

The District

February 10, 2015

Warren Hutmacher, City Manager



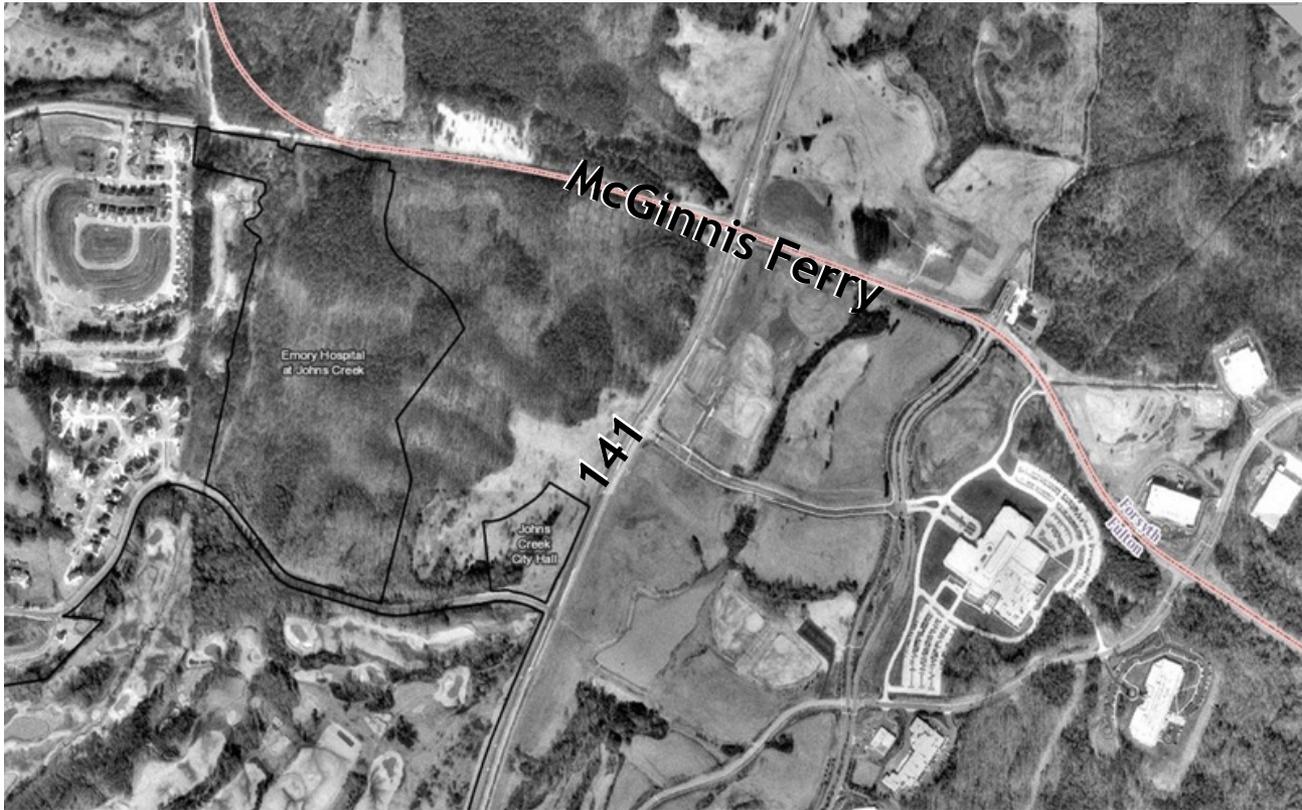
Johns Creek
be the exception

How did we get here?

- ▶ Technology Park in Johns Creek
 - ▶ Master Planned in the late 1980's
 - ▶ Very different physical landscape in early 1990's
 - ▶ Fast growing residential area with great schools
 - ▶ Job market creeping North from Downtown

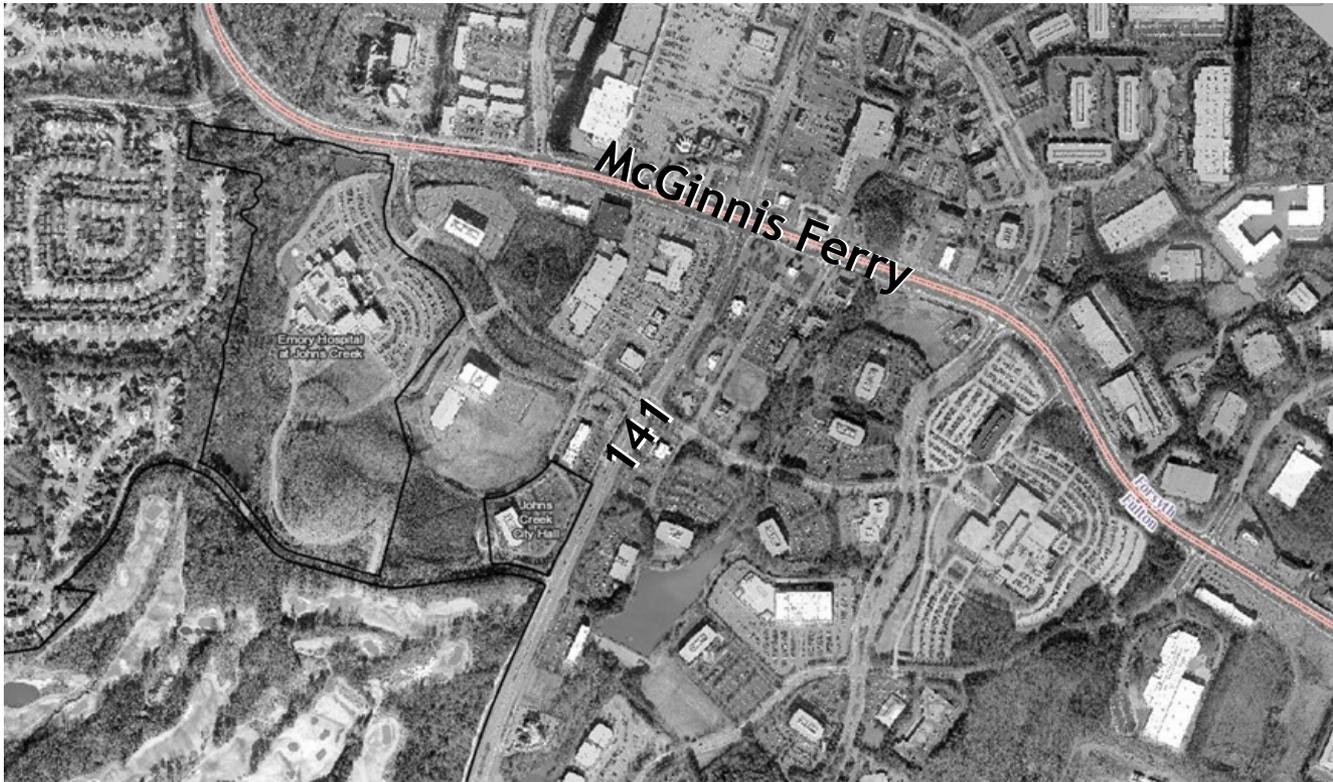
1993 Johns Creek

- ▶ “The District”



2012 Johns Creek

► “The District”



So, what is the problem?

- ▶ We were a fast-growing residential area of Fulton
- ▶ Upon incorporation we became self-reliant
- ▶ Inherited tax digest is dependent on residential
- ▶ Balancing deferred maintenance and quality of life
- ▶ Desired projects significantly higher than revenue

Current situation

- ▶ 81% of the tax digest is residential
- ▶ 19% of the tax digest is commercial
- ▶ Tax rate in line with the local market
- ▶ \$139M in capital needs over 10 years
- ▶ Significantly underutilized Central Business District area (for revenue generation)

10 year financial forecast

- ▶ Assumption - no tax increase (steady 4.614 rate)
- ▶ Average Annual Capital Improvement Funds = \$5 M
- ▶ 10 Year Capital Needs = \$139M
 - ▶ Transportation Improvements
 - ▶ Park Improvements
 - ▶ Paving (neighborhood and main roads)
 - ▶ Police/Fire Vehicle Replacements
 - ▶ Storm Water Improvements

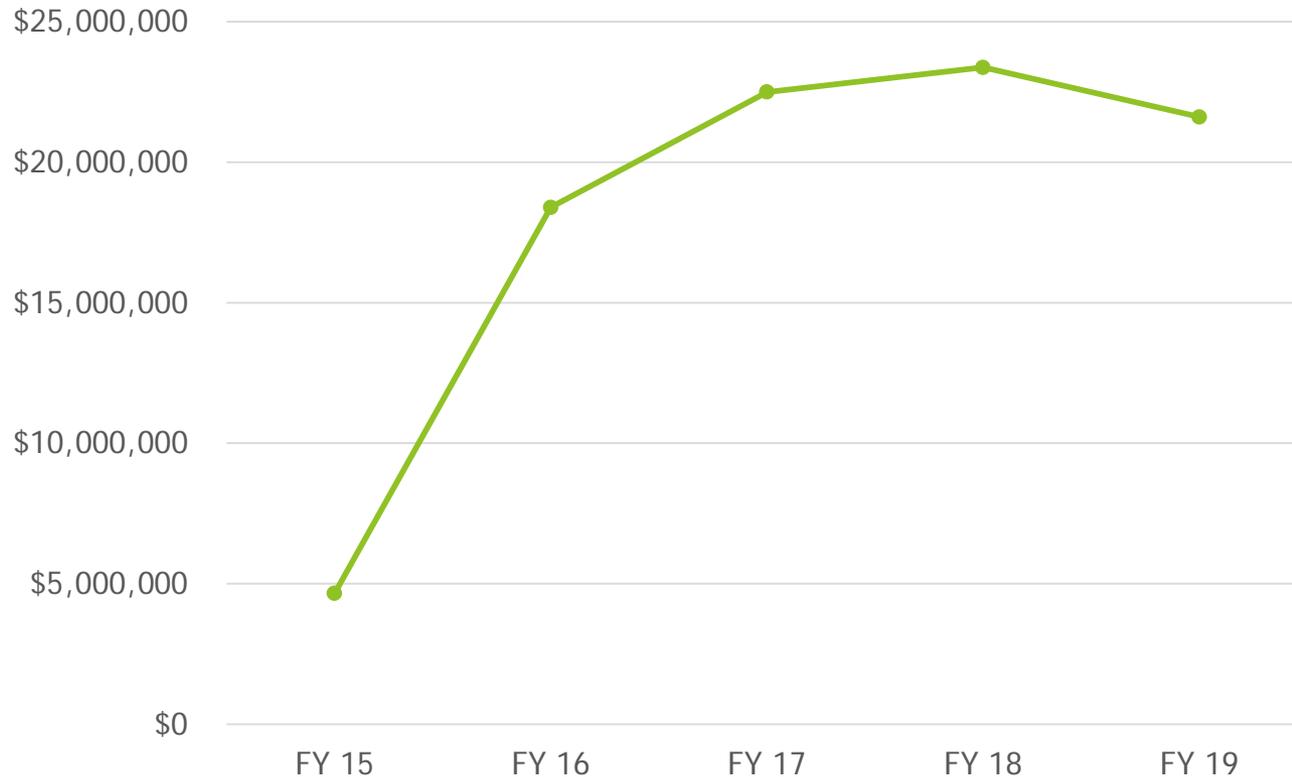
Tax Digest Comparison

City	% Tax Digest Residential	% Tax Digest Commercial	Tax Revenue per acre (Residential)	Tax Revenue per acre (Commercial)	Ratio (Commercial to Residential)
Alpharetta	44%	56%	\$1,257	\$2,380	\$1.89 to \$1.00
Atlanta	49%	51%	\$2,887	\$11,114	\$3.67 to \$1.00
Dunwoody	55%	45%	\$882	\$2,744	\$3.11 to \$1.00
Johns Creek	80%	20%	\$1,209	\$1,137	\$0.94 to \$1.00
Marietta	39%	61%	\$1,608	\$965	\$0.60 to \$1.00
Roswell	72%	28%	\$796	\$1,410	\$1.77 to \$1.00
Sandy Springs	59%	41%	\$1,278	\$3,209	\$2.51 to \$1.00
Savannah	50%	50%	\$1,007	\$3,560	\$3.54 to \$1.00

Tax Rate Comparison

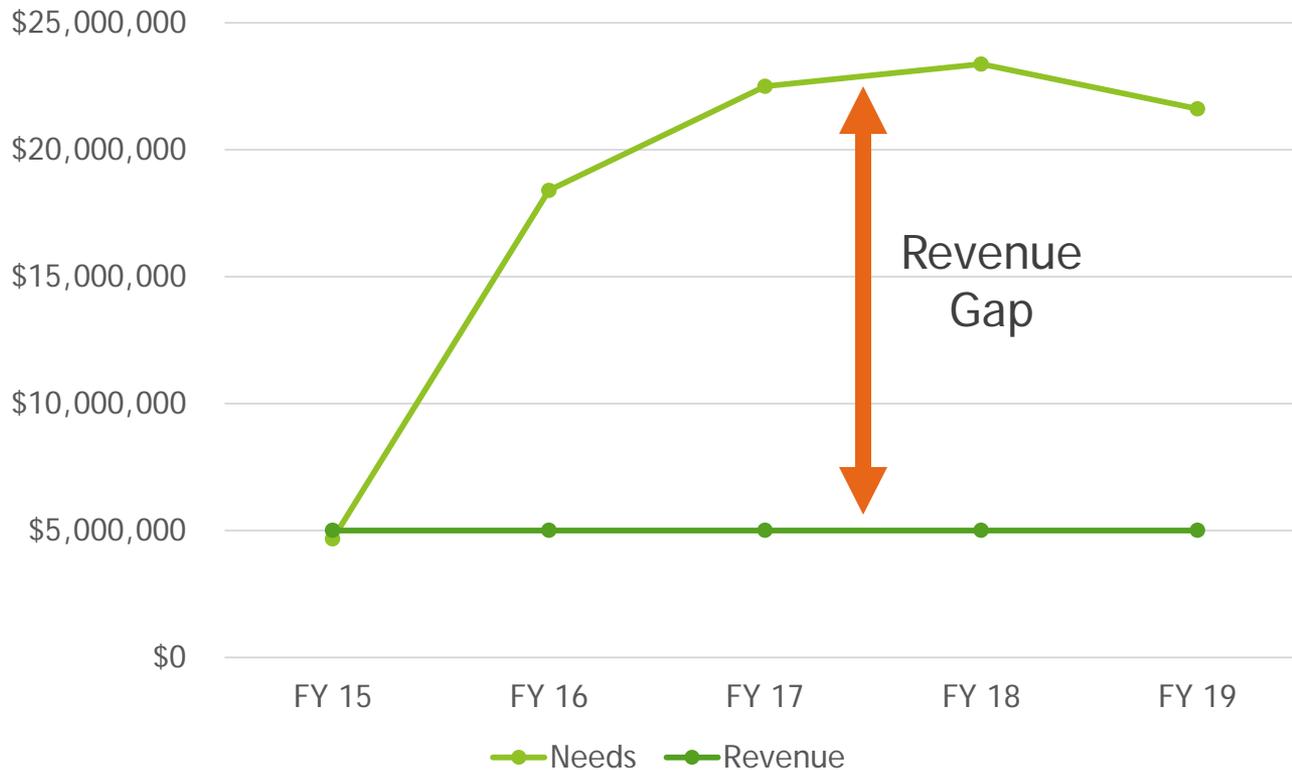
City	Tax Rate
Alpharetta	4.95
Atlanta	10.25
Dunwoody	2.74
Johns Creek	4.614
Marietta	2.867
Roswell	4.464
Sandy Springs	4.731
Savannah	12.48

Capital Needs Forecast



- ▶ Needs as adopted in the Short Term Work Program
- ▶ Assumes the City would fund entire Program regardless of revenue availability

Capital Needs vs. Funds Available



- ▶ Needs as adopted in the Short Term Work Program
- ▶ Revenue based on average funds available

Options to Avoid Shortfall

- ▶ ~~Raise taxes~~ (not a viable option)
- ▶ Reduce services
- ▶ Scale back capital improvements
- ▶ Defer maintenance
- ▶ Grow the financial power of the City

What we know so far...

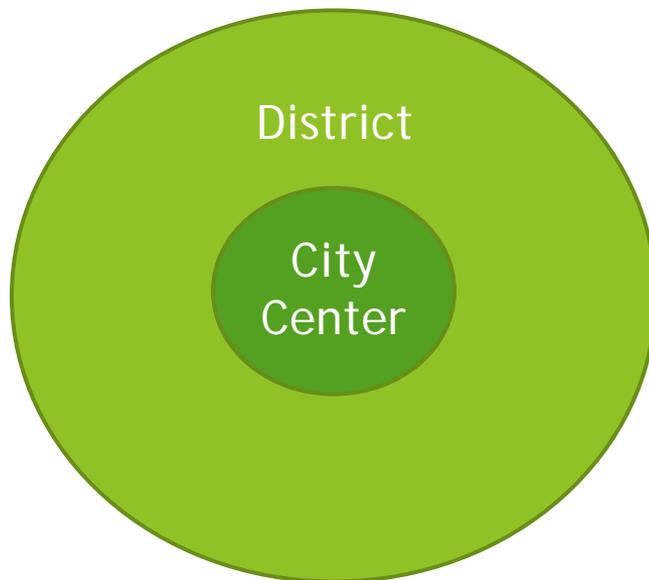
- ▶ City tax rate does not need to be raised
- ▶ Land in the District is not efficiently utilized
- ▶ The District can be more economically viable
- ▶ Additional revenue from the District can address City-wide infrastructure needs

Why plan for “The District”

- ▶ Economic long-term stability of City
- ▶ Create a downtown with a “sense of place”
- ▶ Housing options for a multi-generational community
- ▶ 20 year plan - must start now

The District and City Center

- ▶ The District can be the focal point for the City
 - ▶ A commercial, office, retail, and cultural center
- ▶ A City Center Development is a sub-component
 - ▶ Serves as a catalytic development
 - ▶ A smaller part of the broader District



Room to Grow

- ▶ Inefficient development patterns
- ▶ Overabundance of parking
- ▶ 20% of the property is undeveloped



Size Compared to Downtowns

Central Business District	Acres
Austin	1,028
Buckhead Atlanta	1,260
Charlotte	255
Downtown Atlanta	918
Johns Creek	818
Midtown Atlanta	822
Oklahoma City	1,406
Pittsburgh	411
St. Louis	767

Central Business District - Size Comparison



- ▶ St. Louis, MO
- ▶ Central Business District
- ▶ 767 acres

- ▶ Johns Creek, GA
- ▶ The District
- ▶ 818 acres

Central Business District - Another Size Comparison



- ▶ Downtown Atlanta, GA
- ▶ Central Business District
- ▶ 918 acres



- ▶ Johns Creek, GA
- ▶ The District
- ▶ 818 acres

Tonight's Public Meeting

- ▶ Mayor and Council may be present just to listen and understand your preferences
- ▶ The plan we create together is a blank slate; however,
 - ▶ The purpose of the plan is to generate new revenue from the District.
 - ▶ The purpose of the plan is to plan for a city center within the District that creates a "sense of place"
 - ▶ The purpose of the plan is to create housing opportunities for a multi-generational Johns Creek community.

Who is Urban Design Associates?

- ▶ Urban Design Associates (UDA)
 - ▶ Wakefield Beasley & Associates
 - ▶ Retail and Development Strategies
 - ▶ WTL + A
 - ▶ Alta Planning + Design

UDA is the consultant hired by the City to create a Johns Creek Central Business District Redevelopment Plan

Timeline for Process

- ▶ February 10 - 11, 2015
 - ▶ Focus Group Meetings
 - ▶ Field Study
 - ▶ Public Community Meeting
- ▶ April 2015
 - ▶ Week long design charrettes
 - ▶ Public Community Meeting
- ▶ June 2015
 - ▶ Public Hearings
 - ▶ Adoption of Final Master Plan for Central Business District