

# C.S. Council both experienced, aware

**Editor's note:** The following article briefly outlines the background of College Station's city councilmen and city manager, and summarizes their individual special concerns within city government.

City Mayor **LARRY BRAVENEC**, 40, of College Station, is an accounting professor at Texas A&M University. He served two terms on the city council before becoming mayor in 1976.

On the council Bravenec's major concerns have included planning a city civic center, improving the city's park system and controlling the city's growth.

Councilwoman **ANNE HAZEN**, 46, is one of two women on the council. She works for the city school system as a school nurse and is in her second term on the council. Hazen is also a member of the College Station Safety Committee and the League of Women Voters.

While on the council she has pushed for controlled city growth and "responsible government."

Councilman **LARRY RINGER**, 39, is a statistics professor and researcher at Texas A&M. He is president of the city's recreation council. He is also an active member of the College Station Board of Adjust-

ment, the city's tax appraisal review board.

As a councilman Ringer has shown special interest in the city's parking problems, especially in the Northgate shopping area. He has also pushed for improvements in city zoning.

**HOMER ADAMS**, 54, has been a councilman for six years. He owns Adams Transfer and Storage Co.

Adams' major concern as a councilman has been the utility contract problems the city faces and will face in the future.

Councilman **JAMES H. DOZIER**, 54, is an associate professor in the Department of Finance at Texas A&M and is a practicing attorney in addition to serving on the council.

Dozier has also served as the College Station city attorney. His interests include adopting a better zoning system, building more and better bikeways and sidewalks in critical areas of the city, and operating city government more efficiently.

Councilman **GARY HALTER** is an associate professor in political science at Texas A&M. Within the political science department he specializes in city planning, city finance and city law.

Halter's interests as a councilman include controlled growth of the city, with special emphasis on zoning problems, and "a well-run city government in general."

Councilwoman **PAT BROUGHTON** decided to run for her council post after she led a successful campaign to have the zoning of her neighborhood changed.

Broughton was born and raised in College Station. She says she has the advantage of having the time to devote to being on the council, which other people might not. Her main interest as a member of the council remains city zoning. She says she wants to maintain a zoning policy which respects people as well as businesses.

City Manager **NORTH BARDELL** has held his position since 1974. He says his primary goal is to provide good basic services to the people of College Station at a reasonable cost.

Before becoming city manager Bardell served on the faculty of Texas A&M for 20 years. He has a masters degree in civil engineering from Texas A&M.

Bardell says that the present council is a good one because the council members "are very aware and are willing to listen to everyone."



People go to eat, socialize, play pinball

## Recycling boom in United States slows down throwaway generation

**United Press International**  
WASHINGTON — Some Americans are losing their reputation as the throwaway generation. They earned \$45 million last year by recycling 6.1 billion aluminum beverage cans.

To increase both figures, the aluminum industry has started a nationwide 24-hour-a-day toll-free

number people can call to learn the location of their nearest recycling center.

More than 2,200 such centers exist in 49 states, excluding Alaska. Some areas have mobile vans that stop periodically at neighborhood shopping malls.

Most centers are run by aluminum companies, but some are

operated by local civic and environmental groups.

Most pay up to 17 cents per pound — the equivalent of about 23 all-aluminum beverage cans.

Recycling aluminum cans is a particularly big energy saver, says the Aluminum Association. It takes 95 percent less energy to produce the metal from used cans than from ore.

**By FREDERICK M. WINSHIP**  
*United Press International*

Major shopping malls are being built across the nation at the unflagging rate of about 30 a year, an extension of the good life for many Americans but a pox on the landscape to others.

Some critics view malls, a \$200 billion-a-year-plus business, as a preview of 21st century life, dehumanized by strictly controlled environments that lack variety, a sense of place, and most importantly a feeling of nature and unlimited space. They rank malls with television as the greatest transformers of American lifestyle since World War II.

There are about 19,000 shopping malls and plazas in the United States, according to the count of the International Council of Shopping Centers. Since the late 1960s, construction emphasis has been on climate controlled, enclosed malls and there are now more than 1,000 of these, of which 200 are huge regional operations each taking up a million square feet of space and grossing upward of \$100 million annually.

**THE MALLING OF AMERICA** probably will continue past the saturation point. A few malls already have succumbed to competition and others — those with 200 stores or more — probably have reached their maximum efficiency. But a trend has surfaced toward smaller, more specialized malls, better suited for urban downtowns than suburban communities.

"Suburban malls obviously have had a big impact on forcing business away from cities," said Arthur H. Schein of Boston, a leading mall architect. "But cities are becoming a viable place to build malls and malls are moving into the vacuum. It's desirable and there's a trend. And I don't think it's just to combat the suburban malls."

Michael P. Buckley of Hartford, design developer for The Market, says it offers "a view of the future."

"Downtowns offer the greatest diversity, the greatest landscape experience, and the street systems already are in place. Downtown is where the action is today," Buckley said.

One of the newest urban projects is Philadelphia's Gallery, a 125-store

multi-level mall in the shadow of City hall which has set a record for urban mall sales since it opened last August. State Street, one of Chicago's main shopping thoroughfares, is currently being malled for completion next year.

A 1 million-square-foot enclosed mall is the most important element of a \$250 million urban renewal program that is expected to change the face of downtown Stamford, Conn. Even so, the majority of the malls listed for completion by the ICSC in 1979 and 1980 are still located near, not in, cities, and just off main highways.

"The only thing that will ever limit mall building is what can be accommodated in the term of vehicles," Buckley pointed out. Urban malls have it over suburban in this respect, since about 70 per cent of their customers use public transportation.

Auto traffic engendered by malls has always resulted in some opposition to their construction from neighboring landowners, conservationists, and environmentalists, but most malls have gotten built just the same. One of the reasons is that malls provide main streets or market places, not unlike the agoras of ancient Greece, for suburban areas that had none.

**SHOPPING IS ONLY** one attraction of malls, according to a survey of visitors to Westroads, which was built on 40 acres of cornfields near Omaha, Neb., 10 years ago. People go there to eat and socialize, too, and to play pinball and attend concerts and art shows sponsored by the mall. A few malls have chapels that are popular for weddings.

"You can get anything you want out here," said a 19-year-old Omaha man on the lookout for pretty girls at Westroads, the biggest mall between Chicago and Denver.

A cheerleader from Avoca, Iowa, 60 miles away, who came to buy special shoes and other equipment, said, "We have no other place to go, except Des Moines, and that's farther." A mother said she came with her children to eat at fast food stores and "end up eating at two or three places."

Malls often are the only place for suburban youth to meet and occasionally to roughhouse, but malls are generally well policed by both

local police and private security guards and there seems to be little trouble. Police in suburban Troy, Mich., report that shop-lifting, car theft and other crimes at Somerset Mall, known as the Fifth Avenue of the Midwest, are "minimal." Customers say they feel safe and hardly ever venture into downtown Detroit, which has a reputation for street crime.

Although generally dependant on customers who live within 15 minutes driving distance, malls also can be tourist attractions. Alfred Barr, general manager of 150-store Lenox Square on Peachtree Road in Atlanta, Ga., claims 40 per cent of the shoppers are tourists — the highest percentage in the country.

Yet malls can be a boon to homeowners. Crestwood, a suburb of St. Louis, has a strong tax base as a result of the 1-cent sales tax that brings in more than \$1 million a year to the city, mostly from the Crestwood Plaza mall. Thus the Plaza has raised the value of Crestwood residences, made excellent municipal services possible, and kept the local tax rate low.

**SOME 50 COMPANIES** dominate the developing, owning and managing of America's malls. Land acquisition and construction often involves more than 60 governmental and environmental agencies and hundreds of hearings, so that it takes four or more years to get a mall out of the planning stage into actuality.

Developers put much effort into attracting "anchor" department stores such as Sears, May Stores, J. C. Penney, E. J. Korvette, and Gimbels, which they feel are vital to success. As John F. Maguire, manager of the \$100 million-a-year King of Prussia, Pa., mall said: "Your major draw is your department stores on a year-in, year-out basis. That is what is going to make you or break you, but you do have to offer a broad spectrum of big and little shops to be a success."

Success is what the malls are all about. Most of them are big moneymakers, failures have been almost nil, and nearly 90 per cent are still owned by the original developers. Since most tenants are on percentage leases (if sales go up, so does the rent), malls tend to offset the inflationary factor and have be-

come favorites of the real estate investment community.

Success may also be the greatest threat to America's traditional life style, according to Gary Winter, city planner for Edina, Minn., near Minneapolis, bemoans the traffic congestion caused by Southdale Mall, which is increasing its 120 shops to 140 next fall. At the same time he praised Southdale for providing regional services.

"Malls succeeded because they approached shopping as an ideal, now they have become too successful, in the way the automobile became too successful," said Pelli who designed shopping centers before he became dean of the School of Architecture. "Malls are great machines. They are so powerful, they overwhelm everything else, and there is nothing strong enough to balance them."

Managers also are emphatic about upkeep and renovation of shops and surrounding property, to keep the aspect of the mall evergreen. Weller, manager of Shoppes Center, Houston, said, "We want part and everybody does their part so no blight is going to happen."

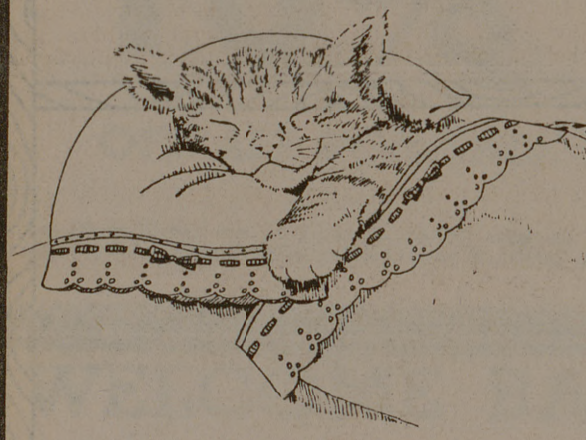
"As a tenant's lease is renewed after a period of time, we're mandating that they remodel," Weller explained. "If they want to be in the center and renew their lease, we'll tell them they have to remodel. Most developers are smart for that nowadays. You've just got to keep up with the competition."

**ACTUALLY THE SUNBELT** is the one newly urbanized area where enclosed shopping malls were developed. City development almost from beginning, Houston's magnificent glass Galleria is representative of malls that are the town squares of the new urban frontier.

Statistics indicate that Americans on the average spend more time in malls than they do anywhere except at home or work. The lavish emporiums that often resemble fortresses adorned with fountains, contemporary sculpture and botanical gardens of profane fancy seem to be a solid fact of American life and economy, paying nearly 5 million jobs and counting for 35 per cent of sales tax revenue.

Whatever their future, the idea of the American mall has spread some 30 foreign countries, and Russia is planning to build a supermall near Moscow in time for the summer Olympics. Now, it's malling of the world.

### The Soft Touch Welcomes The Students Back to College!



**15% OFF**

Any Merchandise  
With Coupon  
(Expires Sept. 2)

The Soft Touch  
707 Texas

846-1972

### Welcome Back to A&M

CARNABY SQUARE LTD.

WOULD LIKE TO INTRODUCE YOU TO "LILY OF FRANCE LINGERIE"

NOW THRU SEPT. 2

BUY A LILY OF FRANCE

BRA

AND YOU'LL GET THE BIKINI

FREE!

LET CARNABY SQUARE LTD.

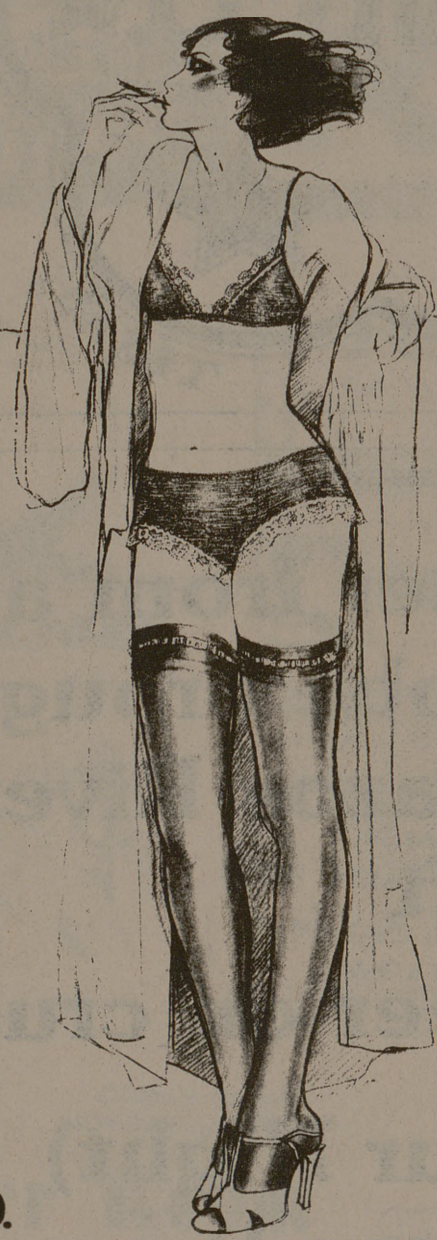
MAKE YOU A

LILY OF FRANCE

WOMAN!

**CARNABY SQUARE LTD.**

CULPEPPER PLAZA  
COLLEGE STATION



LILY OF FRANCE

### FARMER'S MARKET

SANDWICH SHOPPE

Serving Sandwiches &

Submarines

Po-Boys • Reubens • Meatball Sandwiches

Plus Soups & Our Own

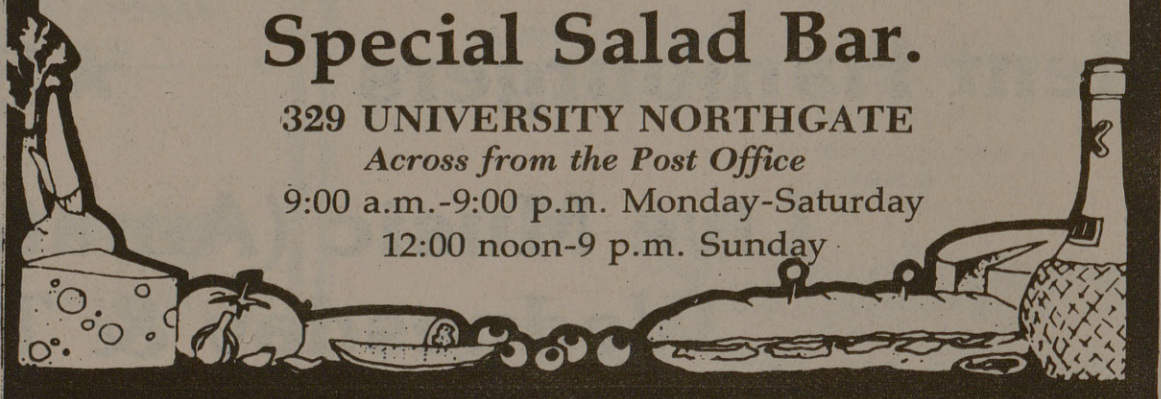
Special Salad Bar.

329 UNIVERSITY NORTHGATE

Across from the Post Office

9:00 a.m.-9:00 p.m. Monday-Saturday

12:00 noon-9 p.m. Sunday



FOR THE WINNERS!

DISCOUNT TROPHY & ENGRAVING  
215 S. MAIN

822

5921