

HIGHLIGHTS OF  
PROPOSAL FOR DEVELOPMENT OF CENTRAL ATLANTA ACTION PROGRAM

BACKGROUND:

It has been agreed that a Central Atlanta Action Program is essential for the following reasons:

1. To determine practical goals for CA
2. For systematic approach to problem-solving
3. A requirement for getting further Federal Highway funds
4. To determine systematic priority of needs and program for financing.

CITY-C.A.P. TEAM:

It has been agreed by the Mayor, Alderman Cook, the Planning Department Director, and the Directors of C.A.P., to pool manpower and financial resources in a team effort, with the following unique features:

1. Technical team of City-C.A.P., under technical direction of Don Ingram, of C.A.P.
2. Continuous involvement of CA Business Community
3. Systematic review and involvement of Mayor and Planning & Development Committee.

CONSULTANTS:

It is proposed that top, nationally recognized experts be used to assist in three specialized fields:

1. Transportation
2. Economics
3. Urban Design

Specifically, we have had numerous work sessions with Alan M. Voorhees & Associates. Mr. Voorhees is an outstanding City Planner and Transportation expert --- highly regarded by the Bureau of Public Roads, acceptable to the State Highway Department, and currently being considered to work with the Rapid Transit Authority. We feel that it is most important that all elements of transportation be tied together through a competent transportation expert.

CONSULTANTS:  
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Because his firm is working with MARTA, and because he has more information readily available, Phil Hammer, of Hammer, Siler, Greene and Associates, looks like the most likely choice for economic elements within our study.

The Urban Design consultant is less clear at this time, although we have inquired into many different possibilities.

TIMETABLE:

Development of this "Action Plan" would be done over an 18-month period, hopefully beginning on January 1, 1968, and ending on June 30, 1969.

SHORT RANGE PROGRAM:

A unique feature of this proposed approach is that it provides for a quick determination of goals and objectives for the Central Atlanta Area.

Next, a short-range program will be developed for the purpose of evaluating existing actions against the yardstick of the above goals and objectives. This will synchronize Central Core planning with other programs already underway --- i.e., Rapid Transit planning.

Out of this short-range program may come some specific interim projects on which we can be working while the more sophisticated, long-range planning proceeds.

WHAT THIS APPROACH WILL NOT DO:

This is no instantaneous cure-all for Central Atlanta ills, BUT IT REPRESENTS AN IMPORTANT BEGINNING OF A PROCESS.

WHAT THIS APPROACH WILL DO:

1. It sets forth goals for Central Atlanta.
2. It is a beginning toward problem-solving.
3. It puts City and Business Community together in a team effort.

WHAT THIS APPROACH  
WILL DO:

(Continued)

4. It is a systematic approach toward tackling problems in a planned, logical sequence.
5. It seeks to determine space requirements for various functions needed in Central Atlanta to serve a Metro Area of 2-Million in 1983 --- and 3-Million shortly after the turn of the Century.
6. It sets up the necessary sophisticated planning system prerequisite to continued eligibility for Federal funds.
7. It put goals, plans, and steps on paper so that public and private forces can work intelligently together toward building an exciting, efficient Central Atlanta to serve and build a GREAT CITY.

NOTE: THE ABOVE PROPOSAL IS NOT FINAL, BUT IS PRELIMINARY, AND FOR DISCUSSION PURPOSES ONLY.