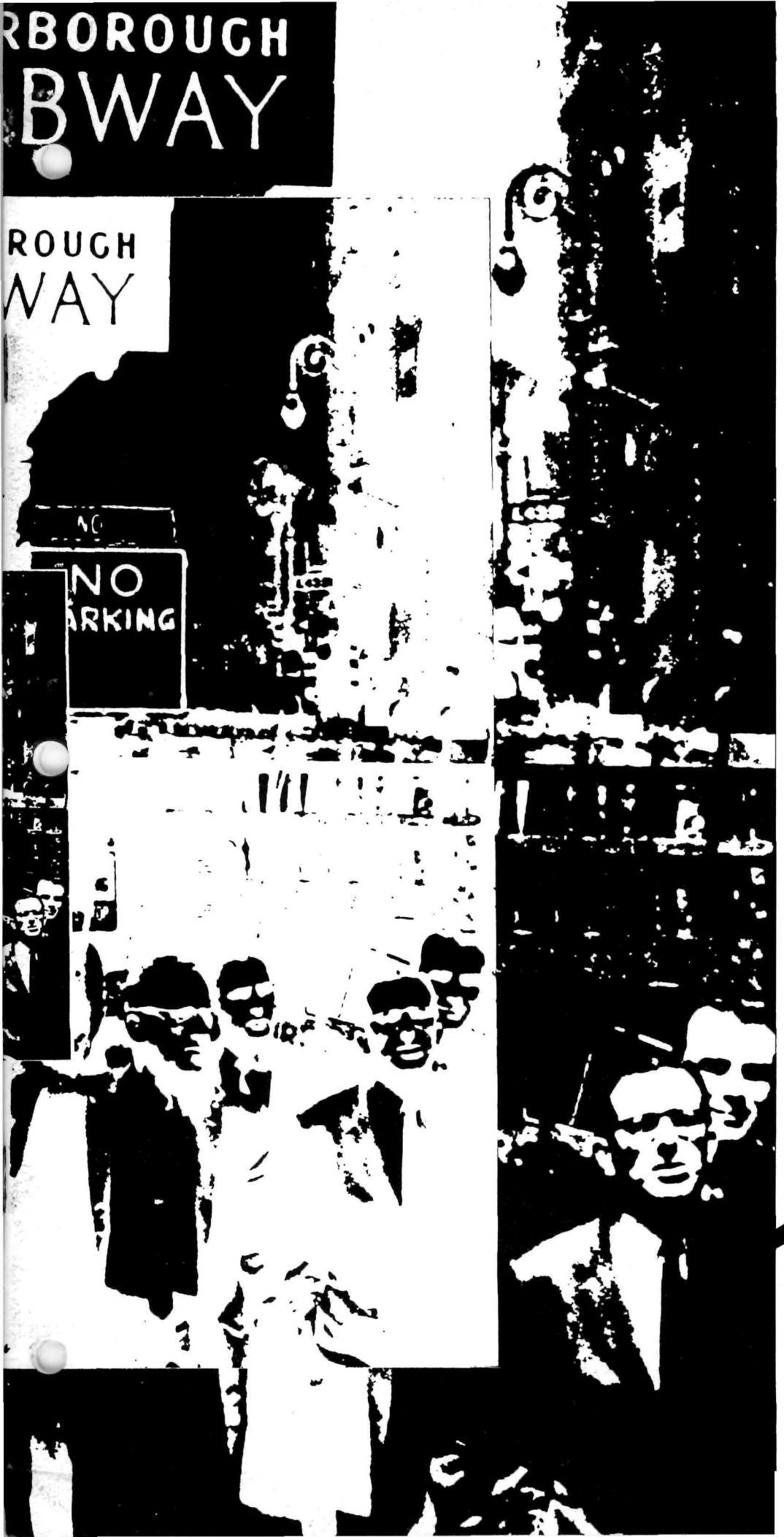

Trends

OCTOBER 1971
VOLUME 8 • NUMBER 4

Trends

A PUBLICATION OF THE PARK PRACTICE PROGRAM

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District Service Printers Inc., Washington, D.C., *Printer*

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The views and opinions expressed in TRENDS are those of the authors and not necessarily those of this publication, the Park Practice Program, its sponsoring and cooperating organizations, agencies or the officers thereof.

Articles concerned with studies, concepts, philosophies and projections related to the many aspects of parks and recreation are invited. Illustrative graphic materials, where necessary or desirable, and a brief biographical sketch of the author should accompany text intended for publication. Send all material intended for publication to:

Editor, TRENDS, Division of State and Private Assistance, NPS, Washington, D.C. 20240

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TRENDS subscriptions: $10, initial, $3.50 renewal.

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Apology

Our apologies to Richard L. Bury, co-author of "Does Recreational Development Pay Off" reprinted in the July issue of TRENDS. Our author page should have stated that Dr. Bury is a member of the Recreation and Parks Department of Texas A&M University.

A PARKS & RECREATION ESSAY

The broad, diverse changes which mark the American scene today are assuming epochal proportions as the country shifts from a predominantly scientific impulse to a more humanistic one. The "Golden Age of Science" with its historic successes in the splitting of the atom and the landing on the moon is itself in eclipse. The shadow of the Russian bear may grow, but no longer can science claim the top dollar. We have discovered that the price of this "scientific progress" has been a growing inhumanity in the bigness and remoteness of our institutions and an accelerating erosion of the sense of identity and self-respect of the individual. We may have learned to dominate our universe, but now we have elected to learn more about ourselves.

I believe that the most casual observer must sense that for the park and recreation profession—its time has come; that the opportunities for the application of its outstanding, unique public services are at hand.

The profession is, however, highly diverse in experience and modest in its own awareness of where it stands and where its future lies. No profession can be truly great unless its practitioners have the vision of the greatness possible in that profession—and the skill and imagination to relate its service to the strongest of man's motivations. Perhaps by reference to some of the lessons of history and the laws of human nature, we can see in the park and recreation profession and its commitment not only the timeliness of its relevance but its potential greatness, a profession that does offer to one's fellowman basically two great services, two great gifts—that of self-discovery and of self-respect.

The Gift of Self-Discovery

Man is a bundle of paradoxes, a delicate balance between antagonistic forces. He is highly individualistic, but he is also a gregarious animal, dependent for life and well-being upon mingling with others of his kind. Like the porcupines, we are keen on huddling together for warmth on a cold day, but even then we "keep our distance."

"No man is an island" and "All men are brothers" may have been theoretical statements before, but in this age of specialization, interdependence, and population density, they are cries for self-preservation. A world in which everyone is in touch must have people in touch with themselves. Where the actions of one can drastically affect the lives of others, it is critical that each person master the skill of empathy, of feeling that which others feel. But such empathy is possible only in one deeply aware of one's own feelings.

Our park and recreation facilities and services serve as a bridge between our human resources and our natural resources. "I feel, therefore I am." To discover and understand oneself, one must be cognizant of one's heritage of the ages, one's intuitions and instincts, one's "humanness," an interplay between man's nature and his environment, an inextricable bond between man and the laws of Nature. The ultimate deprivation of man is his sequestration from or denial of a periodic exposure through our park system to the natural life or wilderness from which he came.

The riots of 1967-1970 were shocking because they represented conflict outside the civilized process, outside the two great institutions of the city—the forum and the market place. For centuries, these have been the primary instruments of communication, of social, economic, and political conflict. With the development of the automobile, the telephone, and the scattering of our leadership throughout the suburbs, there has been a breakdown in communication and the loss of the living person-to-person contact amongst people of many diverse disciplines and ethnic backgrounds, so indispensable to human understanding and creativity.

It is on the ceiling of the Sistine Chapel in the Vatican that one sees the "Creation of Man" by Michelangelo, creation being the act of the personal, human "touch." Our parks and our centers of recreation have replaced the forum and the market-place as the stages upon which the essential function of person-to-person communication and creativity is taking place.

The Gift of Self-Respect

The great confrontations in history have been between the "haves" and the "have-nots." In this Age, the real "have-nots" are not only the poor, but the disenfranchised elements in our modern technological society—those too young to be allowed a voice in our government or in our economic system; and now, most significantly, those unable to participate in a meaningful way in the society they feel they help build or in the economy of which they are part.

After continental expansion had been achieved, after the U.S. world power had been demonstrated, after economic growth came to be assumed, it was not surprising that Americans, especially the young, should seek a new challenge. It was not surprising that this search should turn upon such nonmaterial values as those represented by civil rights, the moral aspects of the war in Vietnam, and the attainment of a "good life" expressed more in terms of the full creative and moral development of the individual man than in any increase of the Gross National Product.

The unpleasantness of a job has nothing to do with whether it is repetitive or not. It depends solely on a man's sense of involvement—on how many parts of the man are used and how well they are being used. If only a part of a man is being used, the salvation of his sanity depends on what he himself does with the unwanted parts. It is the horror of emptiness, of lack of purpose, far more than economic privation or political injustice, that drives people to seek revolutionary change.

"Pride in work" and "Pride in self" have lost much of their relevance now that the forests are hewn and the frontier swallowed up. "Hard work" has become "efficiency," and "success" has become "bigness." We live in a big society, and there seems to be no way to run a big society with a big economy except by big institutions where work must be simplified and specialized so that it will be easier to plan, control, and direct. This has meant managing people by procedures, reducing individuals to categories, and purring decisions about them through the computer, turning our institutions into faceless bureaucracies. When people are shut off, treated like numbers, excluded from the decisions that affect

their lives and they feel that they cannot influence the organization or bureaucracy that is running things, they no longer count as individuals. They lose their self-respect, their self-esteem.

One of the remarkable facts of human nature is that we really love our neighbors as we love ourselves. In turn, he, who has no respect for himself, has none for others. He hates in others what he hates in himself. It is not the love of self but the hatred of self that is the root of the troubles that afflict us.

In the growing acceptance of the four-day work week, and in the ever increasing use of our parks and recreation centers, Americans see work not as an end, but as a means to earn enough to achieve the sense of fulfillment, identity, and self-respect in their avocation that has been denied them in their vocation.

History has shown that only through the experience of self-discovery and the attainment of self-respect can man effect a constructive balance between society and self, a balance that is the foundation of any culture and the inspiration to man's appetite for continuing self-education.

At a graduation exercise where Albert Schweitzer gave the Commencement Address, he concluded with the statement: "I don't know what your destiny may be, but one thing I do know, the only ones among you who will be really happy are those who have sought and found how to serve." To contribute to the enrichment of the quality of life and the basic culture of communities throughout the nation through the gifts of self-discovery and self-respect, park and recreation professionals must teach the average man how to "survive" in a society whose institutions have become for him so big, so impersonal, so unresponsive, and so inhuman. Such a professional service is of outstanding significance and should enjoy the highest priority in public understanding and support.

Willard W. Brown
Chairman of the Board
National Recreation and Park Association

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Will 10,000,000 people ruin all this?

By Elliott McCleary

Future generations may find it ironic that a company whose symbol is Mickey Mouse should undertake a serious and massive experiment in environmental planning. Yet that is precisely what is happening today in central Florida.

This experiment is unfolding in a magnificent area with untouched swamps and uncounted species of wildlife.

In October the new, 27,400-acre, $300-million **Walt Disney World** near Orlando will open its gates for your inspection and approval—or disapproval.

Walt Disney's successors have done just about everything that time, talent, good will and money can provide to nurture the high hopes their late boss had for Disney World. What they have wrought is unquestionably impressive. Disney World, as distinct from California's Disneyland, is **not** simply an amusement park.

It contains many innovations designed to solve a host of current environmental problems. Other projected innovations give promise that they will someday enhance the planning and development of cities yet unborn.

Moreover, those who guide and guard the Disney legacy are making decisions that may ultimately have a profound influence on mass recreation. Current estimates are that between eight and ten million people will visit Disney World every year. The manner in which they are accommodated, and the imprint they leave on the area, seem certain to have a profound effect on the future decisions of those who manage America's increasingly crowded recreational areas.

California's Disneyland has proved that Florida's Disney World will be able to control pollution on its own land. But just as a large city's concentration of people puts pressure on the environment, so will the urban sprawl Disney World is sure to attract around its borders.

Though it would not be reasonable to oppose a recreation project just because it will attract a lot of people, concentrations of people should be figured into the equation which balances the desirable aspects of mass recreation with the accompanying undesirable aspects.

In the case of Disney World, it seems that its recreational potential and experience in better living make it worth the inevitable undesirable effects of attracting 10 million people per year to one place. But many local people don't agree:

"I think we have the right in Florida to be suspicious of any project of this magnitude," a prominent local conservationist said to me.

Another local resident was even more outspoken: "It will bring enormous traffic and urbanization," he said "and a resulting loss of the flora and fauna that make life down here worth living."

Others worry that Orange County's citrus groves will suffer. Hydrologists and conservationists fear the underground water supply will be adversely affected. Area planning officials, concerned about the rapid urbanization, point out that 120,000 permanent residents will be added to the region.

have been set aside for recreational facilities and vacation housing. Part of the remaining 25,000 acres was purchased as a buffer to discourage infringement by honky-tonk attractions.

Some 5,000 acres of the 7,500-acre conservation area is in the Reedy Creek Swamp, a dense and tangled

formerly a dam-building general in the Army Corps of Engineers, who directed a $7-million water control program on the Disney property. "One of the things essential to him was to make our property usable without interfering with the natural growth of trees, plants and wildlife.

"The history of Florida is a history

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Main Street, U.S.A. at the turn-of-the century is the first stop for guests at the Magic Kingdom. Gingerbread architecture, horseless carriages, horse-drawn streetcars, Penny Arcade, old-fashioned movie theatre, unique shops and restaurants recall America in the 1890's and early 1900's.

For a first-hand report on these and related problems, National Wildlife recently sent me to **Walt Disney World.**

The rolling orange groves, the flat palmetto-dotted cattle pastures and the sand and pine swampland around Orlando belie the presence of Disney. So does the curving, six-mile approach road to Disney World which is bordered by thousands of blooms. Of the 43 square miles that comprise Disney World, only 100 acres are given over to the "Magic Kingdom," or "theme park," which is the heart of the area. An additional 2,500 acres

forestland of virgin cypresses, palms, pines, vines and orchids; of huge, flapping birds, cranes and turtles, ospreys and eagles, deer and panthers, black bears, and alligators. Every wild bird and animal species of inland, central Florida lives here, with room to survive and reproduce.

Five leading conservationists, among them National Wildlife Federation Executive Director Thomas L. Kimball, have advised and guided the conservation planning.

"I don't need to tell you about Walt Disney's love of nature and animals," says William E. Potter,

of overdrainage, but we have developed probably the most complete and sophisticated plan of water reclamation on any large piece of property in the United States. This program enables us to control flooding while at the same time preserving the normal water table," explains Potter. "We can now move flood waters off the upper property and down into the lower swamp. We then release the water gradually so as not to harm the area below our property, but quickly enough so as not to disturb the natural plant and animal life or the ecology of the swamp area."

Seventeen self-regulating dams of French design permit water levels to be raised and lowered to approximate natural fluctuations. In addition to some 40 miles of canals, the Reedy Creek Improvement District, whose boundaries approximate those of the Disney property, built a protective dike around Disney World. This helps to retain flood waters in the conservation area. It also guards against possible pollution from incoming waters. Normally, water draining a 99-square-mile area to the north drains into Disney World at 11 different points. It is, however, monitored daily, and can be refused if water quality falls below acceptable standards.

Elsewhere, hundreds of acres are devoted to parking lots, a motel area (in a new town, Buena Vista), hotels, golf courses, stables for 300 horses, bridle trails, nature paths, tennis courts, a camping area, an area of vacation townhouses and apartments to be known as "Recreacres," and Bay Lake, where visitors will swim and sail.

The aesthetic aspects of Disney World are under the control of a team of 600 artists, engineers and architects. Among their pet hates: signs. "They won't let us put a sign inside the park," a key employee complains with grudging admiration, "except for 'Men' and 'Women.'" When you reach the "Magic Kingdom" theme park that is the core of Disney World, you don a hard hat and walk gingerly. Swinging cranes and scaffolding are overhead, and scurrying vehicles are right and left, whether the territory is Main Street U.S.A., Adventureland, Frontierland or Liberty Square.

Blinking in the Florida sunshine, listening above the roar of machinery to construction chief Joe Fowler, one wonders where fantasy ends and reality begins. Is this chewed-up growth on the landscape not the worst despoilment in the history of an abused state? It easily could have been. Or, as Joe Fowler seems to imply, is America about to find solutions to some of its major environmental problems here?

The latter proposition is hard to choke down. But Joe Fowler, a practical and articulate retired U.S. Navy admiral and shipbuilder, is persuasive:

"Walt Disney World," he explains, "like a perennial world's fair, will be a showcase and a proving ground for U.S. industry's best efforts to improve the environment. An example is the striking contemporary hotel being erected near the theme park by U.S. Steel. Each of the hotel's self-contained, lightweight family-size modular units is completely built offsite and hoisted into place by crane, in an experiment to cut the high cost of housing. Another example is the monorail train deliberately built way beyond the necessities as an amusement device," says Fowler, "with sharp curves, steep grades, etc.—to show that it could be used in a city as a fast means of transportation."

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Visitors to Disney World's Magic Kingdom theme park can climb into the top of the 60-foot-tall Swiss Family Island Treehouse and view theme park. The Treehouse is made from 200 tons of concrete and steel and decorated with 800,000 realistic looking plastic leaves.

Monsanto, General Electric, AT&T and RCA are among 88 companies working with Disney World in the inauguration of tomorrow's devices. Technology, which has done so much

to pollute and destroy the environment, could partially redeem itself here. Or so it now seems.

The visitor to Magic Kingdom is freed from the annoyance of the automobile. He parks his own car in a lot over a mile away and is transported to this site by silent trams or boats powered by compressed, low-sulphur natural gas.

"Furthermore," adds Joe Fowler, "we've moved our theme park delivery traffic underground, leaving streets free for people."

Under Main Street, for example, there is a storage level, and below that a street. The latter handles non-polluting, electric autos and food trucks, as well as vehicles carrying Disney personnel.

There will be no garbage trucks chomping refuse and blocking service traffic, even in the tunnels. Wet garbage will be ground up and sluiced into the sewage system.

Trash, paper cups, tin cans and bottles will be whisked to a central collecting point by underground pneumatic tubes from 19 dumping stations.

As I was driven about in a bouncing Jeep, I saw many examples of advanced products and methods that would be banned in the average community by obsolete building codes. The modular construction of the hotels was one example, as was the compressed air trash removal system, and the lightweight, flexible, easy-to-install plastic waterpipes and reinforced polyester storm sewers.

Under customary codes, I was informed, Disney World just couldn't have been built. But Disney World has been allowed to formulate its own building code—a model that is already exciting national interest.

"Building codes are in awful shape," says Joe Fowler. "There's no conformity in what is allowed, often not even within a single city. The results are argumentative, expensive, dangerous. We've unified codes and brought them up to date."

Regulations call for a fire sprinkler system in every building and even homes, and all electric and communications lines must be buried. The code will be particularly helpful in the construction of EPCOT, the futuristic town to be built in Disney World in six or seven years.

The Experimental Prototype Community of Tomorrow (EPCOT) will feature a 45-acre downtown center, completely enclosed for climate control, with pedestrian, automobile and truck traffic and rapid transit systems operating on different levels of the city. It will be a living community for 20,000 people, with homes, schools, churches and green belts. It won't simply be a company town. Anyone will be welcome, says Joe Fowler.

Another newsworthy facet of Disney World is the $19-million utility network large enough for a city of 35,000, capable of serving up to 80,000 theme park visitors. The effluent from its three-stage "activated sludge" plant will be chlorinated and clear to the eye, with 97 percent of suspended solids removed. Nitrates and phosphates in the effluent water, released into a lake, could stimulate detrimental algae and weed growth, thereby creating a problem familiar to almost EVERY American, "over-enrichment." So instead the water will be used to spray-irrigate Disney World's golf courses and, ultimately, a projected experimental farm of 600 acres.

Helped by University of Florida agricultural experts, Disney people hope to demonstrate how American communities can render sewage harmless and even profitable. Their concept has already been proved in year-round effluent spray-irrigation of trees in Pennsylvania.

Some waste water from the sewage plant will be recycled and used to combat air pollution. It will be sprayed onto stack gases emerging from the central incinerator and will wet down fly ash emerging from the furnace. The captured fly ash will then be used in the sewage plant as a flocculent to clarify effluent. Sludge from the sewage plant and ashes from the incinerator will find good use on Disney World grounds as soil conditioner, fertilizer and landfill.

Storm sewage is designed to save water and prevent pollution. Thus, rain water collected from roofs, together with clean water used in amusement rides, will flow into Bay Lake. Runoff from paved areas, such as parking lots, will discharge into holding ponds where floating oils and wastes will be skimmed or screened out.

Disney World will buy some electric power, but will produce most of its own—and at a saving. Two 8,000-horsepower Canadian jet fighter engines burning low-sulphur natural gas will thrust 1500-degree air through turbines driving electric generators.

The average power plant would discard the waste heat into water withdrawn from and emptied into a nearby stream, thereby causing thermal pollution. At the Disney energy plant, however, over half the waste heat is captured by huge boilers producing 400-degree water. Energy from the water is employed in a lithium bromide chemical process to chill water for air conditioning systems throughout the theme park.

Utility lines for hot and chilled water, and compressed air for electricity and communications, are hung in utility tunnels beneath theme park streets. This reduces the cost of repair and maintenance. The cost of the utility system has not been much more than that of a conventional system for a city of 35,000, and that cost includes labor-saving automatic equipment and monitoring devices.

In discussing insect control, entomologist Fred Harden explains, "we'll only treat where and when it's absolutely necessary. We won't spray everything every Monday and Friday."

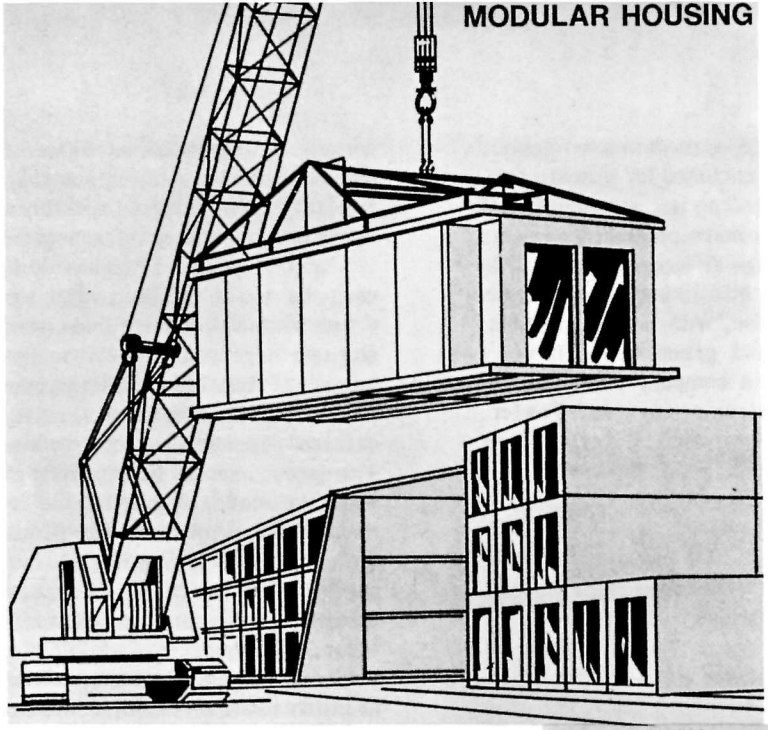
Mosquitos are expected to be the chief problem. They will be discouraged by such means as manipulating the area water level to upset hatching conditions; and, if necessary, by using fine oil rather than poison on ponds to eliminate larvae. Diabrom and malathion, rather than "hard" chemicals like DDT, will be used for spraying. They will be employed in such microscopic droplets that one-half ounce of diabrom or three ounces of malathion will cover an acre.

Fish, which eat mosquitos, will be maintained during droughts by digging fish holes in ponds and lagoons.

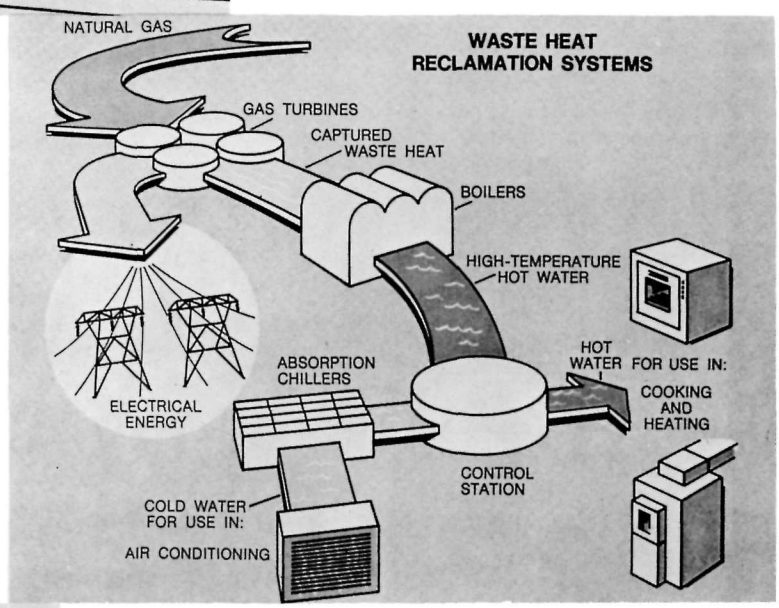
To control mosquitos and maintain fish is one thing; to control human beings and maintain environmental quality, quite another.

There are skeptics who doubt that the job can be done. The influx of humanity, they say, will simply be too great. The abuses, they contend, cannot be prevented or even successfully contained.

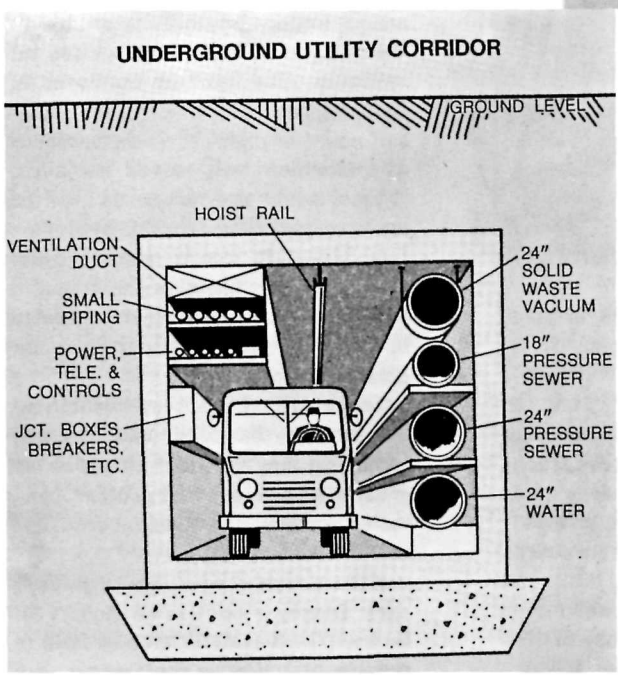
"The trouble with the skeptics," says Disney executive Robert B. Hicks, "is that they have no faith in people. . . . If you don't work on a



One of Disney World's innovations is the hotel which is located near the theme park. Every one of the hotel's self-contained, lightweight, family-size living units is built completely off-site and hoisted into place by crane in an experiment to cut the high cost of housing.



Two jet fighter engines run on cleanburning natural gas to produce most of Disney World's electricity. Energy from the waste heat is captured and passed through boilers, heating water to high temperatures. The hot water is used for cooking and heating of buildings. A chemical process derives cold water for air conditioning.



Cross section of underground utilidor shows separate storm sewage. Clean water from roofs and amusement rides runs into Bay Lake. Oily runoff water from parking lots goes into holding ponds for treatment.

Illustrations Copyright WALT DISNEY PRODUCTIONS

problem, you never solve it. The skeptics give up before they start. We're trying to set an example of good development—in planing, use of space, water control, pollution prevention, building codes, conservation, etc. We're providing blueprints that others can follow, if they wish to."

National Wildlife Federation Director Thomas L. Kimball sums up:

"This will be a real test before the world—to demonstrate whether planning and technology can create a new urban area where man can live without destroying his environment. He must do so if he is to survive.

"The added cost of environmental protection on this $300-million project was only about $15 million, or five percent. If a profit-oriented company like Disney can make the plan work, there is no reason why the same thing can't be done all over America. We have the techniques to protect our environment; developers and governments should be required to use them.

"If the Disney experiment succeeds—and only time will tell—it could be a big step forward for all of us."

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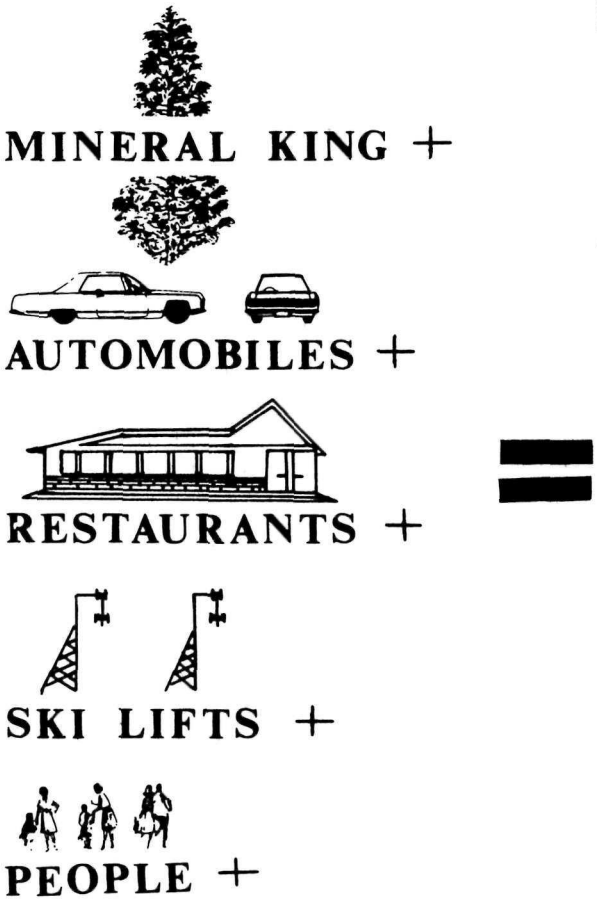
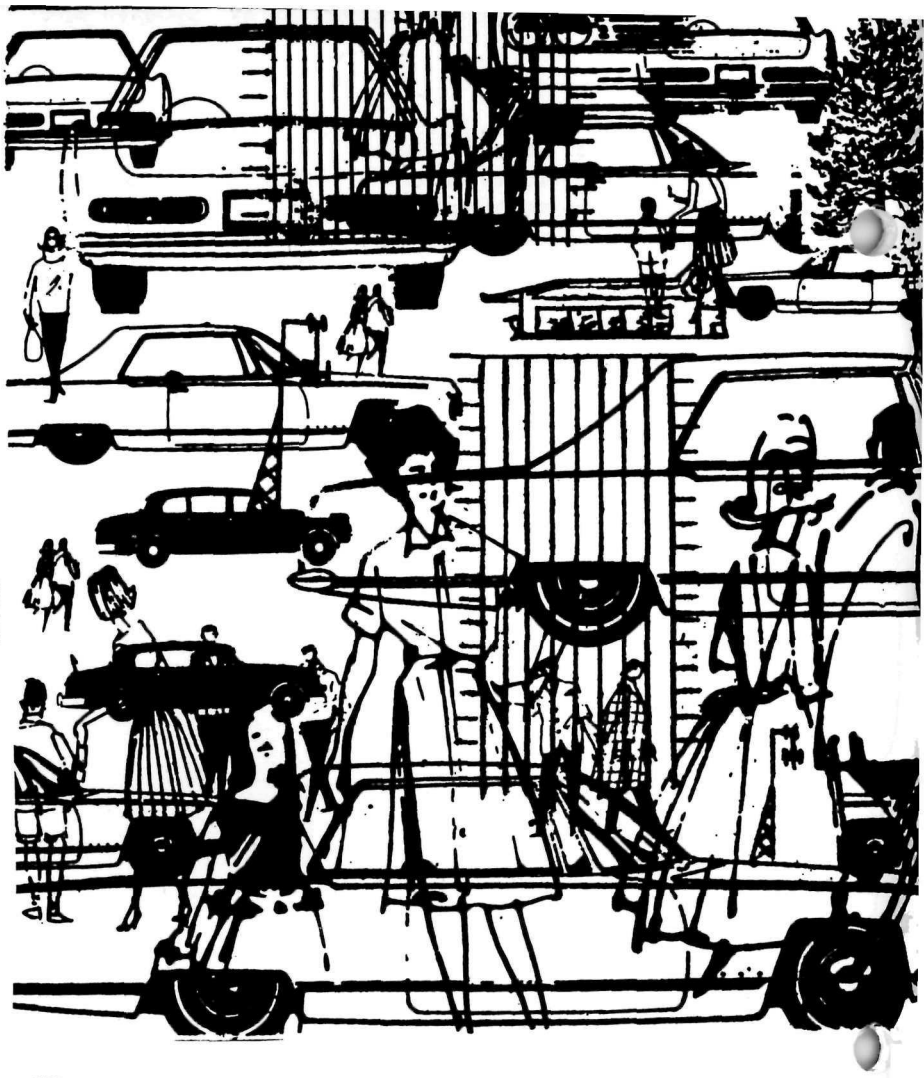
A Dixieland band entertains on the trip along Rivers of America. In the background is the Haunted Mansion. Rivers of America is part of the Magic Kingdom, focal point of the 2,500-acre Disney World Vacation Kingdom in Central Florida.

ELLIOTT H. McCLEARY

As a free-lance writer-editor, Mr. McCleary has written articles on a variety of subjects for such magazines as READER'S DIGEST, McCALL'S, LADIES HOME JOURNAL, POPULAR MECHANICS, TODAY'S HEALTH and NATIONAL WILDLIFE. He has also served as editor for the CNA Financial Corporation publication, DIRECTION, the American Medical Association magazine, TODAY'S HEALTH, and the Blue Cross Association's BLUEPRINT FOR HEALTH series. Mr. McCleary is the author of MEXICO, a high school social studies textbook to be published by Scott, Foresman in January.





The Disney

Editor's Note

Three thousand miles from Orlando, Florida, Walt Disney Productions is seeking the rights for a recreational development in Mineral King Valley, Sequoia National Forest. This proposal concerns a year-round resort for the people of California. The U.S. Forest Service has described the project as follows:

> "On the site of the old, decaying mining town of Mineral King will rise a new self-contained village bearing the same name. Imaginative in concept and contemporary in design, this carefully planned development will create one of the world's major outdoor recreation facilities in a spectacular valley of the California Sierras. Free of cars and skillfully blended into the alpine setting, Mineral King and its attractions will provide wholesome enjoyment for thousands of American families."

Wesley Marx sees this proposal as a mountain variety of Disneyland and views it and other developments of similar nature as a threat to our natural environment. He comments, "There may well be room for such real estate creativity, particularly in the urban environment, but why Mineral King?"

In the process of his argument, Marx raises what appear to be critical questions for TRENDS readers especially in the light of the McCleary article. We are less concerned here with Disney World and Mineral King specifically than with the value conflict that the two articles present. Do they indicate a difference in priorities? Which one has the better argument? Is there even a basis for comparison between the two? We ask you to consider these questions.—S.D.

By Wesley Marx

Recently, a newspaper headline proclaimed that a "game preserve" would be set aside near my home in Southern California. My heart jumped. For many months, I have belonged to a citizens' group that seeks to protect Southern California's last remaining natural bay, Upper Newport Bay, from being compressed into a boat storage area for luxury waterfront residences. This life-giving estuary lies near my home; I dared to envision a bay sanctuary for blue herons, scallops, young halibut and red-berried California toyon trees. However, the game preserve turned out to be a commercial zoo spectacle called Lion Country Safari. It is being sponsored by the same developer who, with the sympathy of public authorities, makes a paying proposition of the bay. If my faith in land developers is justi-

Courtesy of Sierra Club

Imperative

fied, a game preserve called Grizzly Bear Rodeo is rising in a jungle clearing somewhere in South Africa.

This curious expression of conservation confirms my suspicions about the increasing persuasiveness of a trend I call the Disney Imperative. It is the compulsion to create artificial environments in place of natural environments. Fantasy thus becomes reality, i.e., Lion Country Safari in Orange County, Calif., and residential marinas atop life-giving estuaries. It is a trend particularly attractive to developers on the make as well as to impetuous architects, and it promises to play more hell with the cause of conservation and environmental quality than the fixations of dam builders and lumber harvesters.

I don't want to hold the late Walt Disney responsible for all the aberrations of the Disney Imperative. However, Disney was instrumental in setting a pretty high standard to inspire disciples for many years to come. I don't have Disneyland in mind. That Magic Kingdom in Anaheim was a dress rehearsal, an entertainment if you will, for the precedent-setting application of the Disney Imperative at a place called Mineral King. If you haven't heard of Mineral King, that's to be expected, because, in terms of the Disney Imperative, Mineral King doesn't yet exist—it is still natural. Mineral King is a glacial valley set in California sequoia country. It contains twenty lakes, numerous cascades, incense cedar and bold rock outcroppings. It lies in the Sequoia National Forest, right next door to Sequoia National Park, which gives you some idea of just how unreal it is.

In Disney's later years, Walt Disney Productions submitted a master plan for Mineral King to the Forest Service. "Disney stressed that his master plan is based on the need to preserve Mineral King's natural beauty," declared a Disney press release. That certainly is a laudable objective. This alpine valley is rather rare, being part of the last remaining two percent of land in the United States in the "wild" category. Ostensibly, the spirit of Smokey the Bear, not Donald Duck, would reign. Yet the means of preservation seem odd, to say the least. Forested hills are to be stripped to make way for ski slopes serviced by fourteen lifts. Mountain peaks will be topped with restaurants. The valley floor will provide space for a conference center, two hotels, a cafeteria, a skating rink, a chapel,

convenience shops and a heliport. For some reason, this sounds more like a plush ski resort than natural beauty preserved. Just where does preservation come in? In response, the press release declares that Walt Disney Productions "would preserve the area's natural character by camouflaging ski lifts, situating the village so that it will not be seen from the valley entrance, and putting service areas in a 60,000-square-foot underground facility beneath the village." Remember the alpine trees and the bold rock outcroppings? "Stout columns of timber and concrete set with stones brought up from a nearby quarry will establish the American-Alpine style," declares Disney Productions.

"Preservation" thus becomes an outdoor type of interior decoration to provide a contrived environment. The bulldozers become sculptors' chisels, the road graders become paint brushes, and the chain saws on the tree slopes become magic wands. Nothing cheap like colored snow or litter baskets in the shape of tree stumps. Wilderness is not being desecrated; it is just being out-charmed. The result is a Swiss ski resort 55 miles from Visalia, Calif., a Disneyland with guts. "When I first saw Mineral King more than five years ago," Disney recalled for reporters, "I thought it was one of the most beautiful places in the world, and we want to keep it that way. It is going to be a pleasure to make it even more attractive and accessible so that more people will enjoy its beauty."

There may well be room for such real estate creativity, particularly in the urban environment, but why Mineral King? It is here that one begins to realize that there is more to the Disney Imperative than artistic indulgence. Old-fashioned wilderness preserves don't lend themselves to high-density, high-revenue outdoor activities. While lumber people, mining people and amusement park operators grouse about such public land lying "idle," their buzz saw and pickax enterprise hardly conveys a sense of public service and responsibility. The artificial environment approach, on the other hand, oozes with public service. Skiing interests have been eyeing Mineral King for some time, but their straightforward plans were a bit too brutal even for the Forest Service. About a decade ago, Walt Disney Productions purchased a small amount of private land in Mineral King Valley. After that, came the Disney master plan to make Mineral King "even more attractive and accessible."

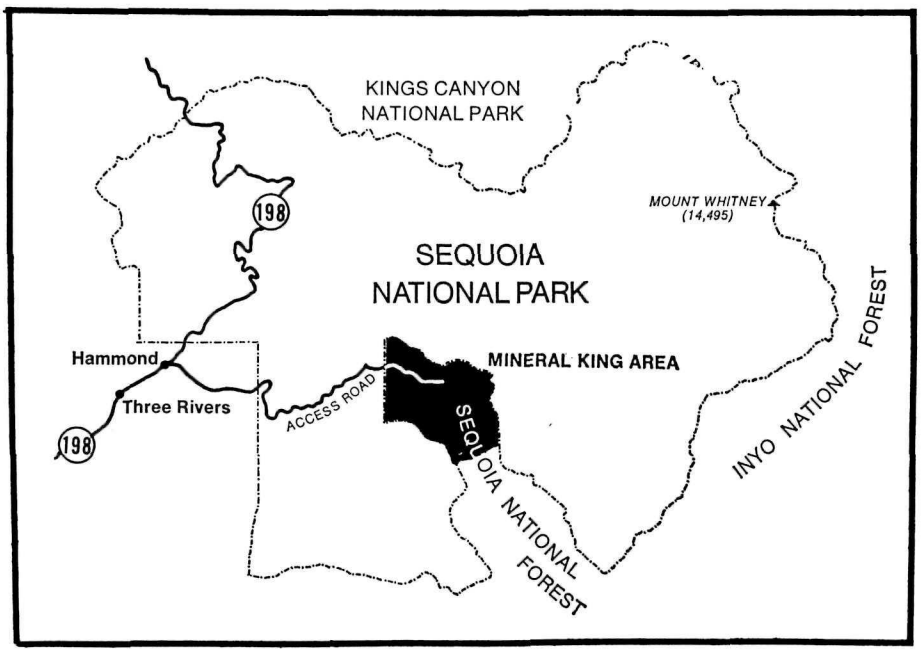
And if a suit brought by the Sierra Club, and now before the courts, does not prevail, that is exactly what they will do. The Forest Service is so excited that it has given Disney Productions a thirty-year lease to indulge in its style of wilderness improvements. Walt Disney Productions expects 2.5 million paying visitors by 1976. The National Park Service, albeit reluctantly, will permit 8 million cubic yards of Sequoia National Park land to be pushed about for a high-speed access highway into Mineral King. The highway, which will undoubtedly become a linear butcher block for mule deer and other unwary pedestrians, will be named the Walt Disney Memorial Highway, if the promoters have their way. While this may be a fitting monument, I wouldn't wish this designation on anybody.

This transformation of wilderness into an artistic profit-making venture doesn't miss any bets. During the summer, the fourteen ski lifts will be available for "hikers, campers and wildlife students." While Walt Disney Productions makes no promises to the effect, I have a hunch that chairborne hikers and wildlife students may find themselves gazing down upon Son of Lion Country Safari.

The Forest Service's willingness to succumb to the Disney Imperative at Mineral King will not be lost on the creators of Six Flags Over Texas, Marineland, Frontierland and other mass-rec promoters. Ski and marina promoters are undoubtedly scanning Forest Service maps and latching onto architects itchy to outdo nature. The ability of the National Park Service to be suckered into this frenzy for

Photo by Allen J. Malmquist

Present Road to Mineral King in Atwell Grove, Sequoia National Park.

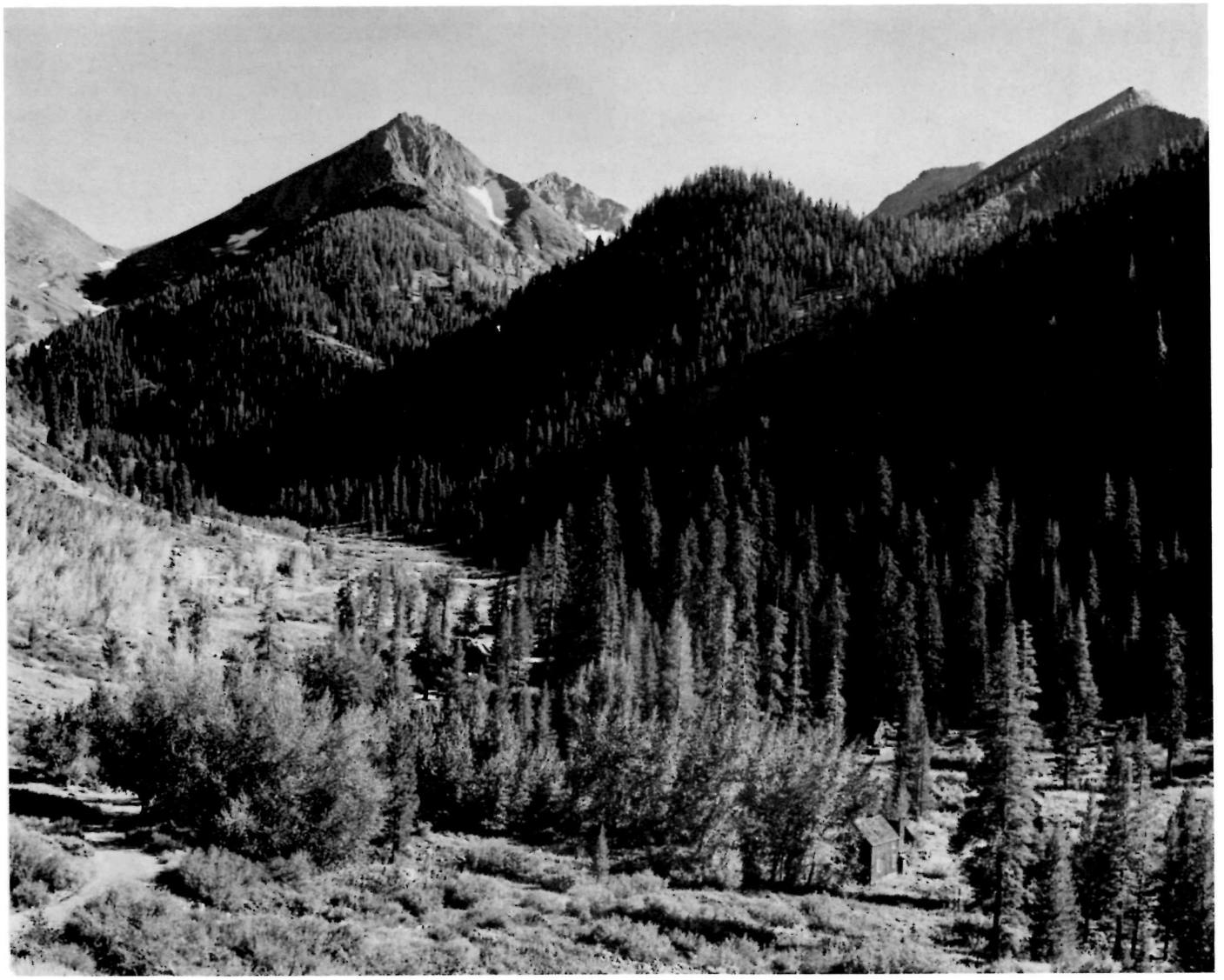


Courtesy of Sierra Club

packaged fantasy is probably not being overlooked either.

Another semi-natural domain in public hands promises to become an even greater victim of the Disney Imperative. I read recently an advertisement in which a landscaping firm was expanding into "underwater landscaping." I wondered if the market for plastic sharks in Bel Air swimming pools was really that large; then I read on. "Specialists in preserving, restoring and creating special effects in the undersea environment utilizing the natural beauty and ecology of the region," explained the advertisement. "We travel anywhere . . . No job too small."

Disney sea is already in the making. The Santa Monica shore consists of a long, spacious beach that abuts the metropolitan Los Angeles area. The present use—public beach—is natural enough, in fact too natural. One agency noted for its inventive verve proposes the creation of a giant marina. A 6-mile-long earth-filled breakwater would protect the boats and be the basis for an artificial, i.e., real, offshore beach. Let's see if you can apply the Disney Imperative by filling in the blank. The breakwater will be topped by -------. The answer is not barnacles but freeway. This perhaps suggests the identity of the fantasy maker: it is the California Division of Highways. The Division would set aside generous shoulders on the proposed Santa Monica Causeway to accommodate marinas, high-rise apartments and other institutions eager to leapfrog public beach frontage and acquire high-revenue footholds on the "idle" nearshore. A sure sign of the Disney Imperative at work is the developer's willingness to defy natural laws. The curtaining off of the nearshore into a still lagoon permits the laying of underwater air hoses to keep the pollution circulating. Curiously enough, the Los Angeles City Council has been reluctant to endorse the Santa Monica Causeway project. The highway people have demonstrated that they don't have closed minds about this thing. They have offered to move the freeway off the causeway



Mineral King Village in trees. *Photo by Allen J. Malmquist*

and onto the present existing beach. To "replace" this beach, underwater artificial reefs would be installed to nurture an artificial offshore beach. The fact that the "perched beach" concept is untested suggests how well the planners are remaining true to the Disney Imperative. Dr. Douglas Inman, of the Scripps Institute of Oceanography, a beach erosion expert, suggests two possible accidents: the shunting of the sand into deep water beyond recovery and the stimulation of potentially destructive waves. However, a consultant on the project, James Dunham of Moffat-Nichol Engineers, sees the "greatest single problem of the entire project" as being a supply of enough earth fill.

Mr. Dunham then goes on to suggest a suitable "borrow pit"; a coastal hill range. And once Mr. Dunham gets going, there is no stopping him. Why not, he asks, borrow from the hills in such manner as to transform them into the site for another freeway and for terraced homes?

Other noted fantasy makers have their own master schemes to improve on the nearshore. Airport planners now realize that the solution to airplane noise is not quieter airplanes but the extension of runways out to sea. These runways, seductively tipped with marinas and beaches, are packaged as complete environments, ostensibly soundproofed. At last count, some twenty coastal cities were considering such seaward intrusions. At this rate, the United States itself may become a borrow pit to accommodate the air age. Once installed, the runways have a way of continually growing outward. Kennedy International Airport, outside New York, is even now proposing to push a super runway out into Jamaica Bay, used from time immemorial as a resting and feeding site for migratory water birds. It is feared that this intrusion might put an end to the entire Atlantic flyway by forcing the birds to make too long a jump. Some people feel that San Francisco Airport and Oakland Airport will finally bisect San Francisco Bay, to form the world's first supersonic runway.

Mineral King Village as proposed by Walt Disney Productions.

Copyright WALT DISNEY PRODUCTIONS

There is no end of ways to reclaim the ocean. I heard one planner talk about the "Real Estate Potentials of Offshore Island Development." His inspiration did not come from traditional islands. He suggests that offshore oil drill platforms can double as real estate if mounted on earth fill. He proposes that these oil-inspired islands be connected to the mainland by causeways, there being no sense in having islands entirely surrounded by water.

Natural islands can also be upgraded by recourse to the Disney Imperative. The owner of one pastoral island off Southern California, Santa Cruz Island (being considered for national park status), plans to dredge out part of the scenic shore to accommodate a marina. But he doesn't call it a marina; he calls it an "artificial fjord." Part of the shore already boasts a vacation camp, Polynesian style. Progressive developers in Tahiti may see the light and erect igloo motels.

The craze to redesign the nearshore, particularly as a luxury boat storage area, suggests that we may soon be able to claim that there are more boats than fish in the offshore waters. The hectic transformation of estuaries into high-revenue environments already promises to sterilize the offshore and the skies above. Some two-thirds of our marine catch, as well as our shore birds, are estuary dependent. Yet the fantasy makers even have a way of capitalizing on this purge: box-office aquariums, featuring seals who can balance rubber balls on their noses.

The most disconcerting fact about the spread of the Disney Imperative is its misdirection. There is a place for well-designed, man-made environments that provide underground services and transportation facilities, achieve thematic architecture, diversify recreational opportunities and create an illusion of beauty and excitement. But this place should be the urban environment, not the prime wilderness. Perhaps the greatest service our conservation agencies can perform in the future will be to tell the devotees of the Disney Imperative to get the hell out of the Mineral Kings and go back to Chicago, New York and Newark. The concepts of compact beauty and illusion that Disney employed in Disneyland deserve much larger application, but not in the role of improving nature.

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WESLEY MARX

An author and lecturer on marine and environmental affairs, Wesley Marx has contributed to a number of publications including ATLANTIC, BULLETIN OF ATOMIC SCIENTISTS, LANDSCAPE ARCHITECTURE and AMERICAN HERITAGE. He is a member of the California Attorney General's Environmental Task Force and among a number of other educational activities has coordinated a course on alternative environmental solutions at the University of California—Irvine Extension. Mr. Marx is the author of the award-winning book, THE FRAIL OCEAN (Coward-McCann, 1968), OIL SPILL! (Sierra Club, November 1971) and is currently preparing a new work to be titled, THE PACIFIC SHORE (E.P. Dutton).

Photo by Jack Rottier

placing a dollar sign on urban parks

By Donald G. Brauer

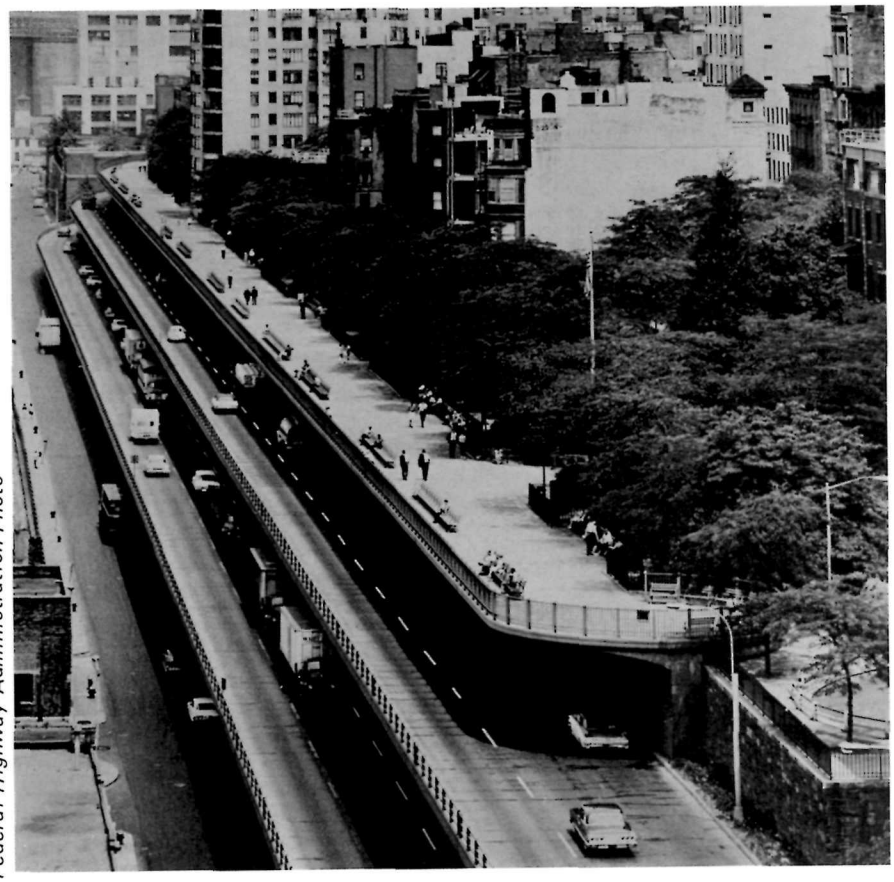
The title suggests a **need** for an economic measure for the value of urban parks and a need suggests the existence of a problem. The problem can be stated very simply:

- Parks and recreation lands represent a most convenient and desirable right-of-way for urban freeways and will logically suffer *significant losses.*
- Since parks are not bought and sold in the market place, compensation cannot be based on market value and specific awards will be based *more on what the park is not,* or what it might be (industrial, commercial, multiple, etc.), than what it is—a recreation resource. Textbooks, studies, and practice provide *all the evidence necessary to prove* that a highway (and much of the rest of our urban environment) is designed on the factual and statistical application of three criteria:

1. **Efficiency:** Call it effectiveness if you like.
2. **Economy:** Quite a complicated criteria when you consider that it must be applied to maintenance, operations, and user expense in addition to the one-time acquisition and construction costs.
3. **Safety:** While we don't actually calculate the "value" of human life, we nevertheless go to considerable expense and lose considerable efficiency in many instances in the name of safety.

If you are surprised by the absence of criteria concerned with environment, sociology, beautification and the like, remember these considerations are not primary criteria, not even secondary. Efforts towards an environmental approach today represent no more than token acknowledgment of broader social problems in urban design and will have little effect on highway location or design for many years. The simple logistics of manpower (a fraction of a percent of the total highway design staff), budget (a minute sum for landscape cosmetics to hide the blight), and awareness (appalling apathy and indifference), rule out any significant impact on highway design in the forseeable future. If there is to be any significant impact on highway design, it must be made where there is real sensitivity—in the pocketbook! In any event, the die is cast in many cities, and few significant departures from present plans will be made.

Taking a good look at any city with a complete system of park and recreation facilities, it is difficult to find any **better** right-of-way than in its parks. Let's see how parks stack up against the three design criteria.



Federal Highway Administration Photo

A park is created in New York City above the Brooklyn-Queens Expressway. Is this the only alternative left for parks in urban areas?

Efficiency

If the park system is well designed, most parks are where the people begin their trips, and generally along the logical desire lines between. Parks complement major topographic or geographic forms, have helped to shape development patterns and land uses, and frequently are themselves generators of large volumes of traffic.

Think how much faster and more efficiently a few large tracts can be acquired from one owner, rather than dealing with hundreds, perhaps thousands of separate owners, disposements, relocations, etc.

And then, of course, there is the administrative efficiency. We deal with an "artificial person," a corporation, where most of the disruptive and disturbing personal problems of inconvenience and trauma are effectively avoided.

Safety

Highway safety depends to a great extent on the level of conflicts and intrusions within the system. Access must be severed, cross streets terminated or separated. Again, parks provide beautiful situations with no busy commercial access, industrial traffic, nor major streets to accommodate—in short a minimum of competitive, safety intrusions.

Economy

Actual highway construction costs may not be less on marginal parkland, but when demolition and moving costs, street and utility relocation costs, and a need for fewer bridges and interchanges are considered, the initial investment in the highway structure through a park will generally be less than through a comparable area of existing urban development.

There are no "comparable sales" on which to base value judgments. There is no "open competitive market" for parks so parkland has turned

Photo by Ron Greenberg

Urban parks are often disrupted to make way for more modern and efficient means of transportation in and around the city. This park in Washington, D.C., is making way for the new Metro.

out to be the cheapest in the urban complex and, therefore, the cheapest as well as the most efficient and safest right-of-way for highways.

Why Park Value ?

But why must we value parkland by nonpark urban development standards? Because there is no tested and proven measure of the economic value of parks as **parks.**

The economic value of park property must be established at a level equal to, or greater than, the estimated cost of the best reasonable alternative. Unless such a value is established, highways and other dynamic urban elements will usurp much of the backbone of the urban park system. We must begin to establish an acceptable economic value for parks.

The total population has more leisure (discretionary time) today than ever before. Many use their discretionary time for more work (moonlighting), quasi-work (camping, civic affairs, one-acre lots) travel to and from work, etc., but most are finding that recreation affords a transitional device to bridge the chasm between the "work-achievement ethic" of the industrial society, and the "leisure-consumption ethic" of the postindustrial, technological society where most "work" is not necessary—personally or socially.

With society becoming more urban every day, the need for natural or cultivated park amenities becomes even more acute. Without predicting the future, it is obvious that natural park amenities will have to serve more people, whose lives are more remote from nature and whose environmental recreation needs are more acute. The demand progression is geometric, and the supply is decreasing even without the "help" of the highway planners.

Value Proposal

The value of park, **as park,** is proposed to be established through an analysis of the total park system and application of a weighted distribution of the total investment among park areas as they are classified by system objectives of the total system.

The weighted investment share is then inserted in a formula which can establish the present worth of that investment. In this way we avoid the determination of exact worth of any specific park, but focus on its share of the **total system value.** In a typical case it works as follows:

1. A "system" is defined as ". . . a collection of related elements working together to accomplish specific objectives. . . ." The Minneapolis Park System was designed and adopted before 1900, and has been carefully acquired and developed consistent with the philosophy of that system plan.
2. The broad objectives of a park system are to provide:

ORNAMENTATION is the "frosting on the urban cake" in various ways (structural, architectural, relief) but mainly through developing and maintaining "the park beautiful."

CONSERVATION of significant natural amenities such as lakes, streams, waterfalls, bog forest, meadow is done through preservation and management.

CULTURAL facilities such as museums, statues, fountains, gardens, theaters, etc., are consistently found in, or are themselves, parks.

RECREATIONAL areas and facilities for active sports, games, simple exercise, family outings, children's play areas, golf, boating, activity which involves participation.

RESERVE capacity is an essential element of any system. Without the flexibility needed to respond to change, increased demand, new needs,

new opportunities and simple "breathing space," any system would break down under stress and soon lose its capacity to serve even normal needs.

3. Although it is true that the total value of a system is equal to the sum of its elements, it does not follow that every element must have equal value! A portion (even a small portion) of an individual element may actually represent most of the total value of that element.

4. Parks are for people, therefore, the real "values" of a park system are qualitative and not quantitative. Because our system of economics, design, and even social structure depends upon quantitative values, park value must be stated in quantitative terms—dollars! One quantitative measure would be the investment the people have been willing to make and maintain. A very complete and accurate record of investments in land and development of parks in Minneapolis shows a total investment of $31,567,600. Of this Amount $8,308,000 represents land and $23,258,000 represents development. On direct area basis, each one of the 5,423 acres of parkland in the Minneapolis Park System would represent $4,288 of that total value (all figures rounded).

5. Without making actual quantitative evaluations, it is possible to make a comparative evaluation of each park in the system in order to get a weighted distribution of value by objectives. The following, comparative factors can be used to distribute weighted value:

AREA includes shape, orientation, and access in addition to simple size.
INVESTMENT refers to actual cost of land and improvements in relation to use.
USER NEEDS provide for consideration of the difference between low- and high-income group recreation needs.
URBAN DENSITY considers structural density as well as population density.
ALTERNATIVES for potential users must be considered.
MAINTENANCE AND OPERATION EXPENSE is inversely proportional to value when considered independently of other factors.
PARK PHILOSOPHY is a factor intended to permit more value to be assigned to park resources which are most consistent with the philosophy and objectives of the park system.

After making this distribution, the "weighted" acreage values may be effectively used in computing the value of any park or portion of a park to the entire system using the following formula:

$$V = I + (IXC) + (R \times C)^{E}$$

Where:

V = "Park" Value to be determined

I = Investment — "Weighted" investment previously described

E = Maintenance Expense — Average annual expenses for maintenance over the life of the park

R = Interest Rate — A figure of 4 percent has been used since it is typical of municipal interest rates over the life of the park.

C = Compound Interest Factor — The compound interest factor for 4 percent and any number of years of life is available in interest tables.

The formula produces a "value" of $262,000 for one acre of ornamental parkland.

The method proposed is certainly not the first, nor is it likely to be the last. Perhaps it is not the best, either, but it does offer a solution to the problem of establishing a competitive economic value for parks as parks. Park and recreation professionals must face the fact that our society, personal and corporate, is primarily directed by dollars. For the near future at least "quality of life" will get a lot of attention but will not replace the dollar as decision-maker.

Unless we define (create if we must) an economic value for parks at least equal to the cost of alternate acquisitions, highways and other urban development will continue to erode urban park systems as we know them.

DONALD G. BRAUER

Mr. Brauer is president of Brauer & Associates, Inc., planners, landscape architects, engineers and surveyors engaged in urban, recreational and environmental planning and design. He is the author of several magazine articles and a member of the American Society for Civil Engineers, the American Society of Planning Officials, the National Recreation and Park Association, the American Camping Association and the World Future Society.

Outdoor Recreation Use

A U.S. Forest Service Report

By Elwood L. Shafer, Jr. and Rita M. Rammrath

Modern events have taken man at headlong pace from beautiful forest glens, meadows, streams, and waterfalls, to sprawling cities, tenements, and tops of skyscrapers. Coming full circle, man's present drive is back to the environment at the edge of the city.

But in escaping to the edges of megalopolis in search of an environment better suited to his physical and intellectual well-being, modern man often only again encounters an extension of the city. He breathes the stench of polluted rivers; confronts the unsightliness of litter; and meets the foul air blown from the city.

Hoping to preserve both the quality and character of man's encounter with his environment, USDA Forest Service recreation researchers, headed by Dr. Elwood L. Shafer, Jr., have engaged in studies of recreation trends and recreation goals. Their work is done at the New York State University College of Forestry at Syracuse University.

Patterns

One study recently traced several patterns of human behavior in man's search for rest, relaxation, and recreation in an outdoor environment. The researchers observed that, although urban and rural spots attract different kinds of people, behavior patterns at city parks reveal certain principles that also apply to behavior patterns at forest recreation areas.

Philadelphia's city parks, described by June Jacobs in her book **Death and Life of Great American Cities,** provided a basis for their experiment. When William Penn designed Philadelphia in the seventeenth century, he included four residential squares, each equidistant from City Hall, the original geographic center of the City. The best known of Penn's four squares is Rittenhouse Square. It is a popular park and one of Philadelphia's greatest assets today. The others are Washington Square, the center of an office and high rise apartment area; and Franklin Square, the City's skid row park where the homeless and unemployed gather amid flophouses, eateries, and huge parking lots. The fourth of Penn's squares has been squeezed into a small traffic island, Logan Circle in Benjamin Franklin Parkway.

According to behavior analysis, Philadelphia's Rittenhouse Square, with its heterogeneous mixture of residential and business structures, produces a variety of park users who enter and leave the park at different times. Users consist of early-bird walkers, mothers and children from nearby apartments, shoppers, office employees on lunch hours, school children after school, or strolling couples in the evening. By contrast, Washington Square, rimmed entirely by office buildings and high rise apartments, attracts mostly office workers on lunch hours, while Franklin Square, the skid row park, is continuously filled by a very homogeneous group of users with total leisure.

In their study, Dr. Shafer's researchers found behavioral similarities in the water-recreation use patterns in a forest environment. A lake surrounded only by youth camps may be used but a few hours of the day by user groups with the same schedules, much like Philadelphia's Washington Square. But, surround the same lake with social and economical recreation diversity—such as youth camps, state campgrounds, boat marinas, water skiing schools, public swimming beaches, boat rides for tourists, and private summer cottages—resulting in people with different water-recreation interests and schedules—and you have a lake used continuously throughout the day, like Rittenhouse Square.

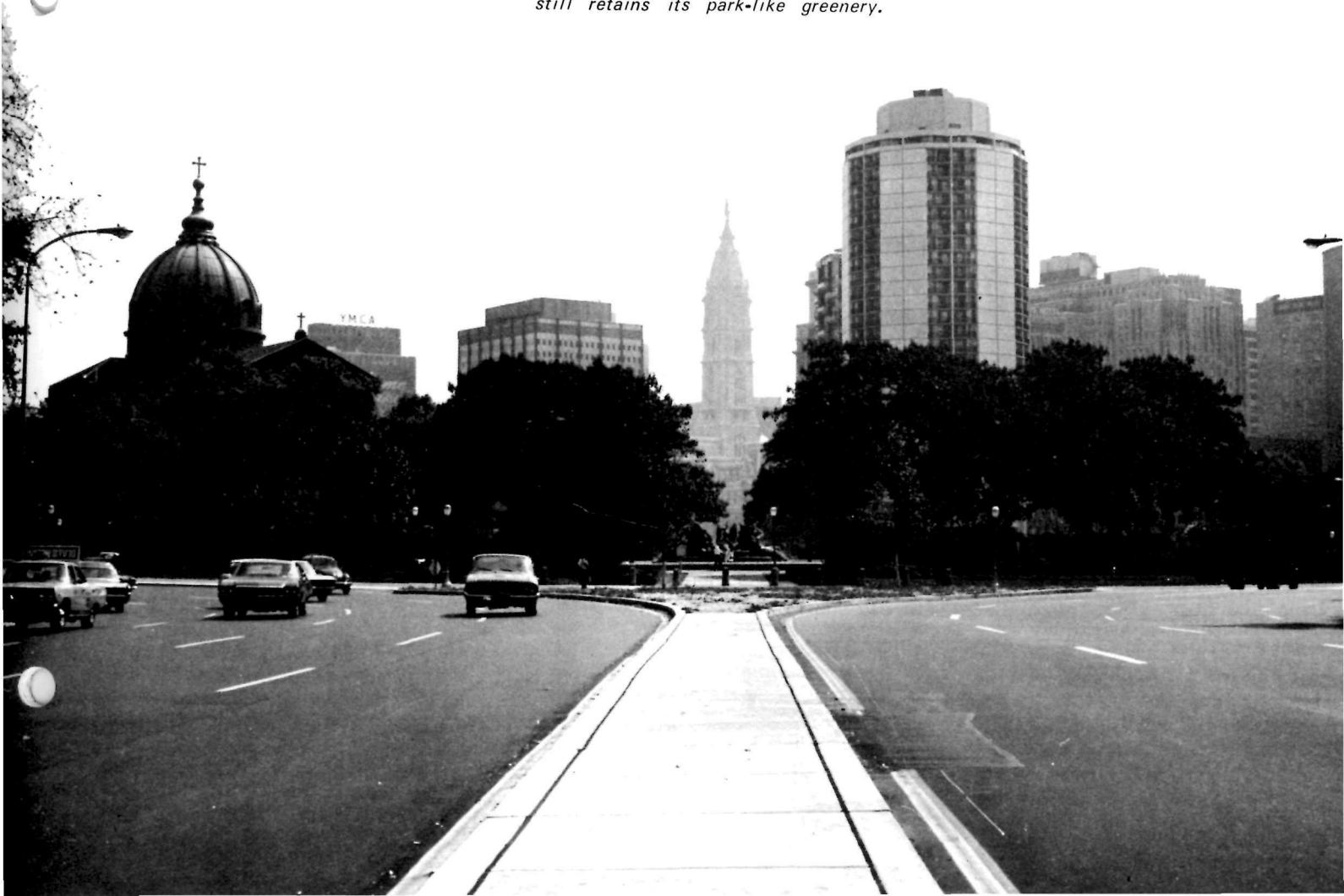
Further, dominate the lake's shoreline with activities not related to forest recreation and eventually the lake may become a slum recreation area, much like Franklin Square.

According to Shafer, the ability of some parks to stimulate use or disuse may have little or nothing to do with the incomes or occupations of a district's population. The overwhelming diversity of users in New York City's Washington Square illustrates this point. Because of its design—a centrally-located sunken, concrete, circular, water-filled basin surrounded by shade trees and paved walks all leading to the basin's edge—this park is virtually a "medieval theater-in-the-round." Yet, it is impossible to separate players and audience. Activities here involve people taking pictures, strangers debating civil rights, children playing under the arched park entrance, small crowds listening to "Jamaica Farewell" being played on metal drums, tourists, and absorbed writers and readers—all in the center of activity and not for lack of choice, because empty benches along the fringes of the park afford quiet and solitude.

USDA Forest Service

Many of the city's unemployed and homeless find day-long respite in Franklin Square.

Although Logan Square has been converted into a busy traffic circle, it still retains its park-like greenery.



The image of Washington Square lingers in a study of leisure behavior at Fish Creek in the Adirondacks. Rather than a circular water-filled basin, the activity center at Fish Creek is a lake completely surrounded by individual tent and trailer sites. The sites are close to one another and the lake's shore so that from almost any spot one can observe the activities of others around the lake and within the campground. Campers like it that way; many enjoy being able to see others and to have others see them. Campers with boats often cruise close to shore so that they can be observed by strangers on the shore. Some campers just stroll from site to site and chat with others. Still others prefer just to sit and simply observe the activities throughout the campground or at the bathing beach.

Because of its unique design and heterogeneous mix of outdoor recreation facilities and attractions, Fish Creek campground attracts a diversified, but committed group of patrons. Here is a recreation theater-in-the-round that is larger than New York's Washington Square. But users have similar basic behavior patterns in both places.

USDA Forest Service

Rittenhouse Square is used by a heterogeneous population -young and old- for a variety of activities at every time of day.

Ghetto and Suburbs

Recreation trends are compiled from the entire range of recreation users. At first glance, the ghetto might not seem to be of direct concern to outdoor recreation managers and researchers, for whom "recreation" and "rural" might seem synonymous. However, the people of the inner city life exert a very significant influence on the total outdoor recreation demand system. For example, travel experts say that the fear of riots, coupled with the rising cost of living, are causing many families to bypass urban centers as vacation spots, and to seek rural spots instead.

Suburbs are also a major determinant of outdoor recreation trends. Although on Friday evenings throughout the year, suburbanites can rush to forest and beach environments,

USDA Forest Service

When it's not lunch hour, Philadelphia's Washington Square is virtually deserted. This square is surrounded by office buildings.

their daily demand for suburban outdoor recreation is not entirely met. Local parks within easy walking distance of home are usually not developed in suburbia. And the few parks that do exist in wealthy neighborhoods are usually overcrowded.

Generally, in both cities and suburbs, financial guardians are distressed by the agonies of managing welfare, traffic, and schools. Consequently, recreation takes low priority so that space for recreation is steadily losing ground. Overcrowding results.

There is similar overcrowding on public forested lands. Public day-use recreation areas within a four-hour drive from megalopolis are used so intensively—mostly on week-ends—that many people consider it worthwhile to invest in their own private summer homes, beach clubs, boat marinas, hunting and fishing preserves, riding clubs, or picnic grounds.

Because this new emphasis upon private recreation facilities is hastening the withdrawal of private land from public entry, many timber companies are beginning to open their private lands to public use. As of 1960, 65 of the major lumber companies had established 132 public parks on private lands. The number of these facilities has increased since and is expected to continue to multiply.

Looking Ahead

Increased recreation use of forested lands means increased problems for the forest. Finding a cherished waterfall, tall and majestic, with a cool mist spraying from its plunging pool, and trout darting in the protective depths of its base, makes one feel that megalopolis is far, far away. But, lo! There, just beneath the water at a shallow edge of the pool, lie rusty, discarded cans—traces of man-made litter, little different from the litter of a center-city park. Suddenly the waterfall loses some of its natural attractiveness.

Because of his conditioned response to daily life in megalopolis, will man eventually destroy the forest's intrinsic values that he needs for rest, relaxation, recreation, and survival—just as he has polluted the air and water around his cities? Will he turn all his beautiful forest glens, meadows, streams, and waterfalls into extensions of the city?

If resource managers accept the challenge to understand the total outdoor recreation phenomenon as part of a larger man-resource system and to meet the resulting management problems head-on now, they will be able to preserve landscape beauty for future generations and meet the demands for today's beauty.

What is needed is a "systems approach," a computer analysis of everything that a recreation region, the Northeast for example, takes in (people, money, and time spent in various activities), and everything that a recreation region gives out (direct and indirect social and economic benefits).

Foresight—the opportunity to look ahead and to match supply to demand instead of patching up too little too late—is much in need. Forest Service recreation researchers are at work, hopeful of helping align today's recreation trends with tomorrow's recreation goals.

"Outdoor Recreation Use" was originally published by the Northeastern Forest Experiment Station, Upper Darby, Pa., as part of the **Forestry Science in the Service of Man** series. The series is designed to acquaint the public with the progress of the station's forest-related research effort.

RITA M. RAMMRATH

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Toward an Environmental Ethic . . .

(Remarks by Secretary of the Interior Rogers C.B. Morton at the Congress for Recreation and Parks—Houston, Texas, October 20, 1971)

Next year, 1972, we will observe the National Park Centennial. The celebration will mark the dedication of Yellowstone as the world's first national park.

A primary purpose of the centennial year will be to focus on achievements, to plan the beginning of a meaningful second century for our national parks, and to explore new concepts for the park and recreation movement in America.

We need your help to define the future role and function of our parks and recreation areas and the role and function of leisure services conducted upon those areas.

The theme for the Centennial Celebration is "Parks, Man and His Environmental Ethic." But what do parks really mean to man, to the environmental ethic, and to the Nation?

The first official United States answer to that question came on March 1, 1872, when Congress established Yellowstone National Park.

That act declared Yellowstone would be "A public park or pleasuring ground for the benefit and enjoyment of the people" and that natural curiosities or wonders should be retained as they were found.

The concept that government should provide parks for all the people is a unique American contribution to world culture. That idea has since spread to more than 90 countries.

The national parks leave one with the feeling that the natural heritage we have preserved will forever portray our noblest aspirations and enhance our cultural ideals.

Frederick Law Olmstead pointed out that the basic mission of the National Park Service was: "To conserve the scenery and the natural and historic objects and wildlife therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations."

The Olmstead dichotomy—the tug of war between preservation and utilization—is perhaps the greatest challenge to managing recreation and park resources.

Even though it is an apparent contradiction, it has strengthened the park concept over the years. It has stimulated us to respond to the changing needs of society and to improve our mission of protecting and enjoying a portion of our national treasures.

Parks of all kinds and parks for all seasons have become strands of the culture that made us a proud and pioneering nation. While they are important outlets for leisure and recreation, they serve as bastions of our natural past.

President Nixon has challenged the Nation to make peace with nature and repair the damage done to our air, land, and water resources.

The first step in making peace with nature is to cultivate an environmental ethic.

I believe we have now reached a point in our civilization where every attempt at education—every program for learning and every childhood experience must address itself to man's identity with the rest of the world and his relationship to it.

With this in mind and in heart, the Department of the Interior has undertaken a broad interpretive and educational initiative aimed at not only visitors to the national parks but to the educational community as well.

Through NEED, national environmental education development, we have given birth to a curriculum which will foster environmental awareness among children from the time they are getting ready for school until they graduate from high school. This training takes place in the classroom, in the out-of-doors and in the parks.

Through NESA, national environmental study areas, we have established natural and historical laboratories both within and outside the national parks.

Through NEEL, national environmental education landmarks, we encourage emphasis on outstanding NESA installations that are environmentally significant and have established outstanding interpretive facilities and programs.

This is what we in Interior are doing. But I believe we can make more innovative and imaginative use of existing park facilities at **every** level of government especially by making them more relevant to urban residents.

The "Summer in the Parks" program started four years ago in Washington, D.C. It has now become a

Photo by Charles Gebler

Muir Woods Environmental Study Area provides a natural laboratory for visitors to learn about the environment.

Washington, D.C. 's Summer in the parks program is part of a highly successful effort to bring parks to the people of the city.

Photo by W.H. Spradley

"Parks for all Seasons" effort and extends throughout the year. This program has enjoyed enormous success in bringing the performing arts, the graphic arts, sports of all kinds and people to the parks.

Last July, we invited educators in 10 Western States and Alaska to use public domain lands in planning environmental education programs.

Although many colleges and school systems have used public domain lands in establishing outdoor classrooms and nature trails, many more opportunities to use public lands are available.

The Bureau of Land Management will assist teachers and school officials in selecting areas for casual or intensive study. Its foresters, range managers, and other specialists stand ready to contribute to environmental study programs by sharing their knowledge of natural resources. President Nixon said in his 1971 Environmental Message:

"As our Nation comes to grips with our environmental problems we will find that difficult choices have to be made, that substantial costs have to

be met, and that sacrifices have to be made. Environmental quality cannot be achieved cheaply or easily. But I believe the American people are ready to do what is necessary."

I am sure that most of our people are willing—even eager—to support the efforts of President Nixon to improve the quality of life. We are now at the point where we can no longer, in good conscience, continue the development of our civilization while at the same time continue to abuse the environment. While economic progress must continue, the environment can no longer pay the external costs through pollution, contamination, encroachment, and degradation.

We already have the tools to right many of the wrongs heaped on the environment. We need to weld that capability with desire and financial commitment to make it a strong weapon against degradation and a strong insurance policy for preservation.

We must not only conserve, we must restore.

We must not only rebuild, we must replace. But, a true national commitment can't come only through directives from Washington.

Great movements are only successful when they start in the hearts and minds of millions of citizens across the land. When this occurs, Washington reacts—and reacts positively—and there is a reordering of priorities.

The challenge we now face is the crucial test of modern civilization. Can we preserve, protect, and defend our environment? The test is crucial because it involves not only our comforts and pleasures but the survival of succeeding generations and the survival of the rest of nature. On this, of course, depends the survival of the planet.

To achieve an environmental ethic will require an all-out individual effort at every level of government in every classroom in America and in the mind and heart of every citizen.

National Park Service Photo

New Jersey's Sandy Hook Peninsula combines with New York's Jamaica Bay and Breezy Point to form the Gateway National Recreation Area, the largest urban recreation complex ever proposed by the Federal government.

A Legacy of Parks

President Nixon's "Legacy of Parks" program connotes a major expansion in acquisition of open space for leisure and learning. The "legacy" is pointed directly at those of our citizens who will never see Yellowstone Park, whose only recreation area is the street, and whose only contact with wildlife is the rat.

President Nixon has authorized full funding of the Land and Water Conservation Fund, including an appropriation of $380 million in the current fiscal year. Of that amount, $280 million will go to states and local governments and $100 million will go to acquire nationally significant park and recreation resources.

By next June, the Fund will have provided $750 million in matching grants to states and localities. This money has facilitated the acquisition and development of thousands of new parks and recreation areas. The President is firmly committed to the spirit of this Fund.

This great Fund is one of the most significant forms of revenue sharing now in implementation. We all have recognized it as the vital pillar of financial support for the parks and recreation movement in America.

President Nixon has requested that HUD's program of grants to states and localities for open space be reoriented to provide more urban parks and that the program's budget authority be increased from $75 million to $200 million.

The President has also established a Property Review Board to declare certain federal properties surplus and available for transfer to state and local governmants.

Nine thousand acres—worth more than $40 million—already have been transferred to states or their localities for park and recreation purposes through the Bureau of Outdoor Recreation in the Department of the Interior.

These are only a few of the initiatives which have been taken by our first true "Environmental President."

Since last year, the federal structure has shifted significantly to deal with environmental problems.

Background: The President's February 8, 1971, Environmental Message to Congress called for a "Legacy of Parks" and announced a comprehensive effort to provide open spaces and recreational areas near urban centers where such space is scarce. The "Legacy of Parks" concept is designed to use Federal resources, both financial and real, to the greatest possible extent, to bring "parks to people." This task involves innovative, direct Federal actions and Federally-supported programs. During the present administration, major steps have been taken to accomplish this purpose.

National Park System Expansion: Thirteen new areas have been added to the National Park System: Apostle Islands National Lakeshore, Wisconsin; C&O Canal National Historical Park, District of Columbia, Maryland and West Virginia; Florissant Fossil Beds National Monument, Colorado; Gulf Islands National Seashore, Mississippi and Florida; Sleeping Bear Dunes National Lakeshore, Michigan; Voyageurs National Park, Minnesota; Andersonville National Historic Site, Georgia; Fort Point National Historic Site, California; Mar-A-Lago National Historic Site, Florida; Lyndon B. Johnson National Historic Site, Texas; William Howard Taft National Historic Site, Ohio; St. Croix National Scenic Riverway, Wisconsin.

Wilderness: A total of 14 wilderness proposals were recommended to the 91st Congress, 13 of which were not acted upon last year and have been resubmitted. This year the President sent to Congress 14 new proposed areas comprising 1.8 million acres additional to the present 10 million acres: Simeonof National Wildlife Refuge, Alaska; North Cascades National Park, Washington; Isle Royale National Park, Michigan; Sequoia and Kings Canyon National Parks, California; Shenandoah National Park, Virginia; Breton National Wildlife Refuge, Louisiana; Florida Keys National Wildlife Refuge, Florida; West Sister National Wildlife Refuge, Ohio; Chamisso National Wildlife Refuge, Alaska; Farallon National Wildlife Refuge, California; Izembek National Wildlife Range and Aleutian Islands National Wildlife Refuge, Alaska; Cedar Breaks National Monument, Utah; Capitol Reef National Monument, Utah; Arches National Monument, Utah. Studies and public hearings on 20 additional areas will be completed by the end of FY '72, which will put the National Park Service wilderness review program on schedule.

Land and Water Conservation Fund: The Land and Water Conservation Fund, which pays for the acquisition of Federal parks, recreation areas, forests, rivers, trails and wildlife refuges, and for comprehensive planning, acquisition and development of State and local park projects, was increased this year from $131.1 million in 1970 to $327.4 million annually. The Administration received full appropriation of all amounts for use under the Land and Water Conservation Fund program.

Property Review Board: The Federal Government owns about 761 million acres of land, or roughly 1/3 of the area of the 50 States. Today the market value of all this property may well be greater than a trillion dollars and management of this huge asset is a major responsibility of the Federal Government. The Property Review Board was established in 1970 to make recommendations to the President concerning the use or disposal of Federally-owned real property. One of the principal goals of the program is to release unneeded properties to provide a legacy of parks and open spaces which will be enjoyed by future generations of Americans. As a result of the program, by August 18, 1971, 39 properties comprising 6,026 acres of land were conveyed for park and other public uses: Naval Devices Training Center, Sands Point, New York; NIMH Clinical Research Center, Fort Worth, Texas; Nike Battalion Headquarters, Duncanville, Texas; Navy Eastpark Defense Housing, Bremerton, Washington; Cleveland Support Facility, Parma, Ohio; Nike Battery LA-57, Redondo Beach California; VA Hospital, Cheyenne, Wyoming; Camp Parks, Alameda County, California; Camp Parks, Pleasanton, California; Naval Training Center and Marine Recruit Depot, San Diego, California; Linda Vista Housing Project, San Diego, California; Honor Farm, Panthersville, Georgia; Gap Filler Annex, Rye, New Hampshire; Woodland Parks Addition, Anchorage, Alaska; Naval Hospital, Norco, California; Naval Net Depot, Tiburon, California; Tent City, Indianapolis, Indiana; Gap Filler Annex, Marblehead, Ohio; VA Hospital, Murfreesboro, Tennessee; Camp Atterbury, Edinburg, Indiana; Finger Lake, Palmer, Alaska; Elko H Facility, Elko, Nevada; Old South Pier, Algoma, Wisconsin; Upson Gap Filler Annex, Hurley, Wisconsin; Fairbank Highway Research Station, McLean, Virginia; Fort Custer Military Reservation, Battle Creek, Michigan; Forty Mile Point Light Station, Presque Isle C County, Michigan; South Fox Island Light Station, Leelanau County, Michigan; U.S. Post Office, Rogers City, Michigan; Fort Snelling, St. Paul-Minneapolis, Minnesota; Federal (Buzza) Building, Minneapolis, Minnesota; National Guard Facility, Medford, Oregon; Naval Reserve Training Center, Roseburg, Oregon; Adair Air Force Station, Benton County, Oregon; Border Field, San Diego and Imperial Beach, California.

Urban Parks: In addition to federal surplus properties, the President has proposed significant new funds for the acquisition of additional park lands in urban areas. Under the Open Spaces Land Program of HUD, an appropriation of $200 million for FY '72—almost triple the 1971 funding—has been requested. Special emphasis will be given to developing vacant lots and abandoned properties in the inner city.

National Wild Rivers: In 1969, a coordinated land acquisition program began involving the 8 "scenic" rivers authorized as initial components of the National Wild and Scenic Rivers System.

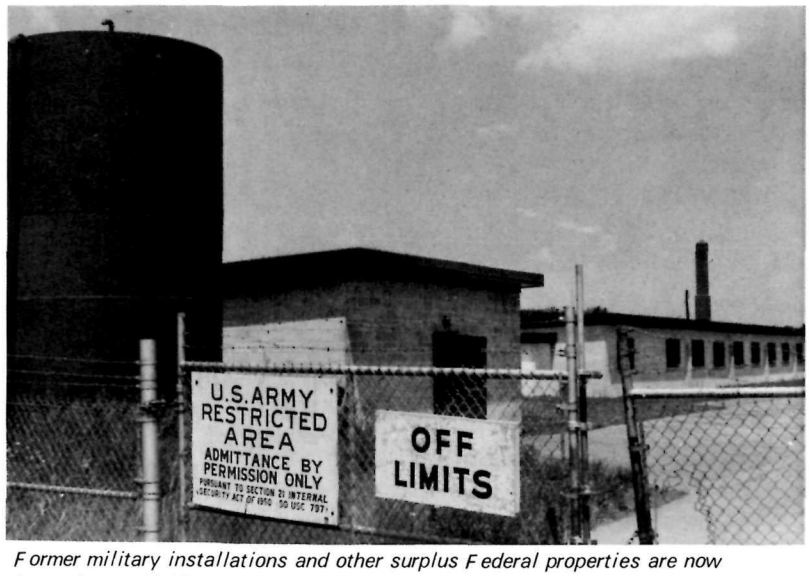
Gateway Recreation Area: The Administration has given strong endorsement to legislation to create the Gateway National Recreation Area on the southern fringes of New York Harbor. On May 10, 1971, the same day the bill was introduced in Congress, the President and Secretary Morton inspected the site by helicopter. The first hearing on the bill was held two days after its introduction.

Volunteers in Parks: The First Lady inaugurated the "Volunteers in Parks" program of the National Park Service in December 1970. The program uses volunteers in National Parks in a variety of skilled and interpretive positions to improve the park experience for the visitor.

International Activities: The National Park Service has joined with the Department of State and various foreign governments to produce master plans for the conservation and use of such outstanding sites as ancient Troy, Ephesus in Turkey, and the largest of the Maya ruins, Tikal, in Guatemala.

World Heritage Trust: To mark the centennial celebration in 1972 of our first national park, the President has designated the Secretary of Interior, in coordination with the Council on Environmental Quality and the Secretary of State, to protect certain park areas throughout the world that are of unique worldwide value.

Modernization of Our Park System: Action has been taken in Yosemite National Park to restore the natural scene of the valley. How? By inaugurating free public transportation in lieu of private vehicles in the upper end of the valley and by removing paved parking areas. This project is only the beginning of park modernization. Additional work in Yellowstone is underway and over 70 park areas will receive funds for pollution abatement this year.



Bureau of Outdoor Recreation Photo

Former military installations and other surplus Federal properties are now becoming available to state and local governments up to no cost under the "Legacy of Parks" program.

The President created the Environmental Protection Agency last December. He consolidated into one agency several major federal programs dealing with air pollution, water pollution, solid waste disposal, pesticides regulation, noise abatement and radiation.

The President has called for the enunciation and establishment of a hazard sprawl of metropolitan development. Your support of this critical legislation will help halt the rampant development which is swallowing up open space and rendering the suburban experience a complex progression of frustration.

Finally, of tremendous significance, he has called for a sweeping reform and consolidation of those scattered agencies and fragmented functions of the executive branch which relate to the custody of America's natural resources.

The proposed Department of Natural Resources would consist of five administrations: land and recreation; water resources; energy and mineral resources; oceanic, atmospheric, and earth sciences; and Indian and territorial affairs.

May I say that my concept of the environmental ethic embraces the total context of human ecology—the interdependence and the interplay of every life form and element on this planet—the physical and biological, the animal and mineral, the living and dying, the biosphere and humanosphere.

As we move further into our technological world and amass greater material wealth and achievement, we tend to forget that our existence depends on the miracles of nature that occur continuously on the surface of the planet.

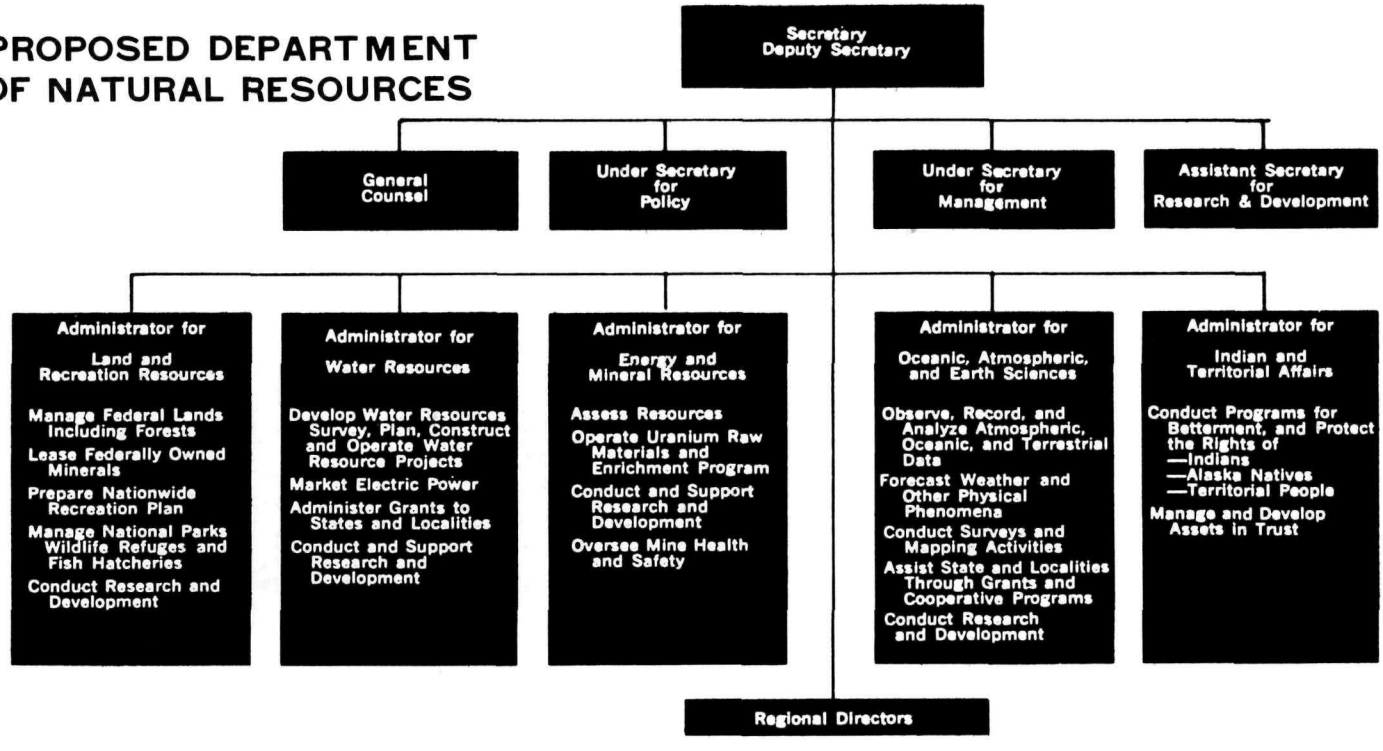
In the great Department of the Interior where I work, I feel the excitement in our lives generated by the realization that we are in the dawn of a new era in the relationship between man and his environment.

For us then, there is a new goal. A goal as rewarding as the freedom of America for the people who came here to find it.

We are now ready and eager to share this planet with the rest of nature—with its beauty, with its land, with its diving life systems, with its silence.

But even if we're ready, all of this and more is only a beginning. We are at last recognizing that this world and most of its resources are finite. For man this earth is all there is.

PROPOSED DEPARTMENT OF NATURAL RESOURCES



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