

## NEW BOARD MEMBER ADDS STRENGTH TO THE CID

In June, developer Penn Hodge was named the newest member of the North Fulton Community Improvement District Board of Directors. He replaced David Baer of UPS, who had served on the board since 2006 and was instrumental to the CID's Blueprint North Fulton master plan. Mr. Baer retired from UPS this year.

President and CEO of Penn Hodge LLC, Mr. Hodge has played a fundamental role in the North Fulton area over the years. "I'm honored to join the North Fulton CID board," said Hodge. "I look forward to contributing to such a successful organization and working to make the North Fulton corridor an even better place to live, work and play."  
**Need approval by Penn**

A graduate of the University of Georgia and the UGA School of Law, Hodge is a member of both the Atlanta and Georgia Bar Associations.

"Penn's knowledge and commitment to the region make him an incredible asset to our board," said Ann Hanlon, Chief Operating Officer of the North Fulton CID. "We look forward to working with him as we embark on this exciting time for our District and for the North Fulton market."

In addition to Hodge's election, Mario Mireles of General Growth Properties and Tad Leithead of Cousins Properties Inc. were also re-elected to the Board. Mireles has served on the board since its founding, while Leithead began his term in 2008.



## CID INVESTS \$2.6 MILLION TO ENHANCE NORTH FULTON *continued*

Given the tough economy, CID board members saw an opportunity to create jobs and enhance the District at the same time, said CID Chairman Kerry Armstrong of Duke Realty. "During these turbulent times, putting people to work and continuing to improve the quality of life for commuters and residents in the District is extremely rewarding," Armstrong said. "These projects should send the message that we are planning on a bright future for everyone in North Fulton."  
**Needs to be approved by Kerry -**

Representatives from the cities of Alpharetta, Roswell and Milton attended the June meeting to assist in project evaluations. "We are extremely happy to have a partner like the CID that works closely with our city to leverage higher returns on each dollar we invest," said Alpharetta City Councilman John Monson. "The proposed projects will have a direct and positive impact on our District."

Ten projects are being designed, with a variety of funding options in consideration. The next step is for the North Fulton CID board to select those priority projects that make the most sense, then to identify specific funding for each project.

"Funding is available for a handful of these projects already," Armstrong said. "For instance, the suggested roundabout intersection at the southwest corner of the District could be 100 percent federally funded. We're looking at every opportunity to leverage the CID's early investment to create outstanding projects for North Fulton."



## IS NORTH FULTON NEXT - AGAIN?

By Ann Miller Hanlon, COO, North Fulton CID

Over the past 20 years, growth has transferred from Cobb, Gwinnett and North Fulton to Hall, Cherokee and even Dawson counties. Atlanta sprawls more than 100 miles across, and was growing even bigger. But the economic downturn, combined with changing consumer preferences, could change all that. We need to create walkable, people-friendly places as the next step for our region.

"Metro Atlanta is following a national trend in creating and growing high-density, walkable urban places," said noted growth strategist Christopher Leinberger. "Midtown, Virginia-Highland, Buckhead, Vinings and Decatur have emerged as walkable urban places. There will be many more. Think of places such as Alpharetta, Doraville, Norcross and Smyrna," Leinberger wrote recently in the Atlanta Journal-Constitution. "Homes in the center of the region and close to job centers have not suffered much, if any, price declines. Prices on the fringe are down twice the regional average, losing on average at least 14 percent of value."

The North Fulton CID is positioned to capitalize on the coming growth wave. The concepts in Blueprint North Fulton, to develop around business nodes and implement transit strategies, will guide our region smartly into the future.

*Christopher B. Leinberger is a visiting fellow at the Brookings Institution, a professor at the University of Michigan and a real estate developer. He is author of "The Option of Urbanism: Investing in a New American Dream."*



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## PROPOSED PROJECTS

The North Fulton CID is considering 10 new projects to improve mobility and beautify the District. Initial plans have been developed, and several of these projects are moving forward.

### The 10 projects are:

1. Landscape at Haynes Bridge Road and Georgia 400
2. Landscape at Windward Parkway and Georgia 400
3. Landscape at Old Milton Parkway and Georgia 400
4. Encore Parkway Trail
5. Streetscape along Old Milton Parkway
6. Streetscape along Haynes Bridge Road
7. Roundabout intersection at Old Roswell and Warsaw Roads
8. New Lanes on Georgia 400 Exit Ramp at Windward Parkway
9. Widening Mansell Road
10. Signal timing along key corridors

Many of these projects are currently waiting for funding.



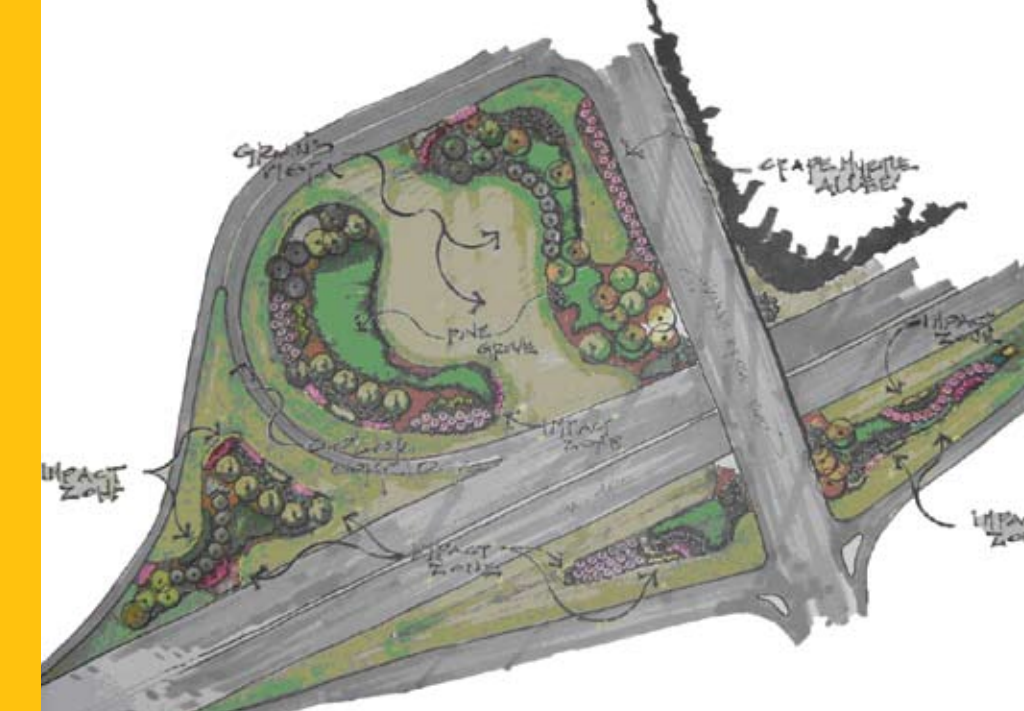
## CID INVESTS \$2.6 MILLION TO ENHANCE NORTH FULTON; EARLY INVESTMENT COULD YIELD \$32 MILLION IN NEW PROJECTS

Earlier this year, the North Fulton Community Improvement District invested \$2.6 million to begin design on transportation projects in and around the North Fulton market. The projects include new and upgraded intersections, streetscapes and trails. Even the traffic signals could get a boost, with better signal timing at area intersections. This early investment by the North Fulton CID could generate more than \$32 million in new projects for North Fulton.

In March, the CID met with contractors, engineers, and landscape architects to design nearly a dozen different projects around the District. The CID board then met in June to review initial plans and drawings for each project. At the board meeting on June 6, program manager PBS&J presented an overview of all the ongoing work, while the CID board and guests visited individual work stations to gather more information on each project. Large-scale renderings, concept plans and computer models helped clarify the merits of each proposed plan.

"We started this process in February, positioning North Fulton to take advantage of any federal stimulus money available for transportation projects," said Ann Hanlon, chief operating officer for the North Fulton CID. "And the CID board's quick action earlier this year enabled the submission of nearly a dozen 'shovel-ready' projects for stimulus consideration. For those projects not eligible for stimulus funds, the design plans are now ready and can be utilized whenever funds become available."

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## CID REPAINTING NORTH FULTON'S FRONT DOOR

The North Fulton CID is considering three separate landscape projects worth an estimated \$2 million, to create stunning entryways to the North Fulton market.

“As part of our overall branding program for the District, we’re looking to improve how people enter our community, and let them know they’ve arrived,” said Ann Hanlon, COO of the North Fulton CID. “Upgrading the look of the District’s four major interchanges along Georgia 400 – Mansell Road, Old Milton, Haynes Bridge and Windward Parkway – will make an impact on anybody visiting the area, whether its workers, shoppers, or even those who live in the area.”

Ideally these three projects will have the same positive impact as the CID’s inaugural streetscape project at Mansell Road. Completed in 2007, the Mansell interchange streetscape creates a grand entrance to the south end of the District. Its stone walls, trees, landscaping and sidewalks help foster a positive image for the North Fulton market while improving mobility and connectivity. The sidewalks now link the MARTA park-ride lot with North Point Mall, area offices and the new townhomes along Encore Parkway.

Timing will depend on when funding for each of the three projects can be identified and secured.



## PROPOSED STREETScape IMPROVEMENTS

1

### Windward Parkway Interchange

- Landscape improvements
- Preliminary designs by Russell Landscape
- Total project cost estimate: \$1 million



2

### Old Milton Parkway/SR 120 Interchange

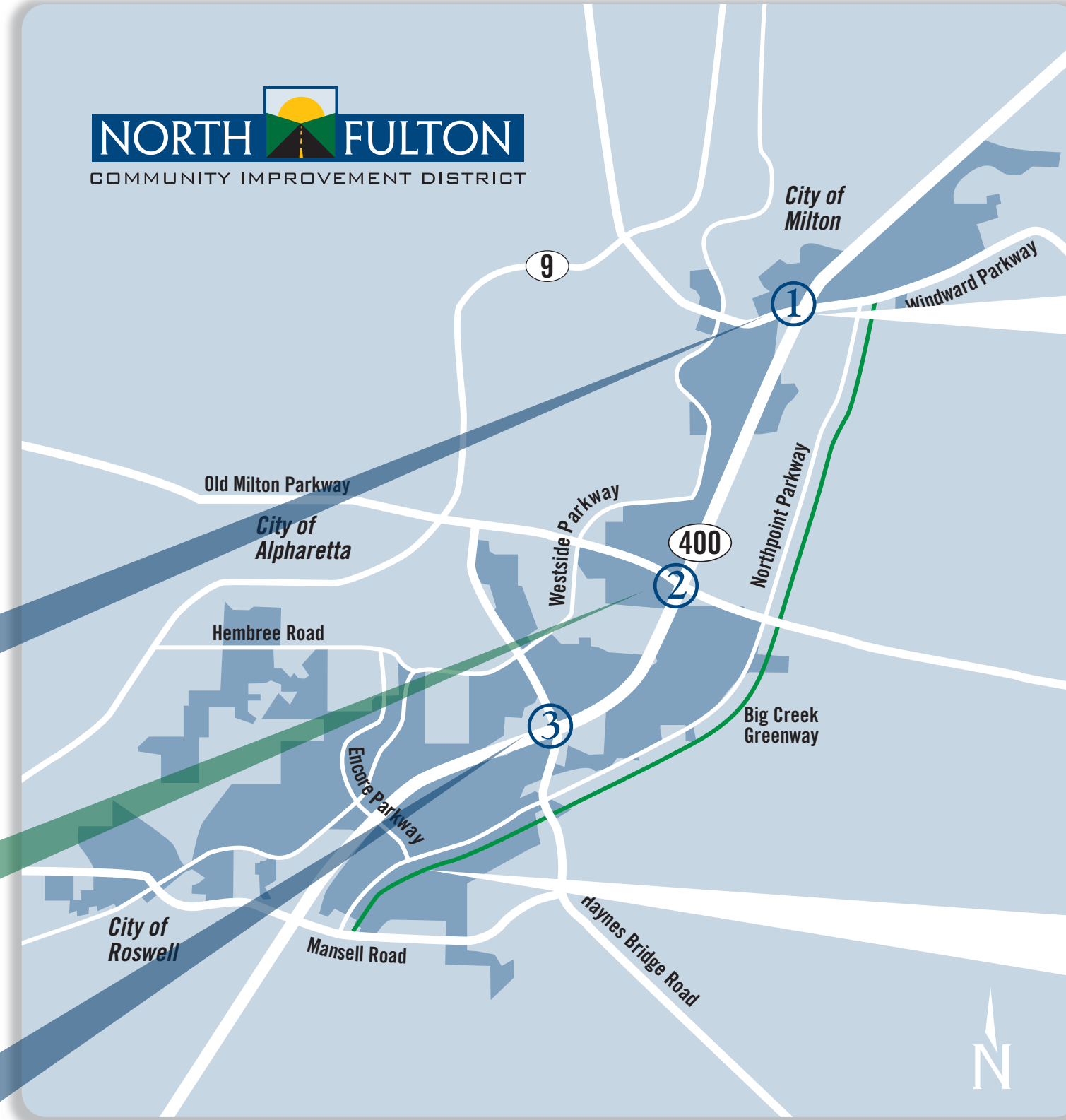
- Landscaping and visual barriers
- Preliminary designs by RS&H
- Total project cost estimate: \$500,000



3

### Haynes Bridge Interchange

- Plan is to create a grand vista for commuters exiting south into the District
- Preliminary designs by Gibbs
- Total project cost estimate: \$500,000



## CID CONFRONTS TRAFFIC TROUBLES AT WINDWARD PARKWAY

More than **xx**-million cars each day pass through Georgia Highway 400’s interchange with Windward Parkway, causing major back-ups on both arteries.

“Different solutions are needed for the morning and afternoon rush hour,” said Taylor Wright, the North Fulton CID’s program manager for these projects, and an employee of engineering firm PBS&J. “The CID selected Jordan, Jones & Goulding (JJ&G) to come up with a design that relieves congestion during both rush hours.”

JJ&G suggested a two-phased approach to improving the Georgia 400 northbound ramp at Windward Parkway. Phase one would be a relatively inexpensive right-turn lane from Georgia 400 to

North Point Parkway. The \$500,000 project could drastically reduce congestion during the morning commute.

Designs for the second phase address afternoon congestion, adding another left turn lane on the ramp. “This triple left-turn lane and third receiving lane would be a more extensive project,” PBS&J’s Wright said.

Both projects are still in the conceptual stages, with funding for each being identified by the CID.



“I’ve seen people on Georgia 400 northbound reading books and newspapers while waiting to get on Windward Parkway in the morning,” said CID Board Member Moses Brown, vice president of Reed Elsevier/ LexisNexis. “That exit ramp is a significant bottleneck, and a serious safety concern for commuters trying to get to Windward Parkway.”



## CID APPLAUDS PLANS FOR ENCORE PARK GREENWAY TRAIL, OLD MILTON STREETScape

The North Fulton CID is focused on not only improving traffic flow and beautification along Georgia 400, but also mobility for people throughout the District.

Plans for a connecting trail between the Verizon Wireless Amphitheater at Encore Park and the Big Creek Greenway are moving forward. A separate streetscape improvement project along Old Milton Parkway also is in the design phase.

In the initial design phase, the Encore Parkway Trail spans a half-mile between

Westside Parkway and North Point Parkway. Arcadis is conducting preliminary engineering studies on the \$8.4 million project, which includes the trail extension, median improvements and landscaping upgrades.

The Old Milton Parkway streetscape plan envisions wider sidewalks and a multi-use path extending along Old Milton from Westside to North Point Parkway. Lowes Engineering is the consultant on the 1.25 mile project, which has an estimated \$6.1 million cost.

