

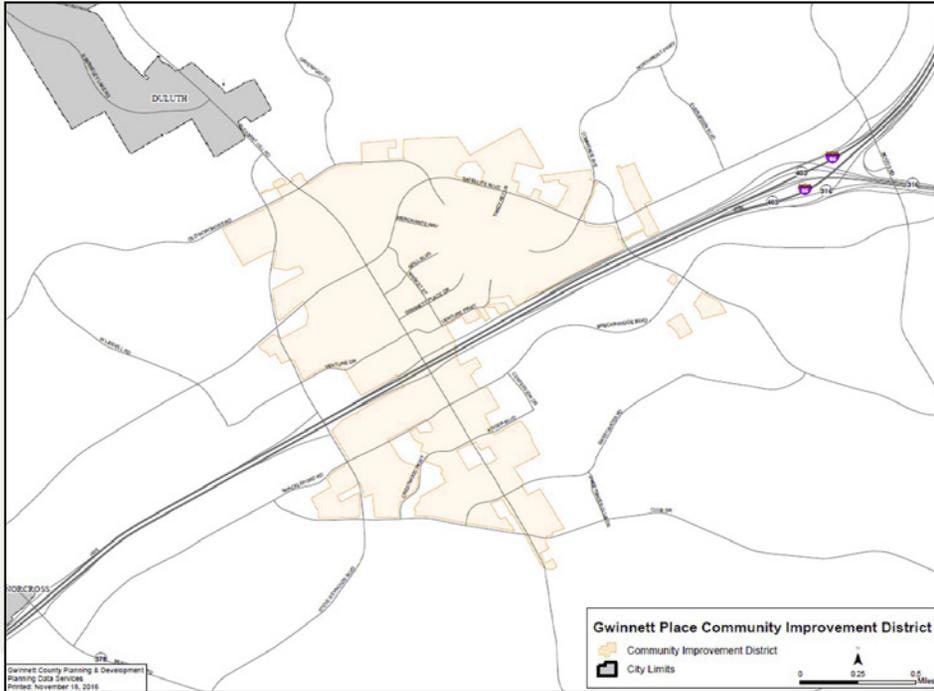


GWINNETT PLACE COMMUNITY IMPROVEMENT DISTRICT

2019 ANNUAL REPORT



LETTER FROM BOARD OF DIRECTORS



Gwinnett Place, Gwinnett County's largest commercial district, continued to make significant strides in 2019 with new business announcements, transportation improvements, beautification enhancements, security investments and outreach efforts touting the incentives and benefits of locating a business or redeveloping a catalyst site within Gwinnett Place.

As the CID approaches a new decade and its 15th anniversary in 2020, the board and staff will continue to highlight the district's positive attributes and increase outreach efforts for progressive redevelopment projects to make Gwinnett Place THE area where you can discover the world in one location.

See the timeline on the next page for some of Gwinnett Place CID's 2019 accomplishments!

Thank you,
Gwinnett Place CID Board of Directors

GWINNETT PLACE CID MISSION AND VISION

MISSION: To develop Gwinnett's central business district as a hub for economic and employment activity.

VISION: Gwinnett Place recognized as a flourishing center for an internationally diverse, livable urban community.

TIMELINE: 2019 IN REVIEW



Boehringer Ingelheim North American relocates its headquarters and brings 75 jobs to Gwinnett Place.



Gwinnett Place CID re-elects Ben Yorker and Trey Ragsdale as board members.

FEBRUARY



GPCID hosts Transit Referendum outreach events to educate the public.

MARCH

APRIL

OS National adds 1,000 new jobs and invests more than \$15 million in its headquarters.



MAY

The Atlanta Regional Commission awards a \$400,000 livable centers initiative grant to Gwinnett County and the Gateway85, Sugarloaf and Gwinnett Place Community Improvement Districts for a bus rapid transit corridor study along Satellite Boulevard.

TIMELINE: 2019 IN REVIEW

Phase 5 construction of streetscapes along Pleasant Hill Road from Old Norcross Road to Club Drive begins. Installation of new benches, trash receptacles, pedestrian plazas, trees and landscaping.



Construction begins on the intersection improvement project at Steve Reynolds Boulevard and Venture Drive.

Georgia Department of Transportation (GDOT) begins construction to extend the two lanes along the northbound on-ramp at I-85 and Pleasant Hill Road.

GPCID board chair Leo Wiener and board member Ben Yorker educate attendees on Gwinnett Place Mall and the area's future projects by speaking at Bisnow Atlanta's Future of Gwinnett County and Northeast Event



Right of way acquisition begins along Mall Boulevard for the complete street project.

JUNE

JULY

AUGUST

SEPTEMBER

Construction of new sidewalks along Old Norcross Road and Steve Reynolds Boulevard get underway.



Construction begins on the new roundabout at Day Drive and Venture Drive.

McClure Health Science High School opens with a focus on learning college-preparatory curriculum through the lens of health and science. McClure is the largest public investment in the area in over a decade.



TIMELINE: 2019 IN REVIEW

Annual Metro Atlanta Redevelopment Summit (MARS) takes place at Gwinnett Place's Studio Movie Grill featuring GPCID board member Ben Yorker as a guest speaker.



Gwinnett Place CID partners with Gwinnett County Police and Flock Safety to implement cost-effective crime fighting technology throughout the district.

OCTOBER

NOVEMBER

DECEMBER



Gwinnett Place Mall is listed for sale! A possible sale of the property could lead to an opportunity for much needed area redevelopment!

FUTURE OF GWINNETT PLACE

REDEVELOPMENT OUTREACH

Throughout 2019, the CID continued its redevelopment outreach by consistently marketing the area to local and national development companies through emails, networking, one-on-one meetings and more designed to educate them on the many incentives, like an Opportunity Zone, Redevelopment Overlay District and Tax Allocation District (TAD), as well as highlight the area's catalyst sites.

MAP OF INCENTIVES



The Gwinnett Place CID staff also met with current local and state officials and future political candidates on the need for a detailed redevelopment game plan to transform Gwinnett Place.

Once Gwinnett Place Mall was listed for sale, visibility around the property increased through a range of media stories, including some that featured the CID in national coverage.



NEXT STEPS IN REDEVELOPMENT

In November of 2019, the CID presented to Urban Land Institute's Center for Leadership and highlighted the endless possibilities to drive added economic impact to the area of the mall, where Netflix, in part, filmed "Stranger Things" could, become a vibrant and successful redevelopment.

"Gwinnett Place Mall was my favorite project presented. I found it especially interesting because of all the culturally diverse pressure of the community and the ability to take a once renowned landmark and turn it into something that could really change the landscape of the area"

— Urban Land Institute's Center for Leadership class member

The district has new projects in development including The Rey, a luxury multi-family development that will include pocket parks, bocce ball, giant Jenga and an expansive open lawn and mixed-use retail along Steve Reynolds Boulevard. The Rey has intimate gathering places and secluded green space at its heart. Upscale amenities include an expansive two-story resident activity center with internet enabled co-working areas and a rooftop terrace, both overlooking a resort-style saltwater pool.



STUDIES AND PROJECTS IMPROVING GWINNETT PLACE

THROUGHOUT 2019, THE GWINNETT PLACE CID WAS INVOLVED WITH VARIOUS PROJECTS THAT HAVE BEEN COMPLETED OR WILL BE IN 2020.

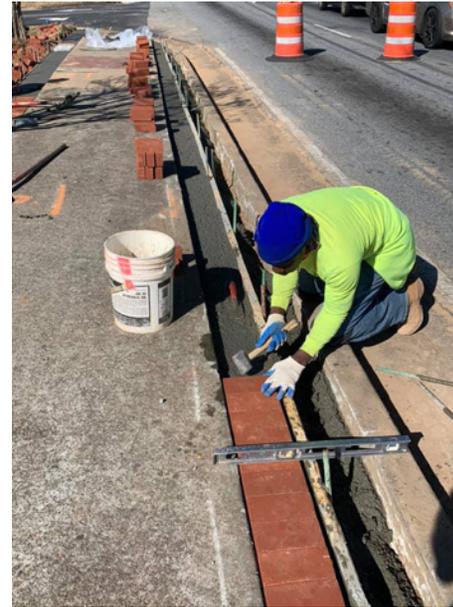
ROAD ENHANCEMENTS



The Pleasant Hill Road/I-85 northbound collector-distributor improvement project was completed, and the CID installed new sidewalks along Old Norcross Road and Steve Reynolds Boulevard. Additionally, more streetscape enhancements were installed along Pleasant Hill Road from Club Drive to Old Norcross Road.

VENTURE DRIVE DEVELOPMENTS

In partnership with the CID and the State Road and Tollway Authority (SRTA), the Gwinnett County Department of Transportation began construction on the Venture Drive/Day Drive roundabout and the Venture Drive/Steve Reynolds Boulevard intersection improvement project.



THE CID WAS INVOLVED WITH THE FOLLOWING STUDIES, IN PARTNERSHIP WITH OTHER CIDS, GWINNETT COUNTY, THE ATLANTA REGIONAL COMMISSION (ARC) AND ADDITIONAL ORGANIZATIONS:

- Bus Rapid Transit Corridor Study
- Truck Parking Study
- I-85 Corridor Study
- Pleasant Hill Road at I-85 interchange assessment study
- Loop Trail Study
- Gwinnett Place CID partnered with Gwinnett DOT and Gwinnett Parks & Recreation to seek funds related to construction of trails to McDaniel Farm Park and further study a Multi-Use Trail Connection between Shorty Howell Park and McDaniel Farm Park

STUDIES AND PROJECTS IMPROVING GWINNETT PLACE

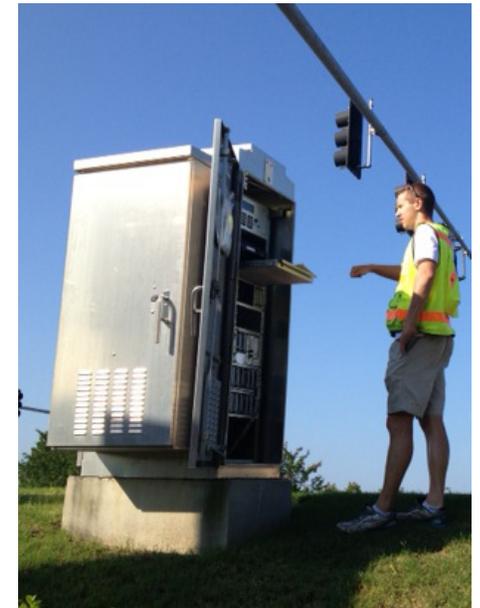
MALL BOULEVARD COMPLETE STREET

As outlined in ACTivate Gwinnett Place, the CID completed the plans to transform Mall Boulevard into a complete street to provide sidewalks, green space and multi-modal travel options. Beginning in 2019, right of way and easement acquisition began for the project to create linear green space serving as a sidewalk, a multi-use corridor for cyclists; all in a park-like setting, infusing the area with opportunities to move between parcels safely on foot, on bike and by car.



TRAFFIC SIGNAL TIMING AND MAINTENANCE

The CID continued its on-going traffic signal timing, maintenance and quarterly inspections to ensure the signal timing is optimized annually to continuously improve the flow of traffic throughout the district.



BEAUTIFICATION AND SECURITY STATS

The following outlines the significant impact GPCID made in 2019 in the areas of beautification and safety.

ENHANCING SECURITY:

- The CID created a new multi-year partnership with Gwinnett County Police Department and Flock Safety to install an automatic license plate reading (ALPR) camera system throughout the district beginning in January 2020. The 50 cameras are one of Gwinnett Place CID's largest investments this year and the partnership reflects one of the CID's key focus areas in enhancing public safety.
- Nearly 5,000 hours were spent patrolling the area by CID contracted security patrols and CID staff, and additional security patrols were hired for the holiday season.



“We exist for our businesses to flourish. And that’s possible thanks to partnerships with the Gwinnett County Police Department and investment in crime-fighting technology like Flock Safety,” says Leo Wiener, Chairman, Board of Directors, Gwinnett Place CID.

BEAUTIFICATION:

- GPCID maintains 10 miles of road and the I-85 interchanges at Pleasant Hill Road and Steve Reynolds Boulevard
- Removed almost 53 tons of trash
- Removed 1,252 illegal signs
- Since 2007, CID-funded efforts removed more than 347 tons of trash from area roadways

5,000

HOURS PATROLLING



53 TONS of trash collected in 2019

1,252 Illegal signs removed

FINANCIALS



Gwinnett Place Community Improvement District Statement of Revenues, Expenditures and Changes in Fund balances for Year Ending December 31, 2019

REVENUES	
Property Tax Revenues, Net of Administrative Fee	\$1,147,508
Inter-governmental grants	\$126,364
Invest Income	\$41,839
Total Revenues	\$1,315,711
EXPENDITURES	
Accounting	\$26,649
Business Development	\$8,109
Computer Expense	\$120
Dues and Subscriptions	\$892
Insurance	\$13,935
Legal Ads	\$355
Legal Fees	\$10,730
Occupancy Expenses	\$38,350
Office Supplies	\$579
Other	\$1,513
Payroll and Related Expenses	\$280,377
Postage and Delivery	\$379
Printing and Design	\$500
Programs, Projects and Studies	\$929,938
Telecommunications	\$2,169
Website Maintenance	\$10,191
Total Expenditures	\$1,322,786
DECREASE IN RESTRICTED FUND BALANCE	\$7,075
Fund Balance, beginning of the year:	\$2,824,983
Fund Balance, end of the year:	\$2,817,908

STAY UP TO DATE WITH GWINNETT PLACE CID AND FOLLOW US ON SOCIAL MEDIA

 **FACEBOOK:** @GwinnettPlaceCID

 **TWITTER:** @GPCID

 **INSTAGRAM:** @Gwinnett_Place_CID

 **LINKEDIN:** @GwinnettPlaceCID

SANTA FE MALL OWNER MEMORIAL

Fred Filsoof, long-time owner of Santa Fe Mall and one of the original property owners to join the CID, sadly passed away in November 2019. The CID board and staff wanted to honor Mr. Filsoof by including him in this annual report and thanking him for his long-time commitment to the district.

