

THE TEXAS ARCHITECT

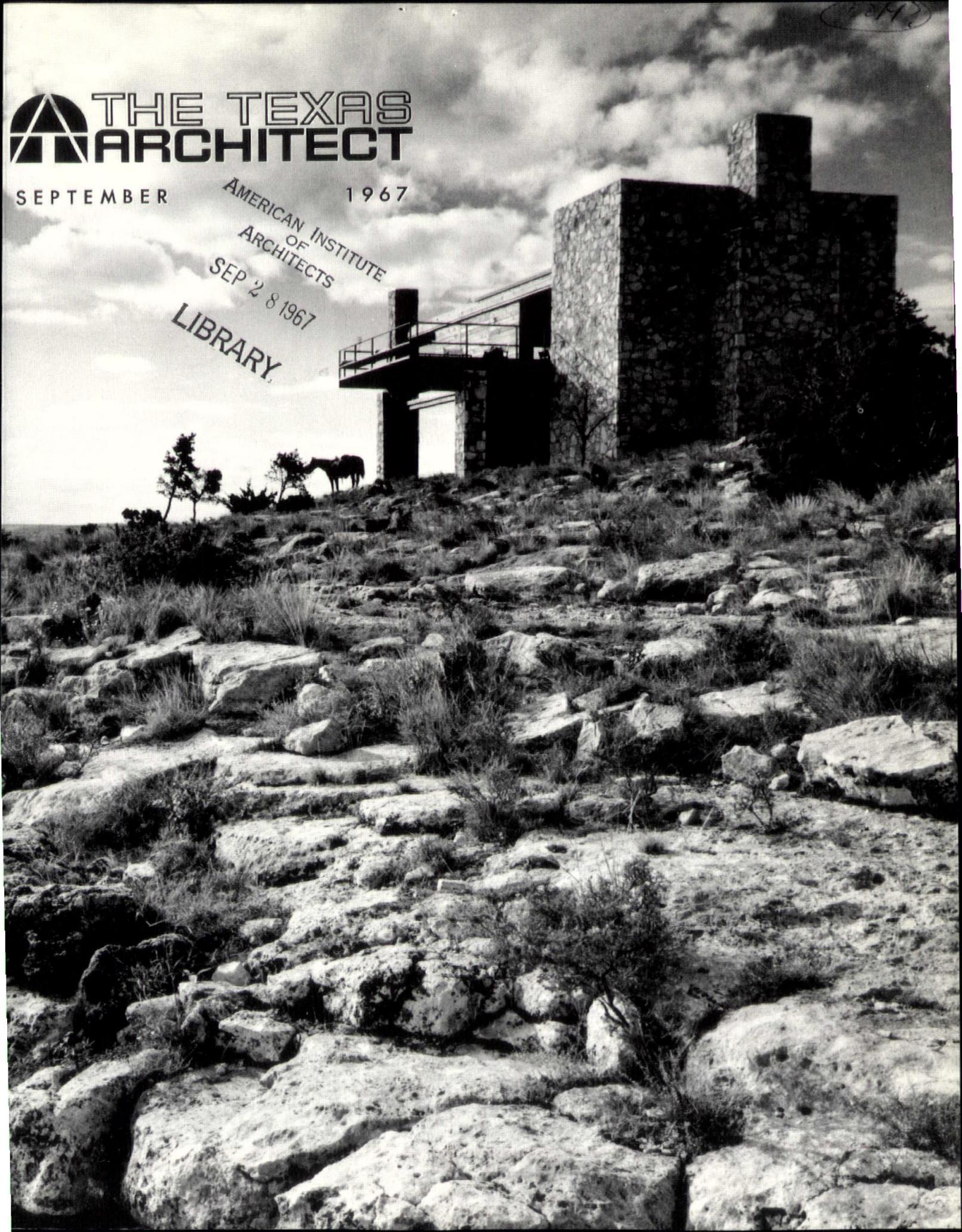
SEPTEMBER

1967

AMERICAN INSTITUTE
OF
ARCHITECTS

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COVER PHOTO:

CONCERN FOR MASSING AND MATERIALS REFLECTS THE CLIENT'S DESIRE FOR A WEEK-END RETREAT WHICH WOULD RESPECT THE INTEGRITY OF HIS LAND. THE INDIGENOUS MASONRY AND EXPOSED WOOD SHELTER WAS DESIGNED BY ARCHITECT FRANK D. WELCH AND IS A 1966 "TEXAS ARCHITECTURE" SELECTION.

Official Publication of
THE TEXAS SOCIETY OF ARCHITECTS

The Texas Regional Organization of
The American Institute of Architects

James D. Pfluger, Editor
John G. Flowers, Jr., Managing Editor

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327 Perry-Brooks Building, Austin, Texas

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THE TEXAS ARCHITECT

VOLUME 17 / SEPTEMBER 1967 / NUMBER 9

DALLAS — THE CITY — THE URBAN CENTER

You're from Big D, My, Oh Yes.

I mean Big D, — little a, dou-ble l-a-s,
and that spells Dallas, where ev'ry home's a pal-ace,
'Cause the sett-lers set-tle for no less
Hoo-ray for Big D, — My, Oh Yes!

"Big D" words & music by
Kermit Bloomgarden & Lynn Loesser
From Musical *THE MOST HAPPY FELLOW*

When you're alone — and life is mak-ing you lone-ly,
You can al-ways go — DOWN-TOWN.
When you've got worries, all the noise and the hurry
Seems to help, I know — DOWN-TOWN.
Just list-en to the mu-sic of the taf-fic in the ci-ty.
Lin-ger on the sidewalk where the ne-on signs are pre-ty.
Now can you lose? The lights — are much brighter — there —
You can for-get all your trou-bles, for-get all your cares,
So go DOWN-TOWN — things'll be great — when you're
DOWN-TOWN. No fin-er place, — for sure, DOWN-TOWN,
Ev-'ry thing's wait-ing for you — DOWN-TOWN — you
DOWN-TOWN, — DOWN-TOWN . . .

"Down-Town" words & music by
Tony Hatch

"We must dispel the idea, so widely and uncritically held, that cities are a kind of grand accident, beyond the control of the human will, and that they respond only to some immutable law. I contend that human will can be exercised effectively on our cities now, so that the form they take will be a true expression of the highest aspirations of our civilization. Given a clear vision of a design idea, the multiplicity of wills that constitutes our contemporary democratic process can coalesce into positive, unified action on a scale large enough to change substantially the character of a city."

*Edmund N. Bacon
Architect & Executive Director
Philadelphia City Planning Commission*

Dallas, Its Statistics, Goals, Dreams, Life & Action Are Presented Pages 9 to 22.

A WEEKEND SHELTER

WILLOWCREEK RANCH, STERLING COUNTY

TEXAS ARCHITECTURE 1966

FRANK D. WELCH, A.I.A. ARCHITECT



C. W. ELLIS
STRUCTURAL ENGINEER

H. DAN HEYN
LANDSCAPE ARCHITECT

W. R. APPLEBY
GENERAL CONTRACTOR

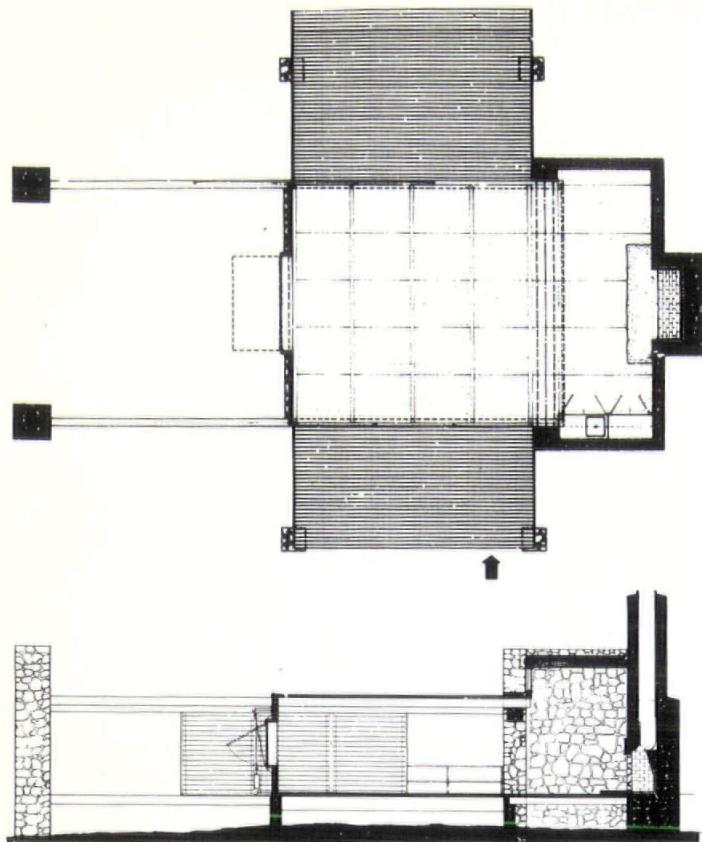


The client is the city-dwelling owner of a large ranch one hour's drive from his home in West Texas. He desired a simple place of retreat and shelter for his family and friends during short visits to the ranch.

Photos by Ezra Stoller

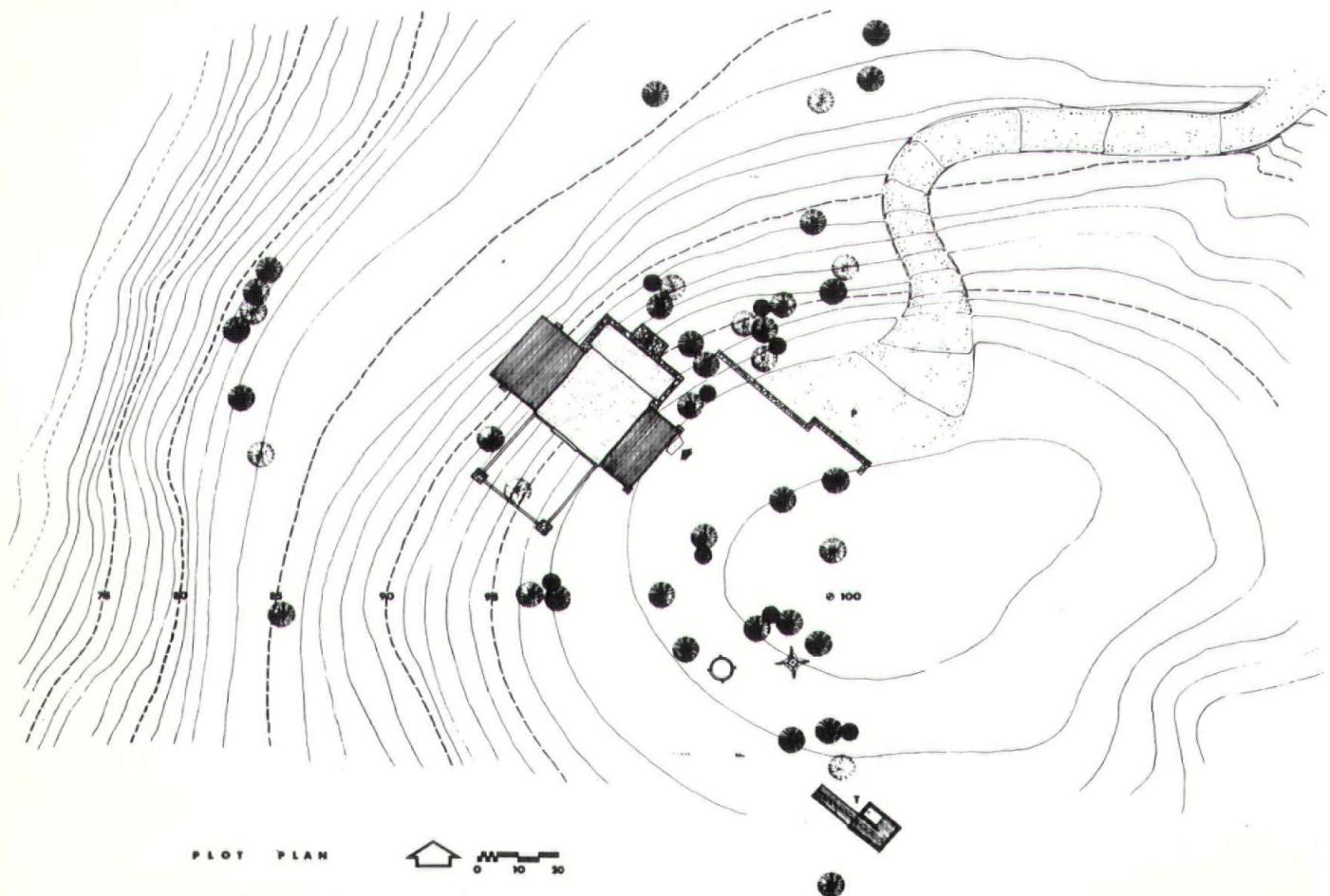
TEXAS ARCHITECTURE



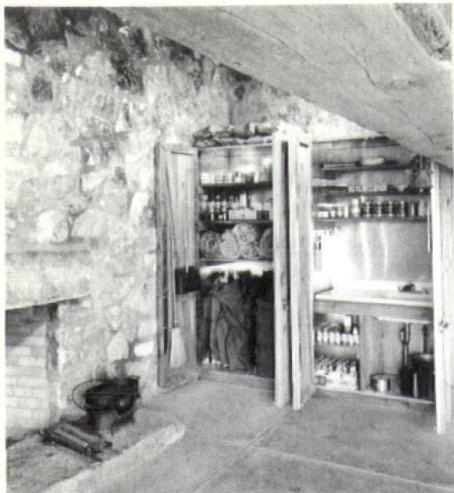


A relatively high hillside site was selected to overlook the ranch and the lands beyond. Extreme and sudden variations in weather required the building to be flexible in its manner of protection. The owner discouraged the idea of a *dwelling* per se and asked that amenities be kept minimal. It was particularly necessary to avoid "cleverness" in a building with a program and site so unencumbered.

A design of simple but strong shapes evolved as appropriate to the modest requirements and the vastness of the setting. Twenty foot wide walls at two sides roll open their full width to make a breezy pavilion or close to make a cave.







Though the building is "anchored" to the hillside by heavy masonry, the floor is lifted off grade to provide a clear overlook and maintain the site's natural character. A storage cupboard with sink is provided in the clerestory-lighted fireplace alcove where food is prepared. Stores include cots and bedrolls. A frame wall with a solid, counter-balanced projecting sash is opposite the alcove.

The load bearing masonry walls are constructed of stone collected near the site. Weathered fir oil-rig "timbers" serve as beams for floor and roof. Roof and ceiling are fir 2 x 4's on edge, cut from weathered 2 x 12's; floor is reinforced concrete. Siding on stud walls and steel framed rolling walls is untreated rough cedar. Decks are redwood; railings are steel. ■



DALLAS COUNTY PLANNING ADVISORY COMMITTEE

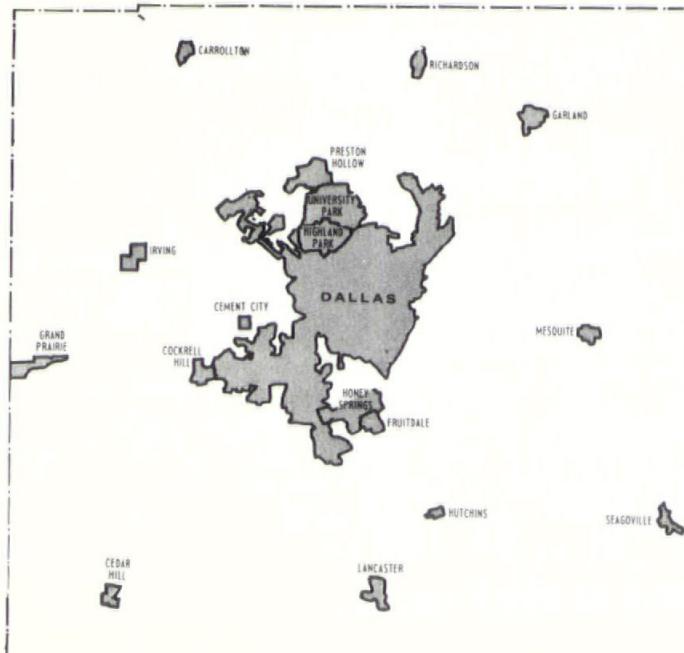
Maps & Quotes are excerpts from
*Report On A Cooperative Approach
for Thoroughfare Development*
Dallas County, Texas.

"In slightly over 100 years, since its creation, Dallas County has grown to a population of over one million people and transformed from a blackland agricultural center to one of the Nation's major urban centers."

"In 1940, 61.2 square miles of Dallas County were represented by the 16 incorporated municipalities—12 of which remain today. By 1965 there were 28 incorporated municipalities covering 593.9 square miles and holding an additional 177.1 square miles under annexation proceedings.

"During the early periods of metropolitan growth in Dallas County, the central city of Dallas was able to expand through annexation to include much of the potential urban area which was readily available to municipal services. By the late 1950's, however, the pressure of growth in the suburban communities resulted in municipal expansion and annexation which ultimately surrounded the City of Dallas with other municipalities and fixed the area within which the central city could expand. The complex arrangement of urban units now occupying most of the territory of the County creates a vast number of planning and urban development problems which will require a high degree of cooperation in the future if Dallas County is to retain and enhance the amenities which have made it attractive to urban development in the past.

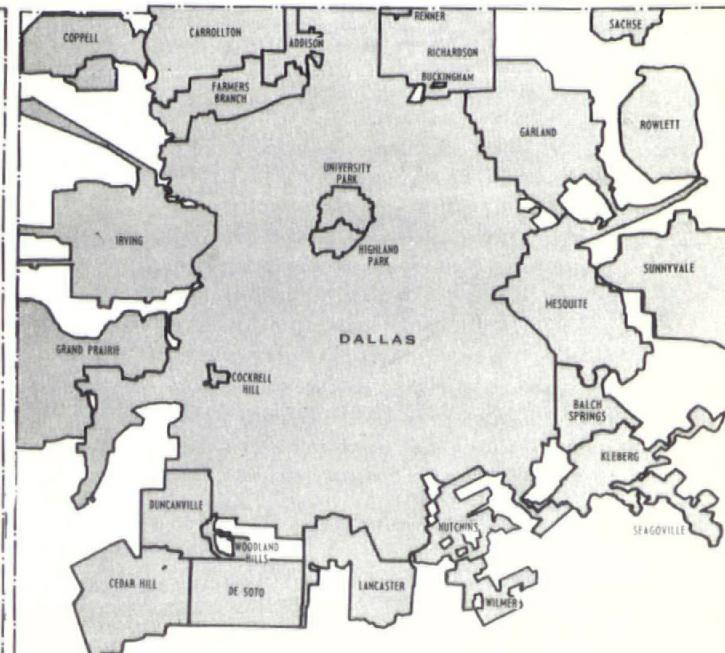
DALLAS COUNTY
INCORPORATED AREAS — 1940



"In addition to the complex pattern of incorporated municipalities now spread over Dallas County, there are a number of independent school districts, drainage districts and levee districts superimposed over the County and municipal pattern, usually with little relationship to other jurisdictional lines. Over the complex arrangements of jurisdictional lines, the county commissioners' precinct lines are drawn with only limited recognition of the other jurisdictions. Within the framework of complex and overlapping jurisdictional lines existing in Dallas County, it is becoming increasingly essential to plan and develop the entire County area as a unit.

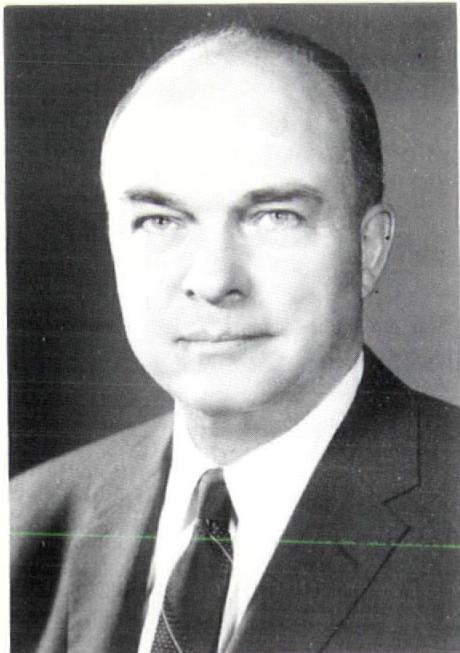
"The area must be considered as one economic and one urban unit which should be developed and arranged as a unit. No part of the area can long prosper and develop while other portions remain dormant or decline. Actually, the economic and urban unit which requires overall planning includes at least four-county Metropolitan Area and some adjacent counties with full consideration for the proximity and interrelationship with the Fort Worth Metropolitan Area. The large anticipated population growth in areas surrounding Dallas County poses urban planning problems which are generally beyond the jurisdiction of Dallas County and which, it can be assumed, the recently created Council of Governments will accept responsibility for pursuing."

DALLAS COUNTY
INCORPORATED AREAS — 1965



ERIK JONSSON

HONORARY MEMBER
American Institute of Architects



At its 99th Annual Convention held this year in New York City, the American Institute of Architects recognized distinguished service of six prominent Americans to the profession of architecture. Among those so honored was J. Erik Jonsson, Mayor of Dallas. The honorary membership recognizes Mayor Jonsson's unique contribution to the American urban scene through his pioneering program of establishing comprehensive long range goals for a major American city.

As former President and Chairman of Texas Instruments, Inc., as trustee and generous supporter of several colleges, universities and community institutions, and more lately as Mayor of Dallas, Erik Jonsson has been client, sponsor or initiator of a long list of major planning and building projects. A genuine concern for excellence, for performance and for the quality of man's environment characterize this involvement as indeed they characterize the man.

On the occasion of the honorary membership, Jonsson gave some insight into his appreciation for the role served by architecture in satisfying man's needs and for those who practice this profession:

"Since the beginning of time men have speculated on how they might improve their lot, how they might attain for themselves, their families, and later the members of their community, some security, some way to leave behind them a mark and a better way of life for those who would follow."

In looking at some of the ancient civilizations, it is easily possible to trace the progress of man through your wonderful profession, so old, that it goes back to one of the basic urges of the first man for shelter and protection.

First, the simple, the mere shelter; later, a concept of line, of harmony, of proportion, of color which might do something for the mind and spirit of man, as well as to provide for protection against the elements.

Then we see men beginning to engage in something that could at one time be called a profession. We see them inching slowly upward on the long, difficult road against insuperable odds, seemingly at times lost in those clouds far beyond the power to see. Sometimes man in this hard climb paused for rest, refreshment, and renewal.

Such a moment I think we have today. What you have done for the six of us who are with you for the receipt of a certificate and emblem which we shall cherish, is to put your arm around some who, in your view, have been professionals in their own fields, or have behaved in a professional manner and have seemed to understand what it is that you have strived so hard to do.

You in your annual inventory taking, your efforts to understand where you are, what you have done, who you are, and what you must do now, to do better, have paused for a moment to put your arms around a few people in friendship and in a certain feeling of empathy and brotherhood, and say, "We think you should be one of us."

And so, we in acknowledgement, feel a deep gratitude, difficult to measure, much more than you know, I think, a very real thing that we shall wear with us always, which will cause us to look anew at the work you do in understanding of the great difficulty of achieving the nearest thing of perfection which men can. An appreciation even for those attempts well meant which end in frustration and failure that we ourselves have known in our work so frequently, with so few peaks that have made us feel that perhaps we were getting a little closer to the degree of excellence for which we fought so hard.

We, too, see in you the characteristics of the true professionals. We are proud to be part of what you tried to achieve."

Organizational and business ability, commitment to education as a instrument of social purpose and genuine love for his home city have long placed Jonsson in the forefront of community leadership in Dallas. He has headed most of the city's major civic enterprises—several of them for more than one term. His membership and areas of interest span the field of responsible civic activity in Dallas and set a useful example for others who would serve their communities.

Jonsson was appointed Mayor of Dallas in 1964 when the then incumbent resigned to stand for the Congress. He was elected to office in 1965 and in May 1967, having retired from active employment at Texas Instruments, was re-elected to a second full term. Thus, after an illustrious and rewarding business career, he has in his middle sixties turned to a demanding full-time career in public service.

The office of mayor in a major American city is probably the least enviable public office of rank. It bears the leading edge pressures of much of the change in modern urban life. American cities have in recent years come to face problems previously unknown in both size and type. Traditional responses to some of these problems no longer serve as solutions. Even the youngest, richest and best-governed cities find themselves ill-prepared to cope with physical growth and deterioration, explosive social unrest, ugly crime conditions, revenues declining in proportion to increases in costs and demands or services—these being only several among a long list of municipal prob-

lem areas. Without some long-range strategies to solve its problems and realize its assets, the city and each of its citizens stands vulnerable.

Jonsson's business activities have been conducted in the context of goal-setting, planning and performance-review techniques characteristic of aggressive business enterprises. After a short time in public office he voiced his concern for the lack of goals and plans for the city and the resulting reliance on expediency in public decision making. It was natural that he draw on his business background to suggest that Dallas undertake drawing up for itself an agenda of Goals for Dallas to cover very broad areas of public and private activities, to lay plans for pursuing these goals and to provide a mechanism for periodically assessing performance.

In December, 1965, the Goals Program was set in motion when the Mayor invited 25 men and women of Dallas to join with him in planning this unique civic undertaking. Their aim was:

"To develop a suitable and workable operating plan to bring together the talents of residents of our city and nearby communities in order for Dallas and its people to identify their overall needs and to set down ideals, visions, aims and long-term objectives."

In the Goals for Dallas challenge (and subsequent program) lies a unique contribution in civic affairs. American cities have in many instances, set out to draft long-range plans for one or several areas of interest. Such programs have been initiated variously by governments, by business groups and by civic organizations. Nowhere, however, has a city proposed to set long-range goals simultaneously in a dozen or more subject areas and to do so privately and through the means of the broadest possible citizen participation.

On June 16, 1966 about 100 Dallas citizens convened at a pleasant resort in Salado, Texas to begin four days of intensive discussion and conferences with the purpose in mind to frame a set of Goals for Dallas which would then be laid before all citizens of Dallas for their consideration and response. The conferees included people from all parts of Dallas and the surrounding area, from all age groups, from many occupations and from various racial, religious and political groups. The Salado conference was the first major step of a prototype program designed to allow Dallas to take stock of its assets and its liabilities, and to set goals in a dozen general areas of the city's life.

The conferees had come to the discussions forearmed with background reading—papers on pertinent subjects prepared for the purpose by other Dallas citizens and several books of general, but related interest—but with no

ERIK JONSSON

HONORARY A.I.A.

pre-set or suggested goals. Each was encouraged to "argue, discuss, affirm, deny, add, subtract, but in the end come up with the truth."

The Salado conference produced a document of proposed goals to which the conferees could give consensus. Ninety eight goals were proposed in the areas of Government of the City, Design of the City, Health, Welfare, Transportation and Communications, Public Safety, Education, Cultural Activities, Recreation and Entertainment and The Economy of Dallas. These proposed goals were published and then brought to open public discussion over a six week period in thirty-three neighborhood meetings attended by some 6400 people. Results of these meetings and the sentiments voiced were documented in detail, summarized and made available to the Goals for Dallas conferees as the basis for a second conference—held February 10 and 11, 1967 in Arlington, Texas—at which the original goals were discussed and reviewed in the light of public consideration and response. At this meeting over 60% of the proposed goals were modified and 12 new goals added. The results of this second Goals for Dallas Conference have been published as an expression of mutual aims of the citizens of Dallas.

Thus was drawn to conclusion the first or goals-setting phase of the challenge Erik Jonsson offered. At the time of this writing organizational plans are being developed for the second or planning phase. And the ground work is being laid for the third or performance-review phase. During the second (planning) phase the goals as written will be analyzed to determine their costs, priorities, timetables and implementation. As before, this will be done through broad citizen participation and the studies financed through private contributions.

When the Goals Program was initiated in late 1965, there was no assurance that a program of this nature would succeed. It was not known whether the citizens of a major American city could work together to reach consensus on Goals covering all major facets of an urban environment. It has now been demonstrated that this is possible and there is the good prospect that programs to achieve these Goals can be developed with broad citizen participation. Successful continuation of the Goals Program should accrue to Dallas the following results:

...Dallas will have a set of Goals developed with the help of thousands of citizens, along with schedules and costs for their attainment and a system for their periodic assessment and revision. These will serve as guides for many organizations—public and private—as well as for individuals.

...Thousands of citizens will have participated directly in the goal-setting and scheduling process and will feel that they have a stake in molding the future of Dallas. These participants can be expected to assume some responsibility for seeing that the Goals are achieved.

...Hundreds of volunteer workers from all sections of the city will have participated directly and substantially in the Goals Program. These people will constitute a source of community leadership.

...The participation of residents of neighboring cities and communities will result in a greater sense of community in the entire metropolitan area.

...Publication of the results of the program coupled with the experiences of the volunteers will provide a source of assistance to other communities.

As Mayor Jonsson so succinctly stated in the Preface of the book, *Goals for Dallas*.

"Shall we deal adequately with the future, or be run over by it? Dealing with today's problems, do we keep the long-term in perspective and strive not to do things future generations must undo at great cost? Do we have in mind the need for the closest possible relationship between the city's aims and those of the individuals who comprise it?"

"...we must dream no small dreams. We must envision great, ambitious, difficult goals. Yet our objectives must be within our reach—if we are diligent, durable, faithful and willing to make sacrifices demanded by any worthwhile achievement."

The comprehensive viewpoint at the base of Goals for Dallas and the manifest appreciation and encouragement for excellence in design and building gives to the architectural profession a most valuable friend and welcome member in Erik Jonsson, Hon. AIA.

DESIGNS FOR DALLAS

Designs for Dallas: A series of civic planning concepts
created by the Dallas Chapter, American Institute of Architects
in cooperation with the Greater Dallas Planning Council

Environment: A Key to Greatness

Dallas is a great city. This we all recognize. But it can become much greater still. It can become one of the unique and memorable cities of the world—a place where its citizens will lead rich, gratifying lives, where visitors will want to return again and again, where future generations will reap a heritage of the values that make life worthwhile.

Already Dallas is doing many things on many fronts to insure this heritage of greatness. We are taking a long and introspective look at our problems and potentials and, through the outstanding Goals for Dallas program, are devising sound methods for strengthening our educational systems, our cultural institutions, our health and welfare services, our recreational facilities, our transportation, our commerce and industry, and many other aspects of our private and civic lives. We are endeavoring to build more effective government, in cooperation with other communities in the region. We are making rapid strides toward insuring a diversified business climate and a healthy economy for the decades to come. We are embarking on a new venture to spread the good names and the good deeds of Dallas throughout the nation and world.

Yet much remains to be done. An essential area which requires immediate additional effort and planning is the physical design of Dallas. Nothing exerts more influence on the beauty, vitality, interest, character and quality of a city than its design and architecture. This is even truer of a new Southwestern city like Dallas, which is largely devoid of natural scenery and historical landmarks. Our environment is made up almost entirely of buildings and other man-made structures, so how they are designed and how effectively they function has a great deal to do with our city's looks, appeal, and liveability.

We cannot afford to lose any more time in developing a coordinated plan to make Dallas a more beautiful and effective city now and in the future, for all around us the walls are rising, the city is being built—too often in an uncoordinated and uncontrolled way. We are designing by default instead of summoning our vitality, our wealth, our resources, our talents and our human vision to create a design plan that will give Dallas quality and character all its own.

With this in mind, and to augment the design proposals made in the Goals for Dallas, the Dallas Chapter of the

American Institute of Architects has joined hands with the Greater Dallas Planning Council to produce this series of vital new design suggestions for Dallas. Stimulus for the program, entitled Designs for Dallas, grew out of the Planning Council's Dallas Design Committee and was prepared under its sponsorship. The projects in this program have been conceived and designed by various architectural firms in Dallas as a civic service. Purposely, they have been done anonymously.

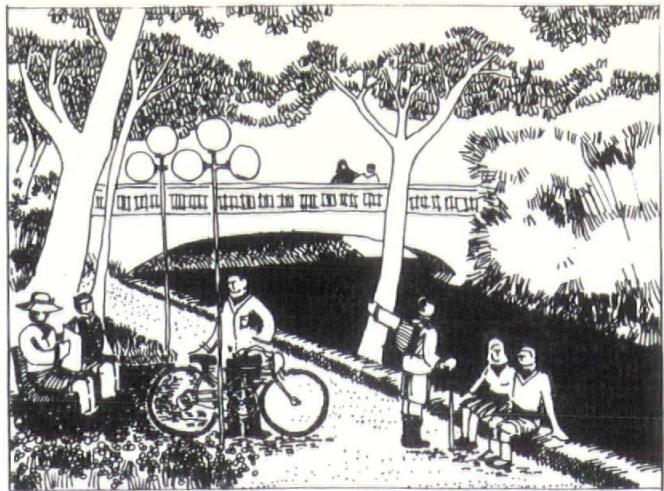
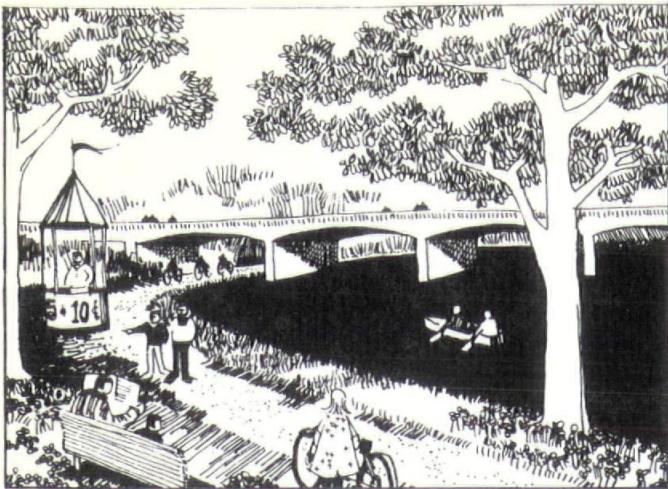
Designs for Dallas is not intended to be a master plan or for that matter even a formal proposal. It is, rather, a series of suggestions to show what could be done to improve the physical design of our city, a group of exciting ideas to stimulate thinking and hopefully to bring about cohesive action that will develop and implement a formal plan.

Architects are the logical citizens to take the lead in such a design program, for architects are far more than just designers of buildings, "exterior decorators." They should be recognized as planners of our entire environment and utilized for their abilities to produce a coordinated design concept viewed, planned and dreamed in terms of the city's total desires and needs.

Execution of a bold and far-reaching design plan will require the close cooperation and working together of all the design professions—the city planner, the architect, the landscape architect, the engineer, and many others. Beyond that, it will require the action of the governments of Dallas and surrounding communities, which alone have the authority and the ability to see that a design program is put into effect and realized. This in turn rests on the understanding and directive of a concerned citizenry.

In short, we must have imagination and sensitivity to create a plan and coordination and authority to execute it, if we are to make Dallas the unique and memorable city to which we aspire.

Enjoyment of our environment is much of our human joy in living. If we carelessly allow our community to settle for makeshifts in its physical design and function, we impoverish our lives, regardless of our personal wealth. Like the Athenians in the Golden Age, we should wish to live richly rather than to be rich. To have beautiful and well-planned surroundings is an end in itself, and well worth unceasing effort.



Develop a six-mile-long hike and bike trail along the banks of Turtle Creek, from Highland Park to the Trinity basin.

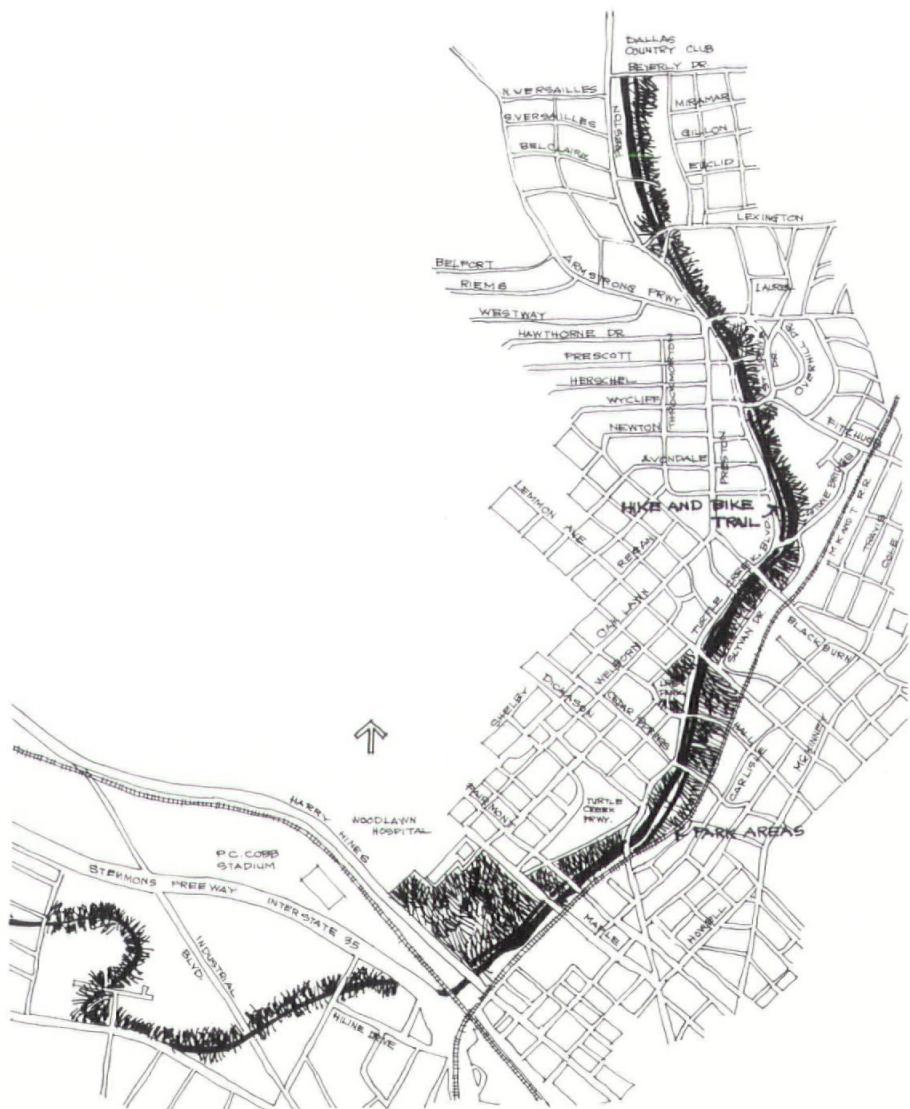
Acquire land, by condemnation if necessary, to build greenways, parks and pedestrian walk-ways in downtown Dallas.

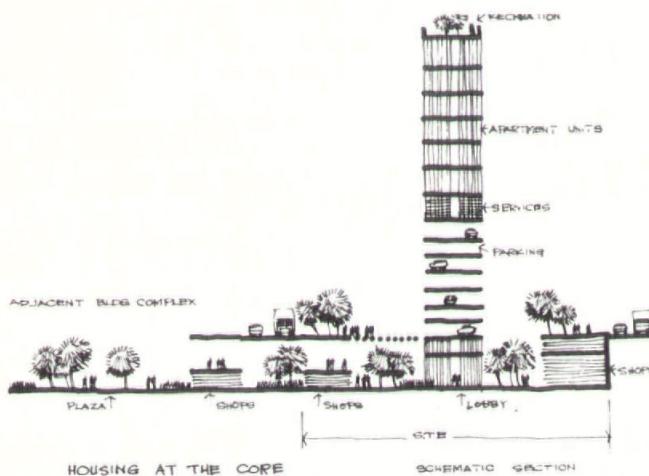
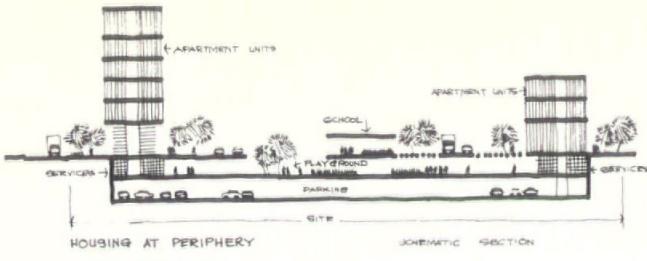
Enhance apartment neighborhoods by removing grid street patterns, making streets into landscaped malls, and circulating automobile traffic through existing parking areas.

Protect and improve residential neighborhoods through loop street patterns, traffic re-routing, secluded commercial developments and new recreational facilities.

Conserve some of the useful and architecturally significant buildings in Dallas—including Millermore, the Union Terminal, the Kirby Building, old Courthouse, old City Hall, Scottish Rite Temple and First Presbyterian Church.

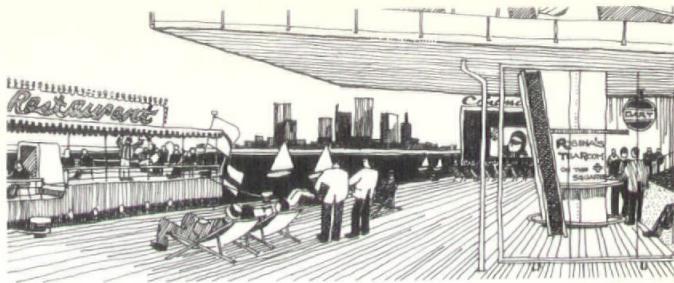
A HIKE AND BIKE TRAIL ALONG TURTLE CREEK





DOWNTOWN LIVING PLANNED FOR PEOPLE

Develop residential facilities downtown that would have neighborhood-like atmosphere by separation of cars and people and links for pedestrians between apartment buildings, cultural and recreational facilities, parks, and office buildings.

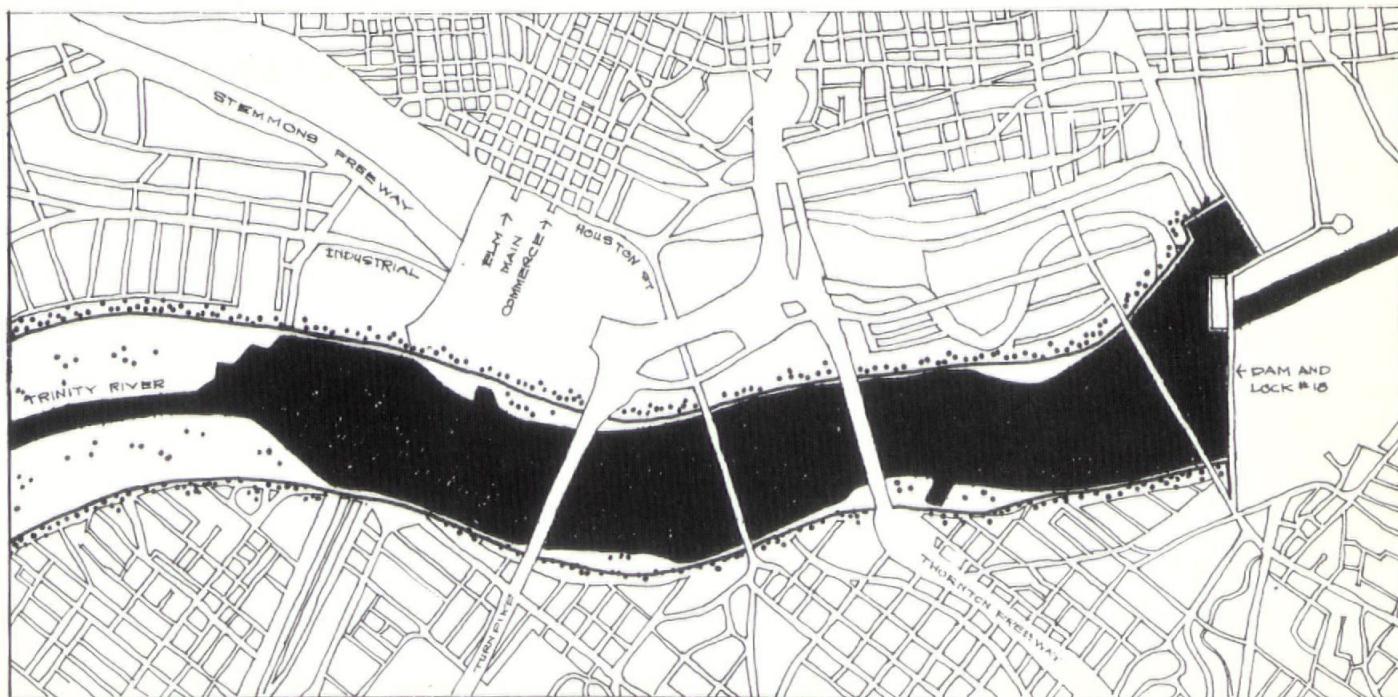


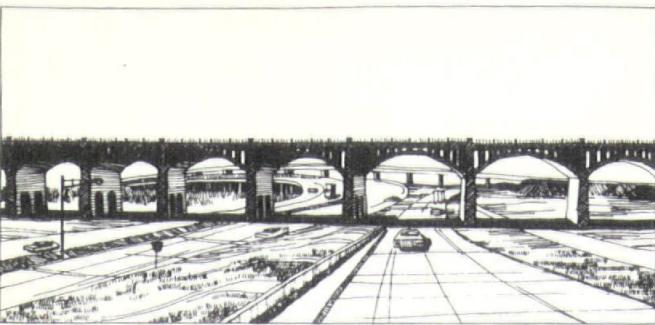
Build a downtown lake by damming one of the locks of the proposed Trinity canals, which would create a lake stretching between the two levees and from Corinth to Continental—almost as large as White Rock and only blocks from the central business district. The lake would have facilities for watersports and other recreation, waterfront amusements and marinas; farther up the Trinity canal would be a long scenic strip park.

Create a link from the lake to the edge of the present downtown district, to contain a mixing of commercial, civic, cultural, sports, recreation and residential facilities—including a performing arts hall and a new sports stadium.

Create a scenic link from the zoo to Fair Park by way of the south shore of the new lake, to contain new commercial and cultural facilities mixed with parking and preserved landmarks along Forest and Grand, with an overhead gondola ride providing passage from the zoo to the Fairgrounds.

A LAKE FOR DOWNTOWN DALLAS





FREeways OF THE FUTURE

Develop a coordinated approach to the planning and design of freeways, to prevent their interference with existing neighborhoods and to enhance their workability.

Create a new rapid transit system—DART (Dallas Area Rapid Transit) which would utilize existing radial freeway routes for its lines.

Make the present Union Terminal into a multi-purpose transportation center, housing rail lines, bus terminals, a heliport, ticketing facilities for the new regional airport, a rapid transit terminal, and parking.

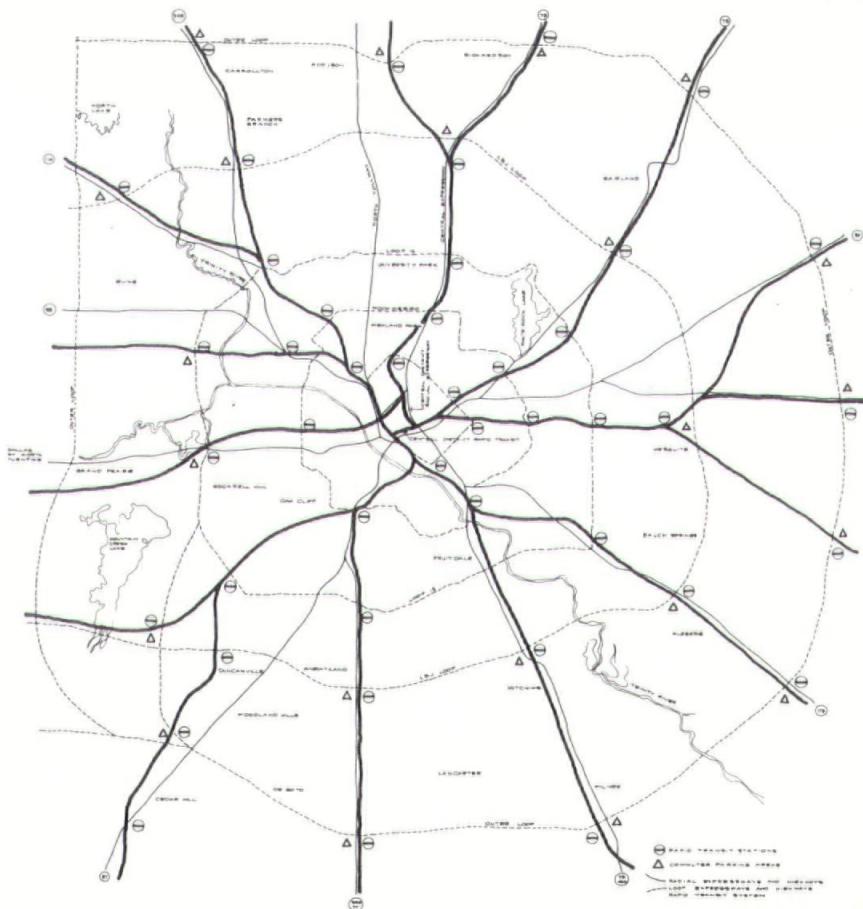
Improve existing strip commercial developments by separating local and through traffic, coordinating architectural styles, and providing for pedestrian circulation.

Utilize the art of graphics for Dallas street and directional signs, similar to those now adopted throughout Europe, which transmit their information by pictures instead of words.

"Designs for Dallas" has not been conceived as a master plan or even as formal proposals, but rather as a series of ideas showing what can be done to improve the physical design of the city. They are intended to create excitement, stimulate thinking, and bring about cohesive action that will develop and implement a strong new planning program for the entire area.



DART: A RAPID TRANSIT SYSTEM



GOALS FOR DALLAS



GOALS ARE ENDS TO BE ACHIEVED; PLANS ARE THE MEANS TO ACHIEVE THEM

Mutual Aims of its Citizens

Basic to the Goals for Dallas program is the God-given dignity and worth of man. It is conceived in the interests of all segments of the citizenry. Our religious heritage, which has provided the moral, ethical and spiritual foundations upon which civilization is built, also informs and sustains the Goals for Dallas program. Indeed, moral and spiritual values intertwine with secular concerns, uniting in the ability to achieve the good life — based on universal justice and full opportunity — envisioned for every citizen of Dallas. Let our citizenship recognize spiritual convictions as values to be respected and commended. To make our city strong physically and economically is a worthy goal. To make ourselves and our city strong morally and spiritually will undergird all that we do.

The Goals for Dallas study charges every citizen with far-reaching responsibilities for the implementation of goals and values which give rise to a more humane society. Through dialogue and discussions the Goals for Dallas program can become a reality as citizens come to know better both themselves and the needs of others. Let us, therefore, affirm these Goals and seek continuous growth in the development of a just, righteous and compassionate society.

*Second Goals for Dallas Conference
February 10-11, 1967*

GOALS FOR DALLAS



Here are the Goals for Dallas determined by Dallas citizens after earnest study, deliberation and discussions.

This program began with the selection of thirteen local writers by the Goals for Dallas Planning Committee. With the help of many Dallas citizens and authorities of national prominence, these Essayists undertook comprehensive examinations of current conditions in our city and reported thereon in separate papers. Thereafter, the Goals Planning Committee chose from Dallas and its environs additional men and women of diverse backgrounds, creeds, races, viewpoints, interests, cultures and occupations to represent all Dallas citizens and to draft goals in all areas of mutual concern.

The First Conference of this group was held in June, 1966, and the recommended Goals and Essays were published in September, 1966, in a volume entitled GOALS FOR DALLAS: *Submitted for Consideration by Dallas*



Shell Oil Company Photo

tinuously examine our government to assure that it is sufficiently representative and responsive to the needs of the area and its people. With the rapid growth and changing complexion of our metropolitan area, we should seek the voluntary cooperation of governmental entities to provide for consolidation and joint supervision of duplicated and overlapping services and functions now provided by contiguous jurisdictions.

Citizens. There were two printings of the book and a total of 17,000 ultimately was distributed. The books were studied in scores of discussion meetings attended by several thousand citizens prior to neighborhood meetings which churches, clubs, chambers of commerce, PTA's and other groups helped to organize.

Thirty-three meetings were held in November and December, 1966, attended by 6,380 people. There were neighborhood meetings throughout the city of Dallas; meetings in nearby communities; and meetings of high school students and college students. At each one, participants were divided into six discussion groups. Each group reviewed in detail two of the 12 sets of recommended Goals. The discussion groups then came together in a general session to report their conclusions. Votes were taken and recorded on changes or additions recommended in the Goals. Stenographic reporters were present to make verbatim records of the proceedings of each general session. Ultimately, these transcripts were consolidated in a 260-page summary report and used as the basis for revision of the Goals in the Second Goals for Dallas Conference held February 10-11, 1967.

Of the 98 general and specific Goals proposed in the First Goals Conference, 62 Goals, or over 60 percent, were changed in the Second Conference. Modifications ranged from minor editorial changes to complete rewording. Twelve new Goals were added, and four of the Goals were divided into two separate statements.

Through the contribution of a tremendous number of hours by many citizens and the splendid cooperation of Dallas newspapers, radio and television stations, advertising agencies and other communications media, the Goals for Dallas Program has been able to reach this point.

Truly the best of the democratic process has been evidenced in the construction of Goals for Dallas. As a consequence, perhaps thousands of people care more deeply and personally about their city. Their voices determined the Goals set forth herein.

THE GOVERNMENT OF THE CITY

General Goal

For the present, Dallas should maintain the Council-Manager form of government. Our city is the largest in the nation under this type of government. We should con-

The reputation of Dallas as a well-governed city has been earned because our government has been responsible. For Dallas, the Council-Manager type of government has been effective; nevertheless, our constantly changing patterns of urban life and increasing concentrations of population present unprecedented policy and administrative challenges, growing financial burdens and ever-broader social responsibilities. We must prepare to meet them.

THE ECONOMY OF DALLAS

Balance and soundness in the economic growth of Dallas must be preserved. The human energies and skills, physical resources and technological capabilities of our area should be intelligently, imaginatively and boldly employed to develop existing resources and institutions and to attract new industry.

HEALTH

The physical and mental well-being of its citizens is a major Dallas goal. Without health the individual cannot attain fully his potentials for his own benefit or the benefit of the community. The problems of health are complex and interrelated but their solution is a challenge we must meet to have the kind of city we envision.

WELFARE

Dallas must assure its indigent and needy at least minimum requirements for food, clothing, medical care, professional counseling and housing — with reasonable access thereto — through a social welfare program administered with compassionate respect for the dignity of man. An integral function of our welfare administration should be to identify and eliminate conditions which produce and perpetuate the need for welfare services. A further purpose of welfare administration must be to make recipients self-reliant and thereby convert beneficiaries into contributors.

Though the primary concern of both public and private social welfare agencies is our indigent, needy and handicapped, Dallas' services must extend to all citizens. Recipients of these services should be required to pay for them in whole or in part as financial circumstances permit.

THE DESIGN OF THE CITY

We demand a city of beauty and functional fitness that enhances the quality of life for all its people. A series of studies and plans must be made which will become a continuing dynamic, living design for our city.



The studies will design our city in stages and at many scales. Some of the plans will be regional, some for a single neighborhood and some will even be for small things like benches for pedestrians. The plans will provide guideposts for personal and business decisions, not only through codes and ordinances, but by furnishing information which makes possible better-informed decisions, and by designs which influence change through force of ideas and example. The citizen must have a positive and active role: saying what he wants, making suggestions, understanding community problems and supporting programs which pursue common purposes.

ELEMENTARY AND SECONDARY EDUCATION

Every young person in Dallas should have the very best education possible to assure his development as a well-adjusted individual and a responsible citizen. His interests, talents and skills must be directed, encouraged and developed, in a school system which ranks with those of the highest quality in the nation, to enable him to pursue, as qualified, his education beyond the high school and to enjoy a useful, fruitful and satisfying life.

HIGHER EDUCATION

Dallas and the North Texas area — possessing the necessary population, economic wealth, human resources and the nucleus of a university-college complex — can and must become one of the great education centers of the nation. We should provide the intellectual atmosphere and programs to meet the higher educational needs of individuals, to expand knowledge through research at all levels, to strengthen our economy and to make our lives more meaningful and satisfying. All programs should be of high quality, with graduate programs reaching to become steeples of excellence.

CONTINUING EDUCATION

Our way of life is constantly being altered by technological and social changes. Increasingly, people seek educational opportunities to assist in obtaining employment, re-employment and job advancement. People also want to learn for personal enrichment and to keep up with developments in their fields of interest. Therefore, each person in our community, throughout his life and regardless of educational status, must have the opportunity to continue his education.

GOALS FOR DALLAS



CULTURAL ACTIVITIES

To assure a heightened sense of the drama, beauty and spiritual values of life, and a deeper appreciation for them, Dallas should provide a lively cultural environment for its citizens. We should continue to develop selected activities in the performing and fine arts, with the quality of cultural programs to be steadily improved, for excellence is our goal. To inspire a greater appreciation of cultural activities, people should have the opportunity to know, understand and experience the pleasures of such pursuits.

RECREATION AND ENTERTAINMENT

Each person in our community should have access to a wide range of recreational activities. By day or at night, indoors and out, free and commercial, everyone must be able to find active or passive recreation as a spectator or a participant. Recreational facilities and programs adequate to satisfy the individual's needs should be accessible and reasonable in cost. Such programs are especially desirable to keep the young constructively occupied, satisfy the special needs of older people and to be enjoyed by families together.

Play is natural to man. It is not merely an escape from the pressure of urban life or a using up of leisure time, but also a necessity for man's health and a joy in itself. Recreational facilities are now too few and our population growth will bring even greater demands.

TRANSPORTATION AND COMMUNICATIONS

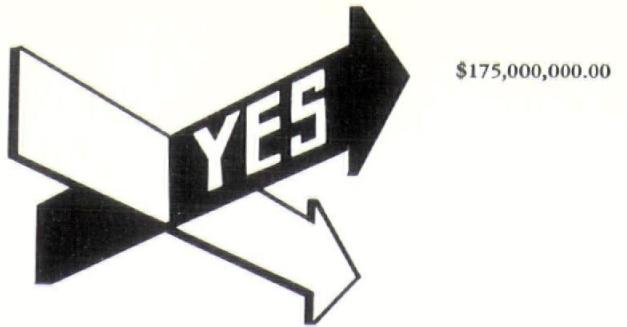
Dallas must recognize and improve its position as a major transportation and communications center. In order that we may continue to grow and compete successfully with other metropolitan regions, we should work constantly to improve transportation and communications facilities. Within the city and the region, people must be able to move rapidly, pleasantly, safely and economically from their homes to work, to schools, to shopping areas and to recreational and cultural facilities. Transportation of goods within the city and region should be efficient without interfering with the citizen's enjoyment of his city.

PUBLIC SAFETY

Each citizen must be assured the opportunity to enjoy life in our community in peace and free of fear from criminal acts and preventable disasters. At the same time, we urge renewed recognition of the responsibilities of the individual in and to an urban society. We also seek wider understanding and appreciation for law and police authority as essential instrumentalities for living together. To meet constant challenges to public order and personal security inherent in rapid population expansion and increasing urbanization, we should strengthen each of those agencies charged with the responsibilities of assuring public safety. Educational and other programs in all fields of public safety should place emphasis on preventive measures and facilities, both public and private. ■



DALLAS AT THE CROSSROADS



\$175,000,000.00

THE 14 PROPOSALS FOR DALLAS' PROGRESS REVENUE BONDS

(self-liquidating, requiring no tax support)

Amount of
proposed issue

Waterworks Improvements and Expansion Bonds	\$15,226,000
Sanitary Sewer System Improvement and Expansion Bonds	17,000,000

GENERAL OBLIGATION BONDS

(requiring tax support)

Street Improvement Bonds	\$44,323,000
Includes advance planning for comprehensive downtown transportation system.	

Combined Municipal Services Building Bonds	23,900,000
Municipal Services Center, Underground Parking Garage, Disaster Shelter and Park	

Plaza Bonds	15,000,000
Fair Park Improvement Bonds	12,600,000

Storm Sewer and Related Bridge Improvement Bonds	11,851,000
Memorial Auditorium and Convention Center Bonds	9,000,000

Park Improvement Bonds	7,875,000
14 major elements in program, including 20 new lighted tennis courts, 13 lighted ball diamonds, 15 swimming pools, improvements at 4 city golf courses, 5 major buildings, 12 additional neighborhood park sites, play lots, Marsalis Zoo improvements, White Rock improvements; Thanksgiving Square development; Lake Ray Hubbard park facilities; greenbelt expansion.	

Regional Airport Bonds	7,500,000
Funds to match those already expended by the City of Fort Worth to buy land for the new Dallas-Fort Worth airport, designed to be the world's finest.	

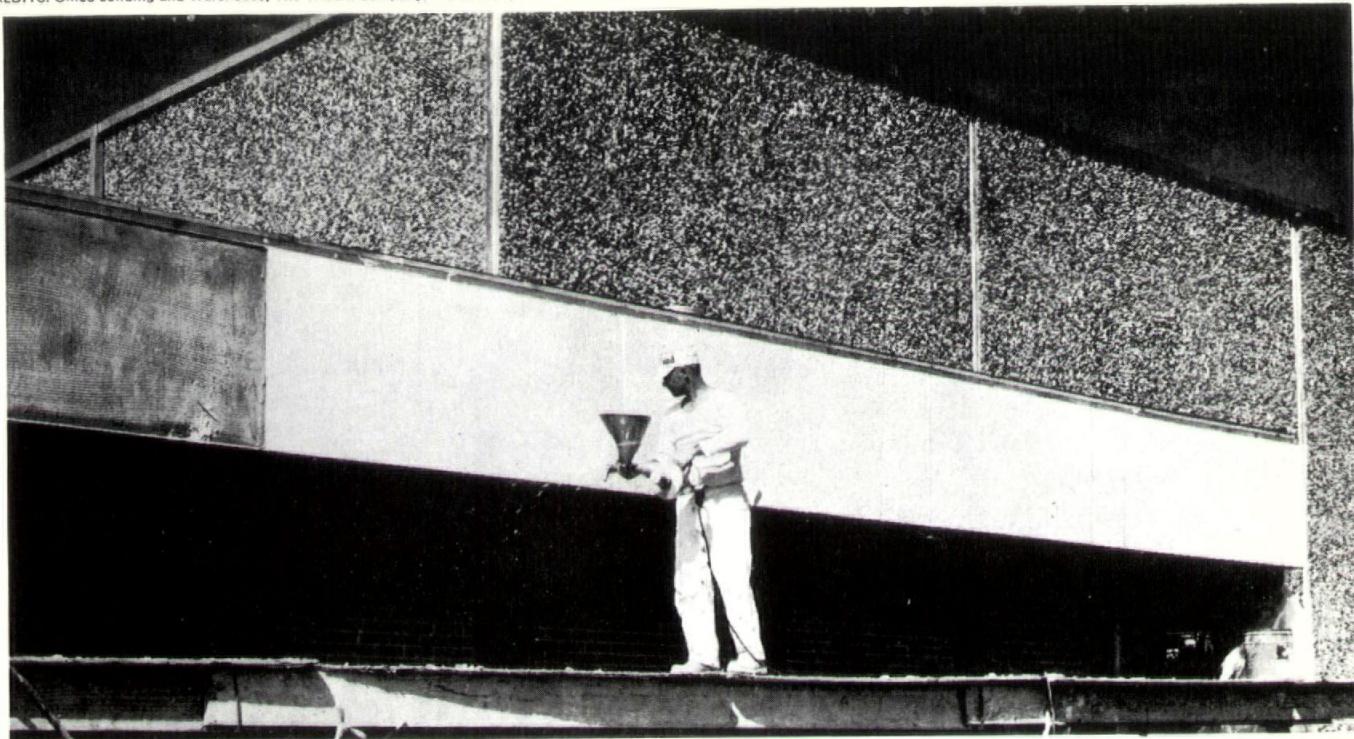
Street Improvement Bonds for the City's Neighborhood Development of People and Property Program Areas	6,900,000
Neighborhood Service Center Building Bonds	500,000

Library Bonds	2,325,000
Fire Station Bonds	1,000,000

Construct 6 fire stations, buy site and develop plans for training academy.	
Total \$175,000,000	

We have grown and prospered in Dallas because our people have had vision—the vision and will to build and prepare for the future! That vision, that spirit to keep ahead, has earned Dallas the symbol of leadership among the cities of the nation. We are at the crossroads now with a challenge to build for even a brighter future—to be prepared for tomorrow. Keep Dallas standing tall among the cities of our land . . . a good place to live with jobs and opportunities for all of us . . . our children, and their children. For only 70¢ a month (on a \$10,000 home) Dallas can move forward . . . your future upward.

On August 8, 1967, the citizens of Dallas approved the Bond Issue. Dallas' future is now moving forward. Many dreams will become reality & new goals will be set.



PROBLEM:

Produce handsome exterior walls without spending a fortune.

SOLUTION:

Use Marblecrete.
It's a white cement stucco with colorful stone embedded.

For illustrating the advantages of Marblecrete, the picture above is a fortunate one. It shows the handsome result possible with Marblecrete. And it suggests the simplicity of its application.

Marblecrete is white cement stucco into which stone or stone chips are gunned. The color and texture possibilities are unlimited. Not only can most any stone be used, but the bedding coat of Trinity White cement stucco can be tinted to any color that blends with or complements the stone that is to be used.

Marblecrete is not new, but architects today seeking a handsome effect at low cost are using it more effectively than ever in the past. For information on its possibilities talk to your local stucco or plastering contractor.

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THE SKY'S THE LIMIT



Wilson, Morris, Crain & Anderson, Architect

Walter P. Moore, Structural Engineer

A NEW SPACE SAVING APPROACH IN HIGH-RISE CONSTRUCTION

The new 27 story Houston Lighting & Power Company building will, when completed, add a new space saving approach to high-rise construction.

With 7,450 tons of Mosher fabricated steels including A-514 mod. (100,000 psi), A-441 (50,000 psi) high strength steels saving valuable floor space lost in using conventional steels... and the first use of new fabricated Jumbo Columns rolled from A-514 mod. (100,000 psi) high strength steels, the necessary strength and support with consistent column size from the ground floor level to the roof is maintained...

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HEALTH ENVIRONMENT

The AIA Committee on the Health Environment, assisted by a grant from the National Institute of Mental Health, will sponsor a workshop on programming the community mental health center, October 2-3, 1967 in Washington, D.C.

The workshop is intended primarily for the education of architects interested in design of comprehensive community mental health centers and related facilities.

A registration fee of \$35 will be charged, and attendance will be limited to the first 150 applicants. Registration forms and program information are available from Mrs. Marilyn Ludwig at the Octagon, 1735 New York Ave. N.W., Washington, D.C. 20006.

LIFE SAFETY CODE

A new edition of the Life Safety Code (NFPA No. 101), widely used in conjunction with building codes and as the basis for laws and regulations protecting the public from fire in buildings, has just been published by the National Fire Protection Association.

The Life Safety Code covers construction, protection and occupancy features to minimize danger to life from fire, smoke, fumes or panic before buildings are vacated. It specifies the number, size and arrangement of exit facilities to permit prompt escape in case of fire and other emergencies, but goes far beyond the matter of exits in providing for life safety in a variety of hazardous situations.

Copies of the 1967 edition of the "Code for Safety to Life from Fire in Buildings and Structures" (NFPA No. 101, 228 pages, \$1.50) are available from the National Fire Protection Association, 60 Batterymarch Street, Boston, Mass. 02110.

28th ANNUAL MEETING

Texas Society of Architects

RICE HOTEL, HOUSTON, TEXAS

OCTOBER 18, 19, 20



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Two more plusses: Insurance rates will be lower because of Double Wall Brick construction, and utility costs will be held to a minimum because of the superior insulative qualities.

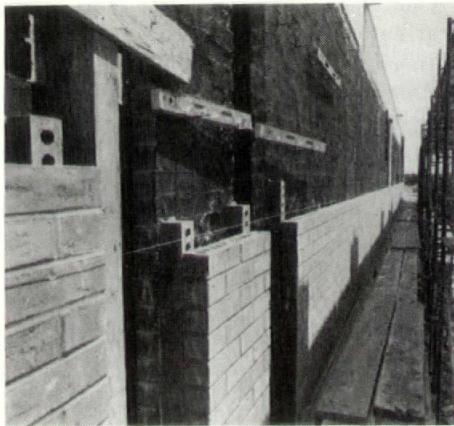
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The seven one-story buildings, totaling 120,000 sq. ft. of floor space, have 10" brick double walls: library-administration, fine arts-auditorium, science, physical education, vocational, shop, central mechanical plant.

The photograph above shows the simplicity of Double Wall construction: the finished outer wythe, the cavity (which may be insulated), and the inner wythe which gives the beauty of exposed brick.

For complete information on design, engineering and construction of brick double walls and brick bearing walls, mail the coupon.



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Highway Beautification Act

Congress was asked today by The American Institute of Architects to make "design concept teams" of specialists a required part of the Federal Government's interstate roads program.

AIA first vice president, George E. Kassabaum, of St. Louis, Mo., told the Senate Committee on Public Works that architects were "convinced that this approach will produce a highway that is a part of the community, rather than one that takes the community apart."

Design concept teams are panels of engineers, economists, sociologists, planners and architects who focus on the "complete social, economic and physical impact" that a given freeway or expressway corridor will have on a community. Kassabaum pointed to the increasing physical and social upheaval caused by the urban freeway and said something can and should be done to eliminate highway-city conflicts. Specifically, he suggested that a major change be made in procedures now used for selecting the corridor, delineating the specific location and designing the highway.

The concept team is being tested on a 20-mile segment of the Interstate Freeway System in central Maryland. Citing the Baltimore Design Concept Team as a "new and constructive approach toward placing and designing a metropolitan highway," Kassabaum urged that such a team "be required by the Federal Government for the design of all future segments of the Interstate System." Such an approach will "produce a highway that is a part of the community, rather than one that takes the community apart," he said.

Design opportunities in highway safety have not been fully exploited, nor are highway engineers making use of significant breakthrough in lighting, break-away light and sign structures, and similar innovations.

The fact of the matter is that good design cannot be prescribed. The design opportunities which a highway represents do not derive from any text book or code. Of course, there are reasonable guidelines, but the greatest design success is the product of specialized skills. If the Federal and state highway departments would only utilize the design skills that are now available, we are convinced the highways would be safer and less disruptive," Kassabaum concluded.

Senate Public Works Committee Chairman, Jennings Randolph (D-W.Va.) termed the AIA suggestion "an extremely constructive proposal" and directed his staff to explore its potential.

Senator Joseph Tydings (D-Md.) was even more emphatic. He said he completely agreed with the Design Concept Team approach and advocated its adoption by the Federal Government either by law or by regulation.

Other points made by the AIA witness concerned improving the effectiveness of the Highway Beautification Act. Kassabaum recommended repeal of the mandatory just compensation requirement of the Beautification Law on the grounds that it was disruptive of state efforts to control billboards and junkyards under the police power. He also suggested that the entrances to cities and towns not be excluded from the purview of the beautification law, as is presently the case.

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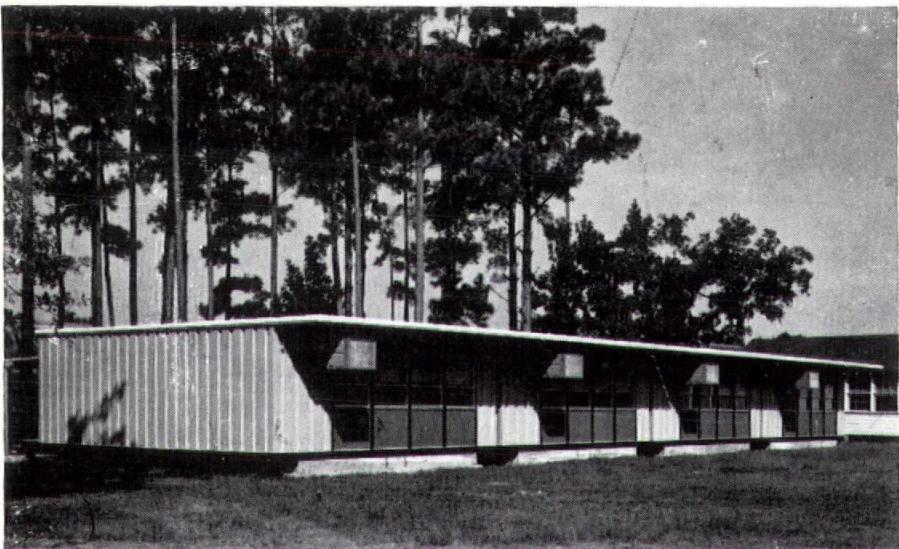
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SWIFT, SURE CONSTRUCTION—Armco Steel Corporation's experience and reputation in the steel building industry is complimented by your local Armco Building Dealer's ability to erect the right type of structure of virtually any size for your specific needs—whether it be for education, manufacture, storage or commercial activities.

For more information on the Armco Building System, write Armco Steel Corporation, Metal Products Division, P. O. Box 1939, Houston, Texas 77001. Offices also in Austin, Dallas and San Antonio.



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President's Committee

Employment of Handicapped

A blind electrician who installs electrical outlets in tract houses, a retarded kitchen worker who supervises "normal" employees and a cerebral palsy victim who is an electronics genius comprise a cross section of millions of handicapped Americans who are not handicapped on the job. These employees have a fine attendance record and better-than-average safety record. As a general rule, retarded workers have much greater tolerance for repetitive, short cycle tasks than normal workers.

While more and more employers are hiring the handicapped in spite of their disabilities, some hire workers *because* of their handicaps. For instance, a chemical firm in Florida employs the blind to judge taste and odor of synthetic flavoring and perfume chemicals, finds them four times more effective than sighted workers. Hiring the handicapped does not cause a company's insurance rates to rise. Rates are based upon the type of work in which a company is engaged and its individual accident experience. Generally speaking, handicapped workers have fewer accidents than ordinary workers.

Employment of the Handicapped is a wise investment.

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how about
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OF THE HANDICAPPED, WASHINGTON, D. C.

TEXAS ARCHITE

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on Dec. 2, 1965,
El Paso was completely
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Power is cheap. The chance for a motor burn-out is practically nil. There are no overhead lines.

Now that Rushfair has proved it can stay in business with the rest of town paralyzed - well, that's frosting on the cake!

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