

## Does Atlanta Need RAPID TRANSIT ?

This is one of the most important questions to face Atlantans in modern times.

Response to this question will determine.....

- .... whether we grow or choke
- .... whether we have a strong central hub or disintegrate
- .... whether we go forward or bog down
- .... whether we compete with other regional cities or not
- .... in summary, whether we are to become a truly great City.

### BASIC PHILOSOPHY IMPORTANT

A city can sprawl --- or it can develop like a wheel, with a noticeable "hub" and satellite development all around, with trafficways and corridors linking places of residence, places of work, recreation areas, shopping and entertainment facilities.

The dramatic concentration of new high-rise office buildings and apartments in central Atlanta is evidence of our commitment to the strong central core type of city --- with other elements around the central core comprising a great Metro wheel.

BUT, A STRONG HUB!

### ACCESSIBILITY/CIRCULATION VITAL TO THE HUB

For the hub to grow --- and function efficiently --- it must be readily accessible to those seeking to reach it, and it must be operable internally.

Otherwise, the growth will go elsewhere.

### OF COURSE, R/T WILL BE EXPENSIVE --- BUT.....

..... so will be the cost of not doing it.

- in lost efficiency
- in accidents -- damages --- injuries --- deaths
- in loss of development opportunities and the jobs and tax base therein represented
- in loss of property values as streets choke up
- in loss of business activity
- in trying to pay for less workable solutions (for example, some cities have found that it costs as much as \$21,000 average TO ADD TO THE EXPRESSWAY SYSTEM THE CAPACITY TO MOVE ONE ADDITIONAL VEHICLE.)

### THIS IS NO CHOICE BETWEEN RAPID TRANSIT OR HIGHWAYS

All of both that can be built will be needed.

But, it's perfectly obvious that highway construction into the central core cannot continue without limit.

### ATLANTA MUST MOVE FORWARD -- OR BACKWARD -- IT CAN'T STAND STILL.

RAPID TRANSIT IS NEEDED NOW .... NOVEMBER 5th IS THE DATE OF DECISION .... A VOTE "FOR" IS A VOTE "FORWARD".



In Montreal, a sparkling new rapid transit system not only moves thousands of people to and from work, but has helped build an exciting new downtown. Atlanta can do likewise.

In the loss of Honorable Ivan Allen, Sr., Atlanta has lost one of its great citizens --- a person whose love for Atlanta and vision for its future have left an indelible mark. We extend deepest sympathy to Mayor Ivan Allen, Jr..

### TELLING THE CENTRAL ATLANTA PROGRESS STORY

Executive Director spoke to the Northside Kiwanis Club Oct. 4th. Will address Decatur Rotary Club on November 1st.

Secretary of State of Florida, Tom Adams, visited Central Atlanta Progress on October 16th to learn of this unique participation of private enterprise in a cooperative effort to build a better City.

In the current urban crisis, those central cores that do sound planning and act forcefully will move forward --- the others will falter.

..... Bob Bivens

# Downtown: It's the Hub

By TOM WALKER

Atlanta Journal Real Estate Editor

Like the hub of a wheel, the downtown core of a major city is the axis around which its suburbs turn. Atlanta is no exception.

From this central point, the sprawling urban community is held together in a meaningful pattern. Without it, these outlying areas would be just so many unrelated neighborhoods.

This is why so much concern is expressed in Atlanta and other cities about the health and vitality of the downtown core. In a very real sense, the strength of the entire urban complex depends upon the strength of the central city, just as the extremities of a human being depend upon the beat of the human heart.

Many agencies and individuals—both private and governmental—are actively engaged in the business of keeping Atlanta's downtown strong.

**THE PRIVATE** real estate developers are in the forefront in this effort, with such major projects as:

—Peachtree Center, an internationally known development that will eventually encompass office, entertainment and living space.

—The projected "air rights" complex of office, hotel and retail buildings which Dallas developer Raymond Nasher plans to construct over the railroad tracks near the State Capitol.

—The similar air rights project which Cousins Properties, Inc. of Atlanta plans over the railroad right-of-way at Spring Street and Techwood Drive.

—The Georgia State College expansion plans which will make way for a school of 25,000 students by 1975 right in the heart of Atlanta.

—The government center, where state, city and county agencies are housed, but which will need room for expansion in the future.

—Colony Square, a complex of office buildings, apartments, hotel, retail and restaurant facilities on Peachtree at 14th streets.

**PLUS DEVELOPMENTS** connected with the Georgia Tech campus, the Atlanta Civic Center and new high-rise, medium-rise and low-rise

office buildings in downtown Atlanta that are almost too numerous to keep up with.

And at some future date, developments associated with the Metropolitan Atlanta Rapid Transit system will help refigure the downtown core.

These are projects or plans which have already been made public, and have advanced to one or another stage of advanced planning or actual construction. But there are other dramatic plans for downtown Atlanta which are

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still in the formulative stage, but all of them are aimed at creating a strong, throbbing central hub for a sprawling metropolitan community.

**THE DOWNTOWN**, however, is the center of more than just a promising future—it is the center of some major urban problems which will have to be solved before the promise can be fulfilled.

These include downtown blight; ghetto and slum areas; deteriorating neighborhoods, within the very shadows of gleaming new office structures; transitional business districts where vacant buildings sit idle within a short walk of Five Points, financial center of the Southeast; congested streets and clogged freeways—among others.

Coping with the future of this high-density downtown core requires detailed study of literally every square foot of space.

In its planning "you've got to talk about feet and inches where you might be talking about miles if you're considering areas farther out," said Robert W. "Bob" Bivens, executive director of Central Atlanta Progress (CAP).

**A PRIVATELY FINANCED** agency, Central Atlanta Progress, in effect, is the business community's own planning agency, as opposed to the publicly financed planning departments of the City of Atlanta, the metropolitan area and the State of Georgia.

As such it is unique locally, and possibly is unique among major cities of the nation.

As Mr. Bivens puts it, Central Atlanta Progress is the latest step in the evolutionary progress of the business community of central Atlanta.

It was formed from the nucleus provided by two older organizations: the Central Atlanta Improvement Association, founded in 1941, and the Uptown Association, organized in 1960.

In January of last year, CAP was organized. But Mr. Bivens explains, these organizations were also restructured so that, in effect, a completely new association was formed.

"It is not a promotional group," said Mr. Bivens, "but it is a planning agency, with experienced, professional planners who have a strong background in private enterprise."

The overall goal of CAP, said its executive director, is "to develop ideas that make sense and see them through."

THE AIM IS NOT to come up with "pie in the sky" proposals that sound great, but are impractical. The idea is to come up with sensible, practical proposals.

A community which develops the latter is in the best position to take advantage of money which is available from existing sources (such as a number of federal agencies), he said, and also is in better position to influence private developers.

Associate Director Donald G. Ingram said: "We want to enlist the private sector, to make private enterprise a part of the process of finding solutions. This represents a new dimension: the involvement of the business community in the process of planning. If they are involved, we think they will carry out the plans."

At the same time, Mr. Bivens emphasized, CAP works closely with the public planning agencies in the overall search for an answer to the question: What kind of core does a booming, metropolitan area need, and how can this be brought into reality?

The central core of Atlanta is hard to define in exact terms. As conceived by Central Atlanta Progress, it is somewhat larger than the region which most people probably think of as "downtown."

**GENERALLY, THE "CORE"** is defined as the area from Brookwood Station on the north to Atlanta Stadium on the south, and within the railroad belt line extending eastward beyond Boulevard-Monroe Drive and westward as far as Maddox Park and Washington Park.

One reason for selecting these general boundaries is the fact that so much statistical data is available from such agencies as the Census Bureau on neighborhoods that have these fixed limits.

One of the fundamental problems facing the future of downtown Atlanta is traffic—how to get there and back from outlying regions, and how to circulate within the downtown area once there.

"Georgia State College is planning for a student body of 25,000 by 1975," Mr. Bivens said. "Obviously, even with rapid transit, most of these will drive cars to school. How will they get in and out? How will you separate pedestrian traffic from streets? These are some of the types of problems which someone has to be thinking about right now."

Said Mr. Ingram: "There is an overriding concern over just what kind of downtown area we are trying to achieve in relation to a city with a (future) population of 3 million-plus."

In short, what ought to be downtown and what can be located elsewhere in the metropolitan region: how many and what kinds of jobs, how much office space and for what purposes, what kind of and how much housing?—to mention just a few major considerations.

"EXPERTS SAY, AND we agree, that all great cities have two things in common," said Mr. Bivens. "One is an exciting central core, where people want to go to shop, for

entertainment, go to the theater, to restaurants—and it is a place that is active 24 hours a day.

"Second, a strong, middle class citizenry lives close to the central core," he went on. This concentration of people provides the leadership for the downtown and patronizes what the downtown offers—without, Mr. Bivens notes, having to commute many miles from the suburbs.

What then, should go into the central, downtown core? Mr. Bivens and Mr. Ingram listed these:

—More high-rise, high-income apartments ("Atlanta is really not quite ready for this now," said Mr. Bivens, "but we ought to be thinking ahead to that day, and take steps to make it possible").

—Downtown should be the focal point of cultural activities. ("This is pretty well happening now, but we ought to strengthen it," he said). This includes theaters, restaurants and great hotels, among other features.

—A COMPLEX OF strong retail establishments, which attract shoppers not only from the metropolitan community, but from throughout the region.

—A concentration of government offices.

—A concentration of financial activity.

—Merchandise and trade marts.

The prime requisites of a downtown area, said Mr. Bivens, are that it be attractive, easy to get around in, and safe.

One of the major trends in downtown Atlanta development, he said, is the large-scale complex, such as Peachtree Center.

**THE LARGE COMPLEX** represents a new dimension, because this type of project includes the full range of human activities from homes, to jobs to recreational facilities and entertainment, right in the central area.

While most air rights developments have been envisioned so far over railroad right-of-way, Mr. Bivens pointed out that air rights developments



ROBERT W. BIVENS  
'Sensible' Solutions

over freeways offers a broad opportunity for future development.

Resourceful thinking could also come up with good solutions to the use of much downtown land that is currently not utilized to its maximum potential, the planners indicated.

One such area is the so-called "garment district" of downtown Atlanta just south of Five Points. Obviously in a transitional state, the main questions for this and similar property would be: What land use would make the most sense here?

**AND ALSO IN THE** slum neighborhoods—what would be the best use for land that is obviously not fit for human habitation?

A dilemma here is how to bring the ghetto dweller into closer contact with his potential jobs? It is literally a geographical problem, since the job quite often is many miles from the needy person's dwelling, and the transportation between the two may be too costly, or inadequate.

"We've got to work in the long haul on a sensible match of people with jobs," said Mr. Bivens, "so that people in the cities can work to improve themselves."

This, in short, is one of the immediate problems that must be solved en route to solutions that are mapped out for longer-range problems.

In case you missed this, I recommend it to you now! Bob Bivens