

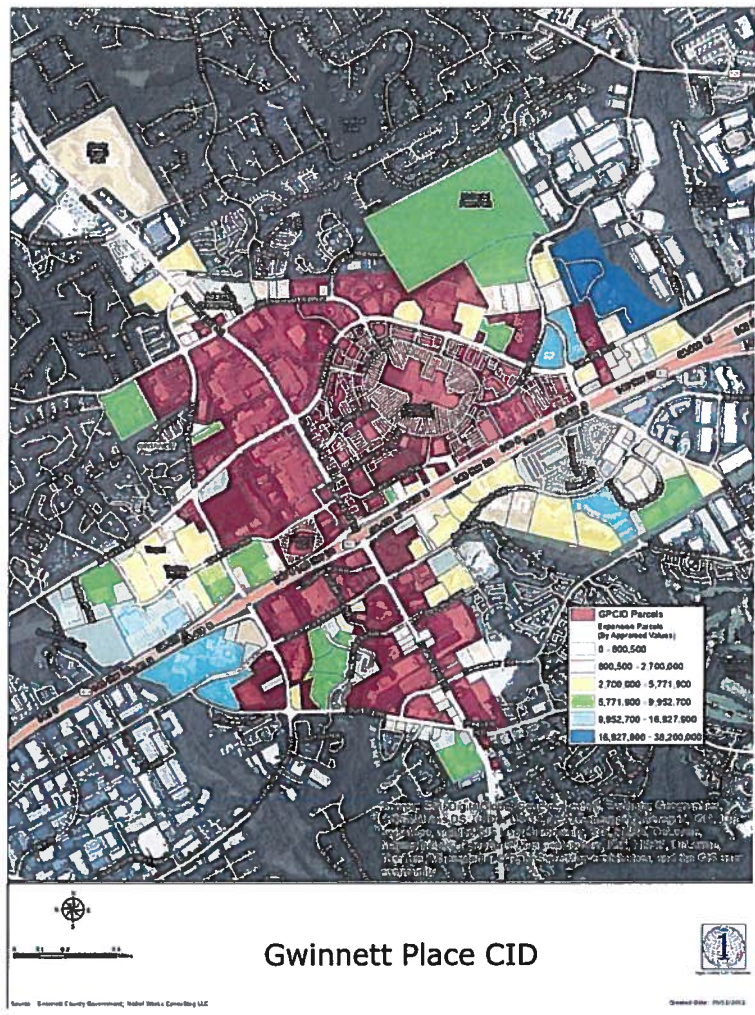
http://www.gwinnettdaily.com/local/business/gwinnett-place-cid-launching-third-consecutive-expansion-campaign/article_0b4520b6-47d7-51b8-b398-62f13ebe032f.html

FEATURED

Gwinnett Place CID launching third consecutive expansion campaign

By Curt Yeomans

curt.yeomans@gwinnettdaily.com Updated Dec 26, 2015



This map from the Gwinnett Place Community Improvement District shows the CID's expansion plans for the upcoming year for properties that are already in the district. (Special Photo)

The Gwinnett Place Community Improvement District has added property worth about \$100 million over the last two years, and the expansion efforts are not expected to stop in 2016.

The CID is gearing up for its third consecutive expansion project, which will be the district's fourth growth phase since it was created in 2005. Executive Director Joe Allen said the effort kicked off at the CID's November board meeting and officials are now reaching out to business owners about their interest in becoming part of the self-taxing district.

"We've had several properties that have expressed an interest in being a part of the CID," Allen said. "We can just do more as we have more resources: more security patrols, more planning, more infrastructure investments, more cleaning efforts and things like that."

The CID is centered around Gwinnett Place Mall and the intersection of Satellite Boulevard and Pleasant Hill Road, and its properties have a combined value of more than \$590 million. Past expansions took place in 2007, 2014 and 2015.

It is roughly confined within that area that stretches north to Old Norcross Road, south along Pleasant Hill to Club Drive and west to Steve Reynolds Boulevard. One of the biggest signs of its work is the streetscaping work and diverging diamond interchange on Pleasant Hill, but it is also planning a major traffic and landscaping project called ACTivate Gwinnett Place.

"It's just to have everybody that owns property in the area working together to improve the area," Allen said. "If we all put a little bit in, if we all make a small investment, in return it can make a big difference."

A map of expansion targets shows there are gaps within the existing boundaries, which CID officials hope to add in the years to come.

The big expansion targets on the map include:

- Breckinridge Boulevard northeast to Old Norcross;

- Southwest along Venture Drive to the point where it wraps around toward Satellite;
- North along Satellite and Commerce Avenue until just before both roads intersect with Evergreen Boulevard;
- Northwest along Pleasant Hill to the northwest side of the intersection with Steve Reynolds Boulevard; and
- Southwest along Shackleford Road and Club Drive until they intersect.

“We probably won’t get them all — in fact, I know we won’t get them all this go around — but these are the (properties) we’re targeting,” Allen said.

The CID director added that the areas the district most wants to add in 2016 are the office buildings along Breckinridge, as well as adding the parts of the Satellite Towers that didn’t join the district in 2015. Three of the towers joined the district in the last year, and Allen said it was arguably the biggest addition of the year for the CID.

There are three more towers that are not in the district though, he explained.

Allen said that ultimately, though, he’d just like to see the 2016 expansion effort be on par with the growth that has been seen in recent years.

“If we end up within that \$45, \$50 or \$55 million, I’ll consider it a success,” Allen said.

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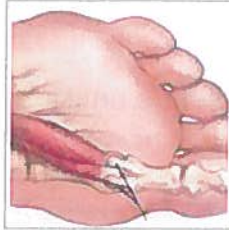
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