

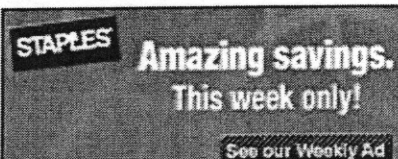
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Sent: Monday, July 11, 2011 8:35 AM
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Revitalize Gwinnett

A Guide to Redevelopment in Gwinnett

In This Issue

[Preparing for 2030...](#)

[TAD Spotlight](#)

[A Tale of Two Districts](#)

Quick Links

[Our Website](#)

[2010 Redevelopment Forum](#)

[Video](#)

About Us

This e-newsletter is brought to you by the members of Gwinnett's Redevelopment Task Force; a Gwinnett Chamber Economic Development initiative.

To learn more, contact
[Nick Masino](#).

Welcome to this issue of Revitalize Gwinnett! We're here to inform you of the latest happenings in redevelopment and revitalization as it pertains to Gwinnett County. It's our desire to give you the best information and latest tools needed to drive sustainable development to our community.



Preparing for 2030

How Gwinnett County is updating development ordinances to aid in implementing 2030 Unified Plan

On February 17 2009, the Gwinnett County Board of Commissioners adopted the 2030 Unified Plan which serves as the Comprehensive Land Use and Transportation Plan for Gwinnett. The 2030 Unified Plan was developed to serve as the guiding document for future decisions that will promote and support our community's economic capabilities, its physical well being, its overall quality as a place to live and its ability to deal with expected and unexpected challenges.

There are several recommendations (termed interventions in the Plan document) contained within the 2030 Unified Plan to steer Gwinnett to a better, more sustainable future. One of these recommendations is to pursue an overall update of the County's ordinances related to land use and development, which includes Gwinnett's Development Regulations and Zoning Ordinance.

Throughout 2011, the County will be working with its project team to update, streamline, and combine the County's existing zoning resolution, development regulations and other development related ordinances into one coordinated code document - the Unified Development Ordinance (UDO) -- that will embrace the new image, goals, and policies of the 2030 Unified

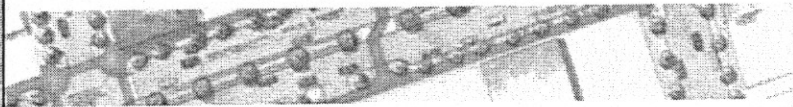
Plan. By doing so, the UDO will help ensure that future development in the county is consistent with the community's vision. A central goal of the UDO is to create a final product that is easily understood by the public, the development community, and county officials.

Key Tasks of UDO Development

The UDO consists of the following core tasks:

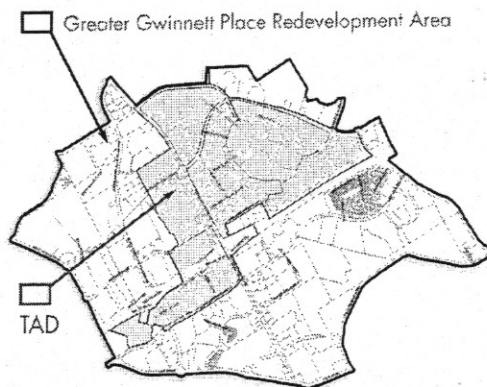
- Develop Strategy Statement, which will provide the "blueprint" for developing the Unified Development Ordinance.
- Revise and Update Zoning Districts and Standards
- Review, Evaluate and Update Land Development Regulations and Standards
- Review and Evaluate Innovative Planning Approaches
- Consolidate and Update Ordinance Definitions
- Update and Revise Environmental Standards
- Update and Streamline Administrative Procedures
- Compile the Draft and Final UDO

Please click link provided to [See full article...](#)



TAD Spotlight: Gwinnett Place TAD

The Gwinnett Place Community Improvement District (CID) worked with Gwinnett County government in winning approval to designate much of greater Gwinnett Place as a redevelopment area and tax allocation district (TAD).



TADs - sometimes called tax increment financing - are used nationally to spur economic development in underutilized areas. TAD financing supports projects resulting in substantially increased property values, reduced crime, jobs creation and revitalization of underperforming / underused commercial land.

The Gwinnett Place TAD is the largest economic development initiative in Gwinnett County's history. The TAD area encompasses Gwinnett Place Mall and much of the land surrounding the mall, stretching from Old Norcross Road south to I-85. Commercial property fronting Pleasant Hill Road from Shackleford Road to just north of Satellite Boulevard is also included.

The TAD accounts for 147 parcels, or approximately 518 acres. The object of these redevelopment efforts is to produce a mix of

residential and commercial uses within Gwinnett County's central business district.

Overall redevelopment in the Gwinnett Place TAD could create 11,233 jobs and result in \$470 million in annual payroll. The TAD is expected to attract as much as \$1.6 billion in private investment using \$92 million TAD financing - \$17.39 of private investment for every \$1 of TAD funds.

CID leaders consistently work closely with real estate professionals, economic development experts, brokers/ dealers and others to draw attention to greater Gwinnett Place's assets. CID leaders also help area stakeholders highlight their potential benefits from the TAD designation.

Fast Facts About The Gwinnett Place TAD

The Gwinnett Place TAD has a total taxable value of \$178 million - 0.6 % of Gwinnett County's taxable digest. The TAD could more than triple its taxable value from \$178 million to \$607 million in 15 years.

Total potential TAD redevelopment:

- Housing units: 2,650
- Retail: 161,000 S.F. net new
- Office and other commercial: 2.9 million S.F.
- Hotel Rooms: 250
- Total market value of development: \$1.6 billion

To find out more about the Gwinnett Place TAD contact [Joe Allen](#).



A Tale of Two Districts: The New Town Center

With the feelings left by the recession, concerns of global warming and draining gas prices, many would describe these days as "the worst of times." Yet by viewing the future with a sense of opportunity, these can become the best of times. The leadership of the City of Snellville is facing the problems of today by taking active steps to transform the problems of today into the opportunity of tomorrow.

One vision of opportunity for the city is the new town center. The vision began with the Livable Center Initiative (LCI) study project conducted in December of 2003. This early study, conducted by a group of concerned citizens, set the stage for pursuit of a town center. The study was funded by the Atlanta Regional Commission, with the goal to link transportation improvements with community developments.

Rather than just implementing superficial changes, the new Snellville Town Center offers a higher quality of life and economic sustainability. The focus on quality of life will bring greater opportunities for play and leisure, more growth and education, and a larger variety of housing options. Improvements in economic sustainability include creation of wealth, higher wages, a more diverse economy, and an increase in the tax base.

A next step in forming the vision for the new Town Center was a Market Opportunity Assessment. The assessment brought to light key characteristic