

OLD  
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SOUTH PERIMETER  
DEVELOPMENT AUTHORITY



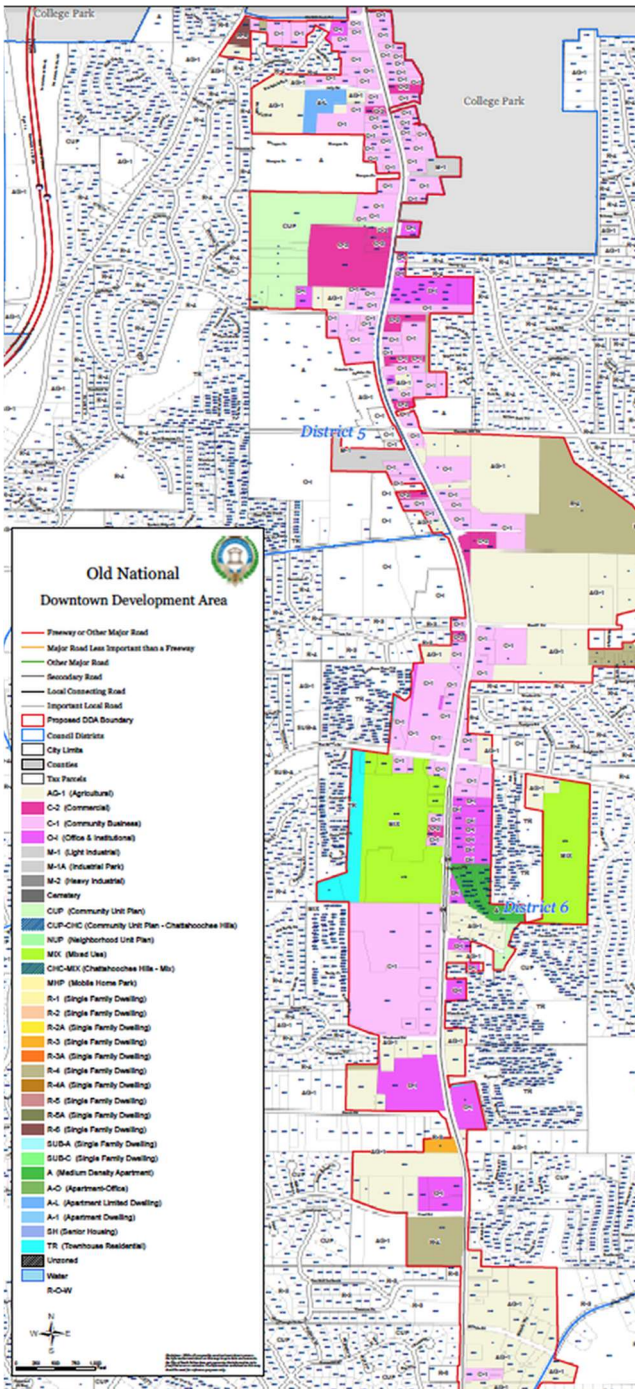
# Old National is about Business...

Old National Highway sits at the intersection of I-85 & I-285, just minutes from the World’s Busiest Airport. This prime location for commercial development could become metro Atlanta’s next “Perimeter city,” putting the City of South Fulton in competition with northern municipalities like Smyrna & Dunwoody for corporate headquarters & entertainment venues. Old National Highway has:

- the most businesses in South Fulton (including the most local businesses)
- the largest amount of commercially-zoned property in the city
- the city’s highest population density
- the most MARTA bus routes in the city

City of South Fulton Population Density			
District	Area	Population	Density (Per sq. mi)
6	Old National (central)	12,990	2774
5	Old National (north)	13,045	2263
7	Old National (south)	15,526	1819
City Average			1142
3	Red Oak/Roosevelt Hwy	13,633	1309
1	Cascade/FIB	11,530	1067
2	Cliftondale/Wolf Creek	15,777	980
4	Cedar Grove	16,123	537

Proposals have already been submitted by multiple developers for high-rise senior housing and hundreds of new apartments & lofts. These high-density developments make Old National more attractive to national retailers and restaurateurs. Old National’s low cost of living and access to mass transit (and the Airport) also make the area appealing to millennial professionals seeking to ditch their cars for live-work-play communities.



A zoomable DDA map & parcel information is available be at: [khalidCares.com/Economy](http://khalidCares.com/Economy)

The Downtown Development Authority (DDA) is a legislative invention of the Georgia General Assembly, created specifically to help revitalize economically-depressed commercial districts.

DDA laws were written to cover all of Georgia’s 535 cities. Most of these small cities have their commercial & government center in a single “downtown,” usually along the town’s main street. However, in larger cities like Atlanta and Sandy Springs, government centers are often miles apart from a city’s commercial center (think Downtown Atlanta vs. Midtown & Buckhead). Though State Law requires the use of the word “Downtown” in a DDA Resolution, the DDA can later be re-branded without the downtown moniker, such as Charlotte’s “Uptown” or.... South Fulton’s **South Perimeter**.

A DDA cannot be used to build a City Hall, nor would we want to – government buildings don’t pay property taxes. The goal of a DDA is to increase *commercial* development. This generates new revenue for the entire city, including building permits, business property taxes, sales taxes from those new businesses, and hotel/motel taxes. While South Fulton has no hotels on Old National, neighboring College Park has 35 hotels within one mile of the Airport.

The boundaries of our DDA (shown on the left) take in all the commercially-zoned property along Old National, along with land whose owners are seeking commercial re-zoning. A DDA Board comprised mostly of Old National residents & business owners,

and advised by finance & legal professionals, will master-plan Old National in Public Meetings like those of City Council. A DDA will bring an end to backroom deals between elected officials & developers and allow the citizens to have a voice the commercial development of Old National.

# BOARD & ADVISORS



**Angela Avery, MPA**

Angela Avery is the VP of Public Finance at IFS Securities, a local investment firm that serves as Co-Manager of Project Bonds for Atlanta's Mercedes-Benz Stadium. Avery specializes in structured finance, economic development and refunding. She currently manages over \$175 million in bonds, including Invest Atlanta's *Beltline* project.



**Derrick Burnett, AIC**

Old National resident Derrick Burnett graduated with honors in Business Management & Marketing from Birmingham-Southern College and serves as Regional Director for a Fortune 100 Insurance Company. His 25 years of management experience includes corporate site selection and negotiation of commercial real estate leases.



**James Cordle & Alice Sampson, Ph.D.  
*Georgia Downtowns (GADO)***

*Georgia Downtowns* is a strategic planning firm that has helped dozens of cities, from Tybee Island to College Park, set up their Development Authorities. Cordle has won the *Award for Excellence in Downtown Development* from the Georgia Downtown Association. Sampson is a former University of Georgia President and has served as Project Manager for the REED Initiative, which organizes community-driven economic development projects.



**Isaac Cobb, Jr., MBA, CSA**

South Fulton resident Isaac Cobb has over 10 years of experience in business analytics. A veteran of the United States Army National Guard, Cobb is a Business & Integration Architect for Accenture and HOA Vice President of South Fulton's prestigious *Le Jardin* neighborhood. Cobb has also worked for Ernst & Young, Morgan Stanley and Fifth Third bank.



### **Arnold Jiggetts**

A graduate of Shaw University, “AJ” Jiggetts has over 20 years of experience in advertising & marketing. Jiggetts has generated over \$1.5 million in revenue for his clients, including BET, Clear Channel, Rain Forest Films Russell Simmons, New Edition, and Ludacris. He is a member of Alpha Phi Alpha Fraternity and School Governance Council Board Member at Langston Hughes High.



### **Councilman Khalid**

The only member of South Fulton City Council born & raised in the City, Councilman Khalid has been a resident of Old National for over 30 years. Councilman Khalid has worked as a financial analyst & operations manager. After spending a year in law school, he went to work under Stacey Abrams when she served as Minority Leader in the Georgia General Assembly.



### **Dr. Paul McKoy, DDS**

Dr. McKoy is a graduate of Meharry Medical College. McKoy opened his first dental practice, *Beautiful Smiles*, in 2004. In the past 10 years he has opened four additional offices, including one on Old National, making *Beautiful Smiles* a trusted metro Atlanta brand. McKoy also owns a real estate investment company, Solid Global Investments. In 2016, he broke traditional medical barriers, combining four medical disciplines – dentistry, general practice medicine, orthodontics and surgery – in a single facility.



### **Dan McRae**

Dan McRae is a partner at national law firm Seyfarth Shaw. He leads the Atlanta office’s Finance Team which oversees billions in public & private projects. A Georgia Municipal Association (GMA) faculty member, McRae trains elected officials across the state on the fundamentals of Development Authorities. He was the first attorney elected Director of the Georgia Economic Developers Association. He is a graduate of Emory University Law School with the prestigious distinction, *Order of the Coif*.



**Douglass Selby, MBA, JD**

Douglass Selby is a partner at *Hunton Andrews Kirth*. His area of practice is advising & negotiating bond transactions for public-private partnerships (P3s) through TIF/TAD, PILOT and PACE authorities. He most recently served as bond counsel on Atlanta's Mercedes-Benz Stadium. He also provides training to governmental finance & legal personnel on Post-Issuance Tax Compliance and Continuing Disclosure rules. He is a graduate of Howard University, Harvard Business School and the University of Chicago Law School.



**Kevin Smith**

Kevin Smith is Vice President of the Old National Merchants Association (ONMA) and Old National Business Ambassador for World Changer's Church. Smith ran one of America's largest minority-owned executive search firms before selling it to found *Restoration Community Resources*, a non-profit focused on training the next generation of African-American entrepreneurs.



**Kwame Wise, Sr.**

Old National Resident Kwame Wise, Sr. is a former Police Officer from Boston, MA. He has lived on Old National for nearly a decade and worked with the *People's Campaign* for cityhood. Wise owns a home improvement company and works as a Property & Casualty Claims Adjuster.



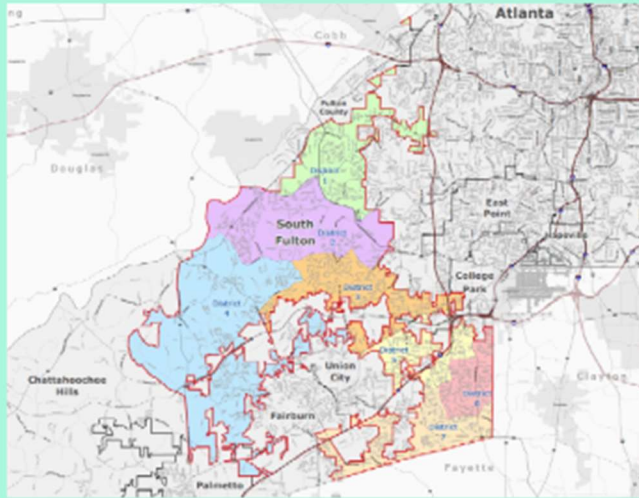
**Edmund J. Wall**

Edmund "Ed" Wall is a Managing Director at Piper Jaffrey & the Chief Financial Planner for the City of South Fulton. Wall graduated from Georgia Tech and has been working in Public Finance for over 35 years Wall was a Managing Director at Morgan Keegan, MARTA Board Chairman. He has managed over \$22 billion in municipal bonds and holds FINRA securities licenses, Series 7, 24,27,50,53,63 & 66.

**SOUTH PERIMETER DEVELOPMENT AUTHORITY  
DOCUMENTS LIBRARY**

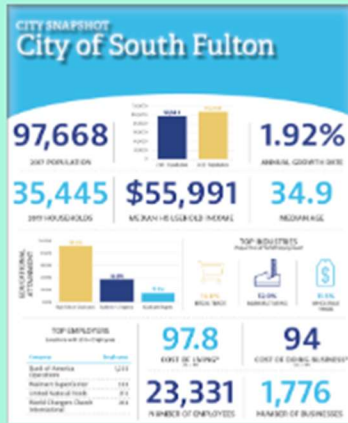
Click on any of the documents below to view or download.

**City Map**



City of South Fulton, GA (Zoomable PDF)

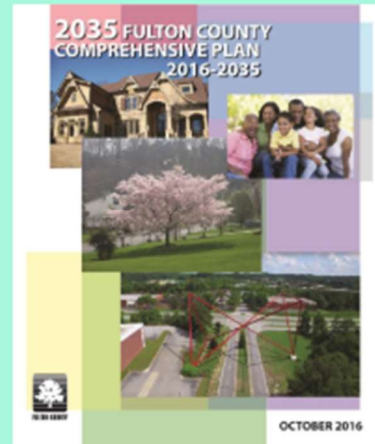
**City Demographics**



According to City of South Fulton Economic Development Director Chris Pike, the City of South Fulton boasts one of the Metropolitan Atlanta area's highest median incomes. Click the picture above for an overview of our demographic data, or the link below to take a deep dive into the numbers.

**CITYWIDE DEMOGRAPHIC DATA**

**2016 Citywide Comprehensive Plan**



Fulton County Comp Plan (2016)

Created by Fulton County in 2016 before we became a city, the 2035 Comprehensive (Comp) Plan lays out a 20-vision & strategic plan for South Fulton, including demographic data for the area, land use by regional "character" areas, and workforce development plans.

Visit [khalidCares.com/Economy](http://khalidCares.com/Economy) to see economic research, demographic data & documents on the new City of South Fulton & Old National Highway, as well as updates on *South Perimeter Development Authority* meetings & Events.

