



## Evermore Gets Two Out of Five County Approved TADs

Evermore CID was the recipient of two out of five local tax districts (TADs) approved by Gwinnett County Commissioners on October 8, 2009. Gwinnett officials hope the five TADs can spur redevelopment, despite the sluggish economy.

The five districts encompass the Park Place and Lake Lucerne areas of the Evermore CID as well as the Jimmy Carter and Indian Trail-Lilburn Road sections of the Gwinnett Village Community Improvement District, and an area of the Gwinnett Place CID.

“We’ve been focused on revitalizing older areas of the county for many years, and now we’re finally ready to take concrete steps to make that dream a reality,” Chairman Charles Bannister said. “I am thankful to voters for approving the use of this powerful redevelopment tool, and I am also proud of the hard work the Community Improvement Districts put into developing their plans.”



Artist rendering of proposed mixed use development at Park Place.

In a tax allocation district, the expected increase in tax value that would come after a revitalization project is used to leverage financing for infrastructure upgrades. The bondholders, not the county or taxpayers, assume the risk in the transaction, Economic Analysis Director Alfie Meek said.

A recent example of development using TADs is Atlanta’s popular Atlantic Station. Meek said the five districts have a taxable value of \$640.3 million, which is 2.1 percent of the county’s overall tax digest.

“These five TADs could conceivably triple their value, to \$1.9 billion, over the next 25 years, attracting as many as 36,000 new jobs and providing \$1.6 million in payroll,” Meek said, adding that he expects them to produce more than 8,700 new housing units, 1,500 hotel rooms, and 3 million square feet of new retail with a total market value of \$4 billion.

Bannister said a development proposal has not been presented. The five TADs will be in operation next year.

# Evermore CID Picks New Executive Director

Jim Brooks was named by the board of the Evermore Community Improvement District as the CID's new executive director at their September 23 meeting.

Brooks, the interim director for the past four months, will manage the day-to-day operations of the south Gwinnett self-taxing association of property owners along U.S. 78. The Evermore CID stretches from the DeKalb County line to the city of Snellville. "I'm very pleased to have the opportunity to serve, and I think the CID has a lot of business to be done, both in economic development and many of the projects that are in course," Brooks said.

"I think the biggest difference that anyone would notice is that instead of introducing myself as interim director, I'll be introducing myself as Jim Brooks, executive director," he said.

His background includes stints as interim city manager for Snellville; police chief and assistant chief administrative officer for Macon; and executive assistant to the mayor of Shreveport, LA.



## Evermore CID Parallel Road Project on Track to Begin



The re-alignment of Cambridge Street with McGee Road within the City of Snellville is ready to begin, providing full access to Highway 78 for those residents and travelers who currently use Cambridge Street during their daily commutes. Work on the U.S. Highway 78 construction project continues on track, with the Evermore CID continuing to work diligently with the Georgia Department of Transportation (GDOT) and Gwinnett County.

According to Scott Shelton, P.E., of Gresham, Smith & Partners, the lead engineering firm supervising the project, "The purpose of the proposed project is to improve mobility, operations, and safety for residents on Cambridge Street, West Ridge Drive, Sussex Court, and to improve the traffic operational conditions along SR 10/US 78. The proposed project will give residents access to a traffic signal and a median opening at that intersection, thereby improving access to and from their homes while providing a safe crossing of SR 10/US 78."

Currently, Cambridge Street is offset from the three-legged signalized intersection of McGee and SR 10/US 78. Due to the offset, vehicle conflicts and crash rates are higher than the statewide averages for a roadway with similar classification.

According to the Evermore 78 Community Improvement District's Executive Director Jim Brooks, the feedback he's received so far on the project has been largely positive.

"The traffic will flow better, the area will be more attractive and the drivers along Highway 78 will be safer once the project is complete," Brooks said.

The road project is on track to start construction next year, during the summer of 2010. Once construction begins, it is expected to be completed within nine to twelve months.

### About Evermore CID

The Evermore Community Improvement District is an association of property owners along U.S. 78 in Gwinnett County who voluntarily tax themselves to make the community a great place to live, work and play.

Evermore seeks 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 Highway 78 corridor.

## Public Learns About Continuous Flow Intersection Proposed for U.S. 78/124

State transportation officials held a public information session September 5 to showcase what the traffic-heavy intersection of Ga. Highway 124 and U.S. Highway 78 could look like some day.

The intersection could become the first continuous flow intersection for Georgia. Continuous flow intersections originated in Mexico, are used in Europe and are currently only in place in the United States in a handful of cities.

According to GDOT spokeswoman Teri Pope, continuous flow intersections create long, displaced left turn lanes that go around the intersection so that a lot more vehicles can pass through the intersection at the same time. "Left turners move at the same time as thru traffic," Pope said. If completed, she said the intersection redesign would eventually save commuters three minutes per traffic light cycle.

The estimated cost of the project, which would be completed in two phases, would total \$14.5 million, much less than a left turn flyover bridge which could cost \$33 million, Pope said.

She added that construction time would total about 18 months once started and that access rights and right of way would have to be purchased and acquired along where the intended left turn lanes would be.



Evermore's Economic Development Director and new board member Don Robison listen to community members' ideas on the proposed HWY 124 and HWY 78 intersection.

## Bill Davis Named Project Manager

Bill Davis, a resident of Duluth, has joined the Evermore CID as Economic Development Project Manager working for CID Economic Development Director David Stedman. Davis' main job will be to focus on business retention and expansion for those already operating a business in the CID area.

Prior to his work with Evermore, Davis worked with the Gwinnett Chamber of Commerce and its Partnership Gwinnett initiative, where he was a business development manager for health care and life sciences.

## G-DOT & Evermore Bring Together U.S. 78 Emergency Responders



The Georgia Department of Transportation (GDOT) and Evermore CID invited contractors and emergency response personnel to a meeting on October 1, 2009, to discuss lessons learned after several businesses had to be evacuated along U.S. Highway 78 in Snellville due to construction crews severing a natural gas pipeline on consecutive days. The busy commuter artery was shut down by a gas line break three times in September, and each occurrence resulted in major disruptions for area commuters and business owners.

At the meeting held at the Georgia Department of Transportation office in Lawrenceville, the Evermore CID's Executive Director, Jim Brooks, opened the meeting by stating that, "Our purpose is to prevent future occurrences whenever possible but also to plan for a faster and better coordinated response to future incidents."

In attendance were 21 key people from organizations like the City of Snellville, Gwinnett County Police and Fire Departments, the Gwinnett Department of Water Resources, Atlanta Gas Light, and the contractors who are working to finish the widening and median project along U.S. 78.

Rather than casting blame or finding fault, Brooks stressed the need for all parties to come together in order to forge a comprehensive plan for moving forward. "Our emphasis must be on prevention first, and foremost, but if an incident should occur, we have to be able to coordinate an emergency response and identify alternative routes."

The resulting synergy of thought is exactly what Brooks and Torres envisioned in calling everyone together for the meeting. "I've always thought that when you bring good people together, they feed off each other's ideas. Instead of pointing fingers and worrying about the past, we are looking to the future and finding better ways to work together," Brooks said.

# Partnership Gwinnett Tours the Evermore CID

Evermore CID hosted a visit by the Gwinnett Chamber of Commerce in August, and Nick Masino, the vice president of economic development of the Gwinnett Chamber, brought the entire economic development team from Partnership Gwinnett for a tour. The visit was part of Evermore's effort to broaden recognition of the Highway 78 corridor.

The event was hosted by David Stedman, Evermore's director of economic development, who hailed the success of Partnership Gwinnett, saying that, "The relocation of NCR's national headquarters to Gwinnett county represented a fundamental shift in the future prosperity of the region. In order to bring corporate relocations and creative mixed use development to Evermore, we thought it essential to bring Partnership Gwinnett up to speed on all the recent positive improvements along the Highway 78 corridor."

The tour ended with a luncheon hosted by Mike Tinney, CEO for the CCP/White Wolf interactive game development company, which chose Evermore as the site of its North American headquarters. Along the way, the Partnership Gwinnett team was shown the entire 7.5 mile corridor, including stops at the AT&T fiber hub, a tour of available buildings and green field sites, the Yellow River Game Ranch and lovely Lake Lucerne.

Highlights of the tour were the Park Place and Lake Lucerne catalyst areas for redevelopment, which were recently awarded the distinction of being among Gwinnett County's, "Top 10 Redevelopment Sites" at the Gwinnett Redevelopment Forum.

Those areas were also approved as Tax Allocation Districts (TADs) this fall. (See related article in this newsletter).

"It is one thing to hear about all the improvements at Evermore, but it is another thing to actually see them," Masino said at the conclusion of the tour. "Our heads were spinning with all kinds of ideas and synergies for the future. David and



(Clockwise from L to R) On the deck overlooking Lake Lucerne are Emory Morsberger, M.B. Strickland, Nick Masino, Mark Farmer, Chairman Forrest Adair, Lauren Salas and Melanie Brandt.

our team will be working more closely together as we try to bring more jobs and capital investment to Gwinnett County," Masino added.



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