

VISION



Strawbale Wall
in Rincon Heights
Neighborhood Pocket Park

HP GREEN

NEW PROMOTIONAL MATERIALS REDEFINE GREEN

It used to be that if you needed brilliant long-lasting color for banners, bus wraps, billboards, posters and mesh fencing you had to pollute. Not once but twice. Once to create it, and once to dump it. This is no longer true.

Utilizing a new non-toxic water-based ink, Caliber Signs in Tempe, AZ., is the first Arizona Company to produce ozone pollutant-free banners and other commercial materials for businesses. "The new 75-percent water, 25-percent latex ink is an industry first," said Mike LaPorte, vice president of business development at Caliber Signs.



"Our industry has been trying for years to remove the solvents that release dangerous chemicals into our air and environment, while preserving the rich vibrant color that a solvent-based ink is known for. And Hewlett Packard is the one that finally cracked the code."

LaPorte is equally enthusiastic about Hewlett Packard's other eco-friendly innovations, such as the new HP materials that are totally recyclable. "When you're done with your recyclable banners, flags or posters, HP through its *Planet Partners Program*, pays for you to ship it back to them so they can be turned into cool stuff like playground equipment," says LaPorte.



Each green item that is created with this new technology helps to reduce the 1.5 billion pounds of PVC banner materials HP estimates was consumed and ended up in landfills last year LaPorte said. "That's the equivalent of a banner 1,000-foot wide stretching from Los Angeles to New York."

Using the new DesignJet L65500 printer and the recyclable ink and materials, banners can be created nearly the length of a football field- from goal post to goal post, or 30 stories high, and wide enough to cover a light rail train, as well as everything in between.

"The machine prints 1200 dots per inch so you get the kind of intensity you want and expect, but can't always get from conventional printing. And it doesn't cost any more than ordinary solvent printing."

Phoenix Mayor Phil Gordon's office contacted Caliber Signs regarding printing a banner for a city event shortly after the company posted the eco-friendly news on its website.



"The test of greatness for a city in this century will be how well we can sustain into the next one," said Gordon. "That's why I was proud to set a goal of making Phoenix the greenest city in America, and why we were very excited to find a green banner source for the city."

LaPorte says every business that turns to recyclable green ink and materials for their promotional materials would help to contribute to a "massive" reduction in ozone pollution and landfill waste.



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HP green materials:
 HDPE Reinforced Banner HP DuPont Tyvek Banner
 Heavy Textile Banner Wrinkle free flag with liner
 Photo – realistic poster paper

HP is working to create recyclable materials for the following:
 Self-adhesives Films
 Mesh banners Front and backlit scrim banners.

Industries this technology is aimed at

- * Large Corporations * Cities * Government * Franchises * Event Planners
- * Conference centers * Hospitals * Architects and Designers * Museums
- * Grocery * Education, Universities * Utility companies * Ad agencies * Banks
- * Bottling companies * Hotels * Casinos

For the past 15 years, Caliber Signs has provided quality sign solutions for companies throughout the southwest, including construction signs, interior displays, illuminated signs, banners, large format printing, fleet graphic neon displays vehicle wraps, and monuments. Caliber offers a 100-percent, ironclad guarantee of satisfaction. Caliber can ship green banners/materials anywhere. The company is a member of the Arizona Sign Association, International Sign Association, BOMA, Arizona Contractors Association, Arizona Small Business Association, and BusinessNeeds.org. Website: www.Calibersigns.com



BOOK REVIEWS

JANE JACOBS'S LEGACY

BY Howard Husock

Her once-controversial vision of the vitality of neighborhood life—including that of the slums—has enjoyed posthumous success.

Wrestling with Moses: How Jane Jacobs Took on New York's Master Builder and Transformed the American City, by Anthony Flint (Random House, 256 pp., \$27)

Genius of Common Sense: Jane Jacobs and the Story of The Death and Life of Great American Cities, by Glenna Lang and Marjory Wunsch (David R. Godine, 128 pp., \$17.95)

The Death and Life of Great American Cities, Jane Jacobs's landmark critique of urban renewal specifically and modernist architecture and planning generally, went from protest tract to classic within a generation. Published in 1961, it became a Modern Library title by 1993. Though Jacobs's ideas were lobbed like grenades from outside her era's planning and architecture establishment—she had no formal training in either—her defense of cities' apparent disorder has become more widely accepted.

Jacobs's celebration of "mixed-use" neighborhoods where old buildings take on unexpected but important new functions has more adherents today, it's safe to say, than Le Corbusier's alienating towers-in-the-park planning approach does. An influential countermodernist movement known as the New Urbanism, both an academic school and the guiding light for real-world commercial projects, is the professional fulfillment of the Jacobs vision.

Still, few appreciate the extent to which Jacobs's personal experience in Greenwich Village helped forge her influential ideas. It's not only the remarkable fact that her study of the street outside her window at 555 Hudson Street sparked key insights about the preconditions for safety and neighborhood vitality. The same deeply local experience led to the development of another, less understood side of Jacobs—her role in shaping, for good and ill, the tactics of what has come to be called community activism.

Anthony Flint's book makes a significant contribution here, smartly built as it is around the perfect foil: New York's brilliant, high-handed, take-no-prisoners modernist planner-in-chief, Robert Moses, whose plans to crisscross lower Manhattan with highways and housing projects, as he'd previously done throughout the city, were thwarted by Jacobs and her band of Greenwich Village mothers.