

# Sally Silver

Sally Silver's "career" in changing her community began with her work as a community activist when the GA400 highway construction cut through her neighborhood, changing the face of the quiet residential suburb to an area of ever increasing urban commercial development. Originally her efforts were focused on the opposition of GA400, but soon morphed into leading her community through the transition from a suburb to an urban area. Through her leadership, the community has successfully grown to become one of the region's foremost activity centers, effectively integrating commercial and residential interests. Silver understood 20 years ago the challenges that would face the Buckhead community as it changed from sleepy suburb into urban mixed use activity center, which many today are just beginning to comprehend.



Photo courtesy of John Schaffner  
Sally Silver, Neighborhood Planning Unit B Chair (left) and  
Denise Starling, Livable Buckhead Executive Director (right)

Silver's vision is far beyond the typical community activist as she performs the role of a well seasoned development/planning/transportation professional for the community's overall benefit. She understands that good development has a unique ability to find opportunities where challenges seem insurmountable. She has demonstrated the ability to look at issues through multiple lenses by balancing the economic demands of the developer, the quality of life demands of the resident, the implications to the school system and other factors. Her success as a community leader stems from her tenacity to go after controversial topics and her ability to take the heat from colleagues, friends and neighbors to stand for overall needs of the community as a whole. She sees the viewpoints, talks the languages and forges solutions that work for all concerns.

The most obvious and permanent community impact of Silver's vision and guidance is her direct responsibility in the creation of the Buckhead Area TMA (BATMA). It was through her leadership, in the neighborhood planning unit, that proposed developments seeking zoning approval were required to provide seed funding to support the creation of a TMA to address traffic impacts associated with the developments. By addressing the increased traffic congestion and coupled air quality issues precipitated by commercial development, the creation of BATMA helped to bring about a truce between the residential and commercial interests within the community which the construction of GA400 wrought.

# Sally Silver

---

Silver has worked closely with BATMA over the last decade in a variety of capacities including: requiring developers to work with the organization; requiring development characteristics that support alternative modes; corralling city leadership and staff to work closely with the community to strengthen local zoning; and by directly participating in local planning efforts including the LCI planning, Piedmont Corridor, rezoning the Buckhead Village and the commercial core, and the Buckhead Greenspace Plan. Silver not only freely gives her time, her expertise and her guidance to every effort where BATMA, the BCID and Livable Buckhead need her, but she also serves as a major communications conduit ensuring information is disseminated to all interested parties.

## Accomplishments:

**Creation of BATMA** - Silver's role in the neighborhood planning unit (NPU) resulted directly in the creation of the TMA. In the last decade, the TMA has been responsible for approximately 110,000,000 miles of VMT reduced and 210 tons of harmful emissions removed from the air.

**Launch of "the buc"** - Silver's role in the NPU resulted directly in the launch of "the buc" shuttle which has provided more than 2.4 million trips since its inception.

**Transportation Management Plans** - Silver was directly responsible for revising local zoning to require the development of transportation management plans that demonstrated traffic reductions of 25 percent in the first five years.

**Rezoning Buckhead Village (SPI-9), Commercial Core (SPI-12) and Lindbergh** - Silver was directly responsible for rezoning Lindbergh, the Buckhead Village and the commercial core to include transit oriented development, require membership in the TMA, to include alternative mode friendly design elements, to enhance greenspace, pedestrian environment and transit connectivity in the areas.

**Peachtree Corridor Zoning** - Silver was directly responsible for the passage of the zoning overlay on Peachtree Road that established development standards to create the walkable pedestrian boulevard being built today.

**Individual Development Reviews** - Silver works with each individual development proposal to ensure it meets zoning requirements and includes elements that support alternative modes.