

# A Decade of PROGRESS



Gwinnett Village  
Community Improvement District



# A Decade of PROGRESS



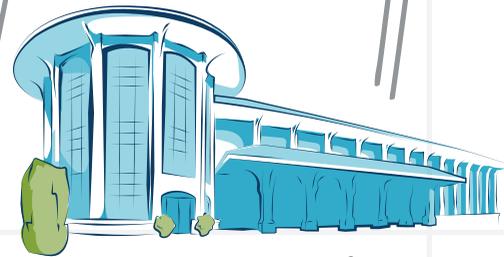
**JOIN THE VISION**  
2015 ANNUAL REPORT

# GWINNETT VILLAGE COMMUNITY IMPROVEMENT DISTRICT

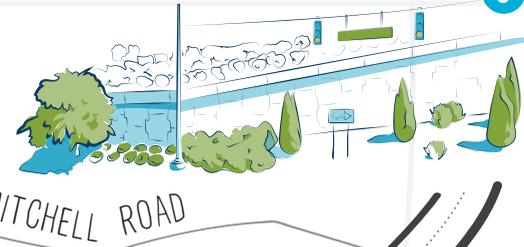
## FEATURED PROJECTS



PEACHTREE CORNERS



NORCROSS



MITCHELL ROAD



1

### 1 I-85 INTERCHANGE LANDSCAPING

The first largescale project the CID ever completed- planting a flag and announcing that this community is on the rise.

### 2 THE JIMMY CARTER BOULEVARD/I-85 DIVERGING DIAMOND INTERCHANGE

The new gateway to Gwinnett Village and Gwinnett County.

### 3 NORCROSS TO LILBURN MULTI-USE TRAIL

The CID is ultimately about building connections and no project better represents that than one aimed at connecting these two historic towns.

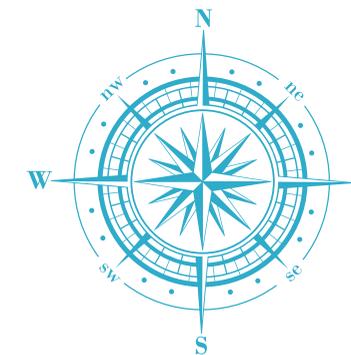
### 4 JIMMY CARTER BOULEVARD RECYCLED SIDEWALKS

The CID has constructed roughly 12 miles of sidewalk since its formation. One of the largest was completed in 2015 and is a sidewalk along Jimmy Carter made completely of recycled materials.



3

LILBURN

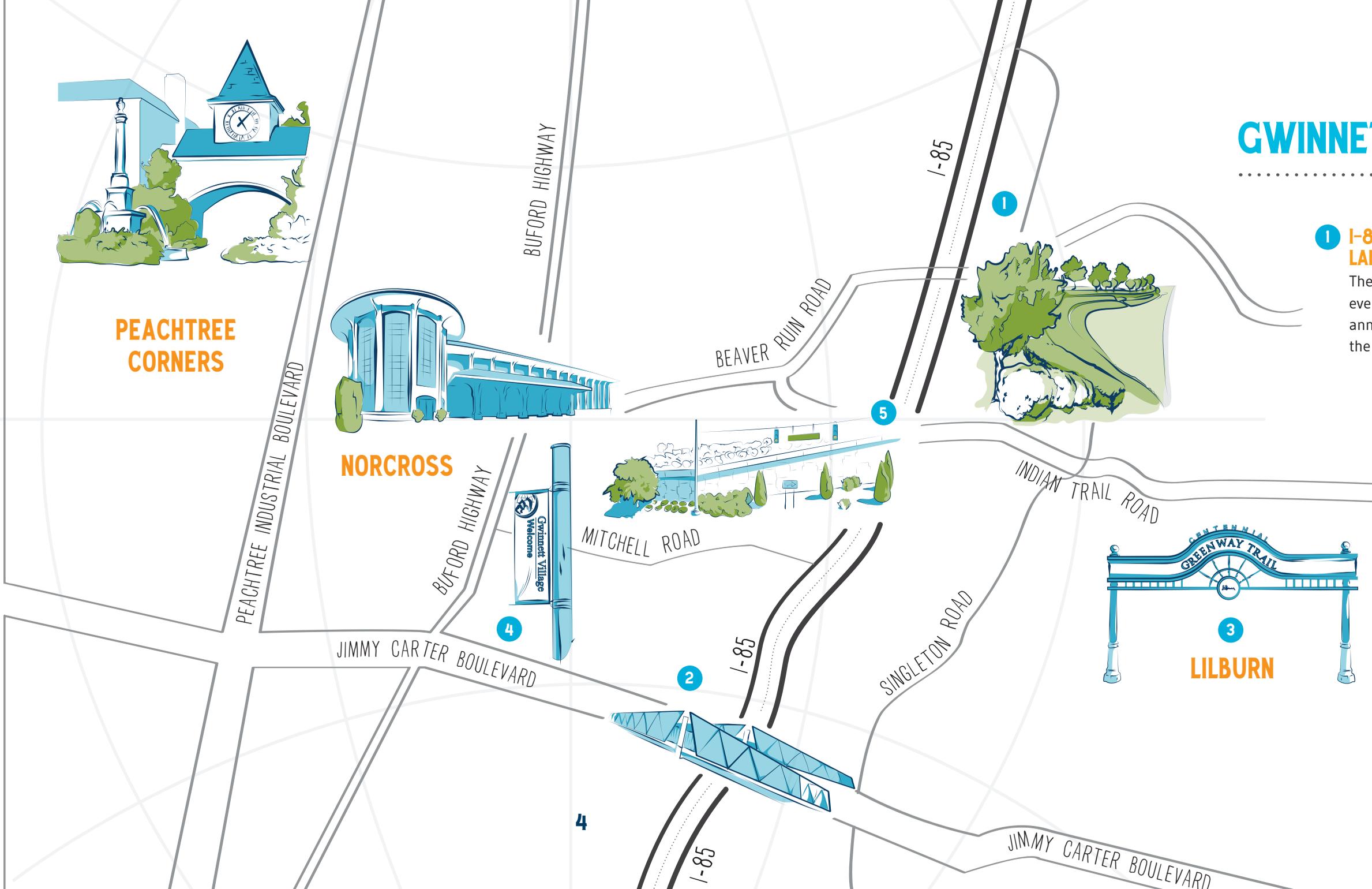


### 5 INDIAN TRAIL ACCESS MANAGEMENT

The CID undertook a multipronged project to relieve congestion and improve aesthetics at the key access point of Indian Trail and I-85.

5

4





JIMMY CARTER BOULEVARD CIRCA 2000

Executive Director, Chuck Warbington, PE



# A Decade of PROGRESS

2006-2015

Hard to believe that we've been at it for a full decade now. It's easy to forget what this community was like just 10 years ago, but in putting together materials for this annual report, I'm reminded just how far we've come. Our team has worked hard to help reshape a community that suffered from years of neglect and disinvestment into a viable, regionally significant center of commerce. It isn't something that can be done overnight, but I'm pleased with the progress we've made so far.

2015 was a culmination of a lot of the work that went into our first decade of progress. This

year we've achieved the lowest targeted crime rates the area has seen since the CID's inception, wrapped up the largest, most impactful construction project to date (the Jimmy Carter Blvd./I-85 diverging diamond interchange) and led the largest community-wide conversation on transportation ever undertaken in Gwinnett (the Gr8 Exchange).

When looking at the accomplishments we've achieved so far, I think we've succeeded in creating a new normal for the area. Our benchmarks can no longer be based off the community we started with. As we head into our second decade, we can set our sights a bit higher with the understanding that this area is already on the upswing, and all we need to do is accelerate its ascent and help direct it. We have built fantastic

partnerships and will need them as much as ever as we work to write the next chapter for The Village.



**Our team has worked hard to help reshape a community that suffered from years of neglect and disinvestment into a viable, regionally significant center of commerce.**



THE JIMMY CARTER BLVD./I-85 DIVERGING DIAMOND INTERCHANGE

THE GR8 EXCHANGE ON TRANSPORTATION

TEXT "JOIN" TO 74029

Engaging the Community in an Important Conversation about Transportation



# A COMMUNITY OF TOMORROW

The Gwinnett Village is a community unlike any other—a vibrant, diverse, urban community in a largely suburban county. A place where cultural enclaves have all converged to make a truly unique place to live, work and/or play. Some have come to call Gwinnett a community of tomorrow because its rapidly increasing levels of economic and cultural diversity mirror what many demographers expect to see across the U.S. in decades to come. Nowhere can the trend be seen more starkly than right here in The Village. The CID embraces the rich diversity this area displays and believes that it is one of our greatest assets.

To better understand the current makeup of the community and how to engage local citizens, the CID partnered with the City of Norcross and the Georgia Tech School of City and Regional Planning to undertake an immigrant integration study. What we found was that people

**47%**  
Ethnic population in Norcross that is foreign born.

from all across the globe are locating in this area. Roughly 47% of the ethnic population in the Norcross area are foreign born and over half of those residents are relatively recent additions (immigrating after the year 2000).

### The top 5 countries of origin are:

1. Mexico (38%)
2. Guatemala (12%)
3. Vietnam (11%)
4. India (8%)
5. Bangladesh (5%)

The Village has truly become Atlanta and Gwinnett’s global gateway. For those willing to explore and seek out new cultural experiences, a world of opportunities exists here in The Village.



## CRIME FIGHTING SUCCESSES

2005 THROUGH 2015

**77%** ↓  
DECREASE IN TOTAL TARGETED CRIMES.

**83%** ↓  
DECREASE IN TOTAL MOTOR VEHICLE THEFT.

**76%** ↓  
DECREASE IN TOTAL COMMERCIAL BURGLARY.

**64%** ↓  
DECREASE IN TOTAL ROBBERY.

## FIXING BROKEN WINDOWS

The CID was formed in 2006 primarily because local residents and business owners no longer felt safe in the area. Local property owners were having trouble convincing their tenants that this community was a good place in which to do business.

Over the years, due to steady and focused crime reduction efforts by the CID and local partners in the Gwinnett County and Norcross Police Departments, crime has

dramatically decreased. Often it takes time for public perception to catch up with the reality, but residents and businesses recognize that this area is experiencing dramatic positive change when it comes to public safety.

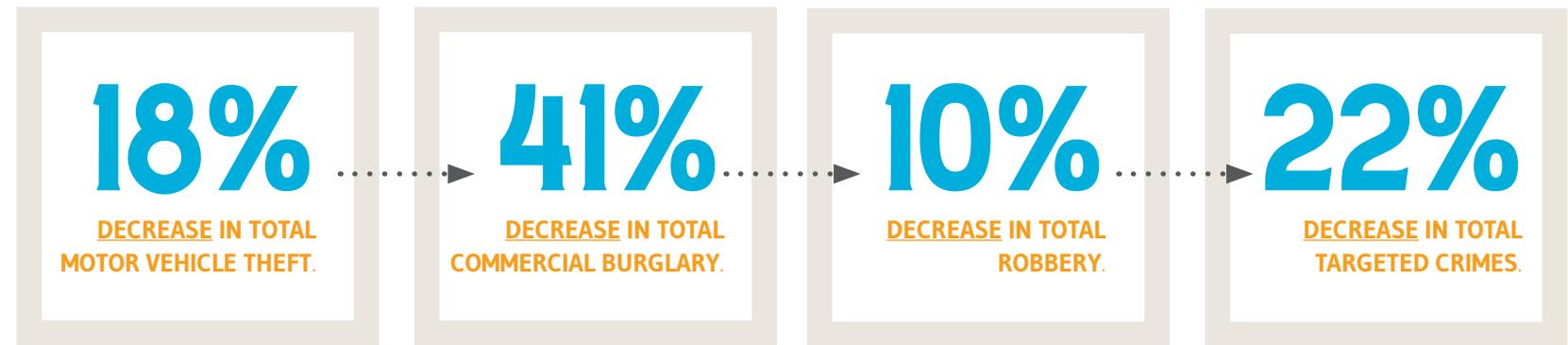
The CID has always taken a broken windows approach to reducing crime in the area and improving the community. Is

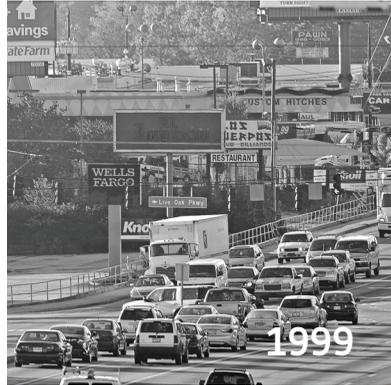
having more police and security cars on the streets important? Absolutely, but so is cleaning up graffiti, improving the overall aesthetic of the area through landscaping, maintaining rights of way and letting people in the community know that there is an organization that cares about making the Village a better place to live and do business. Those are the types of things that inspire

pride in a community. Those are the types of initiatives that can help change the way a place feels. The results speak for themselves.



## 2014-2015 CRIME RATE DECREASES





1999

1999 .....

## THE WHEELS OF PROGRESS

In many ways, 2015 was the culmination of a decade of work. When the CID was founded, one of the first transportation priorities that emerged was the need to improve the Jimmy Carter Boulevard and I-85 interchange. Original plans called for complete replacement of the bridge. Upon further examination, it became apparent that full replacement, while eventually necessary, would be extremely costly. The amount of time it would take to identify funding made it necessary to look



..... 2015

for a more immediate fix. After investigating alternative options CID officials and their engineering team determined that a diverging diamond interchange (DDI) was the best option for the area.

Though somewhat commonplace now (with DDIs complete at Ashford Dunwoody and Pleasant Hill Road), at the time it was a fairly novel concept. It was not uncommon for CID staff to receive blank stares or raised eyebrows in return when informing local

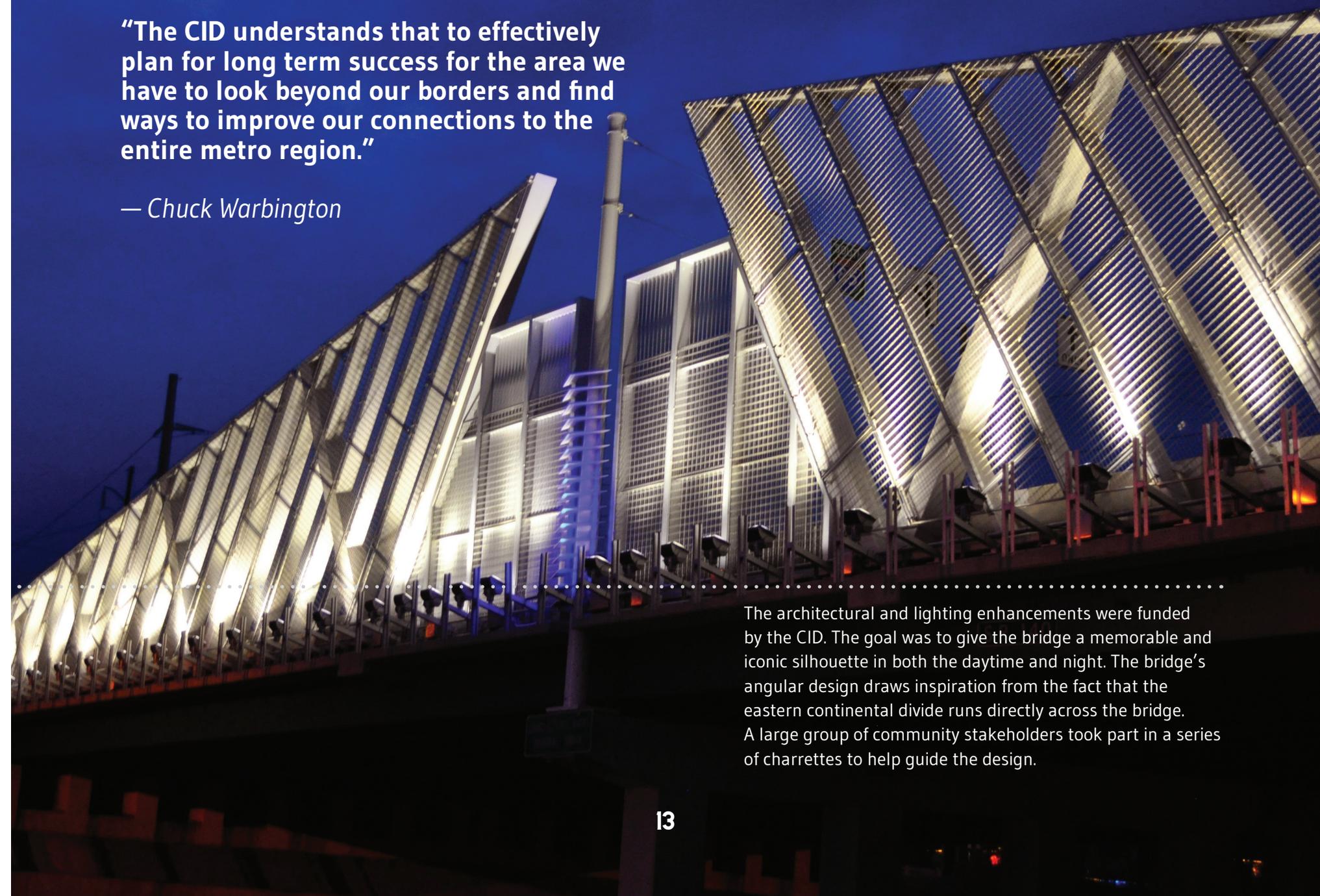
residents that the solution was to divert drivers onto “the wrong side” of the road. But the design has proved extremely effective at reducing congestion without expanding the actual footprint of the bridge. Even while the Jimmy Carter DDI was still under construction the reduction in congestion at the interchange was almost immediate.

One of the reasons the Jimmy Carter interchange was such a high priority for the CID is that

in many ways the area’s interstate access is what drives the local economy. Only 4% of people who work within the boundaries of Gwinnett Village also call the area home. That means there are more than 35,000 individuals who commute to the area everyday (and that doesn’t even take into account the thousands of commuters who pass through the CID on a daily basis). 65% of area employees call a county other than Gwinnett home. That daily influx places a heavy burden on the local infrastructure and shows just how important regional connectivity is to the local economy.

“The CID understands that to effectively plan for long term success for the area we have to look beyond our borders and find ways to improve our connections to the entire metro region.”

— Chuck Warbington

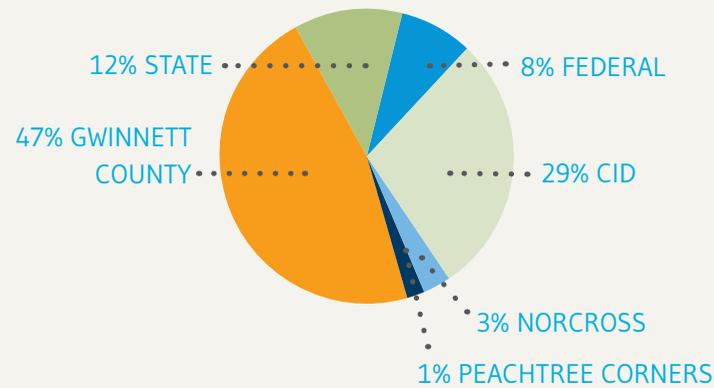


The architectural and lighting enhancements were funded by the CID. The goal was to give the bridge a memorable and iconic silhouette in both the daytime and night. The bridge’s angular design draws inspiration from the fact that the eastern continental divide runs directly across the bridge. A large group of community stakeholders took part in a series of charrettes to help guide the design.

# STEWARDSHIP YOUR DOLLARS

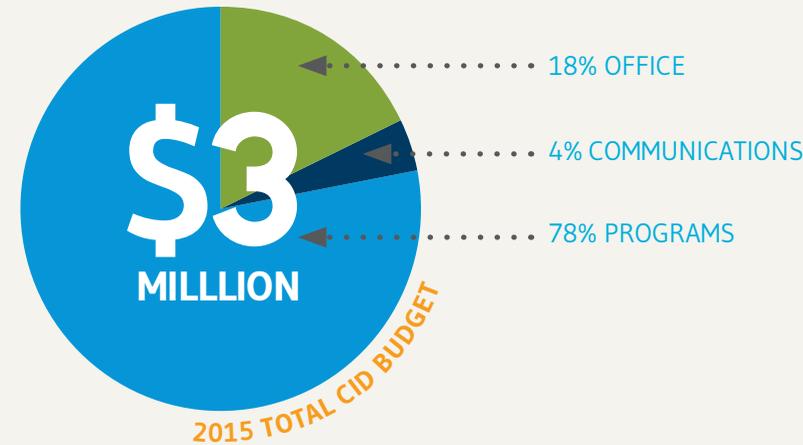
We at the CID always keep in mind that we are here to serve our property owners. We don't take for granted the fact that we've been entrusted to use their money wisely and we work to make sure every one of those dollars is leveraged to achieve the greatest level of impact.

## 2006-2015 FUNDING SOURCES



The CID has successfully leveraged **\$20 million** in locally collected revenue to attract almost **\$50 million** in outside funding. That's a total of **\$70 million** that has been invested in making the Village a safer, more mobile and more attractive community.

## 2015 BUDGET BREAKDOWNS

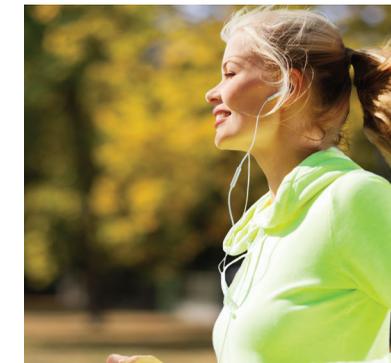


## PROJECT HIGHLIGHT:

# NORCROSS TO LILBURN MULTI-USE TRAIL

The CID is spearheading an ambitious project to connect the Cities of Norcross and Lilburn with a multi-use trail (the project would connect burgeoning trail networks for both cities). The first segment (running along Beaver Ruin Rd- from Norcross to Indian Trail Rd) is in the right of way phase and is on pace to be under construction in 2018.

The second phase which runs along Indian Trail received a significant boost as the CID was awarded over \$300,000 for implementation from the Atlanta Regional Commission as a part of their 2015 Livable Centers Initiative grant program. This project is a perfect example of how the CID works to attract funding partners to make implementation possible.



# A Decade of SUBURBAN RENEWAL

Times are changing. Suburban communities across the country are becoming increasingly urban and are having to turn to more urban solutions to address the challenges that come along with that style of growth.

The Gwinnett Village area certainly felt the effects of these growing pains, but we've seen positive signs of revitalization all around the CID. The CID is working to ensure that the groundwork and policies are in place to make widespread renewal possible.

The suburban communities that are and will continue to thrive are

the ones that are looking to new development and transportation solutions. Developments where people can live, work, shop, eat and meet are increasingly attractive to not only younger generations, but also older individuals who are at a point in their lives where having amenities within a close proximity is more necessity than preference.

It's not to say that the traditional suburb is going extinct; there will always be people that want to live that lifestyle. But in most suburbs

there is an overabundance of that particular development stock. It will be the communities that recognize that it's time to develop additional options who will successfully recruit individuals in search of something a little different.

The Gwinnett Village area is perfectly positioned to develop into a dense downtown for Gwinnett County. Its proximity to interstates 85 and 285, and the City of Atlanta make it easily accessible to the rest

of the region. Its relative proximity to the Doraville MARTA station is also an asset to be harnessed.

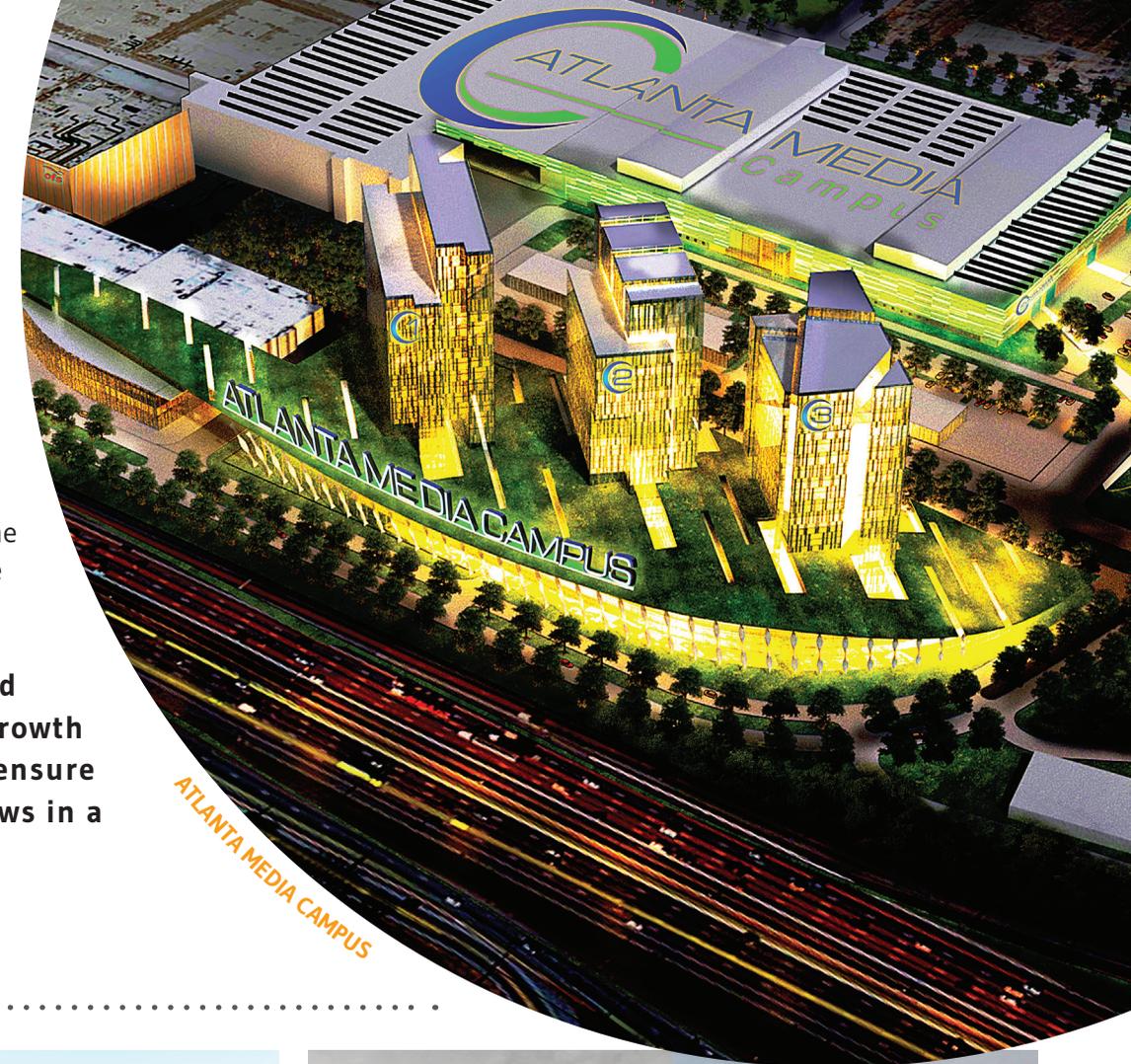
The area has grown and is expected to continue growing. Over the next 10 years it is anticipated that the CID area will gain just under 7,000 new residents and over 8,000 new jobs. The Gwinnett Village area currently accounts for roughly 10% of all jobs in Gwinnett County while taking up only

4% of the land mass. Given Gwinnett County's own comprehensive plan we can only expect the area to become more and more dense.

**The CID is focused on driving that growth and planning to ensure that the area grows in a sustainable way.**



FUTURE TRANSIT PLANS



ATLANTA MEDIA CAMPUS



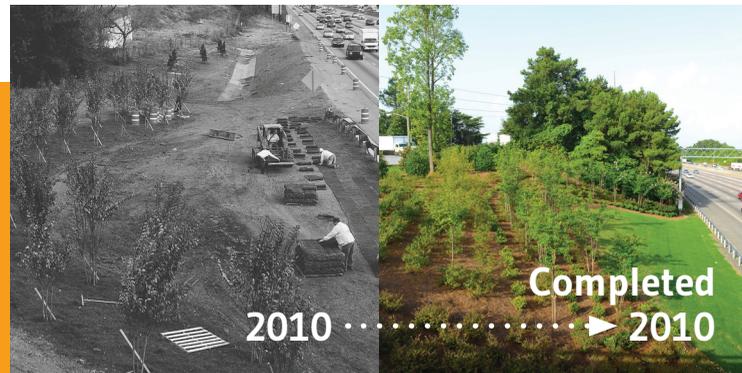
2006 ..... Completed ..... 2007

Indian Trail Interchange



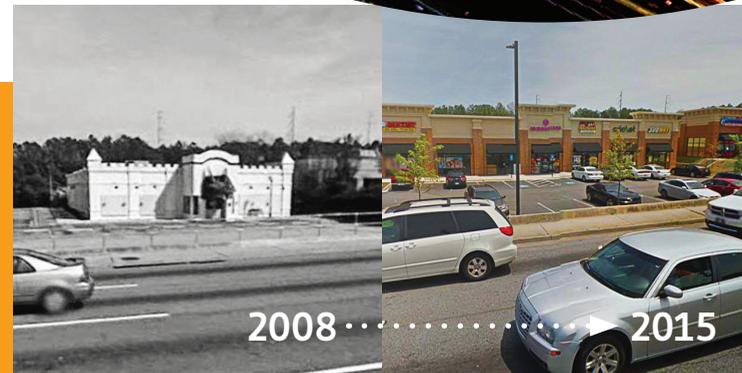
2008 ..... 2015

Jimmy Carter/Dawson Redevelopment



2010 ..... Completed ..... 2010

Center Way Overpass Redevelopment



2008 ..... 2015

Jimmy Carter/Live Oak Redevelopment

# THE GR8 EXCHANGE

# ON TRANSPORTATION



employees in a conversation about transportation and many that did not necessarily complete the survey, did participate in other ways.

Just under 100 events were held in association with the effort; ranging from telephone town halls and formal city presentations to small group conversations at local cafes.

The unparalleled level of participation showed that Gwinnett residents are ready and eager to talk about different options when it comes to their transportation future.

The vast majority of responses pointed to one clear trend; people want choices other than just their cars when it comes to how they move.

## Engaging Our Community!

The Gr8 Exchange on Transportation, which was a week devoted to steering all conversations in Gwinnett toward transportation and the role it plays in what our communities look like, was initiated and implemented by the Gwinnett Village CID. Community leaders from all across Gwinnett partnered to help undertake what turned out to be one of the largest transportation focused public input processes ever conducted in a single week.

The week of August 24, 2015 thousands of Gwinnett residents and workers shared their views on the current state of Gwinnett's transportation network and what investments they'd like to see in the future. 4000 individuals provided just under 40,000 unique responses via the Gr8 Exchange survey.

The results extended well beyond the survey participation. The true goal of this initiative was to engage local residents and



## GWINNETT VILLAGE COMMUNITY IMPROVEMENT DISTRICT 2015 STAFF



**Chuck Warbington, PE**  
Executive Director



**Joel Wascher**  
Communications Director



**Alyssa Sinclair Davis, AICP**  
Program Director



**Robert Michener**  
Director of Operations

## GWINNETT VILLAGE COMMUNITY IMPROVEMENT DISTRICT 2015 PARTNERS



## GWINNETT VILLAGE COMMUNITY IMPROVEMENT DISTRICT 2015 BOARD MEMBERS

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**Post 2:** Lisa Reeves; NDI Development

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