

WEEK 11 JOURNAL QUESTIONS

Journal—Mon., April 4—The New Main Street: Shopping Malls

Hardwick, *Mall Maker*, 118-161

1. Describe Victor Gruen's vision for the shopping mall. What aspects of his vision have been realized in the modern-day malls that you have visited, and what aspects seem to be missing?

Journal—Wed., April 6—Suburban Alchemy: Planned Suburbs

Bloom, "Columbia, Maryland" and "The Shame of the Suburbs" *

2. How did new-town planners hope their planned suburban communities would differ from the rest of suburbia? To what extent were their visions realized? Be specific, drawing details from your reading.

Journal—Fri., April 8—Urban Renewal

Bloom, *Merchant of Illusion*, 1-106

3. Trace James Rouse's so-called "businessman's utopia" through the first three chapters of Bloom's book. What motivated Rouse and how did these motivations play out in his urban designs? Be specific, drawing details from all 3 chapters.