

Community Improvement District (CID) Exploration

Eagle's Landing Pkwy & Jonesboro Rd Commercial Corridors

June 2025



Study Effort

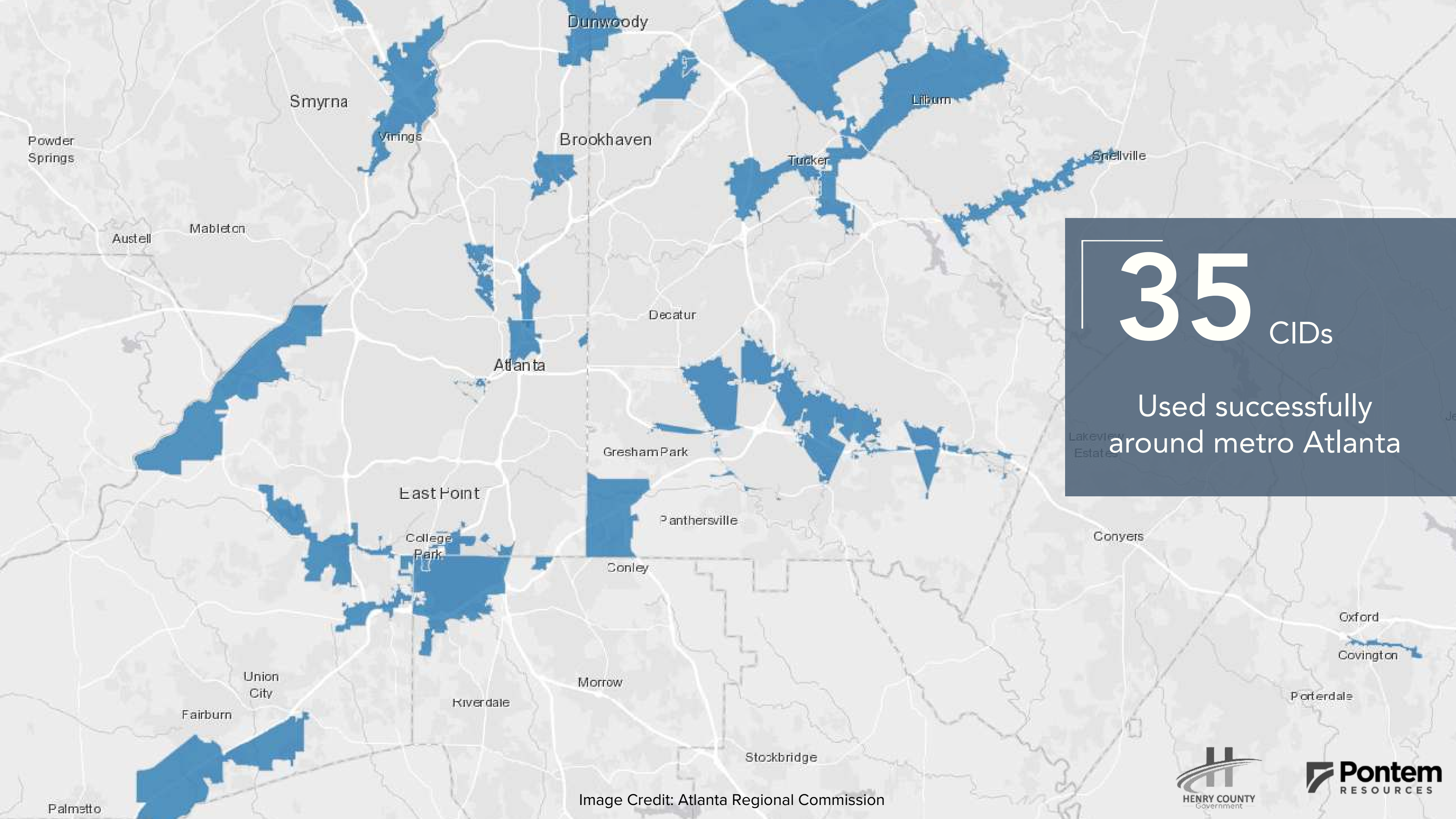
Evaluate the opportunity to form Community Improvement Districts (CIDs) as a mechanism to bring commercial property owners to the table in the maintenance and growth of Henry's key commercial areas.



CIDs:

Special assessment districts that enable property owners in concentrated commercial areas to raise funds for public improvements through self-imposed property taxes *on commercial properties only*.

Through CIDs, neighboring commercial property owners work together – and with governments – to advance infrastructure and programs that benefit their properties as well as the entire district.



35 CIDs

Used successfully
around metro Atlanta

Image Credit: Atlanta Regional Commission



Metro Atlanta CID Activities



Infrastructure



Landscaping



Public Safety



Litter Removal



Revitalization

CID Formation

- Requires a Local Act (Henry County CID Act, 1985)
- Formed by commercial property owners. Requires majority consent. (>50% of the property owners holding $\geq 75\%$ of the value.)
- Approved by local government.
- Governed by a board of directors. (elected property owners + government appointees)
- CID board sets the millage rate each year and determines how to spend funds.

Study Approach

Data Analysis & Corridor Mapping

- Tax Digest, Zoning, Comp Plan, GIS Mapping, state & local legislation, etc

Stakeholder Input

- 25 Stakeholders - County, City, Development Authority, commercial property owners, etc
- 10 Meetings - In-person & virtual interviews, community meetings

Promotional Materials

- Presentation decks & promotional materials
- Letters distributed to 332 commercial property owners in the corridors

Study Area Geographies



Eagle's Landing Sub Area
1,100 Acres / ~ 1.8 Square mile

Jonesboro Rd Sub Area
867 Acres / ~ 1.2 square mile

Stakeholder Input Regarding Corridor Needs

- Road improvements (repaving, access management)
 - Pedestrian improvements (sidewalks)
 - Cohesive design & beautification
- Applies to both sub areas.
 - 25 Stakeholders / 10 meetings

Eagle's Landing Parcel Eligibility

2/3 (333) of the total parcels (501) are CID-eligible.

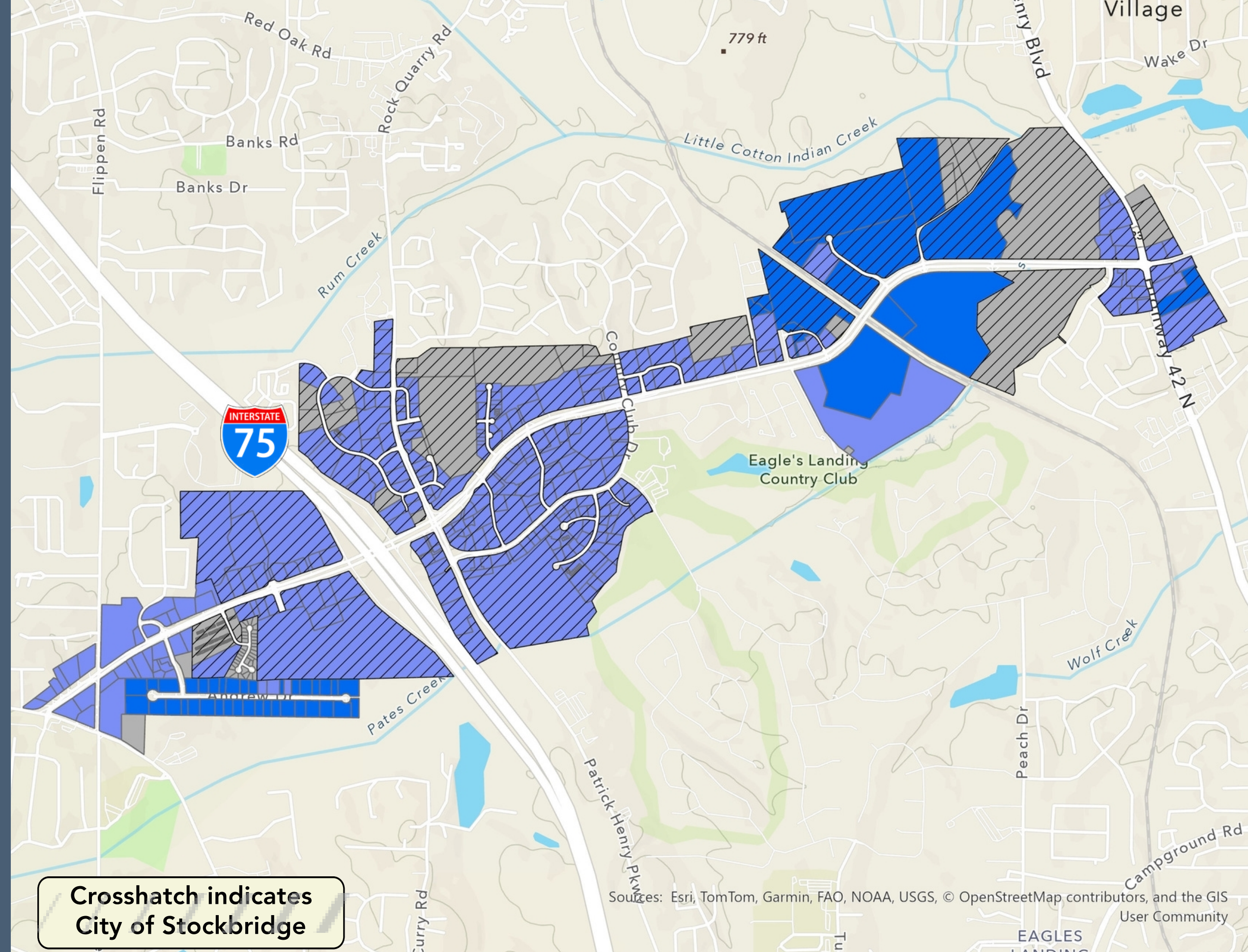
General Commercial (283)

Industrial (50)

1/3 (168) of the total parcels (501) are CID-ineligible.

Other / CID Ineligible (168)

Based on land use designation in the '24 Preliminary Tax Digest.



Eagle's Landing

Annual CID Assessment Scenarios

@ 3 Mills

\$685K/yr

(\$228,400,000 ASD x .003)

@ 5 Mills

\$1.14M/yr

(\$228,400,000 ASD x .005)

@ 25 Mills

\$5.71M/yr

(\$228,400,000 ASD x .025)

Caution:

Scenarios assume 100%
participation from all
333 eligible parcels.



* Based on the '24
Preliminary Tax Digest.

Jonesboro Rd Parcel Eligibility

3/4 (133) of the total parcels
(175) are CID-eligible.

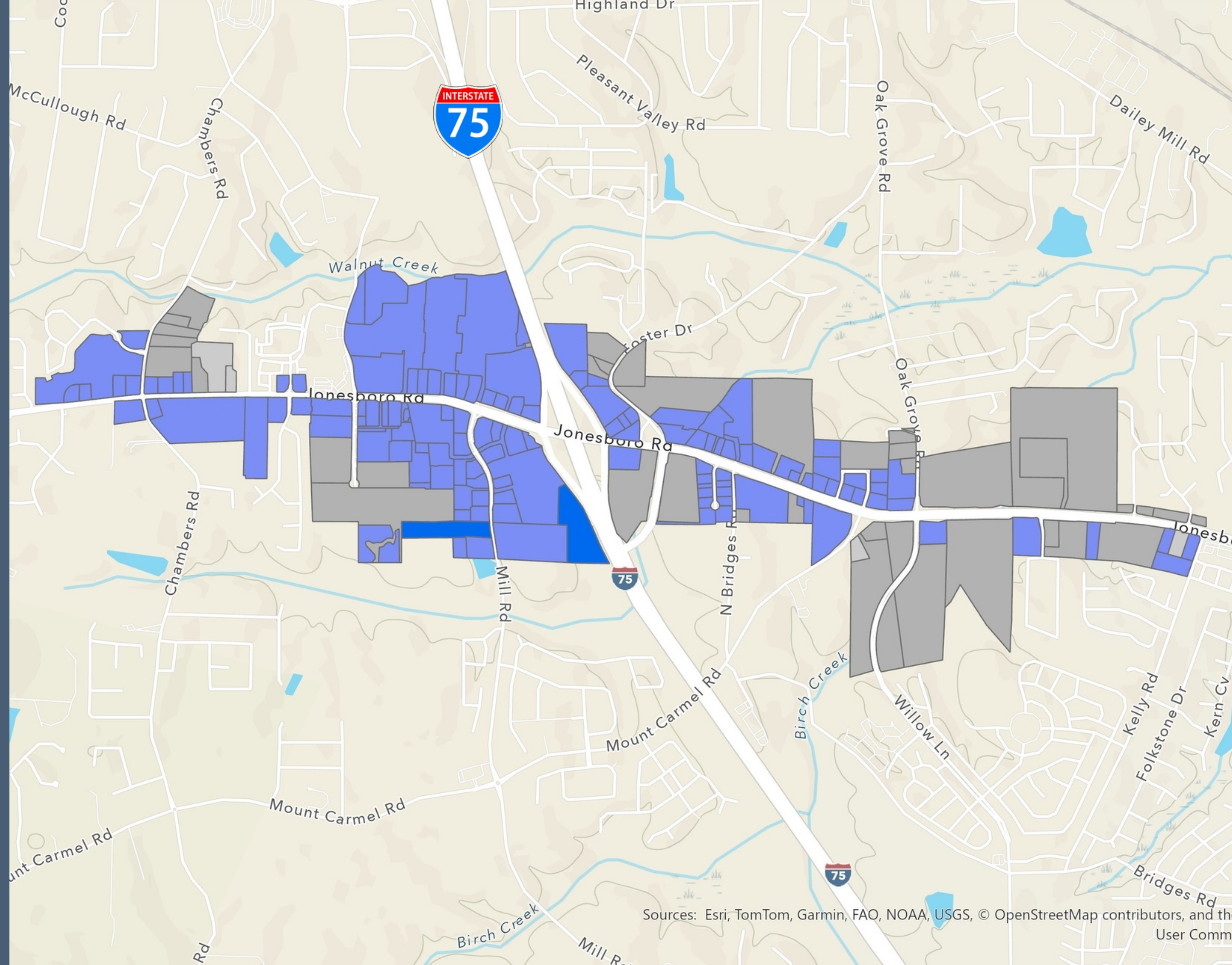
General Commercial (131)

Industrial (2)

1/4 (42) of the total parcels
(175) are CID-ineligible.

Other / CID Ineligible (42)

Based on land use designation in the '24 Preliminary Tax Digest



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the User Community

Jonesboro Rd

Annual CID Assessment Scenarios

@ 3 Mills

\$363K/yr

(\$122,700,000 ASD x .003)

@ 5 Mills

\$613K/yr

(\$122,700,000 ASD x .005)

@ 25 Mills

\$3.07M/yr

(\$122,700,000 ASD x .025)

Caution:

Scenarios assume 100%
participation from all
175 eligible parcels.



* Based on the '24
Preliminary Tax Digest.



Evaluation & Recommendations

Not a clear 'Yes' or 'No'

(but Eagle's Landing may have more potential)

Eagle's Landing:

- + stakeholder interest
- + more density
- + future growth opportunities
- + higher potential CID revenues
- +/- CID value proposition exists
but requires more buy-in

Jonesboro Rd:

- + Western Parallel Connector will
unlock future growth
- lukewarm commercial property owner interest
- lower potential CID revenues
- CID value proposition is not as strong

Recommendations

- Target one corridor and continue conversations with property owners. (CID formation takes time.)
- Broaden the targeted corridor to include properties along the WPC to capture future growth.
- Assess if the targeted corridor's future growth is more residential or commercial. (Commercial growth bolsters CID creation while residential may not.)
- For future mixed-use developments, separate commercial from residential uses on parcel IDs to enable CID eligibility for the commercial component.
- Compare the cost of development in Henry County to those of surrounding counties to see how a CID assessment may impact those costs.
- Consider if a City Business Improvement District is a better option. (+ includes resi / - city only)

Questions?

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