



PRESS RELEASE

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For Immediate Release

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CID Completes New Gateway Monuments Into Gwinnett Place Area

(Duluth)—Visitors and residents frequenting greater Gwinnett Place can now see new community landmarks with the recent addition of visual enhancements in key areas.

The Gwinnett Place CID has overseen the installation of two monument-style gateway markers – one at the intersection of Pleasant Hill Road and Old Norcross Road, the other at Satellite Boulevard and Steve Reynolds Boulevard.

The new gateway areas are patterned after the CID's first installation completed at Commerce Avenue and Satellite Boulevard, which features a stone structure bearing the name "Gwinnett Place" in large, individual letters. Similar to the existing structure, the two new monuments will also be wired for subdued evening-time backlighting.

"These gateways are some of our most visible points for access to Gwinnett Place, and we hope that their presence will encourage a cohesive sense of community in our area," said Joe Allen, CID Executive Director. "These markers are part of our signage and wayfinding master plan."

Additionally, landscaping elements accompanying the natural stone look of the additions help accentuate the area and underscore the CID's desire to assist in the improvement of overall appearances.

Three smaller, secondary monuments have been added along Pleasant Hill Road as well as approximately 100 new decorative banners installed on utility polls thorough the area.

The CID contracted with Imagescapes and Architectural Signing to build the monuments while Sky Design, jB+a Inc. and Street Smarts prepared the District's master plan for signage and wayfinding. The Gwinnett County Board of Commissioners supplied partial funding for the project.

The CID's Board of Directors tomorrow is expected to take action on phase three of the master plan, which focuses on wayfinding elements.

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Photos are available online at picasaweb.google.com/gwinnettplacecid/monuments.