

Joe Allen

From: news@gwinnettforum.com
Sent: Friday, February 18, 2011 9:19 AM
To: jallen@gwinnettplacecid.com
Subject: 2/18: Traffic plan; Super Bowl ads

If you have trouble viewing today's issue, please go to: <http://www.GwinnettForum.com>.



Free automatic delivery by email
[Click here to subscribe today](#)

[quest commentary](#) | [elliott brack](#) | [feedback](#) | [archive](#) | [about](#) | [our sponsors](#) | [home](#)

Issue 10.91 | Friday, Feb. 18, 2011

TODAY'S FOCUS

:: [Diverging diamond interchange hearing](#)

ELLIOTT BRACK'S PERSPECTIVE

:: [About those Super Bowl commercials](#)

FEEDBACK

:: [More thoughts on non-violent efforts](#)

UPCOMING

:: [Black History Month, gardens, exhibit](#)

NOTABLE

:: [Regional transit body, why no hearing](#)

ALSO INSIDE

:: IN THE SPOTLIGHT: [Meet a sponsor](#)

:: REVIEW: ["Wait 'til Next Year"](#)

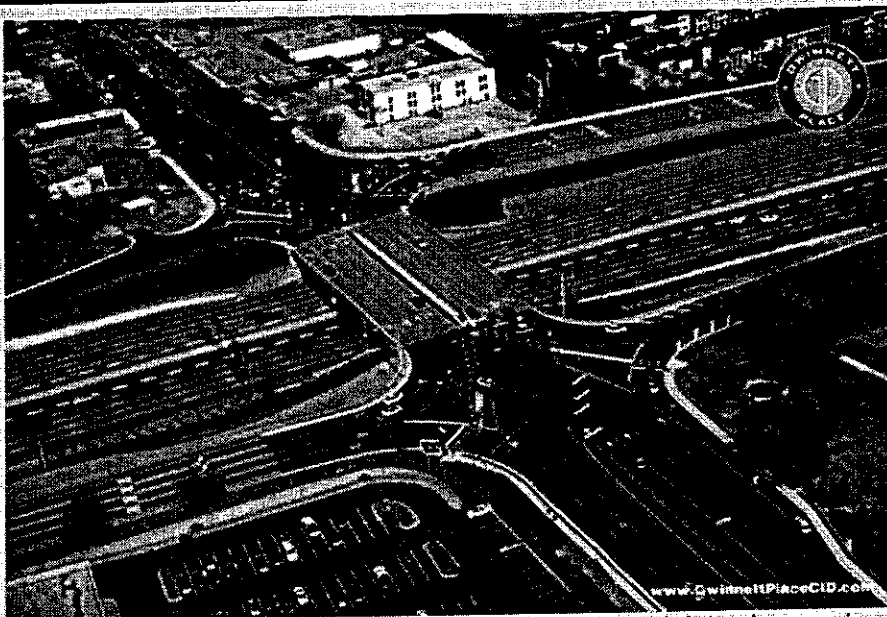
:: GEORGIA TIDBIT: [Jean Toomer](#)

:: TODAY'S QUOTE: [Parker on prom attendees](#)

:: CALENDAR: [Coming events](#)

:: ARCHIVES: [Read past commentaries](#)

:: LAGNIAPPE: [Colorful watercolors](#)



MOVING IT ALONG: A better way to move traffic through interchanges is the topic of two hearings set for Gwinnett County on February 24 and March 1. (See information in today's main issue just below.) This depiction shows the Pleasant Hill Road interchange at Interstate 85. Another similar interchange is scheduled for a hearing at Jimmy Carter boulevard and Interstate 85. One of the benefits of such interchanges is that they move traffic better, and cost far less than other similar improvements.

TODAY'S FOCUS

Hearings coming on innovative diverging-diamond interchanges

By JEFF CORBIN
Special to GwinnettForum

DULUTH, Ga., Feb. 18, 2011 -- The Georgia Department of Transportation and Gwinnett County Department of Transportation, in conjunction with the Gwinnett Place and Gwinnett Village Community Improvement Districts (CIDs), will conduct public meetings to share information and gather input regarding planned diverging-diamond interchange (DDI) projects.



**GWINNETT PLACE
COMMUNITY
IMPROVEMENT
DISTRICT**

Brian Allen, director of the Gwinnett County Department of Transportation, says the DDI projects are much-needed improvements that should increase capacity and help ease traffic congestion in two of the county's busiest travel areas. "We are pleased with the successful collaboration of state and local

transportation with the CIDs to conduct this innovative work that is entirely funded by SPLOST and CID money." Allen adds. "It's much less expensive than traditional interchange reconstruction because we're using the existing bridges in a new way."

The DDI projects are a cooperative effort joining the Georgia Department of Transportation and Gwinnett County's Transportation Department with the two Gwinnett CIDs. Representatives from both transportation organizations as well as CID staff and consultants will be available to answer questions during the following open house meetings:



**Gwinnett
Village**
Community
Improvement District
VISION - LEADERSHIP - PROGRESS

Pleasant Hill Road DDI / Gwinnett Place CID
Thursday, Feb. 24 - 4 p.m. to 7 p.m.
Atlanta Marriott Gwinnett Place
1775 Pleasant Hill Road, Duluth

Jimmy Carter Boulevard DDI / Gwinnett Village CID
Tuesday, March 1 - 4 p.m. to 7 p.m.
Gwinnett Village CID offices
5855 Jimmy Carter Boulevard Suite 122, Norcross

The new traffic solution uses new configurations allowing drivers to cross over to the "opposite" side of the road, easing area traffic movement. DDIs use existing infrastructure to curb costs and speed up project completion time.

The interstate bridges at Pleasant Hill Road and Jimmy Carter Boulevard are among Georgia's first DDI locations. There are now five operational DDIs nationwide.

Chuck Warbington, executive director for the Gwinnett Village CID, says: "Relieving congestion has been one of our top priorities since the CID was formed in 2006. The Jimmy Carter Boulevard and I-85 interchange is a major point of entry to our district and our goal with the Diverging Diamond redesign is to enhance accessibility to local businesses and to reduce overall congestion in the corridor."

Gwinnett Place CID Executive Director Joe Allen said the Pleasant Hill Road DDI is projected to reduce delays significantly during peak use. The CID is also using its funding to incorporate artistic design ideas gathered from business and

SPECIAL ELECTION 2011

Be sure to check out our [special section](#) below that highlights positions of the candidates vying to be the next chair of Gwinnett County Commission.

OUR SPONSORS



TODAY'S QUOTE
What Dorothy Parker said about Yale prom attendees

"If all the girls who attended the Yale prom were laid end to end, I wouldn't be a bit surprised."

— American critic,
satirical poet, and short-
story writer Dorothy
Parker (1893 - 1967).

SEARCH GWINNETT FORUM

Loading

CANDIDATE PROFILES

We asked the four candidates for the county's March 15 special election for county commission chair to answer six questions, so *GwinnettForum* readers could become better informed about the candidates.

Here are their responses to our request. You can read their answers below by clicking on the links.

County Commission Chair candidates

- [Will Costa](#)
- [Larry Gause](#)
- [Duane Kissel](#)
- [Charlotte Nash \(+\)](#)

residential stakeholders to make the upgraded bridge more visually distinctive and appealing.

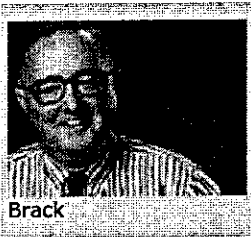
Allen feels: "The new design and enhanced appearance of the interchange will compliment the millions of dollars in new investments businesses are making in the District. This is an exciting project that we believe will ultimately highlight the continued success and ongoing revitalization occurring throughout greater Gwinnett Place."

EEB PERSPECTIVE

Pepsi showed awfully bad taste in one Super Bowl commercial

By ELLIOTT BRACK
Editor and publisher

FEB. 18, 2011 -- An optimist isn't supposed to be depressed. But I am nothing but depressed at the way our country is becoming more boorish, often showing bad taste, and if nothing else, violating the civility with its lack of kindness and manners.



Brack

OK, perhaps I'm too idealistic. Yet some matters bother me.

Perhaps the one single day when our country can best show its creativity and innovation is on Super Bowl Sunday. No, we're not talking football here, but what brings the football to our homes: advertising.

Year after year major advertisers pay big dollars to reach into the minds of millions of Americans and promote their wares during the Super Bowl. Apparently these major advertisers think it's worth it to pay \$3 million for a 30 second commercial (can you imagine?) to tell us their product is head-and-shoulders above their competitors.

These commercials don't influence me so much, since I often have the television sound off for some of the game and most of the commercials. The clump of commercials is getting so long there's time for a person to get up and stretch, go to the bathroom, and check out something else to nibble on or drink and not miss much, if any at all, of the game.

By happenstance, I paid attention to one television commercial, one that needed little sound, since the participants did not talk. It was a wonderful commercial, commanding your attention, and punched eventually with humor. It was the Coca Cola "border" commercial. If you missed it, check it out here:

- <http://video.yahoo.com/watch/8731248/24099432>

The cola companies often war with Super Bowl commercials. During the game, we didn't see any Pepsi commercials, but heard about it later and looked at it on the Internet. It was horrible, most boorish, had an awful basis, and then really violated most good behavior in its ending. You may be as shocked as I was with this commercial. Take a look, but we warn you: most people are offended at this bad taste in seeking to play on humor.

- <http://superbowlads.fanhouse.com/2011/pepsi-can-thrower/>

These two commercials made us wonder what other commercials we had missed, so we spent about 30 minutes looking on the internet at many of the messages that aired. We saw lots of action and far-out ideas, but few that we would call

KEY: (+) *Endorsed by GwinnettFol*

GWINNETT CALENDAR

Arbor Day in Duluth: 10 a.m., **Feb. 18** at Town Green. Trees will be planted in honor of Jack Wynn and at 11 a.m. at Bunten Road F in honor of Fred Bishop. Speaker will be Dr. Tommy Green of Duluth First United Methodist Church. For more information contact [Kathy Marelle](mailto:KathyMarelle@763-417-9269) at 678-417-9269.

Lucky 7 Art Show: 6 p.m. to 9 p.m., **Feb.** at Tannery at 554 West Main Street in Buford. This is the seventh anniversary of the show the Tannery Row Artist Colony, with art then with seven. Come enjoy the art and camaraderie with refreshments.

(NEW) **Author Speaking** at Georgia Perimeter College's Cole Auditorium in Clarkston: 7 p.m., **Feb. 23.** Terry Kay, a member of the Georgia Writer's Hall of Fame, will spin tales and share stories as part of the Southern Academy for Literary Arts and Scholarly Research. His 2009 novel, *The Book of Marie*, is currently being read at GPC's five locations.

Re-scheduled appearance by novelist Steve Berry: 7 p.m., **Feb. 26**, at Norcross Community Center, sponsored by Gwinnett Public Library. Mr. Berry, whose latest book *The Emperor's Tomb*, will discuss his books the writing and publishing process. He and his wife, Elizabeth, have started a foundation, History Matters, dedicated to aiding the preservation of our heritage. [More info](mailto:MoreInfo@770-978-5154) or call 770-978-5154.

Formation meeting of more Neighborhood Watch Groups: 7 p.m., **March 8** at Lilburn Hall. Police Chief John Davidson will lead the program. For more information, email saranichols70@gmail.com.

Greater Lilburn Business Expo: 5:30 p.m. to 8:30 p.m., **March 10** at Berkmar High Gym. Sponsored by the Lilburn Business Association, the Gwinnett Chamber of Commerce and Solutions Marketing. Over 100 businesses are expected to participate. Go to www.lilburnexpo.com for details.

(NEW) **Meet the Author** at Norcross Cultural Arts and Community Center, 7 p.m., **March 12.** Lisa Gardner, who has authored 12 detective novels, and was recently awarded International Thriller Writer's Award for the hardcover of the year for *The Neighbor*, will visit. The event is free and sponsored by the Gwinnett County Public Library system.

Art Show, "Walk Like a Gwinnettian: Through April 25, at Gwinnett Historic Courthouse, Lawrenceville. Features work of J. Haugh. Reception for artist is Jan. 19 at 7 p.m. at the site.

MORE EEB PERSPECTIVE