

estate ripe for mixed-use redevelopment (the GM Doraville Plant and OFS properties to name just two), the opportunity for a true public-private partnership that improves transportation, economic development and quality of life for Gwinnett County is phenomenal.

– *Paul Snyder*

Downtown Development Day

The fifth annual Downtown Development Day, sponsored by Central Atlanta Progress, will take place between 7:30 a.m. and 12:30 p.m. at the AmericasMart on Wednesday, November 28. The morning's program will be followed by lunch at many of downtown's newest restaurants. The day will begin with CAP president A.J. Robinson taking a close look at "Downtown by the numbers" with the latest in crime, housing and development statistics, as well as an update in terms of what is coming online in the way of new restaurants, buildings, hotels and tax allocation districts. There will also be a series of breakout sessions, including those taking a look at Downtown's discovery as a hot spot by the restaurant industry, a session entitled "making the case for more retail in Downtown" and one looking at significant changes coming to Downtown. A development expo and a ceremony for the Second Annual Atlanta Downtown Design Excellence Award, recognizing innovative and unique design in exterior and interior categories will conclude the morning's program.

Last year more than 450 developers, brokers and Downtown stakeholders attended to learn more about the area's future growth and development, and a similar if not larger crowd is expected this year.

Tickets will be on sale for \$40 until November 16th and then they'll be available for \$50 at the door after that. To learn more about this event, especially in regards to sponsorship and booth opportunities at the development expo, please contact Tahmida Shamsuddin at tahmida@centralatlantaprogress.org or at 404-658-1877. The link for the event is http://www.atlantadowntown.com/DoingBusiness_Development_Day_2007.asp

– *Thomas Smith*

Gwinnett Place CID - Steering toward the future

The Gwinnett Place Community Improvement District (GPCID) has formed a 16-member steering committee to assist in planning for redevelopment in the area. The panel, consisting of business and civic leaders, will work with the CID to prepare an all-inclusive plan that will influence future land use, zoning, transportation alternatives, community design as well as pedestrian and traffic circulation options.

The planning is part of the CID's commitment to complete an overlay district for its community: a tool typically developed in conjunction with a comprehensive land-use plan. It is issued through the county and provides zoning guidelines that integrate various interdependent elements of redevelopment for a better financial return on investment and greater flexibility in overall land use within a specified geographic area.

The Steering Committee members will be working to create an overlay district plan by March 2008,

which will then be delivered to the Gwinnett County Board of Commissioners for their consideration and potential adoption.

“Overlays make it easier to develop a unified look throughout the area,” says Laura Best Moore, steering committee member and Burger King franchisee in the Gwinnett Place area. “It’s very hard to cultivate a sense of place if there are no unifying principles that are consistently applied across the district.”

In order to cultivate a branded aesthetic, the overlay will incorporate CID streetscape design standards applicable to all commercial property in the district when infill development or redevelopment takes place.

“Our goal is for Gwinnett Place to become the urban center for the Gwinnett community,” says Joe Allen, executive director of Gwinnett Place CID. “In order for us to realize that goal there must be a process that provides flexible development guidelines and incentives to improve transportation systems and help shape an urban environment.”

The effort is funded, in part, through the Atlanta Regional Commission (ARC) Livable Centers Initiative. The ARC’s \$35,000 contribution was matched by the CID to complete the overlay plan. “We are glad to know that the Atlanta Regional Commission shares our vision for enhancing Greater Gwinnett Place,” says Mark Williams, chairman of the Gwinnett Place CID. “We expect the overlay district to guide our future and provide an overall unified plan governing the visible side of our revitalization efforts. We are working hand-in-hand with the private and public sectors so that a win-win scenario will emerge.” [ABM](#)

- Joel Wascher

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