

August 7, 1969

MEMORANDUM

TO: Mr. Cecil A. Alexander, Chairman
Housing Resources Committee

Atlanta is at this moment on the verge of a major breakthrough in construction of low and moderate income housing - perhaps the best opportunity we have had yet. If successfully pursued, within a very short time Atlanta could probably obtain firm commitments for all the low and moderate income housing it will need in the next 5 years and thus maintain its ascendancy and leadership in the housing field.

If we pass up this opportunity now, we will soon be passed by and major national and local developers will concentrate on cities in which they can readily obtain suitable land sites, appropriate zoning and land costs which they can live with.

Some examples of recent serious and still current interests in establishing substantial housing projects in Atlanta are shown in the attached summation.

There are also a number of other less prominent developers who are desirous of constructing low and moderate income housing in Atlanta, if suitable sites and neighborhood and political acceptance can be obtained.

It thus appears that the Administration of the City should take a good look at the current situation, as illustrated in the attached, and make a major policy decision soon as to which direction the City should move in the housing field - whether to let things ride as they are, with little or no encouragement or positive assistance from the Housing Authority, Housing Resources Committee and Model Cities to substantial potential developers now seriously interested in becoming active in the housing field in Atlanta; or whether, to attempt to overcome the political obstacles and provide these potential developers with encouragement and real assistance in getting suitable locations, neighborhood acceptance and obtaining necessary commitments through FHA and the local Housing Authority.

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A very helpful and practical interim procedure, would be for the Greater Atlanta Housing Development Corporation to buy now and bank suitable tracts of land for later disposition to nonprofit and or profit motivated developers for eventual construction of low and moderate income housing.

The opportunity seems to be available now. Shall we take advantage of it or not?

Respectfully,

Malcolm D. Jones
Housing Coordinator

MDJ/mc

Encl: Examples of current housing interests in Atlanta

cc: Mayor Ivan Allen, Jr. ✓
Mr. Dan E. Sweat, Jr. ✓