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FEATURED

## Gwinnett Place CID launching new expansion campaign

By Curt Yeomans

curt.yeomans@gwinnettdaily.com 9 hrs ago



Shoppers walk out of Gwinnett Place Mall in this file photo. The mall is at the center of the Gwinnett Place Community Im, gearing up for its 2017 expansion campaign. (File Photo)

The Gwinnett Place Community Improvement District is looking to grow in 2017, and it's opening its doors to property owners interested in joining in that effort.

Officials with the CID announced the launch of their 2017 expansion campaign on Wednesday. The goal of the campaign is to bring new properties in the Gwinnett Place Mall area into the district, which was established 11 years ago and continually expanded in each of the last few years.

CID officials said their 2016 expansion effort added up to \$27 million in appraised property value to the district.

"This is the GPCID's fifth year expanding the district and we hope to get more property owners involved in these expansion projects to help the CID grow and complete its improvement initiatives," CID Executive Director Joe Allen said in a statement.

The CID includes 239 properties whose owners agree to tax themselves as members of the district in order to pay for a range of community improvements projects in the area. Allen told the Daily Post on Wednesday that the expansion will be wrapped in the spring because of work with county officials that has to be done to finalize it.

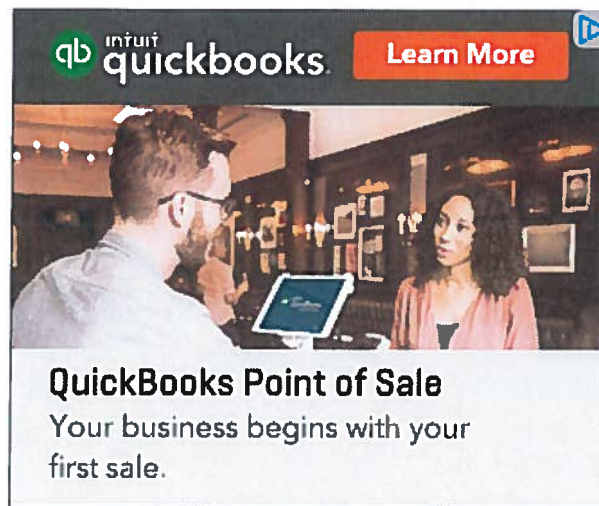
"We're trying to get everything wrapped up by the end of March," Allen said.

Allen added that the CID is hoping to add more properties in the Breckinridge Boulevard and Venture Drive areas this year.

"We'd like to move further up Breckinridge since we added some properties along there earlier this year," he said. "We've also been trying to move south on Venture Drive, past Steve Reynolds Boulevard for a few years but we've not been successful in the past."

Allen said some conversations have been taking place with Venture Drive property owners that are not already in the CID though.

"They've been very interested in the daily security patrols that we do in the area, as well as the clean up projects that we do along the right of ways," he said.



The projects undertaken by the CID have all been done in partnership with county officials, and range from sidewalks and streetscape improvements, to trash pick-up and security patrols at CID properties.

Expansion campaign materials released by the CID pointed to work on past projects, such as the Pleasant Hill Road diverging diamond interchange at Interstate 85, as well as improvements at intersections along Pleasant Hill at Gwinnett Place, Club and Venture Drives among other places.

The district is also gearing up for big projects on the horizon, however, as it works to implement aspect of its ACTivate Gwinnett Place plan that is designed to transform the area with transportation, streetscaping, storm water and walking path projects.

Expansion campaign materials released by the CID point to several transportation-related projects that are on the drawing board, including intersection improvements at Breckenridge Boulevard and Old Norcross Road, a connector between West Liddell Road to Club Drive across Interstate 85, widening of Venture Drive, more streetlights, transit center improvements and multi-use paths.

“We have continued to take on bold and innovative ideas in order to improve the quality of life in the area,” Allen said in the CID’s announcement of expansion campaign. “Millions in transportation projects have been invested and we will continue to work to make significant improvements to Greater Gwinnett Place.”