



**NORTH FULTON**  
COMMUNITY IMPROVEMENT DISTRICT

**A YEAR OF MEANINGFUL INVESTMENTS**

**Annual Report 2011**



## 2011 - A Year of Meaningful Investments

New turn lanes, new landscaping and new infrastructure investments created solid returns for members of the North Fulton Community Improvement District (CID) in 2011.



Now in its ninth year, the North Fulton CID continued its multi-year effort to create an even more vibrant and sustainable community. The CID made significant infrastructure improvements

in North Fulton, enhancing the transportation network and creating foundational elements for future growth and development. Funds invested by the CID helped advance key transportation and beautification projects in all three of the CID's partner cities – Alpharetta, Milton and Roswell.

The projects laid out in Blueprint North Fulton – the master plan

for the CID – act as a portfolio of infrastructure investments throughout the District. In 2011, the CID's programs included \$11 million in local CID investments to yield more than \$44 million in total area improvements.

These major investments improved transportation mobility to create easier commutes for area employees. They included multiple landscape projects to enhance the gateways into the District, realizing the goal of long-term branding for North Fulton. And the investments bolstered connectivity for a more walkable and enjoyable District.

The CID is focused on providing a strong return on the investments it makes throughout the District. By making an initial investment and creating a greater impact, the CID is assuring the ongoing prosperity of Georgia 400's commercial corridor in North Fulton.



New landscaping will dramatically enhance all four quadrants of the Georgia 400 interchange at Old Milton Parkway.

**INVESTMENT:** The CID's programs included \$11 million in local CID investments to yield more than \$44 million in total area improvements.





# PRIMARY GOALS OF 2011

- ▶ Improve connectivity between the arterial roadways and Georgia 400
- ▶ Complete beautification projects at key Georgia 400 interchanges, the gateways into our communities
- ▶ Make long-term, meaningful investments







## Member Investments, Community Improvements

The CID boasts a solid member base whose investments jump-start important projects in the area. The voluntary assessments made by commercial property owners in the District are key to advancing congestion mitigation, area beautification and future project planning.

Member funds are utilized to accelerate projects that will improve the look, flow and vibrancy of the North Fulton community. For every dollar invested by our members, more than four dollars of outside funding is secured for new projects. This enables the CID to invest early in engineering and project design, securing construction dollars when outside funds become available.

To date, member funds have advanced more than \$78 million worth of transportation and infrastructure improvements with just \$15 million in initial investments. This proven strategy has benefited the millions of Georgians traveling to, from and through North Fulton each year.

**INVESTMENT:** Since its inception, the CID has invested \$15 million of commercial property owner funds to advance more than \$78 million worth of transportation and infrastructure improvements.

## Significant North Fulton CID Investments



CID breaks ground on a new triple-left turn lane on Mansell Road.

« The North Fulton CID is steadfast in driving projects forward that create clear and measurable benefits for commercial property owners in the area. »»



Kerry Armstrong,  
Chairman, North Fulton CID

### 2003-2011

- Collected \$18 million in CID revenue to fund congestion improvements

### 2004-2008

- Invested \$1.6 million to buy right-of-way and fund engineering costs at Westside Parkway/Foe Killer Creek bridge, resulting in a new, \$26 million bridge and a connecting four-lane, divided roadway

### 2005

- Invested \$250,000 to create Blueprint North Fulton, resulting in a guide for future development

### 2006

- Invested \$700,000 to add stacked-stone walls and heavily landscape the interchange at Mansell Road and Georgia 400, dramatically enhancing this gateway into the District

### 2008

- Invested \$800,000 to help the City of Alpharetta improve 10 area intersections

### 2009

- Invested \$500,000 to landscape the interchange of Haynes Bridge Road and Georgia 400 and maintain it
- Invested nearly \$500,000 in initial designs for key intersection projects

### 2010

- Invested \$1.6 million to add gateway features and landscaping at the interchange of Windward Parkway and Georgia 400 and maintain it
- Committed \$4.4 million to the Encore Parkway Bridge and Streetscape Project, securing \$6 million in additional funding

### 2011

- Invested \$600,000 to landscape the interchange of Old Milton Parkway and Georgia 400 and maintain it
- Committed \$789,000 to acquire the right-of-way necessary to complete Westside Parkway's northern extension

## Advancing the District

In 2011, the North Fulton CID invested initial funds to secure additional resources and make major advancements on transportation and beautification projects. All of the projects were designed and executed to ease access into the District as well as improve the quality of life.



In the fall of 2011, the North Fulton CID started work on its final gateway landscaping project. Hiring a local landscape group, the CID installed more than \$400,000 in trees, shrubs and other **1 landscaping enhancements at the Georgia 400 and Old Milton Parkway interchange.** The look and feel of

the landscaping is consistent with previous CID projects completed throughout the commercial district.

In addition to beautification improvements, the CID spent 2011 investing in projects that focus on improving current and future traffic flow. Projects included new turn lanes at Windward Parkway and Mansell Road, a traffic study with the City of Roswell, and funding for both Westside and Encore parkway projects.

The CID and the City of Alpharetta realized a major accomplishment by **2 advancing construction on the Westside Parkway northern extension.** In November, the North Fulton CID voted to contribute \$789,000 to help acquire the necessary right-of-way along the section of Westside Parkway that lies just north of Old Milton Parkway. This acquisition set the wheels in motion for the northern section of the road to be completed, a project that has been in the making for 20 years. This final leg signifies the completion of a grid system that will provide North Fulton residents with greatly improved local access adjacent to Georgia 400.

The CID understands the important role connectivity plays in strengthening North Fulton's infrastructure. Earlier this year, it partnered with the City of Roswell **3 to fund a \$56,000 traffic study** to research connectivity opportunities between Sun Valley Road and Warsaw Road.

2011 also saw the completion of two major turn lanes that enhance safety and reduce traffic bottlenecks along Georgia 400. The addition of a **4 right-turn lane along Windward Parkway** extends from the northbound exit all the way to

North Point Parkway. This new lane provides access to a variety of businesses, retail and commercial properties. The CID designed the Windward Parkway turn-lane project as part of its Blueprint North Fulton master plan. The Georgia Department of Transportation (DOT) approved nearly \$500,000 in funding to construct the project, based on the CID design.

The second turn-lane project was the addition of a **5 triple-left turn lane on Mansell Road** north onto North Point Parkway. The State Road and Tollway Authority awarded a \$389,000 grant to fund construction costs for the expansion, helping alleviate traffic on Mansell Road at the Georgia 400 exit and easing access onto North Point Parkway.

The North Fulton CID invested more than \$700,000 for both turn-lane projects. Through the CID's efforts, an additional \$900,000 in construction costs were funded by SRTA and Georgia DOT. The City of Alpharetta played a crucial partnership role in both projects.

Plans for enhanced connections between the Verizon Wireless Amphitheater at Encore Park, North Point Mall, shops and restaurants along

**INVESTMENT:** The North Fulton CID has invested \$2.7 million to heavily landscape all four Georgia 400 interchanges, dramatically enhancing the gateways into the District.



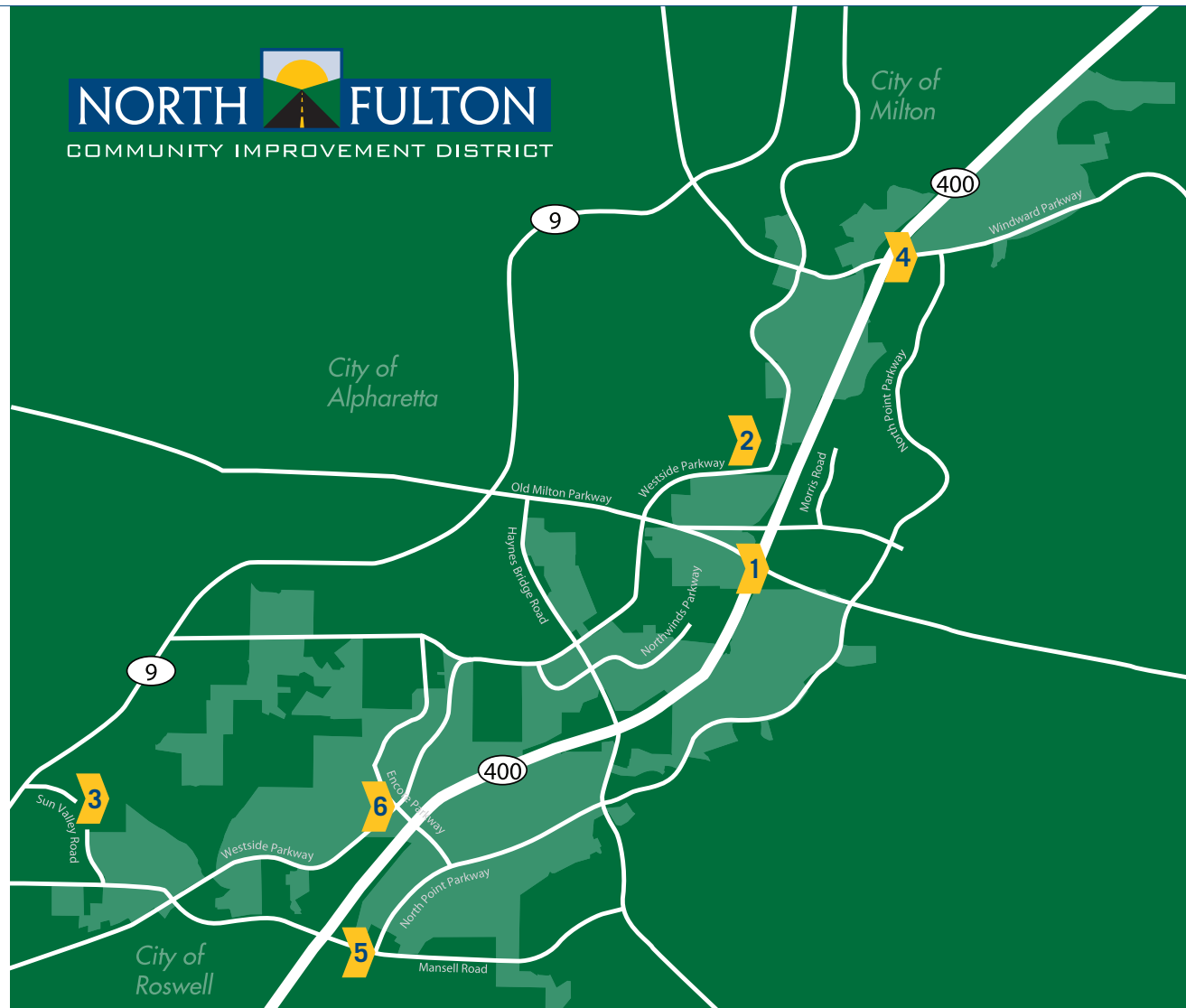


North Point Parkway and access to the Big Creek Greenway also moved forward in 2011. Corridor enhancements were approved by the City of Alpharetta, which previously won a \$4 million LCI Construction Grant from the Atlanta Regional Commission. In the initial design phase, the **6 Encore Parkway bridge and streetscape** spans a half mile between Westside Parkway and North Point Parkway. Preliminary engineering studies have been conducted on the project, which includes a trail extension, median improvements, landscaping upgrades and bridge replacement. The CID voted in 2010 to commit \$4.4 million in funding while seeking other partners to be involved in this game-changing project.



“ The Westside Parkway northern extension will be vital in providing a parallel path for local consumers and travelers going from Windward Parkway all the way to Mansell Road. From a retailer’s point of view, it will open up our location, making it more convenient for local customers. ”

Mark Hennessy,  
North Fulton CID Board Member



### ONGOING

- 1** Old Milton Parkway at Georgia 400 Interchange Landscaping
- 2** Westside Parkway Northern Extension
- 6** Encore Parkway Bridge and Streetscape

### COMPLETED

- 3** Sun Valley Road Traffic Study
- 4** Windward Parkway Right-Turn Lane from Georgia 400 to North Point Parkway
- 5** Mansell Road at North Point Parkway Intersection



« The right-turn lane at Windward Parkway greatly helped alleviate congestion on Windward Parkway, improving traffic times as residents go from home to school to work – to wherever their destination may be. None of this would have been possible without the CID’s partnership with Georgia DOT. »

John Bell,  
North Fulton CID Board Member

**INVESTMENT:** Created \$5 million in safety and traffic improvements throughout the District with an initial \$1.5 million CID investment and partnerships with the State Road and Tollway Authority, City of Roswell, City of Alpharetta and Georgia DOT.

Construction of a triple-left turn lane on Mansell Road was funded by a grant from the State Road and Tollway Authority.



## Partnership Investment

### ▶ Partner: State Road and Tollway Authority – Mansell Road at North Point Parkway

SRTA's ability to finance transportation improvements throughout the region created a unique opportunity in 2010 to bring the new triple-left turn lane at Mansell Road to fruition in 2011. Turning north onto North Point Parkway, this triple-left turn was the first CID project completed with funds from the Georgia 400 toll extension bond revenue. The \$389,000 covered construction costs for the expanded turn lane. The triple-left has eased congestion along Mansell Road, and is providing greater access to commercial properties along the southern end of North Point Parkway.

#### **The Numbers**

- CID Investment: \$360,000
- Partner Investment by SRTA: \$389,000
- Impact: Improved traffic flow and easier access to North Point Parkway

### ▶ Partner: City of Roswell – Sun Valley Traffic Study

In 2011, the City of Roswell reached out to the North Fulton CID with interest in conducting a traffic study to determine the impact of connecting several roads in the area located west of Georgia 400 and north of Holcomb Bridge Road. The study included two projects that would ease traffic congestion for commuters, and potentially act as a catalyst for development and expansion. In addition, the transportation projects would expand connectivity between Mansell Road and state route 9. Because of the potential benefits of

these projects, the Roswell City Council and CID board each voted unanimously in June to conduct the study as partners. The \$56,000 study was completed in December 2011.

#### **The Numbers**

- The CID partnered with the City of Roswell to split the cost of a \$56,000 traffic study
- Impact: Expand connectivity between Roswell and the District

### ▶ Partner: Georgia DOT – Windward Parkway Right Turn Lane

In April 2011, the Georgia DOT funded the construction and project management costs for the CID-designed free-flowing right-turn lane at Windward Parkway. Beginning at the northbound Georgia 400 exit ramp, this new turn lane stretches to North Point Parkway. The free-flowing right-turn lane helps mitigate traffic congestion on this popular state route, which 168,000 commuters use daily. Planning for the right-turn lane dates back to 2009 when the CID invested several hundred thousand dollars to design traffic solutions at the Windward Parkway-Georgia 400 interchange and gather public feedback.

#### **The Numbers**

- CID Investment: \$295,000
- Partner Investment by GDOT: \$480,000
- Impact: Enhance safety and reduce bottlenecks affecting Georgia 400



A crucial partnership with the City of Alpharetta funded the completion of Westside Parkway's northern extension. Left to right: Brandon Beach, Alpharetta Mayor David Belle Isle, Moses Brown.

### ▶ Partners: City of Alpharetta and Georgia DOT – Westside Parkway Northern Extension

In 1992, construction began on Westside Parkway with plans to create north-south access alongside Georgia 400. A down economy, bankruptcy and change of ownership all impacted the final one-mile stretch. The North Fulton CID played a crucial role in 2011 by voting to contribute \$789,000, helping moving the road to completion.

#### **The Numbers**

- CID Investment: \$789,000
- Partner Investment by City of Alpharetta: \$2.56 million
- Investment by GDOT: \$1.4 million in construction funding
- Impact: A parkway connecting three cities, further mitigating Georgia 400 traffic

The Blueprint North Fulton master plan was crafted in 2008 to guide the CID's infrastructure investments, insuring a community-wide impact with each project.

Blueprint North Fulton outlines \$150 million in priority infrastructure improvements. In 2011, Tier 1 of the plan was completed following the interchange beautification at Old Milton Parkway and Georgia 400. Tier 1 also included key interchange projects at Haynes Bridge Road and Windward Parkway along Georgia 400.

Completing all Tier 1 projects is a tremendous success for the CID and for North Fulton. For nine years, the CID has helped create multi-million dollar investments for the citizens of Alpharetta, Milton and Roswell. As Tier 2 project work begins, the CID board will continue to oversee all improvement projects outlined in the Blueprint North Fulton master plan.



« Improvements at Sun Valley Road and Warsaw Road require CID expansion, as neither road is currently in the CID. Like we've seen in the past, more CID funding will help grow this area and positively impact our partners and District. »

Keith Steinbrecher,  
North Fulton CID Board Member

At the request of city leaders in Alpharetta, Milton and Roswell, the North Fulton CID is considering expansion. Projects at Windward Parkway, Old Milton Parkway, Sun Valley Road and other locations are stalled due to lack of funding or other constraints. With limited local, state and federal government dollars available, these projects will not advance without the CID's help and property owner investment.

With District growth in mind, the CID board of directors will approach 2012 following a year of smart investments and project advancements. Thanks to the many partners and members who make this possible and make the betterment of North Fulton a collective priority.

**INVESTMENT:** Blueprint North Fulton outlines \$150 million in priority infrastructure improvements. Tier 1 of the plan was completed in 2011.







« The CID has a well-thought-out plan for the future in Blueprint North Fulton. With the completion of Tier 1 projects, the CID board is ready to break ground on Tier 2, taking big steps to make North Fulton an even more desirable place to live and work in metro Atlanta. »



Tom LaDow,  
North Fulton CID Board Member



2011 North Fulton CID Board of Directors: (front row) Moses Brown – *Vice Chairman*, Don Howard – *Treasurer*, Kerry Armstrong – *Chairman*, Paul Folger, John Bell, Keith Steinbrecher; (back row) Mark Hennessey, Lynn Rainey\*, Penn Hodge, Tom LaDow, Ann Hanlon\* – *Board Secretary*, Brandon Beach\* – *Executive Director*, Jim Stevens\*, Tad Leithead.  
\*CID Staff



North Fulton Community Improvement District ▶ 11605 Haynes Bridge Road, Ste. 100 ▶ Alpharetta, GA 30009 ▶ [www.NorthFultonCID.com](http://www.NorthFultonCID.com)

