



Our Mission:

“Enhance the economic vitality of Gwinnett's central business district by strengthening the area's role as the center of commercial activity.”



Gwinnett Place CID funded security patrols will join the ongoing daily CID community patrol. Patrol cars like this one are already at work in the CID.

INSIDE:

**Meet the CID's
Two Newest
Board Members**

**Transportation Projects
Moving Forward**

Visible Improvements

**Hospitality Map
Delivered**

The Progress

*The official newsletter of the
Gwinnett Place Community Improvement District*



Gwinnett Place CID Increases Public Safety Presence

The Gwinnett Place CID has launched a new effort to increase security during the holiday shopping season as a proactive benefit for businesses and their patrons.

Privately contracted, uniformed public safety professionals will be on patrol throughout greater Gwinnett Place to provide non-emergency help and extra monitoring. Officers will perform a CID ambassador function with their positive interactions and assistance to those in need.

Patrols will take place using special vehicles bearing CID-related markings. The extra patrols come in addition to the constant presence of Gwinnett County Police and the daily ride-throughs the CID has historically conducted using its own community vehicle.

The CID's Board of Directors initiated the security efforts as a preventative measure and in support of the successful relationship it maintains with the Gwinnett County Police.

Extra attention to security matters throughout the years has already generated positive results. Greater Gwinnett Place continues to enjoy a double-digit decrease in criminal incidents year-over-year, according to county police records.

Community Leaders Join CID



James Song

James Song was elected to serve as the Post 1 member of the Board of Directors. Song is a general partner with International Shopping Center Group, which specializes in leasing and retail development in shopping centers. He has extensive experiences in small business start-ups and management for 30 years.



Tim Hur

CID Board members selected Tim Hur to serve as the CID Assistant Secretary. Hur is the CEO of the International Business Accelerator LLC, which assists international firms with the launch of their operations in the US. He is also the CEO of Aikonia LLC, the manufacturer and distributor of the Jerboa Audio speaker products.

Transportation Projects Moving Forward



The CID continues to move forward with major transportation improvements planned for the Pleasant Hill Road area.

Pleasant Hill Road Bridge

The Gwinnett County Department of Transportation has signed off on the project's foundational "need and purpose" document – a vital step in receiving state and federal approval to convert the Pleasant Hill Road bridge into an innovative diverging-diamond interchange.

CID leaders and project consultants continue to successfully engage area stakeholders. Recent meetings have included homeowners, business leaders, Chambers of Commerce representatives, Gwinnett County Transportation Director Brian Allen and Duluth Mayor Nancy Harris.

The interchange remains on schedule for construction to begin in early 2012. The new interchange will generate a 39.9 percent reduction in delay for morning driver; in the evenings, delays should be reduced by 36.4 percent.

Venture Drive

The Venture Drive/Pleasant Hill Road intersection redesign project is on schedule with preliminary planning now in the works.

Adjacent landowners have been engaged to discuss proposed plans for the intersection. A well-attended stakeholder committee kickoff meeting was completed in late November.

The project calls for realigning the intersection of Venture Drive, Pleasant Hill Road and Gwinnett Place Drive. Venture Drive will eventually be widened to include five lanes, a two-way center left turn lane and upgraded pedestrian facilities.



Visible Improvements Made Before the Holidays

A number of key improvement projects were completed in some of the more visible areas of the District before the arrival of busy holiday shoppers.

Crews completed landscape improvements at the interstate interchanges of Pleasant Hill Road and Steve Reynolds Boulevard. The gateway plantings have received high regards from area businesses and visitors alike.

Along interior roadways, landscaping was enhanced at Breckinridge Boulevard, Old Norcross Road, Commerce Avenue, Crestwood Avenue, Venture Drive and Venture Parkway.

Workers also traveled the District to install and replace “welcome” banners displayed from utility polls along major roadways. The distinctive signage is in place all year.

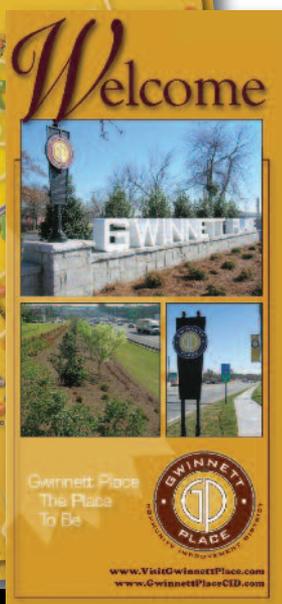
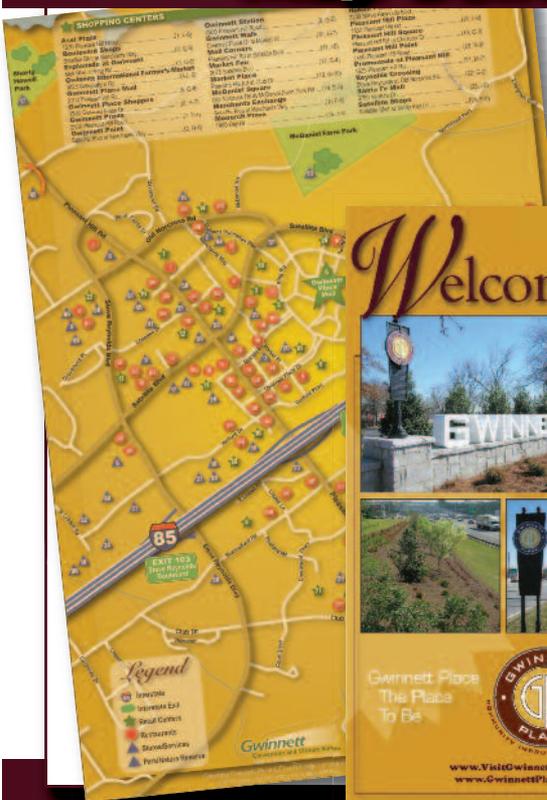
New Hospitality Map Delivered

Prior to the start of the busy shopping and visiting season, the CID’s staff distributed a new hospitality map to area hotels and malls.

The high-quality color guide delivers detailed contact and location information concerning Gwinnett Place’s dining, entertainment and shopping destinations.

The CID received a grant from the Gwinnett Convention and Visitors Bureau to create 12,000 copies of the hospitality map.

Download the map at VisitGwinnettPlace.com



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Twitter.com/GPCID



www.Facebook.com/GwinnettPlaceCID



www.GwinnettPlaceCID.com
www.VisitGwinnettPlace.com

More New Businesses in the CID

Purple Rain Restaurant & Lounge
3550 Mall Boulevard

T-Mobile SmarTalk Wireless
2300 Pleasant Hill Road

Café Mozart
300 Pleasant Hill Road

AT&T - corner of Pleasant Hill Road
and Mall Blvd in Mall Corners

Noh Ryang Jin Fish House
3880 Satellite Boulevard

Pho Dai Loi Vietnamese Restaurant
1500 Pleasant Hill Road

Taste of Pho Vietnamese Restaurant
2180 Pleasant Hill Road

Pep Boys
3527 Old Norcross Road

College Grill Cheesesteaks & Wings
3725 Club Drive

North Georgia Urgent Care
1630 Pleasant Hill Road

Gwinnett Place Mall

Avon
A+ Financial
Chicken Now
Accents
Books Etc.

News Stand
Napoly
Lizzies
Eye Galleria

Diamonds World
The Kneaded Perk Bakery
As Seen on TV & Collectibles

Research Project Assisting with Gwinnett Place Area Revitalization

Changes in population numbers and composition, new competitive retail and shopping destinations across the region and changes in local area traffic patterns have contributed to perceptions that impact the Gwinnett Place CID area's economy and business climate.

These perceptions affect CID area businesses and residents alike, and local leaders and stakeholders are working with Ogilvy Public Relations Atlanta office to launch the first phase of addressing these perceptions.

Ogilvy is designing and initiating a comprehensive research study to establish certain benchmarks and answer key questions that will ultimately help guide the repositioning of the area. Online surveys and other research tools will help benchmark general awareness and impressions of the specific area.

Over the next few weeks, a large number of area businesses, residents and visitors will be approached to provide input for this survey effort, and results will be tabulated to help develop strategies for promotional and awareness programs going forward.