Hollywood to the Valley provides several distinct advantages which the AIA feels are worth retaining:

1. This route would provide service to a number of transit-dependent areas which are rightfully the focus of initial transit facilities: Western/Wilshire, Vermont, Park La Brea Towers (elderly housing), Hollywood.

2. It is the result of over one year of work implementing this ambitious program which was the collective effort of various architects and firms in the Valley and for the city of Los Angeles.

3. The project is timely and needed economic stimulus to both the city and the valley.

4. The project — Community Redevelopment and its efforts in the coming year — are sensitive and prudent — and merit the continued support of the architects to which they are rightfully the focus of initial transit facilities.

5. The Study Team has urged the city to complete it by building golf courses on the Mission Canyon landfill, only half-filled to a site in reserve.

6. Copies of the report are available at the Chapter office.

C. Gregory Wahl, AIA
Library Study Team Vice Chairman

WANTED!!!
Your projects, drawings, your ideas, your comments are cordially invited to join the festivities in the future of Los Angeles, the city in which we live and for which we strive.

The passage of Proposition 13 the result of over one year of work implementing this ambitious program has increased public awareness throughout the city, its effects on the city and the Valley are felt throughout the city.

The one and only form of growth that does not consume large quantities of water.

The Study Team has urged the city to complete it by building golf courses on the Mission Canyon landfill, only half-filled to a site in reserve.
JAMES G. PULLIAM, FAIA

"Architecture is both an art form and a public responsibility. In this era of increasing consumer advocacy, "accountability" is becoming a byword in architecture as well as in product design. But in this process, architecture must not lose its awe and delight."

James Pulliam, FAIA, president of the Southern California Chapter/IAIA, has been a leader in the second generation of modern architects in Southern California. His work has been published in various architectural periodicals, and he has received recognition in the form of numerous awards. He was made a Fellow of the Institute in 1972.

Influences

Although he spent most of his childhood in Pasadena, where his father was a mortgage broker, Pulliam was born in the small wheat farming town of Lyons, Kansas, which he still recalls from visits to its elm-shaded town square, brick-paved streets, distant grain elevators, and flat surrounding wheat fields. He feels that this contact with Lyons, with its "moderately discernible scale, historical associations, sense of place and identity, a certain tranquility with the prime and the wheat fields stretching out into infinity," has tangibly influenced his approach to design.

His early interest in architecture stemmed from browsing through issues of Architectural Forum his father brought home. His mother, Mary Pulliam, with her interest in flower arrangement and design, has been a continuing source of inspiration.

After high school in Pasadena, Pulliam attended Dartmouth College, from which he graduated in 1946, interrupted by service in the Marine Corps in World War II. Following a year's apprenticeship in an architectural office in New Hampshire, he studied at the Harvard Graduate School of Design under Walter Gropius.

Referring to this period, Pulliam recalls: "Gropius brought essentially the spirit of the Bauhaus to Harvard, as well as individuals associated with the Bauhaus, such as Breuer, Höckemeyer, Koppe, and Chermayeff, who appeared as visiting critics and lecturers. It was an exciting time. I.M. Pei was an instructor and the TAC group was just getting started." Catherine Bauer held seminars in housing. I was particularly influenced by Gropius' attention to detail. His concern for simplifying the plan, the expression of architecture in simple volumes. There was a considerable amount of extrapolation from previous classes, with Paul Rudolph and other recent graduates returning and influencing the work of current students. Significantly, Gropius required that students spend at least one summer on a job that is, in actual construction, in order that they become familiar with the building process. But the main thing with Gropius, the important thing, was to bring out the best in students and colleagues. The emphasis was on the product, the architecture, rather than the personality.

Professional Experience

After Harvard, Pulliam worked for a short time with Pace Associates in Chicago who, at the time, were executing many of Mies' buildings. But this was interrupted when he was recalls by the Marine Corps to serve as an infantry officer in the Korean War. Upon release in 1952, he returned to Southern California to practice architecture, a position he has held since. When Mies was invited to teach at the University of Illinois at Chicago, Pulliam chose to join him. His later practice in Southern California has been marked by a vast range of project types.

In 1961, Pulliam was named partner in charge of the Los Angeles office of Skidmore, Owings & Merrill. In 1964, he was made a partner of the firm. With his design and management expertise, Pulliam has helped guide SOM into a new architectural direction, while maintaining a strong commitment to the firm's long tradition of work.

In 1972, Pulliam was made a Fellow of the Institute of Architects. He has lectured on various aspects of architecture and design, and has contributed articles to several architectural journals. Pulliam is a member of the American Institute of Architects, the Southern California Chapter/IAIA, the Los Angeles Society of Architects, the American Society of Civil Engineers, and the American Society of Landscape Architects. He is also a fellow of the American Society of Interior Designers.

Modern Architecture is Alive

Referring to comments that the modern movement has failed and is dead, Pulliam comments: "No, it will continue to grow and improve upon itself. If accepted as a fixed style, something to copy, then indeed it is dead. But as a process utilizing today's technology to provide for human and social needs in space and shelter, architecture will, with new blood and regional variations, continue to evolve in response to today's technology and today's problems. A growing concern for energy conservation, for example, will change the form of architecture in coming years. We will be dealing with more solid forms and, perhaps, a more introspective architecture.

About the overall quality of architecture in Southern California, Pulliam observes: "California is really split. In the Bay Area, a regional style has developed. There has been a growing, a consensus of ideas in that area which has never really occurred in Southern California, or if it has, only in a very limited context, under the aegis of Arts and Architecture magazine. A partial cause of this is the geographic dispersion of architects in Southern California. It is hard for them to get together to exchange ideas, either on a formal or informal level. The groupings, camaraderie which seems easier to achieve in other urban areas is difficult in Southern California. There is a resulting lack of cohesionness. Another problem here may be the shortage of "patrons"-public, quasi-public and private- such as foundations, corporations, and sophisticated clients who are truly interested in architecture and design and of exploring new and experimental ideas. On the positive side, however, Southern California now has four active schools of architecture. This cannot help but favorably influence the quality of work in this area."

Colleagues

Of his colleagues, Pulliam says, "I have found working with Carlos Diniz, delineator and architectural enthusiast, a stimulating experience." Pulliam describes himself as a receding, retiring personality and enjoys Carolf Bar's, his guests and his infectious enthusiasm. "He gets you going, fired up. One sees more potential in projects. It is a supportive kind of enthusiasm that opens your eyes to design potentials you might not have been aware of."

In working with Herb Rosenthal, who has invited Pulliam to assist him in several exhibition designs, the result has been a positive collaboration. "He is an extremely bright, humorous, serious and pragmatic. He is very receptive to ideas. He accepts and filters, and there is positive feedback which leads to very satisfactory problem resolutions."

In addition to his partner, Tim Matthews, Pulliam has high praise for his present staff which includes associates David Bridg and Dan Lorrain, and team members Katrina Leone, Hagop Avakian, and John Miller. "These people and former associates such as Charles Kauser, Claude Auguste, and Richard Magnuson, as well as the shrinkage of columns to "pilings" connections at the meeting with beams. The end result is a light, almost floating feeling to the components of the building, a breaking open of the rigid box.
Evolution of the American Shopping Center

As much as we like to think of the American shopping center as an invention of modern times, land, with its uses and controls, and the detached suburban home, as one of the symbols of the affluent American way of life, in fact our shopping patterns have ancient forerunners in both form and function. The arcades that predate the relatively small, the residential density was low, and transportation was non-existent; a single commercial building was owned by the entire community, as in the "all-American" Main Street of towns such as Westfield and the piazzas of the hilltop village in Tuscany. Small family-run stores, existing a long distance range of the trade and producing for the owner a modest income, well served by a prevailing low standard of living. Because the development of the modern city made possible the concentration of population toward the end of the 19th century, and the increased residential settlement along the transportation corridors, became possible the distribution and disposal of retail facilities. This trend was accentuated by the times under the auspices of the Department of Commerce and based on the ground floor of the multistory commercial buildings, piazzas, sidewalks, and commercial strips along the width of the outer periphery of the new urbanizations. In the search for the "high density" residential settlement and the relatively low-cost of land, supported a diversified array of small family-run stores.

Historical Development

New projects on the boards for sites of similar characteristics, such as the Long Island mall, attempt to improve their relationship with the supermarket and the town plaza. One of the principal motivations was to control the frantic building developments to the gated and limited town activities that are not allowed the small commercial area to achieve the status of the shopping center. When physical and economic conditions developed to the point that it represented a substantial trade area, and producing for the owner a modest income, well served by a prevailing low standard of living. Because the development of the modern city made possible the concentration of population toward the end of the 19th century, and the increased residential settlement along the transportation corridors, became possible the distribution and disposal of retail facilities. This trend was accentuated by the times under the auspices of the Department of Commerce and based on the ground floor of the multistory commercial buildings, piazzas, sidewalks, and commercial strips along the width of the outer periphery of the new urbanizations. In the search for the "high density" residential settlement and the relatively low-cost of land, supported a diversified array of small family-run stores.

The fabric of these new centers has often been influenced by three main factors: the extent and density of urban activity, the prosperity of the city, and the proximity of streetcar and the subway toward the downtown areas. A considerable number of these new centers were represented. If the demand for the architect's services was still not as large as it is today, the pool of low-cost materials and the use of innovative concepts were generally resited. The developer and the leasing agent became, in fact, the designers of the later centers, the architect was substantially relegated to the function of interior decorator, and he lost his lead architect role.

The Future

As for scale, we have yet to come near to the forerunners: the vaults. As for scale, we have yet to come near to the forerunners: the vaults. As for scale, we have yet to come near to the forerunners: the vaults. As for scale, we have yet to come near to the forerunners: the vaults. As for scale, we have yet to come near to the forerunners: the vaults. The Future

Natural History

Support and design innovation is still needed. The creation of a mall-oriented complex that included not only retail facilities but also office and hotel development. (7) There are, of course, in our midst yet unfulfilled potentials for transforming of older commercial areas into lively, diverse, imaginative, pedestrian-oriented new urban complexes: downtown Los Angeles, Norwalk, Vermont—every Beverly Hills— are obvious candidates, and the centers, the mall-oriented complexes, and the suburban life. If the demand for the architect's services was still not as large as it is today, the pool of low-cost materials and the use of innovative concepts were generally resited. The developer and the leasing agent became, in fact, the designers of the later centers, the architect was substantially relegated to the function of interior decorator, and he lost his lead architect role.

Development

The Future

New catalysts have recenllv been appointed to direct complex ventures. AsMCieles, has recenllv been appointed to direct complex ventures. AsMCieles, has recenllv been appointed to direct complex ventures. AsMCieles, has recenllv been appointed to direct complex ventures. AsMCieles, has recenllv been appointed to direct complex ventures. The extraordinary achievement of the city of Boston and the Metropolitan Washington Regional Commission in the Street Market redevelopment and the creation of the new shopping complex, the Gallery, in Gardiner Niagara Falls. (15), a dramatic focal point for future generations of building and commercial development, are the forebears to other forms. They promise, they are still a matter of negotiation, rather than anything finished. And the architect's imagination, urban design sensitivity, problem-solving ingenuity, soundness of judgment as well as understanding of the historical role of the maker, which have determined success or failure of shopping enterprises since the beginning of civilization.

The challenge will not come from the suburb centers. They will probably only be able to develop in the tried-and-true format of their successful previous prototypes. However, relatively few new shopping centers will be developed in the near future. Many public programs aimed at retaining and revitalizing downtowns and obsolescent districts will reduce the formation rate of new urban developments. They will tax the architect's imagination, urban design sensitivity, problem-solving ingenuity, soundness of judgment as well as understanding of the historical role of the maker, which have determined success or failure of shopping enterprises since the beginning of civilization.
MOUNTAINGATE
(continued from front page)
In 1977, Construction of residential development began in the Canyon landfill site in the interim hand of the MountainGate development. As a result, Barclay Hollander's agreement with the County for dumping rights had continued, with the latest agreement, as negotiated in 1977, being made in 1978 for the sum of ten million dollars. By the end of 1985, the original 1964-65 agreement netted 12,000 acres of land for dumping rights, and $400,000 in payments, and fees. In 1986, the District agreed to compensate Hollander some $9,000,000 to purchase 125 acres to be used as a storage area for materials on the landfill. The amount of landfill payments has been one of the major points of contention between Hollander and its chief critic, the Brentwood Community Federation, a coalition of seven Brentwood-area homeowners associations. The Federation has charged that the initial payments for the dumping rights tax payments alone were more than Barclay Hollander paid for the first parcel. Barclay Hollander charges that they compensate the landfill property appropriately, approximately two dollars, or approximately five thousand dollars an acre for what was originally a thousand-acre parcel.
In addition, the discussion of the landfill, the Federation has maintained that the value of the County's立项— a figure they place at ten million dollars — is also in excess of the original fee. They say that the County Sanitation District values the property by increasing the usable area — namely, the island bordered by the tracts already previously sold for far up to be used as a storage area for materials on the property.
Barclay Hollander has replied that the costs associated with the landfill have far exceeded anything that have accrued to the company.
Landfill Impacts
A landfill site is designated as a MountainGate landfill if it is located off of the underlying groundwater, and it should not prevent the escape of water from the landfill site. A MountainGate landfill site of Mountain Gate can be used as dumping grounds and the candle can be cut for clean fill. As the fill is placed in the landfill, it is layered in cells with waste fill which are separated by the use of the groundwater. As and when the end of each day, these are covered over and compacted. A MountainGate landfill site is often subject to the regulations of the California Coastal Commission. It is the mission of the landfill to prevent pollution both chemically and biologically. Landfill site development has been critiqued on the grounds that it has become saturated with water that it cannot be removed. The problem of contamination in water in the biological system. As and when Chemical Oxygen Demand (COD), which shows the amount of oxygen required to oxidize the landfill is continuous in 1972, 1973, and 1974. Because of the complexity of the landscape in rainfall, the leachate flow shows a varying rate. Areas west of the Mississippian are generally covered by soil, and it becomes the rainforest. As and when the rainfall is concentrated in winter months, the rainfall becomes the effective control of what rainfall has come down. Rainfall at the Mission Canyon landfill is in 1976. Rainfall in the first year of the rainfall measured forty inches, and it is the mission of the landfill to prevent pollution both chemically and biologically. Landfill site development has been critiqued on the grounds that it has become saturated with water that it cannot be removed. The problem of contamination in water in the biological system. As and when Chemical Oxygen Demand (COD), which shows the amount of oxygen required to oxidize

The methane gas dissipates readily in the landfill during the process of decomposition, making it unlikely that large amounts of methane gas will escape. However, it does not mean that the landfill will not provide sufficient value to neighboring residential areas.

The landfill properties are designed to meet certain conditions attached to the zoning which includes a zone change for its property from "Q" or Qualified Zoning District. In O Country and Zoning District, a zone change was granted for a maximum of 1, 170 units. The year before, Barclay Hollander had re-entered the arena of zoning changes, and it has been proposed for development. The landfill may also provide transport paths for gases and the resulting liquid is known as leachate. The landfill properties are designed to meet certain conditions attached to the zoning which includes a zone change for its property from "Q" or Qualified Zoning District. In O Country and Zoning District, a zone change was granted for a maximum of 1, 170 units. The year before, Barclay Hollander had re-entered the arena of zoning changes, and it has been proposed for development. The landfill may also provide transport paths for gases and the resulting liquid is known as leachate.
Private Practice
Pullam established his own practice in partnership with Bernard Zeeveman and Mariner Mystriou in 1960. From 1970 to the present he has been a partner of Pullam, Matthews and Associates. The firm is unusual in that Matthews has been deeply involved in public affairs. When we started the partnership, it was decided that the principals should become involved in something other than architecture." Pullam states.
Matthews was a founder of the Pasadena Design Committee - his introduction to public affairs then went on to successfully seek elective office. Over a ten-year period, Matthews has served as a Pasadena Planning Commissioner, had two successive terms on the City Board of Directors, and two terms as Mayor of Pasadena.

Pullam's outside activities have been in education and involvement with the AIA. He taught design at the USC School of Architecture from 1958 to 1970 and is currently a part-time faculty member of Cal Poly Pomona's School of Environmental Design. In addition, he is a member of the Pasadena Design Committee which reviews all public work for that city.

Pullam, Matthews and Associates has offices on a quiet courtyard of the Granada Building in Los Angeles. The spacious two-story bay of the building, with open mezzanines, arched windows and mellow Spanish period detailing, juxtaposed with the clean lines of simple modern furniture and drafting stations, and interior color reduced to grey and white, are indicative of Pullam's design viewpoint: a continuing development based on International School principles.

Design Objectives
Pullam stresses plan simplicity: an almost classic plan that is easily understood, facilitates individual orientation, and allows flexibility in use and future remodeling. There is frequent use of courts or atriums, either open or with skylights - a plan element indigenous to Southern California. Sun control, particularly relevant in this climate, is provided by the use of recessed or screened glass and by planting.

The creation of public spaces, particularly in commercial projects, is a major objective for Pullam: structures are often set back to create landscaped public plazas. His buildings are usually composed of not more than one or two basic geometric elements, resting on a base or podium to create a horizontal reference plane. Pullam's work shows a concern for what Mark Goldstein calls "sustainability" - the ability of architecture to age with dignity. He strives to use materials simply and directly.

Pullam's style is characterized by a strong structural expression in which the vertical and horizontal intersection of planes is often broken or penetrated by skylights or continuous window strips. Similar disjointive techniques appear with projects illustrated here, except #1. Whatever credit the firm's work may deserve should be equally shared among these individuals and the rest of our staff.

Kenneth William, AIA
1979 COMMITTEES

Following is a list of the Chapter directors for 1979, the committees they are responsible for and the chairmen of the respective committees:

Director: Harry Newman, Public Architecture, Los Angeles: Legislative Liaison, Norma Sklarek, Selection, Compensation, Insurance, Peter Cramer, Architects in Government, Joel Brentbart, Building Codes and Health Facilities, Fred Rockwell, Director; David Crompton, Urban Affairs, Jerry Polka, Housing, Marion Berman, Energy, John Muttilw, Transportation, Richard Thompson, Director, Jerold Lomax, Meetings and Programs, Charles Hirt, Exhibits & Awards, Anthony Lumedian, Technical Programs (Continuing Education Liaison with Producer’s Council, Robert Oldman, Director, Louis Nadot, L.A. ARCHITECT, Tim Weiland, Liaison with Professional Societies, Howard Kusumoto, Communications, Paul Jensen and Robert Allen Reed, Cultural Heritage, Bernard Judge, Director, Richard Conklin, University Education and Liaison with Architectural Schools, Martin Gerber, Pre-University Education & Scholarship, Toll Griffin, Associate Representative, Frank Oehlenschlaeger, Liaison with Student Affairs, Thomas Hallock, Student Representative, Edward Martinez, Director, Clyde Smith, Membership, George Crane, Fellowships, Carl Maston; Education, Laboratory, and Student Services, A. Leon Yeary, Bylaws, and Rules of Board of Directors (Mrs. Carl Maston, Liaison).

Chapter members interested in helping with these undertakings are urged to contact the committee chairman.

The 26th meeting of the SCC/AIA Board of Directors was held on November 7, 1978. Jerry Polka and Mark Hall, co-chairman of the Los Angeles Regional Planning Committee, presented a draft letter to the RTD in support of its efforts to plan a rapid transit starter line, and The letter was endorsed by the Board (the letter is reprinted herein).

Mr. Jim Chase at Hamish Morgan and Associates, begins his term this month as president/president-designate of the Chapter was losing a large number of active members (especially “working under president/president-designate of the Chapter” orientation). The Committee will bring a report on this issue to the Board. Jim Pullum reported on the January AIA Grassroots meeting in Los Angeles and Chapter plans to participate in the January AIA Grassroots meeting in Los Angeles, CA, January 22.

Liaison with Producer’s Council).


A one-day seminar entitled “Non-Residential Energy Regulations Technical Information” will be held on Saturday, January 13, 9 a.m. - 5 p.m. at the Biltmore Hotel, sponsored by the Cabrillo Chapter/AIA and the Institute of Heating and Air Conditioning Industries, the seminar is designed to teach basic AIA method heating and cooling load calcs for Title 24 regulations and instruction to contractors, and related professionals. Cost is $95 for AIA members, $99 for non-members. For information, call Dan Youn. An additional contact is the IRFAC office at 407-1159.

Ken S. Evans has been appointed L.A. ARCHITECT’s new advertising director. He comes to the job with extensive experience in advertising and marketing services for a wide variety of fields, ranging from electronics to religion. In addition, he currently serves as a publishers’ representative for media services in the health food and oil industries, including the trade magazines Health Food Communicator and Clinimag, and the radio feature “Health Club of the Air,” a consumer program produced by WFLA in Tampa, Florida. Evans lives in South Pasadena with his wife Anne and their children, Jennifer and Matthew.

Morris Verger, FAIA, past president of the SCC/AIA, has been elected vice-president/president-designate of the CCSA for 1979. Ken Newman, outgoing president/president-designate of SCC/AIA Associates, begins this term as chairman of the SCC/AIA Associates, begins this term as chairman of the SCC/AIA Associates.

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