

March 26, 1968

MEMORANDUM

To: Mayor Ivan Allen, Jr.

This office has been approached recently on behalf of four of the largest insurance companies in the Insurance Industry for vacant land sites to enable those companies to participate in financing low-income housing projects, as part of the Insurance Industry's commitment to President Johnson to allocate a billion dollars to such projects in urban problem areas. Also I understand that about eight additional insurance companies have expressed an interest to participate in this program in Atlanta.

Each of the four specific contacts made have been for locations of land that is already suitably-zoned. Not one of them has expressed any interest in land which requires rezoning, as they say they cannot afford to devote the time and effort required to accomplish rezoning, nor can they afford to stir up the animosity that is usually created in rezoning tracts for low-income housing.

This is the best opportunity the City has had to get available, willing and adequate financing for low-income housing. We should take advantage of this situation, but we cannot under existing procedures. Most of the substantial builders are discouraged and tend to shy away from initiating additional substantial low-income housing projects in Atlanta, primarily because of zoning difficulties and high land costs.

It appears that now is the time to lay this matter squarely before the entire Board of Alderman and the business community in a somewhat similar manner to the way the traffic problem was recently handled (see attachments) in a special effort to make sufficient sites available to meet the entire remaining requirements of the Low-income Housing Program.

Sincerely,

Malcolm D. Jones
Housing Coordinator

Encls: 2 News Clippings

cc: Mr. Cecil A. Alexander
✓ Mr. Dan E. Sweat, Jr.