

November 16, 1964

TO: Churchill G. Carey  
George M. Brady, Jr.  
Lawrence P. Naylor, III

CC: William E. Finley  
Wm. Purnell Hall  
Richard L. Cover  
Howard E. Phillips  
David W. Clarke

FROM: James W. Rouse  
.....

It is not too early for us to be doing some thinking about the developers we will want to approach in the first phase development in Columbia.

If all goes well with our planning, zoning, and utilities, we should be clear by next April; ready to go ahead with utilities during the summer and fall; and ready to begin construction possibly by the fall of '65, but certainly by the spring of '66. We don't yet have all the answers to our merchandising policy nor do we yet know our true costs on streets and utilities. All of these things will influence the people we will want to approach and the basis for negotiating with them. However, in all probability, we will be looking for one or more large tract developers of the Freeman, Panitz size. It is also probable that we will want to be doing business with many smaller builders.

It is tremendously important that the initial development at Columbia be successful. This means that in addition to whatever we do by way of over-all environment, the builder must provide an outstanding value - a good, well designed house at a very favorable price. He must also be the kind of builder who can look to Columbia as a future; be concerned with its reputation; and have real responsibility about following up his house with his customer. Perhaps it would be useful if we developed a check sheet on which to rate home builders whom we are considering. It would seem to me that the factors we

Memo to: CGC, GMB, LPN

CC: WEF, WPH, RLC, HEP, DWC

November 16, 1964

would be most concerned about might be:

1. Responsibility to his customer. Seeing that the house works well and readiness to follow up on "bugs" or omissions.
2. Proven ability to produce a well designed, livable house that is responsive to the real needs of people and to changing market demands.
3. Proven ability to build at low cost - to operate his organization efficiently; to buy cheap; and to choose the things that matter in materials, equipment, space, and frills.
4. General attitude. Integrity. Responsiveness to new ideas. Ability to work with others (Columbia will require more than usual cooperation between builder and land developer, and also among various builders working in the same market).

Dick Cover, I would appreciate it if you would work over these items and see if you, Tink, George, Larry or Dave feel they should be supplemented or revised, and prepare a mimeograph sheet on which you might rate builders you think are prospects worth our attention. The report might also contain a line estimating the number of dwelling units the particular builder is capable of building in a single year.

J. W. Rouse

gdf