

cc: Secretary Romney  
Secretary Volpe

## INTRODUCTION

This study design describes a process for developing an action program. The overall study covers a total of 18 months. Part I of this process, covering the first ten months, will provide a review of major imminent projects as well as produce a preliminary plan. During Part II, the last eight months of the study, a comprehensive planning program will be developed for adoption along with a method for continuous planning and programming for the future.

The study design emphasizes planning and programming in accordance with specific goals and objectives. Provision is made for frequent review of the goals and objectives and proposed programs by public officials, the businessmen and citizens concerned with the central area. The purpose of this continuing policy review is two-fold. First, the plan and the program resulting from the process will reflect the desires and aspirations of the people who will live, work and do business in the area. Second, it will generate support for the program.

The program will be carried out by a special team to be created and staffed by local government and business through the City of Atlanta and Central Atlanta Progress, Inc. (CAP), with staff assistance from technical consultants. The community will be involved in special aspects of the study program. In particular, it is intended that private industry and/or local colleges be involved in special studies of urban problems as they affect the Central Atlanta Area. The involvement of the business community is considered essential. CAP will be responsible for continuing liaison, reporting and solicitation of suggestions from the businessmen who will be most affected by downtown plans.

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The work program places primary emphasis on the analysis and interpretation rather than the collection of data. Most of the information which will be needed is already available from studies (completed or in progress) by the City of Atlanta, the State Highway Department of Georgia, the Atlanta Area Transportation Study, the Atlanta Regional Metropolitan Planning Commission, and the Metropolitan Atlanta Rapid Transit Authority. This coordination is essential for the successful implementation of both studies. The timing is designed to exploit the general findings of the current area transportation study. The Central Atlanta Study and the area transportation study are mutually complementary.

Figure 1 indicates the work program by tasks and time sequences. It is intended that this model be used as a guide for management for the study program. It is recognized that all studies are subject to modification and adaptation to the exigencies of unforeseen circumstances. However, it is believed that the schedule as indicated in Figure 1 is reasonable and can be accomplished with satisfactory results in the time periods indicated. Inherent in this study design is a flexibility which will permit the constant evaluation of proposed projects that are relevant to the Central Area while the study is in progress, to give views on the impact of these projects on the interim plans and objectives for Central Atlanta.

#### STUDY AREA

The proposed study area is shown in Figure 2. The boundary which is defined by the circumferential railroad lines will permit analysis of various transportation alternatives and reflect the impact of major redevelopment projects on the downtown core. The core area itself will be the subject of the most intensive analysis wherein data collection, analysis and forecasts will be related to small zones, usually blocks.

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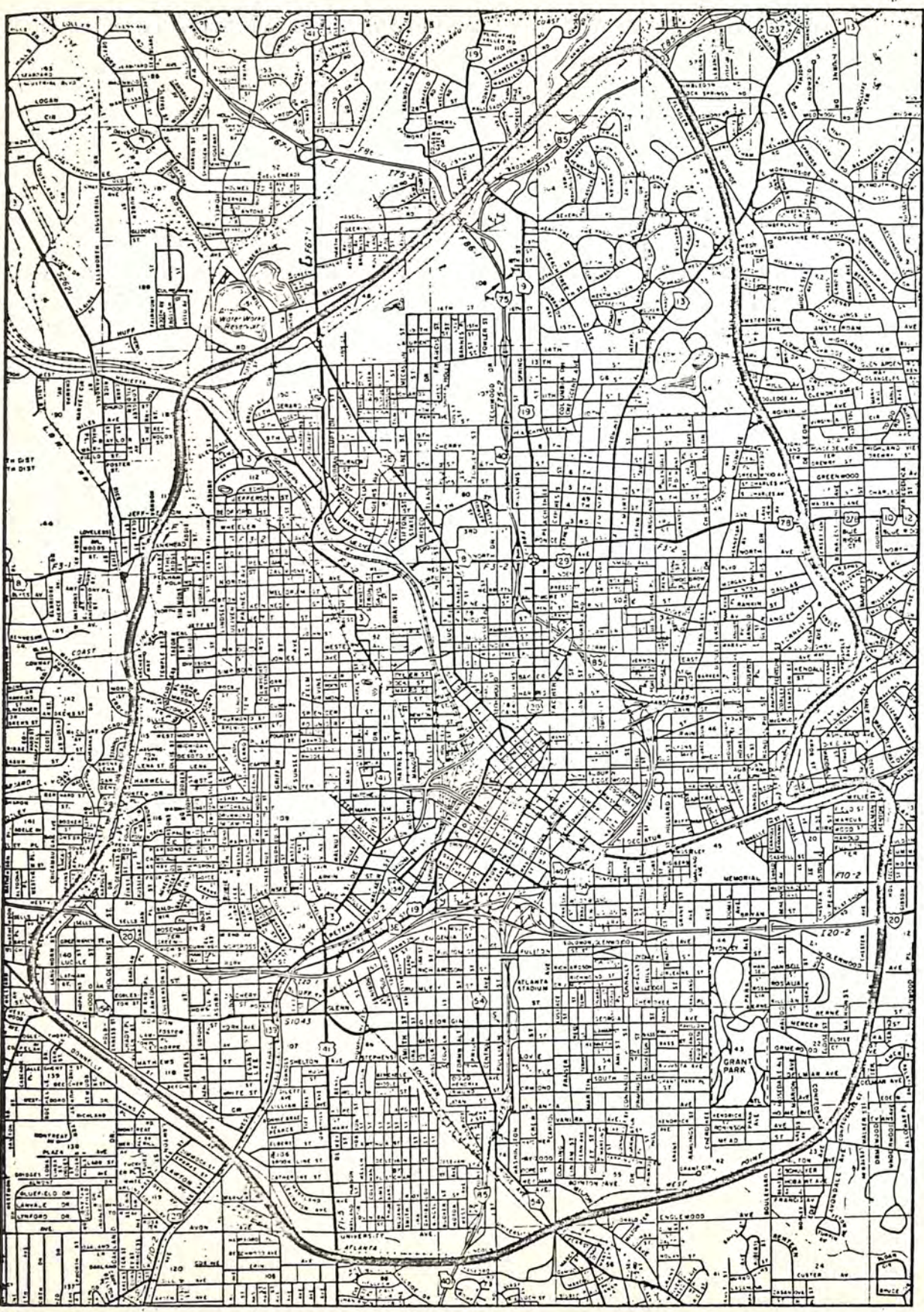


Figure 2.

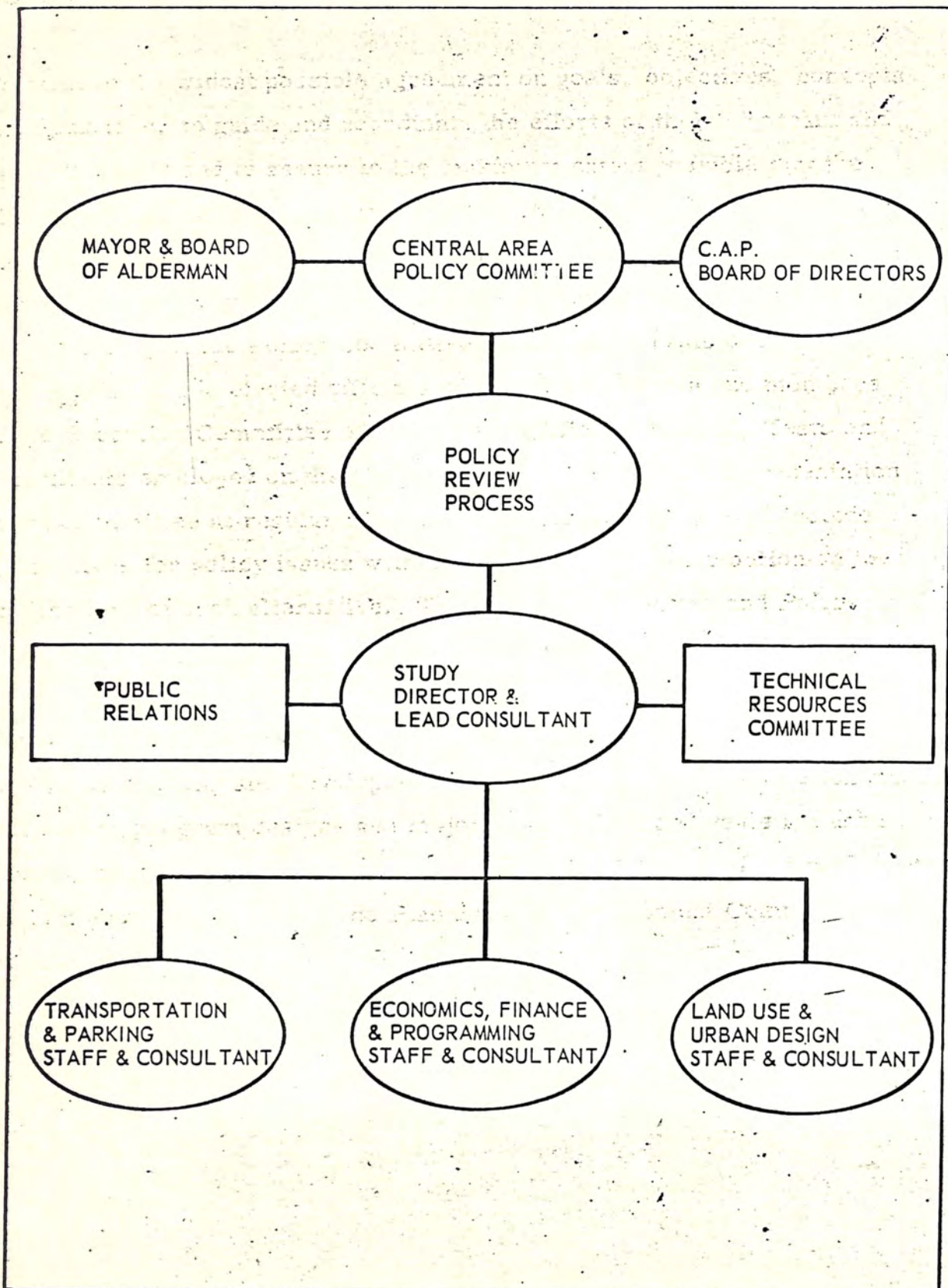


Figure 3.