



WE THE PEOPLE

CIDs & TADs

Gwinnett Community Improvement Districts Lead Revitalization Efforts

Gwinnett County is home to three Community Improvement Districts or CIDs: Gwinnett Place, Gwinnett Village and Evermore. A CID is designed to engage community property owners in the redevelopment and reinvigoration of revitalization areas.

Organizationally, a CID is created to cover a specific geographical area with certain limited taxing powers. These additional tax revenues are spent on area improvements such as roads. Georgia law regulates the creation of CIDs by requiring voluntary participation by a certain portion of property owners with a certain portion of the tax value in the area.

Although an additional tax is collected by the county Tax Commissioner, a CID is created under state law by a majority of the area's property owners, not by the county.

Evermore CID: Advocating a Transit-Oriented Development for Park Place

There is actually a Gwinnett side to Stone Mountain, although it may come as a surprise to many Gwinnettians. The Evermore Community Improvement District is hoping to add value to this section of the county by studying the benefit of Transit Oriented Development, in conjunction with a plan to transform the Olympic Tennis Stadium into a multi-purpose facility.

The south Gwinnett association of commercial property owners hopes to link the stadium with a multi-



The Olympic Tennis Stadium within the Evermore CID.

modal transit hub that would have the potential to revitalize the Park Place Activity Center and serve as a catalyst for redevelopment of the Evermore commerce corridor.

The CID is acting to reverse the effects of a sluggish economy that has spurred the departure of a number of big box retailers. "On the

other hand, we have also seen a number of major chains investing heavily in the future of the area," said Kenny King the Evermore board member tasked with overseeing the project. "Wal-Mart, Longhorn and McDonalds have spent between \$750,000 and \$1.2 million each on renovating their presence... If we



can improve transportation infrastructure, create a dynamic draw to the area and deliver thousands of potential customers to area businesses, then I think that's something we can do to make a positive difference."

The Evermore CID has already commissioned a preliminary study that showed the stadium could generate as much as \$106 million in economic impact over a ten-year period. Now, the organization has applied to the Atlanta Regional Commission for a grant that would allow it to view the stadium in the broader context of a transit oriented development. "The use of a multi-modal transit hub would serve to eliminate key bottle necks, reduce greenhouse gas emissions and create a boon for area businesses," according to Jim Brooks, the executive director of the CID.

Contact the Evermore CID at 770-979-5800 or visit www.evermorecid.org for more information.

Gwinnett Place CID: Building a Successful Future

The year 2009 brought unprecedented challenges to all sectors of the economy, and greater Gwinnett Place was not immune to those nationally occurring trends.

In light of these new realities, the Gwinnett Place Community Improvement District is undertaking initiatives to position the area to reap the benefits once economic conditions rebound.

CID staff and board members actively engage in partnerships and work continuously with Partnership Gwinnett to attract local, national and international attention to area redevelopment and investment opportunities.

Working in concert with the Gwinnett County Board Commissioners,



NCR Global headquarters within the Gwinnett Place CID

Board of Education and Chamber of Commerce, the CID was a champion in creating tax allocation districts (TADs). The Gwinnett Place TAD could more than triple in taxable value from \$178 million to \$607 million in 15 years, while creating 11,233 jobs resulting in \$470 million in annual payroll.

In 2009, dozens of new businesses opened to expand area employment. Greater Gwinnett Place is now home to NCR's global headquarters, Medical Business Service, Assurant and many others.

The CID's daily community patrols and strong working relationship with Gwinnett Police are reaping rewards. Gwinnett Place is continuing its trend of crime-rate reduction, dropping nearly 25 percent for all crimes from 2007 to 2009.

At the same time, the CID remains committed to winning local, state and federal support for re-



vamping the Pleasant Hill Road bridge over I-85 in favor of a new design that relieves congestion at the current bottleneck.

In seeking to fulfill all of the goals



of its board of directors, the Gwinnett Place CID works to expand the economic vitality of Gwinnett County's central business district for both now and in the future.

To learn more, call 678-924-8171 or visit www.gwinnettplacecid.com.

Gwinnett Village CID: Focused on Improving Mobility

The Gwinnett Village Community Improvement District, the largest CID in the state, represents the Norcross, Doraville, Tucker and Lilburn areas, covering over 14 square miles. The CID is centered at the I-85 and Jimmy Carter Boulevard interchange. Since its inception in 2006, the CID has made improving mobility

through congestion relief one of its top priorities.

In 2009, the Gwinnett Village CID completed a feasibility study for a light rail transit system in Gwinnett County that would run parallel to I-85, connecting the Gwinnett Arena with the Doraville MARTA station. The system would be similar to the successful light rail systems built in Charlotte, NC; Minneapolis, MN; and Phoenix, AZ.

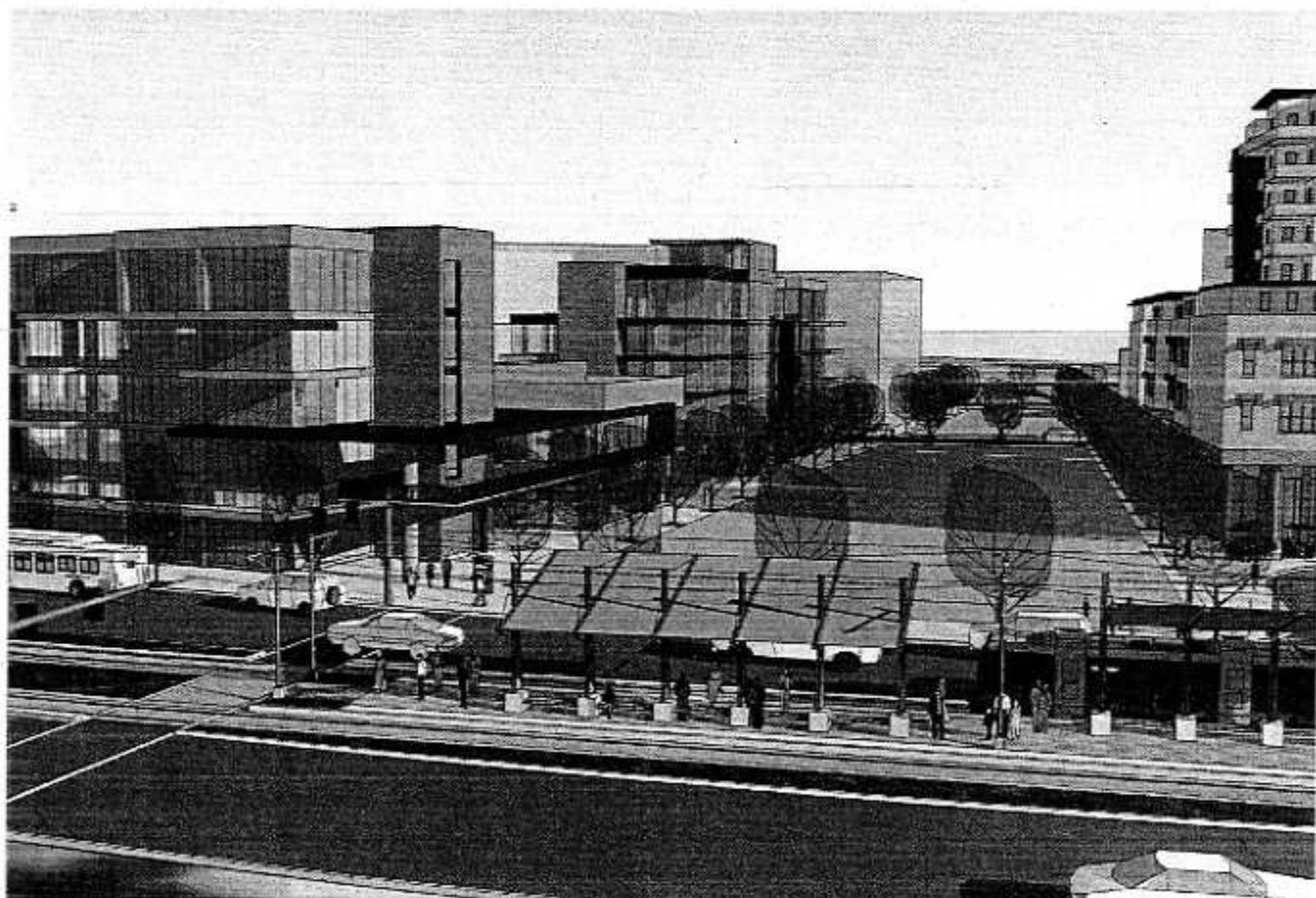
"This is more than just a transportation project, it's also an economic development initiative," said Chuck Warbington, executive director for the Gwinnett Village CID. "Businesses want to locate to an area that employees and customers can access with relative ease. This line

would connect Gwinnett County's major employment centers to the rest of the metro Atlanta region."

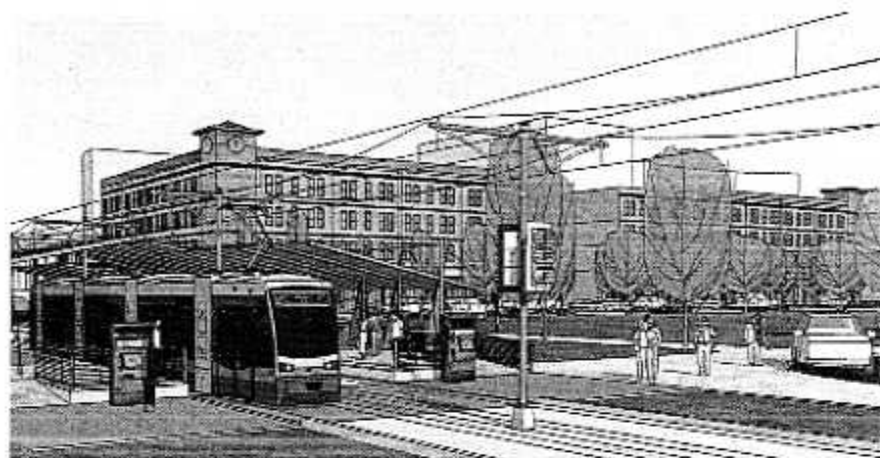
Preliminary ridership numbers for the I-85 light rail system mirror Charlotte, NC's opening day projections, which were exceeded by actual ridership by over 30 percent. The I-85 Light Rail Ridership Study was funded through a grant by the Atlanta Regional Commission and will be finalized in spring 2010.

The Gwinnett Village CID is working with key stakeholders to determine next steps, including the possibility of securing federal funds for construction.

Visit www.gwinnettville.com or call 770-449-6515 for more information.



Proposed light rail transit station within the Gwinnett Village CID



Gwinnett Village CID: Proposed light rail system

New Tax Allocation Districts Expected to Spark Job Growth

Gwinnett County took a big step toward revitalizing older areas of the county late last year when commissioners approved redevelopment plans and the formation of five tax allocation districts. Under state law, counties can issue development bonds for specified redevelopment areas to be paid back from increased tax revenues from those areas as they are improved. The funds can be used for both public and private facilities and infrastructure improvements within the tax allocation district.

Gwinnett voters approved the use of TADs in Gwinnett in the general election last year. Gwinnett's first five TADs include specific geographic areas in each of Gwinnett's three Community Improvement Districts.

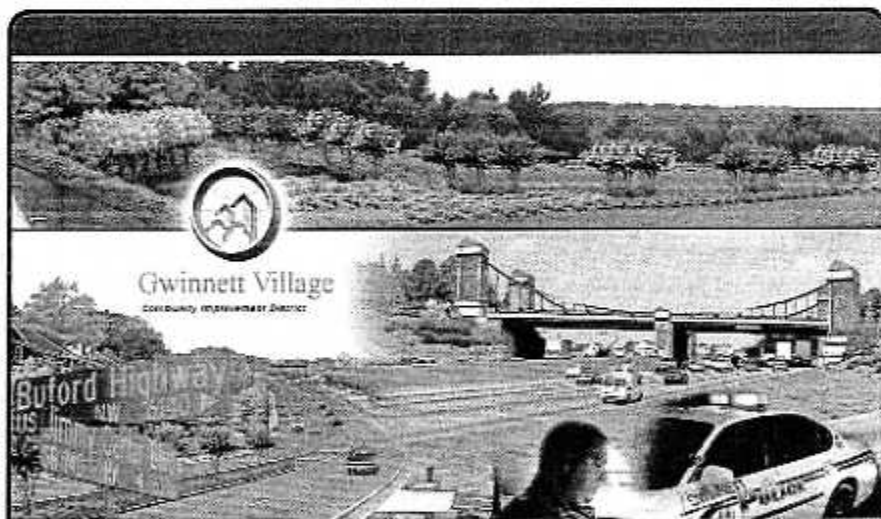
They are:

- The Jimmy Carter Boulevard and the Indian Trail Road sections of the Gwinnett Village CID.

- The Park Place and Lake Lucerne areas in the Evermore CID.
- Gwinnett Place in the Gwinnett Place CID.

Alfie Meek, the county's director of economic analysis, estimates the five areas together have a taxable value of about \$640.3 million, which is 2.1 percent of the county's overall tax digest. "These five TADs could conceivably triple their value, to \$1.9 billion, over the next 25 years, attracting as many as 36,000 new jobs and providing \$1.6 million in payroll," said Meek.

He expects the TADs to produce more than 8,700 new housing units, 1,500 hotel rooms, and three million square feet of new retail space with a total market value of \$4 billion.



The Gwinnett Village Community Improvement District is a special benefit district supported by commercial property owners which aims to improve the southwest portion of Gwinnett County. The CID has worked hard to create a business friendly environment by leveraging their \$2.5 million to improve mobility, increase property values, promote economic development and support incentives that ease the burden on new, local businesses.

For more information visit www.gwinnettville.com