

FYI...

## An Introduction to the Gwinnett Place CID Keeping Gwinnett Place The Place To Be

Beginning its second year of success, the Gwinnett Place Community Improvement District (CID) has become recognized as the primary advocate for the area and a challenger of the status quo. The CID has taken the lead in championing projects to enhance the economic vitality and long-term sustainability of Gwinnett's central business district.

In late 2002, property owners realized that in a community of choices all competing for the customer's dollar, the Gwinnett Place area must reinvent itself and could benefit from the CID legislation that allowed for the creation of self-taxing districts whereby commercial property owners use collective hands as "seed money" to pay for planning and study efforts as well as real improvements.

Business leaders understood that the formation of a CID in the area would provide them with a tool to strengthen the area's existing assets into a new activity center with a new vision capable of capturing the imagination of the consumer.

These individuals realized success on March 15, 2005, when 150 individual property owners

representing 191 commercial properties valued at \$500 million were recognized by the Board of Commissioners as Gwinnett's second CID.

In the last 12 months, the Gwinnett Place CID combined the efforts of private businesses with public sector partners to make numerous improvements throughout the area. When visitors travel to the most well-established business community in Gwinnett, they will find much is beginning to change for the better.

The CID is poised to accomplish great things. Just as the opening of Gwinnett Place Mall two decades ago transformed a small country road into the retail and commercial center of this region, the day will soon dawn when Gwinnett Place will rival all other locations as the place to live, work and play.

The Gwinnett Place CID will provide ongoing reports of improvement project and plans in future issues of this publication. For a complete listing of projects and other up-to-date CID news, visit the online site at [www.GwinnettPlaceCID.com](http://www.GwinnettPlaceCID.com). For more information, contact Executive Director Joe Allen at 678-924-8171. **END**



### 2006 Key Accomplishments:

- ✓ Championed the Gwinnett County Board of Commissioners approval for Tennessee's La Belle Verde mixed-use high-rise project on Seven Reynolds Boulevard
- ✓ Converted the overgrown green space area at Pleasant Hill Road and Venture Parkway into a more park-like environment with 560+ irrigation and multiple plantings
- ✓ Added landscaping along sidewalks on Market Street, Venture Parkway and Crestwood Parkway
- ✓ Constructed the area's first gateway monument and picnic park at Commerce Avenue / Satellite Boulevard
- ✓ Increased communications between businesses and the Gwinnett Police Department to create the area's safest safe
- ✓ Constructed to supply more than 100 hours per week of extra security by off-duty police officers
- ✓ Worked to have property owners complete a criminal trespass notification, which authorizes officers to act as lawful representatives for the property owners when they are in the service of any criminal transport police
- ✓ Weekly maintaining landscaping in the right-of-ways and removing trash from along the roads throughout the District (including the I-85 ramps)
- ✓ Completed a comprehensive Transportation Study for the Gwinnett Place business community identifying potential project improvements valued at \$6.5 million
- ✓ Installed new sidewalks along Venture Parkway, Crestwood Parkway, Market Street and a section of Commerce Avenue
- ✓ Completed a Streetscape Master Plan for that District that includes a new logo/brand for Gwinnett Place and the creation of standards for all District streetscape elements