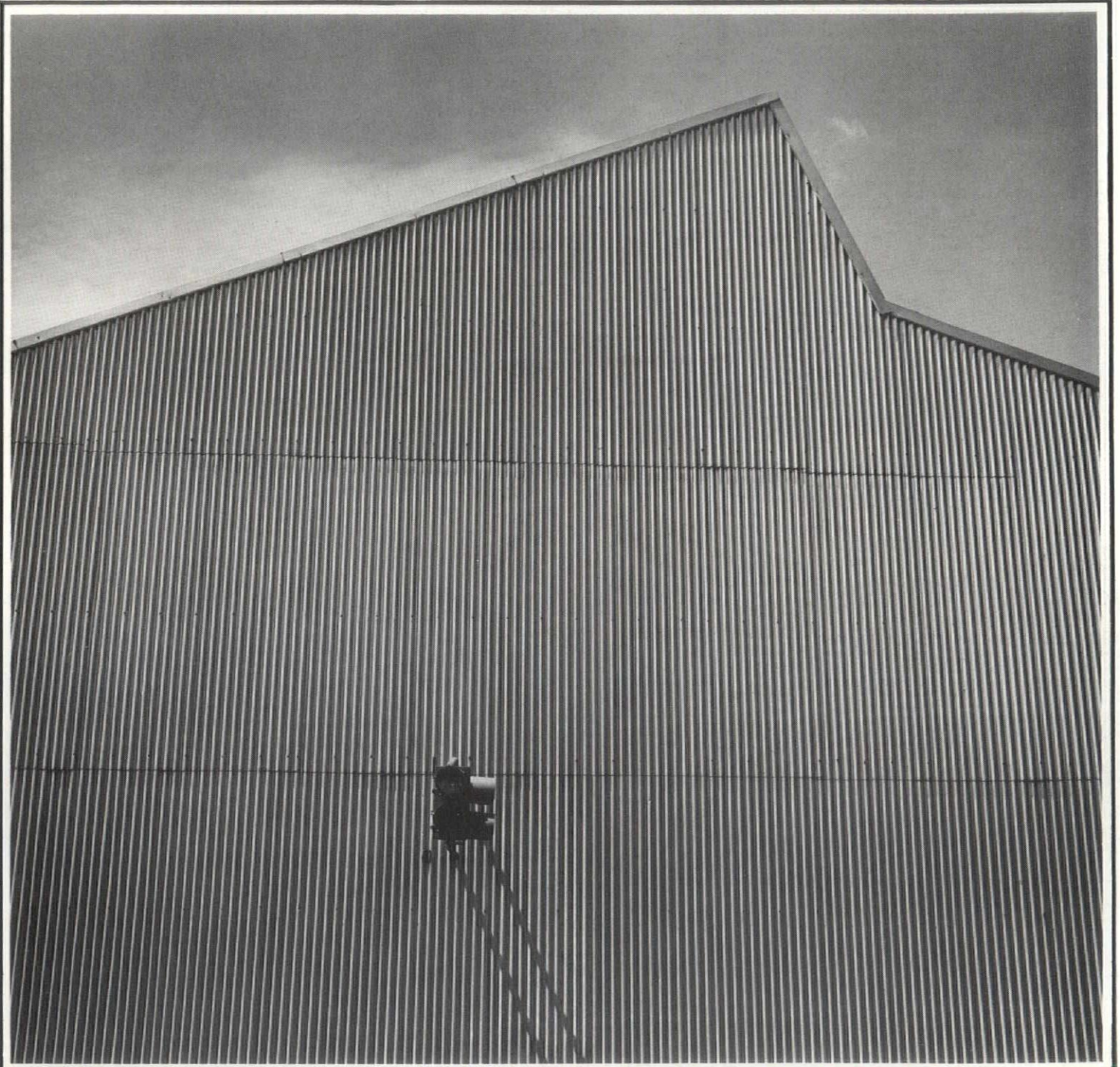


Hawaii Architect 9/75

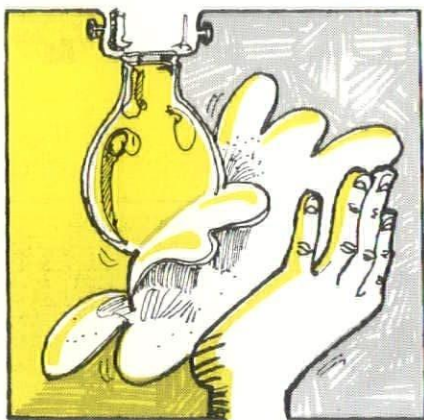
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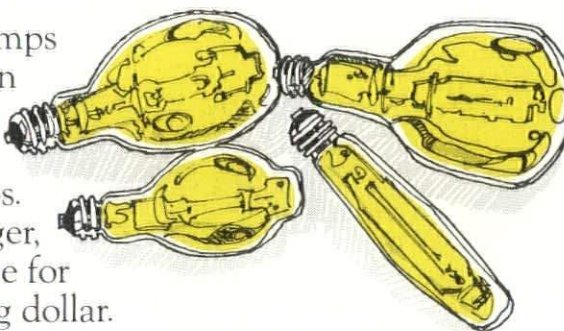
1. Cleanliness Counts.



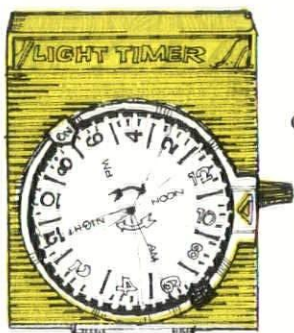
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Contents

Architect: Let's Redo Waikiki 4

Architectural Prostitution 5



Form and Function 8

Energy Conference 10

Pauahi Hall: Potential for Adaptive Use 12



In Memorium 14

The Impact of the Environmental Impact Process 16

Subscriptions \$10.00 per year

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directed to:

Hawaii Chapter AIA
1192 Fort Street Mall
Honolulu, Hawaii 96813

Beverly Wolff, Executive Secretary
Phone (808) 538-7276

COVER: Photo by Rick Golt — See Page 8.

Published by

Crossroads Press, Inc.

863 Halekauwila St.
P.O. Box 833
Honolulu, Hawaii 96808
(808) 521-0021

George Mason, Publisher
Stephen Lent, VP/Sales
Bruce Chew, Advertising Mgr.

Controlled circulation postage paid
at Honolulu, Hawaii.

Opinions expressed are those of the
editors and writers and do not
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Architect: Let's Redo Waikiki

by KEN KOBAYASHI

Honolulu Advertiser, August 25, 1975



George (Pete) Wimberly will sit in his Waikiki penthouse architectural office and tell you "developers have been busily taking away the charm of Waikiki."

He will say the architects aren't responsible for development because they merely sell their talent — like streetwalkers — to the men with money.

George Wimberly will tell you he doesn't like people who call themselves "environmentalists."

Wimberly is the man who heads the architectural firm that designed the Waikiki-Sheraton and Chris Hemmeyer's twin 40-story

towers, now under construction.

Wimberly, president and founder of Wimberly, Whisenand, Allison, Tong & Goo, gave those views and others during a three-hour interview last week. His firm is celebrating its 30th anniversary this month.

Wimberly, 60, built the firm from a small partnership with Howard Cook in 1945 to what it is today — considered by many to be most active architectural resort firm of the Pacific.

During the 30 years, the firm has designed structures costing an aggregate of about a half-billion

dollars in places as far away as Indonesia, Tahiti, Fiji, American Samoa, New Zealand, Japan and the Philippines.

In Hawaii, the firm has designed the two dominating structures of Waikiki — the Sheraton-Waikiki and Hemmeyer Center — as well as the Sheraton Maui, the Kona Hilton, the Canlis Restaurant and other complexes, including the Bank of Hawaii building in Waikiki. Wimberly's offices are in the bank building's penthouse.

"Most developers have been busily taking away Waikiki's charm, but they haven't been wholly successful, yet," said Wimberly, dressed in what has become his usual attire — Bermuda shorts.

The charm, according to Wimberly, is Waikiki's "tropical setting," an area sandwiched by the Pacific and the Koolaus. The high-rises, he said, are destroying that setting.

Wimberly pushed open a glass door and went on to the lanai that circles his office. He pointed to a high-rise that blocked what would have been a clear view of Manoa valley. "That stupid thing," he said.

A skilled painter, Wimberly said he was able to paint a landscape of the valley before the building went up. Not anymore.

Wimberly, however, isn't so much against high-rises as he is against where the high-rises are built. And he concedes that the developer must "make as much money as he can."

If Wimberly owned all of the land in Waikiki, he said, "there would be as many high-rises as

Continued on Page 6

Architectural Prostitution

by THOMAS H. CREIGHTON

Star-Bulletin & Advertiser, September 7, 1975

The most revealing discussion of Honolulu's architecture that one could hope for (or fear) was the interview with George (Pete) Wimberly that the Advertiser's Ken Kobayashi reported recently. Wimberly, head of one of the largest and most successful architectural firms here — Wimberly, Whisenand, Allison, Tong & Goo — said that new developments are destroying our "tropical setting," but the architects who design them aren't guilty of incompetence, only of prostitution. They are whores, he said, selling their talents to the developers.

Blaming the client is an ages-old excuse for poor planning and bad design, which I've heard endlessly during a lifetime of contact with the architectural profession. Usually it's put in more polite terms, with more subtle excuses.

"It takes two to produce a building," agrees critic Wolf von Eckardt, who has also become familiar with this alibi. "There is the architect and there is always the client who insists on further congesting an already congested area... or on dwarfing his competitor." But, he adds, "It is always the architect who defends his folly, not with the understandable argument that he must, eat, but with some philosophic rationalization."

Pete Wimberly doesn't bother to rationalize; he gets right down to the question of eating and says that unless he prostituted his abilities, "I'd be selling apples."

Of course that's nonsense. If it were true, the world wouldn't have the great amount of fine architecture that it has. Every

architect through history has had clients who were sometimes difficult, sometimes greedy, not always concerned with the effect of their buildings on the surrounding community.

And many architects, even in today's commercial world, find that whoredom or apple selling are not the only alternatives. They are able to convince their clients that appearance and environmental impact are important ingredients of design — and profit. Half a dozen professional journals illustrate work of this kind each month.

There seem to be two pressures that produce the frame of mind — and the kind of work — that Wimberly defends, both related to size. One is the size of the commission involved; the other is the

Continued on Page 7



Wimberly Continued

from 4

there are now, but better spaced."

Wimberly's Waikiki would have the tallest high-rise along Kuhio Avenue, with buildings generally getting smaller toward the beach and the Ala Wai canal. "Kuhio Avenue would be a canyon," he said. "It would be the major thoroughfare instead of Kalakaua."

He said that regional study and planning for all of Waikiki by the "state's business community" are needed now.

He suggested a comprehensive study of the desirability of the wiping out of what he calls "underdeveloped areas," such as the Waikiki jungle and the small, one-story and two-story shops and houses.

"Look at that," he said, pointing down to a row of low-rise buildings along Kalakaua Ave. "It's crap. It looks bad from here and it looks bad from down there."

"There's a basis of a jungle through there in five years."

"What are we going to do? We can't clean it out and build 30-story buildings. But what we can do is build three-, four-, six-story buildings, with parks, open space. Have a pedestrian Waikiki."

He talked admiringly of San Francisco's Embarcadero area, where pedestrians, he said, can walk on rooftop pathways over a six-block area.

As to whether the city or state should have a hand in the planning, Wimberly said he would rather see the government stay out of business affairs, not only for Waikiki, but as a general principle.

"I'm a conservative guy, myself," he said.

"I'm a firm believer in private enterprise."

Wimberly said he a great admirer of William F. Buckley, the conservative columnist, and his choice for president in 1976 is Ronald Reagan. Wimberly calls himself a "Republican by persuasion."

As for the architect's role in the development of Waikiki, Wimberly said the architect shouldn't be blamed. The developers, the men with the money, he said, make the decisions. Architects sell their talent.

"You really can't blame the architect any more than you can blame a whore to sin," he said. "We're whores."

Wimberly said if the firm turned down too many jobs he finds objectionable, "I'd be selling apples."

Wimberly said the architect can argue for a more esthetically designed building, as he says he does whenever a client sees him. The question he asks is "how much money can we spend to make it look good."

However, Wimberly stressed he can only ask.

"When people say the decision-making is by the architect, that's balderdash."

Wimberly said a good architect must understand the economy and be sympathetic to the developers' concern. He realized the bottom line is the dollar.

"We use the argument that an esthetically good job over the long pull will bring in more money," he said.

As an example of how more money invested for design and

appearance can pay off, he cited the widely acclaimed Sheraton Maui, which is built around a rocky hill next to the seashore.

He said the design required "extra money, but the hotel made extra money. It is one of the few hotels that made money on the day it opened," he said.

"You have to understand economy, but you can't neglect esthetics," he said. "The architect has to strike a compromise between people who occupy the building the the people who pay for it. Sometimes it's easy to go overboard worrying too much about the humans, not enough about money."

Asked if he described himself as an environmentalist, Wimberly bristled. "Environmentalism. I hate the word.. To me, it's someone who suddenly is hooked on a fashionable thing."

"Environmentalists know very little about a lot of things and a great deal of what is fashionable. To me, an environmentalist means a man who doesn't know what he's talking about."

"When I'm introduced to someone who says he's an environmentalist, I go and hide."

Creighton

from 5

size of the architectural firm to whom it is offered. The large job, even when it promises to be a bad one, is often just too alluring to refuse.

The most tragic instance that I know of was when the Pan-Am Building was being planned at the end of Park Avenue in New York, sure to block silhouettes and add to traffic woes. The original architect was one who sold his services promiscuously, indiscriminately.

When the community protested the size and the location of the projected structure he and his client asked Walter Gropius, the great granddaddy of modern architecture, to act as design consultant — with the understanding that neither size nor location would be changed.

The temptation was too great for the founder and designer of the Bauhaus to resist; he had never had a skyscraper commission. Scolded by his colleagues and admirers, he rationalized: "Think how much worse the building would look if I weren't there." It is a bad building, badly placed, an unnecessary blemish on the great man's career just because the offer was big.

As for the size of the designing firm, it seems to be a rule that the quality of design is lowered in ratio to the volume of work produced and the number of partners. The correlation is obvious: more staff to support; more and larger commissions required; more need to please difficult clients; more willingness to compromise professional principles.

There was a time when Pete

Continued on Page 22



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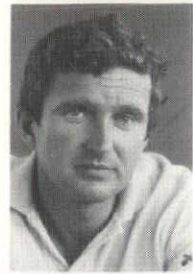
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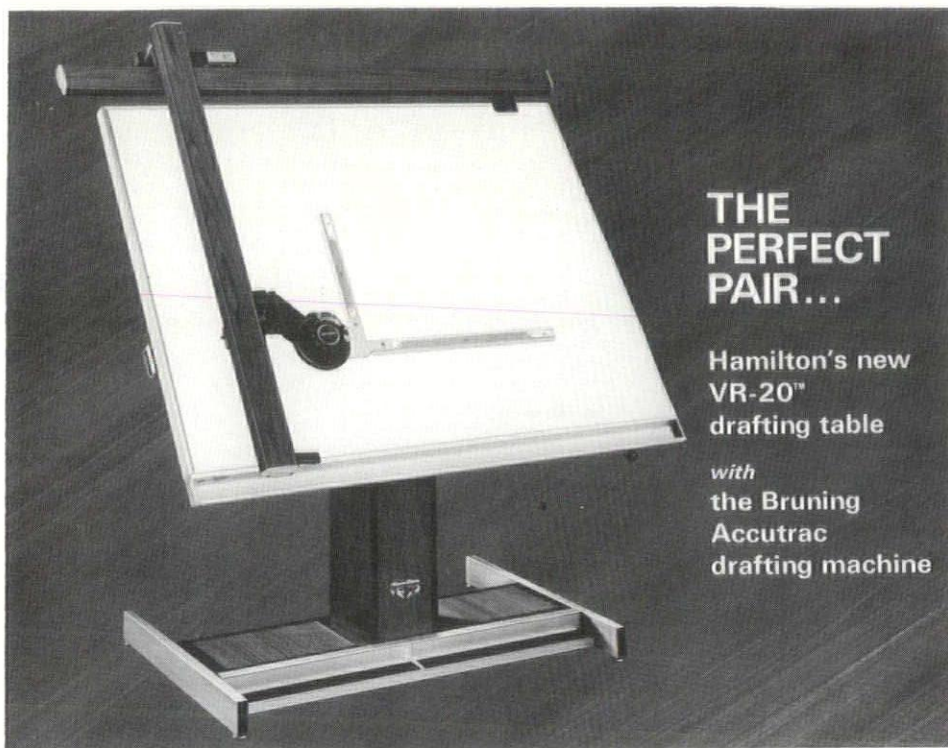
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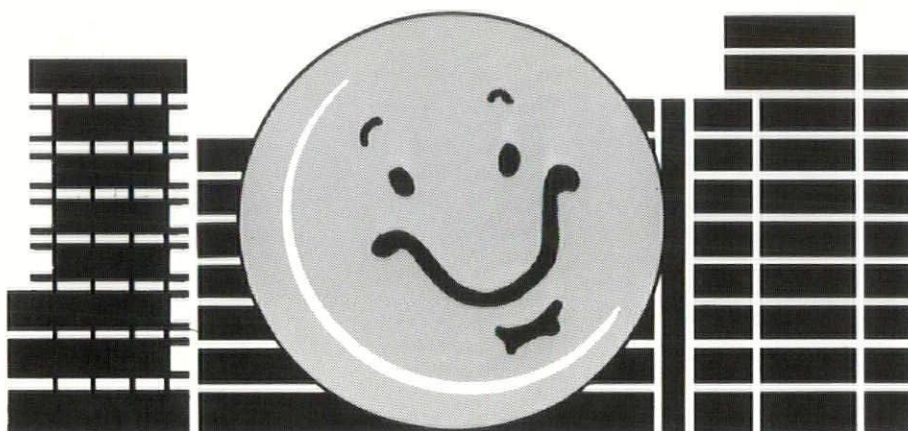
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Energy Conference

by JIM PEARSON

It was hot and sticky on the streets in D.C. The weather called for loose comfortable clothing. Yet — there I was — an aloha shirt surrounded by suits and knots around necks. Can this be design for climate? Ah, the simple solution — duck into an all glass air-conditioned building.

In July, AIA headquarters put out an urgent call for a workshop session to get together AIA energy representatives from each state. The message was that they were deeply concerned about the legislation they were seeing drafted and enacted by some states and felt a panicky need to warn us about it. They said:

"The impact of governmental action on energy conservation in buildings can have a devastating affect on the design profession as exemplified in the current trend to mandate prescriptive design standards."

The goal of this first all-state energy coalition was to share what each state is now doing and develop options and actions for working with local legislative bodies.

It was a good workshop and all the energy heavyweights were there — California with her prescriptive codes in effect as law, Florida with five energy laws, Arizona with tax deductions for use of solar energy, Oregon with her state building code on thermal standards.

We found out more about these "evil" prescriptive standards — codes which prescribe exactly the materials, size, and spacing for energy savings. We heard how inappropriate and design stifling they are.

We listened to the loopholes and gaps that they leave and the almost complete disregard for natural lighting, solar energy, and

landscaping effects.

The model prescriptive standards were developed by the American Society of Heating, Refrigeration, and Air-Conditioning Engineers (ASHRAE) and they admit they were rather rapidly formulated with need for constant improvement. The problem is that these "proposed" standards have been the only ones available for states to grasp in their justifiable rush to propose energy legislation.

It was unanimous at this congress of energy architects that, in all states where these standards are being considered, we urge legislators to "keep the door open" to other developments. (Hawaii falls in this category in that the City and County of Honolulu has been reviewing prescriptive standards for possible adoption.)

We urged a quick drafting and distribution of the preliminary performance energy budget standards that national headquarters is preparing to aid us in "keeping the doors open" at the state level.

Tax incentive and alternate energy incentive recommendations will be distributed based on other state's experiences and headquarter's studies. Model legislation for this will be developed.

We asked the national to be a vital clearinghouse of state information, codes, reports, newsletters, and so on.

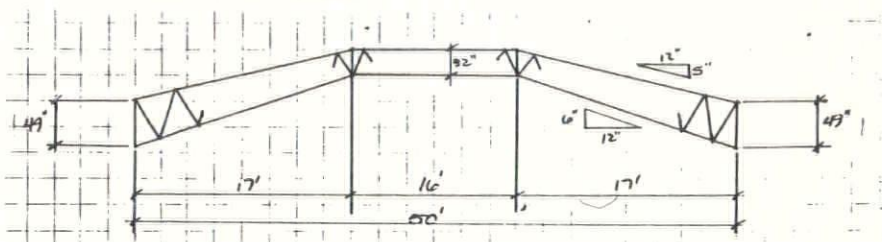
We updated current state-level work, shared reports and projects and met common-cause friends for future correspondence.

It was a fruitful workshop and only the beginning. Our entire built environment will change due to the energy legislation to be enacted in the next few years. A new architecture is upon us — the climate is the client and energy is our budget.

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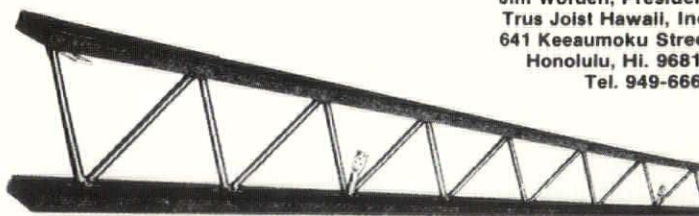
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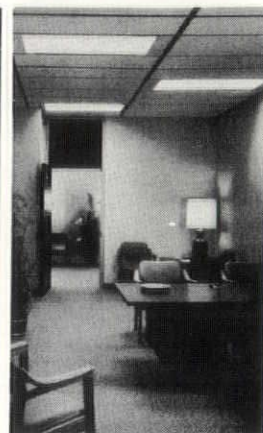
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Pauahi Hall: Potential for Adaptive Use

by SPENCER LEINEWEBER

An important consideration in the conservation of existing character, context, and scale of an established city is the adaptive reuse of existing buildings. For an old building, the step from under-utilized space to maximized potential is often a difficult one. There are effective methods to bridge this gap.

A Consultant Service Grant Report, in part accomplished as a result of a grant from the National Trust for Historic Preservation, has just been completed for Punahou School. This report evaluates the potential for adaptive reuse of Pauahi Hall, an outstanding example of basaltic lava rock construction, built in 1894 and listed on the National Register of Historic Places.

Historical research, an evaluation of existing conditions, and recommendations for the future were included in the report.

Pauahi Hall has been considerably damaged by termites and by renovations to meet changing user needs. To give an adequate representation of the original building considerable detective work was necessary.

The design was the result of a competition, and Ripley and Reyholds of Honolulu won both first and second prize. The job captain, the now famous C.W. Dickey, kept the total cost including furnishings to \$78,684.05 or \$4.51 per square foot.

The original drawings were destroyed in office cleanup but rough floor plan sketches were located in a supplement issue of "California Architect and Building News" for May 1894.



Pauahi Hall, Laying of the Cornerstone, 1894

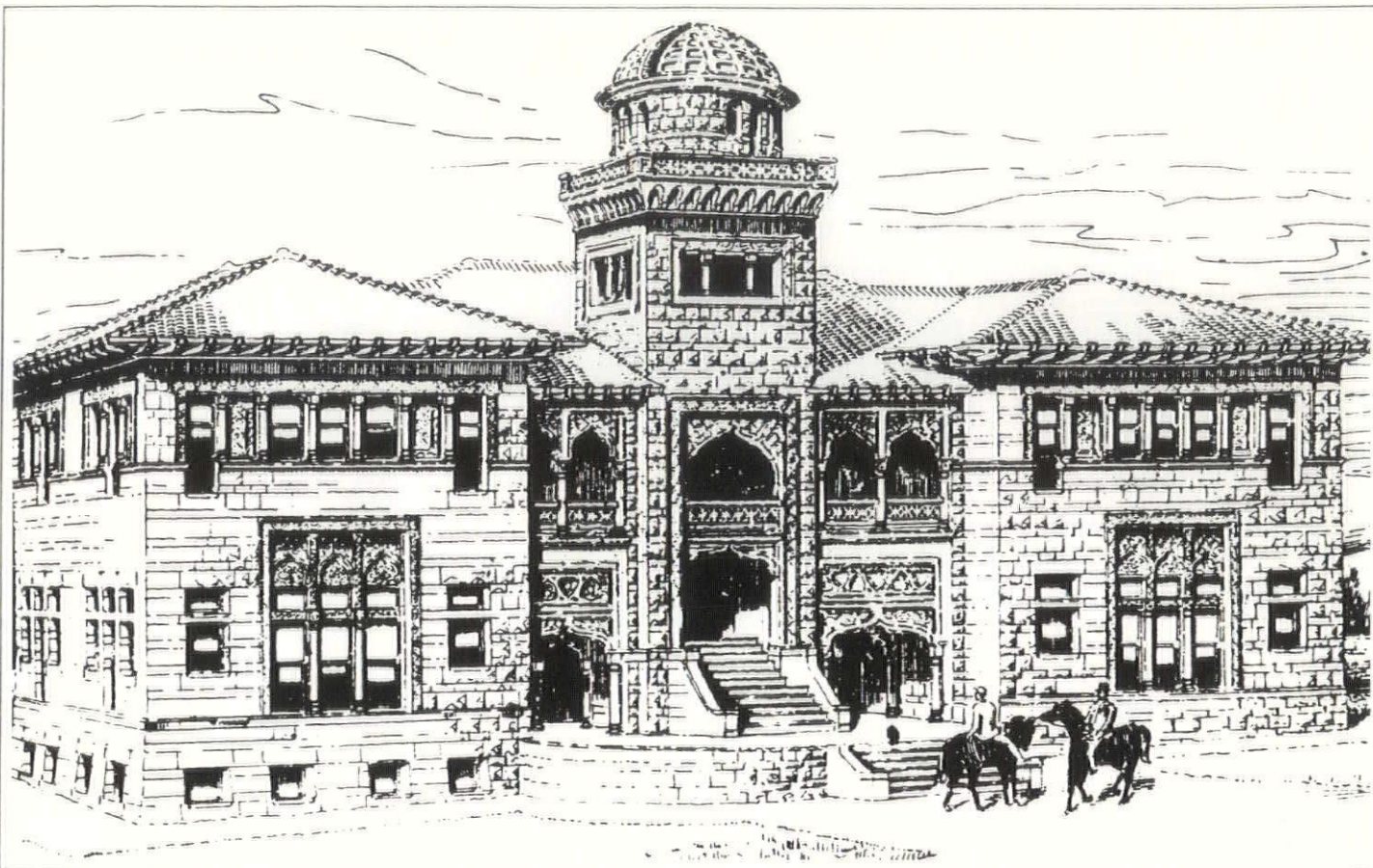
The original use of the building was classroom space and the main feature was an Assembly Room planned as both an art gallery and lecture hall. Until the erection of the Honolulu Academy of Art, the Punahou Gallery was of considerable importance.

When renovating a historic building for a new use it must be remembered that the ultimate goal is to preserve the significant historic and cultural values; yet, it is also necessary to meet the new spatial requirements. It was recommended that Pauahi Hall be returned to classroom and seminar use since the need for this type of space should not diminish over the

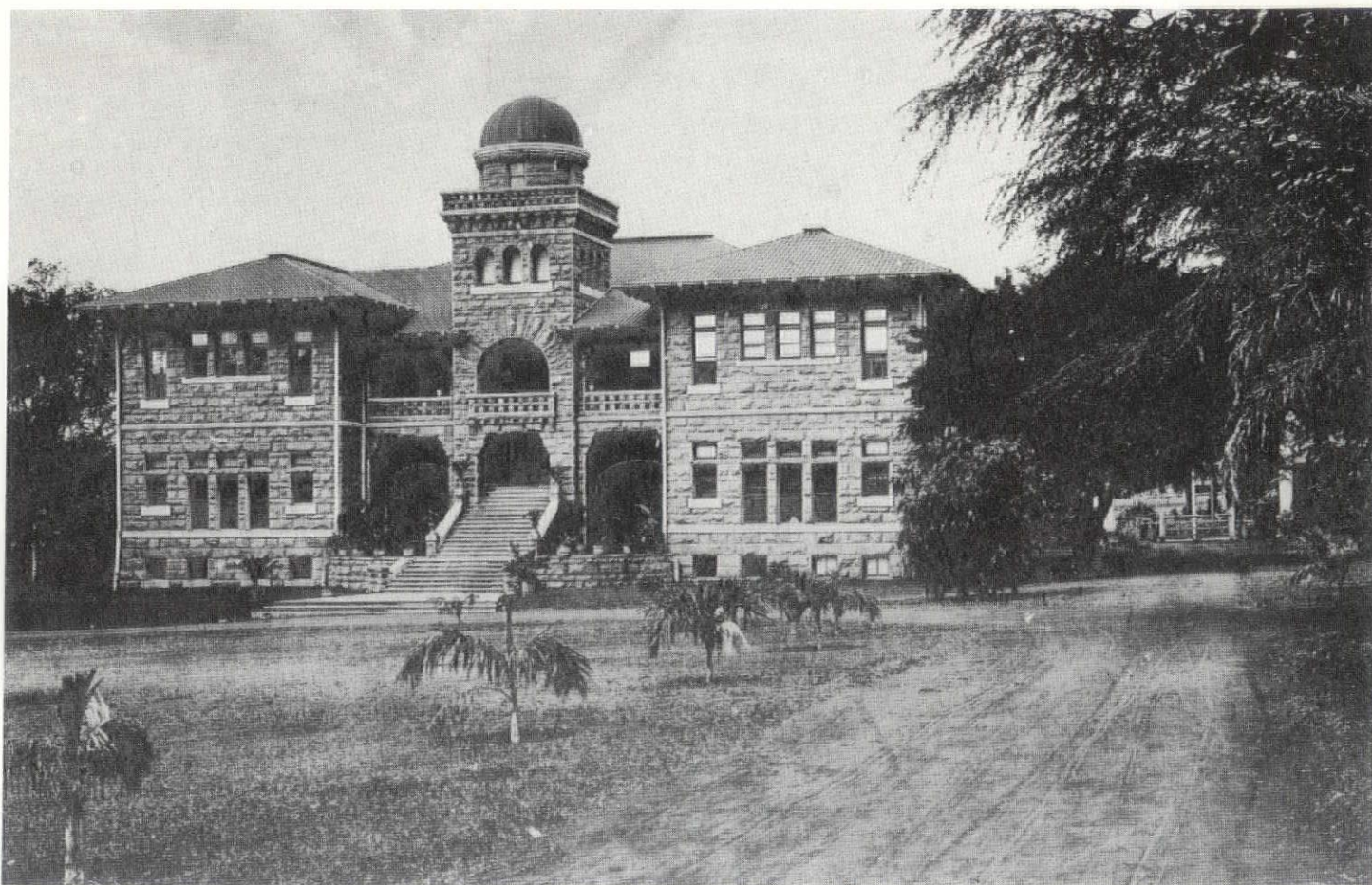
years, and extensive future renovation might not be required.

When faced with the prospect of investing a considerable amount of money in an existing structure, often the idea of "new development" and a clean slate is considered financially more attractive. The report on Pauahi Hall has proved differently. Various alternatives were analyzed and adaptive use was the most financially attractive.

Even more important was the realization of the necessity to conserve and protect the elements that are important to people and provide continuity to human existence.



Pauahi Hall Competition Drawing, Ripley and Reynolds, 1893



Pauahi Hall 1878

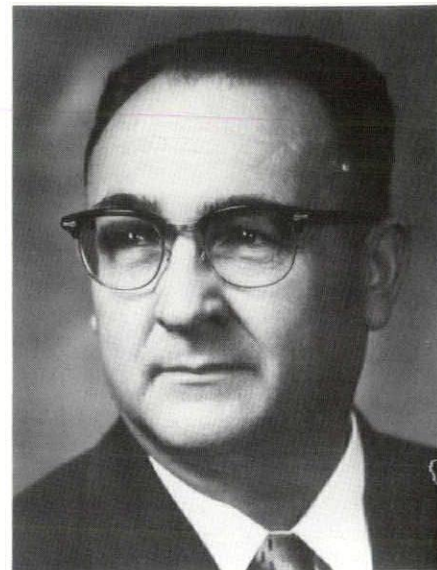


Pauahi Hall Assembly Room, 1898



Pauahi Hall Typical Classroom, 1900

In Memorium



Douglas W. Freeth, AIA, a founder of the architectural firm of Lemmon & Freeth (now Haines Jones, Farrell, White & Gima) died on Monday, August 4, 1975. He served the firm as a principal and vice-president from 1951 until his retirement in 1972. After his retirement he served as a director and consultant to the firm.

Mr. Freeth was a longtime member of the Hawaii Chapter AIA, serving as a director and president in 1959. Recently he had been appointed to the General Services Administration's Public Advisory Panel on Architectural Services for the Hawaii-California-Nevada region.

Congratulations on your editorial which appeared in the Honolulu Star Bulletin (Aug. 20) relating to fires in high-rise buildings.

It was an excellent, factual, debunking of some of the myths being perpetrated by the entertainment media and uninformed real estate salesmen.

Your editorial should do much

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Prior to the founding of Lemmon & Freeth, Douglas Freeth was affiliated with C. W. Dickey, architect of the Alexander & Baldwin Building and Wilcox Hospital on Kauai.

He received his education at St. Mary's College in California.

During Mr. Freeth's tenure at Lemmon & Freeth, the firm grew from a two-man office with a small staff to become the largest architectural firm in Hawaii. His main concentration during those years was in the areas of construction document production and inspection procedures.

A lifelong member of the Honolulu Hawaiian Civic Club, Mr. Freeth was also active in the Honolulu Lions Club and served as chairman and as a member of the Building Board of Appeals for the City and County of Honolulu until his death.

In 1972 Mr. Freeth and his wife were featured in the Honolulu Star-Bulletin article "Hawaiians Who Made Their Mark," a group of outstanding persons of Hawaiian descent in the Honolulu community.

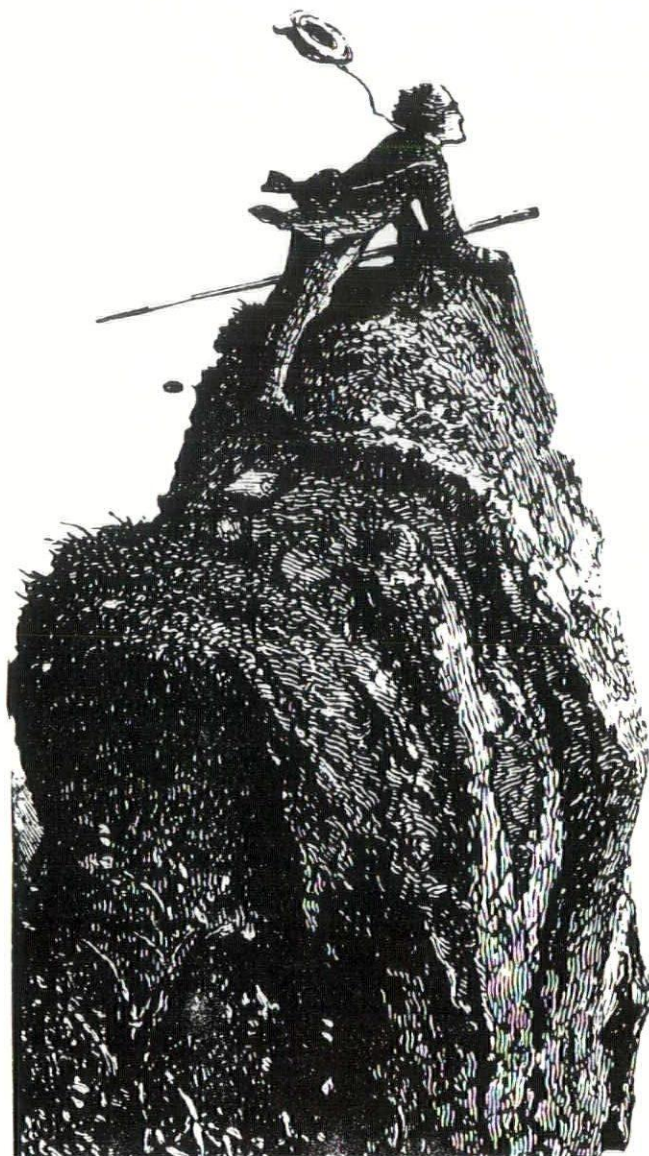
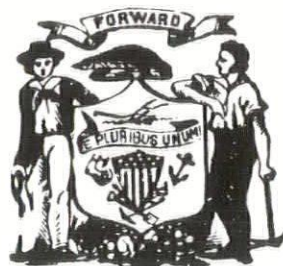
He is survived by his wife, Evelyn K., and daughter Mrs. Mendel (May) Borthwick; his mother, May W. Freeth; three grandchildren and two great-grandchildren.

to set the record straight and restore confidence in the construction industry, in general, and in high-rises, in particular. Keep up the good work.

John B. Connell, Chairman
Construction Industry
Legislative Organization

The Impact of The Environmental Impact Process

by MICHAEL J. LEINEWEBER, AIA



This article will be divided into two parts. The first part concerns the environmental and policy climate that has made thinking about environmental impacts not only possible but increasingly required. The second part will concern the more or less practical aspects of preparation of environmental impact statements, as currently required by Act 246 of the 1974 Hawaii State Legislature (Chapter 343, Hawaii Revised Statutes).

A third theme, which may be explored in the future, is the process by which the EIS is implemented at the local level.

Regulations and rules of practice and procedure have been formulated by the Environmental Quality Commission of the State of Hawaii under Chapter 343, Hawaii Revised Statutes. Assessment of the actual functioning of the EIS process will be possible after political and legal events have demonstrated the viability of Chapter 343 as a means of insuring that environmental concerns are given appropriate consideration in decision-making along with economic and technical considerations.

ENVIRONMENTAL AND POLICY CLIMATE

Background

Only in the recent past have the levels of productivity and prosperity existed which allow attempts to implement the millennial and utopian fantasies that have characterized environmental literature for centuries. From



Thomas Aquinas to Alvin Toffler, futurists have been concerned with the environmental impacts of utopian concepts.

Given the current drift of social and intellectual concerns, the emergence of environmental consciousness is not surprising. The currently popular concern reflects an increasing sophistication in terms of perception of the environment as a whole system, in which all of the elements relate to one another. These elements are perceived as a system capable of being rationalized, analyzed, and modified with some degree of predictability.

From a humanistic standpoint, this can be a humbling perception. Man is seen as one element, albeit a significant one, in an intricate set of elements. Often environmental actions are perceived in terms of the dislocations that they bring to the system. Past and current literature has worked over the "place" of man in the ecosystem from every conceivable point of view.

This subject is exhaustive and exhausting, but certain themes are by now accepted almost as folk wisdom, as a part of the collective cultural consciousness of the United States in the 1970s. These fundamental perceptions should be reckoned with by anyone who plans, develops, or uses the environment, as they form the background and the stage on which environmental actions are played out.

Coupled with shifts in perception are changes in values. Within a relatively short time frame, an ambivalent attitude

toward development has begun to strain the whole process. There seems to be a philosophical rejection of the American life style as characterized by excessive consumption of goods, services, and energy.

At the same time, within the global community, rising expectations and envy of just such a life style characterize the upwardly mobile elements of other societies. The consumptive life style creates relatively large pressures on the environment in terms of exploitation of limited resources by explosive population growth, higher incomes, and intensive exploitation of resources.

The most fundamental challenge to the so called "American Way" of life is the subversive notion that quality may be more important than quantity. That less may be more. These values, although widely held by sectors of the intelligentsia, and at times even promoted by architects, have been regarded as unsettling by the prime purveyors of the American Way, and as challenges to the established order of production and distribution of goods and services.

With the relatively recent emergence and perception of real estate and development as market commodities, bought and sold like soybeans, petroleum, or disposable diapers, the stage was set for the marketing and distribution of the environment. A perusal of real estate or business publications should suffice to demonstrate the interest in and transactional volume of environmental marketing.

Institutions

With the changing of social values, power shifts can be expected in those institutions which characterize the society. Without trying to predict the future forms which institutions will assume in dealing with environmental actions, it can be seen now that social and governmental institutions are defining environmental impacts in terms of the many costs associated with the action.

Institutions are willing, and increasingly able, to identify the cost, scope and responsible agencies involved in environmental actions. It is also possible to assess those responsible for environmental changes.

Concern for environmental planning and implementation of planning is increasingly evident, both in traditional and in new forms of development restrictions (and rewards). The innovative developer, sensing the new climate, and aware and responsive to the myriad of zoning, land use, development, and code regulations can continue to move in this turbulent and dynamic context. The developer who desires to do business as usual will encounter significant and time consuming problems.

Adding to the dimensions of the regulatory problem is the current, and no doubt continuing, trend of regulatory agencies to overlap. What is an acceptable action at a community level may not be acceptable at a county, state, national or international level. Conversely, actions ac-

Continued on Page 18

ceptable at a community level.

With the increasing requirements for hearings and consultations at every level, the environmental impact review process promises to lengthen the time frames in which development takes place. This will increase the "front end costs" in terms of money, sophistication, and political connections. Developers with all three will continue to function. Those missing one of these essential ingredients will have problems.

One encouraging prospect is that developers who attend to community level impacts tend to have an easier go at other levels of review. In fact, federal level environmental impact processes require local level reviews prior to federal consideration.

What are the policy responses that institutions should make in adapting to the environmental impact review climate? Policy, in a detailed sense, can only be formulated following an analysis of currently applicable environmental impact laws. This would indicate advice of counsel as a desirable first step. In conjunction with this advice, the opinions of professionals involved in the environmental impact review process are invaluable.

A wide range of consultants, covering disciplines ranging from engineering to ichthyology can be brought into play, but the architect probably will retain his central role as a manager and organizer, capable of describing the impact in physical terms, and responding to the reactions of the

review process in a rational, responsible manner.

The requirement for environmental impact evaluation and review has existed at the federal level since 1969, with the National Environmental Policy Act (P.L. 91-190, 42 U.S.C. 4321 et seq.) and Executive Order 11514 (35 FR 4247).

The initial reactions to federal requirements were usually cries of anguish from those who wished to undertake actions with national impacts (the Trans-Alaska Petroleum Pipeline, for example). In fact, the preparation and review of the environmental impact statement for major projects is a task which now rivals the time spent in the conception of the project itself.

It is interesting to note that the companies and agencies dragged kicking and screaming through the review process now point with pride to the stacks of consultant reports, statements, records of public hearings — in short, the whole process that represents the corporate responsibility, the agency responsiveness, and the environmental consciousness that are currently believed to characterize responsible institutions.

It can be expected that a similar scenario will take place at the local level, with certain of the status quo using every conceivable economic, legal, political, and public relations device at their disposal to resist the requirement for environmental impact review, and then hold up their ultimate compliance with the law as evidence of good citizenship, en-



vironmental concern, etc.

Policy, in a more general sense, is formulated on an increasingly utopian basis as institutions seek open and publicly accountable ways of implementing their development goals. This search may ultimately produce a more rational basis for managing the environment than that which we presently have.

As a society attempts to approach utopian ideals, it depends on increasingly sophisticated methods to evaluate proposals. This dependence on increasingly formal efforts to approach rationality in the form of the environmental impact review process will require new forms of evidence from institutions that their proposals not only have positive social values, but that they have no negative effects on the environment.

The level of sophistication needed to cope with such evidential requirements will tax the intellectual and analytic abilities of everyone involved in the process. Generally acceptable models of benefit-cost, transportation, land-use, and value engineering analysis need to be implemented. The determination of appropriate land use for a given area, for instance, is becoming increasingly difficult.

Attention must be paid to chains of consequence or effect, especially as relates to third parties. Consider the effects on the environment, third parties, or the public. What actions may be needed as compensation for a development action? If the boundary line of an effect of an action is not at the project property line,

then determination of the "boundary" and the "impacts" of the action must be calculated and given value in order to arrive at the true costs and benefits of a given project.

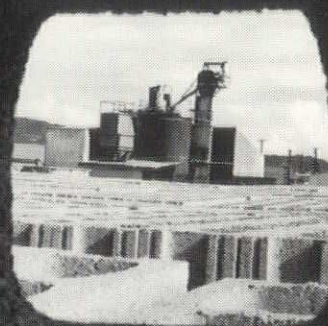
Goals

The concept of maximizing profit as a primary goal or criteria for planning and evaluating private actions is well established. From a public policy point of view, however, the entrepreneurial desire for obtaining all the profit that the market will bear has been historically tempered by considerations of health, safety, and welfare.

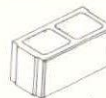
Acceptance of multiple public and private goals in the development of the environment complicates the analytic process for the developer by generating multiple routes to the "bottom line." Given a set of goals, not all of which are harmonious, pluralistic approaches are generated, and these must be valued, analyzed, and discriminated in an effort to approximate a solution to the often conflicting goals that society sets for itself.

Intelligent participation in the environmental impact process requires a commonly accepted data base, or else citizen and even agency participation trends to objections on an ad hoc and at times subjective basis. Development of really useful social data may require personal and private data on the population, which at present is relatively inaccessible and/or rapidly outdated (i.e. the Census). An

Continued on Page 20



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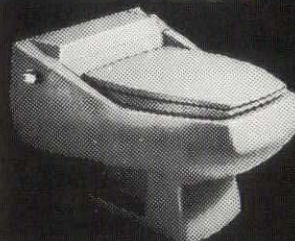
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environmental data base is feasible and techniques for assembly and analysis of an environmental data base have been developed.

Ian McHarg, in his book "Design with Nature," makes convincing applications of environmental data as a means of arriving at minimal cost solutions. The costs of generating and then maintaining a valid data base are large and, since the benefits would be public, it would seem this would be a legitimate public expense. This leads us to important considerations of responsibilities and costs.

Responsibilities

The assignment of costs for maintaining publicly accessible data on the environment is a relatively simple question compared to the calculation and assignment of financial responsibility based on environmental impacts of a given action.

Certain perceptions of environmental gain or loss must be borne by the community itself, rather than a developer. If the community permits developmental actions, then it essentially takes the profits or losses to the community which follow from those actions.

More quantifiable costs to the community such as relocation of displaced persons and businesses, provision of additional community infrastructure, and rehabilitation of environments altered or damaged by development actions have been historically charged to the agents of change through taxes, assessments, or requirements to provide in kind.

Reactions

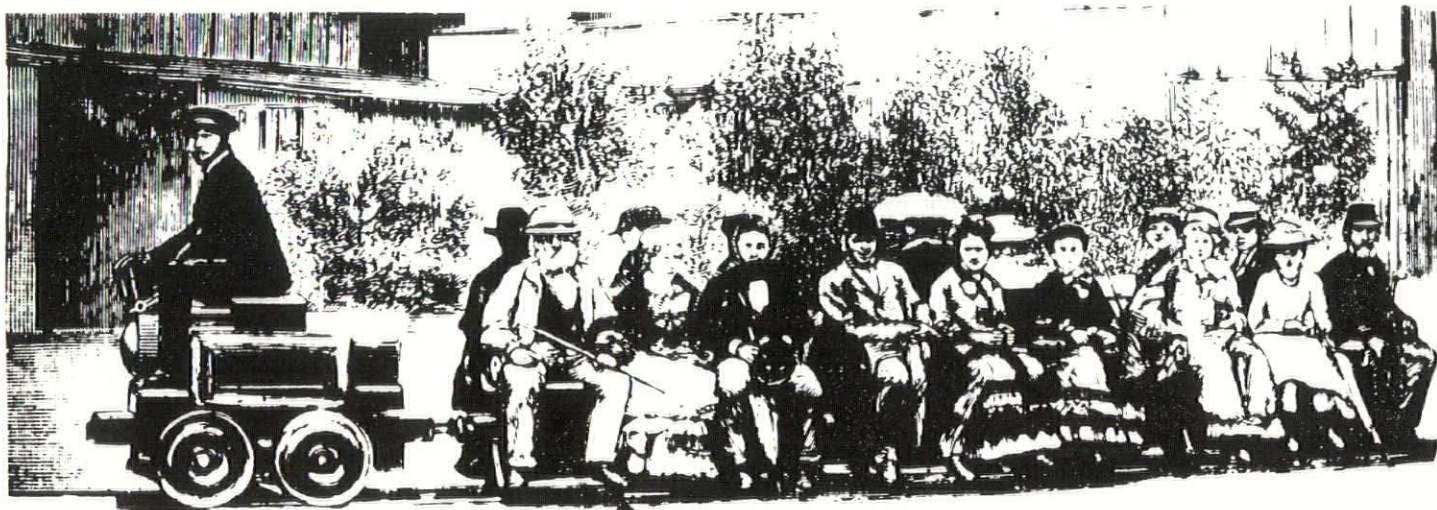
Given the current climate of social awareness and political involvement by an increasing number of citizens and their elected representatives, no developer can safely ignore the implications of

the environmental impact process. If citizen reaction is obtained late in the process, after extensive commitments of time and money have been made (TH-3 is perhaps the classic example in this field), then ad hoc reaction by an outraged citizenry, who rightly perceive that their interests are being ignored or threatened, is almost inevitable.

This is the consequence of failure to inform, involve, and integrate citizen participation in the planning process.

The developer should identify issues, assign costs, respond to, and most importantly, co-opt citizen and agency involvement in the environmental impact process. The developer should identify valid issues which emerge from the environmental impact statement, hearings, and comments.

In dealing with citizen and agency response to an environ-



mental impact statement, the developer should recognize the diversity and conflict that characterize the full spectrum of reaction.

It is advisable to evaluate other interests as they impinge on the developers' interests and establish an environmental solution in terms of its mediating effect. In this way, the position of the developer is less that of an advocate and more that of a mediator.

As the principal drafter and respondent, the developer has an enviable opportunity to seize the initiative and maintain it through the review process by anticipating environmental problems and responding in the design development phase with environmental impact solutions.

Often, when the development plans are controversial, a great deal of effort must be spent in "public relations." The question for the developer becomes one of how much time and money can he spend on the environmental impact process. With these questions in mind, several additional observations should be made in conclusion.

Conclusion

Recognition of the costs of environmental actions must be made by both the developer and the community. For certain designated classes of action it may be too expensive to undertake development, and in this sense the environmental impact process may well stop development. No development of an area is always an alternative action, and is often the least costly alternative.

In the consideration of development plans for a community, it is essential to recognize the environ-


mental elements which impact upon, and in turn are impacted by, the proposed action. It is also essential to recognize the parallelism of developmental planning and consideration of environmental impacts.

Recognition of these issues early in the process of planning and developing the environment will eliminate much of the side-stepping and backtracking which result when development goes too far down the wrong road.




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INDEX OF ADVERTISERS

Addressograph Multigraph Corp.	10
Aloha State Sales	7
Amelco Elevator	10
Armstrong Cork Co.	11
Bath Interiors, Inc.	19
Callaway - Hawaii	7
Cement and Concrete	
Products Industries of Hawaii (CCPI)	24
Gasco, Inc.	23
Hawaii Blueprint	15
Hawaii Pacific Sales	21
Hawaiian Electric Co.	2
Postal Instant Press	22
State Tile	19
Trus Joist Hawaii, Inc.	11

Creighton

from 7

Wimberly not only wished Hawaii's architecture could fit its tropical setting; he saw to it that it did. In the '50s he designed distinguished buildings. When I was editing one of the architectural journals, Wimberly & Cook was one of the few firms in Hawaii whose work was being published nationally.

For many years now, the constantly growing activity that Pete heads has not been recognized for the quality of its planning or design. It has produced, instead, large, profitable complexes in many places through the Pacific, including the scaleless, tasteless and successful Sheraton-Waikiki.

It wouldn't be fair to single out Wimberly if he hadn't stuck his neck out in this interview. He is simply one illustration of the gradual dissolution of design sensitivity in Hawaii as the physical development of the Islands has increased in extent and magnitude.

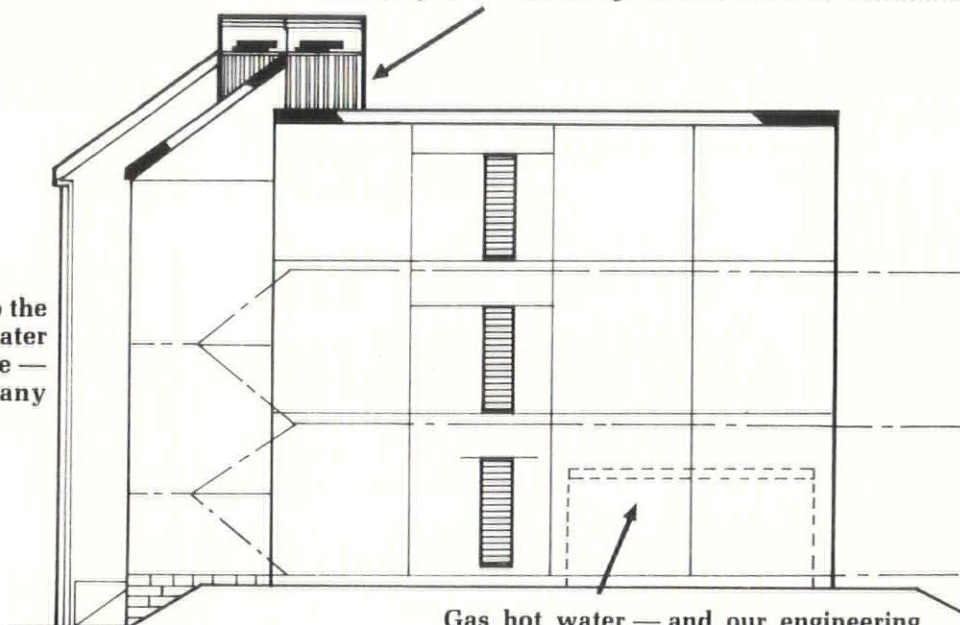
At one time local people like Hart Wood and Charles Dickey, supplemented by imported talent like Bertram Goodhue for the Academy design, were making Honolulu an attractive city. There is still ability here, showing in smaller-scaled work. But the big commissions that litter the landscape don't go to those people; they are offered to the big firms, who feel they can't refuse them.

And even in the local AIA Design Awards judgments, it becomes more difficult each year for the jury of selection to find anything worthy of award outside the small-building and single-house categories. For the rest, I guess we must take Peter Wimberly's word for it when he says, "You can't blame the architect anymore than you can blame a whore."

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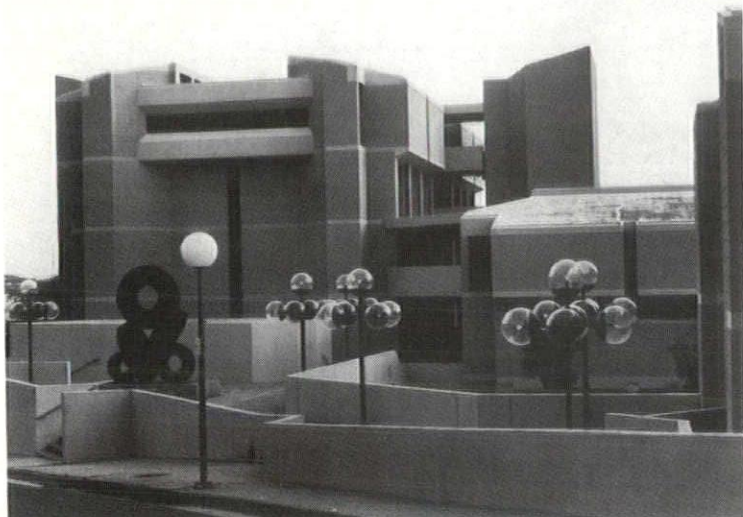
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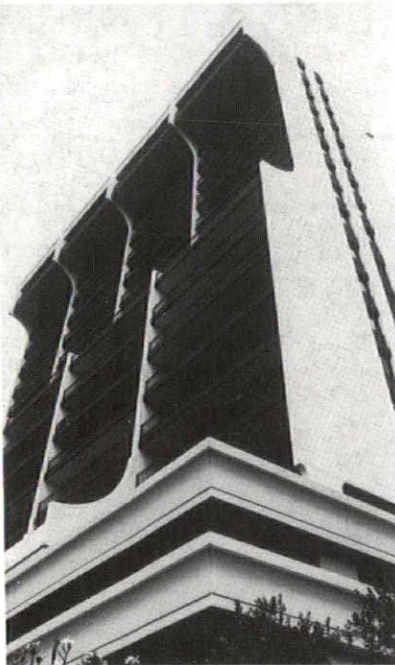
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