

Annual Report 2010



NORTH  **FULTON**
COMMUNITY IMPROVEMENT DISTRICT



Making an Impact



Primary Goals of 2010

- Accelerate infrastructure improvements
- Improve quality of life

Regional. Transportation. Impact.

Through the smart investment of its revenue, **the North Fulton Community Improvement District (CID) advanced area improvements** – from infrastructure to beautification projects – to enhance mobility and quality of life throughout the District in 2010.

At the close of 2009, the North Fulton CID had invested \$2.4 million to move forward “shovel-ready” projects outlined in the Blueprint North Fulton master plan. With designs and a clear vision in place, the North Fulton CID board continued in 2010 its **multi-year effort to create an even more vibrant and sustainable community**, committing another \$3.6 million in 2010.

The impact of the North Fulton CID on the market and region is significant. Gateway interchange improvements made possible by the CID are an asset for current and potential area businesses. **Improved mobility** allows for easier commutes for employees and helps bring customers to the doorstep of local businesses, thus **making a strong case for companies to invest in the community.**

With proper planning and strong leadership, the North Fulton CID also improved pedestrian connections and walkability in 2010, aiding in the ongoing **transformation of the District into a commercial, residential and recreation destination.** By accelerating area improvement projects, the North Fulton CID confidently elevated the District, and the Atlanta region.

Invested \$3.6 million in 2010 to yield more than \$12 million in area improvements.



Turning the power of member investments into improvements for the area is a primary purpose of the Community Improvement District. From its inception to the close of 2010, **the North Fulton CID has invested more than \$13.6 million of commercial property owner funds for \$75 million worth of transportation and area improvements.** These were conceived, designed and constructed specifically with the business community in mind.

Through funding preliminary engineering and design, **the CID moves projects forward, faster** by ensuring projects are ready to go when matching funds become available, thus making them more desirable.

The strategy is proven. Members pay an additional commercial property tax to benefit the corridor. By jump-starting projects, creating designs, proposing ideas and making things happen more quickly, **the CID turns this investment into millions of dollars worth of area improvements.**



Workers remake the Haynes Bridge interchange.

Since its inception, the CID has committed more than \$13.6 million of commercial property owner funds for \$75 million worth of transportation and infrastructure improvements.

“A founding principle of every CID is to move projects forward, faster. We have a history of moving quickly and decisively in North Fulton.”



Kerry Armstrong
*Duke Realty
Chairman, North Fulton CID*

Beautiful results of the CID's \$1.2 million investment at Windward Parkway.



NORTH FULTON CID MAJOR PROJECTS ■ Completed 2003–2010

Westside Parkway Bridge

Solved the perennial problem of Old Roswell Road north of Mansell Road by expanding and improving Westside Parkway, creating congestion relief on Georgia 400 and nearby surface streets

Blueprint North Fulton

Surveyed workers in the District to see what transportation and infrastructure challenges they want to see addressed before 2018, and created Blueprint North Fulton to guide improvements across the District

Congestion Mitigation

Created and funded plans to solve congestion on Georgia 400 and Windward Parkway, Mansell Road at North Point Parkway, and other hot spots throughout the District

Gateway Interchanges

Beautified and improved interchange gateways at Windward Parkway, Mansell Road and Haynes Bridge Road, creating dramatic and inviting entries to the North Fulton market

Area Improvements

Improved streetscapes and intersections across the District

McGinnis Ferry Interchange

Advocated for and studied the feasibility of a new interchange at McGinnis Ferry Road and Georgia 400

Transit Options

Studied the feasibility of a variety of congestion-relief alternatives, including transit options

Accelerating Infrastructure

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In 2010, the North Fulton CID identified and secured necessary funding to move key infrastructure enhancements forward. This allowed the CID to make significant headway on large-scale transportation projects designed to improve mobility and ease access into the District.

In February, the North Fulton CID assisted the City of Alpharetta in winning a \$4 million grant from the Atlanta Regional Commission's (ARC) Livable Centers Initiative program for the **1 overhaul of the Encore Parkway Bridge and streetscape** – a \$10 million project with the potential to unlock significant development opportunities.

The CID also moved traffic flow improvements forward during 2010. At the **2 Woodward Parkway-Georgia 400 interchange**, the CID secured funding for construction and project management costs for the first of several traffic enhancements at the interchange: a free-flowing right-turn lane from the northbound exit ramp to North Point Parkway.

As part of a regional effort, the CID also initiated the ATL Northside Transit Strategy, a study focused on determining the feasibility of rail as a way to link four major activity centers: Town Center, Cumberland, Perimeter and North Fulton.

Also in 2010, the CID approved a half-million dollar plan to improve traffic flow in the North Point Mall area, creating a **3 triple-left-turn lane from Mansell Road onto North Point Parkway**. The project, slated for construction in 2011 pending funding, will reduce traffic bottlenecks that affect Georgia 400 daily.

The CID secured funding for the \$10 million Encore Parkway bridge overhaul and streetscape, potentially unlocking significant development opportunities.

2010 also saw the completion of two major gateways that beautified busy interchanges, made statements of community pride, and now serve to welcome 500,000 travelers daily. The North Fulton CID completed \$400,000 in landscaping at the **4 Georgia 400 and Haynes Bridge Road interchange**, including the addition of Knock-out Roses, crape myrtle and rows of Georgia pines, funded with the help of a \$50,000 GATEway Grant from the Georgia Department of Transportation.

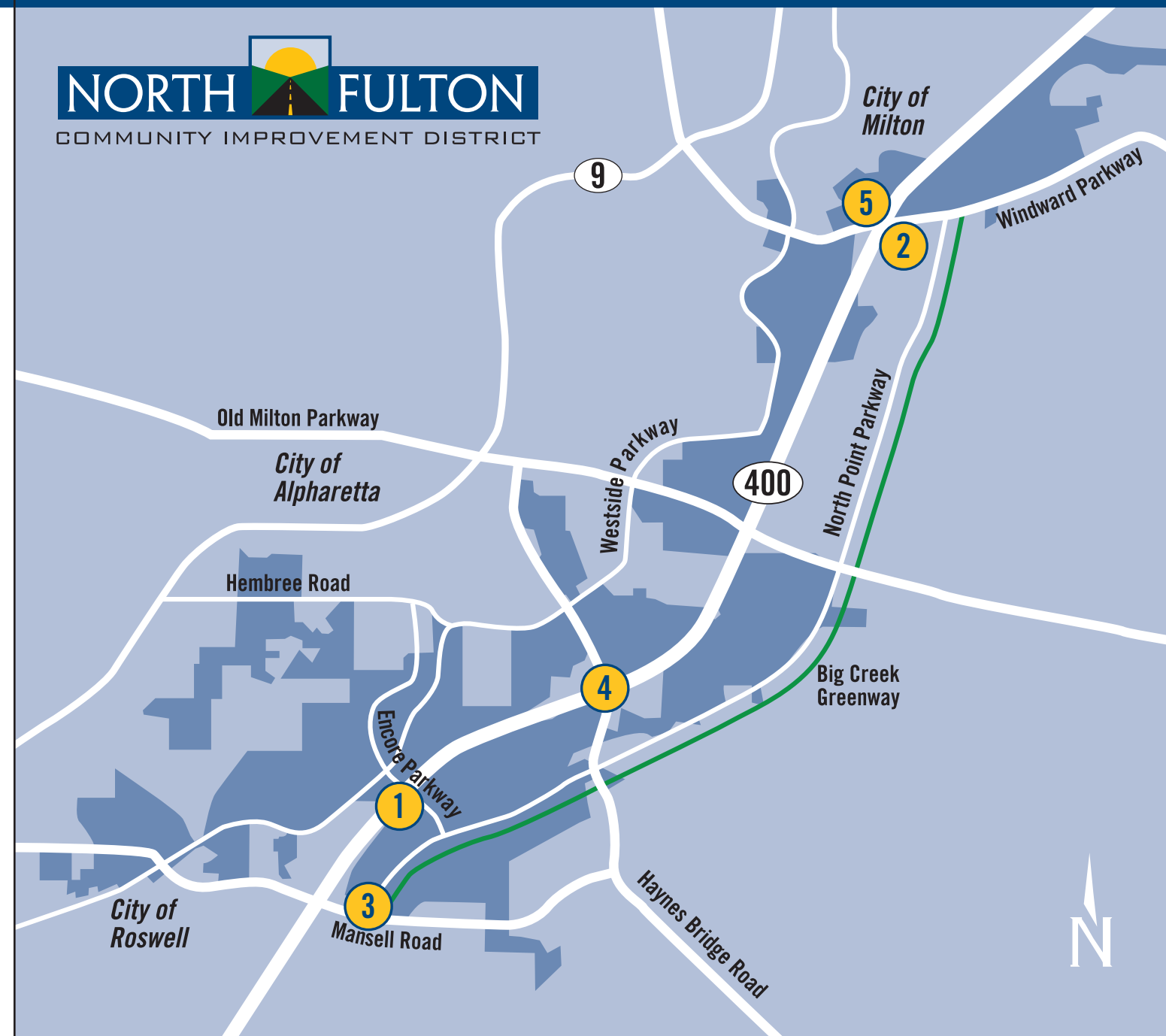
At **5 Woodward Parkway and Georgia 400**, the North Fulton CID installed sod, stacked-stone walls and landscaping, a \$1.2 million investment. Landscape maintenance will continue for three years at this interchange, with the goal of welcoming employees, residents and visitors to North Fulton.



A grand vista now greets travelers at Haynes Bridge Road and Georgia 400.

- 1 Encore Parkway Bridge and Streetscape**
- 2 Woodward Parkway Right-Turn Lane**
- 3 Mansell Road Triple-Left-Turn Lane**

- 4 Georgia 400 and Haynes Bridge Road Interchange**
- 5 Woodward Parkway and Georgia 400 Interchange**



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The Georgia DOT, partner of the CID, will fund several traffic improvements at the Windward Parkway-Georgia 400 interchange, including a free-flowing right-turn lane from the northbound exit ramp to North Point Parkway.

“It’s our members and partners that make our strategy work. With their support, the CID invests wisely to move projects forward quickly for the greater good of this community.”



Moses Brown
Reed-Elsevier
North Fulton CID Board of Directors

Through partner support, the CID moved more than \$12 million in new infrastructure forward in 2010, partnering with Georgia DOT, the Windward Business Association and the City of Alpharetta.

In 2010, the CID worked closely with the three cities in the CID – **Alpharetta, Milton and Roswell** – along with **various government and public agencies** to make an impact on the District. Thanks to the support of the cities, the Georgia Department of Transportation and the Windward Business Association, the CID is another step closer to realizing its vision for North Fulton.



Future remodeling of the Encore Parkway Bridge would not be possible without partners like the City of Alpharetta.

PARTNER

Georgia Department of Transportation

In 2010, the North Fulton CID’s partnership with the Georgia DOT created a \$470,000 windfall for the District, and a significant traffic improvement for businesses and commuters on Windward Parkway. As part of its \$2.6 million design investment in 2009, the North Fulton CID invested several hundred thousand dollars to design traffic solutions at the Windward Parkway-Georgia 400 interchange. In addition to funding the entire design of the project, the CID also held meetings in the area to discuss the project and gain public input. The board then voted to fund the project’s construction, if needed.

In late 2010, however, the Georgia DOT agreed to pay for the total construction and project management costs for the first of several traffic improvements at the interchange: a free-flowing right-turn lane from the northbound exit ramp to North Point Parkway. The lane will mitigate morning congestion on this popular state route.

The Numbers

CID Investment.....	\$274,000
Partner Investment by GDOT.....	\$470,000
Impact.....	168,000 cars daily pass through this intersection

PARTNER

Windward Business Association

While the North Fulton CID staff made plans to install more than \$1 million in landscaping and rock walls at the Windward Parkway-Georgia 400 interchange, board members were encouraging involvement from the Windward Business Association. The Association agreed to partner on the long-term landscape maintenance of the interchange.

This scenario –the North Fulton CID making an initial investment to accelerate infrastructure projects, and then partnering with another group for long-term success – is an ideal project model for the CID, as it jump-starts projects and attracts new friends, expertise and resources.

The Numbers

CID Investment.....	\$1.2 million
Partner Investment by WBA.....	Long-term landscape maintenance
Impact.....	Another alluring gateway to North Fulton County

PARTNER

City of Alpharetta

The City of Alpharetta has always been a close partner with the North Fulton CID. In 2010, the partnership reached a new level by earning a \$4 million expansion grant from the Atlanta Regional Commission’s Livable Centers Initiative. The CID board voted to contribute an additional \$4.4 million for the project: a \$10 million overhaul of the Encore Parkway Bridge spanning Georgia 400.

The new bridge’s design will accommodate two lanes of automobile traffic and will be pedestrian- and bicycle-friendly. And, the new streetscape will improve connections among residential complexes, shopping, restaurants, the Verizon Wireless Amphitheater and the Big Creek Greenway.

The Numbers

CID Investment.....	\$4.4 million
LCI Grant.....	\$4 million
Partner Investment by City of Alpharetta.....	\$1.5 million
Impact.....	Enhance mobility, improve connections, and create a new development model

Following Our Plan



2010 Accomplishments

Encore Parkway Bridge construction funded

Windward turn-lane construction funded

Mansell Road triple-left-turn lane plans completed

Northern Suburbs Comprehensive Transit Feasibility Study completed

Windward Parkway and Georgia 400 landscaping completed

Haynes Bridge Interchange landscaping completed

Blueprint North Fulton mirrors the already strong standards adhered to in North Fulton master plans.

With foresight from the North Fulton CID board of directors, Blueprint North Fulton was created in 2008. The long-term master plan aligns a broad, community-wide vision with development plans in specific geographies.

A majority of Tier 1 Projects were initiated in 2010 as Blueprint North Fulton's first phase. Signature interchanges along Georgia 400 – at

Haynes Bridge Road and Windward Parkway – were completed, leaving only one gateway at Old Milton Parkway still to be transformed.

Now and in the future, all North Fulton CID projects are in keeping with Blueprint North Fulton guidelines for transportation and development initiatives.

Blueprint North Fulton outlines \$150 million in priority infrastructure improvements.

Making a Difference

Investment by North Fulton CID members – commercial property owners along the Georgia 400 corridor – is making a significant difference in quality of life in the District. Steadily moving forward even through tough economic conditions, the CID is investing in projects that impact the entire North Fulton market. Thanks to the support of our many partners, the CID board of directors looks forward to 2011 with clear direction and drive to initiate and complete area improvements for the betterment of businesses, residents and visitors in North Fulton.

“Since 2003, we’ve invested \$13.6 million for \$75 million in projects – that’s a lot of bang for your buck.”



Penn Hodge
Penn Hodge Properties
North Fulton CID Board of Directors



The North Fulton CID Board of Directors: (front row) Moses Brown, Tom LaDow, Ann Hanlon* – Secretary, Brandon Beach* – Executive Director, Jim Stevens*, Keith Steinbrecher; (back row) Mark Hennessey, Lynn Rainey*, Don Howard – Treasurer, Kerry Armstrong – Chairman, Paul Folger – Vice-Chairman, John Bell, Penn Hodge, Tad Leithead.

*CID Staff



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