

Mayor Ivan Allen, Jr. - 2 - April 25, 1968

Because of the innovative character of our operation, we are desirous of proving our case in an urban setting as contrasted with the usual subdivision effort. To accomplish a cost reduction in a rural area is not as significant as to accomplish the same savings in the heart of a city like Atlanta. These are days of careful experimentation in everything having to do with human relations, and we mean to perform a significant social service in the process of making the revolutionary changes in construction techniques that will mass produce the dwelling units.

I am sure that regulations require a competitive setting for the disposition of the Federal Penitentiary land, but, by the same token, the Federal Government, as you know, is almost desperately anxious to see cost savings accomplished that will make it possible for low and middle income people to afford new homes without the onus of massive financial subsidy. This we propose to do and for this reason we earnestly request the privilege of using the Honor Farm land in the massive experiment for which we are now tooling up.

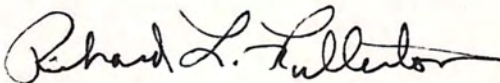
We are looking at various factory sites for rent inside the Atlanta city limits and, naturally, are anxious that the land we will use for the actual subdivision will be in close proximity. The nature of the manufacturing process will not require a great many already trained people. This works another advantage for the urban setting. We will be able to give unskilled workers the modest training necessary to manufacture and fabricate the components. As we see it then, our program for using the Honor Farm land will provide three immediate benefits. First, it will enlarge the housing inventory at very reasonable cost to the tenant and to whatever agency is charged with subsidizing the tenant rent or purchase. Second, it will provide employment for a significant number of semi-skilled and unskilled people in Atlanta. Third, the experimentation will naturally have geographic significance so that my favorite city can be known as having continued in its course of leadership with regard to national urban problems.

We are already into the basic site design; we propose single family and multi-family detached units in addition to a modest highrise for the elderly and whatever shopping center would be feasible. We will utilize our fibreglass materials and techniques in all of the construction in whatever degree the particular structure makes possible.

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With such a program, the first question is always "when?". The machinery with which we will manufacture our prototype models is already assembled and will be shipped to Atlanta as soon as we have the factory site ready. The larger machinery will be purchased and brought into operation as needed. We are counting our time in weeks and will produce upwards of five hundred housing units during our testing.

We will anxiously await the outcome of Tuesday's meeting, and will consider it a privilege to work with your people in the service of the citizens of Atlanta.



Richard L. Fullerton

RLF*jl

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