

ing Citadel Theatre, has won major awards for its innovative use of metal in the framework which holds up the plexiglass roof in HUB. Recently, a model of HUB is on display at the Salon de Culture Andre Malraux in Remi, Quebec as part of the Canadian Embassy's contribution of pedestrian malls of architectural and cultural significance in Canada.

Karen Mair, Promotional and Advertising Director for the HUB Mall said that mall traffic increased 40% in the last year and 400% over the last two years. However, this seemingly active market has not quieted complaints from merchants. The mall still lacks a main entrance which many shop owners feel would pull in more customers from the surrounding Garneau area. A much discussed mall entrance was promised to the merchants upon completion of the building. There is a possibility of a ramp being constructed by the Fine Arts building, which would cross over 112 Street. As well, a proposed linkup with the Fine Arts building, much like the recent Rutherford Library linkup is in the works.

Tom Wright, a former HUB merchant feels this procrastination is typical of the way the HUB project has been handled. His shop, Kobbler Shop was an early mall tenant, second only to the Royal Bank. According to Wright, twenty-five to thirty retail spaces were to have been available for occupancy by mid-September of 1972. Since the building was a long way from being completed, only 3 of the original 25 merchants waited for the mall's completion. Mr. Wright's shop opened in November of 1972 and he remembered the snow blowing in from the tarp covering the Rutherford linkup is now located. Frustrated by the fact that the original high standards for shop interior fixtures were dropped in an attempt to attract tenants, Mr. Wright feels some HUB shops at that time had a "bargain basement" atmosphere, although he complied with the original lease to meet a certain standard of interior decoration of his premises.

While there is no disputing the wide range of services offered on the Mall, Ms. Zobel points out that for a building housing almost 1,000 residents, a small laundromat is totally inadequate especially when residents in nearby communities use the facilities, aggravating the problem. Another problem for the residents is that the mall is more of a neighbourhood store than a supermarket. However, as Ms. Zobel points out in her critique, getting groceries is one problem, scaling up to seven flights of stairs to get to your suite is another matter altogether. Lack of elevator service has not blocked access to the mall for disabled individuals. Two service elevators can be used to get onto the mall level. As HUB was built with five suites specially designed for handicapped students, all located at the ground level.

Ernie Hoeft, Director of the HUB Residence, Gateway that there are relatively few problems from his point of view. To become a HUB resident, it is necessary to be a registered student at the University of Alberta. Mr. Hoeft stated that a noise curfew of 11 PM is maintained on weekdays and a 1 AM noise curfew is upheld on weekends. "Students are given one chance, then they're out" explained Mr. Hoeft. "Regulars", residents who are not university students, are evicted as well as the other residents of the suite as soon as they are uncovered. Having two residents in a two-person suite can also be grounds for eviction. Mr. Hoeft said this strict policy was a direct result of a serious fire in HUB a few years ago when four students were jammed in a two person suite, overtaxing the facilities. In summarizing her critique, Ms. Zobel remarks that in spite of its inherent problems, HUB is still a human place. "It cannot satisfy everyone's needs nor should it be expected to do so. However, HUB has an intimate quality—the ability to change according to users' response and use." Zobel concludes by pointing out that HUB is a "stage" for people, providing an activity network for an amazing number and variety of uses. And as for all those flights of stairs, one HUB tenant, a physical education teacher told Gateway, "It's a great way to keep in

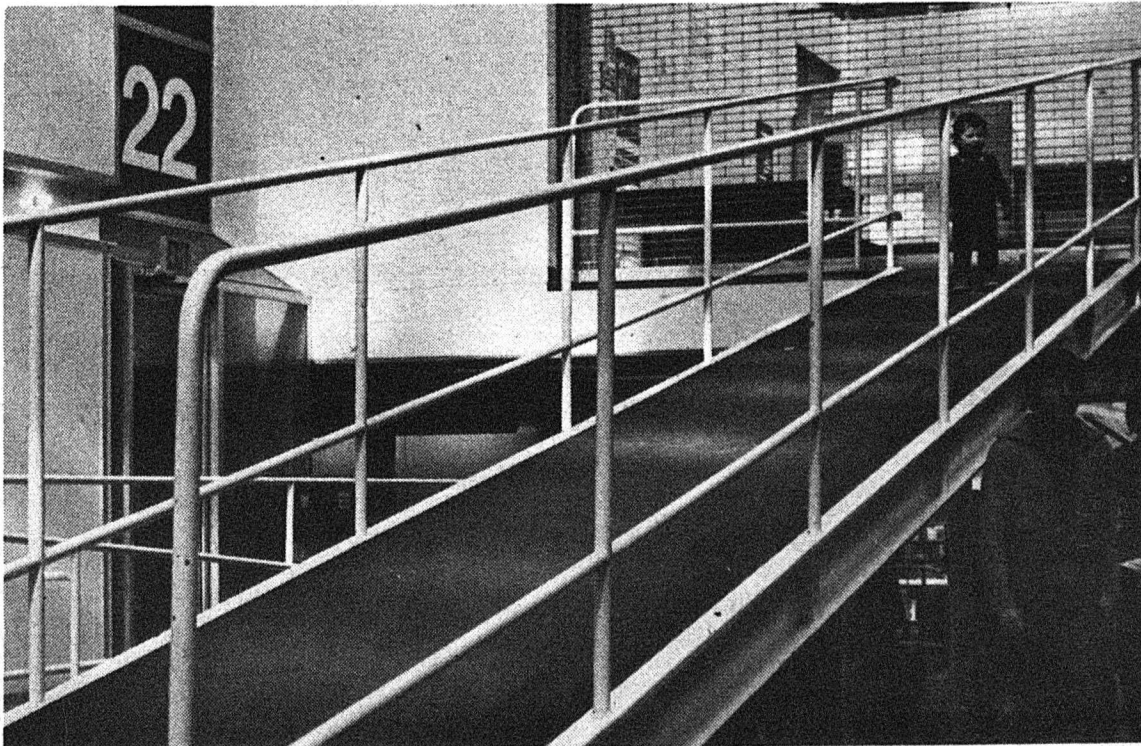
Individuals interested in examining "HUB: A Critique" in its entirety may do so at the University of Alberta Archives, located on the second floor of the old Rutherford Library study between the hours of 9 AM to noon and 1 PM to 4 PM.



April 30, 1972



September 28, 1972



the gangplank of HUB's "ship motif"

construction photos courtesy of Wells Studios

photo by Richard Desjardins