



Perimeter Community Improvement District Transportation and Infrastructure Improvements

For more than two decades, Perimeter Community Improvement Districts (PCIDs) in Atlanta, Georgia, have been at the forefront of accelerating transportation and infrastructure improvements at the crossroads of I-285 and GA 400, creating a premier livable center in the South. By maintaining and enhancing accessibility into and out of the PCIDs, the public improvements made from partners at State and local levels have transformed the suburban, commercial district into a dynamic, mixed-use activity center.

Financial Challenges and Indicative Solution

Transportation improvement projects can impact investors' decisions on where to buy property, place employees, or make upgrades to facilities. PCIDs are self-taxing districts that use educational property taxes to fund needed transportation and infrastructure improvements. Combined with land use and zoning strategies, PCIDs are enhancing mobility and improving access to Perimeter's center of activity. Within PCIDs, commercial property owners choose to pay additional property taxes to fund improvements that improve the quality of life for businesses, employees, residents, and visitors.

Prior to beginning transportation and infrastructure projects in Perimeter, a team studied industry revenues, employment, wages, and shifts between 2008 and 2013. The study indicated significant wage increases in manufacturing, financial, trade, transportation, and utility sectors. While the city of Atlanta's total employment declined over the period of the study, employment grew within Perimeter.

Perimeter is home to 5,000 companies including State Farm, UPS, and COX Enterprises. It houses more than 29 million square feet of office space and has Metro Atlanta's largest concentration of medical facilities. There are three strategic Metropolitan Atlanta Rapid Transit Authority (MARTA) stations located within Perimeter and two others are nearby. The area also provides easy access to I-75, I-85, I-285, GA 400, SR 141, Hartsfield/Jackson Airport, and Peachtree DeKalb Airport for the over 123,000 people who work there.

As Perimeter continues to grow, so will the need to connect major employment, entertainment, retail, dining, and residential areas. PCIDs are prioritizing multimodal connectivity to include vehicular, pedestrian, bicycle, transit, and other technologies to make transportation easier. Other priority improvements include lighting and safety enhancements, improved access to transit stations, and maintaining landscaping, lighting, and pedestrian facilities. Projects are prioritized based on time needed to complete each project, along with the assumed cost, the PCIDs' ability to fund them, and the willingness of partners to see the improvements through to completion.



PCIDs in the Atlanta Region

PCIDs have partnered with the cities of Dunwoody, Sandy Spring, and Brookhaven, and DeKalb, and Fulton Counties, plus State, local, and Federal officials to transform Perimeter.

Transportation and infrastructure improvements include:

Ashford Dunwoody Diverging Diamond Interchange (DDI) – By shifting traffic flow to the opposite side of the road, this DDI caused an improvement in traffic flow and safety. Construction of the DDI created 2,110 jobs over 10 years, generated \$16 million in income, and added more than \$30 million in value over 10 years.

Ashford Dunwoody Trail – This trail connects pedestrians to major destinations and future developments in DeKalb PCID.

Bicycle Implementation Strategy – This plan includes steps that PCID members, local municipalities, and other partners are taking to transform Perimeter into an urban center.

Commuter Trails – Plans are underway to install commuter trails between corporate campuses in the Perimeter community.

Flyover Bridge – The innovative 1,100-foot multimodal bridge features bicycle and pedestrian lanes. There are also plans to provide high occupancy vehicle access to MARTA.

GA 400 – Hammond Drive Half-Diamond – This interchange connected two roads and provided an exit off of GA 400, which reduced traffic congestion and saved money.

Hammond Drive Mid-Block Crossing – New crosswalks with clearer striping and brighter paint improved safety for pedestrians.

I-285 at GA 400 – Major interchange upgrades added roadway capacity, improved traffic flow, increased safety, granted additional access, and introduced new opportunities for investment. In the first 10 years, the value added totaled \$90 million more than project costs.

Lake Hearn at Peachtree Dunwoody – Plans are underway to improve the Lake Hearn at Peachtree Dunwoody Road intersection.

Mast Arm Decorative Bases – District mast arms have been improved with decorative bases.

Regional Traffic Operations Program – This Georgia Department of Transportation program actively manages traffic signals along regional corridors.



Traffic Officers – Off-duty officers from DeKalb and Fulton Counties, and Dunwoody and Sandy Springs, direct traffic at up to 21 intersections during peak travel times. The program has improved safety and made travel easier for commuters.

Comparing PCIDs to Central Perimeter Market (CPM) Areas

Development and transportation infrastructure decisions that occur within PCIDs and the larger CPM area have a mutual impact. The northern boundary of the CPM runs from GA 400 to the Chattahoochee River at Northridge Road. The southern boundary includes West Wieuca Road and Windsor Parkway, while the eastern boundary runs along the Chattahoochee River on the north-east side. The CPM also stays west of Holcomb Bridge Road, follows Winters Chapel Road to Tilly Mill Road to Peachtree Industrial Boulevard. The western boundary includes Powers Ferry Road, a small part of Mount Vernon Highway, and Riverside Drive. It also borders the Chattahoochee River on the north-west side. The CPM area covers 35 million square feet. In 2013, it housed 134,653 employees at 10,458 companies.

Sources:

[Perimeter Community Improvement Districts – Transportation + Infrastructure Improvements](#)

[PCIDs Economic Analysis](#)

[PCIDs – Resources + Downloads](#)

[Consolidated Plan – Perimeter in Progress 2020 Update](#)

[About Perimeter CIDs](#)