



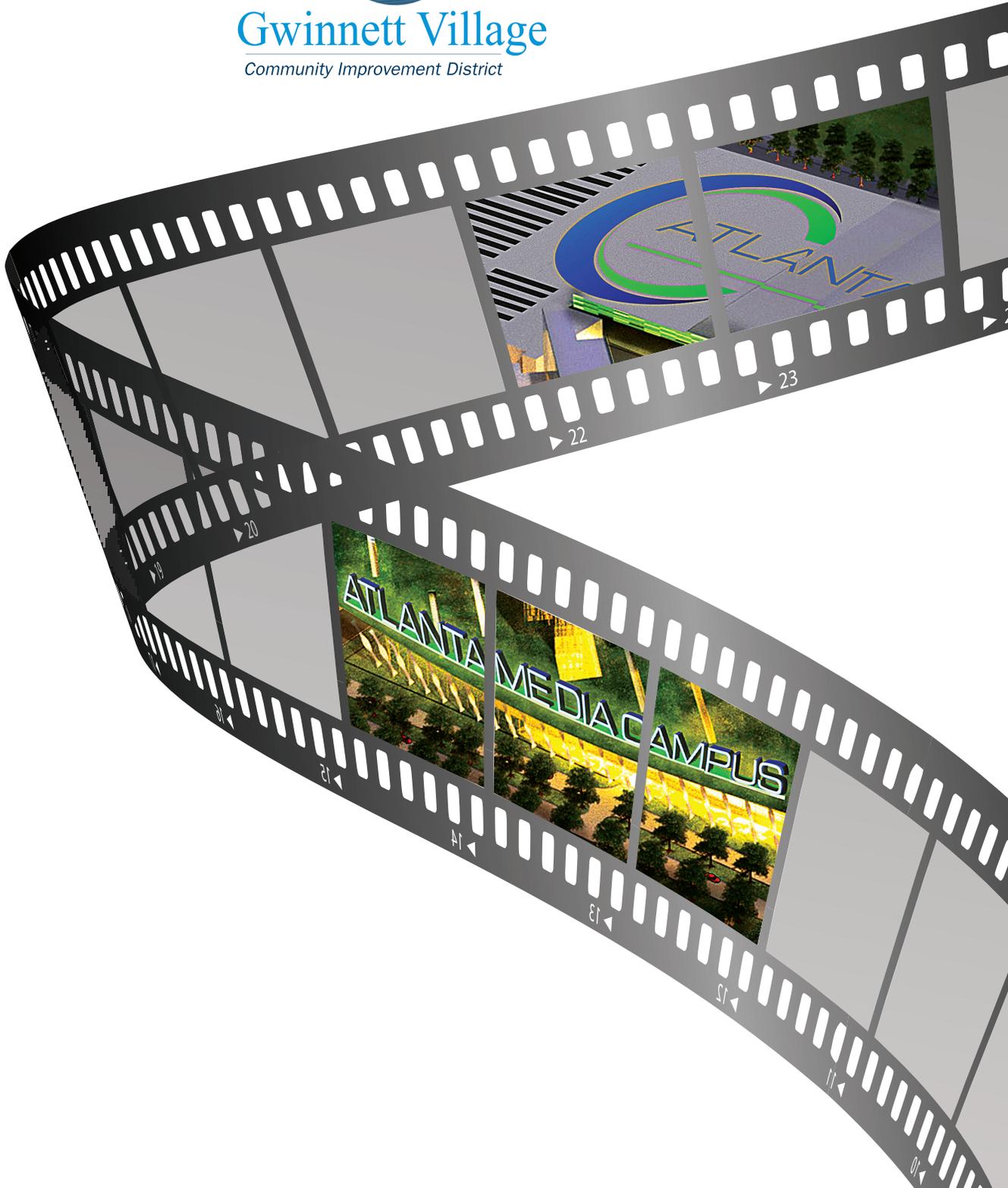
# SHINE IN THE SPOTLIGHT

2014 ANNUAL REPORT



Gwinnett Village

Community Improvement District







The news that the television and film industry is locating studios to this area of Gwinnett County is not only exciting, it also sends a signal and a vote of confidence that Gwinnett, Peachtree Corners and the surrounding cities are the right choice for business investment. We are pleased to partner with Gwinnett Village CID in ensuring that southwest Gwinnett continues to thrive and grow in the 21st century.



**- Mayor Mike Mason - Peachtree Corners**



# THE POWER OF IDEAS

Executive Director, Chuck Warbington, PE



**IN 2006,** there was a small group of community minded people who saw that the southwest portion of Gwinnett County had declined significantly over the years. These were people that came from very different backgrounds and were invested in the area in different ways (some called it home, some invested their hard earned dollars in businesses or commercial property in the area), but all were equally motivated to see it return to its former prominence and place as the economic hub for Gwinnett County.

Their vision was to capitalize on the community's proximity to the City of Atlanta and work to make the area safer, more pleasing from an aesthetic standpoint and increase the mobility options within the area. They envisioned a dense employment district that brought together the best of transportation planning and land use to create a sustainable, vibrant community for the 21st century.

That vision has driven the **CID** for almost a decade and we are on the cusp of seeing a large part of that fulfilled. Some of the largest projects to date are now either on the ground, or near completion.

One of the most significant goals the **CID** is closer to accomplishing than ever before is the redevelopment of the 160+ acre site at the corner of Jimmy Carter Boulevard and I-85. This is the redevelopment opportunity that the **CID** has always seen as the potential catalyst for widespread positive change throughout the entire community. If Jim Jacoby's vision for the site is fully realized, this area will be an employment powerhouse competitive in attracting investment from around the country and the world.

The diverse cultural experiences you can find in this community already makes it one of a kind, but we are about to see a transformation that will put this area on the big stage. Our staff and board thank you for your interest in the Gwinnett Village area and encourage you to stay engaged as big things are on the horizon.

# WHAT A CID IS ABOUT:

**Community Improvement Districts (CIDs)** are areas in which local commercial property owners tax themselves to help fund infrastructure improvements, aesthetic enhancements and private security within district boundaries.

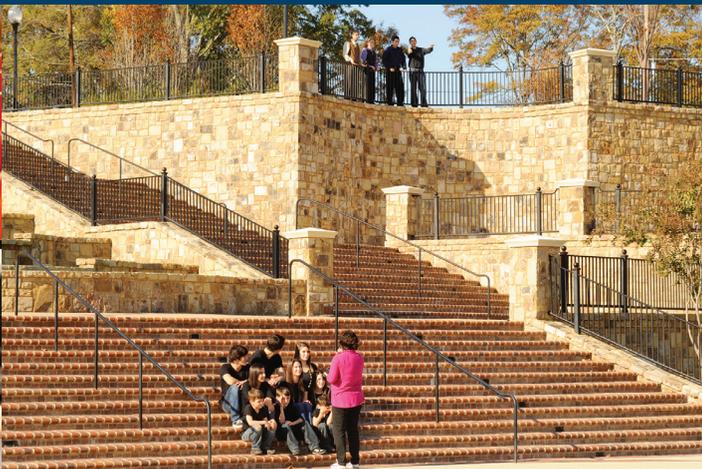
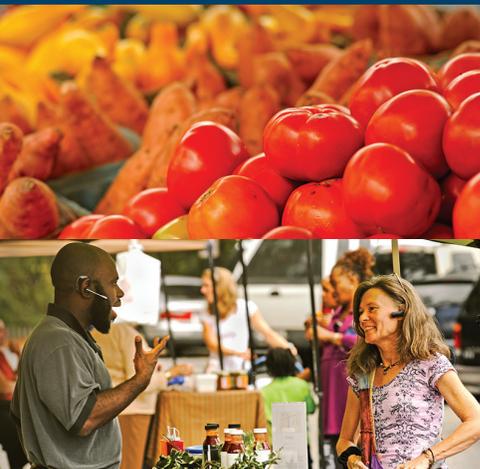
## WHO WE ARE:

The Gwinnett Village **CID** is the largest in the State of Georgia (14 square-miles), straddling I-85 from the DeKalb/Gwinnett County line north to Beaver Run Road. The **CID** is made up of roughly 800 commercial properties, each paying an additional tax to be used for projects aimed at improving the area. Our board of directors is made up of representatives that are either elected by **CID** property owners or appointees chosen to represent Gwinnett County and the two cities that overlap with the **CID** (Norcross and Peachtree Corners).

## WHAT WE DO:

The **CID** is driven in the pursuit of five major goals:

- Enhance Public Safety
- Develop Community Identity
- Improve Mobility for all Modes of Transport
- Encourage Quality Redevelopment
- Maximize Property Owner Investment



## FUNDING

The **CID** model is built on the idea that local property owners can pool their tax dollars to attract additional investment in their area. The Gwinnett Village **CID** works to develop strong relationships with local, regional, state and federal partners. To date, the **CID** has leveraged roughly \$18 million in locally collected revenue to attract \$46.5 million in public investment.



## NORCROSS TO LILBURN MULTI-USE TRAIL

No project better demonstrates the effectiveness of the **CID** model than the proposed multi-use trail that will connect the historic cities of Lilburn and Norcross. The **CID** has worked to bring together partners from every level of government to turn what started as a community driven idea into a reality. Construction funds are in place for the first segment and planning and design funds have been identified for the second.

- Gwinnett Village CID
- Cities of Norcross & Lilburn
- Gwinnett County
- The Atlanta Regional Commission
- Federal Highway Administration

## 1 JIMMY CARTER, INDIAN TRAIL & BEAVER RUIN INTERCHANGE

**BEAUTIFICATION:** The very first project the CID undertook was to landscape the I-85 interchanges at Jimmy Carter, Indian Trail and Beaver Ruin Road. The CID spent nearly \$1 million transforming these community gateways and letting people know that this area was on its way back.



**2 INDIAN TRAIL ROAD MEDIAN & ACCESS MANAGEMENT:** The landscaped median and access management project on Indian Trail Road was a complex project that tackled a number of challenges at the same time. The landscaped median enhanced safety for the corridor and dramatically improved the aesthetic of the area. An additional turn lane was added on both Brook Hollow Road and on Indian Trail (accessing I-85 North). The reduction in traffic congestion was immediately noticeable.



**3 GEORGIA'S NEWEST DIVERGING DIAMOND:** The Jimmy Carter Boulevard and I-85 Diverging Diamond was under construction for much of 2014 and will be complete in 2015. More than just a congestion relief project (which it will do), the CID chose to make a statement with the architectural design of the bridge facade. Hundreds of thousands of motorists travel under this bridge every day and the CID saw an opportunity to plant a flag and say "This is the gateway to not only the Village, but Gwinnett County as a whole."



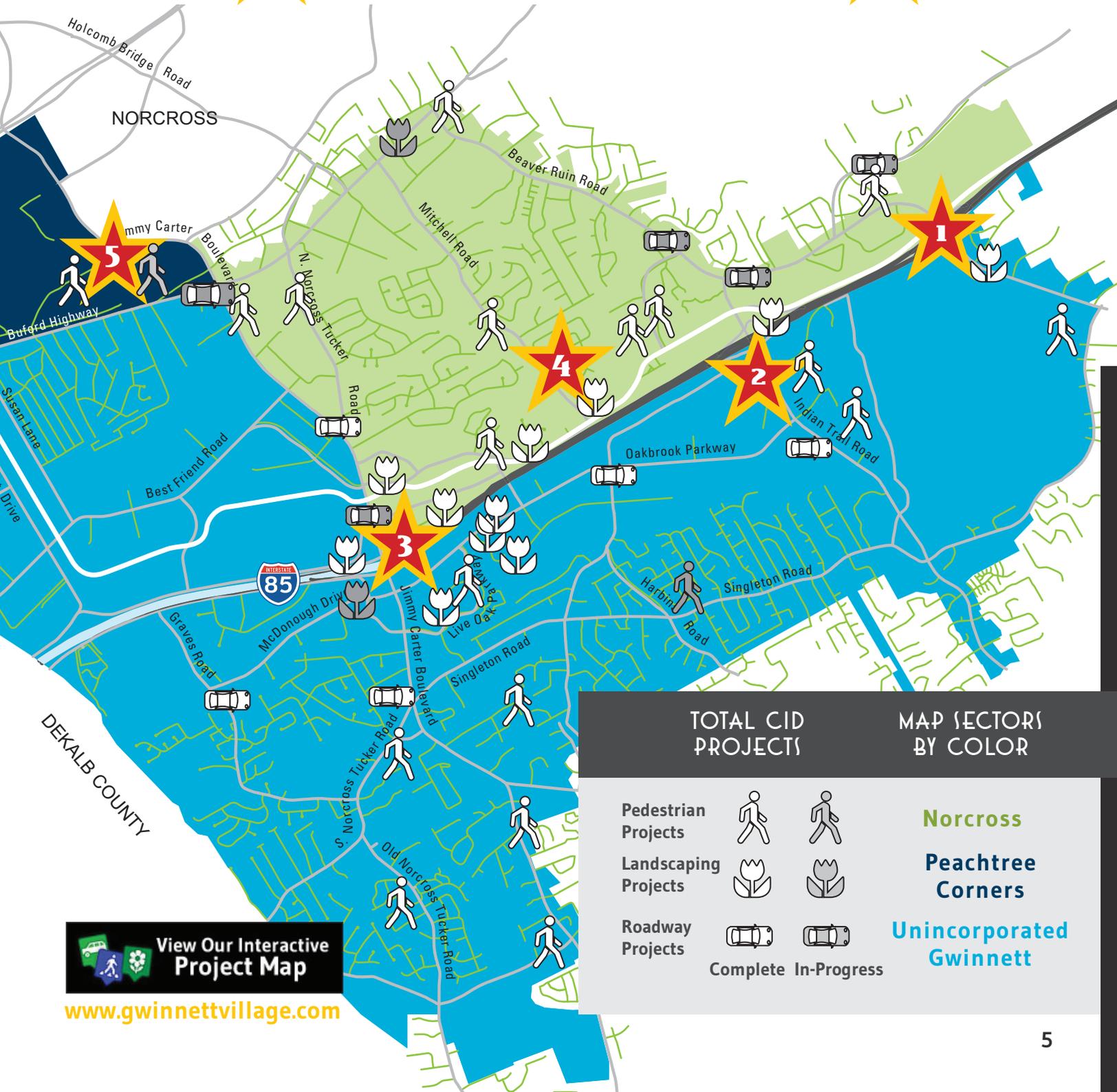
**4 BROOK HOLLOW GATEWAY:** The intersection of Mitchell Road and Brook Hollow Parkway is an important gateway for the City of Norcross and was a priority landscaping installation for the Gwinnett Village CID. With the help of Georgia DOT, the CID cleared and landscaped a large swath of the road. This project was a perfect example of how landscaping can completely transform the look and feel of a corridor.



**5 BUFORD HIGHWAY PHASE I & II:** The CID, Georgia DOT and Gwinnett County funded a pedestrian improvement project along Buford Highway from the DeKalb County line to Jimmy Carter Boulevard. Where paths were once worn in the grass from pedestrians searching for a safe route, new sidewalks and landscaping have been installed to provide a safe, attractive walking environment.



# ★ GWINNETT VILLAGE CID ★ STAR PROJECTS



TOTAL CID PROJECTS		MAP SECTOR BY COLOR	
Pedestrian Projects			Norcross
Landscaping Projects			Peachtree Corners
Roadway Projects			Unincorporated Gwinnett
	Complete	In-Progress	

View Our Interactive Project Map

[www.gwinnettville.com](http://www.gwinnettville.com)



# UP IN LIGHTS



**IN 2006**, when the CID was formed, how many people would imagine the area playing host to stars of the big and small screen? No hands? We'd be lying if even we said we'd foreseen that in the future, but luckily, there are two groups who envision a vibrant community with the makings of something truly unique – not only to the metro Atlanta region, but in the Southeast United States.

Everyone is familiar with the story of Gwinnett's boom (moving from a population of 70,000 in 1970 to over 850,000 in 2013). As a result, the Gwinnett of today looks totally different than it did in the 70s and 80s. Gwinnett, and specifically southwest Gwinnett, is among the most diverse communities in the Southeast providing a unique international work force and a current population that will mirror what America will look like in 2040.

During the boom years, the 160 acre property at the corner of Jimmy Carter Boulevard and I-85 was the home of Western Electric, Bell Labs and Lucent, but is now the current home to OFS, a manufacturer of telecommunications and specialty optical fiber products. The Gwinnett Village area essentially built around this site which, at its peak, employed over 4,000 people.

# GWINNETT REEL FACT:

Both **The Hunger Games** and **Fast and Furious 7** have already used the facility for large portions of their productions.

Restaurants and retail developed to support this employment center. But, as technology improved the site required fewer and fewer staff. Today it houses only about 300 employees and the surrounding community felt the results of that reduction.

When the CID was formed, redevelopment of the OFS site was quickly identified as the largest opportunity to initiate transformative change for the area. CID staff set to work on putting tools in place to make that redevelopment feasible. Over the years, many saw the potential of the site, but often ran into hurdles when faced with the demolition costs associated with the project. It would take a specific kind of developer to make this kind of project work – one with experience in adaptive reuse and brownfield development.

Enter Jim Jacoby, developer of Atlanta's largest brownfield development, Atlantic Station. Jacoby Development had a vision for the site to transform this mostly vacant industrial property into a large mixed-use community anchored by the largest film studio outside of Hollywood, making Jimmy Carter Boulevard "ground zero" for the blooming entertainment industry in Georgia. The name? **Atlanta Media Campus Studios.**

Jacoby has proposed a massive, 105-acre mixed-use redevelopment (OFS will continue to occupy a portion of the site). Beyond the studio, plans call for class A office, hotels, residential and education facilities. Films about to be released, *Fast and Furious 7* and *The Hunger Games*, have already used the facility for large portions of their productions and demand for upcoming productions at the site is high.

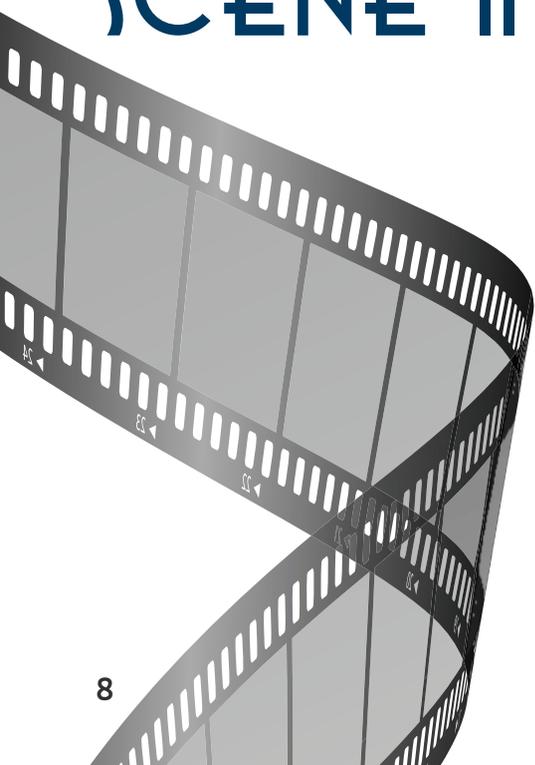
Of course the CID is excited to see the movie studio aspect of the development, but it's the surrounding office, retail, etc. that really has us optimistic about this community's future. This is the chance for Gwinnett to have a real concentrated employment center. A place companies can point to and say that is the type of place we want to locate.



Photo Credits: Murray Close / Andrew Cooper / Lionsgate



## SCENE II



**ANOTHER** entertainment complex has the CID seeing stars. In 2013, the CID celebrated the relocation of Eagle Rock distribution, a move that brought 300 new jobs to the community and an investment of nearly \$20 million in site upgrades. The building was much bigger than was needed, but from an access standpoint, the benefits outweighed the costs. Shortly after the relocation, Eagle Rock established a relationship with a TV production company who started using their old facility to film ABC's "Resurrection". This spurred the idea of adaptive reuse of their excess space in their new facility as a permanent TV production studio. Construction is underway on four sound stages that will be open in April 2015 and is classified as the largest collection of TV sound stages under one roof in the state.

The fact that the Eagle Rock production facility and Jacoby Development are within walking distance of one another helps to create a concentration of production facilities that can support the relocation of other ancillary businesses in the media field (and essentially create a whole new sub market for Atlanta). That kind of halo effect is the thing that urban planners dream of.

# GWINNETT REEL FACT:

In **2013**, the **ABC hit Resurrection** began filming in Gwinnett, bringing new life to the shared TV production studio and **new jobs to Gwinnett.**



 Gwinnett County is a place where local governments cooperate and partner with organizations like the Gwinnett Village Community Improvement District and the other CIDs to upgrade sidewalks, intersections, landscaping, and trails. The tangible results are attracting not only the entertainment industry but also many other business developments. By working together, we're strengthening our quality of life and revitalizing our community. 

– Charlotte Nash, Chairman, Gwinnett County Board of Commissioners

“ The Gwinnett Village CID is an invaluable partner of the City of Norcross. We count on them for added security for our businesses, excellent transportation projects and outstanding landscaping on the right-of-ways. We look forward to continued working with the CID to continue redevelopment in this area of the county in 2015 including opening the Diverging Diamond interchange. ”

- Mayor Johnson - Norcross



## KEEPING CRIME OUT

The Gwinnett Village **CID's** top priority since its inception has been public safety. During the formation process it was crystal clear that property owners were concerned with the level of crime in the community.

**CIDs** have become increasingly popular in Georgia as many have seen how successful the model can be. The Gwinnett Village CID takes a holistic approach to revitalization. For example, we've found that significant investments in landscaping, graffiti removal, trash pickup, right of way maintenance all support our efforts to reduce crime in

the area. In 2007, the CID began a multi-pronged program called the Targeted Enforcement Zone (TEZ) initiative. The program includes additional police patrols, a team of private security officers to provide additional coverage, and timely litter and graffiti removal. The results bear themselves out in crime statistics.

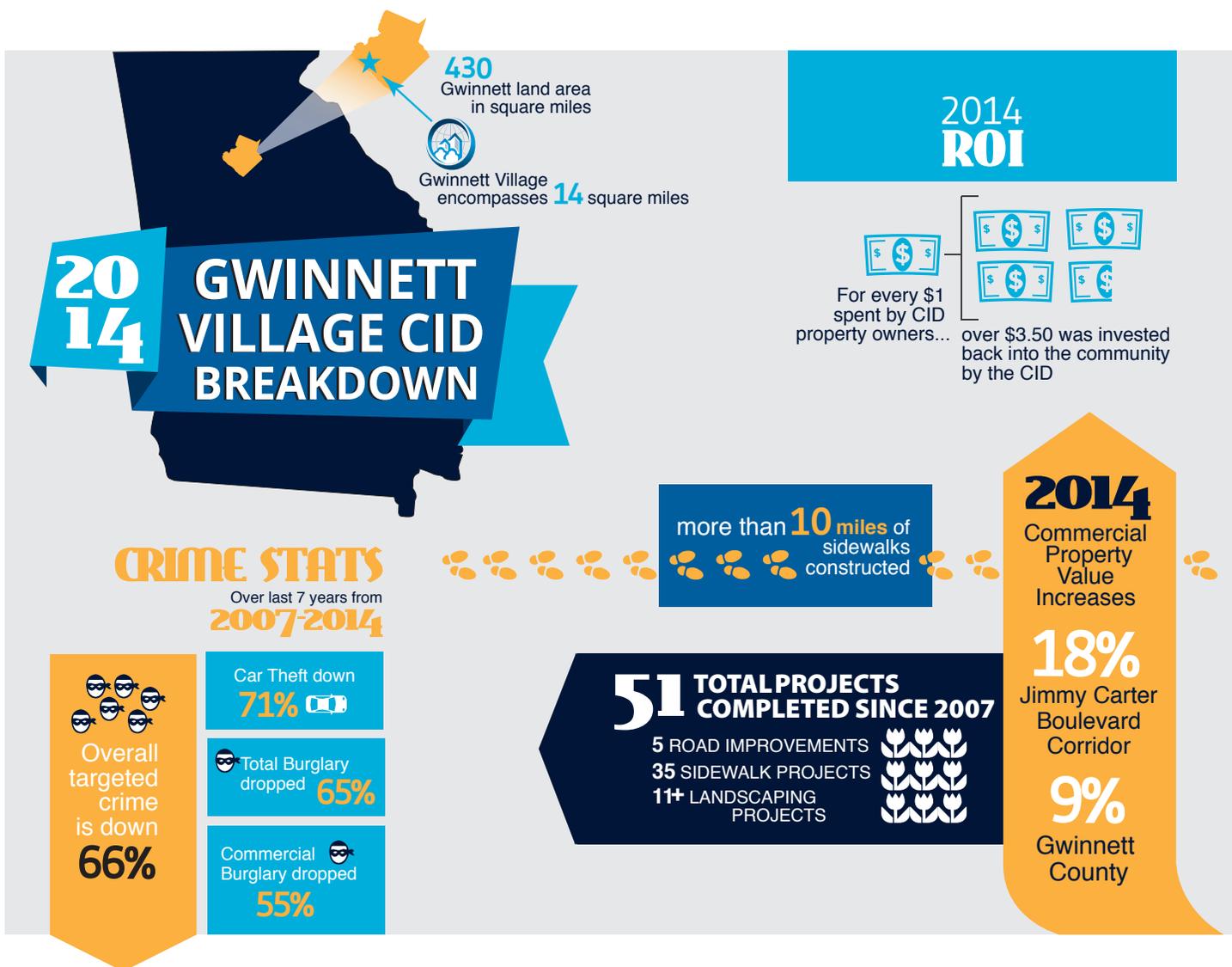
The CID will continue to pursue reductions in crime, but now one of the main goals is to effectively communicate the fact that this is not the same community people know from 5 years ago and to ensure that the perception of this area matches the reality.

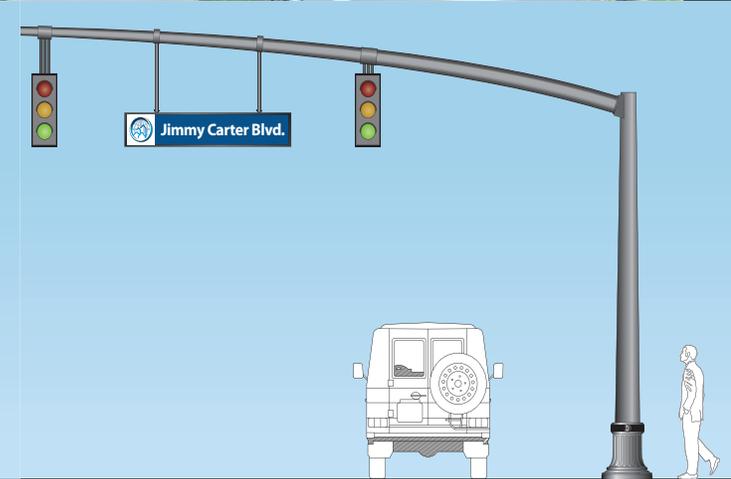
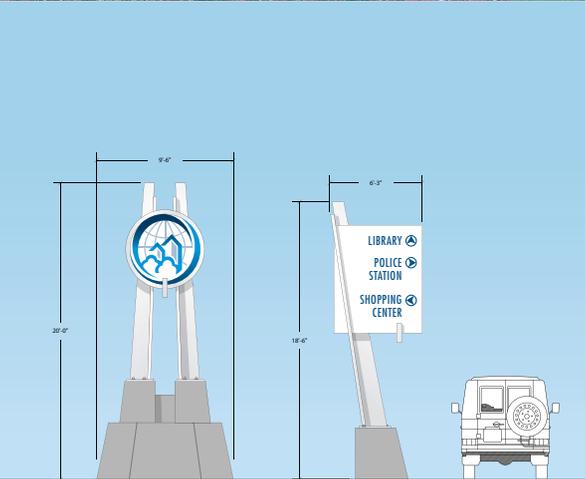
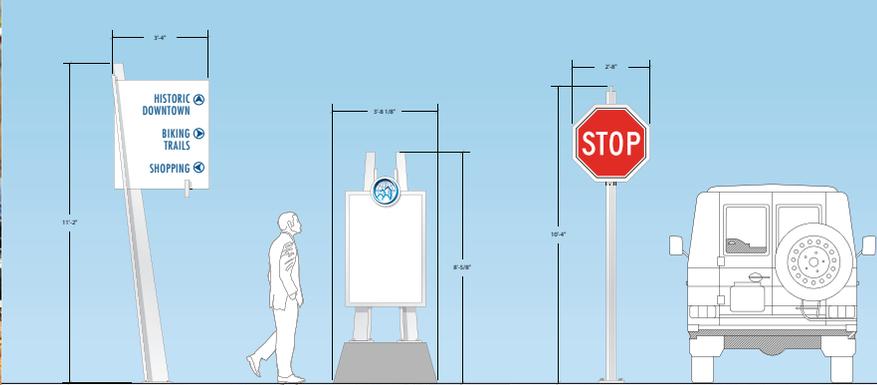
# 2014: A FOUNDATION FOR GROWTH

The CID sets its sights every year on demonstrating a return on investment for its property owners. After all - building and improving the community in which we live is a collaborative effort. When investors put their dollars back into the community, the CID has the opportunity to accomplish projects that will benefit everyone. This ultimately leads to increased access to the community and projects that make it easier for our property owners to attract and retain businesses.

Jimmy Carter has always been the **CID's "Main Street"**, and just as most all main streets, it is a well-worn path. Jimmy Carter

Boulevard is heavily traveled and heavily depended on to help drivers get in, out, and around Gwinnett. For that reason we've focused a great deal of time and effort on putting tools in place (redevelopment incentives, employment incentives, beautification projects, and traffic mitigation projects) to aid in the revitalization of this corridor. We're starting to see tangible evidence of the impact those efforts have had. This year laid a firm foundation for growth and our hope is to keep building on the successes we've seen in this corridor and help them spread throughout the entire district.





# SETTING THE SCENE

The Gwinnett Village community is truly one of a kind—the most diverse community in the entire Southeast. There are restaurants and stores that offer a cultural experience that you simply cannot find anywhere else. We as a CID believe that uniqueness is our greatest strength and will help to shape what this community becomes in coming years.

The Gwinnett Village CID is working to build not only better infrastructure and an appealing roadside, but a “community”. We want people who come to this area to know they’ve arrived in “The Village”.

Over the past few years the CID has begun to roll out branding efforts to give the CID some uniformity. The first step in this process has been the banners along

Jimmy Carter Boulevard and Indian Trail. In years to come, plans call for the construction of streetscaping projects, decorative mast arms at intersections, gateway signage to mark entry points into the CID and branded street signs. The hope is that when all of these come together the community will have a look and feel that sets it apart from the surrounding area.

We want local residents and businesses to be proud to call The Village their home, and that is what drives us everyday.

# 2014 GWINNETT CID BOARD MEMBERS

**Post 1:** Tim Le; Atlanta Maxim Realty International

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

**Post 3: Vice Chair:** Mike Deming; Attorney/Business Owner, Deming, Parker, Hoffman, Campbell & Daly LLP

**Post 4:** Ryan Hoyt; ProLogis

**Post 5:** Erika Heller; Property Manager, Colliers International, Management

**Post 6: Chairman:** Shiv Aggarwal; Developer/Property Owner, American Management Services, Inc.

**City of Norcross Appointment:** Keith Shewbert; Business Owner, Norcross Village Partners

**Treasurer;** Chris Braun; Finance Executive, Keyworth Bank

**Secretary Governmental Affairs:** Emory Morsberger; Developer, Morsberger Group

**City of Peachtree Corners Appointment:** Phil Sadd

**Gwinnett County Appointment:** Michael Tuller; Planning Professional

**Board Member Emeritus:** Tina Dang; NDI Development

**Board Member Emeritus:** Ann Cameron

# 2014 GWINNETT VILLAGE CID PARTNERS



# 2014 GWINNETT CID STAFF MEMBERS



**Chuck Warbington, PE**  
*Executive Director*



**Joel Wascher**  
*Communications Director*



**Alyssa Sinclair Davis, AICP**  
*Programs Director*



**Robert Michener**  
*Director of Operations*



**Gwinnett Village**  
*Community Improvement District*



[gwinnettville.com](http://gwinnettville.com)

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