

**GWINNETT PLACE  
COMMUNITY IMPROVEMENT DISTRICT (GPCID)  
SPECIALLY CALLED MEETING  
Gwinnett Commerce Center  
3700 Crestwood Parkway, Suite 680  
Duluth, GA 30096  
July 29, 2009**

**MINUTES**

**Attendees**

**Board Members:** Marcy Adams            Casey Coffey            Justin Fanning  
Joe Piccolo            Leo Wiener            Mark Williams  
Glenn Wisdom

**Staff:** Joe Allen            Dave Rosselle

**Consultants:** Jeff Corbin, Landmark Communications, Inc.

**In Attendance:** Hon. Shirley Lasseter, District 1 Commissioner  
Major Bart Hulsey, Gwinnett County Police Department,  
Central Precinct Commander  
Johnny Barrett

Mark Williams called the meeting to order at 8:30 a.m. by welcoming all in attendance.

Mr. Wiener motioned to approve the proposed agenda, seconded by Mr. Coffey and unanimously approved.

***Review of established short/long-term goals***

Mr. Allen conducted a comprehensive review of previously established goals. Mr. Allen noted that the minutes from the 2006 goal setting session were in the board members' information notebooks.

**Short Term Goals**

**1. Implement Signage Plan**

- a. Prepare Master Plan (completed 2006)
- b. Master Plan, Phase 1 (completed 2006)
  - i. Joint CID/Gwinnett County funding
  - ii. Commerce Avenue pocket park/first Gateway Monument
- c. Master Plan, Phase 2 (completed 2007)
  - i. Joint CID/Gwinnett County funding
  - ii. 3 gateway monuments, 3 secondary monuments, banners

- d. Master Plan, Phase 3 (completed 2008):
  - i. Joint CID/Gwinnett County funding
  - ii. 4 additional secondary gateway monuments, 10 directional signs, illuminated street signs/GP medallions on all mast arm location intersections
- e. Master Plan, Phase 4 ready to implement. Awaiting funding source.
- f. Transportation/GPCID signs on Interstate ramps and interior entry points

Mr. Piccolo asked for a copy of the proposed Phase IV plan. Mr. Allen noted that all plans are on the CID Web site, but he will e-mail the documents to Mr. Piccolo. Chairman Williams asked that the master plan be reviewed at the August meeting as there maybe elements no longer needed. Mr. Allen noted that all phases have had matching funds so that the CID did not bear all the costs. It was the general consensus of the Board that no further efforts need to be done to expand the existing signage, banner and wayfinding signage. Everyone was pleased with the present presentation and branding for the District.

## **2. Landscape Master Plan for Pleasant Hill and Steve Reynolds Ramps**

- a. Steve Reynolds Boulevard quadrants and 2 Pleasant Hill Road quadrants (completed 2007)
- b. Completed north quadrants of Pleasant Hill Road at conclusion of I-85/316 project (completed 2009)
  - i. Funded with CID, Gwinnett County and GATEway funds
- c. Ongoing litter removal and landscape maintenance on 8 quadrant areas

All board members expressed satisfaction with the present landscape maintenance plan and coverage areas throughout the district. The general consensus of the Board was that the on-going landscape maintenance efforts should continue.

### ***CID Security***

Mr. Allen suspended his goal review to allow for Major Hulsey to provide an update on District security statistics and efforts by the Gwinnett County Police Department in the district. The Department is taking steps to make certain that current budgetary constraints do not impact enforcement efforts. Mr. Allen noted the security statistics update in the board members' packet. An ongoing issue is criminals breaking into cars. Major Hulsey encouraged steps that could be taken to educate the public to not leave items in their vehicles. Steps could include posters, PSAs, driving golf carts around with yellow lights flashing and more extensive lighting in parking areas. In response to Mr. William's inquiry concerning the best strategy for using a supplemental security team funded by the CID, Major Hulsey and Mr. Allen had already discussed the issue and it was suggested coverage during mid-day between 11:00 a.m. and 3:00 p.m. and again between 10:00 p.m. and 2:00 a.m. Commissioner Lasseter asked about which specific areas needed to be focused on in the CID. As discussed with Mr. Allen, Major Hulsey recommended the BP station, Transit Center, Barnacles, Belushi's and the karaoke clubs. A discussion followed concerning any plans to place security cameras in the District. The CID has requested funding for this system

from congressional funds. Mr. Williams encouraged Major Hulsey to let the CID know if there was anything we could do to help support their efforts.

Mr. Allen noted that in a recent survey of key area businesses, 1,039 hours of off-duty police/private security covers the CID each week.

### **3. Pleasant Hill Road Streetscape**

- a. Phase 1, Breckinridge Boulevard to Satellite Boulevard (CID/Gwinnett County/TE-grant joint funding)
  - i. Initial Concept Plan Approval (completed 1<sup>st</sup> quarter 2008)
  - ii. Detailed Plan Approval (completed 3<sup>rd</sup> quarter 2008)
  - iii. Right of Way Acquisition plan approved (completed June 2009)
    1. Awaiting GDOT NTP to Gwinnett DOT
  - iv. Construction (late 2009/early 2010)
- b. Phase 2, Breckinridge Boulevard to Club Drive (CID/TE-grant joint funding)
  - i. Creation and GDOT approval of Concept/Construction Plan (completed 3<sup>rd</sup> - 4<sup>th</sup> quarter 2008)
  - ii. Environmental documents under review by GDOT (3rd quarter 2009)
  - iii. Construction (2010)
- c. Repair of Jackson EMC and Georgia Power street light poles (quarterly)

### **4. Area Redevelopment Plan**

- a. CID-funded redevelopment "vision/strategy" (completed 2007)
- b. CID-Mixed Use Redevelopment District Ordinance and Design Guidelines (Joint CID/ARC funding)
  - i. Approved by GPCID BOD (1<sup>st</sup> quarter 2008)
  - ii. Submitted to Gwinnett County BOC (June 2008)
  - iii. Awaiting adoption by Gwinnett County BOC
  - iv. Versions incorporated into Gwinnett Unified Plan (2009)
- c. Parking Management Plan (Joint CID/ARC funding/completed 2008)
- d. Tax Allocation District Master Plan (completed 2008-2009)
  - i. August approval by Gwinnett County Redevelopment Agency
  - ii. September approval by Gwinnett County BOC
- e. Livable Communities Initiative (ARC funded/completed 2009)
- f. CID participated in Unified Plan creation.
- g. CID played a role in educational outreach with state-wide and county-wide referendum on TAD ballot initiatives
- h. CID staff promoted area at ICSC conference in October 2008.
- i. Three Gwinnett CIDs and Chamber hosting August 10 redevelopment showcase. Two Gwinnett Place area properties to be highlighted.

The redevelopment plan for Gwinnett Place and other areas in the County has been finalized and is now under review by Gwinnett County. Mr. Wiener stated that obtaining approval of both the CID-Mixed Use Redevelopment District Ordinance and the Redevelopment Plan/TAD are now the most important initiatives of the CID to help stimulate economic development in the District.

Commissioner Lasseter acknowledged by stating that "it was the most necessary thing the Board needs", but also stated that "some things have changed".

#### **5. Satellite Boulevard Streetscape**

- a. Phase 1, Gateway Monument/pocket park (CID/Gwinnett County joint funding/completed 2006)
- b. Phase 2, Transit Center to Tandy Key Lane (CID/TE-grant joint funding)
  - i. Awarded Federal funds (2008)
  - ii. Creation and GDOT approval of Concept/Construction Plan (completed 4<sup>th</sup> quarter 2008)
  - iii. Environmental review underway by GDOT (3<sup>rd</sup> quarter 2009)
  - iv. Construction (2010)
- c. Phase 3, Pleasant Hill Road to Transit Center
  - i. Project approved by ARC. No funding provided (2007)
  - ii. Re-submit project (3<sup>rd</sup> quarter 2009 during call for projects)
- d. Phase 4, Tandy Key Lane to Old Norcross Road
- e. Phase 5, Pleasant Hill Road to Steve Reynolds Boulevard
- f. Repair of Jackson EMC and Georgia Power street light poles (quarterly)

#### ***15 Minute Break***

##### ***Board Leadership***

Following the break, Mr. Williams stated that a request had been made to modify the agenda to include a discussion concerning Chairmanship of the Board of Directors. Mr. Williams motioned to modify the agenda to include this discussion, seconded by Mr. Wiener and unanimously approved.

Mr. Johnny Barrett, a Gwinnett County resident, addressed the Board and stated that he was told by Mr. Williams that if Mr. Williams thought it was in the best interest of the Board and CID, he would step down as Board Chairman. Mr. Barrett further stated that he thought the Board would benefit if it had a different Chair so that Mr. Williams would not have to carry the full load. Mr. Coffey challenged the statement by asking why the Board would benefit from this change. Mr. Barrett stated that he thought it would be better if others "stepped up", but acknowledged that Mr. Williams has been a fantastic leader. Mr. Wiener stated that everyone has pitched in and that it was normal if everyone did not always agree on all issues.

Ms. Adams inquired as to what the problem was with Mr. Williams' leadership of the Board. Mr. Barrett did not directly respond but stated that Mr. Piccolo has expressed an interest in the Chairmanship. The other Board members expressed that they were not aware of his interest. Mr. Wisdom asked if it was the intent to ask Mr. Williams to resign and appoint Mr. Piccolo as the Chairman. Mr. Williams asked Mr. Piccolo if he wanted to serve as Chairman. Mr. Piccolo replied that he would be interested. In response to a question if this decision should be addressed at this meeting, Mr. Wisdom recommended that it would be

best not to consider this decision at this time. The general consensus of the Board was that a decision on the action be deferred to a later meeting.

Mr. Allen continued with his review of Board goals.

#### **6. Pleasant Hill Road Mobility**

- a. Comprehensive transportation study (completed 2006).
  - i. Jointly funded by CID and Gwinnett DOT
- b. 45-intersection Traffic Signal Optimization Project (completed 2006 and 2008).
  - i. On-going signal timing maintenance with Wolverton and Associates (2009)
- c. Routine status meetings with GDOT/Gwinnett DOT staff
- d. Installation of new sidewalks with SPLOST funding:
  - i. Crestwood Parkway (completed 2006)
  - ii. Venture Parkway (completed 2006)
  - iii. Market Street (completed 2007)
  - iv. Satellite Boulevard (completed 2007)
  - v. Various sections of Old Norcross Road (completed 2008)
  - vi. Various sections of Steve Reynolds Blvd. (completed 2008)
  - vii. Awaiting of 2009 SPLOST approval by Gwinnett County BOC with \$3 million funding level for sidewalks (August 2009)
- e. Repair/repaving/repainting of Roadways (completed 2007-2008)
  - i. Venture Drive
  - ii. Venture Parkway
  - iii. Pleasant Hill Road
  - iv. Satellite Blvd.
  - v. Merchant's Way
  - vi. Gwinnett Place Drive
  - vii. Old Norcross Road
- f. Median repair/re-stripping on Pleasant Hill Road and Satellite Blvd. (completed 2008)
- g. Clean Air Campaign outreach. Regular meetings with office development staff.
- h. Installation of new traffic signal at Mall Blvd (CID/Gwinnett County joint funding/completed 2008)
- i. Heavy Rail Transit Study (Joint GPCID/GVCID/MARTA funding/completed 2007)
- j. In partnership with ARC, MARTA, Gwinnett County, City of Norcross and Gwinnett Village CID, conduct Light Rail study for I-85 corridor (2008-2009).
  - i. Completed phase 1 June 2009; beginning phase 2 in August 2009 utilizing ARC and CID funds.
- k. Transit Planning Board Concept 3 report and citizen survey (CID Alliance/TPB joint funding/completed 2008)
- l. Interior Shuttle Service Review (completed 2006 and 2008)
- m. Represent CID at HOV to HOT meetings
- n. Directional sign/billboard of I-85 (2008-2009)
- o. Created Gwinnett Place Drive/Pleasant Hill Road/Venture Drive intersection improvement concept plan and submitted to Gwinnett DOT. Awaiting approval to begin next planning phase by Gwinnett DOT.



## Long Term Goals

### **1. I-85/316 Slip Ramp**

- a. Feasibility Study/GDOT/Federal Highway Review (completed 2006)

### **2. Widen Pleasant Hill Road Bridge**

- a. Feasibility Study/Concept Plan (completed 2007)
- b. Traffic Evaluation Study (completed 2007)
- c. IMR include in Regional Transportation Plan (2007)
- d. CID-funded Interchange Modification Report with Gwinnett DOT/GDOT/Federal Highway. FHWA gave IMR concurrence to CID (May 2009).
- e. Federal Funding by Congressional delegation (3<sup>rd</sup> quarter 2009)
- f. Include in TIP (4<sup>th</sup> quarter 2009/early 2010). Awaiting ARC call for projects. Congressionally designated funds will push project into TIP.
- g. Preliminary Engineering (2009-2013)
  - i. RFQ issued (3<sup>rd</sup> quarter 2009). Mr. Allen sought volunteers from the Board to serve with representatives from Gwinnett and Georgia DOT to review the documents.
- h. Bridge recommended by Western Gwinnett Transportation Taskforce recommendations to Gwinnett County Board of Commissioners (2008)
- i. Bridge project in Gwinnett County SPLOST funding vote:
  - i. CID supporters on funding recommendation committees
  - ii. Citizen selection committee recommended \$1.5 million in transportation planning funding, \$3 million in sidewalk funding, \$1 million in funding for Gwinnett Place Drive/Pleasant Hill Road/Venture Drive intersection improvement, \$2 million for West Liddell connector, \$750,000.00 for Club Drive/Pleasant Hill Road, and \$ 9.5 million for Pleasant Hill Road bridge project. Board of Commissioners to vote on funding levels in August 2009.
- j. Mr. Allen noted one-on-one meetings with congressional staff (Linder, Johnson, Chambliss and Isakson). The CID engaged Ogilvy Government Relations to secure Federal funding:
  - i. \$1 million congressionally directed spending from Linder for Pleasant Hill Road bridge
  - ii. \$1 million congressionally directed spending from Chambliss for Pleasant Hill Road bridge

### **3. Breckinridge Boulevard – Venture Parkway Connector Bridge**

- a. In concert with Board officers, Mr. Allen recommended the feasibility study be postponed to concentrate efforts on Pleasant Hill Road Bridge initiative. Mr. Piccolo asked for information concerning location. Mr. Allen directed the Board to the planning map.

### **4. Pedestrian Refuge Islands along Satellite Blvd./Pleasant Hill Road**

- a. No movement on this goal as this is geared to coincide with redevelopment efforts. Mr. Allen noted that most projects proposed for the area have been postponed or canceled due to the economy.

## 5. Georgia Power Park/Upgrade Area Retention Ponds

- a. Landscaping Phase 1 completed in 2006.
- b. CID working with Council for Quality Growth Storm Water Regulations Revision Taskforce (2008)
- c. Landscaping Phase 2
  - i. Submitting non-profit grants for project (2009)

### Misc. Items:

- Landscape maintenance and litter/graffiti removal program
  - All local roadways in district are maintained each Thursday and Friday during growing season.
  - I-85 ramps are maintained.
  - Results:
    - 2006:
      - Bags Collected: 753
      - Illegal Signs Removed: 383
    - 2007:
      - Bags Collected: 1,083
      - Illegal Signs Removed: 877
    - 2008:
      - Bags Collected: 2,128
      - Illegal Signs Removed: 2,051
    - 2009 (May)
      - Bags Collected: 993
      - Illegal Signs Removed: 847
  - Three landscaped projects included in Gwinnett Clean and Beautiful's Take Pride in Gwinnett Program (completed 2007-2008)
  - All roadways included in Gwinnett Clean and Beautiful's Adopt a Road program (completed 2008)
  - Coordination with Gwinnett Clean and Beautiful's graffiti eradication program, Quality of Life Unit, individual property owners... No graffiti in CID footprint.
  - Daily community patrols to monitor landscape maintenance, litter, graffiti, and infrastructure conditions.
  - Completed landscape enhancement projects:
    - Venture Drive at Pleasant Hill Road (completed 2006)
    - Crestwood Parkway (completed 2007)
    - Market Street (completed 2007)
    - Venture Parkway (completed 2006)
    - Georgia Power properties (completed 2006)
    - Mall Boulevard (completed 2008)
    - Commerce Avenue/Satellite Blvd. (completed 2006)
    - Pleasant Hill Road/Old Norcross Road (completed 2007)
    - White Chapel Memorial Gardens legacy oak tree (saved 2006)
    - I-85/Steve Reynolds wildflower installation (completed 2006)
- Safety brochure in coordination with GCPD (completed 2006)

- Criminal Trespass project with GCPD and Solicitor's Office (2006/2009).
- CID hosted Annual joint Gwinnett CIDs' legislative meetings (2006-2008)
- CID has enhanced public and media relations/Web sites. Outreach to various civic groups, homeowner associations, area neighborhoods, Convention and Visitors Bureau, Atlanta Regional Commission, Chambers of Commerce, potential investors, etc.
- CID staff involved with Partnership Gwinnett leadership roles (financial support/staff involvement on various committees).
- CID staff host regular meetings with economic development partners, real estate professionals.
- Gwinnett Tech's new International Education Center at Gwinnett Place Mall
- Organizing member of Get Georgia Moving Coalition
- CID coordinated new bus shelters on Pleasant Hill Road and Old Norcross Road.
- Quarterly meetings with BOC Chairman and County Administrator
- Hosted ARC Bike/Ped Open Houses and Workshops (2007-2008)
- Holiday/sales tax holiday public outreach (2006/2007/2009)
- Coordinated audit of area "night clubs" with GCPD and Department of Financial Services
- Quarterly meetings with Congressional staff
- Working with Police on removal of "urban campers" in GPCID area
- Monthly Zoning Board and Planning Commission review of parcels
- Gwinnett Place area perception survey (completed 2008)
- Gwinnett Convention and Visitors Bureau Gwinnett Place area map (completed 2009)
- Gwinnett Place Community Improvement Foundation (organized 2009)
- CID seat on Gwinnett Chamber of Commerce BOD (2009)
- Enhanced Chamber of Commerce events in Gwinnett Place area (hYPE, Business After Hours, Network Gwinnett)
- Provided input on storm water regulations rewrite
- Provided tour of Gwinnett Place area to Leadership Gwinnett 2009 class
- Regular meetings and assistance with area businesses
- Organized meetings of real estate professionals
- Regular meetings with Mayor of Duluth and staff; Commissioner Lasseter (until June)
- Issued RFPs/RFQs for landscape services, Pleasant Hill Road bridge, banking services, PR services, on-demand consulting services, I-85 landscaping
- Chairing Partnership Gwinnett QOL Committee
- Member of Chamber Redevelopment Taskforce
- Created Visit Gwinnett Place Web site (completed 2008)
- Hosted CID Alliance meetings
- Completed business security survey (2008/2009)
- Regular meetings with Central Precinct commander
- Daily interaction with QOL unit on various code issues
- Prepared area prospectus at request of real estate community (completed 2008)
- Launched new GPCID Web site (completed 2008)



Mr. Williams stated that the Board needed to support the Chamber's hYPe program for young professionals. Mr. Piccolo cautioned about the Board's focus should not be to become a "mini Chamber of Commerce". Rather, dollars should be spent on transportation issues, but certain advocacy efforts were acceptable. Mr. Wisdom stated that it was appropriate for the Board to support Partnership Gwinnett. Mr. Piccolo stated that the Board should have criteria for spending money to make certain that any activity is tied to the CID's goals. He did not believe that the CID should be a "player" by providing money to everyone who comes to the CID for funding. Mr. Wiener stated that any expenditures would be for things that benefit the whole District. Mr. Piccolo requested that the Board establish a criteria list for expenses.

In view of the discussion on Chamber involvement, Mr. Allen sought approval for the Board to fund Mr. Wiener and Mr. Piccolo's participation in the Chamber's strategic leadership visit to Denver, Colorado in September. Mr. Wisdom made the motion to fund \$5,000.00 for two GPCID representatives to attend the visit; seconded by Mr. Fanning and unanimously approved.

Mr. Allen also sought guidance on if he should remain Chairman of the Partnership Gwinnett Quality of Life Committee and remain as the CID representative to the Chamber Board of Directors. The general consensus of the Board was that Mr. Allen should remain in those two positions.

Mr. Allen presented a proposed funding a redevelopment opportunity in partnership with the Gwinnett Chamber promoting the Atlanta Regional Commission's Lifelong Communities Program on Gwinnett Place. Mr. Wiener stated that until the Redevelopment Ordinance/Plan and TADs were approved by the County Commission, the CID should wait on funding for a redevelopment program centered on the Lifelong Communities plan. There was unanimous agreement on this position to wait until the BOC moved on these issues.

#### ***Budget Review***

Mr. Allen reviewed the current status of the budget and funds that are presently unallocated. As of June 30, the CID had \$738,044.00 in cash. The current interest rate for the money market account is 2.27%.

Through the end of the first six-year "life" of the CID, the forecast shows approximately \$1.235M available at the board's discretion, assuming a 5 mill tax rate and current budget and commitments. If the CID maintains a funding level of \$800,000.00 for the Satellite Boulevard, Phase I and Pleasant Hill Road, Phase II streetscaping projects, the forecast shows approximately \$435,000.00 available. This amount takes into account estimated future tax revenues, program and operating expenses, and payouts of project commitments. Mr. Wisdom stated that the Board was not in a position at the present time to commit any additional funding dollars, which was supported by Mr. Williams.

