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Cover: Illustration from article on Urban & Environmental Design at University of Michigan
Almost by accident, a long-time fan of Detroit's Orchestra Hall, learned in September, 1970, that the building had been sold to a new owner, who planned to demolish it and build a franchise food outlet on the Woodward Avenue site.

Even though the building had been in disuse for a decade, and had not been the home of the Detroit Symphony Orchestra since 1939, musicians still remembered the almost-perfect acoustics with excitement and awe. A young bassoonist with the Symphony, Paul Ganson, collected a committee of musicians, architects, historians, and just plain, city buffs, to see if enough interest and funds could be promoted to save and restore the hall.

Among his first stops was the Detroit Chapter, AIA, and the parent Michigan Society of Architects, Lou Goldstein, head of the Historic Resources Committee, and Dick Frank, then with the Michigan Historic Preservation Advisory Council, were enlisted, along with their committees, into the fight. Very early, both the Detroit Chapter and MSA endorsed the effort by resolution. To give the Save Orchestra Hall group an idea of what renovation was required, a team of architects and engineers from Smith, Hinchman & Grylls made a general survey of the hall and outlined generally what had to be done.

Ganson and his group found that there was an enormous interest in the hall by the press, and by a wide cross-section of citizens, and a number of modestly successful fund raisings were held through the winter of 1970-71. One of the earliest and most important commitments was from a local insurance firm, the Alexander Hamilton Life Insurance Co., whose chairman, Mr. E. Keith Owens, offered to provide whatever mortgage might be needed whenever the committee had raised enough money for a down payment. This commitment, never modified or withdrawn, was the rock on which all future efforts rested.

By June of 1971, some heroic efforts had made the hall barely habitable, and Maestro Sixten Ehrling and the members of the Detroit Symphony volunteered a benefit performance on a Sunday afternoon. At the same time, TV Station WXYZ-TV, brought the nostalgic Howdy Doody Show to Detroit for promotional performances on the Friday and Saturday preceding the symphony concert. Both were successful, in spite of the general "phantom of the opera" ambience of the dilapidated hall.

The Symphony's performance was particularly thrilling, since it introduced a thousand Detroiter's to an acoustical standard for great music that was unfamiliar.
to many of them. And for an older generation, it brought back memories of the greatness of Orchestra Hall, and thousands of performances by fine orchestras and outstanding musicians. Once Detroiter heard this great sound again, it seemed that nothing could stop the campaign.

But despite the heroic efforts of Ganson and his tiny group of determined aficionados, and despite the hundreds of assurances of support and encouragement, the Save Orchestra Hall effort failed to touch the hearts or the checkbooks of the community's civic, philanthropic, and music leaders. Donations of $5.00 were common, of $500,000, non-existent.

But progress was being made. In the spring of 1971, Orchestra Hall was declared a National Historic Monument, and added to the Register of Historic preservation. It had the endorsement of the Historic sub-committee of the Detroit Plan Commission, of the Plan Commission, and of the Detroit Common Council. Through all these steps, MSA continued to back the drive to Save Orchestra Hall.

Finally, a significant contribution came through. David Elgin Dodge, grandson of the pioneer automaker, announced a $30,000 contribution to the fund, a sum that insured that the necessary down payment could be made, with a small reserve toward operating expenses. Again, Orchestra Hall benefited from a great deal of publicity from all media, but again, the movers and shakers of Detroit society did not get involved, and the committee returned to the endless chore of building community support.

To help in the development of a professionally sound plan for the architectural and engineering restoration and rehabilitation of Orchestra Hall, Smith, Hinchman & Grylls volunteered the part-time services of one of their architects, Jack Goorskey, who had played a leading role in a similar successful effort to restore Louis Sullivan's Auditorium Theatre in Chicago. Jack has been working with the Orchestra Hall Committee for some time, and has had the donated input of a number of Detroit contractors.

This past winter, when the MSA Convention Committee met, they decided to try and arrange an important social and musical event in Orchestra Hall as a highlight of the 1972 Convention. This event, which would replace the traditional dinner-dance, was intended to be a tangible demonstration of the architects' support for the Orchestra Hall idea, and hopefully, a vehicle for raising a substantial contribution.

Under the Convention Chairmanship of Lyn Grazi-
Urban and Environmental Design courses are an important part of the senior curriculum of the Department of Architecture-School of Architecture and Design at the University of Michigan. A recent course, taught by Christopher Z. Wzacny, A.I.A., A.I.P., gave students the opportunity of working within the confines of an assigned project, selecting one from a recommended list, or developing their own.

One student team chose a real problem and devised a realistic solution that has attracted a great deal of attention among Downtown Detroit businessmen.

The project culminated in a presentation at a special Annual Meeting of the Central Business District Association at Cobo Hall.

The summary that follows was written by Gary Skog, one of the three students who produced the project. The others are Douglas Mohnke and George Harrity.
More important than the presentation of this project is an understanding of the significance of the project itself. For the students involved, it meant an opportunity to work on a real problem. The site, Washington Boulevard, is an existing area in downtown Detroit whose development as a viable corridor means a great deal to the development of the city as a whole. The program, as outlined by the Detroit City Plan Commission, was the input established by the city itself to guide development within the Central Business District. And the "client", the Central Business District Association of Detroit, is a group of concerned businessmen willing to listen to alternative plans of development for their environment.

The students were aware that this could be more than a semester's project, and be of some use in the development of Downtown Detroit. For the businessmen of Detroit, it meant an opportunity to see what can be done to revitalize their environment. With the many problems facing Downtown Detroit today, it has become difficult to focus on a clear means of solving some of them, particularly those involving the physical environment. Therefore, the real significance of this project lies in its ability to stimulate thought about the development of the CBD and to arouse criticism, good or bad, about the future of Downtown Detroit.

Figure 1 is a schematic diagram of the pedestrian-vehicular concept for the City of Detroit, as outlined by a study of the CBD done by the Detroit City Plan Commission. To facilitate pedestrian circulation within the CBD, this concept proposes that as much vehicular traffic as possible be cut off from the immediate CBD through the use of a parking
ring. Traffic moving to the CBD would stop at this ring and park in organized parking structures surrounding the area. The structures themselves would be an integral part of residential, commercial and office complexes. From there, the public would use pedestrian-oriented facilities within the pedestrian zone created by the parking ring. Major streets, Michigan Avenue, Gratiot, and others, would retain vehicular traffic for transient and service vehicles. Circulation in the pedestrian zone would be limited to movement on a mechanical transit loop and to walking. The transit loop, or people mover, could take any form from mini-buses to completely automated "horizontal elevators". Foot traffic would take place along pedestrian ways since many of the streets once used for vehicular traffic would be closed to vehicles under this concept.

Generally, this is the concept under which our project takes shape. The objective was to test this concept of pedestrian circulation by actually designing a portion of the pedestrian-oriented area. The area selected for this test was Washington Boulevard because of its image as one of Detroit's prestige streets. The visual quality and the nature of its businesses make Washington Boulevard a generator of much pedestrian traffic.

This fact was also recognized in the Detroit City Plan study, which calls for Washington Boulevard to become a pedestrian way and part of the tran-
sit route.

Figure 2 shows the plan of Washington Boulevard from Cobo Hall to Grand Circus Park. This sequence should really be thought of as two segments. The south segment, from Cobo Hall to Michigan Avenue, is a series of tight, well-defined spaces. Changes in grade level and a jog in the street lend an interesting, quickly-changing character to this area, one that should be retained. The north segment, from Michigan Avenue to Grand Circus Park, reads as a more open, formal space. The grade here is relatively level, and the 200 ft. right-of-way creates a much more unified and open space. Another difference between the two segments is the number of cross-streets cutting through each one. The south segment is cut several times, creating pedestrian-vehicular conflicts at each point. The north segment is cut only twice. It was these basic differences that caused each area to be handled differently in terms of pedestrian circulation.

To avoid the many conflicts in the south segment, an elevated deck, running the entire distance from Cobo Hall to Michigan Avenue was proposed. It was thought that the deck could be worked in well with the character of the spaces here, as well as providing an uninterrupted pedestrian path and platform for the transit vehicle. In addition, the deck would form new interior space below, depending on the configuration of the deck at each section. A partial deck covering would still allow open space at ground level and the ability to retain certain building facades. A complete deck covering would create an enclosed space below, which might become an interior mall. Figures 3A and 3B illustrate this.

On-grade pedestrian circulation was considered best for the north segment of Washington Boulevard. The two cross streets in this area, Grand River and Clifford, border a proposed residential ring that includes underground parking. Therefore, our proposal includes dropping these two streets, once the residential ring is built, to the parking levels below grade, leaving pedestrian circulation uninterrupted all the way to Grand Circus Park. The only other physical improvements here would be extensive landscaping and lighting to enhance the character of the area. Because of landscaping's relatively low cost, this would be an optimum first phase in the redevelopment of the Washington Boulevard corridor. Landscaping, when used effectively, can direct circulation and create space while improving the visual quality of the area.

A key point in the development of Washington Boulevard is its intersection with Michigan Avenue. This point acts as a hinge between the spatially-contrasting segments of the Washington Boulevard corridor. In order to maintain the continuity of the corridor as a whole, the transition between north and south should be a natural one. In addition, the change in direction of the corridor at this intersection makes it an ideal location for a visual focal point relating to each segment. A strong visual attraction here would draw pedestrian circulation toward it from either area of the corridor and direct it into the other. To accomplish these objectives, an integrated complex of buildings and plazas is proposed for this area. The elevated deck to the south would move north over Michigan Avenue and flow into the second-level plaza of the new complex. This avoids an abrupt end to the deck and provides the appropriate space for a natural transition to ground level in the north segment. Pedestrians would encounter commercial and office activity at the second-level plaza as well as at ground level, and circulation between the two would take place on stairs and escalators. The transit vehicle would move between the two levels on an inclined plane. A single, high-rise, commercial, office and residential building would dominate the complex and provide the visual focal point mentioned above. The other medium and low-rise buildings would create the spatial enclosure of the complex itself and tie it in with the existing buildings. In this way, the buildings will direct and visually express the movement between the spatially contrasting segments of Washington Boulevard.
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Houston Convention Highlights
The Board of Directors of the American Institute of Architects voted to enter into a consent decree with the Department of Justice and remove a prohibition in AIA’s Standards of Professional Practice against submitting price quotations for architectural services.

The directors of the professional organization took the action after delegates to the 1972 AIA national convention voted two-to-one to agree to remove from its ethical standards a provision against competitive bidding.

In a related step, convention delegates voted three-to-one to assess each of the Institute’s corporate members $10. The money will finance an effort to convince Congress and the public of the merits of AIA’s position on the issue of competitive bidding.

The architectural profession maintains that the public and the client are best served by allowing an architect to be commissioned primarily on the basis of qualifications and capabilities and not on the basis of the fee to be charged.

The anti-trust division of the Justice Department contends that a prohibition against competitive bidding is in violation of the Sherman Anti-Trust Act and amounts to an agreement in restraint of trade. AIA’s lawyers had warned that a lawsuit on the question was certain to be lengthy and expensive with no assurance of ultimate success.

The Board voted by a substantial majority to enter into a consent decree. The vote of the delegates in support of such a move was 1,145 in favor of signing the consent decree and 612 against it.

S. Scott Ferebee Jr., FAIA of Charlotte, N.C., president-elect of the Institute, noted during convention debate on the issue that attorneys for AIA have long recognized the implications of restraint of trade in the ethical standards and have advised against their enforcement.

As a result, Ferebee said, no action has been taken against any member for violation of the ban on competitive bidding since 1963.

The decree would not limit the freedom of AIA or its members to persuade clients and Congress that competitive bidding is not the best way to assure quality design in the public interest. However, the professional society could not impose sanctions on a member who wished to seek work from a government agency or other client that required competitive bids.

In a Bylaw change, delegates approved a change in AIA’s structure which will allow for an expanded Board of Directors and multiple directors within regions. The new rules would allow for a maximum of 32 members on the Board. The Board presently has 26 members.

Under the restructuring, a minimum of 500 members will be required to form a region. And up to 1,249 members within a region will be represented by one director. Each increment of 1,000 members will permit another director for the region.

The Board will have the authority to reapportion representation so that a maximum of 32 members is maintained.

In an attempt to stabilize cashflow within the Institute, the delegates approved another Bylaw change whereby members who had not paid their annual dues before August 31 of the fiscal year could be terminated. The resolution contained the provision that termination could only take place if the member had been duly notified in writing a month before the final date.

Delegates also approved the following resolutions asking:
that an annual accounting be made of the disposition of each of the previous year’s resolutions and that time be allotted at the convention for discussion of the actions taken. The resolution also stipulates that there would be no time restriction concerning when a resolution could be submitted.

that the profession be committed
to conserving natural energy and resources as one of the essential elements of the design process, and that reference to the earth's limited resources be included in the National Policy Task Force.

that regional, state, and local components actively initiate programs to involve students in their activities with a participatory attitude in mind.

that all architectural employers be urged to encourage their employees to become members of AIA in an appropriate category.

that schools of architecture be urged to examine their curricula in order to prepare students as architects who plan and design buildings and the AIA provide students with the factual skills and knowledge to become such architects.

Governor Appoints Fearon

The Governor's Special Commission on Architecture has added a new member, Robert Fearon, AIA, of the Detroit Chapter. Fearon heads up the Michigan Bell building design and engineering organization. He is a member of the AIA Committee on Architecture for Industry and Commerce, the Building Research Institute of the National Academy of Science and the ESD. Fearon has served on the MSA and Detroit Chapter committees.

As part of the Special Commission on Architecture, the members duties and responsibilities are as follows:

1. To evaluate all existing Michigan systems for the planning, design, construction, financing and management of state projects in close cooperation with all existing departments and the Legislature.

2. To examine governmental systems in other states and provinces.

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3. To recommend for the State of Michigan, a plan which may include revision of present methods, procedures, organizational patterns, and financing which, in the opinion of the Commission, will produce the highest quality in State architecture.

4. To designate advisory committees or sub-committees consisting of citizen representation, academic experts, public officials, and others to advise and assist the Special Commission.

Gerald Avrin Joins Chatham Supermarkets

Gerald Avrin, AIA, has joined the staff of Chatham Supermarkets in the capacity of Director of Architecture and Design. Chatham is the 33-store Food and Family Center headquartered in Warren.

Avrin, a native of Detroit, was formerly a partner in the Southfield firm of Shrem and Avrin Associates. His past professional experience includes partnership in the firm of Siegal Avrin and an association with Smith and Smith of Royal Oak where he was Associate in Charge of Design.

In 1957, he was awarded his B. of Architecture from the University of Michigan School of Architecture and Design. He also attended Wayne State Graduate School where he studied Urban Planning.

In making the announcement, Alvin Weisberg said, “In establishing this new department, it is our goal to design our stores and shopping centers with the convenience of the customer in mind. It will further enhance our store building progress.”

---

Lopatin Honored

Irving Lopatin, AIA was honored by The Jewish Theological Seminary of America, central institution of learning for Conservative Judaism.

Lopatin, immediate past president of Oak Park’s Congregation B’nai Moshe, was given a plaque “in appreciative recognition of his help in strengthening the cultural and religious traditions of Judaism through consecrated leadership of his synagogue and community, and through his abiding efforts in behalf of the Seminary.”

Ron Bizer Tops on Design Contest

Schoolcraft College student Ron S. Bizer of Farmington has been named the top winner in Detroit Edison’s corporate identification design competition for community college art and industrial design students.

The company is seeking a new graphic identification which reflects its commitment to the social, economic and physical needs of its service area and turned to the educational community in its search. Students from Henry Ford, Highland
The common complaint of architects and engineers attending the AIA/CEC Public Affairs Conference in Washington, D.C., March 13-14 was that "we are continually outgunned by the unions in the Halls of Congress, pro-management or pro-construction industry legislation seems to get no where."

On March 14 Architectural News editor, Pete Cockshaw, joined a delegation of conference attendees on Capitol Hill who made their various views known to their congressmen. In the revealing exclusive interview below, Cockshaw asked U.S. Congressman, Lawrence J. Hogan (R-Maryland) to explain why businessmen "Have so little Congressional clout."

His straight-from-the-shoulder analysis follows:

"Business deserves the lousy Government they're always griping about. They talk a lot about getting good men elected, but when it comes to working in a campaign, they're too busy. When it comes to writing a check, they develop palsy. Union-backed candidates don't have the same obstacles."

That's the complaint of a candidate for Congress, who espouses the business point of view. He was out in the front-line trenches fighting for a fair shake for business and businessmen didn't give a damn, they were too busy complaining about how unfairly they are treated by government!

Maybe that's the same story heard all over the country from those who aspire to political office who are dedicated to seeing that the free enterprise system continues to exist in this country!

These candidates recite chapter and verse of numerous businessmen who contribute heavily to ultra liberal candidates with 100% ratings with COPE (the political arm of the AFL-CIO) and ADA (the Americans for Democratic Action). Thus, these businessmen are supporting candidates who actually endorse anti-business proposals.

These same businessmen boast that they go where the "smart" money goes. They want to be with the winners, but what they're really doing is helping to underwrite their own destruction.

How can we change the prevailing attitudes in Government with this point of view on the part of those short-sighted businessmen?

One of the beauties of our system is that we can have a balance. We need vigorous competition between respective ideologies, and we haven't had it because most businessmen have been apathetic about politics. The Businessman is very quick to criticize, to gripe about what the city council is doing, what the state legislature is doing, what Congress is doing. But as the Chinese say: "talk does not cook rice."

The next time architects or engineers complain about a law which has been passed or has been proposed, I suggest that they look themselves straight in the eye in the mirror and ask, "What did I do to elect the man who's going to be voting on this measure?" And if the answer comes back "nothing", then I submit that they don't have anything to complain about.

(con't page 15)
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"Providing the power behind progress".
Organized labor got into politics a long time ago, but businessmen have been left far behind in the matter of political organization and effectiveness. It's not too late, but it's going to take a lot of hard work to try to catch up.

Businessmen wait until they're in a desperate crisis situation and then respond. Well, I submit that business must change its ways. It must be sufficiently prepared and organized—through professional trade associations like the AIA, CEC and NSPE—or through industry political action committees. This will let them know what's going on and they can be involved from the very beginning.

Someone should be looking at every bill that's introduced in the state legislature, in Congress and before various city and town governments. Bills should be studied from the standpoint of "how will that effect our business; is that workable?"

I don't have to tell you that a lot of unworkable, unfeasible, unfair legislation is enacted. What I am telling you is that much of it could have been prevented.

In the jargon of the "now" generation, "Politics is where it's at."

What can a businessman do in politics? He can become active in a candidate's campaign. He can be a candidate himself. He can encourage employees to take a more active role in politics rather than discourage them as so many executives do.

He can support a candidate financially. He can vote. (You'd be amazed at how many businessmen are too busy to vote or are out of town on election day and they haven't bothered to get an absentee ballot.)

If the businessman really wants to help, he should first learn the ins and outs of politics so he can become effective. He can take a course in Practical Politics. That's how I got into politics. I was running a little business and I took a course in Practical Politics at the Chamber of Commerce of the United States.

I didn't like all the things that were being done in Government. So I got into politics and here I am, a U.S. Congressman. As a businessman, I did a lot of griping about government just as architects and engineers do. I still do a lot of griping but now I'm in a position to influence to a certain extent what's happening in government.

Businessmen can do the same thing. But they've got to care and they've got to care enough to make sacrifices to try to change the things they think are wrong. Candidacy is not for everyone but a businessman can still help change the course of events by getting behind a candidate who thinks as he does.

A businessman should find out what skills are needed and what skills he can provide to help elect those people.

The very skills that are needed to run a business are the same kinds of skills that are helpful in running a political campaign.

I hope architects and engineers will remember this the next time they ask: "Why have we so little clout on Capitol Hill?"

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Dear Miss Stacy:

I regret not having responded before to your letter of February 22nd, and its enclosed resolution supporting the preservation of Orchestra Hall, and will continue to do so.

As you may know, the Common Council authorized a contract with Orchestra Hall as part of a strip commercial program, but the authorization was vetoed by the Mayor.

Sincerely,
Carl Levin, Councilman

Calendar

June 18-23
International Design Conference, Aspen

June 29-July 1
NCARB Annual Meeting
Seattle, Washington

June 30
Owens-Corning Award Program for Energy Conserving Buildings
Letter of intent to enter competition due

August 3-5
Mid-Summer Conference MSA,
Grand Hotel,
Mackinac Island, Michigan

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