

CITY OF ATLANTA



CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

DEPARTMENT OF PLANNING
COLLIER B. GLADIN, Director

July 26, 1967

Mr. Robert Bivens
Executive Director
Central Atlanta Progress, Inc.
Suite 2740, 2 Peachtree Street
Atlanta, Georgia 30303

Dear Mr. Bivens:

Subject: CBD Plan

Following your meeting with the Mayor concerning this subject, I have had several discussions with the Mayor and Alderman Cook plus, of course, the numerous meetings with you and Don Ingram.

As you know, I agree one hundred percent with the Central Atlanta Progress Directors and yourself that a CBD Plan is vitally needed for downtown Atlanta. The advent of rapid transit, the relocation of garment wholesalers from the CBD, the extensive development of John Portman's Peachtree Center, the Nasher Air-Rights developments, the Cousins Air-Rights developments, the proposals for urban renewal in the CBD area by the Community Improvement Program and the Georgia State College development plan all will have a tremendous impact on the future development of downtown Atlanta.

I feel very strongly that three organizations have an interest in and a role to play in the development of such a plan. CAP, of course, is vitally interested in what happens to the immediate downtown area. ARMPC is more concerned with the impact the CBD has on the region as a whole and the City Planning Department is most concerned with the CBD and its relationship to the corporate limits of the City. All three agencies then are concerned with a different segment or interest of the population.

In order to assure the enthusiastic support of these three agencies, as well as others such as the Chamber of Commerce, the CBD planning process must be set up to allow the maximum utilization of the

data and talent of these organizations. Without the wholehearted support of each of these bodies, there is a question in my mind whether the plan can be successfully implemented. CAP represents the leaders of the business community whose property and business interests are involved and whose political support will be necessary to carry out the plan. Most of the funds to carry out the plan will, no doubt, come from bond funds paid for by the City of Atlanta and will require the support and approval of the Mayor and Board of Aldermen. Any Federal funds, other than urban renewal, used in the planning phase must be channeled through ARMPC or through MARTA, the agency responsible for the greatest single impact on the future development of the CBD.

Based on the above, I have recommended to the Mayor and Aldermen Cook the following, which both feel they could support.

1. That a joint staff be created using planners from our department and from CAP. This joint staff would be under the direction of Don Ingram of your staff. We would loan experienced personnel from our department as their particular skills are needed, i.e., Jim Kluttz (Landscape Architect with a Master's Degree from Harvard) could be assigned for the duration of the project; Dick Kasler (Engineer with a Master's Degree in Transportation and Planning from Tech) would be assigned on a part-time basis to aid in the transportation and traffic portion of the study; John Watson (Economist with a Master's Degree from University of Georgia) would be assigned to develop Electronic Data Processing designs for producing information from our data bank, and other personnel from our department might be assigned as needed - draftsman, etc.
2. This joint staff would report to both the CAP Executive Committee and the Planning and Development Committee of the Board of Aldermen.
3. A memorandum of agreement (not legally binding) would be developed spelling out precisely what role the Planning and Development Committee, our department and CAP would play in the project. It should also provide for the contractual involvement of ARMPC.
4. This agreement would provide that the P & D Committee must review all program designs, goals and major assumptions, contracts with consultants, the particular consultant chosen, preliminary and interim reports.

July 26, 1967

Final reports would be subject to the approval of the Mayor and Board of Aldermen. The project staff would meet with the P & D Committee at least monthly during the duration of the study.

5. The City anticipates contributing personnel, computer time and possibly cash. This, of course, would be subject to the Finance Committee's approval. If the City puts up cash the P & D Committee and the Finance Committee would have to approve all contracts with consultants before they are executed, including the consultant chosen. In all other cases, if the P & D Committee fails to approve the recommendations of the joint staff the Project Director, at his discretion, may proceed with their recommendations, but must indicate the Committee's disapproval in any preliminary or interim report referring thereto. The City of Atlanta would actually be a party to any contracts with consultants along with CAP.

I sincerely hope that this proposal is one which you and your Executive Board can support.

Sincerely,



Collier B. Gladin
Planning Director

CBE/jp

cc.. Mayor Ivan Allen ✓
Alderman Rodney Cook
Charles Davis, Comptroller