

ARKELLSON, INCORPORATED  
2794 CHAUCER DRIVE, S. W.  
ATLANTA, GEORGIA 30311

June 25, 1969

Mr. Edwin L. Sterne, Chairman  
Housing Authority of the City of Atlanta  
824 Hurt Building  
Atlanta, Georgia 30303

RE: Parcels 3, 9, 11, 12, 19 and 40  
West End Urban Area  
Project GA-R-90

Dear Mr. Sterne:

This is in reply to your letter of June 17, 1969.

Although we are reasonably familiar with the escape clause provisions of paragraph 8 of the "Invitation for Proposals" under which the Housing Authority offered to sell the captioned parcels, we are sure that you must realize that considerable time and effort was expended on our part to comply with the Authority's invitation. We feel that reasonable consideration should be given to the merit of the best proposal submitted in connection therewith.

The proposal of Arkellson, Incorporated, submitted in regards to parcel 19, specifically, was complete, detailed and clearly superior. It more than met the Atlanta Housing Authority's requirements as set out in the Invitation.

The professional abilities of the personnel to perform the task of redevelopment in accordance with the objectives with which parcel 19 and others were offered were amply documented by the chronologies of training, employment and experience submitted on behalf of the members in the Corporation.

We therefore urgently request reconsideration of our proposal to purchase and redevelop parcel 19, based on the following reasons:

1. We believe that the Atlanta Housing Authority has erred in its decision not to award parcel 19 to Arkellson. We feel that the Housing Authority acted in an arbitrary manner by deciding not to award Arkellson, Incorporated, this parcel. Also, since parcel 20 had been for sale

on the market for approximately 15 months prior to the offering of the captioned parcels, the Housing Authority already had ample time in which to restudy parcel 20; therefore the disposition of parcel 20 should not have been made a condition precedent to the sale of parcel 19.

2. Our study and review of the West End Urban Renewal plan indicates that the use of parcel 19 for multifamily housing and parcel 20 for motel use is entirely in conformance with the urban renewal plan as approved and adopted by community, city and federal officials.
3. A review of the minutes of the joint breakfast meeting of members of the Aldermanic Planning and Development Committee, Housing Authority Personnel, and City of Atlanta Planning Department, which was held on June 9, at 8:00 AM, Marriott Motor Hotel, reveals that personnel of the Housing Authority recommended that Arkellson, Incorporated, be awarded parcels 9, 12 and 19. It is significant to note that the West End Citizens Advisory Committee, whom the Chairman of the Housing Authority recommended review our proposal, is the same group that the minutes reflect as having endorsed a proposal submitted by other bidders, namely, D. L. Knox and Atlanta Federal Savings and Loan Association. To make the proposal of Arkellson, Incorporated, a group composed of all black professionals, contingent upon the approval of the West End Citizens Advisory Committee, which Committee had already endorsed another bidder, justifies our questioning the objectivity of the ruling.
4. After reviewing and studying the minutes of joint breakfast meetings of the parties mentioned in three above, it appears that the West End Citizens Advisory Committee did in fact exercise a power of veto over the recommendations and actions of the Atlanta Housing Authority in regards to parcel 19. The Invitation for proposals did not indicate in any manner whatsoever that the concurrence of the West End Citizens Advisory Committee was a necessary factor in having ones' proposal accepted by the Atlanta Housing Authority.
5. It appears that the West End Citizens Advisory Committee did a complete about face in regards to awarding parcel 19 at all when Arkellson, Incorporated, rather than their

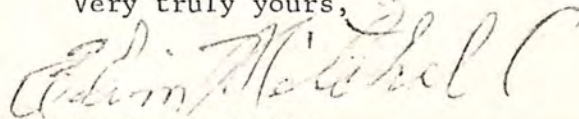
endorsee was recommended by the Housing Authority to be awarded the parcel. It further appears that this Committee, through its representative (a lawyer), seized upon the opportunity to sell the Housing Authority, Aldermanic Planning and Development Committee, and others connected therewith, on the idea of refusing all proposals on parcel 19 and restudying same in conjunction with parcels 20 and 40, when in total fairness there was insufficient reason to do so.

Our information and belief is that this is one of the rare occasions in which the Atlanta Housing Authority failed to award on the basis of the best proposal. This action on the part of the Atlanta Housing Authority causes us to wonder upon what grounds a denial was in fact made. It would appear that when bidders have met all the requirements and objectives of the Invitation for proposals and are genuinely interested in providing much needed housing in the City of Atlanta, there would be no reason for not awarding on the basis of the best proposal.

We presume that by the filing of this request for reconsideration, all announcements that the Atlanta Housing Authority made in connection with the awarding of captioned parcels will be held in status quo pending consideration of our request for reconsideration. Unless we are immediately notified to the contrary, we will assume that this is the case.

It is respectfully requested that in the process of the reconsideration, Arkellson, Incorporated, be further heard on the issues at such time and place as the Authority deems fair and appropriate.

Very truly yours,



Elvin Mitchell  
PRESIDENT

cc:

Honorable Ivan Allen, Jr., Mayor  
Mr. Edward H. Baxter, Regional Administrator for DHUD  
Mr. Edwin L. Sterne, c/o Ware, Sterne and Griffin  
Mr. Lester H. Persells, Executive Director and Secretary for AHA  
Mr. Howard Openshaw, Director of Redevelopment for AHA