
by

ROBERT LOUIS MIER

A.B., University of Missouri, 1972

AN ABSTRACT OF A NON-THESIS PROJECT REPORT

submitted in partial fulfillment of the requirements for the degree

MASTER OF REGIONAL AND COMMUNITY PLANNING

Department of Regional and Community Planning

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1977
The non-thesis project report discusses the basic processes involved in the production of a newsletter, some of the weaknesses of the newsletter, "Planos", that was the product of the project, and some suggestions to improve the quality of subsequent editions at Kansas State University.

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Approved by:

Major Professor
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Introduction

The purpose of this project was to produce a promotional planning publication that would serve as a means of exhibiting student papers, improving students' communications skills, keeping the planning profession informed about the Department of Regional and Community Planning at Kansas State University and improving student employment opportunities.

The audience for the publication was to be planning agencies and consulting firms in the five state area: Oklahoma, Nebraska, Kansas, Missouri and Iowa.

The final product is contained in the appendix and this report will serve to indicate a few of the basic processes involved in the production of the publication, some of the weaknesses of the publication, and some suggestions to improve the quality of subsequent editions at Kansas State University.

The title for the publication, "Planos," is a derivation of a Greek word meaning "to wander." Through one's wanderings, he observes and thus, learns from these observations. Unlike the publications of other planning schools, "Planos" did not pretend to contain "the answer" to planning problems; it contained the observations and thoughts of students. It was hoped that these would be of interest to planning professionals.
Basic principles of communication

The word "communication" comes from the Latin word, "communis," which means common. In communication there is the attempt to establish a commonness with someone; to share a viewpoint, a feeling. There are many different forms of communication, but every form involves three elements: the source, the message, and the destination.

The source, in order to communicate his message, must encode it. The message is transmitted and is then decoded at its destination point. Even from such a simple model it is evident that each step is significant in terms of the desired message.

In human terms, if the source does not have adequate or clear information; if the message is not encoded fully, accurately, effectively in transmittable signs; if these are not transmitted fast enough and accurately enough, despite interference and competition to the desired receiver; if the message is not decoded in a pattern that corresponds to the encoding; and finally if the destination is unable to handle the decoded message so as to produce the desired response—then obviously the system is working at less than top efficiency.¹

The purpose for indicating this obvious process is to emphasize that the production of a publication involves an extensive amount of thought about the type of message to be communicated, how it should be communicated, and to whom it is to be communicated. 

communicated. Failure to do this will detract from the effectiveness of the publication.

Basic elements of a publication

In a publication the message is communicated through written copy, photographs, the composition of the page, and the type of paper used. Each is important and will be commented upon.

Written copy

All facts for expository writing should be sifted, then sorted, and finally, "sold" to the reader. Sifting means screening-out concepts and words that are alien to the reader's understanding. Sorting refers to the process of organizing the facts in an understandable manner. Finally, to "sell" the writing to the reader, the writing must be enjoyable to read.

Contemporary writing often is not sifted. There is a strong tendency for members of professional groups to make their writing sound as technical as possible; perhaps this is done in the mistaken notion that respect will be created for their particular profession. Planners have fallen victim to this writing style. Driving through a neighborhood and looking around becomes a "windshield survey in the field." Residents who move from a city are "gross out-migrants."

Photographs

The selection of photographs to complement copy is an extremely important activity. The photographs must enhance the mood of the written piece and contribute to the ideas presented. In a
magazine the primary ingredients of picture success are surprise and impact. While in a tabloid such as "Planos" it might be said that surprise might not be a basic element, impact very definitely is. The photograph must stimulate a response in the viewer. While there are no strict rules for picture selection, there are guidelines to take into consideration:

1. First consideration goes to the appropriateness of the photograph in relation to the editorial message. We have a responsibility to the editorial idea and the direct communication of that idea to the reader.

2. The second consideration is the believability or truthfulness of a picture. Does it have a stilted or contrived look?

3. Only after the first two considerations have been satisfied can we turn to the design values: composition, tonal treatment, and surface quality. Though the needs of content must be met, it is at this third step that the dynamic concept of presentation enters the process.

4. Because picture lay-outs rarely consist of single pictures, finally, we must consider the relation of photographs to each other and to the structure of the completed story.

Page Composition

With written copy and photographs, we are ready for the composition of the page. There are seven principles to be followed.

Often assumed to be the most important is balance. Balance

---

may take two forms: formal or informal. Formal balance is achieved by the placement of the visual elements, copy and photographs, on an imaginary vertical center. It creates a conservative and dignified feeling. However, it is believed to be too static to retain the reader's interest. Therefore, graphics used in this type of lay-out should be simple, so that they can be understood during the reader's brief attention span.

In informal balance, balance is maintained through the use of visual elements of different size and color or darkness. A more complicated style, informal balance is guided by no rules, and one acquires skill in the use of the style through experience.

Proportion is the second major element of composition. It is concerned with how the visual elements both relate to one another and to the whole. The effect of proportion can be demonstrated through the division of a line.

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Fig. 1--Proportion

Dividing the line a short distance from the right does almost nothing for the eye and the smaller section of the line to the right is lost.

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Fig. 2--Proportion

Dividing the line into halves achieves equilibrium and an uninteresting ratio.
Dividing the line into thirds achieves more interest and a kind of rhythm.

Finally, dividing the line between the one-third and one-half divisions produces the most effective result.

In composition one should be also concerned with rhythm. This is achieved through the repetition and progression of visual elements. Rhythm ties the page as well as the entire publication together into one unit and makes the publication much more interesting to view.

The fifth principle is that of movement. Movement refers to how the reader's eyes are guided across the page. Often in publications, the route is clockwise—beginning in the upper left corner and finishing in the lower right. However, the goal is to move the reader's eyes to the center of interest—what is to be emphasized.

Finally, one should be concerned with the principles of unity, clarity, and simplicity; these are elements that are closely related. If the composition contains elements that do not fit together, the entire lay-out lacks unity and the reader's interest is decreased. Often a group is responsible for the lay-out and everyone contributes his ideas. The result is that composition lacks clarity and simplicity and the potential effect upon the reader is lost.
The type of paper stock used is a major aspect of the message that is communicated. The three major characteristics of paper are weight, finish and absorbancy. "Weight" refers to the weight of one ream (500 sheets of paper) of a particular grade of paper. "Finish" refers to whether the paper finish is rough or smooth, and whether it is flat or glossy. A paper's "absorbancy" indicates whether it can be used for letterpress printing. A paper with low absorbancy cannot be used for that type of printing.

The production of "Planos"

Basic characteristics of the publication

"Planos" used a seventy weight, flat finish, offset stock paper, and the publication's size was 11 1/4 by 17 1/2. It was believed by the staff that this size would allow articles of adequate length and maximum flexibility in lay-out.

How the publication was produced

The following tools were required:

1. (3) lay-out boards for a six page edition
2. (1) black pen
3. (1) red pen
4. (1) "non-producible" blue pencil
5. (1) roll of "magic mend" tape
6. (1) T-square
7. (1) large triangle
8. (5) sheets of red "Zip-A-Tone"

The following steps were required in the process:

1. The articles were typed on an IBM typewriter to assure that the copy was sharp and dark. This is crucial, because in offset lithography (the printing process used by the Campus Printing Office) the lay-out board is photographed and the negative is used
directly to produce the printing plates for the publication. It was determined that each page would have three 3 1/5 inch columns. Therefore, the articles were typed in column lengths that would result in 3 1/5 inch columns when the copy was reduced by a Xerox copier. The reduction of the copy allowed us to use more articles, and gave more of a professional appearance to the articles.

2. Since in the lay-out, two pages were composed on one lay-out board, the blue pencil was used to indicate a rectangle that was 22 1/2 inches by 17 1/2 inches. In addition, a line was drawn horizontally 1 1/2 inches from the top of the page and another at the bottom of the page. Two vertical lines were drawn one inch from each side of the page. This gave the publication margins of adequate size on all sides. With the red pencil, each corner was marked. This showed the printer where the page ended. This was necessary for him to know when he photographed the lay-out. Finally, the columns were drawn with the blue pencil. See the following figure.

![Fig. 5-- The lay-out board]

3. The copy was placed in the desired position on the board and "magic mend" tape was used to adhere each corner of the copy to the board. Care was taken that the copy was aligned with the columns drawn on the board.
4. The pictures were then cropped. "Cropping" refers to the act of indicating what portion of the photograph is to be used in the publication. This was done by drawing in pencil on the margin of the photograph two short, horizontal lines and two short vertical lines that enclosed the area of the photograph that was to be printed.

5. Since many of the photographs had a size different from the desired size for the publication, it was necessary to indicate what was the desired size. While the size may change, the proportion of the length to the width is maintained. Thus, a photograph that is 3 2/10 inches by 1 6/10 inches will have a length of 6 4/10 inches if its width is increased to 3 2/10 inches. Each photograph was mounted on an individual piece of cardboard. Glue was used for the photographs, and "scotch" tape for the line sketches. On each board the desired width of the photograph, or line sketch, was marked. See the following figure.

![Fig. 6-- Preparation of graphics](image)

6. In each spot on the board where a picture was to be, a piece of red "Zip-A-Tone," the same size as the desired size of the picture, is positioned. This is because the process of photographic offset printing involves the production of two negatives. One negative, that records only black and white, is made of the lay-out board. The other negative, that records black and white, and tones in between, is made of the photographs or art works with
grey tones. The two negatives are subsequently fitted together. The red "Zip-A-Tone" is not recorded on the first negative and therefore, "windows" are created where the negatives of the photographs are placed when the negatives are combined. Each of the mounting boards were then numbered and that number was written in blue pencil at the spot on the lay-out board where the photograph was to be.

7. The final step was the placement of the headlines in the appropriate places on the boards. "Planos" allowed the printer to print them. The size of the headlines and the type of print that was desired was determined from a booklet that is available from the Campus Printing Office.

A critique of how "Planos" was produced

To aid those who will be involved in subsequent editions of "Planos," the major mistakes of the first edition will be listed.

Page 1.- (1) The line indicating who the publishers are is uneven. (2) The margins on the two sides of the page are not the same size. (3) The picture in the third column was placed on the optical center so that its position, aided by its size, would attract the reader's attention. The content of the picture does not merit the attention. The picture was composed with the hope that the viewer would be brought into the picture because of the ascending steps. The closed door injures this effect. Entry is prevented. (4) The pictures are static. They would be more dynamic if some of them were photographed from different angles.
Page 2 and 3.- (5) There is too much white space in the collage of the Square. The pictures appear disunited rather than united which was the intention of the lay-out. (6) The red "Zip-A-Tone" did not match the size of some of the photographs in the collage. This gives the impression that the pictures were poorly cropped.

Page 4.- (7) The photographs are much too small to be effective. The position of the two photographs at the top right of the page was intended to unite this page with the first page. This was hoped to be achieved through the similarity in the size and position of the pictures.

Page 6.- (8) The two photographs are not associated well enough with their articles. One is not sure whether the castle should go with the article on Italian politics or the one on the Medieval Era. A much more effective lay-out could have been achieved. In addition, the castle, like the other line sketch, does not relate to the space of that portion of the page. (9) The pictures and lines are crooked. This greatly detracts from the effect the pictures have on the page.

Costs of the publication

The following table lists the costs for the production of "Planos."
TABLE I
PRODUCTION COSTS

<table>
<thead>
<tr>
<th>Item</th>
<th>Approximate Costs(^a)</th>
<th>Expenditures(^b)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing</td>
<td>$159.00</td>
<td>$169.00</td>
</tr>
<tr>
<td>Tools/Supplies</td>
<td>3.00</td>
<td>10.00</td>
</tr>
<tr>
<td>Photographs</td>
<td>13.00</td>
<td>48.81</td>
</tr>
<tr>
<td>Editing Services</td>
<td>-</td>
<td>20.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$175</strong></td>
<td><strong>$247.81</strong></td>
</tr>
</tbody>
</table>

\(^a\) Indicates the cost of one edition of the publication without any production errors. It includes an estimate of the cost of photographs and supplies actually used for the first edition.

\(^b\) Indicates the total expenditures for the publication for 1976-1977.

Managerial problems of the production process

First of all, there was no agreement among the students as to whom or what should have final control over the publication. Since it was a student publication and the funding came through the Student Planning Association some students believed that this group, via its officers, should have control over the production of the publication. The editor believed that, since he originated the idea, obtained the necessary funding for the publication and used the publication for his non-thesis project, he should have the position of control. This lack of agreement created an unpleasant working environment that might have had an adverse effect upon the quality of the final product.
The second problem was that there was little interest among the students in the department for the publication and therefore few articles were submitted for "Planos." All but two of the articles were written by the staff.

Possible solutions to the managerial problems

In future years, "Planos" could use one of two different types of organizational process. If the publication is to continue to be strictly a student publication, it should be under the control of the Student Planning Association. The editor of the publication should be elected to the position after he/she has indicated to the students what his/her viewpoints are concerning the style, scope and editorial slant of the publication. The editor or SPA officers would then have complete control over the publication and the funding source. There could be a separate checking account for "Planos."

Since this would be a student publication, the students, through the editor or SPA officers would have complete control over the editorial position of the publication, what articles and photographs would be used, and to whom the publication would be distributed.

Since they would have complete control over "Planos," the students should have complete responsibility for the funding of the publication. This year, 1976-1977, funding came from the student government at Kansas State University (Graduate Council and the College of Architecture Student Design Council) and the Kansas Chapter of the American Institute of Planners. It is believed that
this funding will continue from these groups. Funding could also be obtained through advertising purchased by planning consulting firms.

The major advantage of this organizational structure is that the students would have complete freedom over the production of the publication and should experience greater personal growth through accepting the responsibility for its production.

The major disadvantage of this type of structure is that if only a few students are interested in producing the publication they would have to shoulder a heavy workload.

The second type of organizational structure would have "Planos" published by the Planning Communications class of the Department of Regional and Community Planning. While the students would have the responsibility for the work required for the publication, final editorial control would be exercised by the instructor and/or the department. "Planos" would cease to be a student publication and, at least in theory, the instructor and/or the department would retain editorial control.

The advantage of this structure is that the students would be free of the responsibility of obtaining funding for the publication, and with the assignments given in class, the workload would be distributed over a greater number of people. In addition, students would still gain an understanding of how a publication is produced, and would be given an opportunity to improve their communications skills through the production of a publication.
Conclusions and recommendations for future editions

1. It is the recommendation of this report that "Planos" adopt the second alternative discussed above. The publication should be produced by the Planning Communications class. This type of organizational process will insure a better quality product and one that will have a greater probability of continued existence for years to come. This is because the publication's existence would not depend upon the interests of students to participate in the extra-curricular activity. With the tabloid published through the Planning Communications class, a degree of stability is assured. The normal academic incentives, grades, would also insure a better quality product.

2. There should be a schedule of work activities. The schedule would contain the amount of time required for each activity and the order in which each activity should be performed. The following list contains the major tasks and the time normally required for their completion.

<table>
<thead>
<tr>
<th>Work Activity</th>
<th>Time Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of edition's theme</td>
<td>Two weeks</td>
</tr>
<tr>
<td>Selection of articles and graphics</td>
<td>One week</td>
</tr>
<tr>
<td>Editing and typing of articles</td>
<td>Four weeks</td>
</tr>
<tr>
<td>Lay-out</td>
<td>One week</td>
</tr>
<tr>
<td>Printing and mailing</td>
<td>Three weeks</td>
</tr>
</tbody>
</table>

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3. If allowed by Kansas State University business procedures, funds should be employed to pay for services and supplies that can be obtained more economically off-campus.

4. Students of the Planning Communications class or the instructor of the class should select the people for the managerial positions of the "Planos" staff.

5. Every student in the class should be required to submit an article for the publication.
An urban slum is a frightening thing. It is an area of land of social pathology run rampant, where the poor are pushed into aging, deteriorating buildings. It often has been the laboratory for sociologists, the test bed for slumlords, and the home for the powerless. It is the punishing ground for those who have failed in our society. But it is not the home for the majority of America's 111-housed; rural America is.

Much attention has been paid to the housing problem that this nation experiences but most of this attention has been focused upon the problems in our major cities. The situation in our rural areas has largely been ignored even though these areas contain a greater share of this country's substandard housing units.

In 1970, the rural areas were significant, accounting for only about 15% of all rural dwellings were substandard, over 15% of all rural dwellings were substandard.

The effects of poor housing in the rural areas are significant. (Just as they are for inadequate urban housing). Leaders of the American Public Health Association have concluded that housing may be as important to health as hospitals. They have noticed that the higher incidence of infant mortality and of such chronic diseases as tuberculosis, are linked with a higher incidence of substandard housing.

The lack of decent housing has also been considered one reason for the migration from rural areas to cities. This migration has affected both the viability of rural communities and urban areas.

Finally, for the poor, the failure to obtain adequate housing may not be their only problem, but in the words of Richard Margolis, "The shack...is both the medium and the message. Its gloom generates a kind of creeping helplessness that steals upon one..."

Income levels have an obvious and significant effect upon one's ability to acquire adequate housing. It is generally assumed that the lower income level in the rural areas are offset by the lower housing costs, but this does not appear to be the case. General Electric's TEPO staff for the Valley Counties demonstrated that "The minimum incomes required to assure standard housing are significantly greater outside SMSAs." This is because of the greater proportion of substandard housing in rural areas outside SMSAs.

In addition, the cost of new housing is also higher. The median price per square foot in 1974 for all new single family homes, both urban and rural areas was 4.5% higher than the price in the urban areas. For all houses, under 1970, the rural median price was 6.9% higher.

There are several reasons for the higher construction costs: scattered sites for individual units, a relatively disorganized housing construction industry, the necessity to transport materials and labor and poorer construction in general.

Financing is a problem that affects builder and buyer, rural and urban residents. In the period 1949-1969, the cost of financing rose over 20%. In 1970 and to 1974, the interest margin price rate was 5.83%. This rate rose dramatically to 8.52% in 1970 and to 9.22% in 1974. In the rural areas the problem of financing is made even worse by the conservative lending policies of local financial institutions. The FDUSDA Interagency Task Force on Rural Housing reported that both the amount and terms of housing credit are less favorable in rural areas than in larger cities.

Federal programs, while generally believed to assist those with very low incomes, have more often than not been insulated from the nation's housing problems. The rural areas have been the last to receive any concern. The FHA's section 209 program has been termed an "empty promise" by various related interest groups.

It appears also that FHA has been reluctant to assist those with very modest incomes. Although authorized to subsidize interest on homeownership loans down to an effective rate of 1%, most of the loans have had no interest write-downs at all. And one would question the policy of an agency concerned with subsidized housing that has a lower loan-to-price rate than the loan-to-value rate for all nonfarm one to four family dwelling units. Is it really attempting to reach the lower income families?

Some critics adhere to the viewpoint that the agency's main problem is a structural one. It is a mistake to have an agency that is attempting to solve the rural housing problem lodged in the Department of Agriculture, a department primarily concerned with commercial agriculture.

The housing problem has been discussed for generations; policies have been made, federal acts have been passed, programs have been implemented and the problem is still with us. It could be that the problem will always be with us, that there will always be people in this country who cannot afford even the basic necessity of adequate shelter. On the other hand, perhaps the new administration will keep the promises made by previous administrations over so many years. Perhaps...
On the Square:

Stopping the downward slide

by Robert Mike

Lafayette Square

One mile south of downtown St. Louis, about the same distance east of Grand Avenue and St. Louis University, and just barely enough west to escape the works of Holmes, on the corner of Pettiteville Street, lies Lafayette Square. This square, a neighborhood of 25 blocks surrounding a 30-acre park, epitomizes the affluence and style of early St. Louis.

Residents of Lafayette Square were able to escape as much of the unpleasantness of everyday life as money at that time would allow. Servants assumed the mundane duties of managing households and rearing children. The women of the Square were free to engage in the more significant activities of "coming-out" parties and balls, which were nightly events during the Catholic city's pre-Lenten social season. The men passed their idle time playing cricket in the park while patrolling their gardens. The Square was not without its commerce, as some merchants operated shops.

On a more illustrious note, the Square was the site of two important events. In 1847, with the re-opening of the canal and the return of river traffic, the Square was a hub of activity. In 1851, with the opening of the fair, the Square became a center of attention for visitors from all over the world.

When demolition of the structures was beginning to occur in 1969, a group of people became inspired to save the area because of its historical and architectural importance to the city. In recent times, St. Louis has kept an eye on the future of its past and has been dedicated to preserving and erecting structures and monuments commemorating what time to some was a brighter era. The Square not only commemorates such an era but is rich in architecture and history.

Lafayette Square originally was referred to as "Common Pastures," an area of undeveloped land little more than wilderness set aside in 1767 for the use of all St. Louisians. However, by 1835 those who used it most were outlaws who took advantage of passing travelers. The name was changed to "Lafayette Square" in 1848, when it was set aside for public use. It is now a park.

When the park was opened in 1851, it was a private park, but in 1857 the park was opened to the public. In the 1860s, the park was used for concerts and balls, and in the 1870s it was used for political rallies. In the 1880s, the park was used for picnics and other social events.

In 1969, the Square was designated a National Landmark by the Federal Government.

The committee of some 170 members is composed largely of alumni and businessmen. They are the 20's and 30's who have purchased homes on The Square. They believe that their combined talents well. In need of capital for and promotion of their restoration activity, they began conducting "Saturday Night" and "Sunday Afternoon" walks in the Square. They have also arranged for the Park to be used for a "Summer Festival," which has been a great success.

In 1970, the Committee began to publish a newsletter. They have also been able to purchase houses for exterior renovation and resale.

In addition, some of the homes have been restored to their original condition. This includes the home of Charles Gibson, who played a key role in preventing Missouri's withdrawal from the Union and who was named Solicitor General of the United States for his efforts. Of Patrick O'Neill, the father-in-law of bridge builder James Eads and one of the founders along with Joseph Pulitzer, of the St. Louis Post-Dispatch, Montgomery Blair, who was Lincoln's Postmaster General and counsel for the plaintiff in the infamous Dred Scott case, also built a home there. So did jurist Louis Brandeis, and steamboat cap- tain Horace Blunt, whose niece and frequent guest, Mark Twain, became more famous for his descriptions of the river than for his ability to navigate it.

In the 1860's it had become the home for poor rural whites and blacks who came to St. Louis following the Civil War looking for a future and found slum housing instead. The buildings were deteriorated; many were windowless; and most were without proper plumbing. Hoses that were built by the extremely wealthy had finally passed through arbitrage to the only people who would live there - people who had no other alternative available. Once the cultural apex of the Midwest, the Square had become the refuge of wits, who sat in decayed doorways and tried to escape the elements and prostitutes who haunted their wares.
In St. Louis, it's simply called the Hill, a neighborhood of some 4,000 people, 90% of Italian background and 90% Catholic. It's an area of modest, brick-studded homes, of corner grocery stores and salami and macaroni factories. It's noted for its extremely fine family-run Italian restaurants and soccer players, for its bucolic ball and for being a very solid and stable ethnic residential community. It's an area with a way of life that is peaceful, or at least it seems to be.

The Hill, located within the city and on its bluffs, extends from Forest Park. It was the site for the clay mines that once operated around the turn of the century and employed many of the forefathers of present residents. The mines "played-out," but the Italians stayed to build a community.

In the '60s it seemed as if the neighborhood itself was beginning to "play-out." The area was experiencing physical decline and families were moving away. To stop this trend, residents organized a neighborhood association in 1968. An outgrowth of this group was the Hill 2000 Incorporated that was formed in 1970 and whose members believe that the Hill will remain vital for years to come. Out of a membership of residents, landowners, and businessmen in the area; its Board of Directors consists of the first twelve members who donated at least $500 to the organization. Each new member that joins the Hill 2000 has devised programs that touch upon almost every problem area. Free social services are provided, as well as free hospital beds, high school courses, senior bus passes, and transportation to medical services for the aged. It has also managed to find sixty jobs for people in the local macaroni and salami factories.

During the summer Hill 2000 sponsors a Summer Youth Program which involves area youth in cleaning up the neighborhood. In this way homes have been renovated, trash collected, and fire hydrants and trash cans have been painted in a color scheme most popular on the Hill - red, white and green - the Italian colors. Encouragement and assistance are both provided to the residents of the Hill through a 10% rebate on home improvements with a maximum rebate of $500. The corporation itself has purchased and renovated some homes for subsequent sale to families at a reduced price. It has also planted over 1,000 trees, plans on initiating a tulip planting program, and has purchased a $7,000 statue, "The Italian Immigrants," for St. Ambrose. To make available more single-family homes for the young, and to provide more suitable housing for the elderly, the Hill 2000 is studying the possibility of erecting an eight-story apartment building for the aged.

The Hill has been quite successful in dealings with outside forces, primarily municipal, state and federal authorities. It was successful in hastening the construction of an expressway ramp that would have channeled truck traffic through the neighborhood. To prevent the division of the Hill by Interstate Highway 44, which bisects the area, the local parish priest requested a meeting with former Transportation Secretary Volpe, to whom he made his arguments in formal Italian. A more effective language was subsequently used a $50,000 check to purchase an overpass to connect the two portions of the neighborhood.

In the past thirteen years the accomplishments of the Hill have truly been remarkable. Out-allegiance to the city has been focused, the young are now staying. The median age has dropped from fifty-five to forty-seven. In the past five to ten years home improvements have increased the value of the structures by $10,000 to $15,000 each.

To support its activities the corporation sponsors an annual summer festival, Hill Day, during which local hand-made and Italian home-cooked food attract over 150,000 people and bring in over $50,000. Perhaps the explanation for the success of the festival with instruction from other neighbors, shells became Jobe. This is one reason why one gets the feeling of the Frontier on the Square; people helping each other create a physical and social community.

In the late sixties one seriously wondered why anyone who chooses to live in Lafayette Square. It was a neighborhood set in an extremely low-income area and a neighborhood affected by the overflows of its location: major problems such as crime and as more minor ones as inadequate shopping and schools. There was also the possibility of loss of equity if the renovation of the Square proved to be a failure - if the handful of people who ventured there at that time were unable to encourage others to join them.

In 1971, crime is still a concern, the shopping is no better, and neither are the schools. But the community has grown considerably in size, and most residents choose to accept the difficulties and cope with them. Purchasing is largely done outside the area; children are sent to private schools; perhaps many feel that crime is simply a problem that one finds everywhere.
In 1863, Congress passed the National Homestead and Exemption Law that encouraged settlers to move west into unoccupied and under-developed territory. Homesteading became a valuable method for settling the Rest and the National Homestead did not have a western limit, whereas the Homestead Act of 1862 did. The Homesteading parcels of the central city are not the low-income housing areas of the older neighborhoods. They are primarily composed of middle-income housing. The City of Philadelphia, with a population of 1,500,000, began the Homestead program to prevent further decline of the city. The City has a property tax of $120,000, which includes the city's housing, public schools, and the city's Land Reutilization Authority. The city would gain from homesteading.

All four studies urged that the city's population would be increased by the Homestead program. The city would gain from homesteading.

The reasons for Baltimore's program being looked upon in such a favorable light are apparent. The program already established which was easily adaptable to meeting the demands of a large city. Support for the program was great among the people of Baltimore. The program was well planned and executed to rehabilitate the homes was readily available.

Reclaiming the deserted, Homesteading in four cities.

Paul Chaffee

The city's policy and programs have been complemented by the Urban Homesteading Board which is composed of the City’s Housing Authority, the City’s Land Reutilization Authority, and the City’s Land Reutilization Authority. The Board has been working with the city's Land Reutilization Authority to develop policies and programs to help the city's homeless population. The Board has been working with the city's Land Reutilization Authority to develop policies and programs to help the city's homeless population.

The Board's goal is to help the city's homeless population by providing them with affordable housing. The Board has been successful in developing policies and programs that have helped to reduce the number of homeless people in the city. The Board's efforts have resulted in the development of new affordable housing units and the rehabilitation of existing units. The Board's work has been instrumental in helping to reduce the number of homeless people in the city. The Board's goal is to help the city's homeless population by providing them with affordable housing. The Board has been successful in developing policies and programs that have helped to reduce the number of homeless people in the city. The Board's efforts have resulted in the development of new affordable housing units and the rehabilitation of existing units. The Board's work has been instrumental in helping to reduce the number of homeless people in the city.
Dallas: a glance from the outside

by Robert Miller

The Southeast Region of the American Institute of Planners, representing the states of Texas, Arkansas, New Mexico, Louisiana, Oklahoma, Kansas, and Arizona held its Regional Forum October 22 - October 24, 1976, in Dallas, Texas. The conference was held in a city which is undergoing tremendous growth, both in the population and in the number of people who are moving in from other parts of the country. The city is a hub of transportation and communication, and one of the largest industrial centers in the country. But Dallas is more than just a city of commerce and industry. It is also a city of culture and recreation, with a rich history and many attractions.

Dallas has experienced tremendous growth in the last few decades. In the 1970s, the population increased by 297,734 to 445,401, making it the eighth largest city in the U.S. Like many of the cities in the Sunbelt, Dallas, in the past few years, has enjoyed an unemployment rate lower than the national average. Considering the growth of the city, it is not surprising that the city is one of the most livable places in the country.

Dallas is a city of contrasts. It is a city of big business and big industry, with headquarters of many of the largest corporations in the country. But it is also a city of small business, with the spirit of entrepreneurship and innovation that has made Dallas a leader in the development of the Sunbelt region.

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The Medieval Era: golden age of town planning

by William Gilmore

The Medieval Era was the impetus for urban and city development that has led to the modern equivalent of town design. The Middle Class of that time represented the initiative behind economic and cultural development that even-

plified the basic structure of modern society.

As written by Louis Hasford: "The City as one finds it today, is the point of maximum concentration for the power and culture of a community. It is the community's life container and symbol of an integrated social relationship: it is the seat of the government, the market, the hall of justice, the academy of learning."

The products of the City are a recognized symbol of the industriousness of the people to stabilize a viable center of human experience. Cities are the result of a settled civilization that based its beginnings on agriculture as its main staple of existence. These centers contain the social needs, values, beliefs, and attitudes derived from past and immediate experience.

The City grew as a rational attempt to coordinate the methods for survival. This was the position of the City during the Medieval Era as it grew to realize its full potential in a predatory world.

The Fall of the Biz Rome, Empire, fifth century, marked the beginning of the Medieval Era in Europe. The unity of the city in trendy was essentially to a relic due to piracy in the Mediter-

rian and the assault of barbarian horde migrating from the north. Agriculture became the principal industry and the population of cities concerned themselves with consumption rather than production.

This chaotic and unstable situation continued until the early part of the tenth century when there were not the initiatives in the population and the political climate began to stabilize. Trade routes from the East reopened. Castles, fortified bishoprics and monasteries were located strategically on hilltops, providing protection from the nomadic tribes that threatened the urban centers, and settlements located within their domains. They were highly interconnected and were very difficult to lay siege to, and they provided a centralized position of the industrial activity and the closest proximity to these positions, soon became focal points of growth. Settlements came for employment opportunities and traders came for business opportunities and to establish trade centers.

The beginning of urban town planning was ultimately due to urban development and growing political movements. At civil liberties were granted to individual communities under the auspices of urban town planning, the cities began to organize themselves into efficient defensive, economic centers of trade.

The Normans are sometimes credited with initiating the Medieval planned town design. These early planned towns originated as settle-

ments, surrounding the castle keep or citadel, following a rectangular layout, on land that was elevated for natural defense. The streets of these towns followed a north-south, east-west format with the widest street linking the castle and the church. This was to establish the avenue as an extension of the marketplace. The marketplace and the church plaza served as part of the nucleus of the community, unifying the city in a central area.

The beginning of the consciously planned geocentric city appeared in Europe during the thirteenth and fourteenth century. This period represents the 'golden age' of town planning. This was the result of a conscious effort by kings and nobles to build new towns in order to protect newly acquired lands and to establish trade areas, as a political and economic necessity.

The geometric town plan was given various names during the Medieval period, but it was collectively known as 'hastise from the French, meaning to build. Located in areas that had not been developed, these towns were staked out as a rectangular field that best matched the topography of the site. The original design of the layout was laid out first, in order to create the limits in a picture of the king and his landed aristocracy. The streets were being twenty-five feet wide, minor roads six-

tended, and narrow lanes behind each house, eight feet wide. Two squares were reserved for the church and the marketplace, with the rest of the land subdivided into seventy-two to twenty-four foot house and garden plots. However, land was sometimes sold to parties of castles, the French baronage.

The medieval planned town was given a name of the City during the Medieval period; should extend over the entire town frontage; were required to have a party wall and the rest of the plot was to be used as a garden space.

In summary, towns during the periods of history have been centers of progress and enlightenment. Each city or town during the Medieval Era was representative of the long period of transition between the Fall of Rome and the be-

ginning of the feudal era.

The protection of the walls of the Medieval walled city was markedly distinct from the insecure life in the open country. The higher quality of life within the community made the varied and specialized character of indus-

try more desirable over the lower wages, low standards and simple equipment of the rural craftmen.

The end of the Medieval Era marks the rebirth of social and political stability that, in time, required planning to control the fluid expansion of cities.


