

UNIVERSITY of PENNSYLVANIA

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OFFICE OF THE PRESIDENT

Univ. of Pennsylvania  
Community planning  
JUN 20 1956  
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Dear Mr. Marshall:

Dean G. Holmes Perkins informs me that the Rockefeller Foundation has under consideration an application for a grant of \$66,000 for "A History of Town and Country Development and Current Trends in Landscape Design." This project is to be administered by the Institute for Urban Studies at the School of Fine Arts. I attach a description of the project together with a proposed budget.

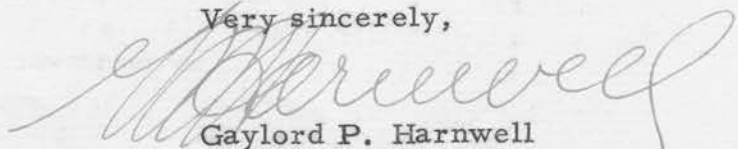
see also : 4/3/56

This proposal is an important phase of the University's developing program of research and instruction in landscape architecture and city planning. These programs have expanded rapidly in recent years. They have substantial support for both teaching and research from the University. In addition, the faculty has launched a vigorous research program with funds made available from other sources. It is our hope that these programs of teaching and research will provide significant leadership in the development of the science and the art of land and city planning. The research proposal attached will make a significant contribution in fields where current knowledge and published literature is exceedingly limited. It will provide an expanding profession with historical insights into man's creative attempts to build an environment for living. A much needed survey of the most significant current contributions to the design of community open spaces will also be an important result of the work.

We understand that the policy of the Rockefeller Foundation does not permit the inclusion of an allowance for indirect costs in the grant budget. If there has been any change in this policy it would be appreciated if the budget of the enclosed proposal were modified to include such an allowance.

We are deeply appreciative of the interest of the Rockefeller Foundation in this proposal and shall be happy to supply any additional information which may be desired.

Very sincerely,



Gaylord P. Harnwell

Mr. John Marshall  
Rockefeller Foundation  
49 West 49th Street  
New York 20, New York

RESEARCH PROPOSAL

History of Town and Country Development and Current Trends in Landscape Design

Institute for Urban Studies

School of Fine Arts

University of Pennsylvania

JUN 26 1958

The Institute for Urban Studies requests a grant of \$66,000 for research on the history of town and country development and current trends in landscape design. The project will be administered by the Institute with the cooperation of the Departments of Architecture, Land and City Planning, and History of Art of the School of Fine Arts and other departments of the University of Pennsylvania.

The first phase of this research program will result in the preparation of a history of Town and Country development. The rapidly expanding profession of city planning now lacks an English language history of man's efforts at city building. Several histories are available covering particular historical periods or civilizations. The histories in other languages treat the subject exclusively from an architectural viewpoint. This history will deal with the history of city development from primitive times to the 20th century and in the major regional areas and civilizations of the world. It will be drawn largely from secondary sources and in considerable degree from the files of Mr. E. A. Gutkind of London. The work will be conducted under the supervision of a committee consisting of Dean G. Holmes Perkins; Professor Robert C. Smith, History of Art; and Professors Martin Meyerson, Lewis Mumford, and William L. C. Wheaton, City Planning.

The principal author of this work will be Mr. E. A. Gutkind. Mr. Gutkind has devoted the last 20 years to writing in this field, and is the author of "Creative Demobilization", "Revolution of Environment", "Our World From the Air", and other works. He is a member of the Town Planning Institute and Fellow of the Royal Geographic Society, and a Doctor of Engineering. The budget provides graduate student assistance for the project and an advanced research seminar will be conducted to permit the participation of graduate students from Anthropology,

Archeology, Oriental Studies, History and other fields. The work will take 3 years at a total cost of \$54,000. A proposed budget is attached.

The second phase of the work will consist of a survey of contemporary landscape design with emphasis upon the design of civic and public open spaces including parkways and expressways, municipal parks, play fields and playgrounds, national and state parks, urban squares and open spaces, and open spaces in housing developments. Landscape design has undergone vast changes within the last 25 years. First, the subjects treated by landscape architects have shifted from the design of private gardens and estates to the design of public and community open spaces. Second, the esthetic modes of expression have changed from the traditional ones to new concepts growing out of modern architecture. These changes in the subjects and modes of expression of landscape design are not reflected in the current literature in the field.

This project will provide the beginnings of such a literature by assembling the most distinguished examples of contemporary landscape design in these fields. The designs will be selected from existing published materials in periodicals devoted to architecture, landscape architecture, public works, municipal government and similar fields. The examples selected will be assembled by subject in a series of readers. These will illustrate contemporary design in open spaces for each of the fields chosen. Materials will be selected for all of the fields enumerated. Those from the most significant fields will be prepared for publication with an appropriate analysis.

The second phase of this program will be conducted under the supervision of Assistant Professor Ian McHarg with the advice of a faculty committee including Dean G. Holmes Perkins, Architecture; Associate Professor George B. Tatum, History of Art; and Professor William L. C. Wheaton, City Planning. It will use the services of graduate research assistants for a large part of the work. A budget of \$12,000 for the two year period required is attached.

PROPOSED BUDGETS

Research Proposals

History of Town and Country Development and Current Trends in Landscape Design

History Section

|                                   | <u>Per Year</u> | <u>3 years</u> |
|-----------------------------------|-----------------|----------------|
| Salary for Mr. Gutkind            | \$ 10,000       | \$ 30,000      |
| Secretarial ( $\frac{1}{2}$ time) | 1,500           | 4,500          |
| Fellows (2 @ \$1500)              | 3,000           | 9,000          |
| Travel and Other                  | <u>3,500</u>    | <u>10,500</u>  |
| Total                             | \$18, 000       | \$ 54,000      |

Contemporary Design Section

|  | <u>2 Years</u>  |
|--|-----------------|
| Supervision by Professor McHarg  | \$ 2,500        |
| Research Assistantships for graduate students in Landscape architecture of the University of Pennsylvania (4 at \$1,500) | 6,000           |
| Purchase of books, plans   | 500             |
| Photographs and photostats   | 1,000           |
| Clerical services  | 1,500           |
| Travel   | <u>500</u>      |
| Total  | <u>\$12,000</u> |

TOTAL REQUEST .....\$66,000