

We've added 3 new locations since starting with **skirt!** in '06.  
 "... include **skirt!** in your advertising plan."

Jeff & Cindy McCinty  
 Owner/Managing Partners, Massage Envy



**ajc.com**  
 The Atlanta Journal-Constitution



[Home](#) > [Duluth.Talk](#) > [Archives](#) > [2007](#) > [November](#) > [28](#) > [Entry](#)

## What will heal Gwinnett Place retail district?

By [Bill Allen](#) | Wednesday, November 28, 2007, 11:39 AM

The Atlanta Journal-Constitution



[Bill's bio](#)

An article in the AJC recently said that the Gwinnett Place Community Improvement District (CID) was sending voice messages from Executive Director Joe Allen to 10,000 homes around the west Gwinnett County retail district with exhortations to "discover the Gwinnett Place area again." The purpose is to improve business conditions for shopkeepers there

Gwinnett Place has been hurting as some stores and customers have migrated to new, bigger, fancier locations at the Mall of Georgia, Discover Mills and outdoor shopping destinations, such as The Forum in Norcross and The Avenue Webb Gin near Snellville. Two other significant factors that are not mentioned in the story were the increased crime rate in the area, and the poor flow of traffic in the vicinity.

The area at Gwinnett Place Mall and Pleasant Hill Road is akin to a morbidly obese person moving blood through cholesterol clogged veins and arteries. Too many traffic lights and poor planning created the blockages that interrupt the flow of blood to the area.

Because the blood cannot flow to vital areas of the body, healthy parts began to decay and become infected. Because it has been so hard to move people into Gwinnett Place Mall and Venture Mall, healthy businesses have fled and been replaced by crime and pestilence.

The CID is the doctor, summoned by the ailing patient to address the years of neglect, hoping that it isn't too late for a cure, or at least to become healthier. The CID is trying and has made some improvements. I give them a tremendous amount of credit. I hope the CID is enough.

