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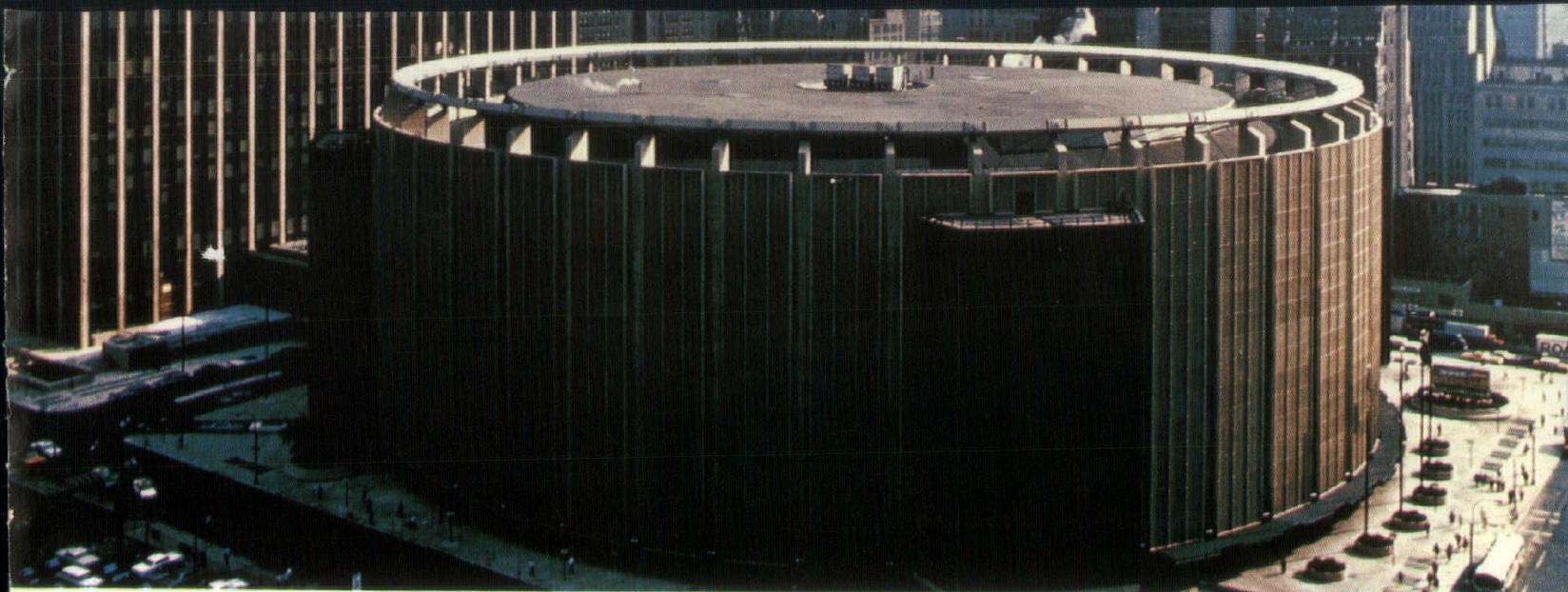
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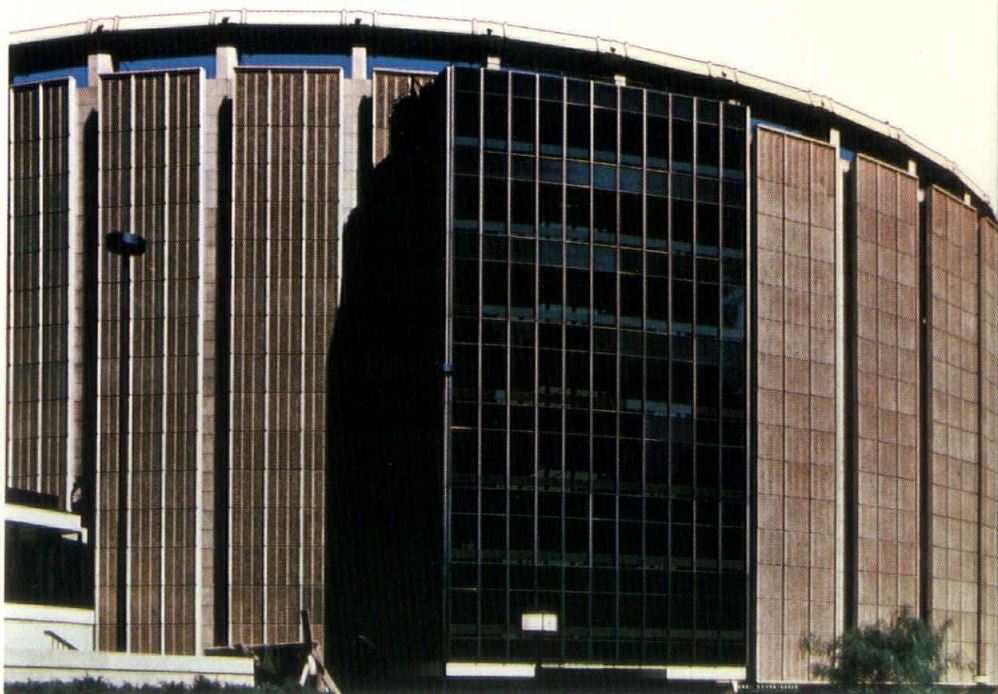
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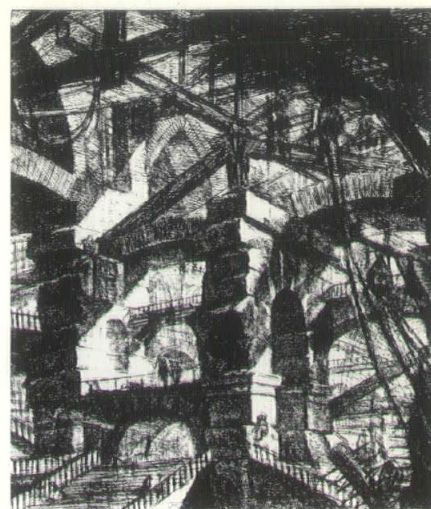
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EDITORIAL



Construction Cost Analysis and Budgeting

There is perhaps no question which concerns an architect's client more than, "What is this building going to cost me?" High interest rates, increasing labor and material costs, the fact that the architect's fee is based on a percentage of the construction cost and a multitude of other worrisome questions go through the owner's mind.

It is important that architects assure their clients that they too are concerned about cost control. Clients should understand that an architect's reputation for staying within the budget is more valuable to him than what might be gained by edging the cost up. For clients who have had little or no experience in budgeting for a project, it is vitally important that an architect be brought in before the program is determined and the budget set. After this, holding a client to his own budget is often more of a problem for the architect than vice-versa.

The whole question of construction cost planning and control has for both owners and architects long been a difficult and serious problem. Realizing this the LAA's Committee on Continuing Education has decided that perhaps architects might try some of the successful techniques of others. It may be that each architect need not start learning by reinventing the wheel for himself. For those who would like to try, there is the seminar on Construction Cost Analysis and Budgeting, Friday, January 30, Baton Rouge, Louisiana, Prince Murat Inn.

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PROGRAM:

Design of a suburban branch office adjacent to a subdivision of doctors' offices, insurance offices and small business offices, all designed in a residential character, and yet expressing the progressive thinking established with the recently completed downtown main office building.

The building to be provided with a drive-in window and complete vault with safe deposit boxes, and direct computer connection to the main branch.

SOLUTION:

This neighborhood suburban office was designed as one large open space with play yard included where children could be left while mothers transacted their business with the cashiers. The informal atmosphere is further carried out by the inclusion of a coffee area and a financial library browsing area. The use of bright colors further accentuated the relaxed atmosphere of finance at the neighborhood level.

MATERIALS:

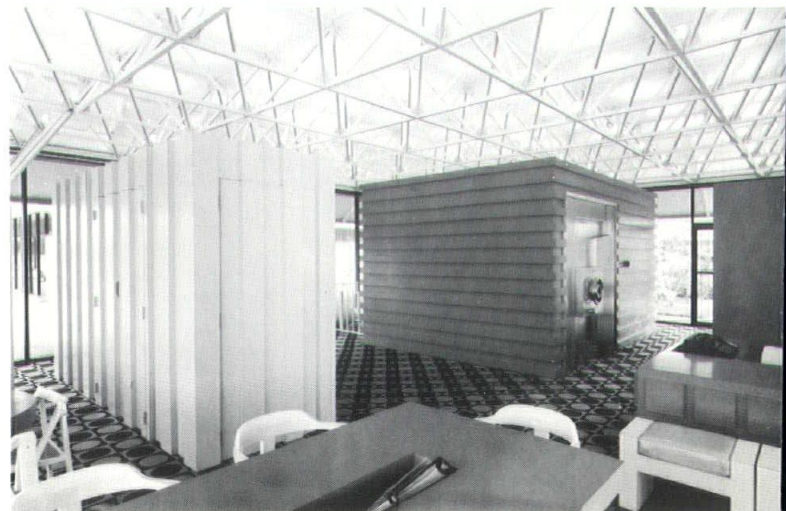
The exterior walls are completely glass in bronze anodized aluminum frame. Four concrete columns support the steel space frame roof. A concrete floor slab is covered with carpet throughout except for ceramic tile in rest rooms. The vault, air conditioning equipment room, and storage areas are enclosed in formica covered partitions.

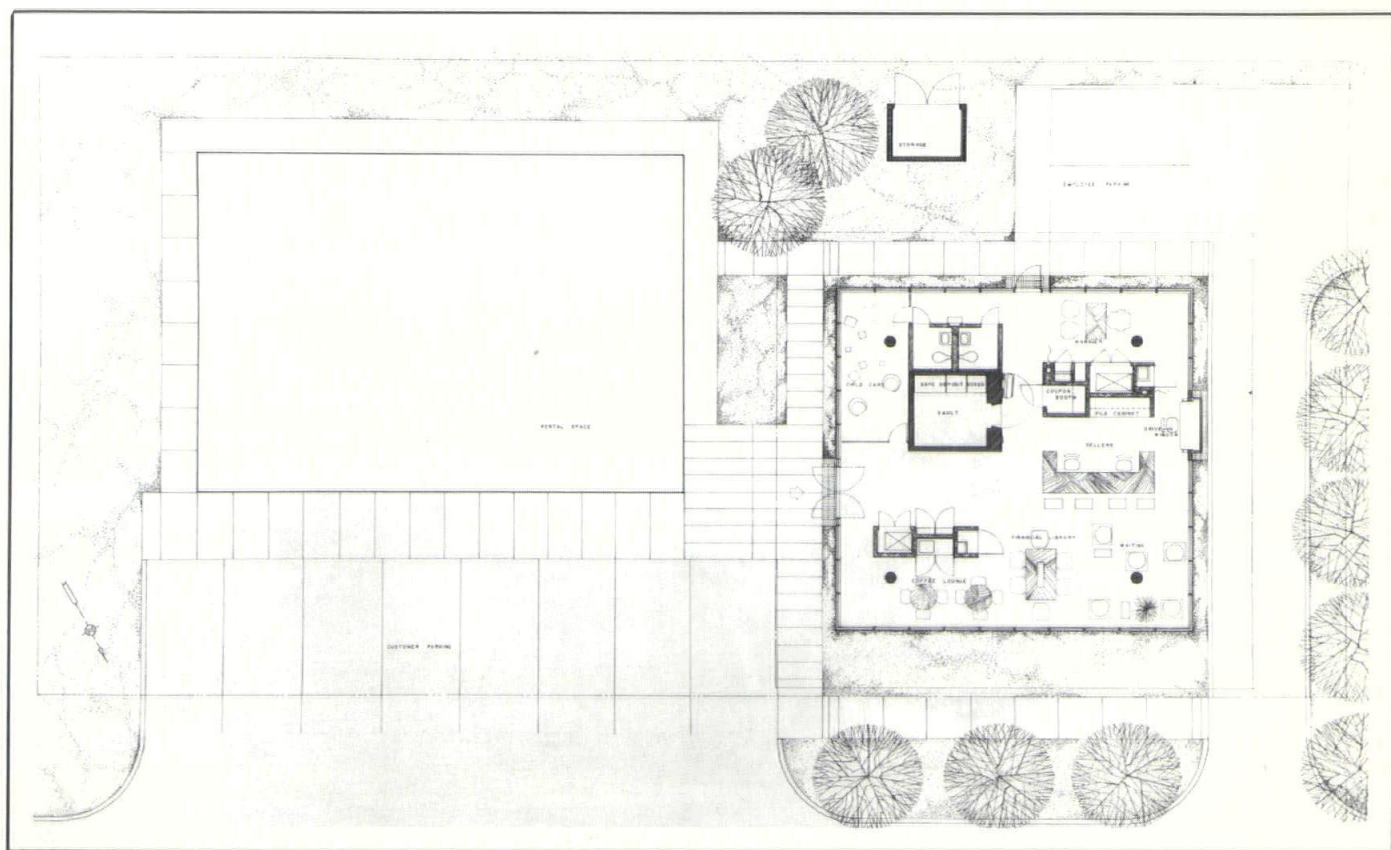
AREA:

1,600 Square Feet.

COST:

\$128,000.00





URBANIZATION

INTRODUCTION

The views expressed here are intended to expose three separate, yet interdependent, concepts of the small community. The first expression addresses the question of urbanization, and the hope which lies in the nature of small communities. The second view very pointedly illustrates what historically has happened to many small communities which fall to the economic pressures of speculators, and become in essence, more of the "slurbs" which border major metropolitan centers, losing any sense of identity or personal value they may have had. The third view points out the process which has been successful in providing rewards to the small community which plans for orderly growth and urbanization.

URBANIZATION AND HUMANIZATION: DIRECTIONS FROM THE PAST

With the advent of the Industrial Revolution, American communities were characterized by rapid growth. Small communities quickly became large ones and, for the most part, this growth was uncontrolled. The city was a place for frightening experiences, personal defeat, heartless commercialism, poverty, crime, smoke, noise and loneliness. Intellectuals of the period criticized cities for being "too civilized". The City did not measure up to the prevailing romantic ideals which valued unspoiled nature and serenity above all else. These ideals were propounded by such men as Emerson and Thoreau; they decried the evils of the city and advocated a return to the rural life.

By 1870, it was evident that the city was here to stay. Twenty-five percent of the population was urban. At this time the so-called "anti-urbanism" movement took on a different emphasis. Intellectuals came to realize that any hopes for civilization would have to be realized in the city. However, the possibilities and the promises of the city were falling short; the city was "not civilized enough".

Urban planning seemed to be the answer. If cities were given a new face and character, they would somehow fulfill their promises and realize their potentials. Unfortunately, the ineffective implementation of planning caused planning to degenerate into a useless tool in the hands of many inept city fathers.

Then "Surburban Mania" spread across the nation. People wanted to move away from the congested and unattractive city to the serenity of the suburb. The name of suburbs, even today, are indicative of the still present ideal of ruralism; names like "Pinewood", or "Whispering Willow", etc., are good examples of this rural mystique. But the mass exodus to the suburbs has caused "suburban sprawl", a direct result of improper planning.

It is necessary, therefore, that small communities "plan ahead" to avoid the ill effects of rapid growth. Proper planning can save the character and the charm of a small community without inhibiting its growth. Our cities must remain "civilized", and greatest hope lies within our yet unspoiled smaller communities.

WITNESS SOME OF THE SAD REALITIES OF THE PRESENT

Small communities that once dotted American maps are being devoured by the suburbs of the vast metropolitan seepage. This is not a true situation of all small towns and villages, but they have problems that are just as pressing. They are rapidly feeling the pinch of the population explosion which, in some cases, is destroying them.

The small town will grow - whether it wants to or not. In just about all situations, growth is haphazard and ends up in

a growth pattern measured in square footage. This growth product is disorderly, lacking direction, and has no structure. Political leaders in some jurisdictions have billed themselves as City Planners, having no expertise and they revert power for securing of selfish speculative gain. It must be insisted that planning respond to the needs of all people in the community. The growth without planning can be disastrous. It has been proven that with the correct tools of planning, a structured direction can be established that will complement correct growth.

When we speak about planning, we must be careful to greet and recognize what each individual town offers. In its uniqueness, we can find a timeless quality; its people, texture, smell, sounds, customs, skill, landscape and architecture which cannot be found elsewhere. Today these urban values are secondary in the minds of some citizens that are confronted with a commercial land "deal" which grows like an incurable cancer with its "birthday cake" architecture and its neon jungles. This type of insensitive development denies the dignity of the town and only tends to confuse the conflict of unrelated land uses.

The most powerful force shaping small towns today is the State and Federal Highway System linking something but going nowhere. It is a cure for traffic that can be worse than the disease. This force, in many cases, causes the desecration of historic areas and completely avoids the consequences of its impact on the town. The intent must be to build roads and at the same time save and even improve the urban fabric.

Perhaps some of these small towns that are fortunate enough to remain untouched are richer than they realize, because they have much to offer simply as a small community. Their total uniqueness must be savored and seasoned with the finest of spices, like tender foods.

The Central Business District has played the same role in the community ever since its beginning. Its function has always been that of central commercial sales, consisting of small, individually owned shops competitive only to one another. "Progress" has brought us the almighty and never failing shopping center which has proved to be a hangman for the small privately owned shopkeepers.

What can be done with a Central Business District that has 35% to 50% store vacancies and has become a haven for the low income oriented discount operations. Here is a typical stop-gap solution:

"Let's all get together and modernize downtown!"

"Good! What do we do first?"

Let's pick a style and all do the fronts of our buildings over."

"What will the style be? Shall it be Spanish Alamo? Greek Mediterranean? Or maybe, Mundane Modern with plastic columns, Western Round-Up Motif' or new Greek Revival?"

Sad but true, most Central Business District renovations come out looking like Disneyland Lost - nothing more than make-up, superficial facades and the architectural bastardization of stamped out styles covering up the real character of the unique buildings. This is a product of the same type people, intensifying the tackiness of our American townscape. Are people sensitive enough to see and understand what their community is all about and that they may be destroying its greatest assets? Conservation, preservation, restoration, as well as new buildings, are essential to all communities - sad are the ones that have destroyed their history.

The natural landscape that surrounds these small communities offers an important shaping force. Although the city seldom has control over development outside the established city limits it must be aware that this development

Ominous Threat to Small Communities — Or Must All the Good Little Towns Die Young?

can be a danger plaguing future growth. Builders, residential developers and real estate agencies are many times the "planners" for the surrounding landscape. If it were a legal offense, rape would be the charge. Rape of natural landscape is an every day occurrence and we all look on as spectators in a theatre filled with apathy. The all-curing dollar signs exploit unknowing property owners, then in move the bulldozers and chain saws, then up go the residential monuments to suburbia revealing a kingdom established by the suburban "Moors" laden with their gold medallions and plastic crests.

We have excused poor planning or no planning at all and we have labeled it "progress". People have grown to despise the catch-all cliché, "That's progress". We have been led to the brink of destruction by "progress". We can have development without wholesale destruction of community values, but we must plan for the old and the young, each one's values are equally important.

We can claim to be victims of a forced, unplanned and inhuman system, but remember, we are "the system".

FUTURE: HOPE, AND MAYBE EVEN EXCITEMENT?

For any community, large or small, the Planning Process is similar. It is most important for small towns to establish the complete on-going planning process without trying to "economize" any of the necessary elements. By Louisiana Law, every community, regardless of size, is authorized to establish a general Land Use Plan, and to control the use of land both in the community and in the Parish, in accordance with the adopted plan. It is not difficult for any small town to obtain Federal Planning funds for the initial Comprehensive Plan of the community; and with the establishment of a Planning and Zoning Commission, adequately staffed with professionals, this comprehensive master plan can be used to guide the urbanization and rapid growth of any community, regardless of size.

The key to proper planning is in the PROCESS established right from the beginning and continuing on a day to day basis. Many cities have been sadly disillusioned about their "Master Plan", prepared by a competent consultant firm, which projects growth patterns 20 and 25 years into the future. If there is no established planning procedure in the community, these "plans" will lie untouched on a shelf in City Hall and no possible good will be derived from them. Unless a community is committed to implementing its planning on a continuing basis, it is fruitless to "go through the motions" of establishing a general Master Plan.

In order to obtain a total commitment from a community toward the benefits of planning, good public relations efforts are vital. An informed and involved public can accomplish anything, if it is known to be good for the community. Therefore, *citizen participation* in the planning process is the primary ingredient which assures effective planning implementation.

Once committed and involved in the planning process, the steps taken by a community are quite basic. An analysis of community assets is needed to begin the planning, and this will involve a comprehensive listing of population growth, economic compositions, physical characteristics, and most importantly, established *urban values* of the people in the Community. As mentioned earlier, the urban values of a smaller community will be rich and varied, and there will be a sizeable list of assets which the community will use as the basis for the master plan of the community. These will range from the Court House Square to a neighborhood of older homes, or from a meandering bayou to a grove of old oak trees. Once the community is well aware of all of its

assets, as well as problems, it can begin the most challenging stage of planning, and that is the future development patterns of the community. The location and size of streets, schools, houses, commercial and business center, parks and open green space as well as cultural facilities for all age groups - all of these should be discussed and creatively planned into the future.

Once the plan is developed on a comprehensive basis, reflecting the long-range as well as short-range goals of the community, it should be documented in some visual manner which will allow for easy change and updating. The general public understands a three-dimensional view of the community more easily than maps or graphs, and there are real advantages to using scale models of the region, the community and special interest sections of the community for the purpose of obtaining and maintaining public acceptance of the Master Plan. Presentation techniques are being employed today which include models, sketches, slides, movies and sound tapes. All of these can be used in combination to present and explain the visual environment of the community to the people, to public officials and civic groups in order to promote their understanding and support.

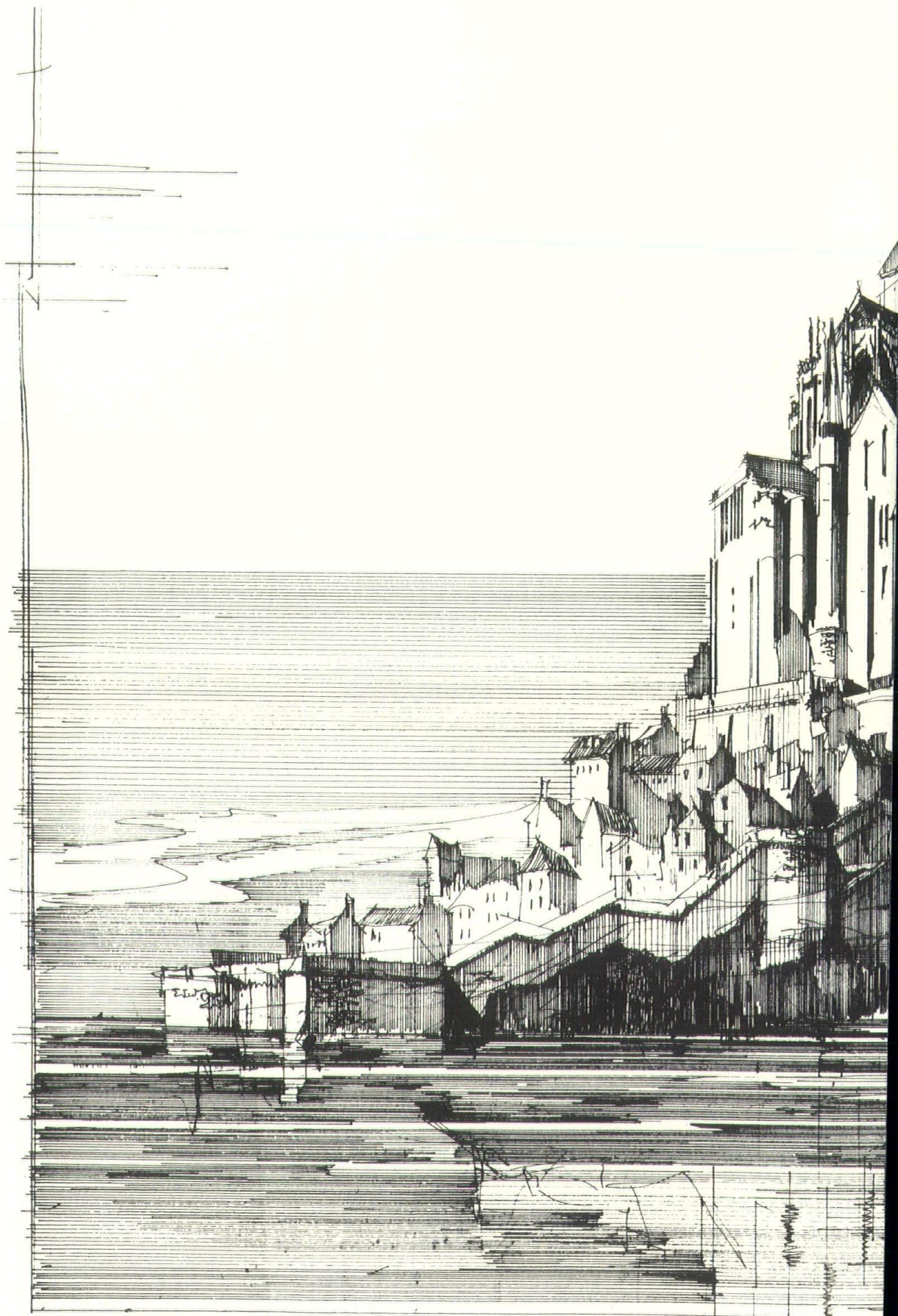
Even with a totally accepted plan, the most difficult step for the small community is IMPLEMENTATION. As far as Public improvements are concerned, this will mean some type of revenue which the public must pay, if only in part. Once again, the involvement of the public in the planning process will have laid good groundwork for getting a property or sales tax approved, should that be necessary. But even more difficult is the implementation of the Master Plan which calls for *private development*. Legal controls such as a Zoning Law, Subdivision Regulations, Building Codes, and so forth, are essential to the implementation of the Master Plan. Few small communities will have all of these tools enforced, but again, with the public aware of the tremendous benefits which can be derived through the enforcement of these laws, and thus the implementation of *their* Master Plan, they will support the enactment of such laws as an expression of their own desire for an ordered community.

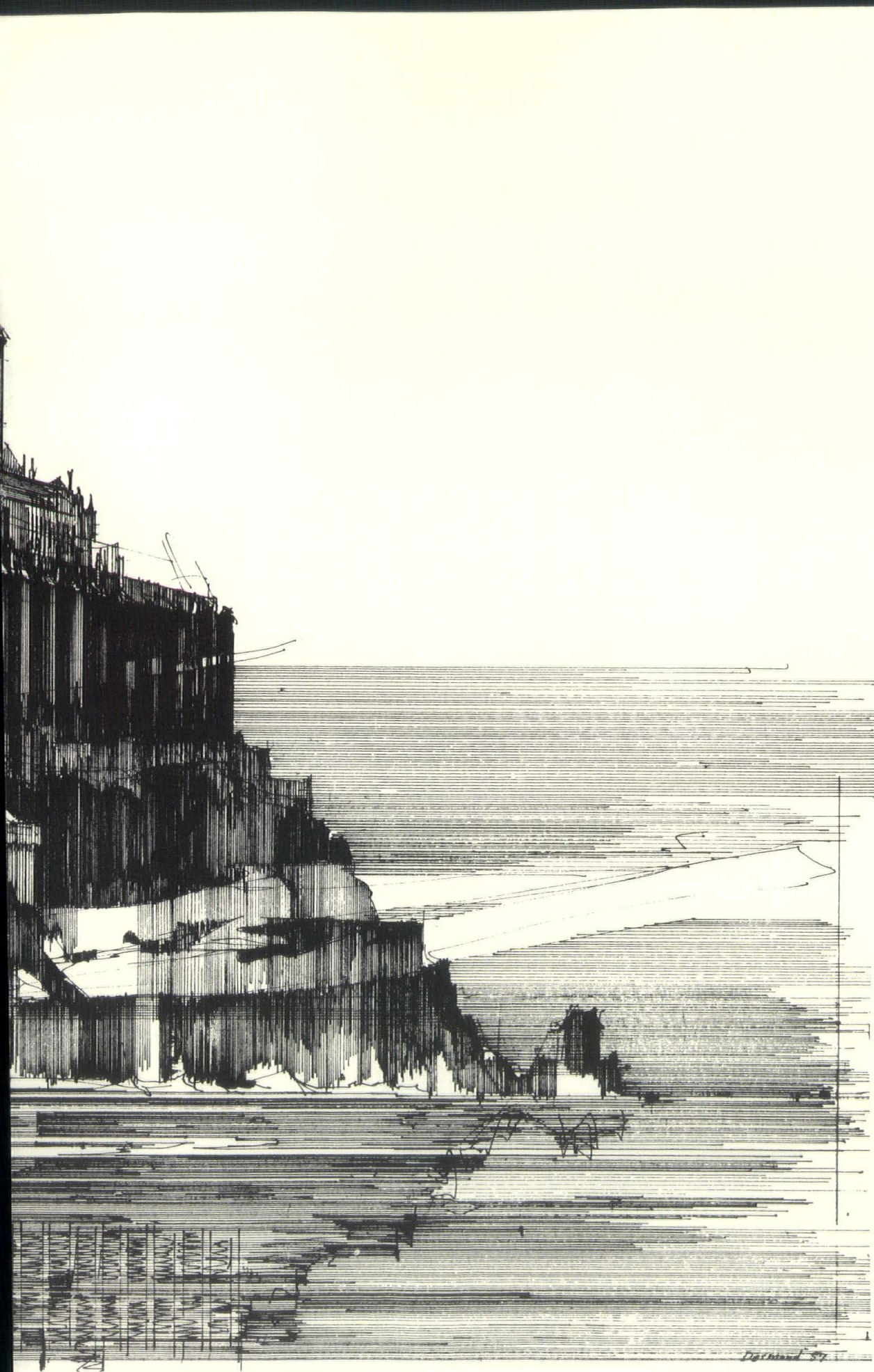
The final step in the planning process is the one which creates continuity: the periodic review, analysis and updating of the Plan so that it consistently reflects the latest goals and values of the people of the community. With rapid urbanization, every plan must be flexible enough to continually adapt to needed changes. As these changes become increasingly necessary, the planning process can be one of the most dynamic functions at work within the community.

CONCLUSION

One of the leading solutions to the Urbanization problem in America is the "New Town" or satellite city concept, which today is finding success in Europe. But to build New Towns is expensive, and people need more of a reason to want to live there than simply escape from an Urban Center. There are no natural family or friendship ties there, nor any of the unique values which can easily be found in any small city or community. By properly planning our small communities into a regional pattern of urban clusters, the concept of satellite cities and metropolitan centers can be a reality in America in much less time, not to mention the involvement of a fraction of the funds needed for New Town Development.

And even more importantly, the future of small communities, unless timely planning procedures are implemented, will probably follow the sad path downward behind their bigger counterparts into URBAN CRISIS.





Mont. St. Michel

NOISES

From the roar of jet aircraft at full throttle to the furious din of air compressors and rock bands, noise levels have doubled in American cities since 1954.

The assault of sound can be controlled, says The American Institute of Architects.

"The agent of control is public opinion and it is only beginning to be aroused," Theodore John Schultz, acoustical engineer with a Cambridge, Mass., firm, told the recent AIA Architectural Researchers Conference in Houston.

"Noise, like smog, is a slow agent of death," says Vern O. Knudsen, an acoustical physicist and chancellor emeritus of the University of California at Los Angeles. Knudsen joins otologists (ear doctors), architects, and engineers to warn noise levels in most cities are unnecessarily dangerous. He said, "If it continues to increase for the next 30 years as it has for the past 30, it could become lethal."

"We can have much quieter cities if citizens demand it," says Michael Barker, director of AIA's urban programs. Curbing of noise pollution, according to AIA, depends upon three areas of attack:

—Public control of major environ-

mental noise such as sonic booms from aircraft, airport ground and liftoff rumbles, highway truck traffic, excessive use of emergency sirens and automobile horns, high-volume air conditioners and construction equipment, and electronic music in public places.

—Improved noise shielding inside buildings, primarily apartments and homes near noise sources. Armed with city codes, architects can achieve significant noise reduction for under five to ten percent of total building costs.

—Urban design that recognizes noise and diverts or reduces it in such new projects as highways, subdivisions, schools, hospitals, shopping centers, and parks.

"Even the way highways are built affects noise," Dr. Schultz pointed out. Asphalt roadways are as much as 10 decibels quieter than concrete when smooth, he said, and lowering the freeway and placing earth mounds at the sides can reduce noise to nearby homes by 10 to 15 decibels. (Decibels are units of audible sound.)

Schultz noted that trees can help shield muffler booms as well as carbon dioxide.

Highways could be entirely underground, inside tunnels or tubes, at

the heart of the nation's largest cities, Schultz said. Excavation costs have been dropping while surface right-of-way costs soar, according to aerospace engineer Lawrence K. Edwards of Palo Alto, California, so tunneling is becoming more economic.

Progress and a curious twist of the national psychology have fueled the noise explosion, researchers contend.

Transportation, including 17 million trucks, and construction, now running around \$90 billion, are the chief noise producing sectors of the U.S. economy. As they balloon, so does sound pollution. Builders are using lighter materials to erect bigger structures with little attention to sound insulation, said Schultz.

Consumers apparently feel appliances are not powerful unless they are noisy. Vacuum cleaners, sports cars, and motorcycles that emit more noise sell better. An automotive corporation discovered half the drivers of a test gas-turbine car wanted more noise.

Outpouring of noise in city and suburb is a major contributory cause in ulcers, cardiovascular disease, and mental breakdown, former U.S. Surgeon General William H. Stewart told an American Speech and Hearing Association

Architects believe CITY NOISE CAN BE CONTROLLED

conference in 1968. The World Health Organization estimates excessive noise costs Americans \$4 billion a year in health expenses and lost pay. By age 55, men working in heavy industry show twice the hearing loss as men in the general population, according to Aram Glorig of Dallas' Callier Hearing and Speech Center.

"In the years 1954 to 1966 the rate of city sound increased about one decibel a year. That's very significant," Schultz said, "because each 10 decibels results in a doubling of the sound sensation perceived by the ear."

"Noise surrounds us. It comes from all directions. It's difficult to erect barriers against it. Buildings build up noise as well as shield it. There would be less impact from noise on an open plain," Schultz pointed out.

Using microphones, amplifiers, frequency filters, and recorders, men measure the pressure of sound at a location. Listeners "are different — some are unconscious about almost any noise." But for most persons a decibel level of 80 or higher causes discomfort. At 90 or above for a sustained time, ear doctors predict damage to the hair cells that carry messages

from the ear to the brain. Human breathing registers 10 decibels, using a weighted scale to emphasize high-frequency sounds. Rustling leaves produce 20 decibels, a whisper 30, conversation from 40 to 60, said Schultz. A kitchen blender screeches at 93 decibels, an accelerating motorcycle 110, a jet plane at take-off up to 150, a galloping subway 95, power lawnmower 96, and a "hard rock" band perhaps 115, reports Medical World News after a Chicago conference. The rock band riveting a college discotheque at 115 decibels is "much too much and definitely dangerous to a person's hearing," said Dr. Samuel Rosen of New York who measured the sound level.

Architects have worked with the City of New York to establish a 45-decibel standard for noise transference through walls of new apartments. The ordinance, enacted one year ago, "is just a minimum but it's a start," reports architect Frederick G. Frost, Jr., FAIA.

Frost says it will cost "well under five percent" extra to provide this standard in most new apartments. "It's mainly a matter of assembly so that you separate one wall surface from another, leaving space between which is filled

with acoustical material." Careful examination of air conditioning and heating lines is required so that sound is isolated correctly, avoiding bridges that build noise, he added. Spring mounts, lead, resistant materials like rubber and synthetics should be used.

At sites impacted by noise, such as schools or airport neighborhoods, double glazed windows can help. This was proved in a Harlem school, Frost said.

"Most of the growing complaints about noise are coming from homes, apartments, and dormitories," said Schultz. "In office buildings you don't hear as much outside noise."

In an experiment to reduce aircraft noise entering five houses near Los Angeles, New York, and Boston airports, Schultz' firm found "windows, roofs, doors, and chimneys to be the weak spots." Engineers and architects installed double windows and storm sashes ("the tiniest leak can spoil your effort"), affixed storm doors, exhausts for kitchen mufflers, and chimney dampers, plus siding for wall exteriors and skins and some resilient material for floors. Noise dropped as much as 10 to 30 decibels, which would be a

(Continued on page 14)

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To place the maximum number of units, including the required parking, on a small site in order to justify the high land costs.

To produce a contemporary design that will appeal to a local rental market which, by custom, leans towards more traditional architecture.

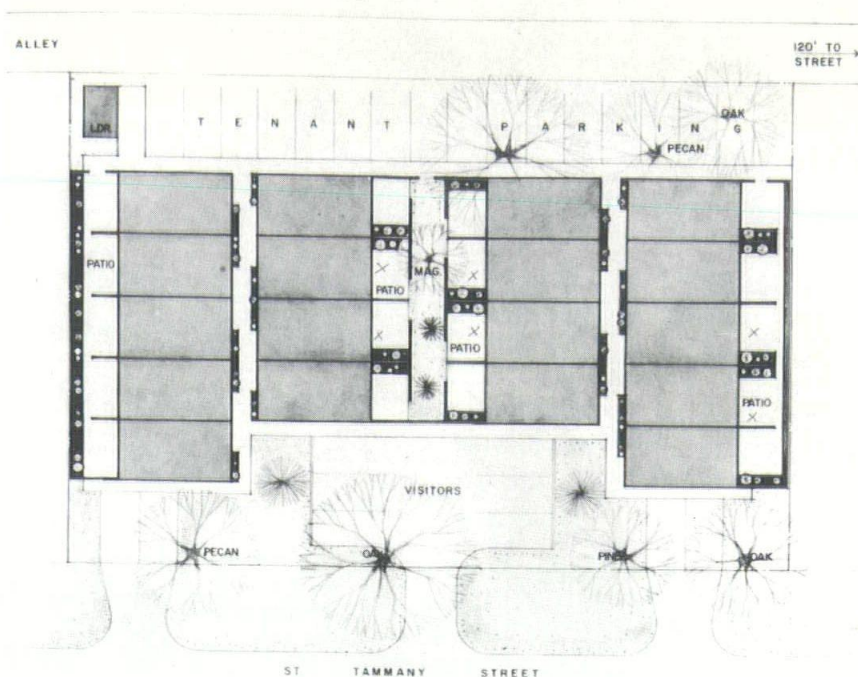
SOLUTION:

The "cash flow" orientated program requirements indicated from the outset an amount of building that would crowd the site. The Architects decided, rather than to hide this condition, to make it the guiding design motif.

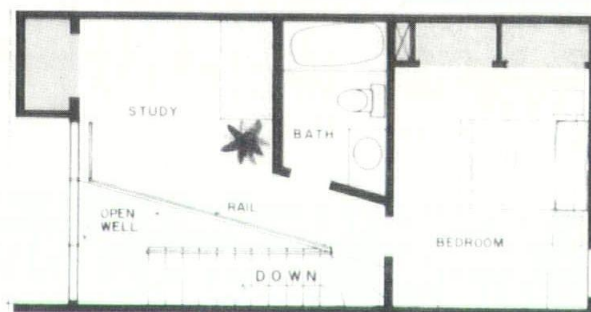
Tight grouping of four buildings affords each apartment its own private patio, while narrow common spaces provide an interesting entrance to each apartment. The massing of the buildings emphasizes the focus of the interiors onto their respective patios as well as creating height to dramatize the narrow entrance spaces.

To attract the desired young tenants, informality was stressed throughout, resulting in an openness of each unit which makes the most use of the mere 800 square feet per townhouse.

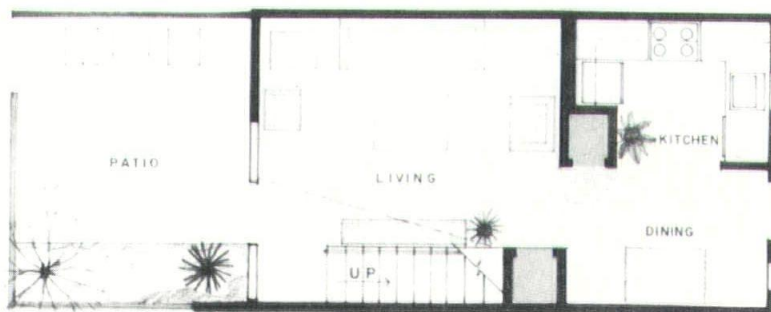
In order to keep future maintenance to a minimum, detailing was kept simple, straight-forward, with only stock items being used, resulting in many instances in a compromise between budget limitations and architectural aspirations—the nature of designing income producing buildings.



PLOT PLAN

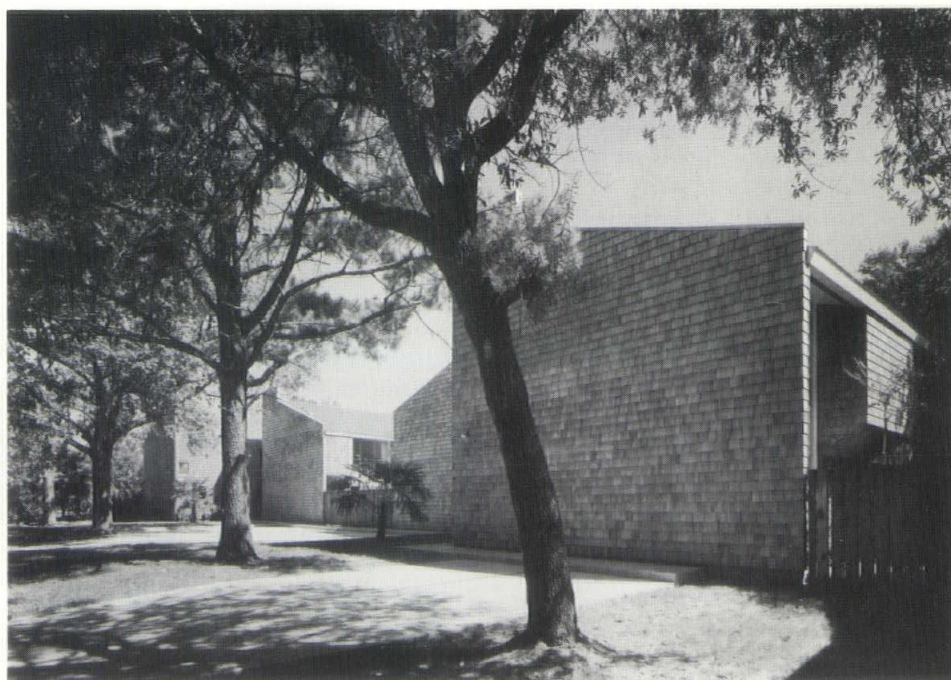


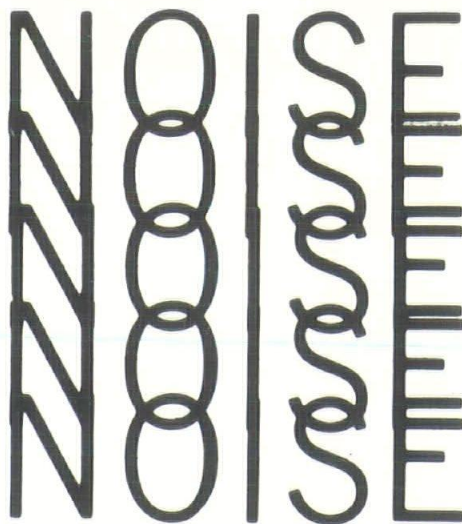
UPPER LEVEL



LOWER LEVEL

TYPICAL FLOOR PLAN





(Continued from page 11)

major loudness reduction, noted Schultz. Major sound reduction can be 10 percent of the original construction costs in existing homes, he estimated.

Department of Housing and Urban Development (HUD) has research underway to see if new materials such as plastics can cut this extra cost. Kenneth M. Eldred, scientific director of Wyle Laboratories of El Segundo, Calif., said, "As we move toward mass production we can consider materials which would be too expensive if put together at the site." Wyle is also studying better assembly methods under its \$160,000 HUD contract.

"No breakthrough in materials or methods will be of any use unless there is good on-site supervision," said Schultz. "Inadequate supervision almost always kills you. Acoustical quality is only looked at as a last consideration or not at all by banks, saving and loan institutions, and many architects," he said. "Carpenters nearly always ignore the problem. Only solution," thinks Schultz, "is prefabrication at the factory, then foolproof on-site assembly."

Citizens can score significant city noise reduction, sometimes at little or no cost.

"Recognition is the whole thing with noise," says Robert Alex Baron, whose Citizens for a Quieter City, Inc. was honored by the New York AIA chapter in 1969 for its fight to get noise controls. For only \$1.50 to \$1.80 extra, New York has installed garbage cans with noise deflecting strips. The city is also buying quieter garbage trucks, and a citizens' task force soon will request controls on cranes, construction equipment, trucks, and other noise breeders. Zones may be set up to prevent real estate interests from locating

new buildings near noise sources.

Since 1938 the old river hub of Memphis, Tenn., has relished a city ordinance banning "any unreasonably loud, disturbing and unnecessary noise," including automobile horns.

"It's very noticeable that Memphis is quieter," said J. A. McFarland, Jr., AIA, architect member of the city's planning commission. In 1945 the city, which now has more than 650,000 residents, was called "America's Quietest City." During the ordinance's first 90 days, some 500 motorists paid fines for excessive horn honking. Today "it's most unusual for somebody even to blow a horn," reports Frank C. Holloman, city fire and police director. "It's a very rare thing that we issue a ticket for any kind of noise because people have accepted the ordinance."

Memphis' joint city-county planning commission also helped move an airport and enacted an approach zone which will discourage construction of housing near flights.

For around \$200 a quieting device can be attached to the annoying air compressors that turn city streets into rivers of reverberation, Baron said. Truck mufflers could be greatly improved and city noise abatement offices established, as New York has done, he added.

Connecticut, New York, and California have enacted highway noise limits. A six-month study on the Connecticut Turnpike showed 11 percent of traveling vehicles created noise higher than 94 decibels. State police consider 88 decibels grounds for a citation. California reports only a tiny number of violations based on its 1967 law which allows cars up to 86 decibels and trucks and motorcycles up to 92. The state has six patrol units checking

11 million vehicles. Critics say the standards are not tough enough. A Swiss expert told a U.S. meeting in 1969 highway traffic shouldn't generate more than 70-decibel levels.

Trucks stopping and starting at traffic lights during the night are prime sources of "startle" noise. Serendipity, Inc. of Arlington, Va., has a \$492,600 Department of Transportation (DOT) contract which includes study of this problem. An orange traffic light which allows trucks through passage at night is one suggested improvement.

Citizen resistance to proposed jetports in the Florida Everglades and New Jersey, a \$95.8 million lawsuit against Los Angeles' International Airport by schools, and 38,483 claims against the U.S. Government from 1956 to 1968 for alleged damage caused by sonic boom illustrate the dimension of noise as an environmental crisis.

AIA's Board of Directors has asked that SST commercial transports not be allowed over populated or recreation areas "unless and until sonic booms can be adequately controlled."

At Chicago, the AIA chapter warns any airport in Lake Michigan must get the most extensive prior study to avoid polluting the Lake. For metropolitan New York, whose airports are badly congested, a jetport 10 miles off Rockaway Beach in the Atlantic is foreseen to curb noise and air pollution. Rapid transit trains would reach Manhattan in 20 to 25 minutes. San Francisco is eyeing a distant SST field connected to population by fast transit.

"Many of these solutions are not prohibitive in cost if sound control is an integral part of advance planning," notes Baron.

"The loss of productivity, sleep, hearing, and speech costs far more than modifying equipment and buildings."

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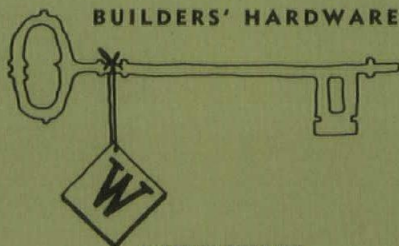
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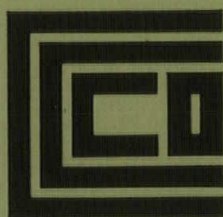
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