



SUGARLOAF LCI

Transit Enhancements and Future Station Planning Study

Sugarloaf CID Board Presentation
September 2022

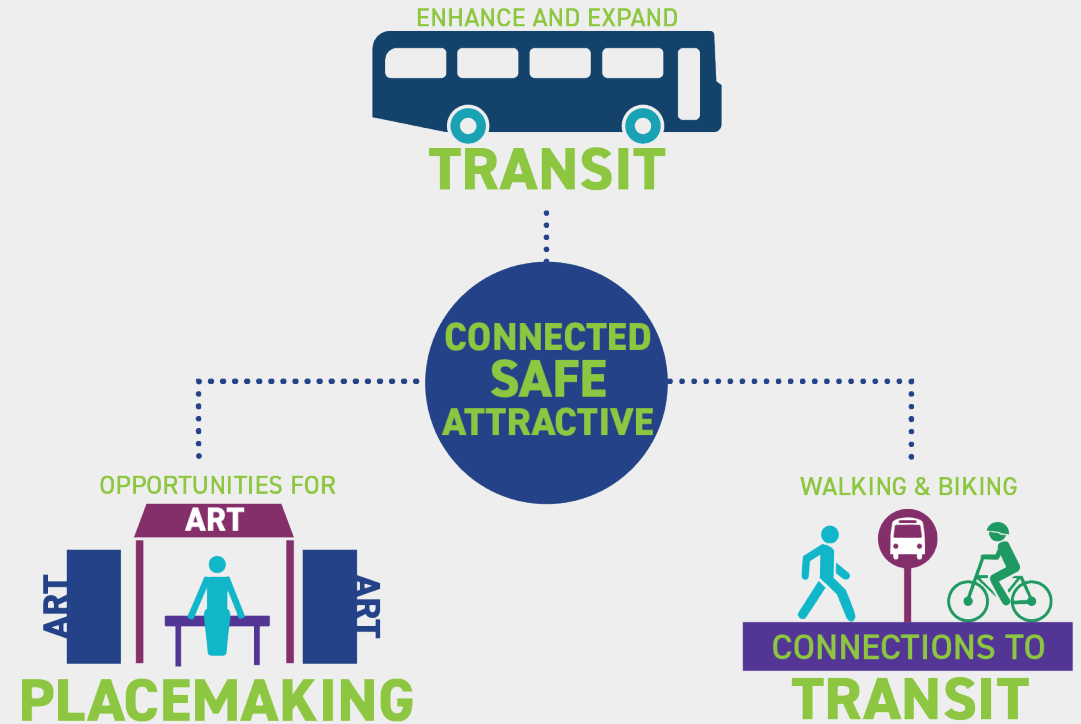


PROJECT OVERVIEW



PROJECT PURPOSE

- Transit area improvements at the Gas South District and Sugarloaf Mills
- Goal to improve transit rider experience for current service and set stage for future transit, including Bus Rapid Transit (BRT)
- Focus on 3 key areas:
 - Existing transit stop, Park & Ride improvements, and future station planning
 - Pedestrian and bicycle connections to transit
 - Placemaking & public art to enhance sense of community and transit rider experience



PROJECT PROCESS – 4 STEPS

The Sugarloaf LCI Transit Enhancements & Future Station Planning Study was developed in four main steps:

Area & Existing Plan Assessment



Existing conditions related to transit, active transportation and sense of place

Common themes and recommendations from prior plans and studies

Composite vision

Needs and opportunities

Public Engagement



Inform and engage transit riders, the general public, and key stakeholders to understand their needs and seek input on strategies development

Transportation & Placemaking Strategies



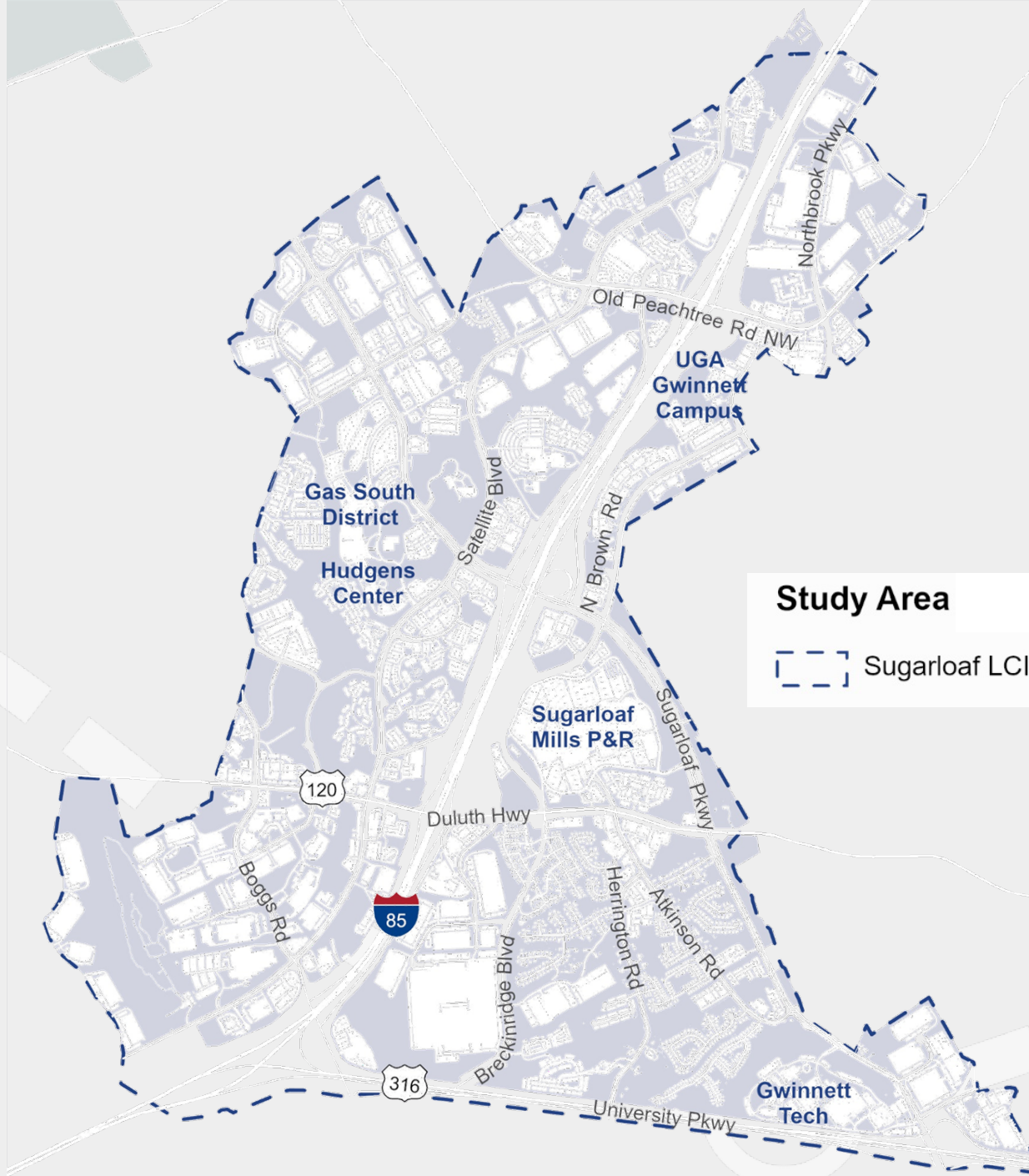
Develop strategies for transit enhancements, active transportation, and placemaking to enhance the transit rider experience

Implementation Plan



Prioritize strategies into an action plan with costs, responsible parties, and potential funding sources

STUDY AREA





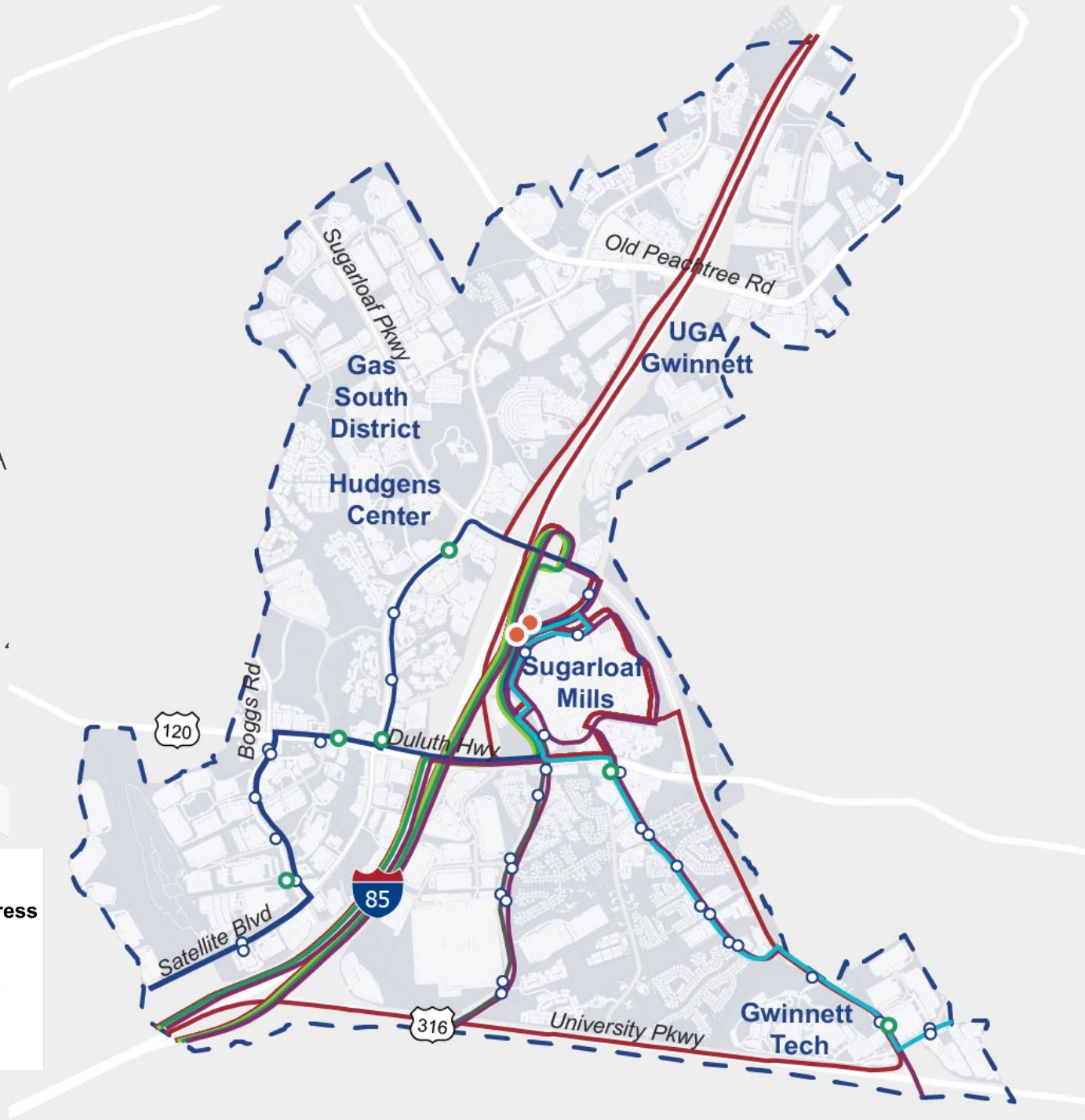


EXISTING CONDITIONS: Transit Service & Stops

- Gwinnett County Transit
 - 4 local bus routes: 10A, 10B, 40, 45
 - 3 commuter express routes: 103, 103A
 - Sugarloaf Park & Ride
- ATL Xpress
 - 4 commuter express routes: 410, 412, 414, 417
 - Sugarloaf Mills Park & Ride
- 42 Bus Stops

Existing Stop Ridership

● High Ridership Stop	GCT Local	GCT Express
○ Medium Ridership Stop	10A/B	103
○ Low Ridership Stop	40	103A
— ATL Xpress Routes (410, 412, 414, 417)	45	110



Existing Sugarloaf Park & Ride Lot



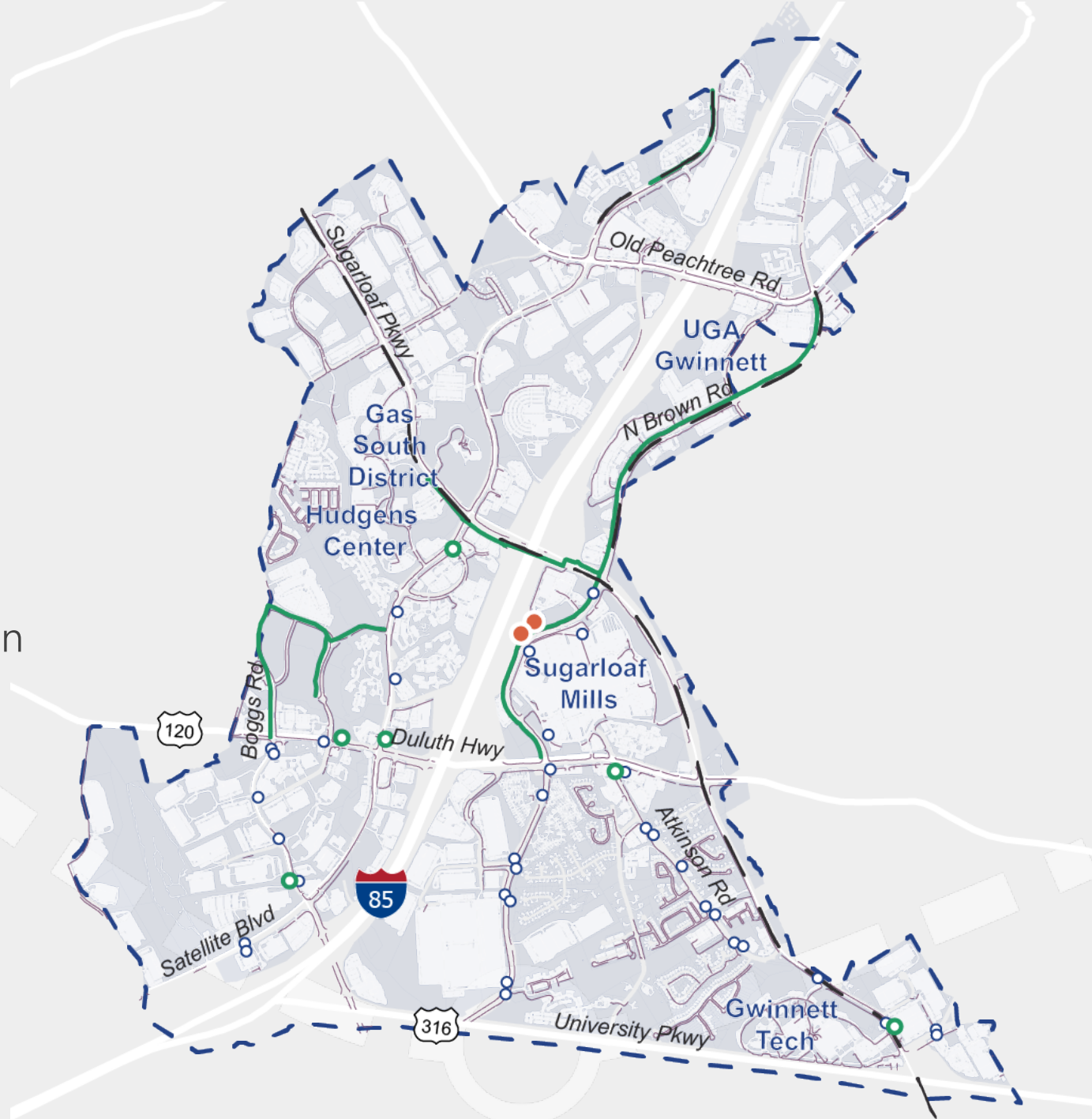
Typical GCT Bus Stops





EXISTING CONDITIONS: Active Transportation

- Moderate sidewalk coverage with gaps along current and planned transit routes
- Significant progress on bike and trail network, particularly along Sugarloaf Parkway and N. Brown Road
- Planned bike and trail facilities included in the LCI Plan and Gwinnett Trails Plan, including Loop Trail along Satellite Boulevard



Placemaking Elements, Trails & Projects





WHAT'S PLANNED: Transit Service

- Route 45 modification to serve Satellite Blvd and Gwinnett Place Transit Center
- Route 10A modification to eliminate crossing back over SR 120/Duluth Hwy
- New local bus route 50 to serve Mall of Georgia via Satellite Blvd
 - Stop locations have not been identified yet
- Satellite Boulevard BRT and stations



COMPOSITE VISION

TRANSIT

Enhance and strengthen multi-modal connectivity (including trails and transit), transit rider amenities, and placemaking at key stops and stations

- Satellite Blvd BRT
- Potential future multi-modal connections at Gas South District and Sugarloaf Mills
- Short-term county-led transit enhancements

ACTIVE TRANSPORTATION

Connected, walkable and bikeable network by focusing on pedestrian safety improvements, closing sidewalk gaps, and implementing planned trails and bikeways

- Address key sidewalk gaps, especially along existing/planned transit routes
- Prioritized LCI pedestrian crossings and trailheads at key junctures
- Implement Core Trail Network from Gwinnett Trails Plan
- LCI trail recommendations connecting existing trail and bikeway infrastructure and activity centers

PLACEMAKING

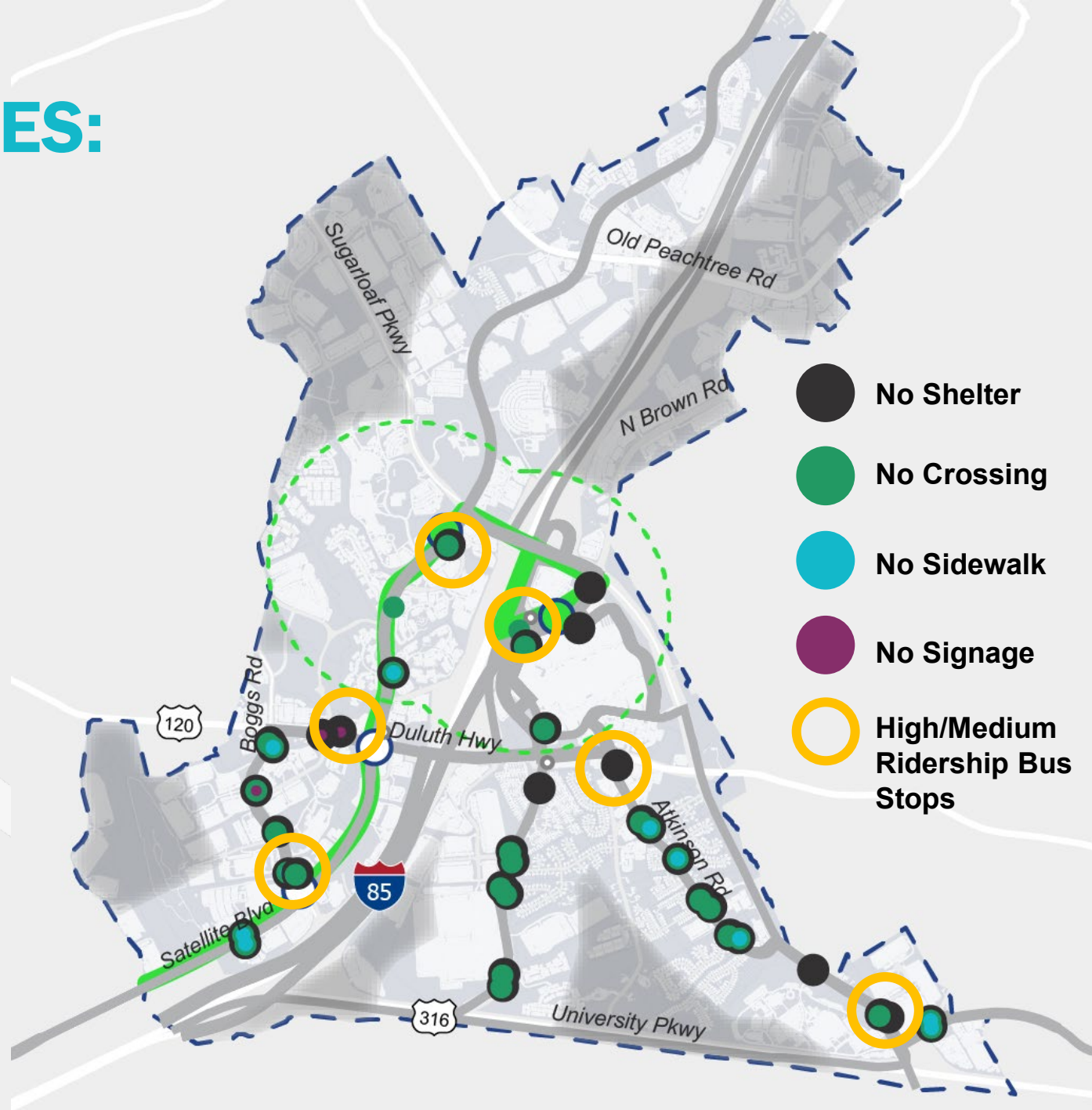
Create Gwinnett's Downtown through focused placemaking and public art opportunities at key transit stops and major nodes at Gas South District, Sugarloaf Mills, and Gwinnett Technical College

- Strategic signage and wayfinding plan
- Activated greenspaces along trails system
- Gateway Park
- Civic Center Overlay District revision



NEEDS + OPPORTUNITIES: Bus Stops

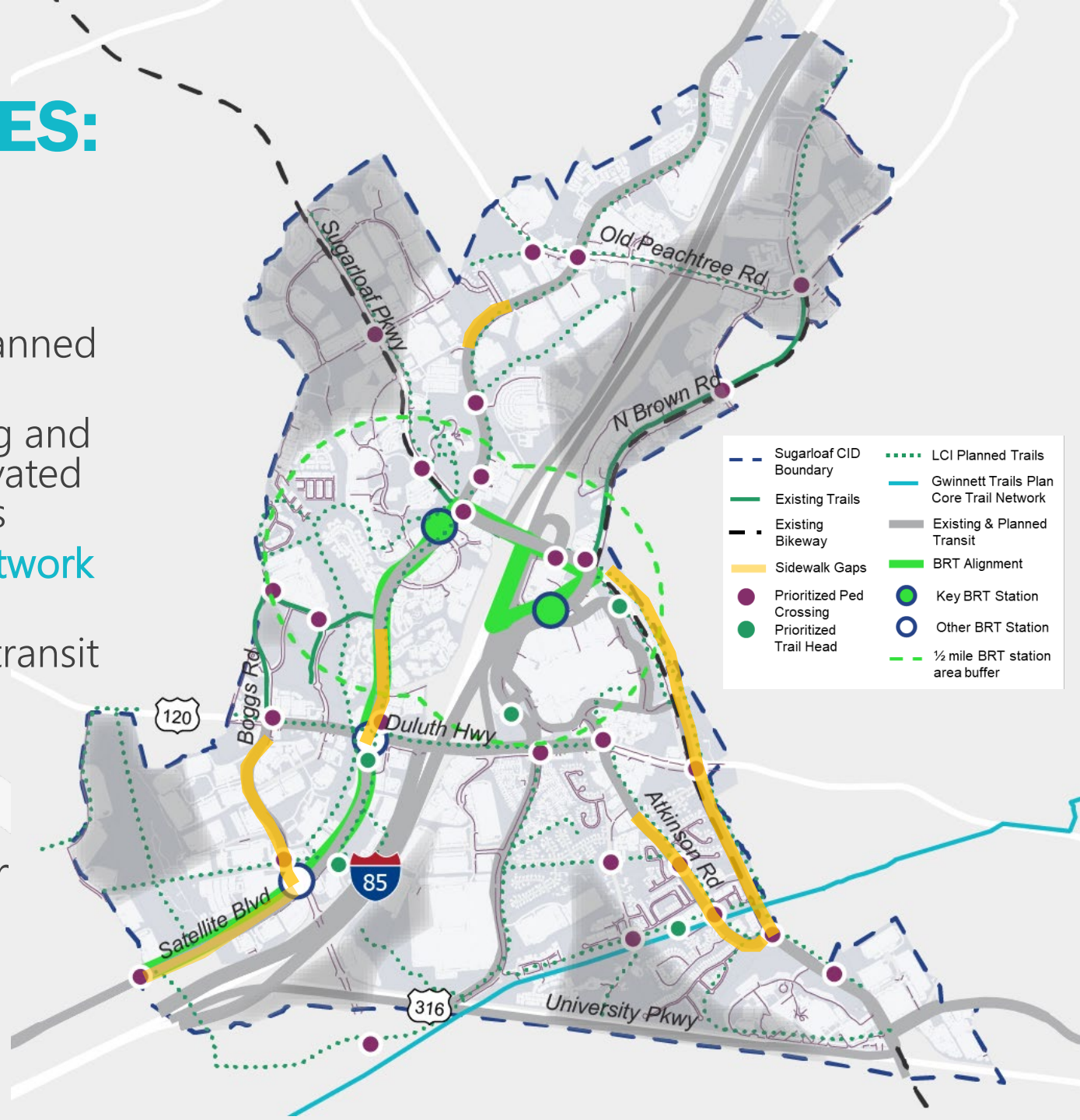
- Almost all 42 bus stops in the area have basic upgrade needs:
 - Enhanced signage
 - Shelter
 - Sidewalk connection
 - Pedestrian crossing
- Stop locations for planned new Route 50 have yet to be identified
- Increase in number of bus stops and bus service offerings may warrant a bus stop/station typology to define amenities
- High/medium ridership stops should be prioritized





NEEDS + OPPORTUNITIES: Active Transportation

- Prioritization of:
 - **Sidewalk gaps** along existing and planned transit routes
 - **LCI planned trails** connecting existing and planned transit, bikeways, trails, activated greenspaces, and key activity centers
 - **Gwinnett County Trails Core Trail Network** in southeast corner of study area
 - **Crossing safety** improvements near transit stops
- First/last mile access coordination with property owners
- Multiple alternative alignments for Loop Trail and funding not yet identified





NEEDS + OPPORTUNITIES: Future BRT Station Areas

SUGARLOAF



Placemaking Opportunities

- Public art specific to Sugarloaf Mills character
- Enhanced station amenities
- Signage/wayfinding
- Greenspace

GAS SOUTH



- Public art specific to Gas South District character
- Enhanced station amenities
- Signage/wayfinding
- Greenspace

Active Transportation Needs

- Bike/ped connections into the mall site and to planned greenspaces/trails
 - Streetscape enhancements
 - Bike parking/bike share
 - Inter-parcel pedestrian connectivity
-
- Bike/ped connections into Gas South District and planned greenspaces and trails
 - Ped crossing across Satellite Blvd
 - Streetscape enhancements
 - Bike parking/bike share
 - Interparcel pedestrian connectivity

PUBLIC ENGAGEMENT

4 major stakeholder groups:

- Sugarloaf CID Board
- Project Advisory Group
- Transit Riders
- General Public

Communications



Website



Social Media



Mailing List

Activities



Online Survey



Intercept Interviews



Virtual Meetings



Design Workshop

ENGAGEMENT KEY TAKEAWAYS

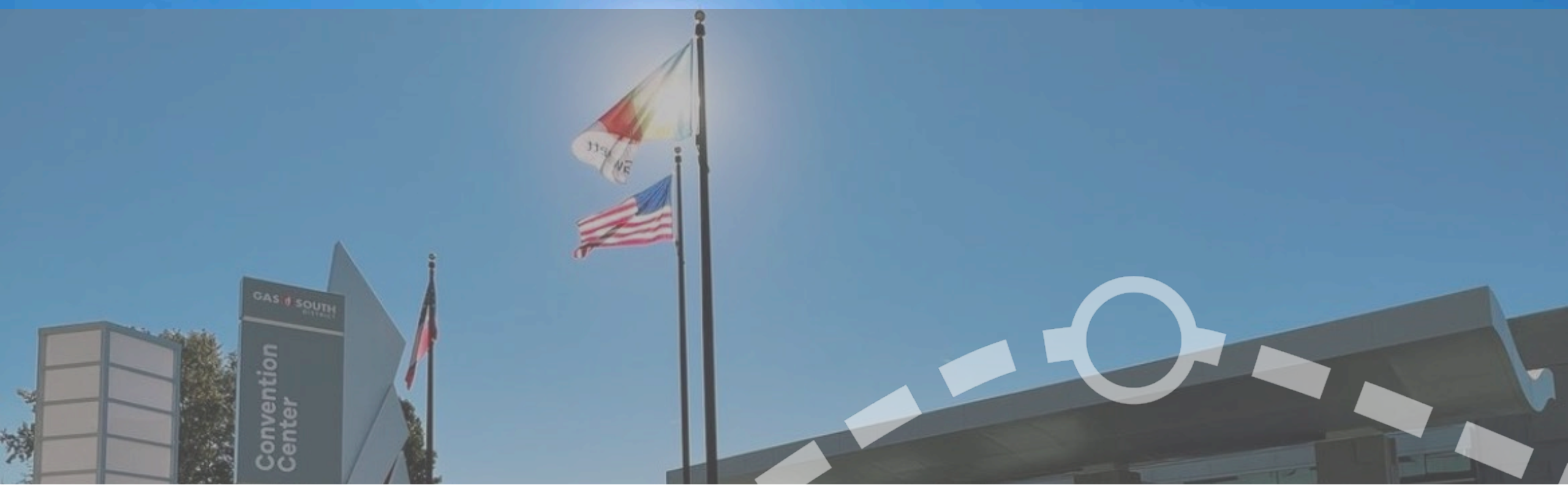
- People are more likely to use transit if it is **convenient** and **connected**
- Preferred bus stop features include:
 - Real-time Signage and Wayfinding
 - Restroom facilities
 - Lighting and other security features
 - More and better-designed shelters
- Preferred bike + pedestrian improvements include:
 - More and better pedestrian crossings
 - Connected sidewalks
 - Bike facilities
 - Less distance between destinations
- Preferred artistic/creative amenities include:
 - Greenspace
 - Crosswalk art
 - Public art



Broadway @ Norwood St		
112	Wellington	Now
104	Sullivan	Now
110	Wellington	14m
109	Sullivan	17m
104	Sullivan	38m

110	Wellington	42m
112	Wellington	43m
97	Wellington	53m
100	Sullivan	56m

Nearby connections		
97	109	104
LITERAL BUS ONE WAY		
\$1.75 (Cash/Change) or \$2.00 (Card/Token)		
Next stop: ...		



RECOMMENDATIONS

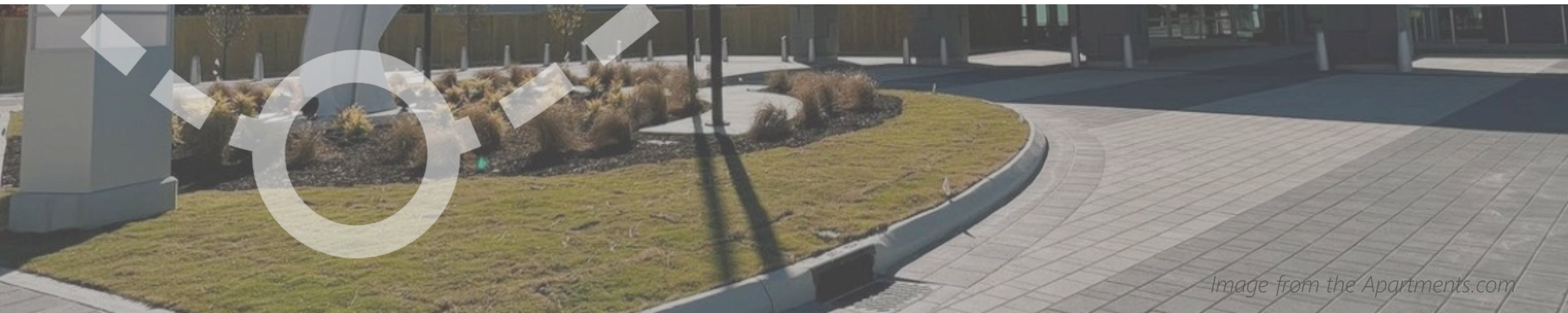


Image from the Apartments.com

○ KEY AMENITIES BY TRANSIT STOP TYPE

BRT STATIONS



Walkable



Trash/Recycling



Shade (by trees or structure)



Wayfinding Signage



Real-Time Information



Security Lighting



Seating



Interactive & Static Art Opportunities

PARK AND RIDES



Walkable



Trash/Recycling



Shade (by trees or structure)



Wayfinding Signage



Real-Time Information



Security Lighting



Seating



Interactive & Static Art Opportunities

PRIORITY BUS STOPS



Walkable



Trash/Recycling



Shelter



Improved Stop, System, & Route Signage



Security Lighting



Seating

GENERAL BUS STOPS



Walkable



Trash/Recycling



Shelter



Improved Stop, System, & Route Signage



Seating

BUS STOP SIGNAGE & TRANSIT ZONES

Example Signage



New Bus Stop Signage aligned with GCT rebranding effort that is currently under development by Gwinnett County

Sugarloaf Mills Transit Zone



Gas South District Transit Zone



Transit Zones on Satellite Boulevard at the proposed future Gas South District BRT station area and on N. Brown Road at the existing Sugarloaf Park & Ride/future Sugarloaf Mills BRT station area. Transit Zones to incorporate placemaking theming into custom crosswalks and landscaping to provide visual cues that transit and pedestrian safety is a priority.

TRANSIT RECOMMENDATIONS

Short Term (0-3 Years)

- Upgrade bus stop signage to reflect GCT rebranding at all stops
- Design and install “transit zones”
- Implement required transit amenities at:
 - Sugarloaf Park & Ride
 - High priority bus stops
 - All new bus stops to be served by new Route 50
- Implement Sugarloaf Mills and Gas South District BRT Station “Transit Zones”

 **TOTAL ESTIMATED
SHORT-TERM
COSTS**
\$808,500



TRANSIT RECOMMENDATIONS

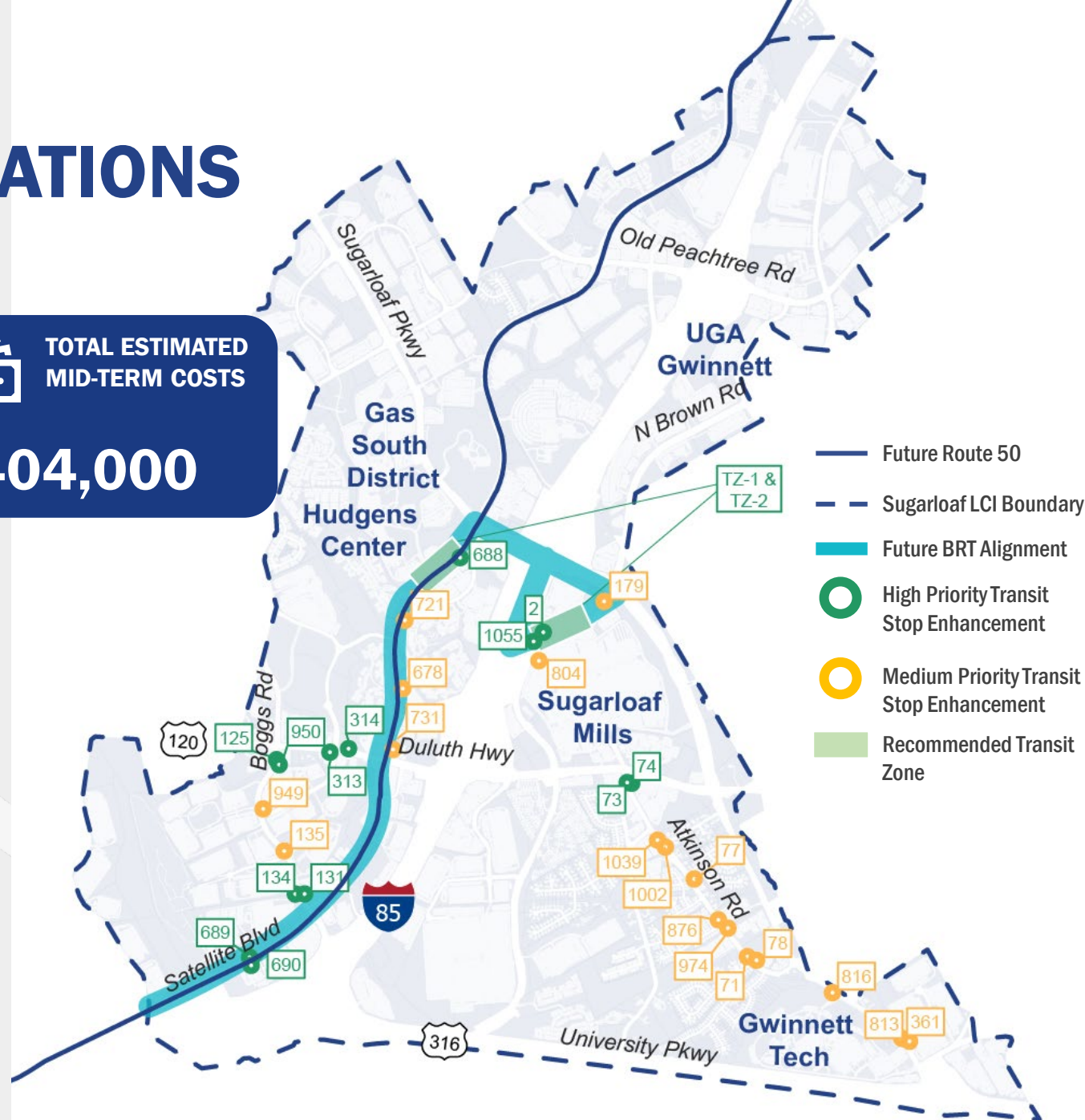
Mid-Term (3-5 Years)

- Implement required transit amenities at:
 - Medium priority bus stops
 - Planning and design of BRT Stations in the study area
 - Design of new relocated ATL Xpress Park & Ride lot

Long-Term (5-10 Years)

- Integrate required transit amenities at any new GCT bus stops

 TOTAL ESTIMATED
MID-TERM COSTS
\$404,000



TRANSIT RECOMMENDATIONS

Ongoing

- Monitor and coordinate with GCT rebranding effort
- Partners with Georgia Commute Options to promote benefits of transit and improvements to area employers and workers
- Develop bus sponsorship program for area property and business owners to support implementation of amenities and placemaking enhancements
- Incorporate recommendations into Gwinnett County's Transit Development Plan (TDP) & Comprehensive Transportation Plan (CTP)
- Submit projects for state and federal funding as part of future ATL, ARC, and GTIB calls for projects



ACTIVE TRANSPORTATION RECOMMENDATIONS

Short Term (0-3 Years)

- Design Loop Trail Segments 3 & 4 and associated crossings
- Close sidewalk gaps along Satellite Boulevard and Sugarloaf Parkway
- Design and construct sidewalks and crossings along Boggs Road
- Coordinate with Gas South District and Sugarloaf Mills to design and construct trails and crossing improvements on their properties
- Coordinate with redevelopment of Georgia Baptist property to include connected trails and sidewalks to Sugarloaf Parkway facilities





ACTIVE TRANSPORTATION RECOMMENDATIONS

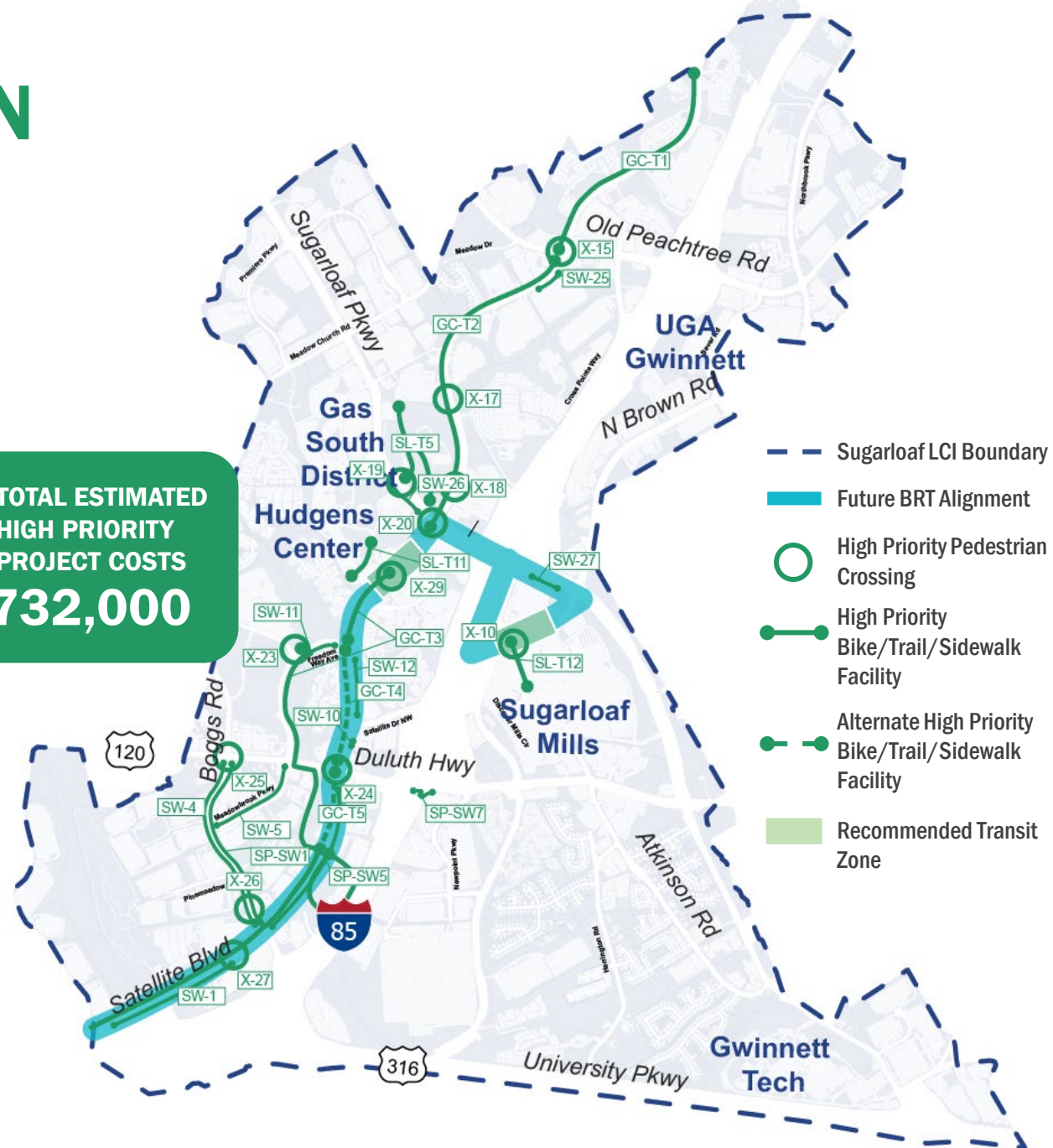
Mid-Term (3-5 Years)

- Construct Loop Trail Segments 3 & 4 and associated crossings
- Design Loop Trail Segment 2 and associated crossings
- Sidewalk and crossing additions along Meadowbrook Parkway, Freedom Way Avenue, and SR 120/Duluth Hwy
- Continue coordination with Gas South District, Sugarloaf Mills, and Georgia Baptist Mission redevelopment on trail and sidewalk connectivity



TOTAL ESTIMATED
HIGH PRIORITY
PROJECT COSTS

\$37,732,000





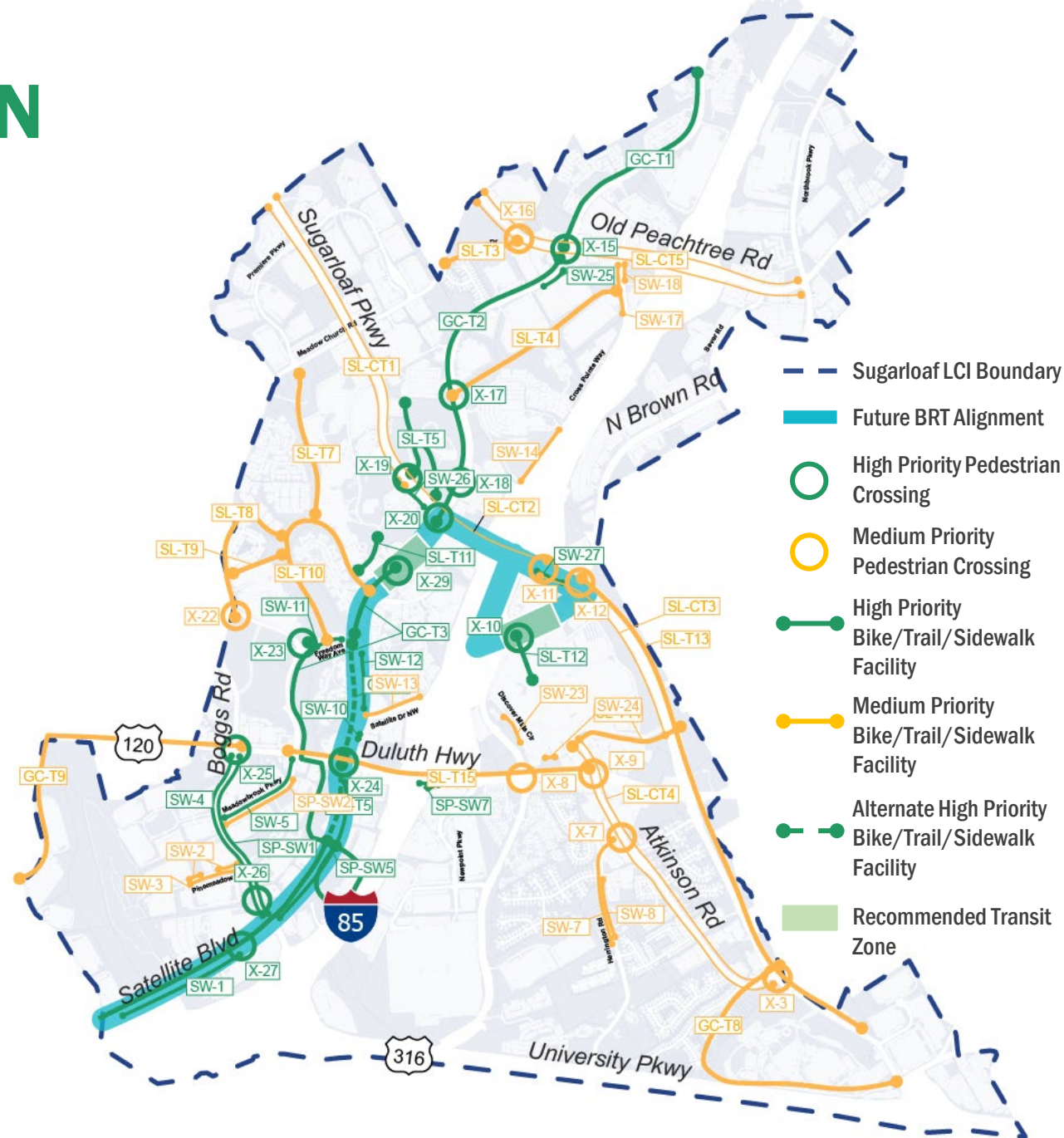
ACTIVE TRANSPORTATION RECOMMENDATIONS

Long-Term (5-10 Years)

- Construction of Loop Trail Segment 2 and associated crossings
- Feasibility studies for medium priority ped and bicycle recommendations

Ongoing

- Incorporate recommendations into Gwinnett County's CTP, as well as into the design of roadway projects along corridors where there are recommended active transportation projects
- Submit projects for state and federal funding as part of future ARC, ATL, and GTIB calls for projects
- Coordinate with area property owners and businesses to install bicycle parking as bicycle infrastructure is implemented nearby
- Coordinate the installation of wayfinding signage, consistent with Gwinnett Trails Plan signage guidelines, with the implementation of bicycle facility recommendations



○ PLACEMAKING APPROACH

BROAD THEME: THE ARTS

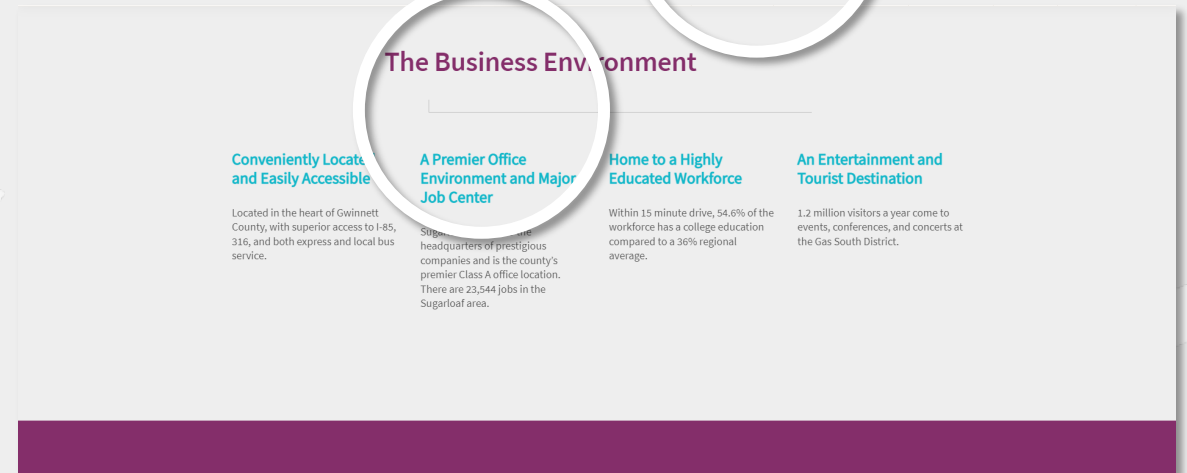
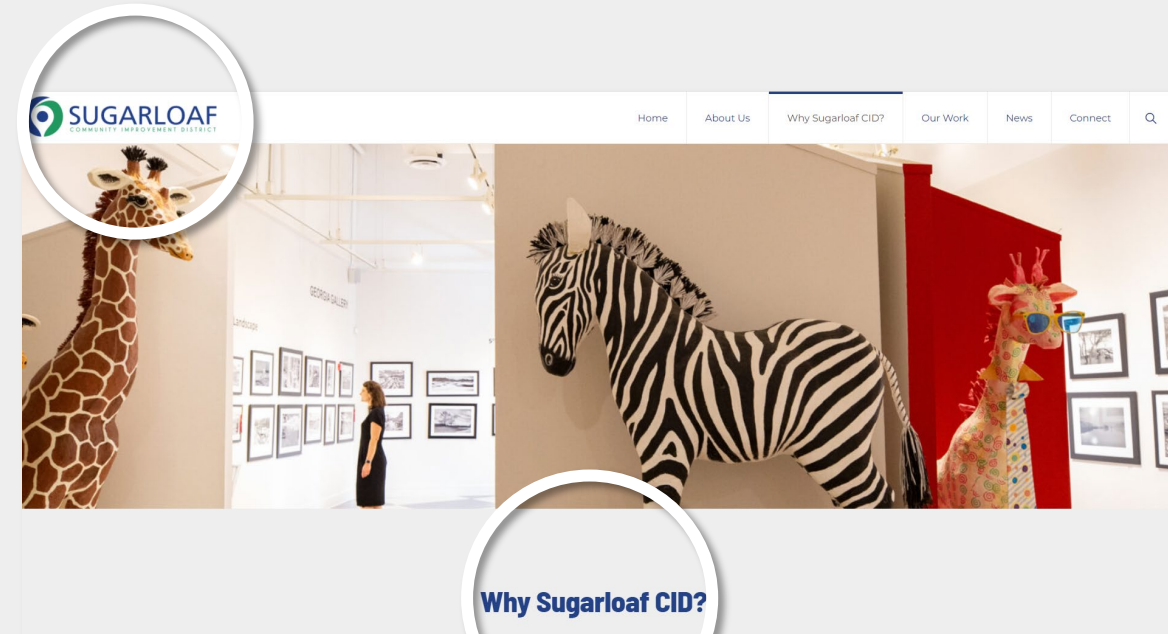
○ Application:

- Stand-alone art pieces (sculptures, murals, interactive lighting)
- Benches
- Shelters
- Trash / recycling receptacles
- Paving
- Bike racks and other street furniture
- Wayfinding signage
- Events and programming
- Things to do to pass the time

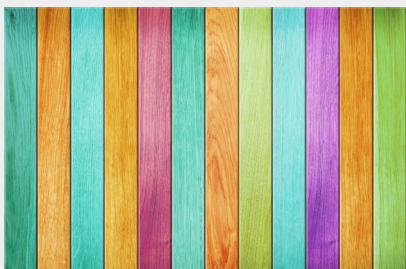


BOLD + CONTEMPORARY

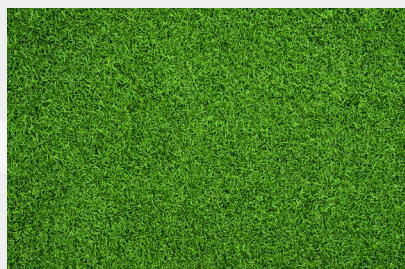
- Reasoning:
 - There is a need to create context-specific elements (*many prototype stop locations have a specific, individual destination*)
 - Sugarloaf CID branding uses bold colors and contemporary fonts, design
- Elements & Ideas:
 - Colors: bright, grays, black
 - Fonts: sans serif
 - Art: abstract and colorful
 - Streamlined materials: concrete, glass, steel, turf or synthetic turf
 - Landscape: more formalized and maintained
 - Design elements: clean, minimalist lines



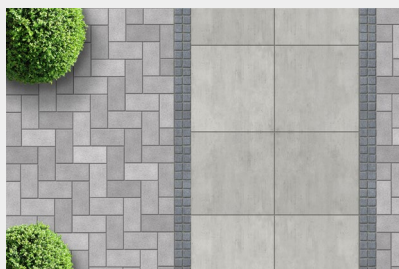
BOLD + CONTEMPORARY



Colorful materials



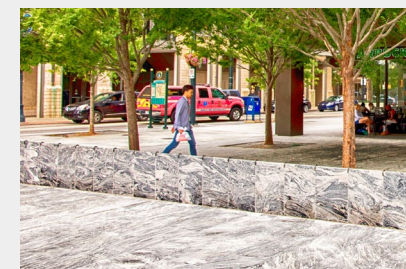
Synthetic turf



Concrete pavers



Colorful glass



Minimalist
landscape design

Colors & Fonts (Sugarloaf CID branding)



Franklin Gothic Demi

Segoe UI Semilight

BOLD + CONTEMPORARY EXAMPLES



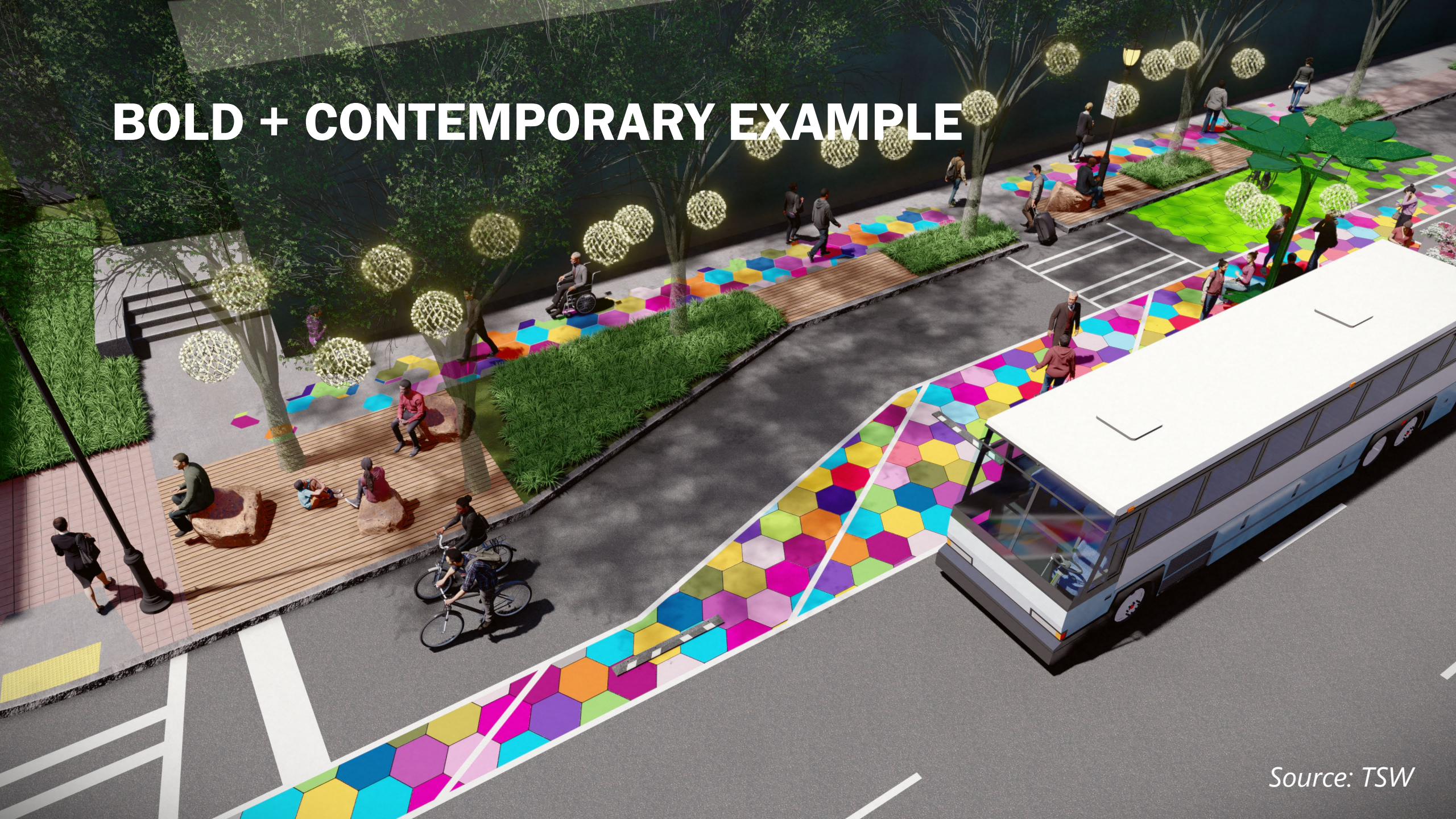
Credit: Urbanize Atlanta



Credit: Innovative Building Materials



BOLD + CONTEMPORARY EXAMPLE



Source: TSW



PLACEMAKING RECOMMENDATIONS

Short Term (0-3 Years)

- ARC ALMA Workshop + Cultural Forums
- Create/maintain list of key artists/partnerships in the region
- Prioritize all bus stops in this plan for funding in near-term budget cycles
- Design Sugarloaf Mills and Gas South District BRT Station "Transit Zones"





PLACEMAKING RECOMMENDATIONS

Mid Term (3-5 Years)

- Implement Sugarloaf Park & Ride recommended placemaking interventions
- Pilot placemaking demonstration at a prototype location
- Design/construct pedestals for rotating art installations at prototype stops

Long Term (5-10 Years)

- Create bus stop/art shelter program
- RFQs for art installations + custom street furniture
- Maintain map & database of art installations





PLACEMAKING RECOMMENDATIONS

Ongoing

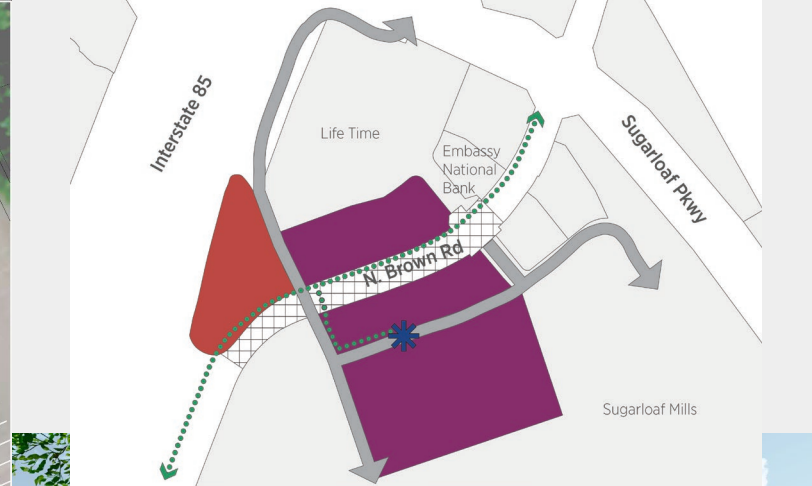
- Retain an arts consultant
- Retain a curator on commission
- Apply for arts-related grants through partnerships with established 501(c)(3) organizations such as the Hudgens Center and ArtWorks Gwinnett
- Explore potential creation of a 501(c)(3) organization to apply for and receive grant funding in support of implementing placemaking improvements such as public art, trails, and parks space
- Encourage developers to install the public art bus stop improvements

PROTOTYPE STOP: SATELLITE BLVD AT GAS SOUTH DISTRICT

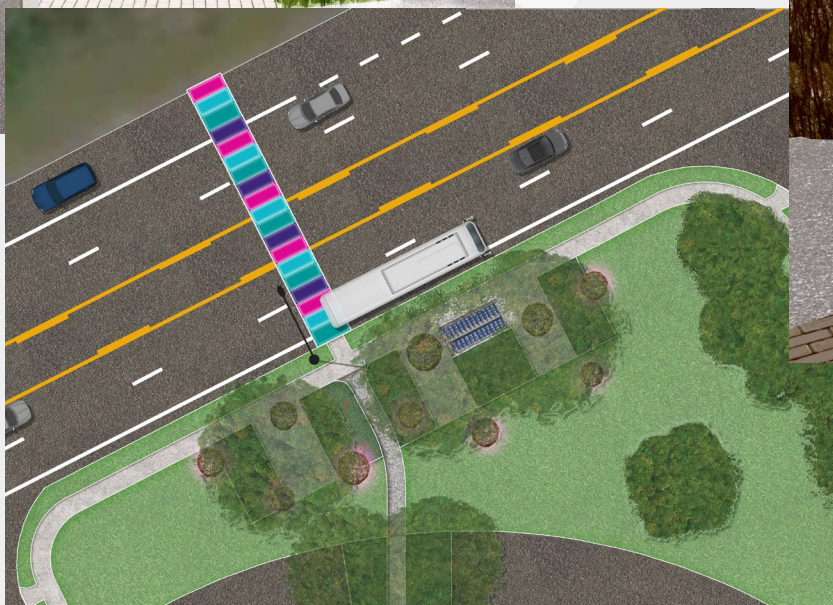




PROTOTYPE STOP: SUGARLOAF PARK & RIDE/FUTURE BRT STATION



PROTOTYPE STOP: SATELLITE BLVD AT CHOA



Source: TSW

PROTOTYPE STOP: BOGGS ROAD



PROTOTYPE STOP: ATKINSON ROAD



100-DAY ACTION PLAN



Incorporate Sugarloaf Transit Enhancement study Recommendations into Ongoing Planning Efforts



Coordinate on GCT Rebranding and Installation of New Bus Stop Signs with Gwinnett County DOT



Coordinate on Local Bus Stop #688 Relocation with Gwinnett County DOT



Begin Coordination on Trail Connections at Sugarloaf Mills



Begin Coordination with key Public-Private Partners

QUESTIONS?

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<https://sugarloafcid.org/sugarloaf-lci/>