Penn Plaza Apartments is a complex consisting of six buildings which represents a remarkable speed of erection case study. The last three buildings to be constructed were buildings “U”, “V” and “W”, shown on the left by a series of construction progress photographs.

In mid-September bricklaying started on these remaining buildings and by November 25 the permanent bearing wall structures were complete.

Only eleven weeks... and a structural system was erected... a system consisting of brick bearing cross-shear walls and precast concrete floor plank... plus the exterior brick wall panels. This represents real speed of erection and you are invited to compare it to other construction schedules for structural systems of... either reinforced concrete or steel, including their floors, exterior walls, certain cross partitions and the fireproofing of the steel.

Penn Plaza’s six buildings include 312 apartment units at a cost of $13.00 per sq. ft. or $12,019 per apartment unit which includes the cost of 18,000 sq. ft. of unfinished commercial area.

As a designer you can apply the CBW concept (and the new engineered brick code) to your next apartment, motel or dormitory project and achieve real economy with a fast construction schedule. The result... a pleased client... and you will be, too.

CBW manuals and new CODE available by request.
We make 11 great windows
...this is our best

The E-Zee Loc. It looks like other awning windows. But notice. There is only one rotor. It operates all the vents at one time. Opens them up to ninety percent. The vents overhang. Air is scooped in and up, but rain just can't get in. What else? The vents drop slightly when opened, making it easy to wash the outside from the inside. Another refinement. Delayed action in the lower vent allows ten percent ventilation even when upper vents are fully closed. One more turn of the rotor and the whole unit locks tight. There's more. Woodco’s own aluminum hardware. It fits right. And double weather-stripping. And aluminum screens. And kiln-dried ponderosa pine frames. Options, too. Storm panels and insulating glass.

The E-Zee Loc awning window is available in contemporary and traditional designs. In all popular sizes. It will stand up to the most critical judgment from both an aesthetic and functional point of view. This is a distinctive window in every sense of the word. Drop us a note for a full description and specifications.
George Santayana once said, "He who does not read history is condemned to relive it."

The great philosopher was of course talking in broad terms. But his trenchant observation seems applicable to the history of technology, and in particular to the history of heating.

From the earliest heating devices contrived by man's genius to the most advanced high-pressure, high-temperature hydronic system, there have been many innovations. Among them are the Roman hypocaust, the Ben Franklin stove, and the earliest known boiler-generated steam heating system, the latter an English invention of the early 1800's.

These are remembered well because in their time they were practical in more ways than they were impractical.

But what of the many innovations in the history of heating that were not successful? They are either remembered unhappily, or not at all.

What does this have to do with a reading of history? Simply that—in our field, at least—history tells us that the soundest innovations are those based on long experience.

As an example, the modern hydronic system is itself an innovation, but one based on experience dating back to the English boiler, and beyond. Its development is consistent with the policy of tempering innovation with experience. We find this policy helps to avoid a great many headaches.

That's why we suggest that when considering innovations in heating, it's simple prudence to get some facts drawn from experience.

As it happens, these facts are now available in a carefully researched booklet on comparative installed and operating costs of hydronic vs. electric resistance heating systems. As you may have noted, the latter is the current innovation in the heating field.

While our new booklet deals with school heating, the principles are generally applicable to other types of structures. If you'd like a copy, just drop us a note on your letterhead.

Since this booklet is history of a sort, it may help you to avoid reliving it.
ARCHITECTURE
new jersey

Volume 1, No. 2
March/April, 1967

IN THIS ISSUE

New Jersey Reaches Out
Robert L. Geddes, FAIA
Adolph R. Scrimenti, FAIA
The Bestowal of Fellowships
Licht Scholarships
Architectural Awards '66
Madison Public Library
Friends Meeting House
Solebury School
Princeton Borough Hall
Little Falls Public Library
Legislation for Preservation
Evaluating Historic Sites & Buildings
Architectural Fees
Forecast '77
Free Sketches

COVER: Friends Meeting House
McDowell-Goldstein, Architects
This year Governor Hughes and the legislature have taken a significant step forward in the continuing struggle to improve and coordinate healthy and satisfactory community development in this State by creating the N. J. Department of Community Affairs.

At the annual State Planning Conference it was my pleasure to hear the newly appointed Commissioner, the Honorable Paul N. Ylvisaker describe, in general terms, his hopes and aspirations for the new department. I came away with the distinct impression that he brings to this position unusually appropriate abilities and talents, and that this appointment of so singularly gifted and trained a person was a further step forward. This opinion was reinforced at a recent conference in Newark where he spoke on the position of the State University in urban affairs.

The need for a different approach to the problems facing our State and its communities has become increasingly apparent over the past several years. The initial promise for well planned and controlled community development seemingly inherent in our greatly increased municipal planning activities throughout the state and the bright optimism for rebuilding our cities through urban renewal has gradually faded. The uncoordinated application of limited tools to the purely physical solution of segments of a complex problem have, in hindsight, proved extremely ineffective. Further, and perhaps more important, has been the realization that there is no real concurrence of opinion between the various sectors of our society as to what the problems really are and how they should be approached, let alone solved.

Perhaps the healthiest development that has occurred has been the acknowledgment, in conferences and seminars throughout the state, of our inability to successfully analyze and cope with the social, economic and physical problems of our present society with the tools at hand. The creation of this new department at the state level, combining and coordinating the efforts of economic, social and physical planning agencies in a concentrated effort to define and face our problems realistically, and to promote programs for their solutions, is a constructive and tangible response to that acknowledgment.

The Governor and legislature of this State have reached out—reached out for a better, more complete and satisfactory life for all in this State. They have taken a step forward, but we, the people who form the organisms of this State cannot sit back, watching and waiting for the result. Commissioner Ylvisaker, with all of the fine attributes he personally brings to the job at hand and the experts and staff at his command, cannot do the job alone. We, the citizens of this State, must individually and collectively join with him in this effort, in our own enlightened self-interest. If the effort is successful, it is we who gain. If this sector of the “Great Society” is realized, we are the ultimate beneficiaries of healthier, stronger communities in which to live and work.

James A. Swackhamer, AIA
President
Robert L. Geddes, FAIA

Elected to
The College of Fellows
of
The American Institute of Architects

Robert L. Geddes, Dean of the School of Architecture at Princeton University, is one of 82 Architects in the nation advanced to Fellowship in the American Institute of Architects in 1967. The Fellowship was awarded to him for Design.

Dean Geddes received the First Honor Award of the American Institute of Architects in 1960 for his design of the Moore School of Electrical Engineering at the University of Pennsylvania, gold medals from the Institute's Philadelphia chapter in 1958 and 1963, and silver medals from the Pennsylvania Society of Architects in the same years. He received the First Design Award of the magazine Progressive Architecture in 1958.

His major works include several buildings in Philadelphia, including the Police Headquarters and the Northeast Regional Library. He drew the master plans for the city's Penn's Landing riverfront development and serves as coordinating architect for the project. He also planned the University City Science Center, an urban renewal project.

In 1965 the AIA contracted with Princeton University to conduct a study of educational programs that would better prepare the profession for its expanding national role in design of the total physical environment. $100,000 has been appropriated for this study under the direction of Dean Geddes and Bernard P. Spring.

Dean Geddes is also a partner in the firm of Geddes, Brecher, Qualls, Cunningham, with offices in Princeton and Philadelphia.

The New Jersey Society of Architects is privileged to count Dean Geddes among its members!
Adolph R. Scrimenti, FAIA
Elected to
The College of Fellows
of
The American Institute of Architects

Adolph Scrimenti, 54, of Somerville, is one of 82 architects in the nation advanced to Fellowship in The American Institute of Architects in 1967. Mr. Scrimenti earned his Fellowship for his "notable contribution in Service to the Profession."

The 82 new Fellows bring the number of Institute members privileged to use the letters FAIA after their names to 762. Thirteen are members of the New Jersey Society of Architects.

Mr. Scrimenti, a past president of the N. J. Society of Architects, has served the profession in New Jersey and nationally since becoming a member in 1946. He has held every office in the State Society, as well as in the Central Jersey Chapter, has served on innumerable committees, nationally and locally, and on the Board of Governors of our Scholarship-Aid program. Mr. Scrimenti was appointed by Governor Hughes to serve on the Commission to Study the Arts in New Jersey in 1964, and to the State Board of Architects in 1965.

As a designer, Mr. Scrimenti's Hanover Park Regional High School in 1957 won the top award for outstanding architectural design; his Meditation Chapel at Trenton State College, won a commendation for outstanding architectural design in 1962, and last year, his Laboratory School and Child Study Clinic at Newark State College was selected, "The Nation's School of the Month" by the National Council on Schoolhouse Construction.

As a result of his unusual devotion to the furtherance and strengthening of the profession in New Jersey, he was signally honored by two local Chapters; in 1964, Newark Chapter awarded him a "Citation of Honor" and in 1965 he was presented with a Certificate of Honorary Membership by Capital Chapter, in "recognition of his giving generously of his time, energy and experience in support and encouragement of Chapter activities."

The architects of New Jersey are proud of Adolph Scrimenti!
the bestowal of fellowships

The American Institute of Architects may bestow a Fellowship on any of its members who has notably contributed to the advancement of the profession of architecture by his achievement in design, the science of construction, literature, educational service, service to the profession, or public service.

A Fellowship in The American Institute of Architects is so distinctive an honor that its bestowal is a grave responsibility. The distinction can not be maintained unless the Fellowship is bestowed only when it is justly and manifestly due. The Institute has safeguarded against a hasty and ill-considered selection by requiring that the achievements of each nominee for the honor shall be most carefully considered by those who nominate him and by The Jury of Fellows that awards the honor. The nomination for a fellowship must be made by a number of members who know the nominee well, and The Jury of Fellows, comprising six distinguished members of The Institute, is required to carefully study and evaluate the achievements of each nominee under consideration for at least three months before it votes on his advancement.

ACHIEVEMENT IN DESIGN
The achievement in design must have notably contributed to the advancement of the profession of architecture

The work of the nominee must be so distinctive that it reveals notable individuality and mastery in the art of design, in the management of the elements of the structure or space, in the discriminating use or suppression of ornament and detail, in the use and juxtaposition of materials, and in the appreciation of proportion, scale, color and texture.

ACHIEVEMENT IN THE SCIENCE OF CONSTRUCTION
Achievement in the science of construction must have notably contributed to the advancement of the profession of architecture

The profession of architecture is primarily concerned with the materials of construction; their production, their fabrication, their assembling to form the structures designed by the practitioners of the profession. A new use or juxtaposition of old materials, a new form of construction or the use of products new in construction that, without doing violence to the art of design, will result in a more economical, durable, or safe structure may be a notable contribution to the advancement of the profession.

ACHIEVEMENT IN LITERATURE OR EDUCATIONAL SERVICE
Achievement in literature or educational service must have notably contributed to the advancement of the profession of architecture

Many architects contribute time and effort to impart their viewpoints and knowledge of architectural and allied subjects to others by writing, lecturing, or teaching, or by having published data and literature concerning such subjects. Other architects render valuable service in historical research; others in the preservation of buildings or structures of historic and architectural merit. When these efforts have a signal and lasting influence they constitute a notable contribution to the advancement of the profession.

ACHIEVEMENT IN SERVICE TO THE PROFESSION
The service to the profession, The Institute or to any of its chapters or state organizations must have notably contributed to the advancement of the profession of architecture

The Institute and its constituent organizations are maintained and are powerful because of the devoted services given freely to them by their faithful members, year in and year out. The time and effort expended by a member in the service of The Institute or its chapters or state organizations constitute a real service to the profession. When such services are rendered so faithfully, efficiently, and strikingly that they become outstanding and inspiring, the member has made a notable contribution to the advancement of his profession.

ACHIEVEMENT IN PUBLIC SERVICE
A service of a professional nature to the public must have such marked effect and influence that it constitutes a notable contribution to the advancement of the profession of architecture

Civic service is a field where the architect can perform public or semi-public services that may be of inestimable value to his community. Matters of public safety, public health, and public welfare, and perhaps of government, offer such opportunities, unlimited in scope. The planning of civic improvements, the creation of parks and playgrounds and of places of public entertainment and instruction, the beautification of communities and of public highways, the reclamation of blighted areas, all offer exceptional opportunities for the architect.
Licht underwrites 10 scholarships

A generous gift of $5,000 from Architect Lawrence C. Licht, AIA, of Englewood, has made possible the announcement by the New Jersey Society of Architects Scholarship Foundation of the establishment of a new series of annual scholarships to assist talented students of architecture who require financial assistance in the continuation of their schooling. The Lawrence C. Licht Scholarship, valued at $500 will be awarded annually for the next ten years, beginning with the 1967-68 school term.

A graduate of the University of Pennsylvania, class of 1918, Mr. Licht was motivated toward the establishment of these scholarships by recollection and appreciation of vital financial help from his brother during his school career. Mr. Licht, who has been in active practice since 1921, is now semi-retired, and limits his activities to consultation with young firms in his area. He is a member of the Architect’s League of Northern New Jersey, a chapter of the New Jersey Society of Architects, AIA.

The Scholarship Foundation was set up by the New Jersey Society of Architects to maintain a program of grants to architectural students for the purpose of recognizing scholastic achievement, marked talent, or potential for success in the profession; but limited to instances where financial exigencies impel consideration of assistance. In operation since 1959, the Foundation has distributed over $21,700.

Funds for the scholarships are derived from contributions by friendly sources in the construction industry, from private individuals, and from money set aside annually in the budget of NJSA. Donors contributing annually include:

- New Jersey Concrete Products Association
- Structural Clay Products Institute
- Producers Council, Newark Chapter
- Joseph L. Muscarelle Foundation, Inc.
- Schwartz & Senes, Consulting Engineers
- Diehl, Stein, Miller, Architects

Contributions are also received from members and friends in memory of deceased colleagues.

The Society also maintains a loan fund for assistance to architectural students. To date, 28 loans have been processed totalling $12,000, four of which have been repaid. Loans bear no interest charges during attendance at school, but 2% per annum interest beginning from date of graduation, withdrawal or dismissal from school, is then payable annually with principal amount due not later than 5 years after graduation, or 3 years after withdrawal or dismissal.

The Scholarship Foundation is administered by a Board of Governors, whose photos are shown below.
A preliminary architectural design for a proposed project represents the first important achievement, a stopping place in the building process when a concept is first communicated. It is indeed fitting that an architectural concept made up of dreams, hopes and raw human effort be encouraged by being part of our architectural exhibition.

Thusly, we also recognize that a design concept may manifest architectural, therefore human directions, perhaps never as clearly again. A preliminary design is still on uncertain ground, a tender thing, all too often victim of the processes which follow.

When a great structure is ultimately realized we marvel, aware of all the difficulties along the way. But it began with a great concept and a great client. We hope that these award winning designs will be carefully nurtured to ultimate realization.

_Ernest O. Bostrom, AIA_

The Architectural Awards Jury felt that the standard of quality of the exhibit was unusually high. We were impressed by the quality of the work shown, and also by the fact that so many Architects in the state had shown the interest, taken the time and gone to the expense to prepare panels for exhibit.

This reflects credit on the Architects of New Jersey, not only in the advancement of design and the profession within the State, but it contributes to the success of the program on a national basis, both with the objective of raising the standards of architectural design and also the use of the Awards Program as an educational tool in general.

_THE JURY_

Michael Radoslovich, FAIA, of New York
Charles DuBose, FAIA, of Hartford
Lytle Boulware, AIA, of Philadelphia

Buildings displayed in our annual Architectural Awards Exhibit are judged in two classifications: Completed Buildings and Preliminary Projects. The buildings selected in the Completed classification were published in the February issue of this publication.

We are pleased to present in this issue the Preliminary Projects selected by the Jury.
madison public library
madison, new jersey
McDowell-Goldstein
Architects
Partner in Charge: George E. McDowell
Photographer: Louis Checkman

"The plan and elevations are related extremely well. The change of pace within delightful spaces as an invitation to use the building was commendable."

The Jury
Program Requirements: A new library building to house a basic collection of 100,000 volumes, special gift collections, and an active cultural program for a community with a population of approximately 17,000.

Site: Seven acres of heavily wooded, sloping terrain intended for use as a park and completely surrounded by older residential areas.

Design Solution: The natural wooded site will be preserved but gradually refined as one approaches closer to the entry court. The building is intended to maintain the park-like character of the area and the scale of the surrounding residential community with the required spaces and functions separated into units of appropriate three dimensional scale. The two main reading rooms of large size and height are supported by blocks of satellite functions which provide special services to the main pavilions.

Structural System: Load bearing masonry walls and columns roofed with steel trusses sheathed with exposed aggregate white precast concrete.

Major Materials: Brick, precast concrete, steel, anodized aluminum eggcrate ceilings, and an elastomeric roofing system.
Program Requirements: A recently established monthly meeting of Friends intends to build a meeting house and First Day School. Their desire is to unite the historical beliefs of the Friends foundation with the search for, and discovery of, the experiences of today. They would like a Meeting Room to provide traditional simplicity and allow one to "disassociate the mind from outward and to center inwardly," as well as a school which will house an active educational and cultural program.

Site: A rural hillside site overlooking a small pond and valley.

Design Solution: It was mutually agreed that the physical environment created by the structure could and would affect the sense of the Meeting. A study of the traditional Meeting House and the contemporary functions desired, resulted in a plan which is centered around enclosed and open gathering spaces which overlook the pond. The Meeting Room (Auditorium) is designed to create changing skylight—the only focus being upon the people at worship. The flexibility of the barn-like First Day School is intended to provide a delightful environment for educational and social functions.

Structural System: Wood sheathed with board and batten, roofed with wood fiber plank on heavy timber beams.

Major Materials: Stained batten wood board and batten, painted wood casements, polished treated concrete floors, natural wood shingle roofs.

"Very imaginative group of forms which created an atmosphere in themselves with a straight-forward ecclesiastical feeling suggesting directly the simplicity of the religion. Frank and imaginative."

The Jury
solebury school
new hope, pa.
Jules Gregory
Architect
Landscape Architect: Richard Cripps

"A compact and graceful expression with a remarkably inventive development of the existing plans. The representation and the actual student flow of traffic to the campus are to be commended."

The Jury
Program Requirements: A plan for the development of a small, independent, coeducational school which presently consists of separated campuses. The work planned is to be accomplished over a period of ten years in phases as follows: Phase I (1966) construct three faculty houses; Phase II (1967) construct a dining hall, a girls' dormitory, sewage disposal system and site improvements; Phase III (1970) construct an extension to the gymnasium, a classroom building, three additional faculty houses, and further site improvements; Phase IV (1975) construct a theater, music and fine arts building, and improved recreational facilities.

Site: The existing campus which is to be developed is two miles distant from the present girls' campus which is to be abandoned and all facilities are to be consolidated at one location. It consists of several century-and-a-half old Pennsylvania Dutch buildings and a very informal atmosphere. (Classes are small and there is a close relationship between faculty and students.)

Design Solution: The principal effort in the development plan is to maintain the general atmosphere of the existing campus with a gentle approach embodying respect for the existing old buildings. The principal cross street will be replaced by a peripheral road, and linear parking introduced in order to enhance the pedestrian effect of the campus. The theater is located near the outer edge because it is intended that it shall be used by the general community. All new buildings will be of simple construction, one story high where possible and of natural materials such as wood and stone.
princeton borough hall
princeton, new jersey
Chorlton & Jandl
Architects

General Contractor: Wm. C. Ehret Co.
Landscape Artist: George Cushing
Engineers: Vogelbach & Baumann

"Fresh use of classical art forms which sets it far apart from commonplace. A delightful feeling which should wear very well. The scale is excellent and beautifully executed. A wonderful sense of personal expression."

The Jury
Program Requirements: Construction of a new municipal building to consolidate facilities of the Borough organization including the Mayor, Administration, Police, Tax, Health, Welfare and Engineering Departments. There will also be facilities for a complete Civil Defense Organization with space allocated for emergency use by the Governor and his staff. Possible future expansion has also been considered.

Site: The site of the new Princeton Borough Hall is at an important intersection of two main streets and adjacent to Morven, the official residence for the Governor of New Jersey.

Design Solution: Space requirements for each Municipal Department were analyzed and planned for maximum efficiency in the daily operations of the Borough. The building was placed on the site to complement and serve as a background for the battle monument, with a plaza at the front entrance. Separate access directly to the cell area is provided for police cars. Visitor traffic is directed behind the building to a parking area which will also serve an existing gymnasium which will be converted to Borough use. The space between the gymnasium and the Borough Hall will be landscaped with a Memorial Garden and a second major entrance to the building.

Mechanical and Structural: The building is to be fully air conditioned, distributing either hot or chilled water to fan coil units. Condenser cooling water is circulated through jets to a spray pool in the memorial garden. The structural system is essentially masonry bearing walls on the exterior with structural steel supports in the center. The lower walls are reinforced concrete supporting a reinforced concrete slab for fallout protection. The roof system consists of open web steel joists with a metal deck and insulating concrete.

Major Materials: The exterior of the building is of Norman Brick with accents of precast concrete. Brick is also used on the interior in the main public areas and in the Council Chamber. Most other interior walls are of concrete block with an epoxy paint finish. The main circulation space has a floor of Terrazzo with vinyl asbestos tile or carpet elsewhere. Windowwalls and certain partitions are of black anodized aluminum and plate glass.
Program Requirements: A new library building of 9,000 square feet to replace an existing building which is to remain in use during the construction of the new building. It was desired that the aesthetics of the new building blend with the municipal quality of its surroundings.

Site: A flat corner lot of 14,000 square feet partially occupied by the old library at the center of the community and opposite the Municipal Building.

Design Solution: The new building located behind the existing library will have a generous set back when demolition is completed. It consists essentially of one large space 18 feet high with a mezzanine spanning the width of the space but open to both the front and rear of the library in order to achieve an openness of the entire room and a one story administration wing. A basement is provided for mechanical equipment and future expansion.

Structural System: Load bearing masonry, structural steel mezzanine, roof and floor framing over basemented area; with bar joists and composition deck roof construction.

Mechanical System: Gas-fired forced air heating with electrically operated air cooling and conditioning units.

Major Materials: Brick, anodized aluminum, glass, carpet, vinyl-asbestos-tile in secondary areas, drywall and painted exposed concrete block.

"The formal effect is very beautiful with an articulate detail which accompanies special elegance. It is highly organized in a deceptively simple fashion."

The Jury
New Jersey was settled in 1624, and became a state in 1776, but it was not until 191 years later, 1967, that any significant legislation was introduced to preserve the architectural and historic heritage of our citizens.

On February 14, a Bill was introduced by Senator Mildred Barry Hughes, together with Senators John A. Lynch, Edwin B. Forsythe, and Thomas J. Hillery to create and establish "in the Division of Parks, Forestry and Recreation an Historic Sites Council and the New Jersey Historic Trust."

The New Jersey Society of Architects strongly endorses this Bill. Alfred Busselle of Princeton, Chairman of our Committee on the Preservation of Historic Buildings, was among those who assisted in preparing this excellent piece of legislation.

The proposed Bill calls for an Historic Sites Council to consist of eleven members, appointed by the Governor with the advice and consent of the Senate, "known for their competence and experience in connection with historic sites preservation and related areas." This council would consult with and advise the Commissioner of the Department of Conservation and Economic Development and the Director of Parks, Forestry and Recreation to recommend programs and policies for:

a. The acquisition, development, use, improvement and extension of historic sites, including archeological sites

b. The development of a broad historic sites preservation program on a statewide and local basis

c. The identification, authentication, protection, preservation, conservation, restoration, and management of all historic sites within the State.

The principal purposes of the New Jersey Historic Trust, which used as its model the National Trust for Historic Preservation, would be:

... to apply for and accept any grant of money from the Federal Government available for programs relating to historic sites preservation,

... to acquire and hold real and personal property of historic, esthetic or cultural significance and to preserve and administer such properties

... to cooperate with and assist any agency of the State and any private agency or person in furtherance of the purpose of the trust.

New Jersey architects, as qualified professionals and as concerned historical-minded citizens, have an important role to play in the preservation of our heritage. The material to work with is at hand in many of our cities, but the pressures of an expanding population and industrialization offer a challenge.

It is not too late—but it is almost too late.

This is the time for us to gather our forces together and make known to our legislators and to the public at large, the enormous historic, cultural and economic gains which can accrue to the State and the individual by sound preservation policies.

Save the Past for the Future! The Bill is S-321.
Historic preservation, as defined by the National Trust for Historic Preservation, is a well-rounded program of scientific research and study, protection, restoration, maintenance and the interpretation of sites, buildings and objects significant in American history and culture.

To be of historical and cultural significance, a structure or area should have outstanding historical and cultural significance in the nation or in the state, region, or community in which it exists. Such significance is found in:

1) Historic structures or sites in which the broad cultural, political, economic, or social history of the nation, state or community is best exemplified, and from which the visitor may grasp in three-dimensional form one of the larger patterns of the American heritage.

2) Structures or areas that are identified with the lives of historic personages or with important events in the main currents of national, state or local history.

3) Structures or areas that embody the distinguishing characteristics of an architectural type-specimen, inherently valuable for a study of a period-style or method of construction; or a notable work of a master builder, designer or architect whose individual genius influenced his age. Mere antiquity is not sufficient basis for selection of a structure for permanent preservation, but can be a factor if other more significant examples have disappeared or if the building forms part of an especially characteristic section of a given community. Smaller structures, such as the first squared-log cabins or the sod houses of the pioneers, may be as important relatively as the mansions of the past.

4) Structures or sites of archaeological interest that contribute to the understanding of aboriginal man in America.

Suitability

Preference should be given to those structures or sites where there is a preponderance of original material or other physical remains which have retained their integrity. (Integrity is a composite quality derived from original workmanship, original location, and intangible elements of feeling and association.) Repair or restoration of original elements or reconstruction of a building long destroyed demand high professional standards of historical and scientific techniques. Generally speaking, it is better to preserve than repair, better to repair than restore, better to restore than reconstruct.

Property boundaries adequate to protect the essential historical or culture values of the project should be obtained at the outset if possible. Other important practical considerations are accessibility to the public; encroachments by business, industry, housing, and traffic; availability of fire and police protection and of essential utilities.

The cost of restoration or reconstruction and of subsequent adequate maintenance and interpretation should not be beyond the means of the sponsors. A well-considered plan should contemplate that the project be fully endowed or potentially self-sustaining.

Since all historic structures significant enough to warrant preservation cannot support themselves as historic museums regularly open to the public, adaptation to other possible uses should be considered. It is essential, however, no matter what the proposed use, that every effort should be made to preserve those elements which account for the significance of a particular structure.

The primary purpose in preserving a structure as a historic museum is public use and enjoyment. Each project should have a place in the national, state or local programs for the preservation of historic sites or buildings and should be coordinated with all similar projects in its area to increase its usefulness as an educational force.
How will the computer change the practice of architecture in the next ten years? What will the architect be required to know?

How can he prepare himself to better understand and cope with the problems of clients who will be using computers?

These are some of the questions to be answered at the 67th annual convention of the N.J. Society of Architects scheduled for Sept. 14, 15, 16 at the Berkeley Carteret in Asbury Park, according to Kenneth D. Wheeler, AIA, Seminar Chairman.

Dr. Frank E. Berman, a consulting engineer in private practice in New York City, will head the first session on Computer Technology. Two additional seminars on Design Technology and Education of the Architect, will round out the subject, with panelists to be announced at a later date.

According to Calvin M. Colabella, AIA, chairman, the convention will also include an Architectural Exhibit of work of our members, a Fine Arts exhibit and sixty educational displays of products and services used by architects in the design of buildings.

6% architectural fee too low according to AIA study

WASHINGTON, D.C.—The requirements of modern design and building construction have made the 27-year-old federal limitation of 6 percent on architectural and engineering fees for government work obsolete and detrimental to the economic interests of both the government and the design professions.

This is a conclusion reached by The American Institute of Architects and contained in a study of statutory architect-engineer fee limitations delivered recently to the General Accounting Office.

The AIA position paper, prepared to assist the GAO in its government-wide study of interpretations and applications of fee limitations, urges repeal of the 6 percent limitation originally established by Congress in 1939.

The Institute points out that for nearly three decades, the fee limitation has been written into law for other agencies without any recorded Congressional examination of the rationale for the limitation or of changed conditions.

Among other findings, the study maintains that: The cost of architectural services has risen faster than the cost of construction, due primarily to the complexity of today's buildings and component systems;

The limitation, while considered fair in 1939 for relatively simple structures, is now completely unrealistic for laboratories, electronic facilities, remodeling and rehabilitation services and specialized structures, such as nuclear facilities;

Because of the limitation, an architect frequently cannot allow as much time for research and design as the project needs, thus preventing possible cost-cutting design solutions.

The AIA report, containing statements of architects throughout the country, concludes also that the increasing probability of financial loss works against the best interests of the government because of a resultant loss of interest in federal projects by outstanding professionals.

A long time-lapse between conception of a project and completion of the structure, with the architect's fee based on an estimated construction cost, which does not take into consideration changing economic factors during the design and building process, discourages many professionals from accepting federal work, the study asserts.

The AIA report to GAO calls for repeal of the statutory limitation and suggests instead that an architect's fee should be negotiated on the basis of the size, nature and complexity of specific projects, the usual procedure with private clients. The Institute also recommends a government-wide review of construction practices, including methods of negotiating fees, to provide for uniform procedures throughout all agencies. Different procedures used by several agencies are inefficient and expensive, the report maintains.
can clients afford free sketches?

Few clients can afford free architectural sketches. No man would go to a few lawyers and ask for free "briefs" with the idea that he would choose the lawyer by the brief he liked best. No man would go to a few doctors and ask for free physical exams with the idea that he would follow the advice of the doctor whose diagnosis he preferred. Yet once in a while a potential client gets the idea that an architect can be chosen by asking for free sketches. Why won't it work?

On a major project, meaningful preliminary plans can cost thousands of dollars. Obviously no Architect can afford to spend the time to study the potential client’s needs in detail for a free sketch, so the result is a "pretty picture" with little relationship to the actual problem.

The potential client will seldom be trained to spot these deficiencies in a sketch and often be swayed by some clever rendering technique, only to find too late that it was all frosting with no cake.

For these reasons such free sketches are against the Code of Ethics of the American Institute of Architects so that the client is at once cancelling from consideration most of the men best qualified to help him. This is particularly important when one considers the amount of money involved in most building programs today.

Finally, a client must depend on his architect to make many decisions for him. A lot of money is involved and it is solely the ethics of the Architect on which the client must depend. If a client bases his selection of an Architect on his lack of ethics he has only himself to blame when things go wrong. It is a big risk. How many clients can afford free sketches?

---

for Architects, Builders, and Engineers

Our Architects and Builders Service can be of great value to you while your buildings are still in the planning stage.

Expert consultants are ready to help you with detailed information on telephone conduit, riser shafts, new wiring techniques, equipment closets, and underfloor cable distribution systems.

For free information, just call a consultant at Area Code 201, 649-2131.

New Jersey Bell
How the National Union Bank saved some of its own money by building Total Electric

This is the National Union branch in Riverdale. It's the fourth branch office to be built on the Total Electric principle. According to Alvan B. Fehn, National Union President, "In addition to the lower Total Electric rate for electricity, we feel that the maintenance cost of the building is much lower. Further, we know that the initial cost of the building is lower because of the type of installation possible with electric heating."

The electric heating ducts in the National Union Riverdale branch are located in the ceiling. The flow of heated or cooled air is automatically controlled to maintain the exact temperature levels desired. Fluorescent lighting in the dropped ceiling provides the high illumination level essential in this exacting business.

While a Governaire system supplies the major portion of the heating and cooling for the main banking floor, Electromode baseboard heaters are used in several offices. In this conference room the heat can be shut off or turned down when the room is not in use. This feature makes for economy and a versatile temperature system.
for reading comfort...
use at least a 150-watt bulb!

PUBLIC SERVICE ELECTRIC AND GAS COMPANY
9-67
Spec
Selection of products... widest in the industry
Pioneers... in architectural sound control
Experience... spanning 78 years
Consultant Contractors... second to none

Jacobson and Company, Inc.
1079 East Grand St., Elizabeth, N. J., 201 355-5200
Philadelphia, Pa. • Plainview, N. Y. • New York, N. Y.

Sound Conditioning / Office Partitions / Environment Control