



DESIGNING OUR FUTURE

NORTH FULTON COMMUNITY IMPROVEMENT DISTRICT · 2009 ANNUAL REPORT

North Fulton Community Improvement District ■ 11605 Haynes Bridge Road, Ste. 100 ■ Alpharetta, GA 30009 ■ www.NorthFultonCID.com

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Designing Our Future

In 2009, designs for a dozen major transportation projects spanning parts of Roswell, Alpharetta and Milton were completed by the North Fulton Community Improvement District. **At a cost of \$2.4 million**, these designs create a framework for the future of the District and the North Fulton Market. The project designs convey the vision of the Community Improvement District's board and staff for an even more vibrant and sustainable North Fulton. All these future projects will help create an interconnected network of sustainable, walkable communities in North Fulton.

Following on the heels of Blueprint North Fulton, this **massive design effort** pushed forward the most significant ideas developed during the Blueprint process, bringing them one step closer to reality. Completed in December 2008, Blueprint North Fulton is a strategic land use and transportation plan designed to create a cohesive vision for future growth and development along the Georgia 400 corridor. By the end of 2009, four projects were approved for funding, with the **CID allotting more than \$5 million** to design and build the District's future.

In this second-ever annual report, the North Fulton CID reports on the initial impact of these dozen projects, providing an update on the successes and opportunities. We'll also provide an update on CID accomplishments in 2009. A founding goal was met in late 2009, when the new, wider bridge over Foe Killer Creek was completed. **Connecting Roswell and Alpharetta**, the bridge expands Westside Parkway to the south. The project's completion will happen in 2010, but the opening of the bridge calls for celebration.



Mansell Road Triple-Left-Turn Lanes



“ Anything we can do to move the customer to and from the venue safely, securely and with little delay speaks volumes to improving their quality of life. ”

– Mario Mireles,
CID Board Member
General Growth Properties



Westside Parkway



“ The completion of the Mansell intersection will make a huge difference at the south end of Westside Parkway. ”

– Tom LaDow, CID Board Member
LaDow Properties

Branding Our Future

The term branding typically brings to mind logos, jingles and advertising. But when the North Fulton CID decided to develop our own, local brand, we went in a more tangible direction: **taking elegant, lasting steps** that would benefit North Fulton for generations and provide a consistent, high-quality look and feel across the District.

Understanding that great communities typically feature attractive landscaping and hardscapes, compelling entry corridors, clean streets, and well marked routes, the CID worked in collaboration with a team from Urban Collage to

plan and establish the future appearance of the District. These efforts will unify the appearance of key entry corridors and create **a stronger brand for North Fulton**. The branding effort also fits neatly within the larger integrated land use and transportation master plan Urban Collage developed as a part of Blueprint North Fulton.

Specific plans include changes to all four of the “gateway” interchanges along Georgia 400, along with **significant changes to Encore Parkway**. The City of Alpharetta was awarded an estimated \$4 million in construction funds from

the Atlanta Regional Commission’s LCI program to build pedestrian and bike enhancements along Encore Parkway. These enhancements include **broad sidewalks, landscape buffers, new lighting and bike lanes** stretching from the Verizon Wireless Amphitheater to the Big Creek Greenway trail. The CID completed the preliminary designs for this multi-use pedestrian and bicycle connection along Encore Parkway, and designs for a new bridge over Georgia 400. While the bridge is part of a separate project that is seeking funding, each will carry signature elements to brand these improvements as part of the North Fulton CID.



CURRENT DESIGN



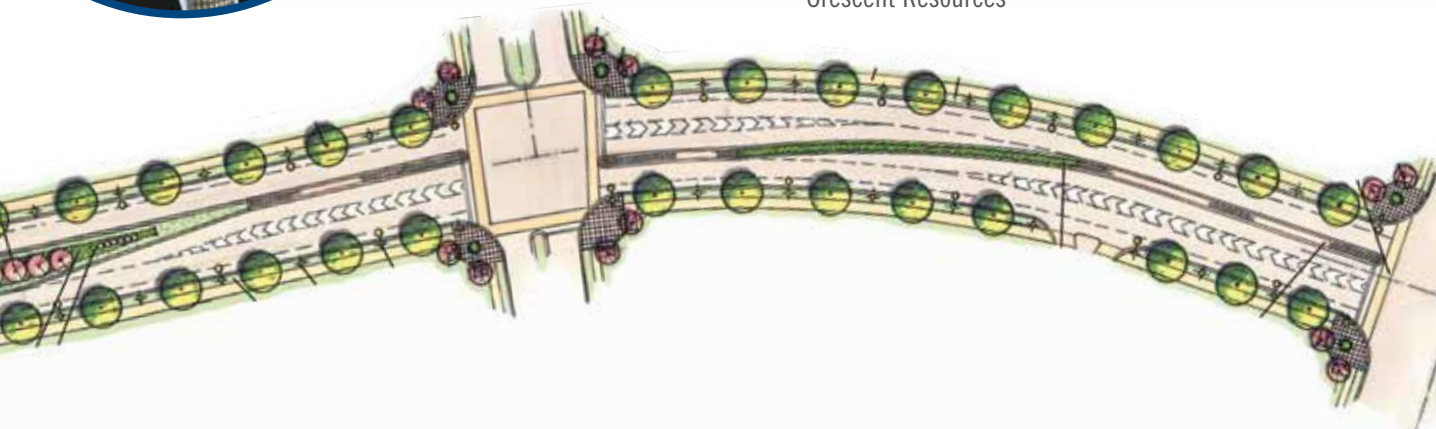
FUTURE DESIGN

Future Design: Encore Parkway Bridge/Streetscape



“ Encore Parkway has huge potential to make the North Point mall area a walkable destination. The CID’s vision is to turn this two-lane road into a true, pedestrian-friendly corridor. ”

— John Bell, CID Board Member
Crescent Resources



CID Branding



“ It is crucial that we brand this area so people know the value the CID brings to businesses and residents. In my business, the brand is a key indicator of the quality of the product — it is the same with the CID. ”

— Mark Hennessey, CID Board Member
Hennessey Automotive



Entries to the Future

With **50,000 cars daily entering and exiting** North Fulton via connections with Georgia 400, the streets and interchanges linked to this important state route can become a greeting card for the District. At the same time, less than a half-mile away from the highway, pedestrian mobility must be considered as we shape North Fulton into a more walkable region. In 2009, the CID developed plans for three interchanges, mirroring the landscaping, walls and aesthetics of the signature Mansell Road interchange at Georgia Highway 400. The CID also developed extensive streetscape plans, with wider, mixed-use sidewalks, park benches and pedestrian safety measures for primary corridors.

At Haynes Bridge Road, both interchange and streetscape designs were prepared as separate projects. With the broad, semi-circle area at the south-bound exit, the Haynes Bridge **interchange is a perfect venue** to provide commuters with a grand vista upon their arrival to Alpharetta. Landscaping also will be used to create a natural barrier, visually separating drivers from the occasional service truck parked inside the semi-circle. The CID will move forward with the Haynes Bridge Interchange Landscaping project in 2010, at an **estimated cost of \$400,000**.

Separate interchange and streetscape improvement projects along Old Milton Parkway also were designed in 2009. The Old Milton Parkway streetscape plan calls for **wider sidewalks and a multi-use path** extending along Old Milton from Westside to North Point Parkway and the Big Creek Greenway. The CID is seeking an estimated \$6.1 million in funding for the 1.25 mile streetscape project.



Future Design: Haynes Bridge Landscape

“Using CID funds to create this “front door” to North Fulton County shows the business community’s commitment to a vibrant live-work-play district.”

— Don Howard, CID Board Member
Bank of North Georgia



Future Design: Old Milton Streetscape

“The intersection and streetscape improvements will create a sense of arrival to the District – to a special place. Companies will immediately recognize the benefits of relocating in the District and growing their business, creating additional jobs in North Fulton.”

— Paul Folger, CID Vice Chairman
MetLife



A Coordinated Future

With its focus on improving the community, the North Fulton CID coordinates closely with the cities, county and other entities trying to move North Fulton forward. In 2009, the CID **expanded its partnerships** with the cities of Alpharetta, Roswell and Milton, and added a new coordination partner: the Windward Business Association.

The Windward Business Association agreed to partner with the CID to enhance and maintain landscaping at the Windward Parkway interchange with Georgia 400. The CID will **install more than \$1 million** in landscaping and rock walls on the north, south, east and west sides of the Windward Parkway interchange at Georgia 400. Three years of landscape maintenance will be included in this

cost. After the initial three years, the Windward Business Association has agreed to partner with the CID on the long-term maintenance of the landscaping.

The CID was able to **secure \$500,000 in state and federal funding** for the construction of a right turn-lane from the Georgia Highway 400 north-bound exit ramp, along Windward Parkway to North Point Parkway.

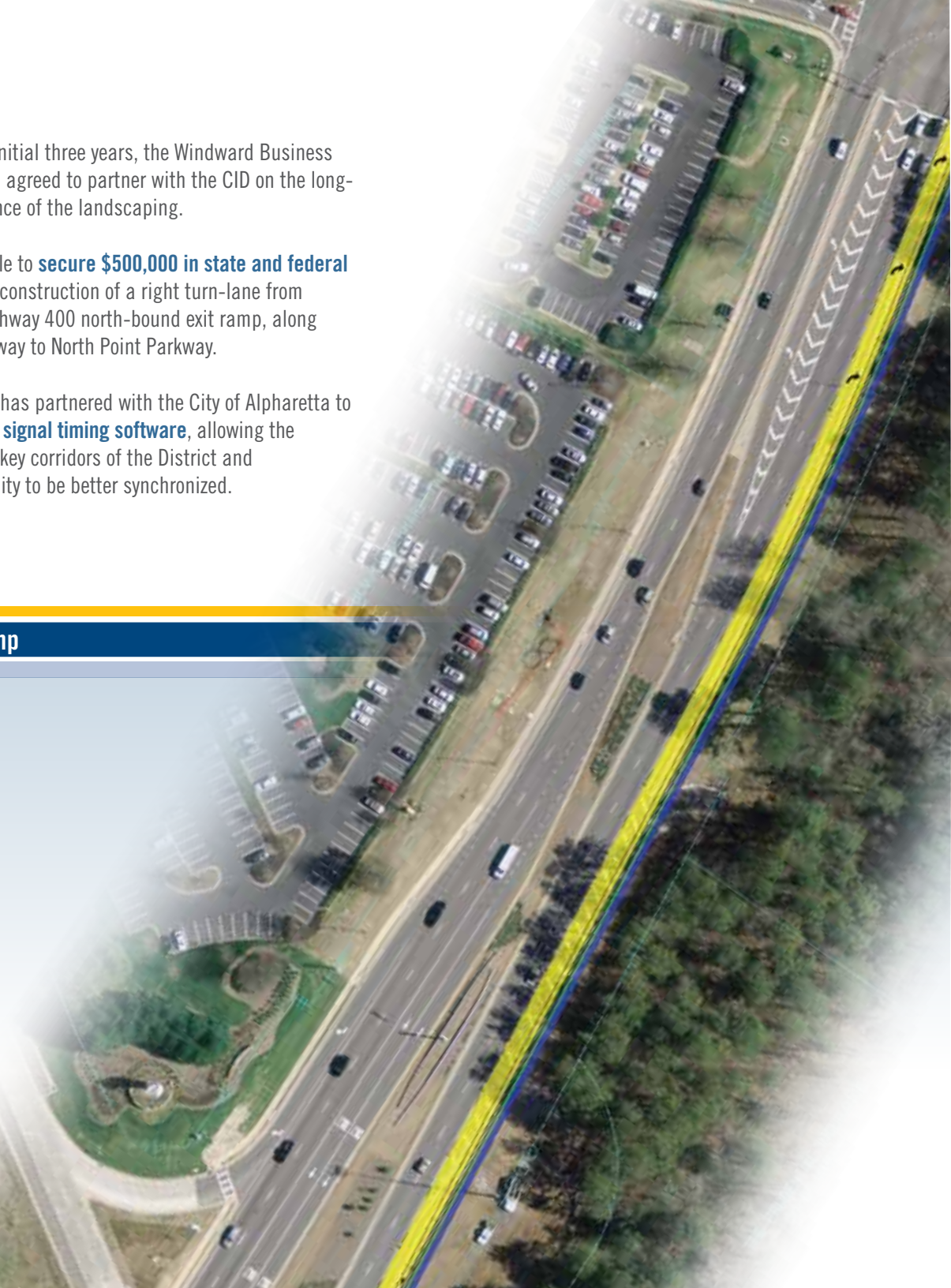
Finally, the CID has partnered with the City of Alpharetta to research **better signal timing software**, allowing the traffic lights in key corridors of the District and the rest of the city to be better synchronized.



Windward Landscape, Windward Ramp

“ Prior to the CID’s involvement, the Windward ramp project was an open-ended possibility. We’ve gone from an indefinite timeframe to a project that will happen in 2010. ”

— Moses Brown
CID Board Member
Reed Elsevier/LexisNexis



Even online, the North Fulton CID is seeking to improve the quality of life for all those living in or just traveling through the North Fulton area. We welcome you to engage our interactive map, learn CID news and browse our updated photos.

www.NorthFultonCID.com

New North Fulton CID Web site



“ The North Fulton CID has become integral to infrastructure investment in North Fulton County, and it’s playing a substantial role in moving North Fulton forward. ”

— Tad Leithead,
CID Board Member
Chairman, Atlanta Regional Commission
Tad Leithead Advisors

Funding the Future

Former U.S. President Harry S. Truman once said, **“Progress occurs** when courageous, skillful leaders seize the opportunity to change things for the better.”

In 2003, community leaders sensed opportunity in North Fulton and created **a catalyst for change**: the North Fulton Community Improvement District, which is funded collectively by more than 140 commercial property owners in the District.

In total, the CID has invested \$10 million to leverage \$60 million in North Fulton infrastructure improvements – not bad for a six year old organization. This return on investment has led its funding partners to sign off on another six year funding cycle, despite challenging economic conditions.

After six years of progress, we are not restarting, but re-energizing and re-emerging with **a new set of priorities**. In 2009, the CID’s leadership established those priorities and laid the **groundwork for the future** of the North Fulton Community Improvement District.

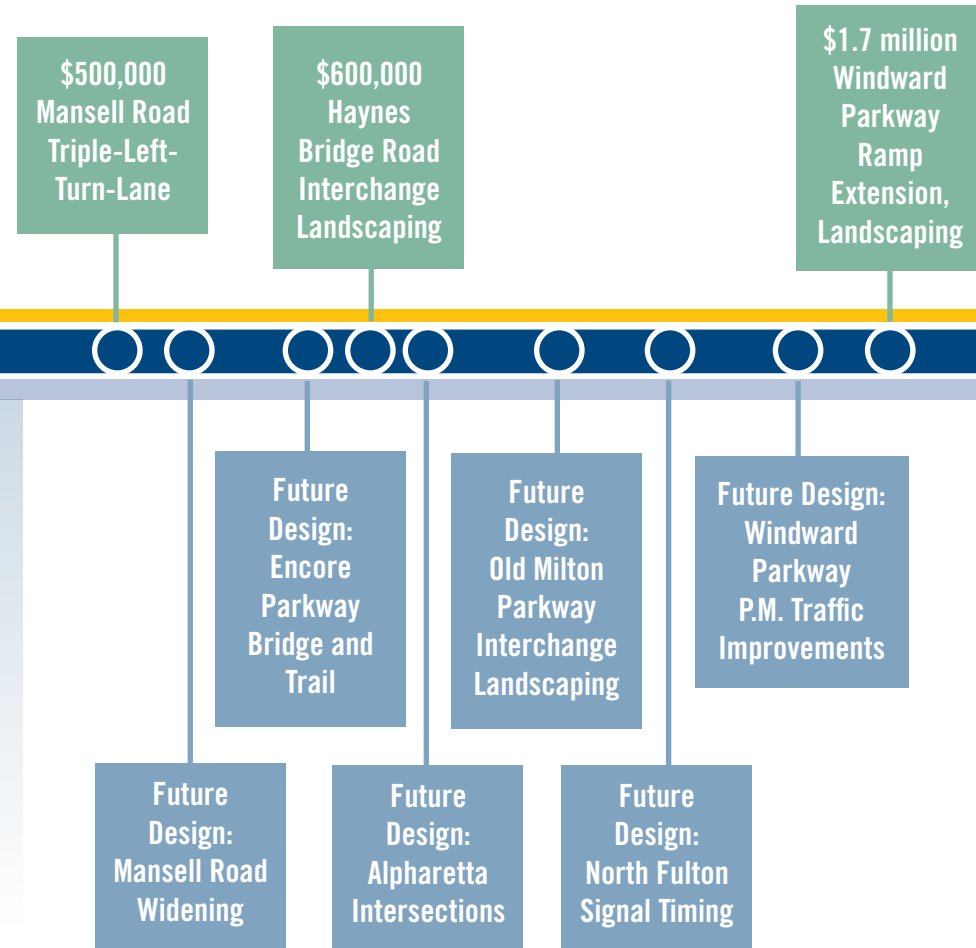
Accomplishments of First Six Years

In just six years, the North Fulton Community Improvement District has:

- spearheaded significant improvements to Mansell Road, creating a new gateway to the District. This includes landscape and hardscape improvements at Georgia 400 and enabling pedestrian access to MARTA;
- improved streetscapes and intersections across the District;
- jump-started the once dormant Westside Parkway project – now in the final stages of completion – to relieve congestion on Georgia 400 and nearby surface streets;
- advocated for and studied the feasibility of a new interchange at McGinnis Ferry Road and Georgia 400;
- surveyed workers in the District to see what transportation and infrastructure challenges they want to see addressed before 2018;
- beautified and improved Mansell Road, creating a dramatic and inviting gateway to our community;
- studied the feasibility of a variety of congestion-relief alternatives, including transit options.

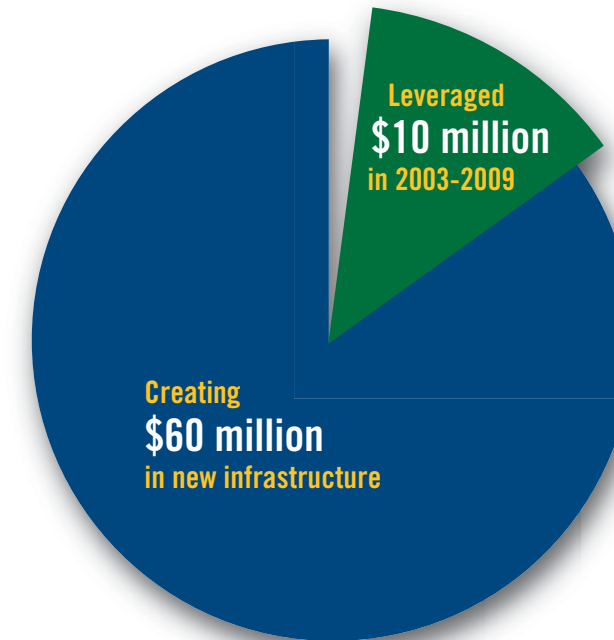
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Future and Completed Projects



“As a new board member, I am extremely impressed with the leadership team and the immediate impact this organization is making in the quality of life not only within the District but throughout the region.”

– Penn Hodge, CID Board Member
Penn Hodge, LLC



“By exercising our opportunity to be a convener of government and business leaders, we can have a tremendous impact that will last beyond our life as a District. In 2009, in the midst of a tough year, the CID had the wherewithal to initiate projects that otherwise might not have happened, and made them happen.”

– Kerry Armstrong, CID Board Chairman
Duke Realty Corporation