

**A WORLD OF PLACES  
IN ONE PLACE**



**2012  
REPORT &  
ACCOUNTS**



[www.GwinnettPlaceCID.com](http://www.GwinnettPlaceCID.com)  
[www.VisitGwinnettPlace.com](http://www.VisitGwinnettPlace.com)

# LEADING FOR CONTINUED SUCCESS

## AT GREATER GWINNETT PLACE

The Gwinnett Place Community Improvement District (CID) Board of Directors greatly appreciates the opportunity to continue serving the interests of commercial property owners in Gwinnett's central business district.

Working with governmental and private-sector partners, the CID led various efforts that put in place aggressive economic development tools to benefit the area. In coordination with Gwinnett County Government and the Gwinnett Chamber of Commerce, the CID took the lead on preparing the application that resulted in the Greater Gwinnett Place Opportunity Zone (OZ) creation. The CID continues to leverage CID funds that result in millions of dollars of outside funds coming into the district, and crafted proactive solutions to improve mobility and transportation investments.

The CID Board provided the leadership to prepare a vision for the future with the completion of the Gwinnett County-approved Gwinnett Livable Centers Initiative (LCI) plan that will serve as a guide to transition the area into a dynamic mixed-use center over the coming years.

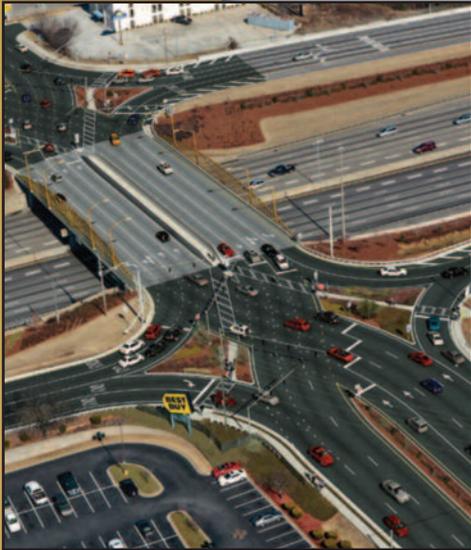
In concert with area stakeholders, the CID is putting together the building blocks of redevelopment that will result in renewal and revitalization – Opportunity Zone and Tax Allocation District approvals, anticipated future approval of a Unified Development Ordinance and on-going infrastructure investments.

Construction of the Diverging Diamond Interchange (DDI) is well underway. Each day brings the completion of this innovative transportation design closer to reality. Recently completed pedestrian enhancement projects are already improving the walkability and sustainability of the area.

The CID Board of Directors is most proud of our relationships with Gwinnett County and the region's leadership bringing renewed attention and investment to the area. Dynamic changes are becoming a reality for the Greater Gwinnett Place community – positive and proactive results continue to take shape.

Thank you again for your participation as a stakeholder. Your investments are having a real and tangible impact in Gwinnett's central business district at Gwinnett Place.

*Thank you*  
Gwinnett Place CID Board of Directors



## NEW DDI BRIDGE AT PLEASANT HILL ROAD & I-85 NOW UNDER WAY

Construction of the new Diverging Diamond Interchange (DDI) at Pleasant Hill Road and I-85 began during the fall of 2012.

The highly anticipated renovation and upgrade of the Pleasant Hill Road Bridge is a culmination of revitalization efforts that have been spearheaded by the Gwinnett County Department of Transportation (DOT) and the Gwinnett Place CID.

In June, Gwinnett's first diverging diamond intersection won Gwinnett County Board of Commissioners' approval for construction. The design uses the existing bridge more efficiently by switching traffic to the left to allow smooth left turns onto the interstate. Pedestrians will use a new walkway in the median.

E.R. Snell Contractor, Inc., of Snellville was the lowest of three

bidder at just under \$4.3 million, which will come from SPLOST and CID funds. The work involves widening a half-mile of roadway plus new retaining walls, curb and gutter, sidewalks, pedestrian lighting, landscaping and traffic signals. The timing of other signals approaching the intersection will also be adjusted to ensure smooth traffic flow throughout the district.

Gwinnett Transportation Director Kim Conroy said, "The Gwinnett Place Community Improvement District has worked closely with our traffic engineers on the new design. We estimate this will extend the useful life of the existing bridge by about 10 years with no widening needed." The project is expected to be completed later in 2013.

## IMPROVING STREETSCAPES

The Gwinnett Place CID along with Gwinnett County and Transportation Enhancement (TE) grants provided funding for the construction of three streetscape and six sidewalk projects in 2012. The streetscape projects along portions of Pleasant Hill Road and Satellite Boulevard included installation of benches, trash cans, brick pavers and landscaping along the sidewalks.

The new pedestrian improvement projects brought a new look to sections of Gwinnett's central business district. Gwinnett County continues to be a tremendous partner in having these initiatives constructed during 2012. Gwinnett County DOT has been an involved partner with the CID from the very beginning of the planning to their leadership during the construction.



## **GWINNETT PLACE CID RECEIVES \$1 MILLION GRANT**

In June, Governor Nathan Deal announced that Georgia would fully fund a \$1 million grant application request made by the Gwinnett Place Community Improvement District for upgrading the Pleasant Hill Road Bridge at Interstate 85 to a Diverging Diamond Interchange (DDI). The funds have been made available through the Georgia Transportation Infrastructure Bank (GTIB).

“The GTIB program is a way for communities who are serious about investing in their infrastructure to apply for the help they need to complete or move their projects forward,” said Governor Deal.

“These projects are the kind of investments that not only sustain communities, but they also strengthen communities by providing more job opportunities.”



*Joe Allen-GPCID Executive Director; Leo Wiener-GPCID Chairman, Lynn Rainey - GPCID Attorney, Charlotte Nash - Gwinnett County Commission Chair, Governor Nathan Deal, Lynnett Howard - Gwinnett County Commissioner, Mike Beaudreau - Gwinnett County Commissioner, Casey Cagle - Lieutenant Governor*

“We are honored that the Governor sees the value of the hard work that is going into this project, as do the local property owners and businesses in the Greater Gwinnett Place area,” said Gwinnett Place CID Chairman Leo Wiener.

## **GREATER GWINNETT PLACE OPPORTUNITY ZONE APPROVED BY STATE OF GEORGIA *Tax Credits Available***

In late December 2012, the Georgia Department of Community Affairs approved the new Opportunity Zone for the area in and around the Gwinnett Place CID. New and existing businesses within the OZ that create two or more jobs can receive a tax credit of up to \$3,500 per job; credits can be used against 100% of the business’s income tax liability and state payroll withholding. The OZ designation was retroactive to the beginning of 2012 creating tax credits for those businesses within the OZ that added jobs throughout the year.



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## **GWINNETT COUNTY BOARD OF COMMISSIONERS APPROVES LIVABLE CENTERS VISION FOR GWINNETT PLACE**

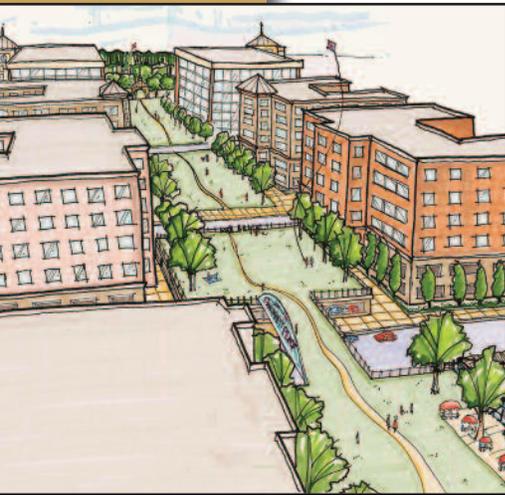
On the evening of August 28, the Gwinnett County Board of Commissioners took a bold step forward and endorsed a future vision for the Greater Gwinnett Place area --- Gwinnett County's central business district and the strategic heart of our community.

During 2012, the Gwinnett Place CID worked in close concert with Gwinnett County, the Gwinnett Chamber of Commerce, area stakeholders and concerned citizens to craft proactive strategies that can dramatically transform greater Gwinnett Place, functionally and aesthetically, into a vibrant mixed-use activity center. The resulting recommendations are market-driven and are aimed at reestablishing the area as the thriving nucleus of Gwinnett County.

Launched in partnership with Gwinnett County and the Atlanta Regional Commission, the Gwinnett Livable Centers Initiative (LCI) is a road map that will create a new type of community in Gwinnett's central business district. Successful implementation of the market-driven recommendations of this plan will require a true public-private partnership. Through the LCI process, stakeholders gained an understanding that doing nothing or maintaining the status quo would lead to failure because it places the area at a disadvantage relative to other competing communities. Gwinnett Place must continually evolve and remake itself

if it is to be competitive again in the marketplace.

To achieve this vision the concept plan recommends the implementation of economic development strategies such as Opportunity Zones and Tax Allocation Districts. Also, the plan calls for the revision of local land use policies/regulations and new infrastructure investments aimed at changing the current auto centric suburban pattern to a more walkable urban development. Central to this implementation strategy is the creation of what has been called the Great Lawn, a signature-gathering place that can provide an outdoor venue for public gatherings, art, entertainment, and recreation. This would be a central green space or public park that will span both sides of Pleasant Hill Road, and promote sustainable development while providing a much needed pedestrian friendly environment in this urban setting.



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## GWINNETT PLACE CID AND GWINNETT POLICE IMPROVE SAFETY AND SECURITY

An ongoing public safety focus brought results of significant decreases in crime throughout the district during 2012. The Gwinnett County Police Department Crime Analysis Unit reports incidents that occurred during the CID's baseline year of 2007 compared to 2012 have significantly decreased:

- Robbery: DOWN 52%
- Motor Vehicle Theft: DOWN 65%
- Theft: DOWN 48%
- Burglary (Commercial): DOWN 24%

During the same reporting period, the number of area traffic accidents also showed a noticeable decrease - down 56% from 2007 levels. Overall tracked crime incidents are down 49% in the CID during 2012 compared to the CID baseline year of 2007.

Working in partnership with the Gwinnett County Police Department, the CID continues

taking extra measures to increase public safety coverage by contracting with a private security firm to provide additional uniformed services. The CID's daily community patrols and close coordination with Gwinnett County Police are a proactive effort benefiting the many shoppers and visitors arriving at Gwinnett's central business district.

The Gwinnett Place CID continues to offer strong support for the new Crime Free Multi Housing (CFMH) initiative to aggressively eliminate crime by Gwinnett Police and the 26 apartment complexes bordering the Gwinnett Place CID. Immediate successes resulting from the CFMH Initiative include:

- 12% reduction in Part 1 crimes from April to December 2012
- Calls for police services to these participating apartments reduced by 22.3%
- Removal and elimination of potential criminal threats to the area.



## CLEANING UP GWINNETT PLACE CID

*Crews funded by the CID to maintain the roadways throughout the district had a record year for clean-up in 2012. The CID addressed over 500 incidents and issues ranging from non-functioning street lights and damaged street signs to graffiti and illegal signs.*

- Removed 1,507 illegally placed signs
- Reported 124 malfunctioning street/parking lights and 27 malfunctioning traffic signals that were repaired
- Reduction of graffiti noted this year - only 14 instances which were reported and removed
- Staff and crews cleared 23.38 tons of debris from area roadways

# STATEMENT OF REVENUES & EXPENDITURES

Year Ended December 31, 2012



## REVENUES

Property Tax Revenues, Net of Administrative Fee	\$ 972,107
Intergovernmental Grants	255,589
Interest Income	7,928
<b>TOTAL REVENUES</b>	<b>\$1,235,624</b>

## EXPENDITURES

Accounting	\$19,626
Business Development, Dues, Printing and Design, Website and Telecommunications	12,536
Computer Expense, Office Supplies, Postage, Other	2,052
Insurance	9,542
Legal Ads and Legal Fees	16,570
Occupancy Expenses	25,631
Payroll and Related Expenses	200,463
Programs, Projects and Studies	1,939,464
<b>TOTAL EXPENDITURES</b>	<b>\$2,225,884</b>

Decrease in Restricted Fund Balance	(\$990,260)
Restricted Fund Balance, Beginning of Year	\$1,768,169
Restricted Fund Balance, End of Year	\$ 777,909

*The Gwinnett Place Community Improvement district (CID) receives funding through special tax assessments on commercial property within the CID area to be used for purposes outlined by the Gwinnett County Community Improvement Districts Act. Taxes are collected by the Gwinnett County Tax Commissioner and are disbursed to the CID less a one-percent processing fee.*

Taken from Independent Auditors' Report prepared by Smith & Howard



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# GWINNETT PLACE CID

## 2012 Board of Directors



**CID BOARD OF DIRECTORS:** Mark Williams - *Printing Trade Company*, Kimberly Morphis - *LVK Management Corporation*, Leo Wiener - *Glenwood Development Company*, James Song - *International Shopping Center Group*, Craig Kaufman - *Kaufman Realty Group*, Debra Irving - *Gwinnett Place Mall/McKinley*, Marcy Adams - *Atlanta Marriott Gwinnett Place*. **CID BOARD OBSERVERS:** Chris McGahee - *City of Duluth*, Tim Hur - *International Business Accelerator, LLC*. **LEGAL COUNCIL:** Lynn Rainey

Gwinnett Place CID  
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*The CID's Board of Directors represent commercial properties and businesses in the district with a dedication to improving the area's economic vitality. These directors serve as of 12/31/2012.*