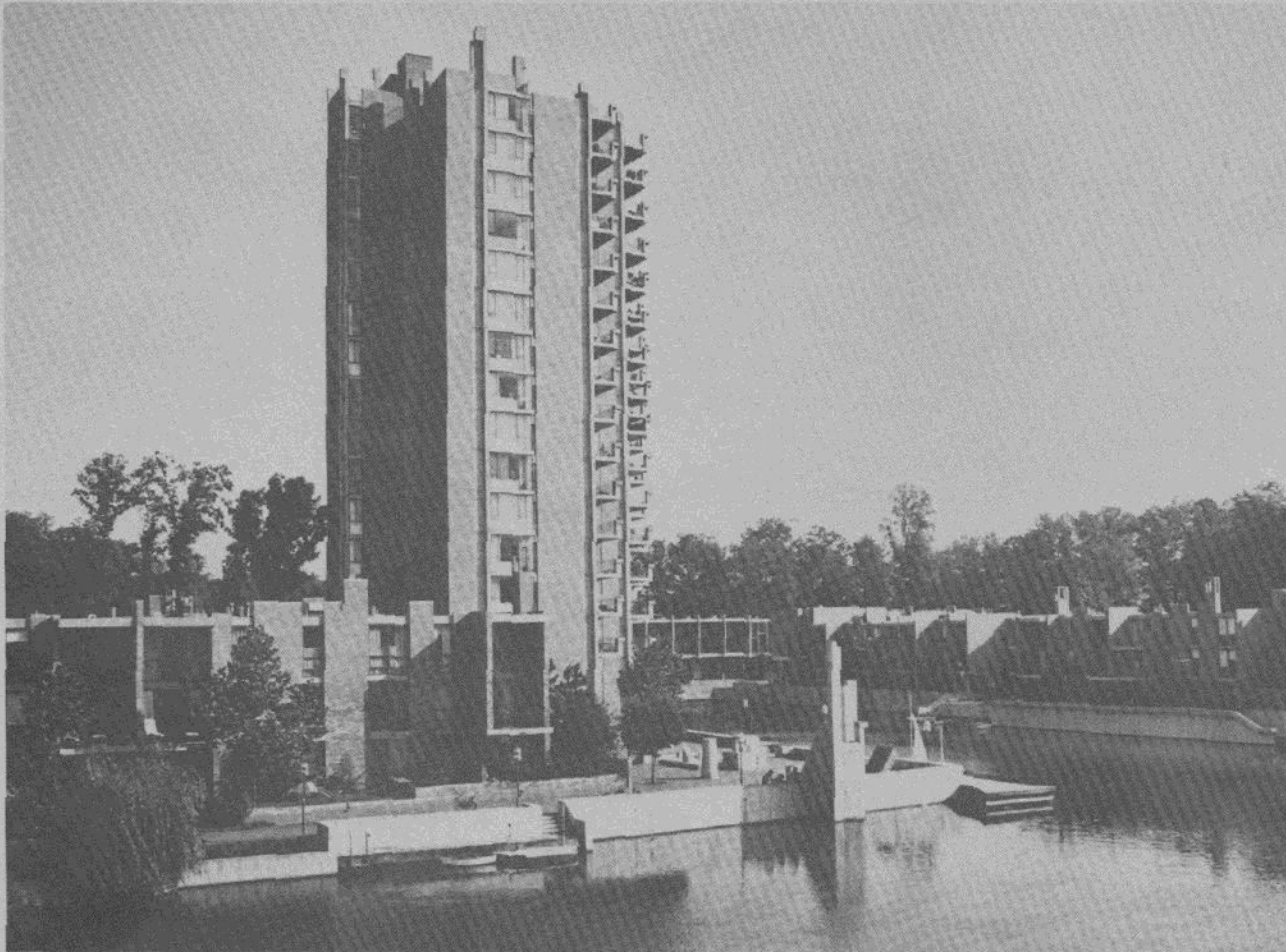


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# vital questions



**New Towns:  
What Architects  
Should Know About Them!**

*Summary  
of  
the New City*



By: Jack B. Fraser

*Vital Questions is a series of inquiries, containing fact and opinion, on subjects of significance to architects. The purpose is to inform AIA members and stimulate their response as a guide to AIA policies. The author is the AIA's special architectural journalist.*

**PINEAPPLES, POWER SAWS** From the Isle of Manhattan to the Coast of Gold, from East to West, from North to South, New Towns are sprouting like lapel buttons at a love-in. Real estate promoters, land speculators, banks, corporations, pension funds, supply manufacturers are eyeing what could be a rich market for their treasure, products, and skills. They are joined by a host of unlikely associates; including on occasion civil rights workers, history buffs, power saw wholesalers, pineapple plantation overseers, sociologists, fair housing councils, and men who have abandoned hope that the conventional, suburban tract housing market can shelter low and middle-income American families.

One New Town in Minnesota may be partly covered by a geodesic dome so climate and smog can be controlled. On

the Colorado River 10,000 tons of London Bridge are being resurrected so the "instant" Lake Havasu City can have identity and a tourist attraction. In Eastern North Carolina's Black Belt, Floyd McKissick has enlisted architects, planners, and engineers to design Soul City which would house 17,000 persons on 1,800 acres near Warrenton. The House Appropriations Committee wanted to know if Soul City would be segregated; McKissick said no. Architects ask how good design can be summoned to this stage.

**CASH IN** "Old towns, new towns, gold towns, ghost towns, factory towns, car towns, play towns, downtowns"—they all want to cash in, Chicago banker F. G. Opekla told the Building Research Institute in April 1969. "America has had planned New Towns since the Pilgrims, since Penn laid out Philadelphia, since Williamsburg. Well over 100 were identified in the 1930s and 50 to 250 were started in the 1950s and 1960s, depending on how you define them," said Max Wehrly, director of the Urban Land Institute. "Is it just a gimmick to sell lots in a large-scale subdivision? The term New Communities is better for most of these projects. New Towns is a term best for a community built on a self-sufficient economic base as its reason for being."

**WHAT'S NEW?** Dynamite of America's urban crisis—the poor left behind in decayed cores, housing increasingly difficult to obtain for more and more Americans and raw land being digested at the rate of one Detroit a year—has given new thrust to New Towns. Otherwise they

would remain largely the dream and the problem of speculators. As an escape hatch, New Towns are getting a close look this year from Congress, the Nixon Administration, and professional groups like AIA's Urban Design Committee. The National Committee on Urban Growth Policy, headed by former Alabama Congressman Albert Rains, wants the federal government to heavily back 110 New Towns. The committee got advice from Carl Feiss, FAIA, and Ralph Schwarz, president of AIA's new Urban Design and Development Corp. Sponsored by the League of Cities, Conference of Mayors, Urban America Inc. and National Association of Countries, the Committee asked national, state, and local help to establish 100 towns averaging 100,000 population plus 10 cities of at least one million each before the year 2000. The landmark Housing Act of 1968 already allows up to \$250 million in loan guarantees to get New Towns going. (So far none of this has been used.) But the Rains Committee, which included such diverse figures as conservative Texas Sen. John Tower, former Fresno Mayor, now Housing and Urban Development (HUD) Assistant Secretary, Floyd Hyde; and Milwaukee Mayor Henry Maier, advocates additional help. State agencies would get federal aid to assemble land in order to beat speculation. Payment on interest and principal would be deferred for 15 years so the New Town cash flow would have time to rise. The New Town concept, said Vice President Spiro T. Agnew, "promises an intellectual undertaking as great as the space age itself."

**COMING ATTRACTIONS** Congressman Thomas L. Ashley, Toledo Democrat and AIA's good friend, heads the House subcommittee that will hear AIA testimony and much other data on population spread and New Towns this fall. Ashley told the AIA-Consulting Engineers Council legislative conference last March: "Haphazard urban growth means future chaos. We're now only perpetuating past policies that spawned problems. The result will be catastrophic, on the suburbs and rural America as well as the cities. The solution? Plan on a massive scale. Yes, we can afford the cost. From 1960 to 1967 we spent \$356 billion for defense, \$33 billion for agricultural supports, \$24 billion for space exploration, \$22 billion on highways and \$8 billion for housing and urban renewal. It will require a reordering of priorities." Ashley added: "The most encouraging prospect in this congressional session comes from recognition by the Nixon Administration — for the first time in our history — that there must be a national policy on urban growth." Even if adopted and done, the Rains Committee's solution would cover only 20 percent of the 110 million population increase due in the U.S. before the 21st century. That surge will see 80 percent of the American people living on less than four percent of the land, 10 super cities with more than 10.7 million inhabitants, and from \$2 trillion to \$3 trillion in tract houses and apartment compounds leapfrogging a Balkanized patchwork of jurisdictions.

**ARCHITECTS ROLE** Architects are already deeply enmeshed in U.S. New

Towns. Los Angeles' William L. Pereira, FAIA, is the brain behind the 93,000-acre Irvine Ranch goliath in Orange County. Albert Mayer, FAIA, is working on Maumelle, Ala. and Kitiment, Canada. Morton Hoppenfeld, AIA, is vice president for planning and design at the Rouse Company's ambitious Columbia, Md. At least at the start, architects had robust input with Reston, Va. Benjamin H. Cunningham, AIA, is chief architect and principal planner at Jonathan, 21 miles west of Minneapolis. Raymond L. Watson, AIA, is senior vice president in charge of land development, at Irvine Ranch. Donald L. Williams, AIA, is helping the University of Louisville scout a location for a New Town where 20,000 families who don't easily adjust to the big city will get a chance at jobs and community life. Many of the Kentuckians will be people forced out of Appalachia. Williams thinks there may be 40 places in the U.S. where this kind of New Town is possible. Feiss is helping design a New Town for the Tennessee Valley Authority.

Solid opportunity awaits architects. In Washington, AIA can help shape legislation to aid New Towns. In state capitals, AIA can push for state development banks or agencies that would use federal funds and assemble land. In cities and counties, AIA chapters can ask for zoning and code adjustments for New Towns to permit new land use and building types. "Architects should get into management positions in development companies" so they can plan and manage New Town growth, advised Cunningham. "It's a shame to have people as well trained as

architects limit themselves to small projects." As for promotion and speculation, he adds: "Doctors and dentists are very active in real estate partnerships. There's no reason architects shouldn't be." Finally, there's the chance for design. American New Towns have been chiefly designs in land use. Buildings have often been undistinguished. "But there is more opportunity for architects in New Towns than in conventional tracts," pointed out Feiss. Developers are often under pressure from local agencies to present superior plans. Sometimes they are motivated by idealism to offer the public better designed homes, stores, schools, and factories. "No program which AIA is backing will involve architects in small cities as well as metropolises more than New Towns," says Feiss. Resident architects are on the staff of the major New Towns. Fourteen at Columbia, nine at Irvine Ranch, and others from private practice are needed. One hundred fifty will work at Columbia before it is completed in 1985, predicts Hoppenfeld. Sixteen architects live at Reston. Some make a living there. Because the scale is big, private architects can afford to do housing they often skip in conventional neighborhoods. Real New Towns also require architects for shopping centers, fire stations, music pavilions, and an outpouring of other works. "It's the biggest new opportunity architects have had in a generation," says Feiss. "The New Town possibilities offer architects a chance for major contributions," says AIA President Rex W. Allen, FAIA. "However, we must be candid and admit that few are ready to contribute."

*Benjamin H. Cunningham, AIA, architect for New Town of Jonathan, Minnesota.*



*Fountain cascades at Columbia's lakefront plaza. Developing company exercises careful architectural controls on office and public buildings, less over housing. Structure in rear was designed by David H. Condon, Francis D. Lethbridge, and Arthur H. Keyes, Jr., AIA.*

*Carl Feiss, FAIA, principal planner for New Towns of Tellico, Tenn. and Lucaya, Grand Bahama and head of AIA's New Towns Task Force.*



**THE BIG PICTURE** The rush to build completely New Towns in isolated places, satellites near major cities like Paris or Houston, or neighborhoods within older cities (Battery Park in Manhattan) is world wide and more feverish in countries outside the U.S. Since 1946 England has completed or started 28 New Towns. The term New Towns originated in Labor Government laws enacted after World War II planning by the Churchill-Laborite coalition. More than \$5 billion has been committed (and will be recaptured) and more than 800,000 persons reside in the developments which are tied to new industry as well as the Garden City theories popularized around 1900 by Ebenezer Howard. Government-aided or controlled New Towns have also erupted in Aden, Australia, China, the Soviet Union (over 65 were reported in 1963), Canada, Finland, Denmark, France, Netherlands, Iran, Pakistan, Turkey, Japan, Israel, Brazil (the luminous Brasilia with its unforgettable government palaces and shacks for the poor) and other nations. Architects — either as state planners or private operators — are often driving forces in the new communities. Objectives vary:

1. To accommodate spillover from congested central cities.

Examples: The public New Town of Fremont, California, south of Oakland; Irvine Ranch; Tapiola, close to Helsinki; Cumbernauld, 14 miles from Glasgow.

2. To offer a tolerable habitat and an alternative to urban sprawl with better use of land, air, and watersheds.

Examples: Radburn, New Jersey in 1928, Columbia, and Reston.

3. To isolate and protect special interest groups.

Examples: The retirement and recreation enclaves of the Southwest U.S. or cities originated by religious denominations.

4. To revive dying areas where people and commerce have fled or the economic base has eroded.

Examples: Kingsport, Tennessee (1916), TVA towns, Silver Bay, Minn.

5. To provide support for a boom industry or project.

Examples: Boulder City, Nev., oil towns; Humble Oil's Clear Lake City 25 miles from Houston which counted on the NASA Manned Space Flight Center.

6. To provide working and living space for new industry and research.

Examples: Los Alamos, New Mexico; Russia's Science City of Akademgorodsk in Siberia.

7. To solve social problems and give low-income minority citizens a chance to own homes.

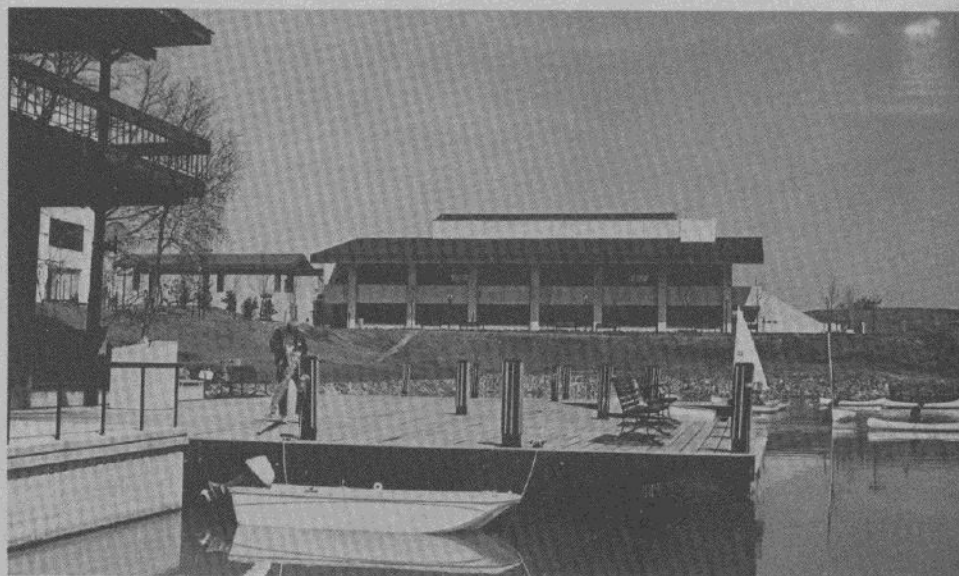
Examples: Greenbelt, Md.; Greendale, Wis., and Greenhills, Ohio — all done in 1937 by the New Deal — and Soul City.

**DEFINITION, PLEASE** "Everybody likes to call what they're doing New Towns," comments Irvine Ranch's Watson. However, Watson concedes he doesn't have a better term. An authentic New Town with housing and job mix costs at least \$65 million to launch, judging from examples. It could be worth \$20,000 per inhabitant when schools, utilities and all other artifacts and appendages of Post-industrial Society are counted, estimates Cunningham. That would make his New Town of Jonathan with 50,000 persons by 1990 worth \$1 billion. A New Town ought to have 100,000 residents in order to provide the cross pollination of goods, services, ideas, and people that support a distinct city with variety and choice. Some planners say 250,000 population is better. New Towns can be incorporated as was 12-year-old Fremont out of five old villages, be annexed to bigger cities like Hamilton tagging along to San Jose, remain part of a county like Columbia and Reston, or struggle in the grip of developers with law suits and bond disputes as at Foster City in San Francisco Bay. HUD's Jerome P. Pickard says 63 large-scale community developments or New Towns were erected in the U.S. since 1947, and 35 are to contain 50,000 or more persons. "The vast majority appear destined to become country club communities for upper income families," judged former HUD Secretary Robert C. Weaver. Dr. Pickard urged Congress to back 272 New Towns for 30 million persons.

*Tapiola, a satellite New Town for Helsinki, offers 18,500 Finns vistas like this on 670 acres, but, like almost all U.S. New Towns, has no room for the poor.*



Exhibition Hall at New Town of Columbia overlooks man-made lake. Architects for the hall were Frank O. Gehry, C. Gregory Walsh, and N. David O'Malley, AIA.



Town houses at Reston's Lake Anne prove New Towns can be hospitable to contemporary design. Architects were J. H. Whittlesey, W. J. Conklin, and J. S. Ros-sant, AIA. Town houses across the water in rear are by Cloethiel Woodard Smith, FAIA.



**LBJ LEGACY** Since Congress voted Lyndon Johnson's Housing Act, some 300 inquiries have arrived at HUD, seeking a slice of the \$250 million New Town loan guarantee. Less than 25 of these trial balloons today qualify as New Towns in the sense intended by Congress and HUD. The 1968 Act says taxpayer help should go to New Towns that: Provide "consistent design" for homes, stores, and factories, stimulate economic growth in areas that need it, increase the supply of housing and the local building industry, and encourage new and improved technology, materials and techniques. Although "a tentative allocation" of \$30 million was thought to be "reserved" for Park Forest South, 28 miles down state from Chicago, no documents have been signed. Robert M. Paul, a career civil servant from California who helps HUD's metropolitan development office decide on grants, explained: "The new Administration has taken a detailed look" and wanted to get the states deeply involved before sending out federal dollars. HUD also has been waiting for a National Urbanization Policy that might direct the best locations for New Towns. "But we can't wait that long," confided one HUD chieftain. "By June 1970 we hope to have four to seven guarantees made; we are going to be selective," reports Paul. Recently Paul examined New Towns at Jonathan, Minnesota, Hamilton at Anderson Reservoir south of San Jose, and Park Forest South.

**GUIDELINES** The three have an edge on HUD help, said Paul, because they promise:

1. *Jobs, commerce, transportation, recreation* — the range of people, services, and opportunities one expects of a city.
2. A big enough scale for experimentation.
3. Capital behind them to keep them going.
4. Well conceived master planning.
5. Some hope for superior architecture.
6. A response to existing demand for housing and a ready local market.

**EXPERIMENTAL CITY** The most unusual New Town is being designed by the University of Minnesota's School of Architecture for a site to be announced in 1971. This is to be the experimental city of inventor Athelstan Spilhaus, now president of Philadelphia's Franklin Institute. It is to hold 250,000 persons or more and be at least 100 miles from any existing urban center, explained Professor Walter Vivrette, so that it is free of contamination. The city is to show better ways to move humans, vehicles, and goods; to salvage air, land and water; to manage climate, to communicate and govern. A geodesic dome may cover part of the city to keep out smog and Minnesota's fierce winter. Residents of dream city may be able to perform office work at home by using closed circuit television. Packages and groceries could travel by tube, curtailing cars and trucks and noise, dust and fumes.

**BEST OF THE REST** Best of the New Towns built in the U.S. since World War II, in the opinion of many architects and planners, are Columbia and Reston. Reston's village center Heron House apartment tower by Julian H. Whittlesey, William J. Conklin, and James Steven Rossant, AIA, of New York; golf course common-wall houses by Louis Sauer, AIA, of Philadelphia, and lake-side houses by Chloethiel Woodard Smith, FAIA, of Washington, D.C. are gems. Reston has intimacy; Columbia grand scale. Columbia's housing is uninspiring to architectural critics. However, a fire house, the Merriweather Post Pavilion, summer home of Washington's National Symphony, and an exhibit hall by Frank O. Gehry, and C. Gregory Walsh, AIA, Los Angeles, and N. David O'Malley, Baltimore, plus lake-front office buildings are graceful and well executed. Hugh Newell Jacobsen, AIA, Washington, D. C. has designed 54 "villa type" townhouses for the Tidesfall section which Columbia officials hope will be the pace setter for other good housing units. "The design of Columbia," explained Hoppenfeld, "is our staff responsibility. For the public buildings, we build the best contemporary design within the disciplines of cash flow and management. The rest of it, residential, the bulk of our land, is designed and built by others, subject to our review. We've eliminated a lot of junk staff," insists Hoppenfeld. "The siting, range of choice are infinitely superior to

any other given mile of suburban development in the U.S. Most architects would want all of Columbia to resemble a highly refined design. The only way that can happen is if the builder agrees to limit his market to those few readers of *Architectural Record*. That could take to the year 2000. It would be a highly stratified community." Other New Town spectators noted that outstanding design when it comes usually occurs in neighborhoods for high-income living, the same finding true of non-New Town development. Problem: how to get the developer to pay for contemporary design and the public to buy? Reston occupies 7,400 acres out in the verdant Virginia countryside, 18 miles from Washington, near but not now connected to Dulles Airport. Columbia, which also possesses lavish vistas of open space, two golf courses, two lakes and woods, is 30 minutes from downtown Baltimore, about an hour from Capitol Hill.

**JOB HATCHERY** Around 7,500 persons live at Reston where 75,000 may reside by 1985. Columbia has around 4,000 inhabitants, may get 125,000 by 1980. Reston has marked 1,000 acres for industry and to date has snared 29 companies plus the U.S. Geological Survey's \$30 million headquarters which in 1972 will shelter 2,800 workers. Former Interior Secretary Stewart Udall said he hopes most USGS workers would live in Reston. Columbia has reserved around 4,000 of its 18,000 acres for industry. General Electric has broken ground for a \$250 million plant that will produce ranges, refrigerators, air conditioners, and some

12,000 jobs. Thus Columbia is well embarked on its pledge to provide 50,000 jobs in a mix that will make a city. Engineering, research, warehousing, a ski manufacturer — 26 employers already operate. "We want a city for the company president and the company janitor," says James W. Rouse, Columbia's developer. Columbia has sold town houses as low as \$14,750 (they were quickly purchased and this lowest price will go higher) — one of the greatest new home bargains in the nation. The city offers a range now from around \$15,500 to \$70,000 "or more" and around 15 builders are at work. Rouse Co. doesn't build its own housing. Simon at Reston — where prices range from \$27,400 to \$75,000 — built the original town houses and apartments but other builders are now at work.

**DEARLY BELOVED** There is a nature center at Reston plus a Rathskeller for teenagers, six express commuter buses that allow you a drink going home and a blanket of discussion groups and classes to build a sense of community. Caustic critic Jane Jacobs, who prefers the sidewalks of New York, snaps: New Town planning is best for people with no plans of their own who "did not mind spending (their lives) among others with no plans of their own." Talk to Reston inhabitants if you want confirmation of its advantages, advises former AIA President Robert L. Durham, FAIA, of Seattle. "They have a sense of place," said Durham. "To criticize Reston before some of these people is about as risky as it used to be to talk against John L. Lewis in a Western Pennsylvania town."

**SOCIOLOGICAL FRONTIER** Both Reston and Columbia have a higher percentage of black citizens than other new Washington suburbs and conscious efforts to integrate were undertaken by the developers from the start. Three experimental prefabricated housing units were built by the Reston Foundation. Joseph Stowers, Reston Community Association official, charges Reston is now soft pedaling integration but 198 low and moderate rental Cedar Ridge apartment units have been opened with 10 percent occupancy by Fairfax County's housing authority. A 300-unit interfaith apartment project is underway at Columbia. It will rent for as low as \$97.50 a month. Sixty social scientists helped plan Columbia. One decision, based on sessions with prospective residents: smaller schools than the planners had designed. Both Reston and Columbia have comprehensive health plans with universities. Columbia has its own bus line and will get two colleges and a hospital. The matrix of the two New Towns is still overwhelmingly middle-class. "But with their high start-up costs and their need to sell houses, it's a little unrealistic to expect New Towns to pioneer all sorts of risky and expensive social undertakings," commented one aide to the House Banking Committee.





"The city is a huge, anonymous, insensitive monster." Dr. Simeon Pollock, commenting on New York spending \$1.8 million to improve a Bronx Hospital and not "solving one problem."

"Most of the ills of New York are attributable to a too great concentration in too small a place. Every time you look up, somebody has erected another tall office building or another tall apartment building. Homes are disappearing. Traffic grinds to a halt. New York is an inspiring city, a fantastic city, but I think it is crowding its luck. Structural steel can be its undoing. Without homes, a city loses its quality. It is no longer a city, it is just a happening." E. B. White, long-time chronicler of Manhattan who moved to Maine.



This farmland, at the outskirts of Pittsburgh, is no longer open.

"If all the 100 million population increase is to be accommodated in new towns we would have to build a new city of 250,000 persons each month from now until the end of the century. New architectural forms, construction techniques and financing strategies must be aggressively pioneered."

Richard M. Nixon, 1969

**WHEEL AND DEAL** Rouse snapped up an original 14,000 acres from 160 farms for an average \$1,500 an acre. This is a memorable real estate coup he says he couldn't duplicate today. Rouse furnished only around \$2 million himself whereas Simon paid out \$13 million at the start. Rouse does not have to pay on the premium for six years although Columbia should edge into the black before that. Connecticut General Life Insurance loaned \$25 million to Rouse. Chase Manhattan Bank and Teachers Insurance & Annuity Assn. supplied another \$25 million. Gulf Oil Corp. put up \$15 million for Reston; John Hancock Mutual Life another \$20 million. In 1967 Gulf edged Simon out and installed conventional wisdom: a cut in prices, less marketing emphasis on planning which Gulf apparently thought frightened some buyers; in short, more of the same available elsewhere. "Simon let himself fall into the hands of his architects and designers and made mistakes that a seasoned developer wouldn't have," said Urban Land Institute's Max Wehrly in a widely circulated quotation. The fact is that Humble Oil's Clear Lake City, which has little architectural significance, also ran into trouble along with other New Towns in California and Arizona at the same time. Tight money in 1966 slowed sales and it took \$2.5 million a year just to service Reston's \$45 million debt. Simon cited these other problems:

Reston did not get access to Dulles Airport and its freeway, did not become an early major employer thus forcing long commuting into Washington, needed to hook up to a sewer system \$600,000 away, and sometimes faced "queasy politicians."

**FUTURE BOOK** "Columbia and Reston are Model Ts," concluded Columbia's vice president William E. Finley. "So far New Towns for the U.S. are too little too late. We need 1975 Models — cities of 500,000 or one and two million. Most land areas big enough to be big New Towns are accidents of ownership like the Irvine Ranch. In the future, big New Towns cannot be done by private enterprise alone." Finley urged government "long term loans at below market rates — at least for 10 years. No respecting New Town can show a significant profit in less than 10 years." Edward Eichler, California home builder who wrote "The Community Builders" in 1967 after a study of New Towns, estimates only a six percent return on investment vs. a normal 12 percent for manufacturing. General Electric in 1966 announced it was entering the New Town industry. This year it pulled

out before even selecting a site. According to GE, the power to condemn land must be given either to developers or state development agencies and there must be tax changes and reforms in the building industry in order to make money out of a New Town. GE concluded: "Should the proper combination of conditions ever occur, our involvement could be reactivated."

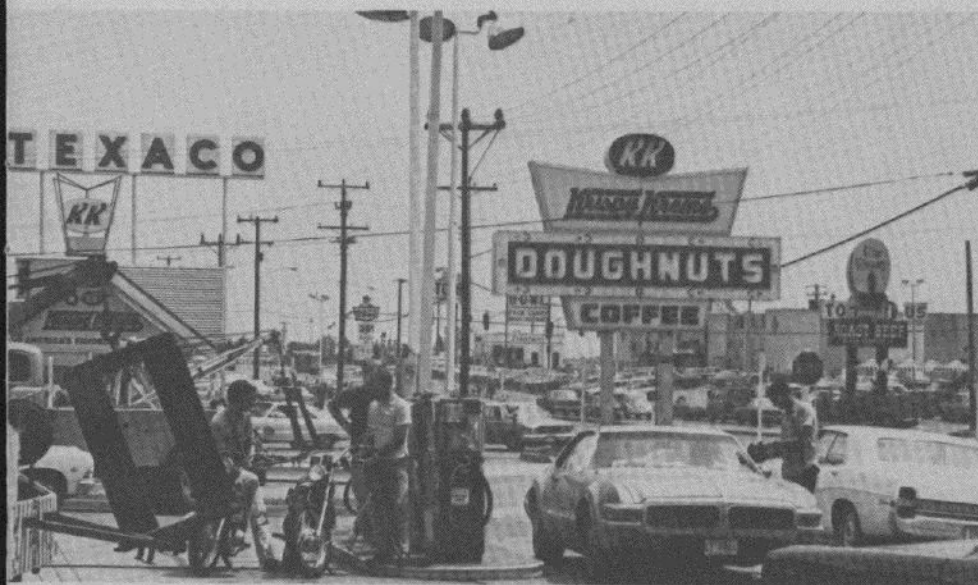
**HOPE ABIDETH** Still, other corporations persist. They have hundreds of millions tied to land and spent for planning. HUD's Paul insists capital in the long run will be adequate to start many New Towns. Foundations with assets of \$16 billion, and churches which raise \$6.5 billion a year also might be sources. Paul thinks pension funds could be tapped. Longtime housing legislator, now retired from the House, Albert Rains says "background studies on this have been going on for years. We had these reports but I wouldn't let out a bill because the country wasn't ready. I still don't favor all-government cities and I don't think the people do. But I'm absolutely convinced that necessary programs" to assist New Towns get started "will begin in the next two years. Yes, because the alternative in waste and pollution and cost is becoming obvious. The Nixon Administration, for example, has picked up some of our ideas in its new population program." "It won't cost any more than just letting growth happen," says Donald Canty, former AIA writer, now at Urban America Inc., and editor of *THE NEW CITY* (Prager \$12.50) which contains the Rains report, a chapter by Feiss and other material.

"We're not talking about construction that wouldn't otherwise get built," said Canty. "But by planning it, diverting at least some into New Towns, you could" pool public investment, cut some waste of duplicating services and leapfrog subdivisions, and curtail speculation which drives up land costs. "Urban land is a manufactured resource. It has to have schools, highways, utilities, etc. paid for by taxpayers. There's no reason the public shouldn't get a greater return on that investment."

**NEW MECHANISMS** New York has created a state development authority with power to raise \$1 billion and accept federal money for land assembly. Director Edward J. Logue says a 2,200-acre New Town near Syracuse should start next spring. His agency hopes to build three others. New Jersey has the Hackensack Meadowlands Development Commission to transform 18,000 acres near Manhattan into a New Town. William L. Slayton, as executive vice president of Urban America Inc., urged other states to follow. Leftover land in cities like Memphis and perhaps surplus U.S. government sites around the nation (San Antonio, Washington, Atlanta, etc.) could be developed by the new state bodies. Slayton also urged that cities be given power to cross boundaries in search of housing sites for the poor and minorities. New mechanisms are needed for a new age, he argued.

**A HANDLE** "Design in the past has not been a major goal of New Towns" or a National Urbanization Policy, admits Canty. "But I see this as a handle, a promise, a chance for architects. We've known how to do good design. It's not a new art. It's just that there's been little opportunity" for the nation's 30,000 architects "to practice it." To get ready, architects should visit existing and projected New Towns, read, think, talk, counsels Canty. Feiss would like AIA to send seminars around the nation, pointing up opportunities and devising ways to retread. "Most architects are of the opinion they can do anything," says Hoppenfeld. "My experience is that architects know little about cities and are not very influential. Architecture is no longer the big, prestige consulting position. You must become part of the process, enter politics and the political arena. Your work should become part of the interdis-

ciplinary team which will include lawyers, real estate men, planners, systems analysts. Yet the architectural profession kind of sneers at men who go to work for developers," complained Hoppenfeld. He thinks by adding new skills architects can have impact on New Towns. Meanwhile, Los Angeles' Gehry is at work on a corporate headquarters at Columbia and garden apartments at Irvine Ranch and is writing a book about his experience. Gehry concludes: "In a New Town, you have the freedom to change things. The streets, the boundaries are not final. You can work with the site and its use as you never can in a finished city. It's great but there are also a lot of loose ends. You are learning along with the developers. And some of the things you want to do are restricted, you find, just as in the city, e.g., parking, roads, some of the same pressures that are on old towns. Then you face pressures of money, decisions and demands that change. New Towns open a lot of doors but then sometimes they have to be closed." A sometimes lonely and prophetic voice, Reston's Simon warns America: "Future slums are not the problem. But future communities are." Poverty will be eradicated for most Americans and with it, slums, thinks Simon. The real need for New Towns is to offer variety and choice, true communities. For this objective, architects are cast. They can show how form creates community.



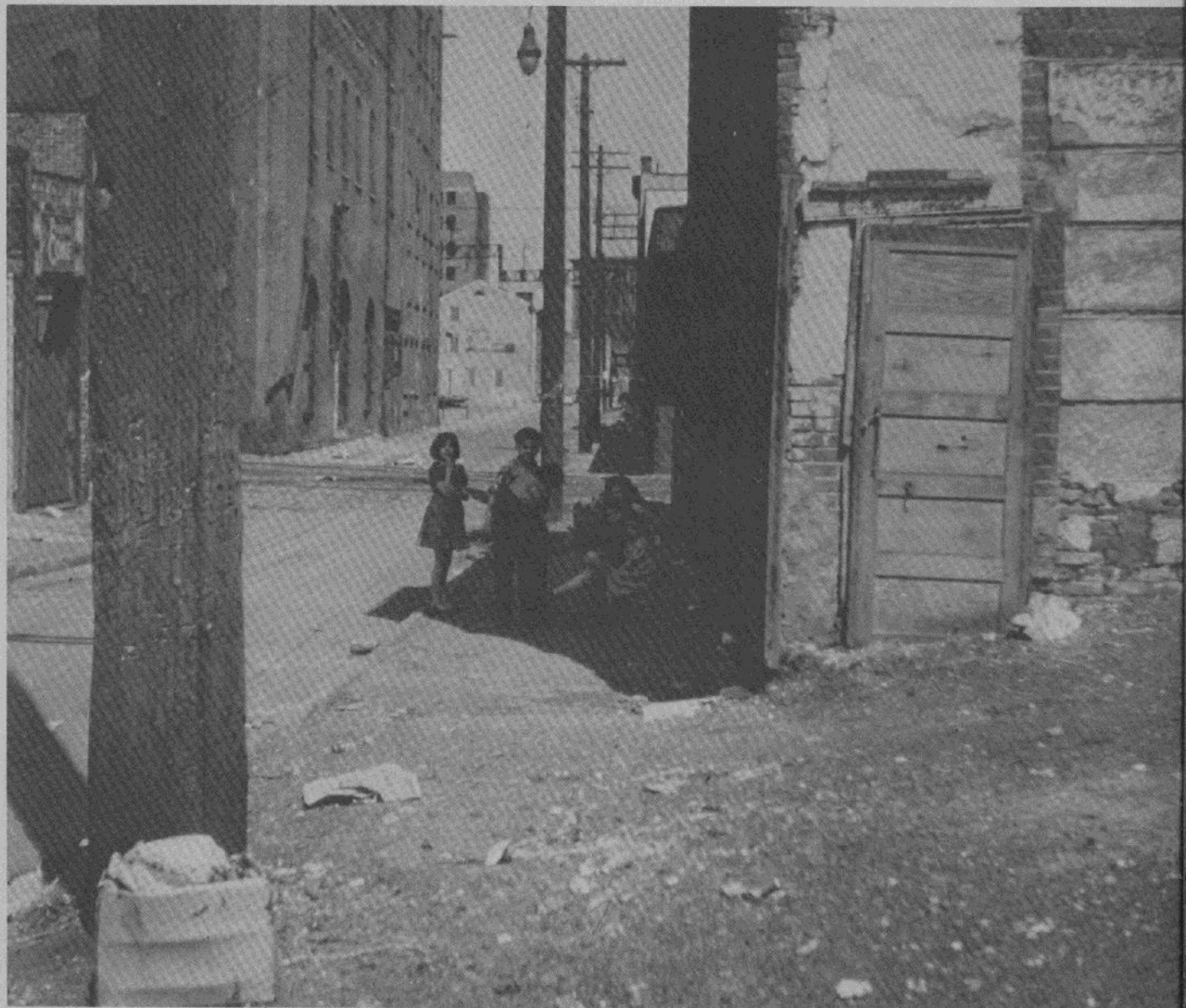
Strip development, signs, and clutter turn this section of Leesburg Pike, Virginia, into a commercial slum. New Towns, planned from start with good design required, offer an alternative to this kind of growth, points out AIA New Towns Task Force.



Printing factory at Finland's Tapiola shows how good-looking industry can locate in a New Town. Aarno Ruusuvuori was the architect.

Industry prefers a small town or even a New Town to the "administrative jungle" of older cities and urban areas, reports Donald Henderson, engineering supervisor for Chrysler Corp. Thirty five miles southeast of Pittsburgh, Chrysler will locate a new assembly plant. The corporation also bought several thousand acres and will release them to developers according to prior plans "to obtain orderly development and avoid an architectural garbage can." Presto: a New Town.

Slums of Philadelphia. Urban renewal has cleared many but amount of housing available to the poor in big cities has declined in last 10 years.



"What worries me about New Towns is that they can divert our attention and government resources away from older cities where much needs to be done that we already know about. New Towns can also look sterile and over planned." Rex Whitaker Allen, FAIA.

### SUMMARY

1. Although U.S. population growth has slowed, demographers still predict 100 million more Americans before the next century. That would be a 50 percent increase. And although the U.S. has plenty of open space — whole states are underpopulated — congestion in the favored richest parts is increasing. Thus the climate generates for New Towns to better use land where it is scarce.
2. A plethora of constraints stops innovation in the housing industry. Building codes, zoning, existing patterns of real estate speculation and racial segregation encourage urban sprawl and a repeat of past errors. Architect Peter Paul points out: We are about to “trade the American dream for a posh party by the pool away from the city riot.” New Towns planned from the start to allow entry to all and to change might be part of the solution. Although New Towns at best would house only 20 to 30 percent of the new Americans, they could be beneficial.
3. Current New Towns are long on speculation and convention, short on reform and invention. Architectural excellence is evident in less than five. Yet architects as private firms have an opportunity to do good work and to join New Town development and management firms.
4. New Towns so far have not proved an outstanding private investment. Congress is considering giving private developers loans and grants plus, through states, money to purchase and assemble land. New York State already has bond authority to start New Towns. As citizens and members of the design profession, architects should awaken to opportunity, inspect the private and public New Town plans to maximize design, and insist on social return when tax money is used.

**SUGGESTED FURTHER READING:**

*The New City* — edited by Donald Canty (1969 Praeger Publishers N.Y., \$12.50)

*The Community Builders* — by Edward P. Eichler and Marshall Kaplan (1967 Berkeley, University of California Press)

*The New Towns* — by Frederick J. Osborn and Arnold Whittick (1963 London Leonard Hill)

*New Towns Come of Age* — (1968 Special Issue of Town and Country Planning Journal, 28 King Street, Covent Garden, London WC 2)

*Toward New Towns for America* — by Clarence S. Stein (1966, Reinhold, New York)

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*Urban Land Institute Digest*, 1200 18th Street, N.W., Washington, D.C. 20006. \$50 a year for membership which includes 26 publications with valuable information.

*Housing and Urban Affairs Daily*, a newsletter published by National Housing Publications Inc., 1182 National Press Bldg., Washington, D.C. 20004. The single most valuable publication available on housing, urban renewal, mortgages, government funds, etc. Indispensable but expensive. \$25 for three-month trial subscription. \$175 a year.

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**Back Cover:**

Serene appearing U.S. capital by the Potomac, the dream of Washington and Jefferson and the execution of L'Enfant, is the best known example of an early planned New Town. Problem: how to increase opportunity for the poor and blacks so that the old New Towns economic and social thermometer matches its beauty. And, how to design New Towns to minimize congestion, sterility, segregation and isolation.

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