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Architectural Service Does Not Cost IT PAYS!

By engaging an architect anyone contemplating building assures himself of good building, economy, and an efficient building operation.

I. GOOD BUILDING means sound planning for convenience and comfort to meet the special desires and specific working and living needs of the architect’s client, the Owner: distinctive design; safe construction; and well selected equipment for the occupants’ health and comfort. The architect may also secure the necessary approval of zoning authorities and building officials.

II. ECONOMY results from skilled planning of the building and of the building operation, and wise selection of materials and appliances. An architect is guided by his client’s budget, and he may also advise concerning financing.

III. AN EFFICIENT BUILDING OPERATION is possible only with carefully prepared drawings, specifications, and contracts; and competent and unbiased general administration of the construction. An architect also advises regarding the selection of contractors, prepares their contracts, and guards his client against losses resulting from lien laws and other causes.

IV. TO ACCOMPLISH THESE OBJECTIVES, an architect must have had years of education, and intensive training and experience in his highly specialized profession. He frequently uses the services of specialists in structural design, heating, air conditioning, sanitary engineering, lighting, acoustics, interior design, landscape architecture, etc.; collaborating in their decisions, and coordinating their work.

V. THE ARCHITECT IS HIS CLIENT’S PROFESSIONAL ADVISER and agent, from start to finish of a building operation. He may be prepared by special arrangement, to accept any reasonable degree of responsibility his client may wish to delegate. In any case, the architect sees to it that his client gets what he pays for. He has no commercial interest in any particular form of construction, or specific materials or appliances.

VI. PAYMENTS FOR ARCHITECTURAL SERVICES are only a small fraction of the total cost of a building. An architect may save for his client a sum much larger than his total compensation; even more often his contribution to the work enhances the value many times more than the amount of his charges.
A classic example of the new architectural and engineering approach to school construction is the new St. Pius X School in Shreveport, Louisiana, where the use of wood by Architect Lester C. Haas and a versatile air conditioning system designed by Q. Hargrove and Associates eliminated the need for expensive sky lighting and natural cross ventilation. This dropped the contract cost to $9.43 per square foot of effective area in a community where conventional school buildings without air conditioning range from $11.00 to $13.00 per square foot.

Wood is used in other areas of the St. Pius X School, too, in the form of paneling in the classrooms, as well as built-in wardrobes, work counters and bookcases. This creates a warm, friendly atmosphere which makes even the youngest child feel at home, and a quiet learning environment which teachers and administrators like.

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Q. HARGROVE, ENGINEER
"A combination of factors in the construction of the St. Pius X School made air conditioning of the building feasible; the economy effected by the use of wood, which is a good insulating material; and the elimination of expensive sky lighting and cross ventilation."

How the new ST. PIUS X SCHOOL in Shreveport was AIR CONDITIONED...

...at no extra cost!
The decision in Woodward v. White, 125 So. 2d 509 (3rd Circuit, 1960), indicates the importance of preparing an amendment to the Architect’s contract of employment, or otherwise making a written memorandum, whenever there is a major change in cost estimates or a change in the size of the building which the Architect is to design.

In that case, an Architect entered into an agreement to prepare plans for a nursing home. His fee was to be six per cent of the cost of the work, and he was to receive one-fourth of the fee to complete the preliminary plans, one-half of the fee to complete specifications and working drawings, and one-fourth of the fee for supervision.

When the Architect was originally employed, the cost of the nursing home was estimated at $60,000 for a twenty-nine bed nursing home. Later, the owner decided to enlarge the home, and the cost estimate was revised to $100,000.

The Architect was paid a fee of $1,500 for completing preliminary plans. He later completed final specifications and working drawings. There was a conflict in the testimony concerning whether or not the owner had instructed the Architect to proceed with this work. However, the Architect, in fact, did the work, and the specifications and general working drawings were made available to the owner.

When the owner decided not to proceed with the project the Architect billed her for $41/2% of the low bid, $118,000. The owner objected to paying any additional fee. The lower court concluded that the plaintiff (Architect) was entitled to a fee of 41/2% of $60,000 or $2,700 subject to a credit of $1,500. It said that the burden of proving the existence of a contract and the terms of it was on the Architect, since it was the Architect who asserted that he had a contract.

On appeal, the Court of Appeal held that the Architect was entitled only to one-fourth of six per cent of the base figure of $100,000, that is to $1,500. However, since the owner did not appeal, the court permitted the award of the lower court to stand.

Obviously, in this case, as in many other similar cases, the Architect did a great deal of work for which he was not compensated. It is, of course, difficult to avoid completely problems which arise when the scope of a project is increased or when its cost exceeds the original estimate. However, the Architect can usually protect himself by preparing a brief memorandum of any such change, and having the owner sign it or initial it. If this is not practical, the Architect should at least write a letter to the owner stating his understanding of what he is expected to do.

A satisfactory memorandum from the owner might read as follows:

Baton Rouge, Louisiana
May 15, 1963

Dear Architect:

You were employed to prepare plans and specifications for an office building originally contemplated to contain about 5,000 square feet, and originally estimated to cost about $100,000. In accordance with our recent discussions, please design a building to contain about 8,000 square feet. Of course, I understand that the cost estimates on this building will substantially

(Continued on Page 14)
for a better foundation

Franklin

TURN 2 PAGES
The Orleans Marina was created for the Board of Levee Commissioners of the Orleans Levee District, Gerald J. Gallinghouse, President, as part of their Recreational Program on Lake Pontchartrain. The Gulf States Regional Conference of the American Institute of Architects presented a first honor award for design of this project to Henry G. Grimball, Architect and the firm of Favrot and Grimball.
The proper foundation in the preparation of your client or prospect presentation may be the determining factor in acquiring a contract. Why not let Franklin in New Orleans help you lay the basic foundation in your presentation with a professionally planned, expertly produced brochure which can creatively present your accomplishments and abilities... and serve with competence and effectiveness as a representative for your firm.
By William Bailey, Reporter,  
State Times, Baton Rouge

Recently a group of newspapermen, architects, engineers and educators gathered around a table at Columbia University to discuss the role of the news media in modern day building.

Out of this conference has evolved the first top level evaluation of the role of the press in the building of cities.

In studying this 170-page document — keeping in mind that it contains the ideas of top men in their respective fields — one finds this concept hammered home again and again:

"The public today does and should insist on getting the complete story behind the shaping of our towns and cities."

This demand for information, according to the conference, has perhaps caught both the architectural and engineering professions and the press somewhat off guard.

Architects more and more find themselves called upon to answer detailed and sometimes highly technical questions about proposed construction.

Take note of the word proposed because herein the architect is called upon in many cases to explain and perhaps justify his product while it is still on the drawing board.

The reporter, on the other hand, is in an equally awkward position because in many cases he may not completely understand the question he poses.

Philip Will Jr., past president of the American Institute of Architects, notes that "the typical report on a new building project mentions the names of everyone except the man who created the design."

This, according to Mr. Will, hurts the profession even worse than negative criticism.

"Today we are accustomed to professional criticism of the arts, painting, sculpture, music, writing, theater, the dance—all the arts except one, architecture," Mr. Will points out.

He charges the news media with the responsibility of reporting the "reshaping of the face of America" and by inference charges the profession with the responsibility of cooperating to that end.

Grady Clay, real estate editor of the Louisville Courier-Journal, called upon his colleagues to use more initiative in reporting these changes before they are changes.

As Mr. Clay put it, "Public hearings, which we cover routinely, have often degenerated into legal formalities at which the reporter and the public learn it's too late to change decisions already arrived at in private."

None of us can deny that this situation has occurred in the past. Mr. Clay refers to as "old dodges" such phrases as "plans are not complete" and "public discussion is premature."

Mr. Will backs him up. In other words, at the Columbia conference segments of the press and the architectural profession have had a meeting of the minds in heretofore unchartered waters.

Their findings, their theories, their ideas are worthy of serious study by their colleagues everywhere.

Here in Louisiana there is particular need to take cognizance of the report on the Columbia conference. We stand in the heart of the Gulf South which has in recent years established itself as a boom area swelled by influx of industry and the accompanying growth in building and design.
WRITE IT DOWN—

(Continued from Page 8)

exceed the estimates on the building originally contemplated. Your fee will be based on the bids obtained on the plans as revised, in accordance with the percentage schedule contained in our original agreement.

Very truly yours,
John Owner

Or the Architect may write the owner along the following lines:

Baton Rouge, Louisiana
May 15, 1963

Dear Mr. Owner:

In our discussion yesterday, you instructed us to revise the plans prepared by us. Our original employment contemplated design of a building to contain approximately 5,000 square feet. The new requirements will contemplate a building to contain approximately 7,200 square feet.

Of course, you realize that the cost estimates on the new building will be substantially higher than those on the building originally contemplated.

We will proceed promptly with this work as instructed. Our fee will be based upon bids obtained on the plans, as revised, but computed in accordance with the percentage schedule. If our understanding of your instructions is, for any reason, incorrect, please advise us promptly.

It has indeed been a pleasure to work with you, and we are looking forward to reviewing the revised plans with you as soon as they are completed.

Very truly yours,
Joe Architect

Of course, there are other stages at which a written memorandum should be prepared. Thus, after the preliminary sketches are prepared and accepted, they should be signed by the owner to indicate that they meet with his approval. If this is not practical, write the owner a letter which would indicate his approval, perhaps as follows:

Baton Rouge, Louisiana
May 15, 1963

Dear Mr. Owner:

In our discussions yesterday, you approved the preliminary sketches drawn by us and instructed us to proceed with final working drawings. We will proceed to do this as promptly as possible.

It is indeed a pleasure to have your approval of the work done to date, and we look forward to the pleasure of continuing to work with you.

Very truly yours,
Joe Architect

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A visit to your Acme Brick sales office will enable you to see quickly the design possibilities now open to you, with new King Size Brick by Acme.
News, Notes, Quotes . . .

Baton Rouge—An LSU senior architectural student, James Lee Thomas of Eunice, was named runner-up in a nationwide architectural awards contest sponsored by the Portland Cement Association.

The contest was conducted in 52 schools of architecture throughout the United States and was conceived to foster and encourage the use of concrete in architectural design. Contest officials said the LSU award was significant in view of the intense competition from other colleges and universities. Thomas' instructor is James E. Hand, John H. Schaefler, who designs Louisiana Architect covers, served as Graphic Arts consultant on Thomas' presentation.

First place went to a University of Oklahoma student.

Obituaries
GILBERT BUVEENS, member of the Baton Rouge Chapter, A.I.A.
J. CHESHIRE PEYTON, member of the Shreveport Chapter, A.I.A.
OLE K. OLSEN, 85, formerly a member of the New Orleans Chapter, A.I.A.

Portland Award winner — James Lee Thomas, LSU senior architectural student, receives award from A. J. Spradlin, district manager of Portland Cement Assn. At left is O. J. Baker, head of the LSU Dept. of Architecture. On far right is James E. Hand, Asst. Professor.

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Two Louisiana library buildings received architectural awards in the FIRST LIBRARY BUILDING PROGRAM sponsored jointly by the American Institute of Architects, The American Library Assn. and The National Book Committee.

Compliments to Curtis and Davis; Goldstein, Parham and Labouisse; and Favrot, Reed, Mathes and Bergman who received an Award of Merit for the New Orleans Public Library. Associates in charge of the project were Sidney J. Fose, Jr., and Walter J. Rooney, Jr.

Compliments also to William R. Burk and John J. Desmond, associated architects for the Louisiana State Library, which also won an Award of Merit.

Dear Mike:
If chimps can orbit, why not architects? You may want to publish this one which was on a recent sub-orbital maneuver.

Sincerely,
John Webb

W. R. Brockway

Dear Sir:
As of Tuesday, April 23, 1963, the firm of Frey-Huddleston & Associates was dissolved.

Our new firm, Huddleston-Emerson-Stiller & Associates, would like to have our new firm announced in The Louisiana Architect magazine as soon as possible.

Thank you.
Yours very truly,
J. M. Stiller

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New King Size Brick, manufactured by Acme Brick Company, is being utilized by the millions on construction projects throughout the Great Southwest. Featuring a new size (9½" x 2½" x 3½"), Acme's King Site Brick is closely proportional with modular brick, background, yet requires one-third less brick units for a wall. The resulting lower cost factors have increased the demand for masonry construction with Acme King Size Brick in buildings of all types.

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