



# Highway 78 Community Improvement District District Update

**MAKING 78 GREAT!**

February 2006 ~ Vol. 5, No. 1  
Info for District Members and Friends

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## Our Mission:

To establish a vibrant, upscale destination area; improve business development opportunities; and enhance property values by developing and promoting coordinated transportation and community character improvements to benefit property owners, business owners, and residents along the Highway 78 corridor.

## Gwinnett Clean & Beautiful names Highway 78 CID Business & Industry of the Year

Leach Landscaping honored at annual dinner

Gwinnett Clean & Beautiful, a non-profit organization that involves more than 150,000 volunteers a year on community issues including recycling, waste management, air and water quality, litter, graffiti, greenspace and neighborhood improvement, recognized the Hwy 78 CID as their Howard Allen Business and Industry of the Year at the 26th Annual Community Pride Dinner.



The Leach Landscape team maintains the public right-of-way along U.S. 78 each week.

Gwinnett Clean & Beautiful made specific note of the Hwy 78 CID's efforts to maintain the 7-mile corridor free of trash, litter, illegal signs, and graffiti. Additionally, the CID won praise for their public safety efforts maintaining a safe Gwinnett by hiring off-duty Gwinnett County Police Officers to enhance patrols.

Accepting the award for the Hwy 78 CID were Board Chairman Dwight Harrison, Executive Director Brett Harrell, and Mike Leach of Leach Landscaping. Chairman Harrison said, "Mike Leach and his team at Leach Landscaping are truly the recipients of this award. His team does an tremendous job year round maintaining the public right-of-way for the benefit of all those that live, work, and travel U.S. 78."

Executive Director Brett Harrell added, "Leach Landscaping excels at what they do. They are professional, cooperative and provide outstanding service that supports the efforts of our businesses, Gwinnett County, the City of Snellville, and the Georgia Department of Transportation."

*cont. on page 2*



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# Gwinnett Clean & Beautiful honors 78 CID

cont. from page 1

"We chose to recognize the Highway 78 CID because of its outstanding commitment to making the Highway 78 area a healthy, inviting place for people to live, work and shop," says Connie Wiggins, executive director of Gwinnett Clean & Beautiful. "The businesses that fund the 78 CID's work should be very proud of what the organization is accomplishing."

Gwinnett Clean & Beautiful honored the 78 CID at a January awards banquet, where it commended the work of Leach Landscaping – the company providing the landscaping services. "Leach Landscaping does an outstanding job for businesses and residents along the highway corridor," Wiggins says.



Members of the Highway 78 Community Improvement District Board after accepting the Gwinnett Clean & Beautiful Howard Allen Business and Industry of the Year Award. Pictured from L to R: Board Members Dean Robinson, Ken Shiver, Forrest Adair, Dwight Harrison, Kenny King, Emory Morsberger, and Executive Director Brett Harrell.

Find out more about Gwinnett Clean & Beautiful at [www.GwinnettCB.org](http://www.GwinnettCB.org)

## Board adopts short term work plan

The Highway 78 Community Improvement District Board adopted a list of 62 potential projects to tackle in coming years, including decorative street lights and landscaping throughout the 7-mile corridor that stretches from Snellville to Stone Mountain. Funding will come from a variety of federal, state and local sources – money obtained by the Highway 78 CID.

"These projects and all the ones that will follow are great for business," says Gary Custar, owner of Presentation Solutions. "When the CID completes all of these projects, I believe business owners are going to look back and be proud they had the foresight to form the CID, change the landscape of Highway 78 and improve the quality of life in our community."

Two of the projects included in the short term work program aimed at reducing traffic congestion and improving safety are the Paxton Lane Service Road connection and the Henry Clower Boulevard deceleration lane. The Paxton Lane service road will provide parallel access between Killian Hill Road and just east of Lake Lucerne Road. The Henry Clower Blvd deceleration lane will eliminate the conflict caused by drivers traveling at different speeds while traveling eastbound on Highway 78 and improve safety for making right-turns.

Additional details on these and other potential projects included in the Short Term Work Program are available online at [www.78cid.org](http://www.78cid.org). The Hwy 78 CID Board will evaluate the merits and costs associated with each project prior to allocating future funding.

### CID Security Team

#### Major Activity Summary

Jan – Dec 2005

Alarm Investigations	41
Area Checks	4384
Business Visits	1322
Traffic Pullover	70
Burglary, Robbery, Theft	8
Total Incidents	<b>5825</b>
Total Citations Issued	15
Total Patrols	<b>250</b>

*We're making 78 great!*

# We're Safe on 78

# Making 78 great for business

Trend is strong as businesses continue to seize opportunities

If you do a double take while driving along Highway 78 from Snellville to Stone Mountain, you will notice that new businesses are emerging everyday. A variety of small businesses and major retailers are choosing the Highway 78 commercial corridor because it offers tremendous business and community benefits that are truly "Great for Business".



Ground Round Grand Opening Ribbon Cutting with Mayor Oberholtzer, Council Member Bender, and members of the DDA and CID.



Books For Less and Ground Round open for business on Hwy 78 in the Snellville Plaza shopping center.

A well established restaurant chain of 37 years has recently located their popular bar and grill to the area and it is just what the doctor ordered for the City of Snellville. Deeming themselves "the pioneers of casual dining", the Ground Round has already established a loyal clientele.

Ground Round's concept includes a family-friendly dining room and a separate bar room with individually controlled televisions at each booth. Weekly entertainment including live acts, karaoke, and sports promotions will keep patrons coming back often.

Ground Round's next door neighbor, Books-for-Less, has also recently settled in

Snellville occupying the former Chapter 11 bookstore space. Books for Less offers outstanding values for readers of all types. Both businesses filled space in an existing commercial center supporting the CID's mission to provide an attractive, stable, and viable business district. *cont. on pg. 4*

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Northern Tool's new location on Hwy 78 at Walton Court. Northern Tool revitalized this abandoned movie theatre property with all new construction.

Northern Tool, a 25 year old industrial tool and equipment retailer, has located to the McGee/Highpoint area of the corridor. Primarily dealing in specialized products for every imaginable build and repair project, Northern Tool is a great addition to this region of the district and offers a viable alternative to avoid traveling Highway 124.

Northern Tool saw the revitalization opportunities present on U.S. 78 and their attractive new facility now occupies the property where an abandoned movie theatre once stood.

Relocating at the western end of the corridor at Park Place is historical favorite, Stone Mountain Pizza Café. After 14 successful years in a modest space at East Park Place, the Pizza Café has migrated to a grand, larger and detached venue in the heart of Stone Mountain Square. Preparing for growth, Stone Mountain Pizza Café is now twice its original size and is sure to prosper from this highly visible location at the corridor's gateway.

Epic retailer, Ross Dress for Less, is also following the procession to Park Place and is locating a new retail store at Stone Mountain Square. Surrounded by other retailers, restaurants, business parks, hotels and Stone Mountain Park, a major tourist attraction, Ross is sure to capitalize on the growing economic strength supported by the diverse demographics of the area.

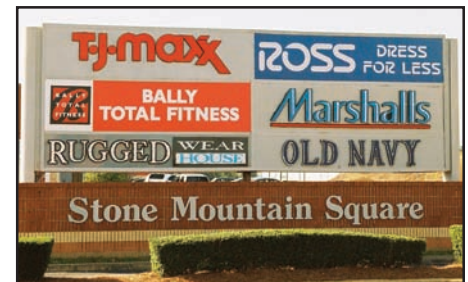
Like Ground Round and Books for Less on the eastern end of the U.S. 78 corridor, both Pizza Cafe' and Ross Dress for Less occupy existing commercial space.



Greatly expanded Pizza Cafe' ready to welcome large crowds at Stone Mountain Square shopping center at Park Place.

Certainly it is every entrepreneur and corporation's preference to locate their businesses and retail outlets in proven business districts that demonstrate patterns of economic growth, consumer safety, highway accessibility and cleanliness. Most importantly, businesses truly care about their surroundings and locate to areas that are well landscaped, maintained, and offer a strong sense of community appeal.

The Highway 78 CID works diligently to ensure these attributes for existing corridor businesses and strongly encourages newcomers and re-locators to be a part of our district. Having just been awarded the Gwinnett Clean & Beautiful "Industry and Business of the Year" award, Highway 78 CID district businesses are realizing the fruits of CID labor and additional, self imposed tax dollars.



Ross Dress For Less is the newest addition to the highly successful Stone Mountain Square

## Welcome New Businesses to Highway 78

The Hwy 78 CID welcomes the following new businesses on U.S. 78:

- ◆ Northern Tools
- ◆ Town Center Commons
- ◆ Ground Round
- ◆ Solid Rock Office Suites
- ◆ Books for Less
- ◆ Pizza Cafe'
- ◆ Ross Dress for Less

Welcome too to all those we missed this month – share your news with us!

## Thanks and Congratulations

The Hwy 78 CID extends our hearty congrats to State Representative **Melvin Everson** who is serving on the House Transportation Committee.

We also offer our best wishes to **Gretchen Learman** who recently moved from Congressman **John Linder's** office where she served as his Transportation Advisor and a great friend of the Hwy 78 CID to **President Bush's** staff where she will serve as Deputy Director for Congressional Relations at the Peace Corp.

A special thanks to **Marissa Simpson** from U.S. Senator **Saxby Chambliss'** office and **Tricia Chastain** from U.S. Senator **Johnny Isakson's** office for attending our December Board meeting and continuing to support our efforts on U.S. 78.

## Need A Speaker?

The Hwy 78 CID has several speakers available for civic groups, home owner associations, school gatherings, or church meetings. Want an update on planned road improvements, landscape enhancements, revitalization, or any of the activities of the Hwy 78 CID?

## Contact Us

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## Executive Director's Report



Brett Harrell  
Executive  
Director

### Hwy 78 CID returning value for taxpayers and community alike

The Hwy 78 CID Board adopted an \$11.8 million budget for FY 2006 at the December 2005 board meeting. That budget is online and available for you to review by visiting the Hwy 78 CID website at [www.78cid.org](http://www.78cid.org).

The 2006 budget demonstrates the tremendous return on investment provided to our commercial property taxpayers. The budget further provides for numerous improvements along U.S. Highway 78 that will benefit our entire community including residents, through travelers, and shoppers. I appreciate the foresight demonstrated by the business property owners on U.S. 78 and I encourage you to share that appreciation by doing business on Hwy 78 whenever possible.

The additional taxes paid by the Hwy 78 Community Improvement District property owners, about \$1.5 million over the past two years, are resulting in community-wide enhancements in excess of \$16.5 million. The benefits to our quality of life include safety improvements, aesthetic enhancements, upgrades to lighting and signalization at intersections, and more.

In addition to the budget that directs the CID's activities over the coming year, the Board also adopted a Short Term Work Program (STWP) that identifies 62 potential projects for investigation over the next five years. Each project in the STWP seeks to improve the Hwy 78 corridor by providing increased safety, enhanced mobility, reduced congestion, and/or beautification. The Board will consider the feasibility of each potential project prior to allocating funding.

Each project will require the continued support and partnership of all involved — property owner, business owner, resident, County, City, State, and Federal government. Our success to date is the result of those strong partnerships and that's something the Hwy 78 CID Board is committed to continuing.

An example of the strength of partnership, the Hwy 78 CID Board also approved at the December meeting allocating funds for a landscape and safety enhancement project along Lake Lucerne Road at U.S. 78. In what we believe to be the first such project in Gwinnett County, the Lake Lucerne Estates Civic Club, Gwinnett County, and the Hwy 78 CID are all partners to fund installation of a decorative fence along Lake Lucerne Road to separate the lake from the sidewalks currently under construction. Once this project is completed, a safe, attractive, and well landscaped pedestrian friendly sidewalk will link the Lake Lucerne Estates Club House with the businesses fronting Hwy 78 including Starbucks.

The Hwy 78 CID is proud to play a small role in improving our community and we appreciate the leadership of Commissioner **Mike Beaudreau** and the area homeowners on the Lake Lucerne improvement project.

Finally, as always, thanks for visiting the Hwy 78 CID corridor and don't hesitate to contact us with any questions or concerns and remember to . . . **Shop 78.**

Brett Harrell  
Executive Director  
Hwy 78 Community Improvement District

## CID Calendar

**February 22, 2006**

Board Meeting  
Snellville City Hall  
2:00 p.m. – public invited

**March 22, 2006**

Board Meeting  
Snellville City Hall  
2:00 p.m. – public invited

**April 26, 2006**

Board Meeting  
Snellville City Hall  
2:00 p.m. – public invited

Please note that our meetings are now at the “New” City Hall.

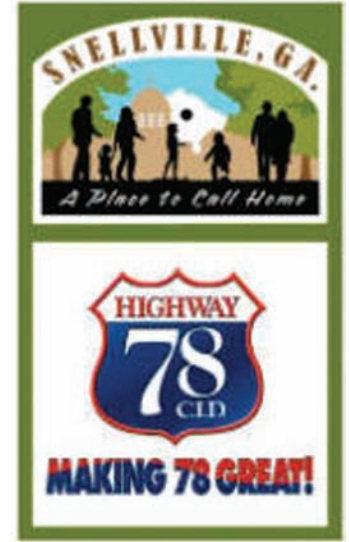
**Shop 78**

## Town Center banner program

Hwy 78 CID is a proud sponsor of this Snellville Downtown Development Authority project

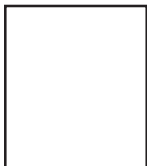
The Hwy 78 Community Improvement District joined the Snellville Downtown Development Authority (DDA), the City of Snellville, and dozens of other local businesses to promote Snellville’s new Town Center through attractive street banners. The Snellville DDA will install nearly 100 banners featuring local businesses in prominent locations along the major thoroughfares within the Town Center district. The DDA anticipates installation in January 2006.

Hwy 78 CID Executive Director Brett Harrell says, “The great success we are experiencing in our community is in large part due to the cooperative working relationship forged between the CID and our partners such as the City of Snellville and the Downtown Development Authority.” Harrell continued, “The CID is proud to play a small role by participating in efforts such as the Town Center banner program focused on creating an attractive, viable community along U.S. 78.”



**“Our goal is to increase your property values and improve your business”**

**Highway 78 CID returning value to taxpayers**  
**Making 78 great for business**  
**Gwinnett Clean & Beautiful names Highway 78 CID Business & Industry of the Year**



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