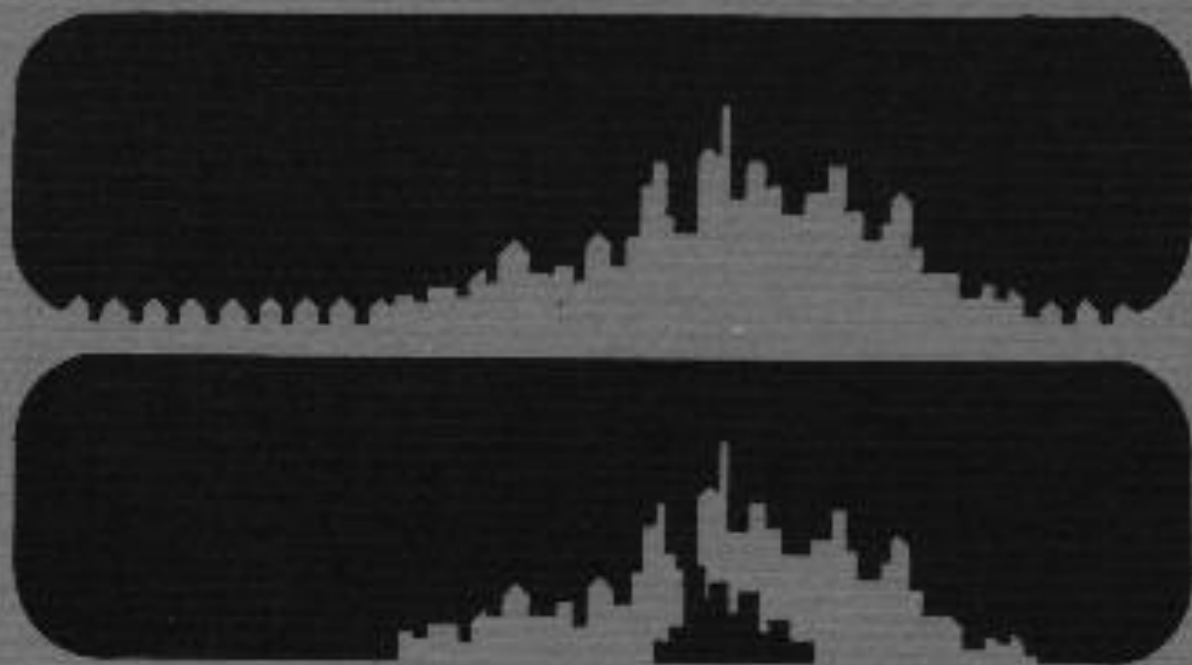


CENTER FOR NEW TOWNS

GRADUATE WORK THAT BECAME MY TEMPLATE FOR THE NEXT 50 YEARS

I did further graduate work by starting a Consortia for New Towns: The board consisted of The Lt Governor, Rockwell President of Colorado National Bank, Hank Perry a developer, Dwane Nuzem dean of Architecture and President of John's Manville. This group got started when I met the President of John's Manville on the elevator of Brooks Tower where I lived on the 40th Floor. He was in the process of moving their world headquarters to Denver. On the elevator I asked him why he purchased 10,000 acres in Denver and we started talking about new Towns. He put this group together and let me fly around the USA on the company jet to meet new town developers. I learned there was no conductor of these huge orchestras and began my career as a *packager* of venture. In other words I wrote the sheet music (Business Plan) for the orchestration required. I also did my Master's Thesis on a New Ski Village. Most of the work you see here, stems from this background



. . . It's unnecessary to restate the problem. Everybody recognizes the threat to our natural environment. We're all aware of the condition of our cities.

Everyone is also pretty familiar with what has been done about these problems:

Urban renewal — a costly solution that merely attempts to modernize and redistribute.

Suburbanization — a solution which attempts to respond to man's dissatisfaction with the urban community by moving him out to the fringes of the city, into the country, into the hills and forests. Needless to say, this trend results in a waste of valuable agricultural and recreational land. It wastes energy. It burdens the utility systems and transportation networks. And the suburban development provides *less* of a sense of community than the city did.

Perhaps the primary reason why these and other standard solutions do not really provide a better urban environment is due to our insistence upon *reworking the already wrecked metropolis*. We expend more energy *repairing than preparing*.

The city which today is so large and unmanageable, and uncomfortable, was once no more than a gathering of structures. A few buildings grew into a village, expanded into a town, and eventually became a metropolis. If the metropolis has ceased being a pleasant place in which to live, no one in particular is to blame. No one ever *planned* for it to be a metropolis.



At no stage in its growth from a village, to a town, to a city, did anyone intend for the community to grow to mammoth size, to grow out of proportion. And to attempt to rework a city which was never planned to be a city is an expensive and hopeless endeavor.

Business, industry, and government acknowledge the need for preparing, as opposed to repairing. Starting immediately, they shall be exploring means of implementing new approaches to urban systems.

Necessarily, they will have to study ways to build *new towns* — urban systems that are planned from the start to be urban systems.

The *Center for New Towns*, as its name implies, concerns itself with just that approach. The *Center* joins business, industry, and government in recognizing that new towns are the best alternative to urban systems that impose on us an uncomfortable environment.



The new town approach is not a new one — the earliest civilizations planned their communities — and yet in the modern era we have done little in the way of true new town planning. We've attempted various experiments, which have generally been unimpressive. They've turned out to be little more than elaborate subdivisions. Or the ventures have failed economically.

The problem hasn't been in the conception, but in the realization. Obviously, business enterprise alone cannot build a new community without the cooperation of government entities. Government alone can't make a success of it without the cooperation of business and industry. In fact, what's needed is a joint effort by government, business, finance, and the physical and social

To achieve its goals, the Center concentrates its efforts on three phases of activity:



INFORMATION

A technology storage and retrieval system . . . establishing lines of communication among experts in various disciplines of urban development . . .

A client seeking data on a specific topic could obtain from the Center *packages of information*, researched and interpreted for him, relieving him of the task of studying an endless supply of available materials.



RESEARCH

A system designed to expand the boundaries of existing knowledge . . .

The Center for New Towns will continually explore new methods, new technologies, new problems that relate to urban development. Experts from the business, governmental and academic communities will participate in this effort, concentrating on the disciplines in which they have personal competence and knowledge.



DISSEMINATION

A system for transmitting knowledge to planners, designers, financiers, educators, and business and governmental decision-makers . . .

This is the Center's most important program, designed to disseminate new towns information to the people who can use that information. Among the Center's activities:

Executive-on-loan programs. A decision-maker is loaned to the Center for six months to a year, where he learns the processes of urban growth. He becomes a consultant to those seeking the services of the Center. He serves as a conveyor of information and expands his own expertise. He and his parent organization benefit from his participation, and the Center in turn gains knowledge from him — a two way process.

Seminars and Conferences. Lectures and discussion sessions where decision-makers make vital contact with experts in various aspects of urban development, encouraging mutual expansion of awareness of the essential issues.

Workshops. Participants concentrate their attention on special topics relating to new towns, and contribute to their own training through active study, field work, and experiential learning.

Consultation Services. The Center provides a ready pool of new town technicians who can apply the Center's knowledge to organizations requesting help.

