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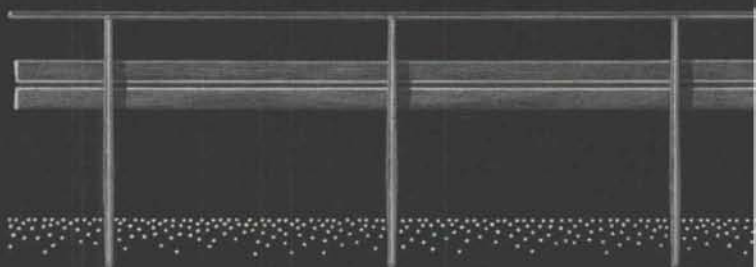
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3rd Annual Conference.....

... New Mexico Chapter ... A.I.A.

For the third year, the regular spring meeting of the New Mexico Chapter, AIA was held in connection with a two day conference on a topic of common interest. As previous meetings had been sponsored by the Albuquerque and Santa Fe Sections of the state organization, the responsibility this year fell on the Southern Section. Centering the discussion around the theme of "Excellence in Architecture," the Southern Section arranged meetings to be held April second and third at the Roswell Inn, Roswell, N. M.

Much of the labor of organizing the meeting and procuring speakers was undertaken by Mr. Frank Standhardt, and to him the Chapter is indebted. Unfortunately, an unusual late spring blizzard conspired to keep most AIA members from the central and northern sections from attending. There was, however, an excellent attendance from the south and eastern areas. The evening meetings were immeasurably enlivened by cocktails proffered by Office Interiors and Builders Block and Stone on Friday and Saturday nights respectively.

The theme for the conference, *Excellence in Architecture*, was, of course, a big one. But it was rendered manageable by dint of breaking the formidable problem of excellence into five steps, each of which formed the topic of one session. The Five Steps are: Community Needs, Planning Criteria, Design, Plan and Specifications, Construction. The idea of how difficult of attainment is total excellence and the importance of accuracy and excellence at each step of a building's development — is neatly represented in the following diagrammatic table.

In addition to the weather, another "disaster" beset the conference in that the tape recorder to record the proceedings broke down in the course of the first session. Although a full coverage of the speeches is therefore impossible, ex-president of the Chapter Kern

Smith, in addition to his responsibilities of giving the Welcoming Speech, was thoughtful enough to undertake the summarization of each talk. It is his notes, that we include here.

It was a disappointment that Lloyd Snedaker of Salt Lake City, Director of the Western Mountain Region of AIA could not get to the conference because of the bad flying conditions. He had attended our two previous conferences and added much to them. Attending members also regretted that Mr. Willard Kruger, who had been scheduled to give the banquet address on "Excellence in Architecture," did not come to Roswell. A hasty substitution was arranged and Mr. Bunting improvised a talk that at least filled the formal requirements of a banquet address. It is to Kern Smith's summary of the speeches delivered at the five sessions that we now turn.

Welcome and Concept of Program, Kern Smith, AIA, Master of Ceremonies:

In the usual flow of events that comprise a conference of this nature, the welcoming address is usually given by a person who has distinguished himself in some walk of life that commands attention, thereby opening the program with a bang of great magnitude! Since I was not present at the first meeting of the program committee, I was unanimously selected for the job of extending to *all of you*, a welcome to this annual Spring Conference Workshop of the New Mexico Chapter of American Institute of Architects. The thought behind this action was that since anything of importance is rarely said in a welcoming address the committee could start the program on a very low plane with the Master of Ceremonies and let the *important* things be said later in the program by the distinguished participants. Needless to say, the Southern Division of the

Example	Step I Community Needs	Step II Design Criteria	Step III Design	Step IV Instructions to Contractors	Step V Construction	Total Building Efficiency
1. All Perfect	100%	100%	100%	100%	100%	100%
2. All Perfect but one	100%	100%	60%	100%	100%	60%
3. All good	90%	90%	90%	90%	90%	62%
4. All Mediocre	75%	75%	75%	75%	75%	23%
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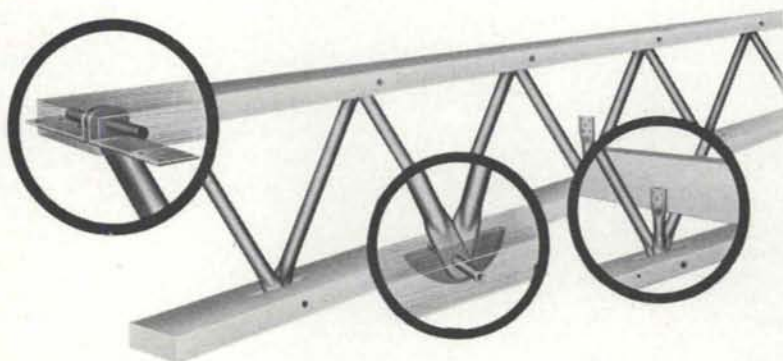
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New Mexico Chapter, American Institute of Architects, the City of Roswell, and the Roswell Inn, all welcome you to this study of "Excellence in Architecture."

You will note on your invitation that complimentary coffee and soft drinks will be available during the sessions, and you are invited to make use of the refreshment bar if you should feel sleepy, thirsty, or just plain bored, whenever the mood strikes. Since this will be a rather fast moving program, please feel free to avail yourself of the liquids at any time during the program.

The program "Excellence in Architecture" is presented by the Southern Division of the New Mexico Chapter, American Institute of Architects with the help and participation of the entire New Mexico Chapter and distinguished citizens from other professions. We are not here to pay tribute particularly to individuals or groups, but I would like to acknowledge and thank Frank Standhardt (the well known Underground Architect) and Hugh Rowland for their untiring efforts in putting this program together.

In exploring "Excellence in Architecture" we find that we can not think only of the completed building in its physical form, but we must consider all facets of the work from the project inception through the planning and construction to the end product the building.

In the preparation of the program we were aware of the many nationally recognized speakers available for conference of this kind, but we felt that trying to find the answer to the problem could best be accomplished by having it presented by professionals working in New Mexico and the Southwest Region, since this is where we strive for excellence in architecture. Therefore, you will find on our program, Architects, Engineers, Bankers, Doctors, Educators, and Builders who are well known to most all of you. It is through these men that we will explore methods and means of achieving "Excellence in Architecture."

In the words of Frank Standhardt, our program chairman for the conference, "Most professions, other than Architecture, are tending more and more to specialization. The Architect, by the very nature of his services, remains a synthesist and, in order to discharge his obligation to his client and to society, he must take a synoptical approach to social and architectural considerations."

This statement, as you can well see, gives rise to the subordinate theme "The expanding responsibility of the Architect" which goes hand in hand with our established theme "Excellence in Architecture," and which will also come in for considerable exploration and discussion.

For the purpose of this study, and in order to emphasize the importance of excellence in architecture, the mechanical process of the practice of Architecture is organized in segments or steps in their normal chronological order of consideration and accomplishment. These steps are:

1. Community responsibility
2. Planning Criteria
3. Design
4. Plans and Specifications
5. Construction

Again, quoting Mr. Standhardt, "In order to accomplish an architectural actuality of value, it is important that adequate study, consideration and action

be given to each step. The end product, or the completed building, will be no more suitable than the geometric product of the degree of proficiency for the various steps."

Copies are available to all of you which show in concise form a table which illustrates the importance of accuracy and excellency in each step of planning as outlined. From this you can see that if we translate the table to an economic consideration, and assume a one million dollar bond issue for a community facility, and if we achieve an overall batting average of "all good" as shown in the third example, then the benefits accruing to the community becomes \$620,000. Mediocrity in the performance of these steps is not acceptable.

It is, with these thoughts in mind, that we officially open this Spring Conference Workshop and pursue our study in achieving "Excellence in Architecture." Our first step for discussion will be the "Problem of Community Responsibility" under the direction of Mr. J. C. Powell, President of the First National Bank of Roswell and also Chairman Roswell Development Committee.

First Session: COMMUNITY RESPONSIBILITY

J. C. Powell, President First National Bank, Roswell:

He believes laymen should challenge architects and stressed four points to achieve excellence in Architecture as follows: 1. Inertia; 2. Initiative; 3. Tax Revision and 4. Functions. All communities should develop master plan with one or more central core areas with not only traffic flow within the city, but from outlying districts. Sees need for downtown motels near the center core and challenges architects with the thought "If you dream — be practical." Powell feels that too many Architects are "Rose carriers, prima donnas and powder-puff boys." Believes that community citizens are more qualified to develop master plans with the expert than to have this done by outside experts who lift general plans from one city to another. Ideas should be new and fresh, not just paint. Buildings can not be made modern just by changing the "scollop" on the front end.

Dr. Howard Smith, President Chaves County Medical Society: Dr. Smith questions the experts from Washington and does not go along with Hill-Burton statistics and control. Believes medical schools have prostituted themselves to the government in the acceptance and dependence on federal handouts. Believes excellence in Architecture also depends on living within the budget and a more thorough acquaintanceship with the problems of particular projects.

Dr. LaMoine Langston, Chairman Administrative Services, New Mexico Dept. of Education, states that thinking is based on experience and that reason is based on putting together these experiences. New schools must have flexibility for new methods and no one can say that 30 children to one teacher is sacred. Excellence in architecture must go hand in hand with excellence in education. He challenges architects to push, cajol, crusade, and insist that school boards accept modern concepts of education and flexibility of building. Keeping abreast of educational and building needs can not be financed by the old fashioned method of property tax; new sources of revenue must be found.

The Hon. Mack Easley, Lt. Gov. of New Mexico, stressed the need for participation of architects in politics to attain excellence in architecture. He charged that the

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attitude of architects towards politics is a serious obligation of their civic responsibilities. Also he stressed the need for an active legislative committee and believes this is necessary to exercise vital power with the agencies that tend to side step Architectural Excellence.

Second Session: PLANNING CRITERIA

Jason Moore, AIA., (Presiding): Mr. Moore stated he is glad the Spanish people got here before the people from Boston. He sees the mind as a computer with reasoning power. Planning Criteria is dependent on the various functions to be performed of which he lists seven in number: 1. Planning Function. 2. Economic Function—Buildings must be designed to "pay-off." Projects such as motels, theatres, restaurants, etc., would not exist unless they are economically sound and pay a profit return on the investment. 3. Aesthetic Function, which must be a part of the original planning. 4. Engineering Function. 5. Civil Engineering Function, particularly site work. 6. Structural and Material Function—Believes we do not really have new materials with which to work, "We only make new applications of old materials." 7. Furniture and Fixture Function—should be an integral part of the project in its planning stage.

Victor A. Glover, Dr. of Optometry from Roswell, spoke of what architects can do to conserve vision. The eye is not a camera, it is a triggering device to set off a matching process of other senses: smell, sound, taste, etc. He believes vision is a matter of learning as well as a matching process which triggers the auditory, visual, verbal, and graphic aspects of command and response. Presented absolute proof in the testing of 140 children, he stated that 40-footcandles is the best intensity for design of classroom lighting (KS Note—This was one of the high-light talks of the Conference). *Don Paxton*, Professional Engineer from Albuquerque, stressed the importance of acoustical consideration during original planning. "Sound Conditioning" rests solely with the Architect and it is directly influenced by the air conditioning system within the building. He believes that some room noise is desirable to make out the outside noises.

Don Schlegel, AIA., submitted the idea that the "program" is the outside discipline imposed on the architect, and the "aesthetics" is the discipline imposed by the architect. Suggests that the creation of a "Concept" or pure design idea should transcend the function. Planning criteria should have a "sense of place, a sense of time, and a sense of truth." He envisions future buildings based on the secondary type of pre-engineered, prefabricated building for the "run-of-the-mill" type project with only the larger and more complex buildings to be done by the practicing architect.

Third Session: DESIGN

Walter Gathman, AIA., schematics (presiding): Mr. Gathman believes that architects spend too little time on schematic and design and therefore do not live up to the terms of most contracts which calls for 35%, at least on the fee basis, to be spent in this area. He contends that the architect fails to educate the client as well as the public. He presented discussion on materials as related to design.

John Reed, AIA., contended that we should have a unity of purpose in structural design and too many times visualize a structure without exploring the possibilities as related to structure. Architects usually follow conventional line of design thinking in terms of simple

and easy detailing. He posed the question "do we need typical architecture or unique architecture?" Believes most architects tend to design irrationally but then try to rationalize the design. He contends that very few innovations penetrate into New Mexico and that most architects act as brokers of design in the same way that contractors act as brokers for building. He stressed the fact that concept and structure must be evident in all designs and that to attain excellence in architecture, we must forestall preconception of problems presented.

Hugh Rowland, AIA., presented economic aspect in design criteria and discussed the following points: 1. Complete study of given budget for a project, 2. Keeping with that budget and designing to required costs without resorting to alternates in the contract documents, 3. Complete analysis in cost data, 4. Proper and accurate cost estimating, 5. The architect's own budget cost for producing plans.

C. P. Houston, a Professional Engineer, contended that industry can contribute to the economic aspect of architectural products. States that everyone is an expert in air-conditioning—half trying to make it cheaper, the other half trying to make it run. The architect has two trends to pursue which have to do with aesthetic design and technical coordination. Contends that the contractor-investor type commission to the architect for his stamp rather than his service will continue because clients are dissatisfied with the services of many architects. This is due mostly to improper mechanical work as a result of low quality substitutions, etc. Budget has a direct bearing on the mechanical equipment and installation, and many times cause this to be done improperly. He also contends the architect should relieve himself of mechanical and electrical responsibilities and place this on the professional engineer.

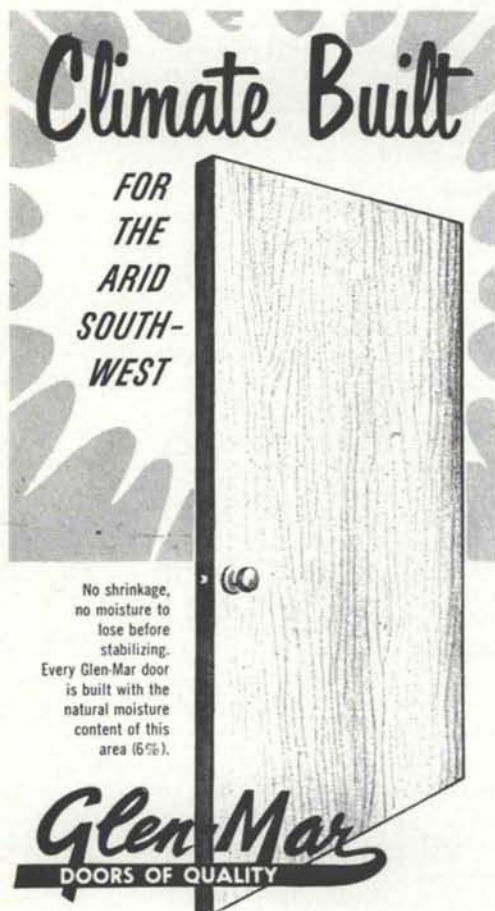
Fourth Session: PLANS AND SPECIFICATIONS

Brad Kidder, FAIA, presiding: Mr. Kidder recommended all architects to read Thompson's "It's The Law" and to become better acquainted as to his responsibilities. States that Excellence in Architecture can be obtained only by excellence in the contract documents. Plans and specifications must be within the limitations of the labor market in which the project is to be built, and all equipment should be shown and drawn to scale on the plans. Vertical dimensions and details often times ignored. He pointed out the importance of specifying everything for which there is an inferior product.

Ike Turner, Professional Engineer, stressed the importance of soil investigation and analysis prior to project design. He discussed the meaning and needs of physical data as it applies to load bearing tests, soil density, shear, etc., and he emphasized that data required from a complete soil investigation must include: 1. a soil profile, 2. Two sets of physical data—one to check the other with being suitable to determine reliable bearing soil pressure.

Pat Wood, Professional Engineer as well as AIA member, discussed the various structural aspects of building and stressed the importance of materials in relation to fire rating and insurance costs. Ceiling and roof deck materials have a very important bearing on insurance rates. He envisions better use of aluminum as a structural system and some use of glass as a structural material. Modern steel continues to improve in strength and yield point but flexibility is the same as always and no one has been able yet to change the modulus of elasticity. He contends that greater use of reinforced concrete in its precast form will come.

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Dick Clark, AIA., related that the purpose of contract documents is to communicate in simple words and graphic language. He believes that use of more isometric drawings would have great value in communication. Specifications should be brief, readable and definite. He contends that no two products can in actuality be equal, as they would violate patent laws and would have to be identical. He recommends use of construction schedule as a necessary part of the contract documents.

Fifth Session: CONSTRUCTION

Earl F. Puckett, Professional Engineer and member of A.G.C., presiding. Mr. Puckett stressed the importance of the use of a "One Contract System" as opposed to several contracts, broken down between general, mechanical, electrical, etc. He contends that the architect should be responsible for obtaining building permits and not the contractor. Discussed the importance of supervision, quality control, and the necessity for efficiency in construction.

Don Litchfield, discussed the meaning of performance and payment bonds for use in construction and strongly urged that architects require such bonds on all projects to give guarantee that the building will be complete. Conally Reed, discussed the importance of firewalls, frame, masonry, and fire resistive aspects of building in relation to established fire insurance rates. Urged architects to have larger projects of complex nature checked by the Mountain States Inspection Bureau for comments and help on obtaining lowest possible rate for the protection and advantage of client.

Will Harris, AIA., graciously filled this area for George Wright who was unable to attend, due to extreme weather in Albuquerque. Mr. Harris discussed the legal responsibilities in construction and pointed out the pitfalls of taking over duties and responsibilities that belong to others. He urged extreme care in checking shop drawings and stressed importance of close inspection to insure architectural excellence.

Mr. Lloyd Snedaker, Director Western Mountain Region, AIA was grounded in Salt Lake by weather and could not attend the Conference.

Between 4 and 5 p. m. the New Mexico Chapter of AIA held a Business Meeting at which John McHugh, President of New Mexico Chapter, presided.

BANQUET

The annual banquet was followed by an address by Dr. Bainbridge Bunting, University of New Mexico. Prof. Bunting spoke on the influences which tend to prevent Excellence in Architecture. Among these he noted: 1. Lack of time to study and allow the solution to mature prior to the working drawing stage. 2. Front-office architects who confer with the client and then glibly and inaccurately relay decisions to the drafting room. 3. Architects usually are jacks-of-all-design and scarcely become proficient in one type of building problem before they are required to run on to some other problem. 4. Lack of well meaning criticism to point out the false design and properly analyze architecture. 5. Lack of absolute, concrete, standards for judging excellence in architecture. 6. Confusion of the flashy or spectacular solution for excellence — ie., a tendency toward exhibitionism.

General Notes: Office Interiors through Don Meh-rings and Dave Maupin provided cocktails for the Conference on Friday evening before dinner. Builder's Block and Stone of Roswell and Las Cruces provided cocktails for Saturday night's dinner. *END*

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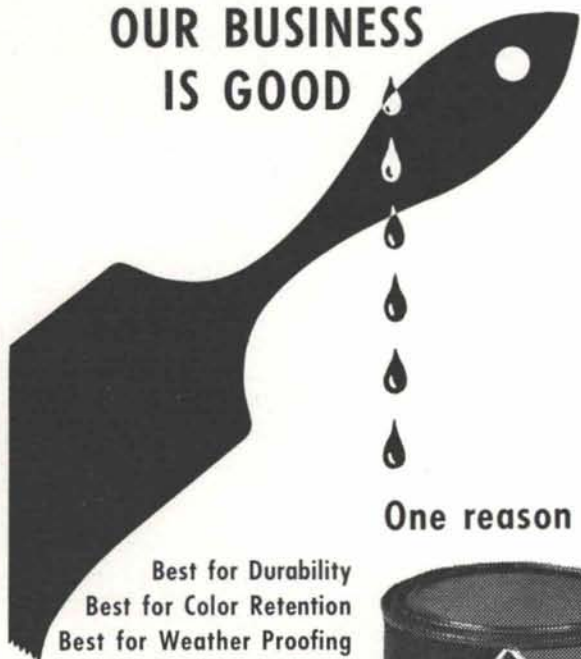
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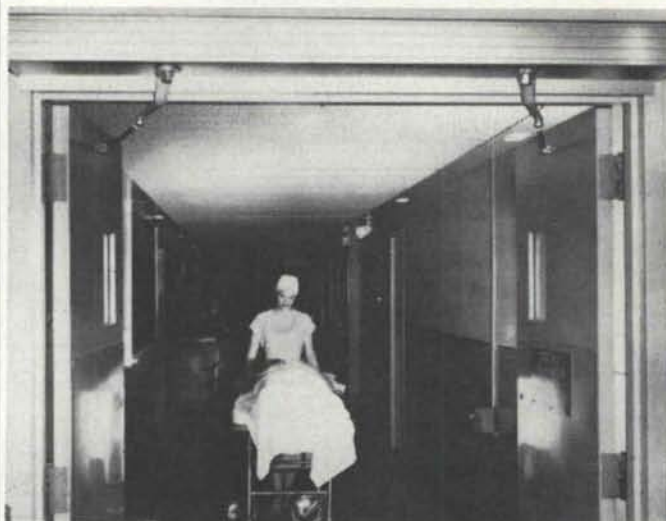
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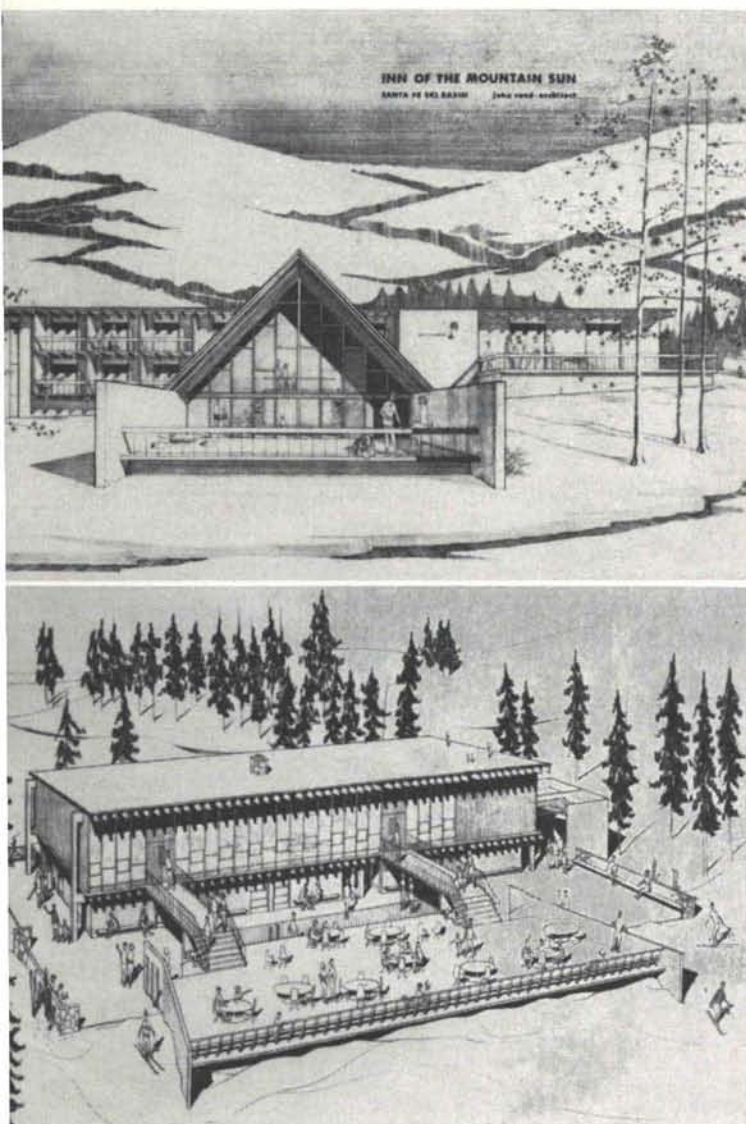
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The Sun of the Mountain Sun will contain 21 bedroom units ranging from suites to dormitory-type rooms. Included also are a large dining area with adjacent bar, lounge and kitchen facilities. A game room will lead from the lounge to an appended structure containing a swimming pool and sauna. The swimming pool, in turn, opens out to a large sun deck. The bar-lounge will open on a patio in a group of large pine trees. The entry deck can be used for outdoor dining and a large two-way fireplace will separate dining and lounge areas.

The day lodge building will stand near the first structure and adjacent to the lowest portion of the ski slopes. A new beginners ski area and chair lift, also to be constructed, will begin nearby. In addition to ski rental, ski shop, lockers and toilet areas — all on the lower level, this building will contain a lounge, cafeteria and kitchen on the upper floor. Its very large sun deck is to be an "island" at a level half-way between the two floors and connected to the building by "bridges." A deck at this level allows unobstructed views of the ski slopes from the day lodge.

The construction of both buildings essentially is of concrete frame supporting concrete floor and roof systems. This extensive use of concrete is dictated by the great savings it affects in insurance costs. The building which contains the pool will be constructed of concrete T-beams set on end and butted at the ridge. Exterior walls are to be of stuccoed concrete masonry. In order to contrast with the concrete and stucco surfaces, rough-sewn redwood siding and panelling and cedar shingles will be used in many areas for visual warmth. Glass areas throughout will be either dual-glazing or 5/8" insulating glass.

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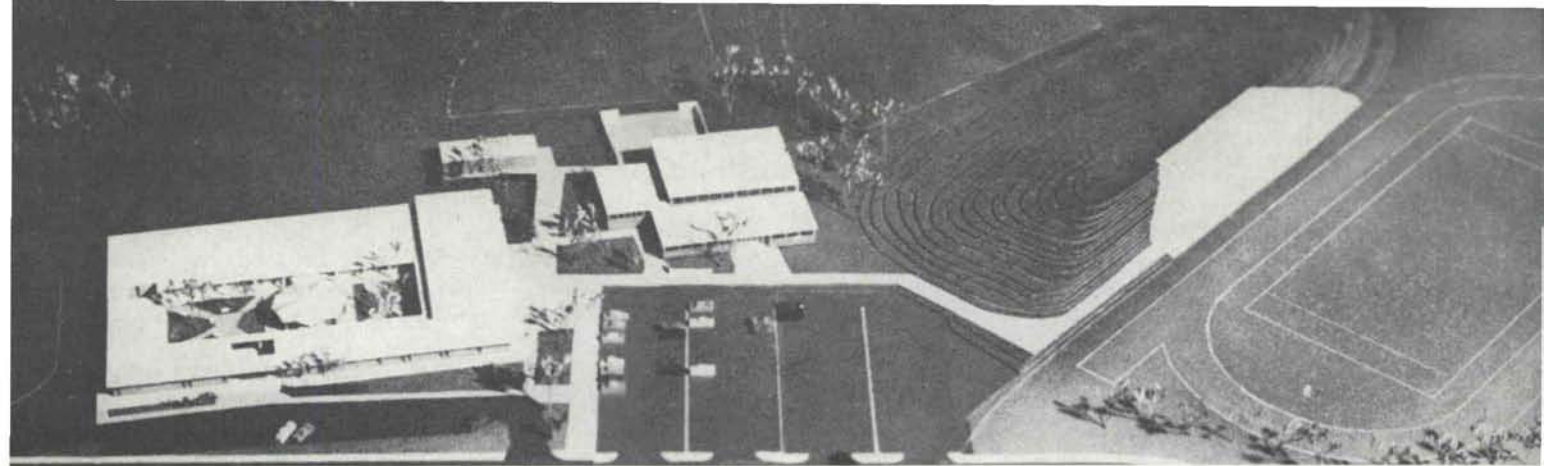
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PROPOSED HOT SPRINGS HIGH SCHOOL, Truth or Consequences, New Mexico

Joe Boehning, AIA, Architect

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The focal point of the campus is the octagonal library located within the courtyard. The multi-purpose cafetorium and the student commons are placed at one end of the court, accessible to parking areas and gym-

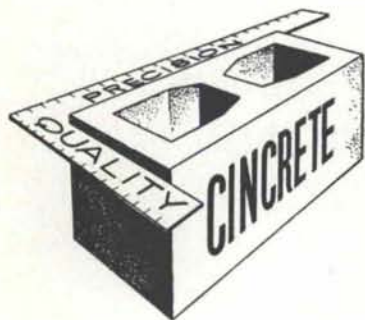
nasium. Gymnasium, music, and shop facilities are located in buildings detached from the quieter academic-administrative complex. This last area will contain quarters for home economics, arts and crafts, business education, science and language laboratories as well as classrooms and administrative offices. Capacity of the school is 500 students.

Interior corridor space is reduced by one-half by placing classrooms in clusters of four. Folding partitions will allow these clusters to be opened into one large area or divided into two medium sized or four regular classrooms.

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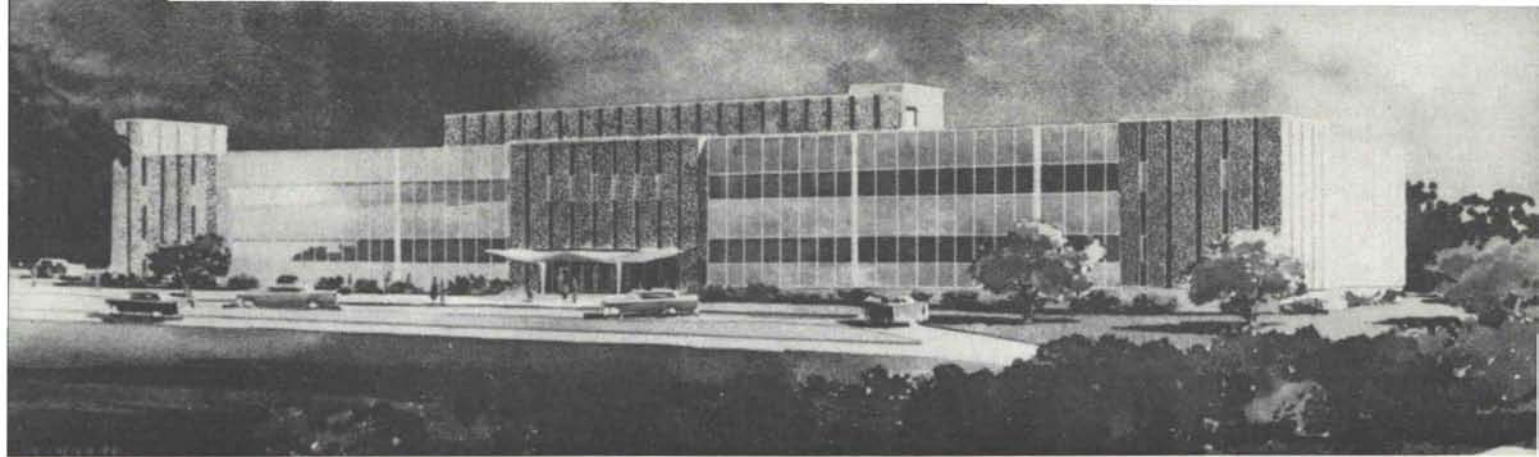
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This building is designed to house the Physical Science Department now scattered in various buildings over the campus. To be filled with sophisticated electronic equipment, which is subject to continual change and up-dating, a primary requirement was for complete flexibility of laboratory and room layout. To satisfy this need the various lighting, power, air conditioning and equipment cooling systems also had to be designed completely flexible.

Construction is poured reinforced concrete frame designed on the new code with extra high tensile steel. Floor and roof decks are pre-stressed double-tees designed for 100-pound live loads. The roof deck, a work-

ing area for antennae, tracking equipment and environmental work, has direct access to the floor below.

Exterior walls will be exposed aggregate panels in two colors; an aluminum window wall will face the north side. Spandrel panels are of extruded, anodized aluminum sections set interlocking. Windows will contain bronze, glare-reducing glass, but laboratories will have no windows. The entrance lobby will be panelled with Cordova fossil limestone; its stair of an open design will be suspended from the roof.

Scheduled for occupation early in 1965, the building's contractor is Frank Tatsch. Contract price is \$1,113,500, a cost of \$13.20 p.s.f.

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PORTALES NATIONAL BANK

Edwin C. French, AIA, Architect

The Portales National Bank, of which Douglas B. Stone is president, desires an inviting building to house its banking services for the small but progressive city of Portales. In keeping with the desire to serve the community, a Community Room seating between 70 and 100 persons has been provided as a meeting place for various community groups. This room will also serve as a coffee lounge during banking offices.

In addition to complete walk-in banking facilities, motor-banking is also provided for. The bookkeeping

area has been designed to accommodate future electronic processes in accounting.

Outside materials are norman brick, stone, and aluminum trim. Interior walls are generally of plaster relieved with areas of exposed brick and walnut paneling. Glass will be grey solar glass for the reduction of glare and heat. Floors in the Banking Lobby are of terrazzo, but carpeting will be used in the President's and other offices. Ceilings of accoustical plaster are generally 10 feet high except the 14 feet in the Banking Lobby. Tellers counters, railings, etc. are of walnut.

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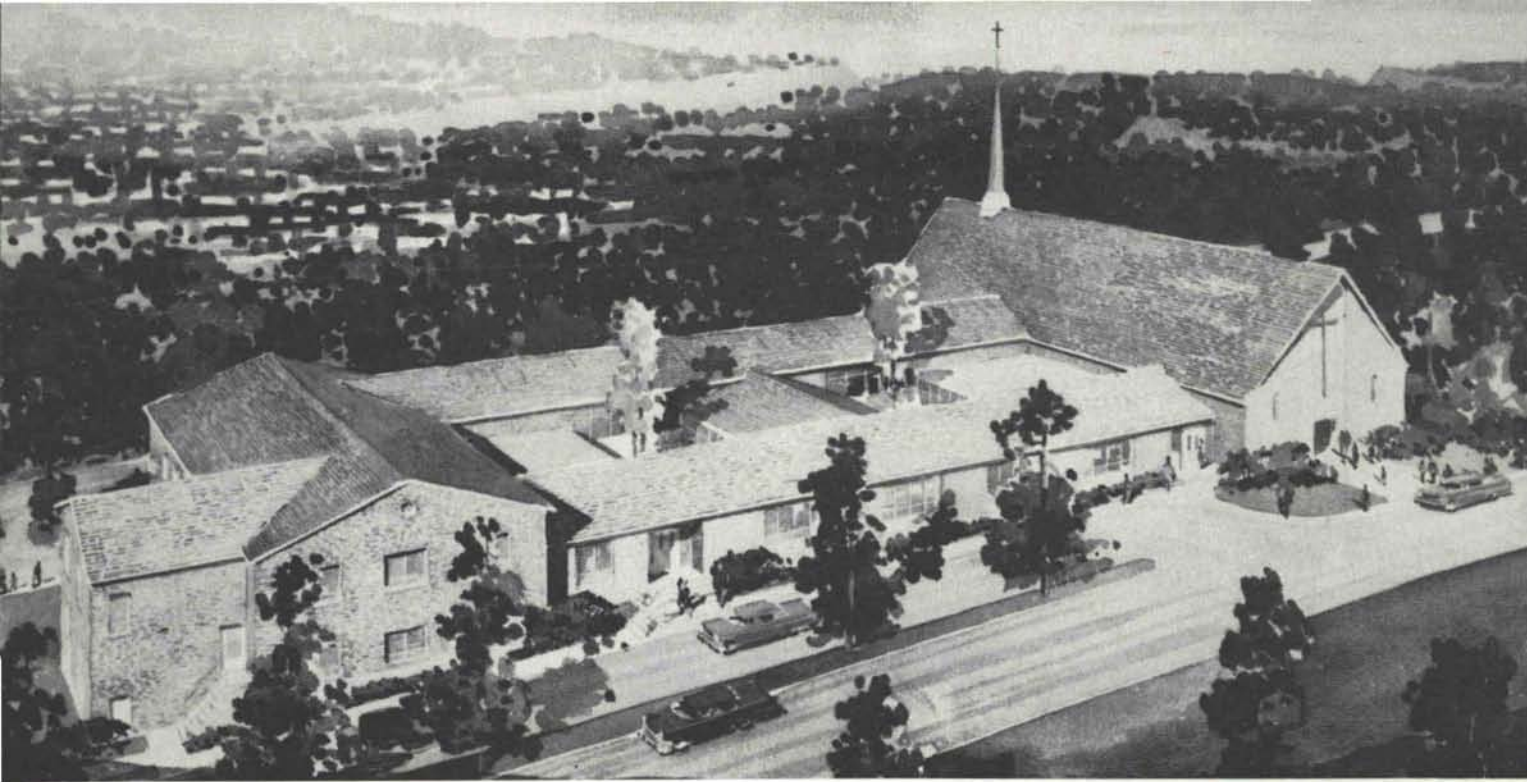
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This edifice was designed for a long narrow lot having a precipitous slope and strung out between two streets. It opens toward the upper street on the south because of the accumulation of snow along north sides of buildings in this mountain city. The two-level education wing is arranged so that although one enters at grade on the south, the lower floor is at ground level on the rear.

In addition to the sanctuary seating 650 persons, the plan provides a fellowship hall for 300, a church parlor opening into two patios, a chapel for 40, church offices, and educational facilities for nursery to the adult levels. Along with church offices the nursery and

Richard P. Milner, AIA, Architect

adult classrooms are somewhat separated from quarters for the noiser grades, and they can be heated independently from the rest of the building.

The building is to be constructed in three phases. First, beginning in the spring of 1965, will come the educational wing and fellowship hall; secondly, the church offices, chapel and additions to the educational wing; finally, the sanctuary and chapel.

The congregation asked for simplicity of design. While they wanted a recognizable church building, members did not want architectural eccentricity to dominate their edifice. Estimated costs of Phase One, \$250,000.

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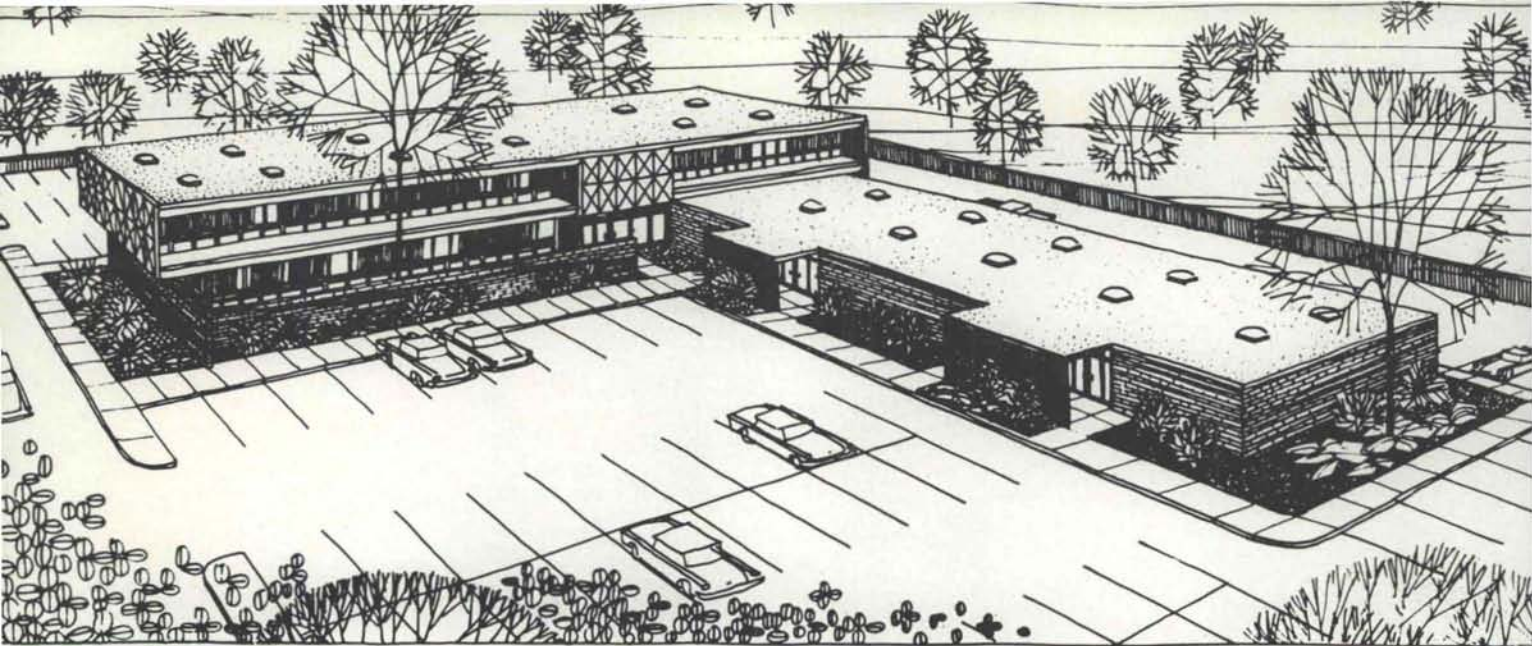
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PROPOSED OFFICE BUILDING, Albuquerque

Robert G. Biddle, AIA, Architect

Plans are underway for the construction of a two-story, fireproof office building of 18,000 square feet in the Heights area of Albuquerque. To be situated on an east corner of a major intersection, one important concern in the building's design was the burning west sun. This problem was met on west elevations by windowless walls of textured masonry and by solar screens. Window walls on both north and south elevations are filled with glare-reducing glass and are further protected by five-foot overhangs. A walled gar-

den also opens off of south-oriented office suites situated on the ground story.

Another major consideration is maximum flexibility in rentable floor space. This goal is achieved by adopting a 20-foot bay module in which each bay contains independent air conditioning units with separate fan coil units, thermostats and flexible duct work. All walls are non-bearing, even those of the exterior.

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URBAN RENEWAL -- WHICH DIRECTION?

George S. Wright, AIA

A struggle for the control of the heart of the city is now in progress. Two groups, not clearly identified but none the less evident, are unknowingly engaged in a duel to control the restoration of the area known as downtown. On one side, there are the incumbent commercial and real estate interests with their assistants, the traffic and highway engineers, and, on the other side, there is a forward looking group of individuals who would rededicate the urban core to a new and more lastingly profitable use. If urban renewal — of which so much is heard — is to make a valid contribution, then the direction it takes must be a strong, positive one of lasting value to all. In simple terms, the issue may be reduced to what should be the basic usefulness of the heart of the city. The word usefulness is interpreted in the sense of use for all. If it is not of such use, then there is use only for a few. The latter case results in the decay and ultimate death of the heart of the city.

It appears to the observer that the commercial interests prefer a downtown shopping center. The real estate man and investor would seek to maintain property values. The banker would accept any solution that was sound for the economy and did not upset existing conditions. The city administration needs a sense of direction.

Before stating the case for the creation of the urban core, the basic terms should be defined and the existing situation reviewed. The expression "downtown" might be explained as that area of the city which contains the origin of the various commercial, banking and civic establishments. In the case of Albuquerque it is bounded by land of decaying residential use and is often referred to as the central business district. Specifically, in Albuquerque, this would include from Broadway on the east to Tenth Street on the west, and from Coal Avenue on the south to Lomas Boulevard on the north. There are areas of use contained therein which do not make this an absolute definition but the description will serve the purpose and is a commonly accepted one.

The phrase "urban core," as opposed to this, would be defined as the heart of the city where the cultural, civic, and commercial interests meet to represent and preserve the personality and history of the city. Specifically, there is no such area existing in Albuquerque.

In any analysis of existing conditions, it is simple to review the past but to predict the future involves considerable guesswork. The period of greatest growth, from 1940 to the present, is clearly marked by the breaking of the economic and commercial monopoly of the downtown area. What the future might hold will be examined later.

In 1940 Albuquerque numbered about 40,000 citizens; in 1960 the census showed approximately 201,000. In 1940 downtown Albuquerque was bounded roughly by Broadway on the east, Roma on the north, Lead on the south, and 9th or 10th Street on the west. Comparing this with our description above, this shows that in area the downtown has grown but little. In actuality the growth might be said to be more a vertical one than a horizontal one, with such additions as the Simms Building, the Bank of New Mexico Building, and several others, thereby increasing densities in a small area about the center.

In contrast to this relatively static situation, there has been over the same period of time a mushroom-like growth of the city. The limits push east to Tijeras Canyon, south to the Kirtland-Sandia complex, north to long-held ranch properties, and sporadic developments and incorporations across the Rio Grande on the west. While this has been chiefly a residential growth, the number of shopping centers constructed to serve this area has been far out of proportion to the growth of the "downtown" commercial area. From the small and conservative neighborhood Nob Hill Center, constructed in the late forties, to the huge Winrock Center, the trend has been to larger and more conveniently located shopping centers.

Winrock is the developers' dream of a sea of parking enveloping a central mall of retail stores in what has been described as a regional shopping center. Here Winrock has replaced the downtown central business district as offering the greatest variety of retail stores within a conveniently accessible whole. It is interesting to note the names of the downtown retail merchants who have opened branches in Winrock, and even Fedway, the one-time champion of the "downtown," evidently felt forced to protect its position by opening a large store in this center.

Robert Futterman, in the *Future of Our Cities*, points out that such a process of opening branch stores has often been a deceiving one for the merchants involved. Retail sales have not increased in corresponding proportion to the increase of overhead in operating two outlets in lieu of only one — one store will lose trade to the other, and so on. Not that this is necessarily true in Albuquerque but the observation has been relevant in many other localities.

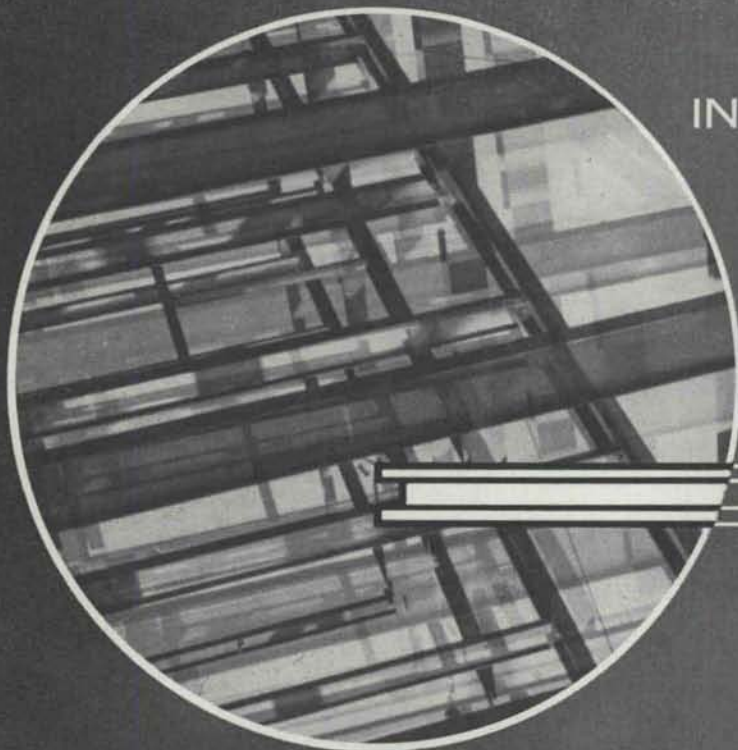
However, the emergence of the automobile as the chief means of transportation is the principal reason for the shift away from the downtown business district, the population growth notwithstanding. Combine this with the failure of surface type transportation to meet the public demands for speed and convenience and there is decay and defeat for the central business district.

The fact is that the mass of automobiles which would converge on the central business district, if it had maintained its monopoly, would result in catastrophic congestion. To construct more parking garages, or to destroy more buildings for parking lots would not alleviate the chaos on the approach streets. The present downtown traffic with current loads may move close to the present national average of ten miles per hour, but it is difficult to understand how even this slow pace would be maintained with many times the number of vehicles on the streets. To construct an artificial mall on Central Avenue in the downtown area (to imitate Winrock) is to miss the point when there is no workable solution for the traffic diverted. This traffic would be forced around the mall and bring further blight and congestion to already overloaded side streets. Toledo, Ohio experimented with such a plan and abandoned it as unworkable.

The best known example of the devastation caused by the surrender of the city to the automobile is the situation in the central business district of Los Angeles. Two-thirds of the total area is devoted to the parking garage, the parking lot, the expressways, and city streets.

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This leaves one-third of the area to produce revenues which are half what they might have been with better planning. It has been suggested that the remaining one-third be logically consigned to parking lots as the present rate of devastation leaves little reason for the continued existence of the area. The solution that Los Angeles has contrived would similarly be disastrous if applied to Albuquerque. Disastrous, that is, if the downtown is to be the urban core — the heart and heart beat of the entire community. Let massive permanent concrete parking garages not be built, all out of proportion in use and cost to the little headway made in arriving at a permanent solution. (Better the quickly demountable steel frame structures which can be replaced easily if the need should arise.)

To avoid such wasteful use of land, to avoid the confusion created by the automobile, people must be brought into the core by other means than the automobile — one hundred twenty square feet (the car) moving two square feet (the driver) is not a satisfactory means of mass transportation.

Those cities in the United States with good, fast, mass transportation have been singularly fortunate. New York, Chicago and Boston are alone in having reasonably fast and convenient subsurface electric trains. To say that the costs of operation far exceed revenues is to overlook the benefits accrued to both users, the untold numbers of retail merchants and investors benefitted from the service, and the attendant increase in real estate valuations. Elsewhere, cities have either felt they could not afford the subway or were in no financial position to consider such a system. Many other cities, at one time in their development, did have surface type electric railways, either on the streets or adjacent to them. These trains or cars could attain very high speeds, but for reasons of safety, they were permitted only to travel at the speed of the vehicular traffic about them. By the mid-twenties, the auto-bus slowly began to replace the electric trolley. The bus, as it is now known, was not restricted to tracks and could move any place there was a road and take on passengers.

The chief objection to the bus as an agent of mass transport is that it travels every place the automobile is permitted to travel. It can move no faster, unless it is at peril to public safety, than the other automotive traffic. Its frequent stops and the fact that it is surrounded by the omni-present automobile and truck, result in a considerably slower rate of advance than the automobile where congestion is present.

Albuquerque is in a position of being solely reliant on the bus and the automobile as a means for mass transport. This "mono-functional" means is one that creates problems which appear virtually unsolvable. The automobile has been given the right to destroy the city by the permission granted it to go everywhere, to park at will, and have equal access to all areas in the central business district. The traffic engineer and the highway engineer abet this privilege by such temporary devices as the parking meter, the one-way street, the urban expressway, and the parking lot and the parking garage. The latter are designed to place the individual's motor car as close as is physically possible to the office, the bank, or the store, without considering the possibility of other means of transportation. The highway engineer in many cities is asked to design great elevated structures such as have been constructed in larger communities, and these expressways enable the motorist to rush downtown as

fast as his car will enable him, and there plunge into a crushing mass of other vehicles in narrow, congested streets. Albuquerque, as yet, does not contemplate the urban expressway but a sample of its devastation can be seen in the swath cut by U. S. Interstate 25 (New Mexico 422) passing over Central as it goes through the city from north to south.

Accepting the thesis that the motor car and bus cannot solve the problem of mass transportation, forward looking city officials are interested in the experiment in Seattle with the elevated monorail. Built to serve Seattle's 1962 Fair, the monorail will be tested also as a means of mass transport for the commuters to the downtown area. Inexpensive to construct, maintain, and operate, the monorail offers the advantage of speed and convenience with little or no encroachment on urban real estate.

To conclude the case against the restoration of the monopoly of the downtown business district, it would be best to review the facts. To duplicate the parking and approach facilities of one large shopping center (Winrock for example) requires about 40 acres or about eighteen city blocks. Multiply this by the number of shopping centers in Albuquerque and it is not hard to visualize a downtown with nothing but asphaltic pavement. Add to this the example of such cities as Los Angeles and the blight of the urban expressway, and the case is a stronger one. No city and no individual can afford to give up the revenue from valuable properties to merely park automobiles (vertically or horizontally) nor can the city and downtown interests compete with the relatively inexpensive development of raw land in the suburbs. Lastly, to transport the automobile and buses to this central business district requires expressways which are wasteful of land and money to construct and which only dump traffic in mass confusion into the urban core.

What then is the alternative solution for the downtown, the central business district of our city? The solution lies in the step by step creation of an urban core along the lines of the definition offered at the beginning — an urban core should contain those elements where the cultural, civic, and commercial interests meet to represent and serve the personality and history of the city. The heart of the city is not a statistic of stores, parking lots, parking garages, and buildings, but a living organism, "census statisticians to the contrary."

What then should be contained in the urban core? First would be the unique functions which only a central core can furnish and are not duplicated elsewhere. Briefly they would be listed as follows:

1. *Cultural Facilities:* The central art museum, the main library and the civic theatre and concert hall would be in this group and serve to represent the cultural heritage of the city.
2. *Civic Facilities:* The central city offices seat of government. (This does not include all functions such as sanitation, shops, etc., but does include the headquarters for the various branches.)
3. *Central Commercial Interests:* The central offices of the banking, insurance, investment houses, real estate interests, and legal offices, supporting the business interests of the entire city.

These elements would serve as a nucleus for a living organism which, designed with room for expansion, will remain always as the heart of the city. These are facilities not duplicated elsewhere and which will serve as the focus and magnet for all citizens regardless of

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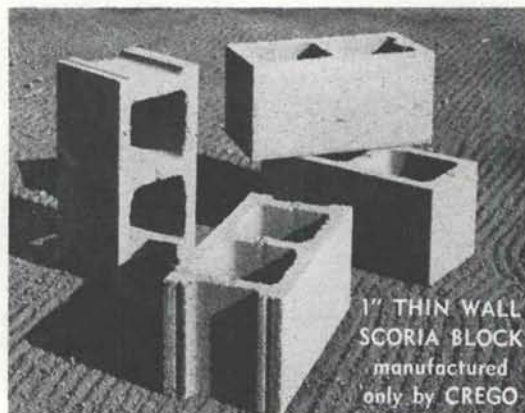
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location and distance from the heart. The properties therein contained will have a permanent value as long as the city exists.

Where then is the solution for the small business man in the downtown business district as opposed to these three items referred to above? For the small business seeking the casual motorist, the urban center has little to offer. It is difficult to comprehend why a motorist should drive three miles to purchase an inexpensive item which he might find in the store in the neighborhood shopping center. In short, where items can be duplicated, the urban core (or central business district) will not compete with the neighborhood center. For certain supporting businesses there is hope. Office supply houses, a limited number of drug stores, restaurants, etc., will of course be required and should prosper.

Central and regional type department stores would, by the definition, along with a limited number of specialty stores, find a place in an urban core. The planning of the core would not start with these enterprises but these elements would be likely to follow as an adjunct to the development of the core itself.

Thus equipped with a permanent nucleus, the urban core offers attractions to many people. One aspect, often overlooked by real estate interests, would be the development of living facilities within (or immediately adjacent to) the core itself. Where there is a high density of employment, apartment house units could be built which would compensate the worker who has no desire to cultivate the desert and fight his way back and forth to work five and six days a week. From his apartment, this worker could walk to work, walk to the cultural center, walk to the largest department store, a fine restaurant, an urban park, to name but a few attractions. Furthermore, the range of types of apartments constructed might include the luxury unit on down to the compact efficiency apartment.

The introduction of the apartment dweller and the apartment building might go a long way to compensate for the loss of business suffered by the downtown merchant with the creation of the outlying shopping centers. Land values and income would be compensated where these units supplanted decaying commercial interests.

As for planning such urban core as is contemplated, it must come in stages or increments which are both feasible and practicable. Many years would be required before such a dream could be totally accomplished, and the economic cost would be high. A first step (after a master plan has been accepted) might be the establishment of the civic offices in an area suited to the requirements of the master plan and in areas of considerable blight where paper property values are really that — paper values based upon inflated land values. This selection might be a compromise but ideal solutions are found only in Utopia. All master plans are a series of compromises of what planners would most desire. Successive increments would be constructed as is economically feasible and the problems of parking and access are solved. One unit of a cultural center should be related to this complex and constructed simultaneously to give true validity and personality to the first increment.

Transportation within the urban core would be changed gradually from the automobile to the pedestrian. Strategically placed parking compounds would allow for dispersal of those entering the core with

drives for service vehicles limited to that basic use. The dream of the monorail as an adjunct to transport, as fantastic as it may sound, could greatly alleviate the parking problem in some future year.

To help maintain the density of the urban core at a satisfactory standard, aesthetically and practically, it would be hoped that a certain amount of open space would be allotted in and about the urban core. Green spaces should penetrate the core itself and extend outward, not only to serve the possible apartment dweller but to offer both a change of pace for the worker in the core and an attraction to the casual visitor. It is interesting to note that this programming of open space for urban planning is a focal point of the redevelopment of the urban cores in Philadelphia, New Haven, and many other cities.

One other unique aspect the urban core would afford would be the close proximity of the interlocking elements. The central offices of the banks and investment houses would be close to the insurance and legal establishments, and the commercial and governmental life of the city would revolve about this core. The benefits resulting to these important establishments would be manifold from a business standpoint. Good, modern housing would be conveniently available for all office workers. Communication within the area would be simple and direct, relatively free from congestion. Careful design of open spaces would give a sense of serenity and eye appeal not evident in the senseless confusion of the existing downtown area.

Let it be noted that the processes involved in creating the urban core do not require the demolition of the entire downtown area. On the contrary, a large percentage of the existing structures should be retained as having possibilities for renovation and dedication to a new and more profitable use. Many substandard structures, decayed past the point of renewal, should be removed to the benefit of the owner and the community. The balance, comprising the newer buildings, could be retained and given greater vitality with new neighbors, whether this takes the form of open space, or structures.

Urban renewal would take its truest meaning from this dedication to the principle of rebirth of use. In brief, the process must not be one of recreating a commercial area with remodeled store fronts and pedestrian malls. Rather it must be the creation of a unique and lasting entity which goes beyond this limited objective. It is within the city's grasp at this moment in its history to act in this direction.

Above all, the urban core should serve a unique function. As long as it would be unique, it would have validity from an economic standpoint. As long as it would have a social and historic appeal, it would have validity from a cultural standpoint — something very few shopping centers could hope to offer. —G. S. W.

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LETTERS TO EDITORS

Architectural Criticism — Should We — Or Shouldn't We?

In the preceding issue of NMA the Editors published a cartoon drawing and an article in which there was unfavorable criticism of a design by a respected member of this chapter and of the actions of another respected member of this chapter who is a Fellow of the Institute. Since that issue went into circulation I have received several comments for and against the whole idea of architectural criticism in this magazine. Some of the members feel that it is impolitic for them to support a publication—and send gift subscriptions to their friends and clients—if this same publication is apt to make unfavorable comment on their own work. They say that they would have no objection provided the magazine was not circulated to the general public, but this situation does not occur; since the whole purpose of NMA is to get the architecture of New Mexico—and particularly the work of Chapter members—before the general public.

Others, including this writer, feel that criticism and discussion are helpful both to ourselves and to the public. The AIA is a professional society, not a trade union. Both professional societies and trade unions seek to improve the lot of their members but by different means. Professionals seek to better their own lot by raising the quality of their work, by improving the caliber of what they offer to the public. Study, analysis, re-appraisal, and honest criticism are some of the tools which we must use to accomplish this. We are one with other professionals in this approach. Musical composers, research scientists, historians, anthropologists, etc., write scathing criticisms of one another's work—and then go out to dine together! Such criticisms and discussions help to create among ourselves a lively mental climate conducive to fresh and creative work.

The second plus value of such articles, it seems to me, is that of letting the public become aware of our efforts to improve our design. This is the least that such discussion will do—It might even go so far as to stimulate philosophical discussions among the architectural laity. This would tend to make our clients more discriminating, and more discriminating clients will give us opportunities to design better buildings.

Because articles have been taken from NMA and reprinted (sometimes without permission) in other publications, we will see to it from here out that *all* articles—even editorials—will be signed by those who have written them.

Both your chapter officers and your editors will be pleased to have your written comments on any of the above.

John W. McHugh, President
New Mexico Chapter, A I A

Dear Editor:

In your March-April, 1964, issue of *New Mexico Architecture*, you include an article discussing changes in the design for the Legislative and Executive Building for the Capitol of New Mexico.

In your article, you did not mention the principal reason why the architects, W. C. Kruger and Associates (whom you also do not mention) were asked to make the change, and that is the fact that Santa Fe possesses an Historical Zoning Ordinance (declared constitutional by the Supreme Court of New Mexico) and that the Capitol complex lies within the area protected by the Ordinance. The latter requires that new buildings conform with the spirit of the City's traditional architectural styles.

This is a type of conservation measure adopted by an increasing number of American cities to protect their historical areas at a time when these areas are tending to lose their character. I am sure you will agree that if a large non-conforming building were proposed to be erected in the *Vieux Carre* in New Orleans, or on Beacon Hill in Boston, the authorities would have been desperately concerned to prevent it. That is exactly what happened in Santa Fe when the Mayor, an unanimous Council and an aroused citizenry petitioned the State to reconsider the design and substitute instead one compatible with the architectural tradition of the historical area of the City. The latter was fortunate in having the State acquiesce.

With regard to your comments on deviations from the Master Plan, prepared by Associated Architects of Santa Fe and approved by a previous Capitol Buildings Improvements Commission, of which I was a member, I would like to remind you that I voted for that Master Plan "with commendation" (with exception of individual buildings which I felt should be closer in spirit with the traditional historical zoning ordinance of Santa Fe). I have not been consulted on matters of relocation of buildings in relation to the Master Plan as it originally existed.

In fairness, will you please publish this letter in *New Mexico Architecture*?

Sincerely,
John G. Meem

NOTES ON READING

Peter Blake, *GOD'S OWN JUNKYARD, THE PLANNED DETERIORATION OF AMERICA'S LANDSCAPE*, Holt, Rinehart and Winston, New York, 1964,

Not too long ago I had a disquieting experience when returning home from a fairly long trip. For six months I had travelled Spain and southern Italy on a kind of architectural field trip, but now I had come back to pick up the routine of life and teaching. In one important way, however, my home-coming was lacking the usual reassurance and pleasure which envelops the returning traveler. The most memorable experience of the return was the shock with which I realized what a very ugly place my home town was — what an aesthetically barren and abandoned place!

During six months architectural travel I had learned to use my eyes to see. So now I looked at my old, familiar home territory with new eyes — enquiring eyes which had forgotten the convenient habit of overlooking that which was ugly. I was shocked. Did I actually live in such a hideous community? Was this

the town I had remembered nostalgically as I drove across the tableland of Old Castile? How could I have forgotten the utter desolation of North Fourth Street, the signboard jungle that is Central Avenue, the asphalt wastlands, the impudent assaults of gas stations and drive-ins, the gloomy disarray of half-empty, never-ending strings of jerry-built stores? Not until the benign shadows of night swallowed up this ugliness could sensitive eyes find relief. Even then, alas, one could not blot out a comprehension of the English language so as not *have* to understand those blatant neon signs!

In the course of a few days at home, however, I again learned to accommodate myself to my old environment, to block out this ugliness by simply not using my eyes. There was no other solution. Why inflict useless suffering on ones sense of vision? Self-flagellation is old fashioned.

But people with their eyes closed will not do much for the visual improvement of their community. And what our cities need are not artists skilled in overlooking but seers — seers who not only see and judge for themselves but who work to open the eyes of a community to its condition and lead it to a better state of being.

Now all architects and citizens interested enough to read this magazine should be seers — and do-ers. If you haven't had the experience late of taking a fresh look at your home town you should try it. And if you can't manage a six-month preparatory trip to Spain, a very effective substitute will be a look at Mr. Peter Blake's new book, *God's Own Junkyard*.

You can read it in a couple of hours. And it will shock you into action.

Essentially the book is a series of photographic essays — usually organized on the "comparative method." One side of the page shows what nature provided, the other, what man has done to it. Sometimes the contrast indicates what man is *capable* of doing at his best in opposition to what he usually does.

By way of text there are eleven short essays which vary in length from one to eight pages. Here Mr. Blake does a masterful job of summarizing the folly of the new communities we are building so proudly and so blindly — building by the hundreds and thousands of acres in our suburbs and by the million-dollar-acre in redeveloped areas within our cities. In discussing the latter, for example, he says:

With a very, very few exceptions, our cities seem to be headed for a grim future indeed — unless we determine to make some radical changes. That future looks something like this: first, our cities will be inhabited solely by the very poor (generally colored) and the very rich (generally white) — plus a few divisions of police to protect the latter from the former. Second, they will be *primarily* places to work in — places for office buildings and for light industry. Third, they will become totally ghettofied — not merely in terms of racial segregation, but also in terms of usage: there will be office ghettos, industrial ghettos, apartment ghettos, amusement or cultural ghettos (like Manhattan's gold-plated Rockefeller ghetto, *Lincoln Center*), bureaucratic ghettos, shopping ghettos, medical-center ghettos. In other words, there will be virtually no mixed uses of streets or of neighborhoods, so that most areas of the city will be alive for mere fractions of each day or week, and as deserted as Wall Street on a weekend for the rest of the time. In short, we have lost, or are about to lose, the most important asset of any successful city: variety. This choice — the great choice available to the city dweller of people, things — events — is, traditionally the principal difference in spirit Suburbia and the Metropolis . . .

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Mr. Blake's manner of writing is as nimble and witty as his analysis is perceptive. He spares none of us in searching out the causes for this horrendous mediocrity that our society is creating. He points to rapacious land speculators, moribund government regulators, imperious business men, advertising soothsayers, and a bemused public that acknowledges no higher authority than the right of each individual to use and abuse his property as he wants, no matter how adversely that effects the whole community. Even our artists and "intellectual elite" who should have the vision to show the way today as they have in past generations, have lost their way in a futile pursuit of transient novelty.

The depressing thing about Mr. Blake's appraisal is that it is so accurate. The "systematic uglification of the United States" goes forward with complete public approval. Nature is recklessly being eliminated. And the arrogant and barren environment that we are substituting for nature is a frighteningly accurate portrait of ourselves, our countrymen and our society.

— B. Bunting

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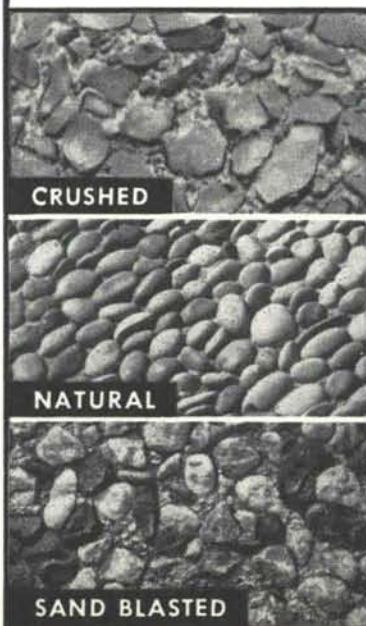


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