

this day. Distinguished examples of early American community design also embraced Annapolis, Williamsburg, Savannah, and a number of communities that have been designed and built under both private and public auspices over the past two centuries. Communities have been built as "company towns" like Hershey, Pa.; as religious centers, like Salt Lake City, Utah; as governmental experiments, like Greenbelt, Md.; and as private developments, like Reston, Va.

Let me assure you that the architectural profession, which is daily confronted with the problems this legislation seeks to meet, is well equipped for the task of revitalizing our cities. Presently, the profession is carrying out all major objectives of the housing laws. We harbor no illusion that the architect is a superhuman who can remake a decaying city in a blinding flash of esthetic inspiration. But, as men who will be intimately involved in the rebuilding process, we assure this subcommittee and the Congress that by working together with politicians, sociologists, engineers, city planners, and others we can arrest the decay that is gripping our metropolitan areas and create an urban architecture worthy of our great Nation.

COMPREHENSIVE CITY DEMONSTRATION PROGRAM

We are extremely enthusiastic about this section of the bill. For the first time, to our knowledge, language has been written into a bill that recognizes the importance of quality of design and construction.

Section 4(c)(2) requires the Secretary of Housing and Urban Development to give maximum consideration, in determining whether a comprehensive city demonstration program is eligible for assistance, to whether "the program will enhance neighborhoods by applying a high standard of design and will, as appropriate, maintain distinctive, natural, historical, and cultural characteristics."

Practically, you might ask, what does the phrase "high standard of design" mean to an architect and how would this ideal be translated by a demonstration city? Primarily "design" is the function of an architect, and he applies the methods of design to creating man's total environment. The solution to the very existence of our cities lie basically in the architect's ability to design these complexes of buildings and related services so they will function and serve man rather than stifle him. "High standards" are the rules for the measure of quality. This quality we attempt to produce with our knowledge, dedication, and skill.

Our activities in increasing the public awareness of, and demand for, excellence in architecture and community design are supported by a swelling tide of interest. In the demonstration cities program lies the unprecedented opportunity of contemporary times for transmitting to this great movement the efficiency and beauty of which our profession and this Nation are capable.

Section 4(c)(3) further directs the Secretary to give maximum consideration, in determining whether a comprehensive city demonstration program is eligible for assistance, to whether "the program is designed to make maximum use of new and improved technology and design, including cost reduction techniques."

Writing this into the proposed law will insure that the demonstration cities will be truly demonstrative of good quality construction and design at reasonable cost.