AMERICAN INSTITUTE OF ARCHITECTS

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IOWA ARCHITECT

Volume 22 Number 2 April/May/June 1975 PROJECT: Urbandale Junior High School

ARCHITECT: Wilkins, Bussard & Dikis

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Selection of an Architect:

Probably the single most important factor involved in the undertaking of a major construction program is the selection of a qualified architectural firm. It is important to understand the options and methods available to the client looking for guidance during the process of design and construction.

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Competitive Bidding:

Competitive bidding for Architectural and Engineering services, in connection with public buildings, has become an area of concern that must be looked at. It will effect both the professional and the public. Now is the time to fully resolve the issues at hand.



News:

Awards, citations and comments on the Community Housing Development Act of 1974; all in the NEWS. The IOWA ARCHITECT is printed by The Printer, Inc.

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HOW TO FIND, EVALUATE, SELECT, NEGOTIATE, WITH AN ARCHITECT

When you embark on a major construction program,

you are in fact committing your organization to what may be a multi-million dollar investment in an unknown quantity. While it is possible to define the proposed facility in terms of size, function, and certain other requirements, which together make up the "functional program" for the project, there are many imponderables.

How well and how long will the facility serve its intended purpose? Will it be responsive to the needs of its users and the community? What will it say about your image?

The architect you select to design the facility will be a major determinant in answering these questions. Investing in a construction project is unlike purchasing a commodity. Only a known need and a few ideas exist at the outset to define the scope of the project. These ideas and requirements become the basis for the architectural program, the conceptual design, and ultimately, the working drawings and specifications from which the facility will be constructed.

The individual primarily responsible for this process is the architect. The architect will determine the functional, esthetic, and financial success of the project. During the process of design and construction, he or she serves as adviser, coordinator, and synthesizer, as well as creative artist. For a period of months or years, your architect effectively becomes a partner in your organization.

Obviously, selecting the right architect is not and cannot be a casual or offhand process.

What selection process works best?

Federal, state, and local governments throughout the country, and many independent commissions, school boards, developers, and others in private industry currently rely upon architect-selection procedures that have been formulated and systematized in the crucible of actual practice. This general procedure has been formally adopted and enacted into law by the federal government and a number of state governments for selection of professionals for the design of public projects. While the details may vary, the process includes these basic steps:

Invitations to a number of firms to submit information concerning their experience, qualifications, specialized abilities, personnel, and similar data. This invitation includes such pertinent data as the scope of the work, budget, and time limitations, together with some indication of the professional services to be rendered. It does not include a request for sketches, cost estimates, or the suggested compensation which the architect would receive.

Evaluation of these submissions to determine which firms appear best able to handle the proposed project. Evaluation criteria should include performance on previous projects, professional standing of the firm's principals, etc., as well as such performance factors as management, coordination, accuracy, completeness, and cooperation.

Discussions with representatives of the firms you have ranked highest, to narrow the field to those most qualified for the project at hand.

Ranking of the top firms (usually three to five) in order of competence, understanding of the project, and the ability to meet your budgetary and schedule requirements. This last consideration will to a great extent be based on the firm's personnel and its current and projected workload.

Discussions with the top-ranked firm to determine its ability to perform the required services within a stated time-frame and in accordance with budget requirements.

Negotiation of the architect's compensation. If a fair and equitable agreement on the cost of architect's services cannot be reached with the first-ranked firm, negotiations are officially terminated, and the secondranked firm is invited to enter into negotiations concerning schedule, project budget, and compensation.

What should you know about the architectural firms which are under consideration?

In addition to such information as name, address, and telephone number, each firm should be asked to state the year in which it was established, the names of principals and the states in which they are registered to practice, the names of other key personnel with a resume of their experience, and the types of facilities for which the firm is particularly well qualified.

Besides this basic information, the prospective client should attempt to determine the firm's current and projected workload, number and type of support personnel, and some index of past professional accomplishments (for example, a list of previous clients during the preceding several years).

Visits to current and recent projects and discussions with their owners are also useful, as is information on the standing of the architect within the profession.

The federal government has developed a questionnaire (General Services Administration Standard Form 251) which its agencies use to solicit information from architectural and engineering firms about their experience, personnel, and general professional accomplishments. Many firms maintain completed copies of this form in their files. Such a document can serve as a valuable tool in screening a number of firms to help you determine which ones should be investigated further.

The actual selection is normally made by a committee or by an individual familiar with the procedures involved. It may be helpful to obtain the advice of a registered architect familiar with the type of project envisioned. Sometimes, for large complex facilities, an open pre-interview meeting is held, with all interested architects invited, to discuss the general scope of the project.

How do you detemine the architect's compensation?

Once a firm has been selected on the basis of its qualifications and its ability to perform the work required, fee negotiations begin.

Compensation for architectural services is established in several ways, including the following:

1. Lump sum — commonly used when the scope of services required is known or can be realistically determined in discussions with the selected architect.

2. Direct cost times a multiplier to compensate for overhead and profit — used by many clients for commercial facilities.

3. Percentage of construction cost — often used by state and local governments (although other methods are being used with more frequency in recent years). Under the percentage method, compensation is generally determined on a declining basis; i.e., the larger the construction cost, the lower the percentage. However, the relative complexity of the facility must also be considered in determining an appropriate percentage.

4. Cost plus fixed fee — The architect is paid a fixed fee for his personal professional contributions to the project and other office and consultant expenses are paid for on a basis similar to that in (2) above. This type of arrangement is sometimes used when the client desires the substantial personal attention of a particular architect, because of unusual project requirements and because of that individual's special expertise in dealing with such requirements.

5. Per diem rates — sometimes used for unusual consultant services.

Architects and clients may also agree on a basis for compensation for other professional services which are

not included in their contract, but which may conceivably be required at a later time. In addition, certain items such as long-distance travel and the reproduction of documents are paid for as direct reimbursables.

At the negotiating session, your preference as to method of compensation and the method the architectural firm considers appropriate should be discussed and a conclusion reached.

The General Services Administration (GSA) has had a wealth of experience in negotiating contracts for architectural and engineering services. One topranking GSA official has stressed the importance of positive attitudes during the negotiating process, saying, "A willingness to bargain and a flexibility to adjust during the negotiating process will lead to a successful conclusion. Rigidity and failure to recognize that negotiation is a two-way street will result in an impasse and termination of negotiation. In a truly successful negotiation, both parties at the conclusion should feel that they have obtained their essential objectives, and unreservedly stand ready to carry out their contractual obligations."

Most architects have a copy of the AIA publication, "Architect's Handbook of Professional Practice," which includes further details on architect selection and methods of determining compensation. AIA also publishes many useful contract forms which reflect years of experience in the construction industry and which can be used in drawing up contracts for professional design services and for construction.

Why not contract for architectural services on a competitive-bid basis?

Many prospective building clients who are experienced in the procurement of commodities are accustomed to obtaining competitive bids. They may sometimes wonder why the same procedure is seldom used to procure professional design services. The reasons are many, and they lead to the same conclusion: When one seeks the creative skills of the architect, competitive bidding for professional services is not in the best interest of the client.

The submission of price quotations for architectural services is not a violation of the Standards of Ethical Practice of The American Institute of Architects. While an architect is free to state a fee, he must be careful not to violate any law, ordinance, rule, or regulation of any government or agency, official or instrumentality thereof. An architect must never subordinate the quality and adequacy of his services to any consideration which would tend to impugn the integrity of his professional practice or to jeopardize the professional standards which should at all times guide the practice of his profession.

For a vendor of any type of goods or services to bid competitively, there must be a detailed specification of what the purchaser requires. At the outset of an

architectural project, a detailed prospectus cannot be prepared to define the exact nature and scope of the services to be performed since professional services involve many intangibles such as technical knowledge, judgment, skill, and decision-making. The client and the selected architect define and delimit the scope of those services as part of their negotiations. The client may not know exactly what professional services he needs at the beginning; the architect may in fact advise him that he does not need certain services, depending on the architect's organization, the type of project, the client's own capabilities, and how much groundwork has already been done. Even if it were possible to do so, establishing a common base for competitive bidding would prevent the architect from providing a valuable professional service - that of helping the client determine precisely what services he really requires.

While the maxim that "you get what you pay for" is too simplistic to be a universal truth, architects base their compensation on the amount of work to be performed — in other words, the amount of professional and technical time which will be spent in the design development and construction of the project. A conscientious architect may spend many hours developing, weighing, and discarding possible design solutions in order to come up with the most workable and economical final designs.

If an architect were to submit a competitive bid and, in his desire to be retained for the project, did not provide adequate compensation for careful study and design, the time simply could not be spent. The resultant design solution would obviously not be as good or efficient as it should be to properly meet the client's requirements. Similarly, the architect might not be able to spend all the time needed to research the most economical materials and systems for the project, which would probably cost more as a result. Thus a dollar saved on professional services could result in many additional dollars spent on construction — and this effect could be multiplied several times in increased maintenance costs over the useful life of the facility.

The success of a project is largely dependent on the architect's experience, creativity, and skill — all attributes which are intangible and difficult to quantify on a competitive basis.

All this is not to say that architects are opposed to competition. On the contrary, they subscribe to it as a basic principle of American life. But they realize that to meet the needs of their clients, they must compete on the basis of ability to perform the required services. Once a firm has been selected on the basis of demonstrated qualifications to perform the work, it is a relatively simple task for the client to negotiate a fair fee.

One final word on competitive bidding. Public clients — those representing governments at various levels — are occasionally concerned that statutory re-

quirements in their jurisdictions will require competitive bids to be taken for professional services, just as they are required for other types of procurement. In practice this is rarely a cause for concern. On nearly all occasions when courts have decided the question they have held that competitive bidding requirements are not appropriate and do not apply to procurement of professional services.

Your best interest, as the client, should be paramount. In selecting an architect, you will look for skill, experience, ability to perform on schedule and within a construction budget consistent with your needs — and above all, the same dedication to excellence the architect would apply if he himself were the owner of the project. In effect the architect becomes a partner in your organization, responsible for designing the facility that best meets your needs and objectives.

Following sound selection procedures can help make that process easier, and will produce a facility which will properly serve your best interests both initially and throughout many years of use.

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What About Competitive Bidding?

How can an Architect or Engineer effectively confront governmental proposals that ask him to bid competitively for public projects?

What if he is inclined to comply with the pre-selection request for price estimates or detailed technical proposals?

There are some very important aspects which merit serious consideration, about the value of the pricing process from the point of view of the federal government, state and city governments, the profession, other authorities, and the Public.

Consider three aspects which concern an architect or engineer. They are:

- Professionalism
- · Economic well-being

• Quality of public buildings (what the public gets) The Architect or Engineer is a professional, selling not a product but his own creativity, ingenuity and expertise. His state-issued license means that he has been examined and has met profession-demanded standards of competence. His relationship to the client needing a building — in this situation, the state, the city, the hospital board acting for the public — is one of higher trust, confidence and loyalty than normally is imposed between parties to a simple contract. Being a professional does not mean dismissing all questions of cost. It does mean competing on the basis of far more — and that more is quality.

His own best business interests, and the economic health of his fellow professionals, in the long run dictate against competitive bidding. He well may earn less under contracts "won" by competing on price, than with a contract negotiated on the basis of qualification and competence. And although he may consider bidding that first time as an investment in future projects, one contract let is no guarantee of another. Someone can easily come in below his price the next month.

Most importantly, the quality of public facilities and the quality of work he is able to perform are a single consideration. When he bids, he cannot help but limit the time he will put in, the range of services, and the number of options he will be able to examine in trying to find the best design solution to the client's needs. Poorer facilities frequently result. If public facilities are diminished in esthetics, safety, energy conservation and a host of other standards, the community suffers. The profession is diminished. The philosophy of competitive bidding is based on the assumption that choices are equal, except for cost. It is not hard to understand, however, that the abilities of a specialist in public housing, are not equal to those of a designer of hospitals, nor are they the same as the other housing designers with less or more experience. It makes sense then that competition for work should be on the basis of qualification. The Architect cannot make cost the most important factor, and most important it will become unless he decides that it should not be.

It is clear why governments are drawn to competitive bidding. It generally is a workable, legitimate and fair way to purchase defined services and products when using the public's tax money. But the public *can* be told the very real distinction between the purchase of a contractor's construction of a building planned in detail, and the Architect's plans and specifications which begin with an idea.

COMPETITIVE BIDDING: WHAT THE FEDERAL GOVERNMENT SAYS

PL 92-582: THE BROOKS BILL

In 1972, Congress established as federal law a policy that architects and engineers should be selected on the basis of the highest qualification for each project and at a fair and reasonable price.

Public Law 92-582, sponsored by Rep. Jack Brooks, D-Texas, Sen. John McClellan, D-Arkansas and Sen. Charles Percy, R-Illinois, made law the traditional government practice of ranking A/E firms according to their qualifications and experience to perform a particular project, and negotiating a contract with the firm judged most qualified.

It strengthened the method in force for 30 years as well by requiring public announcement of all government projects. It also required that discussions about approaches to the project be held with no less than three qualified firms.

THE FEDERAL PROCESS

Regulations for A/E procurement for all civilian and military agencies within the federal government follow the directives of the federal law.

Both the Federal Procurement Regulations (FPRs) and the Armed Services Procurement Regulations

(ASPRs) establish procedures that exclude competitive bidding from the procurement process. Military projects requiring A/E services additionally are exempted from competitive bidding requirements in military construction authorization legislation.

The FPRs declare a policy of public announcement of all projects requiring A/E services. Public announcement has been voluntarily adopted by the ASPRs.

To both civilian and military agencies, A/Es furnish a current Standard Form 251, the U.S. Government Architect-Engineer Questionnaire, in order to be considered for projects. Additional information may be requested by the procuring agency. S.F. 251 will be replaced with S.F. 254 for basic firm data and S.F. 255 for a project-by-project statement as of July 1, 1975.

Each civilian agency establishes one or more A/E evaluation boards composed of members with experience in architecture, engineering construction and other procurement activities. The board holds discussions with at least three firms and recommends in order of preference no less than three firms considered highly qualified to meet the agency's needs.

Similarly, a military preselection board prepares a list of qualified firms. A selection board then reviews the list and recommends in order of preference a minimum of three firms. Each agency needing facilities has preselection and selection boards consisting of senior staff architects or engineers, or military personnel with comprehensive experience in military construction.

In both civilian and military procedures, the agency head begins contract negotiations with the highest ranked firm of the three.

If the civilian agency and the first selected firm cannot reach a mutually satisfactory agreement, the negotiations with the first firm are terminated and negotiations are undertaken with the second ranked firm.

If the military agency and the top firm cannot agree on a price fair and reasonable to the government, the initial negotiations are terminated and negotiations proceed with the second.

Both the civilan and military agencies must negotiate with the third ranked firm if no contract is signed with the second.

The FPRs define architect-engineer services as "those professional services associated with research, development, design and construction, alteration, or repair of real property, as well as incidental services that members of these professions and those in their employ may logically or justifiably perform; including studies, investigations, surveys, evaluations, consultations, planning, programming, conceptual designs, plans and specifications, shop drawing reviews, sample recommendations, preparation of operating and maintenance manuals, and other related services."

The FPRs cover these civilian agencies: United States Information Agency; Community Services Administration; U.S. Arms Control and Disarmament Agency; Department of Housing and Urban Development; National Science Foundation; Department of Labor; National Aeronautics and Space Administration; Department of the Treasury; Department of Transportation; Department of Commerce; Department of the Interior; Environmental Protection Agency; Agency for International Development (Department of State); Department of State; Veterans Administration; Atomic Energy Commission; Energy Research and Development Agency; Department of Health, Education, and Welfare; Department of Agriculture; General Services Administration; and the U.S. Postal Service.

Included in the ASPRs are the military construction procedures of the Department of Defense administered by the Corps of Engineers of the Department of the Army, the Naval Facilities Engineering Command of the Department of the Navy, and the Directorate of Civil Engineering, Department of the Air Force.

AGENCY PROCEDURES

Most federal agencies have published separate procurement procedures which reflect the special needs of their mission. All, however, follow the direction of the FPRs in forbidding competitive bidding and requiring selection based on qualification and experience.

DEFINITIONS

A variety of terms may be used to describe competitive bidding, including competitive pricing, price competition, price proposals, fee estimates, or hourly rates with project-hour estimates.

When the federal government talks about competitive bidding, it means "the formal or informal submission, or receipt, of verbal or written estimates of costs for proposals in terms of dollars, man-days of work required, percentage of construction costs, or any other measure of compensation whereby the prospective client may compare services on the basis of price prior to selection. The competitive bidding process in public contracting presumes that award will be made to the qualified individual or firm submitting the lowest price quotations."

COMPETITIVE BIDDING

Several federal studies have spoken directly against competitive bidding.

Among them, the GSA Special Study Committee on the Selection of Architects and Engineers in 1974 concluded that it did not believe that competitive bidding or any other direct form of price competition in the selection process would reduce the potential for impropriety, provide a practical or effective tool for selecting the most qualified A/Es, or give less experienced firms a better chance at federal work.

"No evidence was presented that competitive pricing would improve the GSA process or services to the public, and, in the opinion of the Study Committee, it would be impractical and unwise for the government to select design professionals on this basis," the report said.

The Special Study Committee found that price is one of the factors in *awarding* an A/E contract by both government agencies and private business.

"Those who procure A/E services seem to be sophisticated buyers who, for the most part, engage in serious price discussions after selecting the firm most qualified to perform the particular process. Price bidding was found to be a factor in the selection process only in rare instances when the work was of a quasiprofessional nature and capable of accurate and complete specification in advance," the GSA committee noted.

The committee moved to strengthen the GSA process and eliminate conflict-of-interest of its regional Public Advisory Panel members by disqualifying panel members and their firms from all GSA work during their terms of service. It also suggested that GSA evaluation boards rank in order of preference the three firms recommended to the administrator. Such an improved practice, the panel declared, would help insulate the selection process from improper influence.

Another group, the Federal Commission on Government Procurement's Study Group 13-B, pointed out that A/E services account for only a small portion of construction costs, but have a major impact on lifecycle economies.

The group concluded that "when total cost of the government for the entire project, from initial design through the life of the facility, is considered, a competitively priced A/E contract would result in a much higher cost to the government, and ultimately to the taxpayers, than the cost of facilities procured under today's procedures."

The study group also found "that it would be difficult, though not impossible, to routinely justify awards to firms who submitted other than the low price in a competitive situation." The report quoted government agencies as saying "convincing Congressmen, the GAO, and their own internal auditors that the superiority of a technical proposal justified the expenditure of 'X' additional dollars would cause serious problems. This would appear to be borne out by a recent Comptroller General ruling that technical evaluators of proposals should not have access to the price of the proposal because price information, even in the hands of the most objective evaluator, may 'create unjust bias.'"

Study Group 13-B determined that savings due to competitive bidding would be small, quoting government agencies which felt "that the design cost is a very small portion of the total cost of a project. One agency said that the amount of money which might be saved by competitive pricing of the A/E contract would be perhaps 1/10th of 6% of the estimated cost of construction. Such a miniscule saving, in its opinion, would not be worth the potential loss of design effort on the part of the A/E. Finally, it was the contention of the agencies that their ability to estimate cost of services accurately couples with a requirement to justify any increase safeguards against excessive compensation."

FEDERAL CONSIDERATION OF PRICE

Because of Public Law 92-582, the Brooks Bill, federal procurement of A/E services is based firmly on selection according to highest qualification. All government agencies therefore follow this practice.

Although the weight of procurement laws and procedures lies behind selection based on competence, several governmental bodies have considered the feasibility of selecting A/Es on the basis of price competition.

Their arguments might be echoed by other levels of government and it is useful to study them.

One such opinion was that of the majority of the Commission on Government Procurement. The commission report, released after enactment of the Brooks Bill, called for basing procurement, "so far as practicable, on competitive negotiations, taking into account the technical competence of the proposers, the proposed competence of the end product, and the estimated cost of the project, including fee."

The commission's support for competitive pricing was based on the premise "that the fee to be charged will not be the dominant factor in contracting for professional services. The primary factor should be the relative merits of proposals for the end product, including cost... with fee becoming important only when technical proposals are equal."

In calling for selection based on the submission of technical proposals including fee, in opposition to the approach of PL 92-582, the commission said it wanted to avoid freezing procurement procedures into a set pattern to be followed regardless of the circumstances at hand.

Yet a strong dissenting opinion of the commission,

including GSA Administrator Arthur Sampson, criticized the majority for attempting to "fasten upon the government and A/Es an unnecessarily burdensome, bureaucratic, and expensive procurement procedure."

Despite its acknowledgment that the objective in selecting an A/E is to obtain quality service, rather than the lowest priced design work, the dissenting opinion noted, the full commission failed to include any evidence showing how selection of A/Es on the basis of competitive proposals would bring about any better quality of service than does the traditional method.

If selection were based on the evaluation of technical proposals as suggested by the commission, the procuring agency would be limited to considering only information the applicants themselves provided and would be unable to evaluate information from independent sources on prospects' reputations, the minority opinion pointed out.

On the other hand, under the traditional method of selection, the procuring agency makes its initial selection on the basis of information from independent sources as well as what the prospects choose to submit.

Again, the A/E cannot develop the kind of data comprising the technical proposal without detailed specifications from the agency. These detailed specifications simply are not available — until they are provided by the A/E.

Additionally, there is no guarantee that price would not become the primary factor upon which selection is based. In fact, it is nearly impossible politically to avoid awarding contracts to a low bidder. In arguing that price will be significant only when technical proposals are equal, the commission was predicting that A/Es would submit identical proposals — an impossible occurrence.

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News

STANDARD OIL FOUNDATION OUSTANDING TEACHER AWARD

Awarded to Vernon F. Stone, Professor of Architecture, Iowa State University, February 27, 1975

Vernon F. Stone, Professor of Architecture, has been a member of the College of Engineering faculty since 1950. During this period, he has taught most of the courses in the Architecture curriculum. His primary interest and concentration has been in architectural design in which he capably integrates the essential human, physical and aesthetic factors. Professor Stone's writings on the design process illustrate the comprehensive nature of his instruction and systematic approach to teaching methods. Professor Stone has earned an enviable reputation for his high standards, clarity and thoroughness of preparation. This is attested to by the many professional architects who have been his students. In the classroom he establishes high, achieveable goals; articulates his presentations clearly, and persists in helping every student.

Outside the classroom, Professor Stone spends time in activities that enhance his professional background and contribute to the larger community. He has an outstanding record of professional practice and is currently involved in research on the analysis, feasibility and planning of new towns in Iowa. His recent study -Land Use and the Implication for Public Policy and Legislation - has been published in The lowa Architect. During 1972-73 Professor Stone was away from the campus on a Faculty Improvement Leave studying the new towns of Great Britain, Scandinavia and Western Europe. His professional consultation to public and private groups has focused on facility analysis, building programming and design development and evaluation. He is an active member in the American Institute of Architects and its Iowa Chapter and has served the profession through numerous committee and liaison activities.

Professor Stone has a record of outstanding service in graduate and undergraduate curriculum development. He has served on numerous Departmental, College, and University Committees, and he unselfishly supports and assists colleagues in many aspects of interdisciplinary curricula and course development.

Professor Stone's career as an outstanding teacher

in the professional program of Architecture has helped significantly to strengthen the reputation of excellence which Iowa State University enjoys.

AIA Conference Asks: WIII Section 8 Work?

Section 8 of the 1974 Community Housing and Development Act — will it work?

That was a key question at a conference on housing financing here this week at American Institute of Architects headquarters. The conference, Housing Lab '75, was sponsored by AIA to give architects overview and in-depth looks at the availability, terms, and procedures of housing finance, critical issues for architects if they want to get housing work or help clients find money for projects.

Though conference speakers dealt with a range of housing finance issues, Section 8 was a natural focus, since it largely replaces previous federal housing subsidy programs and, in the words of one speaker, "The day is gone when the free enterprise system doesn't have to deal with the government."

Will Section 8 work? One speaker got a laugh by holding up a "magic" eight ball that answered the question "yes." But few speakers, workshop leaders, or participants could give that answer without major qualifications.

The consensus: that while Section 8 has strength as a social prgram, it does not guarantee an adequate supply of housing to meet market demands.

The main social value is in the subsidy program; rent subsidies are tied to tenant income and thus can be increased as the cost of living increases. In addition, deeper subsidies can be provided, especially to people with low incomes and large families.

The main problem is that Section 8 does not provide funds for housing financing, and HUD processes have so far discouraged lending by state housing finance agencies, local housing authorities, and conventional lenders.

Thus, subsidies will increase market pressure; more people will have money for rental housing. But because owners have trouble financing housing projects, the supply of housing is likely to remain inadequate.

For the architects attending (about 125 of them), the practical implication of all this is that housing financing

is still hard to come by, and that Section 8 is a still unknown quantity.

The conference was divided into two sections; a morning session with overview speeches and workshops in which participants explored the "how to" aspects of housing finance.

Speaker Leon N. Weiner, president of the National Housing Conference and a housing developer from Wilmington, Del., urged architects who work with developers to "design for the markeplace." Though the design challenge may not be so great, architects in housing must provide developers with "simple, fundamental designs within acceptable cost levels," Weiner said.

He also stressed the "blur" between government and private finance programs. "Methods of financing housing are based on the actions of the federal government," Weiner said. "Architects, builders, and developers can't escape government actions."

William Johnson, Executive Director of the New Jersey State Housing Finance Agency, questioned whether HUD Section 8 standards make it a viable program for state HFAs. His agency — one of more than 30 which is empowered to provide long-term loans for housing construction and finance through the sale of tax exempt notes and bonds — is processing applications under Section 8, but not submitting them to HUD for commitment of subsidy payments.

Morton Schomer, a Washington attorney and former assistant commissioner for FHA Multi-Family Housing, outlined the concepts behind the 1974 Community Housing and Development Act, including Section 8. It was he who pointed out that the main problem with Section 8 is that it is "a subsidy, not a financing program."

Rep. Thomas L. Ashley (R., Ohio) discussed shortterm emergency bills the House Subcommittee on Banking and Currency is considering to stimulate activity in the housing market.

One is a bill to provide lower interest rates to prospective home buyers; another will help homeowners avoid mortgage foreclosures. While both are opposed by the Ford Administration, Ashley said he expected the Congress to act "soon and affirmatively" on the bills.

Charles Edson, whose Washington law firm deals largely with housing matters, focused more closely than Schomer had done on the provisions of Section 8. He also urged architects to try to influence the housing assistance plans communities must submit to receive housing block grants under the 1974 Community Housing and Development Act.

"The housing assistance plans are no paper tiger," Edson told conference participants. "The plans will have to be good and many people will be monitoring them. Get yourselves down to city hall and find out what's going on."

The point for architects is that elected officials or special purpose agencies controlled by elected officials will be administering block grant funds. Architects should know how those funds will be used, partly to identify possible sources of business, partly to contribute in a positive way to meeting local housing needs.

Neil Churchill, a consultant at HUD on Section 8, outlined recent HUD actions on Section 8. Final regulations will be published this month in the Federal Register, he said.

In addition, HUD is looking into the possibility of onestage processing of Section 8 applications through state housing finance agencies and has simplified processing for new construction.

NOTE TO EDITORS: For further details about individual speakers' remarks, call Dennis Beese, Assistant Director, Housing Programs (202-785-7361) or Evagene Bond, PR Projects Director (202-785-7267) at AIA Headquarters.

CHARLES HERBERT AND RICHARD McCONNELL RECEIVE PROFESSIONAL ACHIEVEMENT CITATIONS IN ARCHITECTURE

Charles Herbert and Richard McConnell each received Professional Achievement Citations in Architecture as outstanding alumni from Iowa State University on June 6, 1975, during the Alumni Days of Iowa State University.

The Professional Achievement Citation was established in the College of Engineering to recognize distinguished alumni for their superior or technical accomplishments in research development, administration, education, and other engineering activity. The citation was established in an effort to recognize those many alumni whose chief claim to distinction is professional competence and creativity. Below is the statement of their citations.

CHARLES E. HERBERT FOR OUTSTANDING ACHIEVEMENTS IN ARCHITECTURE

Charles E. Herbert is the senior principal in Charles Herbert and Associates of Des Moines. After successful experience as a member and partner in architectural firms, he founded Charles Herbert and Associates in 1961. He has been responsible for the design of many churches, schools, office buildings, and public buildings, including the St. Paul Presbyterian Church at Johnston, Iowa (for which he received the Honor Award of the Church Architectural Guild of America); high schools in Des Moines, Fort Madison, Clear Lake and Ames; the Brenton Student Center and the Performing Arts Center at Simpson College; the Drake University Student Center; the College of Nursing at the University of Iowa; the Hawkeye-Security Insurance Building in Des Moines; and the Continental-Western Home Office Building in Des Moines. His design placed first in the Ames City Hall competition. Citations for excellence have come from the Prestressed Concrete Institute and from the Iowa Chapter of the American Institute of Architects (twelve awards during a period of four years). Mr. Herbert is a member of the Board of Trustees of the Des Moines Art Center, the Urban Renewal Project Architectural Design Committee for the City of Des Moines, and the Architectural Design Committee for the Episcopal Diocese of Iowa. He has also served on the Architectural Committee of the Capitol Planning Committee for the State of Iowa and on the Building Code Board of Appeals of the City of Des Moines.

RICHARD D. McCONNELL FOR OUTSTANDING ACHIEVEMENTS IN ARCHITECTURAL ENGINEERING

Richard D. McConnell is president of McConnell • Steveley . Anderson, Architects and Planners, in Cedar Rapids. His firm has designed numerous major schools, business structures, and residences for which many awards have been received, including national American Institute of Architects awards for the Covenant Presbyterian Church in Danville, Illinois and for the Crites residence in Cedar Rapids. Other major design projects for which awards were received include the McFarland Clinic in Ames, the Fisher Community Center in Marshalltown, the Men's Residence Group at Iowa State University, the U.S. Post Office in Cedar Rapids, the Central Branch YMCA in Cedar Rapids, the First Federal Savings and Loan Building in Cedar Rapids, the Marshalltown YMCA-YWCA, and the Northwestern Bell Telephone Company Building in Cedar Rapids. Jointly, with another firm, Mr.

McConnell's firm was responsible for the design of the lowa State University Center, including all four constituent buildings. Over a period of eleven years, eleven Homes for Better Living Awards and thirty lowa Chapter AIA Awards were received. Mr. McConnell serves with the Cedar Rapids Art Association, the Cedar Rapids Chamber of Commerce, the Cedar Rapids Executive Club and the Cedar Rapids Mechanical Board of Appeals.



Word has been received in the Chapter office of the death of Mr. George A. Spooner in Denver, Colorado. Mr. Spooner was born in 1892, first became a member of the Iowa Chapter in 1946, has been an emeritus member since 1962 and was registered to practice in Iowa under the grandfather clause in 1927. He was a native of Council Bluffs, studied architecture at the University of Nebraska and Mass. Institute of Technology from which he received his degree in 1916. From 1918-1922 he worked with the firm of Proudfoot, Bird & Rawson in Des Moines and became a partner of the firm Andersen & Spooner on March 15, 1922.

His last professional activity was with the Physical Plant Department of Iowa State University in Ames.



IOWA STATE UNIVERSITY DEPARTMENT OF ARCHITECTURE AWARDS FOR 1974-75

THE AIA SCHOOL MEDAL

Stephen Stimmel was the recipient of the AIA School Medal. This award is given annually to the top graduating student in the professional program in recognition of scholastic achievement, character, and promise of professional ability. **John Mark Schmidt** was the runner-up for this award.

THE ALPHA RHO CHI MEDAL

The alpha Rho Chi Medal was given to **Doug Kozel**. This medal is awarded to the graduating senior of each school of architecture who has shown ability for leadership, performed willing service for their school and department, and gives promise of real professional merit through their attitude and personality. The student is selected annually from the graduating class in architecture by the members of the departmental faculty.

THE LEO A. DALY AWARD

Martha Bell received the Leo A. Daly Award for \$250.00. This award is made annually to the student in the Department of Architecture on the basis of highest accumulative average upon completion of the fourth year as a tuition grant to be awarded upon acceptance and entry into the ISU Graduate College (major in architecture).

THE DURRANT, DEININGER, DOMMER, KRAMER & GORDON

Joseph Powelka was the recipient of this award for \$200.00. The award is made on the basis of need to the student in the department entering graduate study as a tuition grant.

THE LEONARD WOLF MEMORIAL LEADERSHIP AWARD

This award, for \$100.00, is presented to a student in his third or fourth year, selected by the faculty, who has evidenced leadership and service to the Department of Architecture and who is average or above in scholastic achievement in the department. **Roger Spears** received this award.

BURDETTE HIGGINS MEMORIAL AWARD

Doug Kozel was the recipient of this award for \$100.00. It is given annually to a graduating senior of the Bachelor of Arts program selected for his or her ability in architectural delineation. The selection is from exhibited work by a committee appointed by the Iowa Chapter of the AIA and the faculty of the Department of Architecture.

THE CHARLES FREDERICK BOWERS AWARD

This award, for \$50.00, is given annually to the senior student in the undergraduate architecture program

who makes the best overall record in his or her courses during their undergraduate studies. The recipient was James Bolluyt.

IOWA CHAPTER ANNUAL MEETING OCTOBER 17 AT SCHEMAN CENTER

A new departure for the lowa Chapter begins with the 1975 Annual Meeting occurring on Friday October 17th at Scheman Continuing Education Center at Iowa State University. A full day of activities is planned including a lunch and a dinner at the Country Club. In addition to the business meeting when 1976 officers will be elected there will be a panel workshop on "Liability Insurance - Problems and Solutions". Moderating the panel will be Eugene O'Neil, National AIA Insurance Committee member and others on the panel will be Burns Davison II, attorney for Continental Casualty in Iowa, Clarence H. Denser, Jr., M.D., spearhead of the Iowa Medical Society's efforts toward solving their similar problem, State Representative Arthur Small of Iowa City, Chairman of the House Commerce Committee and member of the study committee on doctors liability insurance, and Mr. John Halferty, adjustor and field representative for Continental Casualty in Iowa.

MARTIN GEHNER NOW AT YALE

A letter from Martin Gehner former Head of the Department of Architecture at Iowa State University to the Chapter office states in part "working together with you and members of the Iowa Chapter during the last five years has been a great pleasure. Please express my appreciation for the tremendous interest, cooperation and support from all members of the Chapter to the Department of Architecture at Iowa State University. I look forward to further contact via the IOWA ARCHITECT, the ADDENDA etc.". Professor Gehner's current address is 42 Damascus Road, Branford, Connecticut 06405.

ENERGY SOURCES '75 OCTOBER 10-12 AT ISU

A three-day conference concerning energy sources now and in the future is scheduled for October 10-12 at lowa State University. The conference is sponsored by lowa Student Public Interest Research Group and Citizens United for Responsible Energy. The keynote address at 8 p.m. Monday evening will be by Dr. Barry Commoner, director of the Center for the Biology of Natural Systems at Washington University and Chairman of the Board of the Scientists' Institute for Public Information. Other speakers and workshop leaders Saturday and Sunday will be Lee Schipper, Bruce Hannon, John Todd and Roger Blobaum. The \$4 fee for the three-day conference if received in advance should go to "Energy Sources '75", 65 Memorial Union, Iowa State University, Ames, Iowa 50010.



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