

**THE TEXAS
ARCHITECT**

OCTOBER

1970



Official Publication of

THE TEXAS SOCIETY OF ARCHITECTS

The Texas Regional Organization of
The American Institute of Architects

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904 Perry-Brooks Building, Austin, Texas

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THE TEXAS ARCHITECT

VOLUME 20 / OCTOBER, 1970 / NO. 10

3 The Cow town, Fort Worth, has evolved as the Now Town. All around the city, change and progress are evident that have revitalized the town where the west begins.



5 Schedule of Events for "The Leading Edge", Thirty First Annual Meeting, Texas Society of Architects. On pages seven and eight are guest speaker personalities.

9 The Texas Society of Architects is honored to recognize newly registered architects in the State of Texas for the year 1970.

11 As the hearthstone of the University of Houston, the University Center provides conveniences, services and amenities necessary to the daily life of the modern University campus. The center sets the tone of the significant culture, social and recreational programs which supplements the classroom and serves as the laboratory for citizen-ship training.



17 The naming of Padre Island as a national seashore marks a significant contribution to the development of the Texas Coast. The broad spectrum of Texas, from conservation to tourists, is challenged to sensitively plan and develop the sand and the sea for the generations of Texans to come.



29 A city planning agency makes a move towards advocacy. Dave Farrington, City Planning Director, presents Ft. Worth sector planning concepts: 500,000 planners.

Texas Architect Advertisers:

- P. 10 Trinity White, General Portland Cement Co.
- P. 15 Texas Gas Utilities Co-Op
- P. 16 PPG Industries
- P. 25 Texas Concrete Masonry Assoc.
- P. 26 Mosher Steel Company
- P. 27 Southwest Terrazzo Assoc., Inc.
- P. 27 Yandell and Hiller
- P. 27 General Steel Co.
- P. 27 Thos. Bryne, Inc.
- P. 27 Cowan, Love & Jackson
- P. 28 Zonolite Division, W. R. Grace and Co.
- P. 35 Armco Steel Corporation
- P. 36 Featherlight Corporation

FORT WORTH

THE NOW TOWN

They are changing the theme to fit the times in Fort Worth with an all-out effort to make Cow Town the Now Town when it comes to attracting visitors.

Some say the catalyst for change was the \$22-million-dollar-Tarrant County Convention Center opened a little more than one year ago in the heart of the city. It was an instant success, and almost overnight shoved Fort Worth into the major contender circle for the big conventions coming to Texas' major cities. With the sweet taste of success as a major host city and thousands of new convention visitors coming in on the heels of the 14-block center, local citizens took a closer look at what the city has to offer the visitor.

What they found was a wealth of western heritage, a diversity of year-round events spanning the visitor appetite from rodeos in the winter to musicals in the summer, and every type sporting and cultural event in between. The emphasis is on Now in Cow Town, with modern new motels on the planning board, multi-million-dollar renovation and expansion of downtown hotels, new parks, and even a five-square-block downtown project to be developed strictly for dining and entertainment in the near future.

Fort Worth's designation as the city "Where the West Begins" was gained as a fact in history and not a phrase coined as a tourist attraction. In 1843 a treaty was made with the Indians of West Texas, except the Comanches. The terms of the treaty traced a line passing through the future site of Fort Worth under which the Indians agreed to remain to the west of the line—thus the slogan "Where the West Begins." General William J. Worth, commander of the Eighth and Ninth U. S. Military Department in San Antonio, ordered Major Ripley A. Arnold to establish at the present site of the city in June, 1849. Camp Worth soon became Fort Worth. With this history and the day of the cattle trail drives, which passed through Fort Worth on the famous Chisholm Trail to rail-heads in Kansas, a major part of Fort Worth's modern day visitor attractions are centered around preserved relics of the Old West.

The Fort Worth Art Center, with its outstanding permanent collection, as well as frequent special exhibits, attracts thousands of visitors yearly. Extensive private collections of two of the most famous Western Artists—Frederic Remington and Charles M. Russell—are among the Western Art treasures housed in the Amon Carter Museum of Western Art. The Museum's graceful landscape contains Henry Moore's impressive sculpture, "Upright Motives." The William Edrington Scott Theater, adjacent to the Art Center, was conceived as a showcase for the performing arts and offers drama, jazz, chamber music, and ballet. Under construction now is the multi-million-dollar Kimbell Art Museum. Among its many treasures, the Kimbell Museum will display one of the world's best collections of art and art objects, including works by Rembrandt, Rubens, El Greco, Goya and others. Whether the visitor wants ballet, opera (Fort Worth's Opera is the oldest company in Texas) or ice hockey, a diversity of attractions are programmed all-year.

During the summer Casa Manana, Fort Worth's theater-in-the-round, attracts nearly a quarter-million musical fans. And in July the city huddles over with the annual Miss Texas Pageant, prelude to the Miss America Pageant. Fort Worth became the home of the Miss Teenage America Pageant in 1968, and this popular national pageant is viewed on coast-to-coast live colorcast for some 50-million TV viewers each November.

Earlier this year the city's Museum of Science and History, with its Noble Planetarium, was presented a moon rock for permanent display.

For a major metropolitan city visitors are often surprised at the space still dedicated to relaxation in the out-of-doors. Fort Worth has maintained an exceptionally scenic array of parks and gardens.

The winding roads of Trinity Park, one of the nation's largest and most beautiful, pass through woodlands along the Trinity River. Grassy areas and picnic tables provide a restful setting in almost the center of the city. A section of Trinity Park is devoted to the Fort Worth Botanic Gardens, a regular visiting place of flower lovers everywhere. Some 50 acres of rolling lawns and natural forest contain both formal and informal garden arrangements. Only seconds away is Forest Park, 283 acres of enjoyment for picnics and sight seeing. Fort Worth Zoological Park, the Southwest's most complete zoo, houses a huge collection of animals, birds, fish, and reptiles. Especially popular are the Great Apes House, the world's largest Herpetarium, the Children's Zoo, the Aquarium, featuring the only pair of porpoises in fresh water captivity in the world, and Rain Forest, where an intricate lighting system allows visitors to observe birds outside their cages in their natural habitat. Nine miles northwest, on the upper reaches of Lake Worth, the Greer Island Nature Center provides 396 acres of wildlife habitat on an easily accessible island.

Fort Worth recreation facilities are well-coordinated and situated to be convenient to all points of the city. Tennis courts, ball parks, golf courses, riding academies, and bowling centers complement the public facilities. In addition, Fort Worth's private clubs provide similar types of recreation for their members. The six lakes in and around Fort Worth provide excellent opportunities for enjoyment of swimming, fishing, skiing, boating, and camping activities. Lakes Worth, Eagle Mountain, Bridgeport, Possum Kingdom, Benbrook, and Arlington are filled with game fish, and their shores provide spots for camping, picnicking and hiking. Hunting enthusiasts will also find abundant small game in nearby areas.

Fort Worthians are convinced the slogan "Now Town" has replaced the "Cow Town" theme when it comes to the visitor industry. ■

FORT WORTH

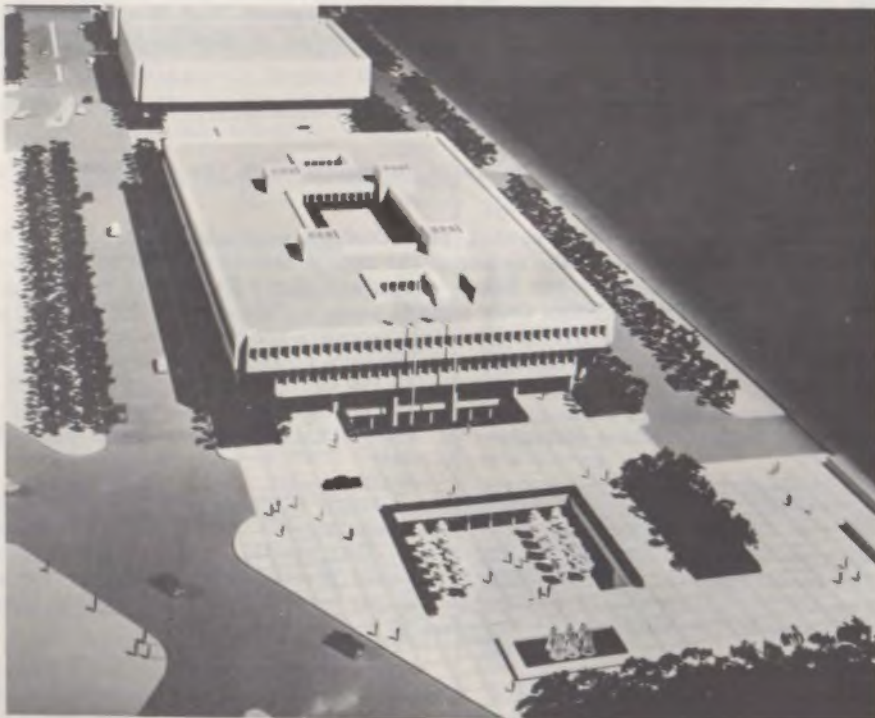
THE NOW TOWN



Tarrant County Convention Center, home of the nationally televised Miss Teenage America Pageant, is acclaimed by experts as one of America's finest buildings.



Meacham Field, a major general aviation facility operated by the City of Fort Worth, is the second busiest airport in the immediate five-state area. One intra-state airline operates from the field with regular schedules to Texas cities.



New City Hall complex immediately south of present City Hall is scheduled for completion in March, 1971.

the leading edge THIRTY FIRST

ANNUAL MEETING

TEXAS SOCIETY OF ARCHITECTS

SHERATON FT. WORTH
FORT WORTH, TEXAS

SCHEDULE OF EVENTS

WEDNESDAY OCTOBER 28

AM

- | | | |
|-------|--------------------------------|---|
| 8:00 | TEXAS QUARRIES GOLF TOURNAMENT | Spirited competition and TQ's traditional hospitality at Shady Oaks Country Club. |
| 11:00 | REGISTRATION AND HOSPITALITY | On the Mezzanine of the Sheraton Ft. Worth. |
| 11:00 | "TEXAS ARCHITECTURE" DISPLAY | Hall of Exhibits |
| | STUDENTS AWARDS DISPLAY | Hall of Exhibits |

PM

- | | | |
|------|-------------------------|--|
| 1:00 | MOEN FAUCET SKEET SHOOT | A new event for all sportsmen and ladies courtesy of Moen. |
| 5:00 | EXHIBITORS CONCLAVE | An overview of convention activities for exhibitors. |
| 7:00 | COCKTAIL PARTY | By the pool at the Sheraton. You're guests of the Texas Bureau for Lathing and Plastering. |
| 9:00 | DINNER | On your own |

THURSDAY OCTOBER 29

AM

- | | | |
|-------|------------------------------|--|
| 8:30 | CONTINENTAL BREAKFAST | In exhibit area—wake up—get first aid and ready to work. |
| 8:30 | REGISTRATION AND HOSPITALITY | On the Mezzanine of the Sheraton Ft. Worth. |
| 9:00 | EXHIBIT AREA OPEN | In the Grand Ballroom with pomp and circumstance. |
| 9:45 | OPENING SESSION | A fast moving and extremely important business session for the architects. |
| 11:15 | KEYNOTE ADDRESS | President of the Institute, Rex Whitaker Allen. |
| 12:00 | COCKTAILS | Join your wife in the Exhibits Area for Bloody Marys. |

PM

- 12:45 AWARDS LUNCHEON
2:30 PROFESSIONAL WORKSHOP
4:00 PROFESSIONAL WORKSHOP
5:00 COCKTAILS IN EXHIBIT AREA
7:30 PRESIDENT'S CHAMPAGNE
RECEPTION
8:30 PRESIDENT'S BALL

To honor our colleagues, students, and others whose excellence contributes to our quality of life.

James Luckman will set the stage for "The Leading Edge".

Robert A. Watson, Attorney discusses implications of Joint Ventures.

Mostly stag, but she's welcome. Get the kinks out and visit with the "reps" in the exhibit area.

In the Silver Lounge atop the Sheraton. Black tie.

In the Crystal Ballroom honoring our President and others whose service has been outstanding.

FRIDAY OCTOBER 30

AM

- 8:00 ACME BREAKFAST
8:00 REGISTRATION & HOSPITALITY
9:00 PROFESSIONAL WORKSHOP
9:00 LADIES IN THE EXHIBIT AREA
10:00 LADIES PARTY
10:00 COFFEE WITH MISS TEXAS
10:45 PROFESSIONAL WORKSHOP

You'll enjoy Acme's traditional hospitality.

On the Mezzanine of the Sheraton Ft. Worth.

Dan Arnold, Attorney, discusses legal aspects of real estate ownership and development.

A new special occasion for Ladies Only.

A grand time in plush surrounding.

A chance to absorb the workshop and continue voting for the Best Exhibit. Wilson Art gives us Miss America this year!

Howard Barksdale, Vice President of Ivor B. Clark Co. discusses mortgage aspects of initial planning.

PM

- 12:00 MEN'S BUFFETT
1:30 PROFESSIONAL WORKSHOP
3:15 PROFESSIONAL WORKSHOP
4:15 FINAL BUSINESS SESSION
7:00 FESTIVAL CONTINENTAL

Among the Exhibits, sandwich bars and beer. A grand prize drawn from those who voted for the "Best of Show" display.

Bill Hoff presents a case study of how a project is put together from start to finish.

Students will set the stage for this one—don't miss it.

This final business session of the Annual Meeting may well be the most important TSA has ever had.

The most fabulous party ever—anywhere.

SATURDAY OCTOBER 31

AM

- 9:00 PUBLIC RELATIONS SEMINAR

AIA Public Relations Chairman, Bailey Ryan, will present a great seminar on public relations for AIA, TSA, and especially for your office.

TSA 70



ALLEN

Rex Whittacker Allen, FAIA, President and Director of Rex Whittacker Allen and Associates, Architects, San Francisco, graduated from Harvard Graduate School of Design. His numerous activities in local, state and national AIA affairs are culminated this year by his activity as President of the American Institute of Architects. Allen holds professional memberships in many associations and has demonstrated his continuous unselfish civic responsibility. Allen has specialized in health facilities and has published numerous articles concerning hospitals, nursing homes and national health care systems.



LUCKMAN

James M. Luckman, president of Charles Luckman Associates, is the second generation of the Luckman family to provide creative leadership to the profession of architecture and planning. Luckman was born in Cincinnati, Ohio, in 1935, the son of well known businessman-architect Charles Luckman. Luckman earned a bachelor of architecture and engineering degree from Cal Poly in 1958. After serving in the Air National Guard, he entered Harvard University's Business School and received a Master's degree in Business Administration in 1961.

The following year he joined Charles Luckman Associates on a permanent basis in the firm's design department. Subsequently he served as project manager, assistant general manager, and as vice president of the firm's New York City office for five years. He became president of the company in 1968, when Charles Luckman Associates became an affiliate of the Ogden Development Corporation, a subsidiary of the worldwide Ogden Corporation. Luckman is a member of the Ogden Development Corporation board of directors, a national real estate development firm with more than \$350 million of properties currently under development.

Today, the architectural firm he heads employs more than 350 people with headquarters in Los Angeles and complete operating offices in New York, Chicago, and Phoenix. In more than 300 different projects Charles Luckman Associates has demonstrated an ability to solve the complex problems of diverse clients with innovative concepts combining design excellence with superior functional performances. The company's work has been honored with more than 60 major awards. Under Luckman's direction the firm is currently working on more than 150 projects in all types of architecture: office buildings, apartments and hotels, retail stores, educational facilities, hospitals, urban redevelopment, governmental buildings and recreational and sports facilities.



WATSON

Attorney Robert A. Watson, is a partner in the firm of Cantey, Hanger, Gooch, Cravens, and Munn. He received a BSC at Texas Christian University and JD at Southern Methodist University School of Law. He has served as Staff Attorney, Office of the Regional Council, Atlanta, Georgia, Internal Revenue Service and as Attorney Advisor U.S. Tax Court.

He is Past President of Ft. Worth Business and Estate Council and is a Fellow American College of Probate Counsel. He is director of M. J. Neeley School of Business at Texas Christian University. Watson has served as lecturer at State Bar of Texas, Continuing Legal Education and as instructor at the American Institute of Banking. He is a member of the Texas Bar Association; American Bar Association; Section of Taxation; Committee on National Resources.

GUEST SPEAKER PERSONALITIES



ARNOLD

Attorney Daniel C. Arnold is a member of the firm of Vinson, Elkins, Searls and Connally, Houston. He received BBA and LLB degrees from the University of Texas and is a member of the Houston Bar Association, Texas Bar Association and American Bar Association. He is a member of the Board of Benjamin Franklin Savings Association; Texas Medical Center, Inc.; and Baylor College of Medicine. He is a member of St. Lukes Methodist Church where he is a member of the Official Board of Stewards.



BARKSDALE

Howard S. Barksdale is a Vice President of Ivor B. Clark Co. of Texas, Inc., and Regional Director of the Houston, Texas office which he established in 1967. Ivor B. Clark Co. is a national firm specializing in mortgage financing with offices in New York, Washington D. C., Los Angeles, Chicago and Houston. Since joining Ivor B. Clark Co., Mr. Barksdale has arranged in excess of \$60,000,000 worth of mortgage financing in the southwest.

Prior to joining Ivor B. Clark Co., Mr. Barksdale operated his own construction and development firm where he conceived and built many successful projects. One of his most unique was Storybook Apartments, a Houston apartment project designed for families. Storybook received national publicity and wide acclaim for its inventive design and features.

His previous experience also includes one and one-half years with Mission Manufacturing Company of Houston and four years with the Security Engineering Division of Dresser Industries both in sales and engineering.

A member of the Mortgage Bankers Association of America, the National Apartment Association, the New York and Texas Real Estate Board, Houston Board of Realtors, and the National Association of Real Estate Boards, he is a 1957 graduate of the University of Texas with a degree in Business Administration.



HOFF

A native of Seguin, Hoff graduated with honors from the University of Texas with a Bachelor of Architecture degree. While at Texas, he was foreman of the Texas Cowboys, a member of the Texas Varsity Swimming Team, the "T" Association, Delta Kappa Epsilon Fraternity, Tau Sigma Delta Honorary Fraternity, and received the Alpha Rho Chi Award. Commissioned as a Lieutenant in the U.S. Air Force, he served as a jet pilot. Bill Hoff has addressed NAHB Conventions and Conferences in Dallas, San Francisco, Chicago, and New York. He developed his expertise in land planning and site development from experiences as developer and principal of numerous apartment and office projects throughout the state.

In his present capacity, and through his former associations, Mr. Hoff has directed projects in excess of \$72 million and currently projects exceed \$34 million. Hoff, Blackstone and Strode can also provide advice on bids, construction contracts and construction management.



NEWLY REGISTERED ARCHITECTS

AMARILLO

Brantley, Jerry Lynn
Doche, Jimmy Cal
Rittenberry, James Robert

ARLINGTON

Powell, Thomas Claude
Reavis, Willard

AUSTIN

Crellen, Kenneth R.
Crenwelge, Roy C.
Crews, Paul C., Jr.
Davis, John Marvin, Jr.
Fitzpatrick, John Burnett
O'Brien, Dallas Susan Jane
Perkins, Ronnye Lyn
Torres, Guillermo
Weaver, Joe Pat

BAYTOWN

Sisson, Thomas Murray

BEDFORD

Wilkerson, James Hatten

BELLAIRE

Derryberry, Jerral Walter
Dewhitt, David Jerry
Floyd, David Lee
Hartfiel, Don Allan
Willis, Raymond Nolen, Jr.

BRYAN

Greer, Michael Lee
Cumpton, Jack William
Wallis, Frederick Leroy

COLLEGE STATION

Stogsdill, Russell Lee

CORPUS CHRISTI

Cotten, Johnny Walter
Holland, William Harvey
Rubarth, Robert Frank

DALLAS

Bradshaw, Marvin Emmett, Jr.
Brown, George Roland
Brune, Robert Anthony
Carnes, Robert Ernest
Dakin, William Edward
Dance, Thomas Fred
Freed, William Leslie
Galbraith, Charles Arthur
Haldeman, Edward Broomell, Jr.
Harris, Joe Eddie
Hastings, Paul Dean
Hilker, Thomas Charles
Johnson, Spencer Allen
Kaesler, Walter Edwin, Jr.
Kennedy, Kay Don
Moore, John Vanoy
McDaniel, Darrell Wayne
North, Bobby Earl

Nyfelner, John Vernon
Reynolds, Peter Lindsey
Rickels, Randall Terry
Savage, Richard E.
Shepherd, Phillip Warren
Stone, Arthur Ellis
Wofford, Herbert Samuel

EL PASO

Davis, Jim Lee

FORT WORTH

Bradley, Robert Sanders
McCord, Michael David
Sullenberger, Hal Joseph
Williams, Larry Thomas

HARLINGEN

Brown, James Troy

HOUSTON

Bannon, Don Ormond
Brown, William Lee
Brunson, Eldred M., Jr.
Cleavinger, Marvin LeRoy
Colby, David William
Durham, Ira Milton, Jr.
Ferrer, Edwin
Gant, Lytle Edward
Hebert, Donald Blaise
Hendrickson, Robert Lucas
Holt, Jack William
Inouye, Eugene Macy
Kuykendall, Charles Edwin
Logan, Donald Francis
Madrid, Carlos Antonio
Mathis, Thomas F.
McCaine, Jack M.
McCowan, Lee Edward
McDonnell, D. Wayne
Nelson, Bardin Hubert, Jr.
Pape, Lloyd Eugene
Parish, Jerry L.
Patout, Frank William
Paukune, John Renaldo
Plaisance, Roy Dahmer, Jr.
Putnam, Michael
Robinson, Richard Waid, Jr.
Ross, Thomas Kelley
Sartain, James Lawrence
Spiers, Marion Walter
Torres, German
Wade, Guy Irvin, Jr.

HUMBLE

Pelech, Eugene L.

IOWA PARK

Daughterity, Donald Gale

IRVING

Federico, Joe, Jr.
Gist, Jack Lee
Jones, Paul Lee

KEMAH

Murphree, Hoyt Lee, Jr.

LAREDO

Ashley, James Thomas, III
Cavazos, Guillermo Javier
Rex, Alan Milton (AFB)

LUBBOCK

Alexander, Sherrill
Green, Billy Harold
Jennings, Richard Wayne

MESQUITE

Eldredge, Billy Wayne

MULDOON

Doms, Joe Miller

RICHARDSON

Seeley, David Ray

SAN ANGELO

Barbutti, Ronald Vincent

SAN ANTONIO

Bentley, Kenneth Reed
Campos, Omar Richard
Carlson, John Leonard
Chu, Joe Ming
Hively, Charles Will
Horton, James Monroe
Juarez, Jesse Ysais
Longfellow, Wayne Neal (Bill Maxwell,
Judith Helen Mary Greaves
McWilliams, Stephen Douglas
Peterson, Carolyn Safar
Smith, Tracy Lee
White, James R., Jr.)

SMITHFIELD

Sivek, Chas. Edward, Sr.

STAFFORD

Wright, Kenneth Charles

TEXARKANA

Emberton, John Reed
Link, James Robert

TEXAS CITY

Hamilton, Henry Walter

TYLER

Clark, James Oliver

WACO

Dillard, Donald Dennis

WICHITA FALLS

Ray, Jerry Randall

LAWRENCE, KANSAS

Huber, Duane Charles

NEW HAVEN, CONNECTICUT

Henderson, Carroll Forrest

NEW YORK, N. Y.

Frew, Stephen Richard

SOUTH BEND, INDIANA

LaNier, Royce Eugene

Braniff International chose the enduring eloquence of Portland Cement Terrazzo.

Braniff International Terminal, Dallas, Texas.
Architect: Jack Cotman & Assoc; Terrazzo Contractor: American Terrazzo Co., Dallas, Texas

Why?

Because Portland Cement Terrazzo is tough and it's beautiful. Nothing else compares with it in cost, durability, maintenance and design latitude. The finest terrazzo is being made with Trinity White Portland Cement.

Trinity White

Portland Cement

Write for new color brochure
featuring 24 popular terrazzo samples.

A product of



General Portland Cement Company

Offices: Dallas • Houston • Tampa • Miami • Chattanooga • Fort Wayne • Kansas City, Kansas



1970

UTAH

TEXAS ARCHITECTURE 1969

UNIVERSITY CENTER—UNIVERSITY OF HOUSTON



The fountain, sculpture, staircase and straight-line architecture of the University of Houston University Center forms an artistic composition with the arbor as a focal point. The geometric design of the skylight brings the expanse of outdoors inside. This motif is carried forward through the use of greenery, outdoor landscaping and a waterfall. The arbor area is open-air at either end. The sculpture combines modern design with natural feeling while harmonizing with the building environment. Due to the large span of glass in the interior, light from the arbor is reflected throughout the building.

As the hearthstone of the University, the University Center provides the conveniences, services and amenities necessary to the daily life of our modern University campus. The Center sets the tone of a significant cultural, social and recreational program which supplements the classroom and serves as a laboratory for citizenship training. It is a place where the University community as a whole can meet, discuss and participate together in a wide and valuable range of activities. It is key facility dedicated to the overall University community.

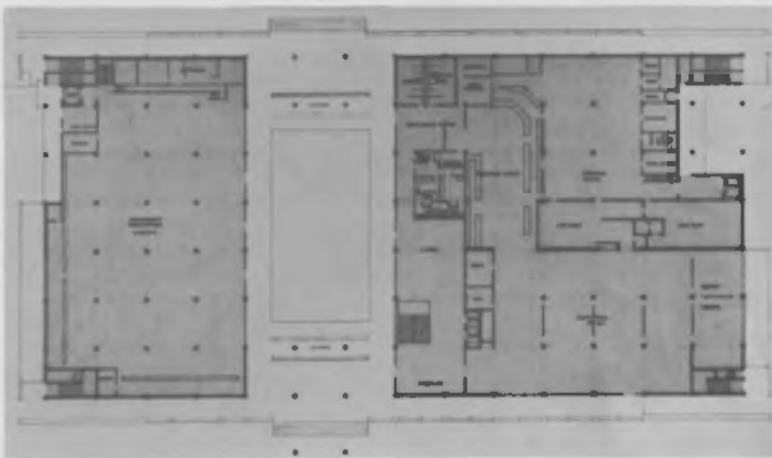
THE SECOND FLOOR

The dominant feature of the second floor is the Houston Room, a multi-purpose ballroom which divides into seven distinct areas, and can be used for dining, dancing or lectures. The ballroom contains a cinemascope movie screen, projection room, portable stage and special lighting facilities. Tastefully decorated dining and meeting rooms are available on this floor, along with two television lounges, piano booths and music listening rooms. The campus activities area is set up for contact with the individual and with the organization. The University Center administrative offices are located on the second floor.



FIRST FLOOR

One of the busiest areas in the University Center, the first floor, houses the well stocked self-service book and supply store. In the adjacent wing of the building is a cafeteria using the "scramble" serving system, with two glass-enclosed meeting rooms at the far end. Immediately outside the cafeteria is an art display area. The information counter, the source of all information concerning the Center, also includes a check-cashing and a lost and found service. The ticket window and reservation office are also located on this floor.



GROUND FLOOR

The ground floor of the University Center houses the main recreational facilities, which include an eight-lane bowling alley, a billiards and table tennis area, an arts and craft shop and a games area. Also located on the ground floor, for the convenience of the University community, is a barber shop, specialty shop and a post office. A cabaret style snack bar, Cougar Den, is accented by serpentine walls of white mosaic tile highlighted by a black acoustical ceiling.



Editor's Note: One Hundred and Seventy entries were narrowed down to ten finalists by the *Texas Architecture 1969* awards jury. The jury selected three projects from the finalists to receive Honor awards. The three Honor award projects were featured in the January, February and March 1970 issues of *The Texas Architect*. This month *The Texas Architect* is pleased to feature one of the other seven finalists.

ARCHITECTS - ENGINEERS - PLANNERS

THE OFFICE OF G. PIERCE, GOODWIN & FLANAGAN* AIA

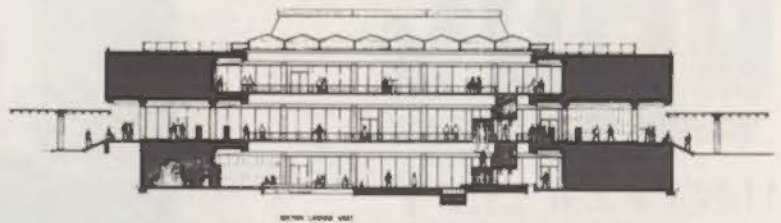
Walter P. Moore & Associates—Structural Engineer
Lockwood, Andrews & Newman, Inc.—Consulting Engineer
Mulhauser, Holmes & Riggs—Kitchen Equipment
Wilson Stationery & Printing Co.—Interiors
Seymour Evans—Lighting

*Formerly the Office of George Pierce—Abel B. Pierce
Fred Buxton—Landscape Architect
Southwestern Construction Company—General Contractor
Court Sculpture by Bob Fowler
Photographs by Bill Goodwin, John Mason &
Robert R. Murray

Perhaps the most significant design criteria for the campus center was the need for proper accommodation and movement of large numbers of people destined to many and varied activities within one building complex, as well as a need to control the noise and congestion inherent in a building serving a student body of well over 12,000.

Since the success of the project depended largely upon its maximum use, the burden placed on a building serving this number of people was immediately apparent. Contained within the building were to be such things as a 1,000 seat ballroom, 500 seat cafeteria, 500 seat snack bar and food preparation facilities. Also to be included were a bowling alley, bookstore, music, recreation, private dining and meeting rooms, all of which would attract considerable crowds and at different times. By its very nature, the building must have the ability to absorb, separate, and quickly distribute, with a minimum of confusion, the many students and their intended activities.

The final building design involved a three level building surrounding a large mall. The mall, skylighted, but open on either end of the outside at the middle level, serves as both the main entrance to the building complex and a means of distributing students to their activities before actually entering the building proper. By entering at the middle level, no student is more than one floor from his destination. In addition, the mall symbolizes the very center of student activity and, as such, offers opportunities for outdoor concerts, pep rallies, student electioneering, or, just a place to meet a friend.





CAFETERIA



STUDENT LOUNGE



UNIVERSITY
CENTER
UNIVERSITY
OF
HOUSTON



T.V. LOUNGE

Are you building high operating costs into someone else's new home?

**An all-gas Blue Star home
means low energy bills and
a lot less maintenance!**

That's a powerful sales point to make! The combination of modern gas heating, air conditioning, cooking, water heating and yard lighting saves the homeowner thousands of dollars over the period of his mortgage. Hotels, motels, schools and office buildings also benefit when gas energy is included in the plans. Gas economy and reliability... two big sales appeal features that can work for you!



PPG Performance Glass has made these 37 recent contributions to America the beautiful. (And America the comfortable.)

Architects all over the country are putting up more buildings that use beautiful PPG Performance Glass. The architects of the 37 projects shown below used a PPG Reflective Insulating Glass, for one or more of several reasons: openness, reflectivity, color, drama, visual comfort, or to keep out the heat and the cold.

The list is made up of *Solarban*™ installations only, and while it is by no means complete, it does offer a guide to a number of interesting projects in widely scattered locations. For further details, write or call Mr. D. C. Hegnes, Manager, Architectural Construction Service, PPG INDUSTRIES, One Gateway Center, Pittsburgh, Pa. 15222.

ALASKA: Anchorage

International Airport
Architect: Manley and Mayer
PPG Glass: *Solarban (2)*

CALIFORNIA: Los Angeles

Jules Stein Eye Institute
Architect: Welton Becket & Assoc.
PPG Glass: *Solarban (3)*

COLORADO: Denver

Denver Center
Architect: W. C. Muchow Assoc.
PPG Glass: *Solarban (2)*

FLORIDA: Clearwater

Pinellas County Courthouse
Architect: Anderson, Johnson,
Henry and Parrish
PPG Glass: *Solarban (2)*

FLORIDA: Cocoa Beach

Cape Canaveral Hospital
Architect: Stevens & Walton
PPG Glass: *Solarban (3)*

FLORIDA: Miami

Mutual of Omaha Regional Home Office
Architect: Houston & Albury Assoc.
PPG Glass: *Solarban Bronze (3)*

FLORIDA: Titusville

Brevard County Courthouse
Architect: Hirshberg,
Thompson & Assoc.
PPG Glass: *Solarban (3)*

GEORGIA: Atlanta

Cities Service Building
Architect: Toombs, Amisano and Wells
PPG Glass: *Solarban (2)*

GEORGIA: Carrollton

West Georgia College
Architect: John W. Cherry
PPG Glass: *Solarban (3)*

ILLINOIS: Chicago

Hyatt O'Hare Hotel
Architect: John Portman & Assoc.
PPG Glass: *Solarban (2)*

ILLINOIS: Rockford

Downing Box Company
Architect: Larson & Darby
PPG Glass: *Solarban Bronze (3)*

ILLINOIS: South Chicago

Arcco Corporation
Architect: McCarthy-Hundrieser &
Assoc., Inc.
PPG Glass: *Solarban (2)*

MARYLAND: Baltimore

Social Security Administrative Complex
Architect: Myers, Ayers & Saint
PPG Glass: *Solarban Bronze (3)*

MINNESOTA: Duluth

St. Luke's Hospital
Architect: Thomas J. Shefchik &
Assoc., Inc.
PPG Glass: *Solarban (2)*

MINNESOTA: St. Paul

Pearson Candy Company
Architect: Cerny Associates, Inc.
PPG Glass: *Solarban (23)*

PENNSYLVANIA: Indiana

East Pike Elementary School
Architect: Robert T. Scheeren
PPG Glass: *Solarban (3)*

SOUTH DAKOTA: Sioux Falls

Airport
Architect: Fritzel, Kroeger,
Griffin & Berg
PPG Glass: *Solarban (2)*

TENNESSEE: Bristol

Tri-Cities Airport
Architect: Anderson & Gilliam
PPG Glass: *Solarban (3)*

TENNESSEE: Cookeville

Cummins Engine Company
Architect: Walter E. Damuck
PPG Glass: *Solarban (3)*

TEXAS: Dallas

American Hospital Supply
Architect: Nelson, Ostrom, Baskin,
Berman & Assoc.
PPG Glass: *Solarban Bronze (3)*

TEXAS: Houston

One Shell Plaza
Architect: Skidmore, Owings & Merrill
and Wilson, Morris,
Crain & Anderson
PPG Glass: *Solarban Gray (3)*

VIRGINIA: Fairfax

Fairfax County Governmental Center
Architect: Vosbeck, Vosbeck,
Kendrick & Redinger
PPG Glass: *Solarban Bronze (3)*

VIRGINIA: Roanoke

Southwest Virginia Savings & Loan
Architect: Kinsey, Motley & Shane
PPG Glass: *Solarban (3)*

MISSISSIPPI: Gulfport

Mississippi Power Company
Architect: Curtis & Davis
PPG Glass: *Solarban (2)*

NEW JERSEY: Lawrenceville

Public Service of N.J.
Architect: James Laden and
Raymond Althouse
PPG Glass: *Solarban (2)*

NEW JERSEY: Wayne

Orban Office Building
Architect: Bernard Rothzeit
PPG Glass: *Solarban (23)*

OHIO: Canton

Kent State University
Architect: Lawrence, Dykes,
Goodenberger & Bower
PPG Glass: *Solarban (3)*

OKLAHOMA: Lawton

YMCA
Architect: James Marshall
PPG Glass: *Solarban (2)*

OKLAHOMA: Oklahoma City

Lincoln Plaza
Architect: Halley-Riek and Hester
PPG Glass: *Solarban (2)*

OKLAHOMA: Tulsa

Tradewinds Motel
Architect: Russell Magee
PPG Glass: *Solarban (3)*

OREGON: Portland

Esco Corporation
Architect: Wolff, Zimmer, Gunsul
and Frasca
PPG Glass: *Solarban (3)*

PENNSYLVANIA: Allentown

Mack Truck
Architect: Wolf-Hendrix & Associates
PPG Glass: *Solarban (2)*

PENNSYLVANIA: Beaver

Beaver Area High School
Architect: Edwin M. Wallover, Jr.
PPG Glass: *Solarban (3)*

WISCONSIN: Appleton

Wisconsin Wire Company
Architect: Birch-Grisa-Phillips, Inc.
PPG Glass: *Solarban Bronze (3)*

WISCONSIN: Madison

Ohio Products Company
Architect: Weiler, Strang,
McMullin & Assoc.
PPG Glass: *Solarban (2)*

WISCONSIN: Milwaukee

South Milwaukee Public Library
Architect: Losch & Haeuser Inc.
PPG Glass: *Solarban (3)*

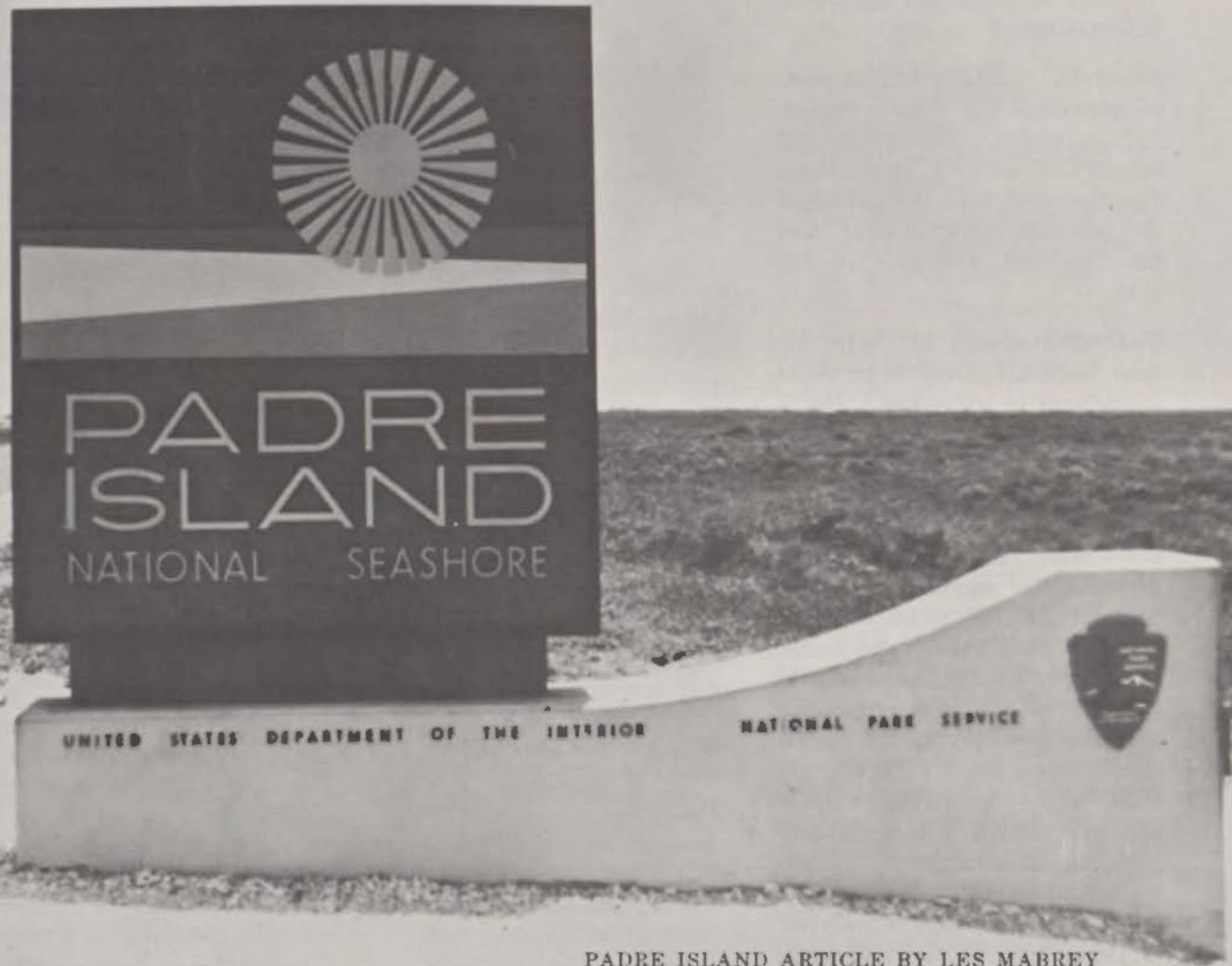
WISCONSIN: Racine

St. Luke's Hospital
Architect: Hams M. Geyer
PPG Glass: *Solarban (3)*

PPG is Chemicals, Minerals, Fiber
Glass, Paints and Glass. So far.



Entrance Marker. Sunburst logo is repeated on all informative graphics within the Development Area.



PADRE ISLAND ARTICLE BY LES MABREY
PROJECT DEVELOPMENT BY BROCK & MABREY,
ARCHITECTS

Development of a Master Plan for Malaquite Beach, the North Entrance to Padre Island National Seashore, evolved from consideration of the following objectives:

- Preservation of the natural wilderness environment of the Island.
- Provision of facilities to meet the needs of a variety of visitors on a year-round basis.

Planning elements are designed and placed so as to disassociate

the visitor from his automobile and concentrate masses of people, potentially damaging to the wilderness, around relatively small centers of intensive visitor activity and service. Because containment of visitor activity is essential to protection of the ecological balance of the Island, Malaquite Beach represents only the first of a series of such centers of high visitor concentration as shown on the Padre Island National Seashore Master Plan. The scale and plan of the complex, by effectively regulat-

ing the activities of up to 10,000 people per day, provide each visitor with that sense of privacy so essential to pleasurable outdoor recreation.

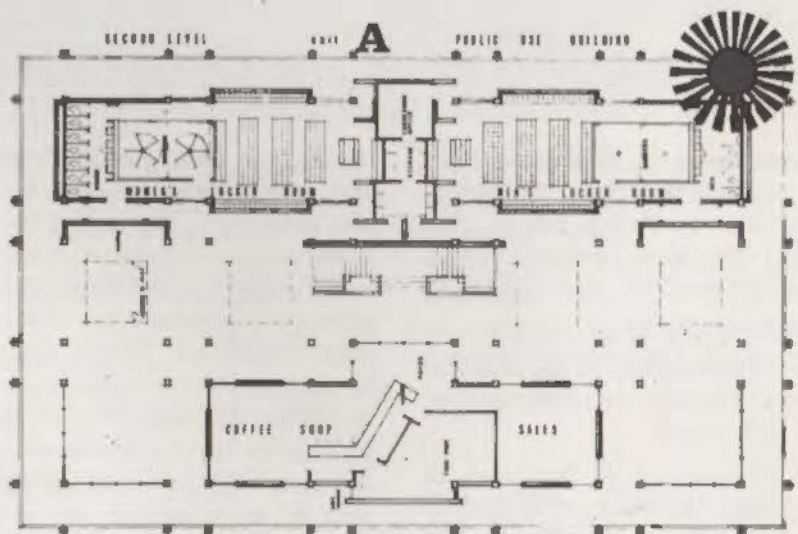
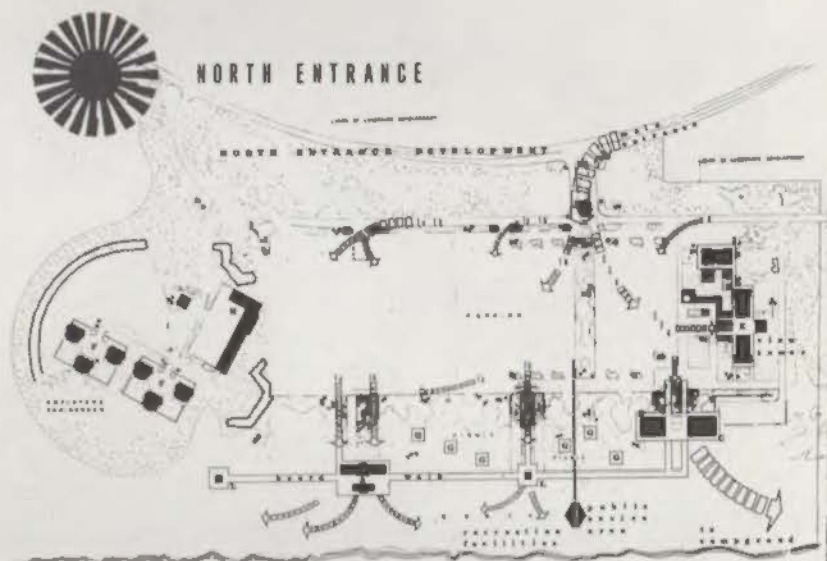
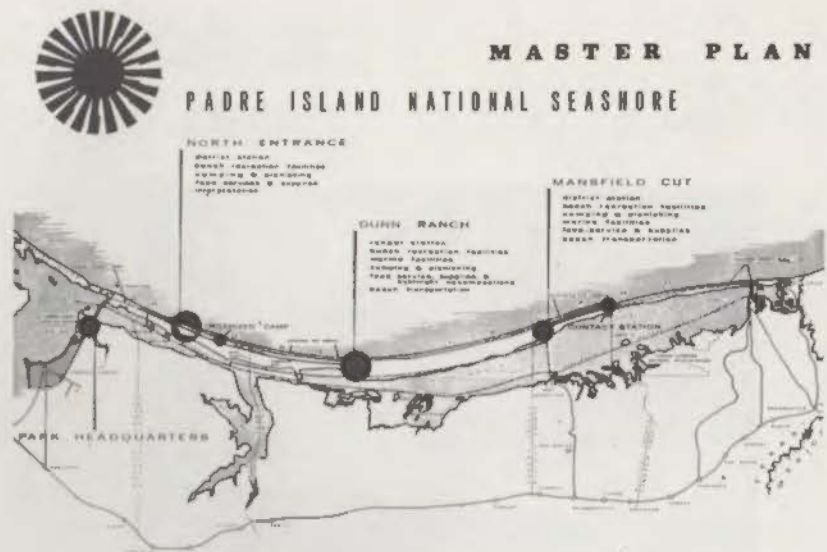
Preliminary research indicated that the key to efficient movement of all traffic was a dispersal of visitors according to services required as shown in the North Entrance Development Master Plan. Informational graphics posted at carefully placed kiosks separate and control various types of traffic both at the approach to the area and

within the Entrance Development. The same thematic, derived from the couples of Building A, is repeated in the design of each kiosk to ensure easy recognition of all points providing information.

Generally, the information posted separates the visitor requiring extensive orientation and supportive service from those familiar with both the nature of the seashore environment and the facilities available in the area.

The environment of Padre Island National Seashore presents a problem in extremes. For a greater part of the year protection from heat, blowing sand, and intensive sunlight is of primary importance, while during the winter months periodic cold fronts make enclosed shelter a necessity if the facilities are to be used on a year-round basis. In order to eliminate the utilization of the visitor's automobile as his base of operations, the design elements of Malaquite Beach supply both types of protection through a bi-level concept. An extended, raised boardwalk connects the enclosed second levels of various structures. At beach level, shelter and shade are provided by open spaces beneath both the buildings and the boardwalk. In addition, the boardwalk serves to further disperse visitors along the beach front by providing food service and access to the beach at a series of points. In keeping with the bi-level concept, the second level of all buildings may be reached by a ramp directly from the parking lot. This combination of controlled dual access to the beach and all facilities with provision of adequate shelter succeeds in solving the main environmental problems inherent to the project.

Structures included in the Mas-



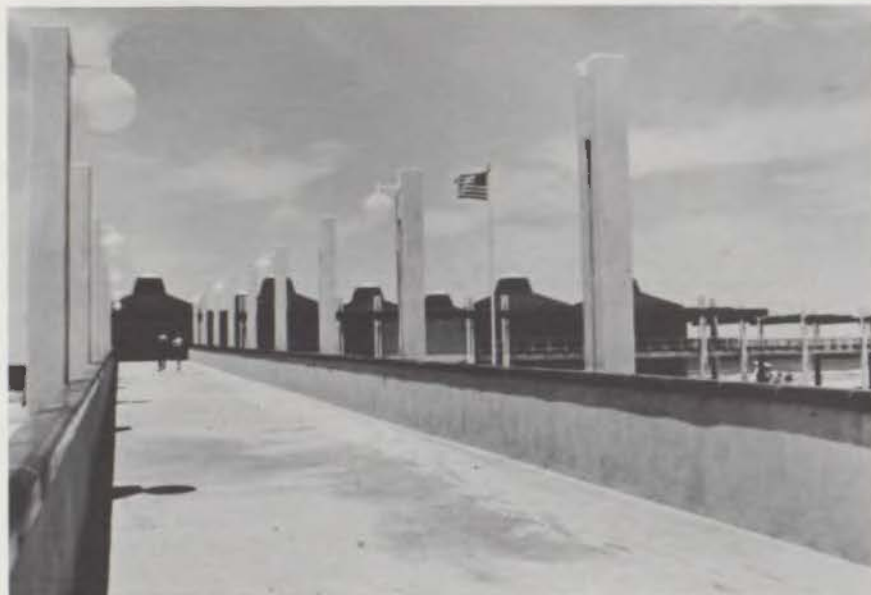
Building A and Kiosks from the Parking Area. Either level may be entered from this vicinity.



Building A as viewed from the Beach. Note open shelter and concession space at beach level in addition to spacious second level. Flat roof overhang provides additional shaded area. Cupolas maintain a sense of volumetric expansion.



Building A Floor plan: Design of interior achieves a feeling of intimacy through compartmentalization while maintaining traffic flow.



Ramps from Parking Area to second level of Building A.

ter Plan for Malaquite Beach consist of:

- A—Public Use Building containing locker rooms, concession sales, and coffee shop
- B—National Park Service Information and Exhibit Building
- C—Restaurant
- D—NPS Administration Building
- E—Multi-Use Building containing water reservoir and viewing tower.
- F—Employee Residences
- G—Group Picnic Shelters
- H—Utility Building
- J—Kiosks
- K—Cabanas beneath boardwalk
- L—Boardwalk Concession Buildings

At the present time, Structures A, E, L, Ramps, the Parking Area, and a portion of the boardwalk have been completed. As public visitation increases consideration will be given to the construction of additional facilities shown in the Malaquite Beach Master Plan. Moreover, subsequent construction of public use sites as shown on the Padre Island National Seashore Master Plan. Moreover, subsequent construction of public use sites as shown on the Padre Island National Seashore Master Plan will be a function of public visitation and use.

The Roman numbers associated with the traffic arrows on the north entrance, Malaquite Beach Plan refer to different categories of visitors. In general, the higher the number, the greater orientation required.

Legend of Visitor Classification *Group I* is comprised of those visitors who reside within a fifty mile radius of Corpus Christi. They make repeated visits to Padre Island, are generally familiar with both topography and facilities, and therefore, make only infrequent visits to the

orientation-interpretive center. Wayside exhibits located strategically in parking areas, at beach access points, and on both the boardwalk and beach provide an efficient means for imparting that information most needed by the group.

There appears to be no particular reason to funnel the Group I visitor through any orientation-interpretation building. Repeated visits by this group will satisfy the objectives of the interpretive program. Consequently,

there will be no concerted effort made by the National Park Service to attract this group to the visitor center located at the north end of the Parking Lot. The mass of this group would impair use of the center by other numerically small group classifications.

Group I is composed of the following sub-groups:

Group I (A) includes those visitors arriving from the extremities of the Corpus Christi area.

While well-oriented, they require more extensive use of specific services, such as lockers contained in the Public Use Building. (Building A).

Group I (B) includes those visitors who live adjacent to the Padre Island area or who have convenient access to the expressway complex which will eventually connect the North Entrance Development with the Interstate Highway System.

This visitor arrives at the island



View to the north above Boardwalk from Building A.

attired for recreational activity and finds it expedient to go directly to the beach from the Parking Lot, perhaps stopping briefly at the Concession Building, Unit L, located approximately midway between Building Units A and B. He occupies the beach front in the vicinity of Unit L and to the north toward Buildings B & C.

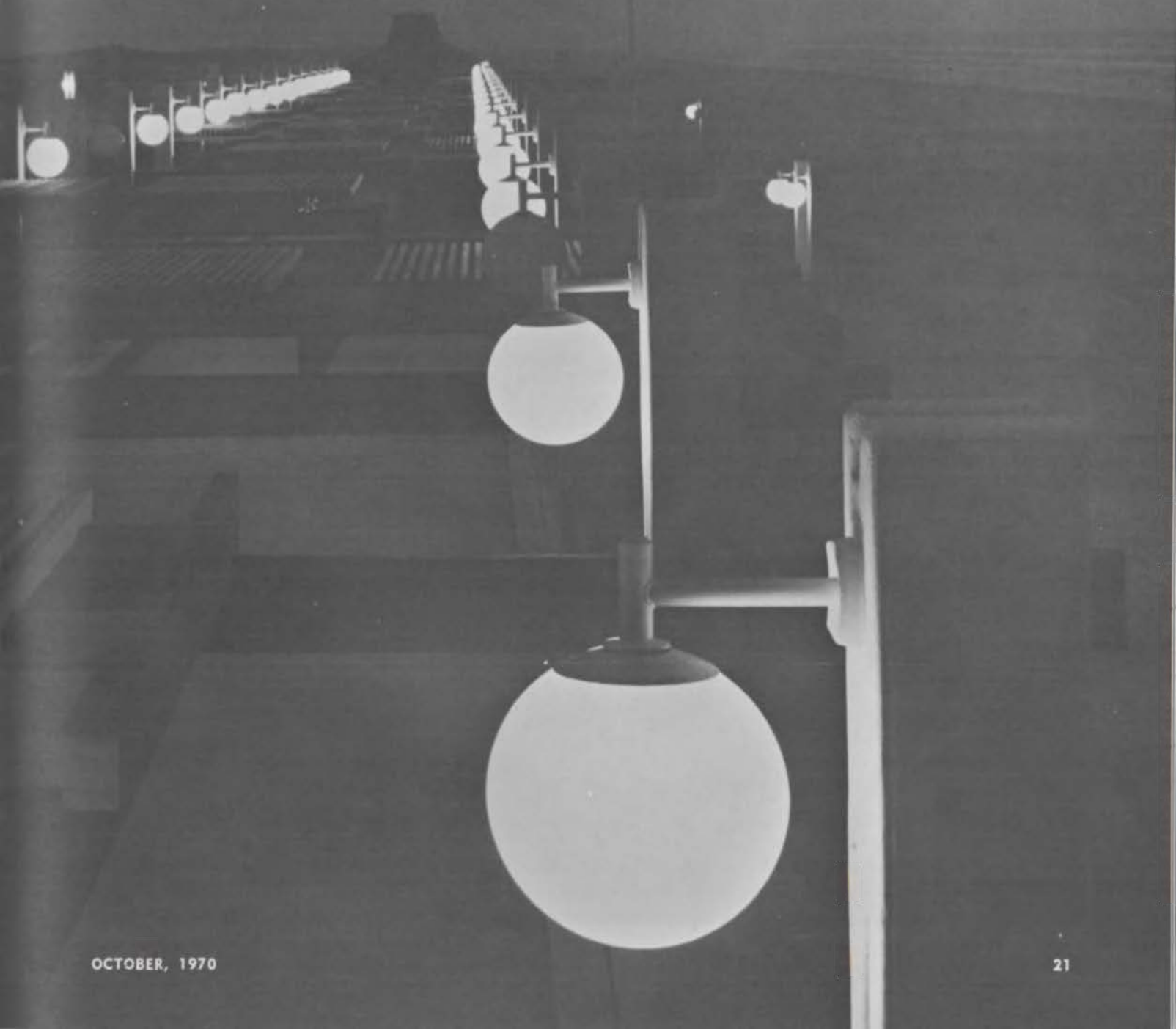
Group II is composed of visitors from communities outside the immediate area but within a 200 mile radius of the Development

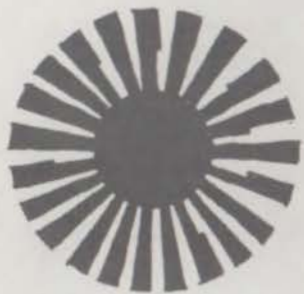
Area. Upon completion of the Interstate Highway System this radius will extend to approximately 400 miles. The typical member of this category usually has visited Padre Island before, but requires re-orientation to some degree. While familiar with the area, he might not be aware of new or changed regulations and facilities. Accordingly, he can be expected to enter the parking lot on the northern end, proceed through Buildings B and/or E, and perhaps, even during the off-season, through

Building D. Members of this classification utilize dressing facilities and food service in Building A quite extensively.

Group III is composed of those visitors classified as tourists and visiting the area for the first time.

Members of this classification require extensive exposure to orientation and information programs. Consequently, this visitor enters the Development through Building B or D. If he





P A D R E
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NATIONAL SEASHORE





arrives while an orientation session is in progress he will find it expedient to use Building Unit E.

Group IV is composed of supervised parties of visitors such as school units, fraternal organizations, or guided groups of tourists and conventioners. This group contains two sub-groups.

Group IV (A) includes School and other organizations traveling with a supervisor.

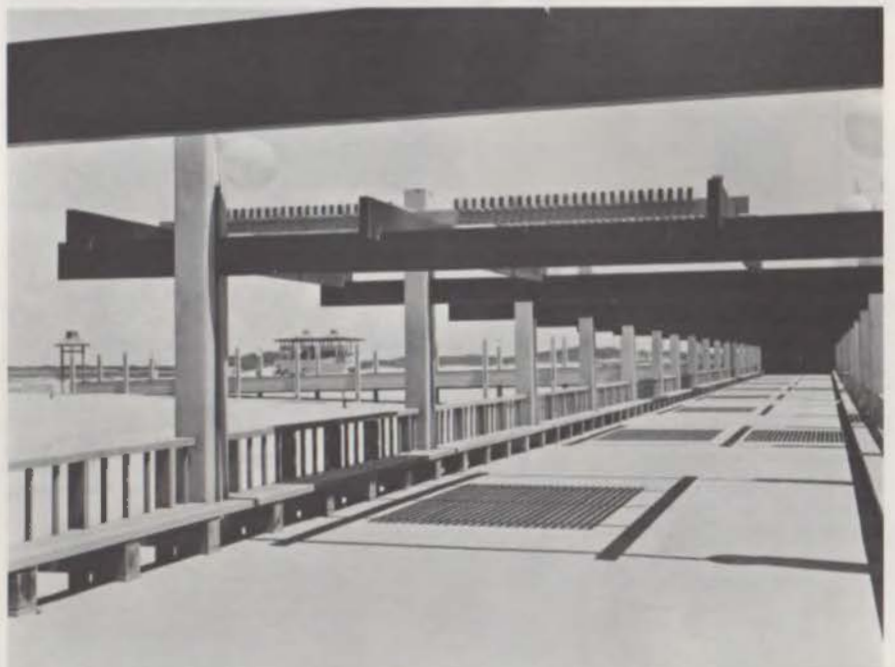
Group IV (B) is composed of conventioners and groups who have traveled long distances.

Group IV (A) resides in the Corpus Christi area or in an area within a day's round-trip of the Padre Island. Members of this Group require extensive food service. Studies indicate that, as facilities are developed, the size of this group will increase annually.

Group IV (B) is composed of visitors who have traveled long distances. The nature of their activities, lectures, meetings, etc., the size of the Groups and the climate make an auditorium or meeting room with a capacity of at least 500 visitors absolutely essential. ■



The Boardwalk from beach level in the vicinity of Building A.



Boardwalk as viewed from 2nd level looking north toward Building L from Building A. Note Building E at left center and Information Kiosks at entrance to ramps.

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PADRE ISLAND NATIONAL SEASHORE
Editorial from The Corpus Christi Caller-Times

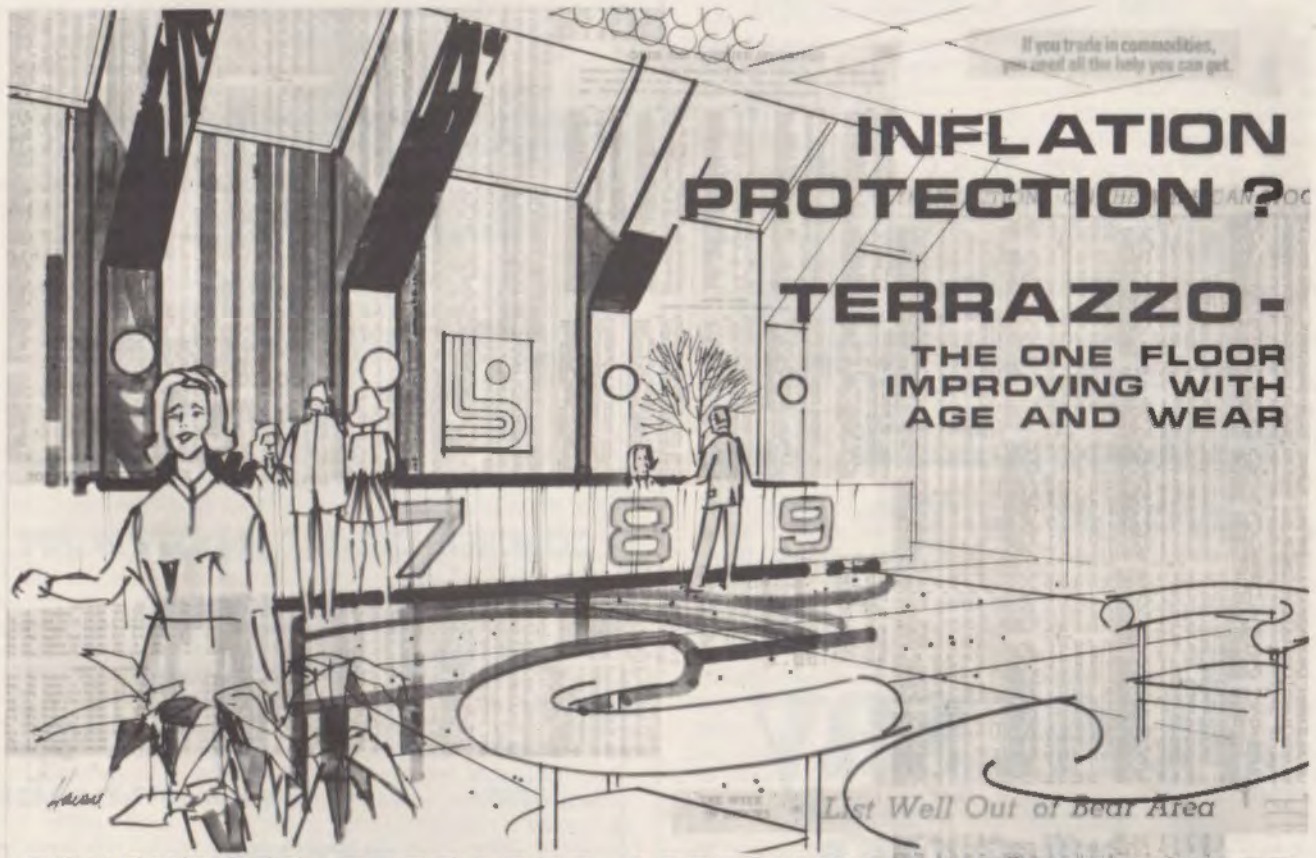
Some time this fall a study group will be in this area to work out a new master plan for the Padre Island National Seashore. We hope that the master plan will contain a minimum of development and a maximum of preservation of the Seashore's wilderness characteristics.

Certainly the wilderness aspects of the Seashore would be seriously threatened by a road down the length of the island. It would likewise be threatened by extensive camping facilities, recreation areas, and other "development."

The Seashore could be more val-

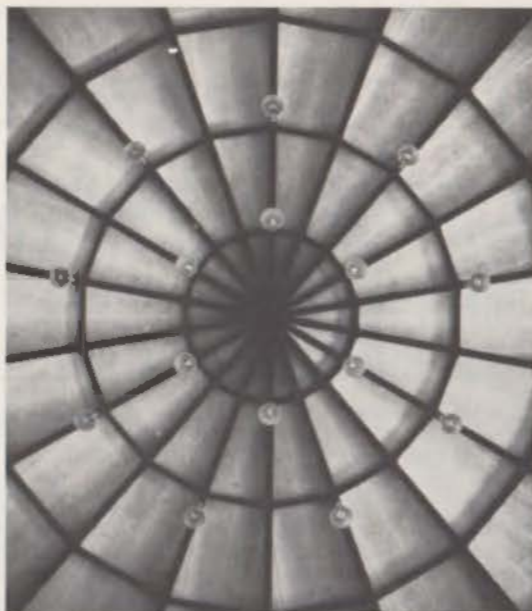
uable to the residents of this particular area if some provision were made for students to utilize it, as a laboratory for the life sciences and for the experience of living out of doors. But this is a question of program, not of facilities.

In general, we believe the Seashore should be kept as nearly as possible in its natural state. In that way it will best serve not only our own generation but those who come after us. Let those who want to "develop" the Padre Island National Seashore for mass recreation turn their attention and energies to the other barrier islands of the Texas coast, all of which are still largely undeveloped.



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FORT WORTH

THE NOW TOWN

FORT WORTH SECTOR PLANNING CONCEPTS: 500,000 CITY PLANNERS

A CITY PLANNING AGENCY MAKES A MOVE TOWARD ADVOCACY

SUBMITTED FOR PRESENTATION AT THE 1970 AIP CONFERENCE

BY DAVE FARRINGTON, CITY PLANNING DIRECTOR

"The recommendation that city planners represent and plead the plans of many interest groups is founded upon the need to establish an effective urban democracy, one in which citizens may be able to play an active role in the process of deciding public policy. Appropriate policy in a democracy is determined through a process of political debate. The right course of action is always a matter of choice, never of fact. In a bureaucratic age great care must be taken that choices remain in the area of public view and participation."—Paul Davidoff¹

Too often city plans have been revealed for public debate only after the planner has drawn his maps and enumerated his policies. Often the planner is resentful when his plan is criticized and debated by the public. Citizens are seldom involved in plan preparation at the beginning and citizens are seldom involved in goal setting. Indeed, planners themselves often neglect goal formulation.

"Planners have failed to include goals and values within the scope of their rationalistic planning. They neglect . . . the establishment of goals and values and have retreated into the myth of public interest when no process exists in society for the democratic establishment of structuring of goals and values."²

PLANNING FOR THE PEOPLE

The City government of Fort Worth has become increasingly concerned that machinery be provided to allow planning choices to be placed in the hands of the people. We feel that Fort Worth citizens have a right to participate in the choices that will mold the future of their city. A democratic society must provide a process to allow citizens to establish goals and to communicate these values to the planner if the future city is to meet their needs.

In 1965 the city was fairly successful in an attempt to communicate with the people through "Town Hall" neighborhood meeting program for which Fort Worth won an All America City award. This experience in citizen participation and the experiences of other large metropolitan cities have revealed a fundamental relationship between size of area and degree of participation. *Citizen apathy is in inverse proportion to the proximity of a proposed project and to the direct benefits or disbenefits expected to accrue to the individual and his neighborhood.* Citizens are naturally more knowledgeable and concerned

about the specific areas where they live, work and shop. When presented with a comprehensive plan for the entire city, of which only a small part would affect his daily life, the average citizen is likely to respond with disinterest.

Believing that there is a need for advocacy planning similar to that Paul Davidoff has championed, Fort Worth has developed a planning program which fuses debate and the selection of policy alternatives by citizens, with city planning. This program, called sector planning, combines the idea of small planning areas to which the citizen can relate, with extensive citizen participation through citizen planning groups, known as Sector Planning Councils.

We strive to stimulate a client-consultant relationship between the City Planning Department and the neighborhood-based Sector Planning Councils in the preparation of a comprehensive plan.

PLANNING BY SECTOR

Sector planning reduces the planning area to a reasonable size. Since it is difficult to respond to the needs of small areas when the entire planning area contains some 500,000 people, Fort Worth has been divided into thirteen planning sectors. Needs are identified sector by sector and plans are prepared accordingly.

Each sector constitutes a planning area in itself. It is large enough to allow complete facility planning, but small enough to allow detailed planning. Present sector boundaries limit sectors to a maximum of 60,000 residents and twenty square miles, with most sectors containing 30,000 to 50,000 residents.

Boundaries were drawn to create homogeneous sector populations, where possible, in terms of social and economic life styles. Generally, sector lines follow natural boundaries of rivers, railroads and freeways—which tend to promote the homogeneity of development and people in the neighborhoods. A sector containing many diverse social groups with conflicting values could produce a plan in which one strong group could dominate the development of objectives at the expense of other groups.

Comprehensive plans are gathering dust all over the country because planners did not fully comprehend the

needs of the citizens or the citizens did not properly understand the objectives of city planning.

THE SECTOR PLANNING PROCESS

During sector planning, many groups interact and share responsibility. Decision makers, city professionals and citizen groups work together in plan formulation.

The following is a discussion of the interaction of those groups supplemented with a case study of the operation of the first sector to give specific illustration to the Sector Planning Concept.

THE CITY PLAN COMMISSION

The City Plan Commission comprised of five citizens, appointed by the City Council, is charged by the City Charter to prepare and maintain "The City Plan." The Commission began the process in 1964 by adopting *The Preliminary Comprehensive Plan for Fort Worth*. This preliminary plan serves as a guide and a framework for sector planning to refine.

The City Plan Commission has authority over the activities of both citizens groups and professional planners. With the advice of the City Planning Director, the City Plan Commission fixes and adjusts the boundaries of the thirteen planning sectors.

Since Sector Planning was a new and untested planning method the City Plan Commission chose to begin the project in a relatively affluent area with few pressing physical problems. The Plan Commission hoped that as the program developed in Sector One, much could be learned about the process before planning was attempted for more difficult areas. Texas Christian University is located in the Sector and stimulates educational activity. Residents of the sector are active in city and county civic work and the Plan Commission felt they would be easy to organize and would be willing to take part in a citizen planning project.

The Plan Commission initiated the planning process in the first sector in February 1969 by sending letters to residents and businessmen in the Sector One area. The letters invited them to participate in a Sector Strategy Committee, a short term steering committee created to help form the Sector Planning Council. The Chairman of the City Plan Commission gave the charge to the newly formed Sector Planning Council, and the process began.

The City Plan Commission periodically reviews proposals submitted by the Sector Planning Council and reviews progress made by citizens and planners and suggests changes in proposed plans. The Commission receives the sector plan submitted by the Sector Planning Council and after making any modifications it deems necessary, approves a final sector plan as a portion of the City Plan and recommends it to the City Council for adoption.

THE SECTOR STRATEGY COMMITTEE

The Sector Strategy Committee is essentially an organizational committee. The Sector Strategy Committee is a group composed of citizen leaders who help the City Plan Commission and planning staff in the creation of the Sector Planning Council. It makes the initial arrangements and motivates sector residents to serve on the Sector Planning Council and its various committees. They identify anticipated problems in citizen motivation, plan an initial publicity campaign, select a temporary chairman and designate temporary committee chairman. After permanent Sector Planning Council officers are chosen, the Sector Strategy Committee disbands. The first Sector Strategy Committee meeting took place in February 1969.

From March through May the committee sought an in-

dividual that was skilled in leadership to serve as temporary chairman for this first Sector Planning Council. In May a local physician agreed to serve as temporary chairman. The Sector Strategy Committee also established two committees, to help in arranging the first Sector Planning Council meeting, one on communication and the other on agendas. The temporary chairman met with committee chairmen and arrangements for the first Sector Planning Council meeting on May 26, 1969 were completed.

THE SECTOR PLANNING COUNCIL

The Sector Planning Council is the primary citizen planning group. Its membership is open to all sector residents.

The basic organization of the Sector Planning Council varies from sector to sector. The citizens decide which offices they wish to fill, which committees they wish to establish. Committee functions vary from sector to sector according to the desires of the chairman.

The committees are organized in functional categories such as transportation, open space, housing, etc. They study problems in their functional area and submit recommended goals, objectives and policies to the Sector Planning Council for approval. The committees study the proposed alternatives prepared by the City Planning Department, they propose refinements and recommend approval, rejection, or amendment to the Sector Planning Council. The Sector Planning Council may then attach amendments to committee recommendations. If a committee recommendation is rejected, the recommendation goes back to committee for revision. It is the Sector Planning Council that recommends the final report and plan to the City Plan Commission for adoption.

At the first Sector Planning Council meeting the Sector Planning concept was explained by the City Plan Commission and the City Planning Department staff. Those attending the meeting divided themselves into committees to consider such subjects as health and safety, open space, transportation, housing, employment and service centers and education. Each committee selected a chairman. The Sector Planning Council appointed a nominations committee to prepare nominations for permanent Sector Planning Council offices which were elected at the subsequent meeting.

BASIC STUDIES

As the Sector Planning Council was being organized the City Planning Department was finishing the basic studies phase of sector planning. It is necessary that both planners and citizens participants identify and analyze the forces at work within the planning area. The first step in each planning program is an exacting study of all relevant data concerning the individual sector. All available data for the sector on population, types and numbers of housing units, economic base and land use was collected by the City Planning staff and published for use by the Sector Planning Council.

THE SECTOR PLANNING COUNCIL ORGANIZATION

After the Sector One Planning Council officers were selected in June, a constitution and bylaws committee was appointed and the preparation of bylaws occupied much time at early meetings. Drafting, debating, amending, and approving the bylaws of this first Sector Planning Council occupied a six month period. These now serve as a guide to the other sectors.

GOAL FORMULATION

By carefully analyzing basic studies data, the sector committees, with the help of the planning staff, are able to

identify current problems and make reasonable projections as to the nature of future problems. This fundamental basis of understanding is necessary before they can decide what type of community they desire in the future and what forces must be corrected or encouraged to achieve the desired environment.

On September 22, 1969 each of the committees submitted preliminary reports to the Sector Planning Council. These preliminary reports enumerated such problems as dangerous intersections, and storm drainage troubles. They recommend subdivision control by the city to prevent the utilization of unfit land for building sites because of topography, heavy traffic burdens, etc. The Housing Committee recommended more high rise apartments to serve students in the Texas Christian University area. The Open Space Committee recommended closer control in subdivision planning to ensure adequate space for community facilities and open space.

In October the Sector One Planning Council accepted the reports of its committees containing goals and policy guidelines to guide the development of the sector over the next ten to thirty years. Some of the goals were too specific for long range planning and were really objectives for immediate implementation, referring to a particular street intersection or plot of land. Others were more general and can be applied throughout the sector.

ALTERNATIVE DESIGN FORMULATION

Following the adoption of formal goal statements the City Planning Department, in cooperation with other city departments, began to develop a physical plan response to these general sector goals.

Using the stated goals of the sector residents as a guide, the Planning Department developed a series of alternative plans to achieve the desired objectives in such areas as housing, transportation, employment, shopping, business, industry and open space.

The alternative plans were submitted to each of the various committees to review. After explanation of the "trade-offs" in each plan, the committees selected the plan which they felt best met the needs of the sector residents.

At the December Sector Planning Council meeting, the Director of the Planning Department presented two concept plans. Each committee chairman commented on the two concepts. Discussion was held on both alternatives and the general preference was for the concept which stressed a strong downtown and less high density housing. The Sector Planning Council passed a resolution favoring the preferred concept and the Planning Department began refinement of the selected alternative.

The months of January and February were spent with the staff and the committees refining the basic concept plan. City Planning Department staff drew up detailed alternatives for the transportation, housing, open space, education, health and safety and employment and service centers committees.

The Planning staff met with the various committees to get their reactions to specific changes recommended by staff or other committees. The committees looked at the alternatives, asked questions and discussed. They suggested changes. The changes were incorporated into the plan. There was more discussion, more changes.

When the committees were satisfied with the plan, city

planning staff began to prepare drafts for each committee's section of the Sector One report, a citizen report to be submitted to the City Plan Commission. The committees amended, revised and rewrote the reports to their satisfaction. In March the Sector Planning Council heard and approved the text of the Sector One plan as recommended by each of the Sector Committees, with a few amendments from the floor.

CITY PLAN COMMISSION REVIEW

The Planning report and an accompanying map, illustrating the plan approved by the Sector Planning Council, was sent to other city departments to secure their comments and suggestions.

The report, together with these comments and suggestions was presented to the City Plan Commission in May. The committee chairmen met with the City Plan Commission sends each sector plan as it is completed to the City Council for review and implementation. As each sector finishes its plan, the City Plan Commission coordinates the plan into a unified comprehensive plan.

THE CITY PLANNING DEPARTMENT

Public planning agencies have been viewed by planners like Davidoff as unable to foster discussion and introduce alternatives in the formulation of policy. We strongly disagree; we feel that through Sector Planning the City Planning Department can stimulate discussion and introduce alternatives. Since the Department is a public planning agency, we can have a much stronger impact on the decision makers.

During the citizen participation phase, the City Planning Department assumes the role of the Sector Planning Council's planning consultant. The Planning Department provides the Sector Planning Council with the full time services of a planning team consisting of a Planner-in-Charge and one or more planners. Under the guidance of the Planning Director, this team assists the Sector Planning Council by conducting research and analysis, preparing reports, measuring the nature and extent of problems, formulating development alternatives and refining the sector plan. We provide all data, information and projections requested by the Sector Planning Council and its committees. The department prepares development alternatives to meet the goals and objectives adopted by the Sector Planning Council. The planning team advises the Sector Planning Council on the consequences of its decisions, based on knowledge of the sector in particular and planning theory in general.

When the Sector Planning Council finishes its planning report, the City Planning Department resumes its traditional role as technical advisor to the City Plan Commission.

SIDELIGHTS ON CITIZEN PARTICIPATION

In addition to preparation of a long-range plan, the Sector Planning Councils act on other projects of current interest.

One Sector Planning Council sent the City Council a petition requesting that a new Sewage Treatment Plant be included in the next bond election to eliminate odors from the old plant in their sector.

The Executive Committee of the Sector One Planning Council effectively influenced the City Council to deny a zoning change request that would have begun strip commercial zoning on an attractive thoroughfare that had little such zoning.

The proposed extension of a four lane street, known as

Colonial Parkway, across a corner of Forest Park, was opposed by the chairman of the Sector One Open Space Committee. He appeared before the Park and Recreation Board and criticized the proposed project, although it was supported by the City Planning, Park and Recreation, Traffic Engineering and Public Works Departments. The Park and Recreation Board voted unanimously to reverse themselves and requested the City Council to abandon the street project and seek other feasible alternatives to solve any existing traffic problem.

PROJECT EVALUATION

With the completion of a sector plan in Sector One it is valuable to reflect on the process and consider changes for other sectors.

We feel that sector planning has great possibilities. We have encountered some problems, but for the first time the City Planning Department has received real feedback from citizens. We know more nearly what the people want for their city and what they expect of the future. Sector Planning has provided a vehicle for citizen reaction to proposed city projects and plans. Although the planning process has been slow and communication was occasionally interrupted, sector planning provides a starting place. By studying the results of this first sector, it is hoped that we can give other sectors better service.

As Sector One progressed the Planning Department discovered its original program design was too ambitious. The department lacked the personnel to undertake all the studies originally envisioned in the basic studies phase. Program adjustments had to be made in accordance with the manpower available.

CITIZEN MOBILIZATION

Citizen mobilization was probably the most difficult problem in Sector One. Sector One is a homogeneous, affluent area. Its residents did not usually mobilize in groups to try to influence governmental bodies. They usually take their own case before whatever body is necessary. These people are also so committed to city-wide and county-wide civic work that they had to schedule their service to Sector One four to six months in advance. These tendencies handicapped mobilization.

To obtain participation on a geographical basis the chairman of the Sector Planning Council asked that two people from each elementary school attendance area serve on each functional committee. There was participation from all but one school. Although the area was basically affluent, there was one small negro area in the sector. One lady living in that area attended regularly. The membership of the Sector Planning Council came close to representing a true cross-section of the population of Sector One and their reports and conversations were representatives of what people of that area really think.

COMMUNICATION

Communication was often a problem both within the Sector Planning Council itself and between the Sector Planning Council and the population of Sector One. Publicity within and without the organization was hampered by lack of funds. Sector Planning Council members contributed funds for postcard mailings to persons who had attended meetings. It was difficult to contact residents who never attended meetings. In future sectors, funds must be found for a more intensive publicity campaign if a larger percentage of the population is to be reached.

EDUCATION

The function of the strategy committee should be enlarged to include an introductory education program to explain sector planning and planning in general to the residents of the sector. More education of this type would encourage greater trust and understanding between the residents

and city government. When the sector planning program begins people will understand what is happening and want to cooperate.

ORGANIZATION

In the early months of operation of the Sector Planning Council, if there was a problem it was that the planning council was over-organized. The chairman and officers established a constitution and bylaws committee which worked for six months creating a very formalized structure. At the early Sector Planning Council meetings the drafting, amending and approving the constitution and bylaws took considerable time. One reason for the attention to the formal structure of the organization was that residents wanted to set up a permanent line of communication for dealing with other issues. The lengthy preparation of a constitution and by laws delayed sector planning, but these documents can serve as models for other sectors.

UNEXPECTED PROBLEMS

One problem unexpected by the planning staff was the distrust of the citizens. Sector One residents are for the most part, affluent and well-educated. Their distrust was unexpected, and points to the need for more citizen-government communication not only among minority groups, but also among more affluent citizens.

The sector will be divided into four sub-sectors. Each sub-sector will recruit 20 elected or appointed representatives to serve on the overall Sector Planning Council. This revision in the program will limit membership in the overall Sector Planning Council to 80.

Membership in sub-sector organizations will not be limited. They will be open to all area individuals. Sector Planning Council representatives will organize meetings in their sub-sectors. They will discuss actions, resolutions, etc. of the overall Sector Planning Council with sub-sector citizens, and will report citizen reactions to the Sector Planning Council. The plan prepared by committees of the Sector Planning Council will be reviewed by sub-sector organizations before a vote is taken by the Sector Planning Council.

It is hoped that these program revisions will stabilize the membership of the Sector Planning Program and encourage members to continue in the program from start to finish.

Also this approach should equalize geographical representation. Each quadrant of the sector will have equal representation. Dividing the sector into four sub-sectors along neighborhood lines will bring sector planning closer to each resident of the sector.

We do not feel that limiting the membership of the overall Sector Planning Council is undemocratic. Sub-sector organizations are open to all sector residents, and they will have a voice in choosing the Sector Planning Council representatives. We feel this revision in the program will result in better citizen motivation, that it will aid communication and feedback from sector residents, and that it will encourage Sector Planning Council members to consider their responsibilities in plan preparation more seriously.

CONCLUSION

Fort Worth's city planning staff has no illusions regarding sector planning. It provided for much interaction between city planners and the public. Face to face confrontation and dialogue was possible as planners and citizens revised maps together, as they talked together, and studied problems together.

The plan produced in Sector One was a traditional, gen-

eral plan without earth-shaking innovations. The rapport that slowly developed between city planners and the citizens was far from traditional. The willingness of city government to seek citizen reaction to proposed projects was innovative and unbelievable to the laymen at first.

The long hours citizens were willing to devote to study, discussion, and research confirmed that citizens are not apathetic when given a real opportunity to make their wishes and desires known.

The program was demanding of the citizen in terms of time and effort. It was also costly to the city. The program requires more than twice the manpower necessary for the preparation of a plan without citizen participation.

Fort Worth has embarked on a planning program that is slow, expensive, but responsible to its citizens. It is difficult to measure the dollar value of rapport, trust and understanding.

Another surprise was the violent reaction of the Sector Planning Council to the widening of Colonial Parkway through Forest Park as proposed by the Public Works Department. This project was approved in concept by the City Council when they authorized the hiring of engineering design consultants. The actual design had been approved by the Park and Recreation Board and everyone on the city staff agreed it was a worthwhile project.

DEPARTMENTAL PARTICIPATION

Some city departments participated in sector planning only nominally. Better participation could be encouraged if other departments can be convinced that they will benefit from sector planning. Although citizens opposed the pet projects of some departments, they gave other projects their support. Citizen support can help implement projects through bond elections. When other city departments realize this, some of their objections should disappear.

Some of the basic research done in the sector prior to initiating sector planning was more than adequate. Much of the research was more detailed than necessary. Much was done in anticipation of cross-examination that never developed in sector planning meetings. With this experience behind us, we now have a better idea of what data is useful and what is not.

One problem in operating the sector planning program was that staff members were not always adequately prepared for committee meetings. In the future the city staff members from other departments who are interested in topics to be discussed should have a prior caucus to discuss existing city policy and planning to improve coordination between city departments and to assure citizens of correct, thorough answers at committee and sector planning council meetings.

COMMITTEE MEETINGS

It would be beneficial if early committee activities were more varied. More education would aid the committees in their investigation. Films and field trips might aid committees in understanding the problems they are studying. For example, the Housing Committee could tour new housing projects and dilapidated and deteriorating structures, and observing both good and bad design and construction techniques. More varied activities for committees would encourage attendance at meetings and sustain interest over the period necessary to complete a sector plan.

SUSTAINING INTEREST

Another major handicap during the program was a continuity problem. In the first place, it was difficult to

maintain sustained citizen interest in the Sector Planning Program because of its long duration. The Strategy Committee began meeting in February, 1969. The Sector Planning Council approved the Sector One Plan in March 1970. The program was spread over a period of 13 months.

Throughout that 13 months new people were continually absorbed into the Sector Planning Council. It was difficult to educate these people to previous deliberations and projects of the Sector Planning Council. Newcomers continually raised questions that had been previously considered and resolved by the Sector Planning Council.

Sector Planning is not likely to produce a plan that is a planner's dream. Basically we embrace the philosophy that employees of the citizens should satisfy their desires. If the citizens want a more ordinary, less innovative city than some planner envisions, they are entitled to it. It is their city.

PROGRESS IN OTHER SECTORS

Sector Two, closely paralleled Sector One progress. The Sector Two Planning Council is now considering the final draft of the Planning Report. The draft proposed by planning staff was turned down and revisions are now being made.

CENTRAL BUSINESS DISTRICT

The sector was initiated by the City Plan Commission in September 1969. A Sector Strategy Committee was formed and a nominating committee recommended a slate for an Executive Committee.

The Executive Committee will enlarge itself into a Sector Planning Council, although the original eleven member executive committee will continue its existence as a type of steering committee.

At the present time much research has been undertaken and completed by the City Planning Department. The basic studies and research of the sector is nearly complete and a series of reports are being produced on existing conditions and trends for the Central Business District.

The executive committee of the CBD Sector raised private funds to hire a private consultant, Lawrence Halprin and Associates, to share the burden of planning for the CBD Sector. Work will be done by the consultant and the Planning Department, under the coordination and direction of the Planning Director.

The selection and hiring of a consultant slowed the planning process. A plan is needed soon since private redevelopment of many blocks of the CBD is underway.

PROGRAM REVISIONS

A fourth sector is presently being organized. Drawing on the experience of the three sectors now operating, the sector planning program is being revised.

This sector area is extremely heterogeneous. Many persons living in the area are socially and economically disadvantaged. The size of the area and the lack of common features that would tend to unite the population in the development of an overall plan for the area have prompted changes in the sector planning program.

Alexander Hamilton said, "Men often oppose a thing merely because they have no agency in planning it, or because it may have been planned by those whom they dislike."

We believe the people and their planners have made a plan the people will be willing to implement. ■

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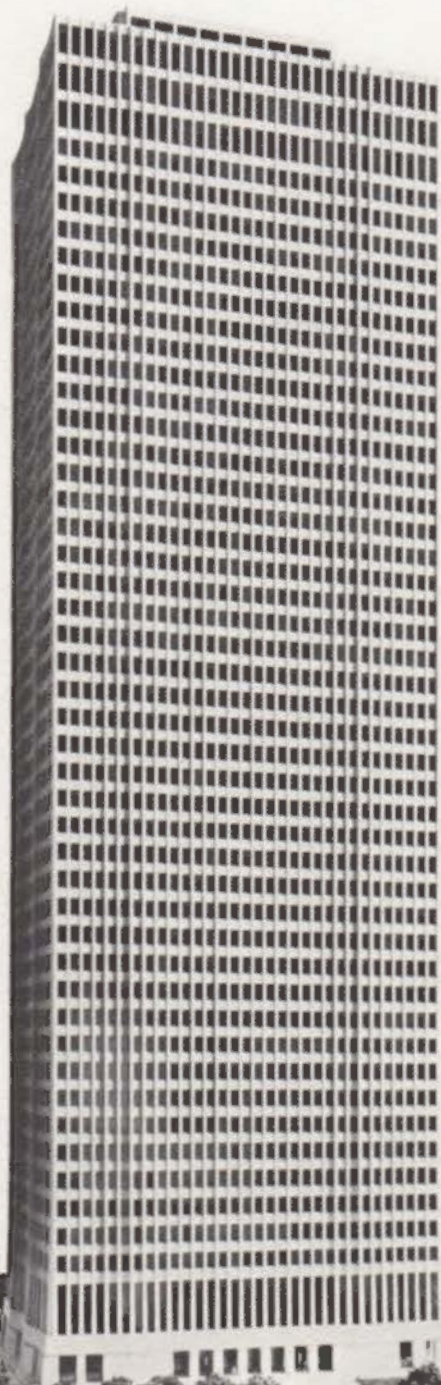


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