

"PLANOS": A JOURNAL OF THE STUDENTS
OF THE DEPARTMENT OF REGIONAL AND COMMUNITY PLANNING,
KANSAS STATE UNIVERSITY;
THE FINAL PRODUCT AND A REVIEW OF THE PRODUCT

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

¹Joseph A. DeVito, (ed.), *Communication Concepts and Processes*, (Englewood Cliffs, New Jersey: Prentice-Hall, Incorporated, 1971), p.12.

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 other² 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

²Allen Hurlburt, *Publication Design*, (New York, N.Y.: Van Nostrand Reinhold Company, 1976), p.54.

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.

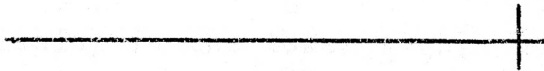


Fig. 1--Proportion

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.

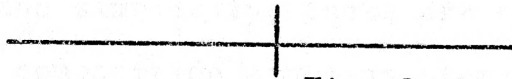


Fig. 2--Proportion

Dividing the line into halves achieves equilibrium and an uninteresting ratio.

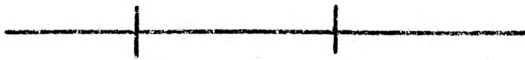


Fig. 3-- Proportion

Dividing the line into thirds achieves more interest and a kind of rhythm.



Fig. 4--Proportion

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 can not 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 $3 \frac{1}{5}$ inch columns. Therefore, the articles were typed in column lengths that would result in $3 \frac{1}{5}$ 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 $22 \frac{1}{2}$ inches by $17 \frac{1}{2}$ inches. In addition, a line was drawn horizontally $1 \frac{1}{2}$ 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.

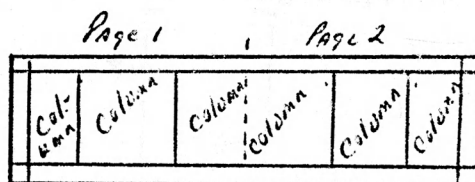


Fig. 5-- The lay-out board

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 $3 \frac{2}{10}$ inches by $1 \frac{6}{10}$ inches will have a length of $6 \frac{4}{10}$ inches if its width is increased to $3 \frac{2}{10}$ 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.

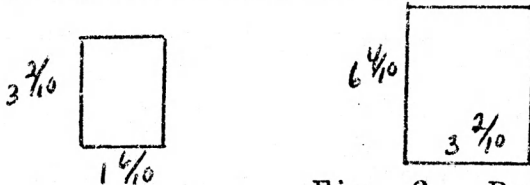


Fig. 6-- Preparation of graphics

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

Item	Approximate Costs ^a	Expenditures ^b
Printing	\$159.00	\$169.00
Tools/Supplies	3.00	10.00
Photographs	13.00	48.81
Editing Services	-	20.00
Total	\$175	\$247.81

^aIndicates 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.

^bIndicates 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 II

SCHEDULE OF WORK ACTIVITIES

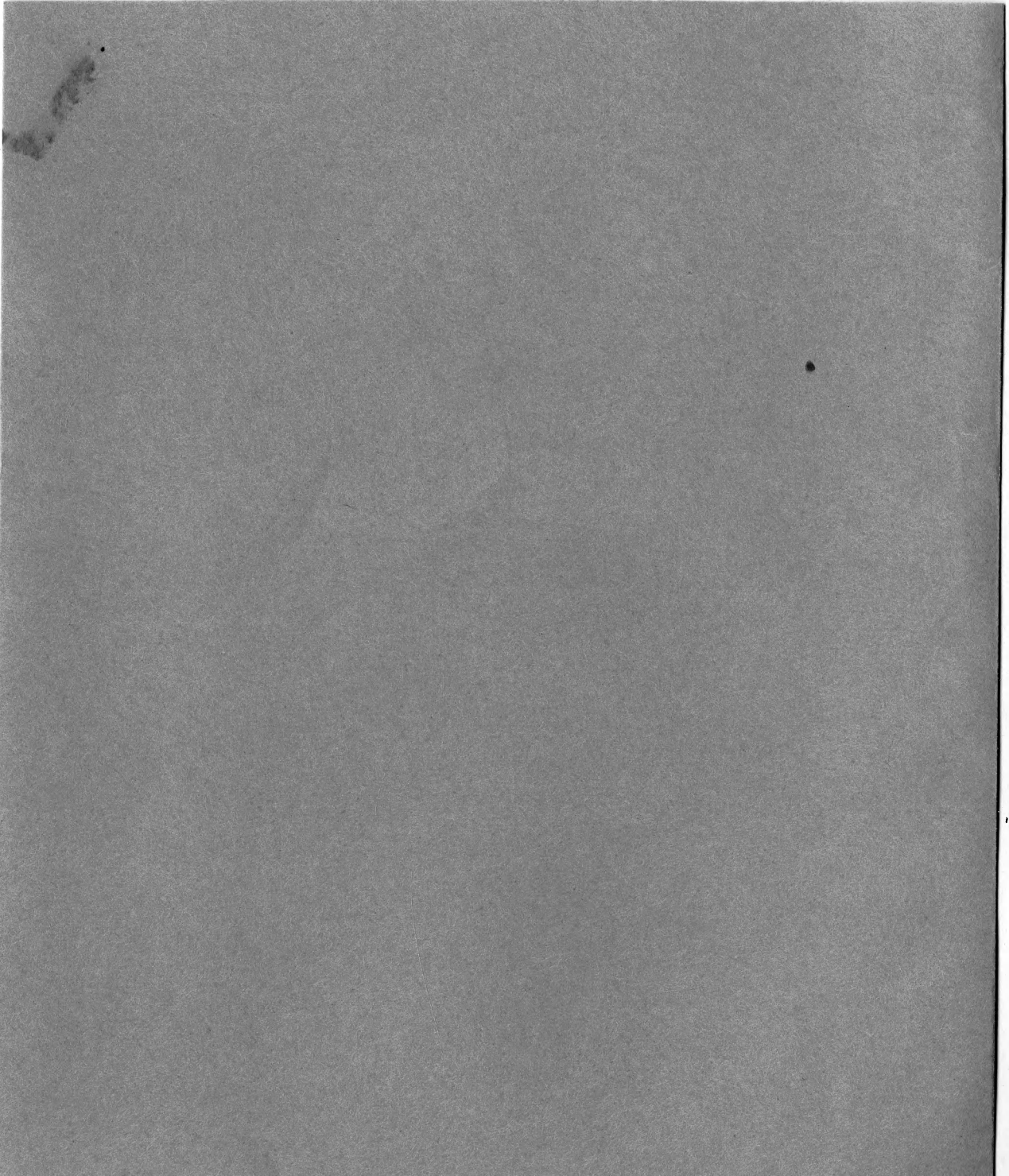
Work Activity	Time Required
Development of edition's theme	Two weeks
Selection of articles and graphics	One week
Editing and typing of articles	Four weeks
Lay-out	One week
Printing and mailing	Three weeks

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.

APPENDIX



PLANNOS



L. to R. Robert Lakin, Richard Green

A study of viewpoints, Land-Use Symposium '76

The annual Symposium on Land Use Planning and Regulatory Policy, sponsored by "Planning Administration and Implementation" class members in the Department of Regional and Community Planning at K-State, was held at 1:30 p.m. on November 15, 1976, in the Big-8 Room of the K-State Union. The symposium is held annually in order to better acquaint students with current thoughts and controversies on land use planning and regulatory policy taking place outside the planning academic community.

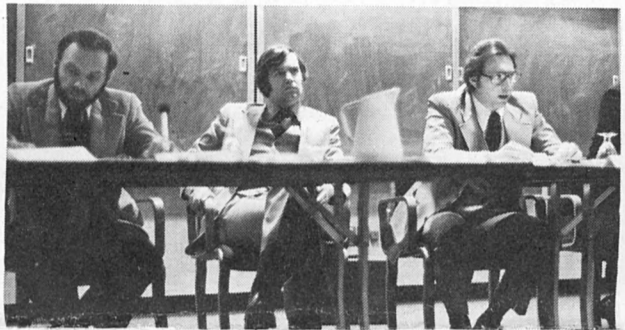
Participants in the symposium included: David Dale, Professor of Law, School of Law, Washburn University; Richard Green, Attorney, Manhattan; Carl Heinze, Assistant Director for Policy Planning, Division of State Planning and Research, State of Kansas; Robert Lakin, Director, Wichita-Sedgewick County Metropolitan Area Planning Department; W. Don Nelson, Director, State Office of Planning and Programming, State of Nebraska; and Joseph Vitt, Director of Community Development, City of Kansas City,

Missouri

A student panel presented open questions to the participants on various related topics. Topics included: land use control by referendum; roles of federal and state governments in land use control; constitutional limits on land use regulation; effects of regulatory mechanisms on the private sector; incentive mechanisms for effective land use management; coordinative mechanisms within the intergovernmental context; and the future of land in a democratic society.

The symposium was coordinated by students Joan Brady, Robert Burns, Robert Mier and Kathryn Shipman under the direction of Dr. John Keller, instructor of "Planning Administration and Implementation."

(Proceedings of the symposium are available upon request from Robert Burns, Department of Regional and Community, Seaton 302, Kansas State University, Manhattan, Kansas 66506.) □



L. to R. Joseph Vitt, Don Nelson, Carl Heinze

The silent failure— The provision of shelter in rural areas

by Robert Mier

An urban slum is a frightening thing. It is an area of land of social pathology run rampant, where the poor are packed into aging, deteriorating buildings. It often has been the laboratory for sociologists, the stalking ground 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 ill-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 problem 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.

Of the 4.3 million households living in substandard quarters in 1970, it is estimated that 2.5 million, or 58%, were located in non-metropolitan areas - areas that contain one-third of the nation's population. While roughly only 4% of the metropolitan housing units were substandard, over 13% 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 at least 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 standard housing. It is generally assumed that the lower income level in the rural areas is offset by the lower housing costs, but this does not appear to be the case. General

Electric's TEMPO staff for the Kaiser Committee 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 areas outside SMSAs.

In addition, the cost of new housing is higher in the rural areas. The median price per square foot in 1974 for all new single family construction in the rural areas was 4.5% higher than the price in the urban areas. For all homes under \$25,000, 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 finance terms.

Financing is a problem that affects builder and buyer, rural and urban resident. In the period 1949-1969, the cost of financing rose over 300%. In 1965, the average mortgage interest rate was 5.83%. It 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 HUD-USDA 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 be inadequate to solve our nation's housing problems, have been even more inadequate in the rural areas. It has been estimated by Cochran and Rucker of the Rural Housing Alliance that only about 11% of starts under the various below-market interest rate, interest subsidy, and rent supplement programs have gone outside of SMSAs. In addition, while the rural poor comprise roughly one-half of the nation's lowest income households, only one-fifth of the assisted housing has been aimed specifically at that income group.

The majority of the federal housing programs in the rural areas are carried out by the Farmers Home Administration. While FmHA has made a contribution to rural housing, there are major criticisms concerning its policies and operation. In regards to the extent of housing assistance given by FmHA, some believe that it compares poorly with its urban counterpart, HUD. For the period 1968-1972, FmHA



"The shack... is both the medium and the message."



Rural housing—a problem ignored

accounted for only 15.7% of all directly subsidized new units and 30.8% of all directly subsidized rehabilitated units.

It appears also that FmHA 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-down at all. And one would question the policy of an agency concerned with subsidized housing that has a much lower loan-loss rate than the loan-loss 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; studies 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 and the Hill:

Stopping the downward slide

by Robert Mier



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 smell of Busch's hops from Pestalozzi Street, lies Lafayette Square. The Square, a neighborhood of 23 blocks surrounding a 30 acre park, epitomized the affluent life-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 casting patronizing glances at the recent immigrants, mostly Germans and Irishmen, who preferred a less genteel sport, baseball.

It was the home of men such as Charles Gibson, who played a key role in preventing Missouri's withdrawal from the Union and was named Solicitor General of the United States for his efforts; of Patrick Dillon, 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 captain Horace Bixby, whose protege and frequent guest, Mark Twain, became more famous for his descriptions of the river than for his ability to navigate it.

In the 1960's it had become the home for poor rural whites and blacks who came to St. Louis following World War II looking for a future and found slum housing instead. The buildings were deteriorated; many were windowless; and most were without proper plumbing. Homes 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 winos, who sat in decayed doorways and tried to escape the elements and prostitutes who hustled their wares.



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 glancing backwards to its glorious past and has been dedicated to preserving and erecting structures and monuments commemorating what 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. Louisans. However, by 1835 those who used it most were outlaws who took advantage of passing travelers. To put an end that activity and to allow for westward expansion of the city, the land was sold for residential use. The proceeds from that sale of the land allowed the city to offer tuition-free education.

Thirty acres of that tract of land was retained by the city, and on March 21, 1836, the Board of Aldermen proclaimed that the area of land "...formed and bounded by Lafayette Park, Missouri and Mississippi Avenues shall be reserved as a public square." This was the first city park in St. Louis, the first one west of the Mississippi, and the only piece of land in the city never held in private hands.

In 1851, the area of land was formally dedicated under the name of Lafayette Square to honor the French general, the Marquis de Lafayette who had served in the Continental Army and had visited the city. Following the Civil War, the General Assembly issued \$30,000 worth of bonds to improve the park. The funds allowed the hiring of M. G. Kern, a landscape architect of the classic European school. He contoured the land, created lakes, built fountains and planted luxuriant flower beds and thousands of trees.

In 1866, the Boards of Improvement issued municipal bonds of \$71,500 that allowed the

erection of the iron fence and gates, the Park Police Station and Rockery Bridge. The foundations of the fence were of Grafton or Knipper stone and the gateway posts were Glencoe marble. The cost of the project was over \$50,000.

Another addition to the Park was a ten-foot bronze statue of Thomas Hart Benton that was sculptured by Harriet Hosmer in 1868. The statue was cast in the Royal Foundry in Munich, Germany. Benton, greatly admired in the city, chose St. Louis for his famous "Westward the Course of Empire" speech. So popular was the sculpture, that 40,000 people attended the unveiling.

In 1870 with the Park largely completed, the Square was looked upon as one of the most tasteful and elegant spots in the Midwest. At that time residential construction around the Park flourished. Three architectural styles were primarily used in the Square. The first of these was used largely for the townhouses. It represented an adaptation of a "French Second Empire" style to an urban environment. Generally, the structures were two- to three-story brick houses faced with stone. Many of them employed mansard roofs, while others used flat and hipped roofs. The second style was the "Federal" design townhouse whose exterior was entirely brick. The third architectural style was represented by the Romanesque revival homes that used massive corner towers, heavy stone lintels, and a brick or stone porch supported by columns.

The homes at this time, often on \$10,000-15,000 lots, were often built of yellow fir from the Northwest, bricks made at each homesite and hand wrought wooden moldings. The prices of the houses, that often took from one to two years to complete, were determined by surveyors who gave their opinion when the work was finished.

In the 1880's the Square was at its height, but by the turn of the century the area was beginning to decline. Both social and natural forces were involved in the process. In 1896, the "Great Cyclone" destroyed large portions of the area. Although over 90% of the area would eventually be rebuilt, the Square lost the glamour and excitement it once had. The very wealthy moved out to the Kingsbury and Washington Places in the West End - a cycle of westward residential movement that continues to this day.

Slowly, steadily, and pathetically, the Square continued on its downward trek. By the 1960's, it had long since hit bottom.

In 1969 one of the best preserved homes in the Square was demolished. This triggered the creation one week later of the Lafayette Square Restoration Committee.

The committee of some 170 members is composed largely of affluent young professionals in their 20's and 30's who have purchased homes on The Square. They use their combined talents well. In need of capital for and promotion of their restoration activity, they began conducting house tours in 1970. The tours, held the first Saturday and Sunday in June, annually attract over 10,000 people. Proceeds from this, as well as from their spring "turn of the century" social, "La Coterie," and membership dues have been used to purchase houses for exterior renovation and resale. In addition, spot ads have been bought on a local radio station. One book has been written by a local resident about the Square and a neighborhood newsletter is regularly published.

The Committee has not shown itself to be hesitant in protesting against inconveniences or annoyances in the neighborhood. In 1973,



it protested to keep a local branch library open, to stop another filling station from going into the area, to improve the conditions in a local chain grocery store, and to improve refuse pick up.

In 1971, the St. Louis City Planning Commission, motivated by the Committee's zealotness, studied the Square and published a plan for the area that is largely followed by the Committee.

Years of neglect have taken their toll. Of but the 400 houses standing in the Square in 1971, the study indicated that only 5.1% were in sound condition; over 40% required major rehabilitation.

In the beginning the houses were rehabilitated with private money, because the district had long been red-lined (banks refused mortgages in the area). Members of the Committee, largely upper-middle class, were refused mortgages because of the conditions in the area. After several years, the residents gained the support of Mayor Cervantes who attempted to persuade local banks to cooperate. Finally, in 1971, the First National Bank of St. Louis agreed to provide mortgages for those with solid

credit. As of 1973, five more banks have adopted that same policy. Of the 1,970 structures purchased since 1969, one-half have been financed through formal lending institutions.

The city has supported the restoration of the area primarily through the city's Urban Homesteading Program. The Land Reutilization Authority auctions off land that is not redeemed by its owner. If there are no bids, the Circuit Court turns the land over to the Authority with clear title. Then the property is sold through the Homesteading Program.

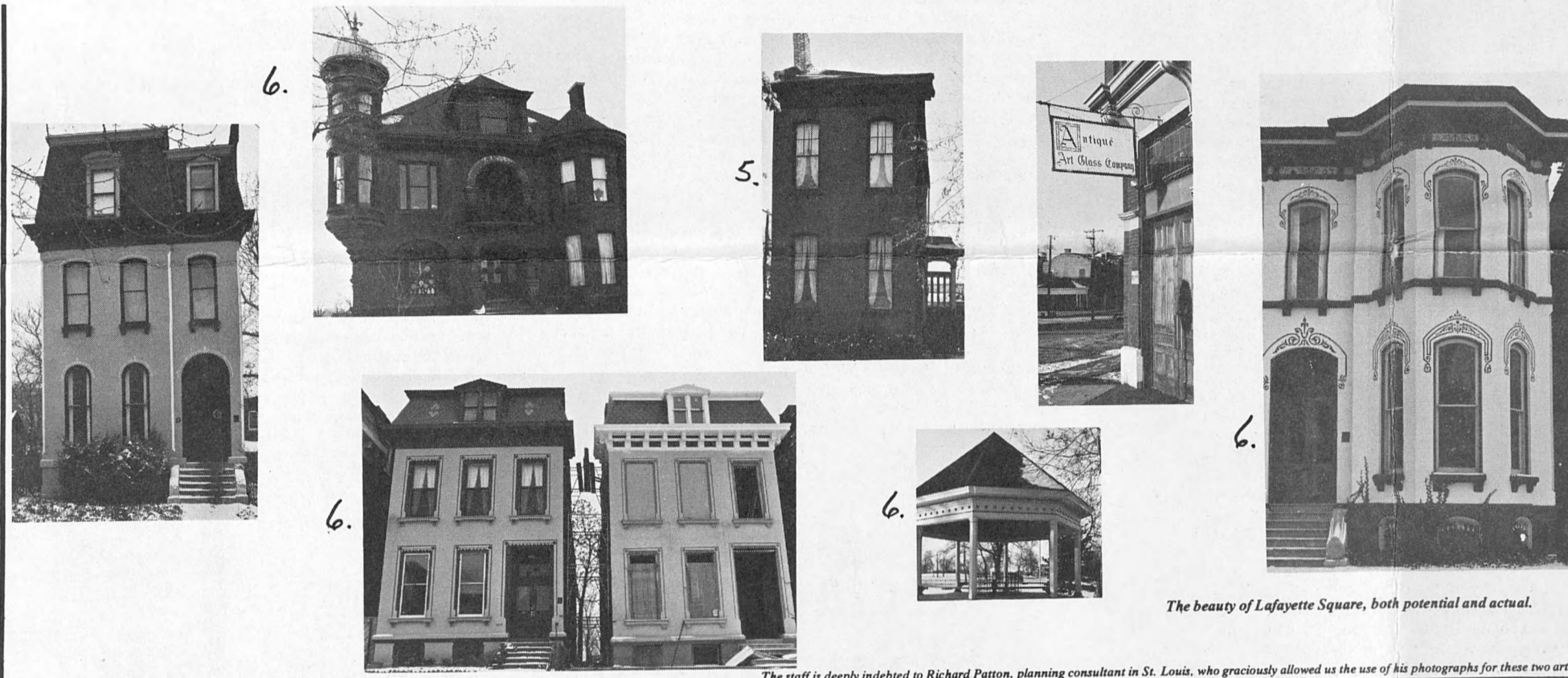
Today the Square is a dynamic place. Residents are united by a common interest, the common goal of the complete renovation of the area, and the benefits to be realized from attaining that goal.

Although the neighborhood is far from completely renovated, the majority of the structures that were merely shells several years ago have been transformed into beautiful homes. This transformation has occurred largely through the result of owners spending weekends doing most of the work themselves. Often these were people who had scarcely touched a hammer prior to coming to the Square. But

with instruction from other neighbors, shells became showcases. 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 choose to live in Lafayette Square. It was a neighborhood set in an extremely low-income area and a neighborhood affected by the overflow effects of its location: major problems such as crime as well 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.

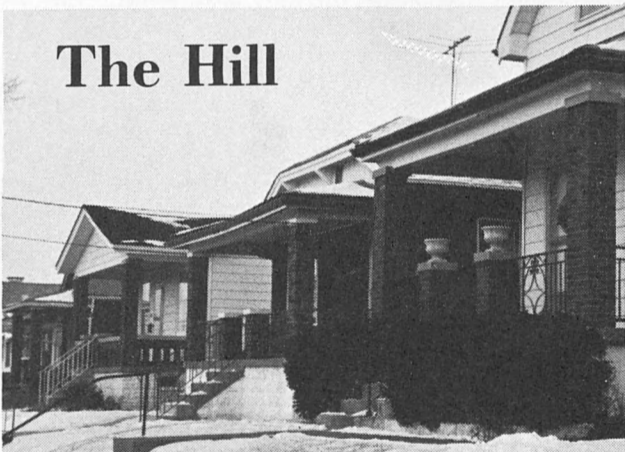
In 1977, crime is still a concern, the shopping is no better, and neither are the schools. But the community has grown considerably in size, and most residents choose to accept the difficulties and cope with them. Purchasing is largely done outside the area; children are sent to private schools; perhaps many feel that crime is simply a problem that one finds everywhere. □



The beauty of Lafayette Square, both potential and actual.

The staff is deeply indebted to Richard Patton, planning consultant in St. Louis, who graciously allowed us the use of his photographs for these two articles.

The Hill



In St. Louis, it's simply called the Hill, a neighborhood of some 4,500 people, 90% of Italian background and 90% Catholic. It's an area of modest, well-scrubbed 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 bocci 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 highest elevated point, is just south of Forest Park. It was the site for the clay mines that were 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 1964. An outgrowth of this group was the Hill 2000 Incorporated that was formed in 1970 and whose name reflects the belief that the Hill will remain vital for years to come.

Hill 2000 is composed of residents, land-owners, and businessmen in the area; its Board of Directors consists of the first twelve members who donated at least \$500 to the organization. Much of the success of the community development activity is attributed to the local St. Ambrose Catholic Church, which has donated office facilities and has provided the project with creative leadership.

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 youths 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 \$21,000 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.

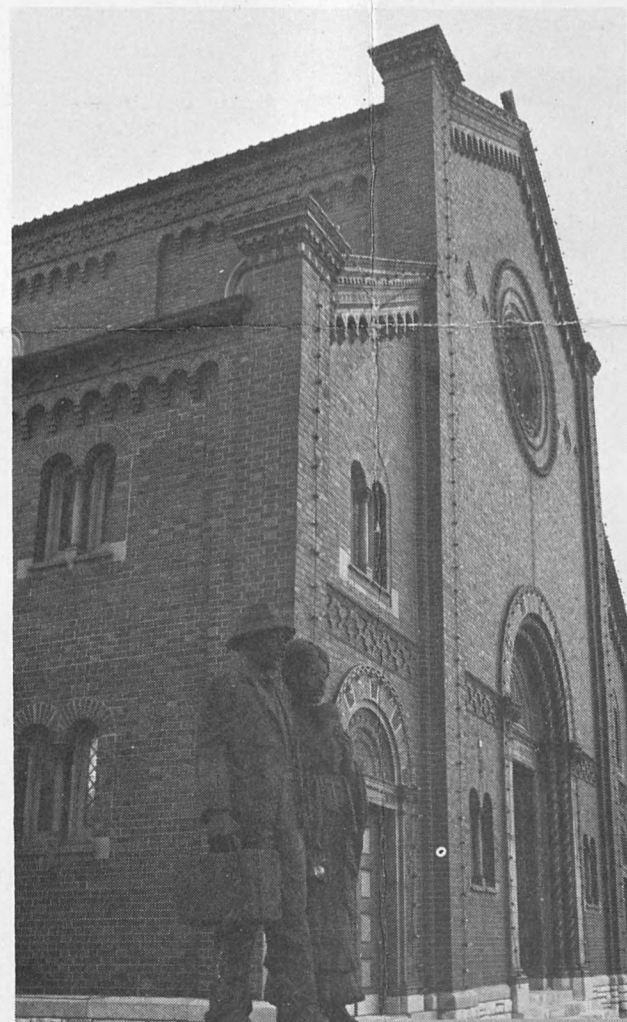
The Hill has also been quite successful in dealings with outside forces, primarily municipal, state and federal governments. It was able to halt the construction of an expressway ramp that would have channeled truck traffic through the neighborhood. To prevent the division of the Hill by Interstate Highway 44, which would have bisected 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-migration has been arrested; 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.

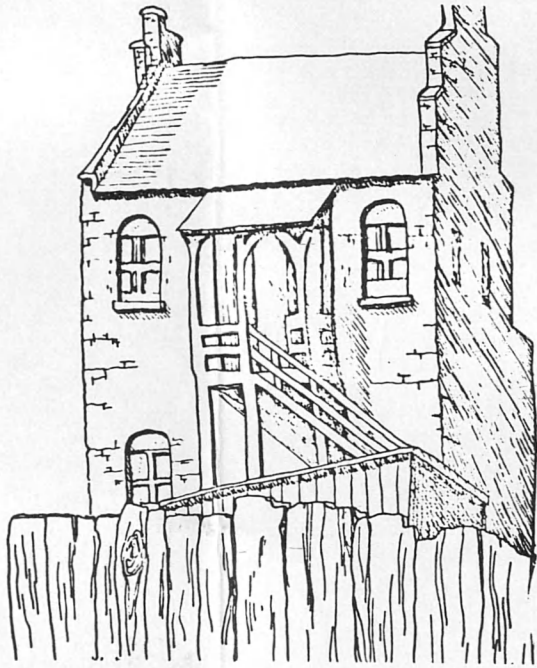
To support its activity, the corporation sponsors the annual summer festival, Hill Day, during which local hand-made goods and Italian home-cooked food attract over 150,000 people and bring in over \$50,000. Perhaps the explanation for the success of the festival

also explains why Hill 2000 itself has been able to accomplish so much. The residents, united by both ethnic background and religious belief, have a great feeling for the neighborhood. They have been able to work together with themselves, and, what is just as important, with local politicians.

If life does seem a bit more peaceful on the Hill, it isn't because the people are more passive. Hill 2000 has shown that a spirit of community is created; it doesn't just happen. ■



St. Ambrose Church and "The Italian Immigrants"



★ In 1862, Congress passed the National Homestead and Exemption Law that encouraged settlers to move west into unoccupied and undeveloped territory. Homesteading became a valuable method for settling the West and the Midwest in the U.S. Urban homesteading, a newer form of this old idea, first appeared in the late 1960's and is oriented towards the present-day problems of the central city: the loss of the tax base, the deterioration of housing stock, and the shortage of adequate housing.

At a time when the nation is experiencing a housing shortage, it has been estimated that in 1970 there were over 4,191,000 vacant housing units in the U.S. These structures succumb to further decay through neglect and the acts of vandals, become breeding grounds for rats, and fire hazards, and have a negative impact on surrounding buildings. The National Urban League has observed what is referred to as the "tipping point" phenomenon; whenever from 3-6% of the structures in a neighborhood are abandoned, the abandonment process become irreversible without outside intervention; the level of abandonment increases.

What has been learned through studies performed by HUD, OEO, and New York City Housing Development Administration, as well as the National Urban League, is that much good housing, housing that is structurally sound, is lost to the contagious nature of abandonment. All four studies urged that private ownership be encouraged as a deterrent to this cycle. Urban homesteading is one means of encouraging private ownership.

A study performed by Boston's Committee on Public Lands indicated some of the benefits the city would gain from homesteading. If only 200 houses were rehabilitated, the city would save \$120,000 in demolition expenses, \$760,000 in boarding-up expenses and would eventually have its tax base increased by \$4,500,000.

Basically this involves putting property in the hands of families who have the financial capability to renovate the structures. Some programs allow the city to give assistance in the form of low interest loans, and/or technical assistance; other programs merely enable the city to sell the property with clear title. Thus, homesteaders generally have come from the ranks of the lower-middle to middle class; it is not a program for the poor.

This article will take a look at the programs in four cities; St. Louis, Wilmington, Philadelphia, and Baltimore. St. Louis is a middle-sized Midwestern city with a relatively new program, Wilmington is a small and highly urbanized city which was the first to embark upon urban homesteading, and Philadelphia and Baltimore are large urban settlements with relatively old programs.

The homesteading program in Wilmington, Delaware, began in 1973 and has the objective of decreasing the number of vacant houses within the city. Over 2,000 residential units, 14% of the city's housing stock, are abandoned. This problem has been aggravated by the decline in the city's population; as the city's population has decreased in size entire blocks of sound neighborhoods have become depopulated areas of vacant houses.

The responsibility for administering the program lies with the Homesteading Board that is composed of the heads of six city agencies. Homesteading parcels are selected by the Department of License and Inspection on the basis of the financial feasibility of renovating the structure and the viability of the neighborhood in which the unit is located. As in most cities, title to the units is primarily obtained through tax sale proceedings which allow the city to obtain title through the foreclosure on parcels delinquent in taxes. The average transfer time is thirteen months.

Homesteaders are selected on the basis of the homesteader's financial capabilities and his willingness to accept the responsibility of the rehabilitation work. Homesteaders receive title to the units at no cost with the stipulation

that the unit must meet code standards within eighteen months and the homesteader must reside in the unit for at least three years. To further assist the homesteader, the city allows the homesteader to subtract 50% of the value of improvements from the original assessed value for a period of five years.

Since under state law, public funds cannot be used by municipalities to improve private property, the city established a special agreement with eight local financial institutions which allows a moderate reduction in a homestead loan interest rate and assures the availability of a limited amount of capital to the homesteader. The city insures 40% of any loan default.

Of the twenty-eight original homesteads, twenty-two remain in the program and eight are presently occupied. Since the program is looked upon as experimental in nature, with no desire to achieve volume in terms of homesteads, it is believed that the program will continue at this pace.

In Philadelphia, the homesteading program began in 1974 and the number of homesteads awarded is over 130. The program is operated by the Urban Homesteading Board which is composed of nine members from the general community and two from the city council. The Board obtains vacant property by recommending foreclosure proceedings against usable abandoned structures. The Pennsylvania State Legislature passed a fast-take procedure enabling the city to take title to deteriorating and blighted properties in six months. Unfortunately, the process has been taking from nine months to a year.

Long term financing is given by the Penn Housing Finance Agency which has established a \$250,000 loan pool for homesteaders. To insure that the program would make it through the interim phase, private investment was needed, and the City Council, a strong supporter of the program, unlike the Mayor, has made available over \$1.5 million for mortgage guarantees.

As of December 1971 in St. Louis, there were approximately 10,000 parcels on which an estimated \$5,000,000 in back taxes was due. Thus, the major purpose of the homesteading program has been to bring at least some of these units back onto tax-paying rolls. Because of this orientation, some believe that the city may

also had responsibility for management of city-owned properties which came under municipal ownership through tax delinquency, abandonment or condemnation. The department also has the legislated task of finding new suitable owners for these parcels.

Vacant, abandoned housing represents about one and one half percent of the structures in the city. When a parcel is abandoned the city must wait eighteen months before foreclosing on the property. The properties are then sold at a sheriff's sale after which there is a one year period during which the owner may redeem his property by paying the back taxes and fees. Abandoned homes may remain in a transitional state for approximately two and one half years. 2,200 units have been obtained which have yielded a substantial pool of prospective homesteads.

Once a homestead is evaluated, trash and debris are cleared and the unit is sealed to prevent further decay or vandalism.

A major innovation for the Baltimore program has been the homesteading of an entire block. Program administrators have been so enthusiastic about the program's results that several other sites are being readied for homesteading.

Before the sale the homes are opened to prospective buyers. The Homesteading Board makes the final recommendation for the persons to be chosen as homesteaders, with the Commissioner of the Department of Housing and Community Development making the final decision. The homesteader is supplied with a list of contractors and chooses his contractor or selects to do the work himself. During the rehabilitation period the title to the property remains with the city and the homesteader is officially a lessee.

Baltimore offers two forms of tax relief. The homesteader does not pay taxes the first two years because he is a lessee of the property. Improved properties are reassessed in relation to the value of the surrounding properties, rather than on the determination of the value of the improvements.

The city has set up a Residential Environmental Assistance Loan Program. From an initial \$2,000,000 bond issue, since increased to \$3,000,000, a sizeable loan fund has been established with a mandate to grant loans at 6% interest for twenty years in amounts up to \$17,400.

Reclaiming the deserted, Homesteading in four cities.

by Paul Chaffee

not be selective enough about the types of neighborhoods in which listed properties are located.

Until 1971, St. Louis had to work with an extremely time-consuming procedure for foreclosing against tax delinquent properties. To improve the process, the state legislature passed the Land Reutilization Law that allows the city to bring suit in Circuit Court for foreclosure on properties on which taxes are delinquent. If the owner of the property pays the taxes within six months, the suit is dropped; if the owner fails to pay the taxes, the property is offered for sale at auction, and if an offer is made that is as much as the taxes and penalties due, the offer is accepted. If such an offer is not made, the Land Reutilization Authority, a municipal agency, obtains ownership and can sell it with clear title.

The sale price of the homestead, unlike many other programs, is the market value before restoration. Initially the homesteader obtains only a lease with an option to buy when the renovation is completed. The property is exempt from taxation until the calendar year following the transfer of title.

While all properties are sold on an "as is" basis, the city's Land Reutilization Authority gives the potential homesteader the best information that the Authority may have. It appears also, that more individual attention is given the homesteader in his selection of a house than in many of the other programs. However, no financial or technical assistance is given to homesteaders, besides the temporary tax abatement. This policy and that of requiring more than a token purchase price is intended to exclude families that may subsequently abandon the property.

Since the program began, 300 abandoned dwellings have been homesteaded. Presently there are 100 on the market and an additional 500 will be available by 1979.

Urban homesteading in Baltimore is seen as the success story for urban homesteading. The program began in November, 1973, and since that date 136 homesteads have been awarded.

Homesteading in Baltimore required no special legislation since the staff responsible for the homeownership development function of the Department of Housing and Community Development

The reasons for Baltimore's program being looked upon in such a favorable light are apparent. The City of Baltimore had a program already established which was easily adaptable to meeting the needs of a homesteading program. Support for the program was great among the people of Baltimore and the money necessary to rehabilitate the homes was readily available.



"... there are over 4,191,000 vacant housing units in the U.S."

The concept of rehabilitating the entire block provides results more visible to the community than the improvement of scattered homes.

It seems obvious that the Urban Homesteading program works best in cities which have a large population, since they seem to have a large housing stock available for homesteading. Those cities which have put in large amounts of time developing programs which aid the homesteader financially and in finding the necessary resources to rehabilitate their homestead have met with the most success.

The large number of persons interested in homesteading, as evidenced by the numbers who apply for homes, show that the program is still

popular. There is a need for more homes to come onto the market. By making homes viable again, three sources are receiving benefit. The neighborhood itself can be brought back to life, the homesteader who otherwise may not have been able to own a home may now do so, and the city, after a period of years, once again received money in the form of property taxes from once-abandoned homes. The program is still young, but enthusiasm is great. The impact of urban homesteading alone will not solve the cities' problems, but significant achievements can be made with a real commitment by local governments, neighborhood institutions, and the society at large. □

Dallas a glance from the outside

by Robert Mier

The Southwest 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 convention was marked by poor organization and, while there were workshops of value, the most interesting aspect of the convention was the city in which it was located.

In a short period of time it is impossible to gain an understanding of a city; one can merely bounce pre-conceived notions off what he finds there and come away with a few impressions. A common image of Dallas might include oil millionaires, dressed in cowboy boots and hats, and living in antebellum mansions, Neiman-Marcus, fundamentalist religion, and right-wing politics. While there are oil people in the city, Dallas is a banking and insurance town. Oil is located in east Texas and when the field came in four decades ago, Dallas cashed in as the banker for the operation. The huge capital reserves that were created allowed the city to diversify into insurance (Dallas has over 200 insurance companies with assets of some \$13 billion) and other fields such as electronics manufacture, (one of the firms, Texas Instruments, was built from a \$2 million a year business in 1946 into an \$850 million a year giant). The manufacturing economy of Dallas is oriented towards technologically advanced, "clean" high-growth companies. One example is Ling-Temco-Vought, a small electrical contracting firm in 1959 which mushroomed into the fourteenth largest industrial firm of the U.S. with business over \$3.75 billion by 1970.

Dallas has been enjoying tremendous growth in the last few decades. In thirty years, the population has increased from 297,734 to 844,401, 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 number of major companies with headquarters in the city, it comes as no surprise. A 1969 study of the top 100 Texas-based firms showed that thirty-eight had headquarters in Dallas. Regional offices of 311 of the 500 largest industrial corporations on Fortune's list are also located in Dallas.

One gets the feeling of being in a Northern city while in Dallas. Cowboy boots and hats are hard to find; the atmosphere as well as the dress is businesslike.

It was this serious, aggressive, business orientation that built the city. Dallas, unlike its regional neighbors, Oklahoma City and Houston, was not particularly blessed with natural resources; it had neither oil nor an outlet to the sea. From a tiny spot stuck inland on the prairies, Dallas has built itself into a community with one of the most stable economies in the country. The people of Dallas appear to be very proud of that.

Dallas is a business city. Business built the city, the men of business have run the city and in such an environment it is inevitable that the philosophy of business will seep into the community's mores. The measurement of business success, in dollars and cents, is a very physical one. Dallas seems to measure many of its activities on a superficial, physical basis - bigness, newness, exclusiveness.

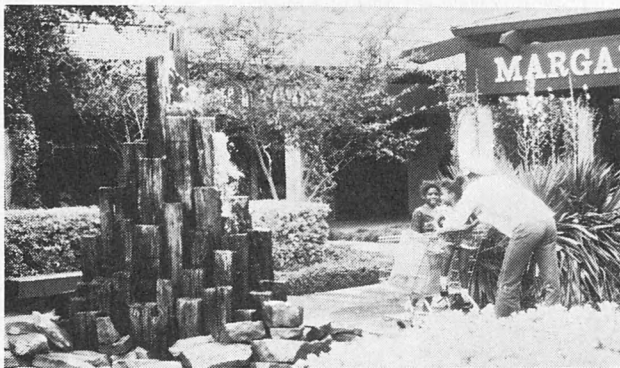
One hears about the fact that its community theater, the Dallas Theater Center, was the only one designed by Frank Lloyd Wright, but little about the quality of the theatrical productions. One sees residential construction occurring almost everywhere, but little evidence of housing renovation nor even an interest in the preservation of structures of architectural importance. And it comes as no surprise that its new regional airport was the largest one built at the time of its construction.

This is not to say that Dallas has not built things of quality; that what it has built has not added to the enjoyment of living in the city. It is just that many aspects of the quality of life can not be measured in such terms and the city does not appear to be particularly concerned about such aspects of life. What is more unfortunate is that this

affluent city does not appear to be even particularly concerned about its disadvantaged groups, despite (or perhaps because of) the religious fervor found in Dallas.

Dallas does have firm roots in religion, conservative, Protestant religion. Its First Baptist Church with a membership of over 15,000 and an annual budget of around \$2 million is the largest Southern Baptist Church in the U.S. There are also two Methodist churches with memberships over 6,000. Dallas was also the scene of Exlo 72, Reverend Billy Graham's "religious woodstock." It attracted 80,000 people and is believed to have been the largest religious camp experience in the U.S. Not surprisingly, the major issues of the year - the Vietnam War, poverty, and racism - were barely touched upon; Exlo 72 was concerned with personal salvation.

Neil Peirce, the author of the book, *The Great Plain States of America*, believes that the Protestant complexion of Dallas plus the new money syndrome are two factors in the right-wing extremism found in Dallas. Those who gained their riches quickly, and the city has thousands of them, are extremely resentful towards taxes and eye the federal government as a threat to their wealth. But Peirce believes also that right-wing extremism has peaked in Dallas. If the daily newspapers, the *Times Herald*, and the *Morning News*, have not moved to a centrist position editorially, they are at least printing more news of dissident points of view.



Old Town

Peirce sees other signs of the ebbing of the political viewpoint: City Hall's increasing willingness to accept federal money as well as the presence of KERA, the public television outlet, and its socially conscious news programming. Reporters cover local events such as education, environment, politics, county government, welfare, and poverty. In groups before the camera they discuss and analyze the news. The news reports and the format of the program are quite an innovation from the usual crime-weather-sports type of commercial broadcast.

One can't mention Dallas politics without touching upon the Dallas Citizens' Council. According to Peirce, it is the organization that "symbolizes and in effect is the ultimate power in Dallas." But it is not a power associated with right-wing viewpoints; the Council is concerned only with what is good for business growth in Dallas.

The Council's over 200 members are the heads of companies and have the authority to contribute their firms' money for civic activities. It was founded by R. L. Thornton chairman of the Mercantile National Bank and four-term mayor of Dallas. Thornton believed that such a group was needed that could act quickly and with the financial resources to back their actions.

The Council has been attributed with the integration of schools, hotels, restaurants, public facilities, and stores in Dallas. Thornton is reported to have told the Council that the failure to integrate quickly and peacefully would be injurious to business in Dallas. There was no sentiment involved; just good business.

Traditionally, the Council, through its political arm the Citizens Charter Association, has largely dictated the choice of mayor and other officeholders. Warren Leslie, author,



European Crossroads, a touch of Disney

and long-time resident of Dallas wrote that "in the end, government by private club is government by junta, whether benevolent or not." Peirce quotes Richard Austin Smith who wrote for "Fortune" in 1964 that the Council was a "self-perpetuating oligarchy" that made major decisions that greatly affect all aspects of Dallas - the cultural, political, economic, and social - while most of the residents are denied membership to the group.

It appears, however, that the power of the Council has weakened. In 1971, Wes Wise, a former television sportscaster, using the message that, "Too much is decided by too few. The little people must have a voice," won the election for mayor. It was believed to have been the Council's biggest defeat in years.

Neiman-Marcus, the high fashion store, is a name that has long been associated with Dallas. That association may have weakened since 1968 when the store was purchased by the Broadway-Hale Stores. While Stanley Marcus and his brothers were left in control in Dallas, Broadway-Hale has been opening up other Neiman-Marcus stores across the country, something that disturbed a number of Dallasites.

Shopping appears to be a popular hobby in Dallas and the city has a number of well-designed shopping centers. Three that are extremely interesting are the European Crossroads, Old Town, and Olla Podrida. European Crossroads is a collection of European villages, (English, German, French, Spanish, Italian) and has cobblestone plazas and fountains. Designed with help from some ex-Disney production people, the Crossroads will eventually have a tram that will circle the perimeter and connect it with the parking lot. Old Town is reminiscent of California malls with many exposed wooden beams and gardens. Both centers are oriented towards speciality shops and have night spots for evening entertainment. Olla Podrida is a large barn-like structure containing a number of craft shops, jewelers, weavers, leather workers, photographers, and artists in a well-designed multi-level interior.

Dallas is an interesting city; in many ways it is an admirable city. As an educational experience, the city more than compensated for the shortcomings of the convention □

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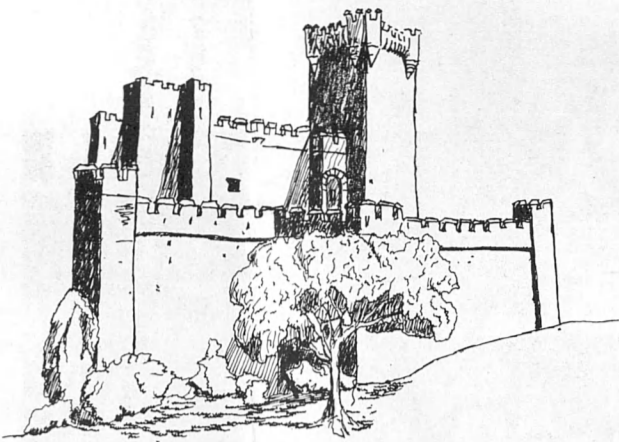
Spring, 1977

The viewpoints represented in the articles do not necessarily reflect those of the staff, the Department of Regional and Community Planning or the College of Architecture and Design

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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 exemplified the basis for our own modern society.

As written by Louis Mumford: "The City as one finds it in history, is the point of maximum concentration for the power and culture of a community. The City is the form and symbol of an integrated social relationship: it is the seat of the temple, 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 establish 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 West Roman Empire, fifth century, marked the beginning of the Medieval Era in Europe. International trade came virtually to a halt due to piracy in the Mediterranean and the danger of attack by the barbarian hordes migrating from the north. Agriculture became the basic economic industry and the Cities concerned themselves with consumption rather than exchange.

This chaotic and unstable situation continued until the early part of the tenth century when there was a revival of commercial activity 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 various cities, towns, and settlements located within their domains. They were highly inaccessible to attack with a minimum of effort, they were very difficult to lay siege to, and they provided a centralized position of defense. The areas in close proximity to these positions, soon became focal points of growth. Settlers 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 awareness. As civil liberties were granted to individual communities under the auspices of the king and his landed aristocracy, the cities began to organize themselves into efficient, defensible, economic centers of trade.

The Normans are sometimes credited with initiating the Medieval planned town design. These early planned towns originated as settlements, 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 geometric 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 'bastide' from the French, meaning to build. Located in areas that had yet to be developed, these towns were staked out in a rectangular shape that best matched the topography of the site. The original design had the walls and the moat laid out first, in order to create the limits in a rectangular grid with the main streets being twenty-five feet wide, minor roads sixteen feet wide and the 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, in contrast to the Welsh bastides that were protected by castles, the French bastides were not.

Building regulations stipulated that homes were to be built within a two year period; should extend over the entire street frontage; were required to share 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. The Medieval Era, however, was representative of the long period of transition between the Fall of Rome and the beginning of the feudal era.

The protected economy 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 industry more desirable over the low wages, low standards and simple equipment of the rural craftsman.

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

A study of two aspects Of Italian politics

Raffaella Nanetti, Assistant Professor of Regional and Community Planning at Kansas State University, was granted a leave of absence for spring 1976 in order to participate in two studies on the political situation in Italy. The two studies were "The Role of Parliaments in the Management of Social Conflict in Switzerland, Belgium, and Italy," and "Regionalism in Modern Society."

"The Role of Parliaments in the Management of Social Conflict in Switzerland, Belgium, and Italy" (Ford Foundation Grant, University of Iowa) attempts to look at the way that legislative bodies act to resolve society's problems. The research in Italy was particularly concerned with the role that the opposition (Communist Party) played in the identification of problems for decision-making and the way that Parliament fulfills the function of overseer of the administration of laws. One of the preliminary conclusions that has emerged from the study is the need to strengthen the role of Parliament in the control of the executive branch of government by providing it with the necessary structures, personnel, and authority. Due to pressure from the opposition, provisions along these lines have been introduced into recent legislation.

"Regionalism in Modern Society" (National Science Foundation Grant, University of Michigan) is the first elite panel study to have been carried out in the social sciences. The aim of the project is to study the institutionalization process of new political organs in democratic societies--i.e., how do new institutions acquire the power and means to control their surrounding environment? To take into consideration the differing social, economic, and political realities in Italy, a sample of six out of the fifteen normal regional governments was taken.

What emerges from a cursory view of the data is that the institutionalization process is very much dependent upon the socio-political environment to the extent that other groups in the society--e.g., trade unions, cooperatives, economic enterprises, agricultural organizations, etc.--see in the new institutions viable alternatives to the traditional decision-making process. Thus, the new institutions must have both the juridical powers to make the important decisions for society in specific areas as well as the linkages with the surrounding community that makes it a credible actor in the policy process.

Nanetti's teaching responsibilities at Kansas State include social service planning and community development. □



Raffaella Nanetti

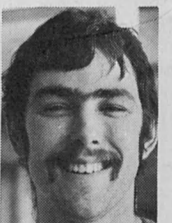
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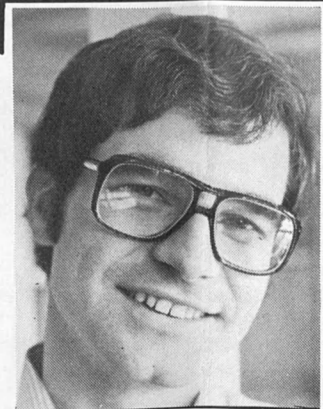


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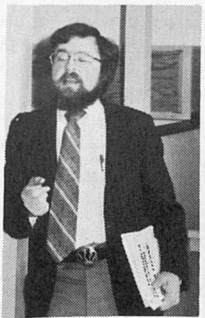


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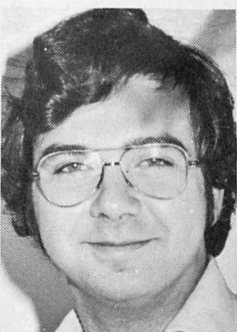
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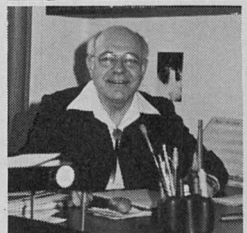


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