

20

AMERICAN INSTITUTE
OF
ARCHITECTS

NOV 1 0 1970

LIBRARY

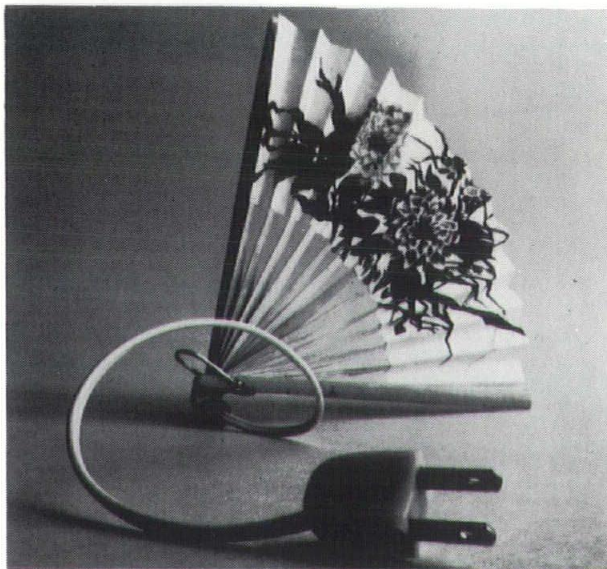
The Louisiana Architect



October/November

Systems 70 Speakers/LAA Candidates/Modern Clinics
Architect-Artist/Mass Transit?/Design Worth

Electricity does more than just push air around



Life becomes easier as more and more things become electric.

And because electricity supplied by Louisiana Investor-Owned Electric Companies is so affordable, you enjoy modern conveniences like air conditioning...which made the wrist-powered fan a museum piece.

For over 50 years—if you've been around that long—we've been adding electricity to your life and making things better. That's one of the great things about the American business system: We know that the best way to make things better for ourselves is to keep making life better for you.

**Electricity from
Investor-Owned
Companies makes
great things happen**

Louisiana Investor-Owned Electric Companies

- Central Louisiana Electric Company
- Gulf States Utilities Company
- Louisiana Power & Light Company
- New Orleans Public Service Inc.
- Southwestern Electric Power Company

**Can you do
exciting things with
a weathering steel
that doesn't have
an exotic name?**

You are looking at fascia panels made from Armco's weathering steel called High-Strength A-242™. In this photo they have been exposed to the climate along the Gulf Coast for about six months. Although we've named this steel to indicate that it has greater strength than ordinary constructional steels, Armco High-Strength A-242 is also a weathering steel in the full sense.

When left exposed, it develops the rich, dark brown patina architects expect from weathering steels. The attractive, tightly adherent coating that forms inhibits further oxidation and eliminates the need for periodic painting.

Armco High-Strength A-242 meets ASTM Specification A 242. It has 4 to 6 times the atmospheric corrosion resistance of plain carbon steel and about 40% greater yield strength. Its blend of natural color, strength, economy and permanence opens exciting possibilities to architects and designers.

If you would like complete design information on Armco High-Strength A-242 weathering steel, just send your request to Armco Steel Corporation, Department H-110A, P. O. Box 723, Houston, Texas 77001.

**COMING SOON—WIDE FLANGE
SHAPES FROM ARMCO IN HOUSTON**

ARMCO STEEL



Houston Public Library, Belle Sherman Kendall Branch, Architects: Alexander, Walton & Hatteberg, AIA, Houston



Subject — Communications

DO YOU MAKE YOURSELF CLEAR?

It has been said that imperfect communication is at the root of most human misunderstanding. Which is just another way of saying that he who seeks to impart information and fails is more blameworthy than he who gets it wrong.

Here are some hints on the art of communicating—and understanding what others are trying to communicate to *you*: 1) Listening is a tricky business. At the least, it requires your careful, undivided attention; 2) Look for feelings and attitudes as well as meanings. These will often tell you the real purpose of the message; 3) Look for the “what” and “why” of a message—what the person is saying and why he feels that it needs to be said; 4) Paraphrase the message and read it back to the sender for his endorsement; 5) Yield on unimportant points of disagreement. Don't let conflict over trivia subvert the main content of the message; 6) Think before you speak. If the content of what you want to say isn't clear to you in your own mind, you can hardly expect to make it clear to someone else; 7) Consider the knowledge, education and background of the listener and speak to him in terms that he can understand.

The Louisiana Architect

Volume IX

Number 7

THE LOUISIANA ARCHITECT, Official Journal of the Louisiana Architects Association of the American Institute of Architects, is owned by the Louisiana Architects Association, not for profit, and is published monthly, Suite 200, Jack Tar Capitol House Hotel, Baton Rouge, La., telephone 348-5579. Editorial contributions are welcome but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Louisiana Architects Association. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to the LOUISIANA ARCHITECT for prior use.

LAA OFFICERS AND BOARD

P. Murff O'Neal, Jr., President; Raymond G. Post, Jr., Secretary-Treasurer; J. Buchanan Blitch, Vice President; Clyde M. Webb, Vice President; Max J. Heineberg, Past President; Ernest E. Verges, Robert M. Coleman, William S. Wilson, Charles R. Lamkin, Fabian Patin, James T. Platt, F. Lester Martin, John J. Laudun, Henri Mortimer Favrot, Jr., Maurice Singer, Stanley W. Muller, Anthony J. Gendusa, Jr., William J. Hess, Jr., Thilo Steinschulte, Robert E. Middleton, William S. Evans, William L. Mattison, Eugene Thibodeaux, J. J. Champeaux, Clayton J. D'Avy, Jr., Kenneth C. Landry, John A. Bani.

Dick Thevenot, Editor

Keith Kaiser, Associate Editor

William R. Brockway, Chairman

John L. Webb, AIA, Editorial Advisor

Louisiana Architects Assn., Publisher

John H. Schaeffer, AIA, Art Director

Printed by PIKE BURDEN PRINTING, INC.

CONTENTS

Systems 70 Speakers	5
The Modern Medical Center	6
LAA Candidates for 71	8
The Architect-Artist	9
Wiener Sketch	10
Mass Transit	12
What Is Good Design Worth?	15

NEAL B. MITCHELL, JR.

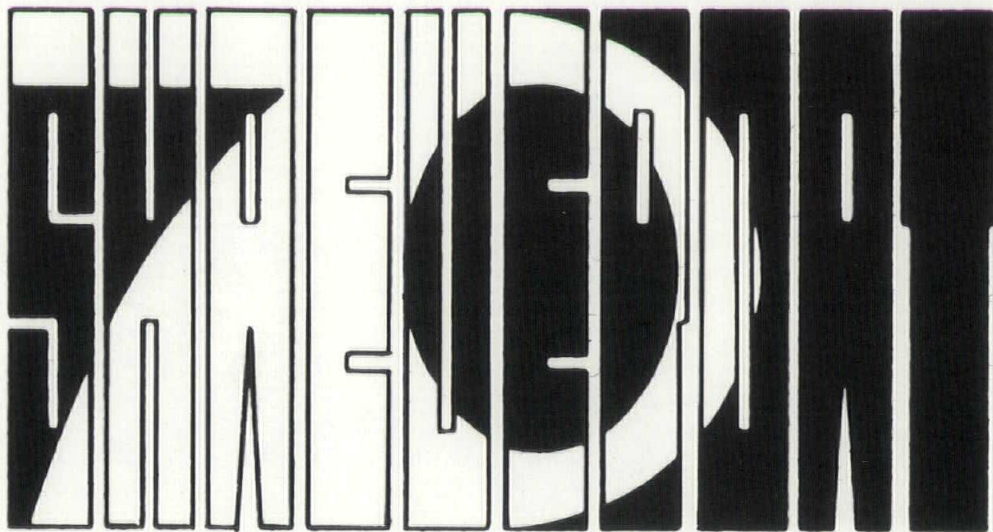
is president of Neal Mitchell Associates, Inc. and International Construction and Marketing, Inc. He holds a Sc.B. in Engineering from Brown University and a M.S. in civil engineering from M.I.T. He is a recipient of the Milton Research Fellowship - Harvard, 1963-64 and the Waid Traveling Fellowship of the AIA. Mr. Mitchell has served as a professor, Harvard Graduate School of Design, and has held teaching positions at Tufts University, Rhode Island School of Design, and Cornell University. He has had broad experience in planning and research, has published numerous articles on housing development and construction technology, and has appeared on national television networks in an authoritative capacity.

LAWRENCE A. WILSON

of Atlanta, is Vice President of Henry C. Beck Company in charge of the company's operations in the eastern portion of the United States. He holds a B.S. degree in civil engineering from Vanderbilt University also a LLB degree in law. Mr. Wilson is president of Building Systems International, Inc., a corporation formed to develop and market industrialized housing. He served as manager of the Balency-Beck-Nasher Consortium, which submitted a proposal for HUD's operation Breakthrough Program and was one of the 22 producers receiving an award.

JOHN R. BOICE

is Associate Director of the School Planning Laboratory, School of Education, Stanford University, from which he holds a doctorate degree in administration. He holds a B.S. degree in education and Masters degrees from the University of Minnesota in curriculum and instruction and administration. Mr. Boice's duties as Project Coordinator for the School Construction Systems Development Project has involved the development of a building system involving the construction of some \$30 million dollars worth of schools in California. He is presently Director of the Systems Division of the School Planning Laboratory, which operates the Building Systems Information Clearinghouse.

**CHARLES COLBERT, FAIA**

is in private practice in his own firm in New Orleans. He holds a Bachelor of Architecture degree from the University of Texas and a Master of Science degree from Columbia University. Mr. Colbert has also attended the University of Michigan and Loyola Law School. He has been in the private practice of architecture and planning in New York and was for three years dean of the School of Architecture at Columbia. He has also taught as a member of the faculty or as a visiting lecturer at the Texas A & M, Tulane and Rice University schools of architecture. Mr. Colbert is currently the Democratic candidate for the State Board of Education from the 1st Public Service District of Louisiana. At the LAA convention he will appear in the role of seminar moderator.

VICTOR BUSSIE

is the president of the Louisiana AFL-CIO. He holds memberships on 21 state committees, commissions and councils. He serves on 23 local, state and national boards and in associations of civil betterment. His past board and committee memberships include 16 local, state and national groups. He has been invited to speak to Louisiana architects on the role of organized labor as it relates to factory built construction systems and components.

SYSTEMS 70 SPEAKERS

An Architect Views...

The Modern Medical Center

By I. WILLIAM SIZELER of August Perez and Associates - Architects

As modern medicine becomes more computerized, even the average general practitioners need instant access to complex laboratory and treatment equipment. In order to better serve their patients, doctors find that a close association with other doctors in a clinic is most advantageous. As a group they can afford the latest diagnostic and treatment apparatus, have associates at hand for consultation and have all records and bookkeeping handled by a central office.

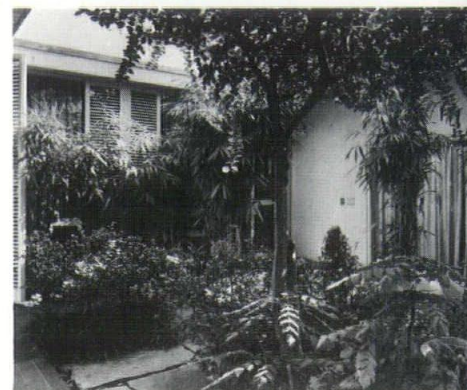
Designs for two clinics are shown here: The Countiss Medical Building and the Sellers & Sanders Clinic in New Orleans. Although the basic requirements for the two clinics were essentially the same, variations were indicated in each case.

THE COUNTISS MEDICAL BUILDING is approached by entrance ramps for wheelchair patients and is built around a central courtyard filled with tropical plants and trees. Each doctor

in the group has a private suite for consultation and examination. Treatment facilities, waiting rooms, and administrative departments are shared. Since the outer walls are windowless, the patio provides light and spaciousness without sacrificing privacy.

The facade of the SELLERS & SANDERS CLINIC has a wide overhang and a drive-in entrance. A series of comfortable waiting rooms, areas for diagnostic services, x-ray and laboratory and minor operations facilities are provided, in addition to the record and administrative departments.

An architect designing any medical clinic is asked to produce a simple, dignified structure, using handsome but practical materials, with the plan providing space for modern equipment, requiring minimum maintenance and with maximum privacy. These two designs fulfill all these requirements.



Lush tropical plants and trees shade the Central Patio which is surrounded by Staff Offices.



Entrance showing Ramp and Patterned Brick Walls.

Photos Frank Lotz Mi



One of several Waiting Rooms—with soft illumination provided by skylights.



A Private Consultation/Examination Room.

Facade of Tile and Cast Stone Panels, with building-wide overhang protecting entrance.



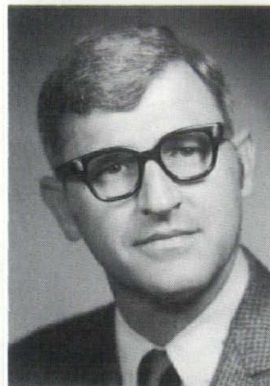


J. BUCHANAN BLITCH
For President

is the principal in his own firm in New Orleans. He is vice-president of the LAA and chairman of the Continuing Education Committee which produces the highly successful LAA seminar programs. He was the 1968 general chairman of the State Convention and Products Exhibition. He attended Loyola University, California Polytechnic Institute and holds a Bachelor of Architecture degree from Tulane. He did undergraduate work in Mexico, France, Belgium and Germany (1937-39). Jim has held numerous positions in the New Orleans Chapter AIA and in the LAA. He is a member of several national honorary architectural societies, and is the holder of numerous awards and citations in architecture.

WILLIAM R. BROCKWAY
For Vice President

is in private practice in his own firm in Baton Rouge. He attended Oklahoma University, Southwestern Oklahoma Institute, LSU, University of Cincinnati and Weihenstephan Technical College in Germany. He holds an Architecture degree from Tulane, 1951, where he graduated first in his class. Bill is a past secretary-treasurer of the LAA, a past member of the Gulf States Council AIA, and a past president of the Baton Rouge Chapter AIA. Currently he is chairman of the Capital Region Planning Commission's Historic Preservation Committee. He has produced several TV programs on architecture and for the past three years has authored a Sunday newspaper column on architecture. Bill has been active in LAA legislative programs, and is chairman of the LAA Public Relations Committee.



STANLEY W. MULLER
For Vice President

is a senior associate with the firm of August Perez & Associates, Inc. He has served as a member of the LAA Board of Governors and on the Executive Committee of the New Orleans chapter, AIA. He is Vice-President of the Isidore Newman School Dad's Board. Stanley is a graduate of Architecture from Tulane University, 1962. He has served in the United States Air Force as a radar officer during the Korean conflict.

THILO STEINSCHULTE
For Vice President

is a partner in the firm of Barron, Heinberg & Brocato, Architects and Engineers, Alexandria, Louisiana. He has served in various offices in the Central Louisiana Chapter, AIA including Chapter President. He has been an LAA Board member for three years. Thilo graduated from the Technical University of Munich, Germany, with the German equivalent of a Master Degree in Architecture. He was a Fulbright Scholar in Architecture and City Planning at the University of Washington in Seattle.



J. J. CHAMPEAUX, II, AIA
For Vice President

is director of City Planning in Lake Charles. He attended USL and holds a Bachelor of Architecture degree from Tulane where he was president of the architecture student body. He has a master of Architecture degree in Urban Design and City Planning from Rice University. He holds the Alpha Rho Chi Medal, and was awarded the Air Force Association Medal as a Distinguished Military Graduate. In 1966 he was awarded the Air Force Commendation Medal for meritorious service in performing long-range Master Planning. In 1967 he captained and architectural research project for the Ford Foundation. He is a member of the Board of Governors of the LAA and chairman of the Committee on Academic Training. He is also a member of the Board of Directors of the Southwest Chapter AIA.

NANCY PORTER HEYM
For Secretary-Treasurer

joins the faculty at Louisiana State University this year as Assistant Professor of Architecture; she will also be continuing her long-time association with the firm of Wilson and Coleman, AIA, Architects, Baton Rouge. Nancy studied architecture at Virginia Polytechnic Institute and at Syracuse University, where she was awarded the Bachelor of Architecture and the School Medal in 1959. She has served the Baton Rouge Chapter as Secretary and as a Director. She is a past president of the Zonta Club of Baton Rouge.



CHARLES E. (CHUCK) SCHWING
For Secretary-Treasurer

is the principal in his own firm in Baton Rouge, founded in 1961. Previously he was a partner in Hughes & Schwing, an associate in Post & Harelson. Chuck holds a B.S. in Engineering (1953) and a Bachelor of Architecture (1954) both from Georgia Tech. He also attended LSU, University of Colorado and France's Fontainebleau School of Fine Arts. He is a past Secretary of the Baton Rouge Chapter of AIA and is this year's chairman of the LAA Governmental Affairs Committee. Active in civic and community affairs, he is a former Board member of the Louisiana Arts and Science Center.

... LAA Candidates for '71

The Architect Artist



Samuel G. Wiener, FAIA enjoys both "action paintings", in the manner of the late famed artist Jackson Pollack, and ink sketching.

Most of his paintings are done by pouring or dripping enamel paint on to a canvas which is then titled or stretched to allow the wet paint to run in various directions. He says, "I consider the work as paintings rather than pictures. There

is no attempt to suggest familiar forms, but try to produce an interesting or intriguing area that should add interest to a room."

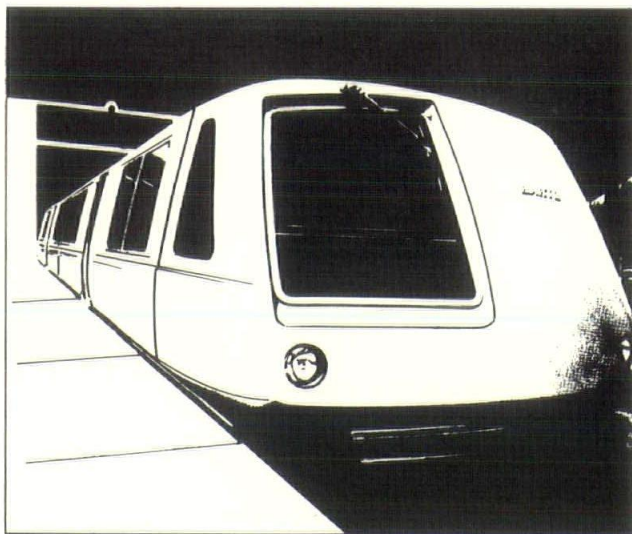
Mr. Wiener's sketches are in most part nostalgic records of old Louisiana share cropper or tennant houses. The sketch shown here entitled "The House That One Arm Scully Built" and the one on the following page are typical of this architect-artists's work.





HOUSE WHERE NERVY BYNUM USED TO LIVE.
By Samuel G. Wiener, FAIA





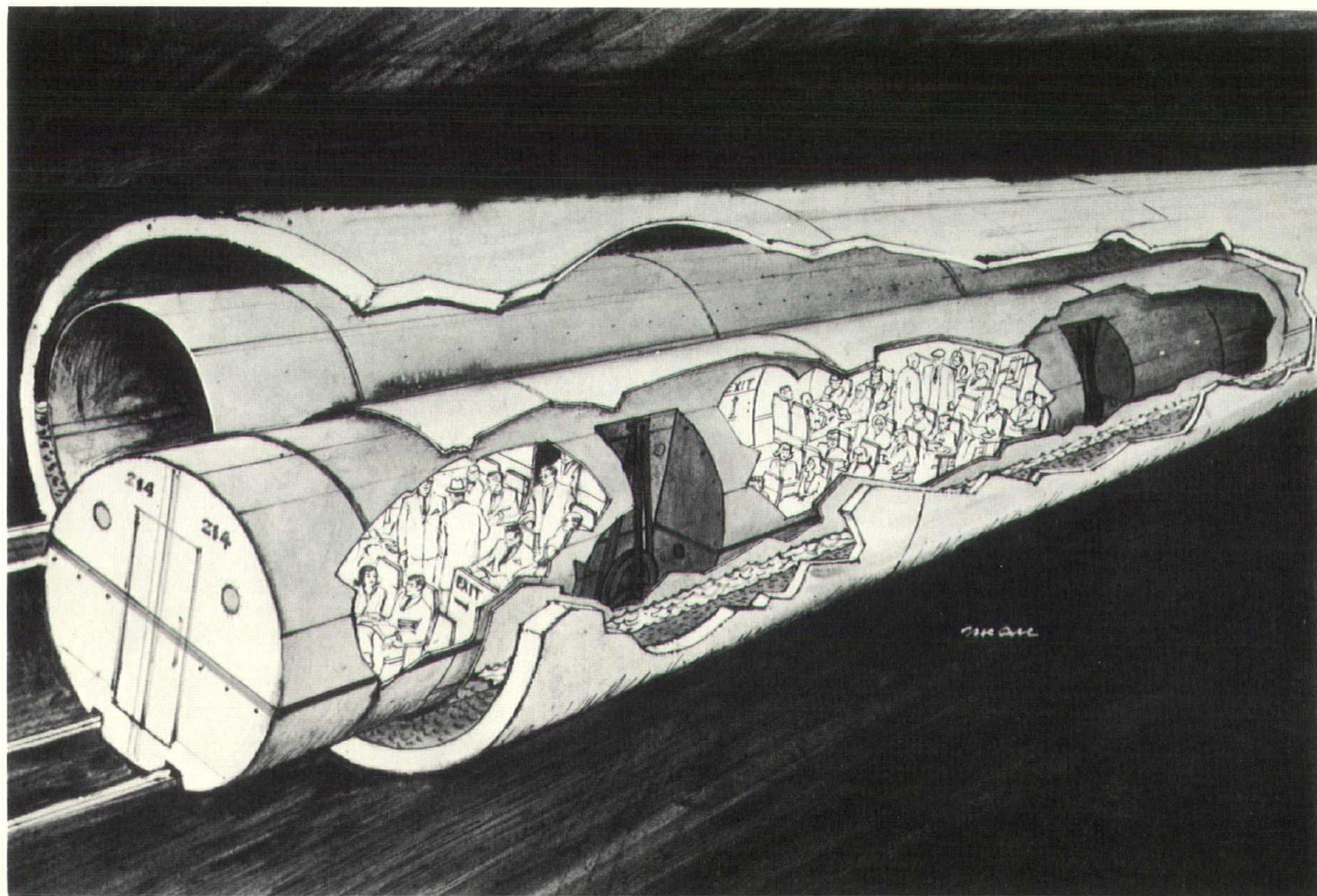
Should We Start Designing for Mass Transit?

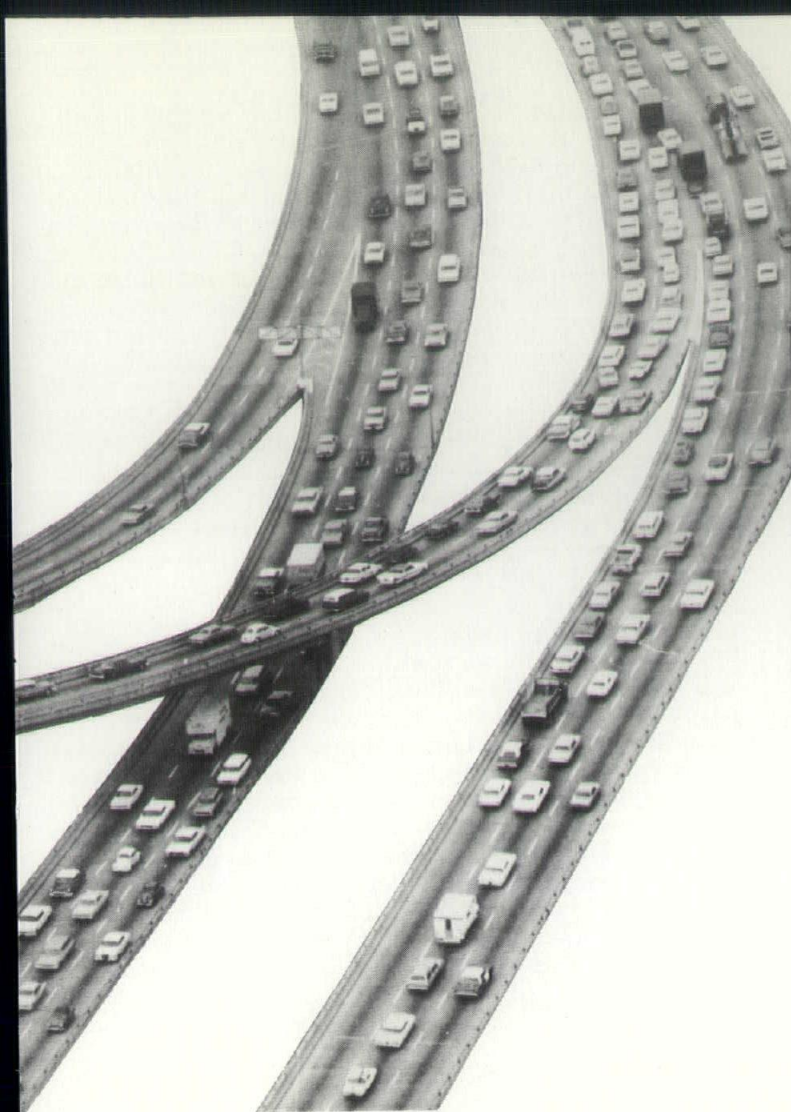
DEAN GERALD J. McLINDON
School of Environmental Design
Louisiana State University

It was one of those delicate English summer evenings when the twilight draping the western sky took on the opalescence of a chiffon veil gently shielding the earth; not a barrier or a closing, but rather a titillating promise of untold glories to come. We had eaten dinner on the terrace of an old manor house whose initiation in the

pastoral England of Raleigh, Marlowe and Shakespeare had matured to the fanfares of Wellington, Kitchener and Churchill. Before us the panorama of fields, hedgerows and woods reflected the character of a people who made a practice of looking back on a fruitful land and being fortified, faced the future.

There is a better way . It's called mass transit. With fewer roadways, more people can move faster, safer and cheaper by modern high speed rail trains or pneumatic tube transportation. Such a system is working in Japan and soon one in San Francisco will be in operation. Who will be next?





More expressways and bigger expressways, more parking lots and bigger parking buildings but the cities are still congested, the smog thicker, the open spaces are gone and traffic still moves slowly.

On that evening the promise of tomorrows was a real and urgent necessity, for to the east the insistent howling roar of bombers destined to pummel a German city into shocked submissiveness, shrieked the unreality of life in a maddened culture. To the north lay shattered cities, stilled by the awesome presence of stark and brutal strength, yet sustained by the primitive elation of injury avenged.

Perhaps as a counterpoise to the moment, our conversation centered on the new cities to be built; of turning the wartime necessity of decentralization of strategic services into a way of life which reiterated the simplicity of living not found in crowded and drab cities. But deep in our minds the concept of the autobahn and of personal transportation, expressed through the medium of the volkswagen, euphorized our conceptual patterns of personal existence in a mass society with individual freedom of movement to and through cities built in great natural parks.

Surely, we ventured, if a country can gird itself by systematic inputs of individual efforts to turn chaotic defeat into overwhelming victory, then this same strategy and energy can coordinate all of our activities to create a well balanced, efficient and pleasant environment for man.

We were not alone in our hopes and aspirations—others talked and planned. Franklin D. Roosevelt saw the present as “a foundation upon which to build, under God, a better world in which our children and grandchildren can live”. Eliel Saarinen described the building process as organic decentralization; the creation of functional communities, concentrating related activities, where people can live without being compelled to rush in impulsive spasms in pursuit of a living.

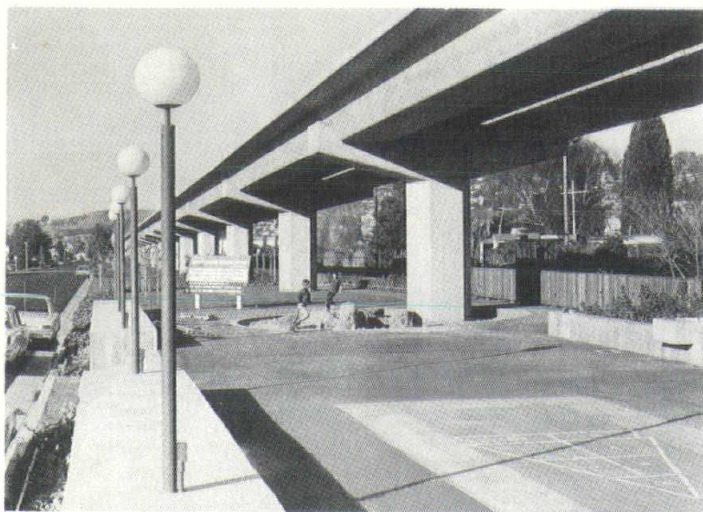
In our projections, however, we did not allow for incompetent, random scatteration created by an illogical pursuit of values structured by those who often placed self interest above community responsibility. Nor did we conceive the proliferations of Dagenham and Detroit or the hypnotic spells of Madison Avenue.

With the war over, it was ‘back to normal’. Build bigger, build faster. In the flight from congested and decaying cities decentralization occurred, not as a correlative action but as a land speculation, purporting to offer a freer life in the pleasance of the country. The slurbs destroyed the very countryside people were seeking; the mesmerization of individual means of transportation become a daculean nightmare. Who needs planning? Why bother with architects or landscape architects . . . designs come from magazines, it’s salesmanship that counts . . . Sunnybrook Estates, Country Club Acres, only 30 minutes by the new freeway to downtown . . . Industry means jobs and money, what matter where it is located . . . is the *real* thing . . . Watch out for the spectacular new models coming to your auto showroom soon . . . There’s a newer, better, brighter detergent . . . What smog? . . . Again this year the Gross National Product soared to a new high . . . See the USA in your . . . That smell? That’s the smell of money son . . . 41,000 miles without a crossroad or a stop sign . . . progress . . . PROGRESS . . . PROGRESS.

Progress? Half of the surface area of Los Angeles given over to the automobile . . . The fabric of a hundred cities wrenched and torn by ill-conceived and brutal freeways . . . Downtown areas dying or even dead, regional centers destroyed . . . 8,000 autos per square mile in San Francisco . . . 1,000 miles of mass transit routes abandoned in Los Angeles . . . Harried wives and mothers find a new occupation as chauffeurs . . . Now that you don’t walk anywhere take up jogging to keep fit. Wouldn’t you rather have a . . . Fly 3,000 miles in an hour and a half and take an hour to move 30 miles into the city.

Progress? 90 per cent of the people will live in cities and 75 per cent of these will live in the suburbs . . . Build more highways, widen streets, clear away for parking lots . . . 200 million autos anticipated by 1985 . . . At the present rate of increase of air pollution, there will not be sufficient oxygen to sustain life in 30 years time . . . Our smog problem is peanuts when compared with Los Angeles . . . Caution: cigarette smoking may be hazardous to your health . . . What smog? . . . 60 per cent of all air pollution in the United States is caused by the automobiles . . . New York and Chicago have about 15 parts per million of nitrogen oxide in the air right now, that’s equivalent to each individual smoking a pack of cigarettes a day.

Progress? This year our compacts are bigger than ever, with more powerful engines . . . The private bus corporation said they cannot continue to operate at a loss and asked the city council to take over operation of the bus system . . . the stress created by driving congested routes to and from work each day are a major cause of mental breakdowns and heart disease . . . Eyes irritated? Get the red out . . . I don’t think we’re ready for federal air



pollution control standards . . . This year's cars are safer than ever before . . . Doctors have not yet put air pollution as the cause of death, but that day is coming . . . By 1975 the internal combustion engine will have been replaced by a more efficient helium unit which will not cause air pollution . . . Ahhh the problem is near solution . . . This common reaction is one of the unwanted side effects of the present emphasis on pollution. A super concentration on one facet of the problem suggests that when air pollution has been eliminated the disadvantages of automobile usage has been overcome. How wrong can we be?

Let us look again at our cities. They simply cannot cope with present numbers of automobiles, let alone those anticipated in the future. It used to be said that transportation was a function of land use, but under our present chaotic development it can be said more correctly that land use has become a function of transportation. Highway routes are, in most cases, selected to handle the heaviest volumes between existing traffic generators and do not recognize the objectives of organic decentralization or comprehensive planning. Most traffic ways compound the problems of illogical planning by reinforcing older and no longer viable commitments to urbanization with increasing emphasis on linear development. Consequently, most of our communities look as though they have been thrown out of the back end of the truck.

Incredibly, many local, state and federal programs have encouraged and subsidized the use of the private car and the resultant, disorganized growth of cities. As an example, the interstate highway system, which was a national necessity in terms of adequate communication across the country is a major cause of massive urban sprawl and serious congestion in cities, all at the expense of mass transit.

A comparison of the carrying capacity of the various modes of transportation causes one to question the wisdom and effectiveness of these single entity programs. At peak performance the average express lane of a freeway will accommodate 3,000 automobile passengers per hour; the same strip of concrete used exclusively by busses will handle 20,000 passengers per hour whereas one track of rapid transit can move 50,000 passengers per hour. Which is it cheaper to build, one train track or 17 lanes of freeway?

States and communities have not had the opportunity of selecting the best means of transportation because the option before them was accept freeways or go without an

improved movement system. Now in a somewhat half-hearted manner, and only after irreparable damage has been done, the need for balanced transportation systems is being recognized. One can only speculate on the benefits which might have accrued in the past 15 years from a program which allowed federal grants for all forms of public transportation. On the other hand had states and communities prepared plans and proposals to guide transportation and highway planners or influence federal programs, our present crisis might not have occurred.

The bludgeoning impact on community development is not the only price exerted by the automobile. There are other costs affecting the environment and the quality of living. To analyze them requires that we trace all stages of car manufacture and highway construction from the mining of iron ore to the discarded automobiles scattered over the landscape to deteriorate as a pollutant and many times an irrecoverable resource material. In justifying new construction, highway engineers speak of cost-benefit ratios, but their costs refer to land acquisition and construction and benefits to those savings enjoyed by the motorists who will use the highway. No account is being kept of deterioration borne by communities trying to adapt to the freeway or the costs of air, noise, water and visual pollutions in cities and rural areas. The arithmetic makes no allowance for the change in natural drainage patterns which create ecological imbalances, or the loss of ground waters resulting from piped and channelled surface runoff. What of the water pollution occurring as the result of rubber, oil and chemicals being carried from the highway surface into the surrounding streams? When totaled the price becomes exorbitant, far higher than our society can afford to pay for illogical use of the car.

But wait! I speak of costs and efficiency, of cities and structures. To what end? Cities and other man-made environmental adjustments are supposed to be for people. How does the average person fare under the regime of the auto? In many respects quite well. He does enjoy a greater freedom of movement—doesn't he? Studies have revealed that for many the auto functions as a status symbol. At least that's the way it started, but increased usage caused the demise of mass transportation so that for others the car became an economic necessity. A worker who previously used public transit was forced to get an automobile in order to remain competitive in employment. With little or no mass transit in most communities non-drivers are forced to ask others to transport them whenever they wish to participate in any activity outside their immediate neighborhood. Remembering that not too long ago for an investment of two cents I could go to the park, a football game, downtown, or to any number of destinations, I feel sorry for our own children. We enjoyed a freedom of movement which gave us a sense of responsibility, but we bind our children to the auto, forcing them into dependence on family and friends for most forms of relaxation or recreation.

Freedoms of parents are likewise abridged. The suburban mother must schedule her day around any number of trips to pick-up or drop-off somebody in the family. The father is the victim of slow moving rush hour traffic and the frustrating experience of searching for a place to park the blasted vehicle once he gets to his destination. And we are all the victims of quite unpredictable machines which in the words of one comedian "spends so much time in the auto shop that it accumulates more vertical than horizontal mileage."

Continued page 16

What is Good Design Worth?

By WILLIAM R. BROCKWAY
AIA Architect

Several years ago, the eminent San Francisco art collector, gallery owner and critic, Richard Gump, wrote a small book entitled, "Good Design Costs No More." The title reflected his own philosophy toward life and living and, in numerous pungent anecdotes, he made his point very well, indeed.

Unfortunately, this is a philosophy not shared by most people. To those of us in design, I mean good, hard, dollars and cents value, is obvious. To the man on the street, it is less so.

The evidence is all around us. Just take a drive (you can't walk) down Florida Boulevard, say, or the magnificently misnamed Scenic Highway, or any of a dozen other streets in our town. What do you see? Misguided urban sprawl, unattractive buildings, a cacophony of signs. Is this the native habitat of man? Where is its humanity? What has happened to our sense of design? What is the common denominator that has produced such a melange? What has made us cover the last square inch of ground, for miles on end, with such poorly designed facilities for the transaction of our everyday business and the living of our lives? In almost every case, the buildings, the parking areas (or lack of them), the signs, were built the way they were in the entrepreneur's firm belief that competent design was an added expense he could do without.

After our mind's eye trip down one of these streets, can we honestly believe that he was right?

How Much

Just how much do professional design services cost—and what do you get in return for your money?

In a recent schedule of recommended fees, prepared by the Louisiana Architects Association after four years of study, fees for the most commonly designed building types are shown ranging from 5 per cent to 15 per cent of the construction cost, the amount of the fee varying with the complexity of the job and the degree of service rendered. For an average building type, say a small office or store building, the fee might range from 7 to 8 per cent.

Now 8 per cent of a hundred thousand dollars is 8,000 dollars. Can a prospective building owner really justify spending that much money on design? You bet he can! Consider, for a moment, that the amount of floor space in an average office building given over to hallways,

stairs, toilets and air conditioning is around 10 to 15 per cent. In a poorly designed building, it can easily be twice that much. It has been demonstrated time and again that, by simply rearranging the rooms in a building, you can either gain more useable space per square foot of building, or actually reduce the size of the building, sometimes by as much as 5 to 10 per cent. Since floor space equates almost directly with dollars spent, it is frequently possible to pay the designer's fee with just one of his talents—the ability to organize space effectively.

Other Benefits

But there are other benefits to be had, some not so obvious. What about the effect of well designed, pleasant surroundings in attracting business. Be it a restaurant, an office building, or a funeral home, we all tend to gravitate toward the place that creates the best impression. Even discount houses and gasoline stations, businesses based on price competition or convenience, long ago realized the value in providing their customers a better place to shop.

In many instances, a delicate balance must be achieved between size of lot, size of building, code restrictions, parking ordinances, property line set-backs, easements, highway requirements and construction type. It develops into a nightmare formula with dozens of unknowns, but one which must be solved if the most building for the least money is to be built.

And then, there are the many common design errors, so easy to make, so difficult to undo. The toilet room next to the president's office; the drive up window on the wrong side of the building (a drive up window has to be on the left side of the car if you are to "drive up" to it); the expanse of glass facing due West (East is almost as bad); simple errors of logistics that separate functions that need to be together; air conditioning that isn't zoned properly; lighting fixtures inaccessible for relamping; crossing entrance and exit traffic in cafeterias and theaters; parking spaces too small (the codes have just about eliminated this one); swinging doors that bang into each other; the inappropriate use of colors, textures and forms; and on and on!

Was it worth it? The owner did save the amount of the design fee. Or did he?

We speak of overcrowded cities and in some areas there are too many people in a given space. But it is difficult to sustain our claim when up to one-half of the surface area may be devoted to the automobile. How it is that we can provide land for cars but not for houses, parks, schools and cultural facilities? We can, of course, continue to produce cars, to build highways, to spread our cities over the face of the land, we can continue to degrade the environment but to do so will force local and state governments into virtual bankruptcy.

Sure I am super critical of the automobile, this is not to say that it does not and cannot provide a valuable service to the individual. The private car is a necessary part of a total system of transportation. We have simply allowed it to get out of balance. It becomes increasingly obvious that in order to sustain our communities we must develop systems offering an alternative to the car.

The alternatives are to be found in mass transit. To some the phrase conjures up pictures of antiqued bus routes. Sad to say most of today's busses are uncomfortable, unattractive, inconvenient fire and smoke belching monsters hideous to behold. I have reached the conclusion that busses are designed by people who hate people! We must learn the lessons being demonstrated by airline companies—, attractive vehicles, good schedules and a reasonable fare structure. Only this approach will cause people to want to leave their cars at home.

Others view mass transit as immediately attainable in the most exotic forms. A study of the present state of the art of mass transit shows that it is not sufficiently developed to respond to the needs of our existing or future cities.

Continued page 17

**frank
lotz
miller**

Architectural Photography

Member of
Architectural Photographers
Association

1115 Washington Avenue

New Orleans, Louisiana

Telephone TW 5-3680

A Ready Reference for Architects When Specifying Materials

CONTINUING SUPPORTERS OF THE LOUISIANA ARCHITECT MAGAZINE AND/OR THE LAA CONVENTIONS

Acoustical Materials

Owens-Corning Fiberglas

Brick and Masonry

Acme Brick Co.
Elgin-Butler Brick Co.
The McDougall Co.

Building Specialties

Alumaglass Corp.
Richard B. Geldert
Doug Harper & Co.

Ceramic Tile

Misceramic Tile

Communications Systems

Executone Systems Co.
Interstate School Supply Co.
South Central Bell

Concrete Products

Louisiana Concrete Masonry Producers Assn.
Louisiana Concrete Products Co.
Portland Cement Assn.
Zonolite-Grace

Electric Service

Investor-Owned Electric Power Companies

Flooring

La. Assn. of Torginal Dealers
Polymar - Terrazzo Systems Corp.
Gregory-Salisbury & Co.

Furniture

Clarence J. Dubos & Sons, Inc.
General Equipment Manufacturers
Interstate School Supply Co.
Knoll Associates

Hardware

Hill Harris & Co.
John Worner & Sons, Inc.

Insulation

Owens-Corning Fiberglas

Laundry Equipment

Pellerin-Laundry Machinery Sales Co.

Lighting

Lightolier - Lighting Inc.
Gregory-Salisbury & Co.

Metal Products

Gregory - Salisbury Co., Inc.

Millwork

Baker Manufacturing Co.
Ronald A. Coco, Inc.

Paint

Devoe Paint Co.
Mobile Paint Manufacturing Co.

Photography

Dave Gleason
Frank Lotz Miller

Plastic Surfacing

Formica Corp.

Roofing

Associated Waterproofing
Doug Harper & Co.
North La. Roofing & Sheet Metal
Contractors Assn.
Zonolite-Grace

Ventilating Systems

Doherty-Silentaire

Wood Products

Central Creosoting Co.
Ronald A. Coco, Inc.
U. S. Plywood

MASS TRANSIT cont.

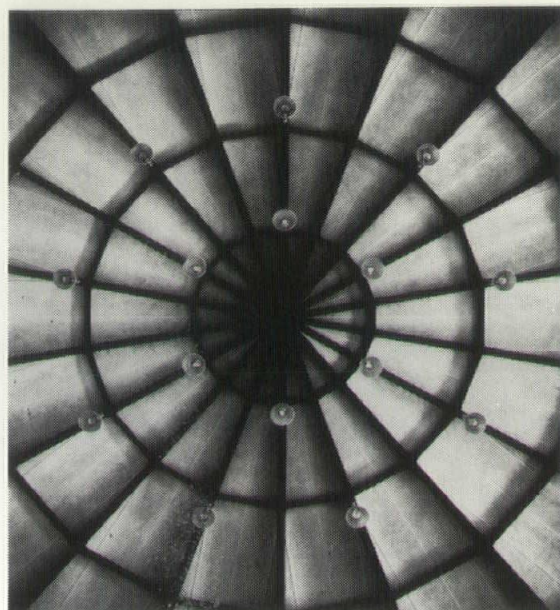
There are many good ideas, but unfortunately few communities can afford to risk millions of dollars on the hope that the idea is practical. The San Francisco Bay rapid transit (BART) which is presented as the most up-to-date system in the world, in the final analysis is only an improved version of basic rail networks built over a hundred years ago. The air cushion of pneumatic tube trains are not yet production tested. There must be an accelerated research program concentrating on methods and vehicles.

Much public transit presents no real competition to the private automobile because it only offers a community to community service when the public expects a door-to-door service. It must operate at an appropriate scale; a neighborhood or downtown system may well be different from one serving the region or state. What is important is that together they comprise an interlocking structure providing maximum convenience, service and comfort to the passenger. One of the deficiencies of BART is that the regional concept was designed before the local network has been worked out. Consequently, people are dropped from a bus at a rail station where they cross sidewalks, purchase another ticket, move on stairways and escalators to the platforms to await the train. Had there been an integrated design program, it is conceivable that a bus could have driven into the station allowing passengers to transfer to the platform, and conceivably directly to the train itself. A small point but perhaps the difference between acceptability and failure of a system.

When planning for mass transit we must take care to avoid the mistakes made in designing the freeway network. While recognizing existing conurbations new transportation routes must give direction to growth patterns. The opportunities missed in the 1940's cannot be discarded again. Through coordinated private, professional and government planning and action we can achieve organic decentralization. This may well be expressed as industrial cities of 50,000 to 100,000 acres with plants grouped to benefit from immediate energy sources, adequate transportation, the possibility of shared facilities and centralized pollution control. It is possible that the once frowned upon "dormitory community" will become very desirable. Why can't the worker live 25, 50 or maybe even 100 miles away from his employment traveling to it by high speed mass transit? We should expect a nodular structure in communities with high density residential and business uses grouped around transit stations. Whatever the pattern is to be it can only be accomplished through comprehensive state and local plans integrating desired development patterns with efficient and attractive modes of moving goods and people.

For us the year 1970 can mark a beginning. Louisiana is rich in natural resources with scenic beauty unequaled elsewhere; a state where people have not yet forgotten the good life and are sustained by a powerful heritage from past generations who faced up to every challenge and, in meeting them, produced models for others to follow. Now is the time for research and planning, now is the time for action to redeem the cities bringing order out of chaos—always reminding ourselves that we must not substitute one pollution for another or create a problem worse than that which we would solve. The state should appropriate special funds for planning new communities and transportation networks.

Should we start designing for mass transit? We do not have a choice in the matter. We **MUST** start designing, because even now we are already late.



Outstanding roof deck. Handsome ceiling.

Permadeck is both!

Look into Permadeck®.

1. Your choice of plank, tile or board—made of mineralized cement-fibers.
2. Structural strength.
3. Water resistance.
4. Fire resistance.
5. Insulation, with a K value of 0.51.
6. Sound control, with an N. R. C. up to .80.
7. High light reflectivity.
8. Certified application.
9. Economy.

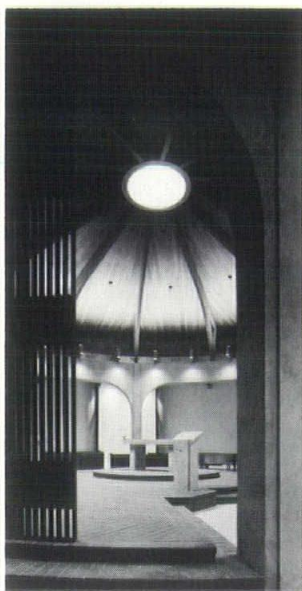
Outstanding roof deck. Handsome ceiling. Permadeck is both. Get all the facts—specifications, design data, installation information, etc. Without obligation. Call in your Zonolite or Permadeck man. Or write us.

Permadeck® **GRACE**

W. R. Grace & Co.
Post Office Box 130
Brunswick, Georgia 31520

Just say Grace.

ARCHITECTURAL PHOTOGRAPHY



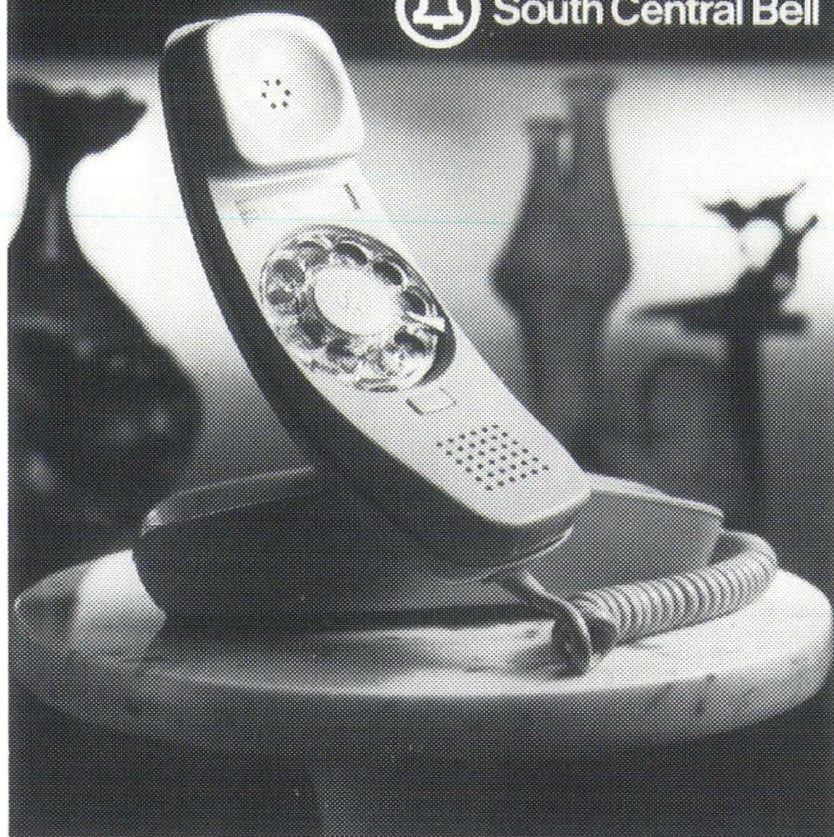
DAVE GLEASON

1766 Nicholson Dr.
Phone 342-8989
Baton Rouge, La.

Wherever you find beautiful design you'll find the Trimline® phone.



South Central Bell



TITAN- ALOY

Cost: pennies more than painted galvanized. Available: Baton Rouge, Shreveport, Lake Charles, New Orleans.

Or call or write

DOUG HARPER

(318) 868-5314

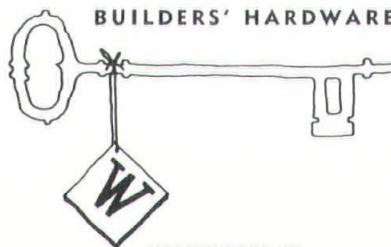
P. O. Box 5202

Shreveport, La. 71105



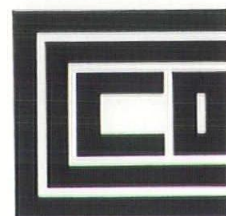
JNO.
WORNER
&
SON
INC.

BUILDERS' HARDWARE



DISTRIBUTORS OF
YALE LOCKS AND HARDWARE
SARGENT LOCKS AND HARDWARE
SCHALAGE LOCKS

401-405 DECATUR STREET
P. O. BOX 2563
NEW ORLEANS, LA. 70130
PHONE 529-2592



For positive protection against termites and decay, use WOL-MANIZED pressure-treated lumber anywhere wood is near the ground or in contact with masonry—Get full details from your builder or architect.

**CENTRAL
CREOSOTING CO.,
INC.**

Route 1, Slaughter, Louisiana
Baton Rouge - 342-9793
Clinton - 683-8297

R. B. "Dick" Geldert

A name and a man that stands for quality products and service.

Dick will be at the LAA Convention in Shreveport with the newest and best plumbing and fixtures from such manufacturers as:

HAWS-ACORN-FIAT

T&S-NALGENE

R. B. "DICK" GELDERT

SPECIFICATION SPECIALIST

METAIRIE, LA. 70001

THE LOUISIANA ARCHITECT
Suite 200 — Capitol House Hotel
Baton Rouge, Louisiana 70821
— Address Correction Requested —

Library
MR. BRUCE GALLON, DIRECTOR
AIA STATE, CHAPTER & STUDENT AFFAIRS
1735 NEW YORK AVE., N. W.
WASHINGTON, D. C. 20006

BULK RATE
U. S. POSTAGE
PAID
Baton Rouge, La.
Permit No. 389

AN OPEN LETTER

about the

SQUEEZE

in the kitchen

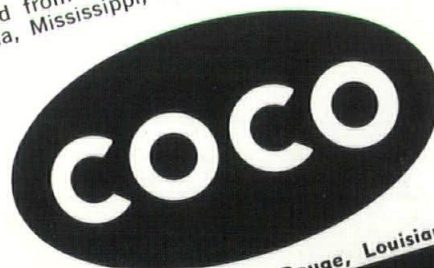
Face it. The custom-built cabinet is becoming a victim of the price squeeze, the cost of money, the cost of labor. Solve your clients' budget problems . . . beautifully . . . with a little help from Coco. Coco kitchen cabinets are factory-built to perfection. They save **your** time . . . they save **clients'** money. Coco plans the kitchen detail, does working drawings, checks final measurements, and orders and delivers to the job. Your drafting time is kept to a minimum, carpenter time is cut, and painting and finishing costs are slashed to zero.

Coco puts the complete inventory of five different cabinet factories at your command. Your clients are assured furniture-grade cabinets with handsome finishes in satiny pecan, select birch, handsome ash, and majestic oak. Many styles have raised panels, louvers or carved applique panels. All have handsome, heavy hardware in a variety of tasteful styles.

Let Coco help you create a kitchen for an Italian villa, an English manor, an Alpine schloss, a Georgian mansion, or a contemporary cottage! And you won't have to leave the country for craftsmen, materials or inspiration . . . because everything you need is at Coco . . . at considerable savings.

Coco cabinets . . . keep up with the times . . . by keeping costs down. Inquiries are invited from architects in the four-state area served by Coco . . . Louisiana, Mississippi, Alabama and Texas.

RONALD A. COCO



MILLWORK DIVISION

3717 Florida Street, Baton Rouge, Louisiana 70806