

Gwinnett Place CID Steering Group Session Report: Community Partnerships



Community Steering Group work session

Primary objective—Identify redevelopment options and identify key influencers and stakeholders to help lead urban renewal effort

– In attendance: Joe Piccolo, Leo Wiener, Mark Williams, James Song, Joe Allen

•General Discussion

- “Current State” impression: Area in transition from traditional mixed use to more multicultural retail/commercial, in need of “mega site” and/or enterprise-specific “zone” or other commercial draw
 - The mall is central to area revitalization
 - New prospective buyers, tenants are reacting to perception and avoiding area
 - Asian/ethnic businesses feel “comfortable” and are moving in/growing
 - Traditional traffic/shoppers are “uncomfortable: and choosing Mall of Georgia, other locales
 - Corporate/commercial, bio-medical industry investment/growth and infrastructure improvements are indicative of potential for mega site and or development



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Potential solutions

- Public/Private Partnership
 - Mega-site or development “zone”
 - Entertainment/Amusement zone
 - Global “education center” or traditional campus learning nexus i.e. tech school, language, arts/music,
 - Cultural hub (i.e. “Little Korea”, “Little China” concepts, etc.
 - Technology or bio-medical hub
- Scaled initiatives
 - Lighting/security/tech/wireless, etc.
- **Selling points**
 - Street/traffic/infrastructure improvements
 - Access to transportation, services, utilities, bandwidth, etc.
 - Labor availability/population density
 - Corporate presence i.e. NCR, Gwinnett Medical, Assurant, etc.



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- **Next steps**
 - Research/explore James Song's "global education center" concept
 - Assemble and tune "selling points" info, visuals, renderings for presentation purposes
 - Review options with public/private experts/entities and companies specializing in urban renewal, redevelopment, restart of distressed properties/districts/projects
 - Community Development Partners/4PM Inc.
 - Oliver/McMillan
 - Developer i.e. Phillips/Jordan, PKF, Collier, etc.
 - Identify individual key influencers (property owners, corporate players, community leaders, government and Non-government facilitators), ask for participation/partnership and set meeting date
- Research/review redevelopment models i.e. tax exempt, tax deferred, tax allocation district, etc.
- Meet with NGO, government entities to help facilitate (Nick Masino, Partnership Gwinnett, Chamber, etc.)
- Communicate process, approach via media, billboards, social media, through partners
- Approach county, state, federal agencies for funding, support, grants to study concepts

