



Encore Parkway Bridge



Crabapple Market

SPECIAL ADVERTISING SUPPLEMENT TO

# ATLANTA BUSINESS CHRONICLE



Boardwalk at Town Center in Johns Creek



Alpha Loop in Alpharetta



Roswell Southern Post



City Green at City Springs

# NORTH FULTON

## MARKET REPORT



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# WHY ROSWELL?

Located 22 miles north of Atlanta, Roswell's award-winning quality of life, easy access to Georgia 400, and close proximity to the world's busiest airport, make it the perfect community for businesses of all sizes—from large corporate offices to small startups.



Easy access to  
**Georgia 400**



**35 Miles**  
to International Airport



**\$323M**  
Annual Food and  
Beverage Revenue

**30 Office  
Buildings**



Historic charm and  
downtown walkability

**22 Miles**

distance from Atlanta



**Wellstar North  
Fulton Hospital**

218 Bed, Level II Trauma Center

**\$1.8 Billion**  
Auto Industry



**1,000+ acres**  
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**ROSWELL [Inc]**

Accredited  
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# Roswell takes active role in embracing innovation, growth

**R**oswell takes the idea of being a business-ready community seriously.

As its city leadership focuses on growth, it is actively creating the conditions necessary for success, finding ways to turn non-revenue-producing properties into thriving business and community hubs.

“Roswell isn’t just a charming suburb with great schools; it’s a business-ready city with deep talent pools, strategic access to major markets and a city government that is serious about being a true partner to business,” said Mayor Kurt Wilson. “We’re nimble, forward-thinking and intentional about creating the right environment for both startups and established firms. This is an exciting time in Roswell’s history, and we want businesses to be part of it.”

## TARGETED APPROACH TO DEVELOPMENT

Roswell spans 44 square miles, but just 16% of its landmass is zoned for commercial development. That means the city’s strategic approach to economic growth is crucial to its success, said Steve Stroud, president and CEO of the accredited economic development organization Roswell Inc.

“One of the things that’s exciting for us as an economic development organization and partnering with the city as we’ve done for the last 13 years is the proactive approach they’re taking to business,” Stroud said. “It’s one thing to say we’re business-friendly; it’s another thing to actually enact those actions and see those actions.”

In downtown Roswell, for example, the city is working with the developer Atlantic Companies to convert city-owned property adjacent to City Hall into a mixed-use development along Hill Street. Plans call for a blend of office, retail and restaurant space as well as 143 apartments and 16 townhomes or brownstones.

To support the Hill Street effort, the City’s Downtown Development Authority is financing and building a parking deck with 485 parking spaces available to residents and visitors. The goal is to support local businesses, attract more foot traffic and create spaces that attract visitors, residents and employees, Wilson said.

“Downtown Roswell is the heartbeat of our city, and we’re leaning into that energy,” he said. “The Hill Street project and the new parking deck are vital parts of a broader strategy to make downtown more vibrant,



*Developer Atlantic Companies plans to convert city-owned property adjacent to Roswell’s City Hall along Hill Street into a mix of office, retail, restaurant and residential space.*



**KURT WILSON**  
*Roswell mayor*

walkable and economically dynamic. Providing greater access to parking in the downtown area also creates a sense of security for all who visit the area.”

The Hill Street project comes on the heels of the successful opening of another mixed-use development in Roswell, Southern Post. There, Armada Hoffer Properties turned a former strip mall into 4.3 acres of walkable office, retail and residential space. Southern Post’s grand opening was in October 2024, and the development’s luxury apartments were at 92% capacity and office space was 72% leased within months, Stroud said.

## ATTRACTING INDUSTRY

Over the next five years, Wilson said he is focused on building a sustainable, innovative-driven economy that enhances Roswell’s unique character while creating opportunities for all residents. This includes working to diversify the city’s economic base and attracting high-quality employers in sectors such as aerospace, technology and green industries.

Roswell marked a significant win on this front in February when international manufacturer PBS Aerospace announced it is opening a \$20 million North American headquarters facility in Roswell. There, PBS Aerospace will make turbojet engines and conduct research and development work.

Company leaders cited the city’s proximity to Georgia Tech Research Institute and the region’s position as a hub for aerospace and advanced manufacturing as key factors in its decision to choose Roswell.

“Atlanta has proven to be an exceptional base for our operations, offering access to an excellent education system, skilled workforce, robust infrastructure, and a thriving business environment,” PBS Aerospace Managing Director Tomas Koutsky said in an announcement about the plans. “The positive experiences and success in Atlanta have undoubtedly influenced our choice as they reflect Georgia’s ability to support our continued growth.”

Wilson said the city’s renewed focus on economic development helps companies like PBS Aerospace see Roswell as an ideal long-term investment.

“Roswell offers that rare combination of location, livability and leadership,” he

said. “We’re close to Atlanta and major transportation hubs, but without congestion and overhead. Employers appreciate our pro-business policies, highly educated workforce and the fact that employees love living here. It’s a place where you can build a career and a life.”

## INVESTING IN INFRASTRUCTURE

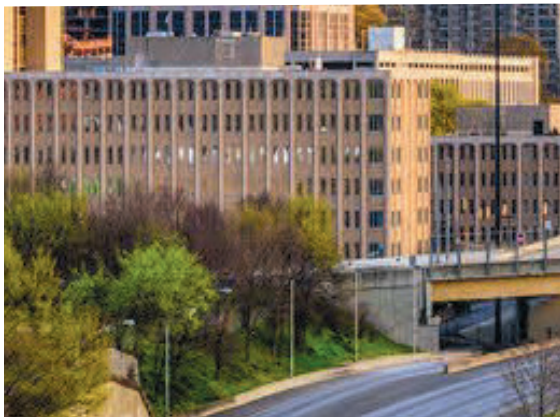
Infrastructure investments also play a role in Roswell’s ongoing economic development work.

Property values are already increasing in anticipation of the Georgia Department of Transportation’s \$4.6 billion project to add tolled express lanes and a bus rapid transit line on Ga. 400, Stroud said. In addition, Roswell and GDOT are moving forward with plans to build the Big Creek Parkway Bridge over Ga. 400, making it easier to cross the city.

Both will be significant boosts for commuters, businesses and residents, Wilson said.

“The Big Creek Parkway is a game-changer,” he said. “This project will enable east Roswell to attract new investment and unlock new economic growth for the city.”





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ATLANTA**  
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FULTON COUNTY, GEORGIA

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**MAJOR INTERSTATES**

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[SelectFultonCounty.com](http://SelectFultonCounty.com)





PHOTO PROVIDED BY ALPHARETTA

City officials joined Morgan Stanley to celebrate the official opening of the company's new office at The Edison. With more than 2,300 employees, the office is Alpharetta's largest employer.

# Alpharetta fuels vibrant hub for innovation, growth

Alpharetta has been gaining national recognition as a great place to live and do business. Its accolades in 2024 alone included ranking No. 9 on Southern Living's list of The South's Best Cities on the Rise, No. 10 on Market Beat's list of America's Top 100 Hidden Gem Cities for Startups and No. 16 on Niche's list of the Best Suburbs to Live in America.

The praise stems from the city's continued focus on creating a community with excellent schools, safe neighborhoods and an environment that allows people to balance raising a family and building a business, said Mayor Jim Gilvin.

"We've never lost sight of who this community is or wanted to be," Gilvin said. "We have a community of highly educated professionals, and they moved here for a reason."

## TAPPING INTO TECHNOLOGY

Alpharetta is home to a thriving technology ecosystem. Approximately 900 technology companies are located in the city, including three of Metro Atlanta's 10 largest fintech employers.

Two international tech companies recently opened offices in Alpharetta, seeing the opportunity to reach new markets and tap into the city's rich talent pool. In August 2024, Germany's Beckhoff Automation opened a regional office in Alpharetta, where it will focus on sales, support and training for its industrial automation software. And the India-based software development and cybersecurity firm InfoNet opened its U.S. office in Alpharetta in October 2024 with plans to hire for its growing work in artificial intelligence and machine learning.



**JIM GILVIN**  
Mayor

Alpharetta also takes an active role in encouraging home-grown technology businesses. In 2012, the city established a strategic advisory board of local C-level technology executives tasked with guiding city investment and policy decisions to support the industry. That group, now the nonprofit Tech Alpharetta, has operated a tech incubator for a decade and moved into new space in December 2024 to allow for additional growth. It is home to more than 50 startup companies, and its members have attracted more than \$247 million in investment.

The medical device company Synaptrix is one of Tech Alpharetta's 21 incubator graduates. Synaptrix is developing and commercializing drug-free pain management solutions for patients who have undergone joint surgery. It closed on a \$13 million series A funding round in December 2024, money it plans to use to complete its FDA clinical trial and move into a limited launch before the end of 2026.

CEO Shyamy Sastry said the company's board and investors fully supported the decision to keep Synaptrix's headquarters in Alpharetta. Georgia Tech University provides strong engineering talent; it is easy to travel to the sites of its clinical trials around the country, and the team enjoys living there, Sastry said.

"Also, the ecosystem is great from the standpoint that it has all types of different backgrounds and experiences that allow us to have a broader understanding of different

cultures, expectations and how things are going to grow," he said. "I think that helps us be better all around. It's not a homogeneous mix at all."

## CORPORATE COMMITMENTS

In addition to its sizeable technology industry, Alpharetta is home to multiple corporate and regional headquarters as well as major employers in healthcare, logistics and telecommunications.

The city's largest employer, Morgan Stanley, signed a new office lease at The Edison in 2024, doubling its space. The financial services company now occupies 216,000 square feet across two buildings and employs more than 2,300 people at the Alpharetta office.

"Alpharetta is one of our fastest-growing corporate offices in the U.S. thanks to the city's large, diverse talent pool, proximity to globally recognized universities and variety of career opportunities for professionals in all areas," John McGrory, head of North America Global Centers for Morgan Stanley, said in a statement marking the ribbon cutting for the new space. "As an Alpharetta resident myself, I believe the area offers an ideal environment to live and work, so it's no surprise how quickly it is growing. Morgan Stanley and our thousands of staff that call Alpharetta home are proud to play a part in the city's continued growth."

## EMBRACING THE FUTURE

Much of Alpharetta's economic development efforts focus on infrastructure projects and initiatives to reimagine traditional office parks and community spaces to appeal to today's workers and families.

In October 2024, the Alpharetta

Development Authority approved a \$109 million bond resolution to fund a redevelopment project at Continuum, a 51-acre office park. The plans include transforming the property into a mixed-use community with new and refurbished office space, apartments, townhomes, restaurants and retail space.

A month later, Alpharetta City Council approved a plan by Providence Group to convert Class A office space in the Brookside area into 160 townhomes. And in December, Portman Holdings submitted plans to the city to redevelop 20 acres of the office park there into a campus with more than 300 apartments, dozens of townhomes and retail space. The area is already home to Georgia State University's 42-acre Alpharetta Campus, a 30-acre public park and 2 miles of existing trails.

"There are a lot of good bones to that corridor," Gilvin said. "It has great access transportation-wise, and we're really interested to see how it continues to evolve."

In addition, the city remains engaged in efforts to redevelop the North Point District. In March 2025, the Alpharetta City Council approved the North Point Framework Plan, envisioning a vibrant, walkable mixed-use district with trails and open spaces. This strategic initiative aims to guide future public and private developments. The North Point Mall has already drawn interest from private developers, including the Alpharetta Sports & Entertainment Group, which seeks to transform the mall into a dynamic entertainment hub potentially capable of attracting a National Hockey League franchise.

"We're optimistic that something unique is going to come up in that corridor," Gilvin said. "We think it will be a very successful effort."





# CONNECT TO SUCCESS IN ALPHARETTA

With **22 million+ square feet of office space** and a thriving ecosystem of **4,800+ businesses**, Alpharetta isn't just growing—it's leading.

Recognized as one of the **fastest-growing cities for small businesses**, Alpharetta is home to **900+ technology companies** and provides the infrastructure, talent, and innovation-driven culture that today's **forward-thinking companies** need to scale.

Our workforce is among the most educated in the nation, with **70% of residents holding a bachelor's degree or higher**. We offer a deep talent pipeline that can easily support **corporate headquarters, technology firms, life sciences companies, and advanced manufacturing investments**.

With **seamless connectivity to GA 400 and MARTA**, Alpharetta offers **direct access to Metro Atlanta** while maintaining the **vibrant, community connection and amenities** that top companies and their talent actively seek.

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Position your company for next-level opportunities. Explore your options at **ConnectedAlpharetta.com**.

## ALPHARETTA



GEORGIA'S CONNECTED CITY



# Innovation meets community in Johns Creek's Town Center

**A**n ambitious community project is taking shape in Johns Creek.

Town Center, a 192-acre district in the heart of the city, is quickly becoming a focal point of economic development. Plans for the area include a lively mix of residential, office, retail, entertainment and outdoor space.

Medical device maker Boston Scientific will open its new manufacturing and research facility in the area in the second quarter of 2025. The company invested \$108 million in the 200,000-square-foot facility, which will employ approximately 300 people. Mayor John Bradberry said that commitment has been a catalyst for the rest of the Town Center development and strengthens Johns Creek's growing life sciences cluster.

"The fact that a globally recognized leader in emerging biotechnology development chose to build a new state-of-the-art facility in Johns Creek amplifies our economic foundation," Bradberry said. "It puts our community at the forefront of innovation and excellence."

A cornerstone of Town Center is Medley, a 42-acre mixed-use community by Toro Development Company, which will cover about a fifth of the district. Medley features 150,000 square feet of retail, restaurant and entertainment space, a 175-key boutique hotel, 110,000 square feet of lifestyle office, 133 luxury, for-sale townhomes, 750 multifamily residences and a 25,000-square-foot plaza that will host a variety of events.

This month, Boehringer Ingelheim, a leader in animal health innovation, signed a lease for 73,000 square feet of office space at Medley. Spanning two full floors and overlooking Medley Boulevard, the office will become the new U.S. Animal Health headquarters for Boehringer Ingelheim and its almost 500 employees in summer 2026.

In October 2024, the city council approved plans for a boutique hotel at the development. The Hotel at Medley will have 175 guest rooms, a restaurant connected to the lobby and a new plaza.

A number of retailers and restaurants also have already signed onto the project, including a neighborhood grocer, Sephora, Rena's Italian Fishery & Grill, High Country Outfitters, BODYROK, Playa Bowls, Petfolk, Ford Fry's Little Rey, CRÚ Food & Wine Bar, Fadó Irish Pub, Summit Coffee, Lily Sushi Bar, Knuckies Hoagies, Cookie Fix, Sugarcoat Beauty, BODY20, AYA Medical Spa, 26 Thai Kitchen and Bar, Five Daughters Bakery, Drybar Shops, Minnie Olivia, Burdlife, Amorino, Pause Studio, Fogón and Lions and Clean Your Dirty Face.

Construction for Medley officially kicked



*Toro Development Company is developing a 42-acre mixed use project that will be a key component of Johns Creek's Town Center., including retail, restaurant, entertainment and office space, a boutique hotel, townhomes and apartments.*



**JOHN BRADBERRY**  
Mayor

off in January and is expected to be completed in October 2026.

"The Town Center will be the focal point of civic engagement," Bradberry said. "Medley's commercial offerings, paired with the gathering space behind city hall, called

the Boardwalk at Town Center, will give our city a place to come together and enjoy being a part of our city. It is something that the residents have been yearning for, and I am excited to see it come to fruition."

Investing in amenities that attract residents, employees and guests to the city is a key part of Johns Creek's strategy, said Economic Development Director Kim Allonce. The park sits behind City Hall and includes an amphitheater for outdoor concerts, trails, pedestrian plazas and pond overlooks connected by a boardwalk to a three-acre wetland. In addition, the city is building a pedestrian tunnel to help walkers and cyclists access the Town Center from the other side of Medlock Bridge Road.

The city is also in the process of updating its strategic plan for economic development. The updates will likely include an additional focus on key industries, Allonce said.

"We want to continue to be an emerging

"We are a great place for a company to flourish and thrive because of our quality schools, neighborhoods, talented and highly educated workforce, and because we are consistently ranked as one of the safest cities in the Southeast."

**JOHN BRADBERRY**  
Mayor

leader in health, wellness and innovation," he said. "It's a great opportunity to start taking a look at opportunities for more life sciences as we continue to build that ecosystem."

Johns Creek offers a number of services to businesses looking to expand or relocate in the city. These include expedited permitting and licensing, workforce development resources, site selection and support to identify business incentives.

"Johns Creek prides itself on being very pro-business, and we take our approach to customer service very seriously," Bradberry said. "We are a great place for a company to flourish and thrive because of our quality schools, neighborhoods, talented and highly educated workforce, and because we are

consistently ranked as one of the safest cities in the Southeast."

As Johns Creek looks toward the rest of 2025 and beyond, the city is focused on leveraging its strengths, building on the foundation of previous success and cultivating an environment for entrepreneurship and vibrant, sustainable growth, Bradberry said.

"Over the last five years, we have received many national recognitions for being the most livable city, the best city to raise a family and one of the safest cities," he said. "As we continue to focus on our priorities, I know that Johns Creek will continue to stand out as a great city for both residents and businesses."





Fulton County and officials came together to celebrate the \$300 million expansion of the Big Creek Water Reclamation Facility. The project increased the region's wastewater treatment capacity, a crucial infrastructure investment to support future growth.

# North Fulton fuels growth with big investments

Cities across North Fulton County continue investing for future growth, with billions in public and private dollars slated to attract residents and employees alike.

"It feels like a limitless future," said Samir Abdullahi, executive development director for Select Fulton, an organization that supports business growth and development throughout Fulton County with tax incentives, infrastructure support, workforce programs and site selection services.

## OFFICE MARKET ADAPTS

Office vacancy rates in suburban Atlanta were 21.5% in the fourth quarter of 2024, according to Cushman & Wakefield's market report, with every submarket outside the central business district showing an improvement over the third quarter. Meanwhile, vacancy in the central business district increased to 31.2%.

As companies continue to adapt their office policies, space in North Fulton is appealing because it gets them close to a strong talent pool, Abdullahi said.

"We're in a knowledge-based economy, so you have companies that are chasing workers, not necessarily workers who are chasing those companies," he said. "You continue to see companies look to program the office for the future."

The region's draw is evident in its recent economic development wins.

In Sandy Springs, for example, Rubbermaid-maker Newell Brands signed a 180,000-square-foot lease at Queen Tower in June 2024, expanding its headquarters by 20%. A few months later, Asbury Automotive Group purchased Newell's former headquarters. That move is bringing 350 jobs and one of the largest franchised automotive groups in the U.S. to the city.

A strong quality of life was a draw for both companies, said Sandy Springs Mayor Rusty Paul.

"It's drawing those younger folks to our community, and that's what these corporations are looking for," Paul said. "The team at Newell Brands was very clear that they did a broad search, but they ended up staying here because the talent base is here, and everything else they need is here. We're delighted that they did."

## Other wins include:

- Boston Scientific recently opened its new manufacturing and supply chain facility in Johns Creek.
- Morgan Stanley doubled its office space in Alpharetta with a new lease at The Edison.
- And in February, PBS Aerospace announced its plans for a \$20 million manufacturing facility in Roswell.

## PRIMED FOR GROWTH

Fulton County's commitment to infrastructure is one of the keys to the region's growth, Abdullahi said.

That commitment can be seen in Roswell, where the \$300 million expansion of the Big Creek Water Reclamation Facility is the largest capital expansion project in county history. The new facility, which serves Alpharetta, Roswell, portions of Milton and parts of neighboring counties, came online at the end of 2024.

Big Creek now can treat 32 million gallons of wastewater a day and 64 million gallons at peak flow, a 33% increase that will support continued population growth and economic development in its service area. It also uses new technology to address some odor issues associated with the old facility and reduces the waste load on the Chattahoochee River.

"By having excess capacity, you are able to bring new developments online and better manage environmental impacts that occur in high-growth areas," Abdullahi said. "By being thoughtful and ahead of the growth, Fulton County is able to future-proof North Fulton from a development standpoint."

The county, in partnership with its cities north and south of Atlanta, also is slated to make more than \$500 million in

transportation infrastructure improvements over the next five years. These investments include projects to relieve congestion, improve bridges and address maintenance and safety concerns. They also include significant non-vehicular updates, with \$177 million earmarked for pedestrian, bike, streetscape and landscape projects.

"From a public infrastructure standpoint, we are funded and ready for any future growth that we can absorb," Abdullahi said.

## BUSINESS INTEREST PICKS UP

And Abdullahi said he expects growth to continue in North Fulton. The second half of 2024 was flat in terms of companies looking to relocate to metro Atlanta, with many businesses holding off until after the presidential election to make decisions about their future investments. However, activity is starting to pick up, and he expects to see more expansion and relocation commitments finalized in the second half of 2025 and early 2026.

"In the first quarter of 2025, we saw the consultants coming out of the woodwork," Abdullahi said. "People are coming to town. They want to see land. They want to see buildings. They want a tour. They want to go through incentive conversations."





# North Fulton **BY THE NUMBERS**



## PEOPLE

**393,043**  
projected population by 2025

**155,663**  
households

**\$131,409**  
median household income

**39**  
median age



## EDUCATION

**95.9%**  
of adults have at least a high school diploma

**68.7%**  
have a bachelor's degree or higher

**29%**  
have a graduate degree or higher



## HEALTHCARE

**5 world-class hospitals:**  
Children's Healthcare of Atlanta, Emory John's Creek Hospital, Emory Saint Joseph's Hospital, Northside Hospital, WellStar North Fulton



## TAX BASE

North Fulton has a tax base of  
**\$110B**  
(compared to City of Atlanta's \$133B)



## BUSINESS

**6 Fortune 500**  
companies headquartered in North Fulton:  
Asbury Automotive, UPS, WestRock, Intercontinental Exchange (ICE), and Graphic Packaging, Newell Brands



## JOBS

- North Fulton represents **1/10** jobs in the 29 County Metro Atlanta region
- There are more jobs in North Fulton than Forsyth, Cherokee, Douglas and Paulding counties combined.

Source: Select Fulton and Greater North Fulton Chamber of Commerce



# Chamber kicks off five-year strategic economic alliance

The Greater North Fulton Chamber has unveiled the North Fulton Economic Alliance, an economic development initiative designed to tackle key challenges affecting the region's economic prosperity and quality of life. Chamber leaders view the initiative as pivotal to ensuring long-term economic success.

## A VISION FOR SUSTAINABLE GROWTH

Georgia State Sen. Brandon Beach is among those who have voiced strong support for the initiative.

"The North Fulton Economic Alliance will be a game-changer," Beach said. "We have incredible assets and accomplishments as a region, but without a well-orchestrated, properly resourced economic development function, we risk missing out on key opportunities."

The North Fulton Economic Alliance has already secured 54% of its \$3 million goal, according to Chamber President and CEO Kali Boatright. She emphasized the collaborative nature of the initiative, stating, "It's exciting to see key private and public stakeholders across Alpharetta, Johns Creek, Milton, Mountain Park, Roswell and Sandy Springs come together to support this effort for the greater good of the community."

The initiative will be funded separately from the Chamber through the Chamber Foundation, a 501(c)(3) entity, with direct investor involvement in implementation and oversight. Over the five-year period, the Alliance aims to establish three dedicated staff members.

## STRATEGIC GOALS AND REGIONAL IMPACT

The Alliance's primary objective is to enhance the region's competitiveness and quality of life through three key strategies:

- Branding and marketing North Fulton to attract investment, talent and jobs.
- Expanding the talent pipeline to strengthen regional competitiveness.
- Elevating economic development efforts for improved regional performance.

## MARKETING WITH A UNIFIED VOICE

As part of the branding strategy, the Alliance will create a unified regional identity, increasing awareness among site selectors



PHOTO PROVIDED BY GREATER NORTH FULTON CHAMBER OF COMMERCE

Greater North Fulton Chamber of Commerce members and guests celebrate the Chamber's new offices at Avalon in March 2022.

and key decision-makers. This component of the initiative aims to benchmark North Fulton against similar economic regions, enhance media presence and establish a strong presence at key conferences and industry events.

Currently, North Fulton lacks a unified effort to market its distinct sub-region. Economic development functions remain siloed within individual cities, limiting broader regional coordination.

Wells Fargo Director and Head of Commercial Banking Sales Danielle Cheung, who also serves as a Chamber Board member, highlighted the significance of the effort.

"Bringing our North Fulton cities together for enhanced regional marketing to drive economic development is both exciting and necessary," Cheung said.

## BUILDING A STRONG TALENT PIPELINE

Workforce development is a key priority for the Alliance. A formal regional internship and apprenticeship program will work to address workforce shortages in high-demand sectors. By connecting students and job seekers with work-based learning opportunities, the

initiative aims to reduce the number of unfilled positions and strengthen the local talent pool.

## ENHANCING REGIONAL COLLABORATION

The Alliance will foster stronger partnerships between municipal economic development teams, business leaders and regional stakeholders. By coordinating efforts between the public, private, education and nonprofit sectors, the initiative will drive efficiency, reduce duplication of efforts and streamline business expansion processes.

The initiative provides for a formal Business Retention and Expansion (BRE) program to support key industries, attract new business investments and create additional job opportunities. This strategy is expected to generate more project leads and be supported by greater intra-regional collaboration.

## A TRANSFORMATIONAL INITIATIVE FOR NORTH FULTON

"It is our responsibility as North Fulton business leaders to embrace initiatives that support sustainable economic growth," said Dean Collins, senior partner at Axis Infrastructure and chairman of the Chamber Board. "This initiative gives us the competitive

"Bringing our North Fulton cities together for enhanced regional marketing to drive economic development is both exciting and necessary."

**DANIELLE CHEUNG**  
Wells Fargo

edge needed to support our businesses, keeping them vibrant and profitable."

For more information on the North Fulton Economic Alliance and investor benefits, please contact Kali Boatright, President & CEO of the Greater North Fulton Chamber Foundation at [kboatright@gnfcc.com](mailto:kboatright@gnfcc.com).



# True North 400 transforms connectivity in North Fulton



PHOTO PROVIDED BY TRUE NORTH 400

Encore Greenway Park construction is officially underway following the March groundbreaking.

## TRUE NORTH 400

True North 400 is a self-taxing community improvement district spanning 2,308 acres of north Fulton County.

It includes:

- **Multifamily:** 9.1% of north Fulton County's total inventory
- **Retail:** 23.2% of north Fulton County's total inventory
- **Office:** 30.5% of north Fulton County's total inventory
- **Hotel rooms:** 39.4% of north Fulton County's total inventory

Business and community leaders celebrated the official groundbreaking for Encore Greenway Park and Gateway in March, marking a key milestone in connecting two of North Fulton's premier trail systems: Alpha Loop and Big Creek Greenway.

The project is one of the most recent efforts by True North 400, the self-taxing commercial district in North Fulton focused on supporting area businesses through the financial support of key transportation and quality-of-life efforts.

Once complete, people will be able to enter the park through a plaza with a monument gateway, lighting, landscaping and hardscaping. They then can use an elevated pedestrian walk and greenway to the 26 miles of Big Creek Greenway trails. It is slated to open in 2026.

"This is a great project and a long time in the making – really going all the way back to the Encore Parkway bridge and connecting the Alpha Loop to the Greenway," True North 400 Board Chair Tim Perry said. "Continuing to connect our community; whether on four wheels, two wheels, or our feet is what makes North Fulton special."

True North 400 is partnering with the City of Alpharetta on the \$9.2 million project.

"This project is a big first step in transforming the North Point corridor," said Alpharetta Mayor Jim Gilvin. "With smart investments and strong partnerships, we're making it easier to connect with the great amenities that make Alpharetta such a special

place."

The groundbreaking is also a significant milestone in True North 400's efforts to enhance the North Fulton Community, said Executive Director Brandon Beach.

"The Big Creek Greenway is one of our region's most valuable amenities, and now with increased visibility and connectivity, only strengthens our infrastructure," Beach said. "These investments help to drive economic impact by making the district even more attractive to current and potential employers while also serving as an added amenity for those who visit, work and play in North Fulton."

### EXPANDING IMPACT

True North 400 has been working to add more commercial properties to the district in areas where it can support economic development efforts. Several parcels near Holcomb Bridge in Roswell recently joined the district, and True North 400 approved funding for a new bus shelter at Holcomb Bridge and Dogwood roads.

"We're currently focusing on Roswell right now," said True North 400 Deputy Executive Director Kristin Winzeler, pointing to the city's plans for Big Creek Parkway, a significant transportation project designed to make moving east and west across the city easier. "There is a lot of momentum in that area, especially with some of the things that the City of Roswell is working on."

"These investments help to drive economic impact by making the district even more attractive to current and potential employers while also serving as an added amenity for those who visit, work and play in North Fulton."

**BRANDON BEACH**  
Executive Director

### INVESTMENTS THAT DRIVE GROWTH

True North 400 is a Community Improvement District spanning Holcomb Bridge Road north to McGinnis Ferry Road, including portions of Alpharetta, Milton and Roswell. Commercial property owners within its borders pay a voluntary tax to True North 400, which uses that revenue to fund projects that support the economic viability of the district.

Like the Encore Greenway Park and Gateway, other True North 400 projects focus on improvements that enhance livability, walkability and drivability. Current efforts include:

- completing a pedestrian and cycling

- path along Kimball Bridge Road between North Point Parkway and GA 400,
- extension and culvert repair along Dryden Road in Alpharetta, and
- bus shelter upgrades throughout the district.

True North 400's recent economic impact study illustrates how investment in the district pays off. Between 2018 and 2023, commercial property values within the district increased by 46% – 21 percentage points higher than properties just outside the district but still along the Georgia 400 corridor. Since its inception in 2003, True North 400 has invested \$30 million in projects and studies that have generated \$217 million in investment in the district.



# Milton plans vibrant future for Deerfield

The City of Milton is in the midst of an ambitious project to reimagine one of its main commercial corridors.

Dubbed the Deerfield Implementation Plan, the project is designed to create a guide for development in Deerfield, located in the city's southeastern corner. The project will combine ideas from private developers, residents and public entities to create a cohesive plan for Deerfield's future. This likely will include improving the walkability of new and existing shopping centers and office complexes, increasing their connection to green spaces and adding more restaurants, entertainment and residential properties that invite people to spend more time in the area.

"We have a bold vision to reimagine this area," Mayor Peyton Jamison said in his State of the City address in January. "If there's one thing Milton has shown time and time again, it's that we achieve remarkable results by thinking creatively and acting decisively."

Milton gathered extensive community input as it worked to develop the plan, holding public forums, city meetings and meetings with homeowners' associations, businesses and other community stakeholders. One of the consistent themes is that residents want Deerfield to align with



**PEYTON JAMISON**  
Mayor

the rest of Milton's unique vibe, which combines a rural feel with a commitment to small businesses and families.

"We must make it truly Milton," Jamison said. "That's exactly what we're doing with limitless resolve, where we've

undertaken a bold and focused effort, not just to reimagine what Deerfield is, but to envision what it can be. We've established an aggressive timeline and devoted significant resources to transforming Deerfield into an economic engine that will fuel Milton's future."

As part of the effort, Milton is taking over the planning and design work related to the Georgia Department of Transportation's project to widen the 3 miles of Ga. 9 that run through the city. GDOT's work had stalled, and the city hopes that by taking the lead, the important project will get back on track in line with Milton's vision.

"This collaboration with GDOT will enable us to make meaningful changes, reducing the



*Milton residents participate in a community open house at Stonecreek Church to learn more about the Deerfield Implementation Plan and share thoughts on various aspects of the project.*

impact to our neighborhoods, incorporating design elements that reflect our character, adding user-friendly trails and amenities and most importantly, lowering the speed limit," Jamison said. "These changes will

transform Highway 9 from what has long been a highway dividing our city into a beautiful, cohesive, unifying corridor that can be enjoyed by all motorists, bicyclists and pedestrians."



## From Local to Global, Sandy Springs Means Business.



[SelectSandySprings.org](http://SelectSandySprings.org)



# Sandy Springs invests big in business, vibrant communities

Sandy Springs has built a reputation as an attractive place to build a business.

The city is home to many large corporate employers from a wide range of industries, including shipping and logistics giant United Parcel Service, consumer products manufacturer Newell Brands, broadband provider Cox Communications and automotive distributor Mercedes Benz USA. It has even become a hub for franchise restaurant companies, with Inspire Brands, GoTo Foods and Edible Brands all located in the city.

But large employers aren't the city's only focus.

"While our largest employers are hugely impactful, the top 10 employers employ about 20% of our total base," said Chris Burnett, a 35-year resident of Sandy Springs and long-time banking executive who became the city's Director of Economic Development in July 2024.

"We're focusing a lot on the other 6,000 businesses because with all of the big companies here, we need those ancillary support services that the small businesses provide."



**RUSTY PAUL**  
Mayor

## FOCUS ON BUSINESS NEEDS

Economic incentives are one tool Sandy Springs uses to attract and retain growing companies. These include an expedited permitting process and waiving permit fees and business and occupational taxes.

Sandy Springs also focuses heavily on investments that improve the quality of life for residents and the experience for workers and other visitors. Currently, it is in the midst of a study of its office market to identify how to appeal to newer members of the workforce.

"The world of work has changed dramatically," said Mayor Rusty Paul, noting that previous generations of the workforce were more willing to relocate to new cities to follow their employers. Since the pandemic, what had been a gradual shift toward employees wanting more control over their location and schedule has accelerated. "Now,

"Now, employers are wanting them to come back to the office, but there's a realization that today's workers, particularly those highly valued technology and knowledge workers, have different expectations."

**RUSTY PAUL**  
Mayor

employers are wanting them to come back to the office, but there's a realization that today's workers, particularly those highly valued technology and knowledge workers,

have different expectations."

## LIVE, WORK, PLAY

One of the city's most notable community investments is City Springs, a mixed-use district downtown that is anchored by City Green, the Sandy Springs Performing Arts Center and City Hall. It offers free outdoor concerts and events and is packed with shopping, dining and other activities.

Sandy Springs also invests heavily in public safety. On April 12, the city celebrated the completion of a \$56 million, state-of-the-art police headquarters and municipal courts complex.

The city also has a vibrant retail community. Vacancy for retail locations is about 3%, and an effort to attract chef-driven restaurants to Sandy Springs has yielded more than 120 eateries within two blocks of Roswell Road.

"That's what brings people into our community," Paul said.



### NORTH FULTON ECONOMIC ALLIANCE

The **North Fulton Economic Alliance** is a public-private community and economic development initiative dedicated to bringing new jobs and capital investment to North Fulton.

This five-year regional economic prosperity initiative will:

- **BRAND & MARKET OUR REGION**
- **EXPAND OUR TALENT PIPELINE**
- **ELEVATE REGIONAL ECONOMIC DEVELOPMENT**

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**Thank You to Our Early Investors**

<b>PLATINUM:</b> TrueNorth 400, Georgia Power Company	<b>GOLD:</b> Parrish Construction, Pinnacle Financial Partners, Wellstar Health Systems
<b>SILVER:</b> Select Fulton, Live Nation	<b>COMMUNITY:</b> Andersen Tate & Carr, Atlanta Gas Light, Brasfield & Gorrie, Delta Community Credit Union, GMC, HLB Gross Collins, Kaiser Permanente, LGE Community Credit Union, Logic Speak, Mauldin & Jenkins, Perimeter CIDs, Renasant Bank, Smith + Howard
<b>BRONZE:</b> Alpharetta CVB, AT&T, Axis Infrastructure, Fulton Science Academy, Synovus	

For more info on the North Fulton Economic Alliance and investor benefits, contact Kali Boatright, President & CEO of the Greater North Fulton Chamber and Foundation, at [kboatright@gnfcc.com](mailto:kboatright@gnfcc.com).



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An ideal home for your business –  
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- City government rated #1 nationwide in customer service
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- Best of both worlds – vibrant suburb beloved for pastoral beauty

Recharge your enterprise in a thriving city like no other







# TRUENORTH400

## A Catalyst for Community Improvement



True North 400 is a self-taxing commercial district committed to improving infrastructure and investing in vital projects that encourage smart growth, transportation options and collaborative solutions.



[TrueNorth400.com](https://www.TrueNorth400.com)





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