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Gwinnett Place commercial district wants your business

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The Gwinnett Place Community Improvement District spends most of its time trying to encourage revitalization of the commercial district and finding ways to relieve traffic woes.

In a few months, the self-taxing business organization says it will turn its attention to consumers with a Web site encouraging people to visit the commercial district.

Gwinnett Place was the primary retail center in Gwinnett County as recently as 1999 but has since been eclipsed by newer, larger and trendier retail centers such as the Mall of Georgia and The Forum in Norcross.

The Web site, www.visitgwinnettplace.com, will feature an interactive map and information on local businesses in an effort to encourage consumers to visit the district.

The Web site isn't the CID's first effort to lure consumers to the area. In August 2007 and again for the 2007 Christmas shopping season, the group used automated dialers and postcards to contact thousands of homes around Gwinnett County, urging shoppers to buy from stores in the district.

The CID also said it plans to install lighted street signs, directional signs and monument markers around the Gwinnett Place district.

Funds for the projects will come from the self-imposed property tax paid by business owners located in the CID.

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