



Fall 2008

**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 Tech comes to Gwinnett Place this fall**

Gwinnett Technical College will open classroom space at Gwinnett Place Mall to bring high-demand classes, starting with language offerings, off campus and into the community where they are needed most. The ribbon-cutting celebration is planned for Sept. 29 at 3 p.m.

More information about continuing education course offerings at Gwinnett Place will be posted at [www.GwinnettTech.edu/ce](http://www.GwinnettTech.edu/ce).

The Gwinnett Place CID took the lead to facilitate meetings between Simon Property Group and Gwinnett Tech’s leadership to bring another educational opportunity to Gwinnett Place.

# The Progress

The official newsletter of the Gwinnett Place Community Improvement District

## CID, County address traffic signal timing

While there are no quick-fix solutions to traffic congestion, the Gwinnett Place CID and Gwinnett County Department of Transportation are working to introduce new relief measures in Gwinnett’s central business district.

CID leaders recently authorized a project to optimize the traffic signal timings at 45 intersections throughout greater Gwinnett Place. The work will primarily address Pleasant Hill Road, Steve Reynolds Boulevard and Club Drive.

The CID contracted with Wolverton & Associates, a local transportation consulting firm, to independently evaluate the signals and supply their findings to county transportation officials to effect solutions.

“This process is centered on getting the most capacity possible out of existing roadways,” said Joe Allen, CID executive director. “With increasing numbers of drivers visiting the area, we believe we can improve transportation infrastructure performance on our busiest streets through this partnership.”

The CID’s funding commitment for the project will be matched by Gwinnett County resources and other efforts. The public-private partnership is facilitating the retiming years ahead of time.

The evaluation process and resulting changes should be completed in advance of the busy holiday shopping season.



# CID pursuing Gwinnett Place TAD

With guidance from local experts, the CID will start the work of establishing an area-wide tax allocation district (TAD) serving Gwinnett Place.

The CID's Board of Directors recognizes TADs as one of the most powerful tools available to help boost revitalization. Area property owners also know that a TAD can help them achieve their redevelopment vision for the future.

Establishing a TAD would allow the CID to leverage locally generated funds from new investment to upgrade

infrastructure and improve area transportation. A TAD ultimately would bring the many enhancements necessary to attract higher-quality developments.

The CID is working closely with Atlanta-based Bleakly Advisory Group to define clear objectives and potential projects related to the Gwinnett Place TAD. At the same time, a redevelopment plan for the TAD will be completed to meet the requirements of state laws.

The CID will have a TAD proposal ready to submit for Gwinnett County's review and consideration this fall.

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## New directional signs approved



Before the year ends, new directional signs will appear in prominent locations throughout Gwinnett Place.

Drivers, pedestrians and others will see 10 large directional signs as well as four secondary gateway markers lining key travel areas in the District.

Additionally, illuminated signs displaying street names will be attached to the mast arms of traffic signals at major intersections.

## New northbound ramp open near Gwinnett Place

The Georgia Department of Transportation recently opened a new northbound ramp near Pleasant Hill Road.

The addition allows drivers heading north from Pleasant Hill on the collector-distributor to more easily enter I-85 or exit at Old Peachtree Road.

The new ramp is part of the ongoing reconstruction of the I-85/State Route 316 interchange. Throughout the extensive project, the CID has worked with the Georgia Department of Transportation to supply signage and other directional assistance to the Gwinnett Place area.

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## Board members review GPCID goals

Members of the GPCID Board of Directors recently met to review the organization's long- and short-term goals, which were set in 2006.

"We wanted to make sure we stay on track to meet the changing demands of our stakeholders," said Marcy Adams, CID vice chairman. "Our CID is entering the midpoint of its life cycle, and we are determined to complete the greatest number of meaningful projects and programs."

The recent thorough review yielded new details on the number of achievements reached so far. In the end, board members agreed to keep the reconstruction of the Pleasant Hill Road/I-85 bridge as the CID's top priority.

Secondarily, the CID will also enhance its efforts to increase economic development and reinvestment in Gwinnett Place. The CID is already taking the lead by bringing together representatives from various Chambers of Commerce as well as real estate brokers and investment specialists.

# VisitGwinnettPlace.com launching soon

Those seeking online information about the Gwinnett Place area will soon have a centralized resource — VisitGwinnettPlace.com.

The CID initiated the new consumer-focused site to serve as a one-stop location for details on the businesses and services of District members. The site will include an interactive map and detailed listings specific to District property owners as well as an e-newsletter feature.

As an added service, businesses will have special access to include coupons, photos and offers benefiting those frequenting Gwinnett Place locations. CID staff will be meeting individually with business representatives to discuss this complementary marketing opportunity.

The VisitGwinnettPlace.com address will be featured prominently on billboard advertising space the CID has secured along I-85 for November and December.

In addition to the new site, the CID is redesigning the existing GwinnettPlaceCID.com. Planned changes include new features highlighting real estate and economic development opportunities within the District.



## Billboard to highlight Gwinnett Place area



Beginning in November and continuing through the end of the year, a special billboard advertising campaign will draw drivers' attention to Pleasant Hill Road and greater Gwinnett Place.

The large sign will occupy a prime location just north of the Pleasant Hill Road exit off of southbound I-85. Drivers will be alerted to "exit now" to enter the Gwinnett Place area.

CID leaders initiated the billboard outreach to maximize exposure during the holiday shopping season as well as to offer extra directional assistance after the recent exit realignments.

## CIDs seek light rail study

The Gwinnett Place CID has joined the Gwinnett Village CID to seek funding for a light rail feasibility study.

The two CIDs have committed funds to seek a matching grant from the Atlanta Regional Commission (ARC). If successful, a \$150,000 study will evaluate light rail options to connect Doraville, Norcross, Gwinnett Village, Indian Tail, Gwinnett Place and near the Arena at Gwinnett Center.

The study will produce construction cost estimates, route options and economic benefit statements, among other results.

# Crime drops 32 percent

During a recent meeting of the CID Board of Directors, Police Major Tom Bardugon shared positive crime statistics related to the Gwinnett Place area.

The Gwinnett Place CID area has seen a 32% decrease in incidents so far in 2008 from the same time in 2007.

Some of the most noticeable areas of improvement include:

- **47% reduction in armed robbery**
- **22% decrease in motor vehicle theft**
- **14% decrease in automobile break-ins**
- **1% decrease in commercial burglary**



Gwinnett Police maintain a consistent presence throughout Gwinnett Place, and officers have increased citations by 15% and DUI arrests by 27%. Additionally, property issues have been addressed with a 3% increase in county ordinance citations.

The CID works in close cooperation with Gwinnett Police, Quality of Life law enforcement, Gwinnett Clean and Beautiful and others to ensure the area is well maintained. Daily CID community patrols help keep the area clear of graffiti while removing numerous bags of trash and illegally placed signs.

## CID highlighting area during conference

The Gwinnett Place area will get some extra attention this fall when the CID provides special information at a regional gathering in Atlanta.

The CID, in conjunction with the Gwinnett Chamber of Commerce, will have a presence at the 2008 southeast conference of the International Council of Shopping Centers (ICSC).

The ICSC is a large trade group serving all aspects of the shopping center industry, and it includes more than 75,000 members in more than 80 countries.

The CID is joining in the ICSC's October event to focus on the strong economic standing of the Gwinnett Place area and its opportunities for investment and redevelopment.



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