

# TAKING CARE OF BUSINESS AND COMMUNITY



A N N U A L R E P O R T 2 0 1 5



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# PREPARING A PATH OF EXCELLENCE

BY **2020**

Atlanta's population will have grown by over 500,000 with over 320,000 new jobs.

BY **2025**

Seventy-five percent of the national workforce will come from the millennial generation.

BY **2040**

Employment sectors in the 20-county area of Atlanta will have the greatest growth area in health care, followed by professional/technical and then real estate.



## So What Does That Mean For North Fulton?

Simply put, there will be continual change and we cannot leave the future to chance. Proactive, deliberate, and wise decisions need to be made to protect quality of life and safeguard development for sustainable infrastructure for the future.

The answer is already here and acting as a catalyst within North Fulton for smart growth and mindful planning. It is the North Fulton Community Improvement District.



## What Is The North Fulton Community Improvement District?

The North Fulton CID is an infrastructure financing mechanism formed by business leaders who are committed to the advancement of the North Fulton region.

This self-taxing organization is funded voluntarily by commercial property owners within the district, ranging from Mansell Road north to McGinnis Ferry Road including the cities of Alpharetta, Milton and Roswell. In the past 11 years, over \$18 million has been invested in North Fulton to improve the regional area as an attraction for economic development and overall quality of life.

*"CIDs are uniquely effective in moving the needle and getting things done."*

KERRY ARMSTRONG, CID BOARD CHAIRMAN

**Since 2003 the CID has leveraged \$18 million into an estimated \$90 million for community improvement projects.**

## GET TO KNOW THE NORTH FULTON CID

The North Fulton CID Board of Directors is a power team of advisors committed to the future of the North Fulton community.

They are individuals who chose not to sit on the sidelines but to directly impact change for the area in which they live and work.

As business owners and corporate leaders these Board Members are citizens who bring a unique perspective on how to get things done. Their passion to serve is fueled by their drive to take care of the community. The momentum you see in the CID is caused by a strong collaboration and commitment to make the community a better place.

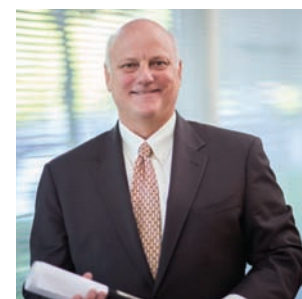
“Our greatest strength is our shareholders. If you look at the Board you will see people contributing to the cause whose time is worth as much as the money. The secret is vested stakeholders playing a direct investment role in their community.”

TOM LADOW, CID BOARD MEMBER



North Fulton  
CID Board

### North Fulton CID Staff



**BRANDON BEACH**  
PRESIDENT

As a leader strongly committed to public service, Brandon Beach understands the extraordinary value of partnerships. His experience in championing North Fulton as the president and CEO of the Greater North Fulton Chamber of Commerce and knowledge of transportation issues as a member of the transportation committee in the State Senate is a powerful combination to provide vision of where the CID can make immediate and long-range impact. Beach approaches economic development and improvements with an action-oriented, results-driven strategy.

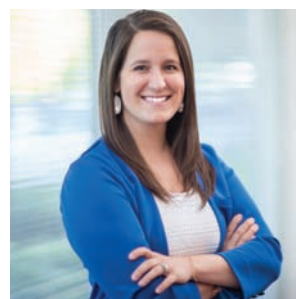
**ALL ABOUT**  
Finding Solutions



**ANN M. HANLON**  
EXECUTIVE DIRECTOR

Known for her ability to deliver results, Ann Miller Hanlon drives projects forward with determination, increasing value for property owners and making North Fulton a better place to do business. She oversees daily operations and manages the CID investment in transportation infrastructure.

**ALL ABOUT**  
Delivering Results



**KRISTIN ROME WINZELER**  
PROJECT MANAGER

Having completed graduate research work in community improvement districts, Kristin Rome Winzeler is a natural when it comes to managing projects for the North Fulton CID. Her focus is on advancing infrastructure ventures throughout the North Fulton district.

**ALL ABOUT**  
The Details



**KERRY ARMSTRONG**  
CID CHAIRMAN  
Pope and Land

Committed to strengthening the fabric of communities, Kerry Armstrong brings a unique perspective to what business and industry needs to thrive. His broad knowledge of regional issues has allowed him to forge connections in ways that make him a sought after leader and advocate for progress and responsible growth.

**ALL ABOUT**  
Seeing the Big Picture



**TAD LEITHEAD**  
Tad Leithead Advisors

As a board member on several Atlanta area community improvement districts, Tad Leithead brings incredible experience to the North Fulton CID. He believes leadership is taking your passion and putting it into action.

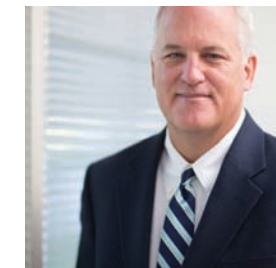
**ALL ABOUT**  
Making a Difference



**MOSES BROWN**  
CID VICE CHAIRMAN  
MMHB & Associates, LLC

Bringing perspective as a business owner, Moses Brown strongly believes in the value of the CID as a catalyst for change. “From the early days of the CID, we have been able to build on what was learned as we overcame challenges. It’s about citizens being ‘all-in!’”

**ALL ABOUT**  
Creating Community



**JOHN BELL**  
Regent Partners

With a reputation as a top producer in office leasing, John Bell knows what it takes to attract the right balance of clients to support economic growth. His vision is to support meaningful projects that will enhance the already stellar reputation of North Fulton as a place to do business.

**ALL ABOUT**  
Impactful Projects



**KEITH STEINBRECHER**  
TREASURER  
UPS

Understanding the impact of transportation UPS leader, Keith Steinbrecher, selects real estate based on accessibility and logistical benefits. Breaking through roadblocks to improve the commuter experience is only one way the CID adds value to North Fulton.

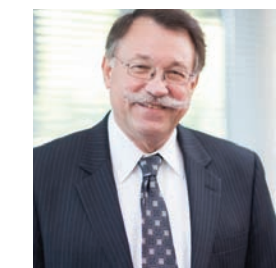
**ALL ABOUT**  
Accessibility



**MARK BURKHALTER**  
Dentons

Known as a consensus builder, Mark Burkhalter understands the value of collaboration amongst community business leaders to ultimately benefit economic growth. His tenure on the State Transportation Board contributes to visionary thinking for the future contributions of the CID.

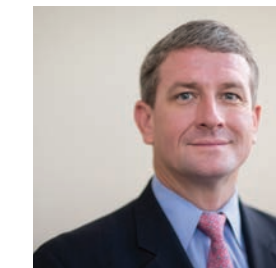
**ALL ABOUT**  
Partnerships



**TOM LADOW**  
LaDow Properties

A results-oriented leader in the community, Tom LaDow is a creative talent who knows how to provide sustainable solutions leveraging technology for real estate owners and developers. His passion is sharing his talents to help those who are trying to better the world in which we live.

**ALL ABOUT**  
Paying it Forward



**TIM PERRY**  
North American Properties

Specializing in acquisitions and capital structuring, Tim Perry knows the value of partnerships. “My vision is to create an area where families want to live, businesses want to grow and visitors seek to spend time. It is critical that the CID ensures the right projects are identified and completed.”

**ALL ABOUT**  
Connecting the Dots



**MARK HENNESSY**  
Hennessy Cadillac

A longtime business owner in the area, Mark Hennessy is invested in improving the North Fulton community. He understands that in order to deliver a quality experience there must be a team committed to making it happen.

**ALL ABOUT**  
Return on Investment



**SHANE JACKSON**  
Jackson Healthcare

A standout leader in the health care industry and recruiting medical talent, Shane Jackson is making a difference. He realizes the benefit that comes from leveraging technology to creating services that meet the needs of those who require care. Not one to let the grass grow under his feet, Jackson makes every move count.

**ALL ABOUT**  
Serving Others

“The CID is a group more concerned with doing what is necessary to make the improvements than they are about promoting themselves in the community.

It is time to realize that enhancements to the community don't 'just happen.' There is intentional thought and strategy as we look down the road for years to come of what will benefit the community.”

TAD LEITHEAD, CID BOARD MEMBER

## WHAT THEY DO

# Getting Things Done in North Fulton

- The CID invests in the district providing higher returns on property values and attracting businesses as a result of improvements.
- Interchange improvements, additional lanes and new roads such as Westside Parkway provide increased mobility throughout the community.
- The improvements the CID has made elevates the North Fulton experience to a whole new level.



## TAKING CARE OF BUSINESS AND COMMUNITY

### Their Work

The residents and workforce who visit North Fulton each day have benefited from many initiatives supported by the North Fulton Community Improvement District.

Investments of \$18 million have been leveraged into \$90 million of opportunities. The quality of life has been improved through increased mobility, improvements in infrastructure and the beautification of past projects such as:

#### A Westside Parkway

Completed in 2012 after finishing the northern section from Old Milton Parkway to Webb Bridge Road. The previous section of Westside Parkway included the Bridge over Foe Killer Creek, which was previously a two-lane road with a three-way stop sign, causing navigation challenges for UPS trucks that were not able to cross the bridge to reach their facility around the corner. This challenge inspired local businesses to join together to form a solution – the North Fulton CID.

#### B Mansell Road at North Point Parkway Intersection

Upgraded two left turn lanes to a triple left turn lane at Mansell Road onto Northpoint Parkway, directly addressing the traffic congestion near the North Point retail center.

#### C GA 400 Interchanges

Enhanced GA 400 interchanges with improvements in landscaping and hardscaping at Mansell Road, Haynes Bridge Road, Old Milton Parkway and Windward Parkway.



## 2014 COMPLETED PROJECTS



### Blueprint North Fulton 2.0

COMPLETED 2014

- In early 2014, the North Fulton CID completed a 5-year update to the Blueprint Master Plan
- The Blueprint capitalizes on the organization's 2008-2013 successes to establish CID initiatives and priorities through 2021
- The plan identifies opportunities and challenges that will shape North Fulton investments over the coming years and focuses on areas that are likely to experience high rates of growth
- Blueprint 2.0 established a short-term work plan and a long-range project list for the CID
- CID projects and initiatives are evaluated based on location, connectivity, the ability to collaborate with local and regional partners and have a positive, lasting impact on the North Fulton community

### Marconi Drive at Windward Parkway Intersection Improvement

CID Contribution  
\$150,000

Project Partner  
City Of Alpharetta



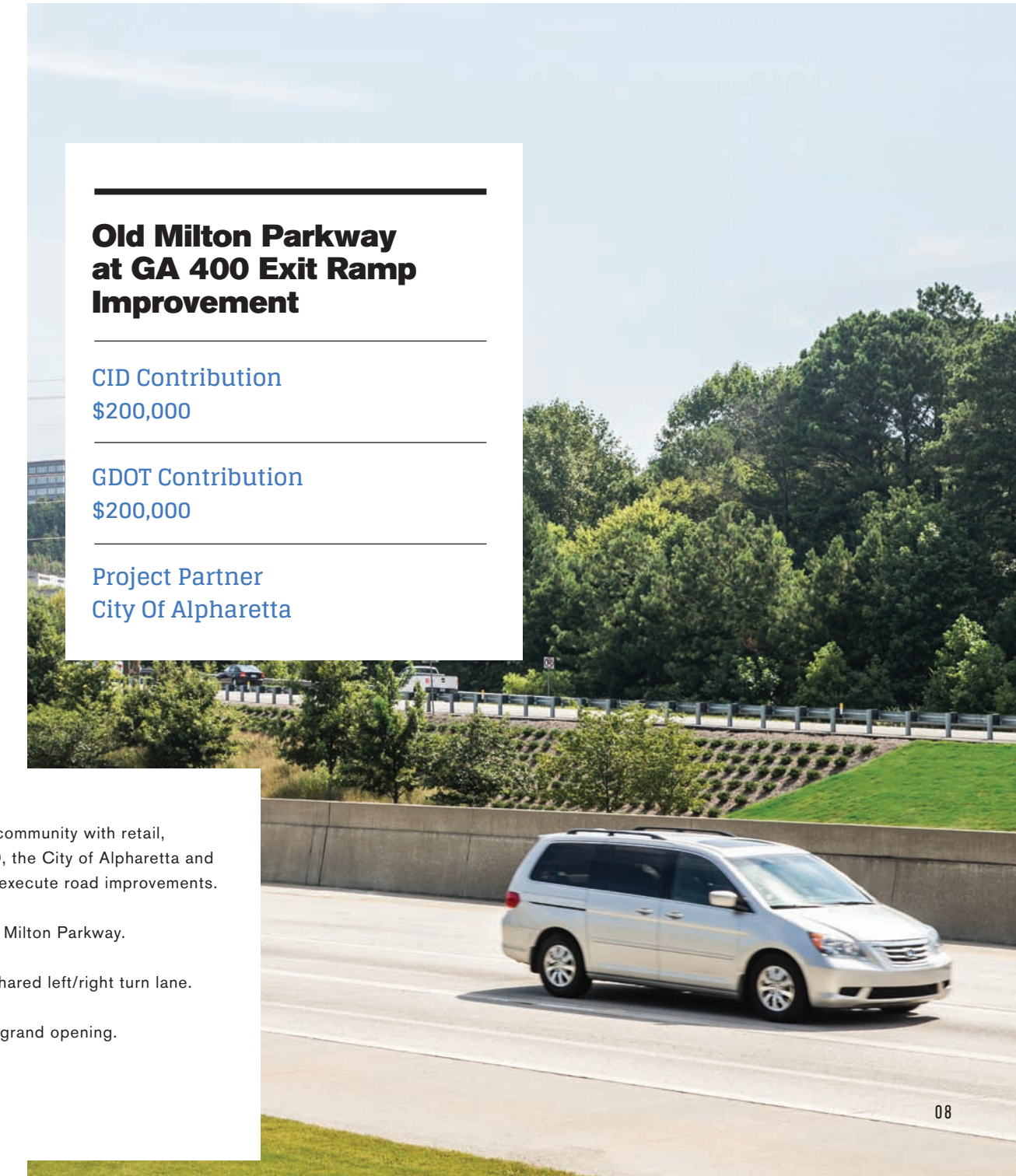
- Project included improved operations at the intersection of Marconi Drive and Windward Parkway.
- Included widening the existing one-lane of Marconi Drive near Windward Parkway to two lanes and re-configuring the signal timing.
- Allowed the national headquarters of major technology company, McKesson Technologies, located on Marconi Drive, to expand and in turn, brought an additional 350 jobs to Alpharetta.

### Old Milton Parkway at GA 400 Exit Ramp Improvement

CID Contribution  
\$200,000

GDOT Contribution  
\$200,000

Project Partner  
City Of Alpharetta



- In anticipation of the opening of Avalon, a \$600 million mixed-use community with retail, theater, Class A office space and residences, the North Fulton CID, the City of Alpharetta and the Georgia Department of Transportation formed a partnership to execute road improvements.
- Involved widening an existing northbound GA 400 exit ramp at Old Milton Parkway.
- Created a true dual left and dual right movement by eliminating a shared left/right turn lane.
- Project completion within an existing right-of-way prior to Avalon's grand opening.

## IN DEVELOPMENT



### GA 400 Northbound Exit Ramp

AT WINDWARD PARKWAY / PHASE 2

- In May 2014, the State Road and Tollway Authority (SRTA) awarded a \$2.8 million grant through its Georgia Transportation Infrastructure Bank (GTIB) to go towards the funding of the CID's Windward Phase 2 project.
- This project includes enhancements to the GA 400 northbound off ramp at Windward Parkway. Two lanes will turn into a triple left turn lane.
- Includes western movement from the interchange to Deerfield Parkway by adding a third lane.
- Total project cost: approximately \$5.7 million.
- The CID funded \$800,000 for the design work that is currently in progress.
- The CID secured \$1.5 million in construction funding from the Georgia Department of Transportation (DOT).



### Encore Parkway Bridge

SCHEDULED COMPLETION 2017

- This project partners with the City of Alpharetta, Georgia Department of Transportation (DOT), Atlanta Regional Commission (ARC) and the State Road and Tollway Authority (SRTA).
- The \$16 million project will widen the existing two-lane Encore Parkway for .7 mile between Westside Parkway and North Point Parkway.
- Includes two 14 ft. travel lanes, two 6 ft. bike lanes, 8 ft. sidewalks, landscape buffers and a raised landscaped median.
- Sidewalks will connect the new Encore Parkway Bridge to the existing Big Creek Greenway Trail.
- The existing bridge over GA 400 will be replaced and upgraded (January – November 2016) to allow for GA 400 improvements. The project includes streetscape features such as; trees, landscaping, pedestrian lighting, street furniture and architectural bridge elements.
- The CID funded \$6 million towards the total cost of the project.



## What's On The Horizon?

Increasing the footprint and expanding the CID boundary and the tax base in order to raise the profile of North Fulton with new projects and programs.

Expansion of current arteries to heighten mobility as much of the workforce of North Fulton is imported into the area during daytime hours.

Continued improvements in technology infrastructure including Georgia's first gigabit community, a future fiber-hood with internet connection speeds 100 times faster than what is currently available.

Resurgence in city centers speaks to the desires and hopes of the emerging millennial generation who wants to make the world a better place.



RIGHT TURN SIGNAL

PLANS FOR THE ENCORE PARKWAY BRIDGE INCLUDE PEDESTRIAN AND BIKE ACCESS TO THE GREENWAY.

Committed to increasing mobility to make the greatest impact on our members, customers and property values. Public transit is the long-term solution and the CID is an advocate to support this initiative.

Funded design and a right of way acquisition for extension of Northwinds Parkway, a local connection from Kimball Bridge Road to Old Milton Parkway.

# marta A RESOLUTION

NORTH FULTON COMMUNITY IMPROVEMENT DISTRICT SUPPORTS THE PUBLIC TRANSIT NORTH LINE EXTENSION

JANUARY 7, 2014

**300,000** 

Workers who are traveling on roadways in and out of the area.

**67%** 

Of employed North Fulton residents commute to work outside of the area.

**4x** 

The number of workers that live and work in North Fulton (50,637) contributes to the traffic flow into North Fulton.

Have you been stuck in traffic on our North Fulton roads? According to the latest U.S. census data, it's due to nearly 300,000 workers who are traveling on roadways in and out of the area. What can be done to address the increasing crawl of traffic?

The North Fulton Community Improvement District created a resolution in March 2014 supporting the north line extension of the MARTA public transit system.

This strong statement by the CID showed the intentional dedication reflecting the purpose for which the CID was created; providing additional transportation choices, improving air quality and reducing traffic congestion.

The courageous foresight to favor this initiative comes at a critical time in the development of North Fulton, as residents of North Fulton are emotionally tied to navigating the city in their own vehicle.

It is evident the economy, demographics and mobility of the world is changing. The declining quality of life from long commute times clouds the images of what is great about North Fulton to businesses who are considering relocation or expansion and families who sacrifice time together. When Fortune 500 companies and small business owners coming from other parts of the country with efficient transit systems

ask about transit, the answer regarding options often taints the selection of North Fulton as a destination.

Demographics of generational differences also come into play when considering the future of transit. The Atlanta Regional Commission notes a surging population in the 20-county Atlanta area in the age 65 and older sector from 8% in 2005 to 20% in

2040. This aging population will benefit from a synchronized transit system.

Today's millennial generation will account for 75% of the workforce by 2025. Collectively, this group stands for supporting companies and organizations that do social good and have an environmental impact. Traveling by transit makes sense to them since it so closely aligns with their values.



**“We believe the small investment from our members allows us to create a large investment in the CID – driving value and desirability for external buy-in and local satisfaction.”**

TIM PERRY, CID BOARD MEMBER



## COMPONENTS OF THE RESOLUTION



**01**

Drafted documentation shows line will terminate at Windward Parkway.

**02**

North Fulton CID commercial property owners would benefit from expanded transit along the GA 400 corridor.

**03**

The need to consider additional travel patterns is required in a comprehensive transit plan.

**04**

North Fulton CID will support making the North Line extension a priority project in the MARTA capital improvement program.



**NORTH FULTON CID STAFF**  
*(pictured L-R)*  
 Ann M. Hanlon,  
 Brandon Beach,  
 Kristin Rome Winzeler



**CID PARTNERSHIPS**




“Becoming a member of the CID was a great business decision, as it is a great way to speed up the process of improving our community. The CID is a great catalyst for positive change.”

**MOSES BROWN, VICE CHAIRMAN**



# CID MEMBERSHIP

## Be Part of the Solution

### Why Should You Consider Membership?

North Fulton is a boom for business and with the potential for development along the GA 400 corridor, it promises to continue.

It demands that we have forward-thinking visionaries who are realistic about the changing technologies, economy and dynamics of how business is done on a global scale.

Leaders with a dedication to their community are needed to safeguard their investments and exponentially create new opportunities that make sense for the thrive-ability of the North Fulton region.

It's so much more than an extra tax. It's about taking the investment and leveraging it for more than what one individual or business can do. It's about pulling together public and private entities to further the value of North Fulton.

Businesses who are members of the CID have seen the results of its work. The increased quality of life from improvements in infrastructure, safety and beautification has produced an upgrade in the aesthetics of North Fulton as well as increased mobility and accessibility.

The tax investment amplifies the value of their business and has proven to be a wise investment of their money, as the CID has leveraged \$18 million into \$90 million in infrastructure.

### JOIN THE NORTH FULTON CID.

VISIT [NORTHFULTONCID.COM](http://NORTHFULTONCID.COM) TO LEARN ABOUT MEMBERSHIP

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