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The Greater Gwinnett Place You May Not Know

By Ken Bleakly, President Bleakly Advisory Group, Inc.

Duluth, August 7, 2014 — The Gwinnett Place area has seen a significant increase in commercial property investments in recent years resulting from successful public-private efforts. Initiatives including new job creation tax credits in the greater Gwinnett Place Opportunity Zone, tax increment financing through the Gwinnett Place Tax Allocation District, the new mixed-use ordinance and infrastructure investments have helped drive local, regional and global companies to relocate into the area.

Since the early 1980s, the Gwinnett Place area has remained one of the largest concentrations of retail business in the state. While much has changed in the last three decades, the area has maintained a large retail community and has attracted a diverse community of businesses. With \$2.4 billion generating annually in retail sales, the Gwinnett Place area remains Gwinnett County's central business district and heart of the community. There are approximately 248,000 people within five miles of the area, a large and growing consumer base to tap into.

Nearly 47,000 professionals work within a two-mile radius of the Gwinnett Place area, with 44,000 of them commuting into the area daily.

The demographics of those who work in the Gwinnett Place area shown below display a promising expansion in key markets for both employment and consumerism:

Age

22% are Millennials, younger than 29

