

Commercial & Community Developers
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About Us

A Rich Family History In Atlanta Development

The Embry family is proud of their rich family history in Atlanta's development, and their history of honest and open business dealings. They continue to progress with a vision toward tomorrow's Atlanta.

The Embry Family

In the 1940's after tWWII Mike Embry's father and three brothers started developing, building and selling real estate in East Atlanta. They built many homes in the East Lake, Decatur and Belvedere areas of East Atlanta. One of their first planned developments was Belvedere, at the Intersection of Memorial Drive and Cdumbia Drive. Belvedere Shopping Center Included the first suburban store for Rich's and included two surrounding subdivisions - Columbia Valley and Belvedere.

In the mid to late fifties they bought three large tracts near Chamblee which they named Embry Hills. It included shopping, office, commercial, multi-family and single family homes withswim and tenris. There were numerous other developments both residential and commercial throughout Dekalb and other areas of Atlanta. Investing money in the banking industry lead to acquisitions of local banks with what was Embry National Bank.

Mike Embry

Mike Embry
Mike Embry is a native Atlantan born in 1961. Mike is a second generation real estate developer, the
Embry family has been involved in the real estate development, construction and banking industries
for over 50 years in the Atlanta area. Through the Embry Group Inc. Mike focuses on infill
development and real estate investments in and around the Atlanta area. Mike is involved with his son
Vincent's motorcycle racing efforts and coaching his daughter Erica in softball.

Mike works to maintain a great relationship with the Planning Staff, Public Works, Planning Commission and Board of Commissioners. He respects their jobs and they respect his honesty.

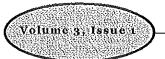


Embry Group, Inc. Is A Proud Sponsor Of Team Embry Roadracing.

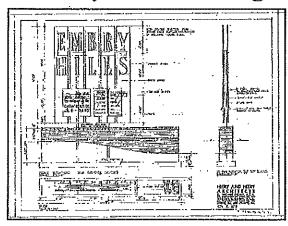
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Progress And Vision Toward Tomorrow's Allanial

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Embry Hills Neighborhood



An original drawing for the Embry Hills sign recently donated by Heery & Heery Architects

By Ben Zdencanovic

Embry Hills is a planned community in Chamblee, northwest DeKalb County. The neighborhood is just southwest of I-85, bisected by I-285, and encircled by Henderson Mill Road, Chamblee-Tucker Road, and Northcrest Road. It includes: Alton Road, Embry Circle, David Road, Chase Road, and Embry Drive.

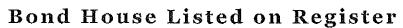
Embry Hills was among the first of many planned communities built following the Second World War in DeKalb County as the area saw a boom in industrial development. Chamblee in particular was home to a substantial increase in subdivision and suburban growth as industries such as Frito-Lay, Eastman Kodak, and General Electric moved plants and offices into the area. Workers from around Georgia and around the country flocked to the town's booming

industry, accounting for 120,000 new citizens between 1950 and 1960, or 42% of the area's total population expansion. Embry Hills is a direct consequence of this period of unprecedented growth.

The Embry Hills community was built in the 1950s by the Embry Realty Company, founded in the late 1940s by Jack Embry, a former sales manager with Adair Realty, and his brothers James, Neal, and Theo. Prior to the construction of Embry Hills, the company built a variety of residential homes in the East Lake, Decatur, and East Atlanta areas. Their first planned communities were the Belvedere and Columbia Valley subdivisions at the intersection of Memorial Drive and Columbia Drive in Decatur, built in 1951, as well as the adjacent Belvedere Shopping Center, home to the first suburban Rich's department store.

Around 1955, the company purchased three large tracts of land that would become Embry Hills from the Henderson, Chesnut, and Williams families -- 600 acres of farmland containing little more than six houses, a hog farm, and a sawmill. Construction began in late 1956 with Poe and King as land planners and engineers. Heery and Heery, an architecture firm that would go on to design such monumental Georgia structures as 999 Peachtree Street, the Georgia Dome, and Turner Field, were employed as architects and subdivision consultants. The area was designed to be mixed use, featuring not only houses and apartments,

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From Historic Preservation Division, DNR

The Bond Family House, located on Rock Chapel Road in Lithonia, was listed in the National Register last September. The property owner sponsored the nomination and prepared the materials. The Bond House was constructed circa 1872 as the home of one of DeKalb County's leading citizens, Eason Jackson Bond (1834-1893), and remained in his family until 1985. The house is significant in social

history for its associations with the Bond family. Eason Bond was the son of an early DeKalb County pioneer who moved to the area circa 1834, Eason served as Chairman of the DeKalb County

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End of Year Contributions

Elizabeth & Frank Allan Frank & Betty Asbury Brad & Kay Bryant Lois Durling Dr. & Mrs. George Coletti Mark & Kathle Gannon Mr. & Mrs. Robert Gerwig Bill Funk & Gayle Gellerstadt Mr. & Mrs. Norman R. Harbaugh Mrs. Eloyse D. Hyatt Windsor Jordan John Keys L. L. Kitchens, Jr. H. T. Marshall Dr. & Mrs. Frank Matthews Mirium Mathura Jennifer Richardson Lora D. Pasco Sara Parsons Don Rawlins Jack Regan & Ginger Krawiec Tom & Lucia Sizemore Tim & Christa Sobon Perry Stephens Harry Stillwell Tom Stubbs Kenneth H. Thomas, Jr. Betty Willis Yerkes Research Center Stuart & Char Zola For the Archives: Joyce Cohrs Kenneth H. Thomas, Jr.

Thank you for your

generous contributions.

Embry Hills (cont.)

but office space, medical buildings, and retail. Most of the subdivision's 700 to 800 homes, as well as Stonecrest Apartments and several other apartment complexes, were constructed throughout 1957, with additional residential construction continuing into the early 1970s.

Homes sold rapidly, and Embry Hills became a thriving and fully developed community within only few years. The Embry Hills Club, established in 1958 at 3131 Alton Road, featured swimming and tennis facilities along with a clubhouse, where talent shows and other community gatherings were held. An active Embry Hills Garden Club, based on Alton Road, was founded by the early 1960s. Construction on the Embry Hills Shopping Center began in 1963; early businesses included a hardware store, drugstore, five-and-dime shop, laundromat, and the perennial Embry Hills Barber Shop. In 1961, the Embry Hills United Methodist Church, located on a 5.7 acre site on Henderson Mill Road, began worship service with six families in attendance. The Embry Hills Kindergarten was launched at the church in 1963 with 22 children in three classes. The Embry Hills branch of the DeKalb County Public Library system opened its doors to the public in 1990 on Chamblee-Tucker Road; it is currently closed for extensive renovation as part of the Library Bond Project and will be completed in October of 2009.

Although the neighborhood features several two-story homes, ranch and split-level ranch style homes are the most numerous in the Embry Hills area. Ranch homes, characterized by their simple, single story floor plan, low pitched roof, and long and narrow layout, were extremely popular at the time of Embry Hills' construction — during the 1950s they accounted for 9 out ten new houses. A variant on the traditional ranch style house, the split level ranch, is also common in the Embry Hills neighborhood. Split level ranches are marked by three or more stories, with the front door opening directly into the main living area, with bedrooms typically above the middle floor, and a garage and mudroom below.

The Embry Hills of today retains the characteristic charm that made the neighborhood so attractive 50 years ago. Comprised of middle class families, young professionals, and retirees (many of whom are original residents), the area boasts a low crime rate, an award winning neighborhood watch program, a variety of places of worship and many high quality schools. Embry Hills remains historically significant as a quintessential example of DeKalb's postwar suburban expansion. +

Tour of the Stone Mountain Cemetery

The Confederate Memorial Camp No. 1432, Sons of Confederate Veterans, recently conducted the first annual "Tour of the Stone Mountain Cemetery". Burials include 75 known veterans and 150 unknown Confederate soldiers. Most of the unknown soldiers died at three hospitals in Stone Mountain that were in service during the Battle of Atlanta. They were Johnson House, Stillwell House, and Sycamore Grill. The veterans were soldiers that returned to the area and took up residence in the city after the war.

Dr. George Coletti gave a brief history of Stone Mountain, followed by the tour conducted by camp members. The tour highlighted 20 veterans including Oliver Winningham, George Riley Wells, John Wilson McCurdy, E.N. Nash, and George Presley Trout.

One soldier was buried with his horse. If you did not join us this year join us next year to see who that veteran was and see for yourself the horse that was family. For those history lovers that did join us we will be discussing some different veterans next year.

If you are interested in The Sons of Confederate Veterans, who are descendants of Confederate soldiers please contact Jeff Bailey at jbailey858@aol com. The SCV is a historical and non-political organization dedicated to historical preservation.

The Confederate Memorial Camp No. 1432 meets every month. Our next speaker will be Kelly Barrow, Commander, Army of the Tennessee. Other speakers and topics for 2009 are Dr. John Fowler, Kennesaw State University - "Port Hudson, Vicksburg Campaign", Debra Denard - Georgia Civil War Commission, and Gordon Ponsford - "Cemetery Restoration".

From Subject dhs@dekalbhistory.org [Fwd: Embry Hills]

Date To

Mon, May 12, 2008 9:38 am archives@dekalbhistory.org

Subject: Embry Hills

From:

"Thor Tyson" <thortyson@comcast.net>

Date:

Wed, April 23, 2008 12:45 am

dhs@dekalbhistory.org

There was a query about Embry Hills. My attempt to reply to the post was unsuccessful, perhaps because I use a Mac. Anyhow, here is the info I was trying to send.

Embry Hills was built by my father, Jim Embry and 2 of his brothers, Neal and Jack Embry. Another brother, Theo Embry, worked with them at times. They named it after themselves. Alton Road was named after my Uncle Jack's middle name. They also built the Embry Hills Shopping Center, Stonecrest Apartments and various other things in the area.

The woman who wrote the post is named Lisa Embry-Franklin.

I hope this is helpful. There are a bunch of children of the original brothers still living in the Atlanta area.

Download this as a file

According to Jim Perkins, local historian Embry Hills was named for the Embry family (Neal Embry, developer who lived in the area. developed approximately 40 years agolate 50's).

At that time (of development) it was about the most northern point subdivision in DeKalb.

5/19/95

Interview with Mike Embry 11/17/08

Ben Zdencanovic: Did you grow up in Embry Hills?

Mike Embry: Yeah.

BZ: And your Jack Embry's son?

ME: Neal. There was Jack, Jim, Neal, and Theo. And they're all dead except for Theo and he has old-timer's so bad...He lives in my apartments. I own Embry Hills Apartments. They were my father's.

BZ: And I talked to your aunt Marlene a little bit...

ME: Jack's wife. She worked as their secretary.

BZ: Yeah, she told me came to work for the company in '61.

ME: Right, the year I was born.

BZ: So the company was formed in the late '40s?

ME: Yeah, somewhere in that time Jack was actually the sales manager at Adair Realty, in Decatur that's been around forever. That's were he started to sell real estate. My father and Jack and Jim all came to Atlanta after World War II. They actually grew up nears Danielsville in Madison County. They started the Embry Realty Company and the Embry Development Company about the same time. Jim was a cook at some diner in Decatur and my father owned a Texaco station over on Memorial Drive. Jack handled all the actual real estate in the company, and the financing, he was well schooled in all that. Jim did most of the land development, and my father did mostly construction. They kind of split it up. Theo sort of floated in and out; he was in the air force and then it was probably the late '50s before he got in on it.

BZ: And the first project was the Belevedre subdivision?

ME: Yeah. Right, in the early '50s probably. Belevedere and then Columbia Woods. Columbia Valley, down there, they did that also. There was someone else involved in the Belevedere shopping center, I'm not sure who that was, but that was the first Rich's outside of downtown. But Embry Hill's was really the first planned suburban development. Embry Hills had residential, apartments, medical office, regular office, retail – it was really cutting edge for its day.

BZ: Something like 800 houses?

ME: Something like that. Probably 600 acres total, but they sold off parts of that. It was built around the industrial hub there with 285. Before that, Chamblee-Tucker was a dirt road! I was born in 1961 and even I remember parts of Chamblee-Tucker being dirt.

BZ: Would say Embry Hills was designed to be upper-scale, more or less?

ME: I'd say upper middle class. It wasn't exactly real hot dollar, but there were some executives there. I

think some guys that worked at Coca Cola. I remember a Mr. Brown who was a vice president there, and a lot of executives who lived in the area. Your talking about people buying houses for, you know, 30 or 40 grand over a 15 year period, which was a lot at the time.

BZ: And pretty much only ranch houses?

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ME: No, the first house we lived in was a two-story. But I would say predominately ranch and split level. But there were some two-stories, because the houses were built up from the late '50s through the mid '70s. My brother built Chase Road, which is right off Embry Circle near 285, he built houses in that section into '72. He built split level, two story, ranch.

BZ: And they were pretty much custom homes?

ME: Well, they didn't do a lot of specs. They'd do a ranch in 90 days, or a split level in 120 days, and they'd give you a discount.

BZ: Do you think there's anything particularly unique about the architecture that Heery and Heery did? Or do you think its pretty representative of that time?

ME: I don't think there's anything spectacular. Its around that time when everything was pretty similar, everything was pretty close in architectural style. Now the rendering of our first house, that Heery did, its got a big piece of Stone Mountain granite that was cut.

BZ: What came next for the company after that?

ME: A lot more developing. Nothing that large, nothing on that scale. Eventually they got into banking. By the time the mid '70s hit, that recession, they kind of got out of land building and developing and got more into managing.

BZ: Do you have any last comments you want to tell us about Embry Hills?

ME: Well, in its day it was a cutting edge deal, you know a planned urban development. You know, 285 dead ended there at Chamblee-Tucker Road. You know, the right place at the right time.

Winter 2009 DeKalb History Center Embry Hills Neighborhood

By Ben Zdencanovic

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