



MEDIA ADVISORY

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Gwinnett Place CID Selects Pond & Company to Lead New Master Plan Development for Greater Gwinnett Place

(Duluth)—The Board of Directors of the Gwinnett Place Community Improvement District (GPCID) unanimously voted Wednesday to select Norcross-based Pond & Company to prepare the Gwinnett Place Multi-Modal Green Corridor Master Plan. This Livable Centers Initiative (LCI) Investment Policy Study is being funded with a grant received by GPCID from the Atlanta Regional Commission (ARC).

The Gwinnett Place Multi-Modal Green Corridor Master Plan will develop concepts and recommendations for the creation of connections around the existing Gwinnett Transit Station and the Gwinnett Place Mall to include Gwinnett Place Drive, Mall Boulevard, Ring Road, Market Street, Commerce Avenue, Venture Parkway/Drive, sections of Pleasant Hill Road, sections of Satellite Boulevard and other nearby roadways.

“GPCID is poised to create a downtown that is authentic and distinct in the region, celebrating its ethnic diversity, staying well connected to its residential neighborhoods and providing opportunities for social interaction, recreation, entertainment, dining, employment and housing,” said R. Brian Bolick, Vice President, Pond & Company. “We are excited about being part of creating an authentic and unique place with GPCID.”

Envisioned as a transportation-centered activity hub with a central green space, this transportation (pedestrian, bicycle, transit) corridor could become Gwinnett’s Main Street. If implemented, the multi-modal green corridor could provide space for outdoor community activities which could serve as the catalyst for the development of an urbanized mixed-use community with connectivity to the Gwinnett County Transit Station, complete streets, and a network of bike-pedestrian enhancements leading to a more livable and sustainable area. As noted in an earlier ARC/CID-

funded Parking Management Study, approximately 40% of the area is currently dedicated to surface parking and void of green space. The end result of the green corridor will be improved quality of life in a re-energized regional activity center that will encourage people out of their cars and enjoy the vibrant Gwinnett Place district by alternate modes of transportation.

"Today's vote is a major step forward for the Gwinnett Place area and the implementation of the LCI vision. With this study, we have the opportunity to be the first in the region to create a true destination in a walkable urban format," said GPCID Board Chairman Leo Wiener.

"This is an historic decision," said Joe Allen, Executive Director of the GPCID. "This initiative will take the LCI concept plan down to an implantable level by setting a framework for potential open space connected to the transportation network all based on real world experience. The purpose of these efforts will be to craft a detailed master plan for the creation of a multimodal green corridor in the heart of Gwinnett County.

In January 2014, ARC awarded funding in its latest round of Livable Centers Initiative (LCI) grants to 11 metro Atlanta communities, including the Gwinnett Place CID. The LCI grants will help these communities create new plans for quality growth and help develop innovative policies that support more vibrant, connected communities.

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