

IOWA ARCHITECT



Iowa Chapter American Institute of Architects

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See You In Ames April 13

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Come To The Spring Convention!

The annual spring meeting with the student chapter will be held on the Iowa State College campus in Ames Wednesday, April 13. Mark your calendar now. Call off business for the day. Plan to meet the brothers in Ames. Make this the finest spring meeting in the history of the chapter.

Topics scheduled for the meeting are sure to generate plenty of discussion. The recommended minimum fee schedule will be on the floor as well as counter proposals.

The question of an increase in dues to support stronger chapter programs will come up, and all committees will deliver written reports. With the exhibit of student work, awards, and the annual banquet, the spring meet promises to be an affair you won't want to miss.

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A Counter-Proposal

Fee Schedule

(The recommended minimum fee schedule recently circulated to all chapter members has brought a detailed reply from Architect Burdette Higgins. A summary of Higgins' counter-proposal is printed below in order that you may have both recommendations in hand before the spring meeting in Ames. The Higgins proposal is keyed by letter and number to the mimeographed fee schedule you received in the mail.)

* * *

Architect Higgins objected to the recommended fee schedule as being "unrealistic, too complicated . . . and, in some cases, containing inequities affecting both architects and clients."

He said he feels "it is impossible to write a set of rules to govern every contingency and the simpler the rules the more workable they will be from the standpoint of both the profession and the client.

"Let us be honest, sensible, and realistic in our dealings with the public and among ourselves," he said.

In a letter to Architect Eugene O'Neil and others, Higgins then suggested the following changes in the recommended fee schedule:

Change of Projects:

(A) Define more in detail, such as "factories, warehouses," etc.

(B) Same comment as above, and suggest this classification contain "office buildings, schools, college buildings, commercial and apartment buildings, etc."

(C) Suggest elimination of this classification and substitute modified form of Standard Form of Agreement of the A.I.A.

(D) Change to "C" and re-name "Residential." A minimum basic fee should be set for this classification. There is no more reason for leaving fees for this classification to individual office than for any other classification.

Basic Fee:

(1) Should read "Projects \$50,000 or under", if basic rate is increased. If any reduction is made due to size of project, it should apply only to projects with repetitive units, and should not start below \$500,000.

(2) Should be same basic rate as classification calls for if project is of appreciable size.

(3) The addition to basic rate should apply only to the portion that is remodeling.

(4) The addition to the basic should vary from 2 per cent to 4 per cent of cost of the project, depending upon classification of work.

(5) Reduction of basic rate should depend upon the cost of the project. There should be

no reduction if the cost is \$250,000 or less, and should be less than 1 per cent if between \$250,000 and \$750,000. The Architect should furnish a Clerk of Works on projects costing \$750,000 or \$1,000,000, or more.

(6) Addition of $1/2$ of the basic rate to the engineer's fee for that portion of the work could be less in certain cases. Should be determined for each project.

(7) I do not believe that any rule can be written for an association of architects. The type of association and cost of the project must determine any adjustment of the basic rate.

(8) Large committees can be reduced to sub-committees of proper size.

The number of Principal Contracts should not be limited by any schedule of fees, but left up to each individual architect. Simply modify the Standard A.I.A. form as required.

Type 1. Warehouses, factories, supermarkets, and similar more or less unfinished types of buildings: Basic rate 5% of the cost of the work.

Type 2. Schools of all types, office buildings, apartment buildings, commercial buildings, and similar finished types of buildings: Basic rate 6 per cent of the cost of the work.

Type 3. Residential (single and two family): Basic rate 8 per cent.

Modifications

(a) Add 1 per cent of the cost of the work to the basic rate for Type 1 and Type 2 projects if estimated cost is \$50,000.00 or less. (Optional.)

(b) For Type 1 buildings, the basic rate of 5 per cent could be reduced to $4\frac{1}{2}$ per cent after the first \$500,000. For Type 2 multi-storied buildings, the basic rate of 6 per cent could be reduced to $5\frac{1}{2}$ per cent for the second \$500,000 and to 5 per cent for all cost over \$1,000,000. (Optional.)

(c) A Clerk of the Works should be furnished by the architect for all projects costing between \$750,000 and \$1,000,000. If out of town, perhaps living costs only should be added. Where the Owner desires a Clerk of the Works for a project costing less than the established figure, or wishes to furnish his own Clerk of the Works for any project, then the size and cost of the project should determine the adjustment of the fee.

(d) Where two or more buildings are constructed from one set of plans, each architect should determine proper compensation, depending upon any required modifications.

(e) Remodeling projects should command a higher basic rate, varying from 2 per cent to 4 per cent of the cost in addition to the basic rate. The size and type of the project must necessarily determine what this increased rate should be.

(Continued on page 6)

"This I Believe"

(This month's statement of personal belief about the profession is written by O. H. Thorson, immediate past-president of the Iowa Chapter, A.I.A. He calls his contribution "ARCHITECTURE—THE BEST.")

I believe that in Architecture we practice the BEST profession and it in turn requires our BEST. Being in it, we are ethically and morally honor bound to produce buildings that work honestly—function-wise and design-wise; and we must also produce clients that are completely satisfied with our designing and our services during the building process, and with, as a result, our entire profession.

We have the BEST profession because it is in itself the most creative, and the human mind demands the satisfaction of creation. BEST because we are dealing with people who are enthusiastic and in a pleasantly constructive frame of mind. BEST because we can actually see, use, and be proud of our brain child fulfilling its function. BEST because of the always new challenge of the next job, which picks us up just as the details of the last job are getting us down. BEST because we get paid for spending someone else's money. BEST because we are planning for a better America and a brighter tomorrow.

I believe that if we give our BEST, and honestly practice the motto "Service above Self", we honor our profession and ourselves. We develop public confidence in Architects so that more work will be turned over to Architects, and at a fair fee.

I believe Architecture is much more than a 9 to 5 job. It is a profession that is truly a way of life; that colors your thinking at all times; that requires a lively interest in the Arts; that demands a professional and intelligently comprehensive approach to all of life's problems.



THORSON

Sober Reading?

If you think Iowa Architect reads a little too much like a committee report, if you think there isn't enough of the human element in the book, you can do something about it.

Send office or personal news items to the editor. He hasn't received an unsolicited news item in so long he's beginning to wonder if the members do anything but work. All it takes is a postcard and a couple of minutes to send Iowa Architect a bit of news. Let us hear from you.

Reports Wanted

There have been some reports recently that unqualified designers, calling themselves architects, have been contacting church building committees in Iowa.

It is understood that, in some cases, these designers have obtained as much as 6 per cent for little more than sketches and crude plans that are worthless to the builder.

In some cases, it is reported that contractors found the plans to be structurally unsound.

Continued activity by these so-called designers cannot help but hurt the entire profession in the state. They can operate simply because the average lay building committee does not know what services a registered architect provides.

If you have knowledge of such activity in your area, please contact the Practice Committee with specific information. If the activity of unqualified people seems to be widespread, a public information program will be undertaken.

Craig Adamson of Woodburn & O'Neil, Des Moines, is leaving soon to join the Armed Forces.

I would hope that it could be said of each of us: "He's capable, he's honest, he's imaginative, he's intelligent, he's a gentleman—HE'S AN ARCHITECT."

May We Lecture A Bit?

A short time ago a piece of advertising material was circulated to potential buyers of a building product. The manner in which this advertising piece was presented caused considerable comment and controversy.

This advertising folder was issued as an honest effort to please Iowa Architects. Its manner of presentation was an effort to give architects credit. Unfortunately, a mistake was made in giving too much attention to one architect's name. This offended other architects. The advertiser was accused of having broken the architects' code of ethics.

* * *

The honest intention of the advertiser and recent programs instituted by architects themselves should be kept in mind when considering this incident. There is now an effort going on at national and local levels aimed at obtaining recognition for the architect and his work, no matter where that recognition should appear or be published. The program has primarily centered around newspapers in an effort to eliminate what is referred to as "AA" —Architects Anonymous.

It might also be pointed out that we, as architects, are the only ones who can break our own code of ethics. Perhaps we should look to ourselves for examples of violations of the code.

These are not meant to be words to further antagonize members who have found fault with the advertising material in question. This editorial is simply in-

tended to present a few reflections on how our attitudes relate to our relations with one another.

* * *

Basically, we are a proud and respected profession which has a long history. It is up to each individual architect to protect the reputation of the profession by his own conduct.

If we do not police ourselves first, then the imposters and unqualified will make serious inroads—inroads that can only result in damaging criticism for the profession.

Architects are responsible for a nominal percentage of money spent in Iowa construction, but what about the unplanned work much of which is done by unqualified, unlicensed men who are referred to as architects?

These so-called architects collect as much as a 6 per cent fee for a crude plan and elevations with no details, no specification, and no mechanical drawings.

Contractors probably are more aware of this than we are and they can testify to cases of structurally unsound plans and plans so poorly prepared that their inadequacy is hard for a qualified, registered man to conceive.

* * *

Our own professional conduct is our best public relations program. It follows, then, that the conduct of an unqualified man whom the public **thinks** of as an architect can damage the whole profession.



THIS AD MAT IS AVAILABLE

Chapter members may obtain a mat of the A.I.A. seal for small-space advertising by writing to Robert Savage, 931 59th St., Des Moines. Enclose \$1.00 to cover costs.

NEW SERVICE BY PR COMMITTEE

Each chapter member can have the services of a news writer and direct placement of news stories with interested papers under a new program set up by the Public Relations committee. Here's how it works:

When you have a news story that would be of interest to one or more newspapers anywhere in the state, assemble your facts and call Bob Hullihan, Wesley Day and Co., Des Moines. Phone 8-0236. Hullihan is the chapter's public relations man.

He will write the story, send it direct to all interested papers, and mail you a copy. All we ask is that you send Hullihan any clipping that might result from the story.

We urge you to use this service for it will help obtain greater recognition for all architects, but observe these do's and don'ts:

Don't refuse to give a paper requested information on the basis that "some guy in Des Moines is going to write the story and send it to you." Always deal directly with papers when they ask for information.

Allow for some time lag. It will take a little time to write your story and it will take some time for the U. S. mail to get it where it is going.

Don't expect to make another news story out of something that has already been printed. Unless you have a new angle, news once printed is over the dam as far as editors are concerned.

This service is set up for the use of all members. Give it a try.

Office Dropped

In order to cut costs, the chapter has been forced to end an arrangement whereby some chapter clerical work was done in the office of the Iowa Engineering Society in Des Moines. The wonderful cooperation of Sally will be missed.

Fee Schedule

(Continued from page 3)

(f) The size and type of the project must also determine the additional fee for special consultants and engineering service. Suggest consultant's fee plus 2 per cent of cost of that portion of work for which he furnishes service. This, however, should be left to each architect.

A request for an Architect to speak at the Palo Alto County High School Career Day has been received by the Public Relations Committee. Waldo Dean reports that a member of his firm will handle the assignment. The Career Day will be held in Emmetsburg April 13. (At least one Architect is going to have to miss the spring meeting.)

A Thought

Before we attack one another or well intentioned outsiders, let's consider whether or not it isn't more important to police ourselves and to control the quacks and imposters.

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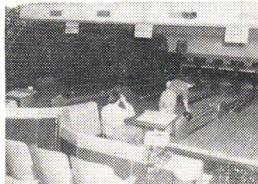
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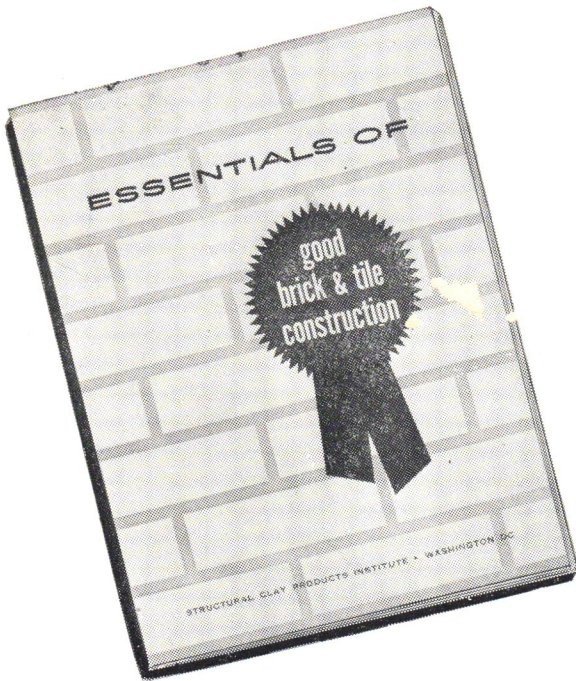
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