



## PRESS RELEASE

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For Immediate Release

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### **New Redevelopment Plan Coming to Gwinnett Place CID**

*Board of Directors grants approval to begin comprehensive study*

(Duluth)—A first-of-its-kind master plan for revitalization is now underway with a goal of continuing the transformation of Gwinnett's Central Business District.

Gwinnett Place CID leaders this week started a 120-day process of completing a Comprehensive Redevelopment Plan for the District. Consultants with Street Smarts will work in conjunction with Jordan Jones and Goulding and Pond and Company on the study.

The resulting plan will provide CID organizers with a complete document that focuses on land use, pedestrian access, traffic circulation and urban design as well as strategies for stimulating reinvestment in the greater Gwinnett Place area.

Consultants will meet with CID Board Members, District property owners, applicable county agencies, the Chamber of Commerce, developers planning high-rise buildings for the area and other stakeholders to generate a thorough, realistic outlook on future revitalization efforts.

Executive Director Joe Allen said the CID's efforts will build on the Gwinnett Revitalization Task Force study completed in 2004 and the Atlanta Regional Commission's Gwinnett Livable Centers Initiative report completed in 2001.

"This plan will move us into real-world scenarios reflecting what is already happening and what is most likely to occur in the near future," Allen said. "The finished plan will help direct the CID's planning efforts and serve as a valuable tool to those seeking to redevelop Gwinnett Place."