchange should be redeveloped as a high-density office and hospitality corridor, with major intersection improvements at Old Peachtree Road and a potential health care facility in the vicinity as well. West of the interstate, the undeveloped parcel behind the existing Office Depot shopping center could form the core of a new office park development that extends to the I-85 frontage. Existing retail uses should be intensified over time as well, with outparcel development and landscape enhancements improving large developments like the Suwanee Crossroads Wal-Mart. Suwanee's greenway system should be extended into Gateway, primarily through the center of the Terraces; along an existing creek bed in the potential office development mentioned above; and through multiuse paths along Lawrenceville-Suwanee and McGinnis Ferry roads.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Existing Acres	Acres in 2030
Single Family	11	3
MU Center	0	204
Comm/Retail	187	108
Office	0	128
Office-Industrial	0	359
Industrial	362	28
Parks/Recreation	0	4
Vacant	270	0

Development	New Growth	Total Quantities
Residential	1,328 units	1,384 units
Comm/Retail		1,720,120 sf
Office	4,373,333 sf	4,373,333 sf
Office-Industrial	7,753,680 sf	7,819,020 sf
Industrial		609,840 sf
Parks/Recreation	4 acres	4 acres

Table 3.9-a¹²

Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> As TAD projects emerge, conduct detailed redevelopment planning efforts to determine locations and types of suitable projects using the TAD Economic Analysis and the Competitive Assessment / Development Strategy Report and the recommendations covered in Section 3.10.6 as the points of departure Use the city's PMUD zoning regulations to allow more intensive development and redevelopment projects; if needed consider regulatory changes such as an overlay district to implement the land use and development vision established by the detailed TAD redevelopment plan Encourage more intensive hospitality, corporate and professional office development at more intensive levels (12-15) stories in height where appropriate
Housing	<ul style="list-style-type: none"> Investigate TAD incentives for the provision of affordable housing within the Gateway redevelopment area Investigate opportunities to provide senior housing in any future redevelopment project, especially in the vicinity of a potential medical facility

¹² Calculation of developable quantities

- Residential: Medium density = 8 units per acre; High density = 20 units per acre
- Commercial/Retail: Stand alone = 0.25 FAR
Within mixed-use developments: High density = 12,000 sf per acre
- Office: High density = 20,000 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



Community Facilities	<ul style="list-style-type: none"> • Consider a new community facility such as a performing arts or aquatic / recreation center as part of future redevelopment • Consider adding new parks and plazas as part of future redevelopment in Gateway • Examine the feasibility of attracting a significant medical facility to the area around the Lawrenceville-Suwanee Road / Old Peachtree Road intersection • Examine whether additional police facilities may be needed on the east side of I85
Transportation	<ul style="list-style-type: none"> • As part of a detailed redevelopment planning effort for the TAD area, study the possibility of enhancing a new local street network especially across Lawrenceville-Suwanee Road • Ensure construction of the McGinnis Ferry Road extension over I85 occurs; work to gain access from this roadway to the interstate • Ensure construction of the parkway through the Terraces project is constructed as planned • As part of a detailed redevelopment planning effort for the TAD area, examine the traffic impacts of new development / redevelopment on Lawrenceville-Suwanee Road, McGinnis Ferry Road, Smithtown Road, and other principal Gateway streets • Extend the city greenway system through Suwanee Gateway on either side of Lawrenceville-Suwanee Road, following existing creeks where possible Stay abreast of proposals for widening I85 in the area
Natural and Historic Resources	<ul style="list-style-type: none"> • Preserve as much as possible the natural environment of the existing stream corridors , potentially incorporating them into park or conservation areas
Economic Development	<ul style="list-style-type: none"> • Aggressively market Suwanee Gateway area to developers and businesses by pursuing the economic development program contained in the Competitive Assessment / Development Strategy Report, especially with regards to “branding” the district

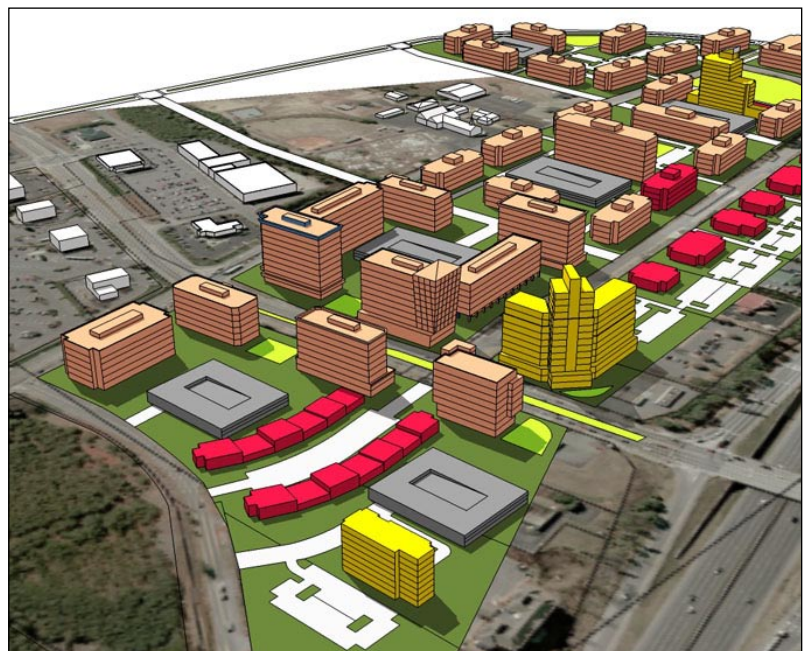
Target Area Plan

The target area plan for Gateway bridges I-85 and focuses on the Lawrenceville-Suwanee Road corridor and the “Four Corners” area. Although timing is uncertain, Georgia DOT has generated preliminary plans for widening I85 in this area. As such with all cases, the potential future expansion of I-85 is taken into account. On the north side of the interstate, Sawmill Drive is removed or relocated by the interstate expansion; and the small parcels currently containing filling stations, outdated hotels and strip commercial uses flanking Sawmill Drive are consolidated into a large redevelopment that combines with the adjacent vacant parcel to form a major new office park. The internal road network uses the signalized intersection at the Terraces parkway to form a new entry on Lawrenceville-Suwanee Road; and an existing creek to connect to Satellite Boulevard on the north. A centralized parking deck accommodates the needs of the surrounding office buildings which range from eight to twelve stories in height, with

the exception of the large building at Lawrenceville-Suwanee Road. To provide a symbolic center to Gateway, this building should be significantly taller - up to fifteen or sixteen stories in height - and have a distinctive architectural design.



View of the northeast intersection of I-85 and Lawrenceville-Suwanee Road



View looking south of the intersection of I-85 and Lawrenceville-Suwanee Road

On the south side of the interstate, the consolidation of small parcels with similar highway-oriented uses provides substantial land for intense redevelopment. A future signature hotel could create the same landmark effect as the office described above and mark the entry Celebration Drive, which is Gwinco Drive repositioned as Suwanee's "hospitality Main Street". New mid-rise office buildings with dedicated parking structures line Lawrenceville-Suwanee Road, itself improved with a landscaped median and generous sidewalks and streetscaping. The intersection with Old Peachtree Road, given new importance by the surrounding development, is improved with crosswalks as well. Celebration Drive continues across Lawrenceville-Suwanee Road to the north, with vehicular access from the arterial limited to a right-in right-out configuration on both the north and the south. The northern extension of Celebration is lined with small storefront retail and restaurant space primarily intended as an amenity for the surrounding office parks and hotels. The combination of the proposed public improvements and uses as described would provide a long-term viable area for the foreseeable future.

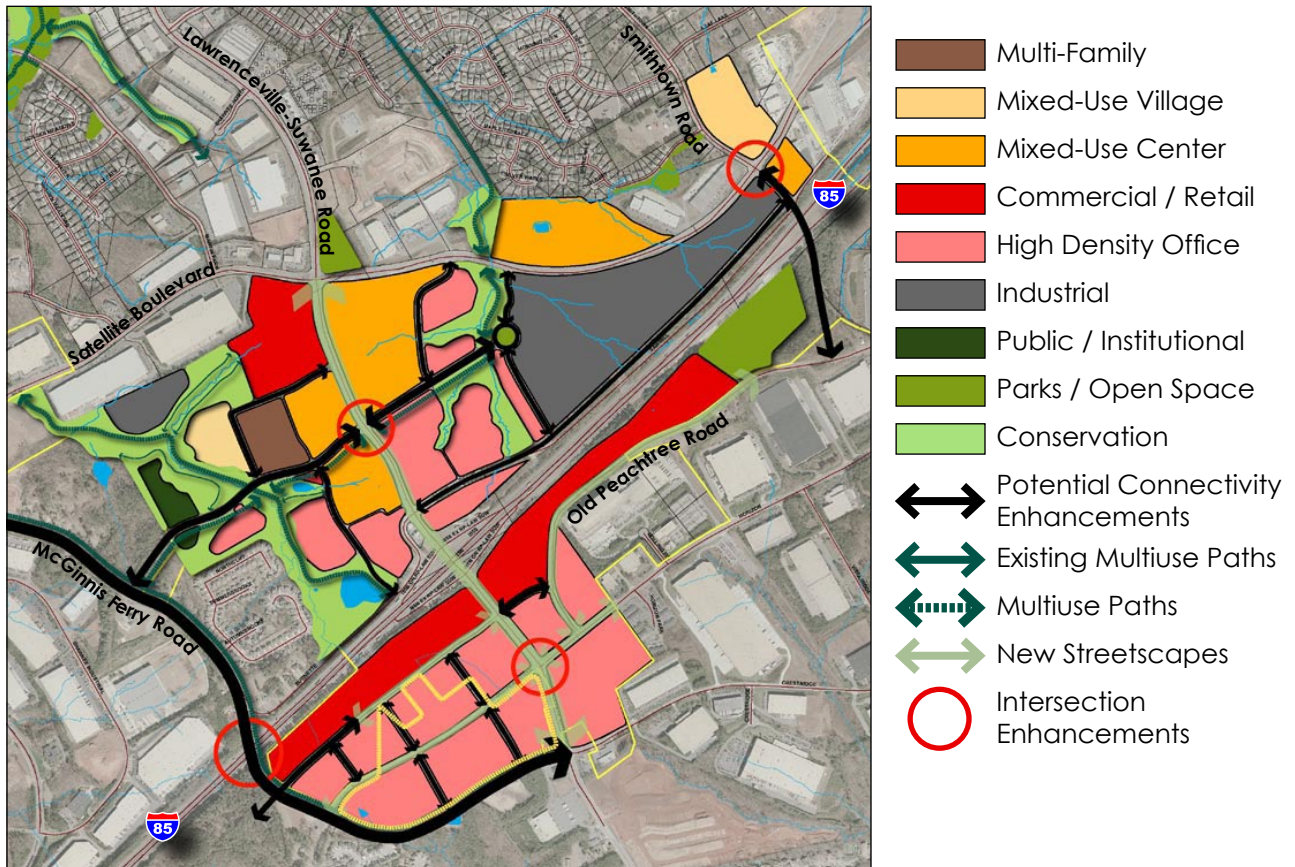


Figure 3.9-a Suwanee Gateway Target Area Plan

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



View looking north of the intersection of I-85 and Lawrenceville-Suwanee Road



View looking south of the intersection of I-85 and Lawrenceville-Suwanee Road