



Staff Photo: Curt Yeomans

Gateway85 Gwinnett Community Improvement District Executive Director Emory Morsberger explains some of the components that had been considered in an old redevelopment plan for the OFS property, which is located in the center of the CID. A new plan for the site is expected to be included in the CID's economic development strategy that is expected to be unveiled later this month.



A sign points to the Gateway85 Gwinnett Community Improvement District office at the OFS site near the Jimmy Carter Boulevard and Interstate 85 interchange.

# MAKING AN 'INCREDIBLE' FUTURE

## All roads designed to lead toward economic redevelopment in Gateway85 Community Improvement District

By Curt Yeomans

curt.yeomans@gwinnettdaily.com

As Gateway85 Gwinnett Community Improvement District Executive Director Emory Morsberger, there are four critical areas the CID must focus on.

The truth is that efforts that will be implemented to address three of those areas — security, curb appeal and road improvements — are designed to pave the way for the CID to address the fourth area — economic redevelopment and revitalization of the area.

“We have a huge impact on Gwinnett County here and our goal is to increase that and, at the same time, improve the quality here,” Morsberger said. “And, that’s the reason for those first three things, the security, the curb appeal and the better transportation systems.

“We are working to get more businesses in here that are higher level businesses.”

The Gateway85 CID encompasses a sprawling area in the Norcross area. On its west side is Peachtree Industrial Boulevard and the interchange of Beaver Ruin Road and Interstate 85 is on

its north side. It also crosses I-85 and Singleton Road and heads down part of Old Norcross Tucker Road.

And, the Jimmy Carter Boulevard corridor runs right through the heart of the CID.

In all, the area has a total annual economic impact of \$16.6 billion and \$1.7 billion in annual commercial property value. It is also home to 3,091 businesses and 47,417 jobs, which is about 16% of all of the jobs that exist in Gwinnett County.

Morsberger estimated about 15% of Gwinnett County residents live in the CID's footprint.

It also includes two of the most active movie studio spaces in Gwinnett County — the OFS property and Eagle Rock Studios.

### SECURITY WAS THE CID'S ORIGINAL PRIORITY

The Gateway85 CID has worked since it was founded in 2006 to improve security within its footprint.

To that end, the CID has installed tag reader cameras around the district,



Photo: Gateway85 CID/Facebook

The Gateway85 Gwinnett Community Improvement District has contracted with security officers to patrol the district as a supplement to local police.

contracted with a security firm and teamed up with officials in Peachtree Corners, Norcross and Gwinnett County to address public safety.

These efforts have resulted in a 77% reduction in targeted crimes within the CID, Morsberger said.

“This place was a pretty high crime area, and we’ve made it one of the safest places in Atlanta,” Morsberger said. “And, as a result, businesses have thrived because people feel safe when they’re

### WHAT IS A COMMUNITY IMPROVEMENT DISTRICT?

A Community Improvement District, which is also known as a CID, is an area where the local businesses within a certain have gotten together and agreed to tax themselves to pay for improvements in their area.

These improvements could include streetscaping projects, road projects or economic development, or redevelopment, studies. CIDs often work in tandem with their local governments on projects.

There are six CIDs located in Gwinnett County. They include the Evermore CID, the Gateway85 Gwinnett CID, the Gwinnett Place CID, the Lilburn CID, the Braselton CID and the Sugarloaf CID.

here and it's no longer a place where people feel nervous about going to eat on Jimmy Carter (Boulevard). It was an

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## Gateway85 CID

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