



11605 Haynes Bridge Rd., Ste. 100  
Alpharetta, GA 30009  
678.397.0570

[NorthFultonCID.com](http://NorthFultonCID.com)



**NORTH FULTON**  
COMMUNITY IMPROVEMENT DISTRICT

*10<sup>th</sup> Anniversary*

**2013 ANNUAL REPORT**  
*Celebrating a Decade of Achievement*





# NORTH FULTON CID CELEBRATES 10 YEARS

In 2013, the North Fulton Community Improvement District celebrated a decade of fostering an even better North Fulton County. Its accomplishments have been eye-opening: new roadways, bridges, sidewalks, intersections and landscaping are among the visible landmarks.

The less visible aspects of the CID's work have enabled this significant positive impact. Among them are mobility strategies, regional involvement, long-term planning, and partnerships with city, county, state and federal officials.

From the beginning, the CID has brought parties together to advance projects that improve quality of life. An early example is the resolution to a long-time traffic congestion problem at the border of Roswell and Alpharetta – an inaugural CID achievement that initiated a decade of constructive collaboration.

The CID has incorporated mobility strategies to improve transportation by both roadway and greenway. CID planning augments that of local jurisdictions, while involvement in regional initiatives broadens the organization's reach beyond local communities – all for the benefit of CID members and partners.

The tenth anniversary has provided an introspective moment to pause and consider the successes of the North Fulton CID – and to look to the future. The board and staff devoted much of 2013 to developing Blueprint North Fulton 2.0, a new master plan with prioritized initiatives to guide CID investments for the next five to 10 years. The priorities were discussed at open forums and adopted consistent with the CID's ongoing objectives of easing congestion and improving aesthetics for residents, workers and visitors.

With this vision in place, the CID moves into its second decade with optimism and confidence.

*“I'm proud of the CID for where we are and what we have accomplished in the last 10 years. We will continue to be a catalyst for improvement projects that enhance mobility, nurture a strong business climate and contribute to an even better quality of life in North Fulton.”*

*– Kerry Armstrong, Chairman, North Fulton CID*

*catalyst for improvement*

## Built for Success

### WHO WE ARE

The North Fulton Community Improvement District is a group of commercial property owners who voluntarily pay taxes to invest in a purposeful, vibrant and sustainable environment along the Georgia 400 corridor from Mansell Road north to McGinnis Ferry Road. The District includes portions of Alpharetta, Milton and Roswell, each of which partners with the CID on planning, initiatives and projects.

### OUR VISION

The CID is a catalyst for positive change that improves the quality of life in North Fulton County.

### OUR MISSION

The CID plans, facilitates, constructs and accelerates infrastructure projects in North Fulton County.

### OUR FUNDING

Commercial property owners within the District's geographic boundaries have, since 2003, voluntarily committed millions of dollars to fund projects in North Fulton. The CID board and staff invest these funds to obtain additional local, regional and federal resources, and they invest the total in planning and executing transportation and infrastructure enhancements.

The CID's 2013 ongoing programs include more than \$10 million in local CID investment to yield more than \$47 million in total area improvements. Over the past nine years, the CID has leveraged \$17 million into an estimated \$85 million for community improvement projects.



2013 North Fulton CID Board of Directors: (front row): Ann Hanlon\*, Keith Steinbrecher – Treasurer, Moses Brown – Vice Chairman, Mark Burkhalter, Brandon Beach\*, Kristin Rome\*; (back row) Tom LaDow, Lynn Rainey\*, Kerry Armstrong - Chairman, Mark Hennessey, John Bell

Not pictured: Tad Leithead, Tim Perry

\*CID Staff

*collaboration & success*



## 2013 SUCCESSES

### INTERSECTION IMPROVEMENTS AT WINDWARD PARKWAY AND NORTH POINT PARKWAY

Workers and visitors were delayed daily as they left the Marriott hotel and ADP office complex on Windward Parkway. During 2013 the North Fulton CID designed and engineered a new intersection, and managed the construction. The new configuration, including strategically placed turn lanes and more efficient traffic signalization, has reduced travel times significantly. The CID paid for the design and traffic engineering, and partnered with the City of Alpharetta to fund construction costs.

**Total Project Cost: \$147,000**

- » CID Investment: \$126,000
- » Partner Investment by City of Alpharetta: \$21,000

**Impact**

*A new, 4-lane intersection at Windward Parkway and North Point Parkway*



## strategy & efficiency

### CITY OF MILTON MULTI-USE TRAIL CONNECTION

The City of Milton is exploring a greenway trail connection from Blueprint North Fulton 2.0 that connects the existing Big Creek Greenway across Georgia 400 to the City of Milton. In its quest to find funding, the City of Milton asked the CID to help provide local matching dollars for its initial concept plan. The North Fulton CID and City of Alpharetta each contributed \$15,000, with the City of Milton committing \$20,000 to the required \$50,000 local matching funds. With these partnership funds in place, the City of Milton received \$200,000 in TAP (Transportation Alternatives Program) funding to develop a concept plan to evaluate this connection to the greenway.

**Total Project Cost: \$250,000**

- » CID Investment: \$15,000
- » Partner Investment by City of Alpharetta: \$15,000
- » Partner Investment by City of Milton: \$20,000

**Impact**

*A concept plan to evaluate a greenway trail connection from the existing Big Creek Greenway across Georgia 400 to the City of Milton*



**Total Project Cost: \$350,000**

- » CID Investment: \$35,000
- » Partner Investment by City of Roswell: \$35,000

**Impact**

*A study that explores a potential roadway connection from Holcomb Bridge Road to Mansell Road on either side of Georgia 400*

### BIG CREEK PARKWAY PHASES THREE AND FOUR PLANNING STUDY

The North Fulton CID and City of Roswell helped fund a feasibility study for phases three and four of the planning study for the Big Creek Parkway, which is part of the Atlanta Regional Commission's Transportation Improvement Plan. Phases three and four would potentially provide roadway connections from Holcomb Bridge Road to Mansell Road on either side of Georgia 400. The \$350,000 cost of the entire planning study is being funded with a \$280,000 federal and state commitment, with the City of Roswell and the CID contributing the balance.

The study's third and fourth phases are evaluating two north-south roadways on opposite sides of Georgia 400, both proceeding north from Holcomb Bridge Road. The roadway on the west side would connect with Davis Circle, and the one on the east side with North Point Parkway, which is the District's southern boundary.

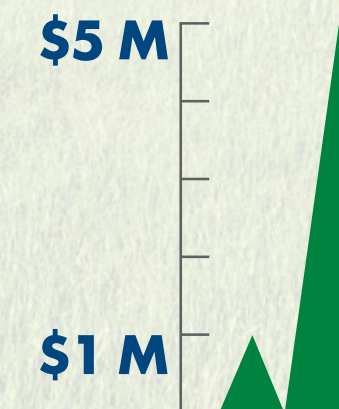
Community, stakeholder and neighborhood meetings were held during 2013 to gain public input. Finishing the environmental and community impact analysis will lead to a recommended design concept in 2014.



**>\$10**  
2013 ongoing programs



**>\$47**  
total area improvements



Each million invested yielded \$5 million in leveraged funds in the past decade.

*“The projects we’ve completed in the past 10 years have had a remarkable effect on the community of North Fulton. When we set out in 2003 to complete one road project, it would have been difficult to imagine the success we’ve experienced today. Our plans have guided investments in priority projects, including more than a dozen enhancements, intersection improvements, landscaping at interchanges and much more.”*

– Tom LaDow,  
CID Board Member

## partnership & community



# A CHRONICLE OF SUCCESS

# 10th Anniversary

## 2003

North Fulton Community Improvement District founded.



## 2004-2005

Invested \$1.6 million to buy right-of-way and fund engineering costs which led to the \$25 million Westside Parkway/Foe Killer Creek Bridge, completed in 2009.



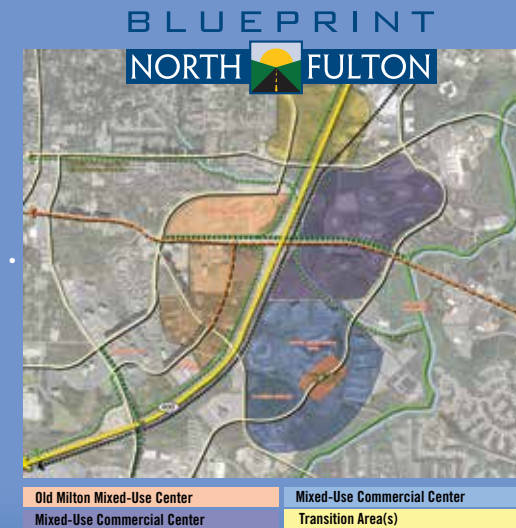
## 2006

Invested \$700,000 to add stacked-stone walls and landscaping at the interchange at Mansell Road and Georgia 400, creating the first of its four gateway interchanges.



## 2007-2008

Adopted the Blueprint North Fulton master plan. Total cost for the creation and adaptation was \$500,000. Invested \$800,000 to help the city of Alpharetta improve 10 local intersections.



## 2009

Invested nearly \$2.5 million on three new infrastructure projects in North Fulton, including roadway enhancements along Georgia 400 at Windward Parkway, and gateway landscaping projects at Windward Parkway and Haynes Bridge Road.



## WESTSIDE PARKWAY BRIDGE

The reason behind creating the North Fulton CID in 2003 was to aid in the improvement of the southern end of Westside Parkway. Therefore, the CID's first official project was the Westside Parkway road and bridge expansion. The project focus was two-fold: expanding a 1.2 mile section from two to four lanes, and replacing the Foe Killer Creek Bridge at Old Roswell Road and Westside Parkway. The Westside Parkway Bridge now boasts six lanes, including two dedicated turn lanes.

Next, the CID tackled the vision of creating four "Gateways to the District" at the major interchanges of Georgia 400, which would offer a unified design promoting a cohesive look and feel for the District.



## INTERCHANGE LANDSCAPING

For a consistent appearance throughout the District, the CID installed similar landscape designs at four North Fulton gateways along Georgia 400. First to be transformed was the Mansell Road interchange in 2006, followed by Windward Parkway, Haynes Bridge Road and Old Milton Parkway. The redesigns create a cohesive look and feel, helping brand the District and create a lasting impression for workers, residents and visitors.



Case Studies



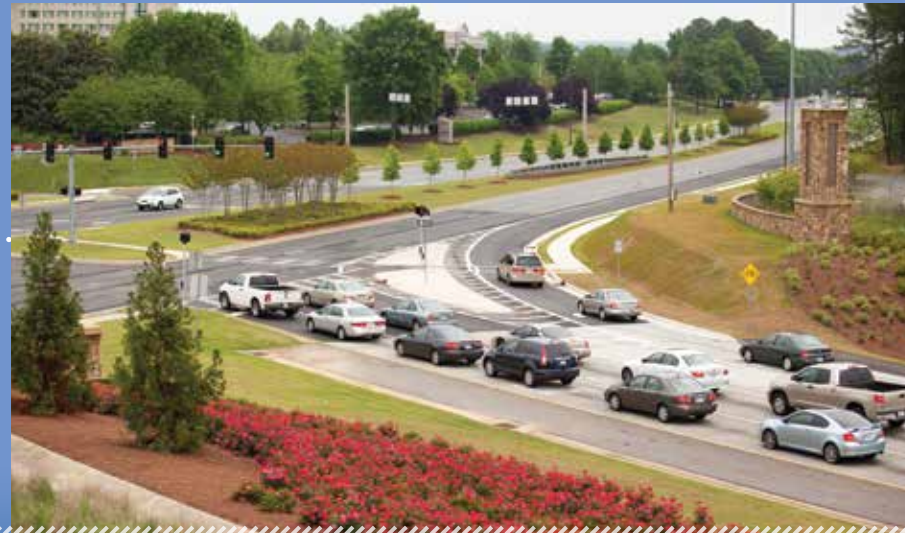
2010

Invested \$4 million in Encore Parkway bridge and streetscape project, securing \$6 million in additional funding. *(bridge renderings)*



2011

Received \$500,000 grant from Georgia DOT to help design and construct Windward Parkway right-turn lane, reducing traffic bottlenecks that affect Georgia 400 daily.



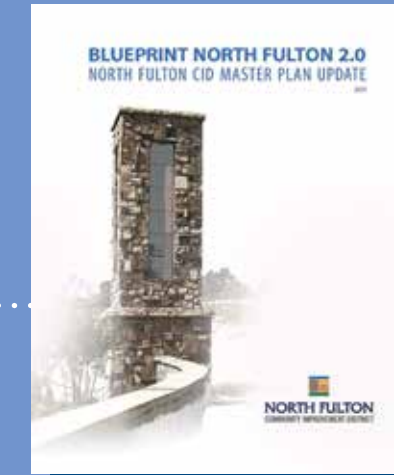
2012

Committed \$789,000 to assist in the completion of Westside Parkway northern extension, opening a new north-south access road parallel to busy Georgia 400.



2013

Invested \$225,000 in Blueprint North Fulton 2.0. Completed traffic-relieving project at intersection of Windward and North Point Parkway.



INTERCHANGE LANDSCAPING, *continued*

*Case Studies*

Haynes Bridge Road



WESTSIDE PARKWAY NORTHERN EXTENSION

Nine years after completing the Westside Parkway Bridge, the CID provided critical funding for completing the northern end of Westside Parkway – bringing the project full circle. The northern extension provides Alpharetta, Cumming, Milton and Roswell residents with an alternative to Georgia 400, and completes a grid system with improved access to businesses, churches, office parks and city facilities. Alpharetta now has four main north-south arteries – Westside and Northpoint Parkways, Georgia 400 and Georgia Highway 9 (Main Street).





# A PLAN FOR SUCCESS

## BLUEPRINT NORTH FULTON SUCCESS LEADS TO BLUEPRINT NORTH FULTON 2.0

In cooperation with the cities of Alpharetta, Milton and Roswell, the North Fulton CID in 2008 launched Blueprint North Fulton, a master land use and transportation plan to manage growth and development along the Georgia 400 commercial corridor. The cohesive strategy provided direction for organizing, funding and accelerating infrastructure improvements based on careful study of development patterns, traffic flow, pedestrian access and community input.

The initial Blueprint master plan identified more than 40 projects at an estimated \$150 million in value. The majority of them – including all Tier 1 projects – are now complete. These priority projects include the extension of Westside Parkway from Old Milton Parkway to Windward Parkway; Mansell Road triple-left-turn lane onto North Point Parkway; Windward Parkway right-turn lane from Georgia 400 north-bound, extending to North Point Parkway; new landscaping at all four major Georgia 400 interchanges in the District; Encore Parkway corridor funding; multiple intersection improvements; and numerous transportation studies. By increasing both mobility and aesthetic appeal, these undertakings enhanced North Fulton's standing as a premier business and residential destination.

Looking forward, the CID has gathered and studied input for priority transportation and quality of life improvements over the next five to 10 years. The resulting new plan – Blueprint North Fulton 2.0 – includes a second phase of Windward Parkway ramp improvements, the extension of Northwinds Parkway near the planned Gwinnett Technical College site, the advancement of a west-side greenway between Kimball Bridge and Webb Bridge roads, and other projects aimed at creating an even more welcoming place to live and do business.

*“We’ve had a tremendous 10 years and the work doesn’t stop here. The CID has a vested interest in seeing our community expand and grow successfully, and we will continue on our path to create a high quality of life for this generation and the next.”*

*– Tad Leithead, CID Board Member*



## 2.0 Priorities

### VISION

How significantly does the project contribute to the CID goal of “maintaining and enhancing quality of life” in North Fulton?

### FEASIBILITY

How feasible is the project in terms of funding, environmental and/or engineering constraints, ability to undertake the project within the Blueprint's seven-year timeframe, and likely support from CID partners, relevant agencies, and the public?



### PARTNERSHIPS

Is the CID's participation critical to implementing the action, and is funding available or likely from partners and/or other sources that can help bring the project to fruition?

# PARTNERS FOR SUCCESS

## CID PARTNERSHIPS

The CID is fortunate to have productive relationships with leaders who are dedicated to the success of neighborhoods and business centers, and to have the entire region supporting its efforts. The North Fulton CID works closely with three partner cities in the District, including the cities of Roswell, Milton and Alpharetta, and with Fulton County and the State of Georgia, to achieve its mission.

CID partner projects in 2013 included:

- City of Alpharetta
- City of Milton
- City of Roswell
- Atlanta Regional Commission
- Fulton County
- Georgia Department of Transportation
- MARTA
- State of Georgia
- State Road and Tollway Authority



*“The CID could not exist without partners. We’re in business to do the front-end work and we then bring entities together. By combining the funding and talent of local partners with that of the CID, we have been very successful at creating opportunities and moving projects forward.”*

*– Moses Brown, Vice Chairman, North Fulton CID*

