



# The Progress

The official newsletter of the Gwinnett Place Community Improvement District

## NCR and more new businesses open at Gwinnett Place

Exciting momentum continues to build throughout Gwinnett Place as businesses of all sizes open their doors to the public.

In just the first few months of this year, the Gwinnett Place Community Improvement District (CID) has welcomed numerous new businesses to the county's central business district.

"Month to month, we are seeing a rising interest in what our area has to offer to entrepreneurs and corporations," said CID Board Chairman Mark Williams. "Our CID is committed to bringing together all

of the economic development players and showcasing the economic viability of Gwinnett Place. Our joint efforts with the Gwinnett Chamber of Commerce are genuinely paying off."

Most recently, the CID joined with county and state government and business leaders to celebrate the ribbon cutting for NCR's global headquarters located across from Gwinnett Place Mall. Gov. Sonny Perdue was the event's featured speaker along with NCR Chairman/CEO Bill Nuti and others.

CONTINUED INSIDE...

(From left) CID Secretary/Treasurer Glenn Wisdom, Gwinnett Chamber President/CEO Jim Maran and CID Chairman Mark Williams.



### Our Mission:

*"Enhance the economic vitality of Gwinnett's central business district by strengthening the area's role as the center of commercial activity."*

### INSIDE:

**More Good Economic Development News For Gwinnett Place**

**Pleasant Hill Road Bridge Developments**

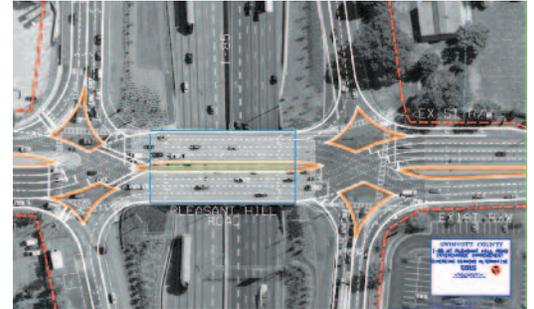
But NCR is just one notable name among many ventures. Greater Gwinnett Place and the CID also welcome the following new businesses:

- Advance Auto Parts on Pleasant Hill Road
- Aaron's on Steve Reynolds Boulevard
- Bella in McDaniel Square
- Wedding Gallery on Satellite Boulevard
- Bamboo Flower and Gift on Satellite Boulevard
- Modello on Mall Boulevard
- Dan Sungsa Restaurant on Mall Boulevard
- Kung Café on Mall Boulevard
- Skin Care in the Esplande
- Shoe Town on Pleasant Hill Road
- Buffet Lee on Pleasant Hill Road
- So Good Bridal and Jewelry on Steve Reynolds Boulevard
- D'Bella Events Boutique, Boost Mobile and Royal Grocery in Santa Fe Mall
- What-A-Burger and Little Caesars Pizza at Reynolds Crossing
- CT&T Electric Cars in the Crescent Building (Satellite Boulevard)
- GW Supermarket of GA at Gwinnett Prado Shopping Center
- Mega Mart at Gwinnett Place Mall
- Wild Cherry at Gwinnett Place Mall
- El Vallarta Mexican restaurant at Gwinnett Place Mall
- Fung Mei Chinese Restaurant on Pleasant Hill Road
- Stone Mountain Family Medicine on Steve Reynolds Boulevard

# Want to avoid gridlock? Drive on the wrong side of the road!

## *Innovative bridge design for Pleasant Hill Road*

Relieving traffic congestion and improving access throughout greater Gwinnett Place is the number one priority established by the CID's Board of Directors. A retrofit of the Pleasant Hill Road Bridge over Interstate 85 is at the heart of that objective.



*Concept drawing of Pleasant Hill Road D.D.I.*

In the near future, Pleasant Hill Road could be home to one of Georgia's first diverging-diamond interchanges (DDI) – a revolutionary traffic solution where drivers cross over to the “opposite” side of the road to greatly improve traffic movement.

The DDI offers many near-term advantages beyond a total bridge reconstruction:

- Immediate reductions in traffic delays throughout the interchange
- Significant improvements in safety for both pedestrians and vehicles
- Maintains the existing bridge structure
- Dramatically reduces construction time and impacts to local businesses
- Considerably less costly to build

The DDI is especially beneficial to Gwinnett Place because it moves traffic more quickly by reducing the number of stops, increases capacity and drops the average vehicle delay time by up to 26 percent. The DDI is also designed to provide improved levels of service for the next decade.

The CID has contracted with URS Corp. to undertake and perform consulting and professional engineering services related to the preliminary and final design for the retrofit of a DDI at the Pleasant Hill Road bridge over I-85.

The CID is also working closely with local, state and federal transportation authorities to complete the necessary planning to adapt the Pleasant Hill Road bridge for a DDI and move it forward into construction.

For a more extensive look at the DDI project, visit [GwinnettPlaceCID.com](http://GwinnettPlaceCID.com) and select the “Projects & Plans” button from the top menu. “Pleasant Hill Road Bridge” is the leading option under the “projects initiatives” tab on the left-hand side of the screen.

# You are invited to a special CID event

The Gwinnett Place CID will conduct a first-ever open house event for local business leaders to meet board members, get one-on-one details about projects and network with area stakeholders.

## *Gwinnett Place CID Open House*

*Tuesday, August 24, 2010*

*2 p.m. until 4 p.m.*

*Gwinnett Commerce Center*

*3700 Crestwood Parkway*

*Suite 680*

*Duluth, GA 30096*



*For more information, call 678-924-8171.*

## **GPCID bolsters strong relationship with Partnership Gwinnett**

The Gwinnett Place CID's Board of Directors unanimously agreed to increase the CID's funding commitment to the Partnership Gwinnett economic development initiative.

The CID increased its annual contribution to Partnership Gwinnett by 10%. In April 2007, the Gwinnett Place CID became the first official financial contributor to Partnership Gwinnett.

Partnership Gwinnett-CID collaboration has attracted such large-scale, high-wage employers as NCR's global headquarters, Medical Business Services and Bright Ideas to Gwinnett Place

Nick Masino, vice president of economic development and Partnership Gwinnett at the Gwinnett Chamber of Commerce, said the CID's leadership greatly increases the appeal of Gwinnett Place to future employers.

"Having the ready presence of the CID's staff and board members makes it much easier for our economic development professionals to present Gwinnett Place to business interests from around the world," Masino said. "We greatly appreciate the Gwinnett Place CID and look forward to many more joint success stories to continue in the near future."

## **Area patrols reducing crime**

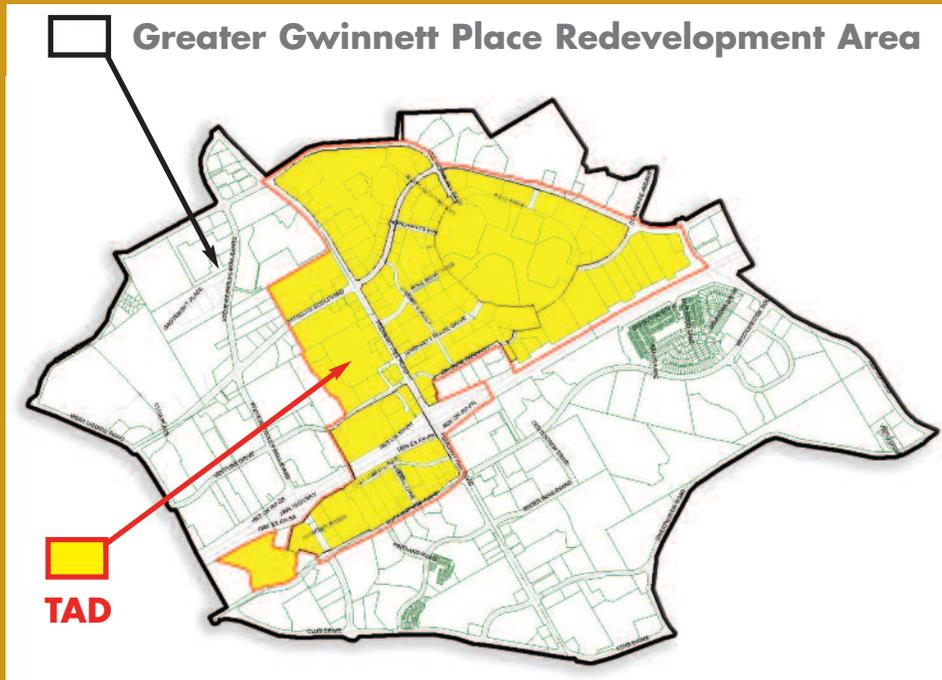
Statistical reviews of area criminal activity indicate that greater Gwinnett Place continues to see real improvements.

Considering 2007 vs. 2009 levels, the CID enjoyed a 24.90% decrease in incidents. Police-supplied data indicates that the number of recorded cases has decreased in most categories:

- Commercial burglary - down 12%
- Automobile break-ins - down 21%
- Traffic accidents - down 37%
- Motor vehicle thefts - down 26%
- Theft - down 18%
- Robbery - down 50%

Increased police presence through general patrols and targeted efforts played a leading role in curtailing crime. The CID also conducts daily community patrols along 10 miles of area roadways.

# Gwinnett Place has redevelopment tools now in place



While the nation is feeling the effects of tough economic times, the Gwinnett Place CID is taking a leading role to support greater Gwinnett Place's redevelopment prospects.

The good news for potential investors is that as of the beginning of 2010, pro-redevelopment tools are now in place within the area.

Gwinnett Place has successfully received official recognition as a redevelopment area as well as the designation of a tax allocation district (TAD).

Tax allocation districts are one of the most valuable economic development tools. Also known as tax increment financing (TIF), tax allocation financing is a redevelopment and financing tool by which governments can provide financial assistance to eligible public and private redevelopment efforts within an officially designated area or TAD. Increases in property tax revenues, which are generated primarily from new investment in the district, are allocated to pay infrastructure or certain development costs within the TAD.

CID leaders meet routinely with real estate professionals, economic development experts, brokers / dealers and others to draw attention to Gwinnett Place's assets. CID leaders also work with area stakeholders to highlight their potential benefits from the TAD designation.

For more details about the Gwinnett Place TAD and other redevelopment efforts, visit the "plans and studies" portion of [www.GwinnettPlaceCID.com](http://www.GwinnettPlaceCID.com)

## Adams, Coffey Re-Elected To CID Board



*Marcy Adams*



*Casey Coffey*

CID Board Members Marcy Adams and Casey Coffey were re-elected to their posts by District property owners from throughout greater Gwinnett Place.

Adams serves as manager of the Atlanta Marriott Gwinnett Place, and she has been at that location since 1999. Coffey is a partner with Gwinnett Place Ford Lincoln Mercury and Gwinnett Place Nissan, and he has worked in the automotive industry for more than 20 years.

Board members also re-elected Marcy Adams as vice chair and Mark Williams as chairman.

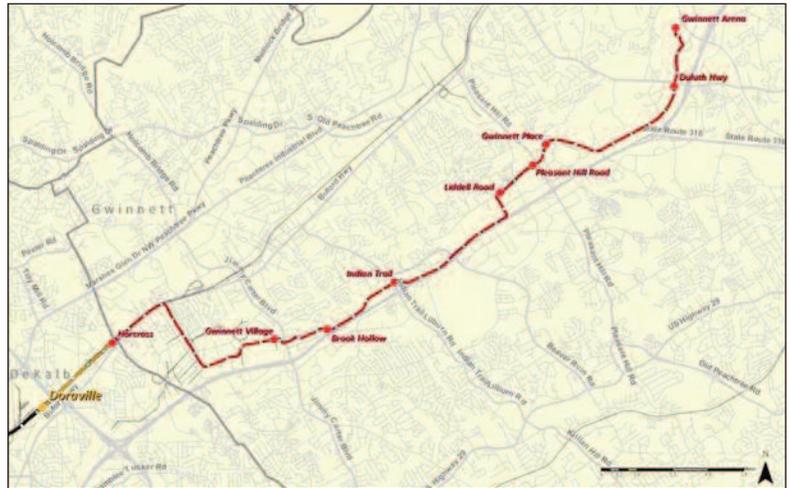
# CIDs champion light rail for Gwinnett

The future of travel at Gwinnett Place and throughout Atlanta is likely to include rail transportation options. To that end, the Gwinnett Place CID is part of a leading effort to pursue light rail transit for the area.

A CID-driven plan, conducted in conjunction with the Gwinnett Village CID, is now complete and crafts a vision for regional transit connectivity between Gwinnett County and metro Atlanta through a light rail system along I-85. A travel market analysis was conducted along with ridership forecasting as well as strategic planning for the system.

The rail corridor would generally follow I-85 with 14 miles of service from Norcross to the Arena at Gwinnett Center. Travel between the nine potential stops would take approximately 30 minutes.

CID representatives are now meeting with local, state and regional transportation officials to discuss the rail study's findings and possible next steps to bring the project closer to reality.



*I-85 Light Rail Transit study.*



*Example of a light rail system.*

## Improving the Venture Drive Intersection

The CID has undertaken a key step towards improving one of Gwinnett Place's heavily traveled intersections.

The CID is contracting with Street Smarts Inc. to complete all the preliminary planning and engineering for realigning the intersection of Venture Drive, Pleasant Hill Road and Gwinnett Place Drive.

In addition to the intersection realignment, Venture Drive will be widened to five lanes with two through lanes in each direction, a two-way center left turn lane, and upgraded pedestrian facilities.

This project is part of overall efforts to relieve traffic congestion along Pleasant Hill Road, which is a high priority of the CID leadership.





PRST STD  
U.S. POSTAGE  
**PAID**  
LANDMARK

3700 Crestwood Parkway  
Suite 680  
Duluth, Georgia 30096  
678-924-8170

**[www.GwinnettPlaceCID.com](http://www.GwinnettPlaceCID.com)**  
**[www.VisitGwinnettPlace.com](http://www.VisitGwinnettPlace.com)**

**Sign-up for the official Gwinnett Place CID newsletter at [info@GwinnettPlaceCID.com](mailto:info@GwinnettPlaceCID.com)**

## Gwinnett Place CID meets with leaders

Gwinnett Place CID has hosted visits from notable leaders attending special district functions.



*Atlanta Regional  
Commission Chairman  
Tad Leithead*



*Georgia DOT Chief  
Engineer/Deputy  
Commissioner  
Gerald Ross*



*U.S. Sen. Johnny Isakson*

## CID growing in social media

The Gwinnett Place CID has staked its claim with the two leading social media outlets – Twitter and Facebook.

Visit us at [Twitter.com/GPCID](https://twitter.com/GPCID). Facebook users, please enter “Gwinnett Place Community Improvement District” in the search box.

Stay connected virtually to receive event notices, news updates and other web-exclusive CID information.



## Special recognition for clean air

The CID is a strong partner with the Clean Air Campaign and those sharing their ride into the District daily.

Through carpooling and mass transit use, greater Gwinnett Place commuters saved 131,000 trip miles and \$65,000 in personal transportation costs within the last year.

Ashlee Dunckel, employer program manager with the Clean Air Campaign, recently presented a partnership certificate to the CID in recognition of its efforts to encourage transportation alternatives.

To learn more about carpooling and other Clean Air Campaign resources, visit the link on the front page of the [GwinnettPlaceCID.com](http://GwinnettPlaceCID.com) website.