



# Regional Plan Association

... a research and planning agency supported by voluntary membership to promote the coordinated development of the New York- New Jersey-Connecticut Metropolitan Region.

1040 AVENUE OF THE AMERICAS (39th Street) • NEW YORK, NEW YORK 10018 • (212) 398-1140

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## NEWS RELEASE

Chairman  
**William S. Woodside**  
Chairman  
American Can Company

MEDIA COVERAGE IS INVITED  
of the tri-state Regional Conference  
BUILDING ON DOWNTOWN'S ASSETS: THE BROOKLYN EXAMPLE  
Long Island University Brooklyn Center  
DeKalb and Flatbush Avenues  
9:30 to 5:30, Thursday, October 20, 1983  
(See Program for times of Individual Sessions.)

If you plan to attend, please call to  
assure lunch and parking permission.



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No. 1482

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FOR RELEASE:  
A.M., Monday, October 17, 1983

HELP FOR CITY DOWNTOWNS OFFERED AT REGIONAL PLAN  
ASSOCIATION'S CONFERENCE, OCTOBER 20 IN DOWNTOWN BROOKLYN

Despite their strong assets as business centers, most of the city downtowns in the New Jersey-New York-Connecticut Urban Region are straining to attract office jobs and strengthen their retailing, according to John P. Keith, President of Regional Plan Association.

Guidance for these cities and their business leadership and information for corporate planners about the Region's downtowns will be presented by the Association, October 20, 1983, at a regional conference, "Building on Downtown's Assets: The Brooklyn Example" at Long Island University's Brooklyn Center, DeKalb and Flatbush Avenues, from 9:30 a.m. until 5:30 p.m.

Edmund T. Pratt, Jr., Chairman of Pfizer, Inc., will keynote. Mayor Edward I. Koch, Brooklyn Borough President Howard Golden and Brooklyn Chamber of Commerce Chairman Warren B. Coburn also will speak.

The afternoon wrap-up session will be addressed by William J. Stern, Chairman of the New York State Urban Development Corporation--set up by Governor Nelson A. Rockefeller and the Legislature primarily to help cities; and Neal Peirce, Washington Post Syndicate national columnist on urban affairs.

There will be four workshops:

--Retailing in downtowns: Robin L. Farkas, Chairman of Alexander's, and Robert Tammero, President of Abraham & Straus.

--Locating back offices downtown: Lawrence O. Houstoun, Jr., President of The Atlantic Group and former Assistant to the Secretaries of Commerce and Housing & Urban Development; Donald Schnabel, Senior Vice President of Julien J. Studley, real estate consultants, and Harvey Schultz, Executive Assistant to the Brooklyn Borough President.

--Attracting high-technology jobs to downtowns: Frank Keefe, Massachusetts Secretary of Administration; Saul Fenster, President of the New Jersey Institute of Technology; George Bugliarello, President of Polytechnic Institute of New York.

--Strengthening city neighborhoods and their relations with downtown: Eugene H. Luntey, President of Brooklyn Union Gas, whose Cinderella Program assists neighborhoods; Michael J. O'Neill, Chairman of the Downtown Brooklyn Development Association Development Committee and Vice President of Citibank, a major investor in Brooklyn housing rehabilitation; Howard B. Hornstein, Executive Director of the Brooklyn Educational and Cultural Alliance and member of the City Planning Commission.

Walking tours illustrating the round tables will follow the workshops. Buses will pick people up at the end of the walking tours and take them through the "brownstone revival" neighborhoods of Park Slope and Clinton Hill on the way to the closing session and reception at the Brooklyn Museum.

William S. Woodside, Chairman of Regional Plan Association and of American Can, will chair the morning plenary session.

The public is invited.

The Conference sponsors, in addition to Regional Plan Association, are Brooklyn Borough President Howard Golden, the Brooklyn Educational and Cultural Alliance, the Brooklyn Chamber of Commerce and Downtown Brooklyn Development Association.

The 84 individuals who form a sponsoring committee include former Mayors Wagner, Lindsay and Beame and several Manhattan business leaders, as well as Brooklyn civic, institutional and business executives.

Regional Plan Association, formed in the 1920s, is a citizen research organization. The Association's overall plan for the tri-state area from Trenton to New Haven emphasizes strengthening the Region's downtowns and the cities around them to keep opportunities within reach of everyone, maintain public transit, keep cities the home of all income groups and races, save the tremendous investment in cities and save open countryside from haphazard urban sprawl.

Copies of the Association's Downtown Brooklyn report, released in June, will be available at the Conference, and a slide-show summary will be presented in the morning plenary session.

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October 11, 1983