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How to Supplement Limited Tax Dollars and Enhance High Profile Commercial Areas

Dunwoody City Manager Eric Linton



PCIDs Executive Director Ann Hanlon



Dunwoody Economic Development Director
Michael Starling



P R O M O T I N G E X C E L L E N C E I N G O V E R N M E N T



Perimeter Dunwoody Today

- 9M sq. ft. – Office Space
- 3.5M sq. ft. – Retail
- 2100 Hotel Rooms
- 6500 Housing Units



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Where we started

1969

- Developer purchases farmland from Spruill family
- I-285 opens

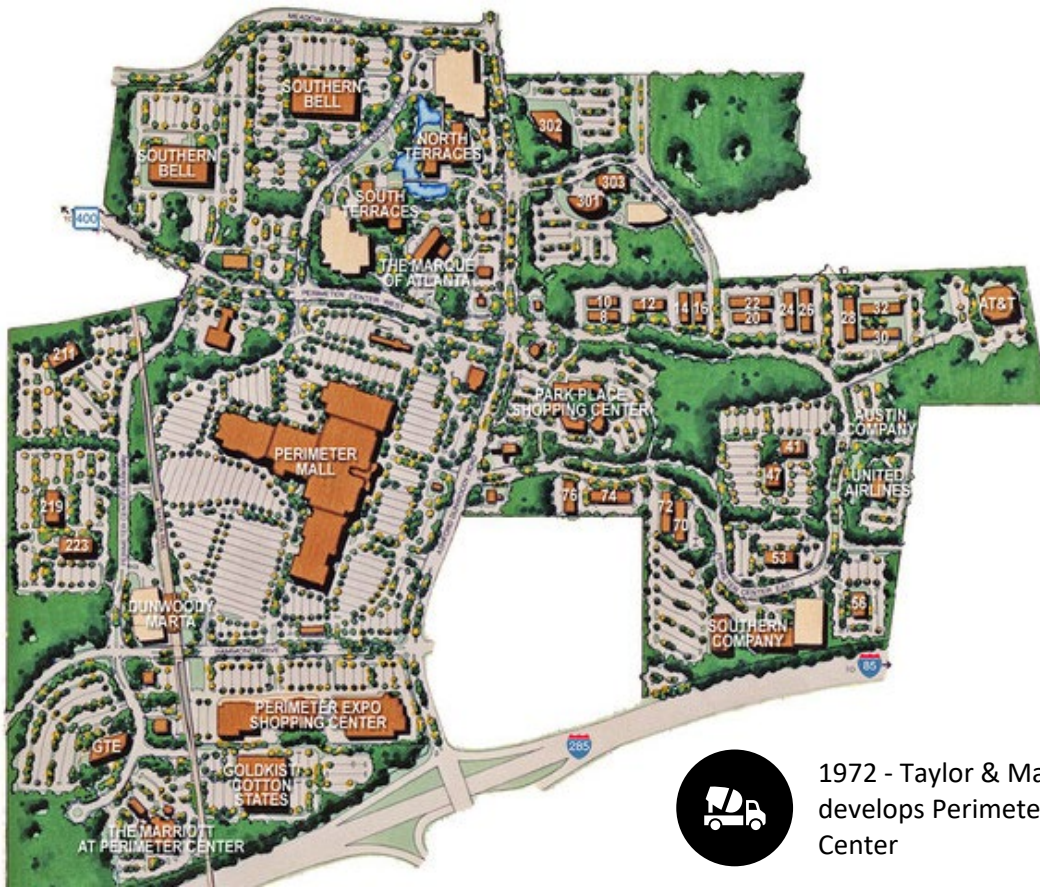
1971

- Perimeter Mall opens
- Ga. 400 is dedicated & expands through the next decade
- Southern Company builds headquarters



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1972 - Taylor & Mathis develops Perimeter Center



510-acres



Evolves into one of the largest and most successful master-planned office and mixed-use developments in U.S.

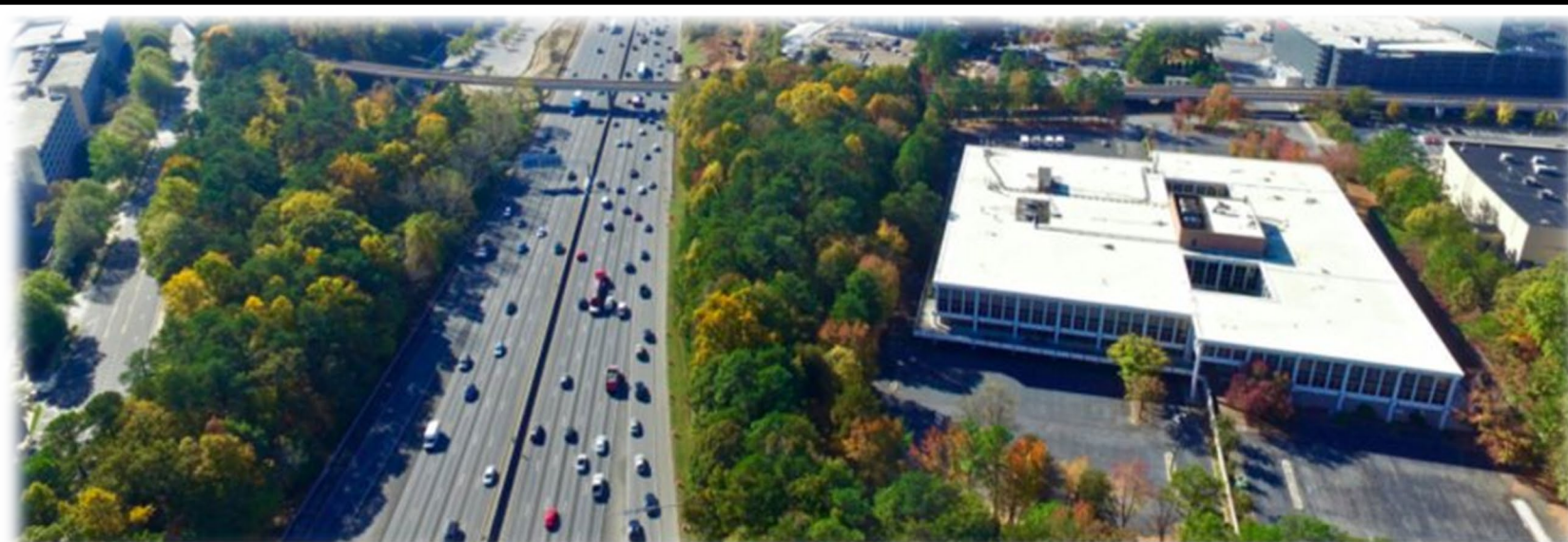


Includes 32 office buildings, plus Perimeter Mall, Park Place Shopping Center, restaurants, hotels, bank branches and more



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1977

Goldkist and Cotton States Insurance build, share headquarters

1985 to 1991

Hines buys Spruill farmland, builds Ravinia I, II, III

1990s & 2000s

1M+ sq. ft. of one-and-two-story office buildings converted to apartments, change in DeKalb zoning



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Georgia
City-County
Management Association



1996

Expansion of MARTA

2008

City of Dunwoody
incorporated



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PERIMETER COMMUNITY
IMPROVEMENT DISTRICTS

Supporting Dunwoody commuters since 1999

Perimeter Community Improvement Districts



Traffic Officers
\$750k/year



Trail Projects
\$15M/over
20 yrs



Streetscape En-
hancements
\$2M +

Landscaping
\$400K/year



Ashford Dunwoody
Diverging Diamond
Interchange
\$1.5M



Perimeter Connects TMA

PERIMETER
CONNECTS

A PROGRAM OF



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PCIDs Today



Includes:

- Dunwoody
- Brookhaven
- Sandy Springs

Covers:

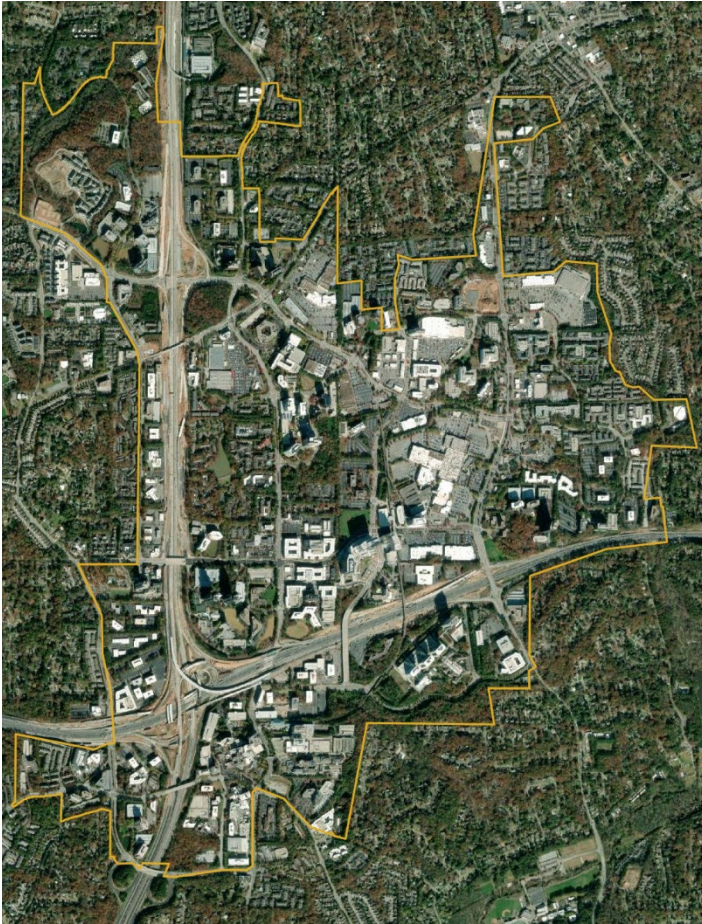
- DeKalb County (*Central PCID*)
- Fulton County (*Fulton PCID*)

- 29M sq. ft. - Office Space
- 3M sq. ft. - Hospitality
- 4.5 sq. ft. - Retail
- 28 Hotels / 4,748 Rooms
- 8,900 - Multi-family Units
- 1M - Health care
- 2,000 - Companies



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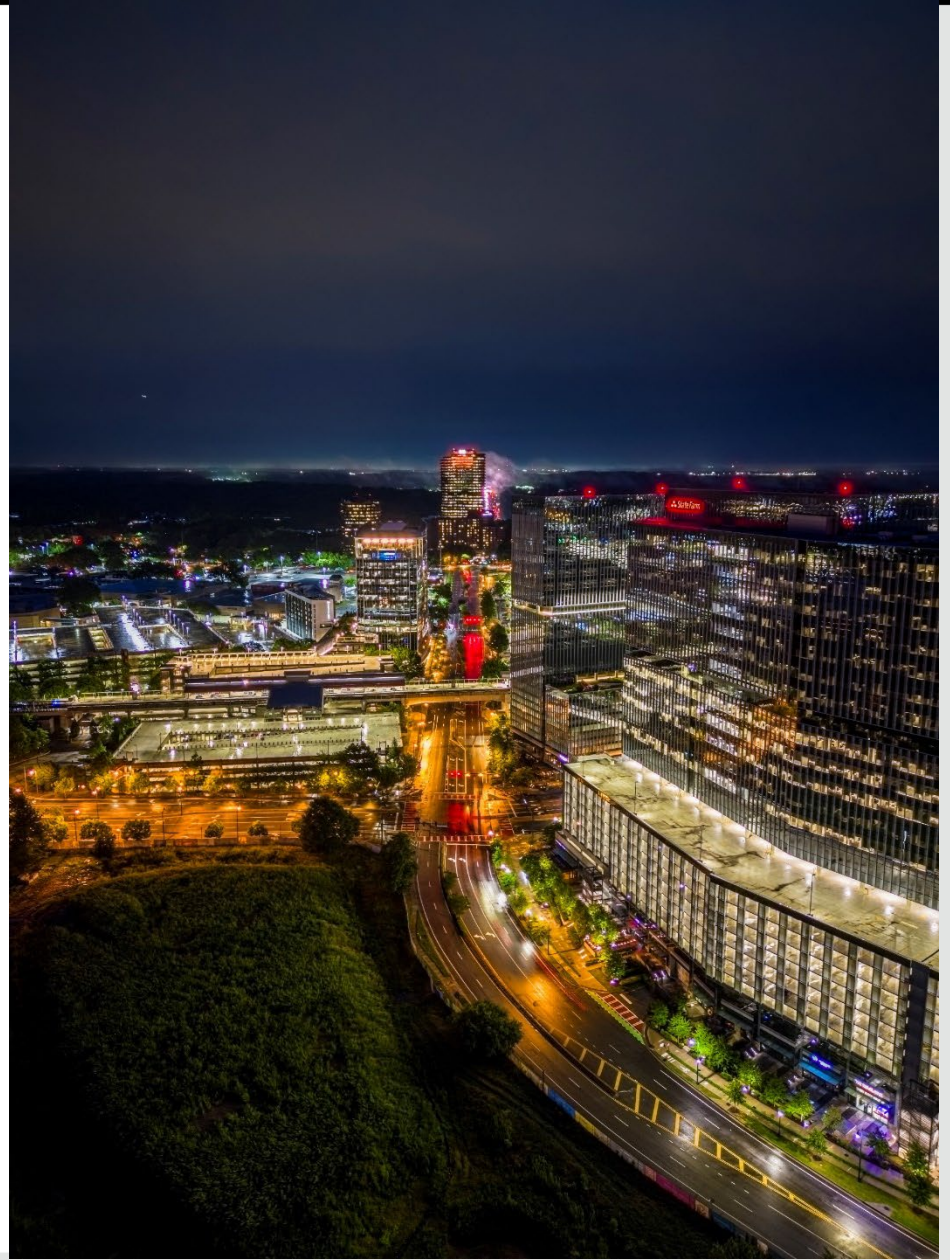
What is a Community Improvement District under Georgia law?

- Defining the district's geographic boundaries
- Securing petitions from 75% of the commercial property owners
- Ratification by local governing authority, and adoption of a charter defining the governing board
- Adoption of a tax millage by the board, which applies only to commercial properties
- Every six years the property owners must vote to continue the district
- Cumberland CID was the first created in Georgia in 1988



What types of programs and services do Community Improvement Districts provide?

- Funds collected through a CID may be used for the following activities, and often in partnership with cities, counties and State agencies:
- Street and road construction and maintenance
- Parks and recreational areas and facilities
- Water, wastewater or storm water improvements
- Public transportation
- Parking, terminal and dock facilities
- Other services and facilities such as Public Safety



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What are the benefits to cities and counties from CID partnerships?





Cities of Dunwoody and Brookhaven with PCIDs

- Bike/Pedestrian improvements: design, right-of-way acquisition and donations, construction funding and project management (includes City use of hotel/motel taxes as a source of matching funds)
- Intersection upgrades and traffic signal improvements
- Landscape installation and maintenance
- Decorative roadway and pedestrian lighting installation and maintenance
- Transit-oriented Redevelopment plan for multi-modal regional transit hub with mixed-use vertical development



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Sandy Springs & Fulton Perimeter CID

- Matching funds for TSPLOST bikepaths and intersection improvements
- Decorative roadway and pedestrian lighting installation and maintenance
- Landscape installation and maintenance
- \$10 Million provided in 2015 to include 12' regional PATH 400 bikeway extension through the new I-285/GA 400 interchange project
- Over \$20 Million in I-285/GA 400 Bridge enhancements/aesthetics planned



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Edge City

- A joint effort between the City of Dunwoody and the PCIDs
- Funding from ARC's Livable Centers Initiative Program (LCI)
- Emphasizes future development opportunities and density in proximity to MARTA – the core

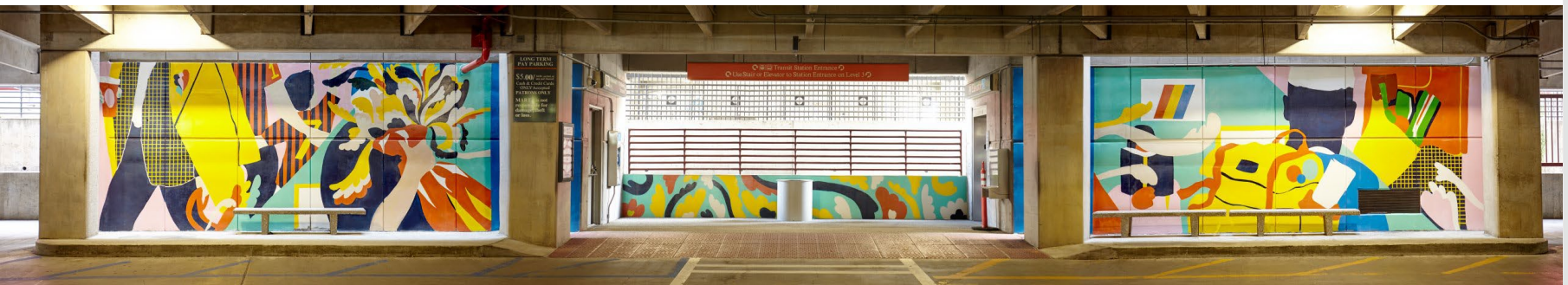


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Partnering to Support Public Art



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Transit-oriented Development & High Street



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more of what you want.**

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Questions & Discussion



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