

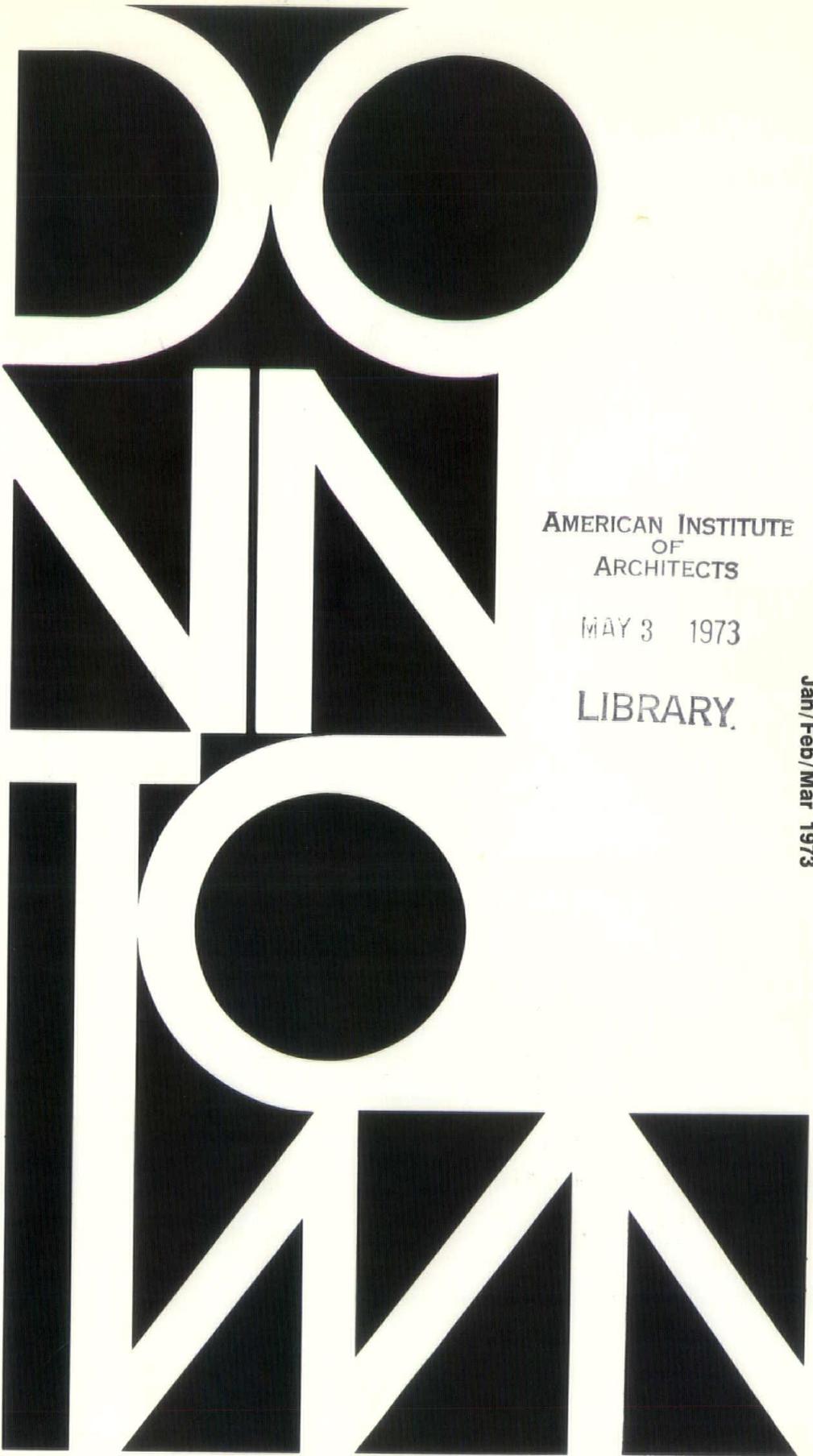
IOWA ARCHITECT

Jan/Feb/Mar 1973

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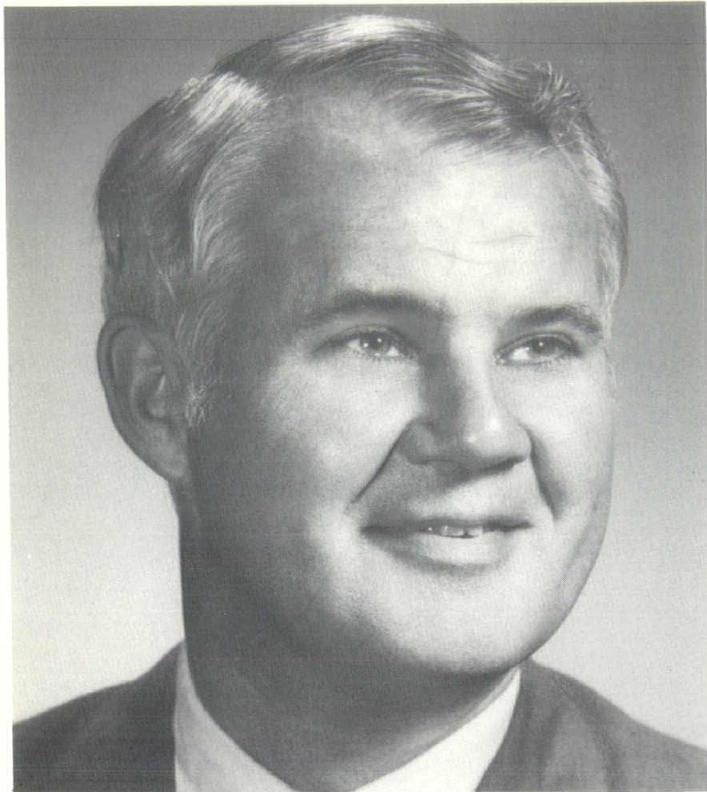
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RENEWAL & DEVELOPMENT

Editorial



Mayor Richard Olson

Downtown

Among all the things which the City of Des Moines, as a whole, needs for its continued growth and prosperity, none is so great as maintaining a growing and rejuvenated "downtown" area. The "downtown" area is the life blood not only of the central city, but also of the suburban areas which surround it.

Although there are many which could be cited, a couple of facts illustrate the importance and need of having a strong "downtown". One is, the "downtown" is by far the largest employment center of the city and metropolitan area with over 40,000 persons coming to work daily in this area. Another is, it has the largest concentration of financial and business services and general and professional offices. Another is the amount of private and public investment in this area, private being estimated at about 250 million dollars, and public about $\frac{1}{3}$ of this, or 65 million dollars. Construction of two new office buildings is adding about 48 million dollars.

Because of the key importance of "downtown" Des Moines, it is absolutely vital that new growth and re-building both public and private, be guided by an overall plan. In my opinion, as Mayor, this is a must.

Such an overall plan must also be developed and worked on in as close a joint effort as can be put together between private enterprise and the public bodies involved. I cannot emphasize too strongly the need for an overall plan based on joint planning and joint implementation. Based on the initial planning to date, the following are some of the major reasons why the City must give high priority to re-developing the "downtown", and why private enterprise must become committed and directly involved.

1. The current population and employment projections prepared by Real Estate Research Corporation indicate a moderate growth rate for the City. The success of the downtown businesses will be dependent upon a joint effort to attract as much of this growth as possible to the "downtown" area.
2. The economic study indicated that this area does not yet have a major civic and cultural center such as those of Kansas City and Minneapolis. With the increased leisure time the City needs to vigorously pursue the role of becoming an effective cultural center for the state. The "downtown" area should be the focal point of all major cultural facilities.
3. To provide a maximum return of the tax dollars spent in the area of utilities, circulation systems, etc., it necessitates a unity in public and private development. This inter-relationship of private uses provides a basis for public investment which will reinforce and stimulate additional private investment.
4. The growing problems of traffic congestion and parking need to be supplemented by a new transit system that can function as an integral part of the downtown area.

Lastly, in my opinion, it is important to keep in mind that the "concept" prepared by the City Planning Department which has been discussed over the past few months is not a **plan**, but was merely to start the ideas flowing. What we need now is to have all ideas brought forth and to have Greater Des Moines, Inc., plus other groups, plus technical persons help mold the best ideas into an accepted overall plan which can guide and direct the future development of "downtown" Des Moines.

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Editorial:

Mayor Richard Olson discusses the importance of the downtown renewal efforts in developing a strong central city "the life blood of any urban center."

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In Memoriam:

Amos Barton Emery, Architect, 1895 - 1973: A man of boundless energies and a credit to his profession which he served with distinction.

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Honor Awards Program:

This year the Iowa Chapter A.I.A. Design Awards Program will be carried out with some imagination and new procedures, which should prove to be a rewarding experience for those who are interested in the proceedings.

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Sioux City Urban Development:

The urban renewal process for Sioux City began in the middle '60's and has finally arrived with the completion of a rather successful urban core retail shopping center which is leading Sioux City into a new phase of growth and expansion.

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Dubuque Downtown Renewal:

Dubuque has embarked on a vigorous and extensive urban renewal backed by sound planning initiated by the Chicago firm of Barton-Ashman Associates. The efforts are aimed at strengthening the downtown center which will revitalize the total community.

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News:

The upcoming A.I.A. Iowa Chapter Convention, awards and new architects are in the Iowa Architect News.

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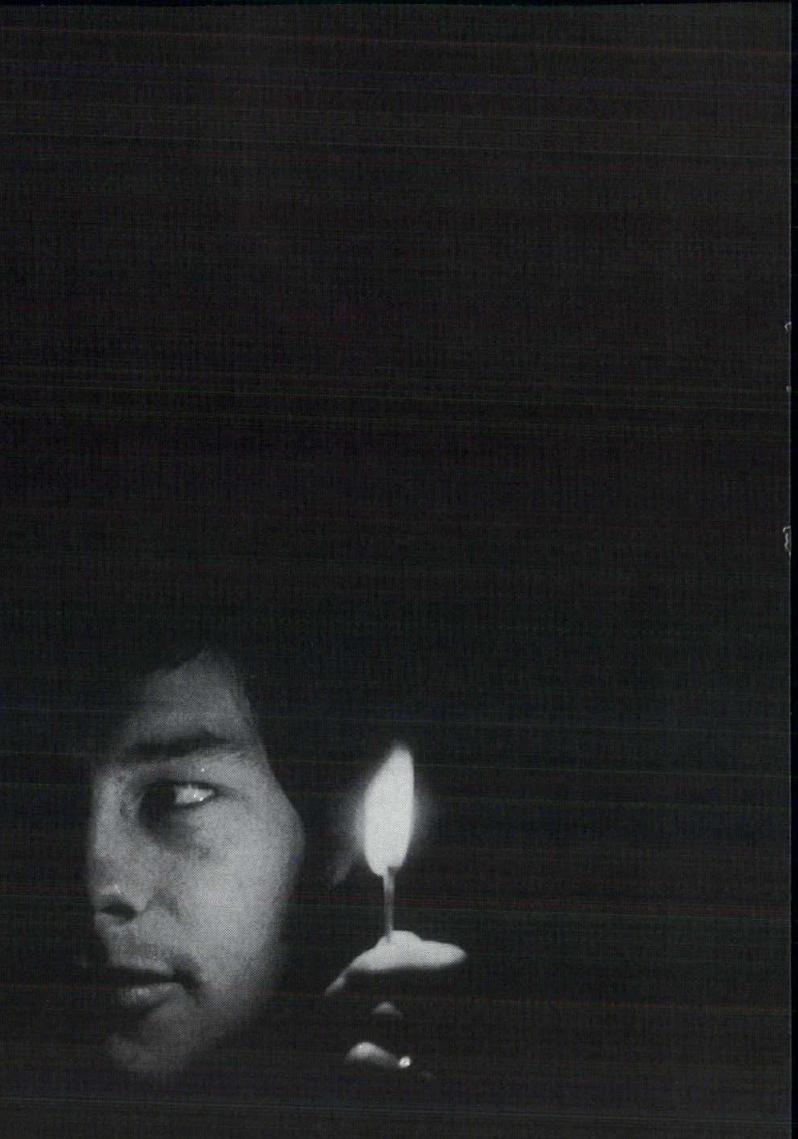
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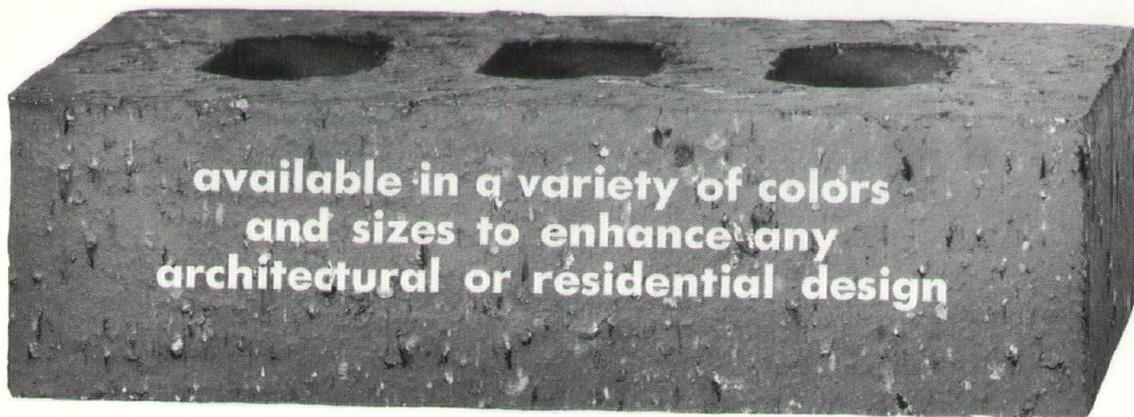
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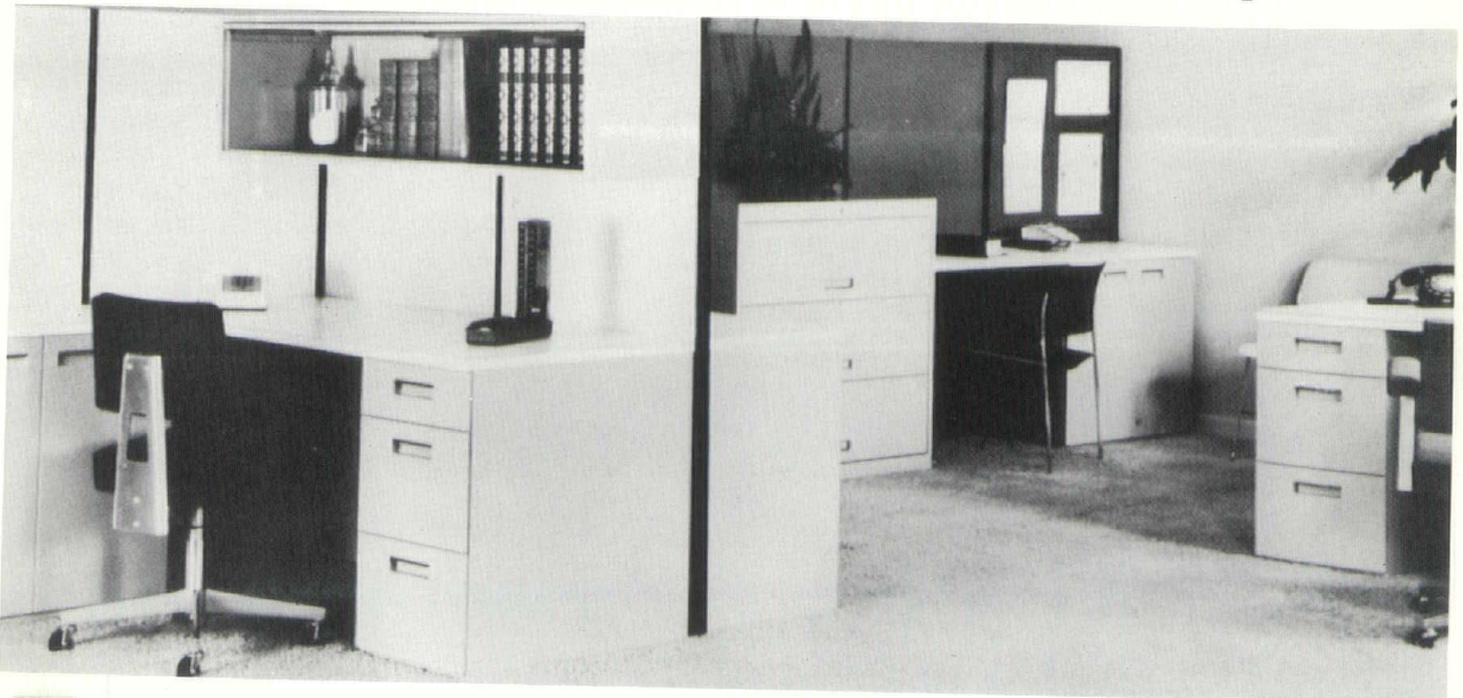
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Four myths about architects.

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"He loves to spend your money because his fee is a percentage."

The truth is that architects today will often negotiate a *fixed fee* before they begin work. But the architect who did Cities Service Oil's headquarters in Tulsa was working for the traditional percentage. He found a way to use the outer walls as a truss, thus reducing the cost of the building by \$1,000,000 and—incidentally—clipping a sizable sum off his own fee!

"His estimate is an underestimate."

The truth is that despite the dizzying impact of inflation, architects' estimates have proved to be surprisingly realistic. A random sampling of 25 architectural projects in North Carolina last year showed that final construction costs were \$3,195,843 *under* the architects' original estimates. And there's no reason to believe that North Carolina's architects are any shrewder than the rest.

"He cares more about the way it looks than the way it works."

Ten businessmen who've dealt with architects recently have taken the trouble to demolish *this* myth. They describe how their architects gave them buildings that work in ways they would never have thought of themselves, and we've put their stories into a booklet. We'll send you a copy, free: Just drop a card to American Institute of Architects, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036. (It happens to be a good-looking booklet, as well.)

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Amos Barton Emery

"Youth had been a habit of his for so long that he could not part with it".

Rudyard Kipling

Amos Barton Emery passed away recently in a manner indicative of his practice of architecture for over fifty years . . . on the job. Anyone who knew Amos, even only incidentally, readily admits that he was a man of boundless energy, setting a pace most young aspiring architects had to hustle to maintain.

Born January 15, 1895, in Edmund, Kansas, Mr. Emery graduated from old West High School in Des Moines. He attended the University of Pennsylvania with his lifelong friend John Brooks and received his B.A. in 1922. Subsequent education and a certificate was earned at the Ecole des Beaux Arts, Paris.

Upon return to the U.S., economic conditions were grim to say the least; but Amos managed to find work at Proudfoot-Bird-Rawson. His first major building was the Great Western Insurance Company, Des Moines. Then in 1930 a number of churches with John Normeyer and some Greek Houses at Iowa State University.

During the height of the depression, Mr. Emery worked for the Bureau of Biological Survey, deriving extensive travel throughout the country and designing and serving as Senior Inspector on construction of National Park Service buildings and Refuge buildings. On return to Des Moines in 1937, he set up shop in the Observatory Building, now a non-oc-

cupied parking garage at 4th and Locust on advice from Brooks who felt "government spending can't go on forever" . . .? Known as "Del, Inc." (Delineators, Incorporated) business centered on the design of numerous residences in central Iowa through the '40s and '50s.

Mr. Emery's firm designed U.S. Air Force Housing Units at Sioux City in 1956 and 1960; The First Unitarian Church, Des Moines, 1958; Look Building with modernization of Des Moines Register and Tribune Building in 1960. One of his typical recent buildings is the low-key Interstate Assurance Building.

Amos Emery was flamboyant president of the Iowa Chapter A.I.A. three years—1930, 1941, 1942. During this period he visited architects all over the state, doubling the membership. He was Regional Convention Chairman, 1947 and served on The Des Moines Park Board, The Iowa Architectural Examining Board and Capitol Planning Board from 1957.

Needless to say, not everyone saw eye to eye with Amos B. Emery on many matters, but no one can deny that he was exceptionally thorough in verifying facts and sticking courageously by his guns. One typical example that comes to this writer's mind occurred when ol' Amos was 73. I distinctly recall that spry, mustachioed architect clammering up four floors of exterior scaffolding to inspect a roof, as a recently graduated designer and a salty construction superintendent looked on, more or less dumfounded.

Just last year Mr. Emery was elected to Membership Emeritus in the American Institute of Architects. Perhaps J. Woolsen Brooks summed it up adequately in 1960 . . . "His integrity could form the pattern for professional conduct".

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Honor Awards Program

Rick Metcalf

This year's Honor Award Program states: "The Iowa Chapter of The American Institute of Architects, desiring to encourage excellence in architecture, to afford recognition of exceptional merit in the design of recent buildings and to bring to public attention the variety, scope and value of architectural services, institutes its program of Honor Awards of 1973". A change has been made in the awards program so that it may more fully satisfy the above mentioned goals. This should make the spring convention more interesting and useful to all participants.

In order to "encourage excellence in architecture" there will be an open jury session as part of the convention program. The Thursday afternoon jury session will be closed so that the jurors may familiarize themselves with the entries and reduce them to a manageable number for more complete consideration during the evening session which will be open to anyone interested. The jury will begin the evening session with a general commentary on those projects which were eliminated in the afternoon. The jury will make its final selection in a closed meeting sometime prior to the awards banquet on Friday night. It is planned that slides from all submitted projects will be shown during the day of Friday. The purpose of this change is primarily educational. The open session will allow onlookers a better understanding of the jury process, the

criteria used or not used, adequacy of time allowed, etc. More important though is that many more projects will be seen and discussion of them heard.

In order, "to afford recognition of exceptional merit in the design of recent buildings," the jury has been selected as one that can achieve that end within the context of the open jury and the additional pressure on their own performances that it includes.

The third aspect of the awards program states: "To bring to public attention the variety, scope and value of architectural services". It has been suggested that this should be expanded to include more than just the award winners, since they may mostly be projects of a similar building type or mostly be from the same locale. The traditional 40 x 40 mounts for award projects should be retained and along with them a slide show or photos for other submitted projects could be sent around for "public attention".

There is a wealth of criticism that can be leveled at this kind of program. This would be due primarily to the divergent needs of education, awards and publicity and to the vulnerability of the jurors and projects. To have participation in three separate programs would not be economical nor would it be at the same level as the current single program. If those different needs can be kept clearly in mind this should prove to be a more profitable convention experience for everyone.

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Urban Development for Sioux City

Ed Cable, Ben Jones; Sioux City Planning Commission

As the United States continues to disengage itself from the Vietnamese War, we have seen a vast change in government programs in an attempt to change over to a workable peace time economy with a moderate rate of inflation. Some of the major changes have been in the Department of Housing and Urban Development where many existing programs have either been totally discontinued or at least seriously affected by reduced funding. Although it will probably be several years before the American public can measure the full effect of such cuts in federal assistance to local communities, it is obvious that some very workable and much needed projects will be jeopardized. One of these programs is that of urban renewal for existing communities.

While everyone will recognize that there have been many problems with past urban renewal projects in all parts of the country, there have been several very important social and economic gains. One should also recognize that not all such projects have been successful in revitalizing the urban cores or preventing the spread of retail facilities to suburban shopping centers. However, one rather successful project is located here in Iowa—at Sioux City.

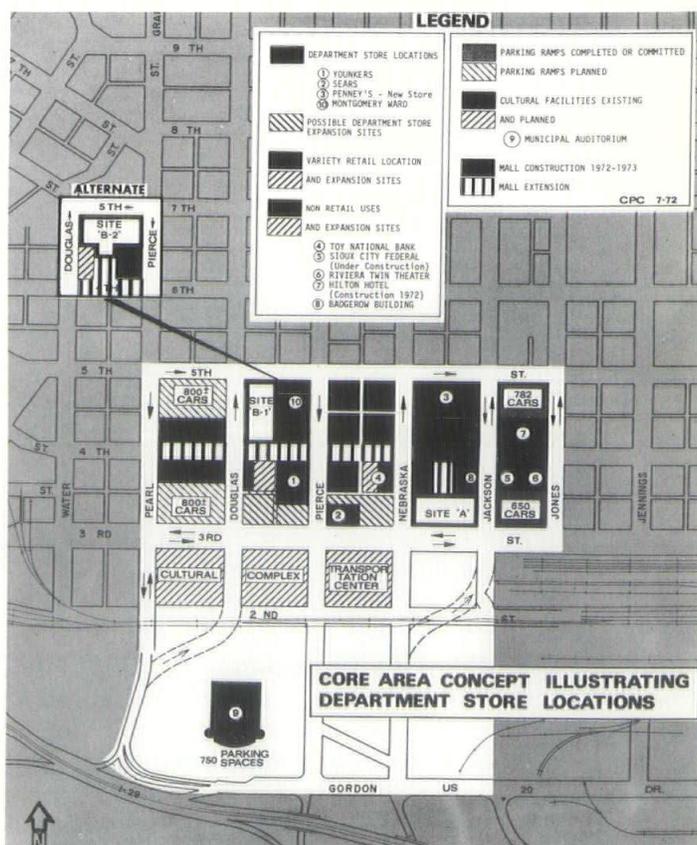
Bureaucratic red tape, poor planning, decreased funding and corruption have stalled urban renewal programs in a number of cities but Sioux City has successfully completed one urban renewal program and two renewal projects aimed at rebuilding 10 blocks of downtown Sioux City are underway. The project was one of the first in Iowa and every square foot was sold. This success has made it easier for Sioux City to secure federal funds for later renewal efforts.

The entire urban renewal process for Sioux City began back in the middle 1960's when the City Council concurred with recommendations from the City staff that in order for the City to survive with a functioning economic business core in the downtown area, a great deal of revitalization must take place in the very immediate future. After reviewing the numerous federally assisted urban renewal programs that were available at that time, it was decided that the City would attempt to use several different types of approaches to achieve the desired end result for the downtown area.

Thus, based on the General Neighborhood Renewal Plan as approved in 1966, the City began to

work on two relatively different projects for its ten block core area. The first phase was to be the eastern three block area of the core to be called CBD-East. It was felt that if such an initial phase was to be successful in terms of stimulating continued renewal in adjacent areas on both a public and private bases, it would have to be done on a total development basis. It would best be accomplished by offering the entire block area as a development package to interested private concerns. Under such a program the City would acquire all such property, demolish all existing structures, and in turn sell the land under contract to a Developer to be selected on a competitive basis with respect to the development plan and design proposed, speed of construction, land use patterns, as well as the cost of the land to be paid to the City.

The renewal process is designed to do what the private sector cannot, such as build the mall, parking ramps and skyways, creating the opportunity and letting the private sector do the remainder.



The public costs of CBD East will be about \$11.4 million with Sioux City contributing about \$6.2 million and the federal government \$5.2 million, according to Urban Renewal Director Parks.

The second phase of core redevelopment (CBD-West) would then be accomplished on a more individual basis by permitting more selectivity on the part of both public and private sectors. The remaining seven blocks were to have been improved by either rehabilitation of existing structures or construction of new facilities with or without federal assistance. In any event, all work was to have been done on a parcel by parcel basis with maximum local involvement as the goal.

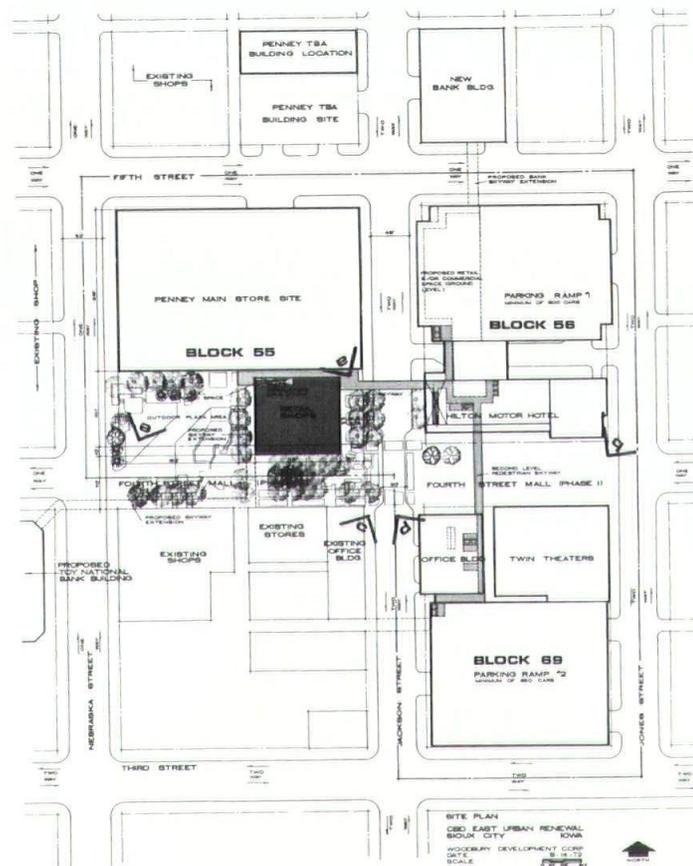
CBD West is expected to cost about \$21.8 million, Parks estimated. Sioux City's share will be about \$7.3 million, he said, and the federal contribution will be approximately \$14.5 million. Money spent for public works in the renewal areas such as the parking ramps, street paving and construction of the mall will count against Sioux City's share and the city probably will not have to make any direct cash contribution, Parks explained. Bonds are being used by the city to pay for the public improvements in the downtown urban renewal areas.

It was, therefore, in 1968 when the City of Sioux City formally requested proposals from interested Developers for the CBD-East project. All proposals were to be based on previously established planning reports and land use patterns, as well as a suggested construction schedule. In September of 1968 only two redevelopment plans were submitted to the City for review, and both included basically the same major elements—a major department store, an office tower, a hotel and/or motel, specialty retail shops, a theater and two municipal parking ramps. However, both schemes differed somewhat in the land use pattern, form and type of pedestrian spaces, separation of pedestrian and vehicular traffic, architectural design and use of existing facilities. Also, proposed land costs varied from somewhat over \$400,000.00 to almost \$600,000.00, while proposed new construction estimates varied from \$6,000,000.00 to over \$8,500,000.00 for the private work only, with the public work adding between \$4,000,000.00 and \$5,000,000.00.

After considerable review by the City Council, as aided by their staff, they selected the proposal of the Woodbury Development Corporation, a development team which included Andrews Allen of St. Paul, Minnesota, as its President, and several prominent Sioux Cityans. The design concept as prepared by DeWild Grant Reckert & Associates Company included a twelve story motor hotel, a twin-theater, several specialty retail shops, a major department store, a medical office building with private parking beneath the tower, and the two municipal parking ramps. The focal point and

structuring device was to be the pedestrian mall located at grade by closing the existing Fourth Street, as well as connecting all major facilities with a totally enclosed second level pedestrian skyway system. Both systems were to be continued throughout the ten block core area to form a functioning unit to provide maximum comfort to the shopper and businessman alike.

It was early in 1969 when demolition of the first structures in CBD-East began and relocation of the remaining businesses was completed. The City also began redesign of all streets and utility systems in the area, as well as the construction of the first municipal parking garage to hold approximately 400 cars as planned by Ramp Consultants of New York with Smith Voorhees Jensen & Associates of Sioux City as design consultant. Motorists parking in the ramps will be able to walk to any of the buildings in CBD East through the enclosed skyways and need never venture out in the elements. The corner posts of the ten block renewal area will be four major department stores and four city parking ramps, planners say, bounding the renovated core business area.



In the interim period the development team submitted a more detailed construction plan and schedule based upon its current stage of negotiations with the major tenants. One of the most useful tools during this period was a "working model"

(constructed by the development team) including the four block area which was used to study alternative massing and circulation studies. At the same time, however, delays were being encountered in attaining the necessary HUD concurrence and financing.

Finally, in October of 1969, Woodbury Development Corporation announced that it would begin construction of a twin-theater building, which would be the first private construction in the three block area. The building was to be located facing Fourth Street and along Jones Street, directly north of the new municipal parking ramp under construction at that time.

The building is 150 feet wide by 128 feet deep, and includes two theaters seating 430 in the west cinema and 640 in the east cinema. The spacious lobby area includes separate lounge, toilet and concession facilities for each theater. Each theater is equipped with a wide screen, and comfortable and convenient continental type seating. A second level mezzanine includes a twin projection booth, office, locker rooms, storage rooms and mechanical areas.

The exterior of the building was designed to create a sculptured effect by using recesses, projections and multi-levels of large areas of dark brown brick, tan precast concrete, black trim and bronze glass. It was fully intended that such materials would conform to the overall design concept for the entire three block area. The building features an all-electric heating and air conditioning system, and is equipped throughout with an automatic sprinkler system for fire protection.

The building was designed by the architectural firm of DeWild Grant Reckert & Associates Company of Sioux City, as were all others in this area.



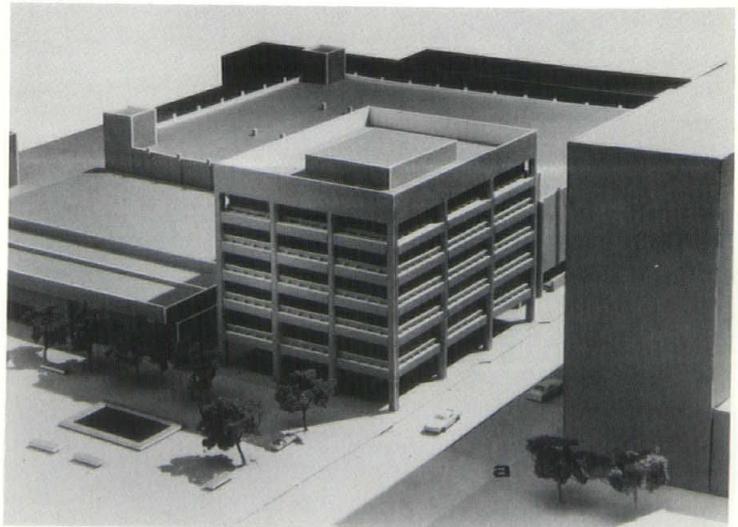
Early in 1970 the design work was finalized on the second private structure to be located in the area—a six story office building. The building, known as the Sioux City Federal Plaza Building, is located on the southwest corner of Fourth and Jackson Streets, facing into the proposed Fourth Street Mall and adjacent to the new Riviera Twin Theater. The total area included in this structure is just less than 60,000 square feet.

Sioux City Federal Savings and Loan occupies the entire first and second floors on the new structure, while the remaining four floors are for general office development and lease.

The building is a very simple massing of earth-toned face brick integrated with bronzed glass blended with dark bronze aluminum window frames, using the relief of the glass areas to provide some sun protection as well as visual interest. The building leaves the entire first floor as an open plaza with only a small enclosed lobby in the center which houses Sioux City Federal's walk-up and drive-up teller facilities as well as the building lobby.

A second floor glass enclosed skyway provides pedestrian traffic from the new municipal parking ramp, through Sioux City Federal's lobby area and across Jackson Street to connect with all of the other proposed buildings in CBD-East.

Plans included the first escalators to be installed in Sioux City. These two-way moving stairways provide access from the ground floor lobby to Sioux City Federal's main financial facilities and executive offices on the second floor.



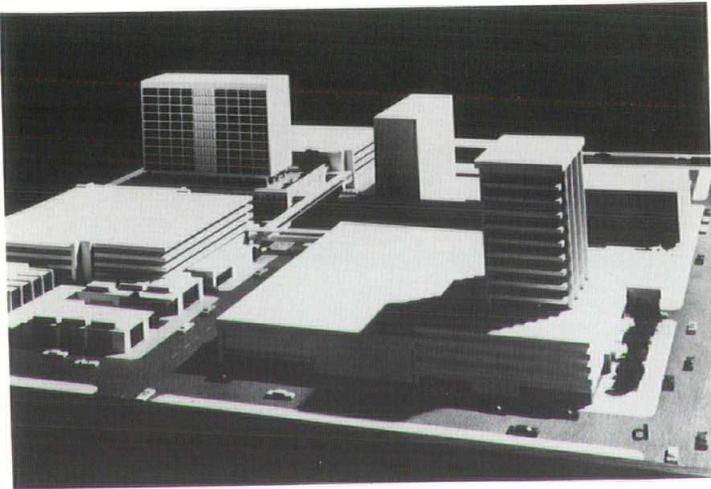
Although construction was delayed again by both weather problems and labor disputes, the building was completed by the Fall of 1972 and is currently developing its leased space for tenants.

Accompanying these first two portions of private development, the City also continued to work on their planning and construction commitments. The Omaha firm of Henningson, Durham and Richardson

was retained by the City to work with the private developer's team to jointly develop a master plan for the public improvements, including the Fourth Street Mall, the second level pedestrian skyway bridges, as well as the second municipal parking garage.

One of the unique aspects of this total development is the concept of the at grade pedestrian mall to be constructed where the very busy Fourth Street once was. The overall design concept, developed jointly by DeWild Grant Reckert & Associates Company, Henningson, Durham & Richardson and the San Francisco firm of Eckbo, Dean, Austin & Williams.

The mall area will extend along what is now Fourth Street from Jones to Nebraska Street. It will be bordered on the north by the new Hilton Hotel, retail shops, and a J. C. Penney department store and plaza. The south side of the mall will be bordered by the Riviera Twin Theaters, the Sioux City Federal Plaza Building, the Badgerow Building, Weatherwax and whatever existing storefronts between the latter two buildings that are left by future development in that block.

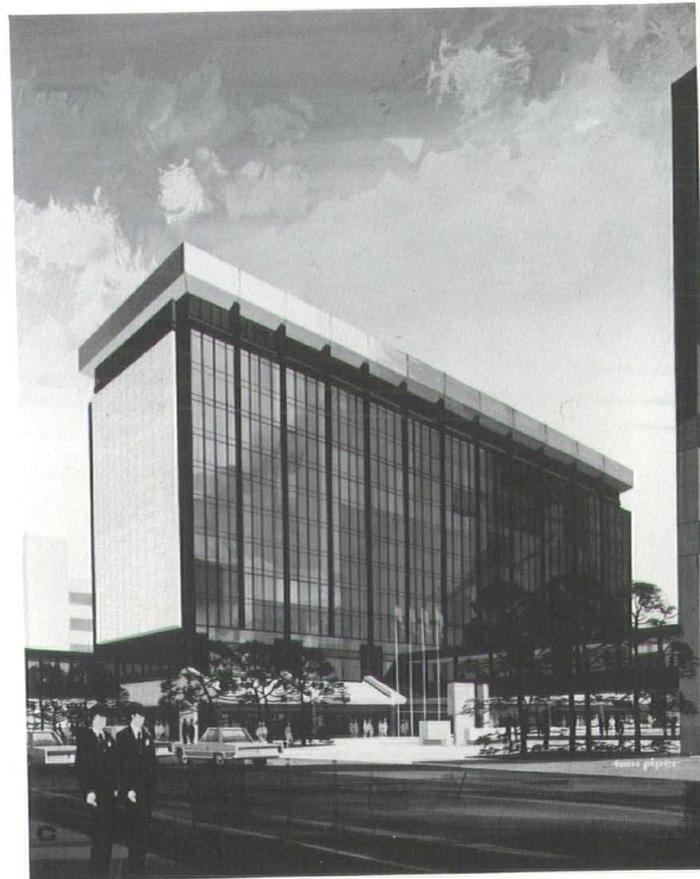


The main features will be a major plaza 200 feet square at the west end of the mall just off Nebraska Street. It will be bordered on the north by the front of the setback Penney store, including the main entrance of that store, on the east by the retail store planned to be located just south of the main department store and on the south by Weatherwax. It will be completely hard-surfaced and can be used as the site of large gatherings, outdoor concerts and other major events. There will be a podium at one corner of the plaza and a raised display area at the other corner. The plaza also will be bordered by raised "sitting areas" screened off from the main plaza by trees and shrubs. They will be located along the front of the Penney store and on three sides of the retail building jutting out from the south side of the department store. The sitting areas are

places where benches are located amid trees, shrubs and grassed areas adjacent to stores and display cases, but shielded from main pedestrian walkways and plazas.

There will be smaller plazas on the west side of Jackson Street, which will cut across mall, and in front of Sioux City Federal Plaza and the Hilton. Part of plans for the hotel call for a large glassed-in dining room looking out on the mall at ground level. The mall design includes an open area outside the dining room in front which could be used, among other things, for an outdoor eating area in summer. There will be two fountains, one large one in the main plaza and another smaller one just off Jackson Street adjacent to the southeast corner of the retail building. Both will be designed in separate segments where passersby can walk between fountains.

The main walkways will employ both brick and cement, going straight down the mall in some places, but cutting diagonally across open areas to reach major areas in other locations. Escalators will be located at two points in the mall to augment private escalators in Sioux City Federal Plaza, the hotel, Penney's store and the retail shops. Sitting areas will be located mostly along south and west walls to take advantage of sunlight. Those areas will be planted mostly with deciduous trees where shade is important. Evergreens will be planted in other areas where greenery is needed.



Last September construction was started on the third private structure in the CBD-East Urban Renewal Project area. The hotel is to be built on the north side of what will be the first block of the Fourth Street Mall between Jones and Jackson Streets. It will face the Riviera Twin-Theaters and the Sioux City Federal Plaza Building to the south across the mall. The structure will be connected through the CBD-East second-level pedestrian skyway system with the Sioux City Federal Plaza Building ramp to the south, the second municipal ramp to the north, and the J. C. Penney Department Store across Jackson Street to the west. An escalator located in the two-level public space at the west end of the hotel will provide access between the ground level and the second level skyway system.

Some of the hotel features at the ground level include lobby entrances from both the mall and drive-up registration areas, shops, "The Bar", and a coffee shop looking out on the mall. A partially protected outdoor dining area will be located immediately outside the coffee shop to provide both summer and winter dining facilities on the mall. On the second level will be the grand ballroom, meeting rooms for over 500 people, swimming pool and sauna facilities, and additional shops adjacent to the skyway. Floors three through eleven include 198 guest rooms of varying sizes and types so as to provide the maximum in comfort and decor. The twelfth floor will have a penthouse restaurant and

cocktail lounge with a spectacular view of downtown Sioux City and the Missouri River.

The exterior treatment of the building includes bronze-colored metal and glass panels on the sides, while the ends are of earth-toned triple brick. Contrast will be provided by the off-white aggregate faced panel fascias on first and twelfth floors.

One of the very interesting aspects of this project is the structural "lift-slab" system of construction that was selected to be used due to the winter construction schedule. All floors will be poured by the first of March within an enclosure on the ground and then will be lifted into place in early Spring.

The last major private development in the three block area will be the J. C. Penney Company Department Store, a related retail building and the Penney Auto Center to be located on an adjacent property outside of the CBD-East project area. All of these structures are currently in the contract documents phase and will be under construction by next summer, with completion scheduled for Summer of 1974. Current planning notes that this complex includes over 200,000 square feet of space on largely two levels, which again will emphasize their relationship to the Fourth Street Mall and the enclosed second level pedestrian skyway system.

Coupled with the above-mentioned construction is at least one other major project by a private developer in the adjacent CBD-West project area.



The Toy National Bank has recently announced that construction contracts have been let for the construction of a new four level 60,000 square foot structure to occupy a half block development, including an extension of the landscaped mall and second level pedestrian skyway system. This project represents the first extension of the CBD-East concepts toward the western remainder of the core and will act as a tie between the ten block core and a proposed urban transit center to be located immediately south of the core area. Similarly a developer, composed at least in part by local merchants, has recently announced their intention to redevelop the core block between the CBD-East project and that of the Toy National Bank. It is thought that sufficient private funds can be realized to supplement CBD-West federal funding to continue the planned development of at least the ten-block core area.



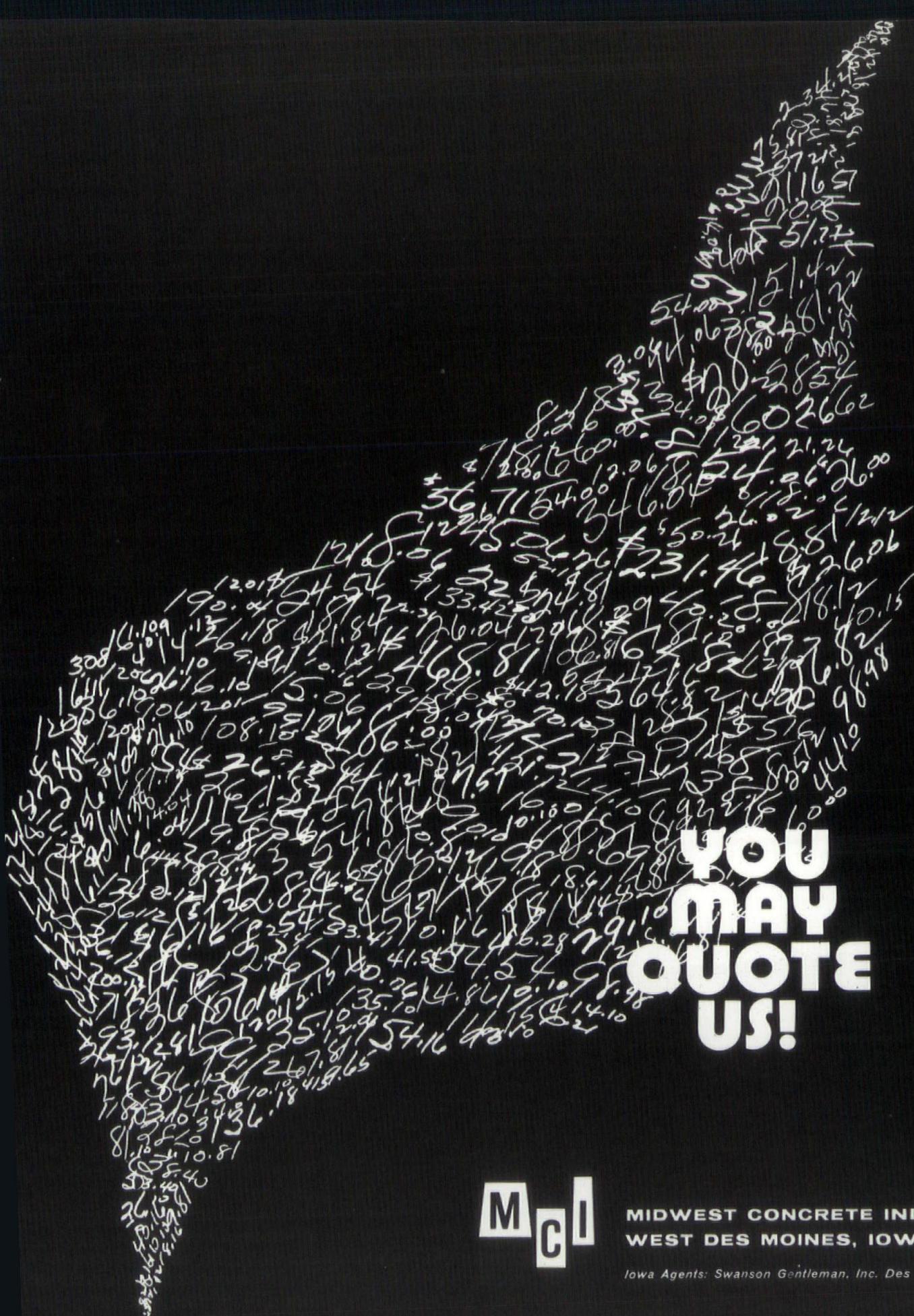
In reviewing the progress of this project, it is rather interesting to note the very special problems that are raised by such a coordinated team of developers and just how such problems were solved. One of the very initial steps taken to insure some degree of review authority on behalf of the City was the establishment of the "Project Review Committee" which would review all plans as submitted by the Developer and then make recommendations to the City Council. Said Committee, composed of the City Planner, City Urban Renewal Director, two local businessmen and a consulting architect from outside the community, has been somewhat effective in gathering information from all design teams involved, as well as City staff to help arrive at the necessary compromise solutions. Furthermore, the City established weekly coordinating meetings with representatives of all parties involved in planning and construction during the work season to help anticipate and solve problems as or before such caused delays.

Such coordination of all parties concerned has also led to more sharing of talents and facilities to accommodate mutual benefitting functions. For example, several of the structures share joint columns. In almost all cases, the adjacent buildings have incorporated additional foundation work to accept free span pedestrian skyways at the second level across existing streets, thus not requiring unsightly intermediate supports.

The "Development Team" approach used by the private developer has also demonstrated several advantages over the conventional owner-architect-contractor relationship. In this case the architect and contractor have worked as a team to produce tighter work schedules, greater cost control, and better evaluation of alternative materials and construction methods. One of the best examples of this coordination resulted in the use of "lift-slab" construction of the Hilton Hotel due to the schedule as required for completion. It also has been evidenced in the phased-design and construction approach taken on the major buildings included that permitted foundation and site work to begin prior to completion and approval of the final plans and specifications.

If one was to attempt to evaluate this project as to its effectiveness and value to the rehabilitation of Sioux City's downtown core at this point in time, several items would have to be noted. First, although the concept of master planning and project scheduling has been somewhat altered over the years, the project will soon be completed incorporating the basic items as outlined five years ago in the original proposal. This is one of the few urban renewal projects in the nation to do such. Furthermore, the actual value of new private construction will be much closer to 1½ to 2 times the original estimate in 1968, thus increasing the tax base proportionately.

But more important, the overall effects of this project on the future of downtown Sioux City have been very encouraging. First, it has sparked great interest in rehabilitating the downtown core and many of the existing buildings. Second, the value of the proposed mall and skyway system have been recognized by the downtown businessmen to such an extent that it is almost a certainty that both such systems will be extended to include the entire ten block core area. Third, private developers are at work in at least three of the remaining seven blocks of the CBD area planning and/or building new structures largely as a result of the success of CBD-East. Finally, and possibly most important, we have seen evidence that if the proper motivating forces can be generated, it is possible for local businessmen and/or private developers maintain and actually build a functioning downtown core which can compete with and provide a better environment than many suburban shopping centers.



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Dubuque Downtown Renewal

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Urban renewal in Dubuque has evolved basically in line with a plan developed in 1967 by Barton-Ashman Associates of Chicago, Illinois. The project area includes fifteen city blocks constituting the core of the Dubuque Central Area and straddling almost 1,600 feet of Main Street, the traditional shopping and business center of the community. Present plans call for the improvement of the entire Dubuque Central Area in several additional development areas and improvement of districts surrounding the project.

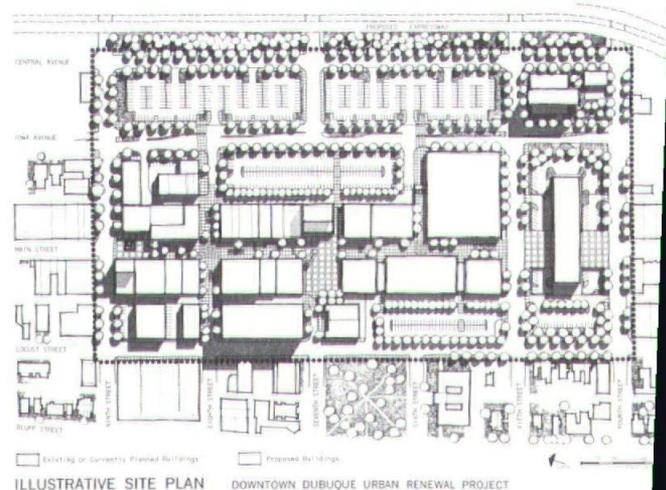
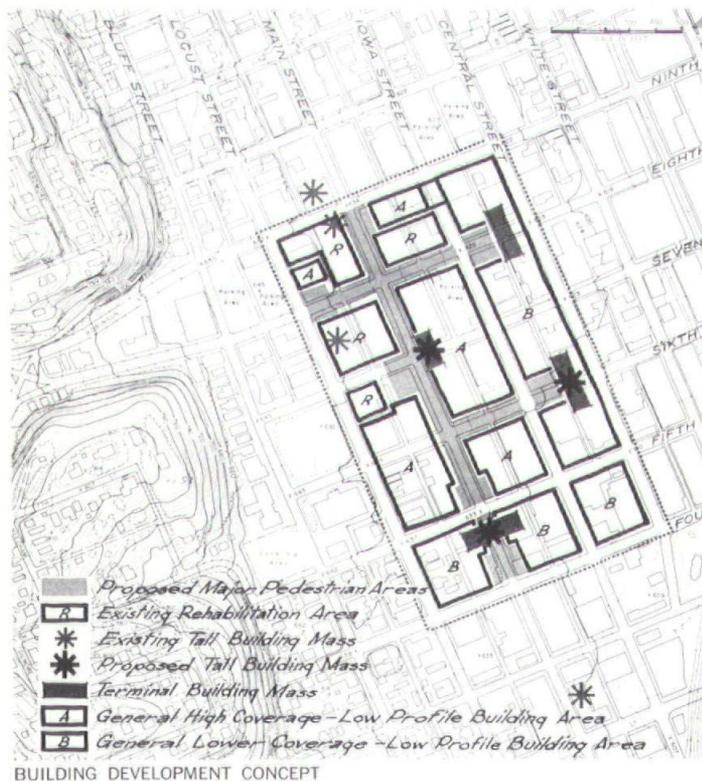
The design concept designated approximately eleven of the fifteen blocks in the urban renewal project area for clearance and redevelopment; the remaining four blocks comprise the rehabilitation area.

The plan calls for three basic land-use districts within the project. First, the Central Business District retail area as bounded by Ninth, Iowa, Fifth, and Locust and intended to contain those retail services serving the metropolitan and regional mar-

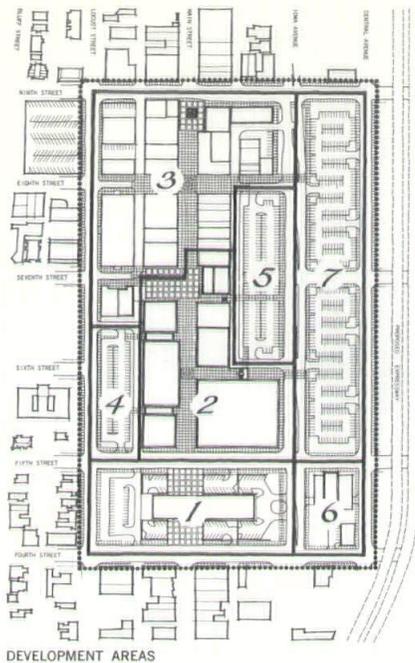
ket. Secondly, the Office and Service area as bounded by Fifth, Iowa, Fourth, and Locust and intended to contain those office and service uses complementary to downtown needs and functions. Finally, the Commercial Service area as bounded by Fourth, Iowa, Ninth and Central and intended to contain administrative, business, entertainment and auto service uses compatible with the CBD.

Vehicular access and circulation is a major feature of the urban renewal concept. The construction of a high capacity regional access and bypass route is planned adjacent to the downtown areas in the vicinity of Central and White Streets. Secondly, surrounding streets would be improved to provide a CBD access ring route around the project area. In addition Main Street would be closed to vehicular traffic from Fifth to Ninth and from Fourth to Fifth streets.

The closing of Main will permit the street to be converted and redesigned to serve as a pedestrian mall and public open space. Thus developed, it can function as the principal, unifying element and symbol of the Central Area and as a major area for the installation of other facilities that will contribute to the pleasure and convenience of workers and visitors in the area.



These design concepts are shown as specific design objectives in the illustrative site plan. Several development areas of similar function and design qualities have been identified.



Development area one is comprised of over two blocks to be redeveloped as an office and service area. It would serve as a transition between the retail core to the north and the hotel and convention activities envisioned to the south. While acting as a visual and physical terminal to the Main Street Mall, the area should also provide for movement between the retail core and the convention center.



Development area two is comprised of almost three blocks and is to be redeveloped as the southern portion of the retail core. It should be intensively developed to accommodate shopper-goods retail activities at pedestrian circulation levels, with

retail sales and services and offices permitted at upper levels.

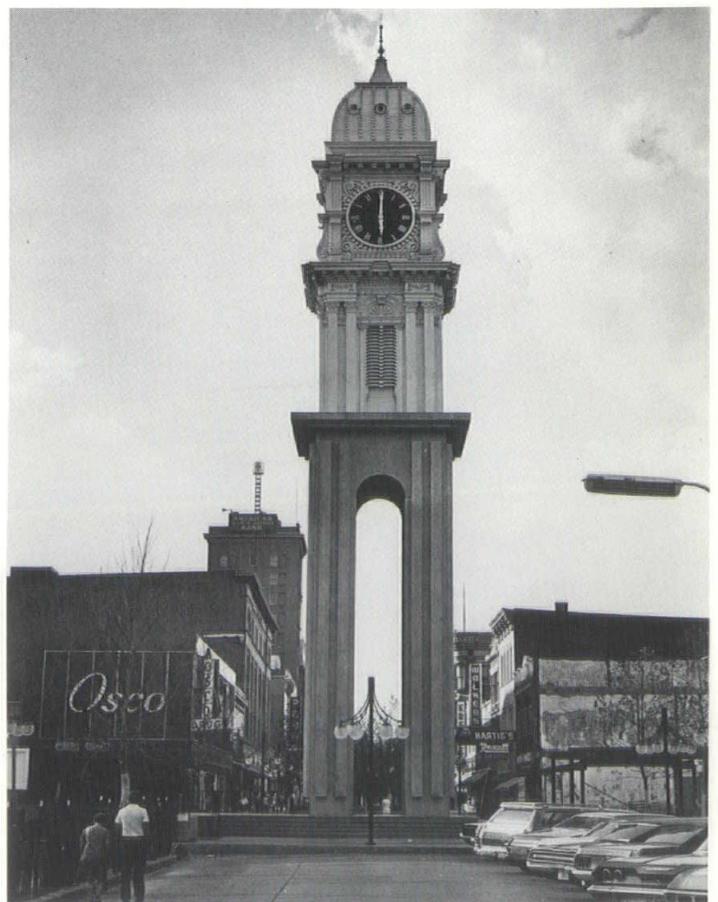
Area three is comprised of somewhat more than three blocks to be rehabilitated and partially redeveloped as the northern portion of the retail core. Development should accommodate shopper-goods retail activity at pedestrian circulation levels, with retail sales and service facilities and offices permitted at upper levels.

Areas four and five contain over one and one-half blocks which are to be redeveloped as public parking facilities.

Area six contains almost one city block which is to be redeveloped as part of the commercial-service district. This area should serve as a transition between the service retail area to the north, the office-governmental area to the west, and the hotel and convention-entertainment district to the south.

Area seven contains almost four blocks which are to be redeveloped to provide public parking; ultimately this area should be developed as part of the commercial-service district.

To meet the vehicular and pedestrian circulation requirements of the area, to provide space for certain public and civic functions, and to provide an attractive setting for activities and structures within the Dubuque Central Area, certain public areas and facilities must be provided.



The Central Plaza, created at the intersection of Main and Sixth Streets, provides a central, unifying element for the CBD as well as a crossroads of pedestrian movement. In addition smaller plazas, the Main Street Mall, pedestrianways and other areas meet the requirements of circulation and setting.

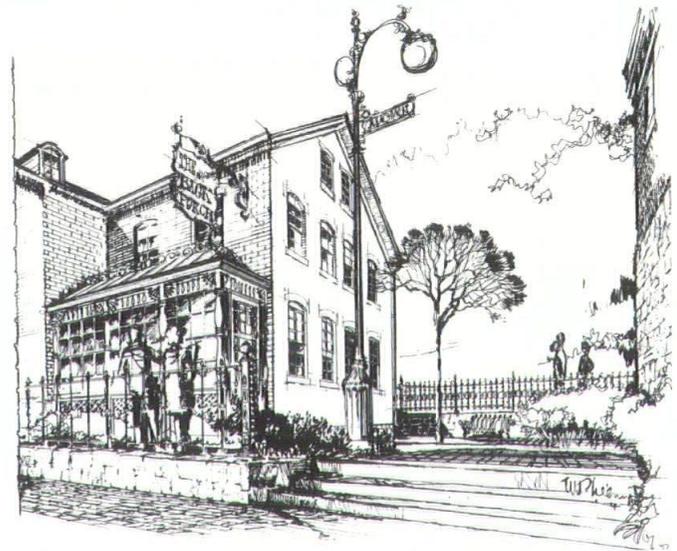
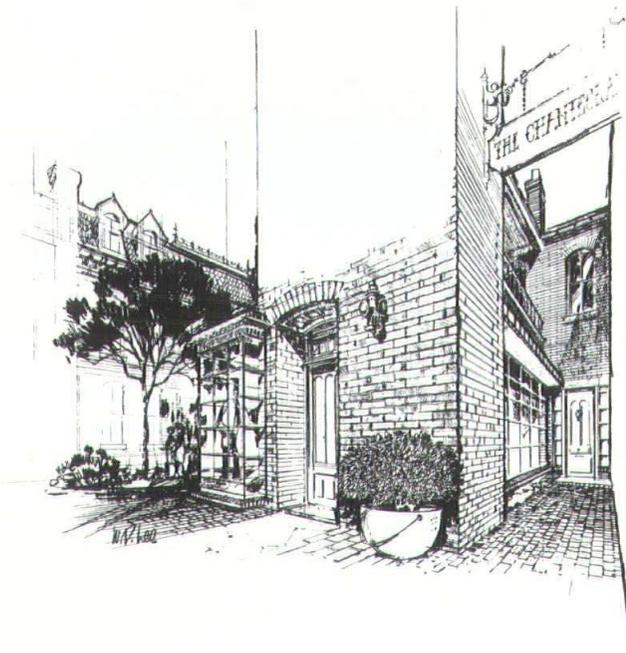
The concept for the Urban Renewal Area as described above has only been partially completed as of yet. A segment of Main Street has been closed off and a portion of the pedestrian mall has been completed. The Central Plaza with its relocated Clock Tower seems to be quite successful in providing that central unifying element necessary for the CBD. The relocation of the Clock Tower unique in its classical appearance and proportions, and the design of the precast concrete base was handled by Durrant-Deininger-Dommer-Kramer-Gordon Architects of Dubuque. Their efforts gained them an award from The American Society of Landscape Architects. The pedestrian mall and the rehabilitation of many of the buildings facing onto it has been highly successful esthetically and functionally.

Reflecting this progress within the CBD Renewal Area are many redevelopment projects bordering the urban renewal core.

the rehabilitation. The existing structures are predominately brick residences and many are more than 100 years old. The completed redevelopment, as envisioned by DDDKG, will include professional offices, small shops, and multiple-family housing.



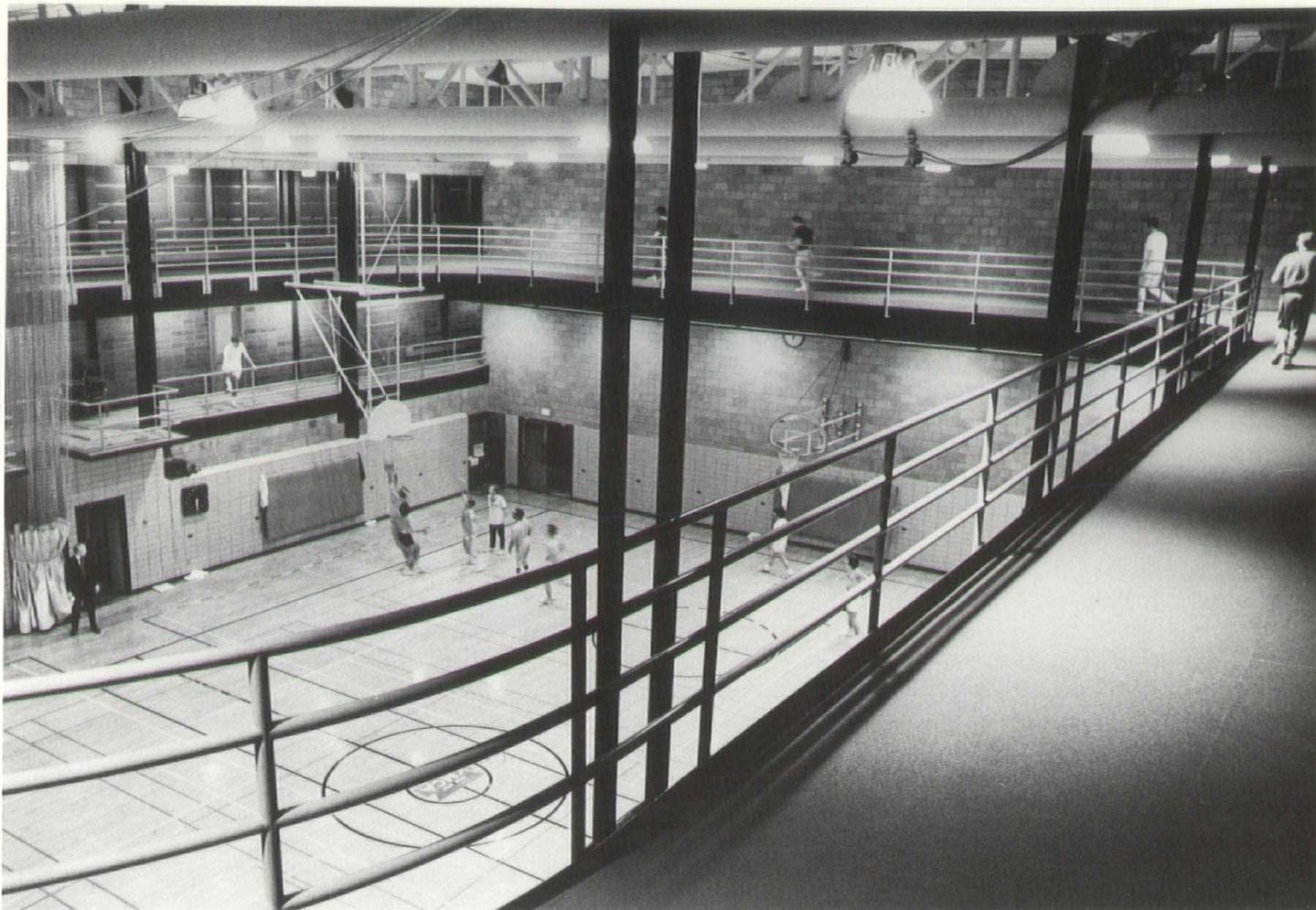
Dubuque's City Hall and County Courthouse have both recently been placed on the National Register of Historic Buildings. Renovation of both structures is planned.



The J. M. Cardinal Co., made up of several Dubuque businessmen, is rehabilitating an old residential area on the edge of downtown. The development is centered around Dubuque's "4th Street Elevator" (incline) that carries residents from the top of the bluff overlooking the Mississippi River. One block of residential property on either side of the elevator at the base of the bluff is included in

A Civic Center Complex is planned for the area directly south of the project. In connection with this the 1910 Orpheum Theater, modeled after a theater in Paris, is being stripped of the covering and facade revisions that have occurred over the years. When reopened the theater will hold 1000 persons and will enable Dubuque to offer a highly unusual theater-auditorium within their Civic Center Complex.

In conclusion, urban renewal seems alive and well in Dubuque. Progress within and without the CBD Project area has been stimulating; plans for further progress are being made. Hopefully, both the new plans and the remainder of the old can be brought to fruition.



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PRECONVENTION NOTES

The time of year is not the only thing different for the annual convention of the Iowa Chapter AIA this year. It begins Thursday afternoon at the Savery Hotel with an open jury session on the 50 entries in the chapters 1973 Awards Competition. Judges will be Jan C. Rowan, Don M. Hisaka and Charles Kahn. Following a cocktail party and buffet the open jury session will continue with discussion between the judges and the audience.

Friday, April 13th there will be a presentation by Mr. Rowan, PA editor 1963-1969, entitled "Performance In Budget Building". At noon there will be a stand up complimentary luncheon in the midst of a table-top product display both sponsored by the Producers Council of Iowa. The second presentation of the day will be by Mr. Walter A. Meisen, Assistant Commissioner, Office of Construction and Management, with General Services Administration in Washington. Mr. Meisen's presentation will be titled "Total Performance: A Goal For Architects". The evening banquet will feature announcement of the design competition winners and in addition the presentation of student awards by the Department of Architecture at ISU. Hospitality suites by building supply firms will be open Thursday afternoon, Friday afternoon and late Friday evening.

There will be a ladies lounge together with information on places and things to visit for those ladies who do not want to participate in the professional sessions.

IOWA STATE DEPARTMENT OF ARCHITECTURE

Mr. Christos A. Saccopoulos, graduating student from the Department of Architecture, Iowa State University, has been awarded a National Endowment for the Arts Graduate Thesis Fellowship Grant of \$1,000. The endowment has been awarded by the National Council on the Arts, Washington, D. C.

CONGRATULATIONS

Congratulations are in order for Mr. H. Ronald Walker, AIA, whom recently won the Residential Multi Family top award in the 1973 Plywood Design Awards Competition. Mr. Walker won his award for the design of The Park at Southern Hills, Des Moines, Iowa. Mr. Walker is currently employed with John D. Bloodgood Architects.

NEWLY REGISTERED ARCHITECTS

Congratulations are in order for the young men listed below whom recently became licensed architects as a result of the architectural examination offered last December. They are: Richard T. Anderson, Des Moines, Iowa, Savage and VerPloeg; James A. Brygger, Jr., Sioux City, Iowa, James M. Duffy and Associates; Edward L. Cable, Sioux City, Iowa, De-Wild-Grant-Reckert and Associates; Dick L. Doak, Ottumwa, Iowa, Hucill-Alexander-Duenow Architects-Engineers; James E. Huiskamp, Cedar Rapids, Iowa, Crites and McConnell; Raymond E. Phillips, Des Moines, Iowa, Brooks Borg and Skiles; Gene R. Smith, Louisville, Kentucky, K. Norman Berry; Tim R. Steveley, Cedar Rapids, Iowa, Crites and McConnell.

COMMUNITY SERVICE EMMY

State educational television station KDIN has won the 1973 National Community Service award presented by the National Academy of Television Arts and Sciences.

The Emmy is for the station's documentary presentation on mass transportation problems in Des Moines titled "TAKE DES MOINES PLEASE." The documentary was produced, written and directed by production manager and public affairs producer JOHN BEYER.

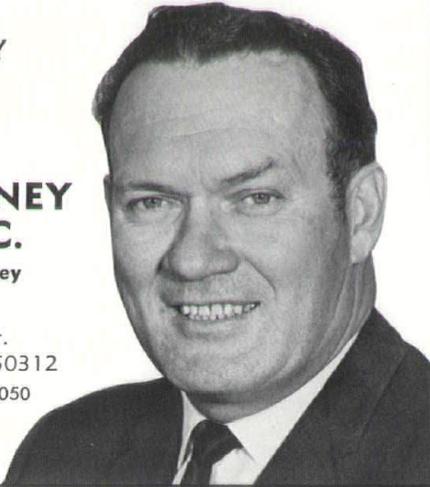
TAKE DES MOINES PLEASE was feature article in the April-May-June 1972 IOWA ARCHITECT and we again congratulate John Beyer and KDIN on their contribution to the awareness of public issues and concerns.

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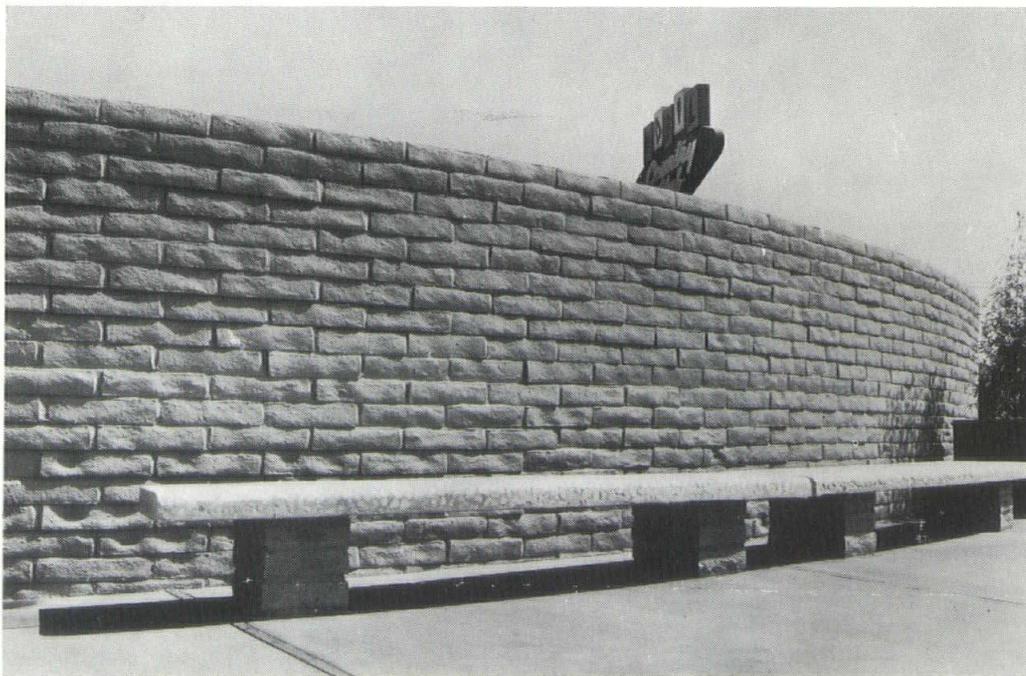
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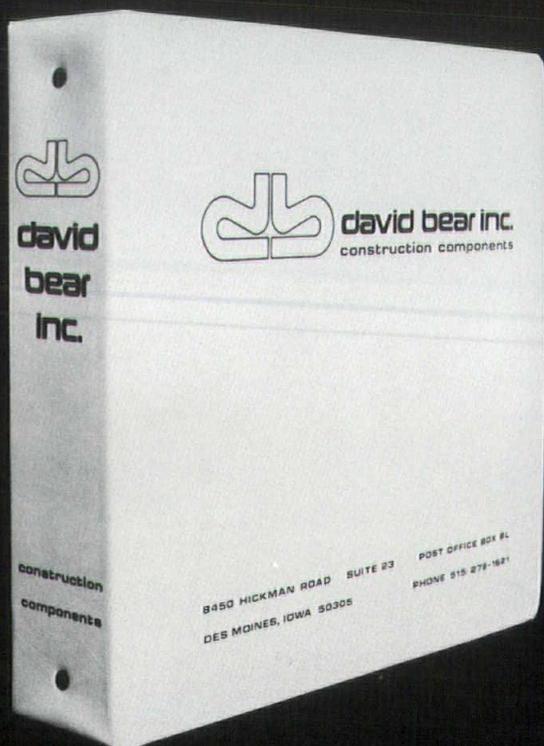
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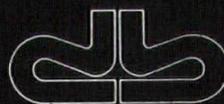
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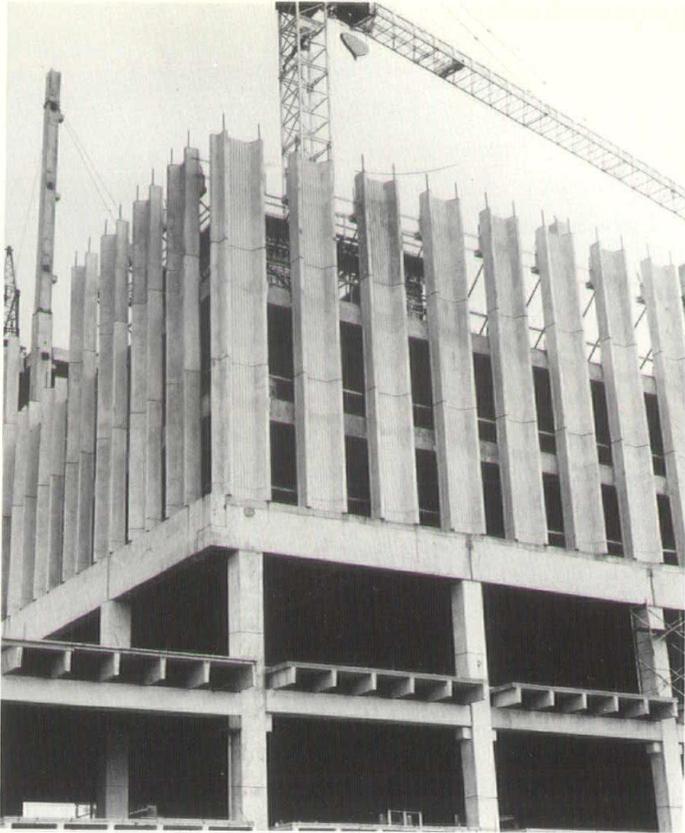
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