



# The Progress

*The official newsletter of the  
Gwinnett Place Community Improvement District*



## New Design Shown for Pleasant Hill Bridge

Dynamic images show the proposed future driving experience coming with the planned reconstruction of the Pleasant Hill Road bridge over Interstate 85.

New fencing, lighting, paint and landscaping will accompany the bridge's conversion into a diverging diamond interchange (DDI). The DDI construction will start and finish next year.

A 16-member project steering committee developed the DDI bridge's new look. Design input was gathered from area international communities, business owners, residents, county government staff, CID board members, Chamber of Commerce representatives and City of Duluth officials.

The distinctive advantage of the DDI is the expected 40 percent congestion reduction on Pleasant Hill Road, bringing immediate relief. Additionally, drivers will see a significant reduction in traffic accidents with the new configuration.

The DDI is a signature project signifying the resilient resurgence of greater Gwinnett Place as the county's central business district. The upgrade will also underscore the economic viability of the area, helping to attract new corporate investment.

The DDI project is a partnership of the CID, Georgia Department of Transportation and Gwinnett County Department of Transportation.

### 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:

**LCI Study Update**

**Keeping Greater Gwinnett Place Clean**

**Re-Investing in Gwinnett Place**

**See a special TV news report on the Pleasant Hill Road DDI.**





## Gwinnett LCI Study Update Underway

The Gwinnett Place CID is facilitating the 10-year update of the important Gwinnett Livable Centers Initiative (LCI) study from 2001.

The LCI study – in partnership with the Atlanta Regional Commission and Gwinnett County – seeks to establish a “Main Street” in Gwinnett County through recommended land use, transportation and design plans.

The study zone covers 12 square miles, including Gwinnett Place Mall, Discover Mills, Gwinnett Center, Gwinnett Technical College and McDaniel Farm Park, among other locations.

The update will identify new needs and opportunities in the context of existing population, developments and regulations. The update will create a new vision for the area while identifying potential catalyst projects and improvement sites that will bolster economic development and reinvestment interests.

The general public is invited to participate in a special two-day design workshop planned for October 4 and 6 from 5 p.m. to 8 p.m. at Ferguson Elementary School - 1755 Centerview Drive in Duluth.



The Gwinnett Place CID and its consultant team of Jacobs Engineering and Bleakly Advisors are working in partnership with Gwinnett County and the Atlanta Regional Commission to complete the update.

Key area stakeholders will function as a core team assisting with the update effort. These individuals include representatives from the Gwinnett, Korean and Latin American Chambers of Commerce; Gwinnett Convention and Visitors Bureau; NCR Corporation; Georgia Power Company; and Simon Property Group, among many others.



Month	Illegal Signs Removed	Bags of Trash Collected
Jan	133	87
Feb	192	97
Mar	126	136
Apr	82	104
May	127	71
Jun	90	130
Jul	84	120
Aug	202	179
<b>Total</b>	<b>1036</b>	<b>924</b>
<b>Total Pounds of Trash</b>	<b>18,480</b>	
<b>Total Tons of Trash</b>	<b>9.24</b>	

## Keeping Gwinnett Place Clean

CID efforts to maintain Gwinnett Place's neat appearance are generating record amounts of trash being removed. Professional landscape crews working four days per week and the CID's daily community patrols are making a real difference for our business community.



BEFORE



AFTER

## Landscape clean-up — before and after

Crews from Russell Landscape Group are working to improve and maintain the appearance of the CID. See the difference their efforts made at the intersection of Pleasant Hill Road and Venture Drive.

## Another Example of Reinvestment at Gwinnett Place

The owners of Gwinnett Place Ford Lincoln recently cut the ribbon on their all-new sales and service facility – a sizable upgrade and expansion of the long-time Gwinnett Place location.

CID Board member Casey Coffey, Gwinnett Place Ford Lincoln's owner/general manager said the extensive investment made in his business shows his belief in greater Gwinnett Place's bright future and continued economic success.

“We wanted our customers and community to see our commitment



to providing excellent, high-quality services here at Gwinnett Place for many years to come,” Coffey said. “We invite everyone to see our state-of-the-art facility and to be part of the exciting things happening at Gwinnett Place.”

Visit the CID website for more information:  
[www.GwinnettPlaceCID.com](http://www.GwinnettPlaceCID.com)



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## New Businesses Finding Success at Gwinnett Place

<i>Bruster's</i>	<i>Bookhammer</i>
<i>California Buffet</i>	<i>Happy Land</i>
<i>Chicken &amp; Beer</i>	<i>HippoHopp Indoor Playground</i>
<i>Fisherman's Bucket</i>	<i>New Hope Eye Center</i>
<i>Golden House Chinese</i>	<i>Party City</i>
<i>Jimmy John's</i>	<i>QuikTrip</i>
<i>Gourmet Sandwiches</i>	<i>Shoe Show</i>
<i>Lobster House</i>	<i>Stay Fly Skateboarding</i>
<i>Nam San Gol Korean Restaurant</i>	<i>&amp; Apparel</i>
<i>Rajbhog Café of Duluth</i>	<i>The BizLynks Center</i>
<i>Atlanta Aquarium</i>	<i>20 Below!</i>

More information about these new businesses and more at [www.VisitGwinnettPlace.com](http://www.VisitGwinnettPlace.com)

## I-85 Corridor Study Gets Underway

The Gwinnett Place CID is working with the Gwinnett Village CID, Gwinnett County Department of Transportation and the Federal Transit Administration to pursue transit options connecting greater Gwinnett Place with the rest of metro Atlanta.

Recently beginning a \$1.1 million study to determine transportation alternatives and opportunities in the I-85 corridor, the initiative is an important part of establishing the viability, costs and planning directives

associated with a variety of transportation options, including express buses, bus rapid transit, light rail or commuter rail.

"We're pleased to collaborate with the county, regional and federal transportation officials to pursue this much-needed transit alternative analysis and are committed to improving access throughout the greater Gwinnett Place area," Gwinnett Place CID Chairman Leo Wiener said.

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