

Gwinnett Place Community Improvement District (CID) Launches Survey For Area Revitalization



Gwinnett businesses and residents are expected to benefit from a new diverging diamond interchanges (DDI) planned for the Pleasant Hill Road interstate bridge by summer 2012.

Joe Allen, Executive Director of Gwinnett Place CID briefed Asian reporters on their latest developments in a press conference with Asian media on Feb 22.

"DDI projects are much needed improvements that should increase capacity and help ease traffic congestion in two of the county's busies travel areas," said Allen.

The diverging diamond interchange is schedule for construction in early 2012 and would be completed within four months.

The new interchange is expected to help reduce traffic by 39.9 percent for morning drivers; delays should be reduced by 36.4 percent for evening drivers, according to Allen.

The DDI project is a cooperative effort joining the Georgia Department of Transportation and Gwinnett County's Transportation Department with Gwinnett Place CID.

Representatives from both transportation organizations, CID staff, and consultants are available to answer any public questions at a open house meeting at Atlanta Marriott Gwinnett Place on Feb 24 from 4:00 pm – 7:00 pm.

Allen also briefed reporters on the I-85 Corridor Light Rail Transit Feasibility Study which was initiated in September 2008 to evaluate the technical and financial viability of a light rail transit line in Gwinnett county.

The 24-months project was funded by \$600,000 matching grants by the Federal government and Gwinnett county's Transportation Department.

The proposed light rail transit runs approximately 14 miles from Norcross to Gwinnett area and will connect to MARTA's heavy rail system in Doraville.

There will be approximately 9 potential stations with major stops in Jimmy Carter Boulevard, Indian Trail Road, and Gwinnett Place Mall.

Gwinnett Place CID will also be launching a survey to determine issues affecting CID area visitation, business

vitality, and redevelopment.

CID officials will be working with Ogilvy Public Relations firm to poll sample populations of local residents, businesses, employees, and visitors for their inputs.

They plan to use research results to complete a strategic plan addressing community improvement and growth.

"We will be visiting with Asian business and other ethnic businesses in the CID district for their inputs," said Frank Singleton, Senior Vice President of Ogilvy Public Relations, communication consultant hired for the study.

A key component of the research involves inputs from local employers, using translators and on-site interviews. Survey forms are available in Chinese, Korean, Vietnamese, and Spanish languages.

For more information on Gwinnett Place CID, visit www.gwinnettplacecid.com (<http://www.gwinnettplacecid.com>)

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