

# NATIONAL ASSOCIATION OF HOUSING AND REDEVELOPMENT OFFICIALS

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WASHINGTON 5, D.C.

TO HELP IN THE PLANNING OF  
LOCAL CELEBRATIONS OF THE  
25TH ANNIVERSARY OF THE  
UNITED STATES HOUSING ACT OF 1937 .....




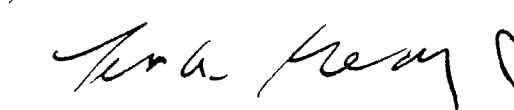
here is a "kit" full of ideas. The materials were put together as a joint service of NAHRO's Housing Division and of the Public Relations Committee, with the assistance of the Public Housing Administration.

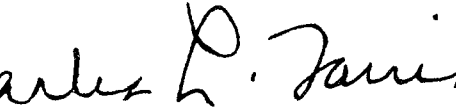
It is recognized that there is no single sure-fire formula for conducting a successful local observance of the 25th anniversary of the 1937 act. But it is definite that the flesh-and-blood significance of a quarter of a century of public housing can best be dramatized locally, focusing on homes that are up and occupied--or on the way--as a result of Congressional action 25 years ago. No matter how old--or young--a local program is, it's still "eligible" for a 25-year celebration.

Ideas for getting the spotlight on local programs during this silver anniversary year are carried in the eight kit sections specified below. If you put any of these ideas to work, be sure to let us know. And don't overlook this 25th anniversary celebration as a special opportunity to relate the public housing, the slum clearance, the neighborhood conservation, and the codes enforcement program.

- 1 -- Public Housing Administration fact sheet
- 2 -- Sample proclamation for mayor or local governing body
- 3 -- Chronology of low-rent housing and slum clearance progress
- 4 -- Local fact sheet for 25th anniversary distribution
- 5 -- Suggestions for 25th anniversary news releases
- 6 -- Suggestions for open houses or tours observing 25th anniversary
- 7 -- Additional ideas for 25th anniversary observance
- 8 -- 25th anniversary emblem, for reproduction on pamphlets, reports, letterheads, etc.

  
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PUBLIC HOUSING ADMINISTRATION FACT SHEET

In the spring of 1962, the Low-Rent Public Housing Program data were as follows:

1. Size of the program	<u>Units</u>	<u>Number of</u>	<u>Projects</u>
Under reservation	41,724		---
In pre-construction	70,234		487
Under construction	47,206		286
Under management	504,433		2,924
Total Active	621,873		3,719
2. Senior Citizens in Public Low-Rent Housing			
Programs under reservation			
In pre-construction	17,277		225
Under construction	8,967		108
Under management - HA '56	4,860		84
Other	97,000		N.A.
3. Local Authorities with PHA Programs	<u>Total Authorities</u>	<u>With Units Under Management</u>	<u>Total Places</u>
As of December 31, 1961	1,241	969	1,639
March 31, 1957	909	N.A.	1,236
March 31, 1962	1,271	988	N.A.
(Five-year increase	362, or 40%)		
4. There are now 2,500,000 persons living in low-rent public housing projects under the jurisdiction of the Public Housing Administration. 75% of all families include minors, averaging 3.13 per family.			

Sample Proclamation  
for Mayor or Local Governing Body

Whereas:

September 1, 1962 marks the twenty-fifth anniversary of the signing of the United States Housing Act of 1937, which became the basis for cooperation between local communities and the Federal government in public housing and slum clearance programs, and,

Whereas:

In the twenty-five years ensuing our Nation has made great strides in the fight against slum housing conditions and in the provision of decent, safe and sanitary homes for families of low income, to the point that earlier this year, the 500,000th home -- constructed under the Low-Rent program -- was opened for occupancy, and,

Whereas:

In the \_\_\_\_\_ years since the Housing Authority (Renewal Agency) of (city or county) was created by the (governing body) of (place) it has provided (no.) homes and/or has undertaken the redevelopment of (no.) acres for the improvement of living conditions of all the citizens of (place).

Now, Therefore, Be It Proclaimed: That,

Saturday, September 1, 1962 be designated as ("Housing and Redevelopment Day" -- or whatever is appropriate) in (place), and all agencies, organizations and citizens take all appropriate steps to honor the accomplishments of the past and redouble their support and efforts for the future.

Chronology of Low-Rent Housing  
and Slum Clearance Progress

- July 20, 1892  
(52nd Congress)      Public Resolution 22 provided \$20,000 for investigation of slums in cities over 200,000 and report by Commissioner of Labor.
- March 1, 1918  
(65th Congress)      Public Law 102 authorized U.S. Shipping Board to provide housing for shipyard employees. Produced 10,000 homes, 19 dorms and 8 hotels.
- May 16, 1918  
June 4, 1918  
(65th Congress)      Public Laws 149 and 164 provided funds for housing for war workers to U.S. Housing Corporation.
- June 16, 1921  
(67th Congress)      Public Law 18 created Division of Building & Housing in National Bureau of Standards.
- July 21, 1932  
(72nd Congress)      Public Law 302 authorized Reconstruction Finance Corporation to make loans to corporations formed to provide housing for low income families or to reconstruct slum areas. (Knickerbocker Village, NYC; Ford Co., Kansas rural homes).
- July 22, 1932  
(72nd Congress)      Public Law 304 authorized creation of Federal Home Loan Bank Board which resulted in present Home Loan Bank system.
- June 13, 1933  
(73rd Congress)      Public Law 43 authorized creation of Home Owners Loan Corporation to refinance mortgages of distressed home owners and the chartering of Federal Savings & Loan Associations.
- June 16, 1933  
(73rd Congress)      Public Law 67. National Industrial Recovery Act, to provide employment, authorized use of Federal funds to finance low-construction and slum-clearance housing and subsistence homesteads.
- June 27, 1934  
(73rd Congress)      Public Law 479. National Housing Act created Federal Housing Administration to insure mortgages on new homes and home repairs and remodeling.
- April 8, 1935  
(74th Congress)      Public Resolution 11 appropriated funds for public works, including \$450 million for housing. WPA and Department of Commerce undertook first extensive urban property inventory in 203 areas.
- July 22, 1937  
(75th Congress)      Public Law 210 authorized 40-year 3% loans for farm housing.

**Chronology of Low-Rent Housing  
and Slum Clearance Progress**

**2**

- September 1, 1937  
(75th Congress)**      Public Law 412 created U.S. Housing Authority to provide loans and annual contributions to local public housing agencies for low-rent housing and slum clearance projects.
- June 7, 1939  
(76th Congress)**      Public Resolution 20, Plan No. 1, putting RFC, FNMA, HLBB, HOLC, FSLIC AND FHA into Federal Loans Agency and transferring U.S.HA to Federal Works Agency.
- June 11, 1940  
June 13, 1940  
(76th Congress)**      Public Laws 588 and 611 appropriated war emergency funds for President, partially used to establish Defense Homes Corporation to provide defense housing.
- June 28, 1940  
(76th Congress)**      Public Law 671 amended HA '37 to authorize use of low-rent program authority to meet defense housing needs during the emergency.
- October 14, 1940  
(76th Congress)**      Public Law 849. Lanham Act, as subsequently amended, became basic war housing law, providing 945,000 accommodations, including veterans' emergency housing after WW II.
- June 22, 1944  
(78th Congress)**      Public Law 346. Servicemen's Readjustment Act authorized, among other things, the guaranty and insurance by Veterans Administration of GI housing loans.
- June 23, 1945  
(79th Congress)**      Public Law 87 added to Lanham Act, the Title V program for use of public war housing and construction of temporary housing for servicemen and veterans.
- July 27, 1947  
(80th Congress)**      Reorganization Plan No. 3 established Housing and Home Finance Agency to succeed National Housing Agency in coordinating Federal housing programs.
- July 15, 1949  
(81st Congress)**      Public Law 171 established National housing objectives and policies, enlarged HA '37 program, expanded FHA programs, established Slum Clearance and Urban Redevelopment program.
- August 8, 1949  
(81st Congress)**      Public Law 211. Added "Wherry Act" rental housing insurance to provide housing at military and defense installations.

**Chronology of Low-Rent Housing  
and Slum Clearance Progress**

**3**

**April 20, 1950  
(81st Congress)**

Public Law 475 provided for disposition of War and Emergency Housing (Lanham Act), including transfer of permanent projects to local authorities and public bodies for low-rent housing use, and demolition or sale of remainder.

**September 1, 1951  
(82nd Congress)**

Public Law 139, Defense Housing and Community Facilities and Services Act of 1951, included provision for construction of defense housing in critical defense areas during a limited period.

**August 2, 1954  
(83rd Congress)**

Public Law 560, Housing Act of 1954, provided Sec. 220 and 221 program for private low-cost housing to facilitate urban renewal, created the Workable Program requirement, expanded the urban redevelopment concept to "urban renewal" and established a concept of self-liquidation for public housing when possible.

**August 7, 1956  
(84th Congress)**

Public Law 1020 redefined "low-rent family" to include single elderly persons and authorized priorities and special construction features for elderly occupancy of low-rent projects. Relocation payments authorized for families and businesses dislocated by urban renewal. Urban Renewal Planning Advances and General Neighborhood Renewal Plan features added to Urban Renewal Program.

**June 30, 1961  
(87th Congress)**

Public Law 70, Housing Act of 1961 authorized the completion of the Low-Rent program of up to 810,000 units enacted by HA '49, provides \$120 additional annual payment, when needed, on units occupied by elderly, gave LHA's greater autonomy in rental and occupancy provisions, attacked "upper low income" housing problem by authorizing below-the-market loans insured by FHA, liberalized FHA home improvement loans to aid renewal, provided funds for experimentation in low-cost housing, authorized the "condominium" concept for multiple-housing ownership.

**Local Fact Sheet or Pamphlet  
for 25th Anniversary Distribution**

4.

If your authority or agency does not already have such a publication, the 25th Anniversary observance offers a good opportunity to distribute a Fact Sheet or brief pamphlet giving basic facts about your program.

This does not need to be elaborate or expensive. Most important, it should be brief and factual.

It should include:

Information about your authority or agency. When created, original members and executive director, important people involved in its establishment;

War Housing Record, if applicable;

Information about the physical aspects of your projects. When built, cost, number of units, average rent;

Operations: Average rents, including utilities; average income of tenants; number of elderly, number of children, number of families housed since inception. Facts should be briefly stated and organized for quick summary by reporters, speakers appearing before community organizations on a 25th Anniversary theme, to be passed out at open houses or in meetings. A basic information piece such as this will have many uses, even after the 25th Anniversary is well past.

Several formats may be considered. A straightforward fact sheet with little but the well-organized names, dates and figures has much to commend it. A simple one or two-fold, probably mimeographed or multilithed, sized to fit a business envelope, might give more opportunity for brief paragraphs about the history, purpose and objectives of your program.



**Suggestions for  
25th Anniversary News Releases - for Newspapers, Radio, TV**

5.

A number of supplementary statistics and facts which local authorities and agencies can assemble in connection with 25th Anniversary observance will have usefulness in Anniversary publicity and probably in many other ways in the future.

These would include identification of the family or person who has lived longest on the project, the oldest person, the largest family, any other aspects of the tenant body which have human interest. You may have persons of note who are "graduates" of your program whom you can recognize -- outstanding students, sports figures, even "famous" people who will be of interest to the public as former residents.

There are facts concerning the operation of the program which can be interpreted in interesting ways to the public -- the amount spent annually in operation and maintenance, the savings to tenant families below rents they would be paying otherwise, which can then be spent for food, clothing, medical care and other living essentials; and, of course, the figures on Payments in Lieu of Taxes -- annually, cumulatively, compared to normal taxes on the site before development, and so on.

For Urban Renewal Projects, similarly interesting statistics can be assembled for a review which will keep in the public mind the importance of the program to the community: Value of the redeveloped project, the comparison of tax revenues before and after redevelopment, value of the areas devoted to public purposes in terms of recreation opportunities, improved public facilities, number of substandard units eliminated or rehabilitated, etc.

Suggestions for Open Houses or Tours  
Observing 25th Anniversary

6.

The September 1 anniversary date of the signing of the Housing Act of 1937 presents excellent opportunities for Local Housing Authorities and Local Public Agencies to show their communities what they are doing. September 1 falls on a Saturday -- or another day such as the Anniversary of the authority or agency might be used with a tie-in to the anniversary if it is more advantageous locally.

While calling attention to the 25 years of the program's operation and to the accomplishments of the local authority or agency (or both) from inception, the local authority and/or agency can invite the public to "come and see" what is being done currently.

If the Anniversary can be tied to a dedication of a new project, a ground-breaking, or another significant local event, so much the better, but the observance could be in terms of public inspection of work currently underway or projects which have been in operation for some time, a central office open house, tours by school students, local agency representatives, service and civic clubs, etc.

Of course the event would present an opportunity for participation by the local newspapers, television stations, etc. Feature stories and programs could either precede the event to publicize it, or follow to review it for those who did not attend.

If no other observance were planned, a time might be set aside in the course of the open house for recognition of civic leaders who had a part in the local programs, for "oldest" tenants, "oldest" employees, etc.

If units in a low-rent project are being shown, this gives an opportunity for local merchants to cooperate by providing appropriate furnishings, or otherwise participating.

Refreshments might be served by members of a senior citizens group or some other group identified with the program. A guest book might be manned by other community representatives, while parking, directing visitors along a route, etc., could be supervised by members of still other organizations who would want to have a part in the occasion.

Copies of the Fact Sheet or Information Pamphlet suggested in Item 4 of this "kit" might well be presented to visitors to make a record of their visit and to help them explain what they have seen to friends and neighbors.

Additional Ideas for  
25th Anniversary Observance

7.

Annual Reports -- Include resume of the progress and accomplishments of local program since its inception, with reference to its basic beginnings in the passage of the Housing Act of 1937. A paragraph on the National program might be included.

Annual Meetings -- These present opportunities for summary of your program's development and stock-taking for the future. If no other occasion is planned, your annual meeting might be the time to honor persons and organizations who have figured in the origin and development of your program. The 25 years of the National program can be used as a backdrop for the story of the local agency.

Anniversary Edition, or Page, of Newspaper -- Special Documentary TV Show --

With the interest and cooperation of your local news media, a round-up of news and feature material would capitalize on the 25th Anniversary and point up the story of your agency, with emphasis on its current program and the plans for the future. Here would be a natural opportunity to feature the "oldest original tenant", oldest employee, original commissioners, public officials, and others important to the local program.

Some authorities and agencies have 10-year-and-over recognition programs for employees -- others might want to consider starting something of this kind -- perhaps a "Housing and Slum Clearance Pioneers Club" or other salute to long service with morale effect as well as publicity value.

Postage Meter Indicia -- If you use a postage meter, it is possible to obtain a design for insertion in your machine which might incorporate elements of the 25th Anniversary emblem, or otherwise call attention to the event locally or nationally.

Additional Ideas for  
25th Anniversary Observance

Speaking Opportunities -- Your Fact Sheet and other materials resulting from this "kit" will provide excellent materials to supply to commissioners and agency members, public officials and others who may have opportunities to make speeches about the National and Local program, before service and civic clubs, in radio and TV appearances and wherever housing and redevelopment will find a responsive audience. Since Sunday directly follows the September 1 anniversary of the actual signing of the 1937 Housing Act, you may find your Local Ministerial Alliance interested in cooperating by suggesting sermon references to the social and humanitarian aspects of the program.

Basic Historical Summary -- PHA is preparing an official pamphlet recounting the story of the passage of the Housing Act of 1937 and what has happened since. Several NAHRO Regions are undertaking similar summaries for their areas, to be published in mimeographed or even printed form.

Such a story, reviewing in factual, probably chronological, form the development of the programs within your community from the creation of the authority and/or agency, might well be undertaken at the outset of any program to capitalize on the 25th Anniversary theme. As such a "history" is put together, it will suggest many angles which will be interesting to the public and well worth development from the authority or agency point of view.