



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

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infinitee Client, NFCID Contributes to Encore Parkway Corridor Improvements

ATLANTA – February 29, 2016 – infinitee, a full-service, strategic marketing agency in Atlanta, GA is proud to support its client, [the North Fulton Community Improvement District](#). As agency of record, infinitee recently generated a comprehensive marketing plan for the NFCID, as well as developed the organization’s 2015 Annual Report for current and prospective members. infinitee will continue to oversee the branding and messaging of the community services the NFCID provides and will help grow awareness of the organization among the many property owners and employees of North Fulton. infinitee is thrilled to support the NFCID’s efforts to widen the Encore Parkway Bridge over S.R. 400 and transform the Alpharetta thoroughfare into a multi-modal complete street.

This \$14 Million project will widen the existing two-lane Encore Parkway between Westside Parkway and North Point Parkway, a distance of 0.7 miles. The new roadway will include two 14 ft. travel lanes, two 6 ft. bike lanes, 8 ft. sidewalks, landscaped buffers on each side, and a raised, landscaped median. A sidewalk will be constructed on the east side of North Point Parkway, using shared lanes to connect the new Encore Parkway bridge to the existing Big Creek Greenway trail and parking area. The existing bridge over GA 400 will be replaced and upgraded to accommodate future GA 400 widening. The new bridge and roadway will include streetscape features such as trees, landscaping, pedestrian lighting, street furniture, and architectural bridge elements.

Construction began on January 4th, and the bridge was closed down to accommodate an aggressive [construction schedule](#). The bridge will be closed from January 4th, 2016 - November 15, 2016, opening up to traffic just in time for the 2016 holiday shopping season. A detour map can be found [here](#). Construction of the project will be complete in the summer of 2017. Click [here](#) to see live construction progress.

Source: [North Fulton Community Improvement District](#)

About infinitee

infinitee is a full-service marketing and advertising agency that understands how to improve brands, communications and customer experiences. With a focus in real estate for the past 26 years, its strategic and creative solutions build brand equity and drive sales for companies across the country. infinitee’s expertise has proven invaluable to national and southeast regional brands wishing to strengthen and grow their bottom line, including: OliverMcMillan, Cousins Properties, Hines, PM Realty Group, Tanger Outlets, Craig Realty Group, Lennar Commercial and Banyan Street Capital. Through all facets of advertising, collateral, digital media, and brand strategy, infinitee creates award-winning marketing and innovative communications.

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