

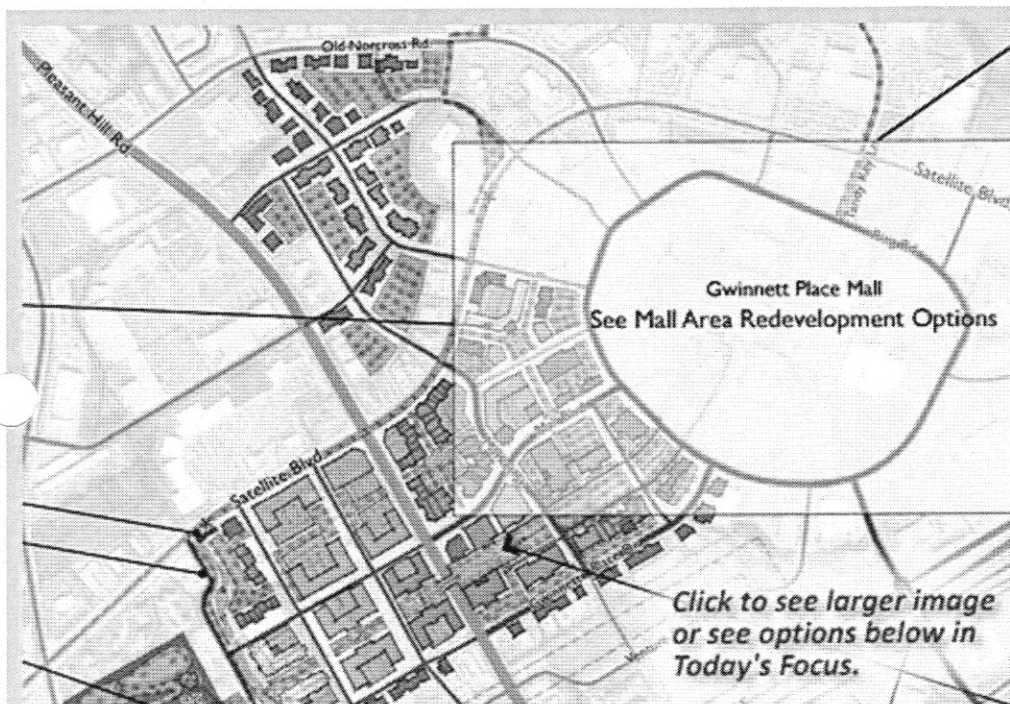
From: news@gwinnettforum.com
Sent: Friday, March 30, 2012 9:31 AM
To: jallen@gwinnettplacecid.com
Subject: 3/30: Gwinnett Place redevelopment; On smoking, NCAA tattoos, Relay; more

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BIG PLANS: What's in store for the Gwinnett Place Mall area? The Gwinnett Place CID is considering two different options concerning the mall, one sprucing up the facility as it now it, while the second option would make the covered area an open-air facility. It's part of an overall Livable Centers Initiative now under study. Read what [Joe Allen](#) says about it below.

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TODAY'S FOCUS

Gwinnett Place area seeking mall redevelopment alternatives

By JOE ALLEN

Director, Gwinnett Place Community Improvement District
Special to GwinnettForum

DULUTH, Ga., March 30, 2012 -- Over the past many months, the Gwinnett Place Community Improvement District (GPCID) has proactively been planning for possible redevelopment scenarios benefiting Gwinnett's central business district. It has been working closely with the Gwinnett Chamber of Commerce, Atlanta Regional Commission (ARC) and Gwinnett County officials, so that this area remains poised for future redevelopment opportunities.



Allen

Using the ARC's Livable Communities Initiative (LCI) process, these economic development partners, along with area stakeholders, are laying out a pathway and plan for achieving a new reality for this important part of Gwinnett County. The GPCID views this LCI Study as an important step toward implementing the Gwinnett County Unified Plan. The study also provides an opportunity to create a new vision for the Gwinnett Place area, and to leverage ARC transportation funding that continues the building of successful public-private partnerships.

In order for Gwinnett Place to move forward, development processes cannot carry on as they typically have in the past. Different densities, mixes of uses, and incentives to promote desirable community development, must now be put into place as plans are developed for the future. The area contains a wealth of property that is aging with such characteristics as excess parking, lack of green space, autocentricity, low density, and limited features to accommodate pedestrians.

One location identified through the LCI process as a prime catalyst site to spur economic redevelopment is the 1.2 million square feet of retail and 70 acres of surface parking centered at Gwinnett Place Mall. Using market-driven data and private-sector oriented economic development analysis, the GPCID has envisioned two possible redevelopment scenarios:

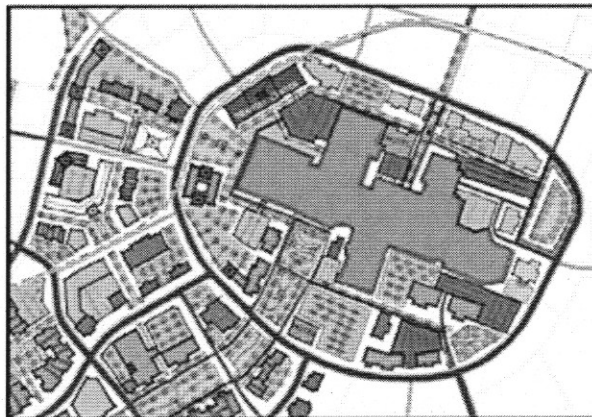
Option A: Maintain & upgrade existing mall with infill of office, hotel, and residential:

- 1,400,000 square feet for retail;
- 440,000 square feet of new Class A offices;
- 930+ high-end condos and apartments;
- 160 new hotel rooms; and
- Seven acres of parks and plazas.

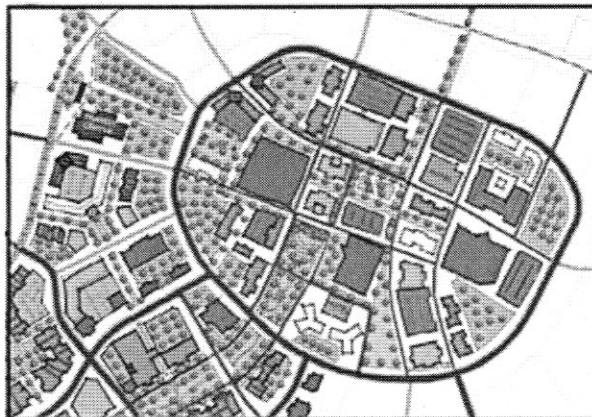
The developmental value for this option is an estimated \$333 million. It would also have \$27 million potential for Tax Allocation District bond proceeds, and would catalyze re-development of adjacent properties.

Option B: Re-configure and reposition Gwinnett Place Mall as a "Town Center" with infill of office, hotel and residential:

- 940,000 square feet of retail;
- 700,000 square feet of new class A offices;
- 1,000+ high-end condos and apartments;
- 460 new hotel rooms; and
- 12 acres of parks and plazas.



Mall Area Redevelopment - OPTION A



Mall Area Redevelopment - OPTION B

TODAY'S QUOTE Why you don't

"Never try to tell me
too short a time

-- November
2007).

MORE COPIES AVAILABLE Gwinnett history printing

Previously out of print, Brack's 850-page "Gwinnett: A Living History" is now available in paperback. The original publication was declared the winner of the Award of Excellence in documenting Georgia history by the Georgia Historical Society. The winner of the Whitworth-Flannery Award for the history of Georgia.

The book includes tables, with maps and 10,000 names.

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Nunsense 2: presented on TV to April 15, at Margins Charities Henry Clower I

The estimated development value of Option B is \$374 million, with \$36 million possible in Tax Allocation District bond proceeds. This Option would also catalyze re-development of adjacent properties.

The same factors that made Gwinnett Place so successful over the past three decades still remain: strategic location along the I-85 and Georgia Highway 316 corridor, excellent infrastructure, sought-after demographics and a large base with consumer purchasing power. In addition, local governments want this area to succeed. Investment interest from domestic and international sources continues, and new businesses---including global headquarters and corporate operations ---continue to locate in the greater Gwinnett Place area. Many area businesses have already re-invested in their properties, including major remodeling and/or adding additional facilities.

There exists a great potential to bring in organizations that want to ensure that this area thrives. The CID and the community's economic development partners have a broader vision for the area that is aimed at long-term transformation.

This transformational process has occurred successfully in other suburban communities around the country so GPCID intends to benchmark what can be done against those similar areas and learn from best practices. For more information on the GPCID plans and the LCI study results, visit www.gwinnettplacecid.com.

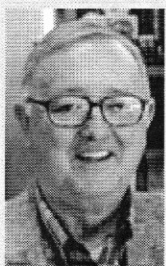
ELLIOTT BRACK

Duluth city parks and Chamber ground now tobacco-free

By ELLIOTT BRACK
Editor and publisher

MARCH 30, 2012 -- Hurrah for the City of Duluth. Without making a big to-do about it, that city has banned smoking in Duluth parks! Let's hear a big hurrah for Mayor Nancy Harris and her city council.

Rah, Rah, Rah!



Brack

Duluth is the first city in Gwinnett to make their parks tobacco-free. We would urge other cities to take this action.

There are many reasons to take this action. Among them is that it's dirty, it costs to clean-up after smokers, and smoking is a habit that is no good to anyone.

We also noticed recently that the Gwinnett Chamber of Commerce has banned smoking on its grounds. Attaboy! Duluth and Chamber! You're taking action for the benefit of the masses!

When filling your car with gasoline these days, boy, do the dollars and cents numbers spin and add up so quickly! Watching this recently, we were also eyeing a gasoline tanker truck being unloaded at the station. We got to thinking: how long does it take to empty that tanker?

So we asked the driver. "The tank holds about 8,800 gallons, and it can be unloaded in about 30 minutes," he said.

"You pump it out?"

"Naw. Unloads by gravity."



Third Annual
1 at Suwanee
Gwinnett Arts /
Sunday, April 1
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two days.

Spring Break
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will feature gar
other activities.
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"A Time for L
p.m. to 7 p.m.,
Street in Norcr
Assistants, a s
dogs for people
A \$10 donation

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Plein air paint
reception highl
will be April 14
Artist's Gallery.
Live Auction or

(NEW) **The Old**
the Snellville H
April 15, Snell
program, which
talking about th
be on display.

(NEW) **Beauty a**
Ballet, present
Atlanta Ballet a
Center in Dulut
May 18, and 3

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