

2011 ANNUAL REPORT

VISION • LEADERSHIP • PROGRESS



Chuck Warbington *Executive Director*

Five years have come and gone, and we can all take pride in the many noticeable changes in our community! Our philosophy for reviving the southwest portion of Gwinnett has always hinged on the continued support from business and property owners within the Village. Support for our efforts has strengthened our resolve and allowed us to build on the successes of previous initiatives. This support has enabled us to sustain our momentum through one of the most difficult markets in recent memory. As we begin to emerge from this "great recession," it is my firm belief that the Gwinnett Village business community will come out in a stronger, more economically viable position than before.

The CID model is a long-term strategy, and the changes our staff and board of directors are working towards will not happen overnight. Our long-range **VISION** for Gwinnett Village is to see it transformed into the vibrant, modern center of commerce it is capable of becoming. Gwinnett has grown too large not to have its own central business district. With our community's unparalleled access to I-85 and I-285, we are the logical choice for large-scale redevelopment that can serve not only Gwinnett County, but the entire metro Atlanta region. While we understand the realities of today's commercial real estate market, we see ample evidence that the northeast quadrant of the metro Atlanta market is currently underserved. The improvements in Gwinnett Village over the last five years have positioned this community well for significant investment in the years to come.

The CID is dedicated to continuing its **LEADERSHIP** role in the community by working with our elected officials and governing agencies to ensure that the Gwinnett Village area attracts its fair share of investment. We will also work to bring modern solutions to the challenges that growth has posed for this district. We recognize the shift in suburban development patterns, and we are working tirelessly with our leaders to support policies encouraging development that will benefit us not only in the short term, but for decades to come.

We remain committed to our original goals and believe strongly that continued enhancements in the areas of **SECURITY**, **MOBILITY** and **AESTHETICS** will prove to be a winning formula in driving private investment in the community. These efforts have brought tremendous **PROGRESS** to an area that had suffered from disinvestment. In the past year, numerous organizations have chosen to make the greater Gwinnett Village area their home. While we cannot take credit for bringing all of these companies to the area, we can say that we've worked to create an environment where businesses can thrive – and people have taken notice.

MISSION STATEMENT

To increase property values, promote business development and improve the quality of life for all those who live, work and play in the village.



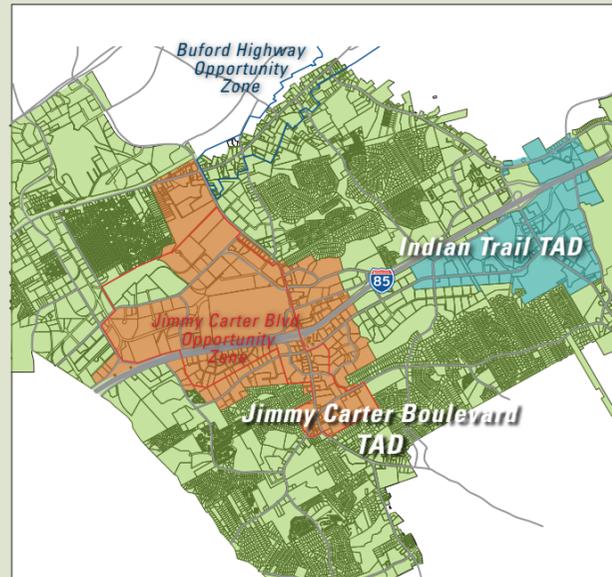
REDEVELOPMENT



Despite a tough economy in 2011, Gwinnett Village has had remarkable success in attracting and maintaining employment opportunities and commercial growth in the district.

Creating Opportunity

The Gwinnett Village CID has worked with local and regional planning partners to put the tools in place to encourage large-scale redevelopment in the future.



Building the Vision

Redevelopment of the 175-acre OFS fiber optics manufacturing facility site on Crescent Drive could include a light rail line, Class A office space, and a variety of other mixed-use, transit-oriented residential and office development. The OFS property represents one of the largest redevelopment opportunities in Gwinnett Village. The site is within both a Tax Allocation District (TAD) and an Opportunity Zone (OZ), making it eligible for a number of public redevelopment incentives.



Witness the Transformation!

Here at the Gwinnett Village CID, our job is to dream big. We've worked with industry leaders in urban planning and economic development to develop a vision for the Village that is consistent with current market trends. Simply put, our population is getting increasingly older and younger at the same time. Both these population segments are traditionally more transit-dependent; they gravitate toward areas that can provide all their amenities in a walkable, urban environment.



SUCCESS Lives Here!

SUCCESS STORY: RockTenn

Norcross-based RockTenn, one of the nation's leading manufacturers of corrugated paperboard and packaging, will bring 500 new jobs home to Gwinnett County next year with the consolidation of its Chicago and St. Louis operations into a new 68,000-square-foot space along the I-85 corridor near Beaver Run Road. A Fortune 500 company with 240 locations and 26,000 employees, and revenues topping \$10 billion a year, RockTenn is headquartered on Thrasher Street in Norcross.



SUCCESS STORY: NanoLumens

NanoLumens, a cutting-edge manufacturer of flexible digital displays, will relocate its world headquarters from an existing Norcross facility to a new 32,000-square-foot office center on Avalon Ridge Parkway, also in Norcross. The company will consolidate administrative, sales, research, design, operations, and assembly capabilities in its new headquarters, creating an additional 175 jobs over the next two years. NanoLumens, an award-winning technology start-up that has doubled in size over the last two years, also plans to install the largest digital display showroom in the nation in the new headquarters space.



SUCCESS STORY: Hyundai Construction Equipment

Hyundai Construction Equipment Americas, Inc. (HCEA), a major manufacturer of heavy construction equipment, will soon relocate its headquarters and warehouse facility to Norcross. The \$10 million investment by HCEA, a unit of South Korea-based Hyundai Heavy Industries, is projected to create approximately 100 local jobs over the next five years.

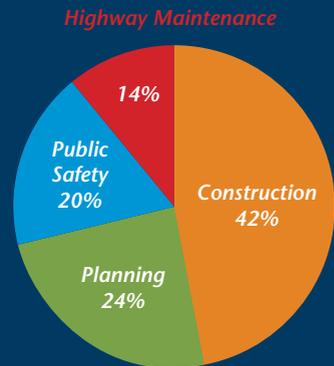


SUCCESS STORY: QualTex Laboratories

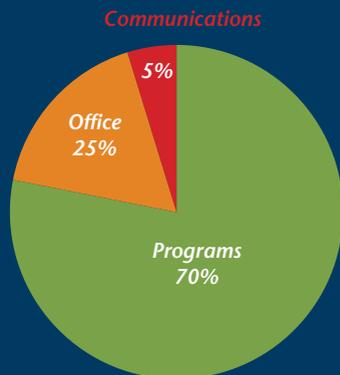
QualTex Laboratories, the nation's largest independent testing lab for blood and plasma products, is expanding its lab operations in Gwinnett Village. The expansion brings an investment of nearly \$12 million and more than 100 new jobs in the area for clinical laboratory scientists, certified lab technicians, materials management personnel and other highly skilled workers over the next five years.



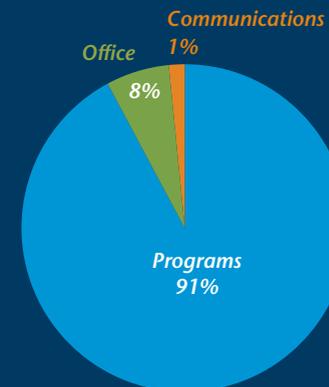
LEVERAGING FUNDS



2011 Program Breakdown



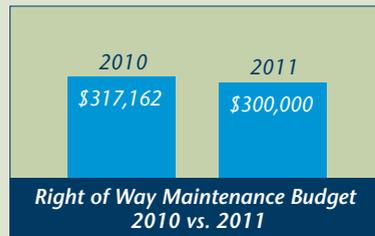
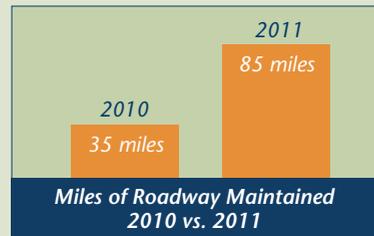
2011 Budget Summary



2012 Budget Summary

Doing More With Less

As most of us recognize, both residential and commercial property values have taken a significant hit in recent years. Fortunately for the Gwinnett Village CID, an organization whose revenues are tied directly to those values, we have been able to maintain our forward momentum despite the economic downturn! In fact, your Gwinnett Village CID has not only maintained its levels of service in core areas of security, landscape maintenance and mobility enhancements, we have actually increased our community impact this year by finding ways to do more with less.



Validating the CID model, the Gwinnett Village CID has had another successful year in attracting outside investment in the district, providing seed money for much-needed projects and bringing additional funding partners to the table to assist with implementation.

2011 FUNDING HIGHLIGHTS

- The I-85 alternate analysis transit study for a light rail line was funded by a \$600,000 grant from the Federal Transit Administration in 2010 and is currently underway.
- The Georgia Department of Transportation (GDOT) awarded a \$300,000 Transportation Enhancement grant to the Gwinnett Village CID for pedestrian mobility improvements along Buford Highway.
- The Atlanta Regional Commission awarded the CID with a \$20,000 Livable Centers Initiative supplemental grant to partially fund a master signage and wayfinding master plan.



U.S. Congressman Hank Johnson



U.S. Senator Saxby Chambliss



U.S. Senator Johnny Isakson



SECURITY

Protecting Your Investments

It is no coincidence that crime in the Gwinnett Village area has declined each year the CID has been in existence. From our first year in 2006, security has been a focal point around which all of our other initiatives hinge. If businesses and residents don't feel safe and secure in our district, they certainly won't be investing here, shopping here, dining here, or creating jobs here.

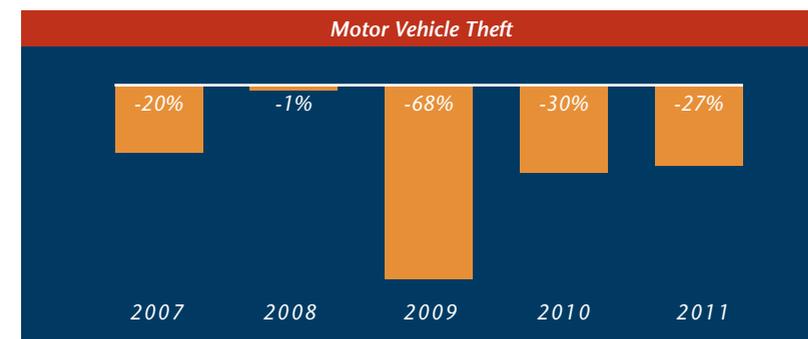
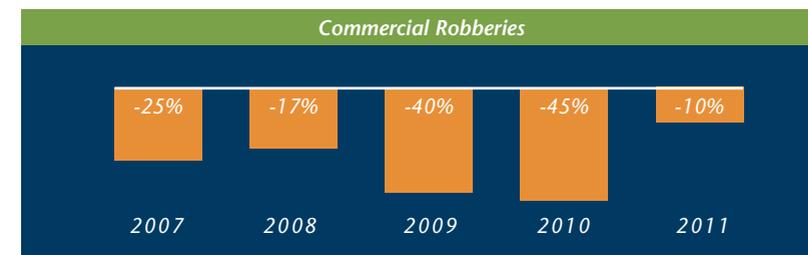
Gwinnett Village CID initiated its Targeted Enforcement Zone (TEZ) program in 2007. This multi-phased security program aims to deter crime and increase overall public safety. A key component of TEZ is the funding of two full-time police officers from the City of Norcross to patrol the area of the CID that overlaps with the city. In addition, the CID funds four private security patrols, which provide regular overnight patrols throughout the district.

Total Number of Patrol Hours Funded by the CID in 2011:

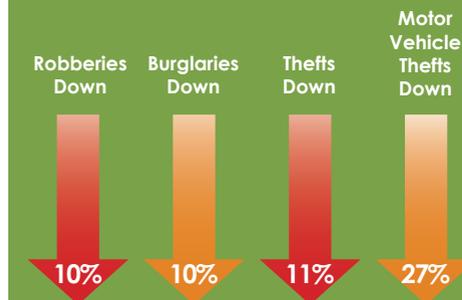
- 10,750 hours of private security patrols
- 1,070 hours of additional Norcross Police Department patrols

Norcross' partnership with the CID has accomplished exciting results across the board; especially impressive is the significant decrease in area crime statistics. I believe this is a direct result of combining our crime reduction efforts and we look forward to working with the CID in 2012 to ensure that this downward trend continues.

- Bucky Johnson
Mayor of Norcross



2011 Crime data courtesy of Gwinnett County Police Department



2011 Crime data courtesy of Gwinnett County Police Department

IMPROVING MOBILITY

Innovative Mobility Solutions

All across America, jurisdictions are facing a difficult truth: Often, there is too little revenue to address our mounting transportation issues. Gwinnett Village is no exception. However, these funding challenges have encouraged the Gwinnett Village CID to look for innovative, cost-effective solutions that can provide relief to the thousands of people who travel to or through the Village every day.

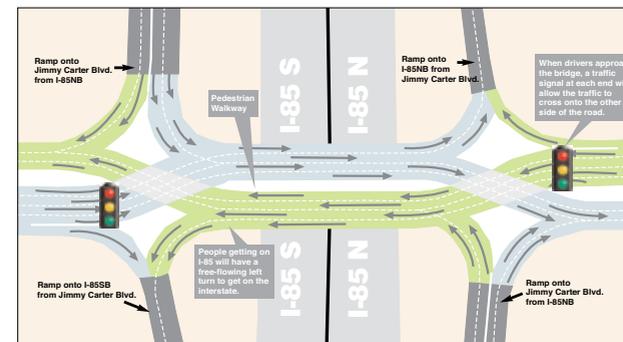


Turn Lanes, Medians, Sidewalks and More

- Gwinnett Village drivers will benefit from several small but significant road improvements along Indian Trail Road in the near future. A second left-turn lane from Indian Trail onto I-85 northbound will ease congestion getting onto the interstate. Additional turn lanes at Brook Hollow Parkway and Indian Trail Road will cut idle time at this busy intersection. And newly landscaped medians will improve the aesthetics of the corridor and increase traffic and pedestrian safety.
- Feel like engaging in an old-fashioned mode of transportation? Try the sidewalk! With support from the CID, new sidewalks are proliferating throughout the district. The new sidewalks will improve pedestrian access to transit stops, increase foot traffic for local businesses... and offer pleasant, accessible outdoor exercise opportunities to Gwinnett Villagers from all walks of life.

SUCCESS STORY: FedEx

FedEx Ground, a subsidiary of FedEx Corporation express shipping, will build a 215,000-square-foot distribution center in Gwinnett Village in 2012. The \$55 million facility, slated to open in the fall on Atlantic Avenue at Jimmy Carter Boulevard, will employ about 240 full- and part-time employees and 75 independent contractors. Using the latest in automated handling technology, this major new distribution center will process up to 15,000 packages an hour and dispatch up to 75 pickup and delivery vehicles a day.



The Diverging Diamond Interchange (DDI), a design originating in France, is currently slated for construction and completion in 2012 at Jimmy Carter Boulevard and I-85. In this innovative traffic-flow design each vehicle crosses to the left side of the road as it enters the interchange, then crosses back over to the right as it leaves. This pattern significantly reduces traffic congestion by creating free-flowing left turns onto the interstate entrance ramps.

SUCCESS STORY: Walmart

With assistance from the CID, Walmart has chosen Green's Corner, a shopping center at Jimmy Carter Boulevard and Rockbridge Road, as the future home for a new 150,000-square-foot store. The new Walmart will include a garden center, retail space, and a grocery store – all highly desirable additions to the retail mix in the area. Construction is slated to begin in early 2012, with a projected opening in early 2013.



GVCID has done an excellent job improving the district with cohesive and beautiful plantings. This gives residents and business owners a sense of pride that they invested well. The area, in turn, will continue to improve and increase in value, attracting solid new investors.

- Lynette Howard,
Gwinnett County
Commissioner

A clean environment is not only conducive to safety, but it also provides a welcoming and attractive atmosphere to economic development prospects. Maintaining that curb appeal is of paramount importance to the overall quality of life in Gwinnett.

- Nick Masino
Vice President, Economic
Development and
Partnership Gwinnett at
the Gwinnett Chamber



Gwinnett Village is Blooming

One of the CID's first projects in 2006 was to landscape and beautify the interchanges at I-85. To some observers, the need for aesthetic improvements may have seemed secondary to other critical issues in the district. But the Gwinnett Village CID has always taken a holistic view to rebuilding this community. Without pride in the community, security and safety improvements are much more difficult. Without security, redevelopment and economic development are increasingly challenging, and a vibrant, revitalized community cannot be sustained.

By continuing to focus on the aesthetic appeal of the area, the CID is not only signaling that something is happening here, but we are also making a visible statement to all – visitors and residents alike – that people care about the future of this community. A well-kept, attractive streetscape sends an unmistakable message: This area is open for business! No matter what their reasons for being in Gwinnett Village today, people are noticing the positive changes taking place.



Thanks to a grant from the Georgia Department of Transportation – Gwinnett Village's third GATEway grant in a row – new landscaping is beginning to “dress up” the intersection of Brook Hollow Parkway and Mitchell Road.



Building Bridges

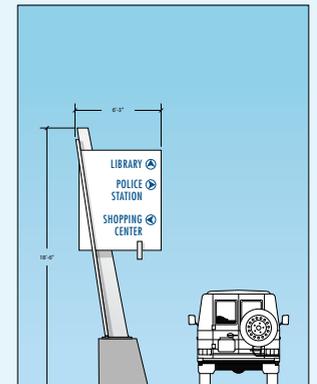
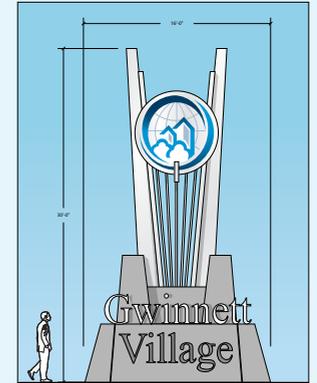
The Gwinnett Village CID's long-range goal has always been to see the southwest portion of Gwinnett transformed into a thriving center of commerce where businesses want to locate and residents want to call home. With this goal in mind, your CID continues to work with residents, local leaders, community non-profits and local businesses to cultivate and implement a shared vision cultivated through extensive input from local stakeholders.

For years, the Gwinnett Village area has been somewhat of an island – a part of Gwinnett County hovering between multiple historic cities but having no real identity of its own. The CID is committed to developing that identity.



The Jimmy Carter Boulevard bridge serves as a gateway into Gwinnett Village and into Gwinnett County as a whole. During the development of the diverging diamond concept for the Jimmy Carter/I-85 interchange, the CID saw an opportunity to make a statement that can put this community on the map.

Working with bridge designer Peter Drey, the Gwinnett Village CID commissioned several potential architectural designs for the Jimmy Carter bridge. After a series of meetings seeking local stakeholder input, one final design was selected: a design that spoke to the vision of the area as a contemporary, vibrant center for commerce.



Signs of the Times

In conjunction with the bridge designs, the CID has also worked to develop a signage master plan that can help to define the identity and borders of this community. These designs are subject to refinement in coming years, but initial concepts draw inspiration from the Jimmy Carter bridge design. These consistent, easily recognizable signs will help “brand” Gwinnett Village, articulate the vision we have for our area, and let people who travel to or through know exactly where they are: in vibrant, attractive Gwinnett Village.

PROJECTS

Completed
& Pending



- | | |
|--|--|
| 1. Jimmy Carter Blvd./I-85 Interchange Gateway Landscaping | 21. Buford Hwy. Phase 2 Sidewalks |
| 2. Indian Trail/I-85 Interchange Gateway Landscaping | 22. Brook Hollow Pkwy./Mitchell Rd. Gateway |
| 3. Beaver Ruin Rd./I-85 Interchange Gateway Landscaping | 23. Jimmy Carter Blvd. Diverging Diamond Interchange |
| 4. Beaver Ruin Rd. Landscaped Medians | 24. Jimmy Carter Blvd. Bridge Replacement |
| 5. Oakbrook Pkwy. Landscaped Medians | 25. Jimmy Carter Blvd./Singleton Rd. Intersection |
| 6. Live Oak Pkwy. Landscaped Medians | 26. Jimmy Carter Blvd./N. Norcross Tucker Rd. Intersection |
| 7. Thompson Pkwy. Landscaped Medians | 27. Jimmy Carter Blvd./Buford Hwy. Intersection |
| 8. McDonough Dr. Landscaped Medians | 28. Indian Trail Rd. Access Management |
| 9. Buford Hwy. Phase 1 Sidewalks | 29. Buford Hwy. Access Management |
| 10. Jimmy Carter Blvd. Gateway Project | 30. Beaver Ruin Rd./Rockborough Tr. Intersection |
| 11. Center Way Overpass Landscaping | 31. Graves Rd./McDonough Dr. Intersection |
| 12. Britt Rd. Sidewalks | 32. I-85 Light Rail |
| 13. Rockbridge School Rd. Sidewalks | 33. Indian Trail Rd. Sidewalks |
| 14. Beaver Ruin Rd. Sidewalks | 34. Satellite Blvd. Sidewalk |
| 15. Jimmy Carter Blvd. Sidewalks | 35. Willow Trail Sidewalks |
| 16. Oakbrook Pkwy. Curbs | 36. Pinnacle Way Sidewalks |
| 17. Steve Reynolds Blvd. Sidewalks | 37. Western Hills Sidewalk |
| 18. N. Norcross Tucker Rd. Sidewalks | 38. Live Oak Pkwy. Sidewalk |
| 19. Brook Hollow Pkwy. Sidewalks | 39. Graves Rd. Sidewalk |
| 20. Pedestrian Bridge | 40. Satellite Blvd. Extension |



Map Legend

- Completed Projects
- Pending Projects
- I-85 Light Rail Route

Check out our video looking back at the first five years of the CID

**Board of Directors
and Staff**

2011

Board Members



Post 1: Ann Cameron



Post 2: Lisa Reeves
NDI Management



Post 3: Michael Deming
*Deming, Parker, Hoffman,
Campbell & Daly LLP*



Post 4: Jeff Lucas
ProLogis



Post 5: Erika Heller
*Colliers Spectrum Cauble
Management*



Post 6: Shiv Aggarwal,
*Chairman
American Management
Services, Inc.*



City of Norcross Appt:
Keith Shewbert
Norcross Village Partners



Gwinnett County Appt:
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*Vice Chairman
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Assistant Secretary:
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Project Manager

Joel Wascher
*Director
Communications*

Chuck Warbington
Executive Director

Robert Michener
Executive Assistant

John McHenry
Program Director



Gwinnett Village

Community Improvement District

5855 Jimmy Carter Blvd., Suite 122
Norcross, GA 30071