

Board of Aldermen
City of Atlanta
City Hall
Atlanta, Georgia

Attn: Mr. Milton Farris
Chairman, Finance Committee

Gentlemen:

The Atlanta Civic Design Commission is charged with certain responsibilities in terms of guiding, recommending, and sponsoring physical improvements in the development of the City of Atlanta, and particularly of its down-town area or "business district".

The Commission has, of recent months, arrived at the definite opinion that a model of this down-town area would be of great benefit, both to the Commission in its efforts to guide and influence proper development and/or re-development of this area, and also to the City of Atlanta in persuading its citizenry that such guided development would be of lasting benefit to the community.

The commission's reasons for this opinion are as follow:

1. Proposed future developments could be located on this model, and the surrounding environs of the sites could be viewed, considered, and (we hope) brought into harmony with the new structures.
2. A model is far more understandable, and far more interesting, to the average layman than are any number of "plans" on paper.
3. Such a model would do much to advance the foresight, in terms of national publicity, of the City of Atlanta, by illustrating its vision, its initiative, and its belief in and aspirations for its future.
4. In consequence of Paragraph 3. (above) more outside interest and more outside capital and investment could well be generated in our down-town area.

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The Atlanta Civic Design Commission has obtained a tentative proposal from one model maker in Wilmington, Delaware, and is seeking a competitive proposal from another in San Francisco.

At this early stage it becomes apparent that a model such as the Commission contemplates will cost between fifty and one hundred thousand dollars. The Commission realizes that such funds are not presently available from the City of Atlanta, and does not so request. Rather, it feels that the undertaking can be, and will be, financed from private funds, if it can be conceived, launched, and presented in a realistic manner.

While final details are yet to be determined, the present thinking of the Commission is in terms of a model possessing the following characteristics:

1. Approximate boundaries to be North Avenue or Ponce de Leon Avenue on the north, Boulevard on the east, Georgia Avenue on the south, and Spring Street (or possibly Hemphill Avenue) on the west. It is anticipated that this area would necessarily be divided into three separate sections.
2. That the scale of this model (or models) be at fifty feet equals one inch (50' = 1").
3. That the model represent present-day (existing) conditions in the down-town area, since all future developments will be unknown for years to come. "Permanent" features, such as existing streets, parks, plazas, major structures, would be shown in some detail, so as to be recognizable to the lay public. Lesser structures, presumably more temporary, would be shown merely as blocks, with no detail required.

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4. That the floor of the model consist of separate and removable units (perhaps by city blocks, perhaps by arbitrary division lines). Thus, where a specific future development was proposed, a certain unit could be removed and a new unit, of equal size and shape and of identical scale, could be substituted therefor, thus showing the size, mass, and general development of the new improvement.
5. That all buildings on the model be attached by temporary means (possibly a wooden dowel or peg on their bottoms) rather than glued down and hence impossible to remove and replace.

Many other thoughts and improvements to our concept will doubtless develop if and as the Commission carries further its program. However, to initiate this program, the Commission needs and requests of the Board of Aldermen a small amount of "seed money". We ask of the City of Atlanta the sum of one thousand dollars (\$1,000.00) to be used primarily to crate, insure, and ship from Wilmington and from San Francisco, one existing model from each of the two model makers presently submitting proposals, and thereafter to return same to their present owners. The presence of these two "samples" in Atlanta would assist our efforts in the following ways;

1. Through the press and through viewing by the general public, these exhibits would generate mass enthusiasm for our undertaking.
2. Actually seeing models similar in many respects to what is contemplated locally would help to persuade possible private donors to the cost of an Atlanta model of its value and its utility.
3. Studying these models would assist the Design Commission in establishing in detail its own program and its own requirements for its own model.

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In summary, gentlemen, of a long letter, and for reasons as cited above, the Atlanta Civic Design Commission requests of the Board of Aldermen the sum of one thousand dollars (\$1,000.00) for the initiating and promotion of the project herein described.

Very truly yours,

SAM'L INMAN COOPER, F.A.I.A.
CHAIRMAN
ATLANTA CIVIC DESIGN COMMISSION

BC: Mayor Ivan Allen, Jr. (draft only)

BC; Mr. John C. Portman (draft only)

BC: Mr. Joseph S. Perrin (draft only)

BC: Mr. Eric Harkness (draft only)