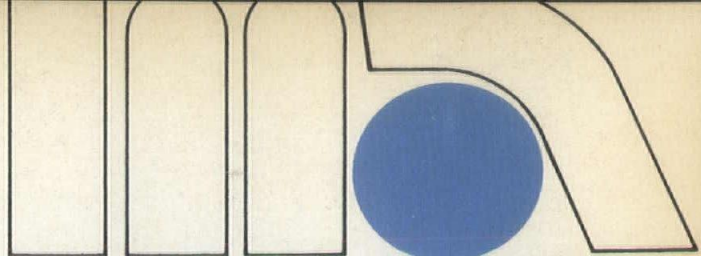


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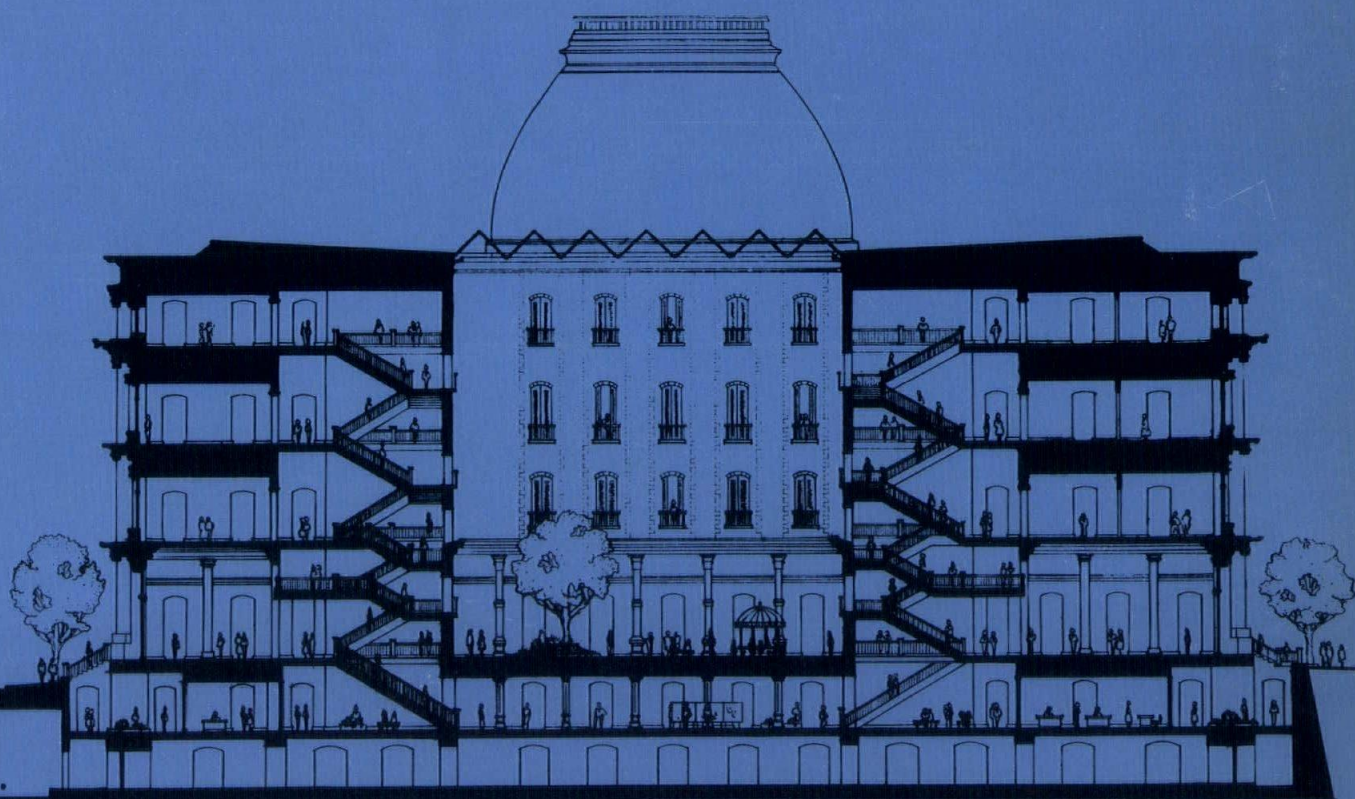
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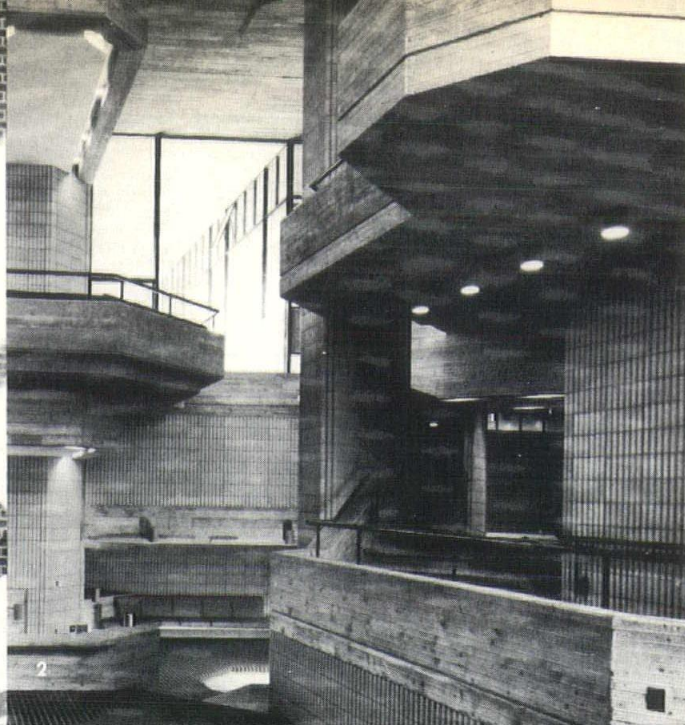
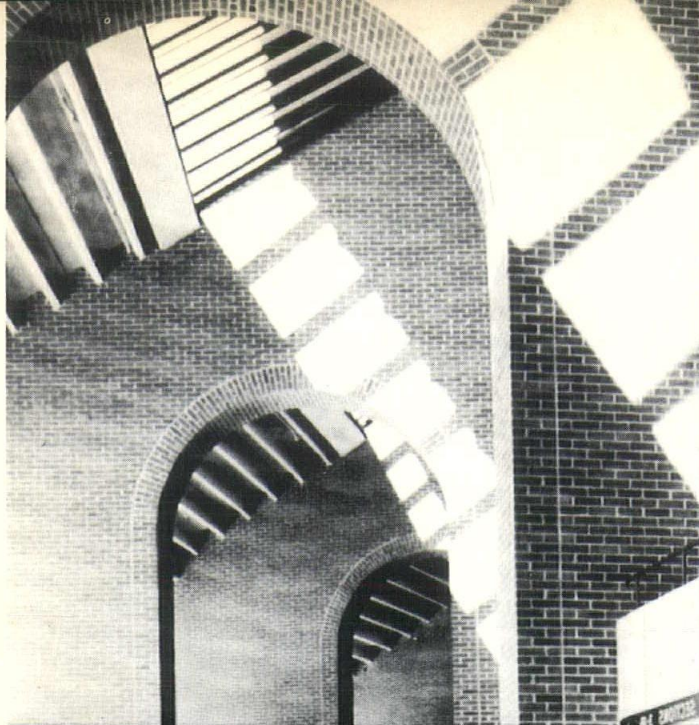
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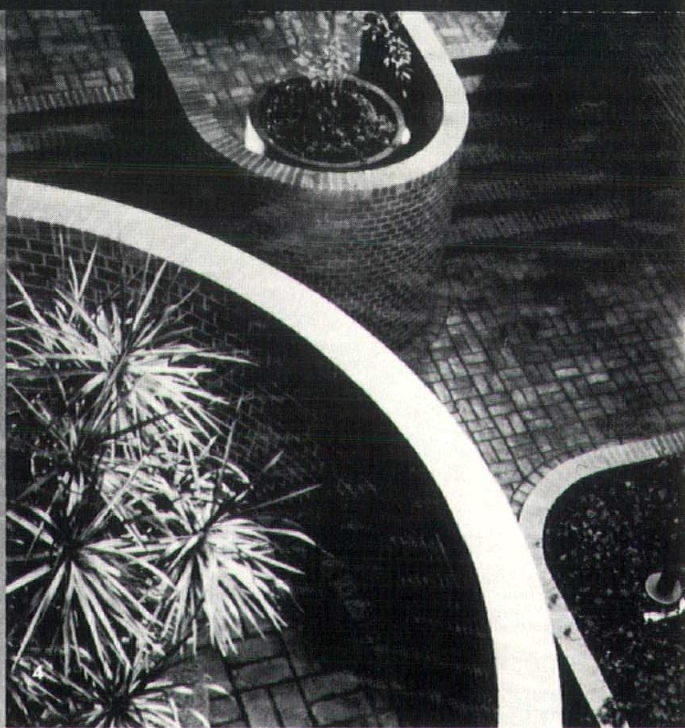
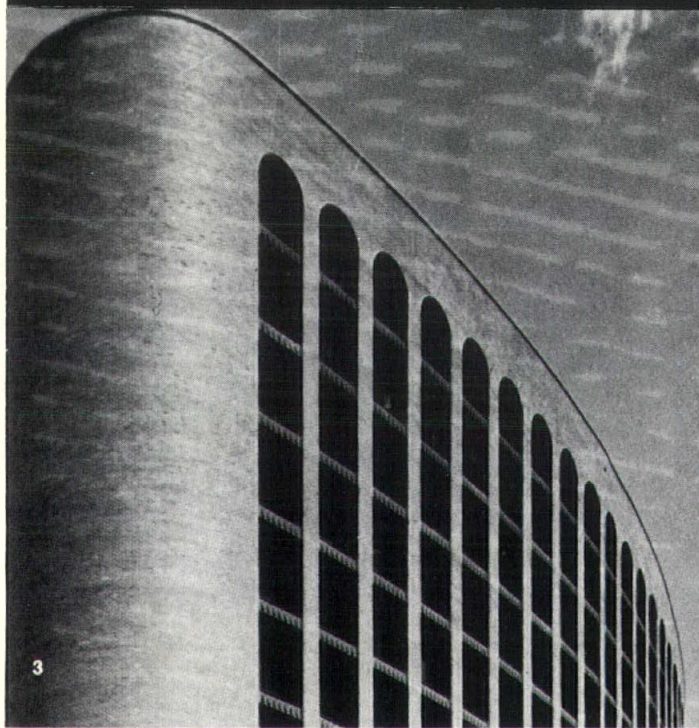
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## **architect responsible to community when planning urban environment**

*Midwest Architect* takes a four-pronged look at this month's theme—urban environment—in our feature articles. It is becoming increasingly apparent that the architect has accepted a responsibility to the community at large when he designs a building for his client. Not only is the architect responsible for identifying and providing for the needs of the client, but he has also sensed that society expects him to represent their interests in fitting his building into the urban scene.

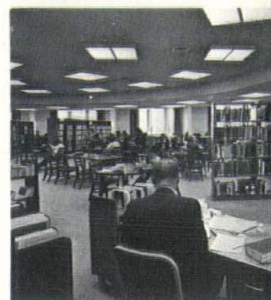
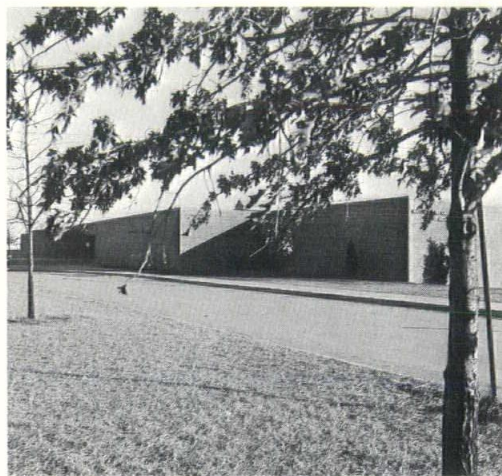
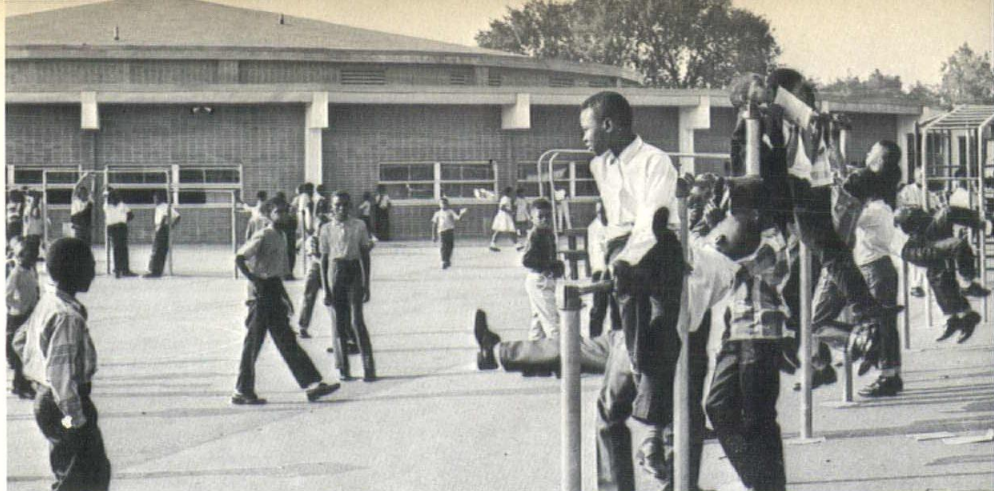
The first look at our urban environment focuses attention on a too-long neglected aspect of our environment—our aged buildings. Just as we in America have had a difficult time coping with our aged citizens (we store them in homes for the aged, retirement communities, etc., rather than integrating them fully in our lives), so it is with our aged buildings. Rather than finding useful purposes for aged buildings, all too often it is more economical to replace them with parking lots, fast food franchise eateries, or whatever. The article on page 6, which is introduced by the illustration on our cover, is a noble attempt to speak to this problem.

In the years ahead, you will see less exhibitionism in building design as architects attempt to make their buildings relate...relate to people, relate to other buildings that were there first, relate to the streets, trees, rivers, terrain of the cityscape. And although you will continue to see buildings designed with unique qualities expressing highly individual personalities of the building, you will see fewer buildings shouting for your attention by stark contrasts to their surroundings. The buildings featured in the article on pages 14-16 are good examples of the architect's attempting to use creative restraint in designing unique structures that nevertheless blend in well to their site.

Other features in this issue include architect Harry B. Richman's look at urban design—Russian style—in the city of Moscow, and questions and answers about a regional land use plan for the St. Louis area, a project of the East-West Gateway Coordinating Council, which is a voluntary association of governments in the St. Louis metropolitan area. As evidenced by these two stories, proper planning for the future is a universal necessity.

*By Vernon Reed, editor*





## The total electric school isn't a totally new idea.

Some people have the wrong idea about the total electric school. They think it's sort of a pioneering operation, and they don't want to be the first to try it. They want proof that the total electric school is built to use less energy, that it works, and that it's worth the money.

Well, the proof is on this page. The schools pictured here, plus 17 others in the Kansas City area, are total electric. And they're all very satisfied with the total electric system.

They're satisfied because total electric costs less to install. And because total electric's operating costs compare favorably with conventional systems. And because total electric is much easier to maintain than other systems.

Although the idea isn't new, these schools think total electric is pretty progressive.

**KCPL**

**The Power & Light People**

Total electric is a switch for the better.



# midwest architect

## volume 2, no.3

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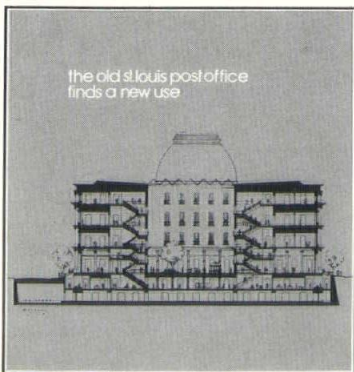
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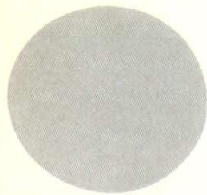


the old st. louis post office  
finds a new use

### COVER

*The Old St. Louis Post Office, a national historic landmark in the heart of St. Louis' prime commercial area, is proposed to be redeveloped to accommodate multi-tenant commercial activities. While the inside will be substantially altered, no visible change is proposed to the exterior. See story on page 6.*





# regeneration of urban environment means restoring a city's 'sense of place'

Since 1946 urban renewal has been a major force in the reshaping of American cities. Until recently, however, little was actually "renewed." For the greater part of this period since World War II anything old, whether handsome or grotesque, salvageable or condemned, was ripe for the wrecking ball—all in the name of urban renewal.

Fortunately, through the efforts of the American Institute of Architects and numerous other organizations interested in preserving the best of our American heritage, efforts have increased to save specific buildings and, in some cases, major sections of our cities.

Opponents of urban restoration are numerous. They frequently ask, "Should we save old buildings just to satisfy some nostalgic impulse?"; or "Aren't preservationists standing in the way of progress?"

In reply, architects active in efforts to revitalize neglected portions of the urban scene are able to justify their efforts best if their projects satisfy certain goals. There are many goals of any architectural effort, but since most of the regeneration effort involves

the oft-blighted urban core, several specific goals related to the city's image stand out.

1. The project must do something to restore a sense of "identity" and "place" so often lacking in city centers. Apparently an unlimited number of glass boxes cannot supply this factor.
2. Physical restoration must be accompanied by a degree of psychological restoration of the historic relationships to the city which were maintained when the project was originally constructed. The current generation, reared in the out-of-touch Sputnik era, demands the communion with simple man of yesteryear.
3. The regeneration effort must be profitable or the result is a memorial to the dead rather than functioning member of the city's anatomy.

Three architectural projects have been initiated in St. Louis and Kansas City which should effectively meet these three requirements for successful historic redevelopment. One of these projects, the Old Post Office, is in St. Louis. The other two projects are Westport Square and River Quay, both in Kansas City.

When carried to a successful completion, all three projects cited as examples will easily distinguish themselves architecturally from their immediate glass and steel environs. Additionally, by

By Gary L. Duncan  
*Peckham-Guyton, Inc., Architects*



generating much commercial pedestrian activity, they will contribute to the city's sense of place. (Few shopping centers can match these carefully designed old brick facilities for visual excitement.)

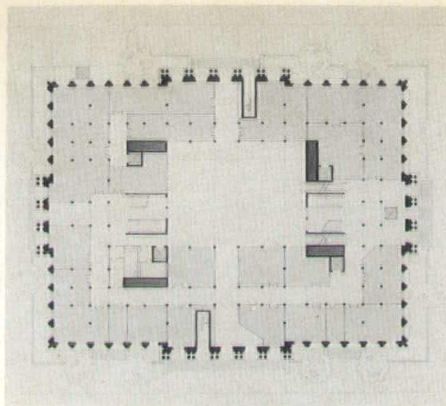
The psychological re-contact with history is the solution to the typical architectural design-image problem. More difficulty is encountered when the function is dramatically altered. In all three situations, the major design effort was aimed at making a pre-determined historical image useful again.

Whether these newly-required practical alterations reinforce or detract from the "old" building concept will be determined by the history of the future. Perhaps the new use for the old image will someday be obsolete and irrelevant, but all three projects would seem to coincide with today's general search for the apparent goodness of life in the past.

It is fortunate that none of the regeneration projects would seem to withstand the harsh eye of economics without having successfully reached the two previous goals. Profitability depends on consumer sympathy, and the major risk in such urban adventures is largely the potential shift of public concern away from the past.

### Old Post Office

The Old Post Office, a post-Civil War monumental structure, is being redeveloped into a privately



First floor plan of the Old Post Office.



This is an artist's view of the enclosed central courtyard of the revitalized Old Post Office. Specialty shops and restaurants will occupy the first two levels with a hotel on the upper floors.

financed, multi-tenant commercial facility. When complete, the proposed project will bring together—within a single building—shops, restaurants, boutiques, pubs and a 100-room

luxury hotel to create a people center as a prominent downtown focus. This National Historic Landmark lies in the exact heart of St. Louis' prime commercial area. It is directly in line between the proposed Convention Center to the north, and the Gateway Mall and stadium complex to the south.

No visible change will be made to the exterior of the Old Post Office, but inside, the large open areas will be altered to accommodate new commercial activity. Constructed over the existing interior courtyard is a 6,000 square foot skylight to create a 90-foot-high interior space above the pedestrian concourse at street level.

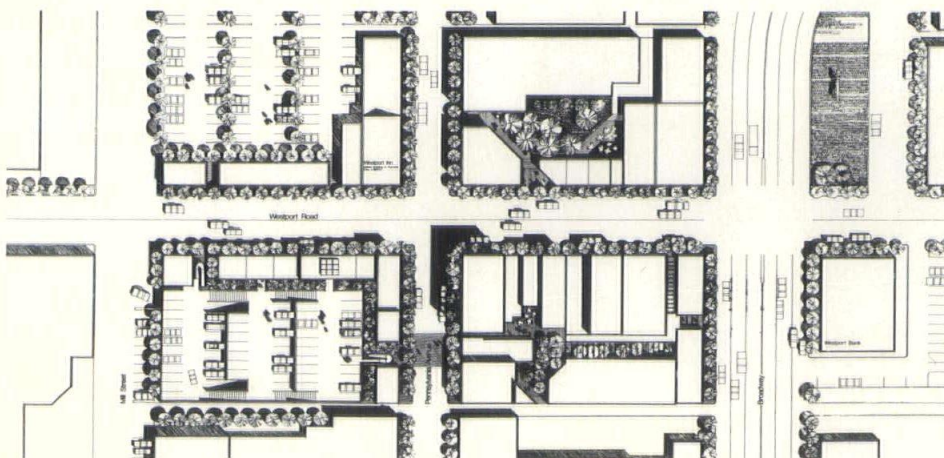
Opening off this enclosed central courtyard are the specialty shops and restaurants on the first two levels; the hotel occupies the upper floors. Extensive revamping of the building's mechanical and electrical systems is required along with the addition of new freight and passenger elevators, public restrooms, fire protection equipment and a complete security network. Peckham Guyton, Architects, has completed preliminary design for the project.

### Westport Square

Westport Square, a historically significant area located four miles south of downtown Kansas City, is planned as a cluster of elegant shops carefully placed in old buildings, similar in concept to the idea behind such successful redevelopment efforts as Ghirardelli Square or the Cannery in San Francisco.

Westport Square is at the center of metropolitan Kansas City both geographically and demographically, and the historically significant buildings which remain date back to the era when the City of Westport, as it was once known, was the last settlement on the Santa Fe Trail prior to crossing the great prairie.

The Westport Square design concept is planned to produce a rich urban townscape within the



Master plan of Westport Square, a planned cluster of elegant shops placed in old buildings in the center of Kansas City.

continued to page 8



# REGENERATION

continued from page 7

framework of historical structures through the use of brick courtyards, arcades, landscaping with trees and fountains, and open-air cafes with European awnings and banners. The individual elements of the development will be tied together with picturesque alleys and passageways with a multi-level parking facility of compatible design.

The completed project will have 77,000 square feet of tenant

space with provision for off street parking of 500 cars. The Westport project is a joint venture of BMA Capitol Corporation and Westport Square Development Company with the three Kansas City architectural firms of Architects Copartnership - McCoy-Hutchison; Peckham-Guyton, Incorporated; and C. F. Myers Architects, involved in the planning, architectural design and graphics.

## River Quay

River Quay, the third project, is

situated on the river at the northern edge of downtown Kansas City. Until the early 1900's the River Quay area, because of its proximity to the Missouri River, the railroad and the stockyards, was the economic hub of the city.

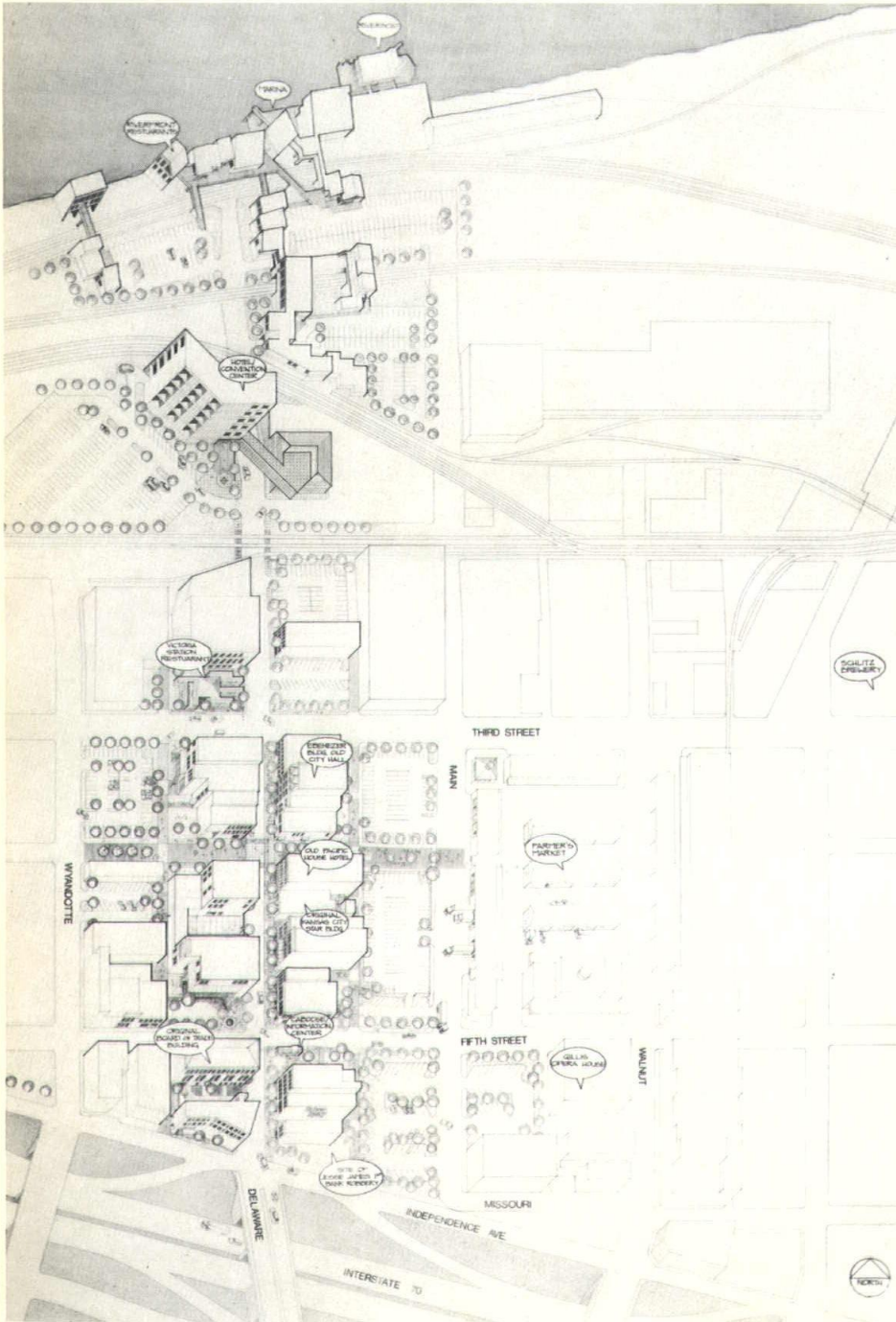
As the city grew, the railroad system was relocated two miles away, the river declined in importance as a transportation artery and a nearly fatal blow was dealt the River Quay area. The result was 60 years of deterioration during which the area subsisted as a low rent area crammed with sleazy hotels, cheap bars and slum rooming houses.

In the late 1960's the privately owned River Quay Association was formed for the purpose of rehabilitating the entire area from the Missouri River on the north to the 6th Street Trafficway on the south, from Broadway on the west to Locust Street on the east. The association slowly purchased the run-down buildings, stripped them of cobbled-on additions, made them structurally sound, began restoring the exteriors, and then put the tenant spaces up for rent at reasonable prices so that craftsmen and shopkeepers who wanted to work in them could renovate the interiors.

As a result River Quay is now becoming an area of picturesque lantern-lighted streets, colorfully landscaped and lined with restaurants, artists' studios, galleries and specialty shops, practically in the shadow of downtown skyscrapers. Planning, architectural design and landscape design for the project are being done by Peckham-Guyton, Incorporated.

It is a curious circumstance that these three projects and others in San Francisco, Denver, Chicago, Atlanta or Omaha, all with similar objectives, should be underway at the same time. For the moment it seems that the public love for change has moved in favor of the past.

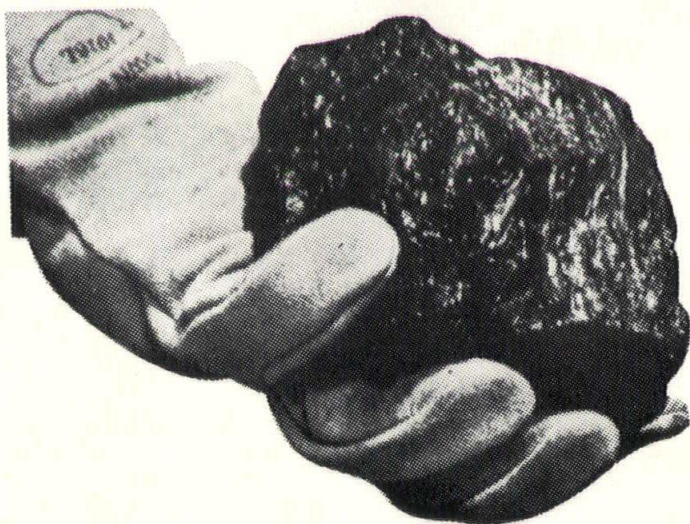
The space-and-computer nature of today's world seems to require some punctuation with a historical comma now and then. The urban environment of tomorrow might have a bit of the past at its focus. ●



Master plan of the rehabilitation of the River Quay, once the economic hub of Kansas City.



# one of these days, you may be getting natural gas from coal in Montana or Wyoming



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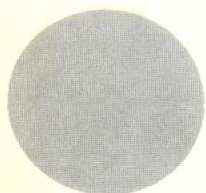
Construction of the first proposed plant could commence as early as 1976 and be in operation by 1979. Each plant will require a capital investment of about \$350 million.

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# an american architect looks at urban design in moscow

By Harry B. Richman

## The Author

*Harry B. Richman is the chairman of the Urban Design and Planning Committee of the St. Louis Chapter AIA, a member of the national AIA Urban Design and Planning Committee and a partner in the St. Louis architectural firm of Murphy Downey Wofford and Richman. In early May he participated in an AIA-sponsored tour of Moscow and Leningrad which afforded an opportunity to meet with urban planners in both cities and to study first hand the results of their efforts. This article is drawn from his experiences and observations in Russia.*

While American architects ponder ways of achieving goals set out in the recent Report of the AIA National Policy Task Force, architects in Moscow have reached the mid-point in a series of continuing five-year plans for the development of their city.

Two hundred American architects and a smaller number of Russian architects met in "The House of Architects" to exchange views during the recent AIA sponsored tour of Moscow and Leningrad. The Russians began the presentation.

Under the rubric of a "planned economy," the urban goals of the Moscow master plan were being met, according to the chief architect for the city. Having toured the city the previous day, observed the magnitude of housing construction and the techniques of the ubiquitous crane, we had no reason to doubt either the claims or achievements of that plan. We heard that the plan was flexible enough to deal creatively with new conditions as they may arise in the future.

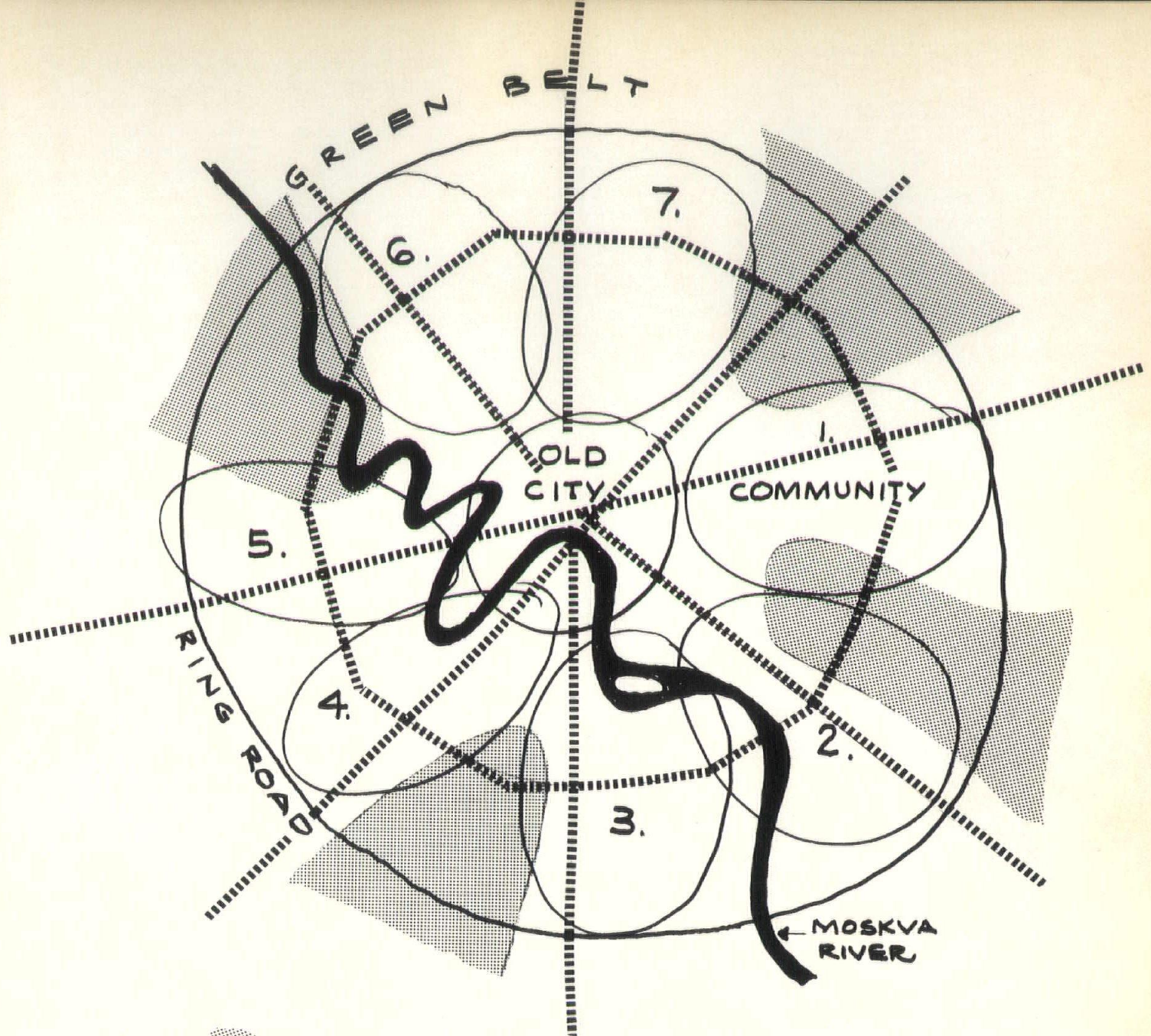
Founded in the 12th century, Moscow has grown into a city roughly circular in plan, having a diameter of about 40 kilometers. Major changes have occurred in the past 50 years.

Seven contiguous communities of about one million people each, ring the central old city to make up the "monocentric-polycentric" pattern of Moscow. Each of the communities has its own mix of housing, commercial and industry to maintain a self-sufficient economy. (see diagrammatic plan)

The cluster is surrounded by a circumferential highway and a wide green belt with green wedges penetrating the city limits. We were told that the green areas which make the city "pleasant and breathable must not be devoured by the growth of the city." In fact, the city is green with trees everywhere shading the main streets and the streetcar lanes. Trimmed shrubbery and tulip beds often mark street intersections and streetcar stops.

The principal planning objec-





 GREEN AREAS  
 METRO

## MOSCOW DIAGRAMMATIC PLAN NO SCALE

tives are to limit the city's growth, accommodate new construction while preserving its historic structures and monuments, and control further expansion. While a principal concern is to limit growth to its present seven and one-half million people, about two million more people will be accommodated beyond the green belt as the need arises. By the end of the century it is anticipated the maximum population of Moscow will be about eleven million.

We were told that the task of the

Moscow planners is to make the city a place where all may work, where living conditions are decent and where rest and recreation are provided "to make the city worthy of the people and to render life complete"—no small task!

Apartment construction (we saw no private homes in the city) is a high priority effort to catch up with housing demands. Over 120,000 dwelling units annually, at a cost of 360,000 rubles in government funds, are now under construction in Moscow. Buildings of

brick, poured-in-place and pre-cast concrete (the predominate building materials), are quickly erected. A private visit to one apartment on the upper floor of a 16-story building revealed a minimum of attention to the niceties of craftsmanship and the possibilities of enrichment inherent in other building materials. Rents for apartments, we were informed, range from free to 6% of the tenant's salary.

The quality of planning is varied. A quick, but perhaps un-

continued to page 12



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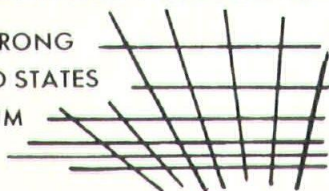
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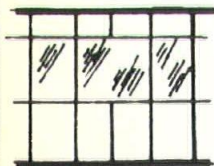
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## MOSCOW DESIGN

continued from page 11

fair impression, shared by those of us who saw the work was that in some ways it was Pruitt-Igoe on a vast scale; and that, in other ways, it evoked something of the early visions of Le Corbusier's apartment structures rising in a tree shaded park.

Preservation and restoration of historic buildings is a passion with the Russians—a task for which unlimited resources and the finest craftsmanship are reserved. It is a nice compliment to architects that hardly any work of architecture is mentioned without naturally identifying its designer.

Private transportation is by automobile, public transportation by electrified buses, streetcars and, of course, Moscow's superb subway. Over four million people daily ride the 87 miles of the subway for 5 kopeks (about 7 cents) a ride. Called the "Metro," it parallels the radial-concentric pattern of the city. Swift escalators move people deep into the chandeliered, vaulted stations where they board immaculate blue-green trains. We visited about six of the stations at random one evening on an unguided tour.

While only 150,000 automobiles, about one for every 50 people, are now in Moscow, we were told the city is prepared to handle about a million automobiles by the end of the century—a prospect of doubtful merit. Incidentally, gasoline stations are nowhere in sight. Asked by an American architect how the number of cars will be limited, the Russian replied "by competition between public and private transportation."

The American presentation, somewhat abbreviated by circumstances of time and projection equipment, was given by A. Quincy Jones, FAIA. What an architect from the Los Angeles area could say about the state of our urban planning was perhaps unavoidable. First of all, there are about as many cars as people in Los Angeles, and about one-half of that city is absorbed in one way

or another by highways, parking lots, etc., relating to the car. Secondly, the consequences are obvious: traffic congestion, air pollution, energy crisis, metastasizing sprawl, and the whole litany of urban ills. It was to his great credit as an architect concerned with the quality of urban life in a free society, that he talked openly and honestly about our problems to architects of another society that seems to be so much in control over its own destiny.

Had he come from St. Louis, he could have discussed the effects of over 100 proliferating independent governmental jurisdictions, each with its own zoning and planning authority, building codes, etc. And finally, I believe, he could have reviewed "A Housing Program for the City of St. Louis" by the City Plan Commission; "A Strategy for Environmental Improvement" by the St. Louis County Department of Planning; and the "Land Use and Community Development Proposals" by the East-West Gateway Coordinating Council.

On a national scale, had it been available at the time, he could have mentioned the recent "Task Force Report on Land Use and Urban Growth," an offshoot of the committee headed by Laurance S. Rockefeller, as a sign of an emerging new attitude on land use.

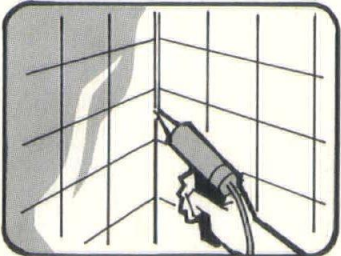
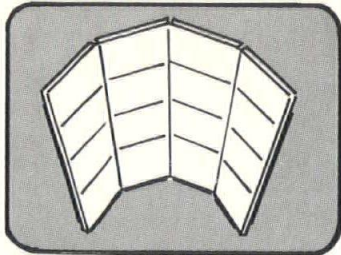
It is not quite possible to listen to Moscow architects discuss their master plan without recognizing some of their accomplishments and without at the same time experiencing some underlying unease about our own urban intentions. It is obviously much easier to find fault with our own planning. Perhaps our vision of what kind of a society we are and what our cities ought to be is not clearly worked out, and that may be just as well in a free society.

Yet we must avoid the illusion that little can be done. To have some optimism about the future of our communities is to assert that we have the ability and, most important of all, the will to cope with many of the urban problems in our society. ●



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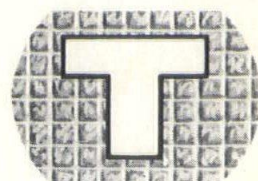
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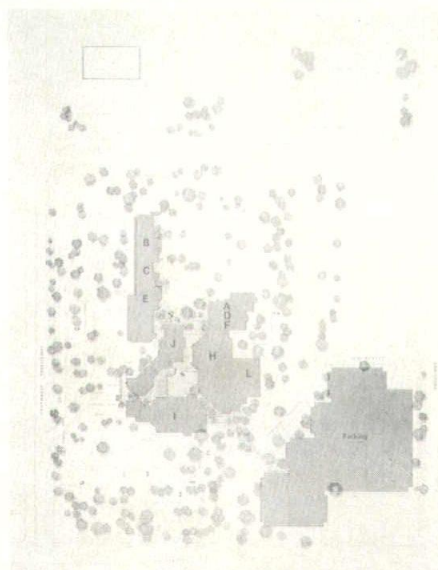
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# kansas city's urban campus: extension of a city park

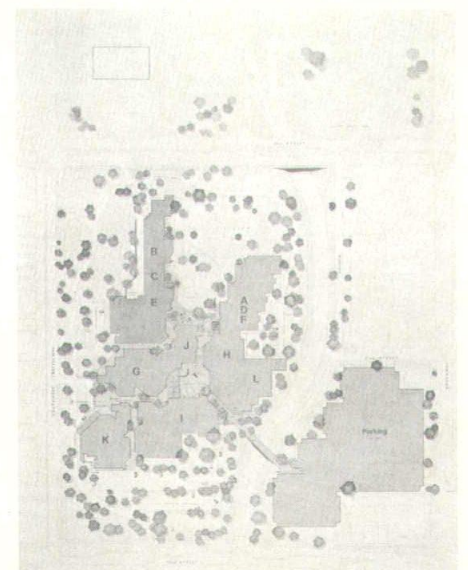
The Board of Trustees of the Metropolitan Junior College District of Kansas City, Mo., voted to acquire a 30-acre site at 31st and Southwest Trafficway for its central campus in the fall of 1968.

This action was the culmination of a three year effort dating back to the general obligation bond issue held in the fall of 1965. The site, bounded by 31st and 33rd Streets, Southwest Trafficway and



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C. Allied Health  
D. Business  
E. Pre-engineering & Technical Occupations  
F. Public Service  
G. Communicative Arts  
H. Instructional Resources Center  
I. Physical Education  
J. Campus Center  
K. Auditorium  
L. Mechanical Services

**Phase One site plan for Penn Valley Community College.**



A. Humanities  
B. Natural Science  
C. Allied Health  
D. Business  
E. Pre-engineering & Technical Occupations  
F. Public Service  
G. Communicative Arts  
H. Instructional Resources Center  
I. Physical Education  
J. Campus Center  
K. Auditorium  
L. Mechanical Services

**Phase Two site plan for Penn Valley Community College.**

By M. Gene Norton

*Principal, Marshall & Brown  
Architects, Engineers, Planners*





This view of the campus from Penn Valley Park shows the major planning concept of designing the campus as an extension of the park. The Campus Center is in the middle, flanked by the

Science-Technology wing on the right and the Humanities wing on the left.

Broadway, lies adjacent to Penn Valley Park. Its location, as the western-most tip of a "crescent" formed by Hospital Hill, Crown Center Development, St. Mary's - Trinity Lutheran Hospital Complexes, and Penn Valley Park, will enable the college to fulfill a unique role in the educational needs of the inner-city area.

Following selection of the site, traffic problems arose related to a proposed commercial development immediately south of the site area. This controversy resulted in a compromise which provided for the future Broadway-Pennsylvania corridor which will bisect the campus leaving two separate parcels of land, one five acres, the other approximately 20 acres.

### Planning Concepts

Recognition has been continually given to the concept that the community college plays a new and unique role in education, and that its philosophy and objectives are, in many instances, quite different from the traditional concept of higher education. Every effort has been made to create a campus form that reflects this unique character.

The building forms and various facilities have been arranged to create an atmosphere conducive



This picture taken from the brick-paved central plaza is of the six-story Campus Center, which is located in the crossroads of all campus circulation.

to the interaction of students, faculty and administrators in their various educational experiences.

In addition to solving the educational needs, the single major planning concept was to design the campus as an extension of Penn Valley Park. The topography of the site as well as the presence of a large number of mature trees aided in making the campus a visual extension of the park.

Land use studies resulted in recommending use of the five-acre parcel for all student parking with the 20-acre parcel accommodating campus building development with staff and faculty parking. Land costs of approximately \$200,000 per acre dictated structured parking for students—1,000 cars on two levels in Phase I with three levels accommodating 1,500 cars in Phase II.

continued to page 16



# URBAN CAMPUS

continued from page 15

In regard to the physical campus as it relates to an urban environment, the campus not only repeats the high density, hard surfaced characteristics of the city, but, at the same time, gives contrast and relief to these conditions by providing a park-like landscape setting for its building complex.

The campus buildings were envisioned as a compact urban complex surrounded by rolling lawn. Careful siting and grading retained a maximum number of the mature trees. The buildings form a strong sculptural form with extended arms partly enclosing the major campus green, which opens to the park and downtown skyline.

A very urban central plaza receives the two major pedestrian approaches—a visitors or ceremonial entrance from the west, and a mall connecting to the two-level parking structure which serves as the main student entry to the campus.

## Six-Story Campus Center

Strong consideration is given to student circulation through the



An overhead view of the center of the Penn Valley campus shows the Campus Center as a focal point in the college's design. The architects consider such a center essential in a "commuter" college located in the inner city.

building complex to reinforce the architectural concept. The main focal point of the complex is the six-story Campus Center, located in the crossroads of all campus circulation.

This building will house campus administrative offices, the conference center, faculty lounges, student organizations, student recreation and lounge facilities, student personnel services, the book store and all campus dining facilities.

The Campus Center thus becomes the social center for all campus activities, encouraging interaction between students, faculty and administrators, which the architects consider essential in a "commuter" college located in the inner city.

Ultimate campus development will accommodate 5,000 full time equivalent day students. Phase One has been planned for 3,500 F.T.E. Initial campus construction for Phase One has been designed as an entity, with the major exterior spaces enclosed by building forms. The campus plan is not dependent upon future construction to achieve the original design concepts.

Landscaping has been planned to create an "event" in each of the four seasons. The staff and faculty parking areas have been lined

with Yoshino Cherry trees which will cover the south portion of the site with white blossoms in the spring. In the summer months the existing mature trees reinforced with a large number of other deciduous plantings will leaf out in various shades of green. These same trees in the fall months will turn shades of autumn colors punctuated by a strong line of red maples along Southwest Trafficway. The winter months will bring a baring of the deciduous trees and expose large Austrian pines planted close to the building complex.

The structures are sheathed in a dark magnesium brick which varies in intensity and hue as sunlight and shadow play across the building forms. The brick was chosen along with dark bronze glass to serve as a foil for the landscape elements and to reinforce the urban character of the campus. ●

## Credits:

*Architects:* Marshall & Brown;  
*Landscape Architects:* Sasaki-Walker Associates, Inc.;  
*Mechanical Engineers:* Burgess, Latimer & Miller;  
*General Contractors:* J. E. Dunn Construction Company;  
*Photographs:* Paul Kivett.

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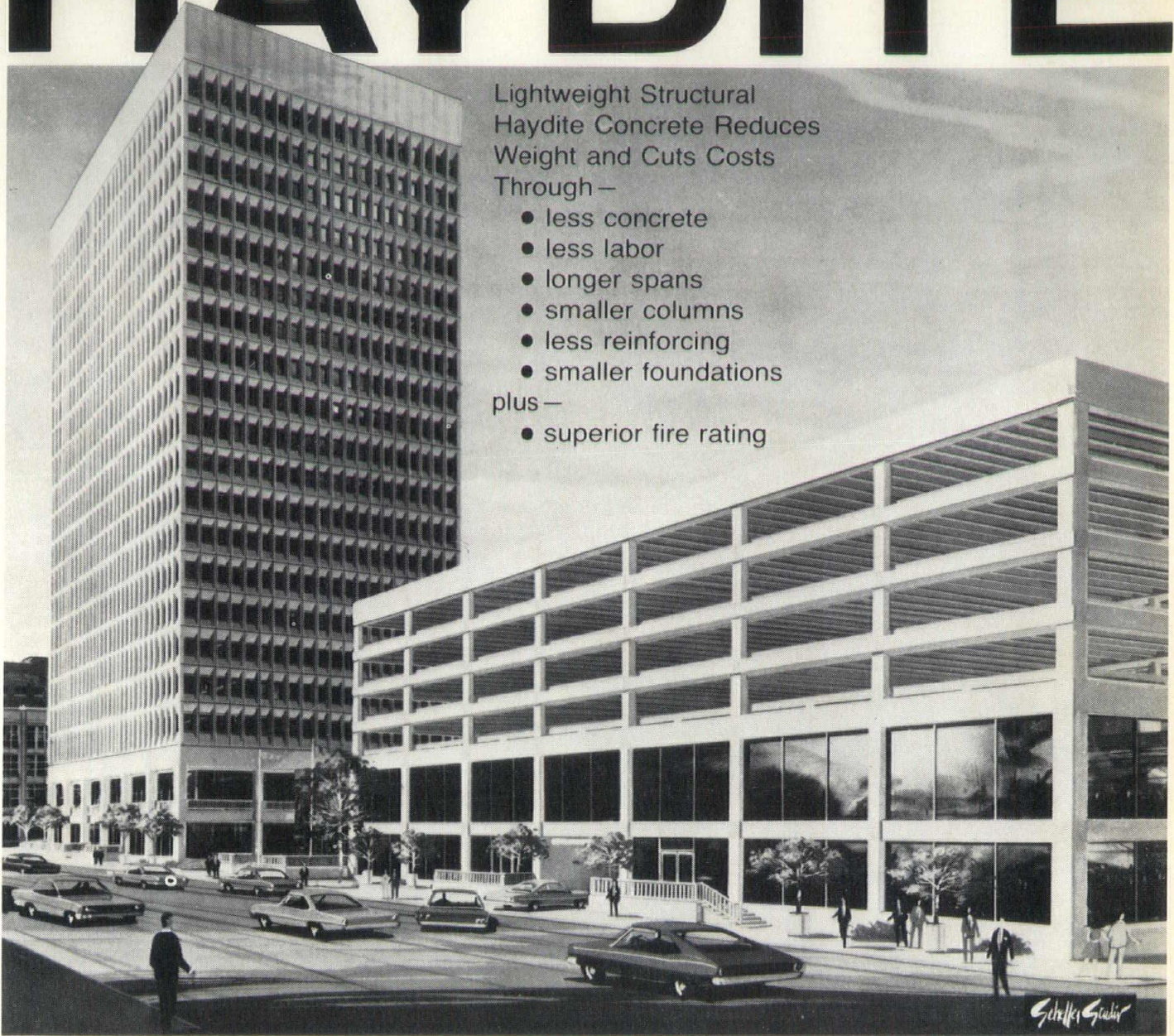


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**ASSOCIATE ARCHITECT:**  
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# land use plan vital to future of st. louis area

By Laurence W. Zensinger

*East-West Gateway Coordinating Council*

**PUBLISHER'S NOTE:** *The East-West Gateway Coordinating Council is a voluntary association of governments in the St. Louis metropolitan area. Membership on the board of directors of the council consists of the chief elected officials of three counties in Illinois (Madison, St. Clair and Monroe) and four counties in Missouri (St. Louis, St. Charles, Jefferson and Franklin). The mayors of St. Louis and East St. Louis also sit on the board, along with representatives of the governors of both states, the Bi-State Development Agency and citizen members. The council, now with a technical staff of approximately 60, was established in 1965, primarily to coordinate transportation planning in the region. Since that time its responsibilities have broadened to include planning for open space and recreation, housing, land use, solid waste management, and water and sewer facilities.*

By 1995 it is estimated there will be between 3.25 and 3.5 million people in the St. Louis region, or about one million more than there are at present. These additional people will require 400,000-500,000 new jobs, about 350,000 housing units and many more parks, water and sewer lines, and transportation services than now exist.

The future quality of life in the region rests in great part upon the ability of local governments to

meet the needs of the region's inhabitants in the future and at the same time to guide development so that its detrimental effect on the environment is minimal.

A regional land use plan has been developed by the East-West Gateway Coordinating Council and is an attempt to identify those human and environmental needs, specifically in terms of land use, and to indicate some policies for meeting these needs through time.





The following questions and answers provide a deeper look at the council's land use plan and its importance in the future:

### *What Is the Regional Land Use Plan for St. Louis?*

The 1995 Regional Land Use Plan for metropolitan St. Louis assesses the needs and desires of the St. Louis region regarding future growth and urban development, and proposes a strategy for spatially organizing future development which satisfies these needs and desires. The plan is the culmination of considerable research and analysis regarding the current functioning of the region and the land use needs of the region with respect to the growth and development expected in the future.

The land use plan consists of a series of written and graphic statements pertaining to the goals the region is attempting to fulfill, the programs or policies that governmental and private organizations will employ to realize the goals, and the benchmarks or objectives that will be used to measure progress in achieving the goals. The final product of this analysis of needs, desires and growth strategies plays a key role in preparing an overall strategy, or comprehensive plan, for the future of the St. Louis metropolitan area.

In conjunction with this definition of the land use plan, two related aspects of the plan need to be emphasized—the plan is general or schematic, and it is regional.

The plan is general or schematic in that it represents a concept or "scheme" for addressing the organization of future land use, and not specific locational or quantitative criteria for all land uses. For example, although the plan may specify certain ranges of residential densities for which urban services would be provided in an urban corridor, the plan does not specify the exact density to be achieved, nor does it specify the exact arrangement of land uses.

The plan is regional in that it

recognizes the interrelatedness of problems confronting all the local and county jurisdictions in the metropolitan area, and it develops solutions which will benefit the region as a whole.

The plan also consists of a series of broad brushstroke statements and diagrams, which intentionally leave a large degree of flexibility within the plan framework for the local creativity and decision-making that are es-

sential to a viable regional community.

### *Why Prepare a Regional Land Use Plan?*

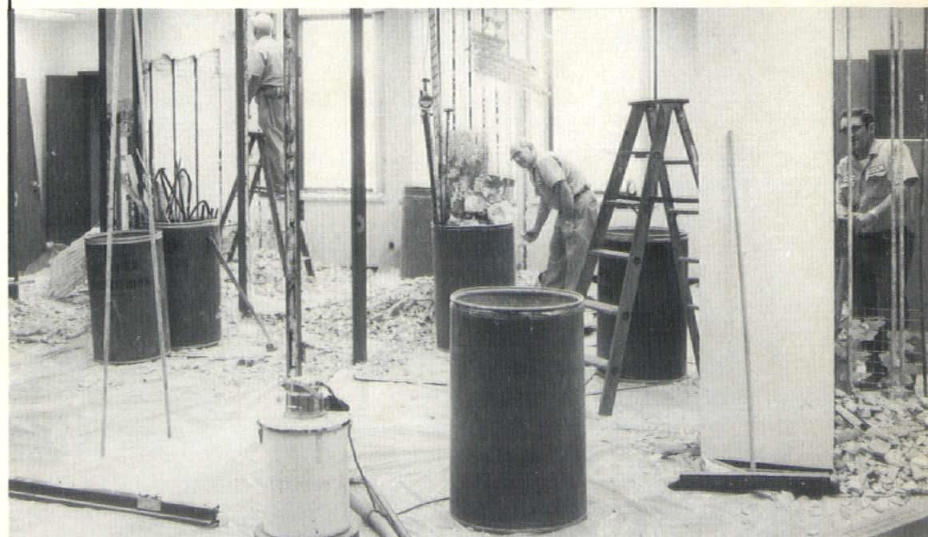
A regional land use plan is necessary in order to identify and prescribe solutions to future land development problems and needs. The land use plan sets forth and integrates consistent

continued to page 20



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## LAND USE PLAN

continued from page 19



statements of regional development policy. Previously, development decisions having a regional impact, such as the construction of a rail-like transit system, could not be accurately evaluated in terms of their impact upon other aspects of the urban environment, in this case the shifts in population and employment concentrations that would result.

The land use plan enables the integration of transit policies and land development policies so that the most efficient and inexpensive urban environment can be created. Related to this integrating function, the plan was prepared for another important reason. It provides a framework, or context, in which other functional plans can be prepared, including plans for transportation, water and sewer, housing, and open space and recreation. Thus, the land use plan becomes the "common denominator" which allows consistent planning in these functional areas.

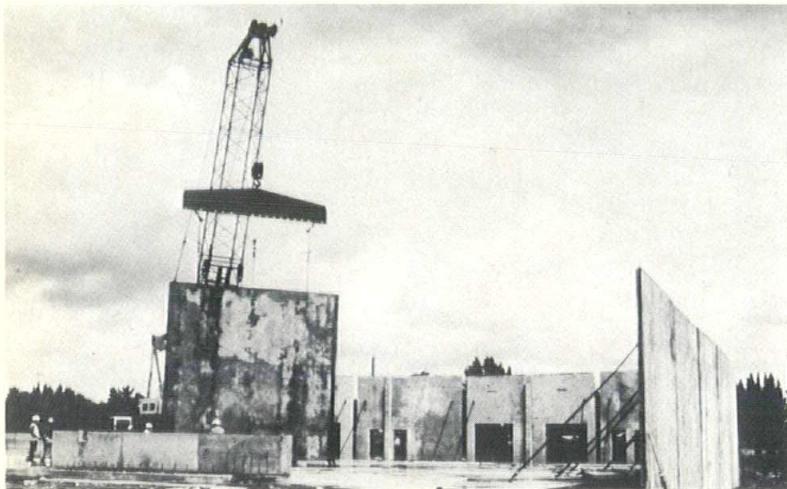
The plan was also prepared for some very practical reasons. The East-West Gateway Council is the federally certified regional planning and project review agency for the St. Louis metropolitan area. In order to maintain this certification, and thereby maintain eligibility of the region and its jurisdictions for federal projects and planning grants, federal directives require the preparation of a land use plan as part of the continuing planning process. The plan was prepared to meet the specific federal regional planning requirements.

### *What Is the Relationship Between the Land Use Plan and Planning Process?*

The land use planning process at the regional level consists of a series of steps which result in the preparation of a land use plan. These steps consist of activities such as goal formulation, research, development and evaluation of alternative plans, and plan adoption.

At each stage of the planning process there is continuous monitoring and policy review, and each successive cycle, or stage of the planning process, involves more detailed and precise analysis than the preceding one.

Although the cycle of the planning process ultimately results in the preparation of a land use plan, this event does not signify the completion of the process. With the adoption of a plan, the same process or cycle is again set in



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motion. Continuing research based upon the plan and a continuous monitoring of physical development in the region result in the updating of data and policies, allowing continual refinement and updating of the plan.

Implementation of the plan tests its assumptions and policies, and generates feedback which stimulates revisions throughout the entire planning process, from goal formulation at the level of the individual citizen to implementation through regional policy. For these reasons, the plan should not be regarded as a final, or end product, but rather as a dynamic or changing document within a continuing planning process.

### *How Will the Plan Be Used?*

Urban planning has traditionally been a means of providing the information necessary to governmental leaders in making decisions regarding the physical development of the urban environment. The St. Louis regional land use plan, therefore, will be used by decision makers at all levels of government who deal with physical development in the St. Louis metropolitan area.

Federal agencies will utilize the plan in evaluating local grant applications for funding of programs such as highway, rapid transit, housing, water and sewer, recreation, and airport development.

State funding agencies will use the plan in a similar way, in order to evaluate development applications in the many program areas in which state funds are available. It will also be utilized by county and local governments in the St. Louis area as a guide or framework within which their local plans can be prepared.

Finally, the plan will be used by the St. Louis Council of Governments (East-West Gateway Council) in its capacity as the regional clearing house for federal and state grant applications as a means of evaluating major development proposals in the region from a regional perspective. ●

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# producers council awards seven st.louis area firms

Seven St. Louis area architectural firms were awarded this spring in the Architectural Achievements Awards competition sponsored by the St. Louis chapter of the Producers Council.

Three Honor Awards and four Merit Awards were given at an awards dinner. The seven winning designs were selected from a record 72 projects submitted by firms in the St. Louis area.

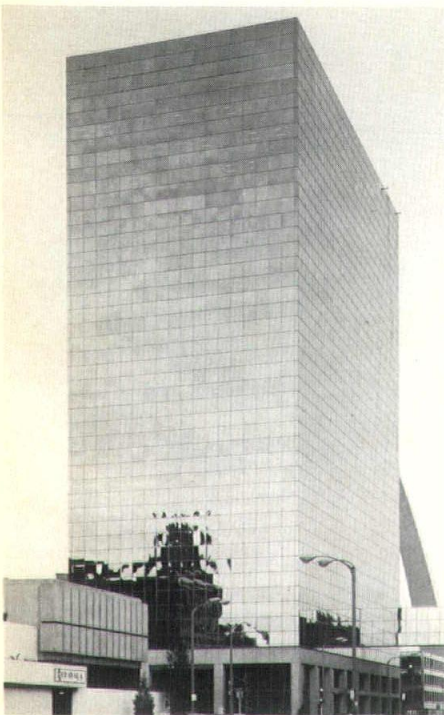
The Producers Council was organized in 1921 by the American Institute of Architects as a manufacturers' committee to improve the level of advertising and sales promotion literature sent to architects. The St. Louis chapter was formed in 1931.

Purpose of the triennial awards competition, which began in 1958, is "to reward architectural design of merit by focusing public and architectural attention on buildings which more completely beautify and serve the uses of citizens of the area."

Receiving Merit Awards were William B. Ittner, Inc., St. Louis, for the Festus Junior High School in Festus, Mo.; Fields Goldman Magee, Mt. Vernon, Ill., for the J.E. Hinchcliffe Sr. Elementary School in O'Fallon, Ill.;

William L. Flippo and A.R. Kampwerth, Alton, Ill., for the Metropolitan Bank and Trust Co., in Alton; and Kromm, Rikimaru and Johansen Inc., Clayton, Mo., for the Warren E. Hearnese Youth Center in Fulton, Mo.

Honor Awards were presented to Hellmuth, Obata & Kassabaum, Inc., St. Louis, for the Equitable Building in St. Louis; to Hoffman/Saur and Associates, St. Louis, for DeMun Elementary School in Clayton, Mo.; and to Schnebli, Anselevicius & Montgomery and associates William Rupe and Robert Matter, St. Louis, for the Washington University Law School and Social Science Building in St. Louis.



**equitable building**  
*st. louis, mo.*

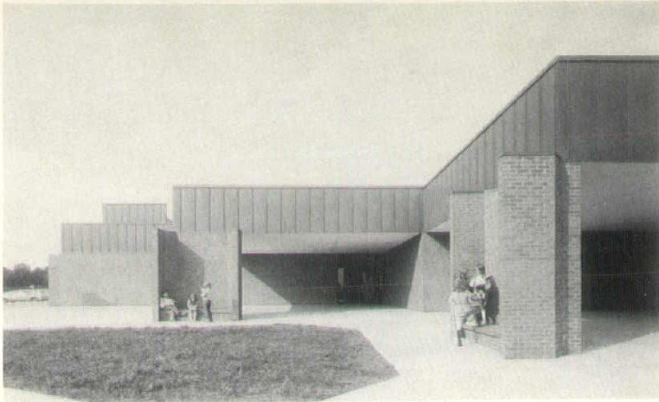
The 21-story tower and its low-rise commercial center, linked by a skylit garden walkway, are located along the Gateway Mall. The building tower is clad in silver reflective glass which mirrors surrounding structures.



**warren e. hearnese youth center**  
*fulton, mo.*

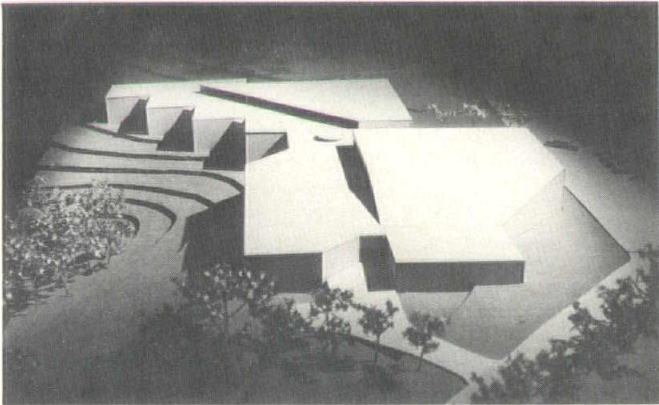
This comprehensive treatment facility for emotionally disturbed children between the ages of 8 and 18 was designed as a small community with separate buildings to handle the programs. It includes an administration clinic building, residential unit, kitchen dining unit, gymnasium, elementary school, high school and recreational therapy building.





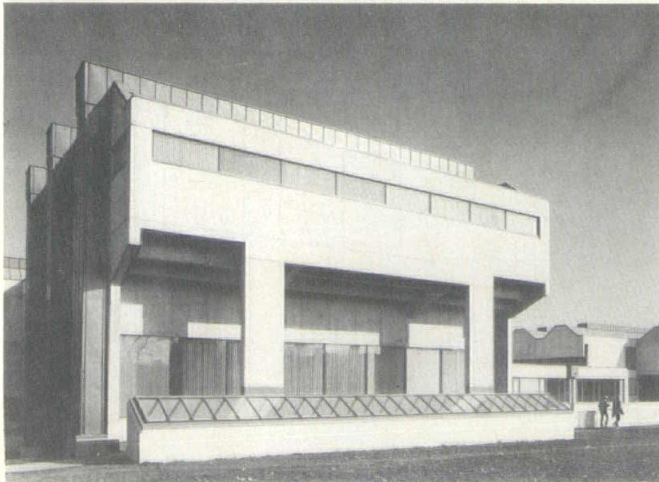
**j.e. hinchcliffe sr. elementary school**  
o'fallon, ill.

Teachers' planning areas in this school for 650 students are enclosed by glass walls to allow teachers to observe the learning area while retaining acoustical privacy.



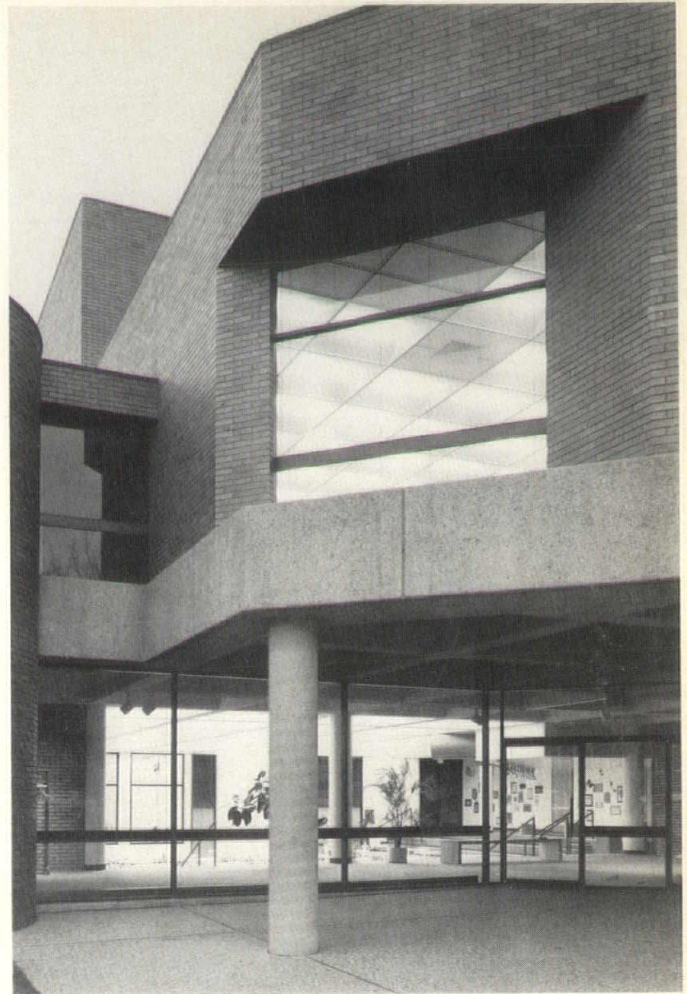
**festus junior high school**  
festus, mo.

The traditional classroom concept was preserved for the new junior high. Carpeted passages that lead to the classrooms are provided with study carrels. Classrooms have natural light entering from opposite sides of the room.



**washington university law school  
and social sciences building**  
st. louis, mo.

This modern-looking building is a new addition to the Washington University campus.



**demun elementary school**  
clayton, mo.

Designed to accommodate an individualized kind of educational program, this elementary school for 350 students has all of its flexible academic areas located on the upper level. The school's community use spaces are on the lower level of the building and can be secured from the rest of the school area.



**metropolitan bank & trust company**  
alton, ill.

The temporary structure was used for an interim banking facility while the permanent bank building was under construction.



### hotel near stadiums

Construction is scheduled to begin this summer on a 305-room Sheraton Royal Hotel northeast of the Harry S. Truman Sports Complex.

Designer of the project is Duncan Architects, Inc., Kansas City, Mo. Construction will be supervised by the J.E. Dunn Construction Co., also of Kansas City.

The \$6.5 million, 15-story building will be managed by the Sheraton Hotel Division of I.T.T.

The structure will have 2½ floors of public space including a ballroom, meeting rooms, convenience shops, cocktail lounges, a restaurant, a 24-hour coffee shop and health club. The top floor will have an entertainment lounge for guest stars in addition to luxury suites.

Parking for 554 cars will be distributed around the hotel and in a three-level parking garage. An outdoor fan-shaped swimming and diving pool, a children's pool, two tennis courts, a putting clock and other recreational facilities will be available for guests.

The new hotel is expected to be ready for occupancy when the 1974 baseball season opens. Plans call for an additional 150 rooms to be built within five years.

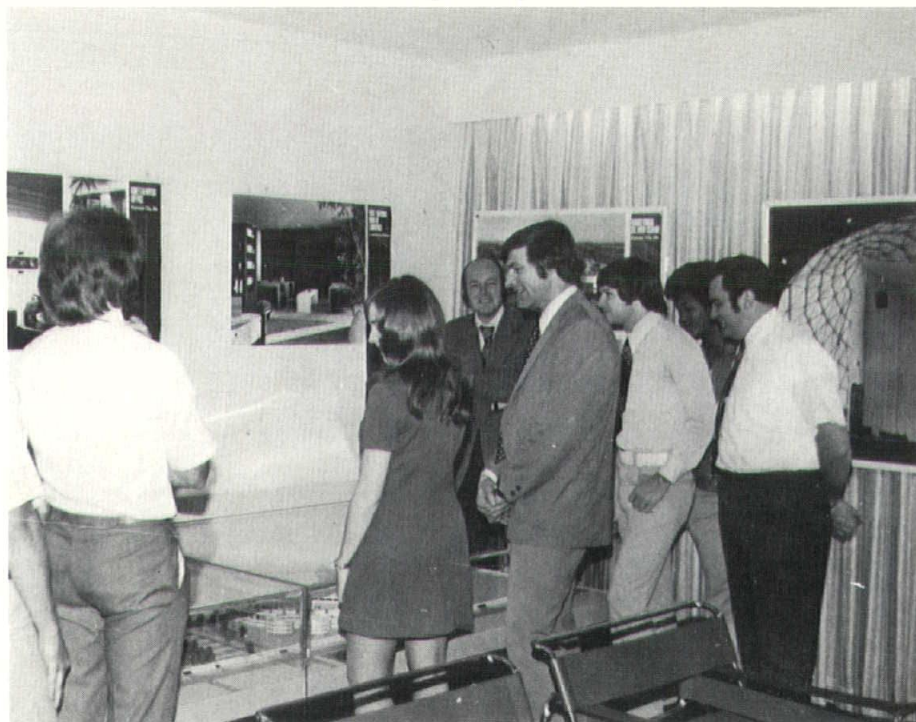
### named auxiliary head

Mary Lou Drosten, architectural designer of Drosten Designs, recently was elected president of the Women's Architectural League, the auxiliary of the St. Louis chapter of the AIA.

Mrs. Drosten also is an associate member of the AIA's St. Louis chapter and has spoken to numerous school and adult groups in the St. Louis area about public interest and appreciation of the nation's architectural and cultural heritage.

Other officers elected by the organization founded in 1960 were Mrs. William A. Field III, president-elect; Mrs. David L. Hoffmann, vice-president; Mrs. Nelson Schneeberger, recording secretary; Mrs. Albert B. Fuller, Jr., corresponding secretary; and Mrs. David W. Pearce, treasurer. Mrs. Jack Sorkin is retiring president.

### kansas city chapter tour



The Kansas City chapter AIA tour in May featured 12 local architectural offices. Above is a group visiting Kivett and Myers. In the background, Hannon Kivett is explaining models of the Sports Complex and KCI airport. Profiled in the foreground is Mike Fickel, chairman of the event.



## new csi president

Roy Pallardy, Jefferson City, Mo., recently was elected president of the Mid-Missouri chapter of the Construction Specifications Institute.

A partner in a Jefferson City architectural firm, Pallardy-Evans Associates, he also is serving his second term as treasurer of the Mid-Missouri chapter of AIA. He is a past president of the Missouri Council of Architects.

## townhouses underway

Construction is underway at Lake Saint Louis, south of Wentzville, Mo., on the first phase of The Fairways, a community of townhouses for sale.

Designed by Eugene J. Mackey III, Inc., St. Louis, the two and three-bedroom townhouses were planned for the site contours on the 11th fairway of the 18-hole PGA golf course.

The townhouses will include walk-out basements with patios. A total of 154 townhouses and 200 luxury condominium units are planned.

## state jobs available

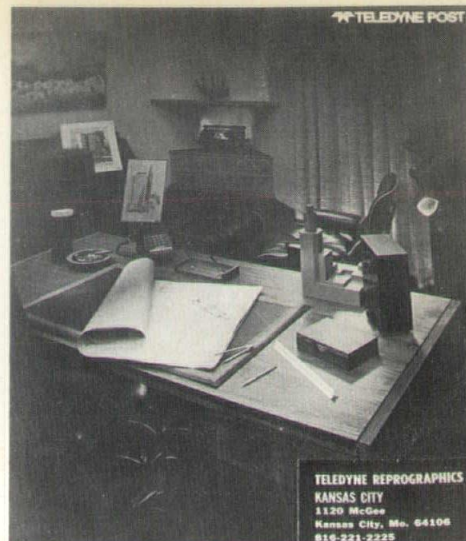
Openings for a registered architect and a registered engineer have been announced by the Division of Design and Construction, State of Missouri.

The registered architect must have a minimum of five years experience. He or she must have design and detail experience and know building codes. The salary range is \$960 to \$1,200 monthly.

The registered mechanical engineer also must have a minimum of five years experience. The salary range is \$900 to \$1,100 per month.

Much of the division's work is in engineering and architecture, contracts, review and construction coordinating and interiors, explains Robert E. Lee, chief Missouri architect.

Interested persons should send resume and salary expected to John A. Cooper, director, Division of Design and Construction, Room B20, State Capitol Building, Jefferson City, Mo., 65401 or call Mr. Lee at 314-751-2392.



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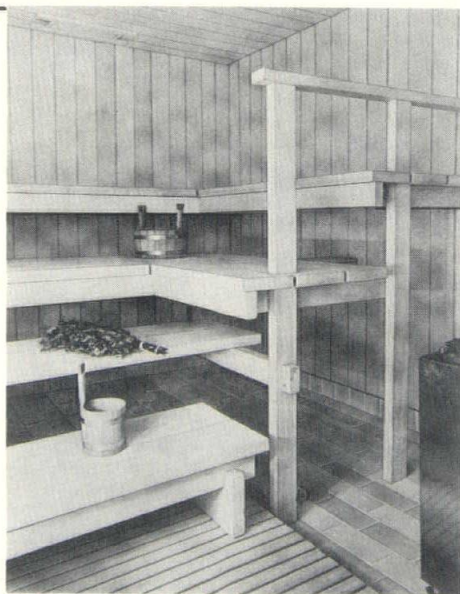
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## kc women's league elects

Mrs. Thomas E. Davis is the new president of the Kansas City chapter of AIA's Women's League.

Other officers elected included: Mrs. Lynn F. Richards, vice-president; Mrs. Gene Dirk Ellis, recording secretary; Mrs. William P. Midgley, corresponding secretary; and Mrs. Robert O. Dethloff, treasurer.

New directors named include Mrs. Jack L. Bloom and Mrs. William J. Vandenberg, Jr. Mrs. Davis continues to serve the organization as parliamentarian and comprising the scholarship board are Mrs. Edmund L. Bower, Mrs. William Love and Mrs. William H. Simon.



## services

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## august 'sunday tour'

Two educational institutions will be featured on the "Architects' Sunday Tour" August 8, sponsored by the St. Louis chapter of the AIA.

Missouri Baptist College, a four-year liberal arts institution, and the Lower School complex of the Villa Duchesne School for Girls, set in a strikingly beautiful location, will be visited by persons on the tour.

Special feature at Missouri Baptist will be an opportunity for junior and senior high school students to talk with members of the St. Louis chapter about the curriculum in architectural schools throughout the country.

## Registered Architect, Engineer Needed

Registered architect with minimum of five years experience needed by Division of Design and Construction, State of Missouri. Must have design and detail experience, know building codes. Salary range \$960-\$1,200 monthly.

Registered engineer, mechanical, with five years experience needed. Salary range \$900 to \$1,100 monthly. Send resume, salary expected for either position:

John A. Cooper, AIA, Director  
Division of Design & Construction  
Room B20, State Capitol Bldg.  
Jefferson City, Mo. 65101  
or call

Robert E. Lee, AIA, Chief Architect  
313-751-2392



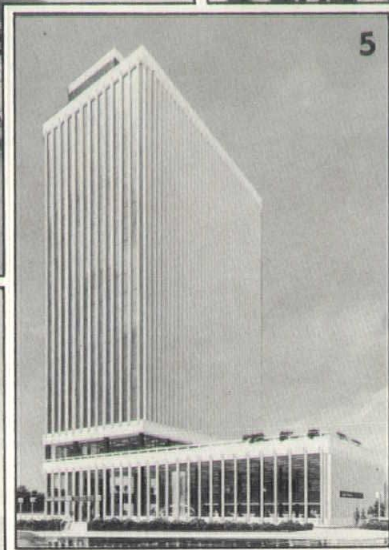
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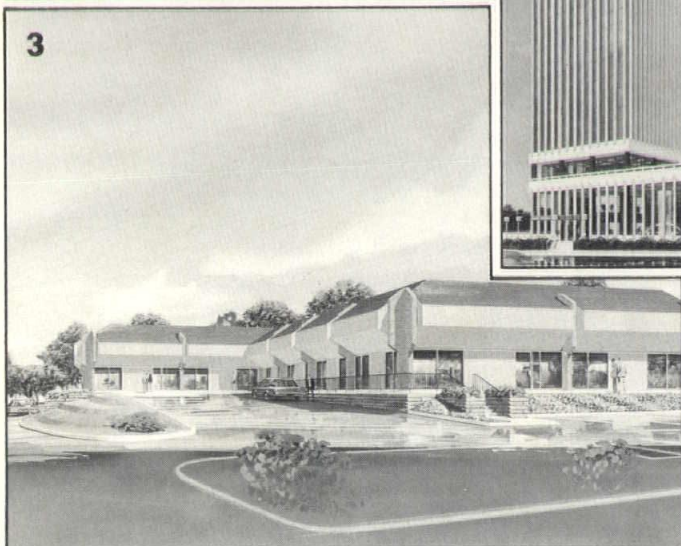
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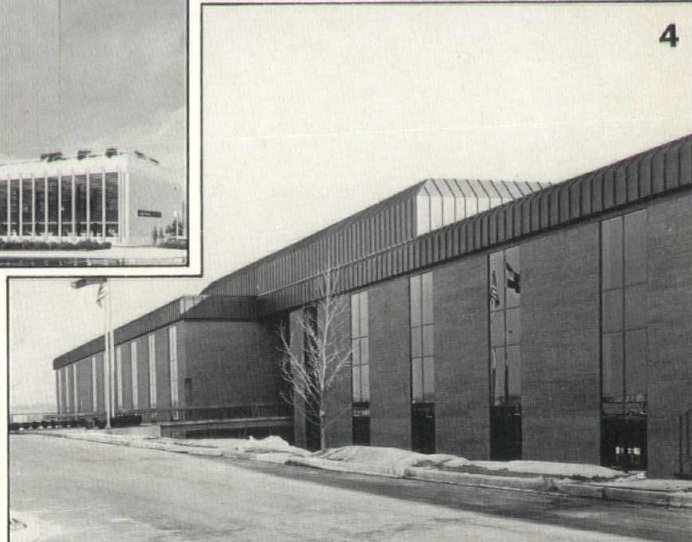
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### PHOTOS:

1. Wildwood Shopping Center, 164 West Clayton Road
2. The Quadrangle, Brown Rd. and I-270
3. Westgate, 12312 Olive St. Rd.
4. The 12000 Building, 12000 Page
5. St. Louis County National Bank, 8000 Forsyth  
(Photo courtesy of Bank Building & Equipment Corp. of America.)

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