



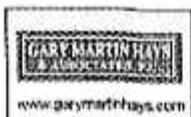
Gwinnett's Definitive Business & Lifestyle Publication




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December 2009 ShareThis

**Joseph Piccolo, Area Manager of Gwinnett Place Mall, Shares His Thoughts**

Gwinnett Place Mall's Area General Manager, Joseph Piccolo, shares his thoughts on the ongoing efforts of the CID in light of the upcoming holiday season:

The holiday season always brings the desire to find that perfect gift, that just-right item to add joy to the lives of those we care about. And now more than ever, Gwinnettians have an even stronger desire to get the most of every holiday dollar. This includes finding bargains that are close to home.

This year, greater Gwinnett Place has welcomed dozens of new businesses, adding names that you already know in addition to international companies coming here for the first time. These new locations enhance and compliment our area's existing base of dining, shopping, hotel and entertainment venues.

To help make this holiday season even easier, the Gwinnett Place Community Improvement District (CID) has initiated numerous efforts benefiting those spending time in the county's central business district.

Before you even get in the car, there is a unique resource to get an inside track on area destinations. The CID created the VisitGwinnettPlace.com site to serve as a one-stop-shop of information for businesses and retailers throughout Gwinnett Place. The site even includes special discounts and coupons available exclusively online.



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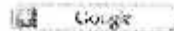
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Once in the District, you will find traveling from point to point is more easily accomplished because of the CID's ongoing traffic signal retiming efforts throughout this year. In peak travel times, drivers will collectively save 98,000 hours and nearly 59,000 gallons of gas annually because of the CID-funded initiative to make the signals function more efficiently.

Our visitors will see enhanced landscaping and street signage, including direction assistance, added by the CID. The area is also well maintained through the CID's daily community patrols and routine roadway cleaning to ensure it remains attractive and inviting.

In the future, area travel will be even smoother with the redesign and reconstruction of the Pleasant Hill Road bridge over I-85. This month the CID's Board of Directors approved an agreement with a professional engineering firm to complete preliminary planning to replace the now-outdated interstate crossing. Having these efforts completed ahead of time will help speed up the eventual construction.

To coincide with the bridge replacement, the CID is pursuing another key area roadway improvement. This month the Board of Directors secured funding for engineering assistance for widening and relocating Venture Drive between Steve Reynolds Boulevard and Pleasant Hill Road. The realignment will allow faster, safer access to major thoroughfares.

Another recent undertaking shaping our future is the approval of a tax allocation district (TAD) to provide redevelopment incentives for greater Gwinnett Place. With TAD-supported improvements and revitalization, our area could experience as many as 11,233 new jobs resulting in \$470 million in annual payroll in the coming decade.

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