INDIANA ARCHITECT
SEPTEMBER, 1965

I extend greetings to the architects of the Americas: the artists and builders who create and sustain the cities of the New World.

We have learned—too often through the hard lessons of neglect and waste—***that if man brutalizes the landscape,*** he wounds his own spirit; if he raises buildings which are trivial or offensive, he admits the poverty of his imagination; if he creates joyless cities, he imprisons himself.

And we have learned that an environment of order and beauty can delight, inspire and liberate men.

It is your responsibility as architects to communicate these essential truths.

You determine, in large part, the shape of our cities. Those cities, in turn, determine the shape of our lives—so profoundly that future generations will ponder our architecture to learn our deepest values.

Your work, therefore, has meaning which endures beyond the life of the most lasting buildings, and you have a great task: to influence men to use their technical and commercial power to beautify the earth—***not to blemish it.***

May you pursue that task with energy and vision. May your success be so great that when the judgment of the future is made, ours will be remembered as the Age of Beauty.

LYNDON B. JOHNSON
President

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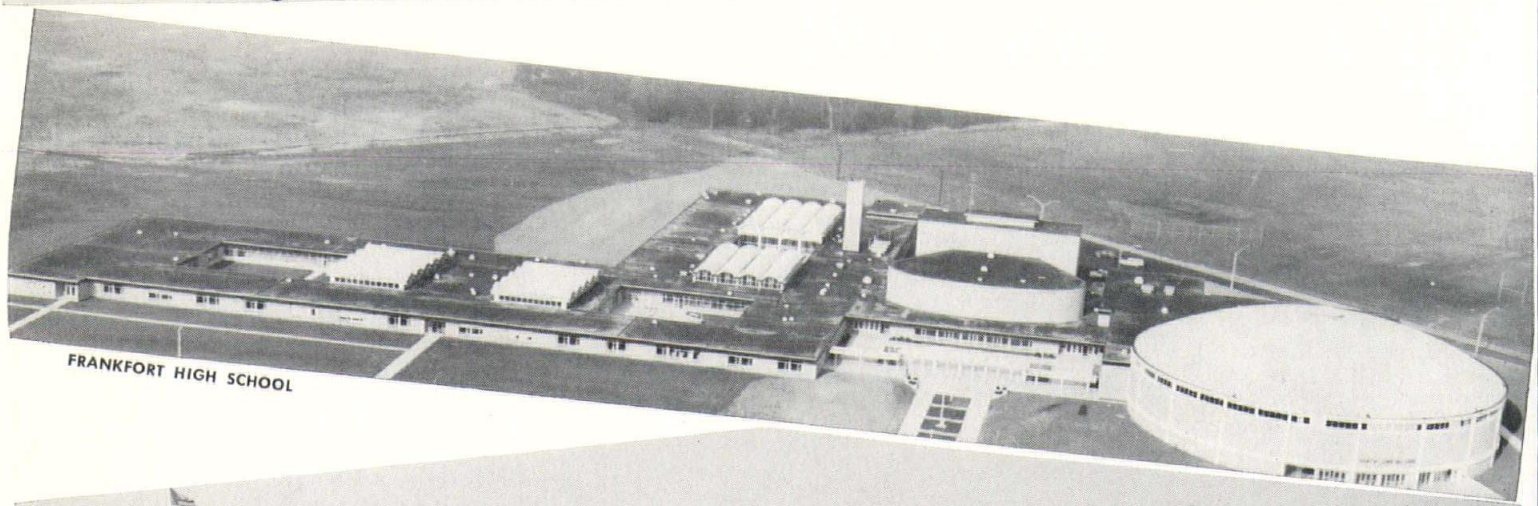
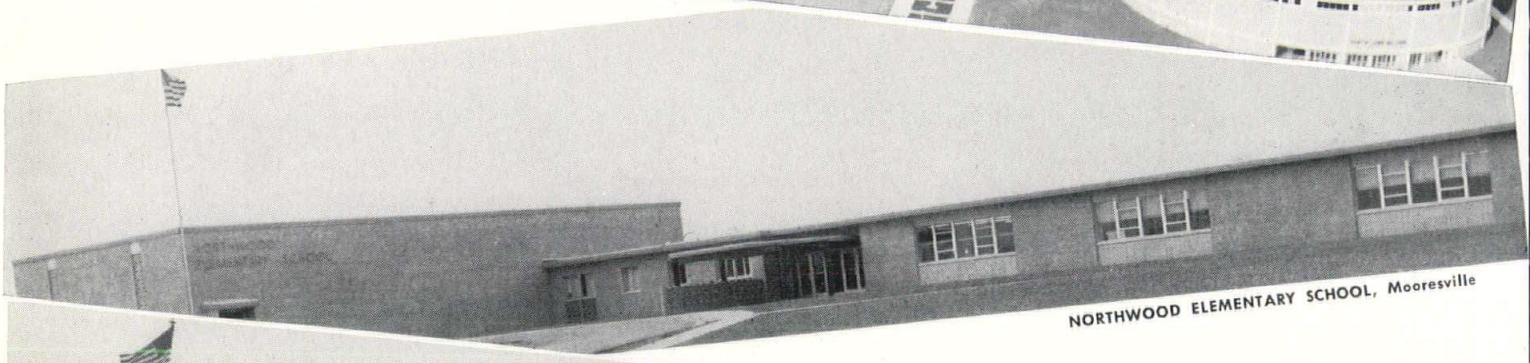
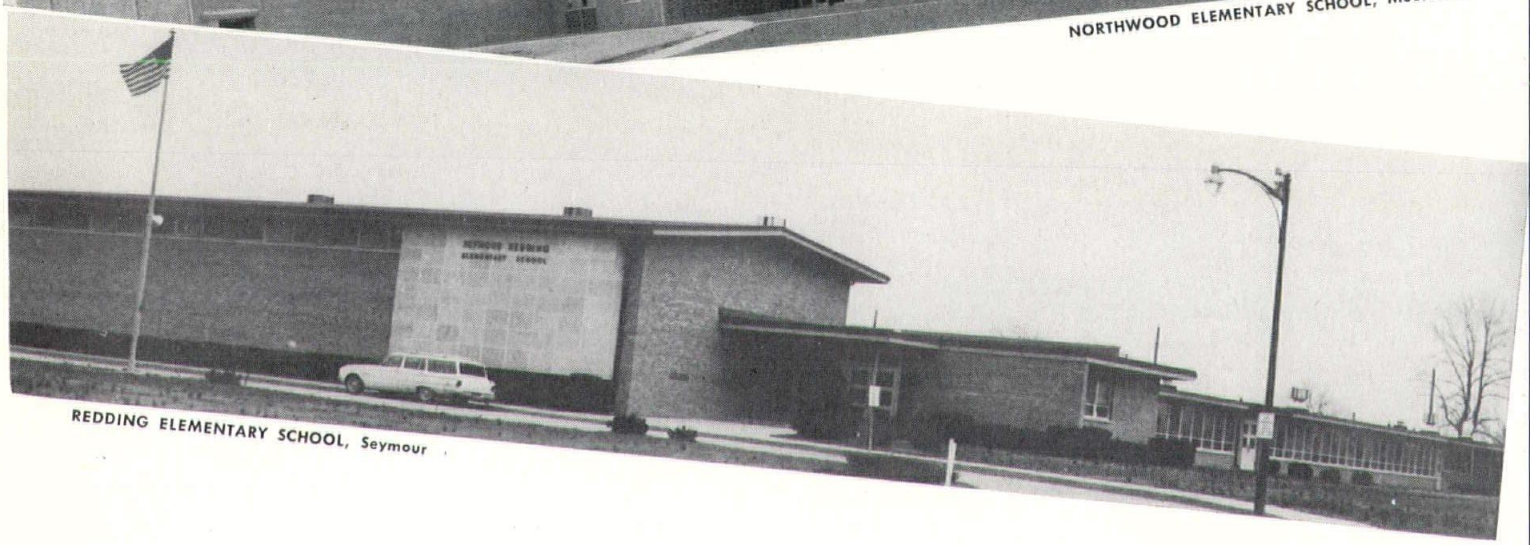


FRANKFORT HIGH SCHOOL



NORTHWOOD ELEMENTARY SCHOOL, Mooresville



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INDIANA ARCHITECT

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VOL. IX SEPTEMBER, 1965 No. 6

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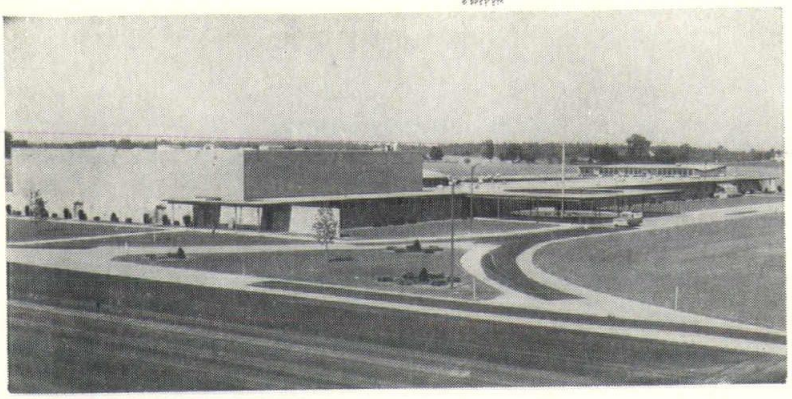
CONCERNING THE COVER

President Lyndon B. Johnson's message to the 1965 annual convention of the American Institute of Architects and the Pan American Conference of Architects, held jointly in Washington, D.C. in June.

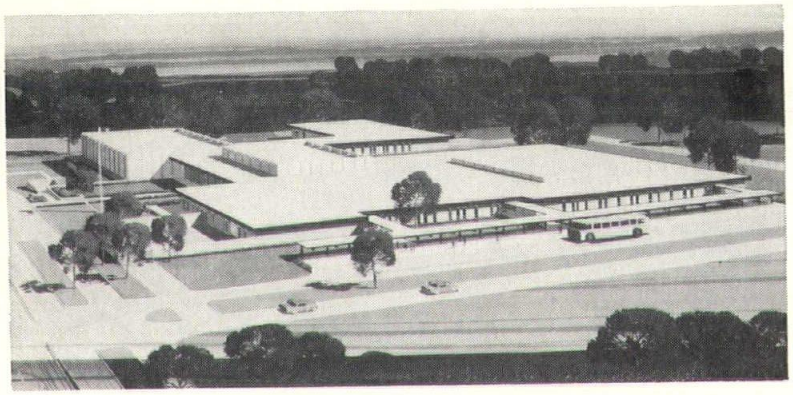
Rural schools go ALL ELECTRIC ...backed by dependable REMC service



North Miami High School

. . . electric service provided by Miami-Cass County REMC

This beautiful new consolidated junior-senior high school is located on the 900 North Road, 9 miles north of Peru. Dedicated in November, 1961, it is designed with classrooms, laboratories, cafeteria, auditorium and athletic facilities for an enrollment of 750. During the planning period a special committee of 15 people visited schools heated by coal, fuel oil and electricity. They discussed various types of heating with architects, and discussed electric heat with school officials. They also talked about heating electrically with individuals who have electric heat in their home and churches. Result: the committee recommended electric heat. Architects were Hamilton and Graham.



South Knox Junior– Senior High School

. . . electric service provided by Knox County REMC

This beautiful new school now under construction is located on a 51 acre site near Verne, on State Highway 61 southeast of Vincennes. Designed to handle 800 students in grades 7 through 12, the building contains 15 academic classrooms, 10 laboratories, a library, and 13 additional rooms for music, shop, art and supporting educational facilities . . . plus a 3,500 capacity gymnasium, and auditorium seating 600, a cafeteria and administrative office. All of the inside spaces are air conditioned. Heating space will total 140,000 square feet. James Associates, architects, say this may be the largest school in Indiana using electric heat.

There is a significant school building program underway in rural Indiana today. Big, modern and efficient consolidated schools are springing up all over the state . . . making an excellent educational environment available to rural youth.

■

School boards, trustees, teachers and architects all feel free to plan their new schools all-electric. They know that they can depend upon the electric service provided by the 42 REMCs in rural Indiana.

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1965 ANNUAL CONVENTION

Indiana Society of Architects, AIA

French Lick OCTOBER 7, 8, 9 & 10 Indiana

THURSDAY, OCTOBER 7

8:30 P.M. President's Reception

FRIDAY, OCTOBER 8

9:00 A.M. Registration

10:30 A.M. Central - Southern Chapter Annual Meeting
Northern Indiana Chapter Annual Meeting
Indianapolis Chapter Organizational Meeting

12:30 P.M. Informal Lunch

1:30 P.M. First Professional Seminar

4:30 P.M. Open

6:00 P.M. Reception

7:00 P.M. Dinner
Charles M. Sappenfield, speaker
Presentation of Indiana Architectural Foundation
Presentation of Honorary Memberships

9:00 P.M. "The Glass Menagerie" by Tennessee Williams, by IU Dramatic Group

SATURDAY, OCTOBER 9

9:00 A.M. Second Professional Seminar

12:00 NOON Informal Lunch

1:00 P.M. ISA Annual Meeting

4:00 P.M. Open

6:30 P.M. Reception

7:30 P.M. Annual Banquet
Triennial Honor Awards Presentations
Introduction of Officers, etc.

9:30 P.M. Casino Night

SUNDAY, OCTOBER 10

Open

Declaring War On Ugliness

"This may be the era and the generation and perhaps even the very year that the United States of America, in all its natural glory, goes down the drain. The more I see, the more I am forced to conclude that from New York to California, from Florida to Alaska, America the Beautiful is becoming America the Ugly, the home of the neon sign, the superduper highway, the billboard, the monotonous housing tract."

So wrote Mr. Robert H. Boyle in SPORTS ILLUSSTRATED, of which he is a senior editor, in November, 1964. And he continues: "Practically all the carnage is conducted in the name of some kind of alleged progress. If this were true progress, no one could have cause for complaint. But, in fact, 'progress' has come to stand for stupidity, greed and graft. We have imperiled the charms of our cities; now the countryside is to be laid waste."

Echoing Mr. Boyle's sentiments is this comment by Secretary of the Interior Stewart L. Udall: "The trouble these days is that few people are aroused until blight hits their own backyard. Rearguard actions fail more often than they succeed. We will lose most of the big fight to save our cities and our countrysides unless enough people get involved — and **stay** involved. Wrongheaded bureaucrats, indifferent public officials and shortsighted highway engineers will put the future uppermost in their planning when they feel the hot breath of public opinion."

More and more spokesmen are rallying to support a conscientious program to re-emphasize the value of beauty and its importance in our lives. Unfortunately, we are a very long way from the "Age of Beauty" President Johnson referred to in his message to the architects of this hemisphere (this month's cover), and at the present time, still seem to be heading in the opposite direction. Our alabaster cities no longer gleam.

As TV commentator David Brinkley said recently: "We are ugly." The condition of America's communities has become a national disgrace. People abroad say that the United States has the most beautiful buildings and the ugliest cities in the world. Unfortunately, on the latter count, they are right.

Why should the nation with the most advanced technology, the highest living standard, the best program for mass education, the most successful political system, and the highest degree of ingenuity in solving scientific problems make such a mess of its physical environment?

The pattern is essentially the same in the great majority of our towns and cities. The approaches to the city are befouled by billboards, garish store front signs, utility poles, overhead wires, junkyards, and blighted business buildings.

Downtown is usually congested, rundown, and may already have been dissected by a badly-planned highway. The waterfront, potentially a place for recreation, is littered with junk and industrial debris. That part of suburbia available to medium-income residents is, more often than not, devoid of interest and vitality. Most suburban shopping centers are barn-like islands in seas of asphalt. In all things, big and small, there is a blindness to good design.

Concerning our physical environment, one architect says: "It isn't that we're stupid. We just

have lousy memories." It is a cogent statement. We have a rich and valid heritage in community design. Thomas Jefferson, our third President and an architect, designed not only Monticello and the campus of the University of Virginia, but also several towns; he also made a design for the city of Washington before L'Enfant did, and he proposed a national system of roads and canals. William Penn's original design for Philadelphia was strong enough to guide the orderly development and redevelopment of the city to this day.

Distinguished examples of early American community design embrace Annapolis, Williamsburg, Savannah, and a number of communities that have been designed and built under both private and public auspices over the past two centuries. Communities have been built as "company towns," like Hershey, Pennsylvania; as religious centers, like Salt Lake City, Utah; and as governmental experiments, like Greenbelt, Maryland.

For whatever reason, these communities were designed and built according to a plan. We design our mechanical conveniences and space vehicles and we plan our business affairs. The businessman who did not plan would be considered a fool. Yet, today, we re-build and expand our towns, cities, and metropolitan areas without plans. We try to control unwholesome uses of land with nothing more than the weak and negative tool of zoning. We are just beginning to see the result.

Americans, in hundreds of communities throughout the land, are becoming aware that they are living amid unsavory, unpleasant, and largely unnecessary ugliness. They are beginning to learn to see again. In some places, they are beginning to act. It is not a question of decision as to whether or not we will continue to build. We are building a whole new America, because we will have to duplicate every single structure in the nation by the end of this century in order to house our expanding population and replace outworn buildings and neighborhoods.

The question, then, is not whether we will build, but how well. The answer to the question has to come, for the first time in man's history, from the citizens of the community. There are no kings, pharoahs, high priests, nobles, and very few wealthy tycoons, to decree what shall be built and how. This was the practice in past eras. As of now, man is on his own.

There is a natural lag in any era between the development of great buildings and the extension of these architectural principles to the community as a whole. In past ages, when building was a slow and laborious process and population centers could not be fragmented by unsettling inventions such as the automobile, a lag of a few decades or even half a century was relatively unimportant.

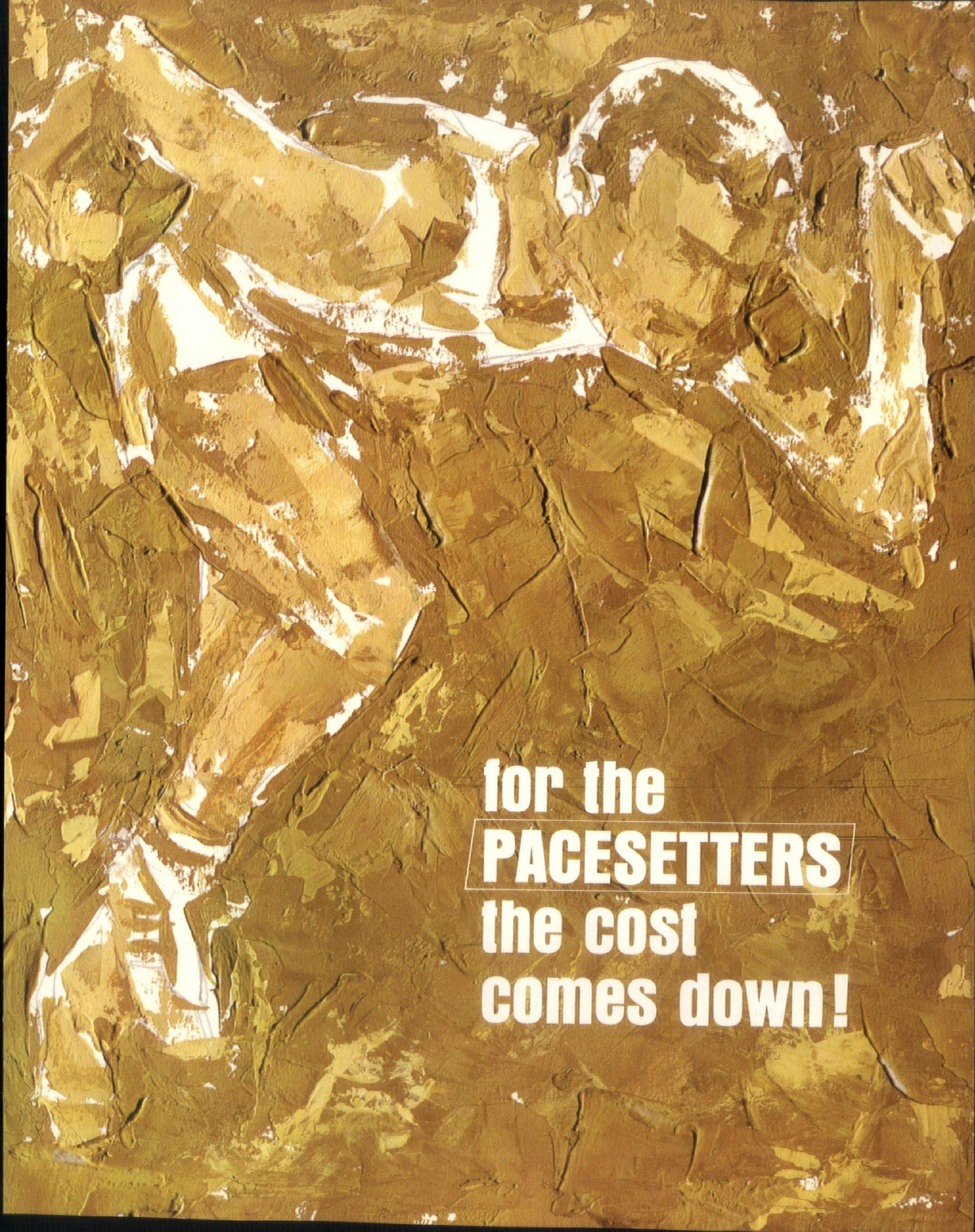
To determine that this is no longer so, we have only to look around. The prospects are not hopeless, however. We have the resources in virtually every community to eliminate ugliness and create an efficient and beautiful urban environment. Experience demonstrates that three forces are necessary to get the job done: an enlightened and sympathetic government, the leadership and support of the business community, and the design professionals of the community. Government has the power to utilize programs available at Federal, State and local levels. It also has the power to regulate the size and appearance of store signs, establish a municipal tree-planting program, and place power lines underground, among other things.

The city planning commission is generally the only agency with the authority to create the master plan which the progressive community needs to guide its development. The business and civic leadership is often the only cohesive element within the community which can provide the necessary inspiration, finances, and staying power. Architects and their fellow professionals are the only ones who can provide the design skills needed to translate social and economic needs into structures, spaces, and beauty.

Underpinning all of this, is one essential element — the backing of a knowledgeable and demanding public which knows the difference between the good and the bad, and insists on having the good. Before there can be community commitment, however, there must be community awareness.

It is to cultivate this community awareness that the American Institute of Architects has embarked on a "War on Ugliness," a wide-spread war fought in many local skirmishes, including the cities, towns, and countrysides of Indiana. In last month's issue of this magazine, we examined two segments of this concern for ugliness, the inner city and the Lake Michigan shoreline. This month contains more of what is being said and written about our problems of decay and limited vision, and in the coming months, some specific examples of this ugliness and some examples of beauty, both in Indiana, will be presented.

Your cooperation in this war on ugliness is the goal of the architectural profession of the state and the nation. With your help, the war will be won.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A "Climate for Learning" for less!

Already, there's a trend toward the year-round use of schools. Schools are becoming community centers — used by social, civic and adult education groups, as well as by children.

The teaching-learning environment has become much more important. More educators are realizing that the proper environment can improve study habits and the rate of learning.

Flameless electric heating helps provide the basis for a modern "Climate for Learning" as raw fuels never can.

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The year-round school becomes mo practical!

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Summer classes. Recreation. Ev summer stock theatres.

And, the population explosion is ca ing many educators to consider t year-round use of schools instead the present nine-month term.

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m, the outside air temperature is suitable for fresh air cooling during proximately 25 percent of that riod. In April, May, June, September d October the outside air is often ove 55 degrees . . . not suitable for oling.

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hool Boards are becoming more and re cost conscious, not only in con-uction, but in operation, too.

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East Allen County Schools Administration Bldg.
Bradley & Bradley

Jackson Township School
Albert Heeter

Royerton School
G. W. Garrard

Pierre Navarre School
Roy A. Worden & Assoc.

South Side Elementary School
Everett I. Brown Co.

Bennett High School
South Marion Builders

Wm. Reed Annex
I. A. Hemmert

MICHIGAN

Hagar #6 Elementary School
Van Dongen & Raymer

Watervliet North Elementary School
Arthur Bates

Watervliet South Elementary School
Arthur Bates

Electric schools under construction in I&M service area

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Louis C. Kingscott & Associates

Mississinewa Elementary School
R. W. Clinton & Assoc.

North Side Elementary School
Everett I. Brown Co.

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Complete all-electric buildings

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Alexandria-Monroe High School
McGuire & Shook, Compton, Richey and Associates

Hartford City Junior High School
McGuire & Shook, Compton, Richey and Assoc.

Parkside School
Thomas A. McConnaughey

South Side School
McGuire & Shook, Compton, Richey and Assoc.

Frances Slocum School
M W Inc.

Oak Hill High School
Hamilton & Graham

Penn High School
Chas. W. Cole & Son

DeSoto Elementary School
Moore & Heger

German Township School
Chas. W. Cole & Son

Mary Frank School
Roy A. Worden & Assoc.

St. Jude's School
Everett A. Jewell

St. Mary of the Assumption School
Belli & Belli

Oscar Baker Elementary School
McGuire & Shook, Compton, Richey and Assoc.

Woodlan High School
Bradley & Bradley

MICHIGAN

Bridgman Elementary School
Binda & Associates

H. C. Stark Elementary School
Van Dongen & Raymer

Indian Hills School — Dist. 37
Van Dongen & Raymer

Bell School Annex
Van Dongen & Raymer

Brandywine District 48
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All-electric buildings on college campuses

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Indiana Institute of Technology Library
Strauss Assoc.

Indiana Institute of Technology Dormitory
Strauss Assoc.

Indiana Institute of Technology Dormitory
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St. Francis College Science Bldg.
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Marion College Men's Dormitory
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Marion College Women's Dormitory
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Some Antidotes for Ugliness

by JOHN ELY BURCHARD

Usually we talk only about the physical ugliness or beauties of cities. This, of course, is not enough. Cities are like ladies. Despite her snaky and venomous hair, Medusa was generally regarded as a beauty, the sight of whom was worth the chance of being turned to stone. There have been beautiful, well-turned, courteous ladies all through history whose enchantments concealed their vices and poisons, and plain, dumpy, badly dressed ladies whose lives were full of grace.

So it may be with cities: The handsome and gay may be vicious and full of snarling, unfriendly, covetous, ungenerous people; and a dreary town may abound in important elements of the good life. But we cannot solve all the problems of cities in a few pages. There is no reason why an otherwise amiable city should not also have a handsome face and be the most amiable thereby.

We need first to remember that beauty and joy are more than the absence of ugliness, just as positive health is more than merely not being sick.

Urban beauty can come only two ways. In totalitarian societies which have produced most of it in the occasional moments of divine dictatorship, it is done by decree; in democratic societies it can be achieved only by example, and there is always the risk that the example will be rejected. But without the example, nothing will happen at all, because for most voters the democratic process is one of voting vetoes and not of voting instructions for something as yet undone. The absence of veto is the greatest praise to which most democratic statesmen can aspire.

It is all right to say that people get the architecture they deserve, but it is hard for most people to prize and therefore to deserve great architecture if they have never experienced it; or to want to pay for the pleasure of a beautiful city if they have never had a chance to enjoy these pleasures.

Leadership is essential to give the people of a community examples of what they may come to enjoy and be willing to pay for. This requires political risk-taking and considerable courage, since it would be more of a liability than an asset for a politician to be accused of being a card-carrying beauty-lover or of being "soft on art." And after the demonstration, it will still require patience to let the new beauties sink in, and vigilance to preserve what one already has.

The leadership, the patience, the vigilance need to be exercised at a great many levels and not alone at the top. Indeed, the top can seldom accomplish much without positive support, even pressure, from below; if not exactly from the grass roots at least from many kinds of people and several kinds of neighborhoods.

Civic beauty does **not** come free, and it is hard-pressed by such decisions as that of the New York Courts upholding penalty taxes on the Seagram Building because its beauty made it cost more per square foot than a minimally acceptable office building would have.

But even if municipal attitudes toward beauty were more generous than they are, private goodwill can carry a city only so far, and we are rely-

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Mr. John Ely Burchard is Dean Emeritus of the School of Humanities and Social Science at the Massachusetts Institute of Technology. His remarks here are excerpts from his memorable address to the annual convention of the Texas Society of Architects in November, 1964.

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ing on it too much. Private goodwill may be limitless but private funds are not; and the generosity of local people is not always proportional to their capacity to give. Private goodwill can build some beautiful buildings; it can dedicate some of its land to public purposes; it can endow or help to endow various public cultural enterprises; rarely there may be a local Maecenas who like the most admired Athenians gives most of his wealth to the general adornment of his city.

But after this has all been done, much will still remain to be paid for from the public purse, and here is where the steadfast and unrelenting leadership, large and small, is essential. This will be the test by which, in the end, the people of your city, wherever it is, get the city they deserve. If they have no chance to understand what their city might be, you cannot say they got the ugly city they deserved. If, after they have experienced the benefits of a beautiful city, they reject it at the polls, either because they do not like it, do not want to pay for it, or had rather ride the freeway eating barbecued shrimp and chicken-in-the-rough as they go, then they can say they got what they deserved. But not until then. The role of leadership is to make sure the public has a chance to make an informed choice.

It has occurred to me that I might be most useful if I were to produce a quite unimaginative checklist of the various elements of urban beauty, some of which may be available to your city, some not — without trying to elaborate them since you can do that as well as I; and certainly not trying to provide the local applications:

1) It is not to be denied that the weather and the sky are important assets or liabilities for a city. Up to now, anyway, our technology has not made it possible to effect massive improvements in the local weather. Some of its applications have produced massive deterioration of once good local weather such as smog and soot. Everybody talks about the weather, but nobody does much about it, to be sure. What design can do about it is to make sure that nobody is allowed to make the local weather **worse**; and it could and ought to see to it that a city does reflect the weather it has, exploiting it and defending against it; weather is not something that should be unimaginatively bribed simply by buying enough tons of airconditioning.

2) Some cities are the beneficiaries of magnificent coastal or estuarial sites which they have then contrived to enhance or at least not to spoil. The classic examples are Lisbon, Rio de Janeiro, Istanbul and San Francisco. Most such sites are on seacoasts but not all. There are, for example, Caracas, Bogota, Mexico City, Toledo in Spain, Urbino and Florence. But a dramatic site cannot really be made by a bulldozer where it does not exist as a gift from nature.

3) Others have river banks which they have kept for urban joy, and here there have been more opportunities. The Thames at London, the Seine at Paris, the Tiber at Rome, the Spree at Berlin, the Danube at Budapest and Vienna, the Yarra at Melbourne, the Limmat at Zurich, all show what has been possible. Few of these rivers are large; only some have present commercial significance — which goes to make the realization of amenity more difficult though it has been achieved on the Seine and the Danube and the Thames and on some parts of the Rhine and even the Ruhr. Americans have not, on the whole, done well with their rivers in this sense.

4) Then there are the lakes. There are few Genevas in America, the most notable example surely being Chicago, which has indulged in enormous amounts of land-making to create an even greater lake shore. But Erie, Buffalo, Cleveland and Toledo have dissipated their opportunity as has Milwaukee, while even Detroit's achievement is far from what might have been.

5) Rarer are the cities of the great canal systems, man-made for the most part, or man-improved as Venice did with her islands. Some of these canals were natural, all were improved; all started with commercial significance and most grew readily from existing seas or lakes. But it is not beyond imagination to dream of entirely artificial, non-commercial, mosquito-free canal or lake systems producing such marvelous effects as those achieved at Hamburg. When we realize how much how many cities owe to the banks of rivers, lakes, oceans or canals, we can have little doubt that abundant water and abundant trees are of great importance in adding to the comfort and convenience and beauty of a city.

6) Other cities owe much of their delight to even more clearly man-made things, usually though not necessarily historic. We think of the Spanish steps, the Campidoglio and St. Peter's Square in Rome, the Piazza San Marco in Venice, the Place Vendome, Place de la Concorde and Place des Vosges in Paris, the linked squares of Verona, the Maidan in Esfahan and, with less enthusiasm, of our own prime examples, Rockefeller Center in New York, the Boston Common and Garden, and smaller things such as the Golden Triangle and Mellon Square of Pittsburgh or Union Square in San Francisco. Such creations have appealed to American designers as a positive element of civic design, but our designers have generally

forgotten one thing. Except for the Campidoglio and the Place de la Concorde, almost every important European is a natural place of public congregation, day and night, and therefore alive. A good many of our largest civic centers have not achieved this. If a square is too specialized with governmental activities or with office buildings, it can not succeed in this sense. Rockefeller Center is our national great example and it is important for anyone who is trying to develop a great contemporary American square to try to find out why.

7) Never forget the little squares like Rittenhouse in Philadelphia, Gramercy Park in New York, the numerous backwaters of Georgian London. Stockholm is a place to visit to see what these can be like even when very small, what a few benches, a little grass, a mosiac painting, a small pool or fountain, a little mural or piece of sculpture, can do to provide a pause that refreshes. We are afraid of vandalism and crime in secluded spots in America, but the way to stop it is not by eliminating these important ganglia of urban delight.

8) After the squares there are the great avenues and boulevards: the Champs Elysees, the Mall in London, the Ringstrasse, Commonwealth Avenue. We have made too much fun of the grand plans of the nineties and early years of the twentieth century, for it is these which have given a few American cities a start toward urban amenity. But avenues and boulevards must go somewhere, and they are sterile if they become mere courses for automobiles. They need trees, ample sidewalks, things to look at, reasons for walking or sitting, producing a wish to promenade or saunter rather than run.

9) Great cities have great parks. The best ones are downtown and not out by the airport like Disneyland. You can still ride with pleasure in the Bois de Boulogne or the Borghese, saunter in London's Green Park or by the Serpentine, sail toy boats in the Tuileries, enjoy an amazing array of flowers in Hamburg's Planten un Blomen, go to good band concerts every noon in Goteborg, or watch the dusk fall from the Pincio and perhaps even hear a nightingale sing in a place the pigeons have not yet full appropriated — the pigeon, that durable and obscene urban bird. We do have American examples but they are less well-kept, less used, less convincing. All these later things are possibilities in the complex of urban redevelopment, but they are almost always left out.

10) Urban joy is augmented by some brilliant architectural showpieces, of course, and unhappy the city with none. It is tempting for American cities which do not have Philadelphia's Independence Hall or Boston's State House or the Hite House to conclude that nothing can be done. But, of course, that is nonsense. One should strive to keep one's old and distinguished historical monuments and to add new and exciting ones. But it is not a one-shot bootstrap operation. A highly localized and expensive face-lifting in the form of a distinguished building will do a great deal but not nearly enough.

11) I have already spoken of small parks. There are small opportunities to play with water which adds coolness and the sense of it, which makes pleasant sounds when it runs and which enhances the landscape of almost every city we really admire.

12) Then there are the street details. The Italian cities teach us that sculpture is more effective in the streets than in the museum, and it need not be classic sculpture. Lisbon shows how much mosaic sidewalk pavements can add to urban grace. Flower boxes add to the gayety and sightliness of many German and Spanish cities. The University of Caracas and its outdoor murals by Leger show what paintings can do in the street. Henry Dreyfus and many north European designers have shown what can be done with the design of trash baskets, telephone booths, street light fixtures and every other element of street furniture.

Naturally, to provide them is not enough. They must be tended and policed. The water needs to be kept clean and running, the sculptures protected from vandals and pigeons, the sidewalks swept, the flowers watered and cut, the dead lamps replaced, the squares cleared of litter; and special vigilance is needed with the street furniture because a handsome design for a filling station or a news kiosk can quickly be despoiled by an insensitive operator. But all this care and vigilance is possible and it has been demonstrated in many cities throughout the world, if not often in the U.S.

The positive beauty of a city is then a complex, even a subtle thing. The chief point I want to make is that it is a diversity; that it cannot be achieved by a single **tour de force** like a great new building or plaza. Just as the success of a central transportation system depends upon the effectiveness of its feeders so the total urban pleasure depends on attention to little things as well as big. This is, in fact, a good thing because it makes it possible for many more people, big and little, to participate.

Essential Ingredients for Action

by ROBERT J. PIPER, AIA

It has been approximately fifteen years since plans for the renewal of the Pittsburgh urban core were announced. In the intervening period hundreds of American cities have announced similar programs devoted to a more-or-less comprehensive study and correction of the problems of decay and obsolescence in their Central Business Districts. It is estimated that currently some 300 American cities have programs of this nature. At this point it may be of interest to ask what have we accomplished.

There have been some spectacular individual CBD accomplishments — at least in terms of investments made and materials put in place. To be sure, the quality of the work done has varied. Philadelphia, Pittsburgh, New Haven, Detroit, can point to a number of projects completed or nearly completed in the very core of the city. St. Louis, Baltimore and Boston have core projects in various stages of construction. Chicago, Washington, D.C., Seattle and St. Paul, all exhibit projects in various stages of completion on the fringes of the core if not at the center of the CBD itself. In a number of cities such as Rochester, Atlanta, New York City, Dallas and Houston, individual private developments, principally office buildings, have substantially modified the CBD even though they may not be specifically part of an over-all downtown development plan. Some of our smaller cities, for instance, Pomona, Springfield, Kalamazoo, Little Rock and Knoxville, have made considerable progress in both planning and construction in their core areas.

All of this adds up to a pretty impressive picture of accomplishment. But is it really? Is it not safe to say that, although these examples of real accomplishment can be noted, the majority of CBD activity has been largely talk and study that has resulted in little other than scattered parking lots or a few limited retail promotional schemes? Is it not a fact that during this period of time our core areas, in the majority of cases, have gained

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more problems than they have solved, while studies and proposals pile up — architects' conception upon architects' conception, statistic upon statistic?

We might do well to look again at the five essential ingredients of any successful local CBD action program — Citizen Participation, Local Administration, Comprehensive Planning, Codes and Regulations, and Financing.

Citizen Participation means citizen-businessman participation. Unless the local businessman and the investor, and through them the average citizen-customer, indicate an enthusiasm for CBD redevelopment the program will fail in its early stages. This enthusiasm can be kindled but not sustained with fine architectural presentations.

Local Administration means a combination of all appropriate and available public and private organizations. The "Downtown Professional and Businessman's Association" is powerless before the specter of urban core decay without the complete cooperation of all local taxing bodies, parking authorities, planning commissions, state and Federal highway agencies, etc. Likewise, the public bodies are ineffective without the positive cooperation of their private counterparts. By such cooperation these bodies combine two essential tools of local civic action: the power of persuasion reinforced by the realities of municipal and business finance and the power of eminent domain.

Comprehensive Planning means, at least as it affects the urban core, the understanding and integration of all economic, social and physical pressures placed upon the CBD. Normally thought of as the responsibility of the local planning commission and the community's architects, comprehensive planning for the CBD is, in fact, the concern of anyone involved in downtown — whether his business is buildings or billboards, mass transit or trash collection.

Codes and Regulations include all manner of regulations affecting the CBD from provisions of utility franchises to zoning codes. Even in our small to medium-size communities the number of regulations that somehow modify CBD development can be staggering in number. Building and zoning codes are often pointed to as being the most pervasive of local regulations. However, tax and property evaluation procedures, insurance rating methods, traffic regulation, utility easement requirements, transportation and postal rates, even though more subtle in their pressures on the CBD than the building and zoning codes, exert an enormous influence on decisions affecting downtown.

Financing problems lie at the bottom of many forgotten CBD development dreams. If local money is unwilling or is not available to finance CBD development proposals, and if state or Federal funds are somewhat unacceptable or unavailable, then everyone's time is better spent going about their normal business without worrying about rejuvenating the urban core.

A recognition of these five factors and solutions to the questions they pose will be found in every CBD program that has been successful. If the program has not been successful, you can bet that one or more of the factors have been neglected in some way.

Architects have been and are involved in dozens of these CBD projects. Many AIA chapters report extensive committee work devoted to this subject. In other instances individual architects, as members of local and public civic organizations, have provided the principal local leadership. And, of course, we are all familiar with the well-documented projects completed by nationally known architect-planners. I believe architects of such experience will subscribe to the validity of the above comments.

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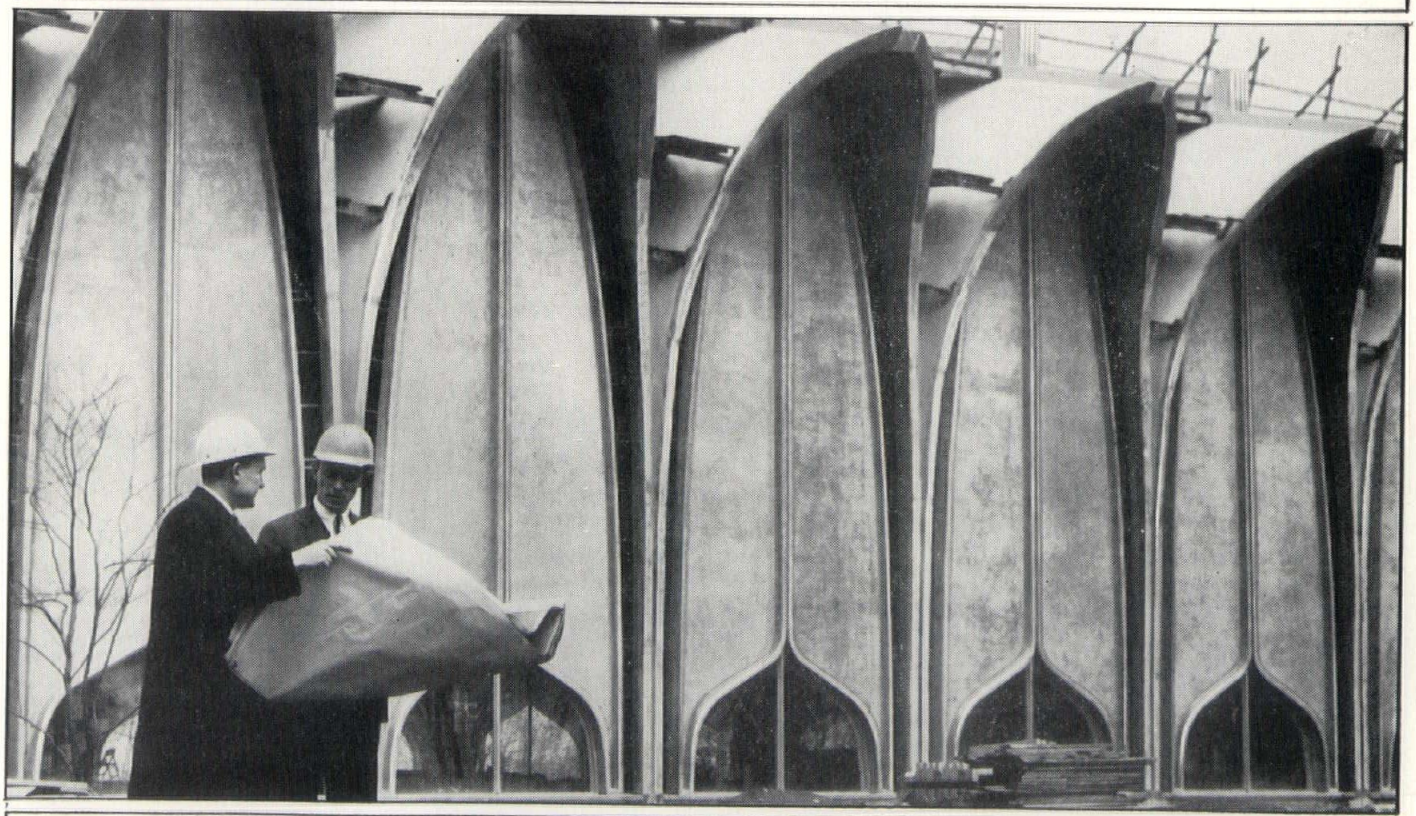

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