

W E L C O M E

to the

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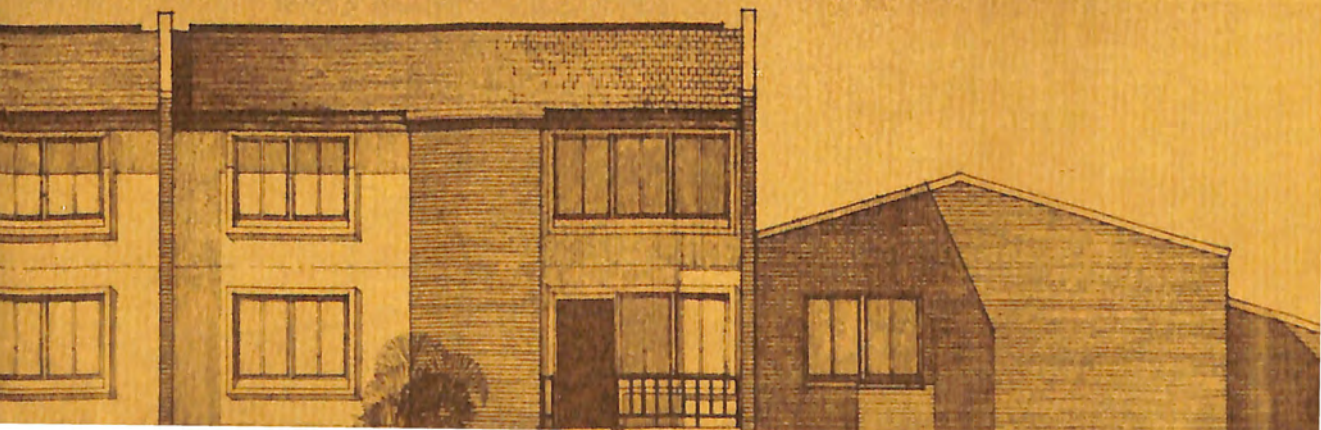
of

ATLANTA'S LARGEST

LARGEST IN THE SOUTHEAST

SECOND IN THE NATION

TURNKEY LOW RENT HOUSING PROJECT



SHEETZ AND BRADFIELD/ARCHITECTS/INCORPORATED/A.I.A.

H.L.C. AND ASSOCIATES, INC. DEVELOPER

COBLE-WEAVER (JOINT VENTURE) CONTRACTOR

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BANKHEAD PROJECT GEORGIA 6-28.

Site: 45.40 Acres to the North and South of Bankhead Highway at Maynard Road, just East of the Chattahoochee River.

Units: 500 - consisting of 1 to 5 bedrooms in two and three-story building.

No separate facilities for the Elderly.

Community Building.

Total Cost: \$9,356,094.00

To be completed in four increments.
First Phase to include 132 Units
Second Phase 108 Units
Third Phase 148 Units
Fourth Phase 112 Units.

Cost of Site: Approximately \$350,000.00

Architects: Sheetz and Bradfield/Architects/Incorporated/A.I.A. Atlanta, Georgia

Developer: H.L.C. and Associates, Inc. Greensboro, North Carolina

Contractor: Coble-Weaver (Joint Venture) Greensboro, North Carolina

ATLANTA'S LARGEST TURNKEY LOW RENT HOUSING PROJECT

GROUND BREAKING CEREMONIES

3475-76 Bankhead Highway, Northwest
Atlanta, Georgia

Monday, May Twenty-Seven,
Nineteen Hundred & Sixty-Eight

Hosts: Mr. Francis B. Sheetz, Jr., A.I.A.

Mr. Richard H. Bradfield, A.I.A.

Guest Speakers: Mr. Edwin L. Sterne, Chairman
Housing Authority of the City of Atlanta

Dr. Benjamin E. Mays, Co-Chairman
Housing Resources Committee

Mr. Edward H. Baxter, Regional Administrator,
Department of Housing and Urban Development

Honorable Ivan Allen, Jr., Mayor,
City of Atlanta

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WE HOLD THESE TRUTHS TO BE SELF EVIDENT.

"CHILDREN OF POVERTY TODAY WILL BE THE PARENTS OF POVERTY TOMORROW." So said Mrs. Marie McQuire, former United States Commissioner of Public Housing.

There is a need - in Atlanta - for over 16,000 decent, safe, and sanitary dwelling units, a determination made by our Mayor when he enlisted the aid of many substantial citizens of the City to begin his campaign and efforts to relieve the deplorable conditions of many of Atlanta's citizens. His recognition of the degraded condition of many areas of the City and the growing deterioration of existing dwellings began what was almost a "One Man War" against these unfortunate conditions of the poor. The facts were gathered and revealed.

The Mayor appealed to industry to meet this need. Sufficient incentive motivated great interest. However, as private interests began to work, surprisingly every effort was stymied by one obstacle - - private vested interests.

Several small parcels were successfully zoned to receive housing and were used. Subsequent re-zoning efforts ironically brought opposition from every quarter of the City -- no race or religion excluded. This was the voice of the people! To this date, this voice has been heard on practically every petition. Fortunately, this site was an exception.

Voiced objections and resentments put the Board of Aldermen in a position of reluctance to act on any petition for Housing purposes. Their responsibility is to serve the wishes of the majority of the people. If this be it -- the people of Atlanta have turned their backs on those less fortunate, and this, in itself, breeds trouble.

The aim and purpose of the Federal Housing Assistance Administration have not been understood by the people of Atlanta. Here is a program of assistance and benefit - and we turn our backs.

The first result and accomplishment of this program puts a substantial roof over the heads of people. That they are warm, dry, and possibly comfortable is secondary. The first result and accomplishment is lifting them out of an environment that has bred crime and moral degeneration. Yet - we turn our backs. We complain of a tax burden!

Is this a tax burden - to move people out of slum areas - to enforce the Housing Code - to initiate a Workable Program to bring these areas up to standard or demolish them - to relieve our Police of the exposure to these areas -- is this a burden?

Many have stated - as soon as these slum areas are vacated - before anything can be done - others move in from out of the City because of decreased job opportunities in the rural areas and other cities. Jobless people must seek. Naturally they turn to Atlanta - a Mecca - a City on fire - one of the most thriving metropolitan areas in the Country. Never will they stop coming. This migration will continue whether additional housing is provided or not - - and if not provided, the slum areas will spread like cancer.

What alternative do we have? Shall we let this influx create critical areas where one is afraid to walk -- areas which even Police cannot control? Are we intentionally creating schools of crime and corruption? What ignites the fuse? We have seen explosions in other cities.

Is this what Atlanta wants?

Is this the American way?

Is this the Christian way?

It is the fortunate and the able citizens who must help, else they destroy themselves. Atlanta cannot and must not turn its back to receive the poverty-forced stab of vengeance of those who are impaled upon the filth and hate of the slums!

Who among us has never had the facilities of a toilet, cooked on a decent stove, or, as in the past, washed dishes in a pan and thrown the water out a window? Yet this is the life of many today.

This start of Atlanta's largest Public Housing development under the Turnkey System is a substantial realization and a milestone in our Mayor's war. Five Hundred new homes to house Twenty-Five Hundred citizens of Atlanta.

Rather than a Ground Breaking, we should say this is a Dedication to the Beginning.

Providing housing and moving people from the slum areas into decent, safe and sanitary surroundings does not end - it begins the job.

So, education has become an important part of the Housing Program. Instead of education, we can better term it the revitalization of inherent qualities of man. To revitalize the need and urge to live properly in a well-built, attractive home; to revitalize the realization of a continually improving environment; to revitalize the desire to maintain and uplift the standard of such environment - to this we pledge ourselves so that he, too, can go with dignity and pride among all men - - and his children after him.

In some instances we may fail - but we will put these failures behind us as the price we pay to insure our society for posterity.

Thank you so much for participating.

