

Regional Business Coalition

The RBC is a recognized leader in identifying and advocating sustainable solutions that foster greater economic vitality by building consensus, shared commitment and the cooperation of chambers of commerce in the Atlanta region.

Which Region?

How do you define the Atlanta region? For some it's the area inside 285, for others it's all of north Georgia, jokingly referred to as Atlantanooga. Since the early 1990s, we've used the thirteen county ozone nonattainment area for transportation and air quality planning purposes. But that is likely to change.

By May of 2003, the region must decide on how big an area to plan for in terms of roads, transit, and air quality. The new "urbanized area", as defined by the Census, touches 19 counties. Also, the ozone nonattainment area is likely to grow from 13 to 20 counties.

The growth of our region and its environmental impacts also could affect our decision-making structures. For instance, should the 10-county Atlanta Regional Commission expand to cover the new 20-county ozone nonattainment area? Or should the 10, non-ARC local governments, contract with the ARC for transportation planning services? These are but a few of the big questions that need to be addressed in the coming months by Governor Perdue, ARC and area local governments.

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Water District PROGRESS REPORT

CLEAN
WATER INITIATIVE

THE CLEAN
WATER INITIATIVE'S
RECOMMENDATIONS
PROVIDED THE
IMPETUS AND
FRAMEWORK FOR
CREATING THE
WATER DISTRICT
IN 2001.

On December 11th, the Regional Business Coalition and the Metro Atlanta Chamber of Commerce cosponsored a progress report on the Metropolitan North Georgia Water Planning District ("Water District").

While noting that the Water District is on track to accomplishing its core tasks, the progress report focuses on four key issues that the region must address:

- Implementation and funding of storm-water management plans
- Regionally-oriented water supply and wastewater planning
- Long-term water supply and water allocation
- Coordination among other regional plans

Solutions to our stormwater problems are not cheap or easy. The recently adopted stormwater ordinances need to be implemented region wide. Additionally, in the more urbanized areas of the region (approximately 20% by land area), restoration and retrofit of existing problems will need to occur. Together these actions could cost the region over \$100 million per year.

Currently, the Water District is considering three 2030 water supply and wastewater plans. The first option is a consolidation of local plans. The second option focuses on centralizing infrastructure into a more

regional framework. The third option strives to limit transfers of water from one river to another (i.e. Chattahoochee to Ocmulgee).

The second, more regionally focused, infrastructure plan is thought to offer greater economies of scale and consequently lower cost of service. Additionally, larger, centralized wastewater plants have a better history of protecting water quality.

Perhaps the most complicated issues revolve around the allocation of our limited water supply. Historically, water supply has been allocated based on growth forecasts with permits approved by EPD. Water District Chair Joel Cowan is proposing an allocation formula that focuses on developable land. Under the proposal, local governments would be permitted to withdraw a set amount of water for the foreseeable future.

Other considerations on how the region allocates water include: timing of water supply demand, the level of water conservation achieved by the local government, amount of water returned to river, amount of water reused by returning water to upstream reservoirs, and coordination among other infrastructure plans (i.e. transportation and schools). A process by which to resolve this allocation decision needs to be established as soon as possible.

Please contact RBC for a copy of the full report.



DEVELOPMENTS OF EXCELLENCE



MILTON PARK, DEVELOPMENT OF EXCELLENCE

Annually, the Regional Business Coalition and the Atlanta Regional Commission recognize developments that embody the policy goals contained in our Regional Development Plan. Mixing of uses, a range of house sizes and styles, redevelopment, pedestrian design, and proximity to transit are just a few of the criteria a jury of professionals uses to rate new developments in the region.

Milton Park by Pope & Land Enterprises and

AMLI won the top award, Development of Excellence. The 107-acre development near North Point Mall protects greenspace, offers single family and multifamily housing options, includes 300,000sf of office space, and provides convenience retail. The pedestrian design of the development impressed several jury members with ample sidewalks, street trees, direct connections among uses, and building entrances facing the street.

Gateway Village won the Exceptional Merit Award for Visionary Public Private Redevelopment Partnership. This extraordinary effort at place-making involves strong leadership from Clayton College and State University, Morrow, Lake City, the University Financing Foundation and Gateway Development Services. New zoning requiring quality growth and proactive land acquisition has set this development on the right course.

The Exceptional Merit for Affordable Traditional Neighborhood Development was awarded to Silver Springs Village. Oakley Development Company took full advantage of the site's proximity to Powder Springs, the Silver Comet trail and U.S Post Office.

Wieland Homes and Neighborhoods in partnership with G.K. Johnson Development, LLC earned the Exceptional Merit Award for Mixed-Use Development with their Smyrna Market Village. This well designed development mixes retail and housing in the same buildings and connects everything with first class pedestrian amenities.

Eagle Real Estate Advisors' Villages at Lafayette Park won the Exceptional Merit Award for Development Design in the Expansion of a Town Center. This 110-acre, mixed use development nicely integrates itself with other developed portions of Fayetteville's downtown.

REGIONAL VOICE

The Atlanta Regional Commission, in cooperation with the Regional Business Coalition, Regional Leadership Foundation and other organizations, released the results of a detailed public opinion survey at the State of the Region breakfast.

The survey asked people to state their perceived strengths and problems of the region (See Charts). Despite a sluggish economy, residents still regard this as our greatest strength. Traffic is the runaway favorite as our region's top problem.

In another question, residents

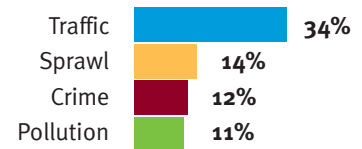
responded that good air quality, less traffic congestion and effective transit service were top quality of life issues that they wanted government to address. Specifically, they supported improving the region's air quality by encouraging alternative travel modes. Also, water conservation through efficient household use receives strong support.

In the future, ARC will annually publish a report containing measurable indicators of our improvement on these top public policy issues. Increased awareness of our progress will lead to better decision making in the future.

STRENGTHS



PROBLEMS



REGIONAL SPONSORS

- AGL Resources
- Bank of America
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- Delta Air Lines, Inc.
- Georgia Power Company
- Georgia EMC
- Greater Atlanta Home Builders Assoc.
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