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

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 restauranteurs. 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.

### City of South Fulton Population Density

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

A zoomable DDA map & parcel information is available be at: khalidCares.com/Economy
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.

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 lead’s 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.
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.

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.
Visit 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.