THE ARCHITECT AS CREATOR OF ENVIRONMENTS: VICTOR GRUEN, VISIONARY PIONEER OF URBAN REVITALIZATIONS
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PART I
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Illustration of Victor Gruen, reproduced from Forbes' American Heritage, January 1995
"He goes beyond just the creation of a beautiful building. In playing on people and suggesting what they ought to do, he is a master. And he gets good things like the sculpture done. His is a civic art, a civic sense...He's able to sit down and put things together. He's not pompous or vain. I wouldn't get together with him to talk (building) design. Victor feels that when you talk design you are ignoring the whole sweep...His architecture is clean - hardly architecture, no flights of fancy. But when you get though with the complex, you've got something beyond the design...You can't say there's anyone like him. Architecture is lucky to have him as an architect."

Philip Johnson, Architect, from an article in FORTUNE, 1962.
"...But for my part, I would wish to point out the excellent book "HEART OF OUR CITIES" by architect Victor Gruen, who is not only a remarkable planner of commercial centers in the U.S.A., but a renovator of urban centers, and also a thinker, who puts the accent on MAN, his civilization, his culture, his contemporary psychology, the importance of happiness, health, and comfort in these modern times, and proposes to us a way of thinking about the City, which is profound but also straightforward and practical..."

Maurice Cauwe, President of the International Association of Town Planning & Distribution, France
This thesis will examine the social considerations which underlie Victor Gruen’s approach to urban planning and design. Known as the creator of the modern enclosed shopping mall, Gruen’s efforts were also concentrated in the revitalization and redevelopment of a number of cities and towns. Gruen’s work is of particular interest because of its social component: his consideration for the human condition and his desire to improve man’s quality of life through the design of multi-functional architecture. The requirements of the eventual "user" were, therefore, of the utmost importance and Gruen’s feasibility studies employed multi-disciplinary teams in attempting to fulfil "user" needs. Gruen’s ideal urban core positioned the commercial center as the core’s focal point, serving as a catalyst for economic and recreational activity. His vision was modern equivalent of the European market square, drawing great numbers of people for the dual purpose of commercial and social exchanges.
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DAVID J. AZRIELI

Montreal, Que.
April 1997
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INTRODUCTION

This thesis examines the work of Victor Gruen, with a special emphasis upon its social goal. Gruen believed that if the architect respected the importance of the "human condition", then his profession was one of great merit. The term "human condition" refers to the social considerations that come into play when an architect conceives of a project, designs a master plan, or engages in the preparatory work needed to compile information about economic, political, demographic and cultural factors. Gruen believed that design and architecture were valuable tools for societal progress and the betterment of mankind.

It can be argued, therefore, that his methodology and approach were based on a "social theory". I intend to illustrate how Gruen’s social theory not only created designs and projects that were better suited to their "users", but paved the way for an approach towards urban renewal from which we can still learn. Gruen believed the architect has a social responsibility to design in a manner that enhances the quality of life for the "user": "If we are to succeed in the task of shaping and reshaping our environment in such fashion as to provide the highest potential values for the unfolding of an enriched human existence, then...we have to start, motivated by the concept of creating an environment for men, with the
grouping and design of structures and facilities serving human functions." ¹ This statement encapsulates Gruen's attitude. It generated a new approach to designs, as it emphasized the interplay of a myriad of factors that were overlooked by many architects who had preceded him.

Gruen can indeed be called a "humanist", insofar as he considered the sociology of human nature to be a key factor in the success of a design or project. The priority Gruen placed on the quality of life and public happiness is reflected in his overall methodology. Such social goals are most notable in his urban revitalization plans, the main focus of my thesis. Their planning strategy evolved from the notion that shopping activities should be focal points of redevelopment schemes. In his early work, Gruen positioned the regional shopping mall as the core of emerging suburban communities, as an axis around which residential, industrial, and other commercial projects could emerge. Later, he translated a similar idea to the revitalization of downtown cores. His plans for urban revitalization lay the groundwork for the wave of "gentrification" that swept North American urban cores in the late 1960's and 1970's. Gruen's conception of the modern urban center as a "multifunctional" unit of both commercial consumption and social interaction reflects his belief in the marriage of commerce and recreation: "The merchant has always been and will always be successful where his

¹ The Victor Gruen Foundation for Environmental Planning
Los Angeles: Gruen Foundation for Environmental Planning, 1972 p.11
activity is integrated with the widest possible palette of human experiences and urban expressions. This conviction expresses itself in the inclusion of as many non-retail urban functions within the complex of the center as feasible in creating opportunities for cultural, artistic, and social events and in striving for an environmental climate and atmosphere which in itself becomes an attraction for the inhabitants of a region.\(^2\)

A combination of commercial and recreational activity is widely regarded today as integral to the success of most retail establishments. In fact, contemporary marketing strategy puts much emphasis on the idea that shopping is a significant recreational "experience". As early as 1953, Gruen was already espousing the benefits of the rarely-discussed concept of "merchandising" as a means of enhancing retail establishments. Gruen's keen sense of merchandising also allowed for non-commercial elements, such as landscaping and recreational areas, to form part of the overall layout and design of the project. The success of today's urban development schemes rely heavily upon the various indicators listed by Gruen. There is an increasing recognition, for instance, of the interdependence of commercial and non-commercial elements that contribute to the success of a shopping center.

It is important to examine Gruen’s practice in its historical context.
The period immediately following the Second World War was characterized by
great changes to the fabric of American society. The population explosion that
resulted from soldiers returning home created a great demand for space to service
commercial, recreational, residential, and cultural requirements. By the 1950’s,
industrial production reached massive proportions, the nature of the economy
changed, and cultural values were challenged. Gruen observed and understood
these changes. His planning philosophy is a direct consequence of his assimilation
of the new parameters that were shaping a new world. He advanced the need for
orderly growth in an era that was characterized by the emergence of haphazard
and chaotic development in both urban and suburban real estate. The massive
influx of people into suburban areas that were previously rural farmlands created
an urgent need for suburban planning. This same exodus from the cities resulted
in decaying urban cores, which cried out for urban renewal planning. Gruen’s
vision of urban life influenced much of his plans to redevelop city cores and to
maximize their potential. "Much of Gruen’s appeal", writes the Engineering News-
Record in 1967, "stems from the strains of humanism evident in his words and
works--his grasp of the multitude of voices, activities, visual impressions that
constitute urban life. In Gruen’s city, people would laugh, love, sit in
the park, chatter, stroll to the theatre, ride a ferris wheel, nibble chestnuts, toss a
penny in a fountain and make a wish, exchange ideas at an outdoor cafe--Gruen's list is long--and also retain the comforts of private life.”

In his dual roles of architect and planner, Gruen often went against the grain of contemporary architectural design and practice. Since he looked at the "big picture" in each of his designs, his "wide-angle" range of vision extended to a concern for the viability of a project. As a result, his designs were frequently criticized for their sacrifice of aesthetic features for the sake of function and cohesiveness. Gruen's desire to maintain a visually appealing, consistent environment allowed him to adapt and modify his architectural designs to conform to the overall landscape of an existing area. Concerning his own philosophy and the principles of his firm, Gruen stated: "We do not belong to the Form Givers. We have no desire to create new fashions in architecture. There is little value in the building of buildings alone. The only thing that really matters is taking a whole area and creating an environment, comfortable and convenient for the people who live, work, or shop there. It is environmental architecture that really calls for imagination today. Architectural style is secondary."  

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Gruen's concept of "environmental architecture" was based upon a perception of architecture as a tool for social improvement. It is this sense of social responsibility that makes Gruen's work so interesting to study today. His urban redevelopment schemes envisioned the urban core as a multi-functional center, combining residential functions with commercial, business and cultural ones. With the help of interdisciplinary teams, Gruen attempted to coordinate the complex matrix that makes up the cultural life of our cities. Despite the growing criticism of architecture as "social engineering" that has emerged after 1970, we cannot dismiss the importance of Gruen's work for architectural practice today. It alone seems able to respond to the pressing problems of the modern city. Its realism stems from a profound worldliness that appreciates both the value of the past and the need to respond to new conditions. In contrast to the stylistic babble of "post-modernists" arguing against "modernists" or "deconstructivists", Gruen assesses real problems for which he proposes real (and often radical) solutions. If, on occasion, we can contend with the particulars of his solutions, it remains true that the questions raised by Gruen's broad social views form a nexus around which modern architectural practice must organize itself.
SECTION A: GENERAL PRESENTATION OF GRUEN'S LIFE AND WORK
CHAPTER 1: VICTOR GRUEN: A PERSONAL HISTORY

An understanding of Victor Gruen's personal background sheds considerable light on the man as an architect, planner, and social thinker. Gruen was born in Vienna in 1903, and he spent his youth and early adulthood in an urban environment known for its rich artistic and literary life. Gruen attended the Vienna Technical Institute and the Academy of Fine Arts in Vienna from 1918-1925. In his last year of academic work he studied under the tutelage of Peter Behrens, who also taught Le Corbusier.

During his studies at the Vienna Academy of Fine Arts, Gruen frequented Viennese coffeehouses, renowned for their engaging discussions and amusement. His decision to attend the Viennese Academy of Fine Arts was no surprise to his family, since Gruen had grown up with a deep appreciation for the arts and the theatre. As a child, he was exposed to actors and musicians, many of whom were his father's legal clients. Later in life, when he came to the United States, he managed to organize the Viennese Theatre Group, with help from people such as George S. Kaufman and Irving Berlin. This attempt to simulate a theatre-like environment was later reflected in his design of shopping centers, which he called "little theatres".
Vienna was a thriving hub of political action, artistic movements and aesthetic renewal and like other European metropolitan cores, it was the center of public and social life. Gruen noted that, "European cities have been held by a tight urban tissue. In Paris, the Sorbonne is located in close integration with living quarters, stores, cafes, restaurants, cinemas and theatres; in Copenhagen, the Royal Academy of Arts is right in the heart of the city; in Vienna, the Technical University is located a few steps from the famous Ringstrasse, in the midst of the intensely developed urban core." Therefore, the urban core of Gruen's youth was quite different from that which he came to know in the United States. In Europe, most cultural and recreational sites were (and still are today) within walking distance of the downtown core, and the urban planners sought to maintain the compact nature of the cities by focusing on greater density and less sprawl.

Gruen's social-mindedness was evident from the start. He began his career in Austria designing public housing in Vienna, in addition to designing stores. Gruen's career in the United States was frequently dominated by his ongoing attempt to bring the pre-World War II, European attitude towards urban design to post-World War II North America. His vision of re-creating in North American cities the rich urban cultural life he had known in Vienna permeated his outlook on urban redevelopment. The urban layout of Vienna was

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5 Victor Gruen, *Downfall and Rebirth of City Cores on Both Sides of the Atlantic*, Los Angeles: Gruen Foundation for Environmental Planning, 1972 p.1
characterized by the famous "Ringstrasse", a circular road around the inner core of the city. The "Ring of Vienna", as it came to be known, created a tightly-knit, consolidated urban area, within which residential, industrial, cultural, and recreational sites were clustered. The Ringstrasse was a strong presence in Gruen's mind, and shaped his plans for urban design, as will be discussed later.

Gruen left Vienna in 1938, shortly after the Anschluss (the annexation of Austria by Germany). As a Jew, he was essentially forced out of his architectural firm by the Nazi regime. Bill Dahl, (Figure 1.1) a second-generation partner at Gruen Associates, (who is now retired from the firm but continues to be active on various boards, including the Metropolitan Transit Authority and the L.A. Airport Commission) tells of Gruen's ousting from his own company: "Victor had a very successful practice in Vienna at the time of the Anschluss, but he had a Nazi working for him, and when the Germans came in to Vienna, the Nazi came up to Victor and said that he was taking over the firm because Victor was Jewish."

Under the circumstances, Gruen was fortunate to get out of Austria when he did. He arrived in the United States in 1938, armed only with his Diploma in Architecture and 8 dollars in his pocket. He was unfamiliar with American culture and traditions, and his foreign credentials did not at first engender much enthusiasm in the professional architectural milieu. Yet he brought boundless energy, enthusiasm, and a desire to foster the new growth of the American city.

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6 Bill Dahl, interview conducted in Los Angeles, January 1997
Fig. 1.1 William H. Dahl, Partner, Gruen Associates
(Photo taken during interview of January 21, 1997.)
The end of World War II marked the beginning of a dramatic change in the visual landscape of urban North America. There was great upheaval in the social, economic, and demographic fabric of America, and Gruen, as a recent arrival, was a witness to the radical transformation underway. Gruen wrote, "When the "war to end all wars" was, for the United States and its allies, victoriously ended, pent-up desires and postponed developments burst into the open and caused, as one effect, the exploding metropolis." The return of American G.I.s and the rise in the birth rate led to an increasing demand for space and housing, effecting an exodus from urban areas towards emerging suburban communities. Gruen understood these changes, and brought his philosophy of ordered planning to bear at a time of great social and physical displacement. The city of Levittown, built from the ground up, was a symbol of the rapid suburban explosion of the era. The massive displacement of middle and upper-middle class families to "bedroom" communities provided the incentive for retailers to relocate to the suburbs. Given the massive influx of population to suburban developments, one of Gruen's objectives was to supplement the residential infrastructure so as to transform these developments into holistic communities. He attempted to transplant the vitality and variety traditionally associated with downtown cores to these newly developed suburban areas, by building shopping malls that would function as centers of commercial and recreational activity. Gruen later focused

7 Victor Gruen, Centers for the Urban Environment: Survival of the Cities, op. cit., p.18
on urban renewal, starting in the mid 1950's. He sought to remove the negative "stigma" that had come to be associated with metropolitan areas, as being "undesirable" places to live, work, and play.

The free-market philosophy in the United States gave rise to an "entrepreneurial" approach to architecture and property development, unlike the more socialist context of Europe. The great need for space that underlies the "American Dream" where anything is possible, also threatened to create both massive and unchecked sprawl of suburban communities and chaotic urban development in the downtown cores. Gruen observed that, "A new generation is growing up, a generation which has never known what the pleasures and advantages of true urban life can be." As these undesirable trends became more and more apparent, Gruen believed that the need for rational planning and growth was crucial. Gruen combined the European values he had internalized during his formative years in Austria with the American impulse for growth.

Although Gruen was a stranger to American culture, his wide-ranging knowledge of a variety of subjects helped him absorb the cultural transformations underway. Gruen had always referred to himself as a "generalist", and given the wide range of professional experiences he possessed before emigrating to the

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8 Victor Gruen, "In Defense of the City", *Progressive Architecture*, July 1959, p.117
United States, this was an accurate label. In his life in Austria, Gruen had worked as a bricklayer, a journeyman apprentice and a construction technologist and supervisor, in addition to training for and working as an architect. He was familiar with the commercial, literary, and dramatic worlds, with which he had come into contact in Vienna. Consequently, after his arrival in America, "Gruen successfully converted these qualified advantages and divided loyalties into enduring resources. He believed, and later proved, that trade and even the theatre were not so remote from architecture after all. Indeed, it was the blending of these aptitudes in these several spheres that enabled Gruen to establish Victor Gruen Associates."

Upon his arrival in the United States, Gruen first found part-time work designing exhibits for the 1939 World's Fair. Ludwig Lederer, himself a refugee, hired Gruen to design a store on Fifth Avenue that seemed to have several obstacles, for example, the building lacked frontage on the avenue. Gruen revealed his keen commercial sense by substituting an arcade for the traditional show windows. As this example shows, Gruen's acute commercial instincts and market know-how were at work long before "merchandising" and "marketing" were commonplace terms. As Bill Dahl observed, "The brilliant thing about Victor, was that he was able to fit into the commercial side of real estate yet he

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was also extraordinarily creative." In 1946, when Gruen received the commission to design Milliron’s department store in Los Angeles, he included details such as landscaped surroundings, incorporating trees and park benches for shoppers to rest, socialize, and enjoy nature. At the same time, he ensured that Milliron’s layout provided for 75% of its total 117,500 square feet for retail—almost 15% more than the national average for similar stores at that time. Following the success of these designs, in the early 1940’s, a fellow Viennese, Stephen Klein, asked Gruen to design a candy store, even though Klein had no money for the project. The store, built on credit, became the first in a long chain that Gruen and Klein called "Barton’s Bonbonnière". He designed 12 stores for the chain by 1951. By the time Gruen received his license to practice in the U.S. in 1948, he was already widely known.

10 Bill Dahl, op. cit.

CHAPTER 2: THE RISE OF VICTOR GRUEN & ASSOCIATES

Victor Gruen founded his architectural firm, Victor Gruen & Associates, in Los Angeles in 1951. Major offices were later established in New York City, Washington, D.C., Teheran, and Vienna. Starting out as a 15-man outfit, the firm, in its heyday in the mid 1960's, had grown to an organization with a staff of 275, with over $5 million in annual fees.

Given Gruen's background, a founding principle of the firm was the formation and encouragement of generalists. From the start of his practice, Gruen sought to combine and integrate the talents, educational backgrounds and experiences of a wide variety of professionals, including mechanical, civil, and structural engineers, as well as planning and design teams. Furthermore, geographers, economists, sociologists, and graphic artists were employed as consultants on numerous projects. Gruen's objective was to encourage collaboration among experts, fostering a free exchange and flow of ideas and knowledge.

During the firm's most creative period, from the early 1950's to the mid 1960's, Gruen worked with 6 partners. Gruen had a gift for putting people
together and creating effective work teams, comprised of people whose respective talents were complimentary. The original 7 partners formed a tightly-knit team, that operated along very fair and equitable lines. In fact, the ownership of the firm was divided equally among them. Bill Dahl notes that, "There was an agreement among the partners. Gruen was very democratic, and the ownership was equal for each one of them...I think it was 15%. You would think that Victor would keep 51%, but no, he was one of several partners, so every decision was debated." Another significant feature of the partnership at Victor Gruen & Associates was the rule about mandatory retirement: at 65, the retiree's partnership interest was sold back to the other partners. Hence, in 1968, upon turning 65, Gruen retired from his own firm.

The original partners of Victor Gruen & Associates were close to Gruen, both personally and professionally, and each contributed their own specific talents and strengths to make the firm one of the most creative and successful of its day. Rudi Baumfeld, like Gruen, was born in Vienna, and graduated in 1932 from the Master School for Architecture of the Austrian Academy of Fine Arts. He came to the U.S. in 1940 and began working with Victor Gruen in 1943. At the firm, Baumfeld was in charge of architectural design. He and Gruen complemented each other well, since "Victor (Gruen) was brilliant at conceptualizing big ideas, but Rudy (Baumfeld) was the one that could take Victor's ideas and transform

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12 Bill Dahl, op. cit.
them into architecture." Baumfeld was most appreciative of Gruen's sense of humour: "Gruen has one great asset. He has a tremendous amount of humour, including the realization that he can cut a funny figure himself." Gruen's sense of humour was well-known amongst his partners and employees. Early on in his practice, he liked to ride around in his convertible MG, drawing attention to this much-admired car: "Victor (and his friends) had a caravan of MGs, driving from the Los Angeles airport to the Beverly Hills office, and they had a movie camera and they were cranking away, and Victor was sitting in the back of the MG, waving to people, like one of those crazy things Victor would do..."  

Edgardo Contini, in charge of engineering at Victor Gruen & Associates, played a major role at the firm throughout his stay there. The only partner who was not an architect, Contini graduated summa cum laude in Civil Engineering from the University of Rome in 1937, and arrived in the U.S. in 1939. After working as a consulting engineer for several years, he joined Gruen's firm in 1951. Contini stated that "Gruen has one of the most provocative and creative minds in urban design in the last couple of decades. He has been an ideal person to work with, whether there's disagreement or not. Victor has surrounded himself with people able to disagree with him. We bring a temperamental creative attitude but

13 Ibid.

14 "Victor Gruen, Champion of Hope for Fallen Cities", op. cit., p.44

15 Bill Dahl, op. cit.
function first as a team and do more than try to please."  

Ben Southland was in charge of planning. He graduated from the University of Southern California in 1941 with a Bachelor of Architecture. At Victor Gruen & Associates, Southland supervised all land planning and central business district and downtown revitalization studies assigned to the L.A. office. "Ben Southland was the partner that really generated a tremendous number of ideas and concepts and worked very closely with Victor; he was probably as prolific as Victor was."  

Karl O. Van Leuven Jr., in charge of project development for the firm, graduated from the University of California in 1937. He was responsible for opening the firm's Detroit office and directed the research, design, planning and construction of major projects in the Midwestern states and in Canada. After ten years in Detroit, he returned to the L.A. headquarters and was in charge of planning, architectural and interior design projects throughout the U.S. and Canada. Van Leuven Jr. respected Gruen's willingness to encourage interdependence: "Gruen's one of the few architects who delegates responsibility to a point where he has partners who act independently of him yet take advantage of his vast background and experience. This enables us to excel and offer

16 "Victor Gruen, Champion of Hope for Fallen Cities" op. cit., p.45
17 Bill Dahl, op.cit.
Herman Guttman graduated from the University of Minnesota with a Bachelor of Architecture in 1941 and pursued graduate studies in design at Harvard. Before working with Gruen, Guttman had been employed by the U.S. Army Corps of Engineers. He also worked as a project engineer in the petroleum and chemical industries, designing and building processing facilities. Guttman was in charge of production and construction at the firm and was Gruen's partner in the Southdale shopping center project.

Beda Zwicker graduated in 1950 from the Swiss Federal Institute of Technology in Zurich with a Master's degree in Architecture. Prior to joining Gruen's firm, Zwicker worked as a planner and designer in several large-scale projects in South America. As the Associate in charge of planning, he supervised the preparation of comprehensive city plans, urban core and urban renewal plans as well as master development plans involving residential, office, institutional and commercial buildings.

Gruen was the driving force behind the team of partners, consistently seeking to establish innovative ideas and a long-range vision of urban and

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18 "Victor Gruen, Champion of Hope for Fallen Cities", op. cit., p.49
suburban development. His enthusiasm and commitment were impressive. Bill Dahl, a lifelong admirer of Gruen, remembers, "When I joined the firm, in 1952, I thought Victor walked on water, I worshipped the guy." 19 Even those who never came into contact with Gruen have noted his impact many years later. Eberhard H. Zeidler, the noted Canadian architect, remarked, "Even though I had no personal contact with Gruen, he was my idol that I try to aspire to." 20 Charles Wilson, (Figure 2.1) a librarian at the firm, admitted: "In this firm, Victor Gruen's presence remains very strong to this day. He must have been a very remarkable man." 21

19 Bill Dahl, op. cit.
20 Eberhard H. Zeidler, interview conducted in Toronto in November 1996
21 Charles Wilson, interview conducted in Los Angeles in January 1997
Fig. 2.1 Charles Wilson, Retired Librarian, Gruen Associates
(Photo taken during interview of January 22, 1997.)
Gruen's generosity of spirit and open-mindedness to new ideas were frequently cited by those who knew him as two of his most significant qualities: "Victor was extremely generous in his relationships with people, he was just a perfect gentleman."\textsuperscript{22} In 1954, Gruen was the only one willing to hire a young Asian architect, Ki Suh Park, who, despite having two graduate degrees from the Massachusetts Institute of Technology (a Masters in City & Regional Planning, and a Masters in Architecture) could not find employment. Park recollects, "I was refused jobs in Los Angeles as an architect because I am Asian, and Gruen was the only one at the time who gave me a chance. He was so open that way... 15 years ago, the head of the architecture department was a black woman."\textsuperscript{23} Mr. Park was made Director of Planning within five years of joining the firm, and later became Managing Partner of Gruen Associates (a position he still holds today). Like Gruen, Park escaped a turbulent situation in his homeland of Korea, leaving during the Korean War to come to the United States to study architecture. His original intention was to return to his native land to help rebuild it after the war, however his career took off after joining Gruen's firm, and he became an American citizen in 1966. Park is the only architect to have directly worked with Gruen who is still part of Gruen Associates today, and his training with Gruen led to an impressive series of accomplishments. In 1986, Park became the first Korean American named to the prestigious College of Fellows of the American

\textsuperscript{22} Bill Dahl, op. cit.

\textsuperscript{23} Ki Suh Park, interview conducted in Los Angeles in January 1997
Institute of Architects, and was the architect in charge of the expansion of the Los Angeles Convention Center, completed in 1993. In 1992, Park helped form Rebuild Los Angeles, a movement founded in the aftermath of the civil unrest in L.A., to enhance economic development, create jobs in neglected areas and foster racial harmony. Like Gruen, Park is attempting to use architecture to build a sense of community.
CHAPTER 3: GRUEN'S CRITICAL RECEPTION

Throughout his professional life, Victor Gruen not only evoked much praise, but also elicited his fair share of criticism. Gruen was a very productive man and his work was quite extensive in the 1950's and 1960's. A great number of large and small North American cities and towns caught his eye, and he set his sights on developing plans for many of them. It is only natural that a public figure whose work is regularly before the architectural community should receive a great deal of attention.

Gruen began his career in the U.S. at a time when there was a pressing need to recreate the American city and suburb, a need which he quickly identified and attempted to fulfil. He hoped to transform urban and suburban areas into multi-functional centers of social and economic activity. This objective required Gruen to undertake plans on a grand scale. Gruen's relentless efforts to revitalize urban cores garnered the admiration of some professionals in urban planning, including Stewart Udall, onetime Secretary of HUD (Dept. of Housing and Urban Development), who wrote the foreword to Gruen's book Centers for the Urban Environment, and stated: "Victor Gruen is an enthusiastic spokesman for the city as a vital part of our culture...The city has many false friends today...The true lover of the city, Gruen believes, sees it as the center of an urban culture, the
mainspring of human thought and achievement." Gruen's work and writings led him to be identified as a "crusader for the cities", a label which some greeted with enthusiasm, and others regarded with disdain. The fact that Gruen was a "generalist" whose firm used multi-disciplinary teams in the planning process was also praised by those who came into contact with him. Udall wrote: "Victor is not an individualistic hero architect. His skill is the skill of a creative team captain. Victor is emphatically not a man of dogmas; he is eminently educable..."

Whether or not Gruen's plans came to fruition, he was lauded by some as a visionary and pioneer. As a result, Gruen received many accolades for numerous projects, particularly when they were the first of their kind. He drew favourable reviews when his work was distinctive, novel and unprecedented. The construction of Northland Shopping Center in 1954 christened Gruen the "father of the modern shopping mall" and Jane Jacobs, who would become an outspoken critic of Gruen in later years, admired Northland as "a classic in shopping centre planning, because it uses for the first time an urban "market town" plan, a compact form physically and psychologically suited to pedestrian shopping. This plan's flexible use of open spaces looks like a natural for coping with rehabilitation of decaying city districts...other points about Northland will also


25 Ibid., p. vii
become yardsticks."\textsuperscript{26} The architectural journals in the early 1950's are filled with such praise for Gruen's design of both Northland and Southdale shopping centers. Both malls were lauded as pioneering achievements, landmarks in the design and use of retail space for commercial and leisure purposes.

It is only in later years that Gruen's shopping centers, including Northland and Southdale, drew criticism from various sectors. For instance, the construction of Northland in a Detroit suburb was criticized for contributing to the deterioration of Detroit's downtown core. The new mall attracted customers who lived within a 20 to 30 minute drive away, thereby pulling people away from the urban core. Gruen's shopping center design also came under closer scrutiny in subsequent years. In the article entitled, "The New Downtowns", Witold Rybczynski states that although Victor Gruen claims that he was inspired by the glass-roofed 19th century gallerias of Milan and Naples when he designed Southdale shopping center, the result was a "bland, modernistic interior of Southdale which did not much resemble its Italian antecedents."\textsuperscript{27} Any reflection of European covered arcades such as London's Burlington Mall or Milan's Victor Emanuel Galleria, which were commonly cited as influencing Gruen, were clearly not evident in Gruen's shopping malls, a fact that did not go unnoticed by his

\textsuperscript{26} Jane Jacobs, "Northland: A New Yardstick for Shopping Center Planning" \textit{Architectural Forum}, volume 100, June 1954, p.102

\textsuperscript{27} Witold Rybczynski, "The New Downtowns: Shopping Malls" \textit{Atlantic Monthly}, volume 271, number 5, May 1993, p.100
critics. However, these criticisms overlooked the fact that Gruen was designing for an American culture. He therefore had to adapt his planning and design to a society where mass consumerism was the norm, and where the social and economic realities were quite different from those that characterized the 19th century European cities that helped inspire him.

James Rouse, the noted developer/builder of shopping malls who worked with Gruen on several occasions, discussed the mistakes he made in his initial malls, in an article entitled, "Must Shopping Centers be Inhuman?". Like Gruen, Rouse believed that shopping malls must enrich community life, serving the needs of the shoppers while enhancing the opportunity for social interaction. However, he later found fault with some elements in the planning and design of modern shopping malls. Rouse had worked with Gruen on developing the Cherry Hill shopping center, which Rouse outlined as reflecting the over-expansiveness of malls, a growth that occurred at the expense of social cohesion: "Despite the emphasis on convenience and design—or perhaps because of it—the centers have become oppressively out of scale with people. The huge parking areas, the massive factory-like buildings, the enormous unbroken spaces, the store fronts and signs all add up to a big project imposed on a community rather than a warm and friendly market place growing out of the community." 28 Rouse points to the lack

28 James Rouse, "Must Shopping Centers Be Inhuman?" Architectural Forum, June 1962, p.106
of strong, clear identification signage at the front that would "mark the center with force, dignity, and beauty. Our entrances have been underemphasized. Canopies, flags, planting have been inadequate."\(^{29}\) He therefore calls for the expansion of visual landscape, greenery, and imaginative lighting for Cherry Hill and in the construction of malls in the future, in order to create a feeling of "entering" the mall. Rouse disagreed with Gruen's oversupply of parking spaces, which, at 10 parking spaces per 1,000 square feet of retail space, was twice the number required by city bylaws and set by industry standards. Rouse argued this massive parking was provided at the expense of more landscaping and green space: "The gain in warmth and beauty may prove more profitable to the center in the long run than the loss of some close-in parking spaces."\(^{30}\) The large parking area that was designed for enclosed shopping malls (such as Cherry Hill) had the parking in a large ring, to minimize the walking distance to the stores. As a result, landscaped areas in the parking lot were kept to a bare minimum, in order to preserve the compact nature of the parking area. Rouse argued that the overabundance of parking "results in long periods of time when the parking areas seem empty and dull."\(^{31}\) Furthermore, the monotony of the exterior walls of many shopping malls (walls facing the outside) was another problematic area for Rouse, and he called for more imaginative design on the exterior facade of the mall that

\(^{29}\) Ibid., p.107

\(^{30}\) Idem.

\(^{31}\) Idem.
is seen from the parking lot and highway. Although Rouse pointed to the "majestic space of Cherry Court (in the Cherry Hill mall) with its garden fountain, bridges, stream, waterfalls, and teahouse. The people who shop at Cherry Hill clearly show their delight in Cherry Court",\(^3^2\) he nevertheless advocated the need to design in a more balanced way, so that "we can achieve a better balance of landscaping and physical features throughout the center...We need more surprises, more changes of pace, more liveliness, more colour." \(^3^3\)

Kent A. Robertson, in his article entitled "Downtown Redevelopment Strategies in the United States: An End-of-the-Century Assessment", evaluates the state of indoor shopping malls as they were pioneered by Gruen and finds them lacking in some important respects. Robertson argues that the indoor mall is sanitized and lacking vitality. He takes exception with Gruen's principle that called for shopping centers to be the focal points of downtown revitalization plans, to trigger the growth of the surrounding urban area. Instead, Robertson found that, "many indoor shopping centers exert the "fortress effect"; that is, they are self-contained structures poorly integrated with the surroundings downtown, a drawback that minimizes the spillover benefits. Second, the "distance-decay effect" suggests that downtown establishments located more than one or two blocks from the indoor mall will receive only minimal spillover benefits, and moreover, may

\(^{3^2}\) Idem.

\(^{3^3}\) Idem.
actually suffer reduced activity because of the mall's magnetic pull. Third, these enclosed shopping centers can encourage "commercial gentrification", by which national chains selling specialty items to more affluent shoppers drive out local independents offering basic goods and services. Finally, the downtown enclosed malls can be criticized for aesthetic reasons. The safe but sanitized and artificial indoor malls are the antitheses of spontaneous, varying downtown streets." 34 Robertson's point of view is not entirely valid, for the success of commercial centers have helped to revitalize many areas, triggering expansion and widespread development of other projects.

Gruen's plan for Fort Worth, the first comprehensive revitalization scheme for an American downtown core, drew numerous favourable reviews. It was generally thought to be innovative, a fact that will be discussed in later chapters. In fact, Jane Jacobs found fault with most modern urban planning schemes, with the notable exception of Gruen's Fort Worth plan: "This is a critical time for the future of the city...Redevelopment projects that will set the character of the center of our cities for generations to come do not revitalize downtown; they deaden it for they work at cross-purposes to the city. They banish the street. They banish

its function. They banish its variety. There is one notable exception: The Victor Gruen Plan for Fort Worth." High praise, indeed. When the Fort Worth Plan was unveiled, Jacobs was not its only supporter. The Architectural Forum came out with a glowing review, hailing the plan as bringing about the transformation of the downtown core: "This plan for downtown Fort Worth is so interesting in itself, so brilliant as a sheer planning solution..." James Rouse also praised the Fort Worth plan: "The Fort Worth Plan is the most magic scheme and the largest and the boldest and the most complete that I have seen dealing with an American city...It is a wonderful image of what a town could become..."

However, Gruen's "uniqueness" also subjected him to intense evaluation and often scathing criticism. Jane Jacobs disagreed with some of his fundamental ideas about urban planning. In her discussion of the East Island Project, (Figures 3.1 to 3.3) whereby Gruen proposed to redevelop land near New York's East River into a fully pedestrian, automobile-free environment, Jacobs takes a definitive stand against Gruen's longstanding concern with "traffic separation", arguing that this preoccupation has clouded the real issue at hand, which is how

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35 Jane Jacobs, "The Exploding Metropolis", quoted in The Victor Gruen Foundation for Environmental Planning, op. cit., p.17


37 James Rouse, in an address to the Conference of Mayors, Washington D.C. 1960 quoted in The Victor Gruen Foundation for Environmental Planning, op.cit., p.16
to create a decent urban environment. The overriding focus Gruen has on separating automobiles and pedestrians has become "an excuse for a showy but fake, inflexible and limited pretence at city environment." She contends that the preoccupation with traffic circulation has become an end in itself, as opposed to a means to an end, and that "not only the pedestrian, but all of life is subordinated to it... The putative ingredients of a town centre, along with the schools, are underground where they may be served by transportation in arrangements of endless ingenuity and perfect lifelessness." However, Jacobs' claim that Gruen's principle of traffic separation was an end in itself, without any redeeming social purpose misses the point. Gruen emphasized the need to create "pedestrian islands" precisely because he wanted the urban cores to facilitate human contact. Although Gruen's insistence on regulating the use of the automobile in urban cores proved to be unrealistic in contemporary America, the motive behind the idea of traffic separation was to create more livable public space for pedestrians, an objective that Jacobs herself applauded. Nonetheless, it must be recognized that the overriding emphasis Gruen placed on the creation of an extensive residential environment totally void of vehicular traffic was a departure from his more typical approach which usually attempted to regulate, but not ban, the circulation of automobiles in urban areas.


39 Ibid., p.110
Fig. 3.1 Schematic Section of East Island Project
Lewis, D., Ed. "The Pedestrian in the City"
Architects' Yearbook II, 1965, p.100
Fig. 3.2 Aerial Illustration of Proposed East Island Project

Fig. 3.3 Aerial Map of Proposed East Island Project, New York 1961

A 50 Story Apartment Tower
B 30 Story Apartment Buildings
C 25 Story Apartment Buildings
D Town Houses
E Ferry Landing
F Park
G Existing Bridge and Service Access
H Existing Bridge Widened for Bus Stop
Jacobs does not single Gruen out for what she believes to be the "drift from humanism to gimmickry", but she does see his work as reflective of "a difficulty that afflicts architectural design as a whole today: the decline of respect for function, and consequently lack of interest in it." 40 She writes that the whole meaning of the concept of "function" has changed; "function" no longer refers to the uses for which a building is intended, but rather it refers to the structure and materials of the building. Jacobs therefore does not see in Gruen's work the link between the structure / materials of his projects and the needs of the ultimate "users" (residents, workers, shoppers, etc.) She argues that the notion of "common public space" of which Gruen is so fond is a misnomer, as it has proven to be ineffective and not universal at all. Gruen's redevelopment plans are seen to reflect the principles used in his design of shopping centers, and Jacobs argues that they show a lack of understanding about the functioning of cities themselves.

Although Victor Gruen was in favour of revitalizing urban cores through the inclusion of commercial and non-commercial activities, Jane Jacobs takes exception with what she views to be his single-mindedness in conceptualizing redevelopment plans. For instance, Gruen frequently worked on plans for revitalizing financial districts of major cities including Boston, which he called "Central Business Districts", and approached these areas as potential nuclei for urban cores. However, Jacobs disagrees with the focus on the financial district as

40 Idem.
an urban core, and she writes, "Our downtowns have become too predominantly devoted to work and contain too few people after working hours. This condition has been more or less formalized in planning jargon, which no longer speaks of "downtowns" but instead of "CBD's"--standing for Central Business Districts. A Central Business District that lives up to its name and is truly described by it, is a dud". While Gruen explicitly sought to remove the "boring" stigma from the financial cores of American cities, through his plans for multi-purpose areas, he did not grasp the American tendency to separate "work" and "recreation", as Jacobs accurately points out. In most major North American cities today, the financial districts are in proximity to the downtown core, but they constitute a separate area, and they are not usually intermingled with cultural sites, recreational areas, or residential complexes.

Robert Campbell subjects the Charles River Park housing complex (Figure 3.4) to a very harsh evaluation in his article, "Charles River Park at 35: It May be a Nice Place to Live, But You Wouldn't Want to Visit". Although Victor Gruen and his team had intended the housing development to contribute to the neighbourhood's social life and to foster the sense of communal happiness about which he often wrote, Campbell argued that the outcome had the opposite effect: "Charles River Park may be a good place to live. But it doesn't contribute so

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much as an ice cream cone or a flower to the happiness of anybody else in Boston. That's what makes it different from the great neighbourhoods, the ones where we love to stroll. Charles River Park feels guarded...anything but welcoming. It's a shut-the-gates, the-muggers-are-coming world."42

Although Campbell views the project through a contemporary lens (writing in 1995), he finds great fault with the whole concept, and says, "Charles River Park was an urban planning disaster of legendary proportions."43 He objects to the policy of urban renewal that gave rise to the project and that allowed for the displacement of various communities. Campbell highlights the foreboding aspect of this housing development: "There are only a couple of streets that go in, and they're anything but welcoming. If you walk the perimeter, you feel as if you're looking through the fence at a military preserve."44 Gruen's insistence on organized planning did not make an impression on Campbell, who describes the housing complex as being like a maze. Furthermore, the sense of "urbanity" that Gruen sought to bring to city housing has been totally lost, according to Campbell: "The hidden gardens of Charles River Park are for the residents, period. In this newer, more private kind of community, we've lost our grip on the

42 Robert Campbell, "Charles River Park at 35: It May a Nice Place to Live, but You Wouldn't Want to Visit", Boston Globe, May 26, 1995, p.81

43 Idem.

44 Idem.
fact that a city exists in order to be shared...It's not just the isolation, it's the impersonality, too. As you walk around you feel you're in an institution.\textsuperscript{45}

The Charles River Plaza, the shopping center that belongs to Charles River Park as part of the mixed-use, "multifunctional unit" that formed the basis of many designs Gruen inspired, is pitifully regarded by Campbell: "Charles River Plaza is an ill-designed shopping center that nominally belongs to Charles River Park, although you'd never guess it, because the pedestrian paths that connect the Plaza to the Park are-- for better security, no doubt--laughably inconspicuous."\textsuperscript{46} Campbell has some pointed remarks about Victor Gruen himself, as an architect and planner, particularly regarding Gruen's approach towards dividing a city into a number of "cells", or auto-free zones: "Each such cell would be a pedestrian precinct, free of cars, filled with happy people on their feet. All the traffic, public and private, would circulate on arterial roads around and between the cells, without entering them. It was Gruen who planned Charles River Park as a Gruen cell."\textsuperscript{47} Furthermore, Gruen's redevelopment plans for the city of Boston, based on dividing the city into "cells" (or "centers") with historic areas and landscaped areas protected from vehicular traffic, are dismissed by Campbell as unrealistic and undesirable: "The living city would become a managed, sanitized museum of

\textsuperscript{45} Idem.

\textsuperscript{46} Idem.

\textsuperscript{47} Idem.
Gruen's goals were commendable, but his vision was disastrous, and his prestige, today among planners is zero. All Gruen accomplished, in his many projects all around the country, was to prove that you can't make a city out of a lot of villages divided by highways. What you get is a lot of isolated villages, like Charles River Park. The irony of the Charles River Park project is that it ended up undermining the very values that it had attempted to enhance.

Occasional mistakes or exaggerations in some of Gruen's work should not overshadow the overall validity of many of his ideas on redevelopment of our city cores. Criticism helps to re-direct planning schemes, but they need not completely undermine their right to exist. Hopefully, the case studies included in Section B of this thesis will help to shed a more positive light on Gruen's planning ideas.

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48 Idem.
Fig. 3.4
Charles River Park Urban Redevelopment Project, Boston, Mass.
Architects: Victor Gruen Associates,
Photograph: Gordon Sommers
CHAPTER 4: GRUEN: AN ARCHITECT WITH A "HUMANIST" DIMENSION

Gruen, as a man and as an architect, has been widely described as a "humanist". His writings and projects reflect his concern with the human condition and quality of life. He had a keen understanding of the multi-faceted nature of urban life and he was aware that any urban core is a microcosm of a rich variety of ethnic and cultural backgrounds. Stewart Udall noted that "It is central to Gruen’s thinking that the ultimate test of any plan or project is whether it improves what the Greeks called the public happiness by making the common estate and experience richer and more meaningful for all." 49 Gruen was largely concerned with community-building and his work as a planner was permeated by his social ideas, which played a large role in his professional life. This is precisely why Gruen can be regarded as a "social thinker", for his reflections about the human condition were an integral part of his work. "Victor Gruen is a thinker, who puts the accent on MAN, his civilization, his culture, his contemporary psychology, the importance of happiness, health, and comfort in these modern times..." 50 Gruen’s humanist ideas were expressed in his design of shopping


50 Maurice Cauwe, President of the International Association of Town Planning & Distribution- France, quoted in The Victor Gruen Foundation for Environmental Planning, op. cit., p.15
centres, in his plans for urban renewal (a subject to be examined separately in later chapters) and in his view of the natural and built environment.

Gruen sought to bring his "humanist" approach to his design of shopping centers, which were the first to provide ample space for the public, specifically geared to enhance social contact, relaxation, and leisurely strolling. According to Gruen, shopping malls could offer the optimum mix of commerce and mass culture. Gruen planned and designed the shopping center so that it would reflect commerce and culture. It would be the place where consumption and recreation meet. Social and humanistic considerations were factored into the equation when drawing up architectural schema for shopping complexes. Gruen himself stated, "It is deeply significant that the term is "shopping center", not "selling center". This indicates clearly that the wishes and desires of the shopper take priority over those of the seller. By affording opportunities for social life and recreation in a protected pedestrian environment, by incorporating civic and educational facilities, shopping centers can fill an existing void. They can provide the needed place and opportunity for participation in modern community life that the ancient Greek Agora, the Medieval Market Place and our own Town Squares provided in the past."51 The practice of grouping a variety of merchants under one roof, selling goods and services germane to daily living, was not new: "The traditional shopping

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street ...provided many diversions, easy accessibility, and a visual coherence that multiplied urban life, and furthermore made the environment safe." However, Gruen expanded the concept of the "shopping street" through his ideas for pedestrian pathways, arcaded promenades, and enclosed malls. The shopping mall, as designed by Gruen, was, itself, the transposition of a European town model into the American suburb--substituting the street for the piazzas as the primary circulation space.

Gruen designed the regional shopping center to be a kind of "oasis", providing people with a structured shelter from the exterior environment of cities and suburbs, which were becoming increasingly hostile, frantic, and unpredictable in the late 20th century: "Gruen will probably succeed in recapturing for us the lost but essential human values, pleasures and experiences of the Agora...His delightful pedestrian malls spell...a renaissance of urban culture." Gruen positioned the shopping mall as a site of nearly unlimited potential, a place to offset the stress encountered in daily life.

In 1954, Gruen designed the Northland Shopping Center, just outside Detroit, Michigan. (Figures 4.1 to 4.8) Northland Shopping Center was, as has


been mentioned earlier, the first modern commercial shopping center to use an urban "Market Town" plan, bringing together various merchants and facilities into a compact grouping, which suited and encouraged the practice of pedestrian shopping. The area surrounding the retail structure offered visual interest to pedestrians, with pathways leading to squares and plazas of different dimensions and detail. The open spaces were dotted by tree groups, flower beds, ponds, and fountains. Gruen took steps to ensure that the shopping center was marked by a visually pleasing landscape, helping to create a pleasant atmosphere. The "multifunctional" character of the Northland Center enabled it to be the first self-sufficient shopping center, almost a village unto itself, featuring a large public auditorium, a theatre and a post office. The use of the outdoor areas by civic groups, such as garden clubs, theatrical groups, amateur orchestras and others was encouraged. Northland established its own security force to find lost children, locate automobiles and prevent disturbances. While such things are commonplace today, in the late 1950's such a multi-purpose space was indeed a new venture. Gruen's design was "user-friendly" in an era that was not as customer-driven as in the present, and he created an environment that would encourage shoppers to linger, people-watch and window-shop and most important, spend more time in the mall. In effect, Gruen successfully re-created an idealized version of a downtown core, all within the enclosed "safe" space of the shopping center. The inclusion of all these elements contributed to the perception and use of Northland as a facility for the community for whom it was designed.
Fig. 4.1 Illustrations of Pedestrian Courts
Northland Center

Spaciousness of the mall and courts comprising pedestrian circulation for the department store and surrounding shops on the upper level of Northland Center is suggested by the architect's perspectives of features of the project. At lower left is shown the exit of the truck tunnel through the basement.
Fig. 4.3 - Parking Plan - Northland Center
Fig. 4.1 - 4.4 from
Gruen, Victor, *Shopping Centers of Tomorrow*,
1954

Fig. 4.3 - Aerial Photograph of Northland Center
Gruen Associates Architecture, Planning and
Engineering (Advertising Manual)

Fig. 4.4 - Map of Northland Center's Location
Main floor at ground level shows mechanical core with mezzanine-roofed (lockers, workshops) sales space around it. Floor above is similar, with stack and fitting rooms at periphery.

Fig. 4.5 - Floor Plan - Main Floor
Northland Center
Fig. 4.6 - Floor Plan - Top Floor
Northland Center

Top floor (fourth, counting basement),
public and employee space, employee terrace
Northland Center
NORTHLAND'S BASEMENT: "side-street" activities are underground so the

Fig. 4.7 - Floor Plan - Basement Level
Northland Center

Fig. 4.5 - 4.8
"Two Pocket Shopping Centers"
Architectural Forum, January 1956
Fig. 4.4 - Map of Northland Center's Location
The Southdale Center outside Minneapolis, Minnesota was the first enclosed, climate-controlled, multi-level shopping mall. (*Figures 4.9 to 4.11*)

Kowinski points out that although Gruen's design of Southdale addressed pragmatic issues, such as controlling the extremes of climate in Minnesota, in fact enclosing the shopping area enabled the structure to serve as a leisure destination. The comfortable, climate-controlled environment would encourage people to linger longer in the mall. "What seemed to be an environmental expedient turned out to be the key to creating a new kind of internal world-- a theatre that walled out all distractions and focused all attention on what the industry calls the 'retail drama'". 54 It was also designed by Gruen with the explicit aim of providing a "diversified" shopping experience, whereby the consumer could choose to make purchases or stroll leisurely through the mall, stopping to sit down and chat or have coffee. Southdale also offered the first sheltered, enclosed commercial space where recreational and cultural pursuits could develop, free from outside noise pollution, traffic and urban chaos. Southdale was sprinkled with details that conveyed a sense of festivity and fun. Gruen, along with Guttman and Baumfeld, included a variety of recreational aspects to Southdale-- a sidewalk cafe, a 21-foot rhomboid birdcage, a fishpond, tree-like sculptures along with other art and a small zoo, which was installed in the basement. The "public" spaces known as "common areas" were given as much value as the retail spaces. Gruen was a

54 W. Kowinski, "Endless Summer at the World's Biggest Shopping Wonderland", *Smithsonian*, volume 17, December 1986, p.40
proponent of holding special events and community activities in the shopping center in the evenings, on Sundays and holidays. Gruen positioned Southdale as the host for all seasons--from mid-winter activities, including ice skating, to summer theatre, art exhibits, photo competitions, flower shows, home shows, and sports shows. The addition of a children's zoo and amusement rides were attractions in themselves. At Southdale, Gruen tried to encourage the coexistence of commercial and communal activities by enabling retailers to ply their trade within an environment that also fostered artistic displays, musical performances, or amicable conversation: "By interweaving all experiences of human life within the urban tissue, we can restore the lost sense of commitment and belonging; we can counteract the phenomenon of alienation, isolation, and loneliness and achieve a sense of identification and participation."55 Gruen attributed great social value to the shopping center, particularly in the suburbs, where he built malls to function as humanistic vehicles for community improvement.

Fig. 4.9 - Aerial Photograph
Southdale Center
APA Journal, Autumn 1985
Figure 2-11 Southdale: Schematic plan of basement level. About half of the surface is used for revenue producing purposes. Note the basement concourse directly accessible by a stairway from the Garden Court of the lower sales level.

Fig. 4.10 - Aerial View
Southdale Center

Fig. 4.11 - Schematic Plan
(Basement Level)
Southdale Center
Gruen's perception of the role of architecture as a tool for community-building was derived from his emphasis on satisfying his clients' needs. Since Gruen believed that the real "client" was society as a whole, his identity as an architect was rooted in the social purpose of architecture, and he stated, "The architect's great inner reward is derived from witnessing the utilization of the structure he has created and its contemplation by its users and the public."

Gruen's focus on the human condition as the basis for the creation of all built environments was also apparent in his later years, when, in 1968, he laid out the operational principles for his Foundation for Environmental Planning. He stated that: "All efforts for planning the human environment in order to be meaningful, must be based on a humanistic viewpoint. It has to be recognized that human values, human expressions, human health and safety, must be considered first and foremost and given prime priority in any work which deals with the planning of the environment." The Foundation attempted to implement Gruen's humanistic approach by engaging in educational and scientific research for the improvement of environmental conditions of urban cores, cities, and suburbs. Gruen did not advocate a mass exodus from the urban areas simply because urbanism was undergoing a crisis. He was not an unqualified proponent

57 The Victor Gruen Foundation For Environmental Planning op. cit., p.10
of the "back to nature" movement, and did not lay blame on the city for environmental problems. Although Gruen was quite concerned with the environment, he did not advocate the preservation of the natural environment for its own sake. Rather, he was in favour of protecting natural resources because they enhanced the human quality of life. To that end, the Foundation encouraged the protection and development of natural resources, through the provision of facilities and equipment geared for that purpose. Therefore, Gruen's Foundation was concerned with the protection of natural resources and natural environments because they serve and help to improve man and society. Gruen's focus was first and foremost on man, and his Foundation sought to "seek ways to bring Man from the Railroad Age, the Automobile Age, the Jet Age, the Space Age, into the Human Age."\(^{58}\)

Gruen warned of the harmful consequences of unregulated and haphazard urban development, but he was devoted to the creation and enhancement of "built" environments. His profession, therefore, required a direct intervention in and modification of nature and the natural environment. Even projects such as his feasibility study for the Verdugo Mountains in California, where Gruen's goal was the improvement of this mountainous region, required environmental manipulation of some kind. Gruen, nevertheless, argued for the maximum degree of conservation and a consistent public policy regarding land ownership and

\(^{58}\) Ibid., p.13
development. He urged for a policy that would preserve the scenic qualities of the mountainous area, and emphasized the importance of environmental protection in the face of changes in the region. If the creation of a "built" environment would prove to be beneficial and socially relevant, then Gruen had no reservations about intervening in the "natural" environment. His attitude towards the built environment can be clearly seen in his design of shopping centres, where the "natural" environment was re-formulated both internally (within the enclosed structure of the mall) and externally (in the landscaping and greenery that was outside the mall). Within the enclosed shopping center, Gruen attempted to create an idealized version of the "outside" environment, by using architecture and design to improve upon nature, so to speak. Hence, his design for Southdale mall included recreational facilities and elements transplanted from "nature", such as a rhomboid birdcage and fishpond. Gruen's regard for the natural environment and natural resources was therefore subordinate to his more primary and ultimate concern for man's well-being and quality of life.

Gruen nevertheless attempted to strike a proper balance between nature and technology, between man-made and human environments: "Mankind has the means, the brains, and the tools to shape and reshape the human environment in the direction of making Man again the Master of his life and fate, and relegating technology back to its proper place as man's servant." Gruen was not opposed

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59 Idem.
to technological progress insofar as machinery was used to serve and improve some human needs without necessarily sacrificing others: "It is not science and technology which are to blame for the global environmental crisis, but, rather, their short-sighted misuse and foolish application by men. Science and technology are potentially our strongest tools for the shaping of a better human environment, provided we utilize them for the improvement of the environment and for the re-establishment of biological balance...We must turn from our one-sided emphasis on growth and quantity, to one of humanism and quality." Gruen opposed the unregulated and unjustified application of technology at the expense of human properties and nature's balance.

Upon his return to Vienna in 1968, Gruen had more time to formulate his thoughts, to codify them in a set of principles which he encapsulated in a document entitled "The Charter of Vienna", written as Gruen's complement to Le Corbusier's "Charter of Athens", published in 1941. In his Charter of Vienna, he outlined four basic, fundamental principles, reflecting a humanistic framework of analysis:


61 Ibid., p.3
1) The central consideration of all planning and architecture must be MAN;
2) The primary goal of planning and architecture is therefore the fulfilment of human needs and human aspirations.
3) The achievements of science and technology shall be utilized to the fullest in order to attain the stated goal of giving fulfilment to human life;
4) Science and technology shall, however, not be used as self-serving mechanisms with tendencies of suppressing and tyrannizing mankind.

The principles outlined in the Charter of Vienna encapsulated the thoughts and objectives that had fuelled Gruen's work throughout his professional life. As early as 1950, Gruen had used the term "environmental architecture" when describing his work, and he always had a comprehensive outlook in his approach to planning, emphasizing the importance of human activity as the starting point for all architecture: "Environmental architecture, as Gruen uses the term, often implies the reshaping of whole areas in terms not merely of the buildings themselves but of the activities carried on in and around them."62 The center of human activity was to be found, according to Gruen, in the heart of the cities, and this is why he turned his attention to the revitalization of urban cores throughout much of his career.

Gruen wrote, "A city consists primarily of people and exists for people. Its structures...all are means only to serve the needs and aspirations of people. Whenever the mechanical servants of the urbanite start to interfere with human interests--when they threaten and endanger "organic" (that is, human) life--then the urban environment is in jeopardy."\textsuperscript{63} Gruen's attachment to cities was evident: "Let me make a confession...I am prejudiced in favour of cities. I believe that they have been and that they will continue to be for the foreseeable future the cradles of civilization, of human progress, of culture and the arts."\textsuperscript{64} Gruen's social and cultural concerns are most evident in his plans for urban renewal.

To understand his attachment to cities, we must look to Gruen's personal roots and elements of the urban environment in which he spent his formative years, most notably the Ringstrasse in Vienna. (Figures 5.1 and 5.2) The famous Ringstrasse that circled the city core was an integral part of the visual landscape. When Vienna's 17th century fortifications were demolished in 1857, the city called for the creation of a circular "ring road" all around the city core.

\textsuperscript{63} Victor Gruen, \textit{Centers for the Urban Environment: Survival of the Cities}, op. cit., p.9

\textsuperscript{64} "Victor Gruen, Champion of Hope for Fallen Cities", op. cit., p.45
Fig. 5.1 Girouard, M., The Ringstrasse, *Cities and People: A Social and Architectural History*, p.327
Fig. 5.2 - Photogra ph of
Ringstrasse, Girouard, M.
Cities and People: A Social and Architectural History,
1985, p. 329
The building of the Ringstrasse was carried out over a period of 20 years, into the 1880's, and propelled Vienna into the limelight: "By redeveloping them, (the circular roads) Vienna immediately put herself on a par with Paris as a great modern city, and overtook London or any other of the capital cities of the world." The space that was enclosed by the Ringstrasse was large and accommodated a series of grand new public buildings, spacious, upper-income residential areas, parks and squares and other open public spaces. The idea of designating areas for communal public space was thus an integral part of the planning of modern Vienna and Gruen's exposure to this shaped his vision of what a city "should" be. Gruen saw the city as a confluence of cultural and commercial activity rendered legible and livable through the purposeful design of public space.

The Ringstrasse reflected the traditional qualities and aspects of the city and engaged a variety of districts along various lines. For instance, the Ringstrasse begins in the textile warehouse and office district along the Danube Canal, and continues into the commercial and financial districts around the new stock exchange. The university is situated further along the pathway, followed by the government district, with its new town hall and parliament house. Built in the gaps between the public buildings along the Ringstrasse were clusters of new

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65 Mark Girouard, Cities and People: A Social and Architectural History
New Haven: Yale University Press, 1985 p.328
apartments: some over ground-floor shops or offices and others in tenement buildings. The museums were located along another segment of the Ringstrasse, in a district that contained lavish buildings, including the Hofburg (the royal palace), mansions, the opera house, the Kursalon (assembly room), the park, and the Flower Hall exhibition center. In between these impressive structures were situated large hotels, luxury apartment buildings and most notably, the stretch of the Ringstrasse known as the "Corso", which served as the pedestrian promenade area for Viennese society.

The urban core of Vienna strongly influenced Gruen's view of a city's potential; it highlights the genre of landscape that he visualized when considering an area for redevelopment. The urban structure of Vienna was typical of other European metropolitan cores which functioned as centers of activity. As high-density areas were an integral part of urban life, "density" was not a negative concept for Gruen. Contrary to the sensibility of the era, Gruen saw a highly concentrated, but well-planned urban area as a catalyst for positive change: "There prevails a general belief that high density is sinful and low density virtuous. The underlying reason for this superstition is that density is being confused with the term "overcrowding". The question of how many living units and other urban functions can be placed, in an integrated fashion, on one measured unit of land is one which depends on the skill and inventiveness of the architect."\(^{66}\) Gruen

\(^{66}\) Victor Gruen, *The Charter of Vienna*, op.cit., p.16
believed that density, a condition which brought people together in a space designated for residential or recreational purposes, facilitated social cohesion.

Gruen reasoned that while lowering urban density may have been necessary in situations of overcrowded unplanned cores, the urban cores in North American metropolitan areas were in need of greater density, not less, and could learn a great deal from the urban layout of European cities. Gruen attributed the rising "ghettoization" of urban areas to the insistence on density restrictions enforced by bureaucratic zoning regulations that caused "fragmentization and compartmentalization of the urban organism". Rules concerning land usage, which enforced the separation of urban functions by establishing exclusive zones for living, working, shopping, administration and recreation, undermined the cohesiveness that an urban core was supposed to encourage. "The city, which once was hailed as the "melting pot", has now become a potent force in separating people from people and functions from functions. SEGREGATION occurs not only with respect to racial or ethnic minorities, but has become a destructive force in all expressions of urban and suburban life. We have recreated the medieval "ghetto" for each economic group. Thus we have destroyed the natural interplay of human activities and the ease and pleasure of direct human communication."67 The increasing sprawl of the "compartmentalized city" had undermined the sense of community life Gruen sought to evoke through his urban plans.

67 The Victor Gruen Foundation for Environmental Planning op. cit., p.12
Gruen envisioned the city as a rich, textured combination of sights, sounds and smells, which together created a more meaningful urban life. Gruen's vision of the social fabric of a city was informed by decades of reflection upon the matter: "In these concentrations of population, every human expression, positive or negative, is most acutely present and experienced. Cities are not only the birth and gestation places of ideas, spiritual life, artistic creation, economic achievements, and so on, but also of unrest, revolts, and continuous ferment." Although Gruen was making such statements in the 1950's, he foresaw the potential for urban crisis in many cities, if the lack of cohesive and ordered urban planning was to continue. His attachment to the urbanity and his persistent efforts to improve the quality of life in urban cores grew from his sense of responsibility to "urbanites"-- city dwellers who either remained in the urban centers or who returned to cities after they were revitalized and gentrified. Gruen believed in the potential "urbane" values of open-mindedness, spontaneity and cultural sophistication. These values lay dormant within the urban cores, to be awakened through a process of urban revitalization. Gruen believed cities to be the cradle of civilization and the birthplace of creativity: "The most significant role of cities has always been to make possible easy and intimate human communication and the fruitful exchange of ideas and goods."

69 Victor Gruen, quoted in *The People's Architect*, op. cit., p.58
Perhaps as a result of his upbringing and experiences during World War Two, Gruen placed a high premium on individual freedom and personal choice; he saw the city as the site where those values could be expressed and embodied. Gruen spoke about restoring "urbane" qualities to the North American city. He used this term to refer to the cultural open-mindedness, spontaneity and creativity that was traditionally associated with the forward-thinking, progressive hub that is the downtown core. "Urbanity", therefore, embodied the value of individual freedom and the availability of choices: "Urbanity is promoted wherever there is a free choice available concerning working place, location and type of residence, educational facilities, material goods, exchange of ideas and diversity in human relationships. Meaningful urbanity offers opportunities for gregariousness or privacy, a choice between excitement and calm, and the possibility of contact with nature within a reasonable distance." This view reflected Gruen's desire to recreate the enlightened city of his youth, in effect transplanting an idealized notion of Vienna to North American cities. Gruen saw planning as a means of nurturing humane values. Cities both large and small attracted his attention, and inspired his plans to create a functional yet beautiful urban core. His devotion to beautifying urban centers even led him to work with First Lady Mrs. Lyndon Johnson on the Committee For A More Beautiful Capital in the mid 1960's.

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70 Victor Gruen, The Charter of Vienna, op.cit., p.9
Gruen's philosophy of urban planning as a vehicle for the enhancement of social values is evident in his urban planning projects. As Bill Dahl notes, "There was a social dimension to Gruen's work that most other people didn't really realize, didn't understand."71 Several of Gruen's urban design projects in the 1950's and 1960's, outlined in the following pages, show this philosophy in action and are therefore especially noteworthy. Furthermore, all of Gruen's plans for the redevelopment of urban cores focused on the creation of a pedestrian "island", surrounded by a circular road for vehicular traffic, generally based on the concept of the Ringstrasse. All of these projects can also be seen as preparation for what would be Gruen's most ambitious revitalization plan, the plan for the redevelopment of the Boston Central Business District, presented in 1967.

Thus Gruen embarked upon plans for urban redevelopment with a particular frame of reference that imparted a set of positive social attributes to the landscape known as the "urban core", with an emphasis upon the quality of life for urbanites: "To achieve urbanity, there must be compactness, intimate integration of all human functions, and the greatest possible separation of all mechanical service functions from human functions."72 The key to achieving the separation of mechanical and human functions, according to Gruen, lay in the separation of vehicular from pedestrian traffic. As a result of this view, he

71 Bill Dahl, op. cit.

72 Victor Gruen, The Charter of Vienna, op. cit., p.10
advocated pedestrian-only zones in the downtown cores of major cities as the only feasible means of revitalization. As observed previously, he favoured the restricted and regulated use of the automobile and then only on the periphery of the urban core, not in the center itself. Within the core, people would walk or use public transportation such as buses, trains and subways. As vehicular traffic congestion abated, construction of residential, commercial and other structures necessary for the growth of urban life would take place without hindrance. The segregation of vehicular from pedestrian traffic would facilitate the integration of human functions and enable the creation of safe, open spaces.

Gruen's plan for the revitalization of the city of Fort Worth, Texas, unveiled in 1956, outlined the creation of an automobile-free downtown core as a focal point for the rebirth of the city. As will be shown in the following pages, the Fort Worth plan was particularly noteworthy because it was the first study that addressed the issue of urban decay and attempted to quantify the problems of urban sprawl. In spite of the fact that it was not ultimately implemented, the Fort Worth study set the tone for Gruen's subsequent plans for urban revitalization of several major cities and illustrated the need for comprehensive planning. The plan was praised by the leading figures in architecture and urban planning for reflecting a spirit of innovation. The Fort Worth plan signalled a creative approach to urban planning, and its proposal for a fully pedestrianized,
automobile-free downtown core paved the way for the pedestrian "malls" that emerged in every major North American city in subsequent years.

Gruen's 1964 plans for Fresno, California were similar to those for Fort Worth, except that this time the plans were, to a great extent, implemented. Gruen envisioned and created an outdoor, pedestrian shopping promenade, the Fulton Street Mall, which was closed off to vehicular traffic. His goal was to inject an aesthetic sensibility into the urban landscape of Fresno. As a focal point for the downtown core, the promenade of the Fulton Street Mall added a natural and calming element to an otherwise bustling area. The inclusion of patterned walks, trees, plants, fountains and works of art in the promenade area created a new visual and sensory experience. That the Fresno plans were successfully implemented while the Fort Worth plans were not has to do mainly with practicality and cost, among other considerations: a dramatic re-routing of traffic was required in Fort Worth, while in Fresno Gruen could concentrate on a smaller area of land.

Gruen's 1961 redevelopment plan for Rochester, New York revolved around the construction of the Midtown Plaza, a shopping complex that was similar to the suburban malls he had designed, except that it was situated in the

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downtown core of Rochester.\textsuperscript{74} (Figures 5.3 to 5.7) Gruen's plan for a two-level enclosed, air-conditioned shopping mall was eventually adopted and implemented. This mall included an electronically-controlled parking garage for 2,000 cars and took up 10 square blocks in the city's core. Most importantly, as Gruen's plan predicted it would, the Midtown Plaza triggered the revitalization of adjacent districts. The city government of Rochester improved and extended the area's Main Street, to meet one end of the Midtown Plaza mall, and an 18-story office building was constructed, the top floors of which were occupied as a luxury hotel. The case of Midtown Plaza clearly illustrates Gruen's view that a shopping center could be used as a focal point and catalyst for residential and commercial development in depressed downtown core.

\textsuperscript{74} "Renaissance on the Genesee", \textit{Architectural Record}, July 1959, pp. 106-108
Figure 5.33 Midtown Plaza: Aerial photograph showing completed outer loop road (1), the enlarged civic center (2), municipal parking garages (3), and in the center of the picture, the Midtown Plaza.

Figure 5.34 Midtown Plaza: Plan of the typical basement floor. The garage was at that time, the first fully automatically controlled by an ultrasonic detection system. At the beginning of each lane, a sonar device located in the ceiling, emits sound waves and registers passage of each car, transmitting this information to central control where it is stored in a computer. Thus all cars entering or leaving the garage are counted. A device activates lighted traffic signals which inform motorists of nearest available space and the quickest route to it. This eliminates all searching and recirculation by motorists.

Fig. 5.4 Plan of Basement
Midtown Plaza

Fig. 5.3 - 5.4 "Center for Rochester",
Fig. 5.5 - Floor Plan & section
Midtown Plaza
Fig. 3.6 Floor Plan and Model
Midtown Plaza.
Gruen, V., Barsk, Edward C., Ed. "Who is to Save our Cities".
Fig. 5.7 Photograph of Midtown Plaza
In 1962, Gruen developed a revitalization plan for downtown Patterson, in New Jersey. (Figures 5.8 to 5.15) This feasibility study was a precursor to the more extensive redevelopment plans drafted later on for the Boston Central Business District. The Patterson plan focused on the redevelopment of the area's Central Business district, as an integral part of the overall renewal plan for the urban core. Gruen believed that the success of the business district was crucial to the economic well-being of the whole city, and his emphasis on the harmony between the financial district and the surrounding area was indicative of his tendency to look at a project globally. Gruen designed a tightly-knit, highly concentrated downtown core for the city of Patterson, with a grouping of retail and service facilities, ample parking spaces, and easy accessibility to the central business area from the main arteries. He recommended the expansion of the city civic center, with the addition of municipal and county offices, a fire station, and a health center. He foresaw the potential for future growth in retail, industrial, office, hotel, and civic buildings in Patterson, paving the way for a multi-functional downtown core. 75

The study conducted for Patterson is representative of Gruen’s inclusion of a myriad of factors in the planning process. He commissioned polls and surveys to obtain background data about the existing demographic, retail, industrial,

residential and administrative sectors of the city. Patterson's geographic location in relation to the Metropolitan New York and Tri-State areas was crucial in determining the suggestions Gruen made about zoning, highway traffic, and accessibility. He conducted a financial evaluation of the business district, and considered the pre-existing socio-economic and political realities of Patterson. His consideration of the interplay of all these elements in the ultimate plan for Patterson is but one example of Gruen's basic philosophy of urban planning. It was repeated in virtually every urban study undertaken by Gruen.

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76 Ibid., p.3
VIEW OF CIVIC CENTER FROM WARD ST.

Illustrates the transformation of the civic area by the closing of certain streets and the construction of a new county office building as shown in the rear of the picture. The existing county office building and county courthouse are noted on the left and the Central High School is shown on the right. There is a direct connection from this civic administrative area to the Main Street promenade via a pedestrian bridge across Ward Street.

Fig. 5.11
Visualization - Civic Center
Fig. 5.12
Sketch - City Hall Plaza

Approaching the large plaza created in front of the existing city hall, one notes that many of the existing buildings remain and possible new ones in the background fit into the superior shopping and working environment achieved by the connecting pedestrian areas.
Fig. 5.13

MAIN ST. SHOPPING PROMENADE

The shopping environment of downtown Paterson, with existing streets turned over to the pedestrian. Trees and green spaces with sitting areas replace the automobile. Small commercial facilities such as newsstands, shops, restaurants, etc. are placed in the promenade. The bridge shown follows the Ellison Street right-of-way and is elevated to provide through pedestrian circulation on Main Street.
Fig. 5.14

VIEW OF MARKET ST. FROM PATERSON ST.

A view of the approach to Market Street area from the Paterson Street Bus Stop. On the right side, a number of the existing commercial facilities will remain and one can see the Alexander Hamilton Hotel in the background as well as the existing Sears and small shops. On the left, however, a transformation takes place. A large pedestrian area in front of the bus stop adjoins a residential cluster with commercial facilities below, and an adjoining parking garage.
All of the urban planning projects of the 1950's and 1960's can be seen with hindsight as the necessary preparation for Gruen's most ambitious project--the revitalization of Boston's urban core. Gruen's plans for the redevelopment of Boston's Central Business District, unveiled in 1967, embodied the combination of knowledge and experience that Gruen had acquired after more than a decade of devising urban redevelopment plans. In particular, in approaching the issue of Boston's redevelopment, Gruen applied one of the lessons learned from Fort Worth: it was vital to ensure the participation of all interested parties in the decision-making process.

Gruen's plan for the revitalization of Boston's central core was noteworthy in both range and scope and also for its subsequent influence on urban redevelopment as a whole. His proposals for Fort Worth were significant, as we have already briefly seen, as the first and most innovative plan of this kind, and for what could be learned from its failure to be implemented. Both projects helped change the direction of urban planning as a whole, with more emphasis now placed on "user-friendly" spaces for the public. Thus, in light of the remarkable elements of the Fort Worth and Boston projects, I have chosen to explore and analyze them in detail.
Gruen's studies of Fort Worth and Boston offer the best examples of his approach to identifying, evaluating and solving design and planning problems. As the studies were more than a decade apart, they also serve as demarcation points, outlining Gruen's professional evolution during his most productive and creative years, between 1955 and 1970. Although the Fort Worth plan was not adopted, and the Boston plan was only partially implemented, both feasibility studies nevertheless strongly illustrated the importance of proper planning.

Both studies reflected Gruen's commitment to the principle of the urban core as a set of inter-related (connected) "clusters" linked by pedestrian walkways and comprising a dense, cohesive multi-functional urban unit. The objective of transforming a city core into a vital center of commercial and cultural activity, accessible to pedestrians and encouraging their patronage, was laudable, even if the measures Gruen proposed to achieve this goal were somewhat idealistic. In both Boston and Fort Worth, the nucleus of such revitalized urban schemes would be the commercial and cultural centers of the city that would function as magnets to attract and maintain a healthy flow of pedestrian traffic. As a result of this vision, Gruen's plans focused on the reorganization of the traffic flow, to facilitate the movement of people and to regulate vehicular traffic. This would entail a complete pedestrianisation of some areas and the rerouting of commercial
and automobile traffic to outlying pathways, surrounding the city core and in underground passageways in the city itself.

The studies undertaken for both Fort Worth and Boston were the result of comprehensive research and extensive information-gathering from a variety of sources, including government statistics, demographers' data, sociological studies, and polling surveys. After this exhaustive process, a plan was formulated by a multi-disciplinary team. Gruen noted that, "The final plan is developed through study of various possibilities in relation to the site. Many schemes are tested and discarded before the final plan which fulfils the requirements of land usage studies, merchandising plans, and parking and traffic analyses. The design can be arrived at only after complete analysis of all factors."  

The plan for the redevelopment of downtown Fort Worth was presented in 1956 and had the distinction of being the first of its kind to address the problem of the disintegration of a city core. As will be illustrated, although the Fort Worth plan was not adopted, it ushered in a new way of examining and quantifying issues relevant to urbanism. In effect it was the first study to truly embody principles of ordered planning on a large scale. Therefore, the plan for Fort Worth was a breakthrough and served as a "testing ground" for the discussion.

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and propagation of ideas about pedestrianisation and traffic separation. It was widely praised for its introduction of new concepts, its global view of a downtown core, and its attempt to create an all-inclusive center of activity within the nucleus of a large city.

Gruen's ambitious study of Boston’s Central Business District embodied the culmination of knowledge and experience that Gruen had acquired after a decade of successive studies and projects. Indeed, the Boston plan was the logical extension of the Fort Worth plan, as Gruen very clearly applied the lessons learned in Fort Worth to the problem of Boston's redevelopment. However transformed, many of the ideas advanced in Fort Worth were presented in the plan for Boston. In addition, Gruen also incorporated several key components in the Boston planning process that had been missing at Fort Worth, and helped distinguish the Boston study as a prototype for subsequent urban renewal plans carried out by Gruen and others.

The Fort Worth and the Boston studies have been singled out for study for two reasons. First, both are major cities of a considerable size, situated in two very different geographical locations, each having its own regional culture. Yet, despite their differences, Gruen proposed a pedestrianized urban core for each city, and attempted in this way to create a revitalized and "user-friendly" urban environment. Second, an examination of the Fort Worth and Boston plan for
urban renewal sheds great light on Gruen as an architect and social thinker.

A critical look at these plans in light of the lessons learned in the past few decades may also suggest some difficulties with this approach to urban planning. Moreover, it will allow us to critically compare and evaluate Gruen's urban and suburban proposals in light of the sensibility which underscored both, namely, the desire to re-create the pedestrian-based urban environment of the 19th century European city.
CHAPTER 2: GRUEN'S PLAN FOR DOWNTOWN FORT WORTH

Gruen's plan for Fort Worth was introduced publicly in 1956. (See Figures 6.1 to 6.12) The planners for the proposal to redevelop Fort Worth's urban core, were, in addition to Gruen himself, Contini, Southland, Simpson and Zwicker. The plan was commissioned by a private client, Mr. J.B. Thomas, president of the Texas Electric Service Co. Under Thomas' leadership, Texas Electric had doubled the number of customers it served since World War II and Thomas, looking to expand his company further, identified downtown Fort Worth as a prime area for potential commercial growth.

Gruen's philosophy shaped the way in which he approached the study. He called for looking beyond the immediate, short-term requirements, to a more global, long-term view. Therefore, although Thomas (Gruen's client) asked for a simple analysis of the growth potential of the central business district (CBD) of Fort Worth, Gruen embarked upon a more comprehensive study.

Gruen identified the existing design of downtown Fort Worth as being outdated and ill-equipped to handle contemporary realities of noise pollution, traffic congestion, and visual clutter. The solution to these modern problems, Gruen believed, was to be found in the creation of a "pedestrian island" in Fort Worth, which would combine commerce with recreation. People would be able to
congregate and stroll in a designated urban area without concern for the possibility of vehicular traffic. These pedestrian islands would house residential units, shopping complexes and working facilities of all types, all arranged in a logical relationship to each other. The downtown center would be composed of several nuclei (for commercial, administrative, cultural and recreational facilities) intimately connected with each other by pedestrian overpasses, public transit, and underground trafficways. These clusters would be separated by landscaped areas, greenery and walkways, all for pedestrian use and enjoyment. Vehicular traffic would be restricted, relegated to the outer fringes of the metropolitan core and attached to arterial roads and expressways leading out of the city.

Gruen's Fort Worth plan represented a philosophical breakthrough of sorts. Its proposal for a fully pedestrianized, automobile-free downtown core paved the way for the pedestrian malls that have emerged in every major North American city in the decades since the plan's release. In effect, Gruen transplanted to North America the concept of the pedestrian mall that was commonplace in late 19th century Europe, (and especially in Vienna) where the urban areas were highly concentrated cores of commercial and cultural activity and the automobile had not yet been invented. Gruen planned for a consolidation of entertainment and retail areas into a more concentrated urban core to maximize opportunities for people to meet, converse, and shop, thereby stimulating both the local economy and the social climate.
Gruen's plan for Fort Worth was noteworthy for several reasons. It was one of the first comprehensive redevelopment plans for a major downtown core and it was the first proposal for a central business district advocating the elimination of all vehicles from the streets. The plan's scope was wide-ranging: it covered the entire downtown core of over one square mile, and dealt with a period of 15 years. Such expansiveness and long-range forecasting were novel in the mid-1950's and perhaps the degree of public acceptance of these innovative ideas was underestimated by Gruen. However, despite the fact that the Fort Worth plan was never implemented, it nevertheless influenced much of Gruen's subsequent work and the urban planning projects developed by others. Gruen himself noted, "Its basic principles and the planning approaches employed significantly influenced all similar undertakings on which I have since worked...in spite of the fact that the plan was never fully executed."  

The most remarkable element of Gruen's Fort Worth plan lay in the methodology he used, and actually, it could be said that Gruen's general methodology was first encapsulated in this feasibility study, and the basic philosophy of Gruen's approach to urban planning first came to light here. A comprehensive approach, characterized by in-depth analysis and evaluation of key issues was pioneered in the Fort Worth plan. One of these key issues was the

much-touted "traffic problem." This issue had been hotly contested since the beginning of the post-war construction boom. But now, Gruen tried to evaluate and measure it: "Perhaps the first time since the conflict between the auto and the individual had begun to plague the central city, that an attempt was made to quantifiably identify, analyze, and solve the problem." The severity of the traffic issue was clearly outlined, backed up by calculations and explanations of traffic density and volume. Furthermore, using demographic projections for population growth and trade volume, Gruen calculated the amount of retail space and the number of cars that the downtown core would need to accommodate in 1970, 15 years in the future. It is important to note that in seeing the need for projections and forecasting, Gruen initiated the kind of methodological research and information-gathering which is widely applied today. Gruen introduced the importance of thinking about the future in a quantifiable, tangible way and his calculations formed the basis upon which his urban plans and designs were founded.

Gruen regarded the commercial potential for trade, employment, and recreation as being crucial, because such indicators would determine the nature, form, and function of an urban plan. Gruen started with a projected population of 1.2 million (in the Fort Worth area) for the year 1970. He then calculated the number of cars the downtown core would need to accommodate in 1970 if the city

79 Idem.
was to get its rightful share of downtown trade. In order to thrive, the urban core
needed to maximize all available retail space, and it required over three times the
street surface for vehicular traffic. Given the fact that Fort Worth needed 9.6
million square feet of retail floor space, it had to permit access to 152,000 cars a
day. Gruen surmised that approximately 20% of a day's traffic occurs in the peak
hour-- thus, Fort Worth needed to accommodate 30,000 cars at any given time.80
Since this number of cars moving along at 15mph, and factoring in traffic lights
and poor driving, would occupy 16 million square feet for the downtown streets
alone, (Fort Worth had 5 million square feet of downtown streets, which was
already 40% of the total downtown land area), the only feasible option was to
relegate the automobile traffic to the outer fringes of the downtown core, by
providing a series of six parking structures framing the urban core.81 The cars
would then arrive from a loop freeway system that encircled the downtown core
and after parking their vehicles, people would be carried to the edge of the
garages by a system of moving sidewalks and escalators. Trucks, vans, taxis, and
delivery vehicles would move within the core through a network of underground
tunnels. Each parking garage was planned to have four floors, and to
accommodate 10,000 cars. Access to each parking structure would be arranged by
ramps from the belt roadway.

80 "Typical Downtown Transformed: The Case of Fort Worth", Architectural
Forum, op. cit., p.148
81 Idem.
Gruen’s team also surveyed every building in Fort Worth’s downtown, noting its function, height, structure, age, and condition. The plan did not affect any major building, only because deliveries were slated to be handled underground. The space previously used for deliveries could therefore be developed for better usage. It was this concept of expansive underground tunnels for vehicular access that did not gain widespread popularity with Americans. Women, in particular, were fearful about driving in dark, narrow passageways below ground level. Gruen did not foresee the "human factor" that embraced daylight, open and clear air and unfettered space for one’s circulation. It is somewhat ironic that Gruen, who prided himself and who was widely praised for being a "humanist" did not foresee this human variable.

Gruen concluded that the separation of pedestrian from vehicular traffic was not only important for social considerations, (ie. creating a more pleasant, safer environment for the pedestrian to enjoy greenery, landscape, etc.) but was also economically viable and commercially beneficial. Shoppers could take their time walking from one store to the next, they could engage in longer periods of "window shopping", they could patronize the restaurants and cafes more often, and they would be more frequently drawn to the urban core.
This kind of long-range planning and forecasting became an integral part of Gruen's approach, and was based on his concern for the ultimate "use" or "purpose" of a project. Gruen's land-use plan projected that by 1970, there would be a 300% increase in retail, 60% increase in office, and 80% increase in hotel space, thereby calling for the eventual construction of civic, cultural, and convention centers, all within the downtown limits of Fort Worth--a compact, convenient core.\textsuperscript{82} Such growth would greatly increase the land value, and consequently, the economic viability of the project. In keeping with Gruen's emphasis on the social utility of a plan, he ensured that an analysis of the cost of each part of the project was presented. Each proposal was itemized, indexed and its costs were outlined. For example, Gruen's proposal for the construction of an underground tunnel for deliveries and taxis was examined according to its itemized costs as follows: "Item: the tunnel is estimated to cost about $20 million. Item: exclusion of vehicles will reduce street area from 5 million to 3.5 million square feet. Item: off-street ground space now devoted to shipping exceeds in value the cost of changes."\textsuperscript{83}

Gruen's ultimate goal in redeveloping Fort Worth was to encapsulate his idea that the urban core is the lifeblood of a city. It is important to note that the Fort Worth plan, although quite detailed in its projections, layouts and schematic

\textsuperscript{82} Ibid., p.151

\textsuperscript{83} Ibid., p.150
images, represented a hope on the part of Gruen and others that an ideal combination of economic growth and recreational life could be injected into the city core. Gruen had impressive plans for downtown Fort Worth. He envisioned the expansion of public plazas, the reconstruction of some city streets with arcades and others roofed-over and air conditioned. The means to realize this vision lay in the plan for unlimited pedestrian access to all the city had to offer. Hence, Gruen's layout of parking structures which surrounded, but did not infringe upon, the city core. This was the urban equivalent of Gruen's surface parking areas that surrounded the suburban shopping malls he designed. The review of the plan was summarized in Architectural Forum: "This remarkable feat of pedestrian logistics is made possible by the very ingeniously conceived garage and terminal penetrations into the interior." Consequently, the farthest distance between any building and the nearest parking penetration was calculated to be approximately 600 feet and no more than a three-minute walk from bus, taxi, or parking. Pedestrians would not have to take detours to reach their destinations. The melee of aggressive street signs and traffic signals would be eliminated and the overall visual landscape of the city core would be more attractive. Furthermore, there was an incorrect assumption that much of the cost would be recouped from the stronger tax base and the higher land value that a revitalized central business district (downtown core) would engender.

84 Ibid., p.152
Despite its dramatic proposals, the Fort Worth plan was roundly praised in architectural circles, as has been outlined in the previous pages. Jane Jacobs acknowledged that the Fort Worth plan signalled a departure from Gruen's traditional "inflexible traffic-separation": "The Fort Worth scheme, for all its huge garaging and traffic service arrangements, subordinated these devices to the city centre as an intricate, pluralistic, flexible collection of enterprises and establishments. The object was, quite literally, that the pedestrian was to inherit a busy bit of the earth (paved and unpaved) and it was to be a relatively various, adaptable and free piece of earth at that." Similarly, in his book, Architecture & the Esthetics of Plenty, James Marston Fitch stated that "The Fort Worth Plan is perhaps the most mature American response to date to the crisis of the central city."

In spite of its overwhelmingly positive reception, however, there were several problems with the Fort Worth plan, and these problems explain in large measure the lack of successful implementation. A key factor missing from the planning process was the actual involvement of all the interested parties. Input and feedback that was different from Gruen's own assumptions about the most likely consequences and how to deal with them was sorely absent. Indeed, an

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85 Jane Jacobs, "Two Projects: Fort Worth Texas 1956 and East Island New York 1961" op. cit., p.110

86 James Marston Finch, Architecture & the Esthetics of Plenty, cited in The Victor Gruen Foundation for Environmental Planning, op. cit., p.16
insufficient degree of consultation in the decision-making process was a major reason the Fort Worth revitalization plan was not adopted. Therefore, while he blazed new trails for multi-disciplinary professional involvement in the process, he was still missing participation from the "laypeople". Although Gruen did collaborate with experts from several fields, he did not solicit input from the various interest groups and citizens’ groups that would be directly affected by the proposed plan. Again, this oversight is ironic, given Gruen's steadfast commitment to urban planning as a tool for the improvement of people's lives.

To be fair, Gruen did educate the public about the Fort Worth plan, holding a series of meetings explaining the scheme to thousands of citizens, and his information campaign to increase public awareness helped create a positive mood surrounding the project. Furthermore, democratic procedures, including the establishment of a planning committee formed by 20 leading citizens (bank presidents, retailers, large property owners, newspaper publishers), were put into place. This citizens’ committee was merged with the city planning commission, and additional subcommittees were formed. However, the establishment of all these committees occurred after the fact, after the Fort Worth plan was completed and presented in the hope that these groups would essentially rubber-stamp the plan.
Gruen himself acknowledged that the Fort Worth plan was not as flexible as it should have been: "Fort Worth represented an ideal, ultimate solution, virtually uncompromising in its ends...perhaps it was too much to expect that the first community presented with such a dramatic proposal would find the means, the wisdom, and the courage to adopt and implement it." 87 Gruen advocated the need for public-private collaboration in the pursuit of changing the urban core from a site of faded glory to one of renewed life and optimism. By 1963, seven years after the introduction of the Fort Worth project, Gruen was urgently calling for public and private cooperation. This call was in large part motivated by the failure of Fort Worth to be implemented: "The reason for Fort Worth's non-implementation lies, in all probability, in the fact that the planning for Fort Worth was undertaken solely by private enterprise, namely the forward-looking Texas Electric Company and its president; cooperation with government was sought only after the plan was completed." 88 Other important groups from the private sector were not consulted, and furthermore, federal funding was unavailable at the time, a fact that would have come to light had the public sector been more involved in the planning process. Gruen himself later remarked: "Judging with the benefit of hindsight, I believe that the reasons for this non-action are that the city and state authorities resented the fact that the plan was developed by private enterprise,

87 "Victor Gruen, Champion of Hope for Fallen Cities", op. cit., p.44

that the project was far ahead of its time, and that federal assistance for urban redevelopment was not at that time available.\footnote{David L. Browning, "Legacy of A Planning Legend: the Victor Gruen Plan for a Greater Fort Worth Tomorrow", op. cit., p.6}

In effect, the prevailing mentality of the mobilized interest groups at the time successfully vetoed the plan. Local businessmen began to oppose the plan once they envisioned the reality of an urban environment that was entirely free of automobiles. One businessmen remarked, "People like to do business where there are people and traffic, and where there is the sound and appearance of commercial activity. I don't want to do business in a botanical garden."\footnote{Ibid., p.8} It is important to remember that Texas in the 1950's was still very much the "Wild West" to some extent, with the prevailing ethos of individual rights operating in the mind-set of many people. Gruen's plan was ultimately regarded as limiting the rights of property owners (car owners, business owners, etc.) If Gruen could be criticized or faulted for a deficiency, it is his idealism and his underestimation of Americans' attachment to their automobiles, which were valued as status symbols and extensions of one's identity. It is, therefore, not surprising that the designated "users" of Gruen's proposed project were not thrilled at the prospect of giving up their cars or having their driving habits restricted. As a result, although the plans for Fort Worth were initially hailed by the architectural community as

\footnote{David L. Browning, "Legacy of A Planning Legend: the Victor Gruen Plan for a Greater Fort Worth Tomorrow", op. cit., p.6}

\footnote{Ibid., p.8}
representing the ultimate solution to urban decay, the populace was resistant to the idea of automobile-free areas. The strongest opposition came from garage and parking lot operators who viewed the six proposed city garages and the elimination of cars from the CBD as a violation of free trade, leading them to form a powerful lobby group opposing the plan. The fact that the building of these six garages required the establishment of a parking authority through state legislation was another reason for opposition from individual landowners. With hindsight, it is not surprising that Gruen's concept of a pedestrian-only downtown core would not fare well in the bastion of American rugged individualism.

A combination of poor timing, closed-mindedness, and lack of participation from concerned parties all contributed to the eventual non-implementation of the Fort Worth plan. Although the Fort Worth plan was too "revolutionary" and ahead of its time, its basic premise was adopted in later years. Many urban cores in North America now have areas reserved for pedestrians only, combining commercial outlets with recreational spots. This principle of creating multi-functional "clusters" for pedestrians that was first advanced in Gruen's Fort Worth plan is thriving to this very day.

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91 Ibid., p.9
Fig. 6.1
Pedestrian Island Plan with access road and six garages
Fort Worth

Deliveries and service will be sub-surface along one-way tunnel loop with spurs servicing every block; detail is shown below. Feeder routes connect loop with belt. The highway to north, railroad and warehousing to south, freight yards to east. All garages are connected for parcel delivery and future heliport freight.

Fig. 6.4
Plan for Proposed Fort Worth

First parking, belt, tunnel building and conversion of streets will likely be in area of highest value; other land acquired meantime.

Fig. 6.5
Successive stages will close off more streets as tunnel is built, with interim interior pattern for vehicular traffic.

Nearing finish, all surface traffic is gone except limited delivery lanes pending final
Garages will probably be built by city, leased to operators; they will be self-liquidating. View here is front west garage, across existing park.

Fig. 6.7
Illustration for proposed Parking Garages
Fort Worth

Buses will make stops along periphery, penetrate at three points. Loop planned at right is alongside center-base garage. Bus company president says: "The scheme makes possible the kind of public transportation people will support. I will do everything I can to promote the plan."—a reaction typical of city's businessmen.

Fig. 6.8
Illustration for Proposed Bus Paths
Fort Worth
Close-up from air (left), retouched (right) shows how little the existing downtown is disturbed. Vast change is from change in street use. Tallest building now exists; start of steelwork can be seen (left).

Plan shows portion of downtown photographed above. Gruen suggests variety of walkway treatment, sprinkled with planting, kiosks, little shops ("the salt and pepper of a city") and covered malls where co-operating merchants choose.

Land use plan contemplates by 1970 200% increase in retail, 60% in office, 50% in hotel space, and eventually added civic, cultural and convention centers, all in present downtown limits—a compact, convenient core. Low value uses will go.
Fig. 6.12
Illustration of Proposed Pedestrian Mall, Fort Worth, TX.
Gruen Associates. The Plan for Fort Worth, as envisioned by Victor Gruen.

Fig. 6.1 - 6.11
"Typical Downtown Transformed",
CHAPTER 3: GRUEN'S PLAN FOR BOSTON'S CENTRAL BUSINESS DISTRICT

Gruen's plan for the Boston Central Business District (CBD) was developed in the wake of the city's broader attempt to revitalize its downtown after World War Two. (See Figures 6.13 to 6.24) The movement for urban renewal gained a great deal of momentum during the peak period between 1950 and 1970 because it had the support of economic, political, and religious groups, whose interests were united under the banner of redevelopment: "Urban revitalization in Boston between 1950 and 1970 succeeded because it served to unite economic, political, and religious interests in a way that was inconceivable prior to 1950."92 These were the same decades when Gruen was at the peak of his career and had established himself at the forefront of the urban planning movement. Gruen was already familiar with the inner workings of the Boston planning machinery as his partner, Edgardo Contini, had overseen the design and construction of the Charles River Park residential housing complex in Boston's West End in 1960.

Immediately following the Second World War (and contrary to the social climate of optimism about economic and technological progress), Boston was faced with a disintegrating and declining downtown core. This situation was made

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even worse by the politics of Mayor James Michael Curley, who supported the financial interests of local ethnic neighbourhoods at the expense of the urban center.93 However, the election of John Hynes as mayor in 1949 signalled the start of a new focus on redeveloping and strengthening Boston's downtown area, a goal that was shared by business leaders, citizens’ groups, the Catholic church, and property developers.94 Slum clearance was high on the agenda and the 1949 Housing Act provided the impetus for the establishment of one of the largest public housing programs in the U.S. Beginning in 1950, a decade before Gruen started to study the Boston core, a "General Plan for Boston" issued by the Redevelopment Authority had introduced a set of interrelated goals for developing business and industry, residential areas, schools and recreation, and transportation that would carry Boston toward the year 1975. As a result, Gruen's plan for Boston was formulated as part of the "General Plan": "The Plan complies with the 1965/75 General Plan for the City of Boston, and has been prepared in constant collaboration with the staffs of the BRA and the CCBD."95

Mayor Hynes helped forge links between the political and business communities, leading to a network of relationships that would prove crucial to the development of Gruen's plans for Boston. These links were strengthened during

93 Ibid, p.3
94 Idem.
the tenure of John Collins, who became mayor of Boston in 1959. Collins hired Edward J. Logue to head the Boston Redevelopment Authority (BRA), an agency that was given considerable latitude in developing and implementing new projects. Logue instituted several policies, notably those which increased public input into the redevelopment process. He also called for a more comprehensive planning policy. Thus, Logue's philosophy towards urban renewal greatly coincided with Gruen's. It is not surprising, therefore, that Logue commissioned Gruen to devise plans for the revitalization of Boston's Central Business District in 1962. Logue, Collins and Gruen focused on expanding the scale and scope of urban planning, by targeting residential districts as well as the downtown core. They sought to revamp and restore existing areas, thereby supporting the efforts of the historic preservation society.

In effect, Gruen's plan for the revitalization of Boston's central core gained initial acceptance largely because unlike Fort Worth, it was the product of a real collaborative process, whereby authorities from a variety of fields contributed their expertise and all interested parties were given the opportunity to provide input. Gruen's plans were drafted in cooperation with the Boston Redevelopment Authority (BRA) and the Committee for the Central Business District (CCBD) which were heavily involved in every step of the planning process. The BRA had

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considerable influence and the agency's chief administrator, Edward Logue, had a philosophy that was quite similar to that of Gruen. Among the several new policies instituted by Logue, the most important were those that dealt with increasing public input into the redevelopment process and provided for a more comprehensive planning policy.97

Five years in the making, the Boston Central Business District Planning Report was unveiled and submitted to the BRA and the CCBD by Victor Gruen Associates, Inc. on October 30, 1967. It synthesized the principal findings of the project's consultants in the economic, transportation, and engineering spheres. Robert Gladstone provided the Economic and Marketability information, Barton-Aschmann-- Traffic and Transportation, C.T. Main-- Engineering, and Victor Gruen Associates-- Planning and Design. Gruen employed a team of specialized consultants, each focusing on a major area of study. Gruen's commitment to inter-disciplinary teamwork is illustrated by the Boston redevelopment plan, which called upon the input and expertise of a wide range of professionals:

"Administrative, legal, financial, marketability, business, cultural, transportation, engineering, planning and design talents and experience have converged on this project to propose, at times contradictory and divergent concepts and opinions, but in summary and upon analysis, to produce an action which by far exceeds that of any other major American city in comprehension, potential for realization, and

97 Idem.
environmental interest." The texts, maps, drawings, statistics, and illustrations were all presented in a summary of the technical findings and recommendations.

After Fort Worth, Gruen realized the importance of including both the public sector (for funding, regulatory control, etc.) and the private sector (the local business interests and the cultural communities that would be affected by the project). In addition to the BRA, Gruen's team worked with the CCBD, keeping the Committee informed and up-to-date on proposals and ensuring that their interests were respected and their needs accommodated. The CBD Committee was comprised of members representing all major downtown interests, including real estate, retail sales, news media, utilities, entertainment, hotels, banking and finance. Hence, all the groups who would be affected by the plan were well represented and had a voice in the decision-making process. This time, Gruen ensured adherence to a "memorandum of understanding" among all parties. (namely, the CCBD, the Boston Redevelopment Authority, and the city of Boston) As a result, the Boston redevelopment scheme is held up as an example of multi-disciplinary teamwork at its finest.

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99 Ibid., p.3
Gruen's study of Boston became a reference source that was used for many years. As Gruen himself noted in the plan: "The purpose of this technical report is to document the planning process and proposals for the CBD--providing a comprehensive guide and reference to the immediate renewal and future programs of the district...the Plan is good because it creates a framework for developments which can occur at any time." Gruen's plans could be utilized in the immediate present as well as several years later, for the projections Gruen made in the various categories of his analysis extended to the late 1970's. Furthermore, it was with the cooperation and support of the public sector that Gruen undertook a comprehensive study of the Boston area.

Gruen's stated goal in developing the Boston plan was "the economic, physical, and cultural revitalization of the central business district". He believed that the health of the entire metropolitan area depended on the health of its business core. To this end, Gruen proposed several measures to eliminate many of the deteriorating conditions in the Boston Central Business District. First, Gruen saw the need to improve accessibility to the city core area through the expansion of private and particularly public transportation. Second, he called for the separation of utilitarian and vehicular functions from human functions by

100 Ibid., p.9
101 Ibid., p.1
means of vertical or horizontal separation—namely, the separation of pedestrians from automobiles. Third, he sought improvement of the environmental qualities of the business core area. Fourth, he planned for the addition of new economic strength and development sites. Finally, he advocated mixing business and commercial activities with other urban functions including apartments, entertainment, government, cultural and social institutions, etc.

Gruen’s plan for Boston’s CBD dealt mainly with the redesign of traffic circulation routes, and the creation of both open-air and arcaded pedestrian malls. It began with a summary of recommendations, based upon the overall framework of the 1965-75 General Plan for Boston, the analysis of physical factors within and around the CBD and the economic projections and transportation requirements. As a result, Gruen made the following recommendations: 102

1- For the metropolitan area of Boston and its regional core, Gruen recommended the expansion and improvement of rapid transit and of private transit. To increase the residential population of the urban area, he designed space for medium and high-density housing, to be situated close to mass transit stations.

102 Ibid., pp. 4-8
Gruen called for the construction of adjoining garage facilities surrounding the urban core, systems of underground delivery and docks, and a terminal for vehicles, buses and trains in the South Station area, to reduce traffic congestion and noise.

Gruen's report is very clearly delineated and well-organized: It begins with an introduction, then discusses the development history of the Boston core, the planning history prior to 1960, the 1965/75 General Plan for the city of Boston, the 1960/75 Boston Development Program, and how Gruen's own plan fits into this planning framework. The section reflects the importance Gruen placed on the historical background, physical terrain, and local specificity of the area being examined. Gruen stressed the need to understand the past before forging ahead and envisioning the future. His outlook was characteristic of his view of architecture as an "environmental" profession.

Gruen then proceeded to engage in an in-depth analysis of the Central Business District, the metropolitan area, and the regional core of Boston (the downtown core and its surroundings), evaluating their strengths and weaknesses, much as one would on a balance sheet, to obtain a clear picture of the situation the planning team must confront. In the section of the study focusing exclusively on planning, Gruen presented the CBD plan and considered a range of alternative solutions, other than the ones he was proposing, to highlight the logic of his own
solutions and the reasoning behind them. He clearly laid out the traffic problems in the urban core and after considering alternate proposals, outlined his plan for the CBD.

In evaluating the potential for the actual implementation of his proposals, Gruen discussed the network of organizational relationships that would have to be established in order to carry out the acquisition, redistribution and zoning of land. Gruen's Appendix section is complete with maps, illustrations, statistics, interviews, and a bibliography, and serves to highlight Gruen's attention to detail and his acknowledgment of the inter-disciplinary and collaborative nature of the planning process.

Gruen divided the Boston urban core into seven "sub-areas": 1) Lower Washington Street and the Hinge Block 2) Washington Street and the Retail Core 3) Ladder Blocks 4) Upper Washington Street 5) Summer Street 6) South Station 7) Park Square. This was reflective of his "cluster" approach, whereby he outlined the consolidation of a grouping of streets or districts into a multi-functional "cluster", complete with retail, commercial, recreational, and residential structures. These sub-areas within the CBD were to be connected by two large pedestrian malls running along Washington and Summer Street. The underlying motivation behind this concept was to link the weak areas to strong business areas, thereby weaving the urban core into a multi-functional unit.
Gruen planned to turn Washington Street into a 10-block pedestrian mall lined with shops and outdoor cafés. Some of these blocs would include multi-level pedestrian malls, a concept that later proved too problematic to implement, as will be discussed in the following pages.

Gruen attempted to capitalize on the historical character of central Boston by injecting commercial activity into the "heritage" landscape. Gruen noted, "Boston is an old city and therefore its historic buildings and streets offer special opportunities, but also present unusual problems. An important goal of the Plan is to preserve historic structures and the traditional city scale, and to free the narrow business streets and lanes from automotive vehicles for which they were never designed."

The significance of historical structures within urban cores is still evident in Boston today, where major projects are rerouted or redesigned so as not to infringe upon heritage buildings or a historical setting. Gruen used the department stores located in the Boston CBD area as outdoor focal points or "anchors" for the subsequent establishment of other retail outlets-- in essence following the same basic principles of commercial development that he used in planning the enclosed shopping mall. By keeping an overall view of the commercial potential of the area, Gruen essentially conceived of the Boston urban core as a viable trading area, where people could meet, interact and engage in economic and social exchanges. Such integration would allow Boston's central

103 Ibid., p. 1
business district to better compete with the surrounding suburban malls, particularly those in nearby Framingham. In effect, Gruen attempted to preserve the charming, "quaint" elements of downtown Boston, while still expanding its commercial sector to capitalize on the massive number of people (the human traffic) that circulated through those streets everyday.

Gruen's celebrated insistence on the segregation of vehicular and pedestrian traffic is evident in his plan for Boston, and as he had recommended in Fort Worth, Gruen advocated the construction of parking structures (garages) on the outer fringes of the core. The network of highways that brought the onslaught of automobile traffic inside the downtown core would therefore be rerouted to the parking structures. As in Fort Worth, Gruen proposed a system of buses to shuttle people from the parking area into the core, the construction of underground tunnels for service and delivery vehicles, and a major terminal for cars, buses, and trains in the South Station area. This proposal for a revised traffic pattern proved to be a major reason for the non-implementation of Gruen's plan. While the CBD in Boston had an intense traffic and parking problem, the BRA believed that Gruen's proposal to pedestrianize two of the largest streets in downtown Boston would exacerbate, not improve, traffic and parking problems. Furthermore, Gruen's proposals were also delayed because they were interpreted by the BRA and the Historical Society as calling for the destruction of some historical buildings and sites. (although Gruen himself never stated or implied
this) Furthermore, Gruen did not fully understand how deeply attached Americans were to their automobiles. Although the culture and mentality in Boston differed significantly from Texas, both populations nonetheless shared a characteristic common to all Americans, namely, a dependence on their vehicles as the main source of transportation. Although Gruen rectified many of the problems and deficiencies of his Fort Worth plan in Boston, he still neglected to acknowledge the American love affair with the car.

Although Washington street was not transformed into a pedestrian-only boulevard, a number of improvements were made to "heritage" sites already designated for pedestrian use only, such as the famed Faneuil Hall, Quincy Market and the Freedom Trail, which gained in popularity in the ensuing decades. Downtown Boston did, indeed, become a great place where people could stroll about, enjoying a combination of recreational activities and commercial displays. In effect, it was Gruen's advocacy on behalf of preserving the historical sites that led to the very successful collaboration between the Rouse Corporation and the city of Boston to redevelop Faneuil Hall and Quincy Market. These recreational spots epitomize Gruen's dream of seeing people interact and enjoying themselves in an environment that is infused with economic and cultural vitality.
Gruen did not focus solely on the pedestrianisation of main streets as the solution to the traffic congestion in Boston's business core. Gruen recommended the expansion of public transportation, particularly rapid transit, as a key way to improve accessibility to the core. This improvement would include mass transportation designed to accommodate the existing urban sprawl, the enhancement and expansion of the subway, bus, and commuter train facilities and the promotion of low-cost parking areas near the outlying public transit stations. These recommendations were implemented over many years, as the Massachusetts Bay Transit Authority (MBTA) established the Commuter Rail, a rapid transit system that linked the downtown core to suburbs and outlying areas. Gruen also addressed the automobile traffic problem in the urban core by recommending the following measures to alleviate the situation: "...completion of the inner belt and radial expressway systems; the creation of an expressway connection from the intersection of the Massachusetts Turnpike and the Southeast Expressway; and the completion of the main service roads." Gruen envisioned the "inner belt" as a type of "ring road" that would facilitate traffic flow to and from the urban core of Boston. These recommendations were adopted and the highway system was considerably improved over the following years. Today, there is a rapid transit system, the commuter rail reaches to the far outskirts of the metropolis, and the subway system has been greatly expanded and upgraded.

104 Ibid., p.4

105 Idem.
As part of his plans for the revitalization of Boston's urban core, Gruen made the following proposals:

1- Gruen outlined plans for an "entertainment" core in the Lower Washington Street area, extending from Avery to Kneeland. In this area, he proposed the introduction of new theatres, concert halls, an opera house, restaurants and bars. Gruen envisioned the creation of a new entertainment cluster, and proposed an architectural design for this bloc. This area was to act as a gateway to Washington Street and the Back Bay. His plan was partly implemented later on and this area was eventually zoned for the recreational uses recommended by Gruen. As a result, many restaurants, nightclubs, and the Wang Center (an opera house/ ballet center) were built there.

2- Gruen called for the expansion of the Washington Street retail core, by introducing new "anchor" stores and by strengthening existing enterprises. Although some new retail establishments came into being, there were not enough to create the major retail link that Gruen had envisioned. A major obstacle to this kind of expansion was the fact that Gruen positioned these anchors as part of an open-air, pedestrian mall, whereas they would have succeeded as anchors for an enclosed shopping mall.

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106 Ibid., p.6

107 Ibid., p.5
3- Gruen's consideration of the total environment surrounding a given project is evident in his analysis of and recommendations for the historical sites in the Boston core, which he treated with much respect. His plan called for the preservation and enhancement of the historic sites by integrating them with a series of museums and pedestrian walks. His proposal was very much in keeping with his philosophy of creating recreational sites for pedestrians so as to encourage them to take leisurely strolls along tree-lined roads. Although Gruen's specific proposals were not implemented, the spirit of his vision is evident in the pedestrian passages that surround the Government Center.

4- Summer Street, another major street in Boston's downtown core, was targeted by Gruen as an ideal focal point for new investment opportunities, including a new department store, a variety of small shops, and a series of office buildings.\textsuperscript{108} He proposed that this development be served by a second-level a pedestrian way, linking the existing retail core to a rebuilt South Station. In fact, South Station was expanded later, with the addition of a bus terminal that links the train station to Commuter Rail. A highly successful food court and kiosks were established for tourists and visitors, thereby enhancing the attractiveness of Summer Street as a commercial and tourist destination. However, some multi-level open-air pedestrian malls as proposed by Gruen would have created a chasm. In some cases, one side of the mall would have received all the

\textsuperscript{108} Ibid., p.6
pedestrian traffic, particularly commuters arriving from South Station subway stops, while the other side of the pedestrian mall would suffer from a lack of traffic.

5- Finally, Gruen sought to create a new retail and residential district in the Park Square "sub-area" along Boylston Street, with a link to the new Entertainment district (discussed above). This proposal could not be adopted because it involved the appropriation of valuable parcels of land from the surrounding area (including Boston Common) and would increase traffic congestion.

While Gruen's proposals and recommendations were only partly implemented, some of his ideas have been used in other aspects of the development of Boston's landscape as well as in the new Central Artery Tunnel Project under construction at present. The Central Artery Tunnel project involves the submerging of the entire section of the elevated 93 Expressway that cuts through downtown and creating links to a new bridge and tunnel that lead to the airport. Gruen's ideas concerning vertical separation are evident in this project, as there is to be vehicular circulation below with a pedestrian mall and a park directly above.
In essence, Gruen's plan for Boston attempted to rejuvenate existing streets by transforming them into open-ained pedestrian malls, and few of the areas were to be enclosed (arcaded). However, given the cold climate, the inclusion of more arcades, such as the one Gruen proposed for the Hamilton Place area in Boston, would have rendered that part of the plan more feasible. Gruen's proposals focus more on finding solutions for Boston's traffic problems, but his basic assumption that automobile-free pedestrian malls could be the focal point of redevelopment were not feasible.

However, some of the ideas underlying Gruen's proposals have been implemented in the decades following the Boston plan. Gruen recommended the establishment of high-density, residential districts in proximity to retail and commercial sectors, office buildings, government centers and entertainment sites. In sum, Gruen concentrated on the economic viability of the CBD as both a center for commerce and employment. He advocated the creation of new economic development "sites", which would trigger the growth of other nuclei of economic activity. Gruen reasoned that the economic activity engendered by clusters of office buildings and shops, as places for employment and consumer spending would have a domino effect, triggering more growth and property development. Several years later, Boston witnessed the creation of the Federal Reserve Bank and the Post Office Square, to name just two among many other projects in the CBD that were catalysts for commercial and residential growth.
Fig. 6.13
Key Plan of Boston's Central District
Plan of the Hinge Block.

Fig. 6.14
Architectural Design of Entertainment Cluster ("Hinge Block")
Fig. 6.15
Proposed Completion of "Inner Belt", Radial Expressway

Fig. 6.16
Proposed Downtown Parking Sites along "Inner Belt"
FIG. 0.17
Map for Proposed Land Use
Boston, MA.
Fig. 6.13  Section through Winter/Summer Street
Looking North Showing Both Levels of
Washington St. Subway Station and the Shopping
Concourse.
Boston Redevelopment Plan, 1967
Fig. 6.19
Illustration for Proposed
Automobile-free Pedestrian
Mall (Washington/Winter/Summer Streets)
Fig. 6.20
Illustration for Proposed
Arcaded Pedestrian Mall
Hamilton Place
Fig. 6.21
Illustration of Proposed Washington Street Pedestrian Mall
Fig. 6.22
Illustration of Proposed
Multi-level Pedestrian Mall
("raised walkways")
Summer Street/South Station
Fig. 6.23
Illustration for Boston Central Business District

Fig. 6.13 - 6.24
Gruen & Associates
Boston Central Business District Planning Report, 1967
CONCLUSION: A CRITICAL LOOK AT GRUEN'S IDEAS ON URBAN REVITALIZATION

Throughout his professional life, Victor Gruen brought boundless energy and enthusiasm to his work. He was proud to be called an environmental architect, a vocation, he said, which must be inspired by a strong sense of social responsibility. Gruen’s work was dominated by three broad objectives. The first was a desire to create livable and enjoyable environments in the rapidly growing suburbs, so that they could become "communities" in the true sense of the word. The second was a longstanding wish to inject life into the deteriorating downtown cores of North America through thoughtful urban planning. The last involved the protection and enhancement of the environment, a top priority in Gruen’s later years. His concern for the preservation of natural resources and the regulated use of technology was inextricably linked to his ultimate objective of improving the quality of life and the living environment for man. He proved that planning is of utmost importance because it impacts every aspect of our daily lives, in both work and play. The manner in which one carries out daily activities, the places one patronizes, the choice of residence, all these decisions will be shaped by the way a city, town, or village is laid out.
Anyone who ventures into uncharted waters is subject to intense scrutiny. And indeed, Gruen has been frequently criticized for the radical nature of his revitalization plans, the critic assuming too quickly that he followed the logic of traffic engineers alone. Our inquiry into Gruen's thought and methodology, however, reveals the profound sense of social responsibility that animated his work. Far from surrendering to the forces of the market or the impact of the automobile, he attempted to harness these forces towards human goals. If his revitalization projects expand a great deal of energy on structuring transportation routes and planning good merchandising strategies, it is simply because Gruen rightly believed that these aspects form an inescapable dimension of our urban culture. They cannot be brushed aside on the basis of their lack of idealistic content. The relevance of Gruen's method today lies precisely in its engagement with the realities of the modern metropolis while simultaneously attempting to shape these towards the establishment of his social vision of urban life.

Of course, with the benefit of hindsight Gruen's social vision is not impervious to criticism. His zeal and over-confidence in radically re-designing urban cores occasionally led to troublesome decisions. His enthusiasm to separate automobiles and delivery vehicles from pedestrian areas, and his desire to minimize noise and pollution led him to emphasize the construction of extensive underground pathways at the expense of "livability". This concept, while acceptable for trucks and industrial vehicles, was offensive to automobile drivers
who are not eager to use underground pathways. Gruen could have designed more open-air, above-ground parking areas, or more user-friendly underground parking, particularly for his urban renewal projects. Some recent designs where special attention has been given to the creation of pleasant parking garages show how a better "naturalization" of parking is possible. Such structures employ large areas of open, landscaped "wells of light" which penetrate all levels and bring in natural brightness and fresh air to every level of underground parking, thereby contributing to the overall quality of the environment, an objective Gruen did not always achieve.

More generally, Gruen often failed to grasp Americans' attachment to their cars. As discussed earlier, the regulated use of the automobile was one of the basic tenets of Gruen's approach. Unfortunately, it backfired, and discouraged the adoption of some of his other urban proposals because of the focus on automobile-free zones. In his enthusiasm and drive to implement his vision, Gruen underestimated the permanence of some elements of modern social and cultural life in America. The automobile signified freedom, abundance and vitality in the America of the 1950's and 1960's and continues to do so even today. Gruen's lack of understanding of the automobile's centrality to the daily lives of Americans emphasizes the importance of knowing that a society's cultural norms and habits must be respected and not subjected to dramatic change. Gruen was not anti-automobile, but he perceived the automobile as contributing to the decline in the
quality of urban life. His bottom line always reverted back to the human condition and the ability of people to enjoy the environment. However, one cannot ignore the inherent irony in Gruen's failure to seriously consider the deep-rootedness of the automobile in America's social fabric.

Perhaps Gruen would have understood the significance of the automobile for the American people had he included their input in his planning process. Gruen's emphasis on multi-disciplinary collaboration in urban planning and architectural design too often excluded input and feedback from the people who were to benefit most from Gruen's work: namely, the residents and "users" of a project. Without doubt, Gruen respected the needs of the "user" and "client" as he perceived those needs to be. His basic assumptions about those needs and preferences, however, were not always valid. While Gruen's proposal to include citizen feedback was heeded in some of his later projects, the potential value of citizen input was not fully realized in his day.

Nonetheless, Gruen's ideas about respecting the "users" of a project did leave their mark on the practice of real estate development and architectural planning. A very recent example can be seen in "The Promenade at Westlake", a strip mall in the town of Thousand Oaks in southern California. Residents of the town were, for a long time, opposed to the construction of any development that would impact or perhaps change the area's tranquility. A coalition of homeowner
groups mobilized to prevent the building of a proposed shopping center and an office tower. Another developer approached these same community groups with the proposal to build a strip mall asking their input regarding the tenant mix, the visual facade and various design elements. The developer was able to garner support from residents by attracting stores that were wanted in the area. He also let homeowners decide whether the stores or the parking lot should face the street, and even allowed them to choose the types of trees for landscaping.

While Gruen’s call for multi-level collaboration to be used in the planning and design of projects may seem overly idealistic, the construction of the Westlake strip mall proves that the participation of local residents can considerably improve a project. "By the time the project came to a city council meeting where it was approved, homeowners were some of its strongest advocates. Residents showed up in force to urge the council to approve the plan." They ended up supporting the building of Westlake precisely because they were consulted in the planning and decision-making process: "With resident input, the project design eventually incorporated a creek, eight water fountains, sculptures, walkways, etc." Thus, the input and backing from the residents, who were the ultimate "users" of the Westlake strip mall, led to the construction of a multi-functional


110 Idem.

111 Idem.

112 Idem.
commercial space, that combined businesses and recreational pursuits and provided ample space for the public in a pleasant visual landscape that encouraged social interaction. Gruen would have certainly approved of this kind of architectural strategy as community-building effort and tool for societal improvement. It is therefore conceivable that Gruen's methodology integrated within its mechanism the socially oriented strategies developed in the 1960's. Indeed nothing prevents the multi-level collaboration advocated by Gruen to include the full participation of the user in the decision making process and in the implementation of the actual project. Not only would it follow naturally from Gruen's focus upon social goals, but it would also naturally find its place in the structure of his design method; specialists would fruitfully confront the user's desires toward a balanced and "realistic" synthesis.

Perhaps one of the greatest "adjustments" that Gruen's urban vision requires today is that of its model of sociability. Indeed, Gruen's deep attachment to a certain European urbanity was too often at odds with the scale and realities of the American city. The concept of the Ringstrasse is a case in point. As we have seen, Gruen was strongly influenced by the "ring road" that circled the Viennese urban core of his youth, attempting to re-create a modified version of it in many of his urban plans. Gruen, however, was designing for North American cities, which were physically much larger, had greater populations, and included the automobile as an overriding means of transportation. The meaning of the
"ring road" in North America, therefore, differed greatly: it became a means of accessibility, rather than a focal point for the development of monumental civic structures. The Ringstrasse triggered the construction and establishment of palatial residential blocks and major academic and cultural institutions. In the United States, however, the concept of the "ring road" is far more difficult to apply, given the particulars of the growth and development pattern of the American city. Downtown areas are characterized by a rather chaotic combination of heterogeneous structures following an established city grid. The tyranny of this expanding layout does not allow any easy containment. Unlike Vienna, where the Ringstrasse was built around a very tightly-knit, relatively small land surface, a "ring road" in contemporary North American metropolitan cores could not serve as a foundation for the construction of buildings and development projects, a fact that Gruen did not sufficiently acknowledge. To be sure, there are adaptations of the "ring road" in many urban areas, including Boston, but they are primarily to facilitate the movement of traffic and can never claim to structure a monumental promenade as in Vienna.

If Gruen's translation of European models to the North American context is not always successful, his notion that the suburban shopping mall can become a model of conviviality used for the conception of revitalization schemes for downtown areas holds some real promise. Indeed, Gruen has too often been criticized for having "simplistically" transplanted the suburban mall into central
urban cores. Already in 1957, *Architectural Review* noted that aspect of Gruen's ideas: "Gruen's proposals for Fort Worth are--consciously--the application of his shopping centre planning methods to a central area, automobile penetration being restricted to peripheral parking zones, and the rest of the area made over to pedestrian circulation at various levels." This comment has surfaced on numerous occasions. Since he was successful in his design for suburban malls, as seen in Northland and Southdale (among countless others), it has been assumed that he "merely" took the formula for his mall design and applied it to his revitalization plans for downtown areas. What is often overlooked, however, is that to start with, Gruen conceived the shopping center as a microcosm of the urban life. Gruen started out by designing the shopping center as the hub of commercial and recreational activity. The goal was for the shopping mall to serve as the trigger for the growth of surrounding areas. His design was shaped by his vision of what a city core used to be like and should be in the future. Gruen's view of the urban core as a center for financial, residential and cultural activity was based on such a social approach. Gruen, as a social theorist, subscribed to the belief held by other social theorists, which views man as a social animal:

"People love to be with others, enjoy to see and be seen, to talk and listen--and one of the nicer places to do those things is on a lively city street...The street as 'theatre' is a powerful social draw." He sought to inject vitality into a city using

113 "Gruen Synopsis", in *Architectural Review*, May 1957, p.350

the same approach that he adopted for all his projects: namely to combine commercial with cultural pursuits so as to appeal to as many people as possible and to create an ambiance that would rekindle a "joie de vivre".

Moreover, Gruen perfectly realized that there were fundamental differences between expansive, emerging suburban communities and highly dense urban cores. He understood that in newly developing suburbs, major department stores were needed "anchors" for a shopping mall, and the main feature of the mall's design. On the other hand, the justification for the creation of a commercial center in an urban core was more complex and had to account for many variables, including the growth pattern and existing urban structures, streets and highways.

Admittedly, Gruen's urban plans did focus on the creation of pedestrian "islands" as centers of commercial and non-commercial activity, (much like shopping malls), with parking structures and underground pathways for vehicular traffic surrounding this pedestrian core. To that extent, the overall concept of Gruen's vision for urban cores can be compared to his design of shopping malls. But Gruen did acknowledge the unique characteristics of metropolitan areas, most notably their pattern of growth. Gruen's many feasibility studies did point out that many factors, including the historical significance of some city structures, the existing land usage patterns and the chronological development of an urban core
help shape a city. Gruen did not disregard the nature of cities; he understood that they were made up of a complex network of interacting elements.

Gruen did view urban cores and suburban malls as being similar in one fundamental respect. He believed that the development of both cities and suburbs was dependent upon the creation of a healthy commercial center. In the suburbs, this commercial center took the form of an enclosed shopping mall, while in the cities, he envisioned a mix of enclosed, semi-enclosed, and open-aired, pedestrian malls. Yet in both urban and suburban areas, Gruen sought to create a hub of commercial activity that would then spawn cultural, recreational, professional and residential spheres of activity. Hence, in his plans for the redevelopment of Central Business Districts, traditionally thought to be purely financial centers, Gruen enlarged the sphere of the CBD's, to include potential for the establishment of residential and cultural "clusters". Gruen sought to redesign the urban core into more of a multi-functional, self-sustaining unit, where exponential growth could occur, triggered by the creation of a multi-use commercial center, in the form of a shopping promenade or an urban shopping mall. Gruen believed that the rapid disintegration of urban cores could be reversed, arrested or indeed prevented by rebuilding their commercial zones. He pointed to the lack of creative and thorough planning as being the underlying reason for downtown decay. He argued, "There is...an urgent need for revitalizing existing downtown shopping areas. It is in this field at present that there is a real
challenge ...one thing is clear: all efforts so far have been halfhearted, hesitant, or on too minute a scale to have a real effect...

As was seen in Rochester, the creation of the Midtown Plaza triggered the revitalization of the whole surrounding area. The principle of urban revitalization through the development of a commercial center is as valid today as it was in Gruen's time.

It is widely believed that Gruen had a change of heart about the kinds of designs he helped pioneer, particularly shopping malls. Gruen, however, did not rail against the development of shopping malls and the growth of cities and suburbs. Rather, he was disappointed with the way this growth had occurred— in a sprawling, unorganized fashion, with no regard for the "big picture". Indeed, Gruen's vision of shopping malls as centers for social cohesion led him to become very disenchanted with the development of some malls in the late 1960's and 1970's. Gruen was wrongly accused of reversing his stance on the importance of shopping centers. The fact is that he was disappointed in how some malls had become purely commercial entities, focused on speedy consumption and high volume. Addressing the third Annual Conference of the International Council of Shopping Centers in 1978, he noted: "What has happened to the shopping center itself in the twenty years since the pioneer centres opened? There has been...a tragic down-grading of quality...the shopping center, as it has spread in both North

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America and Europe, is an expression of mono-function. The environmental and human ideas underlying in the original centres were not only not improved upon—
they were completely forgotten."\(^{116}\) To be sure, Gruen acknowledged the
importance of the profit motive as the driving force for any undertaking, but he
advocated the use of the shopping center as a kind of community center, in
addition to being a money-making vehicle. He opposed the way some malls were
developed and the uses for which they were built. In effect, the creation and
expansion of a great number of malls throughout North America did bring about
the emergence of commercial "boxes", shopping centers that were no more than a
grouping of retail and wholesale outlets, designed with the purpose of getting
people in and out as quickly as possible.

Gruen's method should not be rejected wholesale because of some of the
shortcomings of its application. Gruen worked with a panoramic vision. He
believed in "fine tuning" through the active participation of all individuals who
were involved with a given project, be they residents, workers, consumers or
experts in various fields. Gruen's projects sought to be a reflection of the society
in which they were developed, a microcosm of reality. Gruen, a visionary who
espoused a previously unheard-of "environmental" philosophy, realized that
architectural design and planning must provide a "big picture" of the most

\(^{116}\) Victor Gruen, "Sad Story of Shopping Centers", *Town and Country Planning*,
volume 46 July - August 1978, p.352
desirable city or suburb that would best fulfill human needs, and motivate its inhabitants to strive for improvement in their own lives and for their communities. We should always be reminded of these social goals in thinking about Gruen's work. His comprehensive method is still here to be used, integrating criticism and more developed visions for urban life. We would be hard pressed to find better means to think positively about the future of our cities.
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THE ARCHITECT AS CREATOR OF ENVIRONMENTS:
VICTOR GRUEN, VISIONARY PIONEER OF
URBAN REVITALIZATIONS
by
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A thesis submitted to
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Master of Architecture

School of Architecture

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PART II
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## PART II

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1 - THE PARTNERS
(Reprinted from Fortune Magazine. January, 1972)
Victor Gruen is a native of Vienna, Austria, where he studied and practiced architecture. He arrived in the U.S.A. in 1938 and, in a new start, after being first employed or associated with several architectural firms engaged mostly in the store design field, he founded his own design firm. His first project is this country—designed in 1939 for the Lederer store on Fifth Avenue in New York—still exists in its original form. In 1948 he was licensed to practice architecture in California and opened his own architectural office there. In 1951 he founded the Victor Gruen Associates organization. Victor Gruen is a Fellow of the American Institute of Architects, a member of more than thirty professional organizations, an affiliate of the American Institute of Planners, a member of the Interamerican Planning Society, a member of the Authors Guild Inc. In addition to his architectural and planning work, he is active as speaker, guest lecturer at many universities and colleges, participant on committees devoted to the improvement of the human environment—such as “The Committee for a More Beautiful Capital” in Washington, D.C.

As author, Victor Gruen has contributed to a number of anthologies, has written numerous articles for professional publications, as well as two books: “Shopping Towns U.S.A.” (with economist Larry Smith) in 1960, and “The Heart of Our Cities” in 1964.
Beda Zwicker, Architect, AIA

Education: Master of Architecture Degree from the Swiss Federal Institute of Technology, Zurich, Switzerland.


Professional Affiliation: American Institute of Architects, Swiss Institute of Engineers and Architects.

Experience: Mr. Zwicker began his career in America as a designer/planner for Jose Luis Sert in New York, designing churches, civic buildings, hospitals, and shopping centers. His planning work included the redevelopment plan for Bogota, Colombia, a community development in Cuba, and two large community projects in Venezuela including civic centers for Maracaibo and a small new town near it. In 1953, Mr. Zwicker joined Gruen Associates in Los Angeles as a member of the Planning Department, working on projects for Palos Verdes peninsula in California, the Gratiot-Orleans Redevelopment Project, Detroit, the downtown plan for Fort Worth, and numerous other planning studies. In 1958, he became Head of the Planning Department, concentrating mainly on land development and regional planning. In 1960, Mr. Zwicker was appointed Director of the New York offices and in 1963 became partner-in-charge of Gruen Associates New York and Washington offices.
Herman Guttman, Architect, AIA

Education: Bachelor of Architecture, University of Minnesota; graduate work in design at Harvard University.


Professional Affiliation: American Institute of Architects.

Experience: Mr. Guttman's professional experience began with the U.S. Army Corps of Engineers in Panama in connection with the Third Locks Project; subsequently, as a project engineer in the petroleum and chemical industries, he designed and constructed processing facilities.

Mr. Guttman joined Gruen Associates in 1946 and opened the firm's San Francisco office in 1947. In 1952 he established and directed the Minneapolis office and was responsible for the coordination of the planning, architectural and engineering activities of the firm for the Southdale Shopping Center project, the first enclosed, completely air-conditioned mall complex. Returning to Los Angeles in 1957 as a Partner, he assumed responsibility for all architectural production and construction coordination, while continuing to direct individual projects as "Partner in Charge."
Karl Van Leuven, Architect, AIA

Education: Graduate of University of California, postgraduate work at University of Southern California and Art Center School in Los Angeles.

Registration: Licensed to practice in 20 states. Certified by the National Council of Architectural Registration Boards.

Professional Affiliation: American Institute of Architects.

Experience: Mr. Van Leuven joined Gruen Associates in 1941, resuming practice with the firm after World War II. In 1949, he opened the Detroit office, directing projects in the Midwest and Canada. He was made a Partner in 1951, returning to Los Angeles where he continues to direct planning, architectural and interior design projects throughout the United States and Canada. He has been partner in charge of more than 30 regional shopping centers, including Northland, one of the country's first and most successful shopping malls. He has also designed stores for Hudsons, Carson Pirie Scott, L. S. Ayres, Simpsons, May Company, Sears, Broadway, and Montgomery Wards. Other projects to his credit include the Peoria (Illinois) Museum of Natural Science and the Evansville (Indiana) Museum of Science and Industry.
Ben H. Southland, Architect, AIA

Education: Bachelor of Architecture, University of Southern California.

Registration: Twenty-one states and the District of Columbia. Certified by the National Council of Architectural Registration Boards.


Experience: After four years active service with the U.S. Navy, Mr. Southland resumed architectural practice in 1945 in Connecticut and later in California where he planned and designed residential and institutional projects throughout the western states. He joined Gruen Associates in 1948, was made Director of Planning in 1952, and Partner in 1956. Mr. Southland was instrumental in broadening the work of the firm in the field of planning to its present comprehensive scope. He is in charge of all Gruen Associates’ planning activities in the western United States, including land planning, central business district and downtown revitalization studies, college and university campus planning, new town and other urban and regional comprehensive planning and implementation.
Edgardo Contini, FASCE, AIP

Education: Graduated summa cum laude in Civil Engineering from the University of Rome; postgraduate work in Housing and City Planning at the New School for Social Research.

Registration: Licensed engineer in 14 states and the District of Columbia. Certified by the National Bureau of Engineering Registration.

Professional Affiliation: Fellow, American Society of Civil Engineers; member American Institute of Planners, Structural Engineers Association of Southern California (associate).

Experience: After wartime service with the U. S. Army for which he received the Legion of Merit, followed by several years practice with his own office, Mr. Contini joined Gruen Associates in 1951 as partner in charge of engineering. Awareness of the mutual influences of the many components of environmental planning and design has led Mr. Contini to involvement across disciplinary lines: he has directed a large number of the firm's major projects, including urban revitalization plans for Honolulu, Fresno, and Minneapolis; the master plan for Tehran, Iran; and such complex architectural projects as Midtown Plaza in Rochester, N.Y., and Fox Plaza in San Francisco. Mr. Contini is active in the academic field, lecturing widely on planning, engineering and architecture. His writings have been published in professional and educational journals.
R. L. Baumfeld was born in Vienna, Austria, where he received his training. He was graduated in 1932 from the Master School for Architecture of the Austrian Academy of Fine Arts and subsequently, as a licensed architect, he maintained his own practice in Vienna. His commissions included architectural and industrial design assignments in Austria and other countries in Europe. R. L. Baumfeld came to the United States in 1940 and, early after his arrival, became employed by the Bureau of Yards and Docks of the United States Navy. He was active for this agency in its wartime building program. In 1943 he joined Victor Gruen; and, when Victor Gruen Associates was founded in 1951, he became a Partner. In this capacity, he is in charge of the departments for architectural design, interior design, graphics, merchandising and store layout.

R. L. Baumfeld is a member of the Association of Austrian Architects and the Institute of Store Planners.
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ARTICLES WRITTEN BY VICTOR GRUEN

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- Verona, Ca., Citizens Bank of Riverside, Ca., (now Security National Bank), Citizens Bank Branch Office.

- West Virginia, Reichert Furniture Co., store interior.


1957 - Beverly Hills, Ca., Brody Investment Co., Southbay Center

- Buffalo, N.Y. Sattler’s Food Market.

- California and Nevada, J. Magnin Women’s Specialty Stores Beauty Salons.

- Chicago, Ill., Merchandise Mart Offices.

- Cleveland, Ohio, May Co. Dept. Store restaurant in University Heights.


- Detroit, Mich., Shopping Centers Inc. Eastland Center.


- Detroit, Mich., store interiors in Eastland Shopping Center:
  - AAA Bird Store
  - Albert's Women's Apparel
  - Alexander & Hornung Meats
- Appearance Shop
- Beebe's Men's Sportwear
- Better Made Potato Chips
- Center Record Shop
- Eastland Pantry Shop
- Evelyn's Town & Country Women's Apparel
- Fruit-A-Rama
- Nat Green Maternity
- Gugala Camera Shop
- Hudson's Pantry Shop
- J. L. Hudson Co. Department Store
- Juliet Women's Apparel
- Kay Corsetiere
- Kitty Kelly Bridal
- Morley's Candy
- Nat Green Maternity
- Sallan, Incorporated Jewelry
- Schiller's Millinery
- B. Siegel Company Women's Apparel
- Suzy Millinery
- Tall Girl Women's Apparel
- Todd's Men's Clothes
- Van Horn's Men's Wear
- Encino, Ca., Demco Inc., 16100 Ventura Blvd., Medical Building, including suites' interiors.
- Fresno, Ca., Jewel Box Jewelry store interior.
- Honolulu, Hawaii, B.P. Bishop Estates, Liberty House Department store in Waialae Center.
- Honolulu, Hawaii, Piggly-Wiggly Food Market in Waialae Center.
- Las Vegas, Nevada, Jackman's Men's Wear
- Los Angeles, Ca., Nathan Krems, La Mirada Center.
- Los Angeles, Ca., McCann-Erickson Advertising office interiors.
- Los Angeles, Tishman Realty and Construction Inc., Tishman 3540 Wilshire building including parking structure on adjacent site.
- L.A., Ca., City National Bank, Lincoln Branch office interiors.
- L.A., Ca., Berliner's coffee House restaurant.
- L.A., Ca., Rose Marie Reid Swimsuit factory offices.
- Lynwood, Ca., World Savings & Loan - Headquarters Offices and interiors.
- Oberlin, Ohio, Oberlin Central District Committee, plan for the central area.
- Palm Springs, Cal., Agua Caliente Bank of Mission Indians, Dept. of Interior - Land use of Indian lands. and planning of land in the heart of the city.
- Riverside, Ca., K. Miller & R. Saucke - Miller & Saucke Office building.

- Riverside, Ca., Citizens Bank of Riverside, Ca., (now Security National Bank), Citizens Bank Remodeling of headquarters offices.

- San Jose, Ca., Capital Co. & Macy Co., Valley Fair Center

- San Leandro, Capital Co. & R. H. Macy Co., Bayfair Center - Department Store in Bayfair Center.

- San Leandro, R. H. Macy Co., - Department Store in Bayfair Center.

- St. Petersburg, Fla., City of St. Petersburg, plan for the central area.

- Toledo, Ohio, Sallan Inc. Jewelry, store interior.

- Airport Prototype Study - plans for system of air terminal structures, exploring new concepts of passenger loading, etc. sponsored by Universal Atlas Cement Company.


- Boston, Mass., Charles River Park, Inc. (N.Y.) - Charles River Park - planning for urban area of city.

- Boston, Mass., Massachusetts General Hospital - Preliminary planning for hospital extension.

- Brooklyn, N.Y. Sachs Furniture Store.

- Caracas, Venezuela, Guarenas County Club Urbanicion Campestris, - Master development plan for a new community.

- Cleveland, Ohio, American Greeting Cards, Store interior and design of display fixtures.

- Evanville, Indiana, National City Bank branch interiors.
- Honolulu, Hawaii, Bernice P. Bishop Estate, Waialae Center.
- Indianapolis, Inc., Shopping Centers, Inc., Glendale Center.
- Indianapolis, Ind., L.S Ayres & Co. Dept. store, Beauty Salon and restaurant in Glendale Center.
- Kalamazoo, MI., City of Kalamazoo, Planning studies of the central area
- La Mirada, Ca., City National Bank office interiors.
- Las Vegas, Nevada, Colonial House Women's Specialty, store interior.
- Los Angeles, Ca., Apparel Mart Lobby remodel.
- Los Angeles, Ca., Tishman Realty & Construction Co., Wilshire Terrace - an upper-income cooperative ownership project with two level underground and partially adjacent parking structure.
- Los Angeles, Ca., (Wilshire Blvd.), (City National Bank (Beverly Hills) City National Bank Branch office and interiors.
- Los Angeles, Ca., W. P. Story Building Lobby Remodel.
- Minneapolis, MI., Southdale Realty Co., - Southdale Medical Building.
- New York, N.Y., John Tishman office.
- Palm Springs, City National Bank (Beverly Hills) City National Bank Branch office.

- Phoenix, Arizona, John F. Long, Inc. - Master planning studies of land use for multi-purpose uses.


- Pomona, Ca., Suburban Gas Service Offices.

- Redondo Beach, Ca., Walter N. Marks - Walter Marks Office building.


- Special research study conducted for H.C.A. for varying types of motor hotels across the U.S.

1959 - Alhambra, Ca., E. Boller - Boller Medical building.


- Denver, Col., Colorado National Bank - Planning & Economic Studies for office and department store complex.

- Denver, Col., California Bank (L.A. - now United California Bank) - California Bank - study for branch office.

- Detroit, Mich., Shopping Centers, Inc. - Eastland Professional building.

- Detroit, MI., Chrysler Corp., - Planning for research and technical center.


- Evansville, Indiana, De Jong's Dept. Store remodelling.
Honolulu, Hawaii, Bernice P. Bishop Estate, Kamehameha Center.

Honolulu, Hawaii, Star Market Food Store in Kamehameha Center.

Indianapolis, Indiana, G.C. Murphy Dept. store - in Glendale Center, store interior.


L.A., Ca., Farmers Land & Holding Corp., - Valley International Plaza - Plan for development of San Fernando Valley Holding.

L.A. Ca., American Ceramic Products Inc. (Santa Monica) Hamilton Office Building - preliminary planning.

L.A., Ca., Max Factor Apartment in Wilshire Terrace.


Palos Verdes, Great Lakes Properties, Palos Verdes Industrial park.

Palm Springs, Ca., City National Bank office interiors.

Pittsburgh, Pa., Joseph Horne Dept. Store in Hilton Hotel, store interior.

Paramus, N.J. Mallary Furniture in Bergen Mall, store interior.


Rockville Centre, N.Y. Village of Rockville, Planning for small craft marina.

Syracuse, N.Y. City of Syracuse - *Syracuse Community Center.

Tucson, Arizona, Cele Petersen Fashions store interior.

Waltham, Mass., Charter House Motor Hotel Restaurant

1960 -  Albuquerque, Mexico, Winrock Enterprises - Winrock center - Land use surrounding Winrock Shopping Center
           - Appleton, Wis. H.C. Prange Co. Dept. store restaurant and Beauty Salon
           - Beverly Hills, Ca., Buckeye Realty company, Buckey 9025 Wilshire office building including underground garages.
           - Brentwood, Ca., Brentwood Savings & Loan Association - Brentwood Savings Headquarters offices.
           - Camden, N.J., Community Research & Development co.,; Cherry Hill center- Master planning for area around Cherry Hill Shopping Center
           - Cleveland, Ohio, The Bay Department.Store in University Heights.
           - Encino, Ca., Demco Inc., addition to 16100 Ventura Blvd., medical building.
           - Evansville, Louisiana, Evansville Museum of Arts and Sciences - Museum facility.
           - Fremont, Ca., Chuckrow Construction Co., - Design for a 20-acre garden apartment development.
           - Greeley, Col., Mountain Savings and Loan interiors.
           - Greenwich Village, N.Y., Micove Corp. - Plan for Greenwich Village under Urban Renewal program.
- Honolulu, Hawaii, C. Pietsch - Pietsch Apartments - exploratory design for high-rise apartment hotel.

- Laguna Beach, Ca., The Irvine Company; Design Study for parking structure at Irvine-Town center.


- L.A., Cal., Columbia Pictures Corp.- residence built in connection with a movie.


- L.A., Cal., Home Savings & loan Association - Fox Hills - Planning for residential project and commercial facilities.

- L.A. Tishman Realty and Construction Inc. * 615 Tishman Building

- L.A., Ca., MTA study for rapid transit system for L.A. Metropolitan area.

- Laguna Niguel, Cal., Cabot, Cabot & Forbes (Boton) - Master Development plan for new satellite city in Orange county.

- Long Island, N.Y., N.E. Blankman & Co., Whitney Estate - Planning of the estate and preservation of portion of estate as well as design study for underground parking.

- Melbourne, Australia, Willmore & Randell, Precise plans for Clifton Springs.


Ontario, Ca., Trans-World Savings, bank interiors.

Palos Verdes, Ca., J. Moss, Peninsula Center.

Palos Verdes, Ca., Pacific State Bank (Hawthorne, Ca.,) Pacific State branch office.

Parma, Ohio, May Company Dept. store restaurant in Parmatown.


Phoenix, Arizona, John F. Long Homebuildings - Preliminary planning for Maryvale Medical building.

Pomona, Ca., Suburban Gas Company - Suburban Gas office building.

Portland, Ore., Best's Apparel, Women's Clothing - store interior and Beauty Salon in Lloyd Center.

Redondo Beach, Ca., City of Redondo Beach and Redevelopment Agency - City hall police building.


San Fernando, Ca., Osceola Street School auditorium.

San Francisco, Ca., Tishman Realty and Construction Co., *Golden Gateway - planning for development of project near waterfront.


Santa Monica, Ca. City of Santa Monica - Planning for Central area.


- Albuquerque, N.M., Peter Polly Children's Wear in Winrock Center, store interior.

- Albuquerque, N.M., Toys by Roy in Winrock Center, store interior.

- Albuquerque, N.M., Jordan's Women's Apparel in Winrock Center.

- Albuquerque, N.M., Coffee Dan's restaurant in Winrock Center.

- Annapolis, Marlyand, Hotel Corporation oa America, (Boston) Charter House Motor Hotel and restaurant.

- Appleton, Wis. H.C. Prange Dept. Store.

- Beverly Hills, Ca., Gibraltar Savings and Loan Association - Gibraltar Tower as well as 4 split levels parking facility on detached site.

- Beverly Hills, Ca., A. Parvin (L.A.) Exploratory study for Motor Hotel.
- Camden, N.J., Community Research & Development, Cherry Hill Center.


- Chicago, Ill., Randhurst Administration Offices in Randhurst Center.

- Chicago, Ill., Engine Plant Conversion to convert manufacturing plant into a regional shopping center.

- Cincinnati, Ohio, Jewish Community Center - West Park Recreation center.

- Conejo Village, Ca., Sally's Women's Apparel store.

- Conejo Village, Ca., Newberry's Garden Shop


- Garden State Plaza, N.J. Sachs Furniture Store - interior.

- Green Bay, Wis., H. C. Prange Dept. store.

- Huntington Beach, Ca., Huntington Beach Co. Huntington Beach Motor Hotel and Trailer Park and restaurant.

- La Ciniega, L.A. Studio City, (City National Bank (Beverly Hills) City National Bank Branch office.

- Lockport, N.Y., City of Lockport; Preparation of city plan and General Neighborhood Renewal Plan

- L.A., Ca., C. Moss - Ocean Tower senior citizens housing facility.

- L.A., Ca., City National Bank, Sunset & Doheny Branch office interiors.
- Los Angeles, Ca., County of Los Angeles, Design Study for L.A. County Garage.
- L.A., Ca., City National Bank, Studio City Branch office interiors.
- L.A., Ca., Park Westwood Tower, (Westwood) Two-level parking facility adjacent to Park Westwood Tower.
- Orange County, Ca., Cabot, Cabot & Forbes (Boston) - Monarch Bay beach club.
- Oxnard, Cal., City of Oxnard, - Planning for Oxnard Plain and analysis of future freeway locations and major street plan in connection with original plan.
- Palos Verdes, Lucky Market Food store in Peninsula Center.
- Parma, Ohio, The May Dept. Stores (L.A.) - store and Beauty Salon, in Parmatown Center.
- Pittsburgh, Pa., The May Department stores co., - Mount Lebanon, land use and zoning study.
- Redondo Beach, Ca., City of Redondo Beach and Redevelopment Agency - City Hall.
- Redondo Beach, Ca., City of Redondo Beach - Harbormaster Building for small craft harbor.
- Rochester, N.Y., Rochester Telephone Company offices. in Midtown Plaza.
- Sacramento, Cal., A. Lindsey & Co. - Land Planning for development of residential and recreational area.
- San Diego, Cal., James Amzalak - Proposed for high-rise apartment building.

- Santa Monica, Calif. - Redevelopment Agency of Santa Monica - Establish design criteria for urban renewal project.

- Santa Monica, Ca., Ferman Buildings Inc. - Study for Westerly Motel.

- Seattle, Wash., Jay Jacobs Women's Apparel store.

- Sheboygan, Wis., H. C. Prange Dept. store.


- Westwood, Ca., Park Westwood Tower Inc., - Middle income rental apartment building.

1962 - Anaheim, Ca., Hotel Corporation of America (Boston) - Charter House Motel and restaurant.

- Anaheim, Ca., Hallmark Cards, Inc. (Kansas City) Hallmark Exhibit Disneyland proposal.

- Beverly Hills, Ca., Hallmark Cards, store

- Beverly Hills, Ca., Buckeye Realty and Construction Co. 3-level parking structure below Wilshire Beverly Centre.

- Buena Park, Cal., City of Buena Park - Comprehensive General City Plan.

- Buena Park., Ca., The May Dept. Stores; Circulation and parking plan for new major department store.

- Buffalo, N.Y. Charter House Motor Hotel Restaurant.
- Camden, N.J., Community Research & Development Inc. (Baltimore, Md.) Cherry Hill Cinema in Cherry Hill Shopping Center.

- Chicago, Ill., Randhurst Corp. Randhurst Shopping Center.

- Chicago, Ill., Randhurst Bank in Randhurst Center.

- Chicago, Ill., Carson Pirie Scott & Co. Dept. store and restaurant in Randhurst Center.

- Chicago, Ill., La Petite Cafe in Randhurst Center.

- Chicago, Ill., Jewel Tea store in Randhurst Center.


- Chicago, Ill, Wieboldt’s Dept. Stores - Wieboldt’s in Randhurst Center.

- Denver, Col., World Savings & Loan Association (Lynwood, Ca.) branch office and interiors at Colorado St.

- El Dorado County, Ca., Lindsey & Co., (Sacramento) Freeway analysis and circulation plan for new city.

- El Segundo, Ca., California Bank (L.A. - now United California Bank) - California Bank, Branch office

- Europe, Prefabricated Housing study in Europe.

- Honolulu, Hawaii, Oceanic Properties Inc., transportation study for redevelopment project in central area.

- L.A., Ca., City National Bank Westwood Branch office interiors.

- Los Angeles, Cal., Morris Glass - Doheny Towers apartment building.

- Los Angeles, Ca., Dworman Associates (N.Y.) Preliminary planning for office building.
- Los Angeles, Buckeye Realty Company - Wilshire-Beverly Center office tower.

- Los Angeles, Ca., Buckeye Realty Company - City National Bank Building including parking facilities.


- L.A., Ca., Leo Baeck Temple.

- L.A., Ca., World Savings on Wilshire Blvd. bank interiors.

- Lowell, Mass., City of Lowell; Access and circulation plan for shopping center.

- Marin County, Ca., Schulz Investment Co., Bon Air Center expansion

- Marina del Rey, Cal., Los Angeles County, - Land use for harbor as well as development of architectural controls, and harbor consulting.

- Minneapolis, Minn., Southdale Realty Co., Brookdale Center.

- New York, N.Y., Orndahl Residence.

- Paterson, N.J., Paterson Housing Authority, A Plan for Downtown Paterson.


- Phoenix, Arizona., Central Avenue Apartments - Planning for apartment structure.

- Phoenix Arizona, John F. Long, Homebuilders, - Golf Course Clubhouse for Maryvale Golf Course.

- Phoenix, Arizona, John F. Long. Homebuilders - Maryvale Senior Citizens project residential units.

- Pittsburgh, Pa, Community Research Development Inc., Northway Center
- Redondo Beach, Ca., City of Redondo Beach, - Planning for small craft harbor and development of multi-use facilities on reclaimed tidelands. Planning for downtown urban renewal i.e. central business district. Services as harbor consultants.

- Redondo Beach, Ca., U-Mac Management Assistance, (Santa Ana) Sky apartments - proposal for apartment building.

- Redondo Beach, Ca., City of Redondo Beach - Marine recreational park in King Harbor.

- Redondo Beach, Ca., Redondo Beach City Hall Council Chambers.

- Rochdale, N.Y., United Housing Foundation; Circulation and parking plan for Rochdale Center.

- Rochester, N.Y., Midtown Holdings, Inc. - Planning for development of site and existing commercial facilities in downtown area 3-level underground parking structure below Midtown Plaza w/automated traffic control system.

- Rochester, N.Y., Midtown Holdings, Inc. - Midtown Plaza.

- Rochester, N.Y., McCurdy & Co. Department Store in Midtown Plaza. Remodel and addition.


- San Bernardino Ca., Trans-World Savings bank interiors.

- Santa Monica, Calif., Reynolds Aluminum Services Corp. - Planning for development of high-rise development for medium income project.

- St. Louis, Missouri, The May Dept. Stores Co. (L.A.) traffic analysis in connection with South county Center.

- Tarzana, Ca., Ormond Beach Development Co. - Master development plan for recreational community.
- Thousand Oaks, Ca., Demco Inc. (Encino) Conejo Medical Square.
- Toronto, Ont., Robert Simpson Dept. Store in Yorkdale Mall, (completed in 1965)
- Urbana, Ill., Urbana Central Development Co., redevelopment project in central area.
- Ventura, Ca. Jack Rose Women’s Apparel store.
- Waterbury, CT., City of Waterbury, Planning of an area in downtown Waterbury.


* - Boston, Mass., Boston Redevelopment Authority; Analysis of regional mass transportation and freeway facilities for central area.
- Brevard County, Fla., Canaveral-Princeton Land Co., (Princeton, N.J.); Traffic analysis and circulation plan for new city.
- Buena Park, Ca., City of Buena Park; Analysis of freeway access and master plan for traffic circulation for the city.
- Cincinnati, Ohio, Citizens Committee, Proposal for downtown area under Urban Renewal Program including transportation study.
- Colton, Cal., Redevelopment Agency, Downtown Urban Renewal Plan and General Neighborhood Renewal Plan including transportation studies.

- Decatur, Ill., Downtown Decatur Development Inc.; Transportation study for central area.

* - East Bay, - San Francisco, Ca., Atchison, Topeka & Santa Fe Railway; - analysis of transportation and freeway facilities.

- Fremont, Ca., R. Alperin; Transportation study in central area development project.

- Honolulu, Hawaii, Oceanic Properties, Inc. Planning study for 12-block central area

- Huntington Beach, Cal. The Huntington Beach Co. (San Francisco) - Precise planning for shoreline and inland properties for residential and commercial development. Also conducted freeway location and highway planning for project.

- Huntington Beach, Ca., Douglas Aircraft Co., Traffic analysis of industrial complex.

- Jefferson County, Colorado, Monitor Investment Co. (Kansas City, Missouri), Exploratory planning for residential and regional shopping center as well as freeway interchange and highway access study.

- Kansas City, Missouri, J. Hall - Study for hotel structure.

- Lake Oswego, Ore., World Savings & Loan Association (Lynwood, Ca.,) - American Savings branch office and interiors.

- Lockport, N.Y., City of Lockport - Community College preliminary study.

- London, England, The Hammerson Group; Broadway-Stratford, Plan for redevelopment of section of West Ham as well as circulation study.
- Los Angeles, Cal., B. Block & Associates - Sunset Heights - apartment building.
- Los Angeles, Ca., Dohenmy Towers Apartment Building.
- Los Angeles, Cal., Tishman Realty & Construction Co., Wilshire Comstock - apartment steel towers (initial phase) completed in 1963.
- Los Angeles, Morse Brothers, - California Mart office towers. (Phase I).
- Los Angeles, CA., Board of Public Works - L.A. Fire Department Stores and Shops Facility Building.
- Los Angeles, Ca., West Valley Partnership; Traffic access and parking plan for Topanga Plaza Center.
- Lynwood, Ca., World Savings & Loan Association - addition to headquarters and interiors.
- Minneapolis, Minn. Winrock Enterprises, J.C. Penney co., in Brookdale Center.
- New Haven, Ct. New Haven Redevelopment Agency - Planning and design for office complex.
- Newport, R.I., Newport Development Group,; Transportation study for renewal program in central area.
- Phoenix, Arizona, Goodyear Tire & Rubber Co., (Akron) Analysis of freeway and highway access needs for new city.
- Phoenix, Arizona., H.C. Beck Co. and Westward Ho Hotel - Study for addition to Westward Ho Hotel.
- Pittsburgh, Pa., The Joseph Horne Co., Department store in Northway center.
- Pittsburg, Pa., Land planning for new community.

- Portland, Ore., World Savings & Loan Association (Lynwood, Ca.,) - American Savings branch office and interiors.

- Portland, Ore., Utah Construction & Mining Co., Coliseum Gardens - senior citizen facilities.

- Redondo Beach, Ca., City of Redondo Beach, Redevelopment Agency; transportation study for central area renewal project and small craft harbour.

- Reno, Nevada; S. J. Flagg/B. Edwards; Access and circulation plan for Park Lane Centre.

- Salt Lake City, Utah, Doxey-Layton; Traffic and hiway analysis for new shopping center.

- Salt Lake City, Utah, Zions Co-operative Mercantile Institute; Plan for high density downtown area.

- San Bernardino, Ca., Redevelopment Agency; transportation study for renewal project in central area.


- San Pedro, Ca., G. Millay, (L.A.) - Ports O'Call Village, development plan for recreational village in L.A. Harbor.

- Santa Cruz, Ca., Santa Cruz Port District Commission - Development plan for a marina as well as land use and site development analysis.

- Somis, Cal, Berylwood Investment Co., Bell Ranch, Development Plan including traffic generation and freeway interchange study for new community.

* - Southern California (12 counties), State of California; Transportation analysis of entire southern state in connection with State Master Planning Project.
- St. Louis, Missouri, The May Co., South County Center.

- St. Paul, Minn., The Dayton Co., - Downtown department store including six-level above store parking structure.


- Stamford, Conn., S. Pierre Bonan and F.D. Rich Co., Planning study for central area under Urban Renewal program.

- State of California, Department of Finance - Land Use consultant work for first phase of the State Development Plan Program.

- Sydney, Australia, Redevelopment project in the central downtown area.

- Thousand Oaks, Ca., The Janss Corp. Traffic generation and freeway needs for industrial park.

- Urbana, Ill., Urbana Central Development Co.; Transportation study for new commercial development in downtown area.

- Ventura, Ca., Berywood Investment Company (Somis, Ca.), Ventura State College site study.

- West Los Angeles, The May Dept. Stores; Traffic analysis and access study for new store.

* - Woodbridge, N.J., City of Woodbridge; Rehabilitation-Conservation Plan for a residential urban renewal project under the community renewal Program including transportation study.

1964 - Anaheim, Ca., Redevelopment Agency City of Anaheim; Transportation study for central city redevelopment program.

- Azusa, Ca., Rodeffer Industries; Highway circulation system for new community.
- Baltimore, Maryland, Community Research & Development Co., Inc., Planning for redevelopment of an acre in heart of downtown.

* - Boston, Mass., Charles River Park, Inc. - Charles River Park - Apartment program plus commercial and recreational facilities.

- Buena Park, Ca., The May Dept. Stores, in Buena Park.

- Calabasas, Ca., Freeway and highway access needs analysis for new community.

- Claremont Ca., World Savings & Loan Association, (Lynwood, Ca.) Claremont Savings Branch office and interiors.

- Costa Mesa, Ca., The Segerstrom Family; Freeway interchange and traffic analysis for South Coast Plaza Center.

- Decatur, Ill., Downtown Decatur Development Inc. - Planning studies in connection with renewal of central area.

* - Fresno, Ca., City of Fresno and Fresno redevelopment Agency, Precise planning of central business district; General Neighborhood Renewal Planning for central area. Design of Fulton Way pedestrian area.

- Denver, Col., World Savings & Loan Association, (Lynwood, Ca.) branch office and interiors.

- Huntington Beach, Ca., Huntington Beach Co. Traffic analysis and access plan for regional shopping center.

- L.A., Ca., Master development plan for a new community.

- L.A., Ca., Dworman Associates (N.Y.) Study for residential project.

- L.A., Ca., West Valley Partnership Inc., Topanga Plaza.

- L.A., Ca., The May department Store in Topanga Plaza., L.A.

- L.A., Ca., Leo Baeck Congregation, Ca., Leo Baeck Temple and general offices.

- Minneapolis, Minn., Dayton Development co., Planning of areas adjacent to Brookdale Center.

- Nova Scotia, Douglas S. Chappell - Planning for redevelopment of 9 acres in downtown area

- Pawtucket, R.I., City of Pawtucket; Transportation analysis and parking program.

- Phoenix, Arizona, Arizona Harness Raceway Inc., Phoenix Trotting Park racing facility as well as freeway and highway access study.

- Redlands, Ca., City of Redlands; Transportation Study for central area renewal project.

- Redondo Beach, Ca., City of Redondo Beach and Redevelopment Agency - City Hall expansion.

- Redondo Beach, Ca., Harbor Savings & Loan Association, Harbor Savings headquarters office.

- Riverside County, Ca. - Highway access plan for proposed new recreational community.

- San Mateo County, Ca., Hare, Brewer & Kelly (Palo Alto); Freeway location study and circulation for new city.

- Springfield, Pa., Strawbridge & Clothier, Strawbridge & Clothier Dept. Store.

- Stanton, Cal., City of Stanton - Comprehensive general Plan for city as well as Freeway and highway analysis.


- Vancouver, B.C., city of Vancouver, Planning critique for downtown redevelopment.
- West Covina, Ca., City of West Covina; Transportation study for central business district.

- Westwood, Cal., Midvale Properties, Inc. - Land use and study for residential structure.

- Whittier, Ca., The May Department Stores; Traffic access plan for department store and multi-level parking garage.

- Yosemite, Cal., D. Heisig (Studio City, Cal.) - Analysis and planning for land adjacent to Yosemite Park.

1965 - Albany, N.Y. Homart Development Corp. (Chicago, Ill.) Highway access study and parking plan for Colonie Center.

- Albuquerque, N.M., N. E. Blankman & Co. - addition to White-Winrock Hotel.

- Albuquerque, N.M., Winrock Enterprises, - Winrock Medical Plaza

- Alhambra, City of Alhambra - Comprehensive General Plan including freeway and arterial analysis.

* - Detroit, Mich., Shopping Centers Inc., Westland Center.


- Dubuque, Iowa, City of Dubuque, - Community Renewal Program - comprehensive plan revision and downtown plan including analysis of all regional transportation systems.


- Greenburg, Pa., The Rouse Co., Greengate Center.

- Greenburg, Pa., The Joseph Horne Co., Department store in Greengate Center.

- La Canada, Verdugo Savings & Loan Association - Verdugo Savings Headquarters offices and interiors.
- Laguna Beach, Ca., World Savings & Loan Association, Branch office remodel and interiors.


- L.A., (Wilshire Blvd.), Ca., World Savings & Loan Association (Lynwood, Ca.) Branch office and interiors.

- L.A., Ca., West Valley Partnership - Topanga Plaza Theater - site planning.

- L.A., Ca., Hamburger Hamlet restaurant addition in Tishman Building.

- Long Island, N.Y., United Housing Foundation, Rochdale Village Center.

- Minneapolis, MI., Southdale Realty Co., - Southdale Medical Building addition.

- Monrovia, Cal., City of Monrovia - Comprehensive General Plan including transportation study.

- Monterey Bay, Cal., Hare, Brewer & Kelley Inc. (Palo Alto, Cal.) - Planning for ocean front property.

- Montreal, Que., Fairview Corp., Pointe Claire Center.

- Newport, R.I., Newport Development Group, Planning for central business and waterfront recreation area.

- Pawtucket, R.I., City of Pawtucket, Implementation studies in connection with downtown revitalization program.

- Peoria, Ill., Art & Sciences Federation of Peoria, - *Lakeview Center for the Arts & Sciences including exhibit gardens.

- Philadelphia, Pa., The Rouse Company, Village of cross Keys,(Baltimore, Md.) Highway access study and circulation design for Plymouth Meeting Center.

- Phoenixville, Pa. "Borough of Phoenixville, study for downtown businessmen for future development
- Philadelphia, Pa., Community Research & Development Inc.; Plymouth Meeting - proposal for varying land uses in connection with shopping center

- Plymouth Meeting, Pa., The Rouse Company, Plymouth Meeting Center.

- Pittsburgh, Pa., The Joseph Horne, - Department store in South Hills Village.

- Redlands, Cal., City of Redlands, Plan for renewal of central business area.

- Redondo Beach, Ca., Redevelopment Agency; Circulation and parking plan for redevelopment project.

- Rochester, N.Y. Toar Inc. - Land planning project for town center and residential community.

- San Bernardino, Ca., World Savings & Loan Association (Lynwood) Transworld Savings Branch office.

- San Bernardino, Ca., Homart Development Corp.; Traffic access circulation and parking plan for Inland Center.

- San Bernardino, Ca., Homart Development Corp., Inland Center.

- San Diego, Ca., Marine Park, Inc. (Long Beach) Sea World - site plans and designs for marine park. (PHASE I)

- San Juan, Puerto Rico, Abrahan Diaz Gonzales, Santurce, P.R. - El Jardin de Puerto Rico grandstand and thoroughbred racing facility.

- Santa Barbara, Ca., H. Goldberg (Thousand Oaks, Cal.) Analysis of site and study of freeway accesses.

- Santa Barbara, Ca., T. Suski (N.Y.) *Suski Office building.

- Sherman Oaks, Ca., Union Bank (L.A.) Union Bank Branch office.
- Toronto, Ont., The T. Eaton Co., Eaton Centre - proposal for multi-use project for central area site and traffic circulation and parking study.


- Valencia, Cal., California Land Co. - Planning of development of 120 acre site in city center including transportation study.

Special Transportation Research study on feasible new modes of transportation.

- Warwick, R.I. Homart Development co. (Chicago) Inland Shopping Center.

- Warwick, R.I., Homart Development corp. Access, circulation and parking plan for Midland Center.

- Washington, D.C., National Academy of Sciences; Highway Research Board; Research Report "Transportation Aspects of Land Use Controls".

- Woonsocket, R.I., City of Woonsocket, Planning for central business area under an Urban Renewal Program.

- "Hillside Construction Analysis" - A study for Hillside Construction for steep terrain.

- "Comparative Construction Cost Studies " - for production of standardized housing building.

- "Design Vocabulary Investigation" - Studies of development of low density housing without uniformity.

- "Metropolitan Form Analysis" reserach on evolving trends in for alternate growth patterns in large cities.

- Anaheim, Ca., Redevelopment Agency; Analysis of 2000 acre triangle area and central city and implementation recommendations for Renewal in central core.

- Arcadia, Ca., The May Department Store and traffic access plan with multilevel parking garage.

- Bakersfield, Ca., Board of Trustees, California State colleges; Traffic access for new college site.

- Costa Mesa, Ca., Segerstrom Family, South Coast Shopping Plaza.

- Costa Mesa, Ca., The May Department Stores, in South Coast Plaza.


* - East Bay Shore, San Francisco, Cal., Atchison, Topeka and Santa Fe Railway, Proposal to transform coastline and submerged land into multi-use facilities.

- Fort Wayne, Ind., Laundau & Heyman (Chicago); Glenbrook Shopping center.

- Fremont, Ca., R. Alperin - Master planning for new central business district.

- Hammond, Ind., Carson Pirie Scott & Co. (Chicago) expansion of department store in Woodmar Center.

- Irvine, Ca., Irvine Ranch; Freeway location studies for alternate routes for major development.
- Lombard, Ill., Carson Pirie Scott & Co., Department store in Yorktown Center.

- L.A., Ca., The May Department Store in West Los Angeles.

- Los Angeles, Ca., Morse Brothers - California Mart Office tower (Phase II.)

- L.A., Ca., National General Corp. & Victor Gruen Associates - One Carthay Plaza office building w/underground parking structure. (Including offices of National General Corp.)

- L.A., Ca., Kajima Int'l, (Tokyo) -*Kajima Office building w/parking facility adjacent to building.


- L.A., Ca., Union Bank, Branch office.


- Lowell, Mass., City of Lowell, - Civiv center structure housing gov't facilities.


- Minneapolis, Minn., Southdale Realty Co., Expansion of Brookdale Shopping center.

- Minneapolis, Minn., The Dayton Co., - Department store in Brookdale Center.

- Minneapolis, Minn. Southdale Realty Co., Circulation and parking plan for Brookdale Center.

- Norton, Ohio, Village of Norton; Analysis of regional highway system.
- Oakland, Ca., Episcopal Diocese, - *St. Paul’s Towers retirement apartment and infirmary facilities with parking facilities on two levels connected to towers.

- Oxnard, Ca., City of Oxnard; Traffic and circulation study for central renewal project.

- Pasadena, Ca., Redevelopment Agency, Planning open design end engineering studies for redevelopment area involving, major research and development center, commercial complex and cultural center. Transportation study access plan and circulation design.

- Paterson, N.J. Paterson Parking authority; 8-level spiral ramped parking structure.

- Philadelphia, a., Korman Realty Co., Freeway and highway access study for shopping center.


- Plymouth Meeting Pa., Community Research & Development Inc., Plymouth Meeting Shopping center.

- Portland, Maine; Portland Chamber of Commerce and Portland Renewal Authority; Preparation of a General Neighborhood Renewal Plan as well as circulation planning.

- Portland, Ore., World Savings & Loan Association (Lynwood, Ca.,) - American Savings branch office and interiors.

- Reno, Nevada, A. J. Flagg & Ben Edwards; Park Lane Shopping Center.

- Saginaw, Mich., City of Saginaw; circulation plan for central area redevelopment project.

- San Bernardino, Ca., Inland Shopping Center.

- San Bernardino, Ca., The May Department Stores, in Inland Center.

- San Bernardino, Ca., Leonard Realty and Building Co., Highway
access plan for new development.

- San Diego, Ca., Marine Park, Inc. (Long Beach) Sea World - site plans and designs for addition to marine park.

- San Francisco, Ca., National General Corp., Fox Plaza - combination residential/commercial complex w/two levels underground parking.

- San Francisco, Ca., National General Corp. & Sunset Int’l Petroleum Corp., - Fox Plaza office/residential apartment building.

- South Plainfield, N.J., South Plainfield Redevelopment Agency; Planning for General Neighborhood and Renewal Plan for central area as well as traffic survey and circulation plan.

- Staten Island, N.Y. F. W. Richmond Foundation, - Arden Heights - site analysis and planning for residential development.

- Sunnyvale, Ca., City of Sunnyvale - Community center site development study and traffic survey and parking plan.

- Torrance, Ca., Del Amo Properties (L.A.); Del Amo Financial Center - circular multi-level garage structure.

- Vancouver, B.C. CEMP Investments Inc., Access and parking plan for major project in downtown area.

- Ventura, Ca., Berywood Investment Company (Somis, Ca.), Ventura State College site study.

- Warwick, R.I., Homart Development Co., Midland Center.


- West Covina, Ca., City of West Covina; Survey of traffic and freeway access system as well as arterial plan for easter section of the city.
- Whittier, Ca., The May Department Stores.

* - "New Cities Program" for HUD - study to determine justification of a national program to build new cities.

1967 -

- Ben Salem, Pa., Korman Realty Co., Neshaminy Mall


- Hollywood, Ca., Hollywood Presbyterian Hospital/Cedars of Lebanon Hospital/Children's Hospital/Kaiser Foundation Hospital/Blue Cross of Southern California - Preliminary study of medical Center of L.A. to unify existing facilities and creation of a Center, medical offices, research and residential uses (Phase I).


- Baltimore, Maryland, City Council of Baltimore, Planning Board, Redevelopment Authority - Planning and design concept for Urban Center Development.

* - Menasha, Wis., City of Menasha; Planning for traffic circulation system (with Larry Smith).

- North Palm Beach, Fla., Food Fair Properties, Inc, Twin City Center.

- Norton, Ohio, Norton Planning Commission - comprehensive plan and capital improvement for community.

* - Ville D'Anjou, Que. Simpson's Limited & CEMP Investments. Les Galeries D'Anjou.


1968 -

*Detroit, Mich., Shopping Centers, Inc., Southland Center

Honolulu, City and county of Honolulu, Planning for central area and central business district.

- Mesa, Arizona, City of Mesa - Comprehensive General Plan for area in and surrounding City of Mesa as well as circulation planning.

- Rosedale, Minn., Dayton Hudson Properties - Roseville Center.
- Sunnyvale, Cal., City of Sunnyvale; Planning of Revitalization Program for downtown business area and city traffic survey and comprehensive circulation plan.

- Chino, Ca., City of Chino; Circulation planning and general plan for the city.

* - Verdugo Mountains, City of Glendale - General Planning study for Verdugo Mountains area.

1969 - Honolulu, Hawaii, American Savings and Loan/Bank of Hawaii/Wilcox Development Corp., Financial Plaza of the Pacific - Fort Street Mall

- Louisville & Jefferson County, Kentucky; Planning Commission, Planning study on Louisville Center City Development Program.

* - Exploratory Studies for "H" Street Parking Structures, Fresno CA.

1970 - Beirut, Lebanon, Consultant planning for design of a downtown commercial complex of offices, shopping and parking facility.

- San Bernardino, CA., City of San Bernardino and the City Redevelopment Agency, San Bernardino Central City project.

* - State of California, California division of Hiways in co-operation with the Federal Highway Administration, U.S. Dept. of Transportation, Interstate Freeway - Design team concept".

1971

* - Washington, D.C., Federal Highway Administration, San Antonion North Expressway Study.

* Copy on hand
7 - FOREIGN PROJECTS
BY VICTOR GRUEN (INTERNATIONAL)
(1968-1980)
FOREIGN PROJECTS BY VICTOR GRUEN (INTERNATIONAL)  
(1968-1980)

1969 - Antwerp, Belgium, (project) Harbor and city core revitalization plan.

1970  
* - Louvain, Belgium, Designed Université Catholique de Louvain.

1971  - Vienna, Austria - City Core Revitalization Plan

1972  - Paris, France - Plans for city core for 7 satellite cities in the Paris region.

- Zurich, Switzerland, design for Glatt Shopping Center.

* Copy on hand
PROFESSIONAL MEMBERSHIPS,
SERVICES AND ENGAGEMENTS
PROFESSIONAL MEMBERSHIPS, SERVICES & ENGAGEMENTS

ARCHITECTURAL SOCIETIES AND ORGANIZATIONS

- The American Institute of Architects
  - 1947 Associate Member, Southern California Chapter
  - 1948 Full Member, Southern California Chapter
  - 1950 Chairman, Public Relations Committee, Southern California Chapter
  - Full Member, New York Chapter

- New York State Association of Architects

- Architectural League of New York

- Michigan Society of Architects

- Missouri State Association of Registered Architects

- Council for the Advancement of the Negro in Architecture

- Guild of the University of Southern California School of Architecture

OTHER PROFESSIONAL, EDUCATIONAL, ETC., MEMBERSHIPS

- Administrator’s Advisory Committee on Housing and Community Development, U.S. & Home Finance Agency

- National Association of Housing & Redevelopment Officials

- American Institute of Planners (Affiliate)

- Lambda Alpha International Honorary Professional and Economic Fraternity of Land Planning

- Urban Land Institute

- Citizen’s Planning and Housing Council of New York, Inc. (Director)

- Detroit Economic Club
- Illuminating Engineering Society
- Harvard University Graduate School of Business Administration, Honorary Trustee
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<tr>
<th>STATE</th>
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<td>California</td>
<td>May 22/48</td>
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<tr>
<td>NCRB Senior Certificate</td>
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<td>Michigan</td>
<td>Sept. 29/50</td>
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<td>Texas</td>
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<td>Massachusetts</td>
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<td>West Virginia</td>
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<td>Wisconsin</td>
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<td>Colorado</td>
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SPEECHES & LECTURES

Nov. 18/47  Northern California Chapter A.I.A., San Francisco, CA. "Store Fronts"


Feb. 10/50  Southern California Chapter A.I.A., Los Angeles, CA. "Design With Light"

Jan. 16/52  Detroit Chapter, A.I.A., Detroit MI., "Shopping Centers"

April 19/55  Kansas City Chapter, A.I.A., Kansas City, AK. "Honor Awards"

June, 1955  A.I.A. Convention, Minneapolis, MN., Architecture of Community Expansion"


Nov. 16/56  Pennsylvania Regional Forum A.I.A., Hershey, PA. "The Challenge of Architecture"

Feb. 21/57  San Francisco Chapter A.I.A., San Francisco, CA. "Problems of Urban Design"

Apr. 18/58  Middle Atlantic District A.I.A. Regional Conference, Baltimore, MD. "The Architect and Tomorrow's City"

Apr. 30/58  Memphis Chapter A.I.A. Memphis, TN. "The Architect and Tomorrow's City"

TESTIMONIES

1959  -  Joint Committee on Washington Metropolitan Problems, Nov. 12, 1959.

PROFESSIONAL ORGANIZATIONS BEFORE WHICH VICTOR GRUEN HAS SPOKEN

- Architecture League of New York, N.Y., NY.
- Florida Architects Association, Miami Beach, FL.
- California Council of Landscape Architects, Santa Barbara, CA.
- Lambda Alpha International Fraternity of Land Economics, Chicago, IL.
- Institute of Traffic Engineers, Washington, DC.
- Washington building Congress, Washington, D.C.
- Illuminating Engineering Society, San Francisco, CA.
- California Council of Architects, Coronado, CA.
- Los Angeles Institute of Real Estate Management, Los Angeles, CA.
- Art Directors Club of Los Angeles, Los Angeles, CA.

ART GROUPS BEFORE WHICH VICTOR GRUEN HAS SPOKEN

- Barnsdall Park, Los Angeles, CA.
- International Design Conference, Aspen, CO.
- Kingsley Art Club, Sacramento, CA.
- Memorial Art Galleries, Rochester, NY.
- Westwood Art Association, Los Angeles, CA.
CIVIC ORGANIZATIONS AND GROUPS REPRESENTING NATIONAL, STATE AND MUNICIPAL AGENCIES BEFORE WHICH VICTOR GRUENT HAS SPOKEN

- United State Chamber of Commerce
- Chamber of Commerce, Albuquerque, NM
- Chamber of Commerce, Akron, Ohio
- Chamber of Commerce, Oakland, CA.
- Downtown Miami Business Council, Miami, Fl.
- Citizens Meeting, Kalamzoo, MI.
- Citizens Meeting, El Paso, TX
- Greater Green Bay Committee, Green Bay, WI.
- Channel City Club, Santa Barbara, CA.
- Forward Paterson Movement, Paterson, NJ.
- National Association of Housing & Redevelopment Officials, Washington, DC
- National Association of Housing & Redevelopment Officials, Fresno, CA.
- National Citizens Planning Conference, Little Rock, AK.
- National Symposium of New Federal Highway System, Hartford, CT.
- Annual Institute of Community Leadership, New York State citizens Council, Geneva, NY.
- Cincinnati Enquirer Planning Workshop, Cincinnati, OH.
- Metropolitan Committee on Planning, N.Y.
- San Francisco Planning and Housing Committee, San Francisco, CA.
- United States Conference of Mayors, Chicago, IL.
- Citizens Housing and Planning Council of New York, NY
- New York Planning Commission, NY.
- Women’s City Club of New York, NY
MISCELLANEOUS BUSINESS GROUPS BEFORE WHICH VICTOR GRUEN HAS SPOKEN

- American Merchandising Corporation Principals' Meeting, White Sulphur Spings, WV.
- Associated Merchandising Corpo., New York, NY
- Beverly Hills Realty Board, Beverly Hills, CA.
- Beverly Hills Rotary Club, Beverly Hills, CA.
- Boston Conference on Distribution, Boston, MA.
- California Mortgage Bankers Association, Palm Springs, CA.
- Connecticut General Life Insurance Company, Symposium, Hartford, CT.
- Detroit Rotary Club, Detroit, MI.
- The Economic Club of Detroit, Detroit, MI.
- Fourth Annual Awards, Progressive Architecture, New Orleans, LO.
- Institute of Real Estate Management, Los Angeles, CA.
- National Association of Building Owners & Managers, New York, NY.
- National Association of Building Owners & Managers,, Northwest Regional Conference, Portland, OR.
- National Home Fashions League, Souther California Chapter, CA.
- National Retail Merchants Association, New York, NY.
- Real Estate Board of Rochester, NY.
- Store Modernization Show, New York, NY.
- Western Saving and Mortgage Conference of the American Bankers Association, Los Angeles, CA.
UNIVERSITIES AND COLLEGES AT WHICH VICTOR GRUEN HAS LECTURED

- Harvard University Graduate School of Architecture
- Harvard University Graduate School of Business Administration
- Yale University (Guest Critic, School of Art & Architecture)
- University of California at Berkeley
- University of California at Los Angeles
- University of Texas, Austin, TX
- New School for Social Research, N.Y.
- New York University
- Mt. Holyoke College, MA.
- Scuola di Architettura, Venic (Prof. ROgers)
- Academy of Arts Architectural School, Vienna
- Summer School of Architecture, Salzburg, Austria (Prof. Konrad Wachsmann)
- Cooper Union, New York.
RADIO & TELEVISION APPEARANCES

1953

1954

1955

1959

1960
- NBC-TV (WRCA) New York, "Dave Garroway Show", February 4, 1960
- NBC-TV (KRCA) New York, "World Wide 60", March 12, 1960
- U.S. Information Agency (radio), "Voice of America", July, 1960
- CBS-Radio (KEX) Los Angeles, "For the Record", July 27, 1960
9: AWARDS & RECOGNITIONS
AWARDS & RECOGNITIONS

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<tr>
<th>Year</th>
<th>Award Type</th>
<th>Description</th>
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<tr>
<td>1949</td>
<td>HONOR AWARD</td>
<td>Southern California Chapter, AIA, for Milliron's Department Store, Los Angeles, Ca.</td>
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<td>1951</td>
<td>HONOR AWARD</td>
<td>Southern California Chapter, AIA, for Mid-Wilshire Medical Building, Los Angeles, Ca.</td>
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<td>1953</td>
<td>DESIGN AWARD</td>
<td>Progressive Architecture Magazine for Bay Fair Shopping Center, San Leandro, Ca.</td>
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<td>AWARD</td>
<td>Avenue of the Americas Association for Barton's Bonbonniere Candy Store, New York, N.Y.</td>
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<td>1954</td>
<td>MERIT AWARD</td>
<td>National Chapter, AIA, for Northland Shopping Center, Detroit, Michigan.</td>
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<td>CITATION</td>
<td>Planning citation, AIA for Downtown Redevelopment for Greater Fort Worth, Texas.</td>
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<td>1955</td>
<td>HONOR AWARD</td>
<td>Detroit Chapter, AIA, for Northland Shopping center, Detroit, Michigan.</td>
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<td></td>
<td>AWARD</td>
<td>Institutions Magazine, for Merchants and Manufacturers' Club in Chicago, Illinois.</td>
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<td></td>
<td>CERTIFICATE OF RECOGNITION</td>
<td>Foreign Operations Administration.</td>
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<td>FIRST PRIZE</td>
<td>For Store Modernization in New York, of Kutler's Men's Wear Shop.</td>
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<td>Year</td>
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<td>APPOINTMENT</td>
<td>To Hall of Fame in Distribution, for Practical Vision and Construction of Shopping Centers.</td>
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<td>1957</td>
<td>MERIT AWARD</td>
<td>Southern California Chapter, AIA, for Tishman Office Building, Los Angeles, California</td>
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<td>MERIT AWARD</td>
<td>Southern California Chapter, AIA, for Pacoima Housing Project, Los Angeles, California.</td>
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<td>MERIT AWARD</td>
<td>Southern California Chapter, AIA, for 16100 Ventura Blvd. Medical Building, Los Angeles, California.</td>
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<td>AWARD CITATION</td>
<td>Progressive Architecture Magazine, for Redevelopment Plan for Fort Worth, Texas.</td>
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<td>AWARD CITATION</td>
<td>Progressive Architecture Magazine, for Wilshire Terrace Apartment Building, Los Angeles, California.</td>
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<td>HONOR AWARD</td>
<td>Institutions Magazine for Sidewalk Cafe, Southdale Shopping Center.</td>
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<td>HONOR AWARD</td>
<td>Institutions Magazine, for Seaway Room and Anchor Room Dining Areas, Eastland Shopping Center, Detroit, Michigan.</td>
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<td>MERIT AWARD</td>
<td>Institutions Magazine, for Valley View Room, in Dayton’s Dept. Store, in Southdale Shopping Center, Edina, Minnesota.</td>
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<tr>
<td>Year</td>
<td>Award Type</td>
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<tr>
<td>1958</td>
<td>MERIT AWARD</td>
<td>National Association of Home Builders, for Neighborhood Development, La Mirada, California</td>
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<tr>
<td></td>
<td>GOLD MEDAL AWARD</td>
<td>Memphis Chapter, AIA, for Outstanding Achievement in Architecture and City Planning.</td>
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<tr>
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<td>CERTIFICATE OF MERIT</td>
<td>New York State Association of Architects for Outstanding Design of Midtown Plaza, Rochester, N.Y.</td>
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<td></td>
<td>CERTIFICATE OF RECOGNITION</td>
<td>AIA For Participation in the Institute's 1958 International Exhibition.</td>
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<td>CERTIFICATE OF RECOGNITION</td>
<td>U.S. Department of State for Assistance in the American Program for the Brussels Universal and International Exhibition.</td>
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<td></td>
<td>AWARD CITATION</td>
<td>Progressive Architecture Magazine, for Charles River Park Urban Redevelopment project, Boston, Mass.</td>
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<td>COMMENDATION</td>
<td>City of Beverly Hills, California, for &quot;Consistency in Creating Contemporary Architectural Design of Outstanding Originality and of the Highest Aesthetic Appeal,&quot;</td>
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<td>COMMUNITY AWARD</td>
<td>Los Angeles Beautiful, Division of the Los Angeles Chamber of Commerce, for City National Bank Building, Venice, California, and World Savings and Loan Building, Lynwood, California.</td>
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<td>1961</td>
<td>CERTIFICATE OF RECOGNITION</td>
<td>Housing &amp; Home Finance Agency</td>
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<td>1962</td>
<td>FELLOWSHIP</td>
<td>Elected Fellow, AIA.</td>
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<td>1962</td>
<td>AWARD</td>
<td>Progressive Architecture magazine, for Redevelopment Plan for Cincinnati, Ohio.</td>
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<td>1963</td>
<td>SPECIAL MEDALLION</td>
<td>Victor Gruen named by Rice University, Houston, Texas as &quot;Architect of the People&quot; in program honoring eight American Architects for &quot;Contributions to a Socially Significant Architecture.&quot;</td>
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<td>1964</td>
<td>COMMUNITY AWARD</td>
<td>Los Angeles Beautiful, Division of the Los Angeles Chamber of Commerce, for Leo Baeck Temple, Los Angeles, California.</td>
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<td>1965</td>
<td>CITATION</td>
<td>&quot;Excellence in Community Architecture&quot;, California Council of the AIA, for Fulton Mall Development, downtown Fresno, California.</td>
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<td>1965</td>
<td>CITATION</td>
<td>&quot;Excellence in Community Architecture&quot;, Chicago Regional Council of the AIA, for Lincoln Square Development, downtown Urbana, Ill.</td>
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1966 - CITATION
"Excellence in Community Architecture", New York State Association of Architects, Regional Division of the AIA, for Midtown Plaza development, downtown Rochester, N.Y.

1966 - AWARD
"Who's Who in America Significant Contribution to Society" award.

- COMMUNITY AWARD
Whittier Community Beautiful, for the May Company, Whittier, Ca.

- CERTIFICATE OF EXCELLENCE
State of California, Governor's Design Awards Jury, for Fox Plaza in category of Urban Buildings.

1968 - AWARD OF HONOR
Portland Cement Association for Del Amo Financial Center.

- MERIT AWARD
HUD Award for Design Excellence for Fulton Mall, Fresno, California urban renewal program, (in association with Eckbo, Dean, Austin & Williams).

- MERIT AWARD
HUD Award for Design Excellence for Park Slope North rehabilitation, Brooklyn, N.Y.

- ARCHITECTURAL MERIT AWARD
City of Torrance Chamber of Commerce, for Del Amo Financial Center, Torrance, Ca.

- ENVIRONMENTAL AWARD
1969 - FIRST PRIZE

International Competition for Design of International Organizations
Headquarters and Conference Centre, Vienna, Austria.
10. EXHIBITS
EXHIBITS

American Embassy "City Planning in the U.S.A."

Paris, France

American Federation of Arts Exhibit "Shopping Centers of Tomorrow"

Travelling exhibit shown in leading museums since 1953, including:

- National Gallery of New South Wales, Sydney, Austrial, 1957
- Municipal Art Gallery, Barnsdall Park, Los Angeles, CA. 1955
- Washington University, St. Louis, MO, 1955
- Long Beach Municipal Art Center, Long Beach, CA., 1955
- Rosecrucian Egyptian Museum, San Jose, CA., 1955
- Detroit Art Institute, Detroit, MI, 1954
- Walker Art Center, Minneapolis, MN., 1954
- National Gallery of Art, Ottawa Ont. , 1954
- Addison Gallery of American Art, Andover, MA., 1954
- Dayton Art Institute, Dayton, OH., 1954
- Layton School of Art, Milwaukee, WI, 1954
- J. B. Speed Museum, Louisville, KY, 1954
- Wichita Art Museum, Wichita, KS, 1953
- Roswell Museum, Roswell, NM, 1953

American Institute of Architects Centennial Exhibition

- National Gallery, Washington, D.C. 1957

- Los Angeles County Museum, Los Angeles, CA., 1958

Architectural Exhibition

- Moscow, U.S.S.R., 1959

Berlin International Building Exhibit
(under auspices of united States Information Agency)

- Berlin, Germany, 1957
Brooklyn Museum Exhibit
   Brooklyn, N.Y. 1957

Brussels World's Fair
   Brussels, Belgium, 1958

Congress of Union of Architects
   (Under aspices of A.I.A.)
   Moscow, U.S.S.R., 1958

Eighth Pan American Congress of Architects
   Mexico City, Mexico, 1952

Evansville Museum
   Evansville, IN.

Fine Arts Association
   Tucson, AZ

Gold Medal Exhibit of New York Architectural League

International Congress on Food Distribution
   Lausanne, Switzerland, 1959

Los Angeles County Museum
   Los Angeles, CA., 1957, 1958

National Citizens Planning Conference
   Little Rock, Arkansas, 1957

San Francisco World's Fair
   San Francisco, CA., 1940
Seligman Galleries

New York, N.Y. 1955

Southwest Conference Exhibit

Occidental College, Los Angeles, CA.

University of Oregon

Eugene, Oregon
11. PARTIAL LIST OF CLIENTS
(1939 - 1972)
### PARTIAL LIST OF CLIENTS
(1939 - 1972)

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<td>A.C.I.</td>
<td>Montreal, Que.</td>
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<td>Agora, Inc.</td>
<td>New York, N.Y.</td>
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<td>Agua Caliente Band of Mission Indians</td>
<td>Palm Springs, CA.</td>
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<td>Albert's Women's Apparel</td>
<td>Detroit, MI.</td>
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<td>Alexander &amp; Hornung Meats</td>
<td>Detroit, MI.</td>
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<tr>
<td>City of Alhambra</td>
<td>Alhambra, CA.</td>
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<tr>
<td>Altman &amp; Kucknie Candy Store</td>
<td>New York, NY</td>
</tr>
<tr>
<td>R. Alperin</td>
<td>Fremont, CA.</td>
</tr>
<tr>
<td>American Ceramic Products Inc.</td>
<td>Santa Monica, Ca.</td>
</tr>
<tr>
<td>American Greeting Corp.</td>
<td>Cleveland, OH.</td>
</tr>
<tr>
<td>American Savings Bank</td>
<td>Portland, OR.</td>
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<tr>
<td>James Amzalak</td>
<td>Los Angeles, Ca.</td>
</tr>
<tr>
<td>Anaheim Redevelopment Agency</td>
<td>Anaheim, CA.</td>
</tr>
<tr>
<td>Apparel Mart</td>
<td>Los Angeles, CA.</td>
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<tr>
<td>Appearance Shop</td>
<td>Detroit, MI.</td>
</tr>
<tr>
<td>Arab Investment Co.</td>
<td>Beirut, Lebanon</td>
</tr>
<tr>
<td>Arizona Harness Raceway Inc.</td>
<td>Phoenix, AZ.</td>
</tr>
<tr>
<td>Arts &amp; Sciences Federation of Peoria</td>
<td>Peoria, IL.</td>
</tr>
<tr>
<td>Atchison, Topeka and Santa Fe Railway</td>
<td>San Francisco, CA.</td>
</tr>
<tr>
<td>Au Printemps</td>
<td>Paris, France</td>
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<tr>
<td>Authentic Furniture Products</td>
<td>El Segundo, CA.</td>
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<tr>
<td>Automobile Manufacturers' Association</td>
<td>Detroit, MI.</td>
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<tr>
<td>L. S. Ayres &amp; Co.</td>
<td>Indianapolis, IN.</td>
</tr>
<tr>
<td>Leo Baech Congregation</td>
<td>Los Angeles, CA.</td>
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<td>Wm. Baime</td>
<td>Los Angeles, CA.</td>
</tr>
<tr>
<td>C. H. Baker Shoes</td>
<td>Los Angeles, CA.</td>
</tr>
</tbody>
</table>
Alexander Baldwin
Maui, Hawaii

Ball Stores, Inc.
Muncie, IN.

Baltimore Community Research &
Development Company Inc.
Baltimore, MD.

Barna-Bee Children's Shop
Detroit, MI.

Barnett & Weiss Jewelry
Salt Lake City, UT

Barton's Bonbonniere Candy
New York, N.Y.

Bay Shore Properties
San Francisco, CA.

H. C. Beck Company
Phoenix, AZ.

Beebe's Men's Sportwear
Detroit, MI.

Berliner's Coffee House
Los Angeles, CA.

J. Bernat
El Paso, TX.

Berylwood Investment Co.
Somis, CA.

Best's Apparel
Portland, OR.

Better Made Potato Chips
Detroit, MI.

Bernice P. Bishop Estate
Honolulu, HI

Bixby Land Company
Los Angeles, CA.

Bjorkman Women's Apparel
Minneapolis, MN.

N. E. Blankman & Co.
New York, N.Y.

Bernard C. Bloch
Beverly Hills, CA.

Board of Education
Los Angeles, N.Y.

Board of Public Works
Los Angeles, CA.

E. Boller
Alhambra, CA.

Bonan, Pierre, S.,
Stamford, CT.

Boston Redevelopment Agency
Boston, MA.

Boutell's Furniture
Minneapolis, MN.

Blue Cross of Southern
California
Los Angeles, CA.

Brentwood Savings & Loan
Association
Brentwood, Ca.

City of Bridgeport
Bridgeport, CT.

Bringgold Meats
Minneapolis, MN.

Brody Investment Co.
Beverly Hills, CA.
Brother's Delicatessen  
Detroit, MI.

Buckeye Realty Co.  
Beverly Hills, CA

City of Buena Park, 
Buena Park, CA.

Bunny Shop Children's Apparel  
San Pedro, CA.

Burns Construction Co.  
Denver, CO.

Cabot, Cabot & Forbes  
Boston, MA.

Bank of California  
Los Angeles, CA.

California Land Co.  
Valencia, CA.

California State Colleges  
(Board of Trustees)  
East Bakersfield, CA.

Department of Finance  
State of California

Canaveral-Princeton Land, Inc.  
Princeton, N.J.

Capital Co.  
San Francisco Ca.

City of Carpinteria  
Carpinteria, CA.

Carson Pirie Scott & Co.  
Chicago, IL.

Cedars of Lebanon  
Los Angeles, CA.

Center Record Shop  
Detroit, MI.

CEMP Investments Ltd.  
Vancouver, B.C.

T. A. Chapman  
Milwaukee, WI.

Chandler's Shoes  
Minneapolis, MN.

Chappell Douglas S.,  
Sydney, N.S.

Charles River Park, Inc.  
New York, N.Y.

City of Charleston  
Charleston, IL.

Chevron Land Co.  
Los Angeles, CA.

Children's Hospital  
Los Angeles, CA.

City of Chino  
Chino, CA.

Chrysler corp.  
Detroit, MI.

Chuckrow Construction Co.  
Covina, CA.

Citizens Bank of Riverside,  
Riverside, CA.

Citizens Committee  
Cincinnati, Ohio

Citizens Marine-Jefferson National  
Bank  
Newport News, VA.
Citizens National Trust & Savings Bank
Los Angeles, CA.

Citizens Redevelopment Committee
Detroit, MI.

City National Bank
Beverly Hills, CA.

Claremont Savings
Claremont, CA.

Coffee Dan's
Albuquerque, NM.

D. E. Cohn, E. M. Cohn & Companies
Beverly Hills, CA.

Colonial House Women's Specialty
Las Vegas, NV.

Colorado National Bank
Denver, CO.

Colton Redevelopment Agency
Colton, CA.

Columbia Pictures Corp.
Los Angeles, CA.

Community Research Development Inc.
Baltimore, MD.

E. Contini
Los Angeles, Ca.

Cover Girl Women's Apparel
Sacramento, CA.

Darling's Women's Apparel
Pittsburgh, PA.

Davis, Dollman Gifts
Los Angeles, CA.

Dayton Development Co.
Minneapolis, MN.

Downtown Decatur Development Inc.
Decatur, IL.

De Jong's Dept. Store
Evansville, IN.

Del Amo Properties
Los Angeles, CA.

Demco Inc.
Encino, CA.

Disney Marine Development Co.
Sherman Oaks, CA.

Douglas Aircraft Co.
Huntington Beach, CA.

Doxey-Layton
Salt Lake City, UT.

City of Dubuque
Dubuque, IA.

Dworman Associates
New York, N.Y.

Eastland Pantry Shop
Detroit, MI.

The T. Eaton Co.
Toronto, Ont.

D. Edberg
Vista, CA.

E. W. Edwards & Son
Rochesher, N.Y.
<table>
<thead>
<tr>
<th>Company/Museum/Institution</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egekvist Baker</td>
<td>Minneapolis, MN</td>
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<td>Emele's</td>
<td>Detroit, MI.</td>
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<td>Engass Jewelry Store</td>
<td>Detroit, MI.</td>
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<tr>
<td>Eangerlander Furniture Shops, Inc.</td>
<td>Detroit, MI.</td>
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<td>Episcopal Diocese</td>
<td>Oakland, CA.</td>
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<td>Eton Development co.</td>
<td>Los Angeles, CA.</td>
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<td>Evansville Museum of Arts and Sciences</td>
<td>Evansville, VA.</td>
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<td>Evelyn's Town &amp; Country Women's Apparel</td>
<td>Detroit, MI.</td>
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<tr>
<td>Fairview Corp.</td>
<td>Montreal, Que.</td>
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<td>Feld Chevrolet</td>
<td>Maplewood, MO.</td>
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<td>Ferman Builders Inc.</td>
<td>Los Angeles, CA.</td>
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<td>First National Bank of Albuquerque</td>
<td>Albuquerque, NM</td>
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<td>First Southdale National Bank</td>
<td>Minneapolis, MN.</td>
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<td>F. Fisher</td>
<td>Los Angeles, CA.</td>
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<tr>
<td>A. J. Flagg &amp; Ben Edwards</td>
<td>Reno, NV.</td>
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<tr>
<td>Food Fair Properties</td>
<td>Philadelphia, PA.</td>
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<td>Forbes &amp; Wallace</td>
<td>Springfield, MA.</td>
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<td>Ford Motor Co.</td>
<td>Detroit, MI.</td>
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<td>B. Forman Women's Apparel</td>
<td>Rochester, N.Y.</td>
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<td>Fort Lauderdale Downtown Development Authority</td>
<td>Fort Lauderdale, FL.</td>
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<td>City of Fresno, Fresno Redevelopment Agency</td>
<td>Fresno, CA.</td>
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<td>Fruit-A-Rama</td>
<td>Detroit, MI.</td>
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<td>Gallenkamp's Shoes</td>
<td>Los Angeles, CA.</td>
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<tr>
<td>Garden Shop Nursery</td>
<td>Minneapolis, MN.</td>
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<tr>
<td>Gene A. Genola</td>
<td>Asbury Park, N.J.</td>
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<td>Gibraltar Savings &amp; Loan</td>
<td>Beverly Hills, CA.</td>
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<tr>
<td>City of Glendale</td>
<td>Glendale, CA.</td>
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<tr>
<td>Globe Furniture</td>
<td>Los Angeles, CA.</td>
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</tbody>
</table>
H. Goldberg
Thousand Oaks, CA.

Abraham Diaz Gonzales
Santurce Puerto Rico

Goodyear Tire & Rubber, Co.
Akron, OH

Graysons Women’s Apparel
New York, N.Y.

Great Lakes Carbon Corp.
Los Angeles, CA.

Great Lakes Properties Inc.
Rolling Hills, Ca.

Nat Green Maternity
Detroit, MI.

Gregby (Greater Green Bay)
Committee
City of Green Bay,
Green Bay, WI.

Guarenas County Club,
Urbanizacion Campestris, S.A.
Caracas, Venezuela

Gugala Camera Shop
Detroit, MI.

Guilford Glazer
Los Angeles, CA.

Joyce C. Hall
Kansas City MO.

Hallmark Cards, Inc.
Kansas City, AK.

Hamburger Hamlet
Los Angeles, CA.

Hammerson Group

Harbor Savings & Loan Association
Redondo Beach, CA.

Hare, Brewer & Kelley Inc.
Palo Alto, CA.

Eddy Harth Men’s Wear
Los Angeles, CA.

Hasting’s Men’s Wear
San Francisco, CA.

Hawker-Siddley, Ltd.
London, England

D. Heisig
Studio City, CA.

Helft’s Women’s Apparel
Los Angeles, CA.

Hobby Horse Children’s Apparel
Hollywood, CA.

Hochschild, Kohn
Baltimore, MD.

G. Hoffman
Philadelphi, PA.

Wm. R. Holloway
Abbey Rents, Los Angeles, CA.

Hollywood Presbyterian Hospital
Los Angeles, CA.

Homart Development co.
Chicago, IL.

Home Savings & Loan Association
Los Angeles, CA.
City and County of Honolulu
Honolulu, Hawaii

Juliet Women’s Apparel
Detroit, MI.

The Joseph Horne co.
Pittsburgh, PA.

Juster Brothers Men’s & Boys’ Wear
Minneapolis, MN.

Horton and Converse Drugs
Pasadena, CA.

Kaiser Foundation Hospital
Los Angeles, CA.

Hotel Corporation of America
Boston, MA.

Kajima International
Tokyo, Japan

J. L. Hudson Co.
Detroit, MI.

City of Kalamazoo
Kalamazoo, MI.

Hudson’s Pantry Shop
Detroit MI.

Kay Corsetiere
Detroit MI.

The Huntington Beach Co.
San Francisco, CA.

James E. Kelley
St. Paul, MN.

Irvine Ranch
Irvine, CA.

Kenbo Corp.
Los Angeles, CA.

Jackman’s Men’s Wear
Los Vegas, NE.

Kitty Kelly Bridal
Detroit, MI.

Jay Jacobs Women’s Apparel
Seattle, WA.

Korman Realty Co.
Philadelphia, PA.

Janss Corporation
Thousand Oaks, CA.

S. Jon Kreedman Co.
Beverly Hills, CA.

Jewel Tea
Chicago, IL.

Nathan Krems
Los Angeles, CA.

Jewelry Box Jewlry
Fresno, CA.

Kutler’s men’s Wear
Long Beach, CA.

Jewish Community Center
Cincinnati, OH

Landau & Heyman Inc.
Chicago, IL.

Jordan’s Women’s Apparel
Albuquerque, N.M.

Lederer’s De Paris
New York, NY.
Leighton's Men's Wear
New York, N.Y.

Leonard Realty and Building Co.
San Bernardino, CA.

A. Lindsey & Co.
Sacramento, CA.

City of Lockport
Lockport, N.Y.

John F. Long Inc.
Phoenix, AZ

Los Angeles County
Los Angeles, CA.

Los Angeles Harbor Dept.
Los Angeles, CA.

Los Angeles Housing Authority
Los Angeles, CA.

City of Lowell
Lowell, MA.

Lucky Market
Palos Verdes, CA.

Macauley's Stationery
Detroit, MI.

R. H. Macy Co.
New York, NY.

Joseph Magnin Women's Apparel
Los Angeles, CA.

Mallary Furniture
Paramus, NJ.

Marine National Exchange Bank
Milwaukee, WI.

Marine Park Inc.
Long Beach, CA.

Walter N. Marks
Redondo Beach, Ca.

Massachusetts General Hospital
Boston, MA.

City of Mattoon
Mattoon, IL.

Maui Pineapple Co.
Kahului, Hawaii

Max Factor
Los Angeles, CA.

Maxwell's Toys
Detroit, MI.

The May Department Stores Co.
San Francisco, CA.

Mayflower Donut Co.
New York, N.J.

McCann-Erickson Advertising
Los Angeles, CA.

McCurdy & Co.
Rochester, NY.

McIntyre & Parker
Palo Alto, Ca.

City of Menasha
Menasha, WI.

Merchandise Mart
Chicago, IL.

Merchants' & Manufacturers' Club
Chicago, IL.
City of Mesa
Mesa, AZ.

Metropolitan Transit Authority
Los Angeles, CA.

Miami-Dade County
Chamber of Commerce
Miami, FL.

City of Miami Beach
Miami Beach, CA.

Micove Cooperative,
New York, NY.

Midtown Holdings, Inc.
Rochester, NY.

Midville Properties, Inc.
Los Angeles, CA.

G. Millay
Los Angeles, CA.

K. Miller & R. Saucke
Riverside, Ca.

Millikens Dept. Store

Milliron's
Los Angeles, CA.

Sam Minskof & Sons Inc.
New York, NY.

Monitor Investment Co.
Kansas City, MO.

City of Monrovia
Monrovia, CA.

Montgomery Ward & Co.
Chicago, IL.

Morley's Candy
Detroit, MI.

Morris Glass
Los Angeles, CA.

Morse Brothers
Los Angeles, CA.

J. Moss
Palos Verdes, CA.

Mountain Savings & Loan
Greeley, CO.

G. C. Murphy Dept. Store
Indianapolis, IN

Myrtis corp & Sunset Int'l Petroleum Co.
Beverly Hills, CA.

National Broadcasting Company
Newark, N.J.

National Capital Planning Commission
Washington, D.C.

National City Bank
Evansville, IN.

National General Corp.
Los Angeles, CA.

National Housing Development Co.
Djakarta, Indonesia

National Theater and Television Properties Inc.
Phoenix, AZ.

New Haven Redevelopment Agency
City of New Haven, CT.
New York City Housing & Redevelopment Board
New York, NY.

Newark Redevelopment Corp.
Newark, N.J.

Newberry's Garden Shop
Conego Village, CA.

Newport Development Group
Newport, RI.

Newark Plaza Development Corp.
Newark, N.J.

Norton Planning Commission
Village of Norton,
Norton, OH

Oberlin Central District Committee
Oberlin, OH

Oceanic Properties, Inc.
Honolulu, HI

O'Malley Investment Co.
Phoenix, AZ.

Ormond Beach Development Co.
Tarzana, CA.

Orndahl
New York, NY.

City of Oxnard
Oxnard, CA.

Pacific Properties Inc.
Los Angeles, CA.

Pacific State Bank
Hawthorne, CA.

Park Westwood Tower Inc.
Beverly Hills, CA.

A. Parvin
Los Angeles, CA.

City of Pasadena Redevelopment Agency
Pasadena, CA.

Paterson Housing Authority
Paterson, NJ.

Paterson Parking Authority
Paterson, NJ.

City of Pawtucket
Pawtucket, RI.

Penn Fruit Markets
Philadelphia, PA.

E. D. Pehrson Associates
Lombard, IL.

Peter Pan Restaurants
Detroit, MI.

Cele Petersen Fashions
Tucson, AZ.

La Petite Cafe
Chicago, IL.

Borough of Phoenixville
Phoenixville, PA.

C. Pietsch
Honolulu, HI.

Piggly-Wiggly
Honolulu, HI.

The Plan Organization of Iran
Teheran, Iran

Peter Polly Children's Wear
Albuquerque, NM.
Portland Chamber of Commerce and Portland Renewal Authority
Portland, OR.

H. L. Prange Co.
Appleton, WI

Quebedeaux Chevrolet
Phoenix, AZ.

Queen Cleaners
Detroit, MI.

Ramsey Steel Company
El Paso, TX.

Rancho-Glazer Financial Center
Los Angeles, CA.

Randhurst Bank
Chicago, IL.

Randhurst Corp.
Chicago, IL.

J. Rappaport
Boston, MA.

Raychem Corp.
Redwood City, CA.

J. M. Rector III
Coronado Hills, IL.

Red Own Market
Minneapolis, MN.

City of Redlands
Redlands, CA.

City of Redondo Beach
Redondo Beach, CA.

Rose Marie Reid, Inc.
Los Angeles, CA.

Reynolds Aluminum Service Corp.
Rich, F.D. Company
Stamford, CT.

F. W. Richmond Foundation
New York, NY.

Riviera Village Association
Redondo Beach, CA.

Robinson's Women's Apparel
Los Angeles, CA.

Rochester Telephone Co.
Rochester, NY.

Village of Rockville Centre
Rockville, NY.

Rodeffer Industries Inc.
Azusa, CA.

Jack Rose Women's Apparel
Ventura, CA.

Rosedale Realty co.
Minneapolis, MN.

Rosenberg's
San Jose, CA.

A. Rosenstiel
Beverly Hills, CA.

Louis Roth Men's Wear Showroom
Los Angeles, CA.

The Rouse Company
Baltimore, MD.

Royal Properties Inc.
Phoenix, AZ.

D. Rubin
Santa Monica, CA.
Sachs Furniture
Brooklyn, N.Y.

City of Saginaw
Saginaw, MI.

Sallan Inc. Jewelry
Detroit MI.

Sally’s Women’s Apparel
Conejo Village, CA.

Redevelopment Agency San
Bernardino
Central City Committee and
City of San Bernardino
San Bernardino, CA.

Santa Cambianica/San Antonio
Winery
Los Angeles, CA.

Santa Cruz Port District Commission
Santa Cruz, CA.

Redevelopment Agency of
Santa Monica
Santa Monica, CA.

City of Santa Monica
Santa Monica, CA.

St. Paul, (Greater) Development Inc.
St. Paul, MN.

City of St. Petersburg
St. Petersburg, FL

Sattler’s
Buffalo, NY.

Schiller's Millinery
Detroit MI.

Schulz Investment Co.
San Rafael, CA.
Borough of South Plainfield
South Plainfield, NJ.

City of Springfield
Springfield MA.

Squire of Hollywood,
Hollywood, CA.

John M. Stahl
Los Angeles, CA.

Stan Hall Men's Wear
Los Angeles, CA.

City of Stanton,
Stanton, CA.

Star Market
Honolulu, HI

State National Bank of
El Paso
El Paso, TX.

Stewart-Green Properties
Calgary, ALTA.

W. P. Story
Los Angeles, CA.

Stouffer's
Detroit, MI.

Strawbridge & Clothier
Philadelphia, PA.

Suburban Gas Co.
Pomona, CA.

City of Sunnyvale
Sunnyvale, CA.

T. Suski
New York, NY.

Suzy Millinery
Detroit, MI.

City of Syracuse
Syracuse, N.Y.

Tall Gir Women's Apparel
Detroit, MI.

Texas Electric Co.
Forth Worth, TX.

Thorpe Brothers
Minneapolis, MN.

Tishman Realty & Construction Co.
New York, N Y.

Toar, Inc.
Rochester, NY.

The Town Shop Women's Apparel
Los Angeles, CA.

Toys by Roy
Albuquerque, NM.

Trans-World Savings
San Bernardino, CA.

U-Mac Management Assistance
Santa Ana, Ca.

Uncle Bob's Toy Fair
Minneapolis, MN.

Union Bank
Los Angeles, CA.

United Auto Workers of America
Detroit, MI.

United Housing Foundation
New York, N.Y.
Universal Atlas Cement Company
New Jersey

University Heights Inc.
Cambridge, MA.

The Upjohn Pharmaceutical Co.
Kalamazoo, MI.

Urbana Central Development Co.
Urbana, IL.

U.S. Post Office Dept.
Washington, D.C.

Utah Construction & Mining Co.
San Francisco, CA.

City of Vancouver
Vancouver, B.C.

Verdugo Savings & Loan Association
La Canada, CA.

Walter's Women's Apparel
Minneapolis, MN.

Washington Board of Trade
Washington, D.C.

City of Waterbury,
Waterbury, CT.

Webb & Knapp Inc.
New York, NY.

Weingarten's
Houston, TX.

City of West Covina
West Covina, CA.

West Valley Partnership Inc.
Los Angeles, CA.

Westward Ho Hotel
Phoenix, AZ.

Wieboldt's Dept. Stores
Chicago, IL.

Willmore & Randell
Melbourne, Australia

Winkelman's Women's Apparel
Detroit, MI.

Winrock Enterprises
Little Rock, AK.

City of Woodbridge
Woodbridge, NJ.

Woodbridge Redevelopment Agency
Woodbridge, N.J.

Woolworth's Dept. Stores
City of Woonsocket,
Woonsocket, RI.

World Savings & Loan Association
Lynwood, CA.

Wynn Furniture
Los Angeles, CA.

Zions Cooperative Mercantile
Institute
Salt Lake City, UT

Zukor's Women's Apparel
Los Angeles, CA.
12. APPENDIX "A"

'THE CHARTER OF VIENNA'
(Victor Gruen, 1971)
(with introduction by Tracy Susman and Rose Marie Rabin)
Note To Users

The original document received by UMI contained pages with poor print. Pages were removed at the authors request

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UMI
XII - BIOGRAPHICAL HIGHLIGHTS
BIOGRAPHICAL HIGHLIGHTS - VICTOR GRUEN

1903  Born, July 18 in Vienna, Austria, Victor David Gruenbaum

1918-25  Attended Vienna Technical Institute and Academy of Fine Arts, Vienna, Austria

1923-32  Designer with Melcher & Steiner, Architects, Vienna, Austria

1930  Married Alice Kardos (divorced in 1941)

1932-38  Independent designer, Vienna, Austria

1939  Founded Gruen & Krummeck Partnership, New York, N.Y.

1939-40  Designed Lederer de Paris department store, New York, N.Y.

1941  Produced two Broadway shows with Refugee Artists Group, New York, N.Y.

1941  Moved main office to Los Angeles, California

1943  Became a citizen of the United States

Rudi Baumfeld joined Gruen & Krummeck Partnership, Los Angeles, Calif.

1944  Karl Van Leuven joined Gruen & Krummeck Partnership, Los Angeles, Calif.

1948  Received first license to practice architecture

Designed Milliron department store, Westchester, CA.

1949  Published *How to Live with your Architect*, New York, N.Y.

Store Modernization Institute.

1950  Founded Victor Gruen Associates (later Gruen Associates), Los Angeles, CA.

Edgardo Contini joined Gruen Associates as partner
1951 Married Lazette E. McCormick Van Houten (died in 1962)

1954 Designed Northland Shopping Center, Detroit, MI.
Received American Institute of Architects National Award of Merit (Northland Shopping Center, Detroit, MI)

1956 Ben Southland joined Gruen Associates as partner.

Designed Southdale Shopping Center, Minneapolis, MN.

Received Progressive Architecture Design Award for Urban Redevelopment (Detroit, MI)

1957 Herman Guttman joined Gruen Associates as partner

Received Progressive Architecture Design Award for Planning (Fort Worth, TX)

1958 Designed 1964 world fair proposal, Washington, D.C.

Designed downtown plan, Kalamazoo, MI.

Received Progressive Architecture Design Award for Residential Design (Wilshire Terrace, Los Angeles, CA)

1959 Received Progressive Architecture Design Award for Urban Design (Boston, MA)

1960 Designed Midtown Plaza, Rochester, N.Y.

Published Shopping Towns USA, The Planning of Shopping Centers, with Larry Smith (New York, N.Y. Reinhold Publishing).

1961 Designed Welfare Island Development plan, East Island, N.Y.

Elected fellow, American Institute of Architects.

1962 Elected fellow, International Institute of Arts and Letters

Received Progressive Architecture Citation for Urban Design (Cincinnati, OH)
1963  Married Kemija Theresa Salifhefendiz-Abazz

Beda Zwicker joined Gruen Associates as partner

Published *Statsfornyelse i Forenta Staterna* (Stockholm, Sweden: Bonniers)

1964  Published *The Heart of Our Cities, The Urban Crisis: Diagnosis and Cure* (New York, N.Y.: Simon & Schuster)

1965  Received American Institute of Architects Citations for Excellence in Community Architecture (Fresno, CA, Rochester, N.Y., and Urbana, IL)

1966  Received *Who's Who in America* Significant Contribution to Society Award

Published *New Cities U.S.A.* Washington, D.C., Housing and Urban Development Dept.

1967  Designed city center plan, Valencia, CA

Founded Victor Gruen International, Vienna, Austria

1968  Retired from Gruen Associates

Founded Victor Gruen Foundation for Environmental Planning, Los Angeles, CA.

1970  Designed Universite Catholique de Louvain, Louvain, Belgium

1971  Designed city plan, Vienna, Austria

1972  Designed Glatt shopping center, Zurich, Switzerland

Received Preise de Stadt Wien

Published *Downfall and Rebirth of City Cores on Both Sides of the Atlantic* (Los Angeles, CA, Victor Gruen Foundation for Environmental Planning)
1973

Founded Zentrum fur Umweltplanung, Vienna, Austria

Published *Centers for the Urban Environment, Survival of the Cities* New York, N.Y. Van Nostrand Reinhold Co.

Published *Meine Alte Schuhschachtel, Schriften aus den zwanziger Jahren* (Vienna, Austria: Europa Verlags-AG)

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