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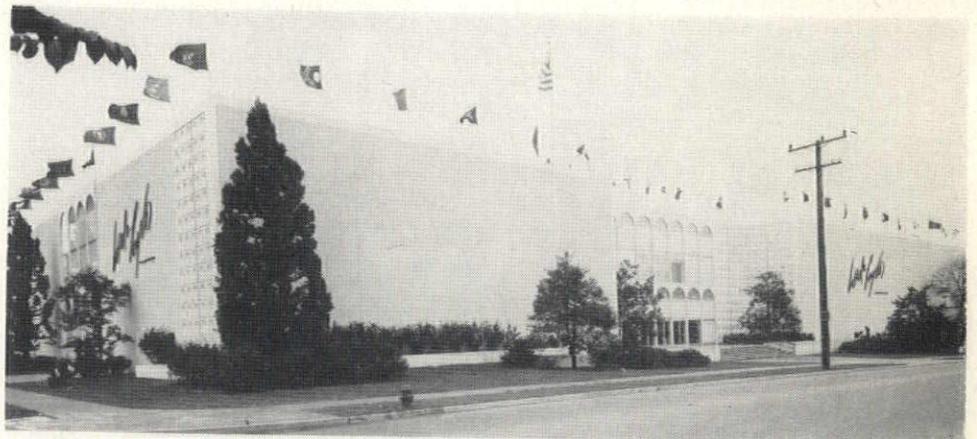
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Vol. 4, No. 8

## Landscaping and the Modern Shopping Center

by BORIS V. TIMCHENKO

The phenomenal growth of the shopping centers in the last decade due to the increase in population and decentralization has challenged the planner, the architect and the landscape architect. The size and scope of some of these centers are of such magnitude that not since the days of the Renaissance has there been such an opportunity for planning on such a scale. A careful study of the relationship of shops and other structures with proper circulation between these units and parking areas is necessary to produce an atmosphere conducive to shopping. Centuries ago the great market places served not only commerce but also were the center and the meeting place for social and cultural exchange.



*Continuing with our theme of the year: Environment Thru Design, Mr. Timchenko, a leader in the field, contributes his thoughts on the increasing importance of landscaping in modern commercial construction. Illustrative of his work in the photo above is the landscape treatment of the new Lord and Taylor flower department store in suburban Washington, D. C., at Wisconsin and Western Avenues.*

center. With the succeeding seasons, a change of floral and foliage colors are used to complement the background of permanent evergreen material and trees for shade and accent. Also, fountains and pools have been used to interest and excite the shopper.

In the development of shopping centers it is important as a policy of the landscape design to hold maintenance costs at a minimum by the use of slow growing plant material. In the past merchants decried the presence of trees in front of their shops. Witness the denuded cities and towns. "Main Street", usually completely devoid of interest or character. Trees of light texture that are not too dense to completely obstruct the facades will enhance these shops and invite the shopper to linger. Raised planting beds with evergreen planting and trees for accent and shade may be used as benches and minimize maintenance. Large concrete tubs can be used as a pleasing interruption to arcades or sidewalks

where it is not feasible to use planting beds or raised boxes. These filled with evergreens and seasonal floral displays offer a display that is economical and easily preserved from the hazards of pedestrian traffic.

Planting in all cases should enhance the shopping center, and not obscure shops and related buildings. There is a challenging opportunity for these shopping centers to become the center of suburban life—the "Village Green" of this age where activities are not confined to shopping alone. Outdoor theatres, play areas for children, flower and art shows on the malls, meetings and garden symposiums in department store auditoriums will serve to attract the local residents and the shopper. The shopping centers built in the coming years with such facilities and proper landscaping will be an asset to the regional metropolitan area, and not merely a gross commercial venture and parking lot that depreciates surrounding property value.

On the West Coast, merchants have realized the value of suitable landscaping as an aid to furthering sales, and have often chosen a theme of planting for each suburban shopping

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### NEXT REGULAR MEETING

12 Noon, April 6, 1960

Brook Farm Restaurant

7101 Brookville Rd., Chevy Chase, Md.

May Meeting — May 4, 1960

## April Meeting Has Important Agenda

President Ben Elliott urges all chapter members to make every effort to attend our April meeting.

It is especially important that all chapter members who plan to attend the convention in San Francisco be present to receive their instructions as delegates.

As chapter members know, important changes in the A.I.A. structure will be proposed and acted on in San Francisco. There will be a review of these recommendations for the benefit of the delegates.

In addition to the committee structure question there will also be recommendations regarding the membership status and official classifications within A.I.A. of membership of professions such as land planners, landscape architects, sculptors, painters, etc.

Ben also calls our attention to important local chapter matters which must be taken up at this time.

## Chapter Members Form New Partnership

Rockville architects John F. Stann and James F. Hilleary have announced the formation of their partnership to be known as Stann & Hilleary A.I.A. with offices at 200 Monroe St., Rockville, Md.

The partnership brings together Jack Stann, a veteran member of the Potomac Valley Chapter, and Jim Hilleary, who recently became a corporate member of the chapter.

## Fine Arts Commission Urged for Bethesda

The need for a Fine Arts Commission in the Montgomery County area has become a recurring question in recent years.

The latest action on this issue is that of Directors of the Bethesda-Chevy Chase Chamber of Commerce who recently adopted a resolution recommending the creation of such a commission to regulate the architecture of buildings constructed in the Bethesda-Chevy Chase business district.

The board has called on the Montgomery County Council to establish a Fine Arts Commission for the area with a view to preventing the erection of "unsightly" structures. The commission, as proposed by the directors, would be concerned with the "exterior decorative features" of the buildings to be constructed in the area.

Buildings not in keeping with the "high residential quality of the area, according to the resolution, have an adverse effect on both the residential and business districts and "tend to lower the value of land properties."

The Fine Arts Commission was discussed at a luncheon sponsored by the chamber's community improvement committee prior to the board's action and was endorsed by a majority of the thirty area organizations which participated.

As a result of the board's endorsement another meeting will be held with community groups to discuss further steps toward creation of the commission, and also to organize a "clean-up campaign in the business district.

## Washington's New Skyline

Washington area residents have an opportunity to see how the skyline of the Nation's Capital will be changed in the next few years, at an exhibit entitled "Washington's Tomorrow", at the National Housing Center.

Thirteen architects' scale models and thirty renderings have been assembled by the National Capital Planning Commission to bring together in one place a miniature display of the major public and private building soon to become Washington landmarks.

Included in the exhibit are three-dimensional models of the new Arena Stage, which will front on the Potomac River; the Stadium to be built near the District of Columbia Armory; the National Cultural Center; the National Arboretum; major buildings designed for Southwest Washington; and the Holy Cross Hospital to be constructed in nearby Silver Spring, Md.

The exhibit will remain in the National Housing Center until April 15. Admission to the Housing Center is free. The building is open to the public daily from 10 a.m. to 6 p.m. and on Sundays from 1 to 6 p.m.

## Ron Senseman To Lead Hawaiian Trek

Chapter member Ron Senseman, now an old hand at the job of trek leader, since his last year 'round the world trip, will lead a pre-convention A.I.A. trek to Hawaii.

Leaving San Francisco on April 7, Ron and twenty other A.I.A. architects will jet to Honolulu and then leave on an inspection trip to the outer islands. On their return to the Hawaiian capital, they will be joined by seven other state-side architects who will have made the trip from the mainland by ship.

Among the many events scheduled will be a party given by the mainlanders for their brother A.I.A. architects of Hawaii. The group will return to San Francisco on April 18 in time for the convention where Ron has business with the Chapter Affairs Committee.

## 'Washington Star' Editor Cited by A.I.A.

Robert J. Lewis, real estate editor of the Washington Evening Star, has been awarded a Certificate of Merit in the A.I.A. Seventh Annual Journalism Awards Competition for the excellence of a series of articles which have played a creative role in urban renewal activity in Washington.

Winners of the twin \$500 first prizes were George McCue, of the St. Louis Post Dispatch and Grady Clay, writing in the HORIZON magazine.

Mr. McCue won first prize in the newspaper class for the second year in a row for a critical article on architecture covering an experiment in St. Louis to close a downtown street to traffic for the purpose of establishing a pedestrian mall.

Mr. Clay's article entitled: "Metropolis Regained" was cited as a "well-written article on the future of the American city, which managed to tell a story to a non-architectural audience without talking down to them."

## Haft Tours Italy

Lennie Haft, our chapter Public Relations and Publications Co-Chairman, joins the globe trotters during the first two weeks of April when he flies to Italy for a fortnight of architectural sightseeing.

Brother Haft's plans, which he describes as "leisurely", call for a motor trip to include Milan, Venice, Genoa and most any point of interest along the way with a final inspection of the sights of Rome.

In addition to the usual historic attractions of colorful Italia, Lennie tells us that the trip will include an inspection of contemporary Italian architecture. He is particularly interested in observing the works of the Italian architect, Nervi, who has done some thin shell concrete construction.

## Deadline for Biennial Competition Nears

Put a BIG red circle around the date May 2 on your calendar.

All entries for the Potomac Valley Biennial Competition must be in by 5:00 p.m. on that date.

Co-chairmen Gene Delmar and Andy MacIntire report that the program for the competition, including all rules and regulations, will be going out this week.

A jury has been selected and judging will take place on May 10. Awards will be made at a Special Awards Dinner during the week of June 6—exact date, time and place to be announced.

Present plans call for mount sizes the same as for the last competition—20 x 30, 30 x 40 and 40 x 40. Color photographs will be optional with black and white preferred.

## Three Area Structures Named

Three buildings in the Metropolitan Washington, D. C. area have been nominated for the coveted 1960 Reynolds Award—largest single award in architecture.

The American Institute of Architects has announced that the three structures were nominated together with 96 others located elsewhere in the United States and overseas.

In addition, architect August Van Laarhoven of McLean, Va., was nominated for designing the "Clinique Reine Elisabeth" located in the Belgian Congo, Africa.

Buildings nominated:

Headquarters Building, American Chemical Society, Washington, D. C.; Architect: Faulkner, Kingsbury & Smith, Washington, D. C.

Vitro Laboratories, Silver Spring, Md.; Architect: Leon S. Barton, Jr., A.I.A., New York, N.Y.

Silver Spring Bowling Center, Silver Spring, Md.; Architect: Zekan and Pitt, Arlington, Va.

The \$25,000 R. S. Reynolds Memorial Award is conferred on the designer of the most outstanding structure in the world whose creative use of aluminum possesses a potential influence for the architecture of our times.

It is the only international award bestowed annually for distinguished architectural development.

## C.S.I. Meeting

The next meeting of the Construction Specifications Institute will be held on April 19 at 7:30 p.m. at the National Housing Center in Washington, D. C.

## Washington Area Architects Made Fellows of A.I.A.

Designated to be advanced to Fellowship in the American Institute of Architects at the convention in San Francisco in April are two Washington area architects; John Wishart McLeod and Choethiel Woodward Smith.

Forty-three members of the Institute throughout the country are scheduled to receive the high Fellowship honor. The Potomac Valley Chapter is proud to have John McLeod as an unassigned member. He is a corporate member of the Washington-Metropolitan Chapter. Both architects were selected for Design and Service to the Institute.

## Architects' Report Features Hospitals

The latest issue of the Architects' Report, the quarterly publication of the Baltimore Chapter, is a very comprehensive report on recent hospital construction in the Baltimore-Maryland area.

The issue stresses the theme as voiced by Vincent Kling A.I.A. of Philadelphia: "One of the principle duties of the architect in medical care projects is to represent the patient."

Also featured are articles on Baltimore's Progress in Hospital Facilities; The Impact of Progressive Patient Care on the Architect; and the Role of the Architect, Hospital Administrator and the Board of Trustees in Designing Hospital Facilities.

The Potomac Valley Chapter gets recognition through a biographical sketch on President Ben Elliott on the "People in Architecture" page.

## Federal Agency Directory Available

A new Directory of Federal Agencies Contracting for Building Designs is available to any A.I.A. member interested in government work, upon request to Institute headquarters.

This is the sixth edition of the directory published by the Institute and contains up to date information on scope of Federal construction programs, procedures followed for procuring design services, names and addresses of responsible officials and of field offices. The material is based on material supplied by various agencies.

## The Sixties: Decade Of Opportunity

The sixties start with our battles won and such leaders and teachers as Sullivan, Wright, Saarinen, Neutra, Gropius and Gruen listened to and sought after. America is not only developing its own architects but an indigenous architecture of which it can be proud. As they set about rebuilding our cities, the architects can indeed look forward to a Decade of Opportunity.

—Architects' Report, Winter Issue 1960

## HERE and ELSEWHERE

### Thomen & Cromar Move

Trad Thomen, chapter director, and Ted Cromar, chapter secretary, known professionally as Thomen & Cromar A.I.A., have announced the removal of their office to 912 Thayer Ave., Silver Spring, Md., effective April 1, 1960. The new telephone number is JUNiper 5-3393.

### Action Possible on Keogh-Simpson Bill

Informed sources report the likelihood of some action on the Keogh-Simpson bill (H.R. 10) which would permit self-employed persons to set up personal pension plans on a tax-deferred basis.

The bill passed the House of Representatives during the last session and hearings were held last summer before the Senate Finance Committee. There was strong opposition from the Treasury Department which indicated the possibility of a Presidential veto should the bill pass as written.

Reports are now that because of the pressure which has built up for passage of the measure, the Treasury Department is prepared to temper its opposition and go along with a somewhat modified proposal which is expected to be presented to the Senate Finance Committee.

Proponents of the bill are prepared to accept a reasonable compromise as preferable to no bill at all.

Architects interested in this proposal can voice their approval by communicating with the two Maryland Senators at the Senate Office Building, Washington, D. C. They are Senator J. Glenn Beall and Senator John Marshall Butler.

### Building Research Institute

Want to be treated like a king? The Building Research Institute promises just that for architects attending the annual spring conference of the Institute which will be held April 5, 6, and 7 at the Hotel Statler in New York City.

Milo D. Folley A.I.A., chairman of the conference reports:

"We would like to have more architects at these conferences because they are the people that the building industry wants to reach and tell of their new developments. They want architects' advice on new methods and materials and on how products may be improved. They'll be treated like kings."

If interested in attending, write Harold Horowitz, Assistant Director for Technical Programs, Building Research Institute, National Academy of Sciences, 2101 Constitution Ave., Washington, D. C.

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