



GWINNETT PLACE COMMUNITY IMPROVEMENT DISTRICT

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## **A World of Places in One Place:**

### **A Real Estate Broker's Perspective on Gwinnett Place By Kirk Rich**

As a real estate broker, and the founding Principal and President of Rich Real Estate Services, I have personally worked in the Gwinnett Place community for more than 15 years. What makes Gwinnett County's central business district unique is its quality of workers, investment in infrastructure and the partnerships that promote economic development.

Gwinnett Place, located in the heart of Gwinnett County, continues to be the center of commerce. Gwinnett Place spans the business landscape from global giants such as Meril to regional healthcare and life sciences companies like Kaiser Permanente, to manufacturing and logistics power houses including National DCP.

The area reaps the benefits of its strategic location with convenient access to major transportation corridors including I-85, SR 316, Pleasant Hill Road, SR 120, Buford Highway, Peachtree Industrial Boulevard and Satellite Boulevard. Existing transit service includes three circulatory routes and four express commuter routes, with the main Gwinnett County Transit Center located in the community. Greater Gwinnett Place is just moments from community amenities including the Gwinnett Center's award-winning Arena, as well as many parks located in the immediate area, such as McDaniel Farm Park, Shorty Howell Park, and Club Drive Park.

As the area encompasses an Opportunity Zone, HUBZone and Less Developed Census Tracts, aggressive business incentives enable companies looking to expand or relocate to take advantage of significant job tax credits along with tax increment financing options, fast-track development reviews, and other economic development tools. Serviced by the Gwinnett Place Community Improvement District, Gwinnett's central business district at Gwinnett Place is a market portal to business and investment growth. Many companies like VetConnexx, Luckie

& Company, Clearleap, TravelSky and others are attracted to the area by its many economic development incentives.

Recently, I worked to redevelop 3100 Breckinridge, a seven building office campus located between Old Norcross Road and Pleasant Hill Road. IVG Institutional Funds GMBH and Rich Real Estate Services saw an opportunity with this seven building business park. It was a great experience working with groups like the Gwinnett Place Community Improvement District and Partnership Gwinnett to help aid in our vision of a thriving business hub. Thanks to the business friendly attitude we have found in Gwinnett County, our firm took 3100 Breckinridge to a 72% occupancy level today.

As someone that specializes in the leasing of commercial properties, I know there is a lot of opportunity in the area. The area's workforce is dominated by Generation X and the Millennials who have elevated levels of education and work in the broad cross section of businesses, beyond just retailing. Like the rest of the County, Gwinnett Place is a true international hub with a daytime population that is 63% demographically white, 27% African American, 9% Asian/Pacific Islander and 8% Hispanic.

From local to global, retail to corporate and everything in between, Gwinnett County's central district business at Gwinnett Place is a market portal to business and investment growth. With all the amenities, infrastructure and market and transportation access required to do business here and around the world, Gwinnett Place is a world of places in one place.

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Kirk Rich is the founder of Rich Real Estate Services, a full service development company specializing in sales and leasing of commercial properties. With more than 10 years of experience, Rich has assisted thousands of property owners as well as local and international businesses throughout the United States.