

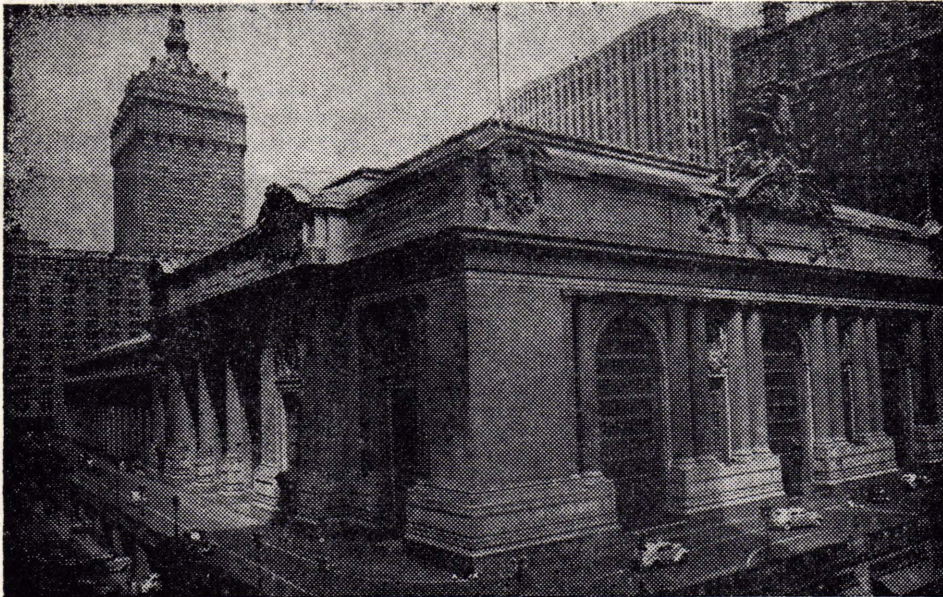
OCULUS

NEW YORK CHAPTER AMERICAN INSTITUTE OF ARCHITECTS



FEBRUARY 1961

BOWLING ALLEYS BOUNCED—BUT FOR HOW LONG?



Grand Central Station—does she . . . or doesn't she?

by E. O. Tanner

Led by Chapter President Frederick J. Woodbridge, who summarized opposition arguments for the AIA and other civic groups, the move to keep bowling alleys out of Grand Central's waiting room was victorious last month, when the Board of Standards and Appeals voted 4-0 to deny the application for a zoning variance. Also represented at the public hearing were Architectural FORUM, the Citizens Union, the Fine Arts Federation, the American Institute of Decorators, Pratt Institute students, the National Trust for Historic Preservation, and owners of nearby buildings.

The fight to preserve one of New York's vanishing classical monuments, however, is not yet over. The decision may be challenged in court, or carried to the City Planning Commission. Further, Chairman Max Foley said the Board could not control interior alterations as long as use conforms with those permitted in a restricted retail district. Bowling is not permitted, but restaurants, bars, and other commercial ventures are, and the Vanderbilt Bowling Corp. has strongly hinted that it may build in the airspace anyway. Once three floors are installed, including desirable appendages to the bowling art, it might be somewhat easier to obtain a variance and put in the alleys too, since the esthetics of the space would be no more.

The pressure is not off yet. The proposed \$3 million project is the eagerly awaited home park for the New York "Gothams" of a new National Bowling League; schedules are busily being drawn up and there has been considerable investment in lawyers' and architects' fees. The New York Central and New Haven railroads have demonstrated in the past their willingness to prop a failing transportation business with desperate real estate schemes (in addition to a mounting collection of commuter-stopping concessions and displays. Rumors have also been circulating about a new three-story display hall smack in the center of the main concourse itself). Central Vice President James Boisi com-

(Continued on Page 3)

PUBLIC AFFAIRS

COMMITTEE—A Report

An ambitious and extensive program was planned last fall in the special sub-committee report submitted to Chairman Max O. Urbahn by Paul Grayson, Edwin Morris, and Peter Webb, as part of a proposal for this year's Public Affairs Committee activities.

The report of the Sub-Committee states clearly the need for the Architect to be ever alert to his expanding role in Society. Primarily any public affairs effort that the New York Chapter AIA may undertake must have as its first aim the establishment in the public eye of the proper "Image of the Architect." Past AIA Chapter programs have not been wholly successful because of the lack of definition and understanding relating to this Image.

As a corollary to presenting the public with a proper Image, the architectural profession *must* assert itself as the technical and administrative leader of the construction industry. This position, once held by architects, has shifted to others only partially qualified, through the architect's own reluctance to assume his proper role in the industry.

If the Architect, as in the past, is to be considered the "Master Builder" his role must expand and adjust to the needs of his society. Included in his role are such responsibilities as:

1. The overall designer and coordinator of all human environment—able to bring order out of chaos.
2. The practical dreamer—able to create new concepts and forms by raising his vision above the squalor of accidental and stereotype fashion to develop a more meaningful and substantial future.
3. The systems engineer of design—alert to new scientific meth-

(Continued on Page 3)

OCULUS

Vol. 32 — Number 5

AMERICAN INSTITUTE OF ARCHITECTS
NEW YORK CHAPTER

MARGOT A. HENKEL, *Executive Secretary*
115 East 40th Street
New York 16, N. Y.
MUrray Hill 9-7969

FREDERICK J. WOODBRIDGE *President*
DAVID L. EGGERS *Vice President*
PETER S. VAN BLOEM *Secretary*
MICHAEL M. HARRIS *Treasurer*

PAUL JOHN GRAYSON, *Editor*

BAN THE CARS!

They said it couldn't be done . . . but it was done. Private cars were banned from Manhattan. The storm with its heavy blanket of snow was responsible, and the City at long last, and for all too short a period, felt somewhat humanized. The pedestrian was king.

For a while nature took command, even the pedestrian at times was stopped. When the storm subsided, man took over, and used all his efforts to clear the snow, but then it happened again: after the buses, and the taxis, and the delivery trucks, came the private cars—back to their old tricks of filling every curb space, blocking every corner, and chasing every helpless pedestrian across the street. Freedom was all too short.

Perhaps there were a few courageous citizens, who for the first time, forced to use the rapid transit system for lack of other means of transportation, decided to continue after the ban was lifted. Probably just a handful. But suppose we in the greatest city in the world, had an efficient, clean, reliable rapid transit system, and had a network of adequate parking facilities surrounding the Central Business District . . . suppose private vehicles were banned during critical hours, or were required to pay a premium, or toll, for the privilege of using cars in the business district. What then?

We could if we wanted, require delivery and pick-up trucks to operate within certain hours. This would, of course, require us to im-

pose upon ourselves certain discipline, and mandatory rules. Something must be done—for the loss in time and money, in health and well being, require it.

The time is rapidly approaching when we will be forced to take affirmative action. It is time that we as architects and planners develop and propose a major comprehensive program for providing a solution to our traffic problems. Perhaps a logical network of peripheral parking facilities, and an efficient rapid transit system is part of the answer, so that we may return the city which has been appropriated by the car, to its rightful owners—its citizens!

p.j.g.

LETTERS TO THE EDITOR

Bowling Alleys

To the Editor:

I am writing you in my capacity as Chairman of the special sub-committee to fight the bowling alley in Grand Central Station. This sub-committee consists of the following members: Messrs. Edwin B. Morris, Milton Glass, Douglass Haskell, Simon Breines, and W. Knight Sturges.

Through hard work and with the help of some outsiders, especially Mr. John Crosby in the Herald Tribune, we waged an effective fight against the introduction of bowling alleys in Grand Central Station. This fight has not only resulted in a unanimous decision by the Board of Standards and Appeals to turn down the application for a zoning variance, but it has also resulted in unusually effective public reactions in newspapers and on the radio. The Herald Tribune had two editorials, January 7 and 11, and a first page story on January 11th. The New York Times had an editorial and a good news story. In all of these the role of the New York Chapter of The American Institute of Architects was stressed.

Our committee has decided to continue the fight because of the existing danger that the promoters of this idea might take recourse to higher courts, or might encroach on the air space of Grand Central Station by building other than bowling alley facilities.

Sincerely,

Victor Gruen, AIA

Publicity and Advertising Rules for AIA Members

Newspaper and Television Publicity

The Architect; may furnish materials concerning participation in building projects but may not stimulate self-laudatory, exaggerated or misleading publicity.

Radio and Television Publicity

The Architect; may participate in radio and TV programs as part of chapter, region or national AIA activity; may participate as individual Architect if the program is in the best interest of the profession.

Newspaper, Magazine, Radio And Television Advertising

The Architect may participate where an endorsement of the product is not required . . . where the participation is not to the detriment of fellow Architects . . . where advertisements (or commercials) pay tribute to the profession.

Photographs of Architects may not be used in advertising material except when special permission has been obtained from the Institute; may not purchase space (or time) in own interest or interest of the architectural firm; may not advertise by person or architectural firm in special editions or programs.

Brochures, Pamphlets, Reprints, Etc.

The Architect; may produce a brochure or pamphlet covering facts about the firm and can use this medium in discussions with potential clients, provided: It is produced at the Architect's own expense; contains no advertisements; contains no exaggerated statements; its distribution is limited to persons with whom the Architect has had previous personal or professional contact or is used in conjunction with an interview.

Speeches and Panel Discussions

The Architect may speak to public service, community and educational groups to better explain the profession but not to advertise his own professional availability.

Displays and Convention Booths

The Architect may rent or buy and maintain booth space at conventions or association meetings making such space available. The display should, however, be in keeping with the general standard of conduct of the architectural profession. A display by a Chapter Region or the AIA precludes displays by individual members, however.

PUBLIC AFFAIRS

(Continued from Page 1)

ods, and materials willing to accept new challenges in applying new techniques.

4. The coordinator in all components of urban revitalization—leader of planning and construction programs involving active participation in community and national affairs.

As the complexities of our Society increase the Architect must adapt himself to, and be familiar with the legal and legislative aspects of community and national interests. Since he is by law recognized responsible in matters of health, safety and construction, he must be alert to and participate in the enactment of laws, codes and regulations affecting human environment. Through professional achievement and projection of the "Image," the Architectural Profession's value to Society should be imprinted upon the mind of the citizens and elected officials. Thereby, when commissions, authorities, committees, etc., are formed to execute projects concerned with the environment, the Architect will be called upon to serve in responsible positions.

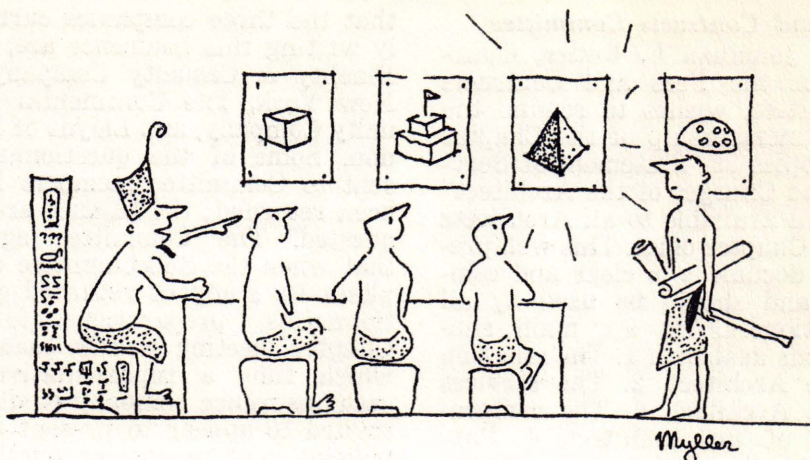
The burden of responsibility with such a program rests, of course, with the individual practitioner, his behavior in private practice determines the attitude of the public toward the profession. These attitudes as stated above, are not new, in a sense they are a restatement of the purposes of the American Institute of Architects, which set forth in its by-laws the following:

"The objects of the American Institute of Architects shall be to organize and unite in fellowship the architects of the United States of America; to combine their efforts so as to promote the aesthetic, scientific, and practical efficiency of the profession; to advance the science of the art of planning and building by advancing the standards of architectural education, training and practice; to coordinate the building industry and the profession of architecture to insure the advancement of the living standards of our people through their improved environment; and to make the profession of ever-increasing service to society."

Confronting the AIA, national as well as local, is the problem of implementing the basic principles of purpose. This is the challenge which the Public Affairs Committee, with the assistance of every member, must assume.

Specific activities proposed in the sub-committee report will be presented in detail in the next issue of the *Oculus*.

FORM GIVER — B.C. 3961



I Like the Pointed One Best!

Alden Dow Receives Columbia Alumni Award

Alden B. Dow, F.A.I.A., of Midland, Michigan, has been chosen to receive the second President's Award of the Columbia Architectural Alumni Association. President Morris Ketchum presented the award to Mr. Dow at the annual Alumni Day Celebration on Monday, February 13th, at Avery Hall on the Columbia campus. The award is given to a graduate of the School of Architecture of Columbia University who is nominated by the President of the school's Alumni Association and approved by the Board of Governors for "outstanding contribution to the advancement of architecture in the field of design." A retrospective and comprehensive exhibit of sketches and photographs of Mr. Dow's work is being shown at Avery Hall starting February 13th and lasting for 10 days.

BOWLING ALLEYS

(Continued from Page 1)

plains that his company lost over \$2 million last year, and that Grand Central Station costs \$10 million a year to run (including \$3,831,000 for local taxes). Revenue from leasing bowling alley space, he estimates, might be \$100,000 a year. Opponents of the scheme question whether it is worth destroying a grand old room for a paltry 1 per cent—especially in view of much greater added revenues (and added congestion) from the huge Pan American building going up next door. These opponents are the first to agree that the railroads need help as a public utility vital to the city of New York. But, they point out, the answer lies in the much more basic cures of tax relief and public loans, sharper management and more efficient equipment. Not in converting a dignified civic hall of welcome into a penny-ante circus.

C O M I N G E V E N T S

FEBRUARY 23, 1961, Thursday, 6:00 p.m.

Gallery A

Hospital and Health Dinner

Speaker: Robert Hyde Jacobs, A.I.A.

Topic: Exploring The Hospital Operating Suite

MARCH 7, 1961, Tuesday, 5:15 p.m., Gallery A

Technical Committee Lecture

Speakers: Charles C. Zollman, Consulting Engineer
and Albert Hennerly, A.I.A.

Topic: Prestressed Concrete

MARCH 9, 1961, Thursday, 12:30 P.M., Gallery A
School Committee Luncheon

COMMITTEE ACTIVITIES

by F. MARSHALL SMITH

Fees and Contracts Committee

Mr. Jonathan F. Butler, chairman of the Fees and Contracts Committee, wishes to remind the entire membership of the Chapter that copies of "Statement of Services and Charges of the Architect" are still available to all Architects at the Chapter office. This well prepared document is clear and complete and should be used by all practitioners. Its six main subdivisions deal with 1. The selection of the Architect, 2. The services of the Architect, 3. The compensation of the Architect, 4. Payments to the Architect, 5. Supplemental information and 6. Principles of professional practice. There is also a suggested fee schedule. Copies of this "Statement" are available to members for 50c each and to non-members for \$1.00 each. The fee schedule which is included in the booklet is available separately for 20c each to members and 40c each to non-members.

Office Practice Committee

After lengthy investigation this Committee has prepared a "Study of Shop Drawing Practices" which was published in full in the December 1960 issue of *Architectural and Engineering News*. Reprint copies will be sent to all members of the Chapter. This document has received the enthusiastic approval of many practicing Architects and should prove helpful to all who wish to improve their methods of practice.

At a meeting of the Committee held January 11, with Chairman Samuel M. Kurtz presiding, Mr. Gustave R. Keane reported that the EJC-AIA at the national level in which he participated has completed a 96 page report on general administration, supervision of construction and related subjects. The Committee will study this report and other documents issued by various individual offices relating to the duties of the various members of the architectural team during construction. When all these are analyzed and compiled they will make a most helpful document for improving operating techniques of all Chapter members.

Mr. John N. Linn, a committee member, had several interesting things to say about insurance covering "professional errors and omissions" — Mr. Linn reported

that the three companies currently writing this insurance are, The Fidelity & Casualty Company of New York, The Continental Casualty Company, and Lloyds of London. Some of the questionnaires sent to Committee members have been returned; the balance are requested. The Committee agreed that when the Subcommittee completes its study of returned questionnaires, preparations for a Chapter meeting will be made at which time a representative of each insurance company would be invited to appear to present their policies, and to answer questions prepared by the Subcommittee as well as questions from the floor. One aspect of this type of insurance was that to include responsibility of the consultant engineer for supervision, the agreement with the engineer should contain positive reference to his responsibility for supervision of work he has designed. Mr. Linn reported that the efforts of our Committee acting through the NYSAA to obtain lower rates for Architects as employers under Manufacturers & Contractors Liability Insurance have met with success. The National Bureau of Casualty Underwriters have informed Mr. George Cavalieri, Chairman of the NYSAA Insurance Committee (and a member of our Chapter) that the lower rates will be placed in effect by March 1, 1961.

Speakers Bureau

If you like public speaking, and would like to help promote the profession of architecture, by accepting speaking engagements on behalf of the New York Chapter, Jeffrey Ellis Aronin, Chairman, Speakers Bureau, would like to hear from you. As in past years, the Speakers Bureau sends out representatives of the Chapter to schools, colleges, groups and clubs, interested in various facets of the profession. As an important part of our expanding Public Affairs program, the Speakers Bureau role will be in making personal contact with the public through their organizations.

Your support of this important program is needed, and any suggestions you may have regarding possible speaking engagements, topics and groups interested in hearing about our profession should be addressed to the Chairman, care of the Chapter Office.

Student Chapter Committee

Once again members of the Chapter will be given the opportunity to meet senior architectural students and inspect their work at the Second Annual Student-Employer Exhibition. This year's exhibition will be held on Wednesday, April 19, 1961, from 5:00 p.m. until 8:00 p.m. in the Banquet Hall on the second floor of the Architectural League.

It is both a privilege and a duty of practicing Architects to take advantage of this opportunity to encourage to young new members of our profession. Remember how eager you were as graduation approached? How much you wanted to meet prospective employers? There are 150 students in our student chapters at Columbia and Cooper Union who want to show us their work, tell us their ideas and, let's face it, look us over.

MEMBERSHIP

WELCOME TO NEW MEMBERS

The New York Chapter extends its warmest welcome to the following new members:

Corporate

Joan deRis Allen (former associate member)
William C. Andersen
Nestor E. A. Coll
Leonard Feldman
John S. Fountain (former associate member)
Seth Hiller
Rudolph Horowitz
Edward F. Knowles
Charles Luckman (Unassigned)
George C. Machlouzarides
Diane J. Milan (Transferred from Jacksonville Chapter A.I.A.)
Herbert B. Oppenheimer
Paul Palmieri
Robert Press
Gordon L. Schenck
Herbert A. Tessler
Norbert N. Turkel
Herbert D. Warrington (former associate member)
Moukbil K. Tash (Transferred from Washington-Metropolitan Chapter, A.I.A.)

Bernard P. Spring (Transferred from Massachusetts Chapter, A.I.A.)

CANDIDATES

Information regarding the qualifications of the following candidates for membership will be considered confidential by the Admissions Committee:

Corporate

Joseph Caponnetto
Julius Panero
Robert L. Thorson

Associate

David Howell Pettifer Clarke { Sponsors:
Robert M. Beder
Edwin A. Horner

ADDITIONAL COMMITTEE APPOINTMENTS

Publications Committee..... David A. Brignati