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DEMONSTRATION CITIES ACT
AND URBAN DEVELOPMENT ACT


DEMONSTRATION CITIES ACT OF 1966

Findings and Declaration of Purpose

Under the heading “Findings and Declaration of Purpose” the Demonstration Cities Act begins: “The Congress hereby finds and declares that improving the quality of urban life is the most critical domestic problem facing the United States.”

We could not agree more. The American Institute of Architects has repeated over and over again that some aspects of urban life are sad indeed.

The pattern is essentially the same in the great majority of our towns and cities. The approaches to the city are defaced 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-located highway. The waterfront, potentially a place for recreation, is littered with junk and industrial debris. Too often, part of suburbia available to medium-income residents is devoid of interest and vitality. Most suburban shopping centers are squat islands in a sea of asphalt. In many things, large and small, there is a blindness to the good design and planning necessary to improve urban living.

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?

It is not that we do not know how to cope with community growth. 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 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 also 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

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of new and improved technology and design, including cost reduction techniques.” Writing this into the proposed law will insure that the demonstration cities will be truly demonstrative of good quality construction and design at reasonable cost.

Through our nation’s improvements and increasing sophistication in industrialization, we now have an abundance of new technology and materials. We are able through our designs to create, using this technology, a new type of architecture. Specifically, through a healthy relationship between the economics of building technology, materials and aesthetic use, we can achieve durability and lasting quality. A contemporary valid architectural expression would be impossible to achieve without a respect for technology and material efficiency.

Finally, in the Comprehensive City Demonstration Programs provisions of the bill, we applaud Section 4(c)(5) which requires the Secretary to give maximum consideration to whether “the (city demonstration) program is consistent with comprehensive planning for the entire urban or metropolitan area.”

Comprehensive planning for the metropolitan areas of this country is an overriding consideration. Unfortunately, the problem of urban blight and chaos is not solely the result of bad taste or bad planning, but of very little planning coupled with a great deal of indifference.

Americans have a great central theme of mobility. We have moved and migrated by horse, covered wagon train, automobile and jet. The results of this constant movement are apparent—it has spawned the decay of central cities and brought about urban sprawl.

Of course we are not advocating immobility. We are advocating comprehensive metropolitan planning. Planning for an entire metropolitan area is a “must.” We must plan and coordinate the facilities that are, and will be, the integral threads in the fabric of our environment. It is only through planning that we will be able to erase the economic, social, administrative and visual incoherence of our cities.

Our objective is an urban architecture of quiet serenity, of properly organized space within and around the buildings, of form appropriate to our own age, and of visual delight capable of enriching the minds and hearts of those who live within its boundaries. It must be an architecture of controlled and balanced automobile traffic and public transportation, of urban neighborhoods where close knit building groups and green open spaces add diversity and spice to living, of well organized satellite cities within easy reach of unspoiled nature, and of a restored and vitalized countryside.

Office of the Federal Coordinator

The AIA believes the Federal Coordinator for each comprehensive city demonstration program will be an extremely useful liaison officer. It is our understanding that the Coordinator is to have no authority over local officials, and no power with respect to the programs and activities of the locality. Rather, the Coordinator is to expedite and coordinate Federal contributions to the demonstration city program and serve as a middle-man between local officials and the Department of Housing and Urban Development.

If our analysis of the Coordinator’s functions is correct, we believe he should be closely associated with the Urban Information Center program which is part of the Urban Development Act. This relationship would give the Coordinator the greatest possible knowledge and facility to assist the demonstration city. Later in my statement I suggest an amendment to the Urban Development Act to establish the first urban information centers in coordination with the demonstration cities. Such a relationship will, we believe, provide great assistance to the demonstration cities program and, at the same time, demonstrate the utility of the urban information center.

URBAN DEVELOPMENT ACT

Grants to Assist in Planned Metropolitan Development

The AIA agrees with the findings expressed in the proposed Urban Development Act and supports the “purpose” of the legislation, which is to encourage the States and localities to make effective comprehensive metropolitan planning and programming.

Earlier in my statement I described the topsy-like growth of our cities and the unwholesome result of inadequate planning. I want to stress, at this point, our approval of the local initiative and creative Federalism written into this legislation. Only through Federal, State and local cooperation and participation can comprehensive metropolitan planning be accomplished.
towns" like Hershey, Pa.; as religious centers like Salt Lake City, Utah; as governmental experiments, like Greenbelt, Md.; and as private developments like Reston, Va.

Let me assure you that the architectural profession, which is daily confronted with the problems this legislation seeks to meet, is well equipped for the task of revitalizing our cities. Presently, the profession is carrying out all major objectives of the housing laws. We harbor no illusion that the architect is a super-human who can remake a decaying city in a blinding flash of aesthetic inspiration. But, as men who will be intimately involved in the rebuilding process, we assure this subcommittee and the Congress that by working together with politicians, sociologists, engineers, city planners and others we can arrest the decay that is gripping our metropolitan areas and create an urban architecture worthy of our great nation.

Comprehensive City Demonstration Programs

We are extremely enthusiastic about this section of the bill. For the first time, to our knowledge, language has been written into a bill that recognizes the importance of quality of design and construction.

Section 4(c)(2) requires the Secretary of Housing and Urban Development to give maximum consideration, in determining whether a comprehensive city demonstration program is eligible for assistance, to whether "the program will enhance neighborhoods by applying a high standard of design and will, as appropriate, maintain distinctive natural, historical, and cultural characteristics."

Practically, you might ask, what does the phrase "high standard of design" mean to an architect and how would this ideal be translated by a demonstration city? Primarily, "design" is the function of an architect, and he applies the methods of design to creating man's total environment. The solutions to the very existence of our cities lie basically in the architect's ability to design these complexes of buildings and related services so they will function and serve man rather than stifle him. "High standards" are the rules for the measure of quality. This quality we attempt to produce with our knowledge, dedication, and skill.

Our activities in increasing the public awareness of, and demand for, excellence in architecture and community design are supported by a swelling tide of interest. In the demonstration city program lies the unprecedented opportunity of contemporary times for transmitting to this great movement the efficiency and beauty of which our profession and this nation are capable.

Section 4(c)(3) further directs the Secretary to give maximum consideration, in determining whether a comprehensive city demonstration program is eligible for assistance, to whether "the program is designed to make maximum use (continued on page 6)
IS GREATER KANSAS CITY UGLY?

About a decade ago the Kansas City Chapter of the AIA in conjunction with the City Planning Commission of Kansas City, Missouri started a program named KC/80. This resulted in a presentation to the people of Kansas City of an imaginative and thought-provoking master plan for the Central Business District, for which the architects provided over 3,000 hours of volunteer work.

This project received much national publicity, and the Kansas City Chapter of the American Institute of Architects was awarded a "Citation of Honor" for this program at the 1959 AIA National Convention in New Orleans. It was considered the largest single activity of the broadest scope ever undertaken by such a group and reflected great credit upon the AIA locally, nationally, and served to encourage similar group efforts in several other cities.

The project was updated in August of 1961 and the model was re-built. The entire project has been exhibited in various locations throughout the metropolitan area in the years since its birth. This KC/80 action further activated employment of the Real Estate Research Institute of Chicago and William Smith & Associates, Traffic Analysts.

No American city can afford to stand still, no matter how graceful, how pleasant, how evocative its charm. So many diverse and brutal forces are acting upon it that it cannot survive merely by resisting change. It must do its best to reshape and rejuvenate itself. What are we doing?

Most of us are blessed with a subconscious talent for adjusting to our environment. After we live with it long enough, we no longer see it or feel it or hear it or smell it. No matter how obnoxious it may be to the stranger, who is not yet acclimated, our own adaptable psyches have absorbed it, and we simply ignore it. Only a new and dramatic change forces its way through the protective and insulating shell.

(continued on page 8)
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Earl D. Clark, Jr., Architect
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Partitioning is ideal for production areas, too. Plant view of Electro Dynamips Corporation (above) indicates how partitioning of Masonite Royalcote adds beauty as well as efficiency.

Neat and orderly individual work space for artists of Medco, Inc. is provided by maintenance-free, pre-finished Masonite Royalcote panels and anodized aluminum. (below)

Morris Schecter, A.I.A., Architects
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Inviting reception areas can be created within limited space, as indicated in the example above — the offices of Mullin and Hansen, A.I.A., Architects. Materials are Masonite Royalcote Panel with combinations of glass and anodized aluminum.

A Kansas City Life Insurance Co. office features railing dividers of Tropicell with aluminum; Partitions are vinyl-covered panels.

Architect for Kansas City Life Insurance Co., Earl D. Clark, Jr.
Project Architect, Herbert E. Duncan & Associates, A.I.A.
General Contractor, John M. Fogel Construction Co.

This station at the North Plaza Hospital provides ample work space in a compact corridor. The easily-cleaned walls of Masonite Royalcote are only 1⁄2" thick. They may be readily re-arranged.

Neville, Sharp & Simon, A.I.A., Architects
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Pleasing designs in combinations of colors and materials provide ideal executive offices— the example above, utilizing Masonite Hardcote, photographed at the Glen O'Brien Movable Partition Company's general offices and plant in Kansas City, Mo.

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6001 Manchester
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EM 1-3900

Allied Chemical Corp.
Barrett Division
Gene Stanley
929 Jefferson, Apt. 708
Kansas City, Mo. 64105
VI 2-3526

American Cyanamid
Building Products Division
Rhodes Sargent
Ted Kennish
6100 East 60th
Kansas City, Mo.
EM 3-3306

American-Saint Goebain Corporation
R. Spitz
2600 Power & Light Bldg.
Kansas City, Mo.
GR 1-3111

Armco Steel Corporation
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T. L. Willhoff
7000 Roberts
Kansas City, Mo.
HU 3-5100

Armstrong Cork Company
C. L. Mendenhall
Matt Waters
500 West 26th
Kansas City, Mo.
VI 2-3324

Azrock Floor Products
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C. F. Nelson
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5609 West 61st Terr.
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HE 2-1119

Barber Colman Company
Richard Plettner
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1503 Westport Rd.
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LO 1-1829

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CO 2-3090

Cambridge Tile Manufacturing Co.
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Roger L. Ewing
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HA 1-6265

Carthage Marble Corporation
Robert Staats
Roy Mayes, Jr.
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LO 1-7020

Construction Specialties, Inc.
E. J. Cody
2704 Jarboe
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WE 1-1330

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HA 1-7811

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M. H. Burwell Company
Milt Burwell
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Bob Wade
5900 Barton—Roo
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Kans. 66203
ME 1-3400

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| 1916 McGee                    | GR 1-0430          |                            | Kansas City, Kans.             |
| Kansas City, Mo.              |                    |                            | HA 1-2120                      |
| VI 2-7450                     |                    |                            |                               |
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| North Kansas City, Mo.        | VI 2-6160          | DU 1-3486                   | GR 1-0060 Ext. 448             |
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|                               |                    |                            |                               |
| AIA-PC                        | Harold Vince      |                            |                               |
| Harold Vince                  | Hillyard Chemical Co. CL 2-1667 | | |</p>
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Gold Const. Co.
M-P Const. Co.
Maggi Const. Co., Inc., The

NORTHERN DIVISION

Universal Const. Co., Inc.
Vick-Lintecum, Gen. Contrs., Inc.
Watson, James, Const. Co., Inc.
Weeks Const. Co., Inc.
Weeks-Maxwell Const. Co., Inc.
Welsh, E. J., Const. Co.
Winn-Senter Const. Co.

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