

# Bucks on the Street

**Denise Starling, Executive Director**

## Livable Buckhead

Thank you Elizabeth and Donna for that kind introduction and also for selecting Livable Buckhead as the very first recipient of funding for the BBA's Foundation proceeds. I am honored and excited to accept that designation and look forward to a long-standing partnership between our two organizations.

**Partnerships** – that is the theme of my remarks tonight. The vision for a greener Buckhead that you see here tonight has been achieved through partnerships and will continue to be implemented



Bucky the Buck  
Sally Silver,  
Secretary  
Livable Buckhead

through those same and more partnerships.

From its origins with Atlanta City Councilman Howard Shook and NPU-B Chairperson Sally Silver, to the financing by the Buckhead CID and Buckhead Coalition to management by BATMA and strategic guidance by a steering committee comprised of churches, schools, neighbors, commercial property owners, city of Atlanta staff, Atlanta Development Authority, Buckhead Heritage, art galleries, park pride, trust for public land and more... I have literally counted more than 30 partnerships that have already been forged to craft this vision.

But that is just the beginning – developing the vision is the fun and easy part – now the real work begins...turning that vision into reality. Partnerships become even more instrumental here at two levels: there is the agency side of the equation and more importantly there is the community side of the equation. Of course we have to work with GDOT, City of Atlanta, ARC and others – that part we know how to do. But the bigger challenge is bringing Buckhead together to implement a single vision.

Working together is not something Buckhead has historically done very well. Ten to fifteen years ago, a meeting with residents and developers in the same room would have required a metal detector and Zone 2's presence. However, we have grown up a little along the way and today previously disparate groups are working hand in hand crafting visions like the one you see tonight. From the outset of developing the green space vision, it has been evident



Elizabeth Gill,  
Co-Chair  
Bucks on the Streets  
Denise Starling,  
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that the need is so great and the passion is so strong from every single voice at the table – that this **will** be a unifying project that brings the community together.



People from all walks of life agree that green space is desperately needed – be it the mother of young children who needs a playground where her kids can play and she can connect with other mothers, to the commuter who wants to bike to work on a safe trail, to the worker who just wants a place to sit outside and eat his lunch...everyone wants and needs greenspace to be happy and healthy.

And let's not forget, greenspace is a significant part of the equation that leads to a high "quality of life." Buckhead prides itself on being a world class community and world class communities have one thing in common...great parks and civic spaces. Areas with high "quality of life" are those that are successful and retain their vibrancy for the long term...they are "sustainable".

Just what is sustainability? You hear the term thrown around a lot. To some people it is a purely environmental term, to others it is an economic or productivity term. To me it is a mix of many things, but it is primarily a community-based term that equates to a high quality of life that ensures the community continues to appeal to a multitude of audiences for the long term. It is where the environment meets the economy and it is all about balance.



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What is interesting about sustainability is that it is a critical element attracting today's 20 something's. This group of people has a completely different mindset than prior generations. They value environmental stewardship, diversity, socially conscious development, choices in transportation and active urban environments.

Buckhead today has some of these qualities, but not all of them. We have an opportunity to build upon this fantastic brand we know and love to increase its depth and add new facets to its appeal.

Expanding Buckhead's appeal through sustainability is what Livable Buckhead is all about. Through a variety of initiatives that diversify and activate the community - like implementing this green space plan, rezoning the commercial core and developing community-wide recycling initiatives - Livable Buckhead will help ensure Buckhead is



Tony Peters,  
Business Development  
Livable Buckhead

Calvin Cromer,  
Program Coordinator  
Livable Buckhead

positioned for the future by continuing to attract a variety of audiences who want to live, work, play and INVEST here.

The organization, a brand new one, is essentially an expansion of BATMA's decade of successful work. Livable Buckhead broadens the platform to offer initiatives that were not previously being undertaken in the community, but that are clearly needed to enhance the quality of life in Buckhead.

Livable Buckhead is led by a board of directors that I would like to recognize tonight – please raise your hands. This is the group of people that is setting the stage for a greener, active, healthy, safe Buckhead. There is a lot of work to do, but this group of people is certainly up to the task and I am excited to be working with them.



Now is the time to rethink our future and turn this down economy to our advantage – we can still come out on top! It is time for each one of you to get involved, become a partner and make it happen...together.

Again, thank you so much to the Buckhead Business Association Foundation for dedicating the proceeds of the Bucks on the Streets Program to Livable Buckhead. This is a tremendous vote of confidence and we are honored to be your partner!

Be a Partner Buy a Buck!



**Denise Starling,**  
Executive Director  
Livable Buckhead

**Bob Stoner,**  
Chairman  
Livable Buckhead