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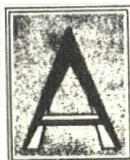
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is the monthly official magazine of the Kentucky Society of Architects of the American Institute of Architects, Inc. Opinions expressed herein are not necessarily those of the Society or the Institute.

KENTUCKY ARCHITECT is available at a subscription cost of \$4.00 each year or 50 cents each issue.

THE KENTUCKY ARCHITECT . . . publishes significant expressions of the use and control of space.

## Best Audubon Collection Located at Henderson, Ky.

One of the most extensive collections of art by John James Audubon is housed in Audubon Memorial Museum at Audubon State Park near Henderson.

The museum, a native stone structure of French Provincial architecture, contains 110 oil paintings by Audubon and his two sons, 138 original lithographs, and portraits of Audubon, his wife Lucy Bakewell Audubon, and sons Victor and John Wodehouse Audubon.

The park recently cleaned, matted and framed all Audubon prints on display. It also acquired the four-volume set, "Birds of America," the most famous work by the French-born artist.

Besides the extensive collection of Audubon art, the museum's seven galleries contain a wealth of Audubon memorabilia. Included is jewelry which the artist himself made, personal and business letters, the family silver and other personal mementoes—all a part of the family collection.

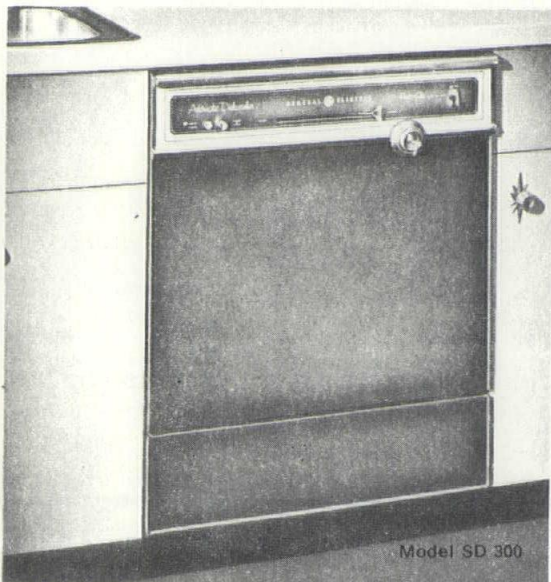
Audubon State Park, a 600-acre facility developed by the State, is rich in Audubon history.

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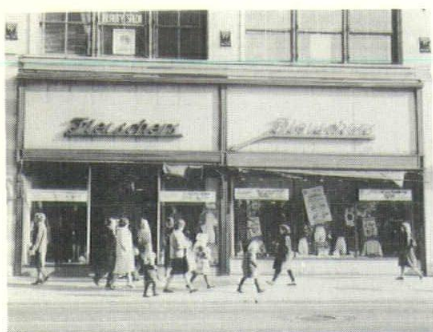
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# Putting Up a GOOD FRONT

By Larry J. Wolfe



This "before" photo shows the 4th Street store front of Fleischer's, Inc. as it appeared before remodeling.

Store and small business building fronts, like residences, are usually designed by builders instead of architects. In some cases, store fronts are designed by sign fabricators. Therefore, it is not surprising that most store fronts scream their names and services in wild colors and gigantic letters at the passerby.

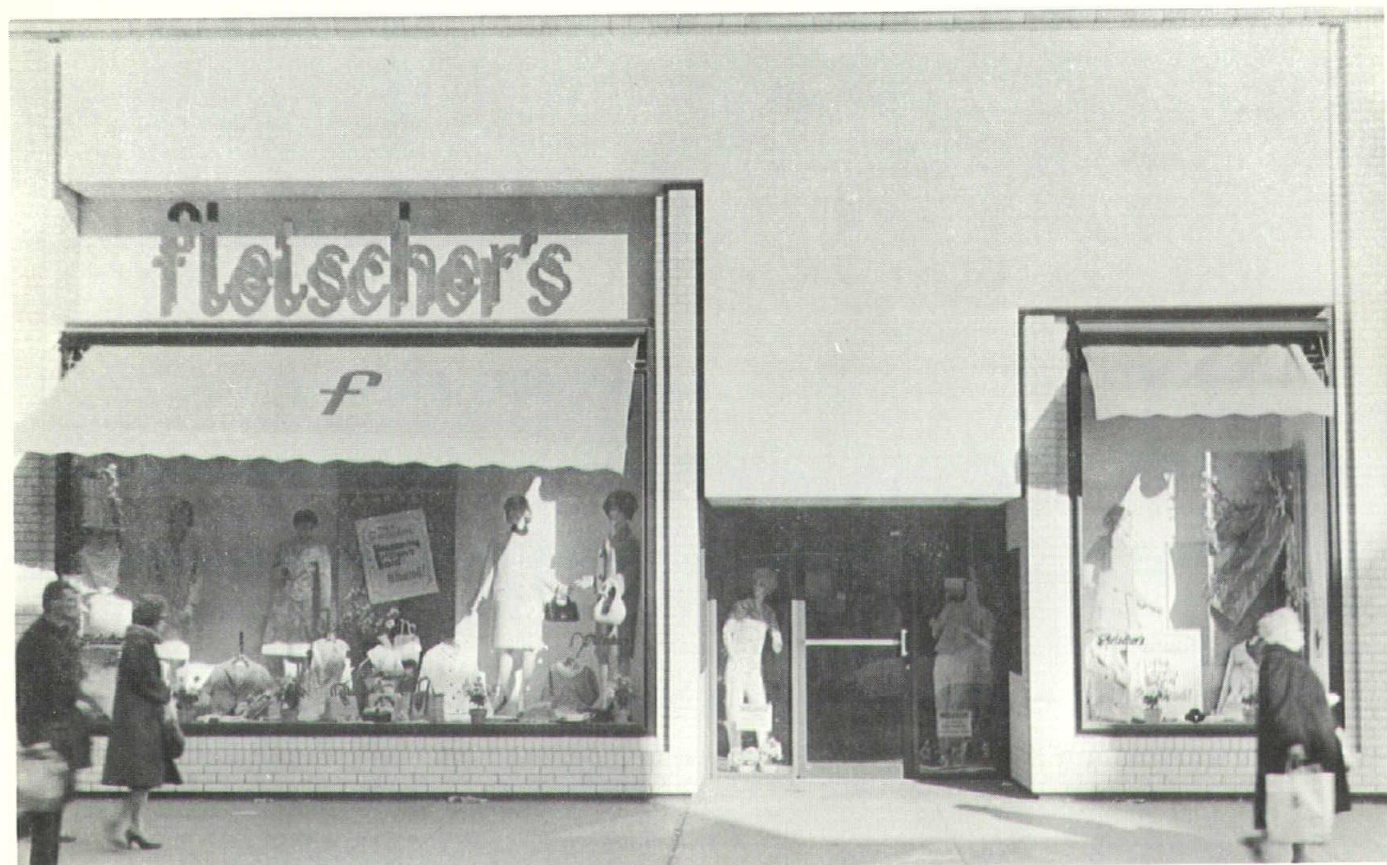
Is this the best way to project a company's image to the public? Most people don't really like to be screamed at in this manner. And,

Larry J. Wolfe, author and photographer of this month's feature photo-story, is a senior in the College of Design, Architecture and Art at the University of Cincinnati.

Wolfe's major avocation is architectural photography and he will stress photography in later graduate studies.

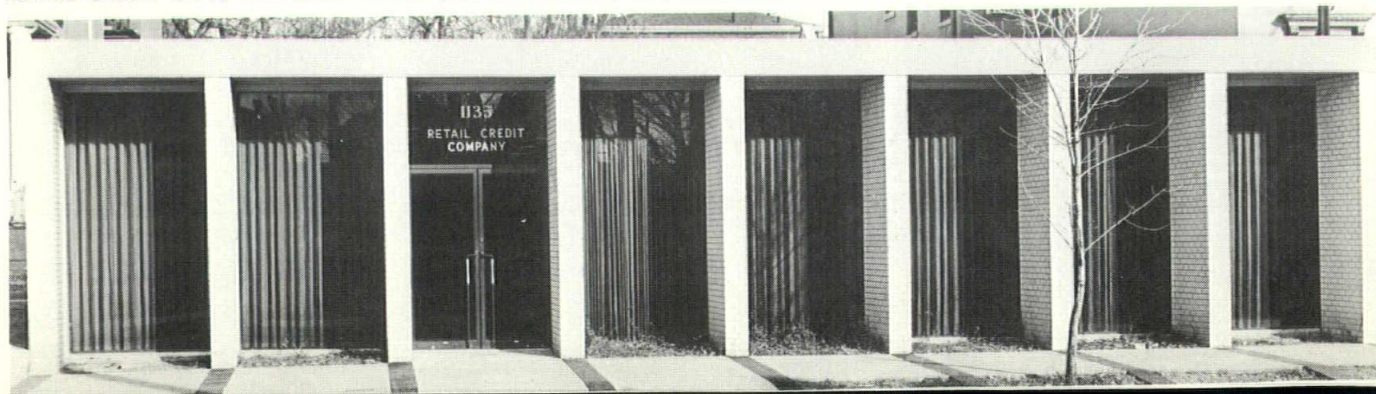
Wolfe, a native of Lanesville, Ind., has worked as a cooperative student at Hartstern, Schnell & Associates, AIA; Nevin & Morgan and Gaarwood M. Grimes.

because a store front is the "first impression" the public receives of a business, much consideration and study should be applied to the design of a good exterior to insure that a



FLEISCHER'S, INC., 521 South 4th St. (Arrasmith, Judd, Rapp & Associates)

RETAIL CREDIT CO., 1135 South 4th St. (Leslie V. Abbott, Jr., Architect)







COVER PHOTO: DR. ROBERT B. HINKEBEIN, SR. & JR., 727 East Broadway (Augustus & Doumas)  
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proper image of the company will result. One important element in the total design is the use of graphics.

Recently, several Louisville firms have made great improvements in the appearance of their storefronts and offices by remodeling or relocating and rebuilding. Architects who have designed the new fronts have used restraint and good design to project a more pleasing image to the public.

## Big City Survival Formula:

# Freeways and Mass Transit

Large cities require both freeways and mass transit systems to meet different kinds of transportation needs, according to a new urban national transportation study published by the Automobile Manufacturers Association.

The study, made by the engineer-

ing firm of Wilbur Smith and Associates, concludes that all large metropolitan areas can and should "increasingly adapt to the motor vehicle and to the complementary services performed by the various forms of public transit."

Titled, "Transportation and Parking for Tomorrow's Cities," the study is designed as a working handbook for urban transportation and land-use planners, highway engineers, universities, and business and professional groups interested in the future growth trends of U.S. metropolitan areas.

Many of the report's findings contradict some widely held views about city transportation problems. Among key conclusions are:

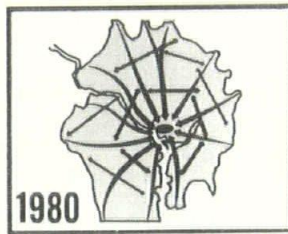
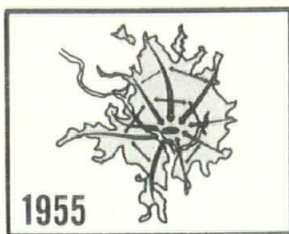
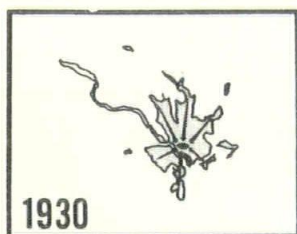
1. Planned freeways in U.S. metropolitan areas will occupy less than three percent of urban land area, and will carry half of all urban automobile and motor truck traffic. All cities that have built even portions on their planned freeways have sharply increased motor travel speeds in peak traffic hours.

2. By 1980, U.S. urban population will be 50% above 1960, and urban motor vehicle travel will more than double. But since urban population, business and industry will spread out over twice as much land as they occupied in 1960, traffic congestion will continue to decline as more urban freeways are built. Meanwhile, urban transit use will increase only slightly beyond present volumes.

3. Downtown areas will see a steady drop in trips made by persons living within the central city, and a steady rise in trips by suburban residents. Since the new downtown trips will be by residents from auto-oriented suburbs, it will become increasingly important to downtown areas that more freeways and off-street parking facilities be provided.

4. A sharp decline in transit riding in peak travel hours would create serious congestion problems in many large cities. Therefore, especially in cities where public trans-

## CHANGING PATTERNS IN URBAN TRAFFIC FLOW



WASHINGTON, D. C.'s growth has been governed by traffic and living patterns as shown by these area maps developed by the National Capital Planning Commission. In the 1930s, downtown Washington drew heavy traffic, but by the mid-1950s cross-movement of traffic began to develop and the urban area had enlarged as a result. By 1980, traffic will still be heavy to the center of the city but cross-traffic will increase greatly, demanding a transportation system that serves both types of movements.



DOWNTOWN AREAS expand vertically to overcome any space shortage, says the Smith report, with a new trend toward use of airspace above freeways, as in this view of high-rise apartments spanning New York's George Washington Bridge Expressway.



sit is heavily used, rapid-transit services should be provided or improved, along with new freeway and downtown construction parking. Such rapid-transit services will handle only one to five per cent of daily passenger trips in large urban areas, but will account for a substantial part of peak hour downtown trips.

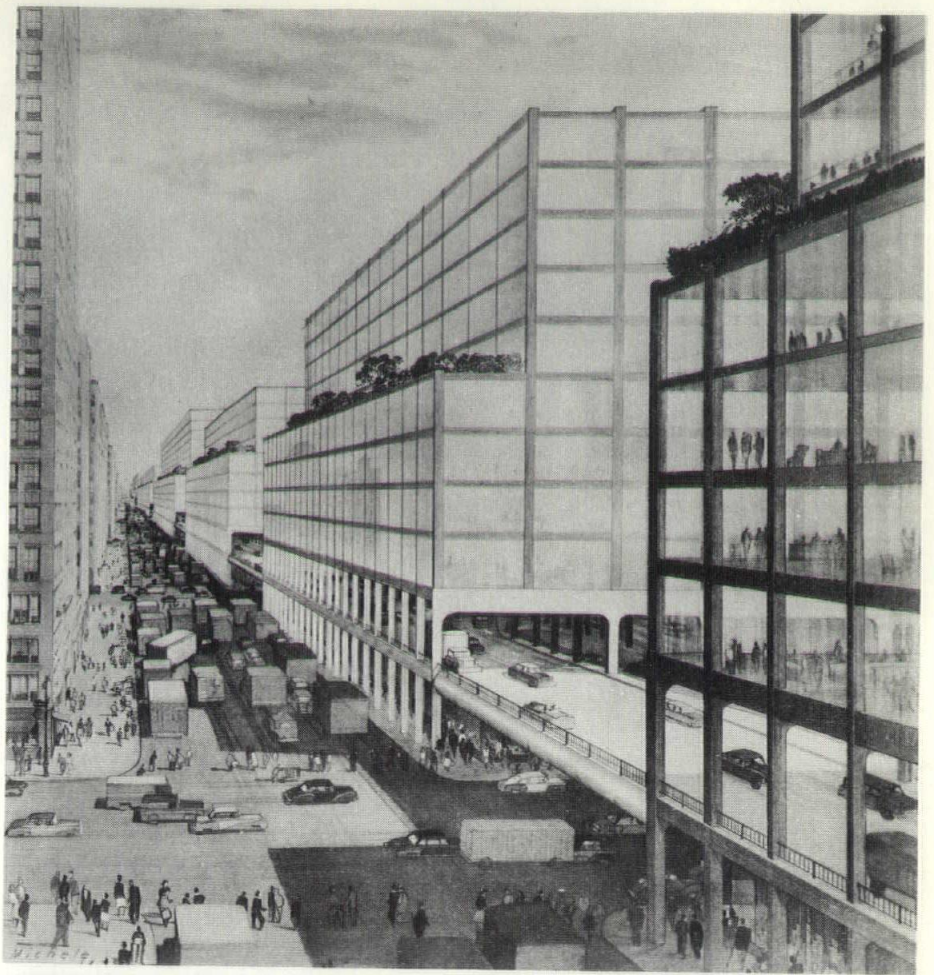
5. In most cities, rapid-transit advances will occur through "metering" of freeway access lanes to keep traffic free flowing in peak travel hours, with express busses given preferential access to the freeways. This method has proven it can increase peak-hour freeway traffic speeds and capacity, cut accidents, and provide any desired rapid-transit passenger capacity at no special roadway cost. If necessary, bus subway routes can link freeways directly with downtown centers.

6. When new stores, offices, hotels and other buildings are erected downtown, self-parking garages should be part of their design. Parking rates should be set to discourage all-day parking by persons who work in the downtown center, and to encourage car trips in off-peak travel hours by persons who come downtown for business or shopping.

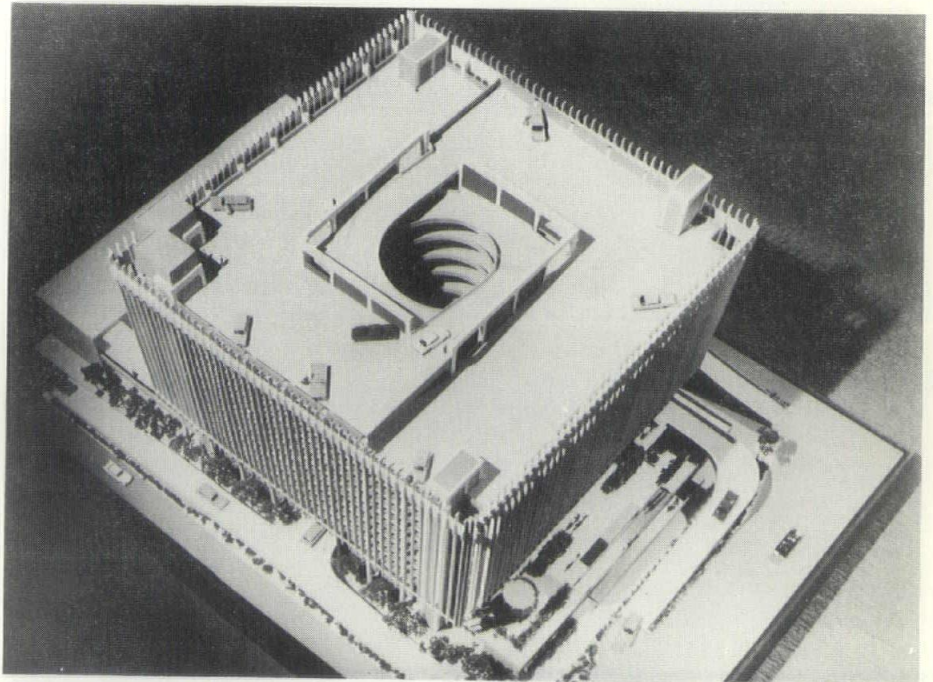
7. Urban freeway systems are wholly financed through special federal and state road-use revenues. They more than recover their construction and maintenance costs through the road-use taxes produced by freeway travel. Since urban freeways cut accidents and other motoring cost penalties in both peak and off-peak travel hours, they generate motoring cost savings which substantially exceed the taxes motorists pay to provide the freeways.

8. When urban transit improvements cannot be fully financed by user charges, it is proper to finance them in part from general tax revenues or special assignments. But any use of motorist tax revenues to support transit improvements would violate the principle that each mode of transportation should be financed from charges placed on its users and other direct beneficiaries of the service.

The new study is one of a continuing series sponsored by the AMA since 1959.



FUTURE CITIES might look something like this, with elevated roadways carrying through traffic, with buildings above and local traffic and pedestrians moving below. The rendering shows New York's proposed Mid-Manhattan Crosstown Expressway.



URBAN PARKING SPACE will probably be included as integral parts of future downtown offices, apartments and other buildings, according to the new Smith study. This model has a core, circular parking ramp and shops on lower levels.



## Most 'New Towns' Really Aren't

According to informal estimates, there are hundreds of "new towns" being built in the United States today. It's a rare community which doesn't have a large residential development that someone has tagged as a "new town."

Apparently, the phrase has caught on. Planners talk about it in their seminars. Builders obviously feel the term has a strong merchandising appeal. Actually, says the American Institute of Architects, the name has become so abused and misused as to become meaningless. "New town" is a British name given to the self-contained communities created near major English cities by the government. They handle the "overspill" of population from the inner cities and prevent the kind of suburban sprawl that has littered much of the American landscape. There are also new towns in Scandinavia, the best known and most celebrated of which is Tapiola, Finland.

Yet, while the term may be new

to this country, the idea isn't. America has a rich heritage in early town planning, says AIA. The celebrated New England towns, together with Annapolis, Williamsburg, Savannah, and a host of other communities, demonstrate the design talents of our forefathers. They also demonstrate, AIA points out, how much we have forgotten about the lessons of our own early history. The town planning of the seventeenth and eighteenth centuries in America was executed by people with modest resources and, relatively speaking, a primitive technology. How, then, did our forefathers create such distinctive communities? By deciding in advance what the overall plan for the community should be and seeing to it that all land holders considered the interests of the community as well as their own profits, say architectural historians.

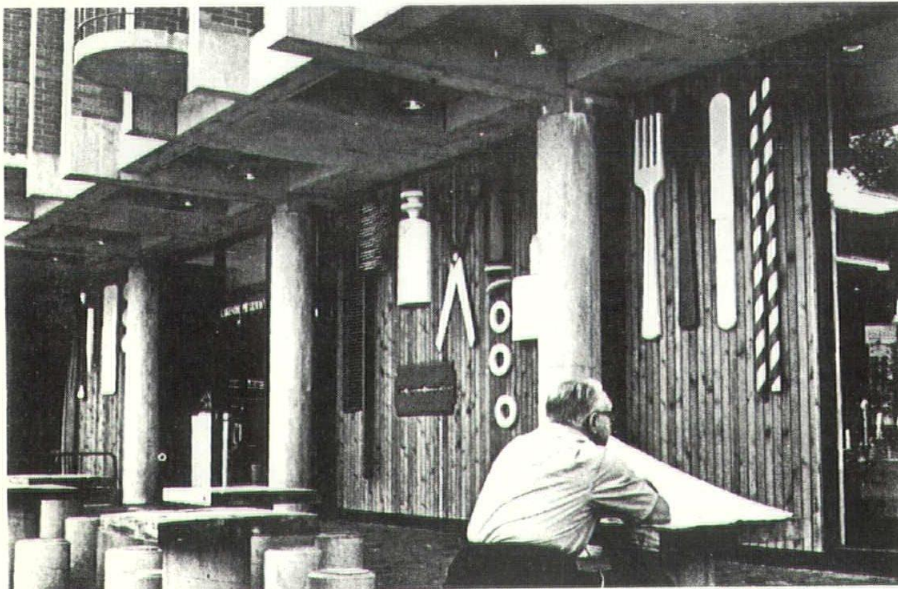
Later in our history, we saw the development of "company" towns like

Hershey, Pa.; Kochler, Wis.; Pullman, Ill.; and, in another sense, Oak Ridge, Tenn. Salt Lake City, Utah is an example of a city planned for religious reasons. Greenbelt, Md. is an example of a New Deal experiment in social planning.

In contemporary terms, says AIA, a "new town" should embody certain things. It should, first of all, have a master plan which aims at making the best possible use of the land to create a stimulating urban or village life for its people. This may require a new zoning category to allow varying densities in different parts of the tract, though the overall density may still be no higher than it would be with "checker-board" zoning. A genuine "new town" will have an appropriate "mix" of single-family, multi-family, and perhaps high-rise housing for various tastes and levels of income, a town center or square, convenient shopping and business offices, recreational facilities and protected parkland, and enough industry to make the community at least partially self-supporting.

While few new communities measure up to these criteria—Reston, Va., perhaps comes closest at the moment—several are in the planning or building stage. Among the leaders are Columbia, Md., Valencia, Calif., and Litchfield Park, Ariz. Planning experts are also expected to keep a close watch on New Mark Commons, a miniature "townette" that is beginning to rise on a 100-acre tract near Rockville, Md.

The real importance of the "new town," says AIA, lies in the influence it will exert on the public and the builders who cater to what they believe is public taste. Every planned community may not meet the criteria of a "new town." But if, within a comprehensive architectural plan, it gives people a chance to live, work, and play in a stimulating village-like environment rather than a drab bedroom community, it really doesn't matter what we call it.



A RESIDENT of Reston sits and reads his morning paper in Lake Anne shopping plaza in the first village of Virginia's new town. The horseshoeshaped plaza, designed by architects Whittlesey, Conklin & Rossant, who also created the master site plan for Reston, offers a wide variety of services to residents who stroll to it from nearby apartments and lakefront houses. Instead of conventional signs, store fronts have striking graphics akin to those of medieval times. Then, the shopkeeper placed a symbol out in front of his store that signified what he was offering. The Reston graphics, revealing this bygone art form, create a high level of visual interest and establish immediate identification of services without a clutter of signs.



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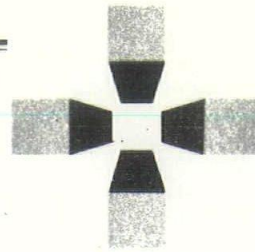
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Charles M. Nes, Jr., FAIA President





VACATION SITE? Not in the traditional sense. This view of the lakefront at Reston, Va., shows what design can do to create a more handsome and useful residential environment. In the first village of the "New Town," architect Chloethiel Smith, FAIA, clustered houses around the artificial lake, at the same time carefully protected trees and the rolling terrain. Balconies and large windows afford visual access to the lake, used for boating, fishing and swimming. On the lake rim, the village center offers shopping and entertainment.

## How to Plan and Build a New City

To house our expanding population, we will have to build the equivalent of Denver, Dallas, and Atlanta every year for the next 20 years,

says The American Institute of Architects.

How will we do it? AIA says it can happen in two basic ways: Our

major population areas can continue to sprawl until they become formless, faceless, and too chaotic to provide a decent life. Or, we can build compact cities that reduce the cost of spread-out urban services, and, at the same time, offer city dwellers a liveable environment.

Architects, developers and business leaders are studying the problems of building whole cities from scratch. The Federal government has launched studies of new city-building techniques. How do you go about planning and building a city? The most recent example is Columbia, Md. Baltimore developer James Rouse explains it this way:

"Planning and developing a large land area is the essential beginning for orderly urban growth. Half a dozen years ago we began to ask ourselves what would happen if we could assemble enough land to pull together in one community all the bits and pieces of urban sprawl and build a small new city of say 100,000 people. We built a hypothetical model and determined how many jobs it would take to support a population of 100,000, how many schools and churches would be needed, and how much open space would be required to give form and texture and a sense of community to the area. We concluded it would take 15,000 acres

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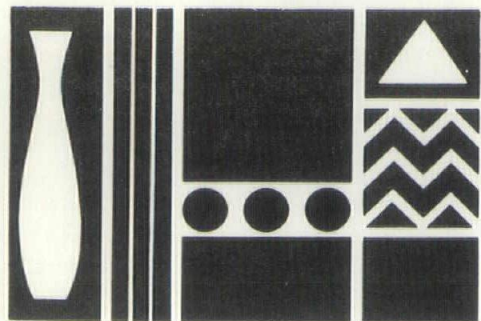
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and about \$25 million to assemble the land."

Rouse, who heads a publicly-owned company with separate development and mortgage banking divisions, went to the Connecticut General Life Insurance Co. and laid the cards on the table.

"Our comment to the company was this," he said. "If we are able to buy this land at an average cost of \$1,500 an acre, the very worst that can happen to you is that you get rich slowly. Who can get hurt owning 15,000 acres of land midway between Baltimore and Washington?"

Connecticut General put up \$25 million. In nine months, Rouse assembled 165 separate farms and parcels without being identified as the purchaser. One morning, he walked into the office of the county commissioners of Howard County, Md., and identified himself as owner of 10% of the county. It was, he "an exciting experience."

"We were determined that this would be a whole city, not a suburb," Rouse said. "We wanted a truly balanced, complete city where as many people would come to work in the morning as would leave to go somewhere else; a place where the corporate janitor and the corporate executive would both live. Our second target was that we would genuinely respect the land. We have been able to preserve the three major stream valleys within our property and 3,000 out of 4,000 acres of forest. And we will create five lakes. Two are ready now.

"Our third target was to create the best possible environment for the growth of people. This would seem to be an elementary beginning in urban planning, and yet if you look around, the process of new development is entirely left up to a few individuals. We have the most advanced society in the history of the world—a storehouse of knowledge about man which has been developed by doctors, ministers, teachers, psychologists and psychiatrists—and none of this knowledge is put to work in the planning of a city.

"It wasn't out purpose to plan a utopian society, or even to write a report or necessarily reach agreement," Rouse said. "We simply wanted the physical plan to be guided



by a deep awareness of what works well and badly for people. We met every two weeks for two days and a night for six months. It was an enormously productive process and could be applied with even greater force and vitality to the redevelopment of the old central cities."

The fourth target, Rouse said, was profit. Without the "invigorating discipline" of the marketplace, the ideas formulated might have been impractical rather than workable, he said. We concluded that the design and construction of a better and more rewarding place for people to live should be eminently saleable. Agreeing with him, Teachers Insurance and Annuity Association of America and the Chase Manhattan Bank put up an additional \$25 million to finance the land acquisition and development.

Construction began in 1966. It is to be completed by 1980. When fully developed, the city will consist of nine villages clustered around a major downtown center. Each village will have four to six neighborhoods, a wide range of housing types and prices, and a center with a village green. Children will be able to walk to school on walkways that pass under and not across roadways. Each village will have its own schools, churches, convenient shopping, medical facilities, branch library, and village hall. An architectural review board will assure balanced, though diverse, design.

More than 3,200 acres of open land will separate the villages from one another and places of employment.

Most of the villages and the employment centers will be linked together by a transit system of small busses operating on their own roadways. More than 30,000 people are expected to work in Columbia. The downtown center, rimming a lake, is now under construction. Plans call for a multi-level plaza flanked by department stores, shops, stores, office buildings, a hotel, inn, and exhibit center. The center also is expected to have a central library, hospital, newspaper, radio-TV stations, college, and conference center, Cafes, theaters, restaurants, and concert halls will dot the lake-shore.

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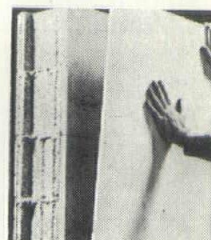
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## Three AIA Regions Exceed Headquarters Fund Quota

Two of AIA's 18 regions had exceeded their Washington Headquarters Fund goals and a third was virtually at 100% of its quota on March 3, with little more than two months until national convention time.

The latest tally of \$580,125 in the campaign fund represents a \$105,000 gain over the January 27 total reported, but still \$370,000 short of the \$950,000 required for restoration, as well as purchase of the Occident by the Foundation.

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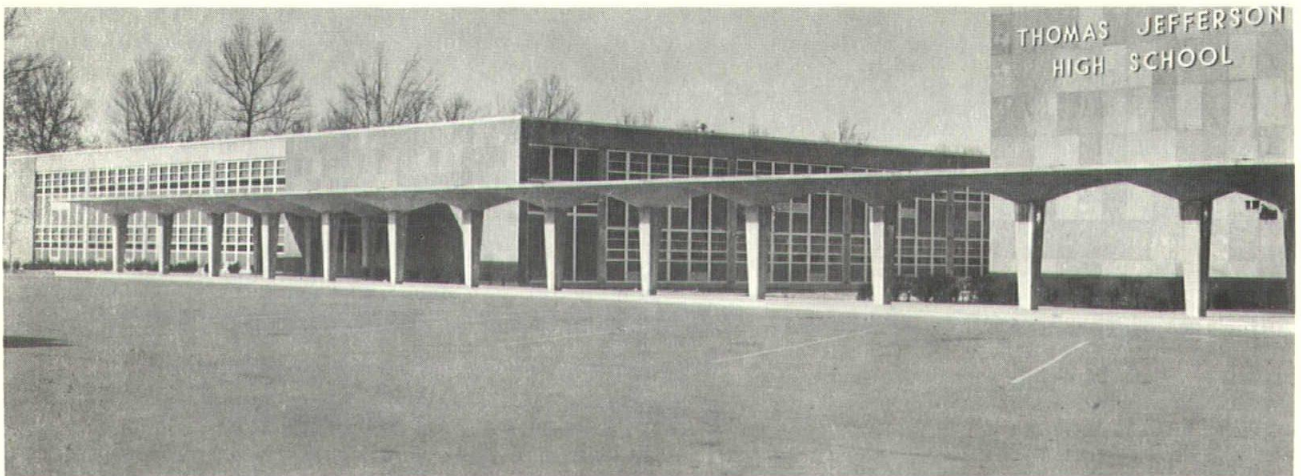
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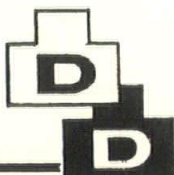
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