



1979 SCC/AIA Board of Directors: (left to right) Richard Conklin, Harry D. Newman, Fran Offenhausser, Clyde L. Smith, Stanley M. Smith, James Pulliam, Lester Wertheimer, Louis Naidorf, Bernard Zimmerman, David Crompton (photo: Paul Bielenberg).

INSTALLATION DINNER-DANCE ON JANUARY 20

Installation of the 1979 officers and directors of the Southern California Chapter/American Institute of Architects will be celebrated at a dinner and dance at the Biltmore Hotel on Saturday evening, January 20. The evening's festivities will also include installation of officers and executive board members of the Women's Architectural League.

The program will begin at 7 p.m. in the Music Room with a reception, no-host bar, and dancing. At 8 p.m. a sit-down dinner, at \$15/person, will be served. Installation ceremonies are scheduled to begin at 9 p.m., after which dancing will resume and continue throughout the evening. Members and guests who cannot attend the dinner are cordially invited to join the festivities for the remainder of the evening.

David J. Meeker, Jr., FAIA, the new AIA executive vice-president, will install the incoming 1979 Chapter officers and directors, who are: James Pulliam, FAIA, president; Stanley M. Smith, AIA, vice-president/president-elect; Bernard Zimmerman, FAIA, treasurer; Lester Wertheimer, AIA, secretary; directors Richard Conklin, AIA, David Crompton, AIA, Jerrold Lomax, AIA; and Clyde L. Smith, AIA, president of the San Fernando Valley Section serving on the Board. Continuing directors are Louis Naidorf, FAIA, and Harry D. Newman, AIA.

Thornton M. Abell, FAIA, outgoing SCC/AIA president, will serve as installing officer for WAL officers and executive board members. (See Chapter News and Notes for complete listing.)

The Biltmore Hotel is located on Olive at 5th in downtown Los Angeles. Parking is available in the Pershing Square garage for \$1.00, with a Biltmore validation. Invitations and RSVP cards will be mailed directly to Chapter members.

SCC/AIA ENDORSES RAPID TRANSIT STARTER LINE

On November 8, 1978, the SCC/AIA sent the following letter to Richard Gallagher, manager of the Southern California Rapid Transit District. The position here elaborated was developed by the Chapter's Environmental Affairs Committee and endorsed by the SCC/AIA Board of Directors.

As a professional organization interested in the future of Los Angeles, the American Institute of Architects would like to indicate its whole-hearted support of your efforts to plan for a rapid transit Starter Line. Both our Board of Directors and our Environmental/Land Use Committee have reviewed the summary material disseminated by your agency as well as met with your representatives.

While we are in general agreement with your conclusions concerning the mode and route (rail/bus Alternative II) for the Starter Line, we would like to take this opportunity to make several observations.

1. The sub-alternate tunnel through the Santa Monica Mountains illustrated in Alternative II would be totally unacceptable from several points of view. First, it would by-pass the central core of Hollywood which is currently undergoing a range of revitalization efforts. Second, the transit connection between the North Hollywood area and its growing entertainment industry facilities with Hollywood and its re-emerging record industry facilities, would provide needed economic stimulus to both communities. Third, the short-term capital investment savings afforded by this tunnel would be false savings in terms of the functional or service qualities of the system.

2. While the AIA was not provided information concerning the overall regional transportation system, our endorsement of any proposed route or system type is nevertheless predicated upon the assumption that the Starter Line will be a well-integrated part of the overall system.

3. A key to the success of transit service for the San Fernando Valley will be the location and design of the park-and-ride facility in North Hollywood. The next phase of work (preliminary engineering) must pay particular attention to this element.

4. The transit line located along Wilshire to Fairfax then through

Hollywood to the Valley provides several distinct advantages which the AIA feels are worth reiterating:

- a. This route would provide service to a number of transit-dependent areas which are rightfully the focus of initial transit facilities: Western/Wilshire, Vermont, Park La Brea Towers (elderly housing), Hollywood.

- b. This particular alignment offers numerous opportunities for reinforcement of both revitalization and renewal efforts in Hollywood as well as provide stimulus for new construction particularly along Wilshire Boulevard in the Miracle Mile area.

In conclusion, we would like to thank you for your efforts to inform and solicit comments from interested citizen groups, and reiterate our support for rapid transit in our City.

PRESIDENT'S MESSAGE

1979 has been designated by National AIA president Ehrman Mitchell as "A Celebration of Architecture." This is appropriate, and here in Los Angeles we have good reason to join in such a celebration.

In the first place, the profession is generally busy, a condition that prevails in both large and small offices. While we don't have the full membership we would wish, the Southern California Chapter is growing. Our total membership increased in 1978 by 115, or 11%.

Secondly, there is growing concern for architectural design, as evidenced by better newspaper and other media coverage. The Chapter's annual design awards and the various city beautiful award programs are acquiring greater importance.

Thirdly, there is an increasing concern for the preservation of our architectural heritage. The Los Angeles Conservancy was created last year specifically for that purpose.

A further cause for celebration is the fact that we now have four active schools of architecture in Southern California.

Chapter Objectives

The primary objective of the AIA is to improve the quality of architecture and, in a broader sense, the quality of life. Toward this end, and as a participant in the "Celebration of Architecture," the Southern California Chapter will renew its efforts in the coming year on a variety of fronts:

- Starting with the Chapter installation meeting at the Biltmore Hotel, January 20, and the Host Chapter party for the Grassroots West meeting at Union Station on January 22, we propose an interesting and professionally stimulating series of Chapter meetings throughout the year.
- We will actively seek to increase the Chapter membership by demonstrating that the Institute does indeed serve the interests of the profession.
- We will seek to increase the effectiveness of the Chapter's committees and broaden membership participation in the committees.
- We will strive for a closer liaison with the architectural school faculties and students.

On behalf of this year's officers and directors, I solicit and welcome your suggestions and assistance in implementing this ambitious program.

James G. Pulliam, FAIA
SCC/AIA President

SCC/AIA LIBRARY REPORT ISSUED

The report of the SCC/AIA Library Study Team, *Guidelines for the Preservation, Restoration, and Alterations to the Central Library of Los Angeles*, was published last month. It is the result of over one year of work by the Study Team, a group of twenty architects, engineers, historians, and consultants in related fields, who have studied and evaluated the Central Library issue in depth, and have placed their findings in this report.

The 126-page volume has been distributed widely throughout the city, particularly to key individuals and departments within City Hall, and is intended to set standards and criteria for any renovation work performed on the landmark Central Library if and when the project moves forward.

The passage of Proposition 13 effectively eliminates the previously intended funding source for the library project — Community Redevelopment Agency tax-increment funds — leaving the project without any readily available source of funds. However, the city-produced Environmental Impact Report

has recently been certified by the City Council, and the library project may well be at another crossroads.

The Study Team has urged the city to move forward with a Central Library project that is sensitive and prudent — from an architectural, preservation, and budgetary point of view — with a team of consultants selected for their responsiveness to the complex and delicate task at hand.

Copies of the report are available at the Chapter office.

C. Gregory Walsh, AIA
Library Study Team Vice-Chairman

WANTED!!!

Your projects, your drawings, your ideas.... Yes, we even want your opinions, thoughts and fantasies. L.A. ARCHITECT represents the entire Chapter and we need contributions from all members. You have a remarkable opportunity to be seen and heard in the West's fastest-growing and most vital architectural publication. Send us your drawings, photographs, manuscripts, or ideas, and get ready for notoriety, distinction, fame, and possible immortality. Why are still sitting there reading???

1979 CHAPTER PROGRAM PREVIEW

Mark your calendars now for the outstanding series of SCC/AIA programs planned for 1979. The programs will be held on a twice-monthly basis (in general, on the second and fourth Tuesdays of the month) and will include a new program feature — semi-annual Saturday conferences on issues of major importance to the architectural profession. The tentative schedule, as announced by the Program Committee, is as follows:

January 20: Installation. **January 22:** Grassroots Union Station Party. **February 13:** Peter Lissamen, designer. **February 27:** Eudora Moore. **March 13:** Downtown USA. **March 24:** Housing Conference (all-day). **April 10:** Peter Eisenman, FAIA. **April 24:** Pre-Convention Rap Session. **May 8:** Moshe Safdie. **May 22:** Transportation L.A. **June 3 - 7:** AIA National Convention, Kansas City. **June 26:** Architectural Education. **July 10:** Barry Wasserman, AIA, State Architect. **July 24:** Young Architects. **August 14:** Directions in Architecture, with Diniz, Follis, Rosenthal, Kavanaugh. **September 11:** Lawrence Halprin. **Sept. 29:** Public Architecture Conference. **October 9:** Awards Program. **November 13:** Albert C. Martin, Jr., FAIA. **Nov. 14-17:** CCAIA Conference, S.F. **December 11:** The Work of I.M. Pei.

THE MAKING OF MOUNTAINGATE—PART II

In the second of a two-part article on the new Los Angeles residential development, the Ridge at MountainGate, environmental and political issues are explored. Part I, which appeared in November 1978, dealt with the project's marketing and design.

The first time I went to MountainGate I couldn't get in. But no one else could have gotten in either, without prior permission — the Ridge is a locked-gate development of \$250,000 to \$400,000 condominiums in the Santa Monica Mountains. During my next visit, MountainGate did let in some unannounced guests — but they were potential buyers in a Rolls.

That second time I went to MountainGate — with an appointment this time — the hill across the San Diego Freeway from the subdivision was burning. The fire merely blackened a hillside with ragged little rivulets of flame. It was enough of a sight to slow traffic on the San Diego but certainly nothing to compare with the Mandeville Canyon fire a month later.

All the same, the fire I saw was a sign to me of the other side of MountainGate not apparent in the developer's presentation of the project. The fire issue is only part of the network of environmental and social issues which makes the ambience of the first phase of MountainGate — the Ridge — so piquant.

It is not that MountainGate is especially flammable. The shingles are treated with fireproofing, and the buildings are surrounded by lavish irrigated planting. Yet MountainGate could have burned — the Mandeville Canyon fire started near the golf course. At the time, the Ridge phase of the project was still being framed and looked out over cliffs covered mostly with highly combustible chaparral.

Rather, the issue is whether or not it made sense to take relatively undisturbed terrain in the Santa Monica Mountains, dump trash and fill it in, and complete it by building golf courses on the fill and an upper-class enclave of luxury condos on the cut-over ridges, in an area with difficult access and high fire-protection needs.

The project, with its golf courses, consumes large quantities of water. Some of this water percolates down the layers of garbage and dirt — known as a sanitary landfill — to augment moisture from rainfall, creating a contaminated

SCC/AIA TO HOST GRASSROOTS PARTY AT UNION STATION

Each January, the American Institute of Architects conducts three regional Grassroots meetings across the country for component leaders. Los Angeles is the site for the 1979 Grassroots West meeting, which will be held at the Biltmore Hotel, January 22-24. As host Chapter, the SCC/AIA is planning a gala event at Union Station on the evening of January 22 for Grassroots participants and the Los Angeles architectural community.

The Union Station celebration will feature a reception, buffet dinner, music, speeches, and a variety of exhibits on architecture in Los Angeles. The cost is \$12.50/person, which includes the reception and dinner, from 5-8 p.m. Those who cannot attend the dinner are invited to join the festivities at 8 p.m. for the remainder of the evening's program at a cost of \$1/person.

The evening will be a marvelous opportunity for Los Angeles to help launch the yearlong "Celebration of Architecture" by the AIA, designed to encourage greater public understanding of what architecture is and the contribution of architecture to society. And the setting is right — in the monumental 1939 Spanish Colonial Revival Union Station, designed by Parkinson and Parkinson.

Additional exhibits will be set up at the Biltmore for the duration of the conference. Chapter members will receive invitations to the January 22 event from National AIA. Non-Chapter members who wish to attend are urged to call the Chapter office at 624-6561 for reservations.

liquid effluent known as leachate. At the same time, the fill is generating large quantities of colorless, odorless — and, under certain conditions, explosive — methane gas. Below the fill — as much as 240 feet below in some spots — lie the graded remains of the original canyons numbered five through eight, their natural contours literally obliterated underneath a mountain of refuse. And beneath that northern landfill are three major, though not active, fault zones.

The Beginnings

If MountainGate has a birthday, that day might properly be September 8, 1943 — the "Black Wednesday" of Los Angeles' first smog attack. Because of the city's air pollution, backyard incinerators, which had burned much of Los Angeles' trash, were banned in 1957. That year, filling began in the Mission Canyon landfill which abuts MountainGate on the north.

MountainGate did not become a sanitary landfill site until 1964-65, shortly after Barclay Hollander purchased the site. The reason that has been given for the switch from the Mission Canyon landfill, only half-filled to capacity and already publicly owned, to the MountainGate site was that the County Sanitation District wanted to make use of the private site while it was available, holding the Mission Canyon site in reserve.

Ironically, the District has not been permitted to go back in and fill Mission Canyon to capacity. A 1974 request for renewed landfill operations was denied

(continued on Perspective page)

JANUARY 1979

Volume 5, Number 1

Inside: James G. Pulliam, FAIA, by Kenneth Dillon
Shopping Centers, by Edgardo Contini

Calendar:

January 13: San Fernando Valley Section, SCC/AIA, Installation Dinner-Dance, Braemar Country Club.

January 20: SCC/AIA and WAL Installation Dinner-Dance, Biltmore Hotel.

January 22: 1979 Grassroots West Union Station Gala, 5-8 p.m. reception and dinner, 8 p.m. program and entertainment

JAMES G. PULLIAM, FAIA

"Architecture is both an art form and a public responsibility. In this era of increasing consumer advocacy, 'accountability' is becoming a by-word in architecture as well as in product design. But in this process, architecture must not lose its awe and delight."

James Pulliam, FAIA, president of the Southern California Chapter/AIA, has been a leader in the second generation of modern architects in Southern California. His work has been published in various architectural periodicals, and he has received recognition in the form of numerous awards. He was made a Fellow of the Institute in 1972.

Influences

Although he spent most of his childhood in Pasadena, where his father was a mortgage broker, Pulliam was born in the small wheat-farming town of Lyons, Kansas, which he still recalls from visits to its elm-shaded town square, brick-paved streets, dominant grain elevators, and flat surrounding wheat fields. He feels that this contact with Lyons, with its "immediately discernible scale, historical associations, sense of place and identity, a certain tranquility with the prairie and the wheat fields stretching out into infinity," has tangibly influenced his approach to design.

His early interest in architecture stemmed from browsing through issues of *Architectural Forum* his father brought home. His mother, Mary Pulliam, with her interest in flower arrangement and design, has been a continuing source of inspiration.

After high school in Pasadena, Pulliam attended Dartmouth College, from which he graduated in 1949, interrupted by service in the Marine Corps in World War II. Following a year's apprenticeship in an architectural office in New Hampshire, he studied at the Harvard Graduate School of Design under Walter Gropius.

Referring to this period, Pulliam recalls: "Gropius brought essentially the spirit of the Bauhaus to Harvard, as well as individuals associated with the Bauhaus, such as Breuer, Hilberseimer, Kepes, and Chernayeff, who appeared as visiting critics and lecturers. It was an exciting time. I, M. Pei was an instructor and the TAC group was just getting started. Catherine Bauer held seminars in housing. I was particularly influenced by Gropius' attention to detail, his concern for simplifying the plan, the expression of architecture in simple volumes. There was a considerable amount of extrapolation from previous classes, with Paul Rudolph and other recent graduates returning and influencing the work of current students. Significantly, Gropius required that students spend at least one summer on a job — that is, in actual construction, in order that they become familiar with the building process. But the main thing with Gropius, the important thrust, was to bring out the best in students and colleagues. The emphasis was on the product, the architecture, rather than the personality."

Professional Experience

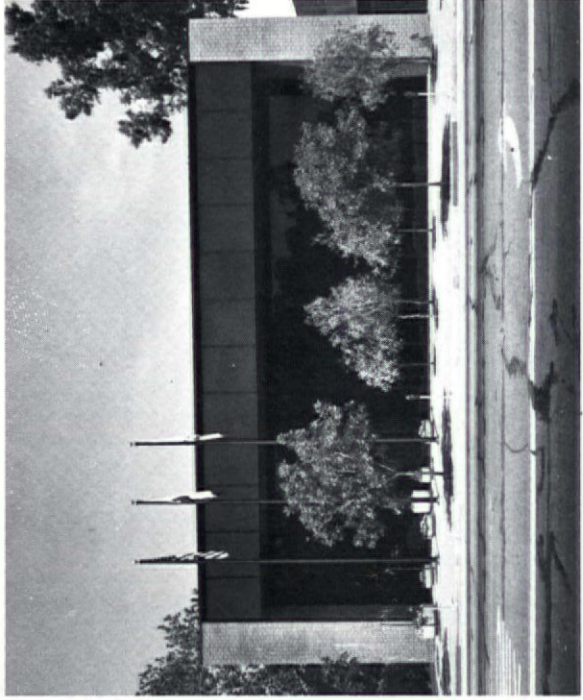
After Harvard, Pulliam worked for a short time with Pace Associates in Chicago who, at the time, were executing many of Mies' buildings. But this was interrupted when he was recalled by the Marine Corps to serve as an infantry officer in the Korean War. Upon release in 1952, he returned to Southern



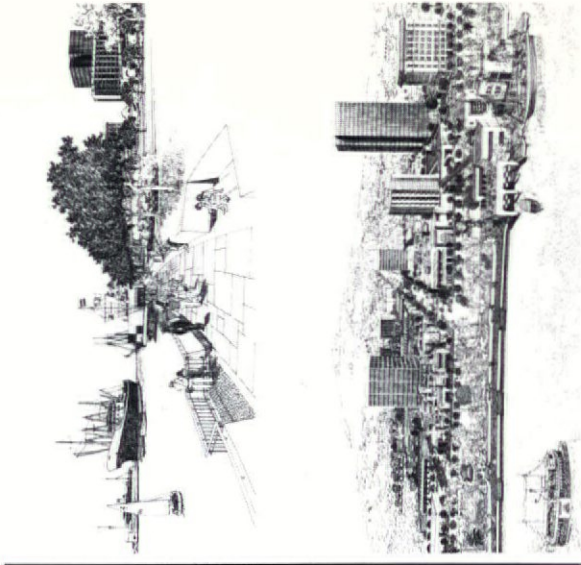
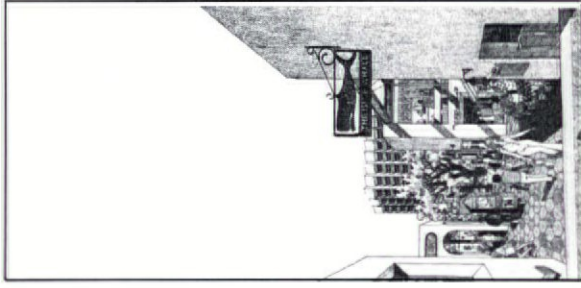
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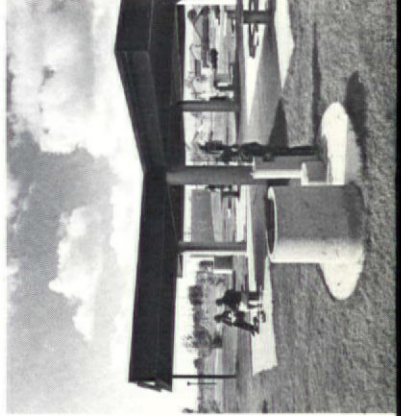
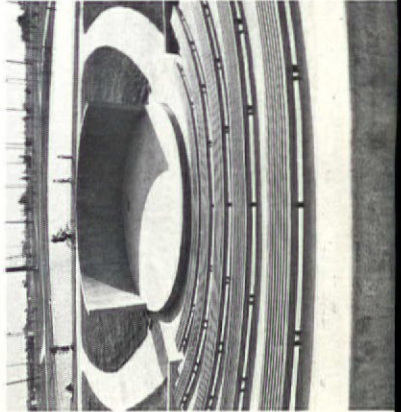
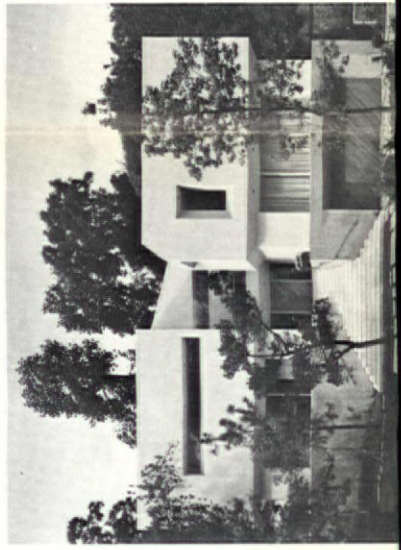
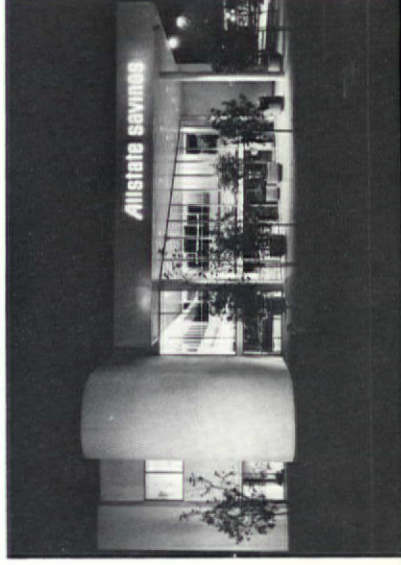
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the shrinkage of columns to "pin" connections at the meeting with beams. The end result is a light, almost floating feeling to the components of the buildings; a breaking open of the rigid box.

Modern Architecture is Alive

Referring to comments that the modern movement has failed and is dead, Pulliam comments: "No, it will continue to grow and improve upon itself. If accepted as a fixed style, something to copy, then indeed it is dead. But as a process utilizing today's technology to provide for human and social needs in space and shelter, architecture will, with new blood and regional variations, continue to evolve in response to today's technology and today's problems. A growing concern for energy conservation, for example, will change the form of architecture in coming years. We will be dealing with more solid forms and, perhaps, a more introspective architecture."

About the overall quality of architecture in Southern California, Pulliam observes: "California is really split. In the Bay Area, a regional style has developed. There has been a grouping, a consensus of ideas in that area which has never really occurred in Southern California; or if it has, only in a very limited context, under the aegis of *Arts and Architecture* magazine. A partial cause of this is the geographic dispersion of architects in Southern California. It is hard for them to get together to exchange ideas, either on a formal or informal basis. The grouping, camaraderie which seems easier to achieve in other urban areas is difficult in Southern California. There is a resulting lack of cohesiveness. Another problem here may be the shortage of "patrons" — public, quasi-public and private — such as foundations, corporations, and sophisticated clients, who are truly interested in architecture and desirous of exploring new and experimental ideas. On the positive side, however, Southern California now has four active schools of architecture. This cannot help but favorably influence the quality of work in this area."

Colleagues

Of his colleagues, Pulliam says, "I have found working with Carlos Diniz, delineator and architectural enthusiast, a stimulating experience." Pulliam describes himself as a receding, retiring personality and enjoys Carlos' flair, his gusto and infectious enthusiasm. "He gets you going, fired up. One sees more potential in projects. It is a supportive kind of enthusiasm that opens your eyes to design potentials you might not have been aware of."

In working with Herb Rosenthal, who has invited Pulliam to assist him in several exhibition designs, the result has been a positive collaboration. "Herb is at once brilliant, humorous, serious and pragmatic. He is very receptive to ideas. He accepts and filters, and there is positive feedback which leads to very satisfactory problem resolution."

In addition to his partner, Tim Matthews, Pulliam has high praise for their present staff which includes associates Jaswant Bhogal and Dan Lawrence, and team members Katarina Leone, Hagop Azantian, and John Miller. "These people and former associates such as Charles Kausen, Clyde Auguston, and Richard Magnuson, as well as

Evolution of the American Shopping Center

As much as we may like to think of the American shopping center as an invention of modern times (and, with the automobile and the detached suburban home, as one of the symbols of the affluent American way of life), in fact our shopping centers have ancient forerunners both in form and in function. The arcades that protect the

relatively small, the residential density was high and public transportation was non-existent; a single commercial center served the needs of the entire community, as in the "all-American" Main Street of the early Midwestern city or the piazza of the hilltop village in Tuscany. Small family-run stores, each serving a narrow range of the trade and producing for the owner a modest income, were consistent with a prevailing low standard of living.

The outward expansion of the modern city made possible by the streetcar and the subway toward the end of the 19th century — and the consequent high-density residential settlement along the transportation corridors — induced the first multiplication and dispersal of retail facilities. This took place in the form of clusters of stores in the proximity of streetcar terminals or subway stations (sometimes underground, as in Japan), or in the form of commercial utilization of the ground floor of the multistory residential corridors developed as a continuous strip along the new wide boulevards of the "modern" city. The high density of residential settlement and the relatively low level of incomes continued to



support a diversified array of small family-run stores (6).

Shortly after the Second World War, two major changes occurred that greatly influenced the pattern of settlement and the characteristics of retail facilities: first, the automobile became the dominant means of transportation and made possible the low-density suburban development that fulfilled the dream of the single-family home; and second, the expectation of higher income generated by a rising standard of living doomed the small neighborhood store and made it a victim of the more efficient supermarkets and specialty chain stores.

At first, retail facilities in suburbia followed the tradition of the earlier urban strip: major arteries were lined by thin facades of commercial development, often with no better accommodations for the cars than curb parking. Strip development, however, proved unsatisfactory: it reduced the traffic capacity of the roadway and was unable to accommodate the parking demands of the suburban customers. It was soon followed by the first street-oriented small convenience centers, with a supermarket, a drugstore, and several service stores as typical components; parking was provided in front or behind the line-up of the stores. Some of these centers still survive, and new ones are still being built in the early phases of suburban or new-town development.

By the early '50s the circumstances were ripe for the emergence of the "regional center." Suburban development had grown to the point where it represented a substantial trade area of its own. Conversely, public transportation to the downtown areas ceased to provide adequate service; parking facilities in the central area were insufficient, and traffic congestion was often intolerable. The handwriting was on the wall: the major department stores realized that, unless they would move with branch stores into the new trade areas, they would lose ground to the emerging competition of strip development. The department store, with its high demand for parking, would not easily fit in the strip; the search for an alternate solution began.

The first regional shopping centers came into being: at Framingham, Massachusetts; at Lakewood in California; and then, dramatically, under the sponsorship of the J.L. Hudson Company and the Dayton Company, in Detroit and Minneapolis.

Both the Hudson and the Dayton stores were run by strong, enlightened, and enterprising family management. Responsive to Victor Gruen's persuasive vision of the new suburban center as a pedestrian oasis which provided a focus of identity in an urban context dominated by the car, these companies sponsored the development of a series of shopping centers that, beginning with Northland in Detroit and Southdale in Minneapolis (the first air-conditioned enclosed mall), provided the prototypes for most of the development of shopping centers that followed.

The formula that had proven successful in these early centers was repeated over and over in subsequent projects; but, in the process, some of the quality of the innovation was lost. The layout of department stores and tenant spaces became crystallized in two or three standard patterns; the air-conditioned

mall became a "must" rather than a climatic necessity; and the discrete elegance of Southdale was replaced by efficiently calculated geometry directed to maximize return on investment. The sidewalk cafe, the flower kiosk, and other unique features of individuality were avoided; children's playgrounds remained because they gave mothers the opportunity to shop more and, thus, to generate more business; landscaping (even if sometimes ersatz) was retained because America's suburban greenery the high mark of urban design. But the architect's attempts to elaborate on the theme, to give identity through conceptual innovation, were generally resisted.

The developer and the leasing agent became, in fact, the designers of the later centers; the architect was substantially relegated to the function of interior decorator, and he lost his leadership role.

Yet design innovation is still needed. The typical suburban regional center — institutionalized as an island for shopping in the middle of a sea of parking — has failed to function as a catalyst for the growth of rich and diverse suburban activity cores combining retail facilities with cultural, educational, recreational, and civic components that had been envisioned by its early designers.

In-town Centers

If the demand for the architect's inventive and problem-solving skills has dwindled in connection with the suburban shopping center, a new design challenge has recently emerged: the recycling of obsolete commercial or industrial areas into new retail districts. The tax-increment urban renewal process has made it possible — at least, prior to Proposition 13 — for older districts to better compete with suburbia in shopping convenience and thus re-attract residential settlement in declining districts.

However, the development of recycled land presents an array of problems that are not found in the typical suburban center: restricted and irregular site dimensions, relationship to existing or potential new development, constraints imposed by public agencies to induce a favorable catalytic effect on revival of the surroundings — all pose unique and complex challenges. The developer is once again looking to the architect for conceptual inventiveness and for problem-solving skill.

The first of the in-town shopping centers occurred not in low-density obsolescent districts but in downtowns; and in some instances the land was patiently, and sometimes painfully, assembled by private initiative, without the financial or legal assistance of urban renewal.

In Rochester, New York, two of the city's department stores, McCurdy's and Forman's, assembled enough land in the center of town to allow the creation of a mall-oriented complex that included not only retail facilities but also office and hotel development (7). The



scarcity and cost of the land and the intensity of development justified by the downtown location prevented the use of surface parking: parking was provided in three levels underground; the visitors emerge by escalators in the middle of the central mall; arcades and passageways link the complex with the surrounding urban texture. The catalytic effect of the project was powerful: since Midtown Plaza was completed, more than one million square feet of new commercial and office development have enriched the central core of Rochester and stabilized its role as the dominant center of the region.

The ZCMI Center in Salt Lake City (8) and the Broadway Plaza in Los Angeles (9) are more recent examples

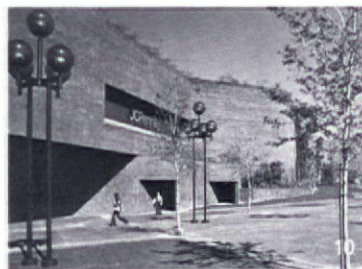


of intensive urban retail and commercial complexes in downtown sites. While they have been influenced by the experience of the suburban centers, they reflect the architect's concern for the project's relationship to their surroundings, and they are, by necessity, unique and original solutions to specific and



complex problems.

Conversely, new centers developed in recycled low-density land have found it more difficult to free themselves from the prototypical image of the suburban centers. When physical and economic strictures preclude surface parking, provision for cars is usually in above-grade multideck parking structures. The retail facilities are arranged following the classic model of the suburban center: inward-oriented, they are separated from their surroundings by the barriers of the parking structures and by the forbidding exteriors which accommodate truck delivery courts that demean the public street rather than by storefronts that may enliven it. The excellent exterior design of the Galleria in Glendale does not make up for its fortress-like seclusion from the city (10).



New projects on the boards for sites of similar characteristics, such as the Long Beach Plaza (11), attempt to improve their relationship with the surroundings by reducing the massiveness of their visual impact and by creating storefronts on the surrounding streets to complement the main inner-oriented shopping complex; others, such as Santa Monica (12), now under construction, strive to enhance their surroundings and to avoid introverted seclusion.



There are, of course, in our midst yet unfulfilled potentials for transformation of older commercial areas into lively, diverse, imaginative, pedestrian-oriented new urban complexes: downtown Los Angeles, Hollywood, Westwood — even Beverly Hills — are obvious candidates. But the instruments — and the will — for such transformations are not yet in evidence; and it will probably be some time before the equivalent of Ghirardelli Square in San Francisco, Jack London Square in Oakland or Pioneer Square in Seattle are realized in our city.

The Future

What about the future of the shopping center and the architect's contribution to its image, function, and success? I believe there is reason for optimism; after a period of relative frustration, new and extraordinary challenges are emerging. They will tax the architect's imagination, urban design sensitivity, problem-solving ingenuity, soundness of judgment as well as understanding of the historical laws of the market place which have determined success or failure of shopping enterprises since the beginning of civilization.

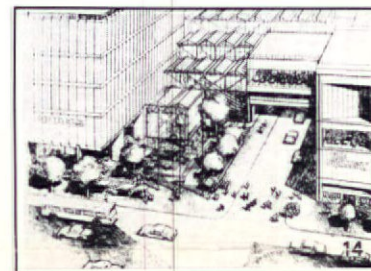
The challenge will not come from the suburban shopping centers. They will probably continue to be developed in the tried-and-true format of their successful predecessors. However, relatively few new suburban centers will be developed: population trends and public programs aimed at reinforcing and recycling of the existing urban system will reduce the formation rate of new suburban growth.

Thus, the challenge will come from the impetus to generate — or regenerate — commercial complexes in central cities, in older suburban systems, and in urban areas that are undergoing changes of density and of settlement patterns. It will come from the realization that, in the exercise of coordinated private and public initiative that is entailed in this kind of venture, the community can plan for, participate in, and expect from the private developer more than just a successful

device for tax increment. A continuing and correlated program of transformation of the obsolete system is more important (especially after Proposition 13) than the short-range fiscal benefit.

A new concept of shopping centers will possibly emerge. Instead of the introverted mall, an open-ended pedestrian network, capable of organic growth at both ends and at cross branches, creating a new living and expanding urban core that encompasses and integrates all aspects of centralized activity — retail, recreational, professional and business representation, civic and educational, and even residential — a system of interrelated public pedestrian spaces prepared to receive, when the level of interactivities will warrant, its own internal public transportation system. This new concept could become the breakthrough of the '80s as much as the suburban shopping center was the breakthrough in the '50s.

The private developers — at least those who are most enlightened — are ready to participate in the new generation of public-private ventures, if a constructive climate of mutual confidence and responsibilities can be established. The extraordinary achievement of the city of Boston and the Rouse Company in the restoration of the Faneuil Hall Marketplace (13); the innovative experiment of Philadelphia in the Market Street redevelopment and



the creation of the new shopping complex, the Galleria (14); the Winter Garden in Niagara Falls (15), a dramatic focal point for future recreational and commercial development, are the forerunners of things to come. They promise well: they are notable for their imaginative architecture and sensitive urban design; they clearly assert that the creative participation of the architect is essential to the successful realization of complex ventures.

Edgardo Contini, F.A.S.C.E., AIA, AIP

CREDITS

1. Northland Center, Detroit, Victor Gruen Associates, 1954 (photo: Michael Honos).
2. Piazza delle Corporazioni, Ostia.
3. Bazaar, Istanbul.
4. Puente Hills Mall, City of Industry, Gruen Associates, 1974 (photo: H. Lee Hooper).
5. Campo dei Fiori, Rome.
6. Third Avenue, New York City, early 20th century view.
7. Midtown Plaza, Rochester, Victor Gruen Associates, 1962.
8. ZCMI Center, Salt Lake City, Gruen Associates, 1977 (completion of total project).
9. Broadway Plaza, Los Angeles, Charles Luckman Associates, 1973 (photo: Balthazar Korab).
10. Glendale Galleria, Glendale, California, Charles Kober Associates, 1976.
11. Long Beach Center, Long Beach, Gruen Associates, 1981 (projected).
12. Santa Monica Place, Santa Monica, Frank O. Gehry and Associates, architects, Gruen Associates, consulting architects, 1980 (projected).
13. Faneuil Hall, Boston, Benjamin Thompson and Associates, 1976 (photo: Steve Rosenthal).
14. The Galleria, Philadelphia, Bower and Fradley Architects, 1977.
15. Rainbow Center, Niagara Falls, Gruen Associates, 1977 (photo: Norman McGrath).

Edgardo Contini, a founding partner of Gruen Associates, has recently been appointed to direct the Urban Innovations Group at the School of Architecture of UCLA.

Historical Development

The location, the scale, and the composition of shopping facilities have historically been influenced by three main factors: the extent and density of urban development, the mobility of the city residents, and their standard of living.

When the urban agglomeration was

MOUNTAINGATE

(continued from front page)

in 1977. Construction of residential developments immediately adjacent to the Canyon landfill site in the interim have made such a development politically unwise.

As a result, Barclay Hollander's agreement with the County for dumping rights have continued, with the latest agreement for Canyon Eight having been made in 1978 for the sum of three million dollars. Barclay Hollander's original 1964-65 agreement netted them \$2,800,000 for dumping rights, tax payments, and fees. In 1966, the District agreed to pay Barclay Hollander some \$900,000 to purchase 125 acres to be used as a source of clean cover material for the landfill.

The amount of the payments has been one of the major points of contention between Barclay Hollander and its chief critic, the Brentwood Community Federation, a coalition of seven Brentwood-area homeowners' associations. Members of the Federation have charged that the initial payments for the dumping rights and tax payments alone were more than Barclay Hollander paid for the land in the first place. Barclay Hollander claims that the purchase price for the MountainGate property was approximately five million dollars, or approximately five thousand dollars an acre for what was originally a thousand-acre parcel.

In addition to the amount of the payment, the Federation has maintained that the value of the County's grading — a figure they place at ten million dollars — is also in excess of the purchase price. They argue that the County Sanitation District vastly increased the value of the property by increasing the useable area — recreational uses on the fill and housing on the truncated ridges — transforming land that would have previously sloped far too steeply to be useful into revenue-generating property.

Barclay Hollander has replied that the costs associated with the land-fill have far out-weighted the benefits that have accrued to the company.

Landfill Impacts

The MountainGate landfill is designated as Class II Sanitary landfill which accepts ordinary household waste and building demolition material.

A landfill site should have an impervious base which separates it from underlying groundwater, and it should not be crossed by active faults. Mountain sites such as MountainGate are often preferred because the canyons can be used as dumping grounds and the hillsides can be cut-over for clean fill.

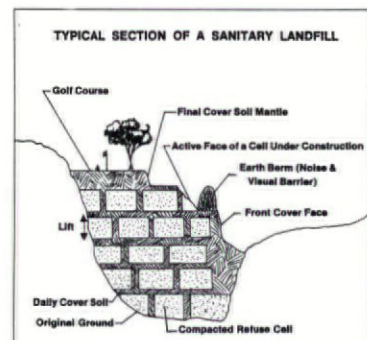
As the fill is placed in the landfill, it is layered in cells walled off with fill which separates the refuse into small units. At the end of each day, these are covered over, and the process is repeated the following day. Together with watering, compressing, and tidying up loose rubbish, this procedure is intended to eliminate the problems of flies, rodents, odor, mosquitos, and subsidence that the unsupervised garbage dump created.

While the basic principles of sanitary landfill are well understood, it is difficult to view even the most advanced sanitary landfill operation as a known quantity. Both the landfill site and the composition of the garbage dumped in the landfill can vary so much that the environmental impact of a landfill can be unpredictable to a significant degree.

"You see, we really didn't know much about landfills on this scale; they

never existed before fifteen years ago," Lester Haug, deputy assistant chief engineer for the Los Angeles County Sanitation District was quoted in a 1972 *Los Angeles Times* West magazine article called "The Trash Cometh."

Establishment of a landfill has several major environmental impacts. It effectively destroys the existing ecology of the site on which it is placed. If there are people living nearby during the construction of the site, they may be subjected to increased noise levels, wind-blown debris, and odors.



But the most serious problems connected with a landfill result from the rotting and settling of the garbage and fill. According to an Environmental Protection Agency study, as water percolates through the fill, it passes through refuse and "becomes grossly polluted both chemically and bio-chemically with the various constituents present in the solid waste." The resulting liquid is known as leachate.

The production of leachate generally occurs a few years after completion of a landfill when the fill material has become so saturated with water that it sheds the excess. One of the indicators of contamination in water is the Biological Oxygen Demand (BOD) and Chemical Oxygen Demand (COD), which shows the approximate oxygen depletion of water by contaminants. Raw sewage in the Los Angeles region generally has a BOD between three hundred and three hundred fifty parts per million (ppm). Leachate at its most toxic may reach BOD levels many times that of raw sewage. Leachate from Canyon Four in the Mission Canyon landfill ranged from a BOD of 179,000 ppm in 1967 down to 60 ppm in 1973.

Because of the variations in rainfall the leachate flow is also variable. While areas west of the Mississippi are generally considered suitable for landfills due to their low rainfall, the precipitation in Southern California is concentrated in winter months, thereby increasing the effectiveness of what rainfall there is to create leachate. Rainfall at the Mission Canyon landfill in 1964 was only six inches. The next year the rainfall measured forty inches.

Man-made moisture can also produce leachate. The Mission Canyon and MountainGate landfill sites were both designed to be completed with plantings requiring irrigation, although the heavy mantle of earth at MountainGate is supposed to prevent this moisture from entering the landfill itself.

While a California Department of Water Resources document included in the Mission Canyon Environmental Impact Statement states the Mission Canyon landfill is "no threat to the quality of downstream waters," it also makes the observation that surface runoff could affect wells in the Santa Monica ground-water basin, although it could take years to happen. "Shallow alluvium extends from the canyons on the site down Sepulveda Canyon where water wells tap the ground water for domestic, industrial use, etc."

The generation of methane gas from

sanitary landfills is a second major hazard found in sanitary landfills. Methane gas is a colorless, odorless, lighter-than-air gas which is explosive when it constitutes between 5% and 15% of the air. It is formed by anaerobic bacteria (bacteria which live in an airless environment) in the refuse. This means that the fill itself will not explode from the considerable quantities of methane gas generated because the gas will not be forming in the presence of air. Nor is there much chance of a golfer on the MountainGate course lighting a cigarette and getting blown across a sand trap as a result (although there are reports of small flare-ups from time to time).

The methane gas dissipates readily in the large volume of air above the golf course, making it unlikely that large amounts of it will occur in the concentrations necessary for an explosion. The catch is that any methane gas which is not burned off joins the atmosphere to become yet another constituent of that grey-brown stuff that daily fills the Los Angeles air basin. It is when methane gas finds its way into enclosed spaces such as meter boxes — or houses — via lateral migration that it becomes a hazard.

The consultant firm of GeoScience advised the developer in the MountainGate EIR that "under certain conditions however it [methane gas] could migrate laterally into soils at the boundary of the landfill, or because of fractures in the native bedrock, into the cut-over ridge proposed for development. Underground piping and bedding may also provide transport paths for gases unless preventive methods are taken." For this reason, preventive measures were taken by the developer to preclude the possibility of gas infiltrating the residential area.

Zoning Issues

In 1963, approval had been granted for 482 single-family units on a 2,665-acre site that includes the present MountainGate property.

In 1970, Barclay Hollander requested a zone change for its property from single-family to townhouse and condominium zoning, with a maximum 1,338 units. The zone change was granted for a maximum of 1,170 units. The year before, Barclay Hollander had been purchased by the large multinational firm of Castle & Cooke.

Because of the complexity of the project, there were several special conditions attached to the zoning which went into effect under the provisions of the "Q" or Qualified Zoning district. In Q zoning, any uses permitted in the previous zoning are permitted as well as any uses specified in the Q zoning, as long as the conditions are met within a two-year period. If these conditions are not met within that period, the zoning lapses back into the original category. MountainGate has had its Q zoning extended in 1972, '73, and '74.

Q zoning has been criticized on the grounds that it often gives the developer a chance to gain approval for a cosmetized version of a controversial development, and then to proceed to build the project as originally conceived by waiving or changing the terms of the Q conditions.

This is what has happened at MountainGate in the view of Santa Monica Mountains Commission member Nita Rosenfeld. "The Q conditions that have been approved for the MountainGate subdivision have been eroded by variances, conditional use permits, and zoning boundary adjustments," she said. Some of the changes Barclay Hollander has requested, or has been granted, include

substitution of access roads, elimination of a neighborhood commercial center, and conversion of the recreational clubs — originally intended for the use of MountainGate residents — to public use, with its potential for increased traffic.

Two years after receiving the Q zoning, Barclay Hollander submitted a tract map for 870 units. The EIR was prepared in 1973, and the project came before the Los Angeles Planning Commission 1974. Barclay Hollander came under fire from the Brentwood Community Federation which claimed that partner Richard Barclay was also a partner in E.L. Pearson, the firm which executed the EIR.

The most alarming aspect of the EIR process was the way in which the leachate problem was ignored by the City Planning Department and denied by the County Sanitation Department. Despite the fact that leachate flow at MountainGate was verified by the Water Quality Control Board that year, the City Planning Department declared in the draft EIR that there wouldn't be a leachate flow from the property. In public testimony MountainGate lobbyist Myron Nosanov claimed that any leachate at the project would be so harmless that he offered to drink it.

The project was approved by a two-to-two tie vote of the Planning Commission. That decision was appealed to the City Council by the Brentwood Community Federation. The council denied the appeal, and the Federation took its case to Superior Court where it won a decision that the city had not made the proper findings during their deliberations on the project.

The Council reconsidered the project, and approved it once again. Lack of funds prevented the Federation from appealing the decision.

The history of the MountainGate development, in its broad outlines, is surely not unique. It demonstrates that large projects of its type are no longer in the realm of simple private enterprise. The large-scale development has entered a grey area of involvement with and dependence on governmental agencies, procedures, and politics.

John Chase

THE U.I.A. NEEDS YOU

Last October, Philadelphia architect Louis de Moll was elected president of the International Union of Architects at its Thirteenth World Congress in Mexico City. De Moll, who was national president of the AIA in 1976, is the first architect from the United States to be elected president in the thirty-year history of the U.I.A. It is hoped that now more U.S. architects will become active in this important organization.

The U.I.A. is comprised of more than 300,000 architects from 80 different countries. Every three years the Union meets to promote an exchange of ideas and information regarding city planning, architecture, construction, industrialization, public health, educational spaces, and professional practice. In 1975 the convention was held in Madrid, Spain. In 1981, it will be held in Warsaw, Poland, from June 15 - 21.

The theme of the Congress in Mexico City was "Architecture and National Development." It is the goal of the U.I.A. not only to establish an efficient system of communication, on a worldwide scale, in the fields of architecture and urban planning, but to study the problems of underdeveloped countries. Through architecture and planning many of the political problems existing throughout the world can be solved. The rapid growth of the economic systems of other countries, especially in the Middle East, requires master planning for the general welfare of the inhabitants. The U.I.A. could contribute to this end.

At the Mexico City convention, women architects from many different countries held a caucus to formulate a plan of action for the U.I.A. regarding equal rights for women in the profession, emphasizing the vital role women can play in planning and architecture.

Unfortunately, few American architects attended the U.I.A. Congress. Anne Tyng, architect and professor of architecture from Philadelphia, was one of the few English-speaking participants. Notably missing was an exhibit from the United States. While the exhibits displayed at the convention center were predominantly from Mexico, other countries and regions which were represented were: the Soviet Union, Israel, England, France, Korea, Egypt, China, South America, and Scandinavia.

I urge more architects and planners from the United States to stand behind Louis de Moll and become active in the International Union of Architects. Information may be obtained by writing to the U.I.A., 1 Rue d'Ulm, 75005 Paris, France.

Peggy Cochrane, AIA

BOOK REVIEW



Kibogaoka Youth Castle, Tatsuhiko Nakajima & GAUS, 1972.

Beyond Metabolism: The New Japanese Architecture.
By Michael Franklin Ross, AIA.
Architectural Record Books, McGraw-Hill Book Co., 1978, 200 pp., hardbound, \$19.95.

More and more the world is becoming a village, the architectural community no less so. Publication of Charles Jencks' *Traditions in Modern Architecture* some years ago provided tantalizing glimpses into contemporary international experiments and cried out for a series of monographs exploring each of these new directions. Michael Ross' *Beyond Metabolism: The New Japanese Architecture* is one of the first to fill this need.

The author has lived and worked as an architect in Japan, and the book has benefited from his first-hand experience with the architects he writes about and the culture — traditional and contemporary — which gives the architecture much of its uniqueness. Ross writes lucidly and authoritatively about Japanese customs, thus providing essential background for his later discussion of their application to architectural theory and practice.

It is evident — both in word and pictures (many taken by the author) — that Ross has personally visited the buildings and, in several cases, explored them thoroughly. In refreshing contrast to some authors, who interpret architecture second-hand through photographs and magazine articles, Ross allows us to glimpse clearly and directly this Japanese "Tomorrowland."

The book begins by defining Metabolism, the Japanese successor to earlier "isms" of the heroic modern movement such as Futurism, Constructivism, and Purism. Ironically, European modernism had gained some of its initial inspiration from traditional Japanese architecture, which, thus assimilated, re-entered Japan in a totally Westernized form to serve as inspiration for Japan's own modern movement. Has the dragon eaten its tail?

The Metabolism movement, the tone of which was set by Kenzo Tange (not officially a Metabolist) and his 1960 plan for Tokyo, addressed itself to the rapidly expanding problems of high-density urbanism. The Metabolists' answer simplified the problem, in prescribing futuristic, almost space-age, technology in the form of mega-structures.

As exciting as many of these projects appear from a design and technological point of view, the idealism they embody verged on naivete — with their plug-in capsules or service towers connected by bridges in the sky, suggesting dinosaurs in the Darwinian evolution of the modern movement.

The major portion of the book is devoted to recent, post-Metabolist work of various architects such as Kisho Kurokawa, Tatsuhiko Nakajima, Fumihiko Maki, Arata Isozaki, and Minoru Takeyama. Although some were Metabolists and some were not, their subsequent work is as diverse as their individual talents.

In one of the most fascinating sections of the book, Ross discusses the system of industrialized buildings as it is being used by Japanese construction companies. If the book has a fault, it is in its greater emphasis on individual architects and "monuments" to the exclusion of how advanced industrialized building technology is becoming a reality in Japan.

The book is profusely illustrated with large-format photographs and clear plans and sections well integrated with the text by the book's designer, Rosalie Carlson, who most certainly should be commended for its visual clarity. As a resource on contemporary Japanese architecture, the book would have benefited greatly by a bibliography of important publications on Metabolism and the individual architects surveyed. The lack of these scholarly details are more than made up by the author's viewpoint as a practicing architect and Japanophile. He has provided us with a valuable introduction to a fascinating subject.

Kathryn Smith

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Williams, and finally as Director of Planning for Welton Becket and Associates.

Pulliam feels, however, that his design philosophy was crystalized before he started working in Southern California through his experience at Harvard and in Chicago. An important later influence was Victor Gruen and his plan for Fort Worth, with its bold concept to eliminate automobiles from the city's central core and create pedestrian-oriented public spaces.

Pulliam observes that "Planning is interesting and has broader social implications, but the process is slower. The projects take years to materialize. Architectural projects are more immediate and enable one to work with materials — to get one's hand in." For these reasons, Pulliam enjoys involvement in both areas.

Private Practice

Pulliam established his own practice in partnership with Bernard Zimmerman and Mortimer Matthews in 1960. From 1970 to the present he has been a partner of Pulliam, Matthews and Associates. The firm is unusual in that Matthews has been deeply involved in public affairs. "When we started the partnership, it was decided that the principals should become involved in something other than architecture," Pulliam states.

Matthews was a founder of the Pasadena Design Committee — his introduction to public affairs — then went on to successfully seek elective office. Over a ten-year period, Matthews has served as a Pasadena Planning Commissioner, had two successive terms on the City Board of Directors, and two terms as Mayor of Pasadena.

Pulliam's outside activities have been in education and involvement with the AIA. He taught design at the USC School of Architecture from 1968 to 1970 and is currently a part-time faculty member at Cal Poly Pomona's School of Environmental Design. In addition, he is a member of the Pasadena Design Committee which reviews all public work for that city.

Pulliam, Matthews and Associates has offices on a quiet courtyard of the Granada Building in Los Angeles. The spacious two-story bays of the building, with open mezzanines, arched windows and meticulous Spanish period detailing, juxtaposed with the clean lines of simple modern furniture and drafting stations, and interior color reduced to grey and white, are indicative of Pulliam's design viewpoint: a continuing development based on International School principles.

Design Objectives

Pulliam stresses plan simplicity: an almost classic plan that is easily understood, facilitates individual orientation, and allows flexibility in use and future remodeling. There is frequent use of courts or atriums, either open or with skylights — a plan element indigenous to Southern California. Sun control, particularly relevant in this climate, is provided by the use of recessed or screened glass and by planting.

The creation of public spaces, particularly in commercial projects, is a major objective for Pulliam. Structures are often set back to create landscaped public plazas. His buildings are usually composed of not more than one or two basic geometric elements, resting on a base or podium to create a horizontal reference plane. Pulliam's work shows a concern for what Mark Goldstein calls "lastability" — the ability of architecture to age with dignity. He strives to use materials simply and directly.

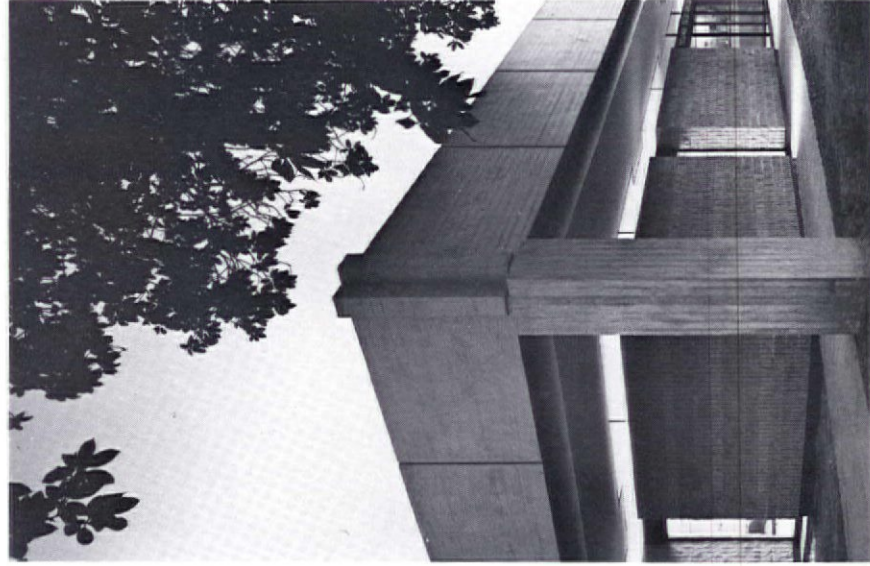
Pulliam's style is characterized by a strong structural expression in which the vertical and horizontal intersection of planes is often broken or penetrated by skylights or continuous window strips. Similar disjunctive techniques appear with



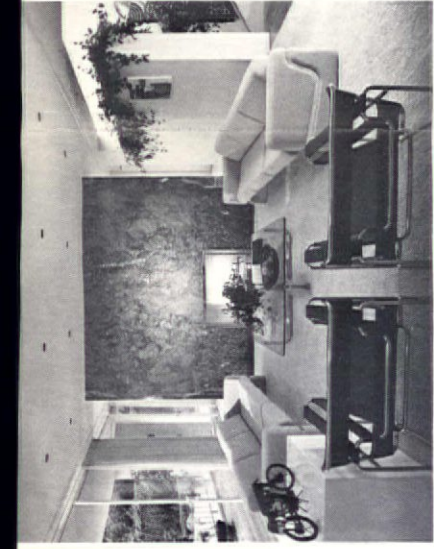
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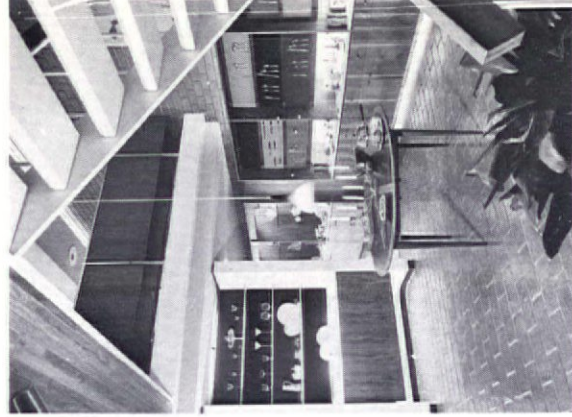
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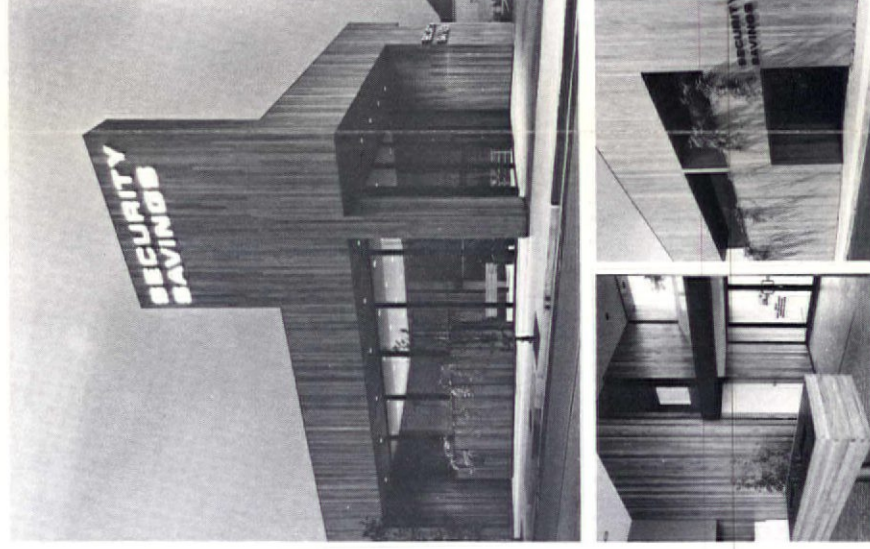
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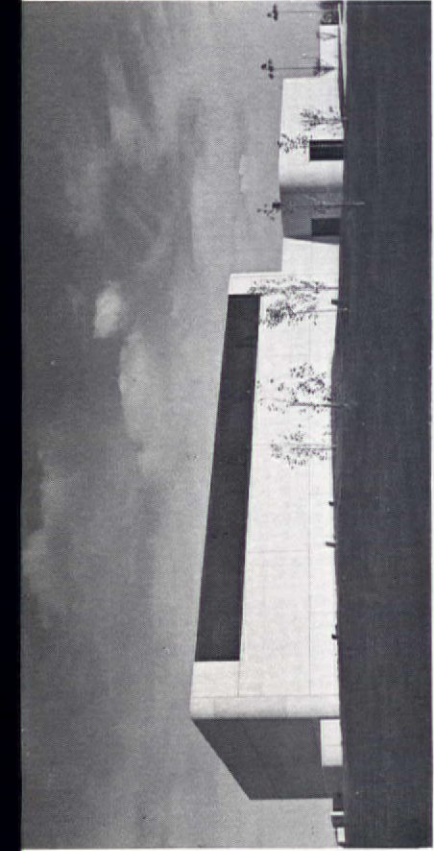
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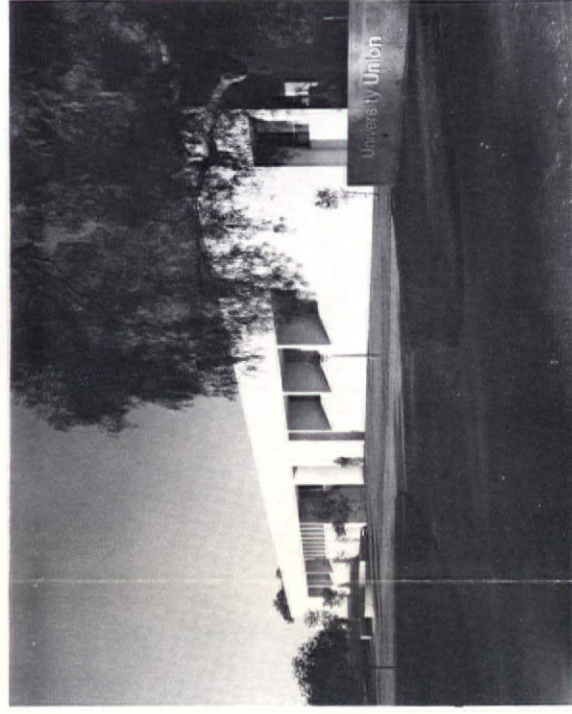
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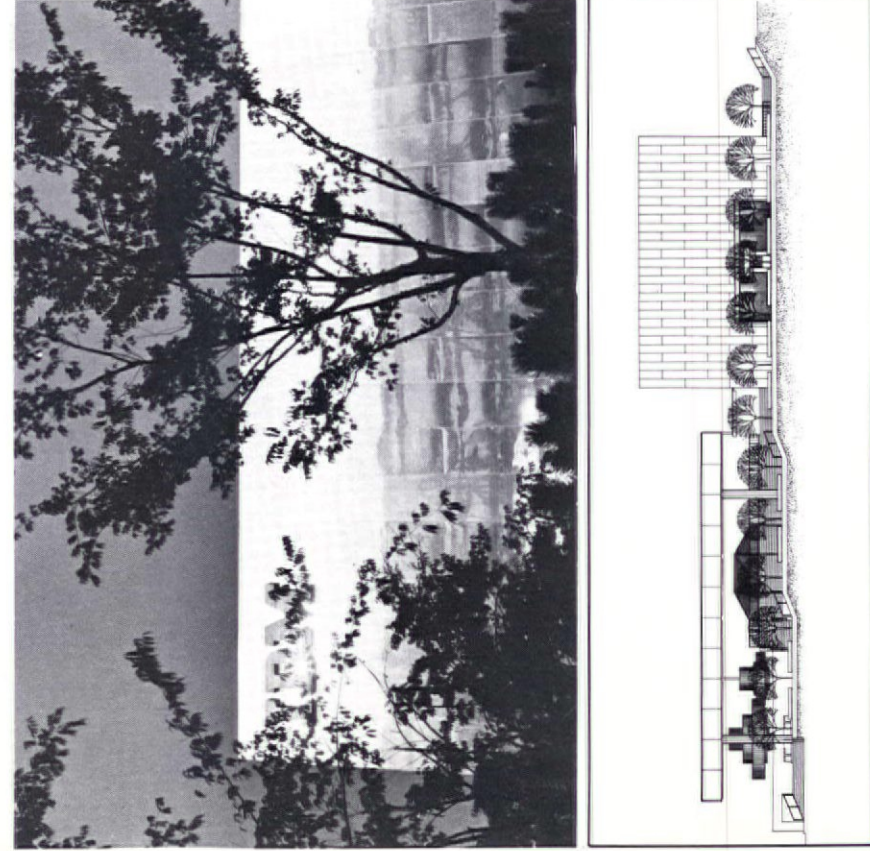
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projects illustrated here, except #1. Whatever credit the firm's work may deserve should be equally spread among these individuals and the rest of our staff."

Kenneth Dillon, AIA

KEY TO ILLUSTRATIONS

1. United California Bank, West Arcadia Branch, 1971.
2. Koch Residence, Pierpont Beach, Ventura, 1971.
3. Kersey Kinsey Office Building, 12345 Ventura Blvd., Studio City, 1978.
4. Beacon Street Redevelopment Project, San Pedro, 1970.
5. Circus World (*), Ringling Brothers Barnum & Bailey Circus, Orlando, Florida, 1972.
6. Allstate Savings and Loan, Glendale Branch, 1978.
7. Heidemann Residence, Beverly Hills, 1971, SCC/AIA Honor Award.
8. Los Angeles County Regional Park, Cerritos, 1976.
9. 240 South Lake Building, Retail Shops, Pasadena, 1961, SCC/AIA Honor Award.
10. University Union, California State Polytechnic University, Pomona, 1974, SCC/AIA Honor Award.
11. Lamanda Park Branch Library, Pasadena, 1966, SCC/AIA Honor Award.
12. Security Savings & Loan, Temple City, 1975.
13. IBM Pavilion (*), Expo '70, Osaka, Japan, 1970.

(*) In association with Herb Rosenthal & Associates.

PHOTO CREDITS:

- Glen Allison: Koch Residence, Circus World, Cerritos Park.
Paul Bielenberg: Allstate Savings.
Thomas Peter Brosterman: IBM Pavilion.
Grover Gilcrest: Kersey Kinsey Building.
Marvin Rand: 240 South Lake Building, Lamanda Park Library.
Julius Shulman: Heidemann Residence, Cal Poly Union.
Wayne Thom: UCB, Cal Poly Union, Security Savings.

CHAPTER NEWS AND NOTES

1979 COMMITTEES

Following is a list of the Chapter directors for 1979, the committees they are responsible for and the chairmen of the respective committees.

Director: Harry Newman: Public Architecture, Lorenzo Tedesco; Legislative Liaison, Norma Sklarek; Selection, Compensation, Insurance, Peter Creamer; Architects in Government, Joel Breitbart; Building Codes and Health Facilities, Fred Rochlin.

Director: David Crompton: Urban Affairs, Jerry Pollak; Housing, Marvin Berman; Energy, John Mutlow; Transportation, Richard Thompson.

Director: Jerrold Lomax: Meetings and Programs, Charles Slert; Exhibits & Awards, Anthony Lumsden; Technical Programs (Continuing Education Liaison with Producer's Council), Robert Oltman.

Director: Louis Naidorf: L.A. ARCHITECT, Tim Vreeland; Liaison with Professional Societies, Howard Kurushima; Communications, Paul Jensen and Robert Allen Reed; Cultural Heritage, Bernard Judge.

Director: Richard Conklin: University Education and Liaison with Architectural Schools, Martin Gelber; Pre-University Education & Scholarship, Thor Gulbrand; Associate Representative, Fran Offenhauser; Liaison with Student Affiliates, Thomas Holtzboog; Student Representative, Edward Martinez.

Director: Clyde Smith: Membership, George Crane; Fellowship, Carl Maston; Ethics & Practice, Liability Insurance, Arthur O'Leary; By-Laws and Rules of Board, Margot Siegel.

Chapter members interested in helping with any of these committee activities are urged to contact the committee chairman.

The 2,151st meeting of the SCC/AIA Board of Directors, November 7, 1978: Jerry Pollak and Mark Hall, co-chairman of the Environmental Affairs Committee, presented a draft letter to the RTD in support of its efforts to plan a rapid transit starter line, and the letter was endorsed by the Board [the letter is reprinted elsewhere in this issue]. A report submitted by Stuart Greenfield of the Membership Committee indicated that,

because of new AIA Bylaws regarding eligibility requirements for Associate Members (especially "working under the supervision of a licensed architect") the Chapter was losing a large number of talented people; subsequently, the Board passed a motion by Ken Newman stating "That the SCC/AIA is resolved to extend Associate Membership to allied professionals of closely related fields. And that we feel that the acceptance of these professionals is in line with Institute goals, specifically by enrichment of our profession by relationship with allied fields." It was further recommended that the Chapter Bylaws should be amended to include a Professional Affiliate category in line with National Bylaws; the Membership Committee will bring a report on this issue to the Board. Jim Pulliam reported on the January AIA Grassroots meeting in Los Angeles and Chapter plans to host a party for meeting delegates on January 22.

Senior Architectural Production Persons

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Morris Verger, FAIA, past-president of the SCC/AIA, has been elected vice-president/president-designate of the CCAIA for 1979. Ken Newman, outgoing president of the SCC/AIA Associates, begins his term this month as 1979 CCAIA Associate Director for Southern California.

A one-day seminar entitled "Non-Residential Energy Regulations Technical Information" will be held on Saturday, January 13, 9 a.m. - 5 p.m. at El Camino College. Sponsored by the Cabrillo Chapter/AIA and the Institute of Heating and Air Conditioning Industries, the seminar is designed to teach basic ASHRAE-method heating and cooling load calcs for Title 24 regulations to architects, contractors, and related professionals. Cost is \$65 for AIA and IHACI members, \$75 for non-members. For information, call Dan Young at 376-8803 or the IHACI office at 467-1158.

Ken S. Evans has been appointed L.A. ARCHITECT's new advertising director. He comes to the job with extensive experience in advertising and marketing services for a wide variety of fields, ranging from electronics to religion. In addition, he currently serves as a publisher's representative for media services in the health food and citrus industries, including the trade magazines *Health Food Communicator* and *Citrograph*, and the radio feature "Health Club of the Air," a consumer program on nutrition and health.

Evans lives in South Pasadena with his wife, Anne, and their two children, Jennifer and Matthew.

Persons seeking information on placing ads or ad inserts in L.A. ARCHITECT are urged to contact Evans directly at his office at 225-7937.

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Carol (Mrs. Victor) Newlove has been elected 1979 president of the Southern California Chapter Women's Architectural League. Since joining the Chapter in 1976, she has chaired both the Home Tour and Hospitality Committees and has served as corresponding secretary. A graduate of the Pittsburgh Hospital School of Nursing, Carol is a registered nurse and is currently associated with St. John's Hospital in Santa Monica. The Newloves have three children.

Other Executive Board Members are: **Shirley (Mrs. Albert) Lambinon**, recording secretary; **Ruth (Mrs. Roger) Bown**, corresponding secretary; **Jennifer (Mrs. Stuart) Greenfield**, treasurer; **Martha (Mrs. Ralph) Bowerman**, parliamentarian; **Kathy (Mrs. Stanley) Brent** and **Betty (Mrs. Raymond) Gamble**, will serve as directors.

Committee chairpersons are: Historian: **Sarah (Mrs. Frank) Smizer**;

Home Tour: **Sally (Mrs. William) Landworth** and **Sandi (Mrs. William) Holland**; Hospitality: **Gretchen (Mrs. Peter) Creamer**; Membership: **Anni (Mrs. Edgar) Szanto** and **Kay (Mrs. Robert) Tyler**; Program: **Inny (Mrs. Arthur) O'Leary** and **Shirley (Mrs. Albert) Lambinon**; Project L.A. Beautiful: **Nancy (Mrs. Paul) Hoag**; Public Relations: **Janice (Mrs. Donald) Axon** and **Diane (Mrs. David) Duplanty**; Scholarship: **Sandi (Mrs. William) Holland**.

Installation will be held on January 20 at the Biltmore Hotel.

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