which, boiled down, states that they ing education for recertification of archi­ tectural Examiners. However, CCAIA dinate the variety of programs now precipitate in authoring and offering (o the age-old problem of respon­ sibility. We'll go along with mand­ atory continuing education law to matter of competence, accountability, 'we'll go along with terms, range from sheer outrage: 'how

A. Quincy Jones, FAIA, was awarded the CCAIA Annual Conference for his sig­ nificant contributions as a pioneer in the international planner and urbanist. He is President of his company, "Herron, Jones, and Herron," which is involved in the planning and design of a number of projects throughout the world.

EAMES HOUSE WINS AIA 25 YEAR AWARD

In October 1977, L. A. Architect ran a profile on the Eames House, one of the most significant houses of the 20th century. The Eames House, designed by Charles and Ray Eames, was awarded the AIA Twenty-Five Year Award in recognition of its enduring contributions to the field of architecture.

1978 PROGRAM PREVIEW

The CCAIA Annual Conference Program Committee has announced a multi-program of events that will focus on the hot issues of the year, including:

- Design and the AIA 2000 Agenda: What do they want from the AIA?
- The AIA and the Public: Who are we serving?
- Technology and the Environment: How can we make a difference?
- Education and the Future: What will be the role of the architect in the 21st century?

These events will take place from October 17 to 21 at the Biltmore Hotel in Los Angeles.

CONTINUING EDUCATION: AN UP-DATE

Nothing has changed more of a stir in the California architectural com­ munity than the subject of continuing education as a prerequisite for renewal. Even if you've missed the hot issue of relocating our CCAIA office to the Bay Area, the subject of mandatory continuing education law is now a reality. AIA and NCAIA seem unable to resolve their differences. AIA continued on Perspective page

THE SANTA MONICA MOUNTAINS
a possibility and paradigm

WHAT WE CAN HAVE
FOR SALE: 40-acre parcels, 150-acre parcels, own your own piece of mountain top.
If one were to drive along the ridge of the Santa Monica Mountains, beginning near Griffith Park and the Los Angeles Central Business District, and head west along Mulholland Highway, one would see intensive development on either side of the road. As the road was until approximately its intersection with the San Diego Freeway. Past that point, west to Point Mugu, the mountains remain in a relatively natural condition. What will become of this important section of Southern California? The mountains are open for development. Typically, a scenic view adds from $15,000 to $50,000 to the value of a residential lot. Pressures for development are increasing daily despite the generally difficult building conditions in the mountains. Should the Santa Monica Mountains, west of the San Diego Freeway, be developed as an urban area, or can we consider alternatives providing a better use?
In 1976, the CCLA Land Use Committee selected the Santa Monica Mountain area as a focus for land use planning issues on a regional level. In view of increasing development strategies evolving on a state level, and to the south, to the future of the Santa Monica Mountain area, an Ad Hoc Committee was formed composed of architects, planners, and environmentalists. The intent is not to prevent development, for the mountain exists in a naturally park-like state. Rather, it is to explore and negotiate development that respects the mountain and the environment.

A 1000-foot elevation restriction, for example, would allow a developed portion of the mountains, except for recreation and agriculture. Such a zone would allow the Santa Monica Ridge Trail, providing a natural corridor from Griffith Park to the Los Angeles Central Business District. The denial of development in areas where the mountains are not at risk would be more than compensation for the existing development. Of course, the amenities, the possibility of being able to live in the mountains, the potential for the environment to flourish, and the potential for a truly natural area to exist are not the only factors.

.. Additional text and diagrams related to the Santa Monica Mountains and their development...

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Concept Plan For The Santa Monica Mountains

Existing Patterns
Proposed Patterns

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THE SANTA MONICA MOUNTAINS
a possibility and paradigm
INTRODUCTION
The San Fernando Valley first appeared in the history books in August of 1769, when a party of men under Gaspar de Portola crossed the Valley on an expedition to Monterey Bay. They named the Valley "El Valle de Santa Catalina de Boronia de los Encinos." For many years after, it was known as Los Encinos Valley, or Valley of the Oaks.

Father Juan Crespi, in his diary of the trip, described the valley as a "pleasant and spacious valley." Little was he aware that this spacious valley of 300 square miles and several hundred Indians would grow within 200 years to a sprawling metropolis of 1.5 million inhabitants. Twenty-eight years after Father Crespi's visit, the San Fernando Mission was established and by 1882 more than a thousand Indians lived under the tile adobe roofs of the mission complex.

The initial development of the San Fernando Valley occurred in communities located along San Fernando Road and Ventura Boulevard, now the two major traffic arteries leading into the Valley from the Los Angeles Central City. The the 1880s a real estate boom was starting in Los Angeles, and the completion of the Los Angeles Aqueduct in 1913 accelerated development pressures in the Valley.

M. H. Sherman, who was a director of the Los Angeles Suburban Home Company which was subdividing the area, helped develop Sherman Oaks — a community whose name pays tribute to its founder as well as to the trees that have been preserved as landmarks. It wasn't until June of 1915 that the Encino Ranch owned by the Amestoy family appeared in the Los Angeles Times Real Estate Section under "New Subdivisions."

In 1867 the Butterfield Lines made stops in Encino on the way to Calabasas and the Santa Susana Pass. That once picturesque trail now known as Ventura Boulevard moves many thousands of vehicles across the Valley today.

This "El Camino Real" of today can be best described as a fifteen-mile continuous stretch of gas stations, car washes, bowling alleys, restaurants, auto repair garages, antique shops, high- and low-rise office buildings, car dealerships, mini-shopping complexes, and billboards — built to maximum capacity with little if any value given to open space, convenience, and pleasant appearance.
The 2.123th meeting of the SCC/AIA Board of Directors: On November 1, 1977, officers, directors, and guests gathered at the Chapter office to hear reports by the following directors:

David Martin reported on a CCAC Continuing Education Survey. Ron Goldman reported on the Awards Committee. Bob Sheehan reported on the Chapter budget. A discussion ensued regarding membership on the Board of Architectural Examiners.

Please Note: Additional copies of the December issue of L.A. ARCHITECT, with its Special Energy Insert, are available from the Chapter office at $0.50 each.

The 2,139th meeting of the SCC/AIA Board of Directors was held on Monday, January 15, 1978. The agenda was as follows:

1. Approval of Financial Report
2. Approval of Committee Reports
3. Approval of Action Items
4. Discussion of Chapter Business
5. Presentation of Awards

1. Approval of Financial Report

The financial report for the month of December was approved by the Board.

2. Approval of Committee Reports

The reports of the following committees were approved:

- Education Committee
- Special Events Committee
- Awards Committee

3. Approval of Action Items

The Board approved the following action items:

- Approval of budget; A discussion ensued regarding the budget; the Awards Committee reported on the Awards Committee; the SCC/AIA Board of Directors adopted a motion to increase the number of members on the Awards Committee.

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The 30th Annual Meeting of the SCC/AIA was held on Monday, January 23, 1978. The agenda was as follows:

1. Approval of Agenda
2. Approval of Minutes
3. Approval of Financial Report
4. Presentation of Awards
5. Discussion of Chapter Business
6. Presentation of Guest Speaker

1. Approval of Agenda

The agenda was approved by the Board.

2. Approval of Minutes

The minutes of the previous meeting were approved by the Board.

3. Approval of Financial Report

The financial report for the month of December was approved by the Board.

4. Presentation of Awards

The following awards were presented:

- Award for Excellence in Design
- Award for Best Construction Project
- Award for Best Interior Design Project

5. Discussion of Chapter Business

A discussion ensued regarding the Chapter budget; the Awards Committee reported on the Awards Committee; the SCC/AIA Board of Directors adopted a motion to increase the number of members on the Awards Committee.

6. Presentation of Guest Speaker

A guest speaker was presented to discuss the latest trends in architectural design.

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VENTURA BOULEVARD

ANALYSIS AND PROPOSALS

THE SETTING

Ventura Boulevard transverses east and west across the southern edge of the San Fernando Valley at the foot of the Santa Monica Mountains through communities of Woodland Hills, Tarzana, Encino, Sherman Oaks, and Studio City.

The portion of the boulevard under study, from Balboa Boulevard in Encino to Van Nuys Boulevard in Sherman Oaks, is surrounded generally by a strip of commercial and residential community north and south of existing commercial strip development. The communities are also defined by Moorpark Road south and the Ventura Freeway to the north.

The Sepulveda Basin to the west of the Sepulveda Flood Control Basin, owned by the U.S. Corps of Engineers and used by the Department of Recreation and Park, also creates large open spaces which one can experience entering the Valley from the Sepulveda Pass.

THE PROBLEMS

With the steady construction of office spaces, cluster shopping, and development, traffic congestion is increasing as parking availability is diminishing.

The Los Angeles Traffic Department Studies anticipate that within ten years the amount of traffic on Ventura Boulevard will be permitted in order to allow for traffic flows.

Traffic access from the residential areas to the north of the boulevard is the heavy east-west traffic causing congestion.

Left turns from office buildings and communities to the east and west of the boulevard are being forced to make right hand turns on Van Nuys Avenue and Unified depths of commercial buildings with retail and commercial spaces abutting the commercial buildings along Dennis and Moorpark.

Living the residents of the area with traffic congestion with capacity-level positioning at intersections.

The traffic problem can be alleviated by a major parking facility constructed on the U.S. Corps of Engineers land west of Havenhurst, south of the Ventura Freeway, especially if combined with a bridge north to Burbank over the Ventura Freeway.

GUIDELINES FOR FUTURE DEVELOPMENT

As mentioned previously, the residents of the area have the opportunity to develop a regional plan for building the boulevard with the future projections of the boulevard for the future growth patterns of the area.

The concept is designed to encourage a commercial development of the area with the following objectives:

1. To provide a twenty-foot landscape buffer to the boulevard.

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5. To provide a twenty-foot landscape buffer to the boulevard.

6. To provide a twenty-foot landscape buffer to the boulevard.

7. To provide a twenty-foot landscape buffer to the boulevard.

DESIRABLE DEVELOPMENT

PROPOSED PLAN

LEGEND

1. Existing residence

2. Landmark buffer between

3. Medium size buildings with the following characteristics: requiring less space and setback.

4. Potential area for commercial development.

5. Larger size buildings requiring more space and setback.

6. Existing roadway and street systems.

7. Collector streets, (Dennis, Moorpark) parallel to Ventura Boulevard.

8. Landmark buffer between

9. Medium size buildings with the following characteristics: requiring less space and setback.

10. Larger size buildings requiring more space and setback.

11. Existing roadway and street systems.

12. Collector streets, (Dennis, Moorpark) parallel to Ventura Boulevard.

13. Landmark buffer between

14. Medium size buildings with the following characteristics: requiring less space and setback.

15. Larger size buildings requiring more space and setback.

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