

THE IRENE WEAVER

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FOR URBAN RENEWAL

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FOUR ROCKDALE REDEVELOPMENT PROPOSALS ARE VERY GOOD, PERSELLS TELLS EXECUTIVE COMMITTEE

All four proposals
for the redevelopment
of the Rockdale

urban renewal project received when bids were opened March 15 offer excellent potentials, Lester H. Persells, Atlanta Housing Authority redevelopment director, informed our executive committee March 22. Said he: "Of the 14 requests for documents upon which to make bids, we received only four proposals. We cannot go wrong on any of them. All are very good proposals from responsible developers. All bidders are from out of town, but all have local associates. We feel very much encouraged by what is happening in Rockdale. You might say that an area that nobody seemed to want, first was sold for nearly a million dollars (A fixed price of \$896,000 was established for the area.) Now we have four bidders trying to break down our doors to get in and carry on redevelopment of approximately \$20,000,000. All four proposals offer good site plans, and good architectural plans."

Mr. Persells explained that all proposals center on providing 1500 units of 221D3 housing for low and moderate income families. Two proposals call for cooperative sales housing to be included. He listed the bidders as David Rosen, New York; Marvin Warner, Cincinnati, Ohio; Douglas Arlen Organization, New York; and Robert Chuckrow, New York. He pointed out that all four bidders have records of outstanding past performance.

OUR COMMITTEE WILL BE ASKED TO HELP IN ROCKDALE REDEVELOPMENT SELECTION

Along with a number of other
civic and professional organi-
zations, our committee will

be asked to help in making the final selection from the four proposals to redevelop Rockdale, Mr. Persells said. He explained that when the bids were opened, each bidder was given ten minutes to explain his proposal, but no questions were permitted. The plan to determine the ultimate choice is to allow each bidder one hour to explain all details of his bid, at meetings to be held within the next two or three weeks. Our committee will be invited to participate in these meetings at which the bidders will be questioned on the proposals and their explanations of the proposals. Mr. Persells emphasized that the Atlanta Housing Authority is determined to expedite action on redevelopment of Rockdale. The schedule calls for final selection of the developer within 60 days. Then the developer is to get construction under way within 12 months and completed within 48 months. He cautioned that such a speedy schedule could be slowed up by time required for federal processing of 221D3 applications. This usually consumes 270 days but he expressed hope that this could be accelerated. Mr. Persells also pointed out that FHA probably would not permit over 500 units to be constructed at one time.

REDEVELOPMENT AREA EMBRACES 157 ACRES; SHOPPING CENTER, CHURCH SITES INCLUDED

Mr. Persells further explained
that the area in Rockdale
offered for sale and redevelop-

ment totaled 157 acres, with nine acres reserved for a regional type shopping center. Two church sites also are specified. AHA already has reserved one church site. The existing school is to be enlarged, as is the existing County Health Center. Answering a question from Executive Committeeman Richard H. Rich about adjacent housing, Mr. Persells pointed out that land sold or being offered for sale under the same conditions as Rockdale included 13 acres in University Center (bids to open April 12) and 7.6 acres in Rawson-Washington (bids to open May 1). Also in the Q & A session, he explained that the nature of the Rockdale terrain, along with market angles and community acceptability had contributed to the long delay in Rockdale.

**BANKER JACK GLENN ASSUMES POST
AS HOUSING AUTHORITY COMMISSIONER**

To fill the position left vacant by the death of John O. Chiles, on March 20 Mayor Ivan Allen, Jr. administered

the oath of office to Jack F. Glenn to the Board of Commissioners of the Atlanta Housing Authority. Mr. Glenn since 1951 has been assistant president of the Citizens and Southern National Bank. Mr. Glenn is a native Atlantan and following his graduation from Georgia Tech in 1932, Mr. Glenn held a number of positions with the Coca-Cola Company before becoming associated with Courts and Company, investment bankers. He was a general partner in this firm for several years before assuming his present high executive position with the C & S National Bank. For many years, Mr. Glenn has been active in civic and charitable affairs. During WW 2 he served as a lieutenant in the United States Naval Reserve. He is married and the father of four children. Appointment of Mr. Glenn brings the Housing Authority Board to full strength. Other commissioners are Edwin L. Sterne, chairman, George S. Craft, J. B. Blayton (a member of our executive committee) and Frank G. Etheridge.

**HOUSING RESOURCES GROUP RECEIVES
59 PROPOSALS TOTALING 11,490 UNITS**

The Housing Resources Committee has received 59 proposals, Col. Malcolm D. Jones, city supervisor

of inspection services on loan to the committee as staff associate, reported to our executive committee. The 59 proposals include 11,490 housing units, which he separated as follows: reasonably firm proposals, 3372 units; probable, 4237 units; under consideration, 2489 units; doubtful, 1392 units. Col. Jones added that the reasonably firm category included 1140 units of public housing presently under construction or in planning. He listed them as 650 in the McDaniel Street area of the Rawson-Washington project; 140 adjacent to Perry Homes. Under the new leasing program 144 units will be leased as they become vacant. He also reported that since last October 654 units have been rehabilitated. Said Col. Jones: "We will not be able to make the goal set by Mayor Allen for 1967 but by combining the 1967 and 1968 figures, we hope to be able to reach the quota set for the two years." He explained that a total of 1322 units will be available in 1967 which will be short of the year's quota, but the 5133 units in sight for 1968, would be 233 more than the 1968 goal. The combined total still would be 3345 short of the two year goal but the committee hopes to close this gap, Col. Jones said. Commenting on the figures report, Chairman Sommerville pointed out that the McDaniel and Thomasville units had been in the making a long time.

**FIELD OFFICES HAVE MORE RESPONSIBILITY
IN REORGANIZED HOUSING AUTHORITY SETUP**

To meet the changing challenges of our expanding urban re - newal program, the Atlanta

Housing Authority is putting into effect a revised line and staff system of operations, Lester H. Persells, AHA redevelopment director, told our executive committee, March 22. Explained Mr. Persells: "The purpose of this reorganization is to decentralize operations and put more responsibility on the field (project) offices. The plan is for the director of a project to be responsible for all that is going on in that project. This has been tried out in West End and has proved very successful. The central office will exercise overall supervision and will provide technical advice and assistance. The central office also will handle special relocation situations, but relocation in general will be under the supervision of the project director. As we see it, this new plan of operation will be very helpful in the Model Cities Program."

**OUR SUBCOMMITTEE TO RESUME CONFERENCES
AS "CIP" PROGRAM SPEEDS TO COMPLETION**

As Atlanta's "CIP" enters the home stretch leading to its June completion, our

subcommittee will resume work conferences to evaluate the "CIP" surveys and assist in making final recommendations. The subcommittee, headed by A. B. Padgett, now fully recovered from recent minor surgery at Emory Hospital, will hold its first work conference in Committee Room 4, City Hall, at noon April 5. Chairman Sommerville, Director Howland and Secy. Dodds will attend also. The conferences are being resumed at the request of George Aldridge, "CIP" director.