

street graphics

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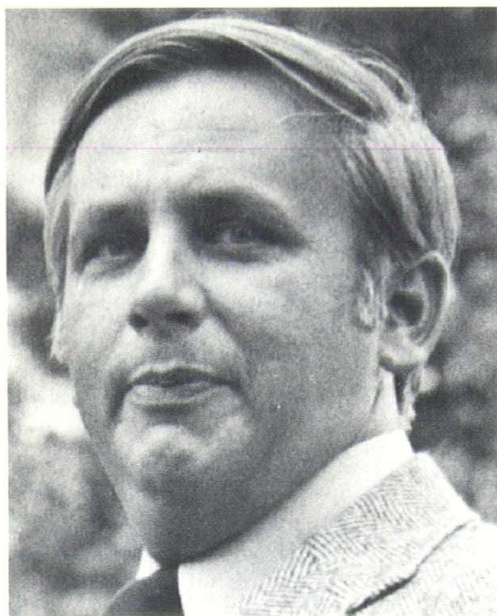
DEC 6 1971

LIBRARY

IOWA ARCHITECT

Oct./Nov./Dec. 1971

editorial



Jon Crose

GRAPHIC CONTROL : A PUBLIC ETHIC

PROHIBITION OF LIQUOR FAILED DURING THE '20'S!

PROHIBITION OF SIGNS IS DOOMED TO FAIL DURING THE '70's!

Two statements that are perhaps academic, perhaps inflammatory, possibly redundant, possibly prophetic, but certainly one an historic truth, the other surely on its way to becoming a historic footnote in the planners almanac.

Both issues are emotional. Both issues involve an individual right, the consequences of which, however, become a public concern. I doubt if signs, like liquor, can be effectively controlled by somewhat arbitrary and inconsistent governmental prohibition and denials.

An effective control of signs will result only from a sense of community pride and a genuine desire of the sign industry, the businessman and the general public to create a better environment in which to live, work and shop.

The competition between various businesses for height, size, location, brightness and number of revolutions per minute of their signs must be controlled. However, it must be a collective act by the businesses and the sign industry, developed from an

understanding of the buying public's needs and requirements for direction and information.

The sign chaos developing today gives meager credit to peoples' intelligence or imagination. The vast majority of the people are most capable of finding their way to the gas station, bar, or muffler shop of their choice. A choice by the way, usually determined far in advance of actually seeking out the place of business.

The money spent for super, spinning, shiny signs could be used to wash the front windows, provide better service or maybe even plant a tree on the businessman's property. This would not only create a better environment, but would, I am deeply convinced, improve the day to day business of the establishments involved. I believe the buying public's tastes may be far more sensitive and sophisticated than we usually give them score for.

Effective sign control will occur only through self-imposed regulations by business. This will occur if, and only if, the general public demands it. Unfortunately, it is difficult, if not impossible, for the people to demand a better graphic environment if they have never experienced one. Therefore, a process of education and an exposure to something superior to that existing will be necessary to stimulate such a public demand. This then, rather than more rules and regulations, is the challenge to which the design professions should immediately address themselves.

ia

IOWA ARCHITECT

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Oct./Nov./Dec. 1971

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Chapter.

editorial:

Jon Crose, Des Moines
landscape architect, views
sign control as a challenge
to the design professions.

4

happening:

Four volunteer groups (Iowa
State University Architec-
tural students) spend 24
hours in concentrated group
"educreation" experience.

9

convention:

1972 annual convention to
focus on design. Guests:
Ulrich Franzen, FAIA; Ivan
Chermayeff, Graphic Design-
er; Kenneth Johnson, Presi-
dent, Interior Space Design;
Miss Jeanne Davern, writer
and former editor of AR-
CHITECTURAL RECORD.

12



street graphics:

Pause for a moment to take
note of the visual pollution
that is imposed upon us
each day here in Iowa.
Can environmental problems
be solved through the stim-
ulation of civic pride?

18

davenport:

AIA Urban Design Team
visits tenth American city in
nationwide assistance pro-
gram.

22

news:

The NEWS provides you
with a book review, a recent
architectural award, and
items of concern for every-
one.

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July/Aug./Sept. Issue:
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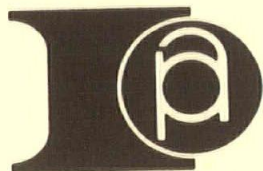
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For Amber Waves of Grain...*

Ignore Them and They'll Go Away.



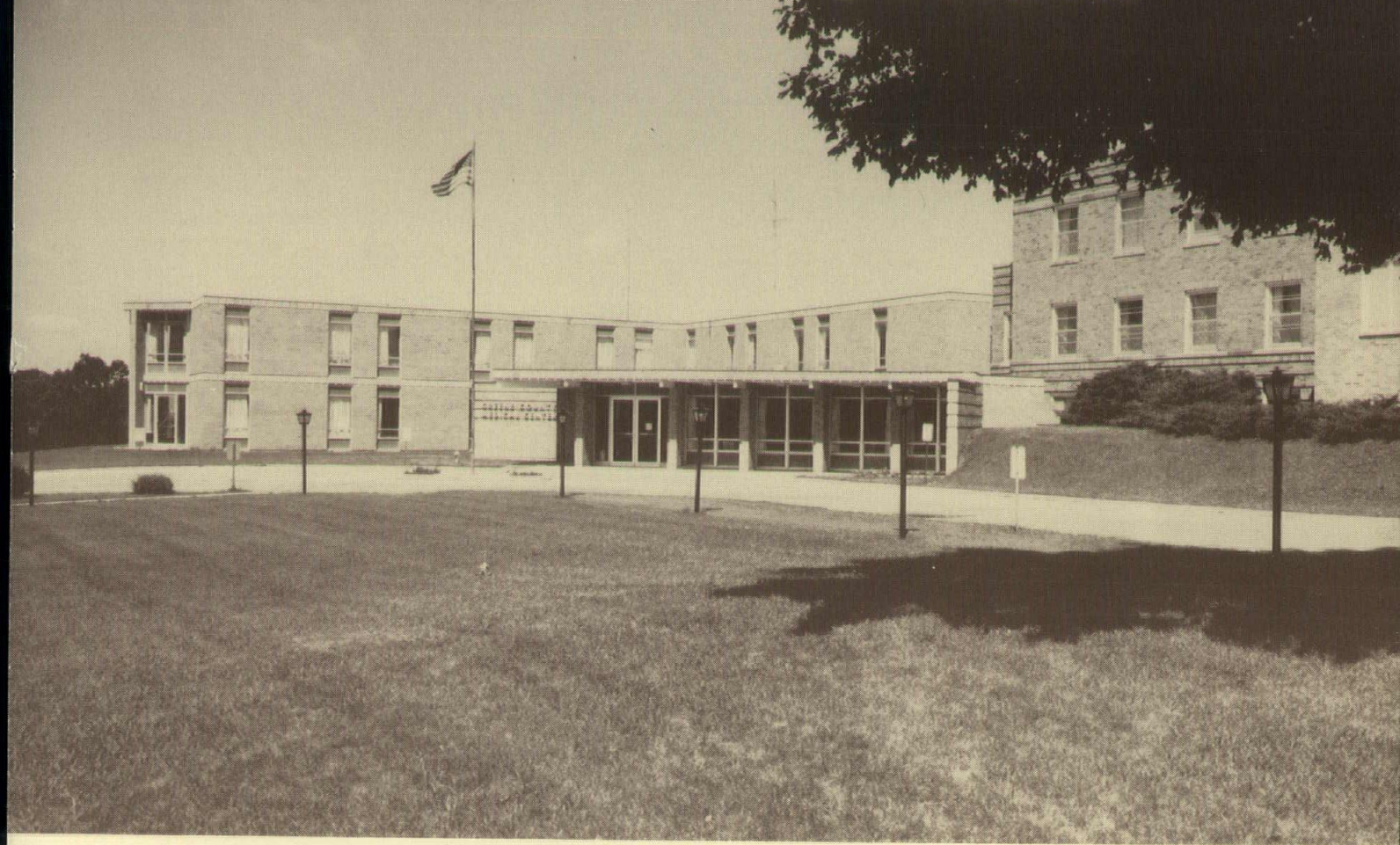
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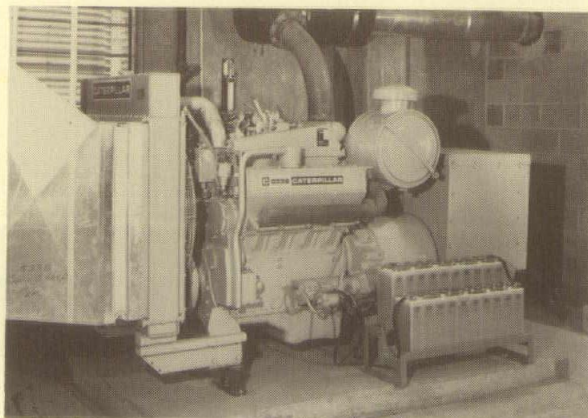
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4

Sunrise

A rare morning in September the campanile strikes

The first golden rays of the sun burst over Curtis Hall and illuminate a processsion advancing on the serene emptiness of central campus. Under a huge web of twine "Septemberfest" begins—two hours of activity encompassing music, dancing, theatre, games, construction and destruction of structures all scored to the timepiece of Iowa State University, the campanile.

The event is a result of "an experiment" designed after a model put forth in "Educreation" by Paul Ritter, as an initial—first experience of students in the Department of Architecture. Volunteers in Design I (3rd year in the six year program) were divided into four groups and issued the program challenge to bring out creative imagination. Over a twenty four hour period they were required to learn the names of each other, devise a group name, motto, symbol and design a feast and the event scheduled for the next day. The event was to be graphically presented in a scored form based on ideas presented in "R. S. V. P. Cycles" by Lawrence Halprin, to show all participants activities at all times.

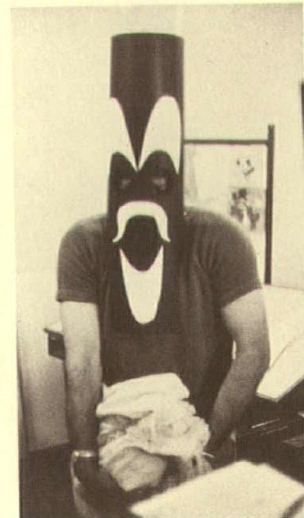
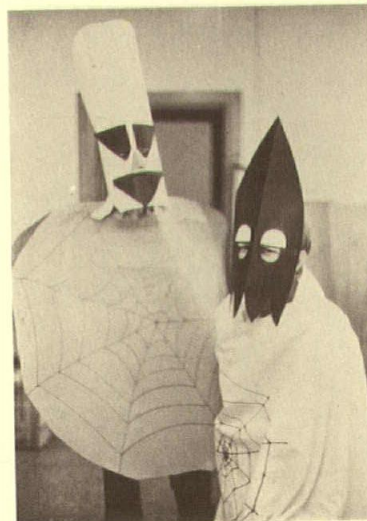
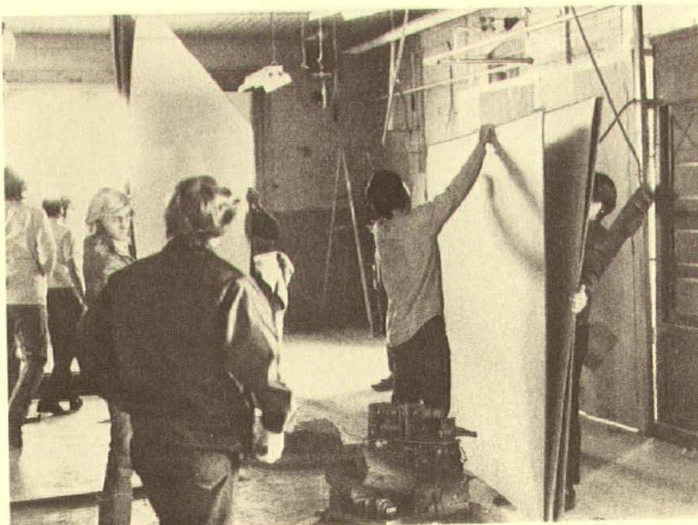
The tasks as solved were presented to advanced students who acted as review committees for approval at various periods. Thus the students were subjected to evaluation and critical review of their efforts.

As a first creative experience the student is placed under stress and tension. It becomes necessary for them to learn to organize themselves and co-operate in a group activity to achieve the end result within the time allowed.

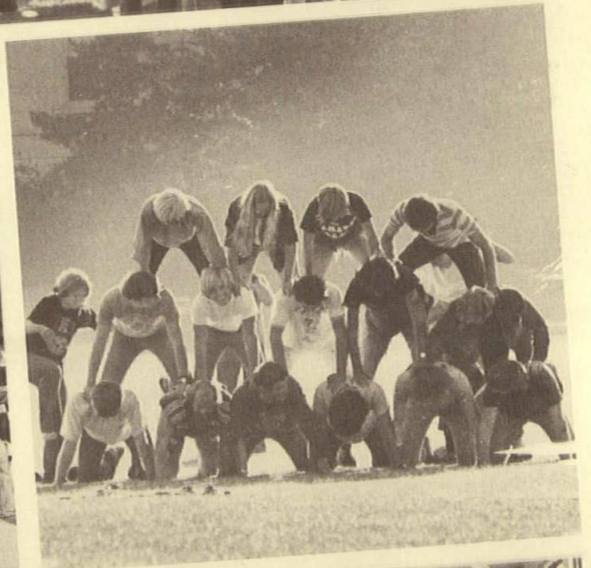
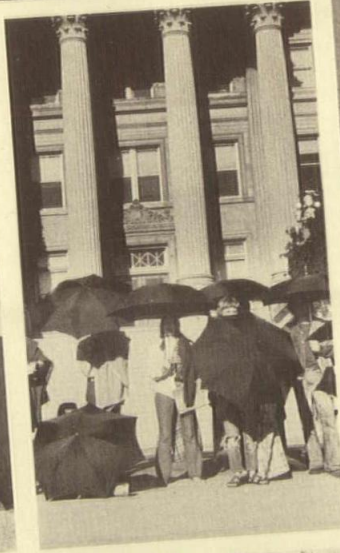
After approval of the designs presented, the students were allowed to leave the studios to gather materials needed to complete their tasks and for the Saturday evening feast for themselves, review committee and instructors. Various activities continued thru the night till the sunrise event Sunday morning. After the "happening" on central campus, all participants enjoyed a feast of Indian food with sitar music at Engineering Annex.

Advanced students who participated were amazed at the results obtained in so short a time. Estimates that the new students had progressed to the point that normally would take several months to a year of ordinary studio activity to accomplish were voiced by most of the review committee members. Early doubts of some participants were overcome and by the end of the project they had developed a com-raderie—strong group and departmental identification—they belonged. In the few hours they overcame initial timidity as individual defenses were let down under the pressure and long hours.

It is hoped that while this years activity was faculty originated that in succeeding years, students will initiate the event on an annual basis for incoming students.



a happening



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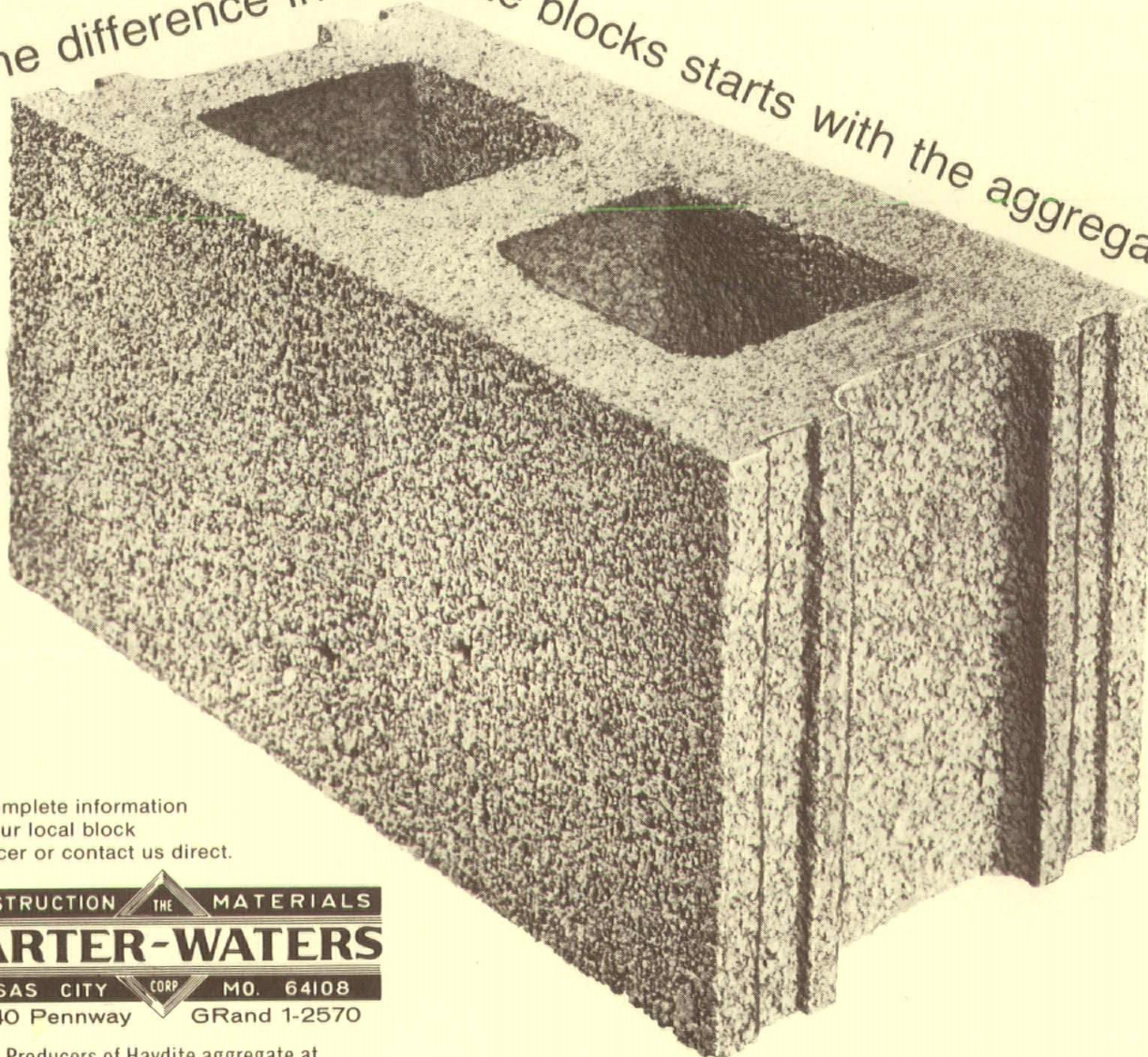
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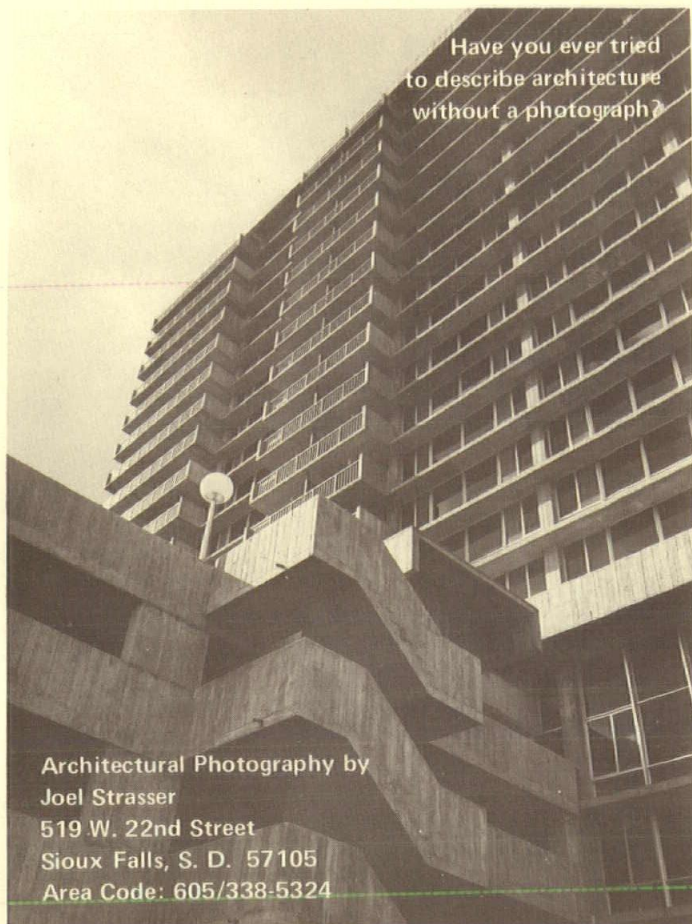
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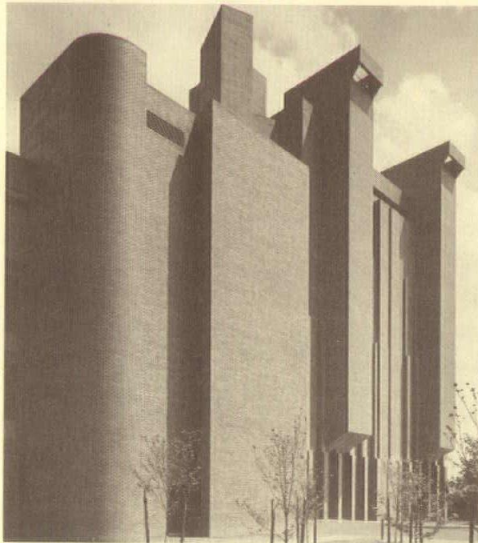
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convention

Design: Inside/Out

9

Design is a word that architects accept and utilize every day of their professional life; yet, whether as a verb or as a noun, **design** is a profound word whose many expressions are seldom appreciated. Some of the significant aspects of **design** as it relates to architecture will be featured at the 1972 Annual Convention of the Iowa Chapter, AIA. Distinguished designers from various fields will present their interpretation of **DESIGN: INSIDE/OUT**.



Agronomy Building, Cornell U., Ithaca, New York, Ulrich Franzen & Associates, Architects.

Ulrich Franzen, FAIA, of New York City, will speak on "The New Dimensions for Design and A Human Architecture." His role is that of the architect as a creator of handsome and practical structures, a more common concept of the designer. Mr. Franzen is well recognized for his design ability, having received coveted Honor Awards in 1970 and 1971 from the American Institute of Architects, as well as the Brunner Memorial Prize in Architecture awarded by the National Institute of Arts and Letters and the 1970 Thomas Jefferson Award for Architecture. He is a member of the Advisory Council on Design for HUD and the Committee on Design of the AIA. Recent projects include a master plan and new facilities for the national historic enclave at Harpers Ferry, West Virginia; major buildings at Cornell University, a new residential quadrangle for 1000 students at the University of New Hampshire; a new bank and headquarters building for the First City

National Bank of Binghamton, New York; the recently completed Alley Theatre in Houston; and a self-contained community for the Urban Development Corporation of New York.

Ivan Chermayeff, also of New York City, will explore **design** through his profession as a graphic designer, relating this very important area to architectural success. Mr. Chermayeff is a partner in the firm of Chermayeff and Geismar, graphic designers, and, with his brother, Peter, a partner in the architectural firm, Cambridge Seven. He is the son of Serge Chermayeff, well known architect, planner, and educator in Britain and the United States. Projects for which Mr. Chermayeff is noted include the U.S. Pavillion at EXPO '69 in Montreal in collaboration with R. Buckminster Fuller, the geodesic dome with exciting, diverse displays within; and the U.S. Pavillion at EXPO '70 at Osaka, in collaboration with Davis and Brody Architects, an air supported dome with outstanding exhibit design within. Among many other honors, Mr. Chermayeff is a Benjamin Franklin Fellow and recipient of the 1967 Art Medal of the American Institute of Architects.

Kenneth Johnson, President of ISD, will speak on the design of the interior of buildings as an inseparable part of the architectural process. ISD, or Interior Space Design, is an interior design firm formed out of the Chicago architectural firm of Perkins and Will and now a separate identity. The firm has received many design awards, well-establishing its president as an expert in the design field.

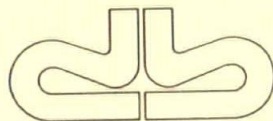
Miss Jeanne Davern, a free-lance writer from New York City, will play an important dual role at the convention. As a member of the Designs Awards Jury, of which Mr. Franzen is chairman, she will write and co-present the Jury Critique, and as a convention observer, she will present a summary of the Design speakers program. Miss Davern was formerly Managing Editor of the Architectural Record Magazine. She has a keen sense of design as well as a perceptive manner in the written and spoken word. Among many other activities she was a member of the 1970 Awards Jury for AIA Components Publications.

DESIGN: INSIDE/OUT should prove to be a fascinating experience and, like Sir Henry Wotton's definition of architecture in 1624, should exhibit "Commoditie, Firmerenes, and Delight".

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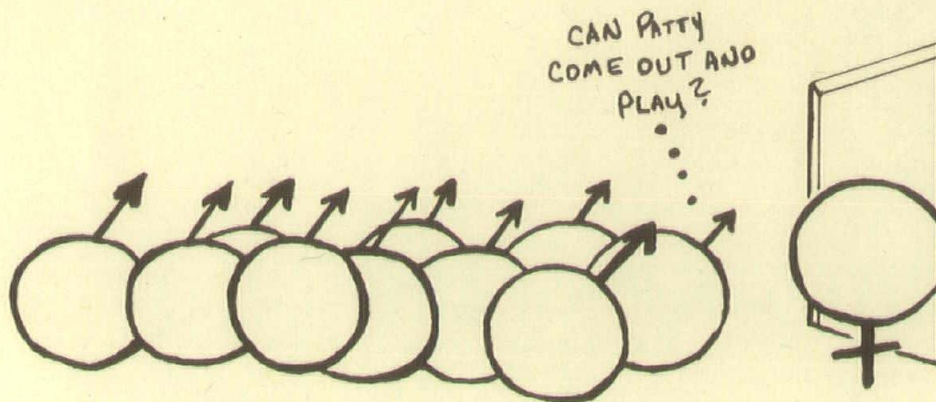


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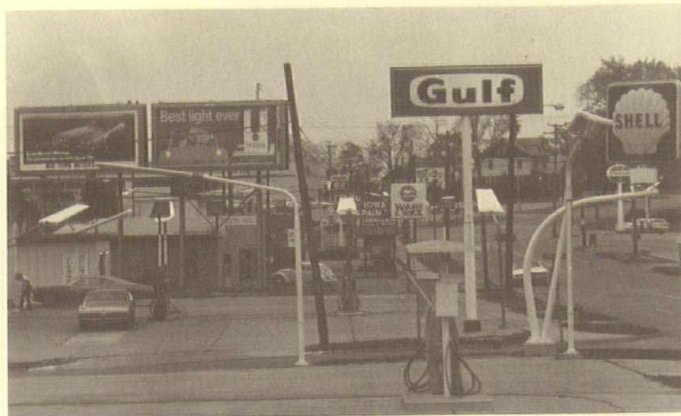
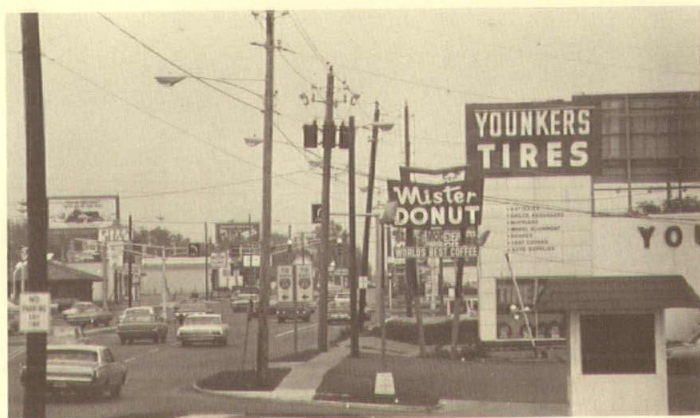
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12

H. L. Mencken, sometimes criticized as being an environmental prohibitionist, once stated, "The American people have a positive lust for the hideous." Driving down many of our roadways in this state (in any state for that matter), even a casual observer must agree the visual pollution of ill-placed, garish signs and billboards is making us and our whole land vulnerable to the most tawdry, redundant expressions of our society. Why are American street graphics typically so much less appealing than European street graphics? It is the purpose of this article to give some insight into this dilemma.

William R. Ewald, Jr., feels there are extenuating circumstances . . . "Our **HUGE HUSTLING, BRAND NEW, BOOMING, HETEROGENEOUS, CAPITALISTIC, PIONEERING, AUTOMOBILE-SCALE SOCIETY**—operating under the constraints of strictly interpreted constitutional law—has not had the cultural or legal basis for doing much better with street graphics than it has."



The result is that over time street graphics have built up a tremendous overload of graphic signals in the environment (though those pictured here are in Des Moines, one does not have to ponder long before similar mirages appear for practically any community in Iowa). Be it on a Merle Hay Road, Douglas Avenue or MAIN STREET, U. S. A., our automobile-oriented society must wade through this ever-congesting, attention-getting "progress".

In the effort to compete for the attention of the automobile occupants, business proprietors erect increasingly larger and more garish signs, screaming for attention and at the same time attempting to convey more information than it is possible for someone in a moving car to comprehend. **The signs thus tend to defeat their own purpose.**

As an appropriate example, right now think of a specific block through which you drive or ride to work, trying to **index** or order the stimuli thrust upon you typically. I dare say if you have absorbed even $\frac{1}{3}$ of this sorting-out process, you have a fantastic subconscious; the proof of course is in noting how you reacted to these stimuli next time down this street.

Visual pollution of the townscape is not wholly the result of uncontrolled street graphics. Among the worst offenders are utility poles stalking right through the centers of communities and out into suburban and rural areas. Sometimes landmarks like the State Capitol seem encaged with this other form of environmental pollutant. No real improvement in the appearance of the environment can be expected unless such poles are relocated or, preferably, the

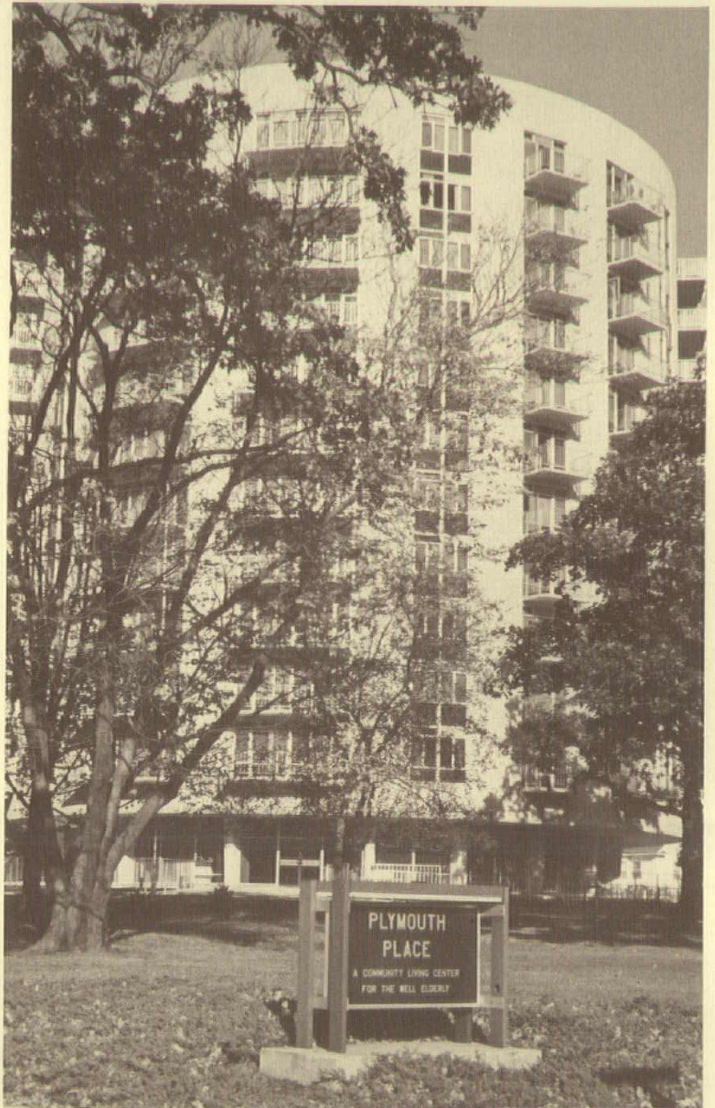
street graphics

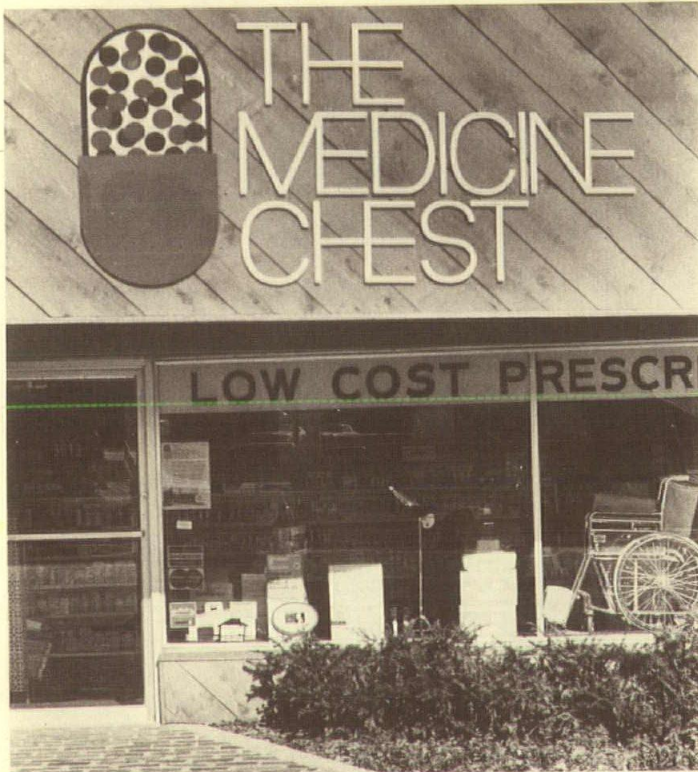
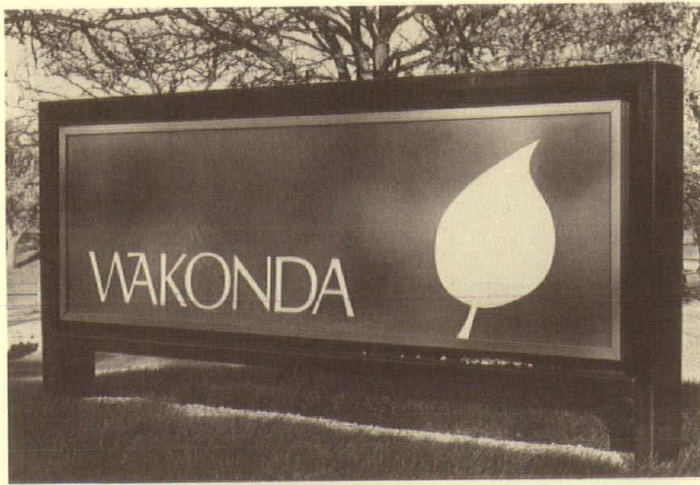
Environmental Determinant

utility lines are buried underground and the poles eliminated.



Yet street graphics are important: They do affect public safety, they can make a significant contribution to the life-style of a community. They are a good indicator of what people think of themselves and what they think of their environment. They should clearly **index** and order the community's culture and interests, both public and private. Using the environment for **selling**, as noted by those working under the Urban Renewal Demonstration Grant and Urban Land Institute, is regarded here as a legitimate but **special privilege** to be granted only by official action of the community at particular, specific locations.





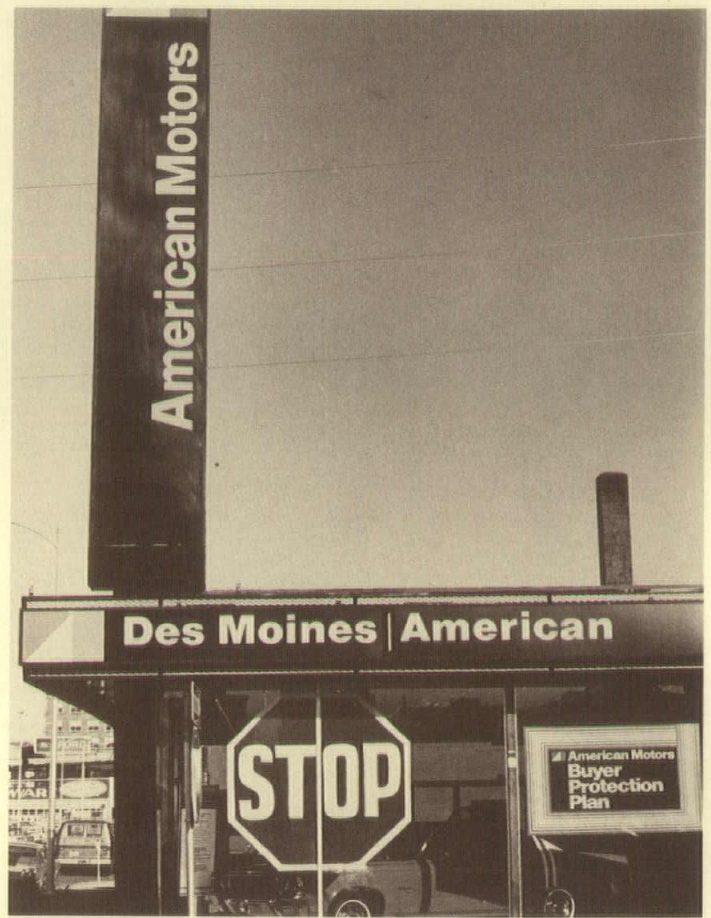
European Amenity and the Law

In European law, amenity as well as safety has long been regarded as a matter for public regulation. It is on this legal basis that Europeans have been controlling the use of street graphics near historic and architectural monuments since the early 1900's, and the use of street graphics in general since World War II. The total result says William Ewald is, "that today European businessmen wouldn't dream of displaying the sort of street graphics that their counterparts in this country wouldn't dream of **not** displaying."

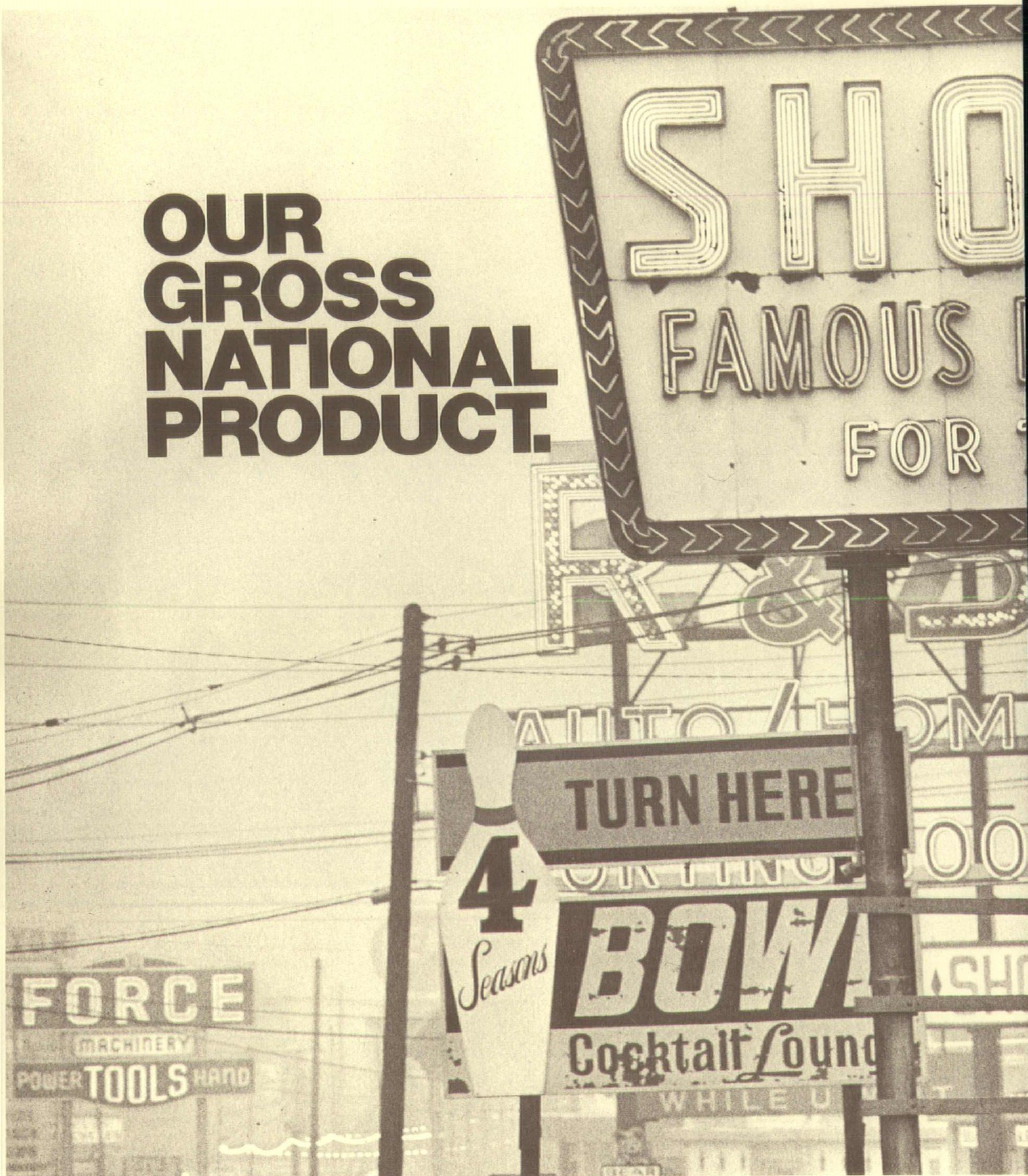
Relating the feasibility of such an approach to our own problems here in Iowa, various sign ordinances with varying degrees of control have been passed in the metropolitan areas in the 1960's. Some of these laws are as confusing and muddled as the chaotic stimuli they are intended to control. It is only when civic pride rears itself through community action that we can ever hope to have sign ordinances based on public amenities and esthetics, rather than mere safety and allowable sizes.

In conclusion it shall be the policy of this staff to utilize this publication in effecting such community action which would result in the esthetic consideration of implementing such amenities in our visual environment. Toward this goal future issues of this magazine will emphasize this approach of enlisting civic pride to correct environmental problems.





OUR GROSS NATIONAL PRODUCT.



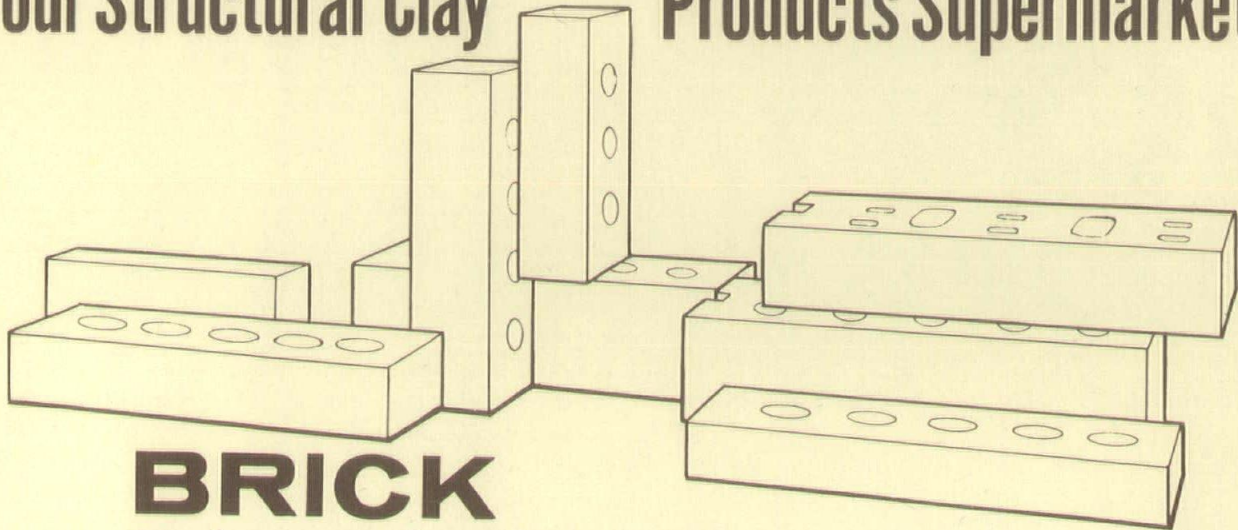
Outdoor signs and billboards that are so grotesque, so poorly placed or spaced — so many miles of ugly. We've learned to live with it, even laugh about it. Until, one day, it's our oak tree they're chopping down. Our view that's being blocked.

America, the beautiful. Our America. The crisis isn't in our cities; the crisis is in our hearts. With a change of heart, we can change the picture.

AIA/American Institute of Architects

Your Structural Clay

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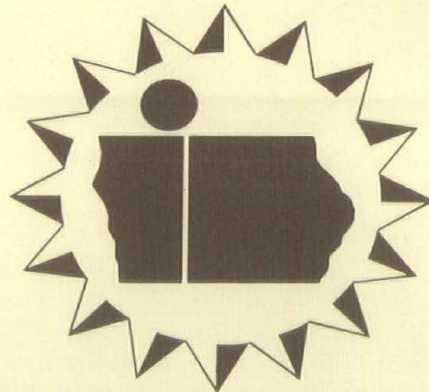
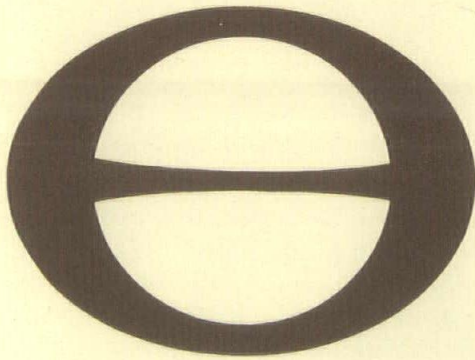
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Material Provided By Roman Scholtz, AIA

In September of 1970, the AIA Urban Design Assistance Team visited Davenport, Iowa. Davenport was the tenth American city, and the first in the State of Iowa, to be visited by the team since the program was initiated in 1967.

The idea to bring the team to Davenport was first conceived by Louis G. Soenke, AIA, then president of the Eastern Iowa Section, and was in response to flood protection plans that the U.S. Army Corps of Engineers had proposed for the City of Davenport. While discussing flood protection at a meeting of the Eastern Iowa Section, the members felt that the design as published was extremely detrimental to the proper development of our Central Business District. In fact, the design would have completely separated the Central Business District from the river by means of a huge earthen dike. It was the prospect of this permanent earthen barrier which initiated the preliminary action prior to the actual visit of the Urban Design Assistance Team.

Roman Scholtz, AIA, was chosen coordinator and Mr. Eugene Johnson, Davenport City Planner, acted as co-coordinator. With a committee consisting of the principals of all the architectural offices, they sought financial backing, which came from the Downtown Davenport Association.

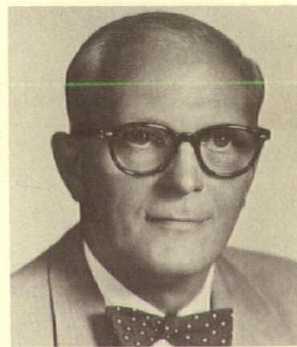
In the selection of team members, consideration was given to stated objectives. These included: evaluation of the relation between the CBD and the River, especially the impact of the proposed flood protection wall; study of the proposed 2nd Street mall as related to transportation and the riverfront; review of parking and transportation problems; consideration of riverfront development; and suggestions for incentives to bring people into the CBD.

Heading the team was Henry Steinhardt, AIA architect and urban planner, Mercer Island, Washington. Other team members were George Kostritsky, AIA, architect and urban planner from Baltimore, and George W. Barton, engineer, planner, and transportation consultant in Chicago.

Following a bus trip and a walking tour through the Central Business District, the team members were briefed by the architects, city officials, the Corps of Engineers, the Chamber of Commerce, the

Downtown Davenport Association, and finally the public. An evening boat trip was arranged to permit team members to view the city from the river and thus make them aware of the important relationship which exists between the river and Central Business District.

The observations and conclusions of the three members were well received by the city government and civic leaders. In direct response to the team's suggestions, the Mayor created the Downtown Davenport Redevelopment Commission, whose duty it shall be to further investigate means of implementing the various proposed programs. Some of the observations were:



George W. Barton

One of the first steps to create the environment need for downtown development should be the construction of efficient modern roadways to divert unwanted through traffic away from the downtown streets. The proposed 5th Street Bypass appears highly suited to this purpose. Being located at the north edge of the CBD it will be in a position to intercept north-south through movement, whereas a major roadway along the riverfront would tend to draw needless north-south movement into the downtown area. The Gaines Street Freeway can serve many functions. It can act as a bypass to divert traffic away from the downtown streets; it can anchor the western edge of the business district and simulate compactness in the growth of the business area; it will improve access to the downtown area, both by transit and private vehicles. It is coming to be clearly recognized that a public transit system must be kept in operation to meet the travel needs of citizens who have no alternate mode of transportation. If well done, pedestrian malls can add a new quality to the

Urban Design Assistance

Central Business District. For malls to be effective, they must be accompanied by adequate offstreet parking; alternate facilities must exist to handle the traffic diverted from the streets converted to malls; facilities have to exist to allow commercial deliveries to the buildings fronting on the new malls; the land-uses and business activity fronting on the malls should be compatible with a pedestrian environment; the malls themselves should be of high design quality.



Henry Steinhardt, AIA

The Mississippi River, beyond its historical relationship with the origins of your city, remains the greatest asset of Downtown Davenport. The open, uncluttered and generally characterless look of Davenport is largely due to the unusual street pattern, with large blocks and exceptionally wide streets in a square grid. This plan yields no direction nor emphasis; it is bland and uninteresting. If you build a mall, serious thought should be given to moving the storefronts out toward the center of the street to reduce the excessive width, which is not conducive to shopping. The team was surprised to find so few new buildings downtown. There are, of course, only a handful, some public and some private. There must be a vast reservoir of demand in Downtown Davenport for new, modern office buildings—and apartment houses, hotels, and government buildings, too—and this unsuspected demand may prove to be a great boom to redevelopment. The present height limitation is very inhibiting to developers. It is our feeling that the CBD should be densely developed, that it should grow up rather than outward, and your existing zoning works against that. We can see little reason for any height restriction, though there must be limits on bulk. We suggest you undertake a revision on the zoning ordinance. Regarding parking

buildings, experience has shown that it is more profitable if you raise these garages up one or two floors and put rentable space and arcades underneath at sidewalk level.



George E. Kostritsky, AIA, AIP

Davenport and other metro areas of similar size and character are today in an advantageous position to compete with the older, established metro areas such as Chicago, Boston, Philadelphia and Baltimore because planning began before the problems became severe. Having been brought up in San Francisco, I have always been attracted to water as an amenity. Unfortunately, many of the cities which I have lived in—Baltimore and Philadelphia—which had the good fortune of being on the water, have let their waterfronts be ruined by misuse. Both Baltimore and Philadelphia are now in the process of spending millions of dollars to rebuild their waterfront areas. Davenport, has, in our judgement, been fortunate that the riverfront has remained open and in public hands. Therefore, now is precisely the right time to work with the Army Corps of Engineers to develop multi-purpose plans which will both protect the city from floods and open up this land for a variety of public and private uses. Certainly the design and the treatment of the wall of protective barrier needs detailed planning. If properly treated, there could be a marina and restaurants as part of the plan. The plan should contain the following main elements:

1. The design concepts which would illustrate the three-dimensional form of the city.
2. The distribution of uses and intensities of these uses.
3. Systems of transportation that would be required to both move and store vehicles and distribute pedestrians in the metro-center.
4. Both the costs required to accomplish the plans and the means for financing these improvements.



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NATIONAL INSTITUTE OF BUILDING SCIENCES

Five societies representing the design professions registered their strong support for the concept of a National Institute of Building Sciences before the House subcommittee on housing.

Robert J. Piper, AIA, AIP, a practicing architect and planner in Chicago, spokesman for the group, told the subcommittee that the "design professions recognize the need for the establishment of a single national coordinating agency in the building sciences field."

The National Institute of Building Sciences, as seen by these design professionals, would be authorized to encourage formulation of consistent national building standards to lead to the improvement of present local codes which, he said, are frequently based on capricious and untested criteria. It also would develop "rationally conceived criteria upon which to test and evaluate new building materials and techniques."

The statement was endorsed by the American Institute of Architects, American Society of Consulting Planners, American Society of Landscape Architects, Consulting Engineers Council, and the National Society of Professional Engineers, which combined represent approximately 100,000 members.

Piper said that these design professions support "The Building Sciences Act of 1971 (H.R. 9058), sponsored by Rep. William S. Moorhead (D., Pa.) and Sen. Jacob Javits (R., N.Y.) which would create the Building Sciences Institute, with but two modifications.

These modifications ask that representatives of the "design professions" be included in the Institute's board of directors and that language in the bill be changed so that use of the Institute's findings be encouraged, but not be made mandatory on federal and federally-financed projects. "We believe that time should be allowed for the Institute to fully establish itself and to function effectively before requiring the mandatory use of its findings," Piper explained.

Defining themselves as "prime users" of building standards and codes, the design professionals emphasized that they are fully concerned with public health and safety and realize the necessity of state

laws regulating the practice of the design professions.

Piper pointed out, however, that the present situation of building codes and standards has resulted in "a proliferation of divergent requirements often denying innovation by the building industry and sacrificing its performance to administrative dictate or convenience."



INTERNATIONAL SYMBOL OF ACCESS

A new Symbol, born of concern for the disabled and their special problems has been introduced into construction and architectural fields, and its use widely encouraged.

Known as the International Symbol of Access, it is recognizable by sight throughout the world to identify facilities which have eliminated architectural barriers to the handicapped.

Such barriers restrict the living of 18 percent of the population of the United States, according to a report issued by the National Commission on Architectural Barriers. High stairs and narrow doorways bar millions of handicapped persons from jobs, schools, stores and entertainment.

In recognition of this unhappy situation, many national organizations and service clubs have launched campaigns to help persons disabled through age, disease, or accident by eliminating artificial barriers. The success of these efforts is indicated by the presence of the Symbol of Access.

The Symbol is used, for example, to identify doorways wide enough to allow a wheelchair; to show where sloping ramps are used in place of stairways, and to mark rest rooms that have support bars for the disabled.

Display of the Symbol indicates drinking fountains and telephones placed within reach of a person in a wheelchair. It also alerts attention to elevators

designed for use by the handicapped, as well as to parking spaces sufficiently wide to allow transfer of wheelchairs to and from vehicles.

It might appear that the cost of "special" construction involved in no-barrier design and building would be prohibitive . . . but this is not the case. Reliable estimates report that additional costs to eliminate architectural barriers from a new building may not represent more than one percent of the total construction costs.

Here are the eight architectural guidelines for the design of facilities custom made for the handicapped:

- Doors at least 32 inches wide that can be opened easily.

- Level thresholds.

- Sloping ramps in place of stairs.

- Ground level entrances.

- Level walks without curbs at crosswalks.

- Elevators that can be used by the handicapped.

- Floors with non-slip surfaces.

- Public telephones and drinking fountains low enough so they can be used by persons in wheelchairs.

Municipalities, professional societies, fraternal organizations and service clubs are being encouraged to participate in programs to eliminate artificial barriers to the handicapped. It is envisioned that the Symbol, and all it represents, will be an increasingly familiar sight in public buildings, assuring the disabled of happier horizons in their living.

The handsome and distinctive design for the International Symbol of Access was contributed by the Scandinavian Design Students Organizations. Recommended to the Assembly of Rehabilitation International by the International Committee on Technical Aids, Housing and Transportation, it was adopted by the Assembly at Dublin in 1969.

(The SYMBOL OF ACCESS is manufactured in a wide variety of plaques, signs, and labels, and distributed internationally by Seton Name Plate Corp., 592 Boulevard, New Haven, Conn. 06519)

ANNUAL REYNOLDS MEMORIAL AWARD

Nominations now are being received for the 1972 sixteenth annual R. S. Reynolds Memorial Award for distinguished architecture with significant use of aluminum.

The largest cash award in architecture, the international Reynolds Award offers an honorarium of \$25,000 and an original sculpture in aluminum to the honored architect or firm. Administered by the AIA, the program is sponsored by Reynolds Metals Company in honor of its founder.

Brochures listing criteria for the award are being mailed to all A.I.A. members and to foreign architectural societies.

Architects or other interested individuals may submit nominations by using a form included with the AIA brochure or by writing to the Reynolds Award, The American Institute of Architects, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036. Data binders describing the entries must be received by the time of the jury meeting Feb. 17-18, 1972.

The 1971 Reynolds Award was won by a Zurich, Switzerland, firm for design of a factory building cited for creating an esthetically pleasing appearance in its community and a wholesome environment for workers. Principals in the firm were Prof. Walter Custer, Fred Hochstrasser, and Hans Bleiker.



LANDSCAPE AWARDS PROGRAM

Mrs. Richard Nixon presented a special award for outstanding contributions to environmental improvement to Jon Crose and Associates of Des Moines at a ceremony in the East Garden of the White House,

Tuesday, October 19th. Occasion for the presentation was the 19th Annual Landscape Awards Program of the American Association of Nurserymen.

According to Robert F. Lederer, Executive Vice President of the American Association of Nurserymen, the recognition to be presented to Jon Crose and Associates and to representatives of 45 other landscape improvement projects is the highest honor bestowed in this field.

The **CERTIFICATE OF MERIT** which was presented to Jon Crose and Associates is for their contribution to the environment through the development of the **Bob Brown Chevrolet Show Room Landscape**.

This was the fourth time in the Landscape Awards Program's 19 year history a First Lady presented the citation as Honorary Chairman, and the first time the event was held at the White House. Some 300 guests were entertained at a reception in the East Garden following the ceremony.

The American Association of Nurserymen, the trade association of the industry in the U.S. and Canada, conducts the Landscapes Awards Program annually to stimulate commercial, institutional and municipal organizations to make contributions to the improvement and protection of their environment.

AIA SEEKS COORDINATED APPROACH FOR HOUSING AND COMMUNITY DEVELOPMENT

The American Institute of Architects has recommended that the federal government retain its funding prerogatives in assisting housing and community development while at the same time establishing a national growth policy to guide that development.

William L. Slayton, AIA executive vice president, told a congressional hearing that state and local governments need to establish new mechanisms and institutions to deal with community development problems before the federal government can release all of its strings on federal assistance.

These recommendations, part of testimony asking the federal government "to eliminate the present fragmentary federal effort toward housing and community development and seek a coordinated, comprehensive approach," were delivered before the housing subcommittee of the House Banking and Currency Committee.

Community development legislation, Slayton said, ought to be tied to a national growth policy as enunciated by a National Growth Policy Board or the existing Urban Growth Unit of the Domestic Council. It should also contain incentives for regional and metropolitan institutional reform and provisions for a post-audit review within the context of national growth policy objectives and state and metropolitan land use and development plans.

AIA supported use of a metropolitan governmental framework in dealing with community development problems pointing out that:

"Ultimately, housing, community development, environmental management, and transportation should be coordinated at the metropolitan level, within the context of a metropolitan land use and development plan."

The Institute endorsed "a housing subsidy tied to the family and not the house as the most practical solution to our current housing dilemma."

BOOK REVIEW

Architecture by Team by William Wayne Caudill. 346 pages. Van Nostrand Reinhold Company.

A concise documentary of the development of the architectural firm of Caudill, Rowlett, Scott, Inc. (CRS). The first 25 years of CRS is traced from its conception in 1944 through the trials of growth and specialization and the realization that one architect can no longer comprehend the planning and technology required to create architecture of significance.

The team concept was organized out of the confusion of the expanding technology and a more complex and expanded product. The team members are specialist. The teams are specialties. The form giving team is a composition of all of the specialty teams and includes project owners and their employees and numerous other special interest professionals.

Which is more important? Product or process? CRS has assumed from the beginning that they are equal and can be evaluated separately. The product triad (form, function, economy) and the process triad (management, design, technology) are the CRS product quality and business success measurements.

Architecture by Team is provocative and educational for all involved in building construction and can be especially valuable to architectural firms with growth problems and to laymen serving on building committees. Filled with numerous illustrations, this book is a must for every architect.

BOOKS

These books are available from the AIA Chapter office library:

Action: Better City, Seattle Chapter, AIA, 1968

American Architects Directory 1970, sponsored by AIA, R. R. Bowker Co.

Apollo in the Democracy (The Cultural Obligation of the Architect), Gropus, McGraw-Hill Book Co., 1968

- Architectural Index**, 1967, Bell, Brennan, Peterson & Victory
- Architectural Index**, 1968, Bell, Brennan & Matheson
- Architectural Index**, 1969, Bell, Brennan & Matheson
- Architecture, A Profession and A Business**, Lapidus, Reinhold Publishing Corp., 1967
- Building Failures, Case Studies in Construction and Design**, McKaig, McGraw-Hill Book Co., 1962
- Complete Guide for Planning New Schools**, Engelhardt, Parker Publishing, 1970
- Construction—Principles, Materials & Methods**, Schmidt, Lewis & Olin, U. S. Savings and Loan Institute Press, 1969
- Contracting with the Federal Government**, Cuneo, Blasky, Crowley & Hutchison, Federal Publications, Inc., 1969
- Catalog of Federal Domestic Assistance**, Office of Economic Opportunity, 1970
- Delays and Disputes in Building Construction**, American Arbitration Association, 1968
- Directory of Schools of Architecture**, New Jersey Society of Architects, 1969
- Drawings of Architectural Interiors**, Pile, Whitney Library of Design, 1967
- Examination Handbook 1**, study aid by Architectural License Seminars
- Financial Management for Architectural Firms** (A Manual of Accounting Procedures), American Institute of Architects, 1970
- Form, Design, and More Attractive City Environment** (leaflet), Chamber of Commerce of U. S. in cooperation with AIA
- Guide to Business Principles and Practice for Interior Designers**, Siegel, Whitney Library of Design, 1968
- Improving the Mess We Live In**, North Georgia Chapter, AIA, 1965
- Legal Pitfalls in Architecture, Engineering & Building Construction**, Walker & Rohdenburg, McGraw-Hill Book Co., 1968
- Life Safety Code — 1967**, National Fire Protection Association
- Manual for Quality Control for Plants and Production of Pre-cast Prestressed Concrete Products**, Prestressed Concrete Institute, 1970
- Man the Builder**, Sandstrom, McGraw-Hill Book Co., 1970
- Manual of Lathing and Plastering**, Diehl, Mac Publishers Association, 1960
- Measure of Man**, Dreyfuss, Whitney Library of Design, 1966 (32 anthropometric charts)
- Mid-Century Architecture in America** (Honor Awards of the AIA 1949-1961), John Hopkins Press, 1961
- Methods of Compensation for Architectural Services**, prepared by Case and Company, Inc. Management Consultants for The American Institute of Architects, 1969
- Opportunities in an Architectural Career**, Piper, Educational Books Division of Universal Publishing and Distributing Corp., 1966
- Our Manmade Environment No. 7**, Group for Environmental Education
- PCI Manual for Quality Control: Precast Prestressed Concrete Products**, published by Prestressed Concrete Institute, 1970
- Planning Design Criteria**, De Chiara & Koppelman, Van Nostrand Reinhold, 1969
- Planning for Space**, American Wood Council
- The Potomac (The Report of the Potomac Planning Task Force)**, The United States Government Printing Office, 1967
- Principles and Practice of Heavy Construction**, Smith, Prentice-Hall, Inc., 1967
- Profit Planning in Architectural Practice** (A Report from AIA), 1968
- Rehabilitation Center Planning (An Architectural Guide)**, Salmon & Salmon, The Pennsylvania State University Press, 1959
- Sixty Sketches of Iowa's Past and Present**, Wagner, Brown & Wagner, 1967
- Standards Handbook: Copper, Brass, Bronze Cast Products Data Specifications/7**, Copper Development Association, 1970
- Understanding Magazines**, Wolseley, Iowa State University Press, 1965
- The Urgent Future**, Mayer, McGraw-Hill Book Co., 1967
- The Venezuela Earthquake**, Hanson & Degenkolb, American Iron & Steel Institute, 1967
- With Benefit of Architecture**, Tuttle, Macmillan Co., 1968

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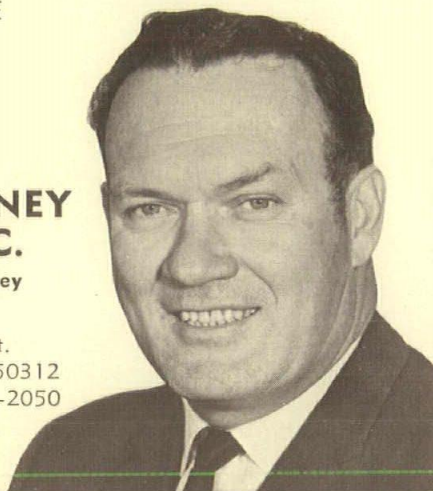
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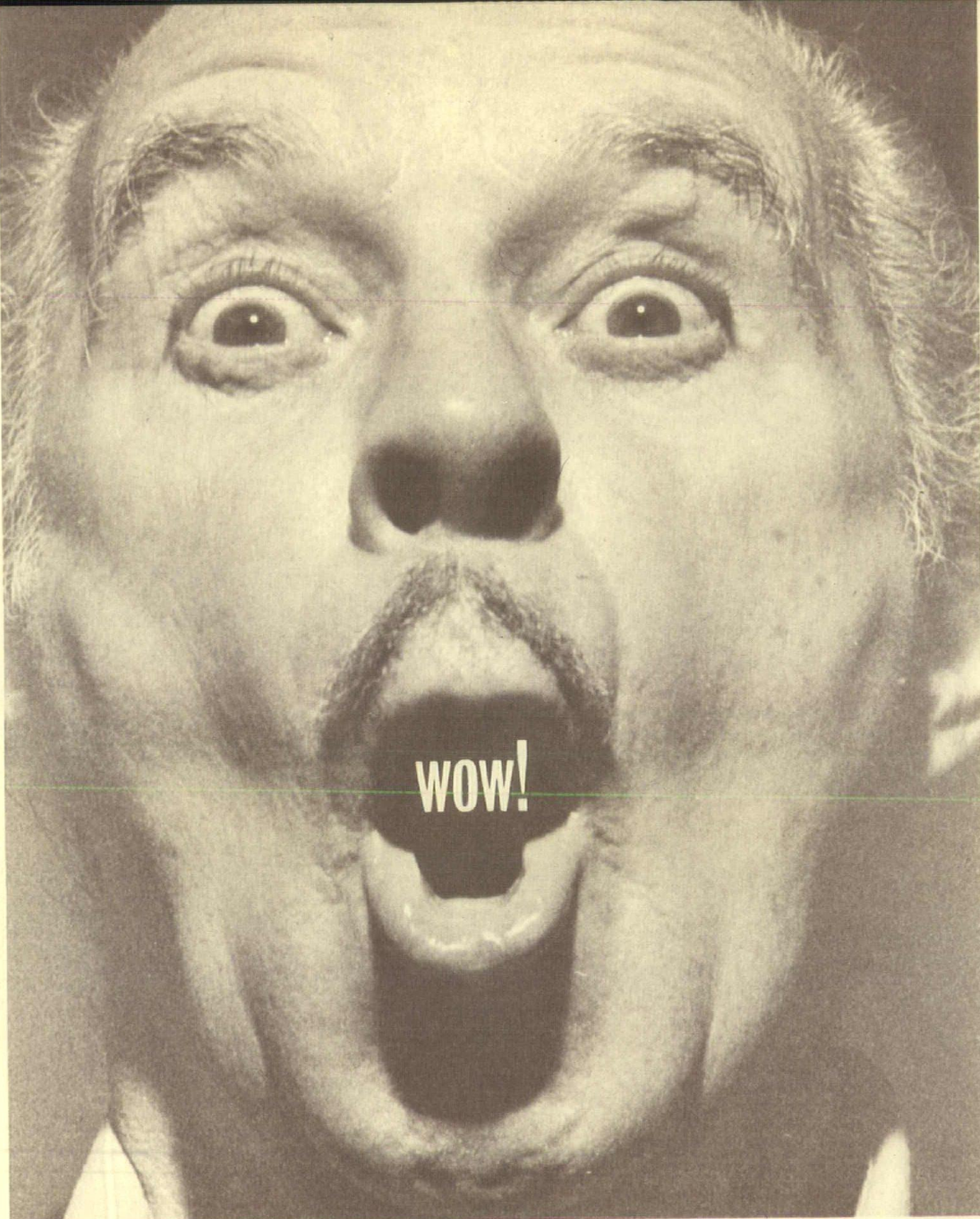
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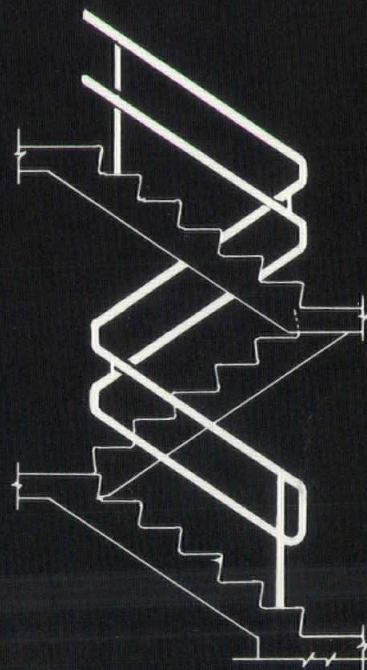
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