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Cover Photo: Town Square, Burnsville
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Asheville architect, J. Bertram King, FAIA was installed as 1973 President of the North Carolina Chapter, The American Institute of Architects, in ceremonies at the Downtowner East Motor Inn in Charlotte on February 9. The occasion was the Annual Winter Convention of the Chapter. South Atlantic Regional Director William A. Carlisle, AIA of Columbia, S. C. administered the oath of office to Mr. King and the Chapter Board of Directors at a luncheon meeting.

A native of Greenville, S. C., King has been principal of his own architectural firm in Asheville since 1952. He is an honor graduate of the School of Design, NCSU, where he was a member of Tau Beta Pi and Sigma Pi Alpha, NCSU Chapter. King is a past president of the Asheville Chamber of Commerce and is currently serving as President of the N. C. Board of Architecture. He is a Fellow of the American Institute of Architects and has received a number of state and regional design awards.

Members of the Board of Directors of the Chapter who will serve with King this year are: Charles H. Boney, AIA, First Vice-President; Thomas P. Turner, Jr., AIA, Vice-President; Turner G. Williams, AIA, Vice-President; William L. Laslett, AIA, Vice-President; Robert E. Bush, AIA, Secretary; A. Lewis Polier, AIA, Treasurer; Beverly L. Freeman, AIA, Director; Paul C. Hardy, AIA, Director; Michael D. Newman, AIA, Director; Harry C. Wolf, III, AIA, Director; Edgar H. Hunter, AIA, Director; J. R. McVicker, Jr., AIA, Director; U. Frank Asbury, AIA, Director, C. Robert Shields, AIA, Director; Claude L. Vaughan, Jr., AIA, Director.
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A perceptive look at the centers of our cities and towns, provides a sort of visual indigestion. Old buildings from various earlier periods, often vacant, seem to be propped up by more or less recently re-faced buildings with stamped metal spandrels and aluminum edged marquees, as if mere facial make up were a substitute for character. A hodgepodge of overlapping signs promotes total visual confusion. With so many cities, and even small towns, dying at their cores why do some places survive what is popularly called urban blight?

There are many good reasons for staying in the central business area. The merchant can provide his customers with a variety of adjacent services without bearing part of their cost. The native and also the visitor can easily find a variety of shops and services within the same few blocks, and as he shops, savor the natural bustle of the busy streets. The in-town worker has a larger choice of types of restaurants for his lunchtime break and the business man can use his lunch hour for social or work purposes without driving, and parking / reparking.

As the physical presence of the automobile grows and exhaust pollution becomes more extreme, the better use of the central area, fed by public transportation, will become a far more attractive alternative to automobile-dependent out-areas.

Why then are our city centers dying? To say that the shopping centers are to blame is a chicken and egg argument. What is missing, or has changed from the “old days” when the center in the city was so vital a place? What is missing is parking for cars; a gathering place for people. What has changed is high taxes and building obsolescence.

Assuming that parking centers can reasonably be dispersed through a central business area, that a workable public transportation system can be designed, and that an equitable tax base can be devised to include the users of the central city as well as its occupants, we can surely predict that our town and city centers can again be a stimulating and pleasant place to work and play.

The components of the “central city” in early colonial days were the church and the fort, and sometimes a supply building. As life became more secure, the fort was moved to an outlying position and chambers were built for the local government.

To these centers came the cobbler, baker, apothecary, the grocer, the blacksmith to provide their services to the community. For protection as well as convenience, buildings were built close together, usually around a square or oval. The life of the village green, usually provided with grass and trees, both affected and was affected by the buildings surrounding it. The “square” made a place to meet and talk with friends, discuss business, or merely spend an idle hour observing the life of the town. “Village characters” frequented these spots where anyone was free to come. Lovers exchanged signals for secret meetings and grandpa could watch the children while mother shopped.

In a period of history when a green area was no rare thing, this particular green area had an important function as an informal gathering place for people. In cities and town centers today, a “green” or park has the double function of providing visual relief from the jumble of activities around it, and serving as a gathering place. This special area also can provide telling identity and give life to the town or city. Tucked away in the centers of cities and towns in all parts of North Carolina are oases of green where one may sit for a moment, admire a tree or monument, feed a squirrel or fall into conversation with the person on the next bench. These places are the remaining village greens. There, in an island set aside, one can observe the city in its daily convolutions, escape the physical competition for a moment, and reflect on many things. Without these oases the visual and noise pollution would become intolerable.

To discover the special qualities of functioning “people places” we took a tour of several North Carolina towns and cities with camera in hand. Because it was November and often cold and raining, few people were using the spaces. However, the evidence of their use of the park or square was to be found in each of these places.

In Tarboro, there is a tree shaded town common, bordered on one side by well kept old homes and on the other by a busy street of shops. School had just let out, and though the fountain was silent on that cold November afternoon, one could imagine that the park had been a gathering place on warmer days. A civil war statue is near the wrought iron fence around the little lighted fountain. At the end of the park stands a cotton press, moved from its place of work to the park, to memorialize the area’s product. The yards and trees of the homes on one side of the park visually extend its function, while the shopping street on the other side feeds people into the park.
Tarboro's Town Common exemplifies a People Place
Historic Edenton seems to be an example of town development of two periods. The Chowan County Court House with its history-worn steps looks across a small green to the waters of Edenton Bay. Just off of the green is the Edenton Teapot and on both sides are some of Edenton's historic homes. The sort of park area we were looking for, however, was located at the end of the "main street" (South Broad Street) and though the Barker House (1782) defines the park on one side, this green is fairly new. Across the park from the Barker House is the new municipal building. This park lacks the surge and vitality of an inner city park, but is an excellent way of marking the edge of land as it meets the water. Visually it provides the straight length of South Broad with a focus near the water. Along the water front some of the famous Edenton cannons bought in 1777 by Benjamin Franklin can be sat upon by children looking out to "sea" and dreaming dreams of more heroic times.

The Pamlico River is important to Washington — a source of its income, a shaper of its character and a place for its recreation. Along the Pamlico, a block from the business district near the bridge, is what is locally known as "Millionaire's Drive". This strip of park has replaced docks and warehouses and a major truck thoroughfare. The benches liberally placed along the walk look to the river activity and the lively bridge traffic. Originally the shabby service sides of stores on the shopping street faced the park; today many are now turning to face the park itself. Several stores have received recent face lifts. This is the place for band concerts, boat watching, sunning or strolling.

Washington has another town park on the Pamlico. This one has an appropriate scale for children. It provides play equipment, an old ship hulk to climb on, a dressing pavilion, and a steam engine. It cannot really serve the center of Washington because of its distance but it is obviously well used.

Jane Jacobs in her "Death and Life of Great American Cities" says that it is not the park that affects the quality of the neighborhood, but the character of the neighborhood "people-mix" which makes for a successful park. A mixed neighborhood of shops, offices, apartments and a cultural center keeps a park supplied with people at all hours of the day. Each group takes and gives to the park according to its needs. Miss Jacobs cites lack of people mix as the reason for the destruction of so many planner's "dream parks" in housing developments. The concentrated use of the park by only one group of people (mother and children) at one time of day, leaving the park empty at other times of day, invites vandalism. Miss Jacobs thinks of a park not as a green oasis, but a meeting place for people.
The little Christ Episcopal Church park on New Bern's Pollock Street is in keeping with Miss Jacobs "good" park requirements. It is surrounded by a low wrought iron fence with a gate that is always open. Here on the left are the old tombstones under wide spreading trees. Straight ahead is the church entrance and to the right are benches, slides, swings and sandbox. Benches along the sidewalk outside the fence and inside under the trees invite one to stop. The park exudes a quiet, receptive atmosphere which reaches out to the busy shops and offices which surround it on all sides. The famous New Bern bear projects out over the sidewalk on the City Hall at one corner of the block. The sidewalk clock is across the street. Every city function is within walking distance of this attractive green spot.

Morehead City's busiest people place is at the water's edge. Seating on the benches along the boardwalk, near the bobbing sports fishing boats, is hard to come by on a warm summer day. Visitors stroll, children run to see the catch as the boats come in — all dreaming of man's big love affair with the sea and its creatures. Water, exciting, tranquil, refreshing and mysterious lures all humans. Seldom is a park fully successful without this important attraction in some form.

Front Street in Beaufort would rate as a non-park if it were not for the large number of local activities which have their focus at this long water's-edge strip of grass. It is here that a whaling museum is located, where the June sailboat regatta begins, as well as the famous yearly pirate invasion. A flea market operates in an old pier building. Here is an active people place without the elements usually thought of as belonging to a "park". There are no statues or plantings.

To winter refugees from the cold of the Northeast the city of Wilmington has seemed as a park in itself. The street dividers full of flowering azaleas, Airlee Gardens, Orton Plantation and the City's own Greenfield Gardens are successful in relieving the pressures of the city. Not as successful are more formal "park" elements. The circular fountain on Market Street does not provide a focus for any element of the city. One merely rides by. The statue further down Market Street looks as if it would like to walk off into the water at the foot of the street. The visitor comes upon a small park behind St. James Church. The restored brick building in the plaza is next to the church parking and neighbor to an old wood building which houses an historical society. Steps lead down through plantings to a play area with equipment and benches under the trees. This private park, though not surrounded by stores and offices, appears used and useful to its area.
The restored McNary House (1762), a hospital after the Revolutionary Battle of Guilford Court House, is the focus of a small park in Greensboro. The sculpture of Greensboro's native son O’Henry stands nearby under tall trees. Plantings and benches welcome the visitor. At present the park has an air of separation from the city. It is obvious, however that this is an area of the city which is re-building. Soon the people should be nearby to make full use of the park.

Winston-Salem’s convention center area is still developing. There is a small park with benches between parking lot and the center building. People circulate through the small area, sit on benches to watch huge cranes work or the traffic pass by. A small shopping mall at Trade and Fifth Street is a pleasant surprise in the center of the city. Created by shutting off a section of a thru street and re-routing traffic around the block, it has but one serious fault. The mall is the same width as the former thru street and in spite of trees and benches placed on its brick paving, drivers occasionally drive right on through. A minor design change could obviate this fault and the growing trees, surrounded by the life of the city will make this block a fine example of an inner city people-place.

Thomasville’s famous giant chair sits in regal splendor all alone on a piece of grass bounded on one side by a street of shops and the other by the railroad tracks. Directly in front and across another street in this same strip between street and tracks is a raised circular wall with a fountain and some planting. The famous chair is astonishing in its proportions, but has no background or surroundings. It is merely there. The lack of integration of the chair with the “park” is a curious thing. Bringing the two, now separated features, together could make this town park a magnet for people.

Asheville is a fractured city. Steep hills, redevelopment, and highways cut through its heart making it next to impossible to find a center to the city. Occasional green areas are to be found. Perhaps the magnificent Biltmore Gardens fill the need for a green oasis here.

Snowing and cold though it was in Burnsville one morning, there were people crossing the green on work and shopping errands. The fascinating Yancey Country Store was well patronized. The statue in the square looked off to a view which must be magnificent in better weather. Homes, shops and offices border the park. The town square concept is perfectly expressed in this small park.
Raleigh has its fine capital park. It is continuously peopled by different groups. Memorial statues, fine plantings, shade and sun are all here. Central to the scheme is the historic Capitol Building which can be seen dominating the view from four major approaches. Fathers here tend children while mothers shop on adjoining streets, office workers sit in sun or shade for lunch. Pigeon lovers and peanut vendors enliven the scene while sightseers and officials from all over the state visit the Capitol Building. Used and useful, this park belonging to the whole state of North Carolina, best exemplifies the successful people place.

Among this sampling of city and town parks in North Carolina we could detect no one common feature which could be distilled and inserted in every new plan to make for instant success in designing a park. It was obvious that no equipment alone or even convenience to masses of people alone can make a living thing from a piece of ground set aside as a "park". Beaufort's grass strip could not be said to have equipment, or masses of people nearby to enliven it. Yet Beaufort's Front Street is an active park in all meanings of the word.

Washington's Millionaires Drive has none of these features either, but the city is turning its face to this park. In Wilmington and New Bern the two church parks lack the water element, though they amply fulfill other requirements for a good park.

The Tarboro, New Bern, Edenton, Wilmington, Beaufort, Greensboro and Raleigh parks visited combined history with green space. Beaufort, Washington, Edenton and Morehead City people places were dependent on large bodies of water for their quality of magnetism. New Bern, Burnsville and Raleigh are heavily used because of the neighborhood mix which surrounds them.

The clear quality of these examples is outstandingly that of human scale, coupled with the sense of identity of the uniqueness of the particular place. In each, the familiar present rubs shoulders with the past; the old, recent and new give meaning and perspective to the future. Another compelling quality has to be the simple yet effective elements used in the total design. It is as if a pattern of present life has been printed on the fabric of a historic past.

In the rush to embrace "progress" and the totems of success, we must somehow save a few worthwhile past townscape elements that tell us where we have been, and give meaning and direction to where we are going.
INAUGURAL ADDRESS

S. Scott Ferebee, Jr., FAIA, was installed as President of The American Institute of Architects at ceremonies at the National Gallery of Art, Washington, D. C., on Friday, December 5, 1972. His address is presented herewith.

I would like to take the few minutes allotted to me tonight to talk about the role that architects must play in the future of our nation. During a recent visit to Savannah, Georgia, I learned a little about the role played by architects in the early settlement of our nation.

A member of the English Parliament, James Oglethorpe, had a young friend who was an architect. As a result of either hard times or poor management, he was put in debtor’s prison, where he died. Oglethorpe was rightfully incensed over the treatment and death of his friend and raised so much cane in Parliament that he was appointed to investigate both the prisons of England and the practice of imprisoning debtors. Out of this came the plan which permitted a large number of imprisoned debtors to be freed to come to America where they established the colony of Georgia. You can see from this that architects have influenced the planning of our nation from its earliest days.

I also learned that the first brothel operated in Savannah was run by an Architect. It appears that even he may have had trouble making a living through his legitimate profession. Some of you wits can probably make something out of this early involvement of the oldest profession with the second oldest.

Our nation was not only a haven for debtors, but for men and women seeking freedom from both religious and political oppression. Joined by adventurers and others challenged by the opportunities of a new land, they came to America with strong convictions concerning personal freedom and responsibility. Their ideas about citizen participation in government have set new patterns for the world and the democratic republic they established is now the oldest basically unchanged government on our planet.

America has grown into a position of world leadership unparalleled in modern times, and our nation, its system of government and its standard of living are the envy of people throughout the world. Like all progress, ours has not come without attendant problems, however.

Continued growth, a steadily rising standard of living, and public confidence in the ability of the United States of America to do anything that it sets its mind to have led us in the past 50 years through a period of drastic and revolutionary change. I need not review it here. You are all familiar with the sweeping technical and social changes that have swept our country in recent years.

Since World War II the Industrial Revolution has become the technological revolution sweeping our nation onward to unprecedented scientific accomplishments climaxing by the landing of men on the moon and the exploration of its surface.

Squeezed from the farm by the rapid industrialization of agriculture, large numbers of poor and underprivileged have migrated from rural to urban areas hoping to find a land of milk and honey. Instead, their limited education and lack of trade skills have made it extremely difficult for them to find jobs and contribute to the productivity of the community. The result has been the creation of a whole new set of social problems and concerns for our municipal, state and national governments.

Industry, responding to the requirements for more and more of its products, has expanded rapidly, building plants and production facilities with little regard for their effect upon the environment. Waste materials have been freely dumped into the air and water without concern for their ultimate effect, and the products of industry—planes, automobiles, washing machines and packaging—have further contributed to this pollution.

Concurrently, in a race to provide housing and service facilities for our rapidly growing population, developers and builders have gobbled up millions of acres of farmland, stripping trees and other natural growth and plastering a monotonous sameness across our suburban countryside.

The sudden realization of the problems that rapid growth and technological know-how have
brought to us, coupled with the impact of a controversial and unpopular war, have shaken our values. We have responded to technology and the drive for efficiency with functional and utilitarian solutions. The most drastic changes in this period will come in human attitudes, and progress in solving
the lowest inflation rate of any industrial nation in the world. We have done these things with solutions and hard work, not with criticism and demonstrations.

We have reached a critical point in our history. We can destroy ourselves with bureaucracy, controls, taxes and self-criticism, or we can accept responsibility as individuals, professionals, businessmen and government officials to use our American ingenuity and freedom to build an even greater nation. I believe that the American people can and will meet the challenge that faces them. But to do this, they want leadership and stability, not frustration and criticism.

Under the leadership of Bob Hastings and Max Urbahn, the AIA has stepped forward to play a leadership role in directing our future. The National Policy Task Force they appointed has come up with a bold new plan for urban growth. While recognizing the values and freedoms that Americans cherish, it faces up to the problems of land speculation, economic constraints and the division of public and private responsibility in the building and rebuilding of urban America. An ever increasing government affairs effort that has taken AIA representatives before congressional committees 30 times in the last 18 months, our current studies in the area of constraints to building and creative economics and our proposed development next year of a recommended national housing policy all testify to the new role of the Institute in national affairs.

A leadership role by the Institute at national levels, however, can only be truly effective if individual architects are prepared to play a similar role in their states, cities and communities. Are we as individuals prepared to loosen the bonds of habit, custom and tradition to step forward and play a larger and more meaningful role in building a greater nation?

A leading clergyman once said that many Christians, if backed against the wall and told to renounce Christianity or be shot, would have the courage to die for their beliefs, but many of these same people are unable or unwilling to live for them. Do we as architects feel strongly enough about improving the man-made world to live for our ideals?

It is difficult to say what effect physical surroundings have on social problems, but we know that they have some. Are we willing to research, promote and fight for communities whose design can contribute to a more stable family life, communities that will again bring us in close contact with our neighbors, that will lead us away from broken homes, drugs, alcohol and the crime that goes hand in hand with them?

We cannot do these things from our ivory towers. We must be willing to speak out and to get involved. Citizen groups formed out of the knowledge that something is wrong, but not knowing how to make it right, are at best a nuisance. Citizen groups guided and directed by architects and other responsible design professionals can force concern for proper planning and development upon community officials, and can place the spotlight of public attention on their performance.

The public is looking to design professionals to provide leadership in integrating the social, economic and physical aspects of our environment. As traditional leaders of the design team the architectural profession must accept primary responsibility for this task. Although the profession may not be fully qualified to assume the role thrust upon it, it is obvious that no other group possesses these qualifications.

The time has come for us to overcome our traditional shyness and natural tendency to avoid publicity and controversy. The nation is crying for leadership sensitive to both environmental needs and human values. Our training, our professional knowledge and interest, our unique relationship to both art and science, and our position of respect in the community make us the logical choice to fulfill this leadership role. We must face up to it or let it pass to others. In my
opinion, our profession is ready to fulfill its responsibilities and will step forward to meet the challenge.

To be most effective, this bid for leadership must not be built around the personality of a few individuals, but must present the strong voice of a profession concerned for its fellow man. As a group attempting to influence public policy, we are very small. The AIA corporate membership represents slightly more than 1/100th of one percent of the population of the United States.

If we are to make ourselves heard we must present a united front. This may be our most difficult task. As you know, we come from small offices and large offices, from general practices and specialized practices, from urban centers and from predominantly rural areas, from practice, from education, from industry, from government. Obviously, our needs and concerns are different. But these differences must be secondary to the future of our nation. We must join together in leading our country in the search for a better and more human environment for all its people.

A critical factor in leadership is credibility. To maintain it, it is important that we speak only to those subjects on which we have professional knowledge, training and expertise. Although we encourage architects as individuals to be active in political affairs, if we as a group constantly make pronouncements on foreign policy, social and political issues unrelated to our professional knowledge, we will soon dull the senses of those we want to hear us. We then find that when we need to be heard on subjects to which we can contribute, our audience has developed deaf ears.

Better housing; prevention and elimination of urban blight and suburban sprawl, creative rejuvenation of our inner cities; community, urban and regional planning; environmental concerns; visual pollution; aesthetic values; human scale; the design of work, home, study and play facilities—these are our bag, and all of our clout should be concentrated on influencing them.

Another critical factor in maintaining credibility is avoiding self serving activities. As a result of the leadership of the American Institute of Architects, the architectural profession stands tall in this area. Our "Why-Why Not?" advertisements, the subsequent series calling attention to the problems of our cities and our support of Community Development Centers have brought a great deal of praise to the profession.

Our interest in industrialized housing and systems building and a willingness to explore and promote new building methods, even when the architect’s role in their development and use is unclear, have given us an image of public interest and responsibility that will, in the long run, strengthen our position in society. By contrast, preoccupation with self protection has brought the public image of some professional groups to a low ebb.

We must not rest on our laurels, however. The tendency of a professional society to be self serving is ever with us. We cannot creep back to our smocks and berets to again become prima donnas sensitive only to our own interests and design ideas. We must uncompromisingly continue to place community and national concerns above self interests. We must remember the advice of the greatest leader of all times when he said, "Whoever would be great among you must be your servant, and whoever would be first among you must be slave to all."

Another key to credibility is integrity. As you all know, we are in a period of emphasis on improved business procedures and expansion of our traditional services. We must be careful to not let this deprive us of our professional posture. Scrupulous adherence to our ethical standards and honest and forthright business dealings are essential elements in gaining and holding the public’s confidence. Strong and uncom-
promising moral leadership is the greatest need of our time.

In moving into the arena of community leadership, we must be careful not to fall into the trap of thinking that the way to solve all of our problems lies in stopping in our tracks or turning back the clock. We need creative solutions, not limitations. The man who solves the energy crisis will be the man who is able to give us heat, air conditioning and light to satisfactorily serve our needs while reducing the rate of energy consumption. The man who solves the transportation problem will be the one who figures out how to move large numbers of people with a minimum of pollution and congestion, not the one who tells them to stay at home.

Slowing down the economy and reducing the gross national product can only have the effect of freezing the poor and underprivileged where they are or of placing them in a welfare status. The poorer elements of our society have a right to a better way of life. They want lower housing densities, consumer goods and vacations at good resorts, just as you and I have them now. Their standard of living can only be improved through better job opportunities and an expanding economy.

We must solve our pollution and environmental problems in the same way that we solved the problem of putting a man on the moon—with American ingenuity, technical know-how and commitments of purpose, while adding the ingredients of human concern and well being.

Architects must not only provide moral leadership to their communities, they must apply design creativity and ingenuity to solving its most serious problems. Have we got what it takes to fulfill this role? Are we prepared to broaden our horizons, commit our energies, and dedicate ourselves to an ever expanding role of leadership in society, and in the design and construction process; or will we accept the role of technician while others take over responsibility for our future environment?

You and I have the privilege and responsibility for shaping the destiny of our profession in this exciting period. The challenge is great, the rewards are tremendous. To use the vernacular of Bob Nash—we can do it, man—so let's get with it.

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ERNIE WOOD RECEIVES PRESS AWARD

The North Carolina Chapter of the American Institute of Architects has awarded first place in its 1973 Press Competition to Ernie Wood, a staff writer for the News & Observer in Raleigh.

The award, presented at a luncheon on February 9, during the architects' Annual Convention meeting this year in Charlotte, was for an article on the new Burroughs Wellcome corporate headquarters in the Research Triangle Park. Architect for the structure was Paul Rudolph of New York.

The article, which carried the eight-column headline "New Research Building Blends with its Setting," was accompanied by three photos showing both the interior and exterior of the building. It appeared in the News & Observer on Sunday, April 9, 1972, the day the first public open house was held at the new building. Wood writes regularly in the Sunday News & Observer on art and architecture.

The article described in detail the truncated A-frame structure of the unusual building and the way structural and aesthetic elements were used to compliment each other. The building includes such unusual features as sloping walls, a cubicle effect outside and the same aggregate surface used in the office wing as on the exterior of the building.

The entire structure is of an S shape, with the office space in one end and the laboratories in the other. The firm's manufacturing plant is in Greenville.

The article also included statements Architect Rudolph made in a prepared description of the project and an interview with architect John McCauley, a member of Rudolph's firm who supervised the construction.

Wood, 26, has been a reporter for the News & Observer since December 1971. He writes a weekly column on art and architecture for the Sunday paper and during the week covers the State Department of Art, Culture and History and writes about religion.

A graduate of Chapel Hill High School, Wood holds a BA degree (1969) in English Literature from Hamilton College in Clinton, N. Y. While in college, he took more art courses (studio and history) than any other subject outside his major and since coming to Raleigh, has studied graphics in the extension division of North Carolina State University.

Before joining the News & Observer, Wood worked for two years as reporter, arts columnist and later news editor of the Ridgewood Newspapers and Palisades Publications, weekly newspaper groups in suburban New Jersey.
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