



Thinking back. Moving forward.

# District Update

Evermore Community Improvement District

July 2008 - Vol. 7, No. 3

Information for District Members and Friends



## Evermore Property Values Continue to Rise *Suggests Bright Future*

When the Evermore CID (formerly Highway 78 CID) formed in 2003, the stated mission was: "To establish a vibrant, upscale destination area; to improve business development opportunities; and to enhance property values by developing and promoting coordinated transportation and community character improvements that will benefit property owners and residents along the U.S. Highway 78 corridor." The vision to transform our community is as strong today as it was at inception.

So how are we doing? Five years of strategic planning, careful consulting, and countless hours of work by dozens of community leaders and public

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## Evermore Moving Forward *Phase One Construction Complete*

Frequent travelers on Evermore's Highway 78 corridor have witnessed significant change. If you are an occasional visitor to Evermore, then you too will be pleasantly surprised as you travel through the Park Place area. A noteworthy milestone, the phase one construction of the Highway 78 transportation improvement project that spans from East Park Place to Stone Drive is now complete – the reversible lanes and lights are no more.

It was only 10 months ago when the community celebrated the project's ground breaking and since that short time, we benefit from three lanes each direction, a safety median and pedestrian friendly sidewalks throughout Evermore's Park Place. "Because the construction was completed during the evening and early morning hours, it seems that within a blink of an eye the improvements appeared," said a very pleased Brett Harrell, Evermore CID's Executive Director. He added, "Remaining for phase one is installation of decorative mast arms, streetscapes, illuminated street signs, and landscaping."

Georgia DOT is now beginning construction in phase two of the project from Stone Drive to Killian Hill/Bethany Church Road. The GDOT will implement the same traffic flow strategy; three lanes traveling Westbound to Stone Mountain/Decatur and two lanes traveling Eastbound to Snellville/Loganville. When traveling Eastbound, delays are possible at the transition during the 5:00 p.m. rush hour as the three east bound lanes are reduced to two. Upon completion of the project, the roadway will have three permanent travel lanes in each direction.

Harrell added that another exciting enhancement project is also underway in phase two. The Jessica Daron Court Parallel Service Road, an access street that will run parallel from Lake Lucerne Road to Jessica Daron Court, will improve mobility as well as decrease traffic on Highway 78. Funding for this enhancement project stems from a combination of CID,

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# Where's a Cop When You Need One?

*Too often, responding  
to a false alarm.*



It is extraordinarily probable that at one time or another, 99% of us have uttered the phrase, "Where's a cop when you need one?" It is also likely that we really didn't invest much thought into the statement. However, the Evermore CID learned of some startling statistics that does offer one explanation to that very question; false alarms. So where is a police officer when you really need one? There is a good chance that one to three of them are responding to a false alarm.

According to Gwinnett County Police Compstat Reporting, the Evermore CID and U.S. 78 has among the lowest incidents of potentially violent/life threatening crime such as murder, rape and aggravated battery in the county. However, the Evermore CID does register as problematic with false security alarms, which is a consistent problem county-wide.

**\$2.2 Million  
taxpayer  
dollars are  
wasted each  
year on  
false alarm  
dispatches**

Annually, the Gwinnett County Police Department receives approximately 38,634 security alert dispatches; security alerts are the leading cause for dispatches and exceeds moving vehicle accidents that accounts for

23,393. What is most alarming about these statistics is that 38,405 of these security alarm dispatches are actually false or non-valid. Of the 9,490 annual security alarm dispatches that occur at the Southside precinct that includes the Evermore district, only 50 of them were valid.

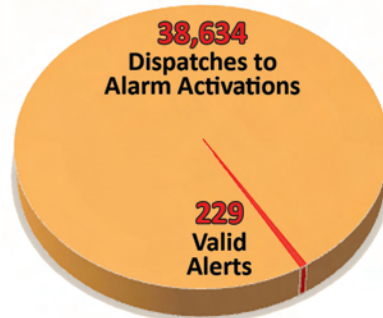
Information from the Snellville Police Department indicates that false security alarms are also a problem for the city's force. Of 2,540 annual security alarm calls, approximately 2% are legitimate, confirms Snellville Police Chief Roy Whitehead. Whitehead adds that the City of Snellville has implemented an ordinance for excessive alarms and issues citations for habitual offenses in an effort to reduce the number of false activations. "National studies show that false alarms represent over 99% of all alarm activations", concludes Chief Whitehead.

The Evermore CID provides additional Security Patrols throughout the business district. Evermore CID Executive Director

Brett Harrell realizes the seriousness of the problem. "False alarms consume an inordinate amount of police officer time and efforts, thereby reducing their patrol presence where it is needed most," says Harrell. "In addition to the reduced presence, there is also a significant economic burden on taxpayers resulting from false alarms," he said.

According to Gwinnett County Police Officials, a false alarm dispatch can require one to three officers to report to the scene. These false alarm calls can take up to two hours of an officer's time, thereby deterring them from regular patrols where an actual crime could occur. Not only do these false alarms increase the threat of crime within the community, they are also serious economic implications that are too easily dismissed by uneducated consumers and the general public.

Police officials confirm that it costs over \$118,000 for every officer staffed by Gwinnett County and of that figure, \$54,422 is an annual recurrence of salary, benefits and payroll tax. When calculating the quantity of staff and field hours required when responding to an alarm call, it costs taxpayers \$58.40 for every dispatch - a number that does not truly reveal the severity of this problem until multiplied by the 38,405 invalid dispatches. Calculations indicate that over \$2.2 million in taxpayer dollars are wasted each year on false alarms.



Executive Director Harrell believes strongly that both businesses and residents have a responsibility to invest the necessary time to learn to properly operate their security systems. "It is our civic obligation to prevent situations that will deter our police officers from doing the important work", advocates Harrell. "We also have to be civically responsible to avoid the misuse and waste of tax payer dollars," he concluded.

## Property Values *Continued from Page 1*

transportation officials has paid off with many successes. Chief among them is the momentous increase in Evermore property values.

In 2003, the Evermore business district's total property value was \$363M. Today, that figure, representing approximately 470 parcels has increased by \$163M, bringing the total property value to \$526M; a 45% increase. Other significant economic factors indicative of a strong Evermore include 1,585 businesses; 17,000 jobs; \$1 billion in annual sales and revenues; and a \$60M public transportation improvement project underway.

Over the past five years, the self-taxing property owners have paid \$4.3M in Community Improvement District (CID) tax dollars. This \$4.3M has to date generated \$162M in identified community improvement and enhancement projects representing a 38:1 return on investment. With a lengthy list of 86 potential projects, eight are complete and 40 are underway representing a \$135M investment.

Evermore CID Executive Director Brett Harrell believes that, "the investment our property owners committed to five years ago is producing results well in excess of those imagined with more to come. Evermore is thriving; our core economics are stable; new businesses are establishing; investors are redeveloping; and the community is revitalizing. It is a good time to invest in Evermore and the future portends great possibilities."

## Keeping You Informed Construction Info On AM 1620

Staying informed about the traffic status along the Highway 78 corridor has never been easier. In addition to Navigator 511 service and on-line information, you can now tune in to AM 1620 for up-to-the-moment travel updates. More options, more information





# Community Focus Beneficial for Key Business Development

## Evermore CID Commends Flagstar Bank for "Giving Back"

If there is one trait that an organization such as a Community Improvement District (CID) can appreciate, it is businesses that truly demonstrate a commitment to the community in which they are established. CID district members give back to their respective communities through additional voluntary tax dollars; and many businesses give back to the community beyond-the-dollar through a more "hands-on" approach. The Evermore CID is pleased to recognize district member Flagstar Bank for their exceptional contributions that improve our community.

When Flagstar Bank renovated a vacant building and opened their Snellville Branch in October of 2006, Banking Center Manager Cindy Poole implemented an aggressive community outreach plan. Mrs. Poole is a long-time Southern Gwinnett resident who graduated from Parkview High School in Lilburn. With a grass-roots understanding of the Evermore Business Community, this seasoned banking professional of twenty years, has established Flagstar Bank as one of Evermore's most respected businesses.

After a long and successful career with the same national banking firm, what attracted Mrs. Poole to Flagstar Bank can be

summed up in three words; "community not commercial". "What I admire most about Flagstar Bank is the range of exceptional services that are offered to our customers", explains Poole. "With Monday through Sunday banking center hours and no cut off time for deposits, our customers have seven-day-a-week access to our staff and 24/7 access to their money."

Headquartered in Michigan, Flagstar Bank now has 180 banking centers throughout Michigan, Indiana and Georgia with assets approaching \$16 billion. While managing a banking center during a challenging period of economic adjustment, Mrs. Poole is pleased that the branch is consistently meeting their fiscal goals. Most recently, Flagstar's Snellville Banking Center was honored and received the company-wide award for Highest CD Deposits - Fiscal Year 2007. An achievement that she affirms was made possible by building and nurturing relationships through community opportunities.



As a growth-oriented community bank, Ms. Poole appreciates the business philosophy that allows her to involve Flagstar in worth-while community events

and civic organizations. Through area business associations, she has effectively executed the formula to key business development. In addition to hosting networking events at the Snellville Banking Center, Mrs. Poole also recently participated in the Muscular Dystrophy Association's (MDA) Tri-City Lock-up; an event that raised over \$54,000 for the organization. Customer appreciation events are always on the calendar and she has also volunteered her time to participate in Evermore CID sponsored programs for high school business and economic students.

Mrs. Poole is very familiar with the Evermore CID and its proposed transportation projects, sharing that she is "impressed with the overall design concept and is excited to see the reversible lane system disappear." Creating a more pedestrian friendly area will allow her and her staff to enjoy a brisk walk to their favorite lunch spots. "We will definitely enjoy the new sidewalks and put them to good use," concludes Poole.



Additional information about Flagstar Bank can be located on their website at [www.flagstar.com](http://www.flagstar.com), or by calling the Flagstar Banking Center at (770) 978-0535, which is located at the corner of Highway 78 and Fountain Drive in Snellville.

## Moving Forward

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Private, County, State and Federal contributions. The project should be completed by the end of the year.

An additional communication tool is now available for commuters who wish to evaluate traffic conditions while on the road. AM Station 1620 - Highway Advisory Radio is now live and available within a two mile radius of the construction zone. This will best serve those traveling Highway 78 daily. As always, Georgia DOT's 511 Transportation Information System is available 24 hours a day, 7 days a week via telephone (511) or



website ([www.511ga.org](http://www.511ga.org)). Additionally, real-time traffic information is available via the Evermore CID's website at [www.EvermoreCID.org](http://www.EvermoreCID.org). The public may also subscribe to receive email traffic alerts through the Evermore website.





## CID Calendar

### August 27, 2008

Board Meeting  
Snellville City Hall  
2:00 p.m. - Public Invited

### September 24, 2008

Board Meeting  
Snellville City Hall  
2:00 p.m. - Public Invited

### October 22, 2008

Board Meeting  
Snellville City Hall  
2:00 p.m. - Public Invited

### OUR MISSION:

To establish a vibrant, upscale destination area; improve business development opportunities; and enhance property values by developing and promoting coordinated transportation and community character improvements to benefit property owners, business owners and residents along the U.S. 78 corridor.

[www.evermorecid.org](http://www.evermorecid.org)



## Gary Custar 2008-2009 Evermore Chair *County Appointee to Lead CID*

Continuing the Evermore CID Board's tradition of rotating members as chair, Gary Custar assumed the role of Chairman of the Community Improvement District at the April 23, 2008 Board Meeting. Gary will serve until April 2009, at which time the newly elected Vice Chair, Jimmy Norton, will take on the Chairman's duties.

Custar said, "We are grateful to Ken Shiver for his dedication and service to our Board as Chairman this past year. As a result of his leadership, the Evermore CID achieved a great number of successes during Ken's term as Chair and he will continue to be a valued voice on our Board."

Gary Custar, Chairman, is an active member of the Community Improvement District. He is a partner in Presentation Solutions, a provider of audio visual equipment to school systems across the nation. Mr. Custar's company is located on US 78 in the Parker Court Business Park. He is the county's appointee to the CID Board.

Jimmy Norton, Vice Chair, is the city appointee to the CID Board and worked for the formation of the CID during its inception. Norton owns Quality Buildings, a provider of custom-built storage buildings, near the intersection of U.S. 78 and S.R. 124 and operates Kipha Communications, a retail printing firm, located in the Fountain Square Center at the intersection of U.S. 78 and McGee Road.

Also at the April 23, 2008 Board meeting, Emory Morsberger, the founding Chairman of the organization; rejoined the CID Board with his election to fill an open seat of an unexpired 1-year term. The Evermore CID Board is composed of eight members — six members are elected to three year, staggered terms by property owners, one member is a Gwinnett County appointee, and one member is a City of Snellville appointee.

*Our goal is to increase your property values  
and improve your business!*

Evermore Community Improvement District  
2463 Heritage Village, Suite 106  
Snellville, Georgia 30078  
(770) 979-5800 • Fax (770) 979-0712  
[www.evermorecid.org](http://www.evermorecid.org)

