

SSRI MILESTONE

JUNE 2004

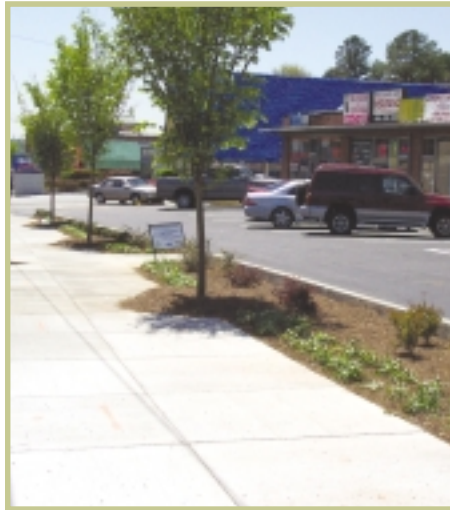
A Publication of Sandy Springs Revitalization, Inc.

Streetscape Making a Mark



New streetscape has spruced up Roswell Road giving pedestrians, drivers and shop keepers a glimpse of what's to come in downtown Sandy Springs.

The first of five segments of streetscape planned by SSRI is near completion after months of work during over-night hours. Construction began on Roswell Road from Hammond Drive to Hilderbrand Drive in October 2003 on the new sidewalk with brick pavers, landscaping and pedestrian lights. The streetscape includes new driveways for businesses with revised curb cuts for improved vehicular access. The project is complicated due to multiple landowners along with many underground and overhead utilities to work around and relocate.



New streetscape on Roswell Road near the corner of Hilderbrand Dr.

SSRI STREETScape PROJECTS



SANDY SPRINGS REVITALIZATION

The \$1.2 million project is funded by a combination of federal, local and private funds. With the support of Fulton County Commissioner Tom Lowe, the county has contributed significant funding for design costs and given \$73,000 worth of trees and plantings. Among local organizations, The Sandy Springs Society has donated \$4,000 for landscaping.

Additional streetscape projects for Roswell Road, Johnson Ferry Road, Hammond Drive and Sandy Springs Circle are in various stages of planning and design, with the next portion slated for construction later this year on Roswell Road from Clifftwood Drive to Hammond Drive. A dedication for the first completed segment of Roswell Road streetscape is scheduled for mid-June.

Transforming Sandy Springs

The foundation is being poured. Downtown Sandy Springs is beginning to go through a transformation from an aging business district to a pedestrian-friendly center with retail shops, restaurants and new office space.

SSRI is paving the way for a revitalized Sandy Springs with new streetscape in the business district, a tax allocation district to encourage redevelopment of the Roswell Road business district and a street grid study aimed at alleviating traffic.

SSRI has been laying the groundwork for 10 years, and now private developers are sharing SSRI's vision for a walkable downtown Sandy Springs. "City Walk at Sandy Springs" by Maxwell Properties, will boast two-story storefronts of street-side shopping on Hammond Drive and on Sandy Springs Place. City Walk, which is currently under development, will be an example of a pedestrian-friendly mixed-use project as encouraged in the Sandy Springs Zoning Overlay District which was developed by SSRI and approved by Fulton County in 2002.

TAD Generates Interest from Developers

A Tax Allocation District for the Roswell Road business district in Sandy Springs was approved at the end of 2003 by the Fulton County Commission and the Fulton County Board of

Education. Sandy Springs Revitalization and the Sandy Springs Business Association brought forward the measure to help attract much needed private redevelopment to the aging business district.

The TAD is expected to bring \$24 million into the community without raising taxes. Developers will apply for TAD funds to help pay the costs of public amenities associated with projects such as parking decks, transportation improvements and greenspace.

"We are extremely pleased with the interest shown by developers," said Donna Gathers, executive director of SSBA. "Developers are now considering significant projects in Sandy Springs that they wouldn't have done before because now they may be able to qualify for some TAD funding."

SSRI thanks Steven Labovitz, an attorney and Sandy Springs resident, and McKenna Long & Aldridge, LLP for all of their efforts and expertise in designing and procuring the TAD.

SSRI Plays Host to the Green Tour

This autumn Sandy Springs cyclists of all ages and abilities will have an opportunity to participate in a high profile competitive and recreational bicycle event in their own backyards, with the center of events to take place at the Kroger shopping center on Sandy Springs Circle.

The first annual "Green Tour" event on October 16, 2004, is expected to draw everyone from top competitors to local residents. This unique bicycle race and ride will offer four separate courses of varying distances through some beautiful Sandy Springs neighborhoods. Teams from schools, churches, large corporations, small companies, and other community groups are encouraged to participate. Two featured teams will be the North and South Fulton County Bicycle Patrol Units along with other bicycle patrols units.



The day will also be filled with activities for kids, transportation exhibits, information on the advantages of cycling and pedestrian exercise, food and music.

Proceeds will help support the environmental or "green" components of SSRI's mission as well as environmental efforts by the Sandy Springs Conservancy, Heritage Sandy Springs, Keep Sandy Springs/North Fulton Beautiful and Leadership Sandy Springs

The Cycle Sandy Springs Green Tour is expected to bring together the community with help from countless volunteers, sponsoring businesses and Fulton County. For more information visit www.sandysprings.org.

Conservancy Efforts Gather Momentum



SANDY SPRINGS
CONSERVANCY

The Sandy Springs Conservancy is moving ahead with implementing amenities at the Great Park at Morgan Falls, its flagship project. The Conservancy is also working on efforts to establish walking trails along a mile-long greenway at Marsh Creek in Sandy Springs.

Plans for the Great Park at Morgan Falls are proceeding swiftly. With the master plan for the Great Park and the pedestrian bridge feasibility study complete, the bid process is expected to begin this summer for Phase I of implementation. This includes construction of a canoe dock at Bull Sluice, improvements to parking and the boat ramp at Morgan Falls dam, the addition of walking trails and the removal of invasive species.

Northside Hospital recently gave a generous grant toward the park effort. Another sizable grant was received last year from an Atlanta-based foundation. Fulton County and private sources are also contributing funds. However, more funding will be needed to complete the park. Members of the community are encouraged to join Friends of the Sandy Springs Conservancy. Look for details at www.sandysprings.org later this summer.

The Great Park at Morgan Falls will provide passive park space for Sandy Springs and also serve as a critical hub in a regional park system, connecting National Park Service land and trails in Cobb County.

The Conservancy plans to partner with other organizations in the metro-Atlanta region on greenspace connectivity. Connected greenspace offers people more choices in their recreational activities and provides better habitat for animals. The vision includes connections to the Big Creek Greenway in Alpharetta or to the Silver Comet Trail in Cobb County.

With all of these efforts underway, the Conservancy has outgrown the capabilities of the volunteer board members and in April of this year hired a program director. Patty Durand brings more than 10 years of project planning and non-profit experience to the Sandy Springs Conservancy.



Patty Durand

For more information on the Conservancy or the Great Park at Morgan Falls visit www.sandysprings.org/ssc or call Ms. Durand at (404) 252-9352 x 19.

S S R I



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

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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SSRI 2004 Annual Meeting

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Handel Speaks to Business Community

Business association members and guests got straight forward, no non-sense information on the state of Fulton County right from the top. The Fulton County Commission Chair Karen Handel was the guest speaker at the SSBA monthly breakfast meeting in May 2004.

"I can reaffirm to you that the county does not have a revenue problem, the county has a spending problem," said Handel to the standing room only audience of more than 100.

Handel, who was elected to the commission in 2003 to fill the seat vacated by Mike Kenn, expressed her pleasure in speaking to the Sandy Springs group who she has many ties to from her days as the president of the North Fulton Chamber of Commerce.

She addressed the budget process and her efforts to reform the mindset of county depart-



Fulton County Commission Chair Karen Handel, left, is welcomed by SSBA Chairman Douglas Dewberry at the May SSBA Breakfast meeting.

ments when it comes to annual budget increases, and the need for goals and accountability. Topics touched on ethics reform, the sheriff's department, consolidation of services, legislation to allow Fulton County to have some say in the direction of the library board and transportation.

"Transportation is one of the biggest problems we have in Fulton County," said Handel who described the \$7 million transportation budget as "completely and woefully inadequate."

Handel expressed her support for a city of Sandy Springs if that is what the residents here want. She worked with Rep. Joe Wilkinson and Rep. Wendell Willard to do what she could for the incorporation effort in the 2004 General Assembly session, but Handel said they need to work through the details of what incorporation would really look like for the county and Sandy Springs.

SSBA breakfast meetings take place on the second Wednesday of each month except June and December, at Hammond Glen, a senior apartment community at 335 Hammond Drive. The next scheduled meeting is July 14. Visit www.sandysprings.org/ssba for speaker information and directions.

New Web Feature Highlights Local Businesses

The Sandy Springs Business Association wants everyone to know what we know: there are great shops, restaurants and services available in Sandy Springs!

Still in the pilot, or introductory phase, "Spotlight on Business" is a new monthly online feature dedicated to showcasing business that have something timely or newsworthy to promote such as a grand opening, a major building renovation, a special event or a new service or product such as a new chef or menu.



The featured business of the month will be announced at the SSBA monthly breakfast meeting, promoted on the SSBA website home page and announced to the local media.

Businesses who wish to be considered for the monthly feature may obtain an application at SSBA breakfast meetings or online at www.sandysprings.org/ssba

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the Fun!

SSBA Pub Nite @ The Loop
July 20TH 5:30 p.m. Pizza Grill



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Become a Member!

Sandy Springs Revitalization and the Sandy Springs Business Association are now accepting memberships online!

Members receive the Milestone newsletter twice a year, the Sandy Springs Business Directory and weekly community email announcements. SSBA members are listed in the business directory and are invited to monthly business events.

Join online at www.sandysprings.org

www.sandysprings.org



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