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# Egbert Perry Speaks to the Value of Public Private Partnerships in Redevelopment

## Annual forum focuses on 'Reimagining Redevelopment' for County

Partnership Gwinnett recently hosted the Sixth Annual Gwinnett Redevelopment Forum at Studio Movie Grill in the City of Duluth. The event, attended by more than 250 local government officials, private developers, business and community leaders, architects, attorneys and urban planners, centered on understanding the links between rapidly shifting demographics and the dynamics of community redevelopment.

Egbert Perry, CEO and founder of The Integral Group, which is heading up a development and investment team that recently purchased the former GM plant site in Doraville, opened the 2014 Forum. As the leader of one of metro Atlanta's largest redevelopment projects, Perry spoke to the importance of collaboration and connectivity by suggesting, "It ought to be irrelevant what jurisdiction you are in. As a region, we need to get really focused on connectivity."

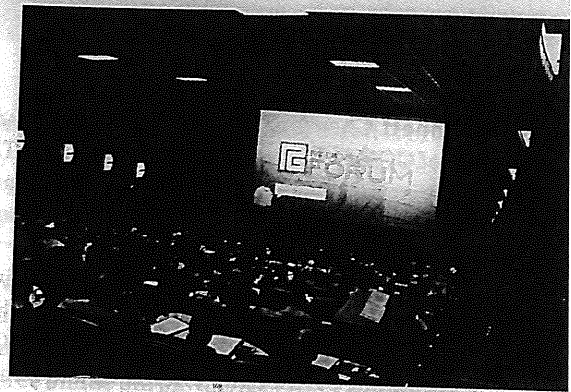
The event represents one of Gwinnett's many strategies to bring new models of redevelopment and revitalization to targeted areas of the County, in light of the changing trends and preferences among Millennials and Active Boomers. Young professionals and Active Baby Boomers are seeking non-traditional forms of housing and communities in which to live, work and play—a paradigm shift that Gwinnett is learning to embrace and implement through educational forums such as this.

In an effort to facilitate redevelopment, in 2013, Gwinnett reset its Tax Allocation Districts (TADs) to post recession value to give redevelopment projects the opportunity to be more successful.

"Redevelopment is certain to play a major role in Gwinnett's future prosperity," said Gwinnett County Board of Commissioners Chairman Charlotte Nash. "Gwinnett's recently reset TADs will be an added incentive for business investment in targeted redevelopment areas."

Bryan Heller, senior vice president at CBRE spoke on the "new economy" and its impact on corporate relocations and expansions. His session revealed how corporations make decisions, what they're looking for in a community and how those decisions are influencing the metro Atlanta office market.

"Successful real estate developments are aligning



themselves with corporations looking to acquire top talent, and especially Millennials," said Heller. "More and more companies will shy away from areas that do not offer housing choices. Today's office worker is more transient and often times renting by choice. Further, new economy driven essentials are access to amenities on foot (or bike), top-end bandwidth (Gigabit) and convenient access to multi-modal transportation."

The prevailing theme revolved around the intergenerational preferences of Millennials and Baby Boomers, driving the new market economy. While these two generations span over four decades, the two groups want many of the same thing in lifestyle and community—housing options, walkability, urban feel, restaurants and activity centers.

In addition to its Annual Redevelopment Forum and Peer Bus Tour, Partnership Gwinnett leads the work of the Redevelopment Task Force. This group facilitates quality redevelopment by educating community members about top redevelopment tools and opportunities in the community.

"The success of this Forum speaks to the continual efforts of Partnership Gwinnett to cultivate redevelopment opportunities in our community," stated Joe Allen, executive director, Gwinnett Place CID. "We designed this event to help educate community leaders and encourage developers, investors and financing institutions to partner with and join us as we reinvent Gwinnett through redevelopment."