

Continental Colony News

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\$18 Million SW Complex



Apartments In A Garden Setting Will Be The Feature Of The Proposed \$18 Million Continental Colony Complex

Civic Leaders Hail Benefits To Area Residents

Continental Development Corporation has announced it will invest a minimum of \$18 million in the future development of Southwest Atlanta with the construction of a luxury apartment complex immediately south of Greenbriar Shopping Center.

The announcement was hailed by Southwest Atlanta businessmen, civic and professional clubs, public officials and residents as a tremendous asset for the area.

The directors of the West End Business Men's Association, in a resolution adopted Dec. 30, 1966, said the establishment of the luxury apartments "would be beneficial to the economy and well-being of this area."

Continental Development Corporation President Fred J. Schwaemmle, Jr., said the prestigious complex will have an elaborate \$120,000 clubhouse facility—scheduled to have indoor and outdoor swimming pools, tennis courts and golf putting greens — which will be made

available to residential owners in the adjoining Continental Colony Residential subdivision.

Mr. Schwaemmle also reported the new development will be separated by a landscaped area at least 150 feet wide from the adjacent residential area.

The overall design of the screening and buffer zone will be laid out according to a design by award-winning landscape-architect Willard C. Byrd.

"The buffer zone will be in a park-like setting," Mr. Byrd said, "and it will be designed not only to screen but to look attractive." The plantings will include grass, hedges, shrubs and such flowering trees as magnolias and dogwood.

Creation of the apartment complex will also serve as a buffer zone between the residential subdivision and the commercial property planned at Greenbriar, commented Terry B. Knight, who is one of the 50 appraisers in Georgia

designated a MAI (a Member of American Institute of Real Estate Appraisers).

"In fact," Mr. Knight said, "it is my opinion as an appraiser that this proposed (apartment) development will provide that most desirable buffer between the single-family residential subdivision and the area zoned commercial which will be developed in the near future with various types of improvements."

Traffic engineers said the development of the apartment complex also will relieve the heavy flow of vehicles on the residential streets of Continental Colony created by people driving to Greenbriar from the south.

An extension of Mt. Gilead Road is proposed to run through the apartment complex and, linking the four-lane Hogan-Stone Road connector and the proposed four-lane North Camp Creek Parkway, remove much of the through traffic which now uses The Fontainebleau

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Colony Developers Have Deep Roots In Area

Continental Development Corporation is the creation of a group of Atlantans whose roots go deep in the phenomenal growth of Southwest Atlanta.

In addition to Continental Colony Subdivision, these men have created some of the finest residential subdivisions, apartment projects, shopping centers, commercial properties and professional buildings throughout the Metropolitan Atlanta area but with a heavy concentration of their activities in the southwest section.

Fred J. Schwaemmle, Jr., president and treasurer of Continental Development, was reared in College Park where he attended public schools prior to graduating from Davidson College in North Carolina. He is active in the Dogwood Hills Baptist Church, is past president of South Fulton Boys Club and is a director of the Greater Atlanta Apartment Owners Association. He resides with his family at 3108 Sorrento Circle, S.W.

Mr. Schwaemmle's subdivision developments include Sun Valley, East Point's largest subdivision; Jamestown and Continental Colony. In addition, he has built, owns and manages four apartment complexes in Greater Atlanta.

Scott Hudgens Jr., chairman of the board, Continental Development, is also a native of Southwest Atlanta where he attended the public schools before enrolling in Georgia State College. He is active in the Red Oak Baptist Church and has served on the College Park Board of Zoning Adjustment and the Fulton County Zoning Advisory Committee. Mr. Hudgens is a veteran of World War II. He resides with his family at 4290 Janice Drive, S.W.

He is chairman of the board of Scott Hudgens Realty and Mortgage Company and is the developer of the North Dealb Shopping Center, South Fulton Medical Plaza and the Arrowhead Shopping Center along with the Jamestown Subdivision in College Park.

Ridley T. Nichol, secretary of Conti-

Hawn 'Welcomes' Luxury Apartments

W. R. Hawn, managing partner of Greenbriar Shopping Center, said he would welcome "well planned and well constructed, luxury apartments in the Greenbriar area."

Mr. Hawn said he feels "this area is now and will continue to develop into the hub of Southwest Atlanta. We expect to see well planned office and business developments around us, and this type of development certainly calls for the support of multi-family dwellings."

Declared Mr. Hawn, "We feel that luxury-type apartments would be a definite asset."

At the same time, Mr. Hawn said he would oppose "low rental apartments or any type of housing that would downgrade the area."

Continental Development, is the only official of the corporation who was not born and reared in Southwest Atlanta—he was raised on the north side. He attended Atlanta public schools, Vanderbilt University and the Wharton School of Business, University of Pennsylvania. Before going into real estate development, he served as city manager of College Park. He is a member of St. Ann's Episcopal Church, and he resides with his family at 1897 W. Wesley Road, N.W. Mr. Nichol is president of the Scott Hudgens Realty and Mortgage firm, and is a veteran of World War II.

W. C. Cato, vice president of Continental Development, is a native of Southwest Atlanta. He is active in Headland Heights Baptist Church, Lakeside Country Club and the Homebuilders Association of Metropolitan Atlanta. He and his family reside at 2804 Headland Drive, S.W.

Mr. Cato is owner and manager of the Lexington Apartments in East Point and his subdivision developments include Carriage Colony, Wexwood Glenn, Jamestown, Williamsburg and Headland Forest.

R. L. Brand Jr., a director of Continental Development, was reared in

Southwest Atlanta where he attended public schools. He is a deacon of Beecher Hills Baptist Church and a member of the Kiwanis Club. Mr. Brand lives with his family at 3073 Cascade Road, S.W. He is partner in the Brand-Vaughn Lumber Company.

Mr. Brand has participated in numerous developments in metropolitan Atlanta.

C. H. Vaughn, also a Continental Development director, joined Mr. Brand in the establishment of their lumber company following their discharge from military service during World War II. He is a member of Beecher Hills Baptist Church, and lives with his family at 1551 Blvd. Lorraine, S.W.

Eugene V. Starr, a director of Continental Development, was born and reared in Southwest Atlanta where he attended public schools. He is a member of East Point Christian Church, South Fulton Chamber of Commerce and Lakeside Country Club. He and his family live at 2961 Kimmeridge Drive, S.W.

Mr. Starr has built some 200 homes along with a number of apartment units and has participated in the development of numerous subdivisions.

Covenant Gives 150-Foot Buffer Zone Between Apartment Complex & Homes

Continental Development Corporation has entered into a covenant establishing a 150-foot buffer zone between the planned \$18-million luxury apartments and the rear property lines of residences on Sorrento Circle and Black Forest Trail.

The full text of the covenant, which will be filed at the Fulton County Courthouse after the property is properly rezoned, states:

GEORGIA
FULTON COUNTY

COVENANT

This Covenant made this the 12th day of December, 1966, by Continental Development Corporation, a corporation of Fulton County, Georgia.

WITNESSETH:

WHEREAS, Continental Development Corporation has made application to the City of Atlanta to re-zone approximately eighty (80) acres of its land in Land Lots 228 and 229 of the 14th District of Fulton County, Georgia, from R-4, Residential to A-1 and AL Apartments.

NOW, THEREFORE, Continental Development Corporation does hereby covenant and agree to the following terms and conditions upon the re-zoning of said property as requested:

1.

To provide a 150 foot area from the north property line of Continental Colony School northerly to The Fontainebleau, along the rear line of the residential lots facing Sorrento Circle and Black Forest Trail, on which no permanent buildings will be erected for 15 years from this date.

IN WITNESS WHEREOF, the undersigned, as President of Continental Development Corporation, has hereunto set his hand and affixed the corporate seal the day and year first above written.

CONTINENTAL DEVELOPMENT CORPORATION
By Fred J. Schwaemmle, Jr., President

Signed, sealed and delivered
in the presence of:
Clifford Oxford
Brenda M. Lord

Notary Public: Notary Public, Georgia, State at Large
My Commission Expires Oct. 29, 1969



These Apartments To Grace Proposed Colony Complex; Front and Rear To Look Alike Near Residences

Little Effect On Schools Seen For Complex

Plans of the Atlanta Board of Education assure adequate school facilities to accommodate the developments of the Continental Development Corporation, said president Fred Schwaemmle, Jr., himself a parent and resident of the Greenbriar area.

"The site for the Continental Colony elementary school was included in the original development plans of the corporation and the Board decided upon this site at the urging of the corporation. This site was sold to the Board of Education at cost.

"The school is architecturally designed to accommodate the addition of eight classrooms to the north without interfer-

ing with the overall operation or design. This school was established in this area to accommodate children living on the east side of the perimeter highway.

"Approximately 50% of the present enrollment comes from the west side of the perimeter highway, an area to be served by the new Ben Hill School and a school to be located in the Brentwood sub-division, a site established in the overall land plan of this sub-division."

Mr. Schwaemmle said it can be readily seen that the Atlanta Board of Education is cognizant of the development in this area and appropriate plans have been developed to assure the orderly construction of adequate school facili-

ties to accommodate the anticipated growth. The corporation has always endeavored to advise the school authorities of its plans in this area and they have acted accordingly.

Surveys of apartment complexes of similar character and complexion of the ones proposed readily indicate an extremely small percentage of school age children.

'Mr. West End' Says SW Growth Depends On Colony Complex

Edgar E. Schukraft, widely known as "Mr. West End," says the creation of the \$18 million Continental Colony apartment complex is "a real move in the right direction for this section."

"This area is on the threshold of a great forward movement," commented Mr. Schukraft, former president of the West End Business Men's Association, "and this project is of the utmost importance to Southwest Atlanta."

Too long, Mr. Schukraft said, Southwest Atlanta has failed to participate to its full potential in the dynamic growth of Metropolitan Atlanta.

"But now this whole section is ready to go, and it is almost imperative that the Continental Colony complex be developed as planned," he said. "This will be a real factor in the future growth of Southwest Atlanta.

"Now we have the opportunity to step out," he declared, "and we should do it without delay."

Benefits To Area Residents

Real estate specialists report the proposed \$18 million Continental Colony quality apartment complex will provide a variety of benefits to homeowners in the adjoining subdivision.

These benefits include:

1. Location of the garden-type apartments with its 150-foot park-like landscaped buffer zone "will provide the most desirable buffer" between the existing residential area and the commercial buildings scheduled to be erected on the south side of Greenbriar Shopping Center.

That's the report of Terry B. Knight, an appraiser who is assistant vice president of Citizens and Southern National Bank, who added that it was his pro-

fessional opinion that the single-family homes in Continental Colony Subdivision will not be adversely affected.

2. Creation of the luxury apartment development will include an extension of Mt. Gilead Road with the four-lane Hogan-Stone Road connector and will remove traffic bound to and from Greenbriar from the residential streets of Continental Colony Subdivision.

3. Increase the re-salability of existing homes through the added feature of the availability of the plush clubhouse facilities that will be built in the apartment complex. The \$120,000 country club-type facility will include swimming pools, golf putting and chipping greens, tennis and shuffleboard courts and other recreational facilities.



Unusual Features Of Clubhouse In Proposed New Continental Colony Complex To Include Indoor Swimming Pool

Club Facilities Open To Subdivision Residents

Residents of the Continental Colony Sub-division will be welcome to use the variety of recreational facilities—including a private clubhouse—planned for Continental Development Corporation's \$18-million luxury apartment complex.

Fred Schwaemmle, Jr., president of Continental Development, said the opportunity to enjoy the facilities will be offered "on a reasonable basis, subject to the rules and regulations established by the corporation."

Mr. Schwaemmle said the clubhouse will include lounges, formal dining and meeting rooms, billiard rooms, exercise and sauna facilities, plus appropriate swimming pools. There also will be golf putting and chipping greens, tennis and shuffleboard courts.

"These proposed facilities will be a

deciding factor in attracting quality people to the area, and an extension of these privileges to the adjoining resi-

dents will certainly make this entire area an attractive and prestige location," declared Mr. Schwaemmle.

MAI Appraiser Sees No Ill Effects

Terry B. Knight, a member of the American Institute of Real Estate Appraisers, said he does not feel nearby single family homes will be affected adversely by the \$18 - million luxury apartment development.

"In fact, it is my opinion as an appraiser that this proposed development (with the 150-foot buffer zone) will provide the most desirable buffer between the single family residential subdivision and the area zone commercial which will be developed in the near

future with various types of improvements," said Mr. Knight. "It also is a buffer from the side view of the Greenbriar Shopping Center."

Mr. Knight, who made an on-site inspection November 21 for the purpose of determining the feasibility of the proposed development, said:

"I have been in the mortgage loan business in Atlanta for 12 years and have made several loans in the Continental Colony Subdivision which adjoins the subject property. I am also an appraiser holding the MAI designation (a Member of American Institute of Real Estate Appraisers) and have made appraisals on houses adjoining the subject property.

"Based on my personal inspection of this property and seeing the proposed plot plan showing a 150-foot buffer zone between the apartment buildings and the homes on Black Forest Trail (homes nearest to the apartment) and knowing the type apartments that are proposed on this site, I do not feel the single family homes will be affected adversely."

In review, Mr. Knight said it is his opinion that "an attractive apartment project on this site would be a proper improvement and would not adversely affect the value of the surrounding property."

SW Businessmen Endorse Complex

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and Hogan Road in the residential subdivision.

Mr. Schwaemmle said the proposed apartments, where rents will begin at \$150 a month for single bedroom units, are designed to appeal to executive-type residents.

Most of the apartments will have wood-burning fireplaces, with rich wood paneling and attractive wall coverings among their many luxurious appointments. All are designed for indoor-outdoor living with enclosed patios and balconies.

Mr. Schwaemmle said the new complex, designed with a very low density

of units per acre by architects Danielson and Paine, will not create an overcrowded condition at Continental Colony School.

"Surveys of apartment complexes of similar character and completion of the one we propose readily indicate an extremely small percentage of school-age children," Mr. Schwaemmle reported.

The recreation facilities to be made available to Continental Colony subdivision residents will include the private clubhouse—which will have lounges, formal dining and meeting rooms, billiard rooms, exercise and sauna rooms—golf putting and chipping greens, tennis and shuffleboard courts.