

SSRI MILESTONE

JUNE 2003

A Publication of Sandy Springs Revitalization, Inc.

Proposing Quality Redevelopment for Sandy Springs

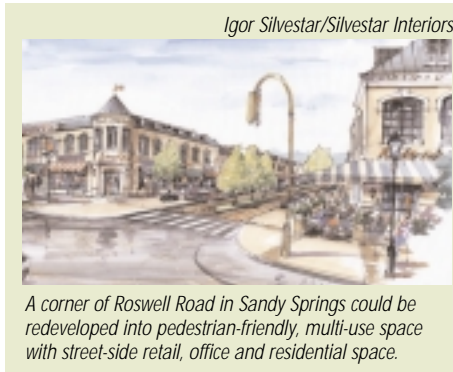


In an effort to bring redevelopment to the heart of Sandy Springs, Sandy Springs Revitalization, Inc. along with its sister organization, the Sandy Springs Business

Association, are developing a proposal for a Tax Allocation District, or a TAD.

The effort for a TAD in Sandy Springs came about after several funding options were considered by SSRI working with the Fulton County Department of Economic Development to support redevelopment of the Roswell Road business district.

Redevelopment is an important objective of SSRI, a non-profit organization formed by Fulton County in 1994 to work with the county in the revitalization of the area. A TAD would also help to meet the objectives of the Sandy Springs Overlay District which was adopted by Fulton County in 1998. The Overlay District was created with the guidance of SSRI in response to Sandy Springs residents who saw a need to upgrade the area, especially the business district.



A TAD would benefit the entire Sandy Springs area by helping to revitalize the business district. A strong business district is critical to making Sandy Springs a more attractive destination for quality businesses and shoppers, which would in turn benefit commercial and residential property values in Sandy Springs. Fulton County and the Board of Education will ultimately benefit from a redeveloped Sandy Springs business district because it would generate more sales tax revenues and lead to higher property values.

A TAD works by designating an area where redevelopment projects can occur with TAD funding. TAD funding is generated by the future growth or increment on property taxes within the TAD area which is set aside to be used for improvement projects in that area.

The proposed projects include public investment projects such as a public parking facility in the business district and a street grid for better traffic flow. Public/private partnership projects include a pedestrian oriented town center with mixed use development.

A TAD in Sandy Springs must be approved by the Fulton County Board of Commissioners and the Fulton County Board of Education. The TAD would be governed by the local legislative body, in this case Fulton County. SSRI expects to bring the TAD proposal before the county boards in the fall of 2003.

For more information on the TAD visit www.sandysprings.org. If you would like information on the TAD to be presented to a local organization or group, please contact Donna Gathers, executive director of SSBA, 404-255-5351.

The Great Park at Morgan Falls Takes Shape

More than 60 acres of land along the Chattahoochee River in Sandy Springs is intended to become the heart of a much-needed community park named The Great Park at Morgan Falls.

The Sandy Springs Conservancy, an initiative of Sandy Springs Revitalization, Inc., is planning the riverside park that is hoped to encompass much of the Morgan Falls Road corridor and forested land along the river at the historic 1904 Morgan Falls dam. The Conservancy was established in early 2001 in a grass roots effort to preserve rapidly disappearing greenspace and recreation areas in Sandy Springs. The Great Park at Morgan Falls is the Conservancy's flagship project.

The park design calls for the connection of public and privately owned river-front land to existing

public and recreational amenities on Morgan Falls Road. Proposed enhancements along Morgan Falls



A pedestrian bridge could span the Chattahoochee River linking park land in Fulton County and Cobb County.

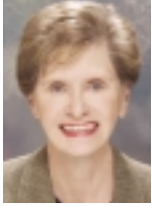
Road such as walking and bicycle paths would link the Blue Heron Golf Course, Morgan Falls

Ball Fields, the R.V. "Dick" Schmalz Recycling Center and Environmental Education Center to the riverfront.

The riverfront landowners, Fulton County, Georgia Power and Morgan Falls developer Barry Teague, have pledged to combine land along the river to form a contiguous 60-acre public greenspace protected by conservation easements. The passive greenspace is the perfect location for walking trails with the Morgan Falls electric power dam as a point of historical interest. Possible amenities include picnic areas, a canoe dock, fishing areas, permeable surface parking and other recreational amenities.

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Meet the New Executive Director of SSRI



SSRI is pleased to introduce its new executive director Nancy Leathers. Ms. Leathers joined the organization in September of 2002 with more than 25 years of experience in planning. She was the director of Fulton County's Department of Environment and Community Development for about ten years until she retired in 2000 after being with the county for 20 years. While serving as director she was closely involved in the original planning for Sandy Springs Revitalization. Since retiring, Ms. Leathers also serves as a planning consultant.

Nancy Leathers

Dear SSRI supporters,

I'm very happy to be with SSRI. It's great to be working on projects for Sandy Springs that I worked on for the county for so many years.

SSRI is moving ahead aggressively this year to carry out projects directed towards the goals of the organization, improving the business district and preserving the residential neighborhoods through revitalization and traffic improvement measures.

This year we anticipate constructing projects that have been in planning and design for some time, mainly the streetscape projects on Roswell Road and Johnson Ferry Road. To make way for construction we have completed in the past few months the difficult job of obtaining easements and handled the complex issues associated with having the utility lines moved off Roswell Road. As those projects are nearing construction, we're preparing a round of new

projects and we're planning ahead for future projects.

The SSRI staff is also putting a great deal of time and effort into a proposal for a Tax Allocation District or a TAD, which the SSRI board of directors believes will benefit revitalization efforts.

In addition to the progress made so far this year, we have assembled a new team at SSRI, including full time staff members and contractors.

I'm pleased with the progress we're making this year and the community can expect to see results of our work before the year is out.

Sincerely,

Nancy Leathers



Sandy Springs Revitalization, Inc. is a private, non-profit tax deductible community organization funded by service contracts with Fulton County, memberships, contributions and grants.

MISSION

SSRI's mission is to maintain and enhance Sandy Springs as one of the Atlanta metro region's premier communities by improving the appearance and function of the business district, alleviating traffic congestion, preserving residential neighborhoods and promoting the addition of green space. The Sandy Springs Business Association and the Sandy Springs Conservancy are initiatives of SSRI.

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Current SSRI projects in Sandy Springs

Sandy Springs Revitalization, Inc. under a contract with Fulton County, manages projects intended to enhance the community. Projects include urban, neighborhood and transportation improvements. They are funded by a combination of federal, state and county funding. For more information on these projects visit www.sandysprings.org

Streetscape Projects

- Roswell Road Streetscape #1
From Hammond Dr. to Hilderbrand Dr.
- Roswell Road Streetscape #2
On Roswell Rd. from Hilderbrand Dr. to Johnson Ferry Rd.
And on Johnson Ferry Rd from Roswell Rd. to Abernathy Rd.
- Roswell Road Streetscape #3
From Cliffwood Dr. to Hammond Dr.
- Sandy Springs Circle Streetscape
The entire length of Sandy Springs Cir.
- Hammond Drive Streetscape
From Roswell Rd. to Sandy Springs Cir.

Neighborhood and Traffic Projects

- Glenridge Forest/ Hammond Hills traffic calming
- River Valley Road sidewalks and bicycle lanes
- Mt.Vernon Parkway sidewalks and traffic calming
- Business district street grid analysis and plan

Greenspace Projects

- The Great Park at Morgan Falls

The SSRI/SSBA Team



Donna Gathers, Executive Director Sandy Springs Business Association: Donna serves as a liaison between local businesses and governmental entities and works to promote the area to new businesses, commercial realtors and potential developers. She organizes events for local businesses such as breakfast speakers and retail promotions and serves as an information source for business people.



Chawnn Redden, Community Planner: Chawnn performs research, data analysis and GIS mapping for SSRI and SSBA projects. She maintains information on the overlay district such as population statistics, property management and ownership information. She also assists with implementing transportation projects including the upcoming Roswell Road streetscape projects.



Kristen Ristino, Communications Director: Kristen creates communication materials for SSRI and SSBA including the Milestone newsletter, a weekly community email, website content and brochures. She works with SSRI, SSBA and SSC to publicize projects and events and serves as a public relations officer for the organization.



Sheryl Olah, Office Manager: Sheryl has jumped right in since joining the team this spring, managing all of the details that make an office work. She also doubles as Nancy's assistant. From accounting to event preparation, the whole team looks to Sheryl for help with just about everything.



Ibrahim Aousaud, Program Manager: Ibrahim, a professional engineer, oversees transportation projects for SSRI managing schedules, design and implementation. He ensures vendors meet all Fulton County and the Georgia Department of Transportation requirements. Ibrahim has more than 19 years of experience in preparing roadway construction plans for transportation agencies.



Jay Scott, Project Manager: Jay, a landscape architect, manages the design and planning aspects of SSRI projects. He has a degree from the University of Georgia in landscape architecture and he has more than 20 years of experience in design, land planning and project management.



Breakfast Meetings Draw Business People

Elected officials, networking professionals and human resource experts are just a few of the speakers who have addressed hundreds of local business people at the Sandy Springs Business Association monthly breakfast meetings.

The meetings serve as informational sessions with topics of interest to business people in Sandy Springs. They also provide opportunities to network with fellow business owners and managers in the community.

State Rep. Joe Wilkinson gave a legislative update to about 75 people at the March meeting. The second-term Republican from Sandy Springs brought constituents up to date on proposed local legislation for the 2003 General Assembly session.

Almost 100 people turned out in May to see Susan Knox, president of Corporate Communications. Ms. Knox gave professional advice on how to turn networking into business development and discussed the secrets of Atlanta's most successful networkers.

Earlier this year, the SSBA hosted Emory Mullings, founder of the Mullings Company and author of "People Smarts," a syndicated column found in The Atlanta Business Chronicle. Mullings discussed human resource topics including career transitions, outplacement and recruiting top talent.

The breakfast meetings are held on the second Wednesday of each month except June and December. They take place in the community room of Hammond Glen, a senior apartment community at 335 Hammond Drive, one block east of Roswell Road across from Boylston Drive. Doors open at 7:30 a.m. for networking, programs begin promptly at 8 a.m. and conclude by 9 a.m.

An assortment of fresh muffins, bagels, pastries and fruit is provided free of charge courtesy of Chef William Neal Caterers, Inc. located in Sandy Springs. For information on Chef Neal visit www.chefneal.com.

Information on upcoming breakfast speakers can be found on www.sandysprings.org in the SSBA section.



Photo by Jonathan Curren

State Rep. Joe Wilkinson, R-Sandy Springs, addressed business association members during the 2003 legislative session.

SSBA Elects New Chairman

Douglas Dewberry of Dewberry Capital Corporation was elected by the Sandy Springs Business Association board of directors as the new chairman earlier this year after Adam Orkin stepped down following two years of leading the organization.

Dewberry is the Corporate Development Officer (CDO) of both Dewberry Capital Corporation, a commercial real estate development, investment and management company, and Dewberry Cesinger Hodgson, a new merchant banking concern. He is chiefly responsible for sourcing investment opportunities in the southeastern U.S.

A property owner in Sandy Springs, Dewberry is actively involved with the community serving on the Sandy Springs Design Review Board and on the Board of Advisors of the Metro Atlanta Chamber of Commerce, among others.

He received a Master's of Accountancy and a Bachelor of Business Administration-Accounting-Cum Laude both from the University of Georgia.



Douglas Dewberry

Sandy Springs Businesses Recognized

UPS and The Walton Falls Apartment Community, both located in Sandy Springs, were among seven organizations from across the county recognized by the Fulton County Commission in April for exhibiting superb environmental practices.

The Walton Falls Apartment Community, through the efforts of its developer, Barry Teague, was recognized for its contribution of land and its involvement with plans for The Great Park at Morgan Falls, an environmentally sensitive project on the banks of the Chattahoochee River.

UPS was recognized for its overall leadership role in environmental stewardship and for best environmental practices in the development of its corporate headquarters complex. UPS is an SSBA member and an SSRI supporter having donated a significant amount to the Blueprint campaign.

Be a Breakfast Sponsor

Sponsors of SSBA Monthly Breakfast Meetings get three minutes at the start of the meeting to pitch who you are, what you do and how you do it better than anyone else. Sponsorship is \$75.

Thank You 2003 Sponsors

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SSRI Annual Meeting

The 2003 Annual Meeting took place on Thursday, June 26. SSRI would like to thank the meeting sponsors for their generosity.

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The Great Park at Morgan Falls

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A suggested pedestrian bridge spanning the river would link the park to 1,100 acres of National Park Service land in Cobb County creating a critical link in a regional greenspace and trail system spanning Cobb, Fulton and DeKalb counties.

As the vision for the Great Park began to take shape as a potentially important connectivity link in the region, organizations joined the effort including the Atlanta Regional

Commission, Cobb, Fulton, DeKalb and Gwinnett Counties, the National Park Service, the National Recreation and Parks Association, Georgia Power, PATH, the Nature Conservancy, the Upper Chattahoochee River Keeper and the major civic and neighborhood organizations in Sandy Springs. A steering committee, with representatives from many of these organizations and residents from nearby neighborhoods, was established to guide the planning process.

For information call :
email: ssc@sandysprings.org



The Sandy Spring business district street cleaning maintenance program was expanded this year to include the entire length of Roswell Road in Sandy Springs from the Atlanta city limits to the Chattahoochee River.

Fulton County District 4 Commissioner Tom Lowe increased the funding to \$150,000 a year to expand the program that includes weekly street sweeping, mowing, weeding and pruning of grass, trees and bushes in the public right-of-ways along Roswell Road and its intersections including the I-285 interchange. Trash cans along Roswell Road are emptied twice a week.

Also maintained are the intersections of I-285 and Riverside Drive and I-285 and Northside Drive/ Powers Ferry. The maintenance program is administered by SSBA.

P a g e 4

Mark Your Calendars

SSBA Presents:

Dr. Jay Kulkin, Owner of Women's Institute for Health, PC discusses how employees can have more control over their health care.
Wednesday July 9, 7:30 am at Hammond Glen
RSVP Donna Gathers 404-255-5351

Community Notes

Hammond Park: A new state-of-the-art playground for children ages 2 to 5 years old opened in May. The county contributed approximately \$75,000 toward the \$120,000 project. The remainder was raised by the community, including \$21,000 from Resurgeons Orthopedic and \$10,000 from Northside Hospital.
Ridgeview Park: A new picnic pavilion and

improvements were unveiled in March.
Police Substation: The Fulton County police opened in March a substation at the Lake Placid Village Apartments on Kingsport Dr. Apartment owner Doug Gardner is donating office space and other services to the police.
New Fire Station: A new Fulton County fire station opened on Heards Ferry Road in Sandy Springs in February.

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