

THE TEXAS ARCHITECT

MARCH

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COVER PHOTO:

A NARROW CORNER LOT AT THE INTERSECTION OF ACTIVE THOROUGHFARES IS THE SITE OF THE HOUSTON RESIDENCE OF M. E. LOY. THE FORMAL RESIDENCE DESIGNED BY P. M. BOLTON ASSOCIATES OF HOUSTON, CAREFULLY RELATES ITS INTERIOR ACTIVITIES TO A LANDSCAPED TERRACE AND POOL. THIS RESIDENCE IS A "TEXAS ARCHITECT" 1966 SELECTION.

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THE TEXAS ARCHITECT

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LISTEN FOR THE TROUBLE SIGNS

*What is a child?
 An open-mouthed smile.
 A sky-top dream. The holder
 of tomorrow.*

What is an adolescent? A face in the doorway. A mixture of defiance and reliance. A child with adult hands. An adult with child's need for love. Bread in which the yeast of adulthood is rising.

Children! Young adults! The whole American culture embraces them. *Our* children are strong of limb and mind.

This, at least, is the American dream. But the American tragedy is that, beyond the door of normalcy, there are young people who are, right now, lost to the world. Some of these young people are silent harps through which the winds of discord blow. Others are noisy music, garbled and constant.

In 1962 when President Kennedy called back all of his advisers and then made public his telecast about Cuba, we were suddenly faced with the idea that war was possible, not sometime in the future, but now. Many of us went into a state of panic and im-

mobilizing terror.

Can you imagine being that terrified all of the time? Of not knowing whether the world would exist tomorrow? Or whether you were real enough to project an image in a mirror? Can you perceive of the panic which might come to you if you could not visualize where your feet or arms were?

These feelings are experienced by seriously emotionally disturbed children. How they express their panic may be very "unpretty" and unappealing . . .

John, for example, talks all of the time. His language is a gibberish. In a sense, it protects him. It keeps him from communicating with anyone.

But Helen, face to the wall, talks to no one, sees no one, hears no one. She is, instead, sealed inside her small world, a ship in a bottle.

Then, there is Brent, who goes into a panic, eyes rolled back in his head, whenever his mother leaves him. And Melanie, who notices no one, who will not eat, who throws up food she swallows.

The concept of childhood mental illness is recent and difficult for many people to accept. Yet it is a reality.

CHILDREN OF THE WIND

*A child crying
solitary in a lonely spot;
a tree falling in the forest—
there may be no reverberations
of either unless there are
ears to hear them.*

Seriously emotionally disturbed children may be thought of as "little children of the wind," because their solitary crying is often expressed in behavior which alienates people and turns them away. They are youngsters withdrawn to the point of total unresponsiveness, returned to the dark and undemanding womb of silence and of shadows. Or they are children in motion, automatons warding off fear and evil as they perform their magic incantations by running and twirling and speaking their strange gibberish. They are children of panic and of fear, and their parents share their bewilderment and their fright.

The twentieth century has often been designated as the century of the child, which in our culture often denotes the girl with dimples and golden hair, the boy who achieves and grows, the youngster of "our" community. Yet within the twentieth century, also, the mentally ill child has been "discovered." For it was about forty years ago that the designation of childhood schizophrenia came to be used by the experts. Only then was it commonly recognized that children, infants, toddlers can be mentally ill—seriously sick and needful of help.

It is now known that a half-million children in our child-centered America are gravely disturbed, sick enough to need prolonged professional aid in a sheltered environment. Another two and a half to four million are disturbed enough to require professional aid for varying periods.

Should a half-million of our children be stricken with a dread disease, we would declare a national emergency, mobilize our forces, anchor community resources, do everything in our power to bring the disease under control. But because the mentally ill child wears as many guises as revelers at Mardi Gras, because diagnosis is difficult and treatment prolonged, because parents often do not recognize the illness or are ashamed to discuss it, because there are no appealing "poster girls" for mentally ill children—these sick children and their families often limp along for months and tiring years, meeting each day with fear and apprehension.

What, then, is our responsibility as citizens, as church members, toward the emotionally disturbed children in our midst? Perhaps our greatest responsibility lies in drawing a circle large enough to draw them and their families into our own patterns of living. When the history of the twentieth century is written, it is possible that the fragmentation of people may be cited as our greatest mistake. The "old," the "mentally ill," the "retarded," the "delinquent," have become tagged and labeled segments of the population. ■

Excerpts from "LISTEN FOR THE TROUBLE SIGNS"
"THE CHURCH AND DISTURBED CHILDREN"

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M. E. LOY RESIDENCE

HOUSTON,

TEXAS

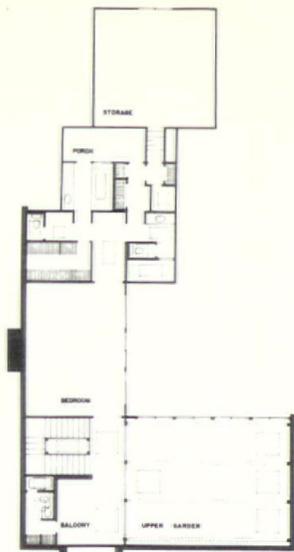
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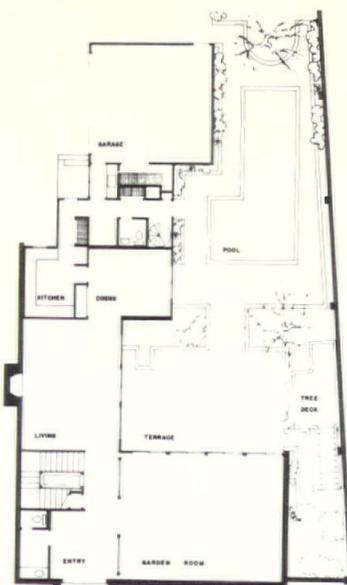
TEXAS

The architect was given the responsibility to design a formal residence for adult living. The client and his wife required space for only occasional guests. The site was a narrow corner lot at the intersection of active thoroughfares, where neighborhood property restrictions dictated the design of a two story residence.





SECOND FLOOR PLAN



FIRST FLOOR PLAN



Exterior brick walls, broken only by the entry door, shut out the noisy intersection. The living and service spaces formed against these walls and dominated by the two story garden room, open to a landscaped terrace and pool.

The exterior of the house is champagne colored Mexican brick. Floor areas are predominately terrazzo with some carpeting. The exterior paving is brick and pebble concrete. Prominent interior features are the carved fireplace frame and exposed wood beam ceiling, while a terraced tree house highlights the private courtyard. ■

THE TOTAL CITY AND SUBURBAN SPRAWL

Address by

RICHARD W. O'NEILL

Editor, House & Home

Before the

Houston Chapter

American Institute of Architects

First off, let me define some of the dimensions of our problem in planning for the total city.

Today about 70% of the U. S. population is clustered within just one per cent of our total land mass. Over 40% of our total population lives in just the top fifty metropolitan areas of the U. S. Almost 90% of all homes constructed in 1964 were in 220 top metropolitan areas, and over 60% were in the top 50.

In a few years four-fifths of us will be packed into our cities and suburbs, and by the year 2000 about 90% of our population—which will have doubled, up to 360,000,000 people—will live in huge metropolitan areas covering less than 2½% of our land mass.

This means we will add about 150,000,000 more people to the numbers of people now living in cities and suburbs. This concentration of people in and around our cities poses monumental problems that may call for monumental solutions.

In the next 35 years, we will probably replace 50,000,000 dwelling units and add another 50,000,000 dwelling units, some 100 million more units of housing in the United States.

In effect, we will build almost an entirely new man-made urban environment in the next four decades.

Awesome as that may sound, it is a proposition I think

we can handle. One of the basic tools we will use is urban renewal, a broad measure that has recently come in for much criticism. I'd like to position for you briefly urban renewal and its critics.

Within a few short years after World War II, it was apparent that cities were in serious trouble. The path to affluence seemed to head right into suburbia, and millions of aspiring white families took it. The slums—which had never been an unbearable burden on the American conscience anyway—proliferated, and the city's physical condition decayed in consonance with its fiscal condition.

In fact, the city became caught in its own particular cycle of poverty. As the middle-income white families left and were replaced by lower income families, real estate values—and the subsequent municipal tax take—dropped, and the city's capacity to meet its economic problems declined, too. As municipal services and particularly schools deteriorated, more middle-class families were motivated to leave. And so it went.

In the midst of these massive geographic and economic shifts, the Federal Government proposed a new solution to the slum problem—urban renewal. Basically, the Housing Act of 1949 made funds available to cities for the acquisition and clearance of slum properties and the resale of the cleared land to private builders who would redevelop such land according to a publicly conceived and approved plan.

Public housing was just gathering steam as a public works endeavor when World War II came, and our efforts were turned to defense living. After the war, public housing continued to be opposed by the private building industry. So, the thought naturally arose to harness private industry to the social objectives of clearing slums through urban renewal.

The concept was not really new. Back in 1930, Harland Bartholomew, speaking before the Convention of the National Association of Real Estate Boards, pointed out two reasons why private enterprise could not clear and rebuild slum areas. One was that a private entrepreneur seldom can assemble all the small parcels of a slum area into a larger, marketable tract. The other is that slum buildings, even though substandard, produce income and have value usually too great for the private entrepreneur to absorb. Mr. Bartholomew suggested that local governments be empowered to overcome these obstacles.

Within urban renewal's first five years, 1949-1954, it was apparent that there was more to this than met the eye. Most of the early projects were started in or near the worst slums. Most of these slums were heavily Negro, or, in the case of New York, also Puerto Rican. These areas were not only about the worst, but they were often easier to handle than other, more affluent neighborhoods.

At the same time, the desperate need for more city tax revenues pressed cities to strain for high-value land uses. This translated into high-priced housing, or at least housing priced well above the capacity of neighboring residents to pay. Even when the original redevelopment plans specified moderate-income housing, there were no effective financial tools to facilitate it. The anomalies inherent in this situation did not escape the urban poor, or the critics of urban renewal.

It should not be surprising that renewal has failed as yet to provide for the disadvantaged groups in our society. Even though urban redevelopment was introduced as part of the 1949 Housing Act, which in its preamble promulgated the national housing goal of "a decent home and a suitable living environment for every American family," the program was not developed to fulfill this dream. Nothing in the history of genesis of urban renewal or in the mechanics of the program would suggest that it could make a substantial contribution to decent housing for low- and moderate-income families. Indeed, almost two-fifths of the new construction under urban renewal has been non-residential, and over the years amendments to the Housing Act have persistently moved in the direction of expanding and commercial, industrial, cultural, and civic scope of renewal activity.

Non-residential projects are very important in enabling cities to stabilize their tax and economic base so that they can provide needed community service and facilities essential to the conservation and improvement of residential areas. Most non-residential projects are undertaken by communities which are also carrying out residential

renewal projects, and most projects classified as non-residential actually involve the elimination of many substandard houses and the provision of cities for new housing in the non-residential project.

With public housing, at least there resulted, after slums were cleared, housing which was within the means of the poor. But this new urban renewal business knocked down the slums and then rebuilt for the class which needed it least—the affluent.

This is, of course, an over-simplification. Urban renewal does provide better housing for slum dwellers. An urban renewal project cannot be carried out unless and until standard housing is available. It is generally most economical for this housing to be in other areas. But building for the affluent was nevertheless the urban renewal image. And it is this image which we must understand and deal with today, when our whole approach is so very different from what it was then.

Critics of urban renewal say it does too much. Others say it does too little. The latter fail to recognize that the whole process is still new and takes a lot of learning how to do. Ten years ago the University of California Library contained not a single card catalogue reference to urban redevelopment or urban renewal. The first graduate training program for urban renewal was established just three years ago.

Yet a turning point was reached in urban renewal in 1963 which was ignored by a recent critic enamored of his computer but careless with his data. Armed with his computer, this young academician discovered that before you can rebuild a slum you must tear it down. If you look at it then, you can conclude that the whole effort is a failure. He failed to see that in 1963 local urban renewal agencies were able to make more cleared slum land available for development by private enterprise than in any previous year—in fact, half as much during that year as in all previous years of urban renewal combined. Thus the private development phase of urban renewal has only recently achieved its major impetus.

Critics ignorant of timing in urban renewal ignore also that private development in urban renewal projects is subject to the private real estate market. Pittsburgh's famous golden triangle project was started before there was any federal financial assistance for urban redevelopment. It was carried out by the eminent domain powers of the Pittsburgh Redevelopment Authority and the private funds and management of the Equitable Life Assurance Society. It has been in process for more than sixteen years and only now is near completion. Yet few today would say that the effort was not worth doing.

As such developments become visible in more and more cities, we shall more readily recognize that in urban renewal we are forging a highly significant tool for our Age of Cities. We no longer merely have to decry the slum, feel sorry for its occupants, and wish we could do

THE TOTAL CITY AND SUBURBAN

S P R A W L

something about it. Where land use obsolescence is the problem, we now can change it to a higher and more productive use.

Now the most important effect renewal had upon the city's poor was to identify them. Not that people didn't know where the poor lived—slums *are* pretty visible even though commuters headed for the suburbs try to hide behind their newspaper. This country has generally not become pre-occupied with the problems of the poor, although there have been occasions when Jacob Riss or Jane Addams could stir strong reform sentiment. By and large, though, the nation's guilt about its poverty-stricken has been assuaged by simply sweeping them under the rug—into the slums.

But urban renewal lifted the edge of the rug; it helped identify the poor in several ways:

1. By delineating impoverished neighborhoods for municipal action.
2. By displacing impoverished families.
3. By attempting to relocate these families into decent housing.
4. By rebuilding renewal areas for families or individuals who are, by and large, not poor.

An under-appreciated facet of renewal's role in identifying the poor has been simply this: Urban renewal was the first Federal program which promised to find better homes for those families displaced by government action. Reports from all cities with Federally backed renewal programs have indicated that the great majority of families moved out of renewal areas were located into decent housing.

The relocation process, however, no matter how successful it might seem—measured by numbers alone—raised some obvious problems. It uncovered a tangle of social difficulties, yet it was still committed to action out of its context which had been basically a real estate operation. Relocation, in identifying the problems of the urban poor, showed us that, unless renewal considered more than real property, it could never be wholly successful. It became obvious that unless the program could reclaim the human spirit, as well as the land, it could not play its proper role; it could never live up to that promise, enunciated so ringingly in 1949, of a "decent home and suitable living environment for every American family." If other conditions of life—low income, disorganized family situations, and problems of physical or mental handicap—continue to be the same, then better housing can only ameliorate these conditions, but hardly abolish them.

And this is the principal problem urban renewal raised—that it brought to the spot light all the other basic problems of the center city poor.

The most critical need remains: the need to maximize

human opportunities. Or, sticking to urban renewal terms, the need to restore fully the city's primary function: the fullest opportunities for the civilization of man. Urban renewal has worked very well in that direction. It has become a catalyst for developing and refining a host of other tools for making our cities what we want them to be. Planning, zoning, subdivision controls, capital improvement budgeting, greater efficiency in local government, better schools, attacks on poverty—what it all adds up to is that we have devised the means for the greatest effort ever made to create truly good cities for the vast majority of our people who live and work in them.

We are beginning to do just this, and the scale of the enterprise is enormous. The very term, "urban renewal," has come to embrace a wide variety of activities for upgrading the urban environment. When Harland Bartholomew talked to the Realtors in 1930, the number of his fellow city planners was about equal to the number of eggs in a farmer's egg basket. Today the American Institute of Planners has a membership of about thirty-five hundred. By late 1964, 762 cities were undertaking 1,532 urban renewal projects. In 1954, only about 13% of the cities had modern building codes. Today this figure has increased to 76%. We have new types of civic organizations, like the Cleveland Development Foundation and The University Circle Development Foundation, in which businessmen and institutions have provided substantial funds to supplement the normal financing of private and public improvements. It is part of the movement for better cities that in the past fifteen years we have increased the number of symphony orchestras from 800 to 1,300; Phoenix had 2 art galleries in 1950, and 18 in 1964; Manhattan had 96 art exhibitions in 1950, and 236 in 1964. We have 5,000 nonprofessional theater groups, not counting those in colleges. The sum total is that we are working far harder today than ever before at making our cities great places in which to live and work. Much of it we are doing by using tools the generation before us knew little about.

So much for urban renewal, it is simply one tool we can use in our urban future. However, what about our sprawling suburbs? They are a far knottier problem. First off why do they sprawl? They sprawl because land is a huge problem.

Land is a problem because it already costs more than it should. In the last decade average land prices have more than tripled, and some urban and suburban land has skyrocketed as much as 2,000%.

Land is a problem because land prices will continue to shoot up as long as land values increase faster than land taxes. Land taxes are so low that they make vacant land a top investment. The best way out of this price squeeze is to drive tax-sheltered speculators out of the land market by making assessments on vacant land equal to assessments on improved property.

Land is a problem because it threatens to price housing right out of the market. In the next decade land cost

could easily triple again while homebuyers' average real income will rise only 30% to 40%.

Land is a problem because its rising price is spawning unplanned urban sprawl at a rate of one-million acres a year. Sprawl results when builders are forced to leapfrog over expensive close-in land to cheaper far-out land. And the leaps can only get longer and more frequent.

Up to now we have always been able to deal with our crises of land and urban expansion on a crash basis, rather than by long-range planning. Now we can no longer afford this seat-of-the-pants approach, and we can no longer afford to ignore a basic question: does ownership and local control of land include the right to consign cities and suburbs to chaos? In the foreword to his book, "The Quiet Crisis," Secretary of the Interior Stewart L. Udall, says, "Each generation has its own rendezvous with the land, for despite our fee titles and claims of ownership, we are all brief tenants of the land. We can misuse the land and diminish the usefulness of its resources; or we can create a world in which physical affluence and affluence of the spirit go hand in hand."

Clearly, we have reached our rendezvous with the land. We should act now, and we can act with established precedents. For instance, in the public interest, the United States has already legislated exhaustively against trade restraints that produced high prices by withholding commodities and manufactured goods from the market. Yet our land taxes, our taxes on land profits and our laws not only permit but even encourage the speculator's interference with a free land market.

The government is already deeply involved in land, even though the single most distinctive feature of this involvement is its shotgun pattern. Congress has reacted to specialized pressures, but it has never faced up to the need for a co-ordinated land-use policy. Federal aid to interstate highways fixes land-use patterns along the way. Federal aid for sewer and water supply, and for the open space-land program, can double land values overnight. And federal aids through the Defense, Agriculture and Interior departments all shape land use.

But to date both federal and state governments have made land speculation almost a cinch by bowing to local governments and letting them impose chaotic land-use patterns on entire metropolitan areas.

Builders in the New York metropolitan area must deal with 509 separate city and town zoning ordinances within 50 miles of Times Square. Each suburban town controls its land, resulting in an urban growth that is no more than a jigsaw puzzle of relatively meaningless land-use patterns. Orderly development of open land is virtually impossible, and the speculator thrives by holding on to his pieces of land.

The desperate need for better metropolitan area planning and overall land use policies is ignored by each town in

THE TOTAL CITY AND SUBURBAN SPRAWL

its devotion to local home rule. Yet the land-use problems that face communities today are not local but regional. For instance, a huge influx of new people in an area like California is a state problem: no one community created it and no community is big enough to handle it. Clearly, the use of our most vital natural resource—land—is a matter that transcends local parochialism.

What can we do about it now? Two things: on the national level we need and will soon get a cabinet post for housing; on the local level, each community needs a thorough review of their tax base—and many communities today are doing just that.

Let me address myself first to the cabinet post. Its importance stems from a desperate need for better solutions to urban problems which the present housing agency is almost powerless to solve. The economic decline of central cities, inadequate transportation, slums and blight, urban sprawl and scatteration.

Let me put the problem another way by quoting HHFA's Bob Weaver:

"The fundamental problem which the 20th Century has posed for the urban statesmen at all levels of government is one of size and complexity. The contemporary metropolis growing ever larger is not an aggregate of older small communities. Because it is a new kind of community and a new kind of economic system, we have had no easy time in making our old institutions function effectively to solve the problems which the growing metropolis creates.

"Innovation is needed in the relations between levels of government as well as within each. As Federally aided programs proliferate within our urban areas there is greater and greater need to coordinate them. The comprehensive planning which we support is a first step in ordering and coordinating urban programs. The planning requirements carried by the new Mass Transportation program is only one example of many efforts to develop a planning context within which a range of activities can be coordinated.

"Further progress in uniting the Federal thrust in the urban area can be, and is being facilitated through an extension of the planning process. It has always been our policy to depend on local agencies to carry out planning and make the planning decisions. The Federal government's role is to encourage the process at the same time that it provides financial assistance. The new Department will be in a strategic position to accelerate this and take the lead in reconciling Federal planning requirements, recognizing that no one agency of government can administer all related programs."

Specifically what would a cabinet post do for housing that is not already being done? Here are a few possibilities:

- **Community Facilities.** Cabinet status for housing could broaden grants and loans for new community facilities (e.g. water and sewer lines) and lead to FHA loans for new land development. Such federal programs could relieve builders of huge capital investments, which most of them can't afford, and open up new suburban land for housing.
- **Land planning.** Cabinet status for housing could produce more effective regional planning. In the nation's 220 top metropolitan areas, there are thousands of cities, towns and villages—each with its own set of land controls. The result is a jigsaw puzzle of meaningless land-use patterns.
- **Rehabilitation.** Cabinet status for housing could provide the coordinated administration necessary to end rehabilitation bottlenecks. After a decade of well intentioned efforts by FHA and URA, rehabilitation—the most pressing need in urban renewal—is still not a going proposition. An executive department could provide a completely fresh start, removing rehabilitation from its present administrative straitjacket.

The U. S. has already staked \$4 billion on some 1,500 urban renewal projects in 787 cities. The biggest handicaps these projects face are the rundown fringe areas surrounding them. Most of these areas could be salvaged through rehabilitation. But until they are, they will act as brakes on project completions and rentals.

A cabinet post for housing need not lead to unnecessary increases in programs and spending. Only Congress can establish new programs and appropriate funds for them. True, our urban problems will require greater expenditures in the years to come, but a cabinet post for housing could provide more for the money through tighter control and better coordination of housing and urban programs.

So much for the cabinet post.

Locally, we need a thorough tax review to help solve our land program and cut down sprawl. Community facilities, property taxes and land speculation are all tied together. If we could shift some of the burden of property taxes—which pay for community facilities—we would cut down on land speculation and the land cost spiral.

The easiest way to broaden the property tax base would be to make tax assessments more equitably related to real market values, especially those on vacant land where assessments are sometimes as little as 1% of the true value. A better, but politically unpopular way, to broaden the property tax base would be to shift more of the tax burden from the improvements on the land to the land itself. This would derive more income from vacant land held by speculators (which would drive down the price of land) and from slum lords (which might help eliminate slums).

Finally, the property tax base could be made more broad by a less liberal definition of tax exempt properties. The property tax base is eroded more and more each year by these properties. Some experts estimate that more property has been taken off American tax roles since the turn of the century than has been added. In New York City the assessed value of tax exempt property has risen \$5 billion in the last ten years and in Los Angeles County the value of tax exempt property has doubled in the last 12 years. All together as much as 30% of all real property may be tax exempt today say some experts. In some areas up to 10% of a typical property tax bill paid by a home owner may represent taxes paid for someone else's exemptions.

It is true that property taxes have increased twice as fast as personal income in the last decade. Average property taxes on FHA homes have more than doubled since World War II and now eat up more than 27% of all monthly mortgage payments. These taxes have priced many families right out of the market and now confine others to less than standard housing.

Local government expenditures to provide community facilities have risen from \$9 billion in 1946 to about \$37 billion today and are increasing almost 10% every year. To help meet these expenses, municipalities; debts have increased almost fourfold since World War II—from \$16 billion to over \$60 billion—and property taxes have increased nearly \$1 billion per year for the last 7 years, now stand near \$27 billion per year.

Even so, the tremendous growth in suburban housing in the post war years has not been matched by alike growth of public facilities. Ex-congressman Albert Rains points out that our present supply of local public works is less adequate for today's housing than it was 25 years ago when depression-spawned programs made it possible to catch up with our needs in most places. Optimistic estimates show that it will be years before we can overcome the backlog of public works needed right now.

Federal grants for local community facilities provide an immediate solution to the problem. In fact, the tax burden in some suburbs has become so heavy that many towns across the country have no alternative but to ask for Federal aid.

But long term solutions to the problem of community facilities should properly be the concern of the states. Each state is the repository for most legal power to act on urban affairs, and all states should accept a more genuine role in those affairs. A reapportionment in state legislatures should develop a new climate of opinion in which states become true partners of local governments in grappling with community problems. As they jointly consider the tax system for financing community facilities in the future, the states and municipalities should judge this system three ways: 1) it should be satisfactory as a revenue producer; 2) it should be equitably derived; and 3) its economic effects should benefit the public interest.

In the first test, present property taxes clearly fail as satisfactory revenue producers. They don't properly meet the second test either: in colonial times property taxes were based upon the ability to pay and the ownership of improved property today is no yardstick of the ability to pay. Furthermore, most community facilities benefit the community as a whole rather than just the owners of improved property.

In the third test, it can be shown that present property taxes, by cutting into new house sales, do collide with the public interest. Every new house sold generates, for the community, three to four times the income that would be derived by investing the price of the house itself. Also each new housing start can create as many as three new jobs in the community.

While I'm at it, let me point out the value of new housing to the entire community.

I think that every additional dollar spent for housing and community development has a much higher "multiplier" effect upon total employment, incomes and production than outlays for most other purposes. In fact, enlarged housing and urban renewal programs, which would eradicate the slums, would make the biggest single contribution to overcoming unemployment and low economic growth—which are in themselves the prime causes of poverty.

Let me put a few figures on what I mean here.

A \$20,000 house, when it is sold to a family, immediately represents an investment of \$70,000 to its community. In other words, every time the builder sells a finished house, he and the buyer give the community, assuming for this example that the mortgage payments stay within the community, a \$70,000 investment.

He gives the local utility a \$9,000 investment. He gives the local S&L a \$20,000 investment. He gives the local furniture and appliance merchants almost a \$19,000 investment, and so on. In other words, that amount of money would have to be invested for 40 years to bring the income that various elements of the community derive from the *occupation of the house*.

Let's add some more figures. What do 1,000 new houses bring to the community? A lot of merchants will find out quickly that these 1,000 houses will spend an average of \$3,000 for kitchen and laundry appliances, furniture, rugs, drapes, shrubbery and equipment. That's \$3 million.

Houses (or rather the market that these families represent) attract other construction: commercial shopping facilities, religious buildings, professional and health facilities. A conservative estimate of such construction would be another \$3,000 per house, or \$3 million. Site preparation and expansion of utilities would come to another \$2 million. And all of the fees and sales commis-

THE TOTAL CITY AND SUBURBAN

S P R A W L

sions recordings, title fees, etc., add another \$900 per house, or \$900,000, so those 1,000 new houses, really add over \$25 million to your community.

Now we come to the real slight of hand. It's what the economists call a multiplier effect. It means that the income spent by individuals is spent over and over again. Our F. W. Dodge economists, say that this \$25 million becomes \$50 million before it stops being spent over and over.

It's all well and good to be bearish about the impact of housing on the economic life of the community, but what about its' impact on the aesthetic sense of the community? Houston is a good case in point. In your new commercial structures in downtown, Houston is one of the most striking cities in the U. S. But in your suburbs, where buyers can get more housing dollar for dollar than anywhere else in the country, new housing still has a long way to go in using the expertise of the architectural community. The problem of getting better architecture into housing is a traditional one: builders in highly competitive situations simply feel they cannot afford good architects. But there are signs that that situation is changing. The day may not be far off, in housing, where builders cannot afford not to use good architecture.

Today we have a rather sophisticated market, a market in which good design is playing a bigger role in sales. A great segment of the market today is made up of families who want to improve their housing condition rather than simply get under a roof.

As evidence of the upgrading syndrome, let me cite two figures—the rate of new housing starts and the rate at which new families are being formed.

Housing starts last year amounted to about 1.5 million.

Last year, new families were formed at a rate of about 800,000.

The difference represents a substantial portion of the new housing market and must be composed of established families who want different and probably better housing and because of the extraordinarily good and long sustained economic condition, they're able to change for the better in large numbers.

I believe that many builders are becoming more and more convinced that it pays to obtain the best talent possible to do this job.

Developers are finding that good design and good planning strengthens their position in the market. It plays an important role in the future growth of their business; it creates better houses and better neighborhoods.

In a decade's time, intensified urbanization and increased densities should affect housing design even more strongly. Most importantly, housing design will more fully reflect the relationship of individual units to the whole

complex of the community: the rhythm of mixed building types within the same area; the lively play of varied yet harmonious architectural styles in a neighborhood; the careful siting of structures and green spaces to create better traffic patterns, play areas and landscaping; and the planned relationship of housing to recreational, educational and commercial centers.

Although architects have played a very minor role in housing design in the post-war years, the increasing emphasis on multi-family and higher-density housing does foreshadow greater contributions from the architect and greater awareness of his role. Never before has there been such broad responsiveness by the public to the development of new architecture.

Complex design problems and high land costs in multi-family tend to bring architects into the picture more often than they are brought in on detached single-family housing. In addition, an extremely competitive market, now and in the future, for multi-family will force better, professional design.

The buying public is far more knowledgeable today about good housing. And this new awareness of all the things housing should be, both tangible and intangible, is being felt in the market. Say some experts, "the shelter of tomorrow must more fully respond to the basic human needs for dignity, community of interest with his fellowman, and expression of personality—all the other benefits of technique, functionality, and beauty are otherwise wasted."

Let me quote President Johnson, from some of his recent messages to Congress, on the subject. He said that "association with beauty can enlarge man's imagination and revive his spirit. Ugliness can demean the people who live among it. What a citizen sees every day is his America. If it is ugly, it can degrade his existence." . . . if the nation is to have beauty where most of its citizens live there must be attention given to the architecture of building, the structure of roads, preservation of historical buildings and monuments, careful planning of new suburbs. A concern for the enhancement of beauty must infuse every aspect of growth and development of metropolitan areas. It must be a principal responsibility of local government, supported by active and concerned citizens We must rescue our cities and countryside from blight with the same purpose and vigor with which, in other areas, we moved to save the forests and the soil."

Of course, it is all easy to say, but one vision we have yet really to develop is the kind of cities we want. We don't know enough yet about how the environment affects the individual, the family and society. We have yet to reconcile the values of neighborhoods, and self-governed communities, to the necessities of whole urban complexes in which private life extends across separate political jurisdictions. We have yet to place utilization of land in the value context of our new size of urban places and high

rate of urban growth.

Vision is needed in the collective use of our public tools for city building and rebuilding. It takes vision to balance the interest of majorities with the right of minorities. It takes vision to plan ahead to 1975, or 1985, or the year 2,000—to anticipate what the addition of another million people and automobiles will do to a given city—to become committed to an urban renewal project that will take sixteen years to finish.

These are visions which public officials must have. However, the elected official can seldom be alone, or perhaps even first. His constituency must have vision with him. Because businessmen plan ahead in their own enterprises, they should provide leadership in planning ahead for the enterprise that is the city, old or new. The city and its suburbs is a huge problem and in part this problem is being met by one of the revolutionary phenomena of today's urbanization—the trend toward developing wholly new communities. Perhaps half our urban development of the next decade or two will be on this large scale. Has American industry even begun to assess what it can mean to industries' products and services when new cities for 25,000 or 100,000 or 200,000 are built under one comprehensive plan. . . . With concurrent industrial development to provide jobs and tax resources, schools, recreation facilities, convenient shopping and all the rest that makes up a whole community? How many industries are prepared to say to the new community developer: "Here is what we can do for you that you don't know about—for more economical construction, for better transportation and communications, for large scale heating and air conditioning, for beauty and the pleasures of living?"

The problems our cities face today are nothing compared to the problems they will face tomorrow, unless we as a nation act to solve those problems now. We have the techniques, know-how and the potential legislative tools to build a much better urban future.

In closing, let me again quote HHFA's Bob Weaver: "I hope that future historians when writing about the 1960's do not report as negative a picture as that which existed in our 19th Century cities. Will they write that we were as impotent in dealing with the forces creating suburban slums as we were in dealing with earlier urban problems? Will they write that we failed to learn how to co-exist with the automobile in an urban setting?"

"I believe we are capable of innovation at all levels of government and in compatible relationships between levels. Ideologies seeing irreconcilable differences between city folk and suburbanites are as outmoded as the old Marxist theories of economic class struggle. Hostility between levels of government seldom makes sense, either. An urban power structure is best which blends private and public efforts to solve problems efficiently and democratically. Let all of us seek for new concepts and techniques which will strengthen all participants in the urban adventure, and make their relationship productive." ■



A RANCH HOUSE

WALLIS,

TEXAS

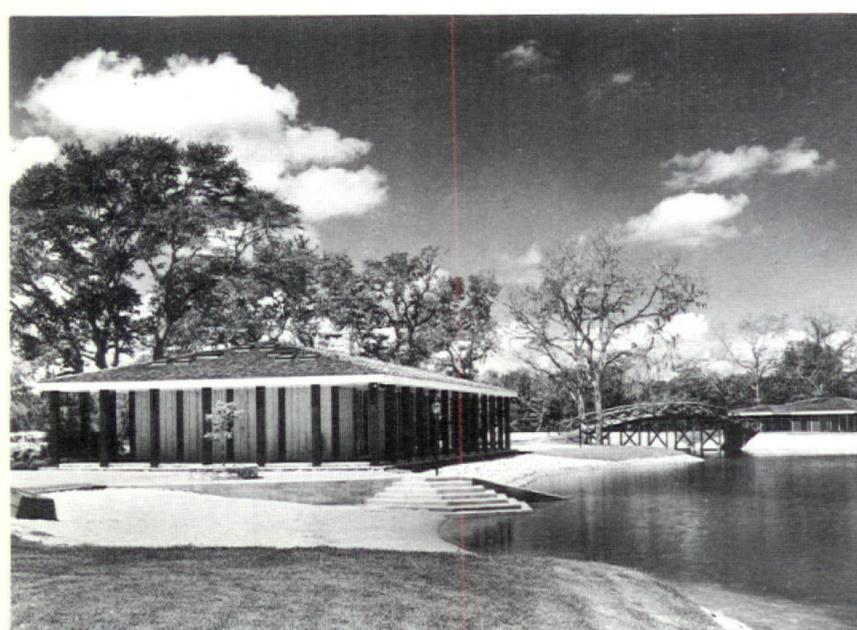
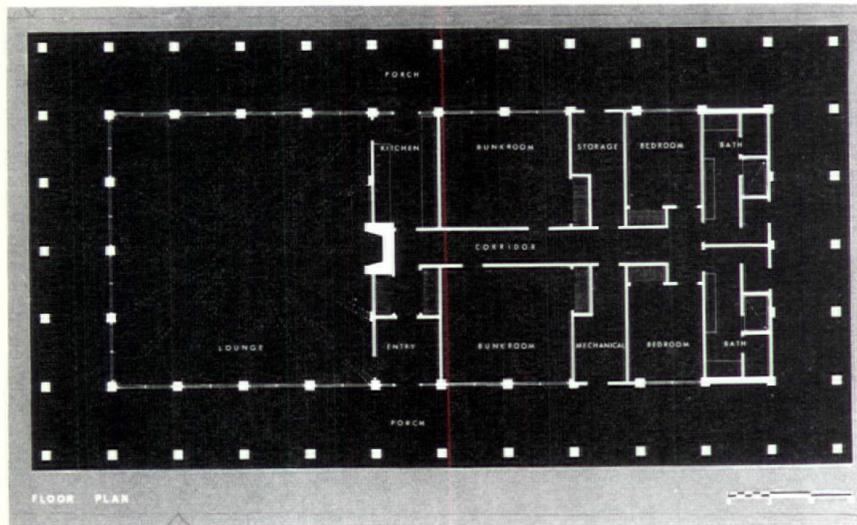
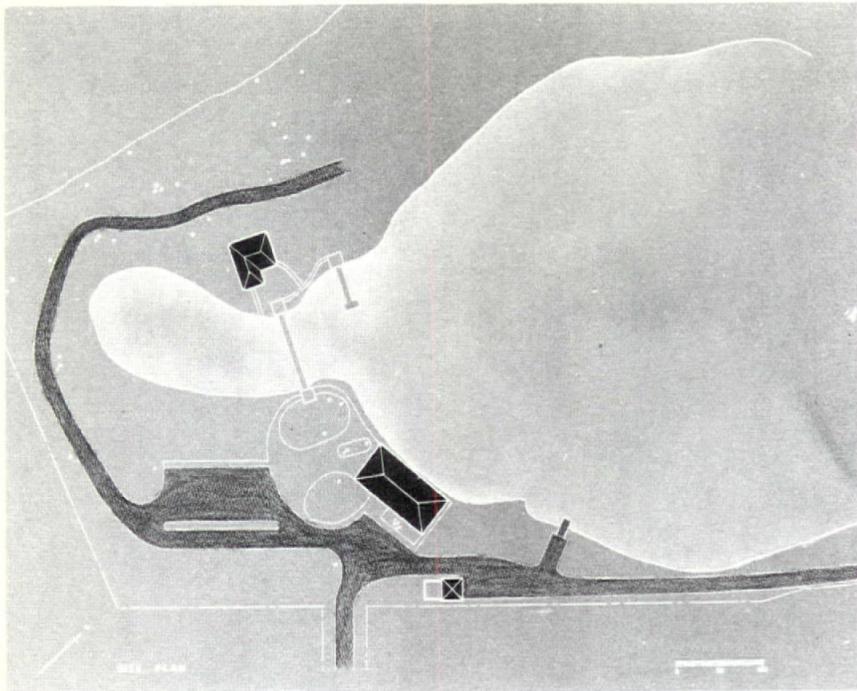
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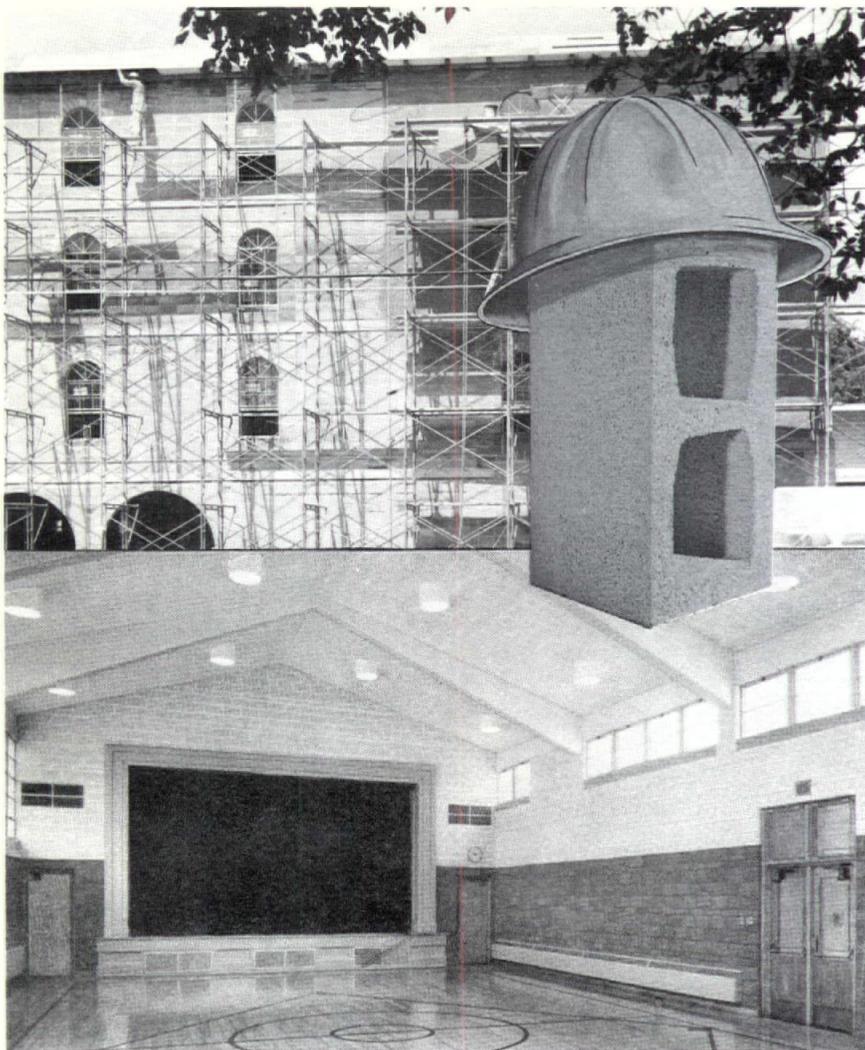


The living-dining area is at one end of the plan with two combination dressing rooms and baths at the other. The bedrooms form the center section. A small kitchen opens off the living room. Every room opens to a large colonaded porch that surrounds the entire house opening to the lake and the ranch acreage beyond.

The exterior of the house is of cedar board and batten, and charcoal solid cedar posts. The entire floor area of the house and porch is orange colored Mexican cement tile. All of the interior walls are painted pine boards. The living room is paneled in teak, with antique brick fireplace. ■

BALTHAZAR KORAB—Photographer





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FREEWAYS

"THEY'LL PROBABLY BUILD A FREEWAY TO THE MOON before they build one in San Francisco," said Mayor John F. Shelley. The city's 11-man Board of Supervisors rejected with finality two proposed freeway routes in the city and thus forfeited \$250 million of Federal money. These roads would have been part of the planned 41,000 mile Federal interstate system, now 52% complete. Observers agree that most opponents fought the proposed freeways here because they felt they weren't the right kind. "A freeway of eight 12-foot lanes is fine for rural areas," stated one freeway foe, "but we don't want such a monster tearing through a beautiful place like San Francisco." A number of city leaders have urged that the freeways go underground. The question increasingly confronting planners and Federal highway fund managers is whether to expend considerably more money than planned to redesign urban freeways with aesthetics in mind, or face, as a possible alternative, having no new freeways at all.

A Transportation Study of the Bay Area, a regional survey of all transportation needs, will be completed in 1968. Supervisor George Moscone, a member of the BATS panel says, "It makes sense to wait for the results of a comprehensive study that will include all phases of transportation rather than rushing to build freeways just for the sake of getting Federal funds. It is encouraging," he added, "that every freeway plan rejected by the city in the last several years has resulted in another plan that was less destructive."

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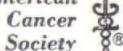
Frank Sinatra knows the seven warning signals of cancer. Do you?

- 1. Unusual bleeding or discharge.*
- 2. A lump or thickening in the breast or elsewhere.*
- 3. A sore that does not heal.*
- 4. Change in bowel or bladder habits.*
- 5. Hoarseness or cough.*
- 6. Indigestion or difficulty in swallowing.*
- 7. Change in a wart or mole.*

If a signal lasts longer than two weeks, see your doctor without delay.

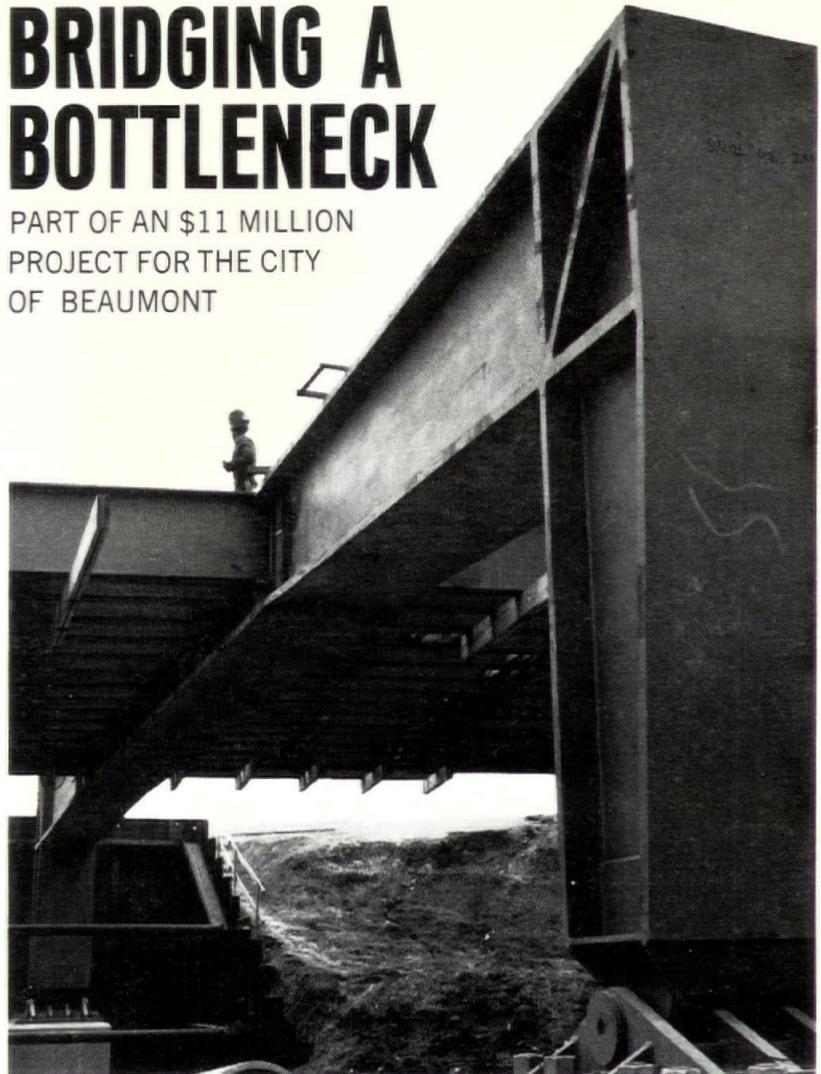
It makes sense to know the seven warning signals of cancer.

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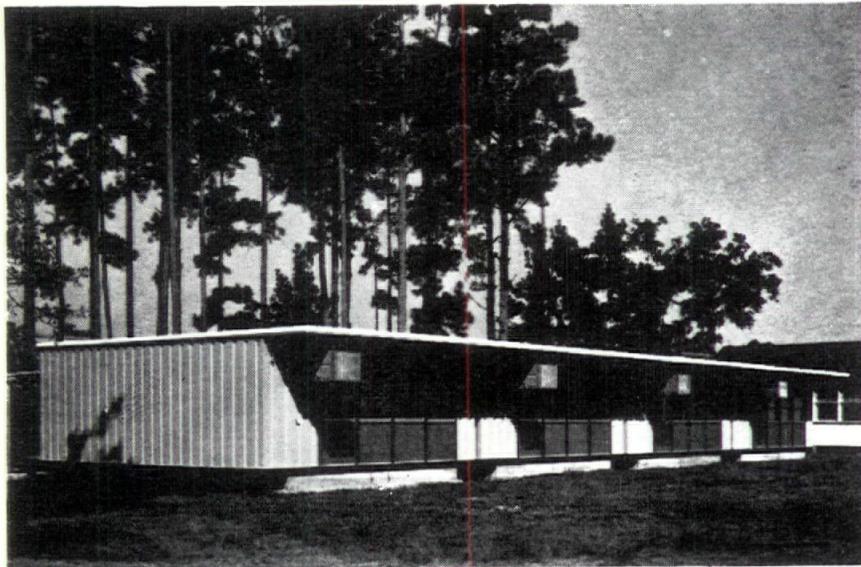
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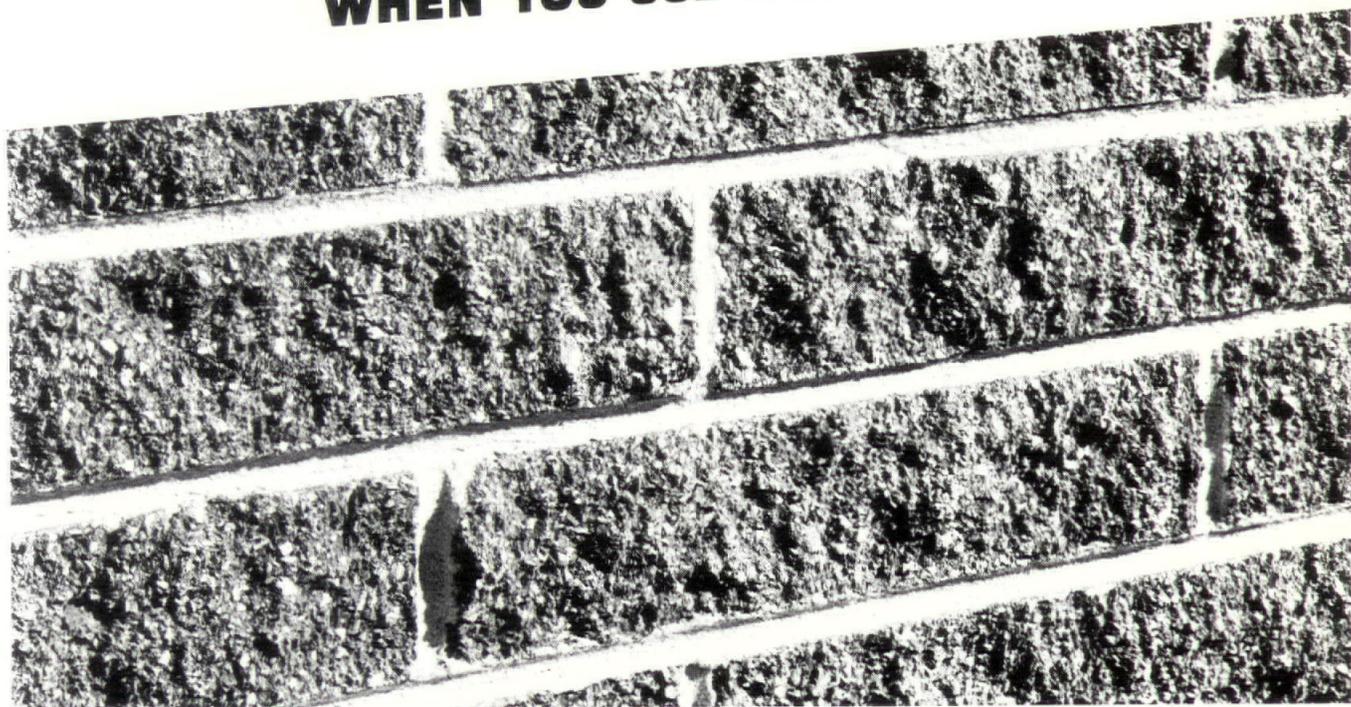
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