

January, 1968

AMERICAN  
OF  
ARCHITECTURE

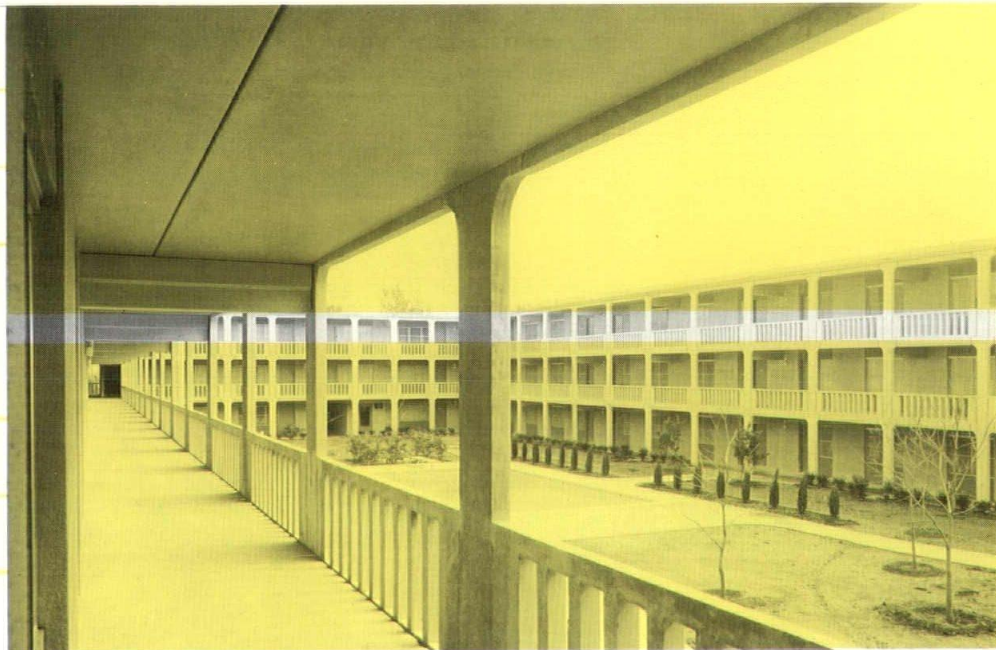
# The Louisiana Architect

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*The Louisiana Architect*



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## AIA ALL THE WAY

Former LAA President Murvan M. "Scotty" Maxwell, AIA, has suggested that the Louisiana Architects Association join a campaign being conducted in other states to promote the wearing of AIA pins and the use of AIA in as many ways as possible.

One can easily see that the advantage of being identified with this symbol will improve in proportion to the number of people who recognize and understand that AIA represents professional standards in ethics and architectural leadership.

The LAA in recent months has published advertisements and articles relating to the meaning of the AIA identification. Individual AIA architects can help promote this symbol by always showing these letters when signing their name and by putting AIA on their plans, brochures, letterheads, postage meter slugs and yellow page listings.

Our chapters could join this promotional effort by using gimmick ideas at the meetings, such as making all members who forget their pins, put a quarter in the kitty and letting all those who are wearing the pin take a quarter out.

Best of all, let's help each other in 1968 to remember to use the AIA symbol of professionalism.

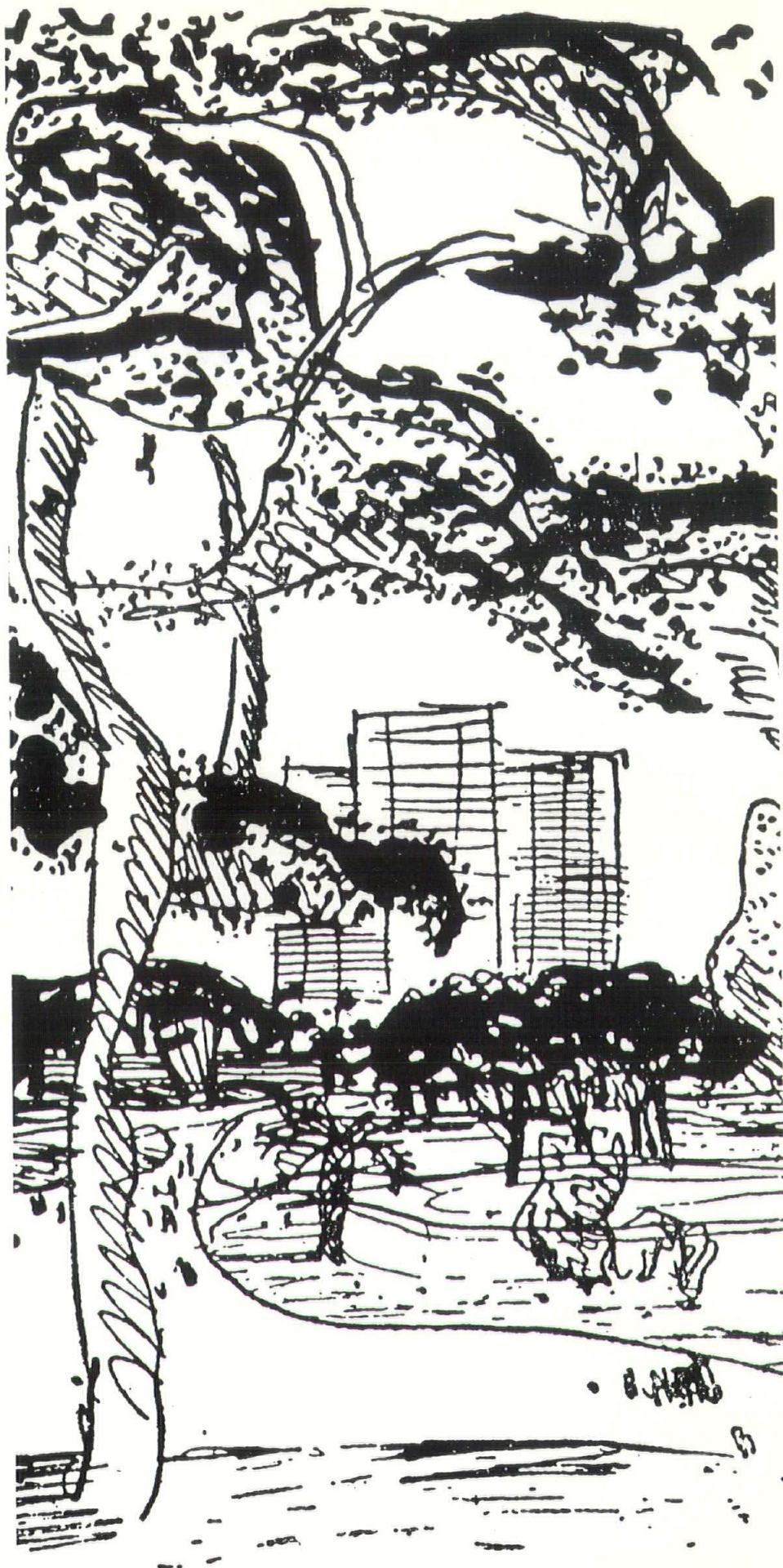
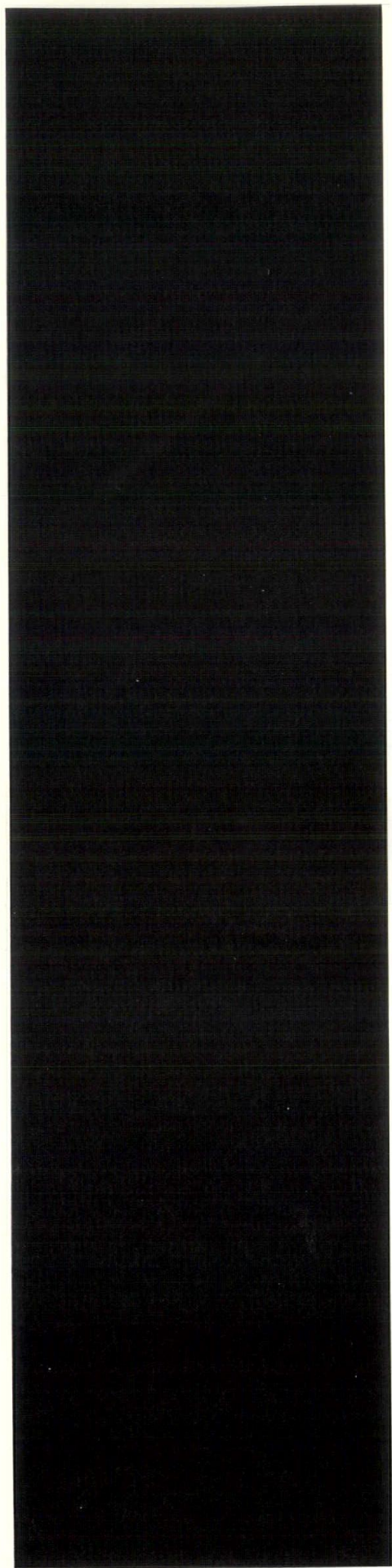
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**GETS BASIN REPORT**—In Mid-January, Gov. McKeithen was presented a report on the orderly development and coordination of industry, recreation, highways and residential areas along the Potomac River Basin, which could act as a guide for studies in Louisiana. George M. Leake, right, of New Orleans, president of the Louisiana Architects Association, presents the report and offered the governor full support and assistance of the state association, should such a study be undertaken. Secretary of the Interior Stewart Udell urges in a letter to the governor long-range planning in land use along the state river basins. Looking on is Charles M. Smith, left, assistant executive director, State Department of Commerce and Industry. McKeithen said he would study the report and consider the feasibility of such a study of Louisiana's river basins.







# Who's Out of Step?

Like most human and/or political endeavors, urban renewal has a highly vocal segment of the population as proponents and equally vocal, and equally small segment of opponents. Very few people know anything, good or bad, about urban renewal. Emotion rather than reason generates literature, propaganda, and demonstrations. Unfortunately, too many people go along with one of Damon Runyon's "characters" who said, "Personally, *everything* is 6 to 5 against." In other words, if I don't need it tomorrow, and I've lived this long without it, I can probably live a while longer without it, and like Scarlett, "I can think about that tomorrow." Louisiana's tomorrow was several years ago.

An objective evaluation of urban renewal, as legislation, can only indicate that it is a *tool* for community use, and as such provides no panaceas nor penalties. A useful tool such as a knife can be used to carve your steak or your wife's lover, but no one seriously proposes outlawing knives just because they are used for unlawful, imprudent, and anti-social purposes. There are those who believe that urban renewal has been used imprudently, and some believe that it has been used anti-socially, but these mistakes are those of community utilization not inherent faults in the legislation. These remarks are hopefully directed to the vast body of the electorate that has not had sufficient time or interest to inform itself on urban renewal.

As briefly and as simply as possible, I shall attempt to;

1. Explain the legislation.
2. Show how it has been used.
3. And, point out its benefits for Louisiana.

## 1. THE LEGISLATION

The U. S. has had slum clearance legislation since 1937 with the major emphasis on providing better housing for all of its citizens. After World War II, a disenchantment with the public housing kind of slum clearance set in, not so much because of its unpopularity as a housing program, but because it was becoming abundantly clear that it would never rebuild the neighborhoods that had deteriorated during the ten years of depression and five years of war. In 1949, the Taft-Ellender-Wagner Bill expanded the goals of the housing act. The major emphasis was still on housing and the neighborhood, but it also contained the seeds of urban redevelopment. Over half of each project developed under this act, had to be for residential purposes, but that allowed some leeway for other types of facilities.

In response to many criticisms—poverty displacement, reduction of housing, blight outpacing redevelopment, but mainly the continued unplanned development of cities, with weak or nonexistent housing codes and little or no enforcement, the Housing Act was amended in 1954. The major innovation of this legislation was the promulgation of the *Workable Program*, but it also allowed for at least 10% of a project to be developed for non-residential use. The workable program required that each applicant fulfill the following seven requirements:

4. Administrative organization adequate to an all out attack on slums and blight.
5. A responsible program for relocation of displaced families.
6. Citizen participation in the entire program.
7. Adequate financial resources for carrying out the programs.

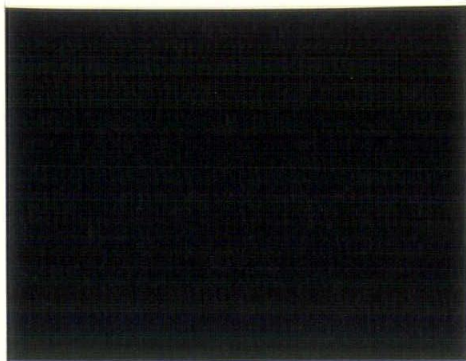
These requirements are theoretically desirable but compliance is practically impossible to evaluate. It might be pointed out that most grants from the Department of Housing and Urban Development, whether related to urban renewal or not, are predicated on an acceptable workable program. The continued emphasis on housing, in this act, forced a greater commitment to public housing for relocation, which pleased few communities and even fewer relocatees.

Increasing concern for the many problems of the city, especially the deteriorating urban core with the resulting loss in taxes, necessitated changes in the act. The augmented program of 1961 allowed for total community renewal programs and an increase in the non-residential allowance to 30% of total grant funds (if you consider that 49% of "predominately residential" can in fact, be devoted to non-residential purposes, then up to 64% of the program can be used to renew commercial or what have you.)

1. Adequate codes and ordinances for structure and use, adequately enforced.
2. A comprehensive community plan for land use and public capital development.
3. Neighborhood analysis for the determination of blight.

Federal urban renewal grants are usually for two-thirds of the net project cost, but in some instances may go as high as three-quarters. Depending on interpretation and the nature of the capital improvements furnished by the community, it is possible for the city to put up as little as 14% of a project in cash. For this assistance, the com-





munity must certify that it cannot carry out its urban renewal plans with local resources alone; must adopt and have certified by HUD, a workable program for community improvement; must have a feasible plan for the relocation of families and individuals displaced as a result of governmental action into decent, safe, and sanitary housing at prices or rental within their means; and the renewal project must conform to a general plan for the development of the community as a whole. No fair minded person could quibble with these stipulations for they should be a part of every city's policy whether they need urban renewal funds or not. We must keep in mind that no one forces a community into this program, in fact, the program insists that the applicant do a great deal for itself before it seeks assistance. It is incomprehensible that Louisiana cannot trust its individual communities to make their own decisions pertaining to their own development.

## 2. HOW URBAN RENEWAL HAS BEEN USED

Hundreds of cities throughout the U.S. have found, at the very least, hope for their future by utilizing concepts and funds from the urban renewal program—Boston has a 3.6 billion dollar program, New York, 3 billion; Pittsburgh, 633 million; Houston, 322 million; Dallas, 120 million; etc. Obviously federal funds will not pay for all of this, in fact, in some of these projects, no federal funds will be used, but the return to the community will be tremendous, not only in terms of a better environment, but in hard, cold tax dollars that are so desperately needed for the services the citizens demand.

All of us have seen block after block of cleared land in the center of cities (Minneapolis is a good example) that looks as if they had just tidied-up after a nuclear explosion, and wonder if the new development could compensate for this desolation. It has in most cases;

not always the best social answer, but in practically every case, an improvement over what it has replaced. The fallibility of man is well known, and these are the works of man.

Some believe the use of eminent domain for private development strikes at the heart of democracy and yet, the same people decry the use of federal funds as an usurpation of local rights. The fact is that no one can develop anything without public participation in providing needed services, consequently the community has a vested interest in how it will spend its money.

One of the most amusing stories concerning urban renewal involved a small town in Texas. It had been an oil boom town during the 20's but steadily declined thereafter. Several years ago, an energetic mayor was elected to office and proceeded to initiate a renaissance with urban renewal funds. The development necessitated buying some private property, but far from fighting condemnation, the owners gratefully sold their property and promptly moved to Ft. Worth. The only reason they had stayed in town was the lack of buyers for their property. The Mayor lamented that they would probably have the "most beautiful town in the world without people." Few people are happy about their property being taken for community improvement, but there are fewer still who do not gain by the act.

One of the most understanding uses of urban renewal funds for housing has been made in several cities. These communities have purchased substandard homes, modernized and refurnished them, upgraded neighborhood facilities and then sold the houses back to the original owners. Low interest rates and long terms allow these people to participate in their own salvation in a location which they know and in which they feel comfortable.

Criticism has been made of projects that replace slums with middle income housing, yet any net increase in housing benefits all, for the houses vacated by one group become available for the next. In fact, some experts believe that the first effort in housing should be middle income housing for people with few choices. Be-that-as-it-may, no one could condone a program that eliminates housing, no matter what its conditions, unless suitable replacements are provided.

Central city commercial redevelopment also comes in for its lumps, for many

people believe it to be subsidizing downtown in a fight against shopping centers. If true at all, it is only in a limited sense, for both are vital to a viable community. The impact of rapid tax loss in the central business district uncompensated by rises elsewhere, cripples a city's economy. It is important for the community to see that all of its organs are healthy because of their interdependence.

Many communities are finding new purpose, new direction, and new life for their citizens through many kinds of programs. Urban renewal is only one of many tools used to effect these changes, but no city can afford to eliminate any resource for its rejuvenation—Louisiana cities not excepted.

## 3. WHY FOR LOUISIANA

Louisiana has urban renewal. Any community may utilize this program, if the resulting development is for public use such as city halls, fire stations, auditoriums, even public housing, but condemnation for resale for private development is prohibited. This lack is debilitating in many ways but chief among these is the inability to stimulate private money in development. Quite often the task of assembling a developable parcel of land is so time consuming and costly that the entrepreneur gives up. A large new building is now under construction in Baton Rouge. It undoubtedly would already be on the tax roles for thousands of dollars a year if they had not been forced to spend months in negotiating with many owners (many absentee).

The developers needed no public funds, just the use of public prerogatives, to benefit themselves and the city. The owners would have received just compensation, perhaps even more than they did through negotiation, and the city would have profited not only from earlier assessment, but also from a more productive use of its land.

The legislation proposed for Louisiana lets each community decide for itself whether it can benefit from urban renewal. It seems only reasonable that each city knows more about its problems than it does about its neighbors, so why should any community wish to deny home rule to another? Permission is not coercion.

Reasonable modesty should at least make our legislators think twice about who is out of step, when forty-nine out of fifty states welcome and use a program, and the fiftieth cannot.



# THE ARCHITECT



# Where the Action Is

This is an exciting time for the architect or the young person aspiring to the profession of architecture. It is evident that the architect of today is enjoying a position of growing importance in our society. Because countless books, magazines and periodicals are alerting the public to the need of a vastly improved urban environment, the element of planning through the talents of the architect emphasizes the open door of challenge and opportunity in the field of architecture.

Nothing stirs society quite so violently as the eleventh hour imperative. Our urban centers are now at the dry rot stage — physically, aesthetically and spiritually. When the fact that 75 percent of our population now crowding into the urban centers is coupled to the idea that in the next 40 years more buildings must be erected than in all our past history, the architect is certainly the guardian of the urban stage. He is, to some degree, the social engineer of the future. He must cure the urban abrasives of noise, filth and unsafe streets which have prompted deep and serious questioning of municipal centers.

Life Magazine, in its April 21, 1967, issue said of the widespread questioning affecting our social, political and spiritual environment:

"There is other evidence that the outward forms of American civilization conceal an inner restlessness and loss of faith in the old truths once held self-evident."

A new term is now employed to describe the illnesses affecting our cities. Urban pathology is a "science" used in diagnosing such illnesses. We recognize, of course, there are disputes in handling the dilemma. Should financing be initiated by the federal government or proceed from local government or industry? There are many problems of uninvestigated complexity surrounding the situation all in tangent to the

practicing architect in his relationship to society.

While the reliance of this and tomorrow's generation upon the architect may seem exaggerated, we can state that the floodtide of business for the architect is now willing. Statistics bear this out. Common sense bears it out. The tide of human history has accelerated over the centuries and the millennia until, at last in our own day, it has reached a point of culmination. The need for professional services has proportionately increased — and that emphatically includes the architect.

Human population increased slowly over tens of thousands of years. But the rate of increase goes steadily up, until in our time the curve that describes it suddenly approaches the vertical. This is evidenced in other areas such as energy, transportation, weaponry, communication, medicine and the health sciences, and in a world-view of man rather than the parochial and narrow approach.

A planet suffering a population explosion cannot permit a simple-minded approach to its problems because of man's advances and, in equal or greater ratio, new and strange problems. In an era of automation, specialization and diversification, our basically bureaucratic society has escaped the puritanical dislike for intellectuals. (Bureaucracy's distrust of the same brain power criticism is another matter, however.) Indeed, when we are ill with a skin ailment, we consult a dermatologist, and, in like fashion, when our institutions, our urban centers, or our great corporations require functional and aesthetic expertise, the architect is consulted.

This is the ongoing process of creating from the outdated environment of another age a tableau of accomplishment for the generations of today and tomorrow.

"Indigenous architecture had provided a heritage and an ideal beyond the generation of its originators. It typically represents infinite variations within a consistent order and framework, warranting our particular focus and re-examination because, in our complex and multilateral society, we need to encompass infinite variations within a strong, consistent ordering framework. Variations which are translated into physical form." ("Our Unpretentious Past," AIA Journal, November 1965.) We can see that the expertise and advice of the architect will be used more and more in the planning process within our urban areas. At present, urban leadership lacks the fiscal and administrative devices to alleviate the sicknesses of our cities.

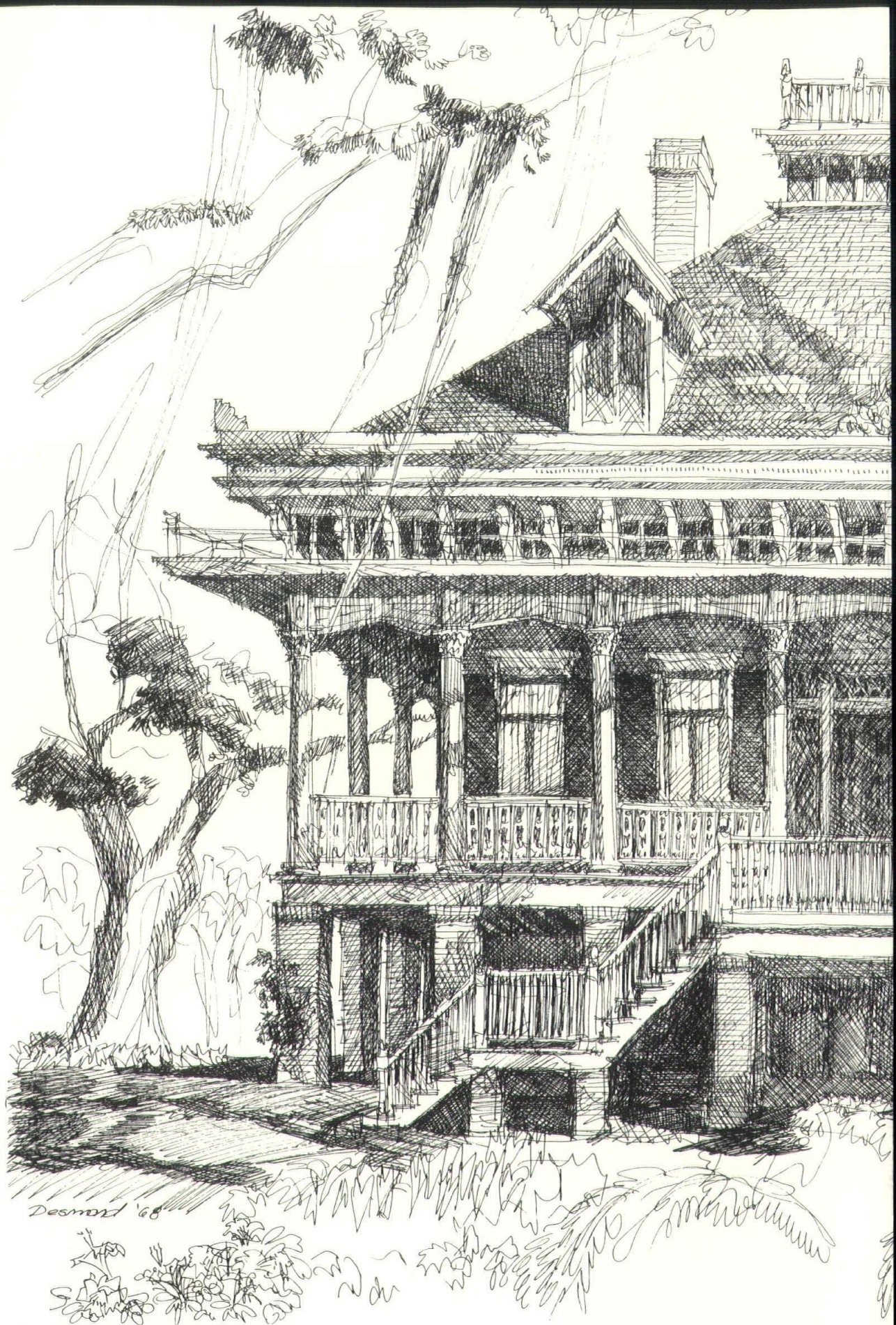
This constitutes a challenge to the architect of today and tomorrow. The architect can enable state and local government to assume primary responsibility in the conduct of urban affairs. Of course, it remains a moot question as to financing formulas, whether or not monetary resources should extend from the federal government, the local and state government or from traditional matching arrangements.

The mood and temper of human activity are directly affected by the imaginative and creative interest of the architect in conceiving a sane and reasonable answer to the urban problem. One can forecast myriad effects upon the conduct of individual in a vastly improved environment.

Planned space, the forte of the architect, places his considerable skills where the action is. When it is evident that an infinite amount of action is required, one can readily understand why architecture is an exciting profession and can admire and respect those dedicated to its challenge.

—(Ky. Architect)

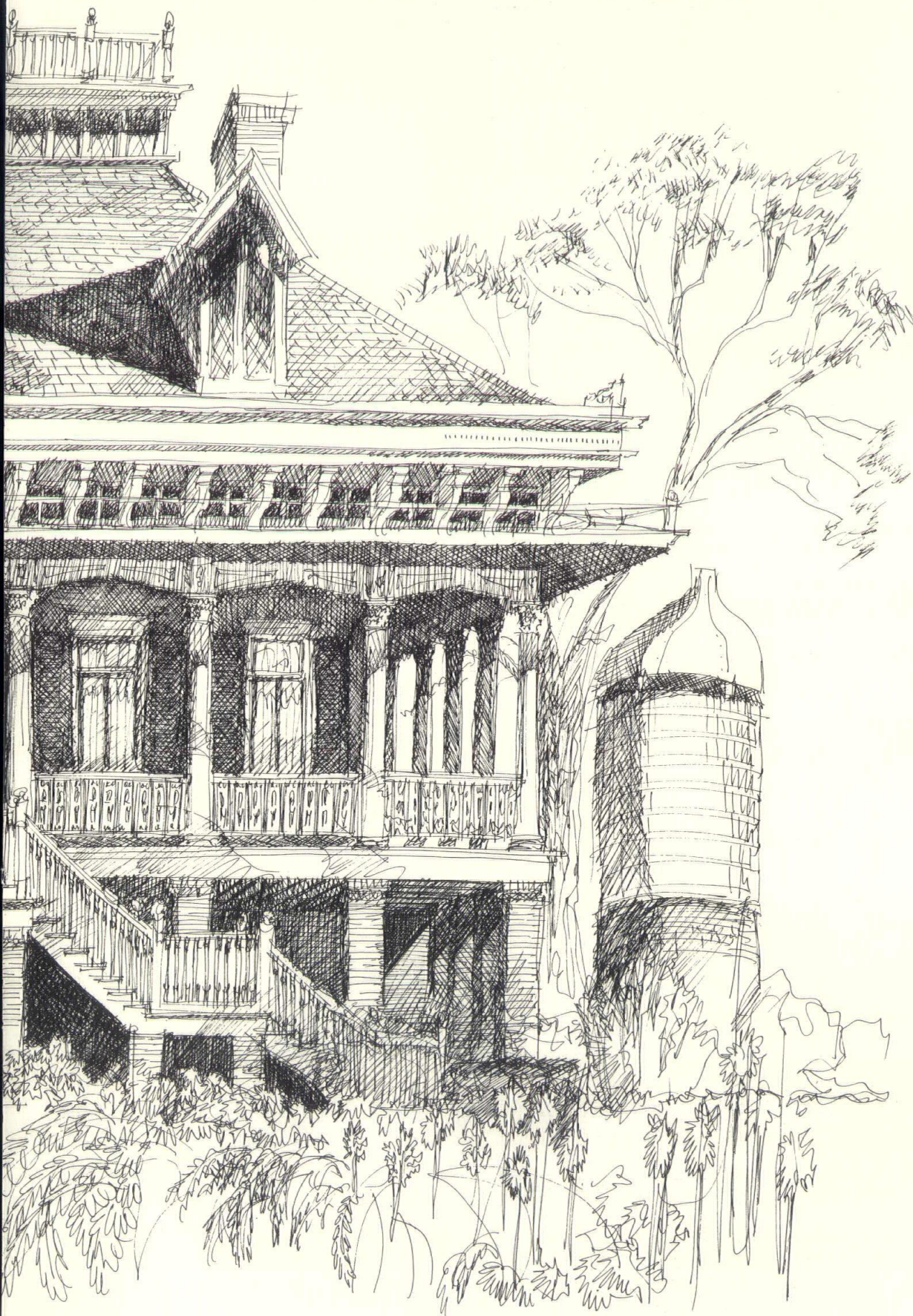




**SAN FRANCISCO—Lutcher, Louisiana**

This improbable assemblage of Gothic, Classic and miscellaneous Victorian architectural elements is Louisiana's best known fantasy in architecture. Somehow it hangs together as a work of art with a strong sculptural quality that is prologue to LaTourette and its heavy browed descendants now familiar in contemporary architecture. The brow in this case contains what was to be an incomparable ball-room lit from a central skylight.

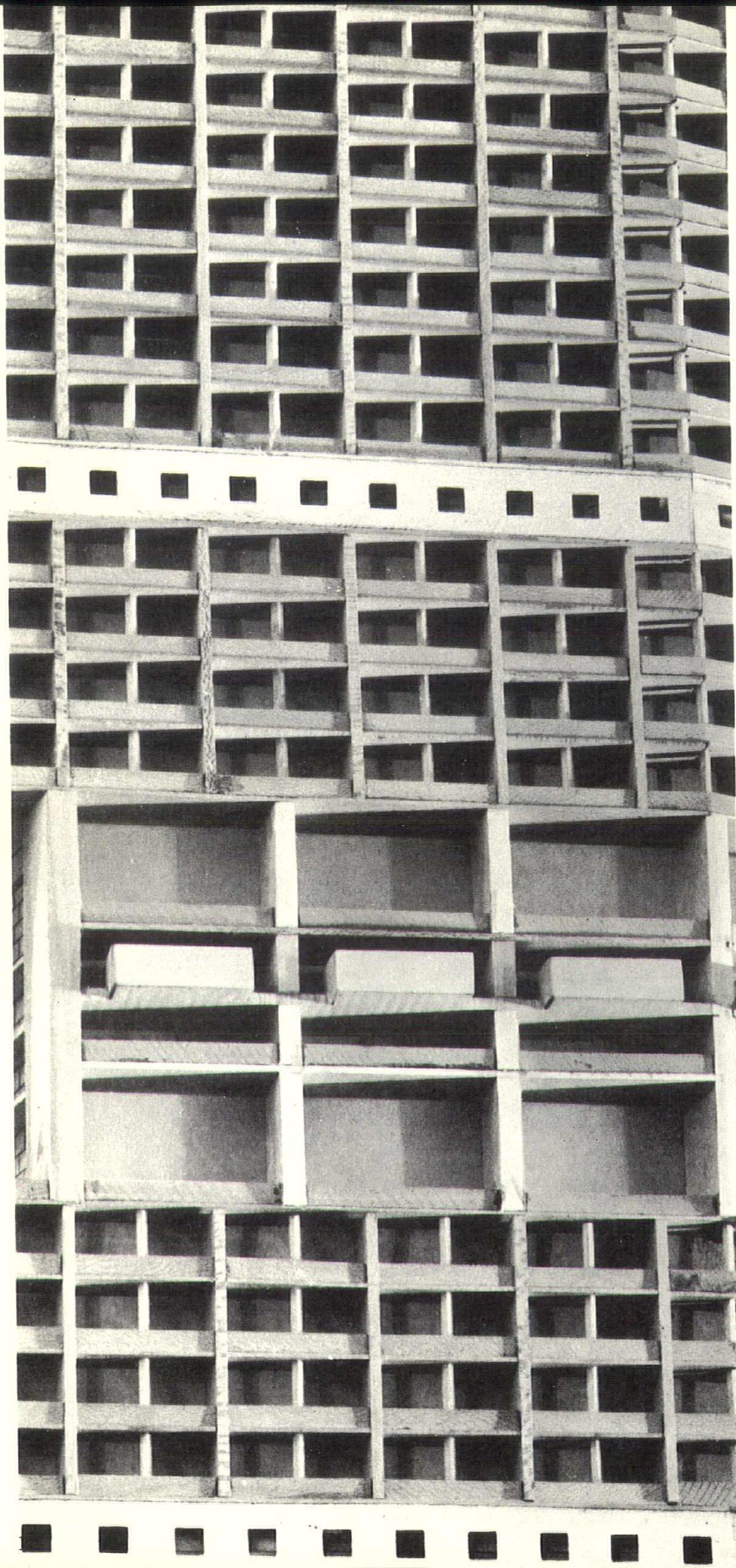




The main floor contains some well preserved rooms with original frescoes on cypress by Dominique Canova. The building is a monument to the vision and optimism of Mr. Valsin Marmillion. However, Mr. Marmillion's enthusiasm was apparently fatal — he died before its completion in 1850 after he had given it a lasting name SAINT FRUSQUIN — meaning "my all." It is now occupied and restored by Mr. and Mrs. Clark Thompson.

—JOHN DESMOND, F.A.I.A.





There is evidence that the United States stands today near, or at, a road junction in housing. The major events which have conspired to bring us here might be described as urban revolution and suburban evolution. A large segment of the population of our cities has violently demonstrated its antipathy and contempt for its surroundings. A growing segment of our suburban population is exhibiting a deepening dissatisfaction with the quality of its environment. The public housing programs of the nation which date from the great depression no longer seem pertinent to an entirely new problem.

The private housing industry, supported by government programs designed to provide minimum standards and maximum quantity, is being forced to adjust to public demands for quality.

The nation will not be able to continue for much longer down the road it has been traveling—it must soon choose a new route. The evidence of imminent change is mounting. The private hous-

## Rediscovering

ing industry is obviously restive, and both the Federal and local governments are exploring new approaches to public housing. The staff at national AIA headquarters has noted a significant fact: the first session of the 90th Congress has initiated a quantity of housing legislation unmatched except in the period immediately following World War II when American soldiers returned home to find a critical housing shortage. Under those earlier conditions, the Congress and the Federal government embarked this country on a housing *quantity course*. That course, I believe, has just about been run, but a new course has not yet been plotted.

In this situation, the architectural profession has both opportunity and responsibility.

We have the chance to influence the new course—to see that it does not represent an unhappy choice between quantity and quality, but provides both—to see that it incorporates those good environmental solutions we have learned so painfully—to see to it that the new course fully involves architects and other design professionals. We have the responsibility of fitting ourselves to the housing task—and of making our skills and knowledge more widely available to the American public.



There is a great deal to be accomplished before we can seize this opportunity, or discharge this duty. The contemporary record of the architectural profession in housing only shows how far we have to go. A writer in an architectural publication estimated that architects provide professional services for less than one per cent of the single-family homes built. Nothing will be gained by arguing the reasons for this situation—by attempting to blame the home builder for not *wanting* to work with architects, or by accusing the public of indifference to what we can contribute. These are our problems, too, and the fact remains that our profession has not had an influence on American housing commensurate with its abilities. Yet I doubt that I could find in this audience a single architect who would dispute the statement that the home is man's most "immediate," and therefore most important, environment.

It may sound like a form of boasting criticism for an architect to say it, but

case of over-reaction, the essentially urban nature of suburbia was ignored and rural patterns of housing were imposed. Much of suburbia today gives one the visual impression that we have regarded it as an extension of the city.

Architects did not foster this illusion, but we must share some of the blame for allowing it to flourish.

The illusion contained tragic seeds. Suburbia was built in a fashion that often prevented the orderly growth and development of cities when it should have facilitated such changes. Furthermore, suburban housing wasted and despoiled land and landscapes. Just as tragically, the repetitive, deadening pattern of suburban housing failed to provide a sense of community, of identity. In many cases, we built good houses, only to plunk them down on postage-stamp lots that provided no kind of privacy, and put them in mass housing tracts that were absolutely devoid of community amenities. At the same time, in order to somehow hold

These movements offer additional hope—they involve architects in a basic and major way. In the one instance, a new and different kind of private client makes it possible for architects to attempt design solutions that have housing as a primary consideration. In the other instance, public clients with a new understanding of the needs of our cities make the same thing possible.

There is hope, therefore, that we approach our new road junction in housing armed with workable design ideas to improve our environment, and with the skills and talent to put these ideas into effect. It is vital, however, that architects, acting as individuals as well as collectively through the Institute, work to insure that government programs enacted at all levels do not foreclose the possibility of improving the quality of our housing—that they, in fact, open the door to good design.

To this end, the AIA must make a basic reappraisal of its policies on housing and issue statements that will inform

## the Vital Difference

By ROBERT L. DURHAM, FAIA,  
*President, The American Institute of Architects*

I believe that the consequences of my profession's isolation from housing have been enormously destructive. They may well include the decay of city centers and the physical and visual pollution of entire regions of the nation.

To be understood, cities must first of all be examined in terms of housing, and in these terms America's cities have to be judged harshly. As residences, our cities today are largely populated by the socially or economically unwanted who live there because they have no choice.

The simple fact is that this happened because most of those who had a choice, chose to leave. They didn't leave the city just because it was possible to do so—because they had an automobile and a road on which to run it. The middle class deserted the city because it was, for middle class Americans, already an unsatisfactory place to live. There places were taken by the disadvantaged, and the shortcomings of the city as a place to live were exacerbated by poverty and social isolation until today's intolerable conditions resulted.

But the middle class, in rushing to suburbia for the greenery and space it could not get in the city, lost something with which it had no intention of parting, or, perhaps more accurately, did not know that it valued. In a classic

the rigidly differentiated city center and suburbia together, it became necessary to spend billions of dollars on new highways that blighted the landscape while providing an increasingly unsatisfying answer to an unnecessary problem.

This bleak picture of our nation's housing "mess" can in some small way be relieved, however, by one fact: we—the architectural and other design professions, and to a degree the American public—have learned something from the experiences of the past two decades. We have rediscovered something which was well known to the people who first settled and built this nation — that there is a vital difference between a house and a home: we have rediscovered the necessity of community.

I believe we have also learned that suburbia *is* the city, and that only when city and suburb are ecologically unified can either of them be healthy.

Because we have learned, or are beginning to learn, these things, I find the outlook to be hopeful. The "new town" and "planned community" movements on the one hand, and some outstanding urban redevelopment projects on the other, are favorable signs. Both attempt to do essentially the same thing—to fuse, or synthesize, a lively urban community with the suburban attributes of greenness and open space.

the public and legislators of the profession's stand. We owe it to the people of our nation, and to the members of all legislative bodies who will be considering housing problems in the near future, to offer carefully conceived and positive advice and counsel. At the same time, we must intensify our efforts to inform the public of the elements and benefits of good community design.

I feel that it is highly important for the profession to serve public notice that it is interested in housing, and is prepared to involve itself. It is high time, I believe, for us to make it easier for individuals to obtain architectural consulting services on housing matters. We must continue to insist that it is preferable for a client to put an architect in control of the design process.

At the same time, we have a public responsibility to see that home owners and home builders who cannot afford, or do not wish to use, full architectural design services, but would like to benefit from architectural consultation, can do so. In brief, we must recognize our duty to the architectural out-patient.

The chapter organizations of AIA can be of service in this matter. I would like to see each chapter maintain a list of its members who are willing to provide such consultation, so that any individual who has a building problem



can get professional advice. Fees to be charged for this kind of consultation obviously would have to be tailored to fit the client. It is one thing to spend an hour discussing a home improvement with an individual. It's another matter entirely to spend the same amount of time discussing with a home builder or businessman a land development problem. This is not, however, the kind of difficulty that should make us hold back our services from the public.

Before we have reached that point in time when a new housing route for the nation must be chosen, or else forced upon us, architects must also apply themselves to exploring the potentialities of the multi-disciplinary team in community design, and the systems approach to design and building. If we are to use these new and promising tools, we must first be able to "sell" them to both public and private clients. We must be able to convince the client that housing inevitably involves such diverse elements as economic planning, transportation engineering, and commercial and industrial development—and we must show the client that the multi-disciplinary team furnishes the broad professional competence needed to deal with all of them. The systems approach may make it possible for us to radically alter the design and construction of housing — in particular low-cost housing. It may significantly advance the ability of architects to design balanced communities that will include homes, schools, and recreational, commercial and industrial facilities.

It is clear, I believe, that we have much work to do if the profession is to be able to take advantage of developing opportunities in housing. I would not, however, have any architect feel that in undertaking this work we are preparing for a short campaign. Architects are by their nature opposed to "crash" programs. Housing problems that have accumulated over two decades will not be swept away overnight, no matter how new the broom or how skillful the sweeper.

If we reach the road junction in housing and take the correct route—the one that leads toward the development of a satisfying environment for our people—the job will only have begun. Each step along that route may be difficult, and perhaps painful. But the burdens that are unbearable when you walk down the wrong road can seem light when you're headed in the right direction.



# Urban Catas tro phe

By CLARE BOOTHE LUCE

EDITOR'S NOTE: *Delivered at the Fourteenth Annual Conference, Western Mountain Region, A.I.A.*

This is the second important conference which, as a layman, I have had the honor to attend this month.

The first conference was called by Governor Burns of Hawaii on the lovely island of Kauai for the purpose of exploring what possible part the newest state in the Union might play in the fields of Astronautics and Oceanography in man's conquest of outer and inner space.

The theme of your conference is "the need to *change* our environment." The theme of the 300 scientists and technologists who attended Governor Burns' conference was "the desire to *leave* our environment."

Permit me to tell you about a few informal conversational exchanges that took place during that conference. It seems to me that they may have some relevance to your deliberations here.

The first conversation was very brief. It occurred when I arrived ten minutes late at the conferences' lunch. As I slipped into my place, which was between a National Space Administration scientist and a Hawaiian State legislator, I murmured my excuse. "Sorry to be late," I said, "I was waiting for a message from Mars." "Did it come through?" the scientist inquired. I replied that it had. Whereupon he and the legislator resumed their interrupted conversation.

Was I being facetious about that "waiting for a message from Mars" bit? Or was it, perhaps, the accepted euphemism in scientific circles for saying that one was detained because one had "to see a Chinaman about buying a dog"? Not at all. I *was* waiting for a message from Mars. And it *did* come through.

At this point, any constructive solution that the scientist might have had to offer was interrupted by the luncheon speaker. This was Astronaut Walter Cunningham. He described, step by step, how the seemingly insuperable problem of a manned moon fall is being solved. With the aid of slides and movies, he showed his audience how—before three more years have run their course—three Americans will (hopefully) put down safely on that cold distant planet. And, of course, he showed us colored movies of Astronaut Cooper's fantastic walk in space—which most of you saw on TV or—I hope—in *Life Magazine*.

As you all know, the unmanned U. S. satellite Mariner IV is now in orbit around Mars, 190 million miles away. At regular intervals our Space Administration sends Mariner IV a signal which takes 17½ minutes to reach the



craft. It seems that Mariner IV then emits some sort of beep or ping, which is received back on earth just 17½ minutes later. Now Dr. William H. Pickering, Director of the Jet Propulsion Laboratory, responsible for unmanned exploration of the moon, the planets, and interplanetary space, was one of the conferees in Hawaii. It is Dr. Pickering's habit, when traveling, to telephone Washington each morning to be sure that his astral baby is winging along, singing its song, in the vast uninhabited reaches of our solar system.

Together with several journalists, I was waiting before luncheon with Dr. Pickering in his room for the completion of his telephone call to Washington. In passing, this took almost as long to come through as it did for Mariner IV's Martian signal to reach earth. Now let us return to the conversation between the scientist and the Hawaiian legislator which my message from Mars passage had interrupted.

The legislator was wondering what—on earth—Hawaii could do about the mounting — indeed mountainous — problem of its automobile junkyards. Some 600,000 tourists are now arriving annually on the islands. The Chamber of Commerce projects one-and-a-half million tourists annually in another decade. The population of Hawaii is expanding even more rapidly than in the mainland states. Consequently, every year thousands of new automobiles are landed on the relatively small island of Oahu. And, of course, thousands of old cars are left in junkyards by the roadsides. The legislator said that the islands could not use or export these mechanical corpses for scrap. They could not even be dropped into the sea, because there are no cliffs on Oahu to push them off of. And they could not be buried, burned or melted down.—But, he said, some way of disposing of the automobile graveyards must be found, or the Hawaiian roadside, once the loveliest on all God's earth, would soon be obliterated by junk.

And now the second episode from the Governor's conference on Oceanography and Astronautics: A scientist-submariner, describing the progress made in underwater exploration and research, said it was only a question of time before men could comfortably live and work at great depths under the ocean. Then he happened to remark that the aquanauts who had just completed their thirty-day underwater stint in the Navy's Sea Lab off San Diego had been breathing far purer air than their families were breathing topside. "Making fine air with proper mixtures of oxygen, helium and other inert gases

is just about one of the easiest things science can do," he said.

And the third conversation. An astronautical engineer, discussing our projected space flights happened to mention that the new Moon Port at Cape Kennedy is the largest building in the world — larger than the Pentagon and Chicago Merchandise Mart combined.

The Vehicle Assembly Building, or VAB as it is called, was designed by a 300-man design team. It is probably the first great building in the world which was deliberately designed to avoid any proportional relation to the human figure. Its design scale was based not on the human form, but on a Saturn V vehicle. Each of its four doors are large enough to move the United Nations building through it without knocking a brick. An inhuman structure created for non-human occupants, it naturally has no windows. The scientist who described it said, "I sometimes wonder if our civilization were wiped out by a nuclear war, what archeologists, say, in the year 3000, would make of its ruins?"

Another conferee said, laughingly: "East! Throughout history mankind's biggest buildings have always been their places of worship. So the archeologists would probably say that VAB was a 20th Century cathedral. And if there were also the ruins of a Saturn V still standing, they would say that it was either the Great Idol worshipped by the American people or their image of God. Of course, it would be a natural mistake."

An Australian scientist said dryly "Why do you say that would be a mistake?" "Don't Americans idolize their machines? Hasn't technological progress become your religion? Wouldn't you admit that most Americans believe today that man was made for the machine, and not the machine for man?" And now, the last conversation. This was with a computer engineer. He made the rather obvious remark that we are all living through the greatest revolution in the history of mankind—the Scientific and Technological Revolution that began during World War II, and is proceeding at an ever-accelerating pace. "Our computers show," he said, "that the rate of scientific discovery and technological progress will be sixteen times greater every year than the year before. There is literally almost nothing," he said, "that our test tubes and computerized — or cybernated machines will not be able to do before this century is ended. We need only to program our goals. They can build us magnificent new cities — or they can blow up the world. Or they can continue the way they are doing. For example," he said, "if we go on

permitting our machines or 'industrialization' to ruin our cities, we must expect that each year our cities will become 16 times uglier, dirtier, noisier and more unhealthy, physically, morally, spiritually, than they were the year before. Our machines are simply slaves. They don't decide, we decide what we want them to do."

I am bewildered by the paradox presented by a nation that can land on the moon, orbit satellites 190 million miles from earth, but can't find a way to rid its own landscape of broken down automobiles. We are baffled by a civilization that can easily make pure air—and water—for men who wish to live under the ocean, but provides its own city dwellers only with air full of carcinogenic substances and with polluted water; that has the will to see men walking safely in vast uninhabited space, but does not have the will to insist that our children should walk safely through our parks or even to see that they have parks; that can build machines with 250 million horsepower thrusts to send missiles orbiting the globe, but cannot clean out its own slums or build a plaza in a city like this; that spends billions to make space travel safe for a handful of men, but has killed in one decade on its highways more young people than we have lost in all our country's wars. And what shall be said of a culture whose greatest, or rather largest, feat of architecture is not a cathedral, a government house, or even a university or a center of the arts, but a building to shelter machines for hurling a handful of men out of this world?

I am frightened by the fantastic rate of scientific progress we are now able to make, when it seems to be hopelessly coupled with our diminishing capacity to provide our citizens with decent homes in decent cities, in which our people can decently live, move, work and cultivate their minds and spirits. And now let me mention a third conference — the annual convention of the American Institute of Architects which, joined together with the Pan American Congress of Architects, met last spring in Washington. As so many of you who attended that conference remember, the prevalent note was one of profound alarm, if not hopelessness.

Phrases like "the urban crisis," the "catastrophe of the cities," "the metropolitan mess," the "nightmare of Megalopolis," abounded in the papers which were read by distinguished architects at that conference. It remained, of course, for Lewis Mumford, today's best known critic on man's environment, to put his finger on the root cause of the uglification of America—man's slavery to his slave,



the machine. "One component of the New World promise, the machine," he said, "has become dominant, and has replaced human choice, variety, autonomy and cultural complexity with its own kind of uniformity and automation. The result is an urban environment that is both biologically and culturally deficient." And he made this devastating comment about our ugly cities: "Only one thing need be said about such cities: those who have a free economic choice are constantly moving out of them, although they must sacrifice the social facilities of the city in order to ensure—all too temporarily—a better biological environment."

Here, let me get down to cases. Take Phoenix. No city of a similar size in the United States has more cultural advantages to offer its citizens. But it would be nonsense to pretend that Phoenix offers its residents better theatre, better music, better art galleries, better restaurants, better shops, or a wider range of intellectual contacts or cultural choices than New York, Philadelphia or Chicago. No one ever left New York to settle here because Phoenix offered *more* social facilities. Why then *do* so many people come from the great cities of the East to Phoenix—or rather, why have they come up to now?

Let me tell you a little story: About a month ago I got into a New York taxi. I asked the cab driver who he thought was going to win the election for mayor. He responded that he couldn't care less, that New York was going down the drain anyway, and that he had been saving up for five years so he could get out of this 'lousy city.' "My wife just can't stand the dirt and noise no more," he said. "Jim, she says to me a couple years ago, 'we ain't seen the stars since when I can't remember. Every winter the kids come in covered with mud, which is what snow here is now.' She, my wife, is scared to walk to the movies at night. And me," he said, "all day long I crawl, two miles an hour, in the traffic. Always I'm breathing them fumes from the car in front. I never see nothing but buildings, like they are prison walls. I got maybe ten more good years. I want to see the sun and stars, and something green besides giant peas on a billboard, before I die."

Where was he going, I asked. He said: "First, I thought about Los Angeles. Then I learn it's bumper to bumper out there, too, and the air's so rotten, your eyes smart half the time . . . so I'm heading for Phoenix. A lot of guys like me have gone there . . ."

I put in one objection. "Suppose," I said, "you can't find a job in Phoenix?"

He laughed bitterly. "So okay, I'll go on relief, so long as I can live in a city that ain't just one great big pigsty in a garage."

The question is, of course, how long will it be before Phoenix also goes down the drain? What His Honor, the Mayor, has told you in his welcoming comments is true. We have some fine buildings here. We have one or two beautiful avenues. We have plenty of space left to build in, and the smog over Phoenix is still not so bad that you don't see the sun. But we are losing the battle.

By the way, the mayor did not tell you to take a drive down Camelback Road where you will not be able to see the mountains for the billboards all along the way. There are a couple of other streets that the mayor didn't tell you to go down. Nor did he tell you that there is no place in this young, thriving, vigorous city where people can meet their friends; no plaza—gosh, how simple, how easy it ought to be to give a heart to Phoenix.

Well, it's still a place where people will come to get away from the growing ugliness in the great cities. But if it wishes to reverse its downward trend, it'll have to work much harder and get a lot more help than it has from previous mayors, present mayors or future mayors if they follow the same pattern. Otherwise it's going to turn into an urban wasteland in a decade. And that taxi driver's kids, by the time they are grown, will be looking in their turn for a city fit to live in.

All right. And who is to blame for what has happened to New York and is likely to happen to Phoenix? Are you architects, for example, to blame?

There are, I am told by my good friend Ed Stone, 20,000 registered architects in the USA, or one to over 100,000 of our citizens. Can these small numbers, this tiny minority be held responsible for the Urban Crisis? Would America look any different today if every A.I.A. member were a Frank Lloyd Wright, an Ed Stone, a Corbusier? Probably not. Like everyone else, the architect has a living to make. And his clients, except in the rarest cases, are first and foremost concerned with costs, secondly with functionalism, but last and least with esthetics or art.

The architect deplores perhaps more than any other citizen in our community the way every landscape is being turned into an urbanoid shanty town, sliced through by multi-laned motorways, parking lots, and clover-leaves, garnished with rubbish dumps, hideous billboards, auto cemeteries. Who suffers more than the architect when he views the Levittowns, the ant hill housing development, the series of

faceless, impersonal buildings that can be anything from office buildings, banks, post offices, medical centers, hospitals, to prisons, warehouses, or crematories?

No one knows better than the architect what, for example, man's schizophrenic attitude towards his machines has done to domestic architecture. He knows how impossible it is to design an attractive, dignified house if it must be entered by a two or three car garage, or a beautiful interior if it must be centered around a dish washer, laundromat, frigidaire, deep freeze and range. It is not the architect's fault if man has begun to live not only with and for, but inside his machines.

And certainly no group of men in all America would cheer more lustily for city planning than our architects. No, they are not to blame.

Who then is to blame? Our gutless politicians? Our blind mayors and governors? Our greedy "interest" groups? Our "fast buck" real estate promoters? Our supine, vulgar, insensitive citizenry? Everybody, or nobody? To say either, is to say that nothing can be done. But what else is there to say?

At this point, I might do well to paraphrase G. K. Chesterton and let it go at that:

"I tell you naught for your comfort,  
Yea, naught for your desire,  
Save that the sky grows darker yet  
And the sewerage rises higher.  
And smog shall be thrice smog  
over you,  
And the roads an asphalt cope.  
Can ye design without joy?  
Can ye blueprint without hope?

And yet, and yet, as my computer-engineer friend in Hawaii pointed out: *We are free men. We are not doomed to be the slaves of our slave machines.* Moreover, we know—if you will forgive the phrase—in our very *guts*, what the end will be if we do not soon take control of our machines, take command like free men of the Scientific and Technological Revolution. We will, in the end, witness the most complete and devastating piece of slum clearance, if not urban renewal, ever known in mankind's history: the atomic holocaust.

We know we cannot accept that solution to our Urban Crisis.

We know that, whatever the sacrifices, whatever the costs, all Americans must begin *now* to plan, save, renew and rebuild their cities.

Who in this area is best qualified to deal with this planning? Of course, *you* are. You are not responsible for the Urban Crisis. But precisely because, as architects, you are more



keenly aware of it than any others, you must be willing to *take* responsibility.

You must become revolutionaries: write books, brochures, manifestos, button-hole businessmen, harangue mayors and legislators, argue with industrialists, take to any platform that offers itself to convert and persuade your fellow citizen to action.

You will, I believe, find powerful friends in your communities who will be glad to join hands with you.

I have not yet mentioned the Phoenix Valley Beautiful Citizens Council or Operation LEAP (Leadership and Education for Phoenix). The farsighted and valiant men and women who have formed and joined these organizations are dedicated to saving the valley of the Sun. But the members of the Valley Beautiful Council and LEAP are far too intelligent to wish me to pretend, or to pretend to themselves, that they can do more than to be a pair of Dutch thumbs in the dike. Alone, they cannot repair the dam. They need tools to work with. These tools can only be given to them by intelligent legislators, and an enlightened and informed citizenry.

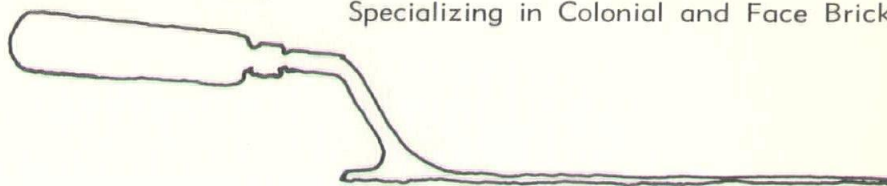
The tools they need are an enlightened housing code, proper zonal controls, decent city ordinances with which to attack the problems of litter, billboards, and urban renewal. They also need legislators with enough common sense to realize that beauty for Phoenix is good business and great politics, and that ugliness and shabbiness are a sure recipe for slipping into the economic doldrums and for going out of office. For if the choice of future generations of Phoenixians is to be between traffic snarls, eyesore architecture, smog, dirt and slums in the desert, or the same inconveniences in great cities, such as Los Angeles, Chicago, or New York, who would not choose the great cities? And, of course, the Valley Beautiful and LEAP Committees and similar groups in other cities need your help and inspiration to help legislators and citizens and businessmen visualize how much more beautiful their city would be for the expenditure of very little more money and some effort on their part.

If you fail, if we all fail, we and our children shall all deserve to be crucified on a million concrete crossroads, and buried in automobile graveyards, with billboards for our only tombstone. But if the American Institute of Architects begins the real fight for beauty in the Western Mountain region, you and this conference will go down in history. Your monument, God willing, will be lovely and liveable cities. Could you ask more?

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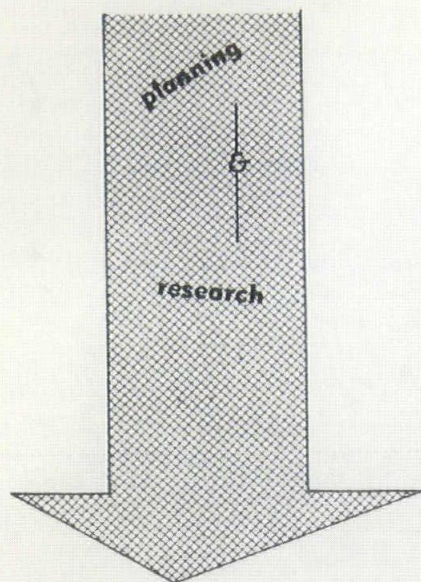
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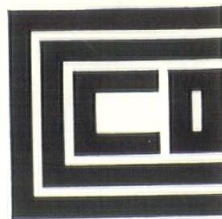
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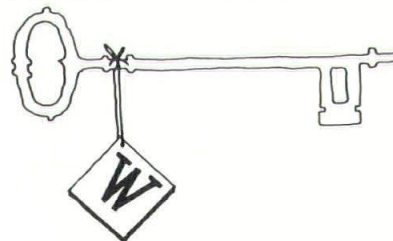
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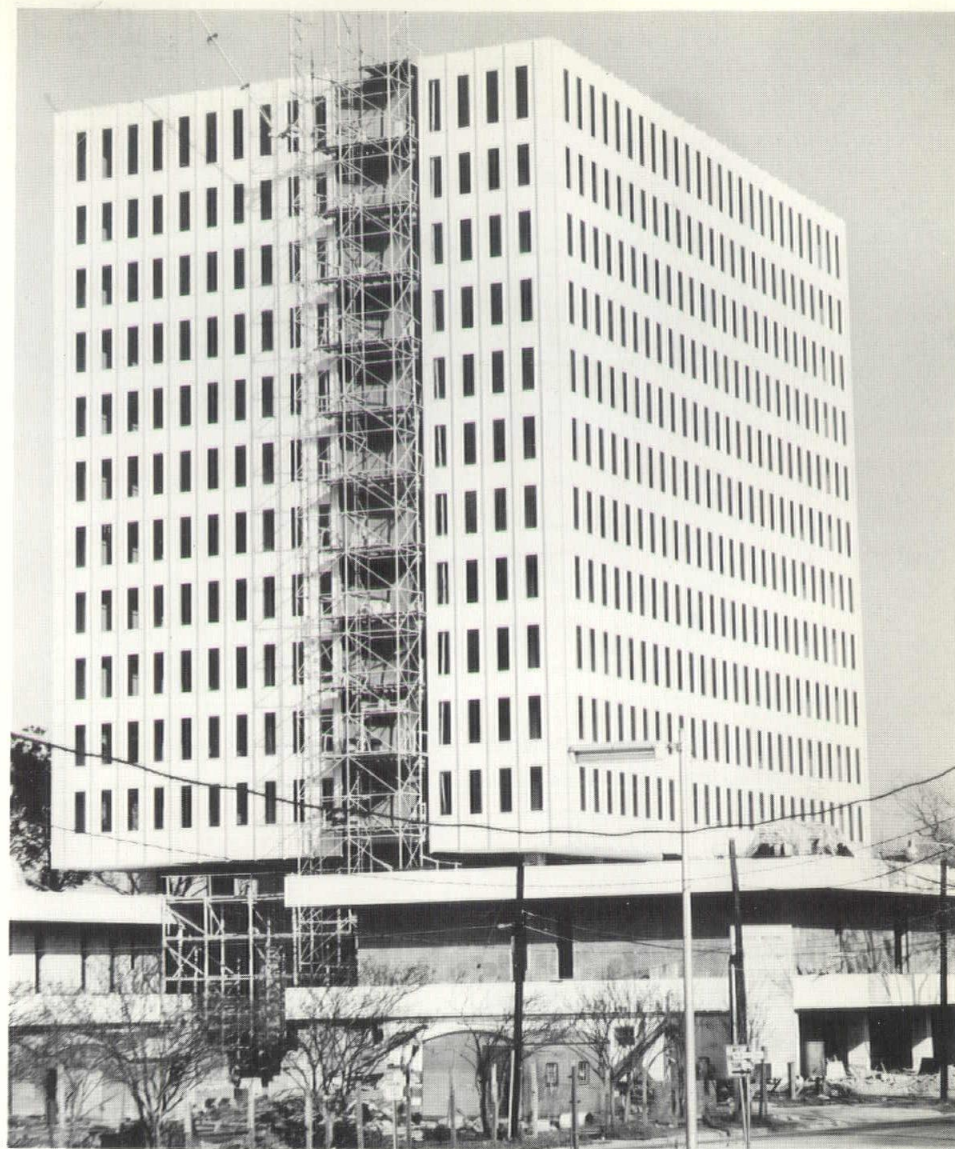
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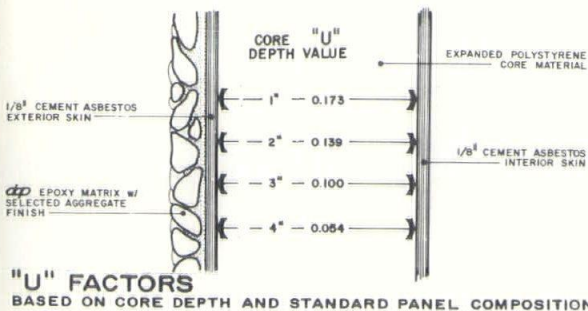
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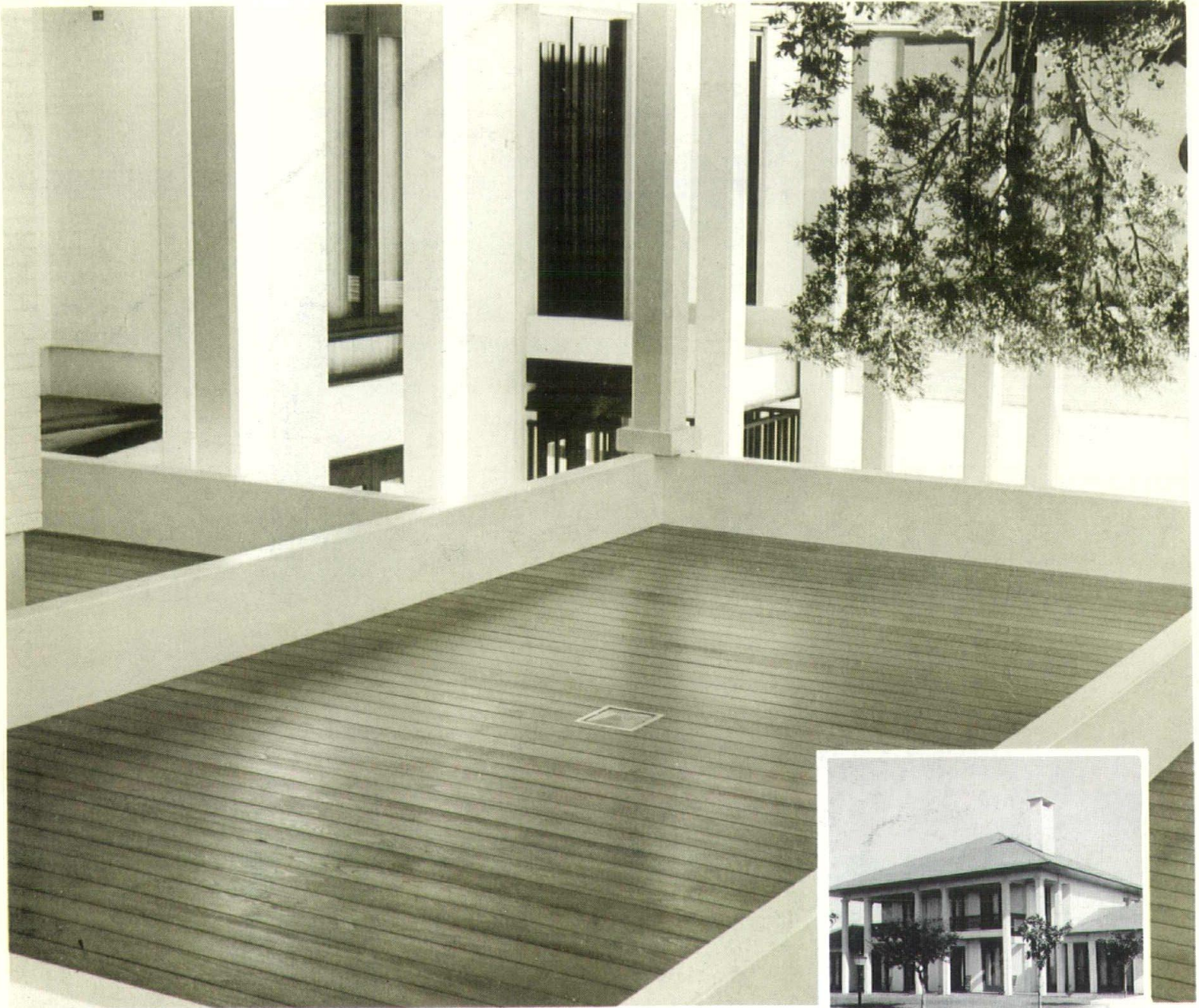
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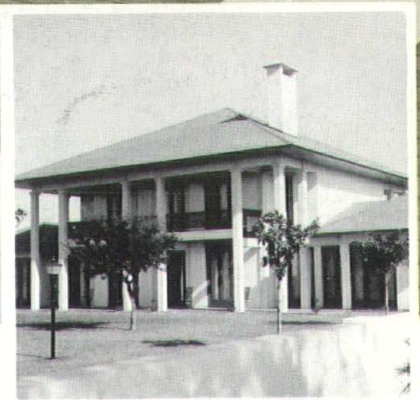
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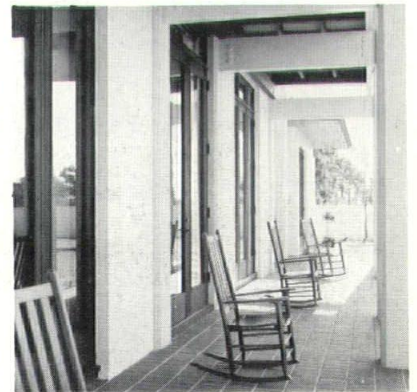
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