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Keynote Joe Minicozzi Speaks to the Value of Redevelopment for Gwinnett's Economy

Annual forum focuses on the dollar value of 'Redefining Redevelopment' for County

(GWINNETT- METRO ATLANTA) November 5, 2013— [Partnership Gwinnett](#), in collaboration with [The Council for Quality Growth](#), hosted the Fifth Annual Redevelopment Forum at the Aurora Theatre in the City of Lawrenceville on Thursday. The event, attended by more than 200 local government officials, private developers, business and community leaders, architects, attorneys and urban planners, focused on the value of redevelopment to Gwinnett's economy and future growth.

Keynote speaker, Joseph Minicozzi, Founder and Principal of Urban 3, joined the Forum to share initial results of a study he conducted using countywide property tax revenue data, offering a comparative analysis of traditional development and mixed-use projects across seven target areas in Gwinnett. The goal of the study is to analyze the true costs and benefits behind development patterns, as well as reveal how the community can be cost effective when creating equitable, viable communities.

"Gwinnett County is ahead of the game in regard to job growth and creation. The next step is to maximize the opportunities redevelopment offers by creating smart mixed-use centers that meet the needs of the workforce these new jobs bring," stated Minicozzi. "Regardless of the size of the community, leaders need to broaden their perspective in tax revenue opportunities."

To illustrate his point, Minicozzi compared real estate development to a full tank of gas in a car, where miles per tank equates to total project value and miles per gallon means tax revenue per acre. "As a whole, we've tended to look at real estate on a miles per tank basis, but our perspective on that vehicle may be different if you look at it for miles per gallon."

Commissioned by the Partnership Gwinnett Redevelopment Task Force, the study specifically focuses on seven sub-areas of Gwinnett County: Gwinnett Place Mall, OFS site, Olympic Tennis Center, Downtown Lawrenceville, Downtown Snellville, Downtown Sugar Hill, and Suwanee Gateway Redevelopment Corridor.

