



\$4 Million Infusion Could Spur Walkable North Fulton

By Ann Miller Hanlon, Chief Operating Officer, North Fulton CID

Taking a short stroll to the symphony after a casual dinner won't just happen in Midtown if the vision created by the City of Alpharetta and the North Fulton CID becomes reality.

The City of Alpharetta won a \$4 million grant from the Atlanta Regional Commission's Livable Centers Initiative program to make Encore Parkway the spine of a walkable North Fulton. The grant will be used to build a streetscape and bike lane and sets the stage for the CID to realize its vision of a pedestrian-oriented center in North Fulton.

"The Atlanta Regional Commission's LCI grant allows us to move forward with a major project for the area," said Brandon Beach, Executive Director of the North Fulton CID. "We now have the opportunity to advance the creation of a walkable activity center in North Fulton that will allow area residents to have more alternative travel options."

The LCI grant, which creates a connection from the Big Creek Greenway to the Encore Parkway bridge over Georgia 400, covers nearly half the cost of the estimated \$9 million bridge replacement and roadway improvement project.

"The North Fulton CID and the City of Alpharetta are committed to enhancing the community and improving the quality of life for the area employees and property owners," said Alpharetta assistant city administrator James Drinkard. "The improvements to Encore Parkway will put us one step closer to creating an interconnected network of sustainable, walkable centers for our community."

In the initial design phase, the Encore Parkway streetscape spans a half-mile between Westside Parkway and North Point Parkway. The project includes a trail extension, median improvements, landscaping upgrades and potential bridge replacement. Preliminary engineering studies have been completed.

In 2009, the CID spent \$2.6 million to advance the design of 10 projects, including initial designs for the Encore Parkway project. Upon the project's completion, the Verizon Wireless Amphitheatre will be just a short, beautiful walk away from top-rated restaurants, North Point Mall and the Big Creek Greenway trail system for area residents and visitors.



C/O Jackson Spalding Communications
1100 Peachtree Street, Suite 900
Atlanta, Georgia 30309

IMPACT

FALL 2010

Sign up for our monthly **IMPACT** e-newsletter. Register online at www.NorthFultonCID.com.

Sign up before October 15 and receive a free North Fulton CID travel mug!

Upcoming Events

Learn about regional land use and transportation issues at area events this fall.

- 10/26** **ARC Planning Academy: Promoting Housing Options for Older Adults**
1968 Peachtree Road NW
- 11/2** **North Fulton CID Board Meeting**
North Fulton CID offices
- 11/5** **ARC's State of the Region Breakfast**
Hyatt Regency Atlanta
- 12/1-3** **GRTA 2010 Conference**
Athens, Ga.
- 11/5** **Sustainable Atlanta Roundtable by Southface**
634 W. Peachtree Street
- 12/7** **North Fulton CID Board Meeting**
North Fulton CID Offices
- 12/8** **Council for Quality Growth Annual Meeting**
Atlanta Marriott Gwinnett Place



Second 'Gateway' to North Fulton Finished

Knock Out Roses, Crape Myrtle and rows of Georgia pines now greet visitors at the front door of Atlanta's Hospitality Highway. More than 300 plants, including a dozen different varieties, beckon commuters to North Fulton at the Haynes Bridge Road interchange with Georgia 400.



This summer, the North Fulton Community Improvement District (CID) completed the \$400,000 landscape project. Piedmont Landscape Contractors, LLC planted trees and shrubs in the three quadrants of the interchange, along with 30,000 square yards of sod. The installation took about four months to complete.

continued on next page >

Third 'Gateway' to North Fulton Starting

This fall, the CID will break ground on a major landscaping project at Windward Parkway around the Georgia 400 interchange. The \$1.2 million project will include more than 400 trees and shrubs, 11,000 smaller plants and four acres of sod.

The CID has already completed similar projects at the Mansell and Haynes Bridge interchanges. It is investing more than a million dollars in landscapes and hardscapes to create the third "gateway" interchange in North Fulton. Gateway projects help create a vibrant and memorable look for the more than 500,000 motorists that travel in and out of the District each day.



Russell Landscape Contractors will serve as the contractor for the project. Russell created the original gateway design for the Windward interchange more than a year ago. The company estimates the entire project will be

continued on next page >





An Italian look will create a classy, colorful connection between North Point Mall and the Verizon Wireless Amphitheater. The CID is working closely with the City of Alpharetta to create a new bridge over Georgia 400 that will make the Encore Parkway area a center for pedestrian activity and development in North Fulton.

Second 'Gateway' to North Fulton Finished *continued*

The landscape plan was modeled after the CID's successful Mansell Road interchange landscaping – the first "gateway" interchange designed and installed by the CID in 2007.

"The CID is investing in an even more vibrant and sustainable North Fulton," said Ann Miller Hanlon, Chief Operating Officer of the North Fulton CID. "These beautification projects help brand our District, making it more attractive for business and for the people who live, work and play in North Fulton."

To complete the new look of the Haynes Bridge Road interchange, the CID worked closely with both the Georgia Department of Transportation and the City of Alpharetta.

Carefully planned permitting allowed the CID to fast-track the installation.

A \$50,000 GATEway Grant from the Georgia Department of Transportation also helped fund the beautification project. The GATEway Grant Program provides funding for enduring enhancements to Georgia roadsides.

"The beautiful new landscaping at Haynes Bridge makes a real visual impact, letting visitors know when they have come to the District," said Don Howard, President and Chief Executive Officer of Bank of North Georgia, and a member of the CID board of directors. "We have nearly half-a-million drivers who travel our interchanges daily. It's like a greeting card for anyone coming

up Georgia 400."

The gateway interchange designs align with Blueprint North Fulton, the CID's master plan for the District. Blueprint North Fulton creates a cohesive vision to guide transportation and development initiatives throughout the commercial areas that make the up the CID.

"In 2010, the CID is spending nearly \$3 million to accelerate infrastructure projects within the North Fulton market," said Brandon Beach, Executive Director of the North Fulton CID. "These interchange projects are one of the many ways the CID plans to improve transportation and the quality of life in our region."

Third 'Gateway' to North Fulton Starting *continued*

complete by summer 2011, depending on weather.

The CID is thrilled to bring one of the Southeast's leading providers of landscape services to the project.

"We have worked with Russell Landscaping on a number of projects over the years," said Brandon Beach, CID Executive Director. "We know that Russell

produces the kind of high quality projects that the CID's Blueprint demands. We are thrilled to be working with them on revitalizing the latest gateway entrance to the District at Woodward Parkway."

Not only will the CID fund the project, but the board has also agreed to provide for three years of maintenance for the landscaping.

"Maintaining the plants during their first three years will allow all the plants time to take root and mature," said Ann Hanlon, Chief Operating Officer. "After three years, we are partnering with the Woodward Business Association on the long-term maintenance. This is a great service to the District, and we appreciate their cooperation."

Projects Around the CID:

Encore Parkway Bridge and LCI Grant

- Awarded \$4 million LCI grant from Atlanta Regional Commission
- Creates pedestrian corridor in North Fulton
- Connects mall, restaurants and amphitheater

Haynes Bridge GATEway Grant Landscaping

- Project awarded \$50,000 GATEway grant from Georgia DOT
- Leverages initial CID project funds
- Project completed

Woodward Parkway Interchange Landscaping

- Russell Landscape hired for installation
- \$1.2 million in landscape and hardscape improvements
- Starts Fall 2010



Mansell Road-North Point Improvements

- Triple-left turn designed at North Point Parkway
- Relieves back-ups on Mansell, Georgia 400
- No additional right-of-way required

Haynes Bridge Beautification

- New fencing, lighting for bridge
- Metal panels will improve pedestrian safety, enhance gateway entrance
- Currently under design

Woodward/400 Ramp Extension

- Right-turn lane extends to North Point Parkway
- \$500,000 construction cost paid by DOT
- Project to start early 2011