



Town Center Community Improvement District

2016 ANNUAL REPORT

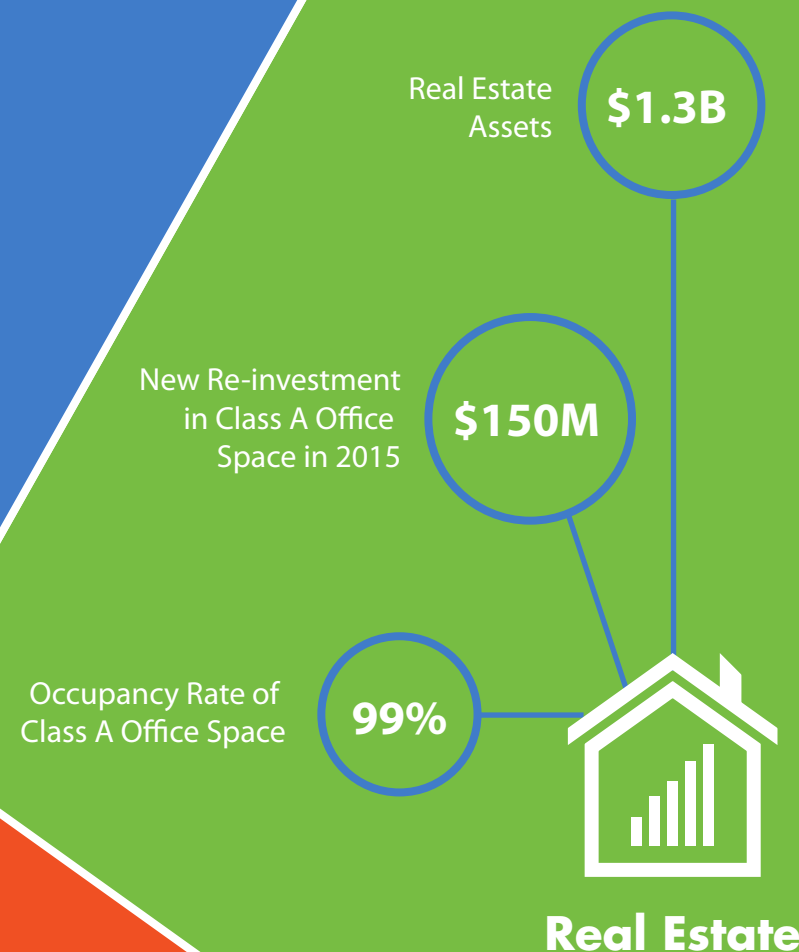
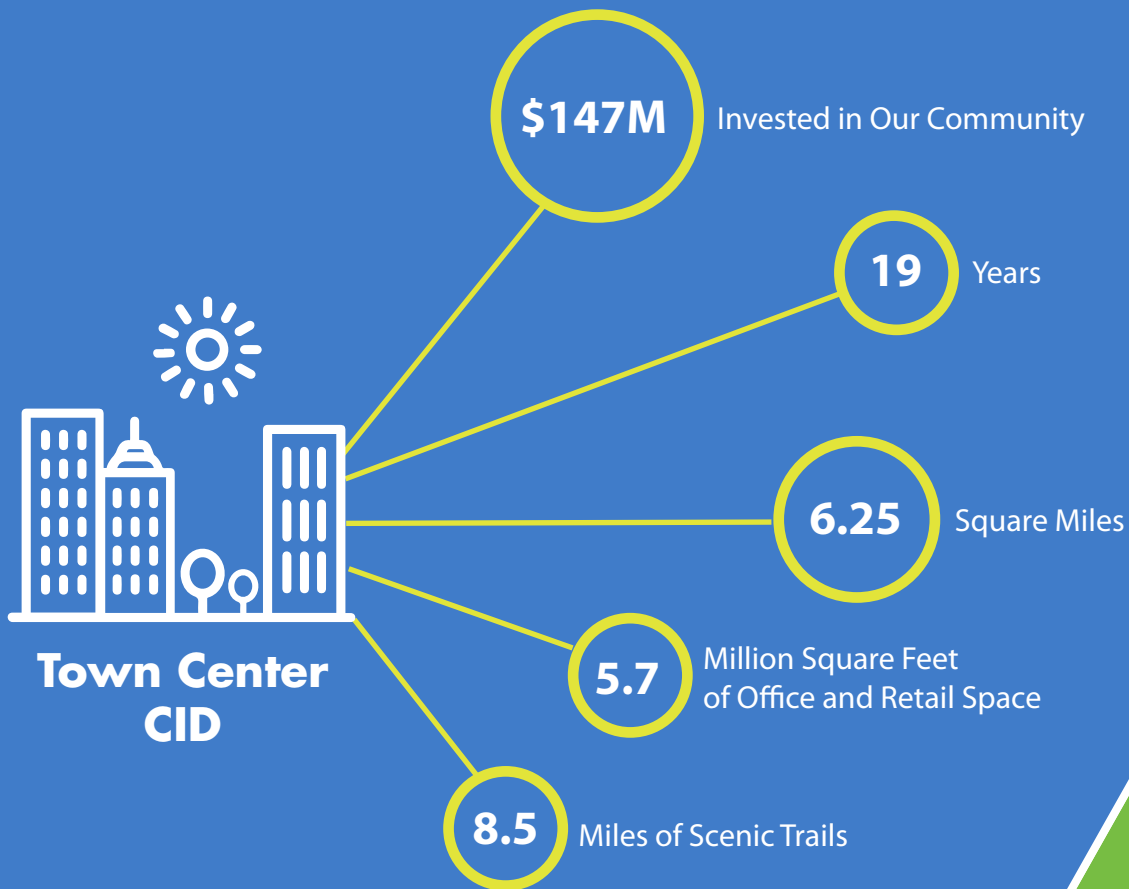
TOWN CENTER COMMUNITY IMPROVEMENT DISTRICT

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 \$147M 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.

Advancing in 2016

In 2016, the Town Center CID focused on advancing our 19 active projects toward completion. Whether it was finishing a project altogether, such as with the Skip Spann Connector, or leading a project to its next planned phase in development, we remained dedicated to working with our public and private partners toward finalizing these projects to create an accessible, thriving Town Center community for our residents, visitors and workers to enjoy to the fullest.





Skip Spann Connector: The First Lighted Bridge in Cobb County

In April, we achieved one of our greatest accomplishments of 2016 - the debut of the Skip Spann Connector. This significant community improvement project included the construction of the first lighted bridge in Cobb County, which spans I-75 just north of Chastain Road. Improving connectivity between Kennesaw State University (KSU) and local area destinations east of the campus, this project was completed in record time and has exceeded expectations for reducing traffic on Chastain Road. It has also increased safety for pedestrian and bike traffic and included beautification sections on the road.

The 416-foot-long bridge includes four lanes of new connecting roadway, bike lanes and a 11.5' multi-use path on both sides. Beautiful raised planters and native shrubbery act as a natural barrier between the multi-use paths and the roadway, increasing safety for those on bike or foot. In addition to the bridge, the Skip Spann Connector project realigned TownPark Lane and added a roundabout at the intersection of Busbee Drive and TownPark Lane.

The Skip Spann Connector was accomplished through a well-coordinated partnership with Cobb County DOT, GDOT, KSU and the Town Center CID. These organizations worked together to secure funding and support for this project, which is becoming a distinguished Cobb County landmark.



This project

is a tribute to 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.

Award-Winning, State-Recognized Design

The unique design of the Skip Spann Connector was created by a student-led team to pay tribute to the iconic outline of the Kennesaw Mountains and is an example of true collaboration within our community.

As testament to its innovative design ingenuity, the Skip Spann Connector has been recognized with local, statewide and regional accolades, including:

- The 2016 Georgia Partnership for Transportation Quality (GPTQ) Preconstruction Design Award in the category of bridge and structural design by the American Council of Engineering Companies (ACEC) of Georgia and the GDOT.
- The 2017 Engineering Excellence Award (EEA) in the category of transportation; This project will now advance to compete at ACEC's national EEA competition, which recognizes outstanding engineering achievement in the U.S.
- The 2017 American Society of Highway Engineers (ASHE) local and regional award for infrastructure; This project will now advance to compete for the 2017 ASHE National Project of the Year Award.

We are proud to have won these awards in partnership with ARCADIS, Cobb DOT, Croy Engineering and GDOT.

Let's "Skip Spann" It!

The Skip Spann Connector project was completed in such record time that GDOT has taken to use the name colloquially as in "to expedite" a future project.

High Points

- First lighted bridge in Cobb County
- Achieved through highly collaborative partnership
- Innovative, award-winning design
- Named after Skip Spann, Town Center CID founder and community leader
- Reduced traffic on Chastain Road by 20%





Town Center CID Bike Share Program Breaks National Records

Our Zagster bike share program—the first program of its kind to be launched by a CID in Georgia—celebrated its one year anniversary with national record-breaking numbers. The Town Center program has three times the ridership of other programs in the nation with more than 5,000 members taking more than 11,000 trips in 2016. In September, our program became one of the first in the country to implement the latest in Bluetooth technology, making the bikes safer and easier to unlock and re-lock via a rider's smart phone. Plans to expand the program include multiple locations on KSU's campus, as well as popular business and local commercial spots.

Winner of 2016 CREATE Community Award

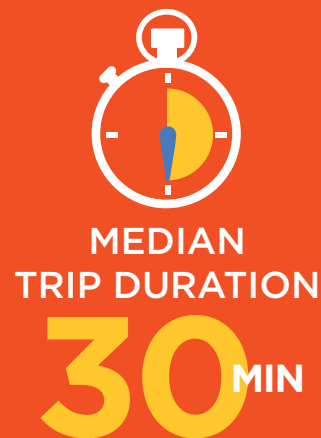
The Town Center CID bike share program recently won a 2016 CREATE Community Award for Technology by the Atlanta Regional Commission. This prestigious award recognizes our leadership and commitment to innovative projects that improve access to and connectivity across the Town Center area. We are proud to be a part of the efforts that are bringing metro Atlanta communities closer together.

“Everything was awesome! LOVED the entire experience. I just bought a home next to the Noonday Creek Trail and the Zagster bike station and I plan to use the bikes frequently.”

- Recent Rider Review



2016 ZAGSTER STATS



NATIONAL STATS:
Average Monthly Rentals for 2016



South Barrett Reliever

The goal of this four-phased project is to provide an alternate route around one of the busiest roads in the Town Center area, Barrett Parkway. This \$43.5M project is expected to reduce traffic during peak hours by more than 22%.

Phase I included the realignment of Greers Chapel Road at its intersection with Barrett Lakes Boulevard and the widening of the roadway to four lanes, as well as a 20-foot raised median, from Cobb Parkway to Barrett Parkway. This phase was completed and opened to the public in 2010.

As part of Phase II, the project made critical safety improvements in 2016 with the realignment of Barrett Lakes Boulevard at Shiloh Valley Drive, including plans for a two-lane roundabout at the intersection. In the coming year, crosswalks and a 5' sidewalk will be built along the roundabout to make pedestrian travel easier, and lighting and landscaping will enhance the area's appeal.

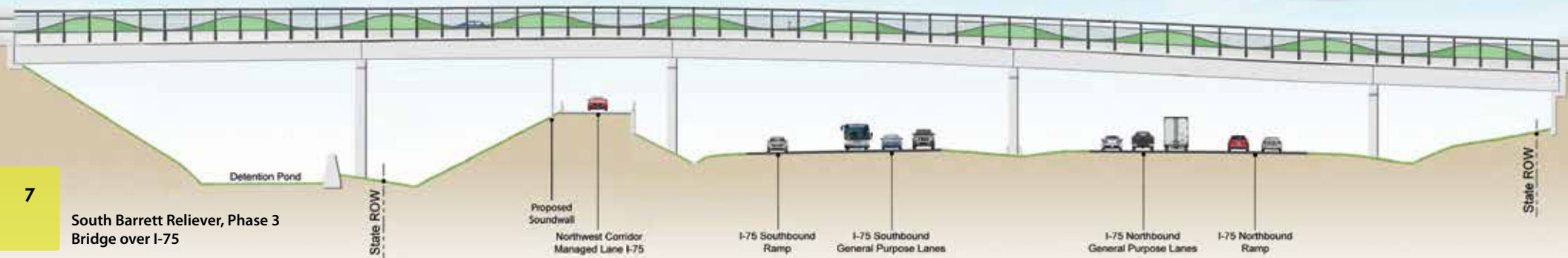
Phase II received a \$1.2M grant from the State Road and Tollway Authority (SRTA) and Georgia Transportation Infrastructure Bank (GTIB) and is scheduled for completion in late 2017.

Phase III will provide greater connectivity to the CID's prime areas of growth by extending an east-west connection bridge over I-75 from Shiloh Valley Drive to Roberts Court with additional improvements to Roberts Court. The Cobb County Board of Commissioners approved the Concept Report for Phase III in November, which has since been submitted to GDOT for their review.

Phase IV will connect Chastain Meadows Parkway to Roberts Court across I-575.



Perspective view of the bridge



GEORGIA EXPRESS LANES

Northwest Corridor

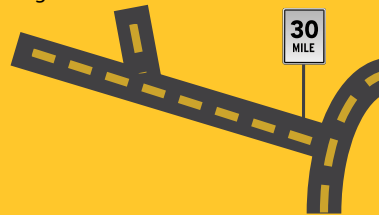
Northwest Corridor Express Lanes

The Georgia Department of Transportation made significant progress on the Northwest Corridor Express Lanes, reaching the 67% completion mark in the Town Center area by year's end. This \$834M infrastructure project will add new barrier-separated toll lanes along portions of I-75 and I-575 to help ease congestion and reduce commute times. Drivers may opt to use the express toll lanes via on/off ramps/slip lanes that are reversible, improving traffic flow into the metro area in the morning and out of it in the evening.

The Town Center community will be home to a major access point at Big Shanty Road and I-75, with northbound and southbound slip ramps on I-575 near Barrett Parkway and Big Shanty Road. The managed lanes will enable 250,000 additional potential commuters to get to the Town Center job area in 45 minutes or less. The lanes are expected to open in the summer of 2018.

\$834 MILLION

invested to provide 30 miles of new Express Lanes along I-75 in Cobb and Cherokee counties.



1.32 MILLION

potential GRTA and CCT bus riders annually can benefit from the Express Lanes.

Each bus represents approximately 29,333 buses at 80% capacity, to transport the 1.32 million commuters who do not need to use their cars.



Save up to **43 MINUTES*** in the Express Lanes

The new lanes are also expected to improve traffic flow in the general lanes.



Up to 43 minutes on Express Lanes



Up to 16 minutes on General Purpose Lanes

*Travel time savings compared to No-Build Alternative for 2018

250,000* additional potential commuters can get to the Town Center job center area in 45 minutes or less.

120,000* additional potential commuters can get to the Cumberland job center area in 45 minutes or less.



*In year 2040

16,900,000*

The average annual trips expected on the Northwest Corridor Express Lanes.

*Year 2040



Master Plan Update

Throughout 2016, the Town Center CID partnered with consulting firm Kimley Horn & Associates to update our current Master Plan. Serving as the CID's strategic roadmap, the Master Plan promotes and supports sustainable growth in the District for the next five to ten years, making recommendations that allow us to proactively plan for the future of the Town Center area. The plan reviews and assesses current land use, transportation, market conditions and urban design in order to establish new goals, develop potential land use concepts and create a prioritized project list with an action plan.

The Master Plan includes



48
PROJECTS

\$165M
IN INVESTMENT



Master Plan focuses on three aspects:

Encouraging and advocating for quality redevelopment

The Master Plan proposes redeveloping core areas that are considered more susceptible to change and likely to experience high growth rates. This redevelopment would transform locations such as strip malls into multi-use developments that incorporate green space and mixed-use zoning in order to form areas in the community to attract people from all walks of life. These include the commercial areas around Chastain Road, Barrett Parkway and Town Center Mall.

Addressing roadway connectivity and congestion

Optimizing and enhancing the area's roadways will strategically improve traffic flow while ensuring a safe environment for pedestrians and bicyclists. This includes realignment projects, additional wayfinding signage and corridor enhancements such as updated lighting, landscaping, intersections and technology for optimal use by all travelers. Roadway capacity and operational enhancements include improvements to traffic signal timing and turn-lane queuing. The CID is also exploring additional public transit options.

Developing and integrating a bicycle/pedestrian system and public open spaces

The Master Plan proposes an expansion to the District's trail and bike network including a pedestrian bridge over Cobb Parkway and a seven mile Town Center Loop Trail. This trail would connect the Noonday Creek Trail to all major Town Center destinations, enabling pedestrians and cyclists to travel easily throughout the District. It would provide a transportation alternative, encourage passive recreation and garner interest in future park projects.

Town Center CID Vision

Considering our short and long-term goals, the CID's vision is focused on three primary areas:



Capturing the Momentum

Development both within and adjacent to the District is booming, creating prime opportunities for progress; the CID will capitalize on the exponential growth of Kennesaw State University's student population, the expansion of Cobb County International Airport and the connectivity from the Northwest Corridor Managed Lanes Project.

Raising the Bar

Our community will become an engaging, contemporary destination for quality shopping, dining and entertainment by redeveloping key areas with mixed-used zoning and green spaces.

Making Town Center a Place People Want to Be

By embracing art and cultural programs, executing strategic road enhancements and creating a greater network of parks and trails, Town Center will create a distinct sense of place that attracts people from all walks of life.



Beautifying Our Cobb Community

The CID's focus on parks and beautification projects increases the quality of life for residents, commuters and visitors and raises the value of the Town Center properties. These projects are making Town Center a destination known for its amazing outdoor green spaces that are enjoyed by walkers, bikers or those just looking for a breath of fresh air.



Aviation Park

In April 2016, the Cobb County Board of Commissioners approved Town Center CID's Aviation Park concept design. This project will convert three acres of under-utilized green space into an aviation-themed park, located at the corner of Barrett Lakes Boulevard and Cobb Place Boulevard, adjacent to the end of the Cobb County International Airport runway. Aviation Park will feature an open space for airplane viewing, a playground area, a public art display, parking and restrooms. The perfect spot for spending quality family time, visitors will enjoy watching planes take off and land, borrowing a bike from the bike share station or using the park as a stop along the Noonday Creek Trail.

Bells Ferry Trailhead

We completed all of the concept work for the Bells Ferry Trailhead enhancement project.

This beautification project completes the plans for this trailhead area, making it more visitor-friendly by providing amenities including a new restroom facility, a small seating plaza with benches and trash disposal, outdoor lighting and shade trees.



Lighting Our District

This year we completed the development and design of our District Lighting Plan, which identifies corridors that are most in need of outdoor lighting to enhance visibility and safety for our multi-modal traffic environment. Phase I of installation is slated to begin in 2017 with our first priority being the Big Shanty Connector.

Landscaping and Maintenance

The CID invests approximately \$500,000 annually in landscape and maintenance projects as part of its efforts to beautify the District and increase property values. This ongoing program aims to make major activity hubs, such as Chastain Road, Barrett Parkway and the I-75/Barrett Parkway interchange, a visible reflection of our beautiful community.





TOTAL COMMITMENTS
\$2,400,000 | 100%

SPECIAL PROJECTS & STUDIES



Yellow: \$1,003,000
Red: 42.3%

TRAILS AND GREENSPACE



Yellow: \$330,000
Green: 13.6%

INFRASTRUCTURE



Light Blue: \$1,100,000
Dark Blue: 44.1%

2017: The Year Ahead

Building on the successes of 2016, the Town Center CID will continue to advance and finalize our scheduled projects in the coming year. Plans and concepts for several active projects were approved allowing funding acquisition and construction work to move forward in 2017.

GDOT's Northwest Corridor

- Segment 1 (I-75/I-285 Interchange to I-75/I-575 Split) - Complete nine bridges, one MSE wall, one sound wall, tolling points and access control gates
- Segment 2 (I-75/I-575 Split NB I-75 to Hickory Grove Road) - Setup concrete batch plant and toll point wiring
- Segment 3 (I-75/I-575 Split NB I-575 to Sixes Road) - Complete four bridges

Infrastructure

South Barrett Reliever

- Roundabout to be completed
- Engineering plans for Phase III will be submitted to GDOT; this will extend the Reliever via a bridge over I-75 and improve Roberts Court
- CID and Cobb DOT will continue to seek funding for the project

Greenspace Enhancements

Aviation Park

Groundbreaking with progress on construction

Bells Ferry Trailhead

Groundbreaking through project completion

Plans & Studies

Master Plan

- Prioritize and identify short and long term projects
- Seek approval on select projects
- Identify funding sources

Cobb Transit Study

Explores the potential need for a circulator that would help ease traffic through the district, including transportation to and from Town Center Mall and Kennesaw State University.

Trail Connectivity Studies

The CID is partnering with the neighboring cities of Kennesaw and Woodstock on studies to ensure connectivity and accessibility between our various roadway and trail projects.

The Town Center CID has gained a reputation in Cobb and across Metro Atlanta for leading with strategic vision at a thoughtful, yet rapid, pace. 2016 was no exception. After a successful rebrand that featured a new look, feel and approach, we quickly pivoted toward the future, working on the first update to our master plan in more than seven years. CIDs are in the change business; we analyze needs, work with our partners to create opportunities for change and serve as the ambassadors for our community—driving enhancements, encouraging quality development and creating a place that attracts people from all walks of life. Taking a comprehensive look at our master plan and thinking about the needs of our area for the next 10+ years was a critical step in that process.

2016 saw many milestones – fruits of our labors that were years in the making. We turned the lights on at the Skip Spann Connector, and drew attention, both regionally and nationally, for the collaborative approach to this unique and efficient infrastructure project. We celebrated a successful first year for the Zagster Town Center Bike Share program, becoming a model that continues to be emulated throughout the metro Atlanta region. We broke ground on the second phase of one of our largest infrastructure projects to date—South Barrett Reliever II—a project that will be a catalyst for traffic relief in the Town Center area. 2016 garnered more than \$150M in new re-investment in the District from the real estate community, property value increases of more than 14% and a robust Class A office environment that is nearly at capacity.

2016 also saw a shift in leadership. We ended the year with a sendoff for one of our founding board members and long-time chairman, Mason Zimmerman. Mason's vision of a community that was robust, diverse and beneficial to residents and commercial property owners alike has driven our community and the CID forward for the past twenty years. In his role on the CID board and as a leader in the community, Mason pushed us all to dream bigger, see the possibility of what could be and work together to accomplish our goals.



It is fitting that this year's annual report pays tribute to Mason, in the understated way he would want, by highlighting our successes and outlining the exciting plans for our future. We thank Mason for his contributions to the Town Center CID, to our community and to our region as a whole. We are extremely grateful for his unwavering service to the Town Center CID and the many years of just "one more idea." The good news is he's not going far. As chairman of the Town Center Alliance, Mason will continue to further the vision of creating a vibrant Town Center community. We look forward to seeing this next chapter unfold and all of the possibilities that lie within.

Sincerely,

Handwritten signature of Tracy Rathbone.

Tracy Rathbone | Executive Director, Town Center CID

2016 Board of Directors

Mason Zimmerman, Chairman | Kelly Keappler, Vice Chairman
Darin Mitchell, Treasurer | Tracy Rathbone, Secretary | Dan Buyers
Jo Ann Chitty | John DiCioccio | Mike Irby | Marie Moore

TCCID Staff

Tracy Rathbone, Executive Director
Jennine Duelge, Operations Director
Lynn Rainey, Legal Counsel



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