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## Gwinnett Place CID Takes Pride in Gwinnett!



As part of their efforts to revitalize the areas around Gwinnett's central business district, the Gwinnett Place Community Improvement District (CID) was joined by County Commissioners and supporters at a photo opportunity this week to announce their participation in Gwinnett Clean & Beautiful's 'Take Pride in Gwinnett' program, an Adopt-A Median program that allows Gwinnett businesses to improve medians and demonstrate their pride in the community. The Gwinnett Place CID adopted two medians near Pleasant Hill Road, engaging in extensive

landscaping enhancements and beautification effort.

The 'Take Pride in Gwinnett' program, coordinated by Gwinnett Clean & Beautiful, is a joint program of the Gwinnett County Department of Transportation, the Georgia Department of Transportation and participating cities that was initiated to show our community's pride for our public spaces. The program encourages businesses or civic groups to "adopt" major public roadway medians, which must be landscaped and maintained, including litter removal, for a minimum of two years. Each adopting group is publicly recognized for their efforts with two double-sided signs placed in the median.

In addition to creating new green spaces, research shows that landscaped medians reduce road rage, making our roadways safer. These green spaces also minimize the heat island effects from paved areas and improve our air quality. The landscaped medians can also improve adjacent property values by as much as 15%.

"We commend the leaders of the Gwinnett Place CID for their efforts in making the Gwinnett Place area safer, healthier and more livable," said Connie Wiggins, Executive Director of Gwinnett Clean & Beautiful. "I strongly encourage businesses to follow the great example of the Gwinnett Place CID and other 'Take Pride in Gwinnett' program participants that have chosen to publicly demonstrate their firm commitment to revitalization in our community."

**PHOTO CAPTION: (from left to right)** Gwinnett County Commission Chairman Charles Bannister, Gwinnett Clean & Beautiful Executive Director Connie Wiggins, Gwinnett Place CID Board Chairman Mark Williams, Gwinnett County Commissioner Lorraine Green, ImageScapes Representative Blake Manton, Gwinnett Place CID Executive Director Joe Allen.