



Town Center Community Improvement District  
2015 ANNUAL REPORT

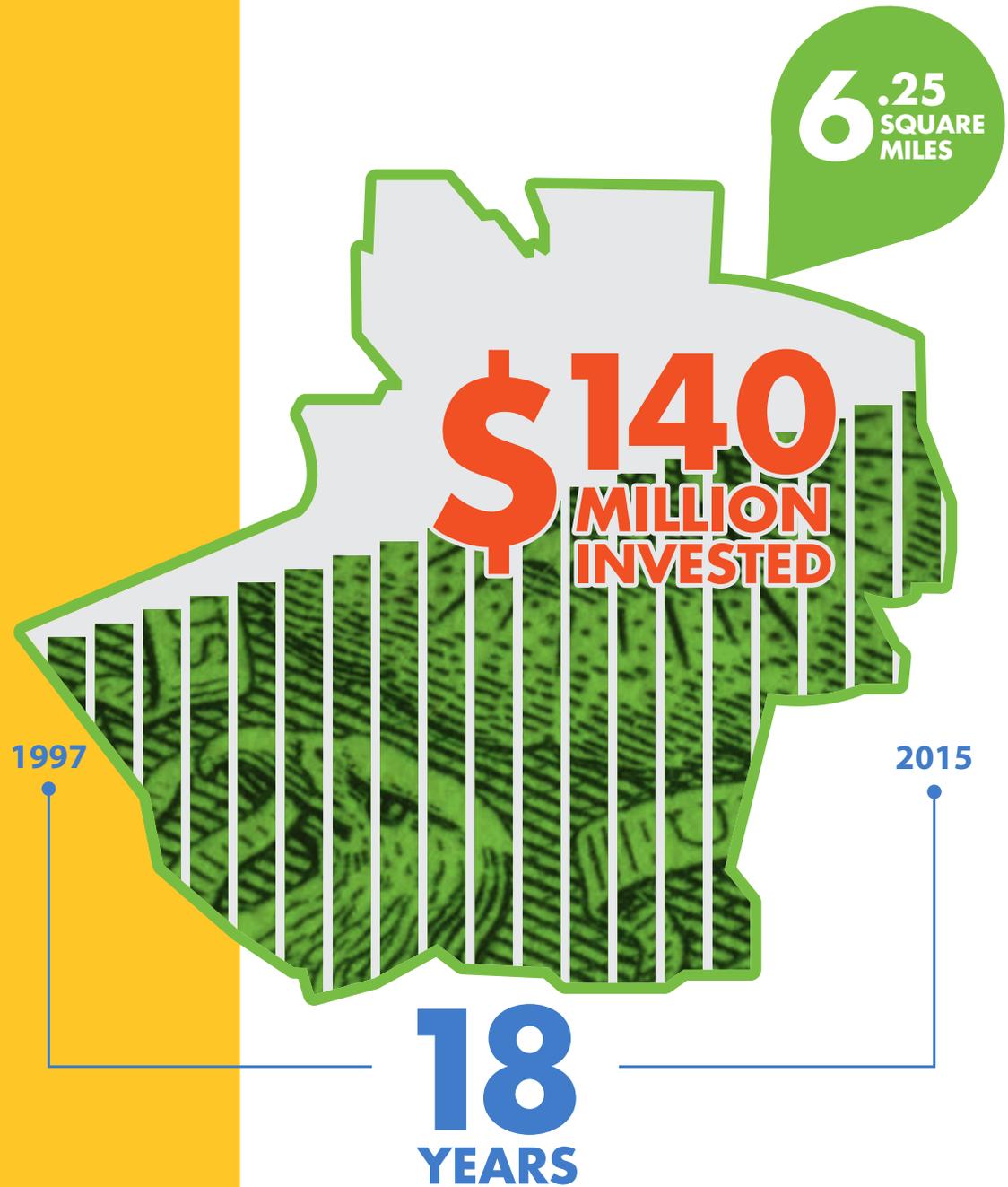


# WHO ARE WE?

Since 1997, the Town Center Community Improvement District (CID) has forged partnerships with property owners, residents, businesses, Kennesaw State University and government agencies to invest more than \$140 million in the area, improving property values, infrastructure, accessibility and the attractiveness of our vibrant 6.25 square mile community.

The area now boasts 5.7 million square feet of office and retail space, 8.5 miles of scenic trails and access to two interstates. In addition to the many businesses and a state university within its boundaries, Town Center is also home to Cobb County International Airport and a plethora of dining, shopping and entertainment options.

2015 was a year of many firsts for the CID, with important projects completed and new ones launched. We are thrilled to celebrate our ongoing successes and the plans for the future that are underway.



I am proud to say that the Town Center Community Improvement District (CID) accomplished more in 2015 than in any year to date. We launched and completed more projects than ever before, from infrastructure improvements that increased accessibility to quality of life enhancements that reinvigorated our area. To make the district safer and more beautiful, we added sidewalks, lighting, signage, greenspace and fresh landscaping for visitors and residents use and enjoyment. We took creative, forward-thinking steps, rebranding our organization to give it a new look that more fully reflects our mission and goals. Additionally, the Town Center CID successfully formed a 501c3—the Town Center Community Alliance.

But our single, greatest focus in 2015 was on the community itself. By community, I don't just mean our district, I mean the greater community that spreads beyond our boundaries. By making this community our focus, we built sustainable partnerships with Kennesaw State University; Cobb County Department of Transportation (DOT), government and P.A.R.K.S. services; the state of Georgia government and DOT and numerous other organizations, to accomplish more than ever before, faster than ever before, improving our community beyond what any of us could do alone. By having this focus, we have made the Town Center community a better place.

Our new Zagster bike share program—the first one implemented by a CID in the state of Georgia—connects us to our greater community and provides a transportation option that previously did not exist. Bold initiatives like the Skip Spann Connector, which opens in 2016 and features the first illuminated bridge in Cobb County, will continue to set the Town Center community apart.



When we developed our new website, we made a conscious decision for it to be used as a marketing tool to support, promote and grow the Town Center area. We are one of only a few CIDs in the state and the country to do so. I encourage you to visit [www.towncentercid.com](http://www.towncentercid.com) and see all of the exciting things that the Town Center community has to offer. It is truly an exciting, vibrant place to be.

We are proud of our Town Center community and grateful for the opportunity to work with amazing stakeholders, from individuals to organizations, to continue to improve the community in 2016 and beyond. There is much to be done, but we will continue to work hard to make Town Center the place to be.

Sincerely,

A handwritten signature in black ink, appearing to read "Mason Zimmerman". The signature is stylized and fluid.

Mason Zimmerman  
Chairman of the Board, Town Center CID

# 2015

## Accomplishments Pave the Way

2015 was a year of many great successes for the Town Center CID. From launching a new brand to the completion of important and innovative projects, it will be remembered as a year of great promise and accomplishment.

## A NEW BRAND PUTS TOWN CENTER CID VIVIDLY ON THE MAP

The Town Center CID has evolved dramatically since its beginnings in 1997, with new staff, reach and vision. In 2015, a new brand was launched to reflect the evolution of the organization. Working with the award-winning Marietta agency 524 Creative, the organization acquired a new logo, color palette, website and other corporate identity pieces, all with a distinctive, attention-getting new look.

The new prismatic logo represents a virtual map pin, similar to what you would find on a GPS mapping application, visually underscoring that Town Center is where you want to be—for commercial and residential real estate, education, dining, shopping and entertainment.

It's all here in a 6.25 square-mile bright spot in Cobb County. The colors of the prism include a distinct color for each key component of the area, providing a sense of place and a professional and modern look that reflects how the Town Center CID is putting the area on the map.

### ORANGE AREAS

Orange reflects creativity, optimism, energy and modernism. It represents the individuals and partners that help comprise the Town Center community and their everyday drive to promote our area.

### GREEN AREAS

Green depicts growth, prosperity, innovation and success. It also highlights our vast green spaces and trails, along with our environmental efforts.

### BLACK POINTS

Black represents power, confidence and new beginnings. It also signifies the cardinal points of a compass, with the east side being open indicating our forward momentum, ongoing journey and unlimited possibilities.

### GOLD AREAS

Gold connotes success, knowledge, wisdom and prosperity. It is also a nod to the ongoing relationship with Kennesaw State University, the state's fastest growing and one of the top 50 in the nation in size. Gold also represents the bright future of the Town Center community.



**TOWN  
CENTER  
COMMUNITY  
IMPROVEMENT DISTRICT**

### ICON

The icon is a combination of our mission, values and assets integrating to form a true sense of place. The Town Center community is one that is built upon many elements working together to create a beautiful, thriving environment. The multiple pieces also represent the infrastructure we build. Each square represents a part of a solid foundation, one rich in history and poised for a prosperous future.

### BLUE AREAS

Blue is associated with business, trust and confidence. The color is conservative in nature and is the universally liked color in the spectrum. It also represents the Noonday Creek that runs through the heart of the area, for which our main trail is named.

As part of our rebranding process, we rolled out a new website that not only details the Town Center CID's ongoing and upcoming projects, but also promotes Town Center as a community by including information on popular attractions, dining, shopping and lodging options, business amenities and much more.

[www.towncentercid.com](http://www.towncentercid.com)

*"The CID is continuing to put Town Center on the map. Many people in Atlanta and beyond may not realize all that Town Center has to offer, but the CID is making sure they find out. They're doing a great job of marketing the area as a great destination in which to work, own a business and just spend time. The new logo is reflective of the vibrancy and forward thought that the Town Center CID is known for."*

*- Sharon Mason, Chief Operating Officer,  
Cobb Chamber*





## SKIP SPANN CONNECTOR LIGHTS UP SAFER TRAVEL

A highly anticipated community improvement project, the Skip Spann Connector will reduce traffic congestion, increase safety for pedestrian and bike traffic, beautify road sections and include the construction of the very first lighted bridge in Cobb County. When complete in April 2016, it is expected to reduce traffic at the I-75 and Chastain Road interchange by 19%.

The 416-foot-long bridge will span I-75 just north of Chastain Road in Kennesaw and increase access to Kennesaw State University and other local destinations, improving connectivity and visibility for the area. The project consists of four lanes of new connecting roadway, bike lanes and an 11.5' multi-use path on both sides of the bridge, which will enable safer pedestrian and bicycle traffic between the Kennesaw State University (KSU) campus,

west of I-75, the KSU Sports and Entertainment Park and other area destinations. Raised planters with native shrubbery will act as a barrier between the multi-use paths and the roadway. The project will also realign TownPark Lane, and adds a roundabout at the intersection of Busbee Drive and TownPark Lane.

This historic project is possible through a well-coordinated partnership between the Cobb County DOT, Georgia DOT, Kennesaw State University and Town Center CID who worked together to secure funding and support for the Skip Spann Connector project. In another first for the area, the bridge was designed by the winners of a collaborative Cobb County college student competition and incorporates a standout, iconic design that reflects our local community.

*"The Skip Spann bridge is the shining result of a truly successful, proactive partnership between Cobb County DOT, GDOT, KSU and the Town Center CID, that will give citizens better and safer access to Town Center at Cobb, KSU and other local destinations."*

*– Tim Lee, Chairman, Cobb County Board of Commissioners*



*This project is named after Thomas E. "Skip" Spann, founding Chairman of the Town Center CID, who inspired change and growth in the community and served on its Board of Directors until his passing in August 2012.*

## TOWN CENTER CID BIKE SHARE PROGRAM A GEORGIA FIRST

We're proud to be the first CID in the state to offer a bike share program! Partnering with Zagster, a leading provider of private and public bike-sharing programs nationwide, the CID launched the endeavor in November 2015.

Intended to create a fun and healthy way to access the area without a car, this new venture currently provides 20 bikes at three convenient bike share stations located along the Noonday Creek Trail, a seven-mile multi-use path system in the Town Center community. Bike stations are located at the Bells Ferry Trailhead, Town Center Mall at Cobb, and the future home of Aviation Park. The enterprise has provided 1,064 trips to 589 members through the end of 2015.



*"The Town Center CID is making progressive efforts to connect this community, and the new bike share program is an extremely creative next step in this journey. It's exciting to enable visitors and residents to experience this thriving community in a new way."*

*- Holly Quinlan, CEO, Cobb County Travel and Tourism*

# IMPROVEMENTS IN INFRASTRUCTURE: PREPARING FOR FUTURE GROWTH

*"In the last five years, the Town Center CID has worked on so many amazing projects. By working together in partnership with other organizations and the community, they are improving the area for businesses and citizens alike."*

*- JoAnn Birrell, Cobb County District 3 Commissioner*

Improving infrastructure in the Town Center area to increase access and safety for a growing population is one of the CID's primary goals.

**In 2015, significant progress was made on these projects:**

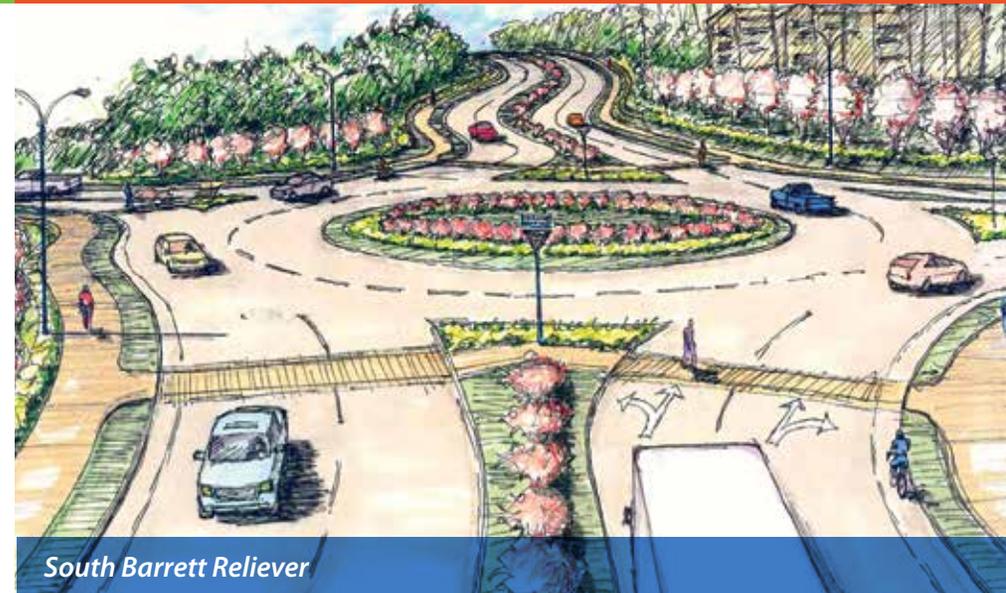
## **South Barrett Reliever**

This wide-reaching, four-phase project is designed to provide an alternate route around one of the busiest roads in the Town Center area, Barrett Parkway. Phase I, completed in 2010, included the realignment of Greers Chapel Road at its intersection with Barrett Lakes Boulevard and the widening of the roadway to four lanes, including a 20-foot raised median, from Cobb Parkway to Barrett Parkway. The preliminary engineering for Phase II was completed in 2015 and construction is scheduled to begin in Spring 2016.

## **The Northwest Corridor Project**

Progress is underway on this long-anticipated project by the Georgia Department of Transportation, which will greatly improve traffic and reduce congestion along on I-75 and I-575. The work includes managed lanes on both of these interstates within the project area from Akers Mill/I-285 north to Hickory Grove Road on I-75 and to Sixes Road on I-575.

The Town Center CID will be home to a major access point at Big Shanty Road and I-75, and have northbound and southbound slip ramps on I-575 near Barrett Parkway. These convenient ramp locations are expected to greatly improve traffic flow. The Town Center CID is currently studying the traffic impacts of this new roadway.



*South Barrett Reliever*



*The Northwest Corridor Managed Lanes Project*



*"Our trail system is one of Cobb County's best assets and the Noonday Creek Trail and bike share program are outstanding additions. With new parks planned for the Town Center CID in the near future, families will also have new locations to simply relax and enjoy themselves in our beautiful county."*

*- Eddie Canon, Director, Cobb County P.A.R.K.S.*

# BEAUTIFYING OUR COBB COMMUNITY

As part of our ongoing commitment to making Cobb County an attractive place to be, the Town Center CID is at work on a number of aesthetic improvements:

### **The Noonday Creek Trail**

Fully completed in 2015, this seven-mile trail created a scenic and natural connector between Bells Ferry Road and the Kennesaw Mountain National Battlefield Park Visitor Center. The paving of this trail made it accessible to more types of community recreation, such as cycling, walking and jogging. Other enhancements included three bike-sharing stations and benches and trashcans for trail users' convenience. The trail is already seeing significant usage, averaging 8,500 visitors monthly.

### **Lighting District**

Development of our district-wide lighting plan began in 2015 and includes street lighting and pedestrian lighting, enabling better visibility and safety for pedestrians and drivers alike. This plan/design will be completed in 2016, and installation is expected to begin in 2017.

### **The Landscape and Maintenance Program**

This CID-wide effort replaced aging plantings in all the major Town Center CID corridors, adding a refreshing splash of color and greenery to the area.

### **Growing Green Space**

We are excited to announce the rollout of the Town Center Community Alliance in 2015. This 501c3 organization enables businesses from inside and outside the district to support green-space projects within the Town Center CID. The beautiful result will be Town Center Park, Aviation Park, Bells Ferry Trailhead and enhanced green space at the corner of Roberts and Vaughn Roads, which are expected to get underway in 2016.

Additional green space enhancements in 2015 include the installation of eye-catching gateway markers that were completed at four major intersections throughout the Town Center CID, as well as the completion of the CID Parks & Green Space Study.

# 2015 FINANCIAL OVERVIEW

## SPECIAL PROJECTS STUDIES



\$1,732,978.00  
 16.45%

## TRAIL AND GREENSPACE



\$2,016,130.00  
 19.14%

## INFRASTRUCTURE



\$6,786,581.98  
 64.42%

## 2015 TOTAL COMMITMENTS



\$10,535,689.98  
 100%



*"The Town Center CID continually works very hard to beautify their community, making it a desirable place for residents and visitors alike to spend time in. It is the crown jewel of this area."*  
 - Bob Weatherford, Cobb County District 1 Commissioner



# 2016

## The Roadmap to Future Success

With many of the CID's key projects on the path to completion or in the planning stages, the CID will spend much of 2016 envisioning where the next roads for the District should lead. The CID will continue to advance the 19 active projects valued at more than \$26M in its workplan.

### Infrastructure

#### South Barrett Reliever

Next phases of this project will continue, with the construction of the roundabout and road realignment projects of Phase II planned for 2016. This phase will provide critical safety improvements with the realignment of Barrett Lakes Boulevard at Shiloh Valley Drive, including a two-lane roundabout at the intersection, five-foot wide sidewalks, crosswalks, enhanced lighting and area landscaping. The project will encourage pedestrian traffic in an area that has been too congested in the past to be enjoyed on foot. Preliminary engineering for Phase III will continue in 2016 and Phase II is scheduled for completion in late 2017.

### Plans and Studies

#### Master Plan Update

Consulting firm Kimley Horn & Associates has been chosen to assist with a 2016 update to the Town Center CID's current master plan, reviewing and assessing existing land use, urban design, transportation infrastructure, and market conditions; affirming our vision, and establishing master plan goals, objectives, and the creation of a prioritized project list and action plan.

## Beautification and Green Space

Completion of \$425k District-wide Beautification Plan, including;



Enhancements to the Skip Spann Connector



Ongoing annual maintenance of over 20 miles of landscaping projects and greenways



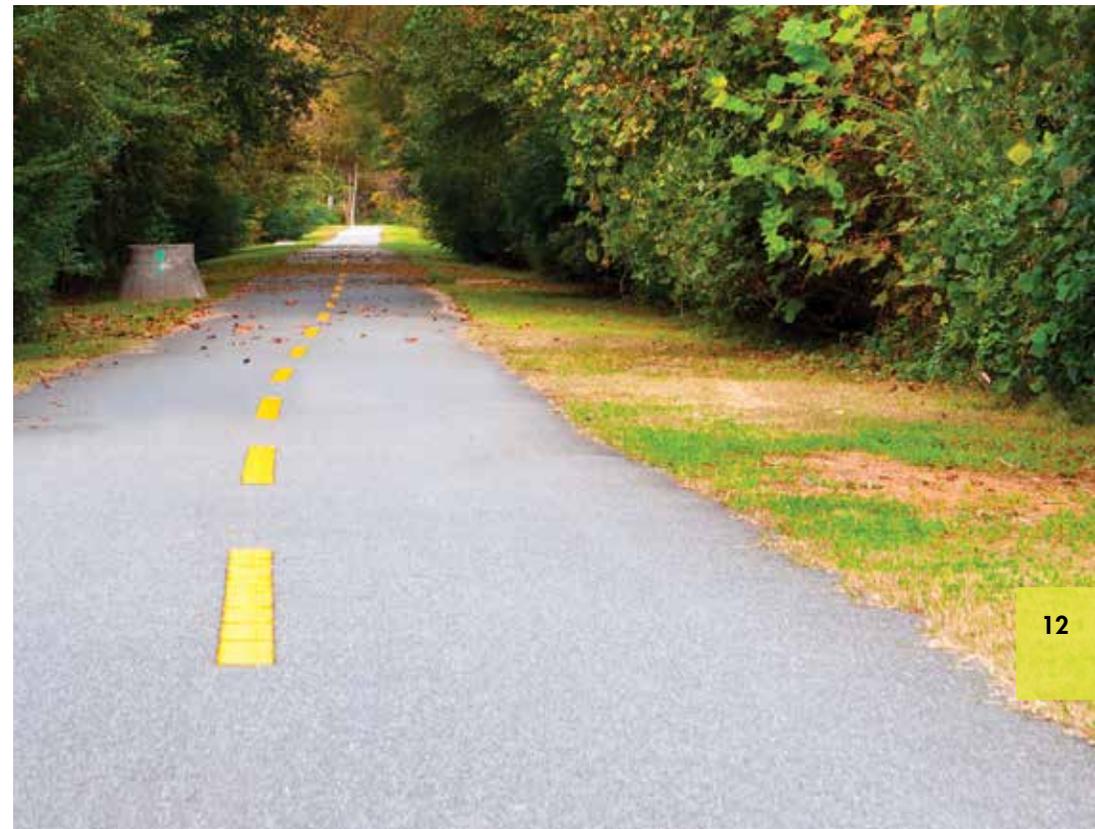
Planning underway of 50+ acres of green space and additional trail/pathways



Expansion of our award winning Bike Share Program



Updates and additions to district way-finding and project signage



## 2015 BOARD OF DIRECTORS

Mason Zimmerman, Chairman

Kelly Keappler, Vice Chairman

Kerry O'Brien, Treasurer

William E. (Ed) Allen

Dan Buyers

John DiCioccio (Not Pictured)

Darin Mitchell

Dan Styf



## TCCID STAFF

Tracy Rathbone, Executive Director

Jennine Duelge, Operations Director

Lynn Rainey, Legal Counsel



# TOWN CENTER CLUB



# Town Center Community Improvement District

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