

## **Green & Clean**

**a greener gwinnett, one median at a time**

**by: Gordon McMahan**

Imagine driving through the streets of Gwinnett and instead of just seeing concrete and grass in our medians, the streets are lined with trees, beautiful flowers, manicured grass and leafy green plants. This picturesque image doesn't just have to live in your imagination; the transformation of Gwinnett's medians into attractive landscapes is already under way thanks to the 'Take Pride in Gwinnett' program coordinated by Gwinnett Clean & Beautiful.

The 'Take Pride in Gwinnett' program was initiated as a joint program with the Gwinnett County Department of Transportation, the Georgia Department of Transportation and participating cities in 1997 to show our community's pride for our public spaces. Encouraging businesses or civic groups to "adopt" major public roadway medians, these organizations must landscape the median and maintain the area (including litter removal) for a minimum of two years.

Each adopting group is publicly recognized for their environmental efforts with free advertising: two double-sided signs placed in the median! By providing the service in trade for signage recognizing their contribution, the cost to the County is considerably less than if tax dollars are used to provide the maintenance.

Landscaped and well-maintained roadways create a safer, healthier and more livable environment for citizens, employees, shoppers, visitors and new businesses. National research shows that landscaped

medians reduce road rage making our roadways safer, as well as create new green spaces. These green spaces minimize the heat island effects from paved areas and improve our air quality. The landscaped medians can also improve adjacent property values by as much as 15%.

The Gwinnett Place Community Improvement District (CID) recently joined the 'Take Pride in Gwinnett' program, adopting two medians near Pleasant Hill Road and engaging in extensive landscaping enhancements and beautification efforts.

"We commend the leaders of the Gwinnett Place CID for their efforts in making the Gwinnett Place area safer, healthier and more livable," said Connie Wiggins, Executive Director of Gwinnett Clean & Beautiful. "I strongly encourage businesses to follow the great example of the Gwinnett Place CID and other 'Take Pride in Gwinnett' program participants that have chosen to publicly demonstrate their firm commitment and investment in the future of our community."

There are hundreds of medians along busy stretches of road in Gwinnett County that are ready for adoption, each serving as an ideal advertising opportunity. If your business or civic group is environmentally conscientious and interested in showing pride in Gwinnett, call 770.822.5187 or visit the Gwinnett Clean & Beautiful website at [www.gwinnettcba.org](http://www.gwinnettcba.org).




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**Current Participants include: Russell Landscape Group, First Bank of the South, Gwinnett Convention & Visitors Bureau, Montage Gifts & Boutique, Scientific Atlanta, United Peachtree Corners Civic Association, Grayson High School, Gwinnett Place CID.**

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