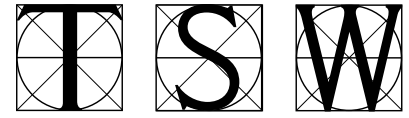


# STONE MOUNTAIN HIGHWAY

Gwinnett County, Georgia



TUNNELL-SPANGLER-WALSH & ASSOCIATES



Stone Mountain Highway (Highway 78) has characteristics typical of many older, declining strip-commercial corridors: large vacant retail buildings, multiplying low-end retailers, a hazardous and congested highway, little new quality residential and adjacent neighborhoods that, as a result, eventually suffer. New commercial strips may thrive initially but, as time passes, face being cannibalized by even newer developments. Current development policies and regulations have exacerbated this trend by creating a glut of highway-oriented commercial that cannot respond to changing market forces. By addressing issues systemic in suburban corridors, the recommended objectives and actions of this study can be applied elsewhere to prevent or reverse commercial decline, and establish quality neighborhoods and vital retail centers that support a strong, reliable tax base.

TSW was retained to create a prototypical master plan for revitalization of this state highway and others like it in Gwinnett County. Many issues were considered and successfully resolved during the stakeholder process: traffic, transportation and progressive roadway design; property values & potential redevelopment; architectural character and impacts on surrounding residential; impacts to schools; as well and preservation of natural amenities in the area.

At the end of the process, a new set of zoning districts were proposed, designating mixed-use nodes at major intersections and key frontages along the highway. These district guidelines will provide the economic incentives and design requirements to protect residential neighborhoods and attract quality mixed-use development, thereby sustaining a strong tax base.

top: Perspective illustrating new roadway concept at mixed use nodes

middle: Character sketch at Yellow River Village

left: Community workshop

below: Node Masterplan showing uses along the 6 mile stretch of highway

