

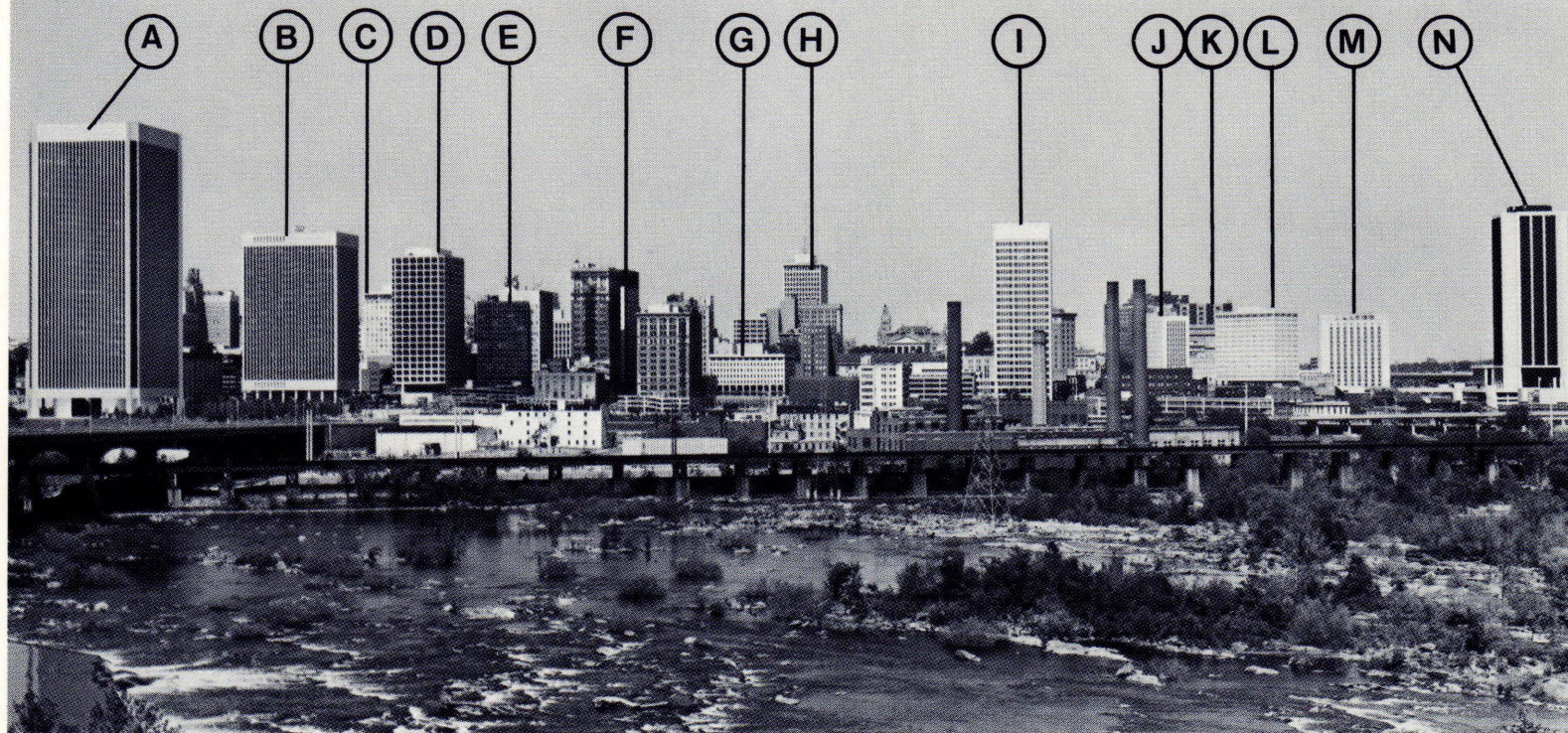
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JULY/AUG. 1985

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## COVER

On our cover is the Headquarters Facility for Freedlander, Inc., presented on page 28 of this issue by Ernie Rose, Inc.—Architect. (Cover photograph by Whitney Cox.)



# architectonica

## 'Emphasis on the Entasis'

Whatever became of that generally-accepted public policy which held that public buildings should symbolize the importance of government, express pride in our institutions, and reflect in their design the best of current culture?

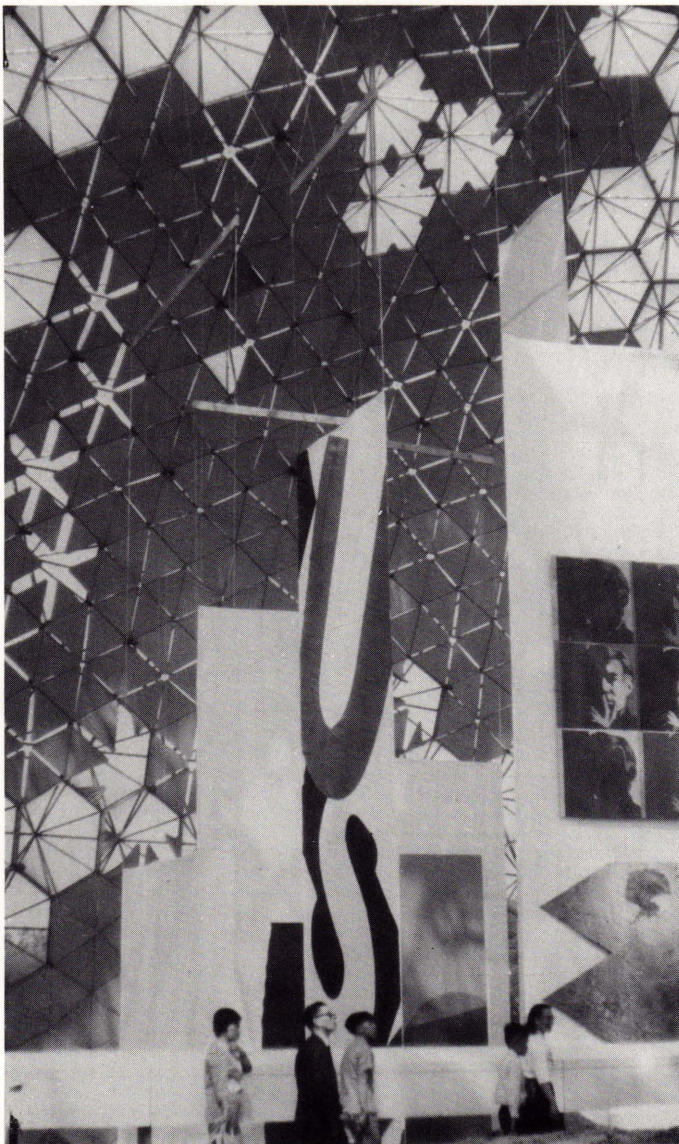
What *did* happen to it, anyway?

Example: Public architecture in school construction since World War II has been almost invariably abominable. Can you name six post-war public school buildings in Virginia that you like? Or that express the best state-of-the-art architecture available? Are they not all approached from a cost standpoint first and foremost, with a nod to the current academic fad (remember Open Classrooms?) or perhaps a thought about energy loss since 1975? The local brick factory-like elementary school is so ubiquitous that we don't see it as the insult to our Society that it is. Much like our ability not to see the tangle of wires and poles that is our legacy from Virginia Power. We meekly accept as necessary an abysmal level of public architecture.

But how is it that American governments in the 300-odd years before VJ Day found it economically feasible, yea, obligatory, to erect interesting buildings? The very buildings which we cherish today through official Historic Preservation Acts and Ordinances and tax shelters were the stuff of day-to-day budget decisions long before OMB's were structured. Buildings which put forth in their design and detail the idea that what they housed was worthy of respect once were the norm. That architecture reflected the value our ancestors placed on their institutions.

Our society still builds churches in a form respecting the activity they house, though that, too, is not always the case. I have been shocked twice in the past year to see new churches built of pre-engineered metal package buildings, ill-disguised. Think what *that* symbolizes!

The issue there is not that worship can happen anywhere, and the money not spent on fancy architecture can better be spent on the poor and



Bucky Fuller and the Cambridge Seven combined to produce a veritable symphony of national pride at EXPO '67; technology, genius, talent, purpose, and patriotism.



The elder Saarinen's imposing entrance stoa at Cranbrook Academy, with sculpture by Carl Milles in the foreground fountain. Elegant!





*The cost of Thos. Jefferson's Richmond State Capitol didn't seem to phase his struggling Colonial contemporaries. They could have saved money had the columns been straight without entasis.*

hungry. All that's said of the metal warehouse church is that the individual congregation member would rather buy a Chris-Craft or a new Olds than a stately church.

Apparently he would also value a lower tax rate over public buildings which make a visible statement of pride in his public institutions.

What post-War public buildings (if any) reflect some of that monumentality, or rather stateliness, that seems to me to have gone out of favor? Boston's City Hall comes to mind first, the most happy result of a national competition. Then there's Frank Lloyd Wright's Marin County Civic Center (which I shall see for the first time between this writing and your reading) — The new Illinois State Office Building, Chicago; San Juan Capistrano's new library, a Graves building which meets the standards I seek, where his Portland building does not; Philip Johnson's Miami complex; Erickson's Provincial H. Q. in Vancouver. Of Virginia's public buildings, I can think of two which reflect this sense of public importance in their design and detail: The Loudoun County Administration Building at Leesburg by KDA and the Massey Building for Fairfax County by VVQR, the latter more for its high-rise prominence. The bulk of post-war public buildings in the Commonwealth deserve non-mention. One has to go back to the 18th century for great public statesmen and great public architecture!

Yet I see some hopeful signs ahead. Virginia is getting adventurous in its stress on high tech as a major employment base. Its universities and colleges are growing in breadth and depth. A very good springboard indeed. Its current governor deserves the grudging respect of Virginians for working to lay the base for a prosperous tomorrow. The destructive distrusts of the 19th century are surely evaporating. Virginians are less fearful, have less need to be defensive, and are building a state which can be proud of its current accomplishments, rather than forever leaning on those of Geo. Mason's friends and neighbors.

When one feels good about oneself, confident, and prideful of one's accomplishment, then it's natural to express that in one's bearing, dress, housing, etc. Communities express that same self-image in the quality of their public buildings.

*Eason Cross, Jr., FAIA*

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## << COMMENTARY >>

by Marvin J. Cantor, AIA

### Humanizing the Office

The days of row upon row of insurance company clerks toiling away at desks placed in rigid alignment, or draftsmen at drafting tables, each looking at the next one's back, or the Dickensian picture of accounting clerks on tall stools hunched over their books . . . appear to be over . . . or are they?

Have TV screens on computers replaced the rows of typewriters and high stools? Before the computer age places us irrevocably in its dehumanizing grasp, architects had better bone up on office landscape planning, open planning combined with human desires for privacy, a mix of soft and energizing colors and the removal of monotony in the office environment.

If someone asked me to suggest ways of "humanizing" the office arena, I'd encourage designers to:

—locate coffee machines, drinking fountains, microwave units and refrigerators with the same minimum distances required for exits, but in no case more than 150' apart.

—integrate various ceiling heights in the open areas of office layouts. Seven feet high ceilings needn't be banned if the designer also puts in nine and ten foot ceilings in an interesting mix.

—use a variety of floor materials instead of the ubiquitous carpet throughout. It's not enough to see carpeting wall-to-wall on floors, we see it on walls, acoustical divider panels, wall wain-

scots, desk front panels, etc. How about using old-fashioned wood in some places with area rugs, ceramic tile, marble, resilient tile. I'm sure innovative designers can solve the resulting acoustical problems.

—bring back some private offices . . . or put the executives in the middle of the new open-office landscape and see how *they* like it.

—make the stairs between floors more inviting for use aesthetically and functionally.

—make graphics and directory information clearer so people will not be lost in a sea of desks and employees . . .

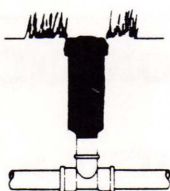
. . . . . but no one has asked me!!

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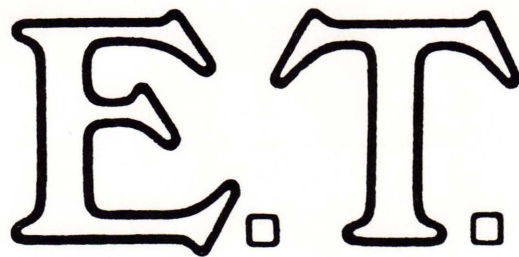
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# New Center for Product and Environmental Design to Stress Research

By Robert Graeff, Director and Len Singer, Faculty Member  
Center for Product and Environmental Design, VPI&SU

As the 21st century approaches, traditional boundaries dividing architecture, interior design, and industrial design are expected to give way to integrated design concepts through ever-greater efficiencies in all aspects of housing. This emerging trend applies not only to interior environments but also to the total sphere of household products and product systems, as important determinants of architectural space and house form.

Recognizing this trend, Virginia Tech's College of Architecture and Urban Studies recently



Designed by Center Director Robert Graeff, the water closet with basin requires fewer plumbing installations and less space. Continual savings can be realized through the unit's water conservation features.

established a Center for Product and Environmental Design. The Center seeks to develop solutions to problems arising from the increasingly complex and problematic interface of buildings, interiors, and product environments. As a supporting arm, a graduate program to train future designers in applied research activity is now offered.

Applied research is fundamental to all Center activities. Through projects sponsored by industry, government, and other institutions, the Center examines ways to link research to design activities and to establish an ongoing process of research and design development. Besides having access to the vast research resources at the university, the Center conducts experiments and employs systematic procedures to collect, analyze, and build upon a data-base of human and user-needs to support the design process and provide practical guidelines for application. Results of all work are documented and published for reference and distribution.

The Center cooperates closely with other university disciplines, such as human resources, gerontology, and industrial engineering and operation research. Thus, the Center can focus attention on critical, interdisciplinary problems of social concern, such as the design of institutional, medical, and educational and transportation environments for the aged and disabled—as well as for the able-bodied majority. The challenge to develop safer, easier to use, and more responsive facilities among special populations is given high priority at the Center.

Among the projects currently under way is the development of a bathtub to accommodate special needs of the elderly, the fastest growing segment of the nation's population. The Center is also developing an emergency medical facility for passengers on intercontinental, wide-bodied aircraft. Past projects have included

other home sanitation facilities and storage equipment for the aged. In addition, the Center is re-examining the conceptual appropriateness of household appliances to their traditional arrangement in the home—especially as used by the growing aged and disabled populations who choose to live independently.

Facilities available at the Center include a college-operated Environmental Systems Laboratory, which includes four buildings with over 8,000 square feet of workshop, studio, and administrative space. In addition, classroom space, a large studio, a well-equipped workshop facility, and a computer center are available within the architecture building, Cowgill Hall.

The Center's program and facilities offer a unique opportunity for graduate students in industrial, interior, and architectural design to cooperate in interdisciplinary research and development with specialists from other fields to earn the Master of Science degree in design, which is now offered as an option in the architecture program.

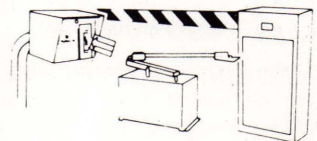
Thus, the Center for Product and Environmental Design is forging new paths and educating students in areas that have as yet received little, if any, attention. Changing concepts of rest, work, and privacy will require new approaches to product design development and arrangement in the home that could not be imagined only a decade ago. Emerging lifestyles will influence the design not only of spaces and the spatial proximity of activity areas in the home but also the design of new appliances and product systems. And, the rapidly emerging generation of high technology products with their "smart" capabilities promises to impact our lives in ways yet to be understood. Because of its approach, the Center will be in a better position to meet these new challenges.



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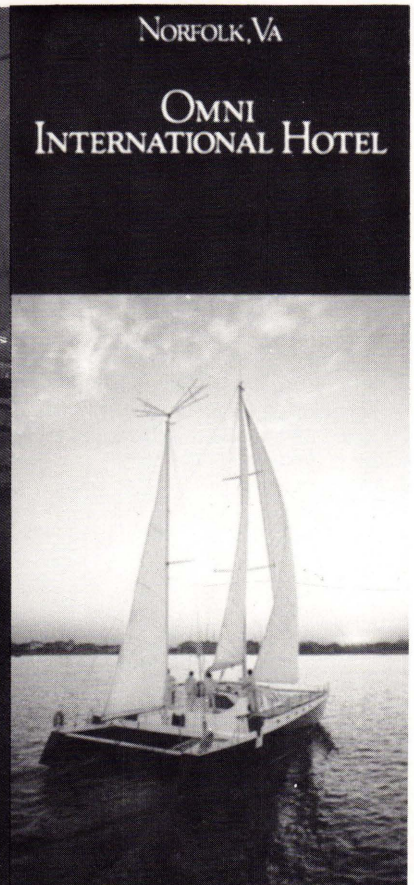
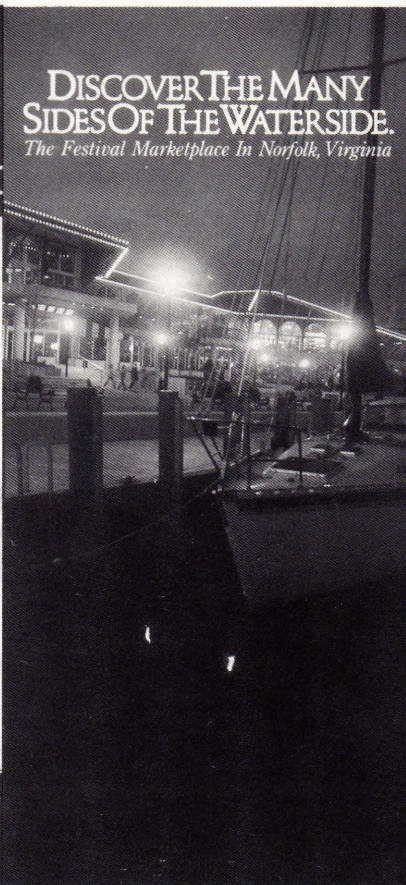
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## THEME:

# Excellence in Architecture

The Omni International Hotel, located directly on Norfolk Harbor, immediately adjacent to the Waterside Festival Market, will host the 1985 VSAIA Convention activities. The hotel is one block from the downtown finance district and cultural attractions.

### HIGHLIGHT OF EVENTS

This year's convention theme promotes EXCELLENCE IN ARCHITECTURE, concentrating on both design and business management. The SEMINARS will provide insight into better design and practice management.

THE PRESIDENT'S RECEPTION will kick off the convention festivities on Friday night. Sail aboard the American Rover, Norfolk's Own Tall Ship. The 135-foot, three-masted top sail schooner will leave Waterside (next to Omni Hotel) at 6:00 p.m. for a delightful cruise on the Elizabeth River. Cocktails and hors d'oeuvres will be served.

John A. Busby, Jr., FAIA, incoming President of AIA, will open our program Saturday morning. The Conference will address several issues which contribute to excellence in architecture—primarily good management, good design work and proper attention to client needs.

Peter Piven and Hugh Hochberg, of the Coxe Group, a management consulting firm, will assist in the promotion of the theme with their two hour session Saturday morning on "Excellence in Management." Saturday afternoon's seminars highlight the concept of "Excellence in Design."

David Maister will be our guest speaker at NOLAND NIGHT. He is an Associate Professor at Harvard and teaches courses in Management of Service Organizations. He is an author of six books on management and has a doctorate degree in Business Administration from Harvard. Dr. Maister lectured at the National Convention in San Francisco in June.

TRADE SHOW—In keeping with the Excellence in Architecture Theme, the latest products available for business management and building materials will be exhibited at the Omni.

There will be plenty of action, education and entertainment. Registration brochures will be mailed in August, so mark the dates on your calendar.

For further information contact Jim Gehman (804) 627-5775.

### AREA

#### ATTRACTIONS

THE WATERSIDE—Developed by James Rouse, the project is similar in design and concept to Baltimore's Harborplace. Located next to the convention hotel, the Waterside houses over 120 shops and restaurants. Trolley Tours of Norfolk, narrated by guides provided by the Norfolk Convention Bureau, leave Waterside daily 12 Noon - 4 p.m.

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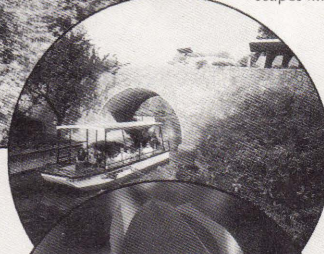

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**1985 CONVENTION COMMITTEE**—Jim Gehman, Chairman; Ed Roehm, Graphics; Ben Adderhold, President's Reception; Daniel Dills, Publicity/Press; Tony Parker, Larry Weinstein, Charlie Ansell, and Bob Yoder, Speaker/Guest Liaison; Don Riddick, Exhibitor/Decorator Coordinator; Cleve Murphy, Sunday Service; and Jane and Steve Wright, Noland Night Banquet.

# **VIRGINIA SOCIETY, AIA 1985 CONVENTION PROGRAM SCHEDULE** Omni International Hotel, Norfolk, Va.

## **FRIDAY-SEPTEMBER 27, 1985**

12:00 noon - 6:00 p.m.	Registration
1:00 p.m. - 2:00 p.m.	Committee Meetings
2:00 p.m. - 5:00 p.m.	Board Meeting
6:00 p.m. - 10:00 p.m.	Reception, "American Rover" Cruise
8:00 p.m. - 11:00 p.m.	Exhibitor setup

## **SATURDAY-SEPTEMBER 28, 1985**

7:00 a.m. - 10:00 a.m.	Exhibitor setup
8:00 a.m. - 5:00 p.m.	Registration
8:00 a.m. - 9:00 a.m.	Breakfast Business Meeting
9:00 a.m. - 9:30 a.m.	Opening Session - "Excellence in Architecture"
9:30 a.m. - 10:30 a.m.	General Session - "Excellence in Management"
	The Coxie Group
10:00 a.m. - 7:00 p.m.	Exhibits Open
10:30 a.m. - 11:00 a.m.	Coffee Break
11:00 a.m. - 12:00 noon	General Session - "Excellence in Management"
	The Coxie Group
12:00 noon - 1:15 p.m.	Lunch
1:15 p.m. - 1:45 p.m.	General Session
2:00 p.m. - 3:00 p.m.	Seminars - "Excellence in Design"
3:00 p.m. - 3:30 p.m.	Coffee Break
3:30 p.m. - 4:30 p.m.	Seminars - "Excellence in Design"
4:30 p.m. - 7:00 p.m.	Exhibit Activities
6:00 p.m. - 7:00 p.m.	Cocktails
7:00 p.m. - 8:00 p.m.	Noland Awards Dinner
8:00 p.m. - 10:00 p.m.	Program & Awards

## **SUNDAY-SEPTEMBER 29, 1985**

9:00 a.m. - 10:00 a.m.	Breakfast with Speaker
9:00 a.m. - 12:00 noon	Exhibits Open
10:00 a.m. - 10:30 a.m.	Coffee Break
10:30 a.m. - 11:30 a.m.	General Session Wrap-up
12:00 noon - 4:00 p.m.	Exhibitor takedown

*Note: This is a preliminary schedule and is subject to change.*



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# VIRGINIA SOCIETY AIA NEWS

*Welcome Lynn Hudson*

## New Executive Vice President Named by VSAIA

The Virginia Society of the American Institute of Architects has a new Executive Vice President on board. Mrs. Lynn Goodwin Hudson was confirmed by the Board of the Virginia Society of the American Institute of Architects unanimously on May 17. She assumed her new position officially July 1.

Lynn comes to the Society with a wide background in legislative liaison, public relations, public administration, management development and building regulation work. She has also had experience in fundraising for non-profit organizations and statewide political campaign work.

Lynn has left the Virginia Department of Housing and Community Development (DHCD) after serving as the Assistant to the Director for almost six years. Her responsibilities there included troubleshooting in various administrative, budgetary and programmatic areas, particularly in new program start-ups. The Department of Housing and Community Development is responsible for assisting local governments with local planning and zoning, housing related concerns, downtown revitalization and distributing federal funds and allocations to qualifying localities and organizations. The Board of DHCD is responsible for promulgating the Uniform Statewide Building Code, the Public Building Safety Law, and various other structural-safety and energy conscious related laws and programs.

Prior to her work with the Department, Lynn served as support staff at the Cabinet level to the Secretary of Commerce and Resources. Her work there focused on but was not limited to an economic and environmentally conscious program related to the presentation of the coastal areas of Virginia. Having worked as the only Aide to a senior State Senator in 1976, and as General Office Manager in a state-wide political campaign in 1977, she was already indoctrinated to the hard work and intricacies of Virginia state politics.

Following her move to DHCD in 1979, she was called upon frequently by the new administration to conduct special projects for Secretary Betty J. Diener and the Governor's office. "My work at the cabinet level, with the legislature, and the department has given me a unique perspective of the inner workings of state government as a whole," she stated in a recent interview. "Combined with my campaign and fundraising experience, I've been very fortunate in acquiring a well-rounded, practical, work-related education."

Her practical work experience is supported by a B.A. in Psychology from Westhampton College,

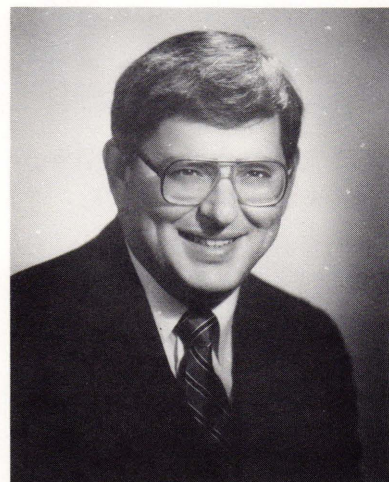


MRS. LYNN GOODWIN HUDSON  
Executive Vice President, VSAIA  
Photo by Huffman Studio

with related work in political science and the "hard sciences," required by the completion of an undergraduate pre-med course load. Her undergraduate education is pragmatically supplemented by the near-completion of a 51-hour Masters in Business Administration degree from the University of Richmond. "I started the program in 1980 by taking night classes," she explained. "Being a Psychology major, I had to start from the bottom and work up. I have three courses left, following the one I'm currently completing, and my fingers are crossed until I finish the last one!"

What does VSAIA's new Executive Vice President do when she's not working or studying? Taking care of a husband, a fourteen year old teenage daughter, and a two year old dog who still thinks he's a puppy takes up most of the slack time left. "There never seem to be enough hours in the day," Lynn laughed. "But then, everyone goes through that periodically." Outside recreational activities include racing the family sailboat and relaxing to classical music.

What can she offer to the Society? "Enthusiasm, tempered with seasoned experience" was the response. "This field has always fascinated me, but I've never had the opportunity to break into it. As Executive Vice President of VSAIA, I can take my academic and work experience, apply them to the needs of the Society and both of us will grow in the process," she concluded. "I'm looking forward to the experience."



Robert E. Washington, FAIA

## Architect Advanced to AIA College of Fellows

Robert E. Washington, Chairman of Washington Associates, Inc., Norfolk/Richmond, has been advanced to the College of Fellows of the American Institute of Architects.

Fellowship is a lifetime honor bestowed for notable contributions to the profession of architecture. Washington, along with 84 other Fellows, was invested on Monday, June 10, at the 1985 AIA National Convention in San Francisco.

Washington, a graduate of Clemson University and head of Washington Associates, Inc., has combined his architectural career with community service. He served twelve years as a Delegate to the Virginia General Assembly where he established himself as a leader on issues involving the natural and built environment. Washington served as an officer of the State-Federal Assembly of the National Conference of State Legislatures and chaired the Committee on Community Development and Transportation. In addition to his legislative career, he has been involved in an array of civic, political and professional affairs. He has served as a liaison with Members of Congress; a member of state, district and local political committees; and as an officer and president of his community civic league.

Washington and his brother formed the Norfolk based architectural firm of Washington Associates, Inc., in 1966 and opened an office in Richmond in 1984. He has received numerous awards and recognitions from the local and state chapters of AIA, as well as various organizations throughout Virginia.



## COMPETITIONS AND AWARDS



### Two VSAIA Members Receive Governor's Energy Awards

Two members of the Virginia Society, AIA, Lawrence Cook AIA of Falls Church (above left with Governor Robb) and John G. Lewis Jr., AIA of Richmond (above right with Governor Robb), won the Governor's Energy Award this year.

Both architects were recognized for their firms' creative passive solar designs of many buildings during the past several years.

The Awards were presented by Governor Charles S. Robb at a ceremony in the Governor's Office on June 20, 1985.



Cook and Lewis were among five statewide winners of the second annual Governor's Energy Award program which is sponsored by the Commonwealth's Division of Energy in cooperation with the U. S. Department of Energy. The three other winners were Robert Neismith P.E., One Design Inc., and Atlas Import Parts.

The program seeks creative contributions to solving the energy crisis through energy-efficient innovation in conservation and renewable resource technology, with special emphasis on transferability of technology.

Winning projects from Virginia and other states will be submitted to the Department of Energy for National recognition.

### LA/AIA Associates Announce 'Real Problems' Competition

The Associates of the Los Angeles Chapter, American Institute of Architects (LA/AIA), invite younger members of the architecture profession to enter "Real Problems," the first in a series of annual competitions focusing on topical design issues. The subject of this year's competition is one whose explosive growth has caused concern among both architects and planners—the convenience center. The project is hypothetical but the site is a real one in downtown Hollywood.

Convenience centers are beginning to dominate traditional commercial boulevards in many cities like Los Angeles. They generally consist of a string of lease spaces, constructed as cheaply as possible with no reference to context. The high priority set on quick and easy access by car means that the parking lot is located on the street. Entries will be judged on how well they acknowledge business realities while at the same time employing economical materials to make an appropriate architectural statement, and manipulating the site design to encourage street life—both in the car and on foot.

"Real Problems" is open to architects and interns, or teams including architects and interns. All participants must have completed undergraduate or graduate studies within the last 10 years.

There will be three cash awards—\$500 for first prize, \$250 for second, and \$250 for third—and the jury will select a number of projects for honorable mention. All these entries will be featured in LA ARCHITECT, the LA/AIA newspaper, and included in "Real Problems: Convenience Centers," an exhibition planned for the California Museum of Science and Industry, Los Angeles.

The jury has been selected for its familiarity with the area and building type, and to reflect the different parties involved in the development process. It includes Craig Hodgetts, principal, Hodgetts and Fung Design Assoc.; Jay Nickels, AIA, Reibsam Nickels & Rex Arch.; Fran Offenhausser, AIA, architect and planner, Gruen Assoc.; John Pastier, senior editor, *Arts and Architecture* magazine; and Larry Worchel, developer; as well as Richard Bruckner, planner, Los Angeles Community Redevelopment Agency. All the members of the jury are from Los Angeles.

The entry fee is \$15. Upon receipt of the fee, applicant will be mailed complete entry information, including the program. The deadline to return entry fee is September 3, and entries are due November 15. The jury will make its decisions during the first week of December and the winners will be announced at an awards event later that month. Send check or money order, payable to LA/AIA Associates, to "Real Problems," LA/AIA, 8687 Melrose Avenue, #M-72, Los Angeles, CA 90069, (213) 659-2282.

# HEYWARD

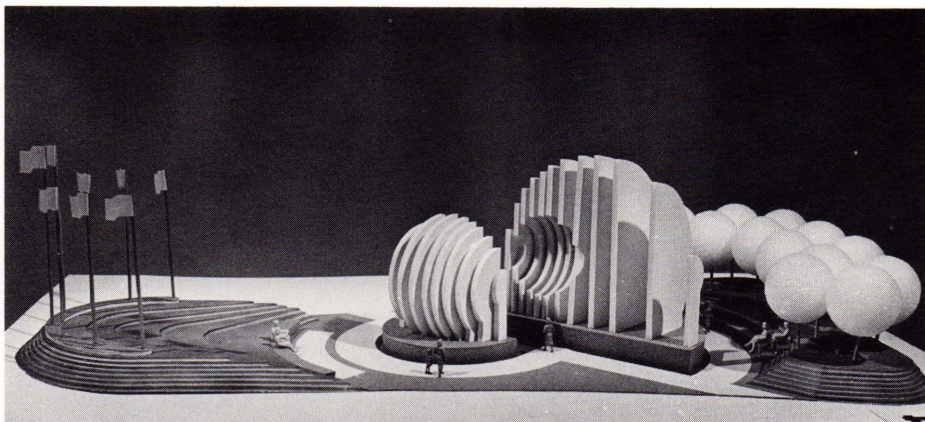
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## Virginia Beach Firm Wins Veterans Memorial Competition

Talbot & Associates, Ltd., architects, engineers, surveyors, planners, and landscape architects, was awarded first place among 21 entries in a competition for design of a Veterans Memorial in Virginia Beach.

The Virginia Beach Veterans Memorial Committee, comprised of veterans organizations from throughout the Tidewater area, organized the competition and is receiving contributions from citizens, businesses, professional organizations, clubs, etc. for the construction of the Memorial. Construction is to be completed by October 11th of this year to permit an unveiling on Veterans Day, November 11, 1985. First place included a \$1,000 cash prize to the winning designer and commission as project architect for the Memorial.


The Committee was seeking a design that will be recognized throughout the Nation as a living tribute to the many military veterans of the area. Three themes for the Memorial were developed, and entrants were asked to incorporate these themes in their design. The winning design, as

explained by Joseph A. Miller, the project architect, reflects these themes in a very unique and dramatic effect. The spherical forms at the focal point of the site, which will be constructed of white concrete panels reaching 35 feet in height, reflect the theme "A World Divided by War." The cut-out void in the spherical shapes symbolizes the part of the world that is lost when war takes place. The spherical forms will sit in a pool that will overflow a small base around the Memorial, creating a waterfall. The water element is the one unifying factor to reflect the theme "An Effort to Bring All People Together." The constantly moving waterfall also symbolizes the turmoil of war. The wall of flags at the front of the site symbolizes the protection and "The Service Given By the Veterans."

The City Council of Virginia Beach has dedicated 6,500 square feet of land for the Memorial across from the main entrance to the Pavilion on 19th Street. This beautiful grassy site will become the focal point in future years for many veteran and patriotic events for the entire Tidewater area.

## Richmond Firm Commended By City Agency


DePasquale & Associates, a Richmond architectural firm, has been selected by the City of Richmond Urban Design Committee to receive a Commendation for the design of Firehouse 14/6, a Richmond Fire Bureau Station at Hawthorne Avenue and Brookland Park Boulevard. The project, completed in 1983, had previously been selected for an Honor Award by the Virginia Society of the American Institute of Architects.



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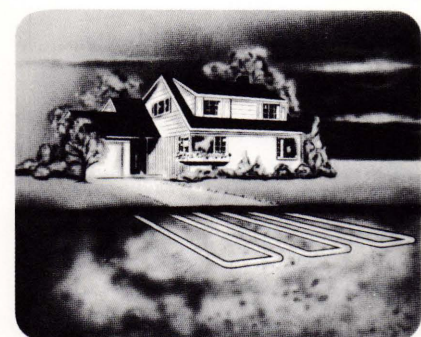
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### A Glance at the Past—The Challenge of the Future

Remarks made by R. Randall Vosbeck, FAIA, at the 10th Anniversary celebration of the Northern Virginia Chapter, AIA.

On June 13, 1975, 143 architects met at the Brick Institute of America headquarters in McLean, Virginia, to conduct the official organizational meeting of the Northern Virginia Chapter of the American Institute of Architects. Culminating many years of dedicated service by its founders, the creation of the Northern Virginia Chapter has had a significant impact on the profession in Virginia. In particular, it helped lead the way for the establishment of the Virginia Society, AIA and other AIA Chapters in the state—a system of professional organizations that have grown in strength and influence over the years—achievements in which every member can take justified pride.

In light of this significant milestone, it is interesting to reflect on what has happened to the profession of architecture over the past decade and to examine the influence of these events on the future.

And where were we as a profession in the early 1970s? We were well blessed as Architects in Northern Virginia—and were still enjoying the construction boom of the '60s—but trouble was on the horizon in the form of a construction recession. In those days, as many of you know, we had fee schedules, a very strict code of ethics, very little in the way of marketing, a ban on advertising and a ban on contracting. The work seemed to come in fairly easy, and there was very little innovation in design and production and management techniques; and who ever

heard of computers in architecture in those days! Certainly not many.

Well things have certainly changed and I think in this past decade we have experienced a revolution in the whole technology of practice and in our approach to design. And these past 10 years have been trying ones, in many respects, for our profession. We've gone through two serious construction recessions. Fees seem to be getting lower and lower; competition has certainly intensified, not only among ourselves, but with outside sources of the package builders, turn-key developers and the like.

Salaries and compensation, particularly for young architects recently out of school have reached the deplorable stage. One of the most distressing things to me is that we seem to have lost the leadership role in the design-construct process. The developer, financier and/or contractor seems to have emerged as the group that most owners go to first—and rely upon for advice and direction. Have we abdicated this leadership because we have refused to come down from our ivory towers and deal with the issues of today and tomorrow, with schedules, budgets, economics, and management techniques? Perhaps . . .

As I recently examined some financial and economic statistics of the construction industry, it became apparent as to what is causing some of our problems and why we need to change dra-

matically in the coming decade. Statistics show that there has been a definite erosion of the economic base of buildings in America. Construction of buildings is, from an economical point of view, much less important to the nation today than it was 10 or 15 years ago.

It is very clear that building, even including reconstruction and rehabilitation is a shrinking share of the nation's economic activity when measured in relationship to the nation's gross national product. Non-residential building capital investment by American business and by governments has persistently declined over the last decade. This, of course, is the activity of particular interest to the architectural/engineering profession. The share of private, non-residential business investment allocated to structures peaked at about 45% in the late '60s, declined to about 30% by 1980, and is still headed downward.

As we examine the makeup of the business investment we find it has been shifting gradually over the past decade from *structures* to *equipment*; and as capital scarcity continues world-wide over the rest of the '80s and into the '90s, the fraction of private non-residential investment going to structures is unlikely to turn around. Equipment will continue to take a bigger and bigger portion of the business investment.

What are the causes of the subtle but sustained movement away from a building investment and towards equipment? This, of course, is difficult to analyze, but inflation which favors short-term investing for *equipment* over long-term investment for *structures* is, perhaps, one reason. Another is the tax policy which allows for faster depreciation of equipment. And there are probably many other reasons. This investment trend toward equipment at the expense of structures also may be a result of the U.S. economy's metamorphosis from heavy industry and goods production to an emphasis on high-technology and services.

Equipment sales reps, increasingly provide evidence of enhanced productivity that will follow a new equipment installation. Unfortunately, data on the contribution of the built environment to productivity is not commonly available. There is little wonder, then, that executives in business and government are choosing the promise of enhanced productivity through equipment over the undocumented advantages of investing in a new or re-built structure.

These trends certainly are somewhat discouraging to our profession of architecture. So what should be our response to these trends—and what should architects do to try in the next 15 years of this century, to expand their practices and the influence of architecture? What we need, is to band together as never before. We need organizations like the Northern Virginia Chapter, the Virginia Society, and the National AIA. We need to become aggressive in our communities and relate directly to our elected representatives at local, state and national levels when decisions are being made that will influ-

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All of us who play a large part in the look and function of the built environment cannot take a passive stance. And, obviously, we need to continue the expansion of production and management techniques that will keep us in pace with this high-technology age that is now upon us. And, certainly, we must find ways to use our skills differently in this environment of buildings being a shrinking share of the nation's economic activity.

For example, we must develop ways to become more of a part of the total life cycle of a building. For a building with a normal life of 40 years, initial design and construction costs amount to only about 10 to 15% of the total life cycle costs of the building. So we need to develop methodologies to stay with the building during its life, so we can share in the remaining 85 to 90%. And we need to develop systematic and reliable knowledge about design and the use of the built environment in relation to productivity.

Yes, receipts for architectural design and consulting services are a shrinking share of a shrinking market. But we are a great profession that I know can meet the challenge. I know most of you share my love for this profession—and as long as we can continue to exercise care—and concern for our society and our environment, within the framework of this high-tech era we are now in, and with better design and management techniques than we have ever even considered in the past, we will survive, and flourish as a profession.

We may not recognize it as being anything like the way we were when the Northern Virginia Chapter was formed in 1975, but the basic and underlying objectives and motivations will still be there. By that I mean I know Architects will continue to serve society by providing a functional and beautiful built environment, that is responsive to the times and to the needs of society—and not just to our own whims.

We would all do well to be reminded of Frank Lloyd Wright's observation about the real source of our creativity, about the real meaning of our role as architects. He said, "A civilization is only a way of life. A culture is the way of making that way of life beautiful. Culture is your office here in America and as no stream can rise higher than its source, so you can give no more or better to architecture than you are. Why not go to work on yourselves, to make yourselves, in quality, what you would have your buildings be."

So, let's go forward, improving ourselves, and we can continue to play a vital role in our profession and society.

**ABOUT THE AUTHOR:** R. Randall Vosbeck, FAIA, is a principal in the Alexandria-based architectural firm, VVKR Incorporated. Vosbeck served as president of the American Institute of Architects in 1981. The Virginia Society, AIA, bestowed its highest honor, the Noland Award, on Vosbeck in 1983.

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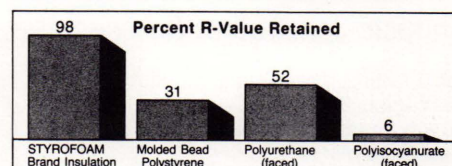
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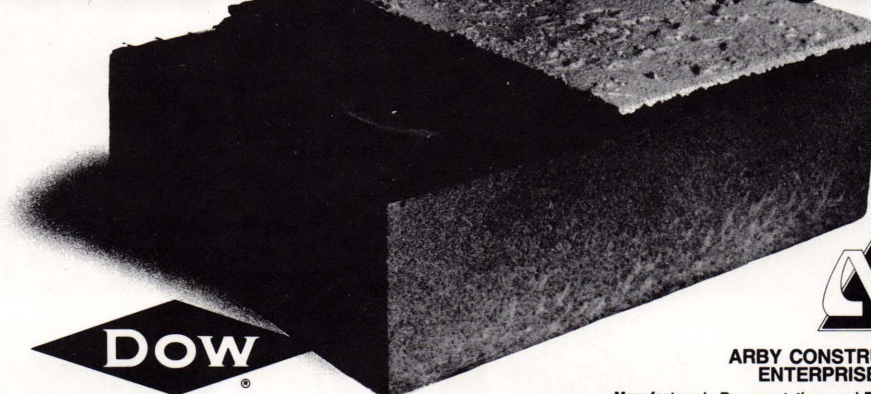
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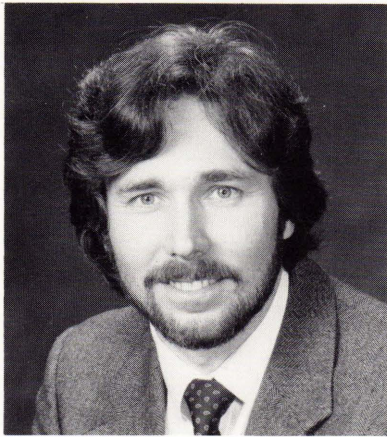


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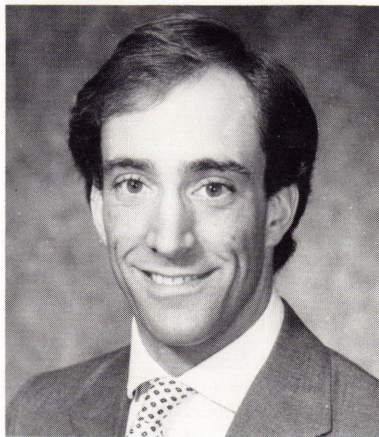
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## PERSONNEL AND OFFICE ACTIVITIES



James D. Collins



David W. Kent

### Architects Join Talbot & Associates, Ltd.

James D. Collins recently joined Talbot & Associates' Virginia Beach office as a project designer. He was formerly with a Norfolk architectural firm and has 8 years of architectural experience. Collins has been assigned as Project Architect for the design of a new car dealership facility in Newport News.

David W. Kent has joined Talbot's Newport News office staff as a project architect. Kent, a 1982 graduate of VPI&SU, was previously employed as project manager/project architect with a local architectural firm and is an Associate of the American Institute of Architects.

### Alexandria Firm Relocates

Donald, Lemay & Page, Architects-Planners, have announced the relocation of their offices to The Parkway Building, 1201 East Abingdon Drive — Suite 200, Alexandria, Virginia 22314.

The principals of the firm are James C. D. Donald, AIA, Michael F. Lemay, AIA, and Walter S. Page, AIA.

### Evans Hudson Vlattas Open New Offices

Evans Hudson Vlattas Architects, Inc., Planners, Architects, and Interior Designers, have opened new offices in the recently renovated Atlantic Building at 120 Atlantic Street, Norfolk.

The 15 person firm, established in Hampton in 1977, is currently involved in the design of the Hilltop East Shopping Center expansion in Virginia Beach; Southall Landings on the Bay, con-

### Rivin Promoted

Richard A. Rivin, AIA, has been promoted to Vice President and Director of Architecture of MMM Design Group, an international architectural, engineering, and planning firm based in Norfolk. In his new position, Mr. Rivin will be responsible for all design, administration, and technical activities of the Architectural Department of the Norfolk office.

MMM Design Group, one of the largest architectural/engineering firms in the state of Virginia, provides design services throughout the mid-Atlantic regions of the U.S. and abroad.

Mr. Rivin is a native of Portsmouth. He received both Bachelor and Master of Architecture degrees from Harvard University. Mr. Rivin is a member of the American Institute of Architects, the Construction Specifications Institute, and the National Trust for the Historic Preservation. He is past president of the Portsmouth Chapter of the Virginia Museum, past treasurer of the Advisory Board of the Chrysler Museum, and is currently President of the Norfolk Chamber Consort.

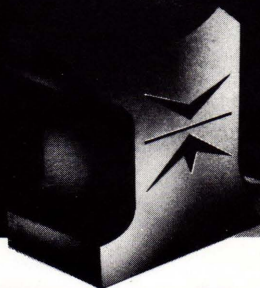
dominiums and yacht club in Hampton; and a multi-million dollar highly technical laboratory complex for the U.S. Navy at the Yorktown Naval Weapons Station.

Evans Hudson Vlattas utilizes a sophisticated computer aided design system on all projects to speed the delivery of completed drawings and provide comprehensive space planning and land planning services.

The firm decided to locate in Norfolk to better service its Hampton Roads regional client base.

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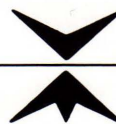
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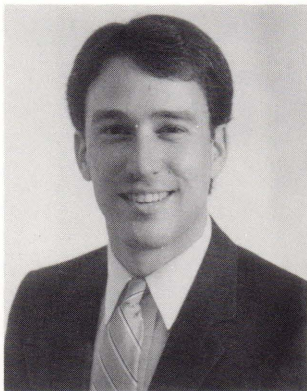
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John W. Dreiling, AIA



Brandon Currence

## Virginia Beach Firms Merge

Thad A. Broom and William L. Freed have merged their architectural firms to form Broom and Freed, P.C., Architects, Land Planners and Construction Managers.

The new firm, presently located at 4987 Cleveland Street in Virginia Beach, will specialize in master planning, facility planning and design and construction management for governmental and commercial complexes. In addition, Mr. Freed will continue his association with Thomas Sharpnack as a general contractor for commercial projects.

## Changes in Williamsburg Firm

John W. Dreiling, AIA has been promoted to the position of Associate with Magoon/Guernsey Architects in Williamsburg. Mr. Dreiling has worked in the firm since its inception in the fall of 1983. Previously, he worked with Roger S. Guernsey, AIA, and Abbott Associates, both of Williamsburg.

After graduation from Blacksburg High School in 1975, Mr. Dreiling attended Virginia Polytechnic Institute and State University. In 1980 he graduated with a Bachelor of Architecture.

Mr. Dreiling is a registered Architect in Virginia and is on the Board of Directors of the Tidewater Virginia Chapter/American Institute of Architects.

### CURRENCE JOINS FIRM

Brandon Currence, of Raleigh, N.C., has joined the firm as a project architect. Mr. Currence is a graduate of the School of Design at North Carolina State University. He received a Bachelor's degree there in 1976 and his Master of Architecture degree this May. He is the 1985 recipient of the Walter Hook Book Award for Creative Application of Technology in Architecture.

Prior to returning to N.C. State in 1983, he was a construction superintendent for a general contractor in Raleigh, N.C. and a project manager for an architectural firm in Virginia Beach. He has completed the 1985 Architect Registration Examination.

Mr. Currence is married to the former Nancy M. Scouse, daughter of Mr. and Mrs. Robert E. Scouse of Williamsburg.

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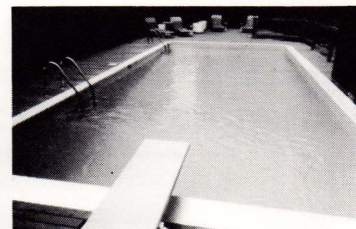
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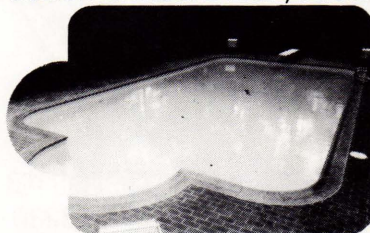
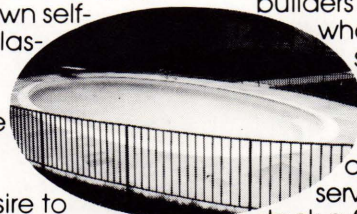
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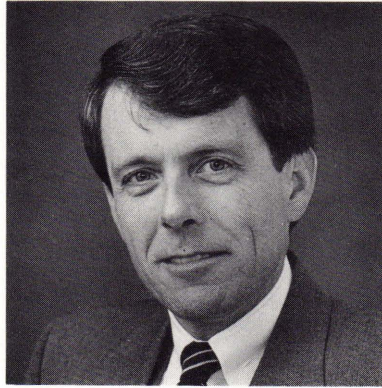
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## Skunda Named Principal With Dewberry & Davis

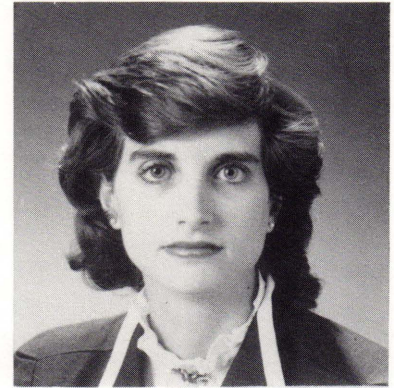
Robert T. Skunda, AICP, has been named a Principal with Dewberry & Davis, an engineering/architecture firm headquartered in Fairfax, Va. Mr. Skunda, who has been with the firm since 1979, is the Director of Marketing, responsible for firmwide coordination of marketing efforts, both domestic and abroad; long-range market planning; project management; and client liaison.

Mr. Skunda is active in numerous local business and community organizations and was recently appointed to the Board of Directors of the Fairfax County Chamber of Commerce. He has been a member of the Transportation Committee for that organization and serves as Chairman of the Transportation Information Sub-committee. He was the Executive Producer of the Chamber's recently-produced video information program, "Roads: A Number One Issue," which was prepared to promote a broader understanding of the transportation issues facing the Northern Virginia area. In addition, Mr. Skunda is a Director of the Reston Board of Commerce. He is a member of the Greater Washington Board of Trade, the American Institute of Certified Planners, and the Society for Marketing Professional Services. He holds a Bachelor of Architecture Degree and a Masters in Urban Planning, both from the University of Michigan.



Robert T. Skunda

Dewberry & Davis is noted for its involvement with numerous projects located throughout the metropolitan Washington area. Examples include the Dulles Access Toll Road, Burke Centre, Fair Oaks Shopping Center, Montgomery Village, the Filene Center, First American Bank at Tysons Corner and sections of the Washington METRO system. Dewberry & Davis employs over 800 professional and technical personnel in the fields of engineering, architecture, planning, and surveying. The firm maintains offices in Virginia, Maryland, North Carolina, and Tennessee; and is currently the 14th largest engineering/architecture firm in the U.S., according to *Building Design & Construction* magazine.



Kathy A. Eger

## Dills • Ainscough • Duff Names Marketing Coordinator

Daniel C. Dills, of Dills • Ainscough • Duff Partnership, architects, interior designers, and planners, Virginia Beach, recently announced the appointment of Kathy A. Eger to the position of marketing coordinator for the firm. Her responsibilities will include initiating a new marketing program and public relations.

Ms. Eger was previously customer service manager with People Express Airlines. She is a member of the American Business Women's Association.

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## Falls Church Firm Names Associate

Gauthier, Alvarado and Associates, Falls Church, announces that Clinton K. Good, AIA, has been named an associate.

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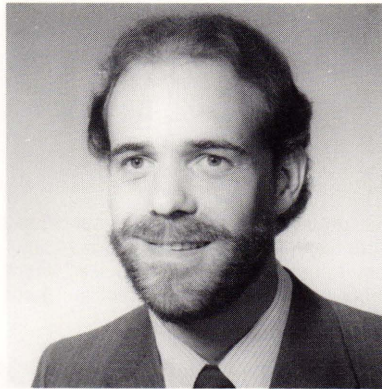


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Margaret G. Chewning



Salvatore R. Lemole, Jr.

## Chewning and Lemole Join Washington Associates

Robert E. Washington, Chairman of Washington Associates, Inc., Norfolk, has announced the addition of Margaret G. Chewning and Salvatore R. Lemole, Jr. to the architectural firm.

Ms. Chewning, a Certified Construction Specialist (C.S.S.), comes to Washington Associates after more than 10 years in the profession. She has held previous positions with other architectural firms, construction firms and the govern-

ment. A resident of Virginia Beach, Ms. Chewning attended Old Dominion University where she received her Cost Estimating Certificate.

Mr. Lemole joins the firm, having previously attended the University of Maryland and the University of Detroit. He has prior experience working with construction administration and drafting for local and regional projects.

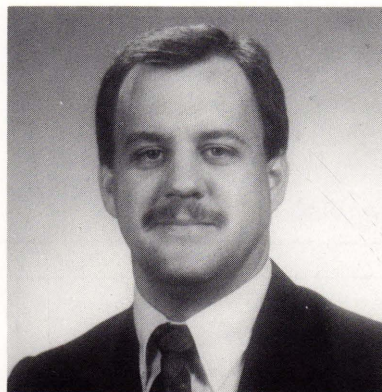
Washington Associates, Inc. was founded in 1966 and currently maintains offices in Norfolk and Richmond.

## Lifsey Joins CEGG

Emmett W. Lifsey has joined The CEGG Partnership architectural department. The CEGG Partnership is a multi-disciplined architectural/engineering firm with offices located in Corporate Center Two in Virginia Beach.

Lifsey holds a Bachelor of Architecture degree from Virginia Polytechnic Institute and State University. He was previously employed by the architectural firms of Hanbury and Company, P.C. and the Virginia Beach office of Hayes, Seay, Mattern and Mattern.

Mr. Lifsey's experience includes design for health care facilities, housing, commercial, institutional, and government projects.



Emmett W. Lifsey

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## INFORMATION AND SERVICES

### Spec Evaluation Service for Designers

Owens-Corning Fiberglas Corporation has begun a specification evaluation service for architects that can help them update their thermal and acoustical insulation specs for non-residential construction.

"The need to review and upgrade specifications continually for compliance to new design and building code standards puts specifiers in a real time bind," says William D. Waterston, AIA and supervisor of Owens-Corning's technical services group for commercial insulation.

"Since Owens-Corning is actively involved on all levels—federal, state, local—in updating standards from an insulation technology standpoint, we can help specifiers save time."

At no expense to the participants, Owens-Corning will review their specs, without regard to product brand, to determine:

- If up-to-date technical information is being used;
- If federal specification reference numbers are correct;
- If ASTM reference standards are up-to-date;

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The evaluation process takes 8 to 10 weeks. Types of spec sections reviewed include:

- Insulation—batt, blanket and board insulation and loose-fill insulation;
- Masonry—insulation integral to masonry construction;
- Carpentry—insulation sheathing, such as rigid foam insulation;
- Lath and plaster—acoustical insulation specified within this section;
- Gypsum board—acoustical insulation specified within this section;
- Acoustical treatment—sound barrier boards and blankets.

For more information about this new service, contact Mr. Waterston, Owens-Corning Fiberglas Corp., Fiberglas Tower, Toledo, Ohio 43659 (419) 248-7745.

## A New Reference For the Building Industry

PacTel Publishing has termed as "excellent" the response to a new "specifying and buying" directory for the building industry.

Called MASTERGUIDE, the directory has been distributed to more than 113,000 architects, construction engineers and building contractors nationwide, according to Siegfried Fischer, Publisher and Director of Sales of PacTel Publishing.

MASTERGUIDE, The Official Specifying and Buying Directory of The American Institute of Architects, is a compact, comprehensive guide to United States building products and services. It is printed in five regional editions, allowing users to locate national, regional and local suppliers.

Each edition offers over 500 pages of building product and service information, organized according to the industry standard coding system, CSI Masterformat. More than 70,000 manufacturers and distributors are listed within the 1985 volumes. No larger than a phone directory, each regional edition serves as a desk top reference.

MASTERGUIDE is published jointly by The American Institute of Architects Service Corporation and PacTel Publishing. PacTel Publishing is a wholly owned subsidiary of Pacific Telesis Group, the western regional telecommunications holding company headquartered in San Francisco.

James Cramer, President and Chief Executive Officer of the AIA Service Corporation, which is known for its contribution to industry publishing, describes the new directory as "a complement to existing references, filling the gap between catalog books and trade publications. MASTERGUIDE offers concise information that can be rapidly accessed. The AIA is proud to produce this directory in response to contemporary specifying needs."

Fischer said the design of the directory resulted essentially from extensive market research.

Each regional edition of MASTERGUIDE costs \$29.95 and is available through the AIA Bookstore in Washington D.C. or the Walnut Creek, California office of PacTel Publishing.

MASTERGUIDE's toll-free ordering number is 800-874-7717, extension #83. In California, dial 800-831-6900, extension #83.

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## LETTERS

Executive Editor  
*Virginia Record*

Dear Mr. Young:  
I was impressed by the article in the recent issue of *Virginia Record* entitled "Architect and Builder Influence on Provision of Housing for Disabled." [Article by Cecelia F. Pettis, March/April 1985 issue.]

I have shared this article with my staff and the members of the Board of Housing and Community Development.

Keep up the good work!

Sincerely,  
Neal J. Barber  
Acting Director  
Commonwealth of Virginia  
Department of Housing and  
Community Development

Executive Editor  
*Virginia Record*

Love your publication.

BRILLIANT piece. [Architectonica—"Housing by the Bard"—by Eason Cross, Jr., FAIA, May/June 1985 issue.] Is this the first time and only place it has appeared? Copyright it! Submit it to AIA Journal or Architectural Record, or Reader's Digest, or somebody!

Sally F. Murray  
Account Executive  
Ad Design Ltd., Warrenton

*Ed. Note: Thanks, in both cases, for the kind words. We've passed them on to the respective authors and we're sure they, too, appreciate your taking the time to write.*

## CORRECTIONS

**MARCH/APRIL ISSUE**  
In our coverage of the ALM Headquarters project the name of the owner/developer was inadvertently omitted. EDWARD CARR AND ASSOCIATES of Annandale was Owner/Developer for the project.

Also in the March/April issue, the name of one of Tidewater Virginia Chapter's New Members, on page 19, was misspelled. The correct spelling is JAN F. MICHNIEWICZ, Associate.

**MAY/JUNE ISSUE**  
Two of the subcontractors on Riverrun Phase One/Merion Greene were not included. They are: SALEM M. EWAYS, INC. of Charlottesville, the carpeting contractor; and VIRGINIA INSULATION CORPORATION, also of Charlottesville, for building insulation and Dryvit exterior insulation and finish system.

Our apologies . . . ED.

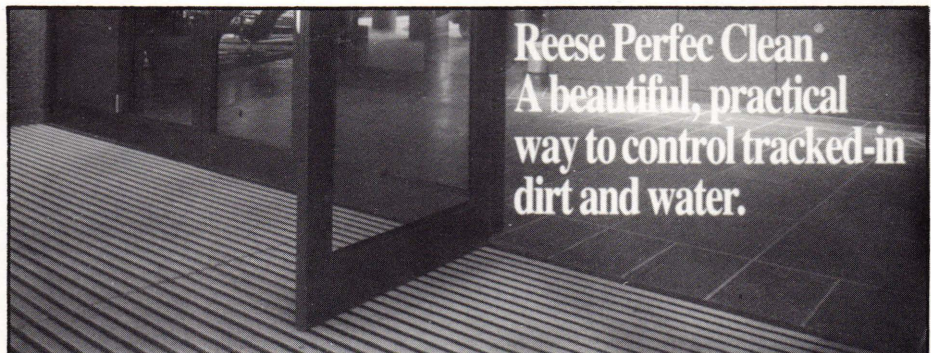
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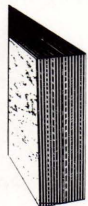


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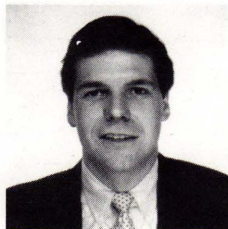
# NEW MEMBERS

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LOUISE EFIRD ANDREWS, AIA  
Tidewater Virginia Chapter  
Self-employed, Norfolk



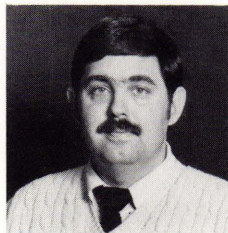
TIMOTHY E. JOHNSON, Associate  
James River Chapter  
With Philip Morris USA,  
Richmond



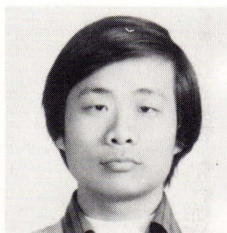
RUSSELL H. CARLOCK, AIA  
Tidewater Virginia Chapter  
With Forrest Coile Associates, P.C.,  
Virginia Beach



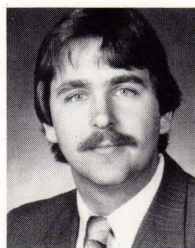
DAVID R. JONES, JR., AIA  
Blue Ridge Chapter  
With Rogers & Reynolds, Architects, Inc.,  
Blacksburg



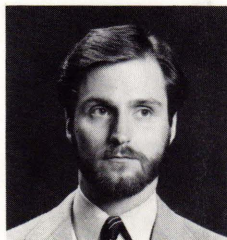
CHARLES CHAIN CHANG, AIA  
Tidewater Virginia Chapter  
With MMM Design Group,  
Norfolk



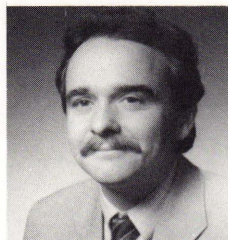
STEVEN R. KNIGHT, AIA  
Tidewater Virginia Chapter  
With Waller, Todd & Sadler, Architects,  
Virginia Beach



R. WILTON DEYERLE, JR., Associate  
James River Chapter  
With Virginia Power-Electric Utility,  
Richmond



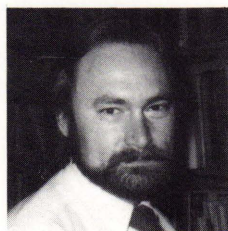
EARL WAYNE MORTIMER, AIA  
Tidewater Virginia Chapter  
With Wyant Associates,  
Norfolk



SUSAN GAYLE HAUPT, Associate  
James River Chapter  
With Hardwicke & Johnson, Architects,  
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Northern Va. (703) 435-1400/Newport News, Va. (804) 874-4455/Norfolk, Va. (804) 625-1472. Home Office: P.O. Box 29682, Richmond, Va. 23229



# Freedlander, Inc.

## Ernie Rose, Inc.—Architects

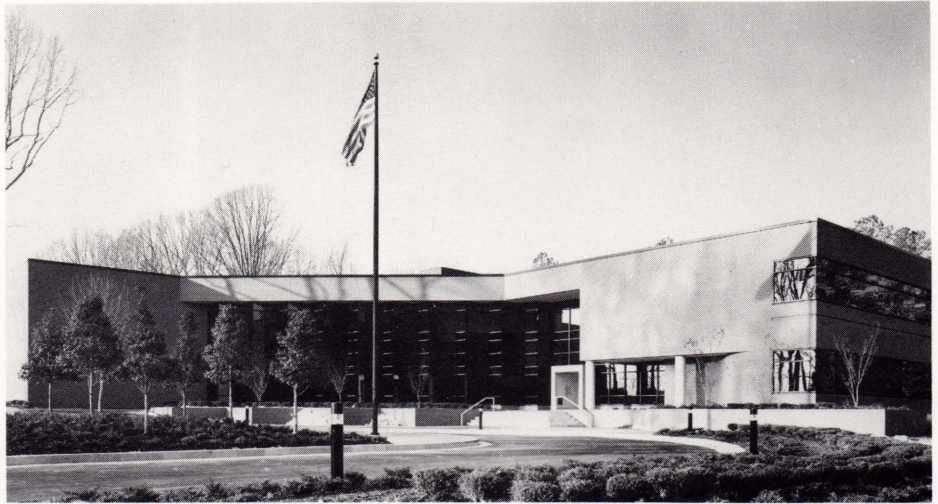
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**Headquarters Facility • Location: Innsbrook  
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**Project Designer, Mark Larson • Structural  
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Engineer, J. K. Timmons & Associates, Inc. •  
Landscape Architect, Higgins Associates, Inc. •  
Laboratory, Froehling & Robertson, Inc. •  
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Co. • Mechanical Design/Build, Colonial  
Mechanical Corp. • General Contractor,  
Kjellstrom and Lee, Inc. • Photography,  
Whitney Cox.**







When Freedlander Financial Corp. moved to the Innsbrook Office Park in western Henrico County, a prime goal was to create office space flexible enough for the rapidly growing company. The move entailed a jump in office space from 8,000 square feet to 30,000 square feet.

In addition, the company wanted their new building to project a more contemporary image while preserving much of the heavily wooded area on the western quarter of the site.

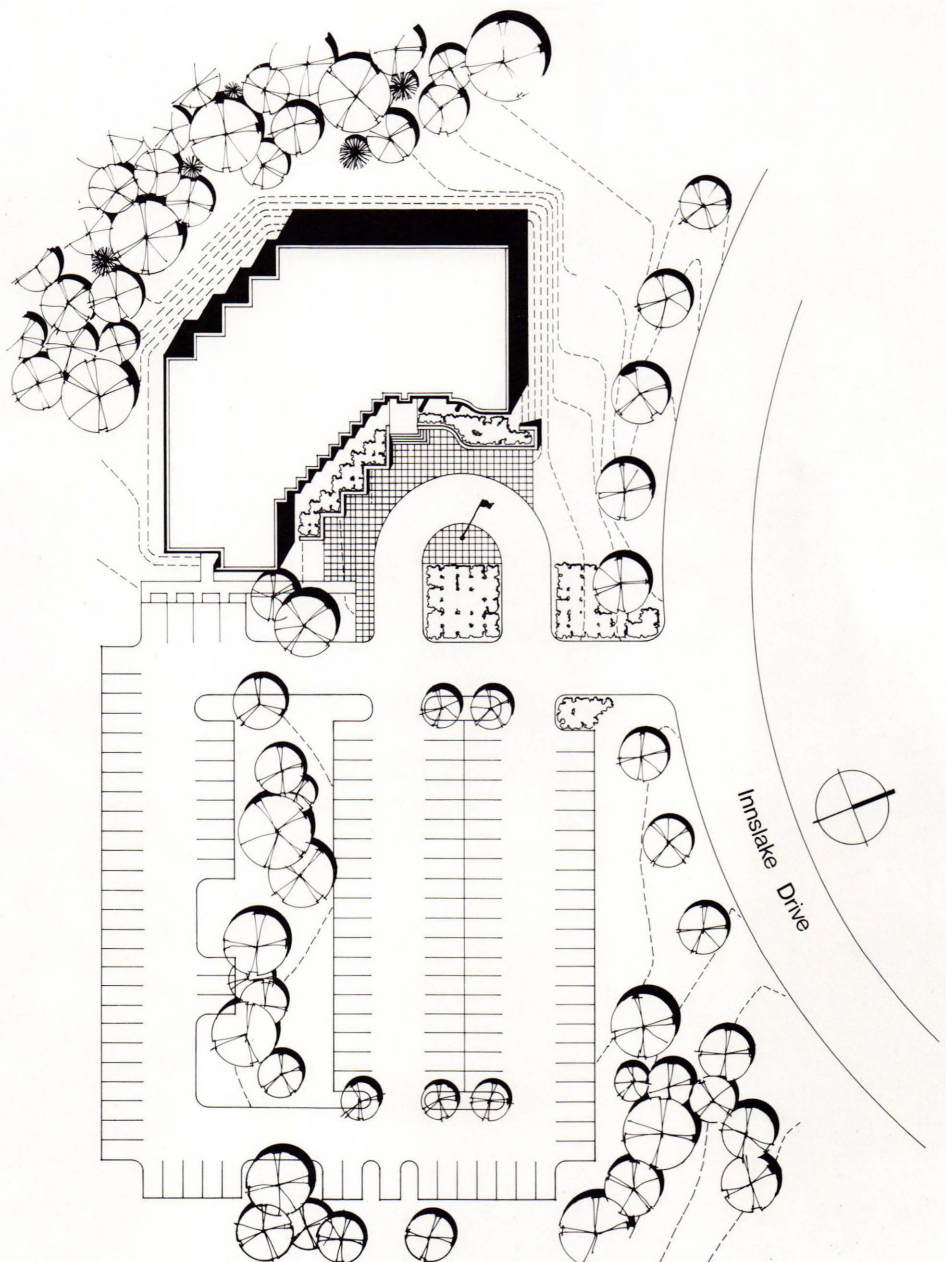
With these criteria in mind, the architect designed a crescent-shaped building which backs up against this heavy grove of trees. Located on the edge of the office park, the crescent shape opens the building up to create the best possible views and to establish a very prominent entry area. The building wraps around a heavily landscaped circular drive, providing the feel of an open courtyard. Additional large trees were transplanted into the front area to further incorporate it into the wooded backdrop.

Highlighting the formality of the entrance area is a section of faceted black glass that leads one's eye to the main entry. Horizontal mullions are banded around the perimeter to accentuate the highly polished surface of the glass.

A skylighted, two story atrium space just inside the front entry serves as a public reception area and a focal point for the adjacent private offices. The curving balcony wall of the second floor catches the varying intensities of light that penetrate the skylight.

Pipe railings bring delicacy and the opportunity to add a touch of color. In this case, the color is a warm grey which accents the rose and black that serve as primary colors of the lobby.

In order to provide the flexibility so important to the building's tenant, open spaces were designated to be left in the heart of the building. These areas could be divided into individual offices by low-rise partitions. Such an arrangement









accommodates the rapid growth of the firm. Enclosed offices along the perimeter of the open spaces offer easy accessibility to the main body of staff while providing privacy necessary for certain job functions and levels of management.

The structural system for the building consists of a steel frame and metal studs that support an external envelope of brick veneer and an aluminum butt-glazed window system. Horizontal window mullions and a variety of brick shapes were incorporated into the design to emphasize the horizontal profile of the building's exterior.

Kjellstrom & Lee, Inc. of Richmond was the general contractor.

#### SUBCONTRACTORS & SUPPLIERS

(Richmond firms unless noted)

R. A. Siewers, Inc., carpentry; Hodgman's, Inc., carpet; E. S. Chappell & Son, Inc., caulking; Acoustics & Interior Construction, Inc., acoustical ceilings; Dixie Forming & Building Specialties, Inc., Ashland, concrete accessories; Frank





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Also, Construction Specialties Inc. (c/o James F. Hickson), floor mats; Colonial Mechanical Corp., mechanical; Street & Branch, Inc., painting & wallcovering; W. H. Stovall Co., Inc., Ashland, panels, pre-formed wall & skylight; McKee Roofing, Inc., roofing & sheet metal; Terminix Engineers, soil treatment; Re-Steel Services & Products Corp., furnished reinforcing steel; Mack's Iron Co., Inc., Chester, furnished & erected structural steel; Luck Stone Corp., crushed stone; Lazzuri Tile & Marble, Hanover, tile; Seaboard Concrete Products Co., cast stone step treads; The F. A. Bartlett Tree Expert Co., tree service; H. Beckstoffer's Sons, Inc., vanity tops; and Richmond Primoid, Inc., waterproofing.

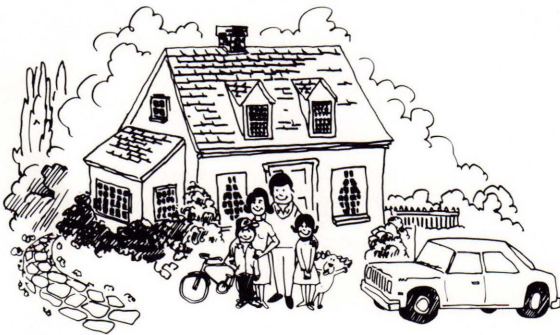
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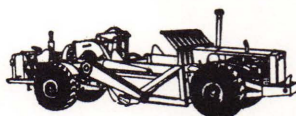
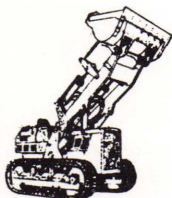
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# Pharmacy/Pharmacology Building—MCV

## Hayes, Seay, Mattern and Mattern (HSMM)—Architect

---

**Location:** Virginia Commonwealth University, Richmond.

**Project Manager for VCU, Robert O'Connor • Consulting Architect, The Architects Collaborative, Inc. • Site Engineer/Surveyor, furnished by VCU • Cost Consultant, Freeman & Roberts Associates • Project Architect/Designer, Interior Designer, Structural/Mechanical/Electrical/Geotechnical Engineer, HSMM • General Contractor, Kenbridge Construction Co., Inc. • Photography, Huffman Studio.**





The Pharmacy/Pharmacology Building of the Medical College of Virginia, in Richmond, was designed to complement neighboring historical structures as well as provide maximum free space for laboratories and offices.

Located at the southwest corner of the intersection of Twelfth and Clay Streets, the building overlooks the Museum of the Confederacy garden and courtyards from the north and east. South and west walls are fire separation walls, because of adjacent historic buildings. Exterior building materials and sidewalks are brick, and the tinted insulating glass is compatible with that of the adjoining buildings.

The 126,000-square-foot building provides the administrative, teaching and research facilities for over 600 faculty, students and staff. Containing seven floors plus basement and penthouse, there are two main public student and handicapped entrances on Twelfth and Clay Streets, joined internally by a diagonal corridor. The first floor also houses the School of Pharmacy

administrative offices, student and faculty lounges and two classrooms.

The school's undergraduate teaching laboratories and additional office space are on the second floor, with the third through fifth floors containing departmental offices and graduate and research lab modules.

The Department of Pharmacology is housed on the sixth and seventh floors, and contains administrative offices and research laboratory space.

To provide maximum flexibility for laboratory and office space, a module of 10'-6" x 20' was used, with fixed elements such as elevators, toilets, stairs, mechanical service shafts, electrical rooms, and labs containing specialized equipment located on the west and south perimeter blank walls.

The basement contains central mechanical and electrical equipment, animal holding areas and

cage washing facilities. A service elevator with first-floor receiving dock connects the basement with all the floors in the building. The rooftop penthouse contains elevator equipment rooms, central purified water system equipment and condensing units for upper floor cold rooms and laboratory exhaust fans.

The building's heating, cooling, fire detection and alarms and security systems are monitored and controlled remotely from the control data center in Sanger Hall. Heat is provided by steam from the university's central heating plant, while cooling is supplied by chillers located in the basement and in cooling towers on the roof.

The building's structural system is cast-in-place concrete joists and slab bands supported by concrete columns and shear walls. The foundation system is supported on belled concrete caissons.

Construction Cost: \$10,640,000

Kenbridge Construction Co., Inc. of Kenbridge was general contractor and handled concrete work and carpentry.

#### SUBCONTRACTORS & SUPPLIERS (Richmond firms unless noted)

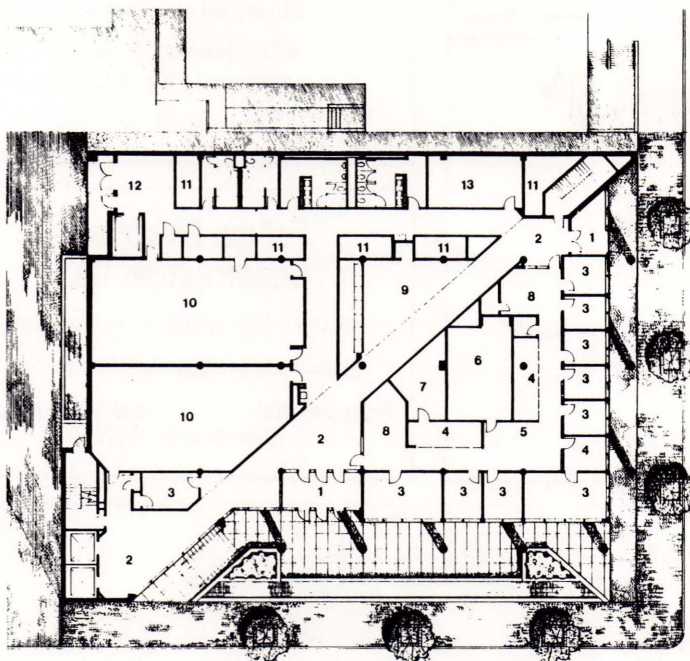
J. A. Walder, Inc., Ashland, excavating & foundations; Rusty Nail Landscaping Co., Brodnax, landscaping materials & landscaping contractor; RRR Contracting, Inc., reinforcing; Lone Star Industries, Inc., concrete supplier; Bat Masonry Co., Inc., Lynchburg, masonry contractor; Old Virginia Brick Co., Inc., Salem, masonry manufacturer; Richmond Block Co., masonry supplier; Riverton Corp., Riverton, Flamingo mortar; Virginia Engineering Sales Co., steel supplier, steel grating & miscellaneous metal; John Henry Steel Erection Co., Inc., Chesterfield, steel erection & steel roof deck; and Construction Specialties, Inc., roof insulation.

Also, Alexander Waterproofing Co., foundation insulation & waterproofing; Richmond Lumber Co., Inc., millwork & paneling; Kewaunee Scientific Equipment Corp., Statesville, NC, cabinets & equipment; E. S. Chappell & Son, Inc., caulking; N. W. Martin & Bros., Inc., built-up roof & sheet metal; Binswanger Glass Co., glass, glazing contractor & windows; Augusta Steel Corp., Verona, metal doors & frames, wood doors & hardware supplier; Kawneer Co., Inc., Harrisonburg, window wall & storefront; A. Bertozzi, Inc., plaster contractor & gypsum board contractor; H. E. Satterwhite, Inc., ceramic tile & special flooring; Fendley Floor & Ceiling, Inc., acoustical treatment; and Costen Floors, Inc., resilient tile.

Others were: N.I.C., carpet; M. P. Barden & Sons, Inc., painting contractor; Pittsburgh Paints, paint supplier/manufacturer; M. P. Barden & Sons, Inc., special wall finish & wall covering; Dover Elevator Co., elevator; Worsham Sprinkler Co., Inc., Ashland, sprinkler contractor; J. W. Bastian Co., Inc., plumbing/heating/ventilation/air conditioning contractor; and Ben Collier Electrical Contractors, Inc., electrical contractor.

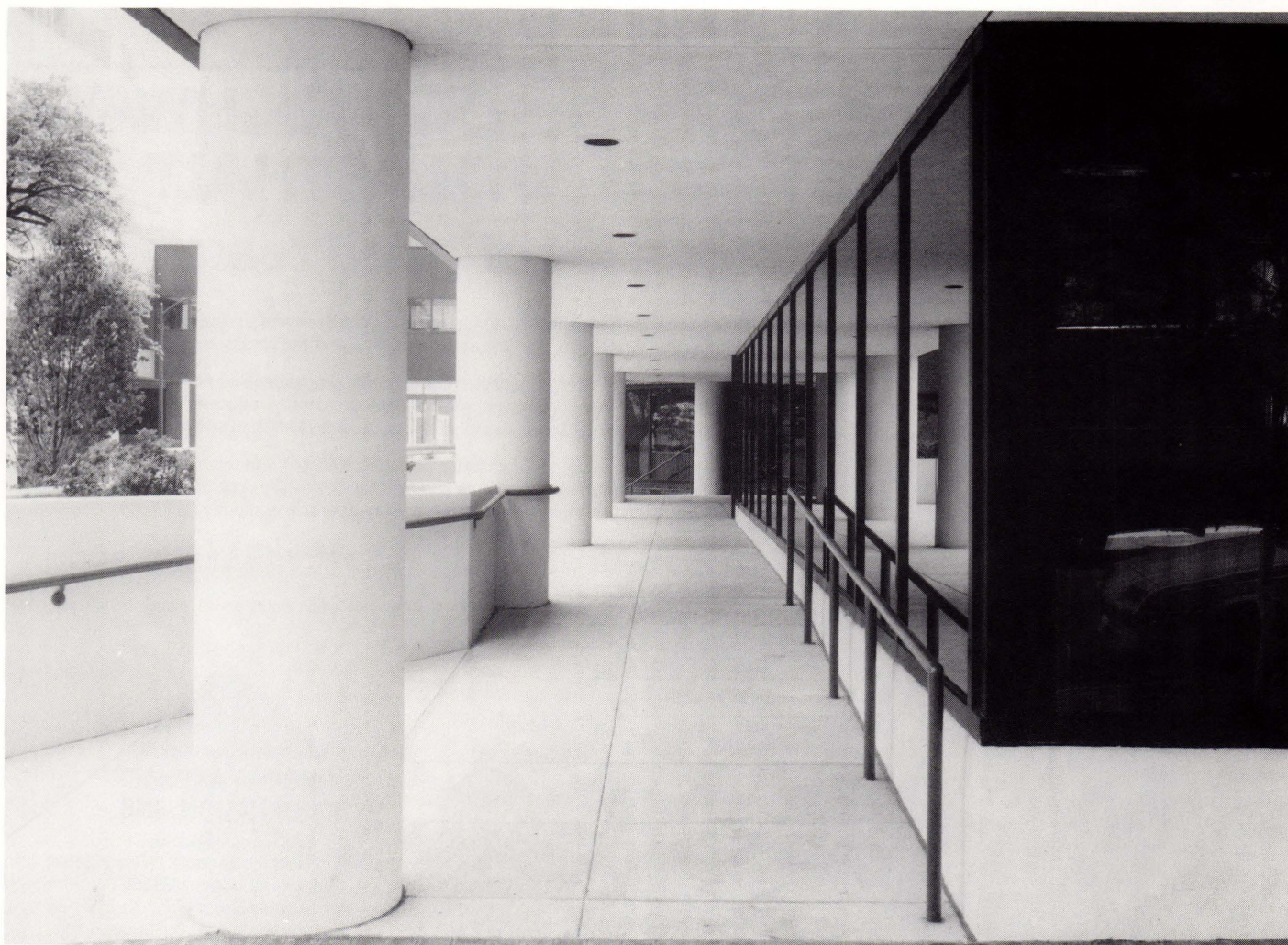






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# Park Lane Office Buildings

Thomas G. Georgelas & Associates, P.C.—Architect

Location: Vienna

**Project Architect/Designer, Rebecca E. Payne**  
• **Landscape Architect/Site Engineer/Surveyor, Dewberry & Davis** • **Interior Designer, Thomas G. Georgelas & Associates** • **Structural Engineer, ReStII Designers** • **Mechanical/Electrical Engineer, E. K. Fox & Associates** • **Geotechnical Engineer, ATEC Associates, Inc.** • **General Contractor, Glen Construction Co. of Va., Inc.** • **Photography, Jon R. Kline.**

The location of The Park Lane Office Buildings in an area of transition between higher density office developments and an established neighborhood of single family homes near Tysons Corner, has played a significant part in their design. The site plans and exteriors of the three commercial office buildings, totaling 100,000 sq. ft., reflect the scale and character of their residential neighbors.

All three buildings are located near the center of their respective sites in order to divide the parking areas into small increments and provide close proximity and accessibility between the parking and office spaces. One site contains one 40,000 sq. ft. building ("B" Building) while the other site contains two 30,000 sq. ft. buildings ("A" Buildings), to help maintain a smaller scale. The "A" buildings are also sited with one





of the buildings pulled forward to provide a visual break in the setbacks and to create a park area between the buildings.

The exterior elevations are designed to invoke a residential image. This appearance is achieved by using "tower" forms and divisions in the elevation with the use of varying thicknesses of brick walls. The towers are twelve inches thick, the sections of wall with the mansard roof are eight inches thick and the alcoves for the downspouts are four inches thick. A lighter color brick is used in the various wall thicknesses to emphasize the divisions in the brickwork and to minimize the sense of "mass" of the buildings. The vertical divisions created by the downspouts are reinforced by a slot in the mansard roof which acts as a scupper to further segment the facade vertically. The mansard roof also extends above the third floor to act as a screen wall for the mechanical equipment. The residential operable windows, of varying sizes, the gutters, downspouts, the use of brick, and the 60° sloped mansard roof all reinforce the residential feeling of the project.

While the floor plans are typical of speculative office space, the residential character of the exterior impacts on the interior and gives it a unique comfortable atmosphere in which to work.

Glen Construction Co. of Virginia, Gaithersburg, Maryland, was general contractor and handled foundations, concrete work and carpentry.

#### SUBCONTRACTORS & SUPPLIERS

John Driggs Co., Inc., Capitol Heights, MD, excavating; Newton Asphalt Co., Inc. of Virginia, Alexandria, paving contractor; The CECO Corporation, Beaver Heights, MD, reinforcing, metal doors & frames & hardware supplier; Virginia Concrete Co., Inc., Springfield, concrete supplier; United Masonry Inc. of Virginia, Alexandria, masonry contractor; Richtex, Columbia, SC, masonry manufacturer; Potomac Valley Brick & Supply Co., Rockville, MD, masonry supplier; Piercy & Sutton, Inc., Baltimore, MD, steel supplier/erection/joists; R. D. Bean, Inc.,

Beltsville, MD, metal roof, built-up roof & roof insulation; and W & W Fabrication, Inc., LaPlata, MD, miscellaneous metal.

Also, Davenport Insulation, Inc., Springfield, wall insulation & foundation insulation; Arlington Woodworking & Lumber Co., Inc., McLean, millwork & cabinets; Wilcox Caulking Corp., Lorton, caulking; Associated Glass Co., Inc., Fairfax, glazing contractor; Swigin' Door, Inc., Rockville, MD, wood doors; James A. Cassidy Co., Inc./PELLA, Beltsville, MD, windows; Kawneer Co., Inc., Harrisonburg, storefront; Russell L. Barton Drywall & Plastering, Inc., Vienna, gypsum board contractor; McClary Tile, Inc., Alexandria, ceramic tile; Southern Floors & Acoustics, Inc., Manassas, acoustical treatment & carpet; Madison Coating Systems, Inc., Manassas, painting contractor/supplier (Glidden paints) & wall covering; Otis Elevator Co., Alexandria, elevator; Calvert-Jones Co., Inc., Alexandria, sprinkler/plumbing/heating/ventilating/air conditioning contractor & plumbing fixture supplier; and Bee & H Electric Co., Fairfax, electrical contractor.

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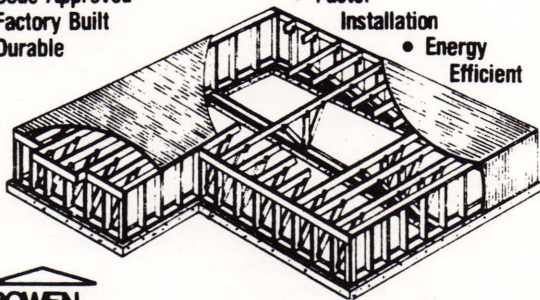
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# Pembroke Corporate Center

## Morrisette Cederquist Bondurant—Architects

Corporate Center Three and Corporate Center Four buildings • Location: Virginia Beach.

Owner, Rowe Development Co. • Partner-in-Charge, Thomas H. B. Morrisette, AIA • Structural Engineer, Herbert L. Bondurant, III, P.E. • Interior Designer, L. W. Kiewer, Jr. • Site Engineer, C. Allen Bamforth, P.E. • Mechanical/Electrical Engineer, Old Dominion Engineering • General Contractor, Galloway Corporation • Photography, Thomas F. Morrisette.

### CORPORATE CENTER III

The third office building of a planned office park in Virginia Beach, this three-story building is designed around its main tenant, a computer service firm. The north/south orientation of the rectangular shape is distinguished by central recessed entries with brightly colored mullions and sloped entry metal roofs of the same color. Due to the main tenant requirements of access to the building at non-normal occupancy periods, the curved stairwell enclosures project from the building ends providing additional visual relief from the basic structural shape.

Exterior materials of warm grey brick, black mullions, and dark grey glass provide a somber background for the deep red of the entrance canopy and adjacent mullions of the central glass area.

Grey paver block entry plazas extend from the curb to the entry doors, transitioning to a medium grey tile of square design in the entry

lobbies and atrium. A floating carpeted stair leads from the atrium to the second floor elevator lobby and tenant entries, exposing a glass with ebony wood trim railing which contrasts with the light grey metallic finish of the stair structure.

A unique display of large artwork panels projects off an atrium wall and dominates the two-story space. Mahogany doors, oil-rubbed bronze lever handles and warm grey tones of carpet and wallcoverings carry out the executive tone of the public corridors and upper lobby areas.

Galloway Corporation of Virginia Beach was general contractor for Corporate Center Three.

### SUBCONTRACTORS AND SUPPLIERS

Corporate Center Three  
Other Virginia Beach firms were: Ford Pile Foundations, Inc., timber piling; Forrest Exterminating Service, termite control; Greenwich Supply Corp., acoustics; Tidewater Plastering & Drywall, Inc., structural steel studs, carpentry & millwork, gypsum drywall system & linear metal ceiling systems; and Griffin III Construction Co., concrete work.

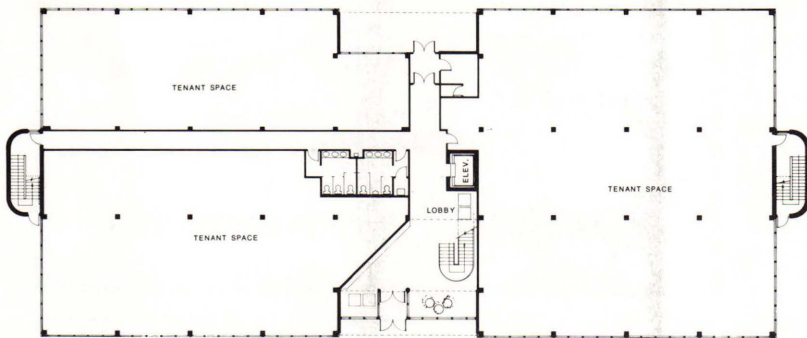
From Chesapeake were: Aircon, Ltd., heating/ventilating/air conditioning; Arc Electric, Inc., electrical; C. Roy Pursley Co., Inc., metal wall panels & louvers; Smith-Gerloff, painting & finishing & vinyl wall covering; and Vico Construction Corp., site drainage & site utilities.

Norfolk firms were: Door Engineering Corp., metal doors & frames, finish hardware, wood doors, toilet partitions & toilet accessories, fire extinguishers & cabinets; Eastern Roofing Corp., membrane roof system & flashing & sheet metal; PPG Industries, Inc., miscellaneous steel & metal; Rea Construction Co., pavement & walks; E. B. Sams Co., Inc., plumbing; Lone Star Cement, Inc., concrete supplier; Hall-Hodges Co., Inc., concrete (reinforcing steel); and Howard E. Marquart & Co., wall vents.

And, from Portsmouth were: Bay Tile Corp., ceramic tile & resilient base; J. T. Eley, Jr., masonry; and K & P Caulking & Window Cleaning Co., caulking.

Richmond firms were: Liphart Steel Co., Inc., structural steel & steel joists, miscellaneous steel & metal; Richmond Primoid, Inc., waterproofing; and Westinghouse Elevator Co., hydraulic elevators.

Williams Fire Sprinkler Co., Inc., of Williamston, NC, handled fire protection.



CORPORATE CENTER THREE





From Chesapeake were: Aircon, Ltd., heating/ventilating/air conditioning; Arc Electric, Inc., electrical; C. Roy Pursley Co., Inc., metal wall panels & louvers; and Smith-Gerloff, painting & finishing & vinyl wall covering.

Norfolk firms were: Door Engineering Corp., metal doors & frames, finish hardware, wood doors, toilet partitions & toilet accessories, fire extinguishers & cabinets; Eastern Roofing Corp., membrane roof system, flashing & sheet metal; Howard E. Marquart & Co., wall vents & entrance mats; Rea Construction Co., pavement & walks; and Walker & Laberge Co., Inc., caulking, aluminum storefront windows & curtain-wall system, glass & glazing.

Others were: Robert J. Bates Co., Greensboro, NC, balcony rail, metal column covers & exterior lighted stair; Bay Tile Corp., Portsmouth, ceramic tile & slate & resilient base; Concrete Structures, Inc., Richmond, quad tee panels; K & P Caulking & Window Cleaning Co., Portsmouth, caulking; Lynchburg Steel & Specialty Co., Monroe, structural steel & steel joists; Westinghouse Elevator Co., Richmond, hydraulic elevators; and Williams Fire Sprinkler Co., Inc., site utilities & fire protection.



## CORPORATE CENTER FOUR

Dominating the nearly completed office park is this five-story structure of warm orange brick spandrel bands and reflective glass. This multifaceted structure is derived from a basic plan of two rectangles forming an "L" shape and then modified with 45° edges and joints. A two-story atrium lobby is entered through a solid metallic finished portal surrounding full glass doors. The sheltered court formed by the "L" of the building is accented by the full window wall over the entrance, the recess of the two-story atrium wall, and the two projected round white columns. This court area faces a primary entrance to the park, drawing attention into the park from the busy thoroughfare access road.

The siting of the building is further reinforced by the asymmetrical positioning of landscape tier clusters and a large freestanding white metal sculpture by artist, Arlene Shulman. The attention-getting aspect of such large works of art, while common in civic centers and museum settings, is a welcome relief from normally cultureless suburban office parks. The block pavement of the entry court extends into the vehicular approach with separation by bollards which double as a resting perch for weary waiters, and provide a soft down light to night entry.

Unnoticed from the entry side of the building is the unique setting of the opposite side which parallels a branch of the Lynnhaven River and opens a great vista for office workers.

The interior of the two-story lobby atrium is sandwiched between a warm slate floor and a medium grey metal slat ceiling, with white walls providing the background for a large fabric wall hanging. A glass railing from the second floor elevator lobby provides a continuity of space, and the large plants are sized to complement the generous two-story volume.

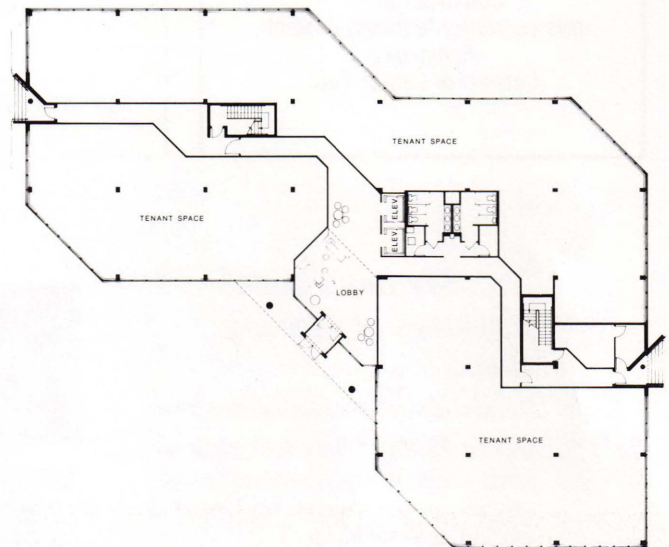
Bordered carpet on upper floor corridors and lobby combines with full height oak doors, lever hardware and subdued vinyl walls, to provide a reserved quality not offered in the usual suburban office center.

Galloway Corporation of Virginia Beach was also general contractor for Corporate Center Four.

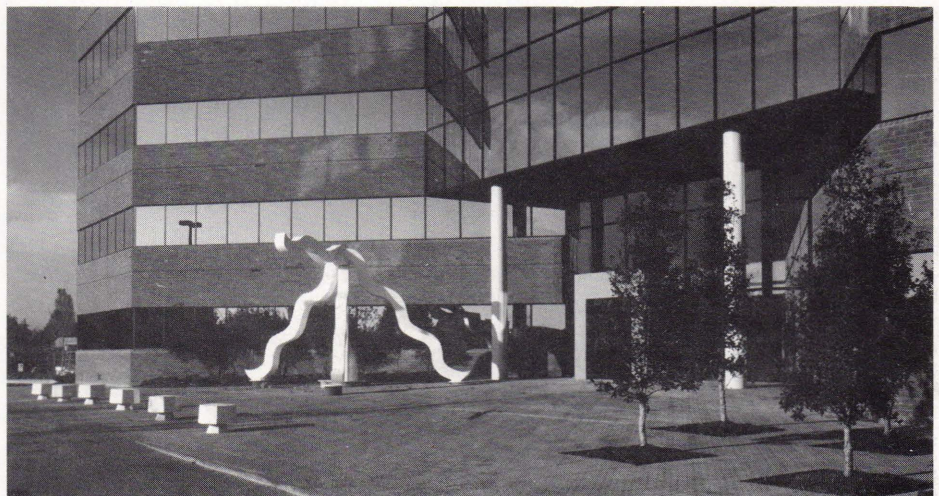
## SUBCONTRACTORS & SUPPLIERS

### Corporate Center Four

Other Virginia Beach firms were: Colonial Mechanical Corp., site utilities—sanitary sewer and water; Ford Pile Foundations, Inc., timber piling; Hudson Masonry Co., Inc., masonry; and Tidewater Plastering & Drywall, Inc., structural steel studs, carpentry & millwork, building insulation & gypsum drywall system.



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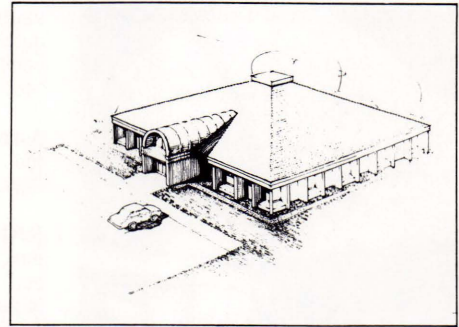


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# Coliseum Center

## Rancorn, Wildman and Krause—Architect

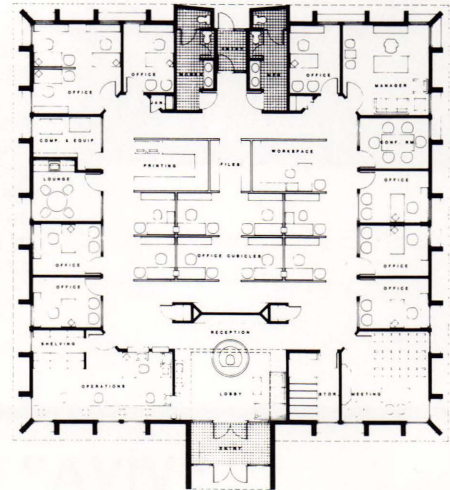
Location: Hampton

**Architectural Design Team, Jim Pociluyko and Beth Blair. Landscape Architect, G. Glenn Oder, RWK. Interior Designer, Architectural Planning & Design of New York City. Site Engineer/Surveyor, Rancorn, Wildman and Krause. Structural Engineer, George Cornwell. Mechanical/Electrical Engineer, Cuppett Design Associates. General Contractor, Ritchie-Curbow Construction Co. Photography, John Warters, Photo Reflections.**

A centralized office location with high visibility was necessary for the Tidewater regional Merrill Lynch office. To accommodate this need, a site adjacent to the major interstate near the commercial center of Hampton was chosen.

The building is sited within the context of many small single-story commercial structures. Since the program for Merrill Lynch would dictate a similar structure, the owner and tenant desired a distinctive building form. RWK Architects responded to this criterion with a design featuring an undulating skin and a vaulted entry. The owner also required that the interior design allow for future flexibility. This was achieved by limiting the number of load bearing interior walls and by using a minimum number of steel columns for support, concealed with the drywall partitions.

Although regular and symmetrical patterns were incorporated in the exterior wall, the ever-changing play of light and shadow on the surface creates interest throughout the day. The







vaulted form projecting from the main building quickly defines the entry, ushers the pedestrian comfortably inside, and provides a visual feature for association.

Associated interior designer for the 5,000 square foot project was Architectural Planning and Design of New York City.

Ritchie-Curbow Construction Company of Newport News was general contractor for the project. The firm also handled finish hardware installation, porous fill work, concrete, rebar, mesh, vapor barrier and grout work, miscellaneous sheet metal and rough carpentry materials and labor, prefabricated wood trusses, finish carpentry and perimeter underslab insulation work, installation of metal frames, wood doors, toilet accessories and mirror units.

Quality control was handled by the owner.

#### SUBCONTRACTORS AND SUPPLIERS

Other Newport News firms were: Benson-Phillips Co., Inc., supplied porous fill, concrete, rebar, mesh, vapor barrier, grout & perimeter underslab insulation; F. E. Lawson, Inc., subcontractor for water service piping, sanitary sewer system and plumbing; Richman Steel & Fabrication, structural steel; Waterfront Lumber Co., Inc., supplied finish carpentry & wood doors; Davenport Insulation, batt insulation; Walker & La-

berge Co., Inc., aluminum entrances & storefront, aluminum windows, glass & glazing; Broccuto Drywall & Acoustics, Inc., gypsum drywall & acoustical ceilings; Essene Painters, special coatings, painting & wall coverings; Wythe Contract Sales Co., window treatment.

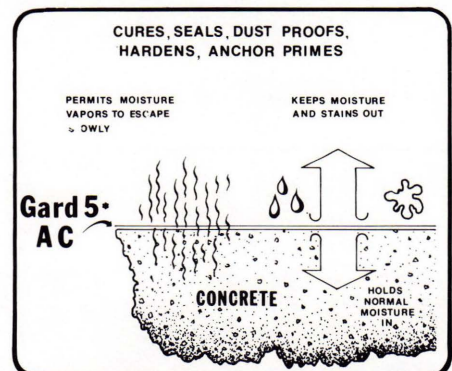
Hampton firms were: Pembroke Construction Co., Inc., site clearing, earthwork, storm sewer systems, spread topsoil, asphalt concrete paving & Portland Cement concrete paving; Peninsula Masonry Co., Inc., unit masonry work; Blue Roofing, Inc., shingles, preformed roofing & metal trim, elastomeric membrane, flashing & sheet metal; and Tidewater Mechanical Corp., HVAC.

Others were: Forrest Exterminating Service, Inc., Virginia Beach, termite control; Winn Nursery, Inc., Norfolk, landscape work, seeding, landscaping materials; Abrams Brothers, Inc., concrete finishing; Diamond Equipment Contracting Co., Virginia Beach, slab saw joints; Shoffner Industries of Virginia, Inc., Chesapeake, prefabricated wood trusses; K & P Caulking & Window Cleaning Co., Portsmouth, joint sealers; Door Engineering Corp., Norfolk, metal frames; Grainger Tile Co., Tabb, ceramic tile work, quarry tile & resilient flooring; Engineering Steel Equipment Co., Norfolk, supplied & installed toilet partitions, and supplied toilet accessories & mirror units; and Elkins Electric, Inc., Grafton, electrical materials & work.

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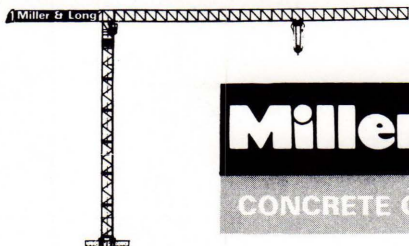
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# Crowne Plaza Hotel and Twinbrooke Office Center

## Gordon & Greenberg, Inc., Architects

**Location:** Rockville, Maryland

**Project Architect,** Robert D. Greenberg • **Job Captain,** Ralph Debnam • **Owner,** Rozansky & Kay Construction Co. • **Structural Engineers,** Tadjer Cohen & Associates—Dick Tadjer, **Partner-in-Charge** • **Mechanical/Electrical/Plumbing Engineer,** The Office of Lee Kendrick • **Interiors,** Innkeepers Design—Anne Stewart, A.S.I.D. • **Fire Protection,**

**Schirmer Engineering** • **Landscape Architect & Civil Engineer,** Ben Dyer Associates • **Geotechnical Engineer,** Peter Rebull • **Cost Consultant,** Jenson Associates • **Waterfall Design,** Bruce J. Morgan • **Operator,** Mardeck, Ltd. • **General Contractor,** Donohoe Construction Co., Inc.—**Project Manager,** Peter C. Remsen; **Superintendent,** Jack Steel • **Photography** by the Owner.

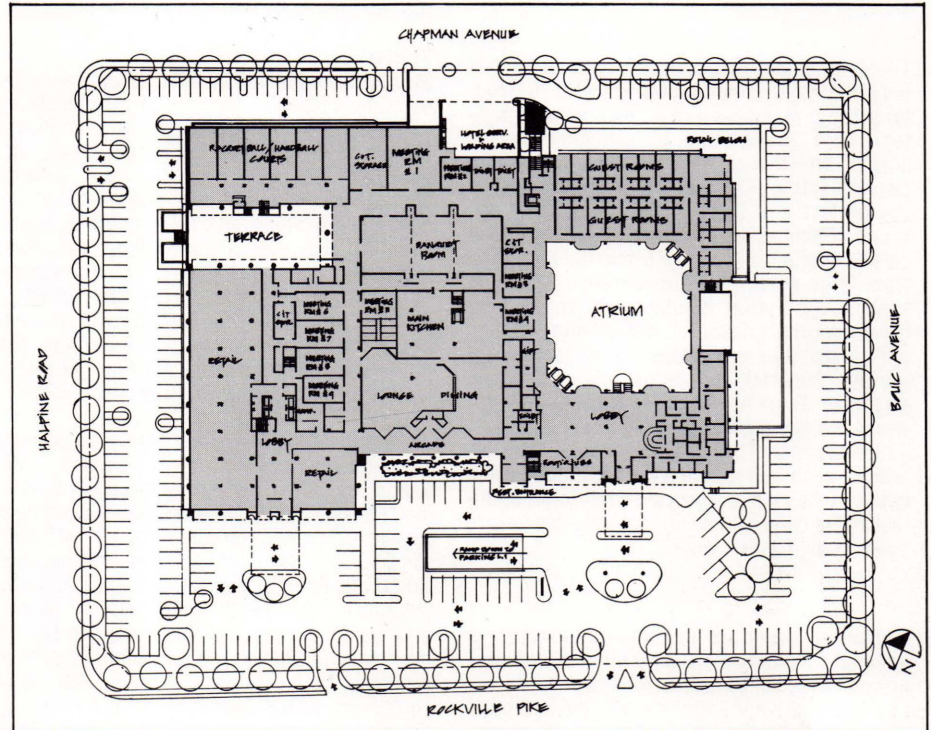
Being the first of your kind creates the opportunity for setting the standard by which other projects will be measured. It produces an electricity among the participants which leads each to strive to build a memorable experience. The Crowne Plaza is such a place, being the first of Holiday Inn's new Crowne Plaza Hotel concept.

The site itself, and the surrounding area, lack a distinctive architectural character. The project occupies one square block on a major thoroughfare and backs to a Metro Rapid-Rail station. There were no distinctive site features in existence prior to construction. The adjacent properties are all one- or two-story mercantile buildings.

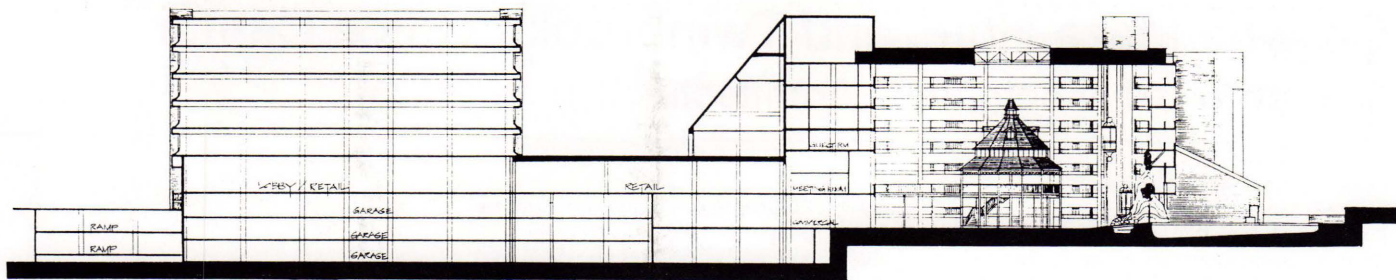
Complex program requirements set out to accomplish three goals: provide a 150,000 square foot office building; a 318 room top-of-the-line hotel/conference center; and include an array of shared amenities from which guests of the hotel, workers in the offices, and residents of the neighborhood would benefit. In the hotel/conference center, amenities such as three restaurants, two lounges, game room, barber shop, 10 meeting rooms, a 5,500 square foot banquet room, and a symposium room with state-of-the-art projection and presentation equipment, were required and symbiotically benefited the office workers. In the office building, a retail lobby level and inclusion of six racquetball courts, a health club, and an indoor/outdoor pool, benefited the hotel.

All of these activities revolve around the atrium space which is the heart of the project. A "Paradise" theme was developed, according to the architect, "... to provide guests a change of environment. It is the embodiment of a marketing strategy to attract weekend guests. One need not travel far to find an exotic surrounding—food, fun entertainment and recreation. Interior spaciousness and rich appointments such as waterfalls, lifeboats, planting, and an all-wood, free-standing pavilion, permit these goals to be realized."

The atrium offers quite a surprise upon entering the hotel for the first time, as there is no indication of its existence from the exterior massing of the building. Opening up to the lobby, one is immediately involved in the constant activity







within the atrium. This involvement continues when observed from above, at one of the many seating niches on the typical guest room floors surrounding the atrium.

The large scale public front of the project is understated, but thoroughly detailed. Horizontal precast members and a clean window system work in contrast to articulated brick corners which are highlighted at night by concealed lighting. The brick corner pieces anchor the project and through the detailing of the round columns, canopies and entry areas and selection of a broad range brick, the transition from large scale street appearance to human scale at the entries is addressed. To properly greet arriving guests, elaborate brick arches and canopies were developed to define the entry portals. The brickwork on the project has won an award. There are four formal points of entry which are signaled by the only use of color and soft materials. To achieve the clean look intended, each entry involved close coordination between the mason, concrete contractor, architect and glazing contractor. The awards won are a testimony to their work.

In order to maximize building area and insure adequate landscaping coverage, an underground parking structure provides space for over 1000 cars and interconnects the hotel and office buildings. In addition to the ample parking provided, the adjacent Metro-Rail system allows

for easy access to the District of Columbia and National Airport within minutes.

Donohoe Construction Co., Inc. of Washington, D.C. was general contractor for the project.

#### SUBCONTRACTORS & SUPPLIERS

Structures Unlimited, Manchester, NH, skylight; Reinforced Plastics, Kensington, MD, barrel skylights; United Caulking Contractors, Landover, MD, caulking & sealant; Swingin' Door, Inc., Rockville, MD, doors & frames; Door Systems, Inc., Lorton, roll-up doors; Fairfax Glass Co., Falls Church, storefront; T.S.I. Industries, Landover, MD, windows; Superior Doors, Inc., Baltimore, MD, automatic door oper.; Innskeepers Supply, Memphis, TN, door hardware; P & P Contractors, Inc., Rockville, MD, drywall, acoustical, ceiling & col. covers; A & S Ceramic Tile, Frederick, MD, ceramic tile; and Southern Maryland Floor Co., Waldorf, MD, resilient floor.

Also, Ronald Mayhew, Inc., Arlington, painting & wallcovering; Global Steel Products, Long Island, NY, toilet compartments; Klon O. Row, Inc., Rockville, MD, flagpole; Roanoke Engineering Sales Co., Inc., McLean, chutes; W. A. Hamilton Co., Inc., Beltsville, MD, locker & benches; Automatic Door Specialists, Laurel, MD, parking equipment; Continental Window Corp., Alexandria, venetian blinds; Martin Surfacing & Decking, Inc., Baltimore, MD, racquetball system; American Comfort Corp., Rockville, MD, sauna equipment; Lewis Swimming Pool & Construction Co., Inc., Chantilly, swimming pool; Keller-May, Kensington, MD, mechanical & plumbing;

and Deneau Construction, Inc., Gaithersburg, utilities.

And, Chesapeake Sprinkler Co., Glen Burnie, MD, sprinkler; Dynalectric Co., Vienna, electrical; Northern Virginia Steel Corp., Springfield, steel joist & metal decking; Thermal Dynamics, Frazer, PA, expansion joint system; Westinghouse Elevator Co., Upper Marlboro, MD, elevators; The Mosler Safe Co., Columbia, MD, safe deposit box; Gemco, Inc., Washington, DC, entrance mat & grill corner & bumper guards; John Driggs Co., Inc., Capitol Heights, MD, excavation; Long Fence Co., Capitol Heights, MD, chain link fence; Avon Tile Co., Inc., Washington, DC, brick pavers & marble; A. G. Parrott, Baltimore, MD, bituminous paving; and Blue Ridge Landscaping Co., McLean, landscaping.

Others were: Miller & Long Co., Inc., Bethesda, MD, cast-in-place concrete; Tec-Fab of Maryland, Inc., Beltsville, MD, precast concrete; J. B. Eurell Co., Edgemoor, MD, cmt. wd. fbr. deck; American Masonry Co., Inc., Kensington, MD, masonry; Pagliaro Brothers Stone Co., Inc., Upper Marlboro, MD, rubble stone; W & W Fabrication, Inc., LaPlata, MD, metal fabrication; Claudio R. Pusan, Hyattsville, MD, carpentry; The Bethesda Asphalt & Bituminous Co., Rockville, MD, waterproofing; York Roofing, York, PA, roofing; S.W.G., Inc., Baltimore, MD, building directory & toilet accessories; Michael Gordon, Fairfax, security grille; Arlington Woodworking & Lumber Co., Inc., McLean, wood door frame & millwork; and Golden Crest Glass, Fairfax, glass & glazing.







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# Chesapeake Council, Hampton Roads Chamber of Commerce

## Thompson and Wright Architects, Ltd.

Office Building • Location: Chesapeake

**Project Architect/Designer, Howard Wright • Site Engineer, Engineering Services • Structural Engineer, Stroud Pence and Associates • Mechanical/Electrical Engineer, Precision Engineering • Survey, MMM Design Group • Printing, Engineering Media • General Contractor, Armada/Hoffler Construction Co. • Photography, Fred Habit.**



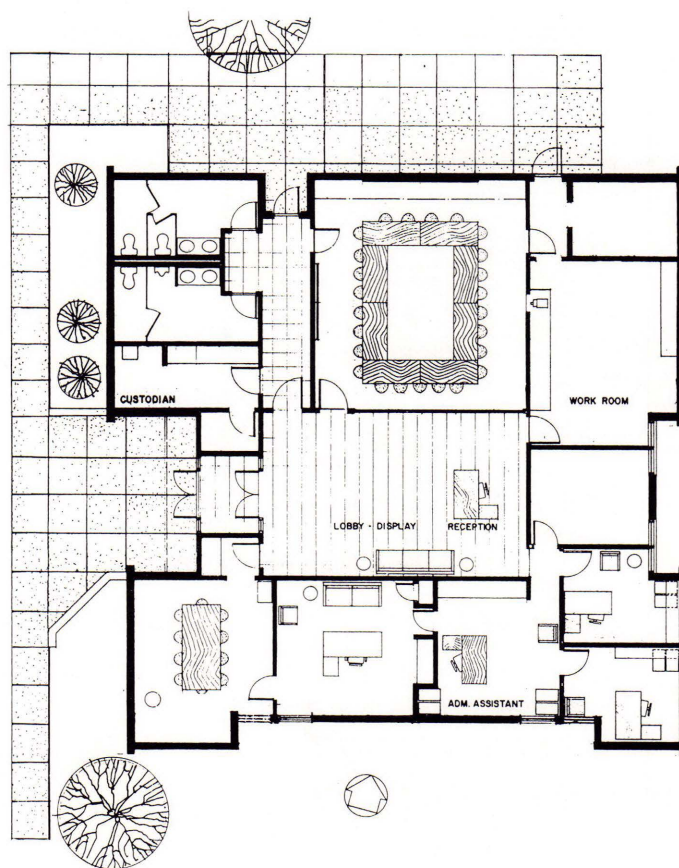
Recently Chesapeake has undergone unparalleled growth, and the Chamber of Commerce in Chesapeake, which had been operating out of rented offices, needed more space.

The chamber staff met, assessed their needs, and assembled a program for their new facility. This facility would address the following requirements: 1—provide chamber offices and related work spaces; 2—provide a "reception" room to house business displays and brochures and act as the greeting area for visitors; and 3—provide a multi-purpose space suitable for board meetings, social gatherings, press conferences, and a classroom for lectures and seminars held throughout the year. Since this space would have to be available for evening meetings, it was important to the staff that the multi-purpose space be accessible after hours, when the office portion of the building is closed. In addition, the staff felt that an area to handle outdoor meetings of members would be useful.

The final building design solution divided the plan into three areas. A visitor to the building enters through an airlock into the "reception" room. This area provides for displays and seating for visitors. It is lit by two skylights which provide adequate lighting during normal working hours.

To the right of this reception area is the Chamber staff area containing secretarial spaces, offices, and conference rooms. South facing windows allow natural lighting into these rooms. The conference room is located in the southwest corner of the building, convenient to both the Director's office and the reception area.

To the north is the multi-purpose space, consisting of a multi-purpose room, and food service and toilet facilities. This area has its separate



entrance from a Terrace, for group use during the evening hours. The wall separating the reception room from the multi-purpose space is movable to allow both areas to be combined into one larger space for special occasions.

Underfloor conduits located in the multi-purpose space provide hook-ups for press microphones and power for audio visual equipment in several locations. Three mechanical zones allow the three building areas to function independently.

Adjacent to the multi-purpose space is the Terrace, located on the most private part of the site. A large landscaping firm once owned the building site, and a grove of unusual trees, not native to this continent, were found at the rear of the property. These trees, once a part of the nursery stock, were incorporated into the Terrace landscaping.

The exterior of the building is brick veneer with built-up roofing in the central area, flanked by sloping copper coated metal panels. The interior walls are wood studs covered with painted gypsum board. Floors are carpeted and the ceilings are of acoustical tile.

The building was completed in January 1985.

Armada/Hoffler Construction Company of Chesapeake was general contractor and handled carpentry.

### SUBCONTRACTORS & SUPPLIERS

Other Chesapeake firms were: Higgerson-Buchanan, Inc., excavating; Ron Stephens Clearing & Grading, clearing/grading; Greenbrier Farms Lands-



caping, Inc., landscaping materials & landscaping contractor; Williams Corp. of Virginia, paving contractor; Bisette Construction Corp., curbs; Miles Roofing Corp., built-up roof & other roofing; Hearndon Construction Corp., cabinets; Andersen Windowalls, windows; Thalia Carpet & Drapery Shop, resilient tile & carpet; Smith-Gerloff, painting contractor/paint supplier; Aircon Ltd., heating/ventilating/air conditioning contractor; L. E. Ballance Electrical Service, electrical contractor; and Espirit Decor, interiors.

Virginia Beach firms were: Structural Concepts, foundations & concrete contractor; Owens Corning Fiberglas Corp., roof insulation; Greenwich Supply Corp., gypsum board contractor & acoustical treatment; Warner Moore & Co., Inc., folding partitions; Byler Plumbing Co., plumbing contractor; Channel Hall, interiors; Sears, Roebuck & Co., kitchen appliances; and Eure Rentals, Inc., barricades & portable toilets.

From Norfolk were: Sadler Materials Corp., concrete supplier; Snow, Jr. & King, Inc., masonry contractor; Lone Star Industries, Inc., block manufacturer; Doyle Brick, Inc., masonry supplier; Tidewater Steel Co., Inc., miscellaneous metal; Addington-Beaman Lumber Co., Inc., structural wood; Walker & Laberge Co., Inc., glass, glazing contractor & storefront; Hall-Hodges Co., Inc., metal doors & frames; Door Engineering Corp., hardware supplier; Duron Paints & Wallcoverings, paint manufacturer; Engineering Steel Equipment Co., toilet accessories; Hajoca Corp., plumbing fixture supplier; Automatic Equipment Sales of Norfolk, Inc., HVAC supplier; Wall Illusions, sign graphics; and Litton Office Products Centers/Everett Wadley, interiors.

Others were: Riverton Corp., Riverton, Flamingo mortar; Trus Joist Corp., Midlothian, wood trusses; K & P Caulking, Portsmouth, caulking; Bay Tile Corp., Portsmouth, ceramic tile; Metalux Lighting, Americus, GA, lighting fixtures supplier; and AEP Span, San Diego, CA, metal roof panels.



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# Fall Hill Professional Park

Browne, Eichman, Dalglish & Gilpin, P.C.—Architect

**Location:** Fredericksburg

**Project Architect/Designer, Hank Browne/Robert Paxton • Interior Designer, Architect • Site Engineer/Surveyor, Structural Engineer, Mechanical/Electrical Engineer, Technical Associates • General Contractor, Hiter D. Carr, Jr. • Photography, Robert Paxton/Joseph Garland.**

Fredericksburg Orthopaedic Associates' new office building was completed in July 1983. The building occupies the first of seven sites in the Fall Hill Professional Park. Fall Hill Professional Park is being developed for medical professionals who desire a work place which responds to and respects the natural environment. The long-range land use plan calls for a series of buildings sited in response to existing topography and forest foliage. The goal is to provide a "park-like" environment, including outdoor space for employees and clients.

The design criteria of maintaining a "park-like" atmosphere generated the following concepts for the first building:

1. The massing of the building should be reduced in scale to accentuate the forest foliage as a backdrop.
2. The exterior skin of the building should be constructed with materials which are not only maintenance-free, but which contrast with the foliage, and accentuate the natural environment.

3. Design of the interior spaces likewise should encourage an awareness of the natural environment. This is accomplished through the use of natural daylight, passive solar heating, and abundant indoor plant life.

The building includes three levels. The lower level is utilized for storage of x-rays and patient files. The entry level includes the waiting area, business office, physical therapy, x-ray, consulting, and exam rooms. The doctors' offices, employee lounge, computer facilities, and exterior decks are located on the upper level.

The concept of natural daylighting is introduced at the porte-cochere through a series of skylights which direct visitors to the main entry.

In the Entry/Reception area, natural light from above creates a gradual transition from exterior to interior space. The light is diffused through south-facing skylights and an interior louver system which controls glare. In the winter, fans above the louvers push solar-heated air down to the occupied space. Louvers on the exterior of

the skylights block direct sun in the summer, yet allow ample natural light.

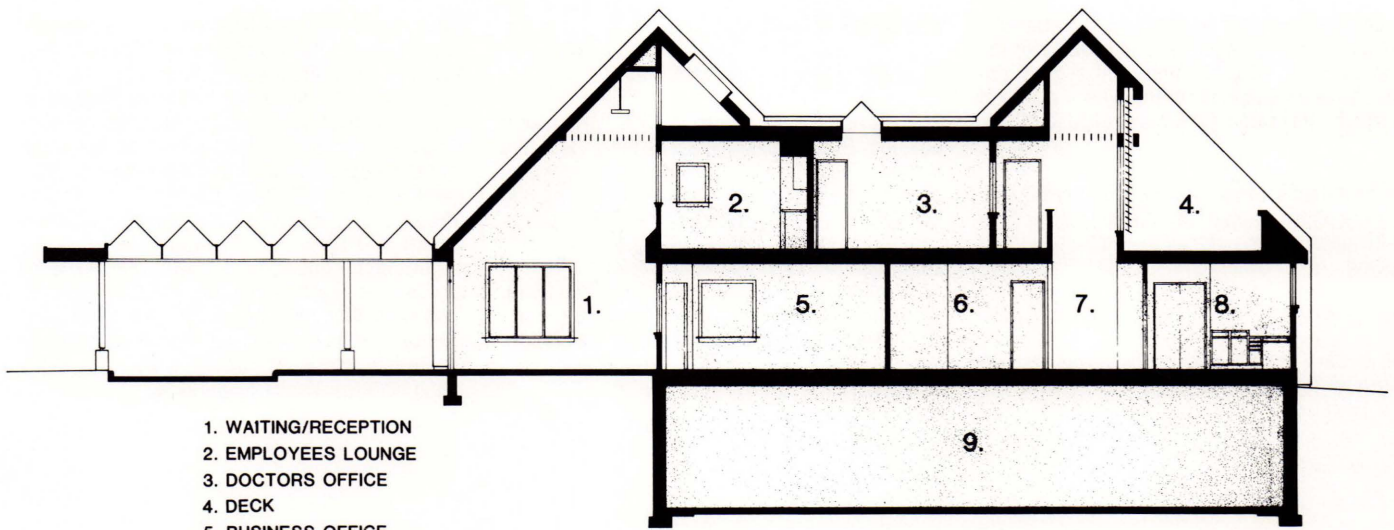
Circulation throughout the building is delineated by natural light through skylights and louver systems. The secondary waiting area is also provided with natural light through interior louvers and vertical south-facing glass. Located on the exterior of the glass are horizontal shades to control both light and heat gain. Doctors' offices overlooking the secondary waiting area benefit from this system as well, and are also provided with exterior views.

The exam rooms are provided with natural light through the use of high windows equipped with blinds between the glazing panels. This configuration directs light on the ceiling so that it can be reflected evenly throughout the room. The only spaces which do not have natural light are the x-ray rooms, photo-lab, and a portion of the business office.

The best testament to the positive effect of the use of natural light in this building comes from







1. WAITING/RECEPTION
2. EMPLOYEES LOUNGE
3. DOCTORS OFFICE
4. DECK
5. BUSINESS OFFICE
6. X-RAY
7. SECONDARY WAITING
8. EXAM
9. STORAGE





the doctors' patients themselves. The staff has noticed an increasingly relaxed attitude of the patients in the new building, and several patients have commented on the warm, pleasant environment created by the natural daylighting.

The Architect's office has written permission from the photographer, Mr. Joseph Garland, to use his photographs of the Fall Hill Professional Building.

Hiter D. Carr, Jr. of Fredericksburg was general contractor for the project.

#### SUBCONTRACTORS & SUPPLIERS

(Fredericksburg firms unless noted)

R. S. Harkins, excavating; Stout & Yates Landscaping, Stafford, landscaping materials; Sky Nursery Garden Centre, Stafford, landscaping contractor; P. C. Goodloe & Son, Inc., paving contractor; Massaponax Sand & Gravel Corp., concrete supplier; New-Jo Masonry, Inc., masonry contractor; Frackelton Block Co., masonry supplier; Liphart Steel Co., Inc., Richmond, steel supplier; W. A. Lynch Roofing Co., Inc., Charlottesville, roofing; Davenport Insulation, Inc., wall insulation; and Hale Products Co., Inc., cabinets.

Also, American Door & Glass, Inc., Richmond, glazing contractor & metal doors & frames; J. W. Masters, Inc., wood doors; Pella Virginia, Inc., Charlottesville, windows; Pleasants Hardware, Richmond, hardware supplier; Floor Fashions of Virginia, Inc., Charlottesville, ceramic tile, resilient tile & carpet; Home Decorating Center, Inc., paint supplier (Glidden paints); J. M. Quann Mechanical Contractor, plumbing contractor; Robert B. Payne, Inc., heating/ventilating/air conditioning contractor; Interstate Electric Supply Co., Inc., Fairfax, lighting fixtures supplier; Tommy Wallace Electrical, Inc., electrical contractor; Virginia Plastering, Falmouth, exterior insulation; and W. H. Stovall & Co., Inc., Richmond, exterior blinds & skylights.

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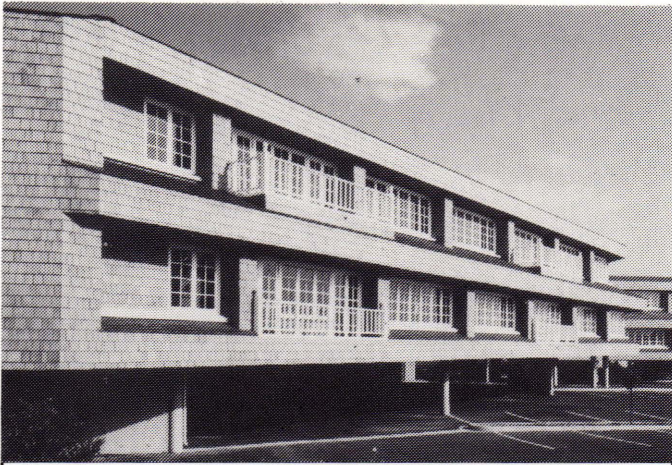
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# Virginia Supplemental Retirement System (VSRS)

## Glave Newman Anderson Architects

**Location:** Richmond

**Project Architect/Designer, Samuel A. Anderson • Interior Designer, Glave Newman Anderson • Surveyor, Lewis & Owens • Structural Engineer, Dunbar, Milby & Williams • Mechanical/Electrical Engineer, Hankins & Anderson • Geotechnical Engineer, Schnabel Associates • Construction Manager, Davidson & Jones Construction Co. • Photography, Whitney Cox.**

The "new uses for old places" concept is epitomized in the historic rehabilitation of the former Planters National Bank Building at 12th and Main Street, Richmond, Virginia. Administrative offices for the Virginia Supplemental Retirement System is the new use for the old bank. Not only historic architectural elements but also several banking features are retained by the design program. The vault, complete with intricate mechanical door, was left in its place and remodeled into a conference room. The office layout mimics the teller layout of the 1895 bank lobby (see *VIRGINIA RECORD*/July-August 1984), and finish materials incorporate or emulate the original marble design. To complete the meshing of the old and the new, interior details, such as a specially designed carpet using the Greek fretwork pattern from the original bank lobby ceramic tile floor, mahogany wood desks, period chairs, and brass light fixtures, were incorporated.

In recognition of the quality of the new design and the sensitive adaptation of the existing ninety-three year old Richardsonian Romanesque landmark, the last of its style in downtown Richmond, the project was nominated by the Virginia Historic Landmark Commission for the prestigious National Trust Preservation Honor Award, a national prize for the year's best rehabilitation project. Three specific aspects of the project highlighted by the nomination were 1) restoration, 2) reconstruction, and 3) design compatibility.

### RESTORATION

Restoration of the elegant skylit Classical Revival banking room was based on early photographs of the original design by Charles H. Read, Jr., the late 19th-century architect. The forty-foot-high central lobby with its ornate plaster walls, period light fixtures, and elegant finishings can be considered among the grand-









est "new" spaces in the Commonwealth. It is interesting to note that some small modifications were made to Read's original classical detailing, such as in the width and spacing of the engaged Corinthian columns, in an effort to improve their proportions and Classical "correctness."

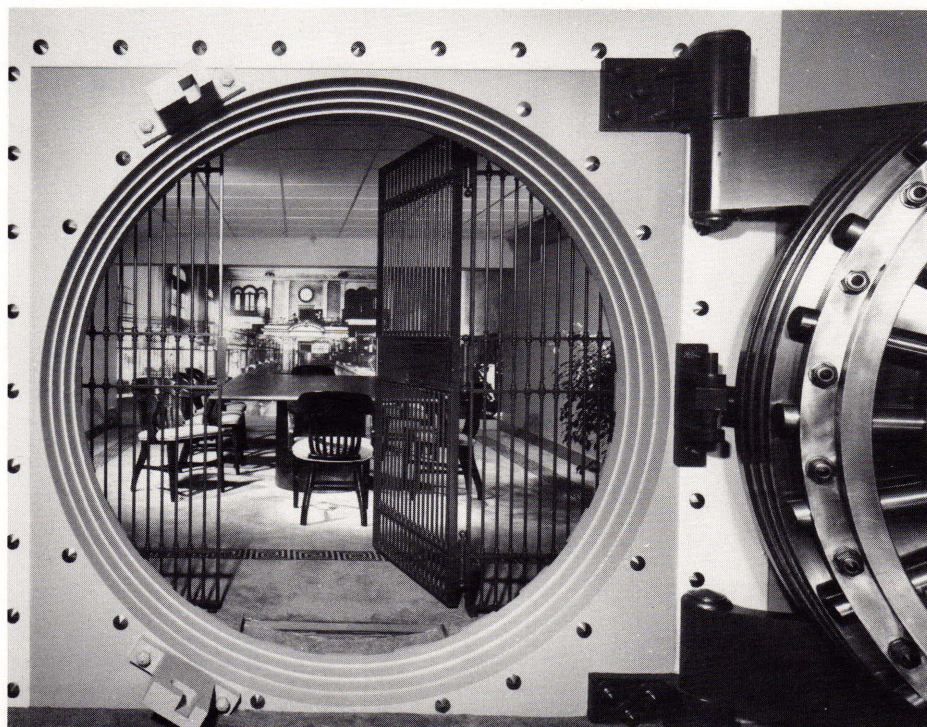
#### RECONSTRUCTION

Reconstruction of the original terra-cotta tile roof which restored a long absent visual balance to the primary Main Street facade. The colorful and texturally-rich tile roof gives new emphasis to the unusual pedimented roof line and balances the heavily rusticated brownstone basement below as was intended originally by Read. This may be the first example in this century of a Virginia Historic Landmark having its original terra-cotta roof restored. The Planters Bank has established an important precedent in Virginia's rehabilitation movement by recognizing the significance of the historic terra-cotta roof and restoring this character-defining feature. Other internal features such as the vault

and the skylight were reconstructed in the sense that they were dug out from behind layers of plaster, wood, and paint and restored to their previous glory.

#### COMPATIBILITY

The design of the new addition to the east of the historic bank seeks to provide sympathetic scale, originality, and compatibility. The many historical design references used, such as the repetition of the pediment form, the modillion beltcourse above the second story, and the similar rhythm of the window openings, were creatively utilized in the new facade's design without being slavish to the historical mode. The new construction is contemporary in appearance with its concrete cast-stone window sills and commercial brick materials. Yet, it makes strong references to the bank as the basis for its inspiration and incorporates design cues from buildings across the street. The addition achieves its own identity while remaining historically compatible—a difficult balance to achieve.



Davidson & Jones Construction Company of Raleigh, North Carolina acted as Construction Manager for the project.

#### SUBCONTRACTORS & SUPPLIERS

(Richmond firms unless noted)

J. A. Walder, Inc., Ashland, excavating & piling; Watkins Nurseries, Inc., Midlothian, landscaping materials; Jordan Construction, Inc., Ashland, foundations, concrete contractor & reinforcing; Lone Star Cement, Inc., concrete supplier; Concrete Structures, Inc., prestressed concrete; Farragut Masonry Corp., Portsmouth, masonry contractor; Isenhour Brick & Tile, Salisbury, NC, masonry manufacturer; Redford Brick Co., Inc., masonry supplier; Riverton Corp., Riverton, mortar; Seaboard Concrete Products, stonework contractor/supplier; Southern Engineering Co., Charlotte, NC, steel supplier & miscellaneous metals; and Lynchburg Steel & Specialty Co., Monroe, steel erection & steel roof deck.

Also, Weldon Roofing & Sheet Metal, Inc., Weldon, NC, built-up roof, other roofing, roof insulation & sheet metal; HIVA of Richmond, Inc., Ashland, wall insulation & gypsum board contractor; TMS Builders Supply, carpentry, millwork, cabinets & wood doors; Forms & Surfaces, paneling; Alexander Construction Co., waterproofing; E. S. Chappel & Son, Inc., caulking; Binswanger Glass Co., glass, glazing contractor & windows; Martin Architectural, Raleigh, NC, metal doors & frames; J. S. Archer Co., Inc., hardware supplier; F. Richard Wilton, Jr., Inc., Ashland, plaster contractor; and H. E. Satterwhite, Inc., ceramic tile.

And, Acoustics & Interior Construction, Inc., acoustical treatment & resilient tile; Milliken Contract Carpets, carpet; Barden's Decorating, Midlothian, painting contractor/paint supplier (Benjamin Moore paints); Barranger & Co., Inc., Midlothian, specialties; Dover Elevator Co., elevator; Wes-Way Sprinkler Co., Inc., Mechanicsville, sprinkler contractor; Noland Company, plumbing fixture supplier; Hungerford Mechanical Corp., plumbing/heating/ventilating/air conditioning contractor; and Starr Electric Co., Inc., electrical contractor.

Special wall finish was Fabri Trak; wall coverings—Maharam, VIN L FAB & Olney; window treatment—Flexalum Blinds; and lighting fixtures by Winona Studio of Lighting.



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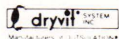
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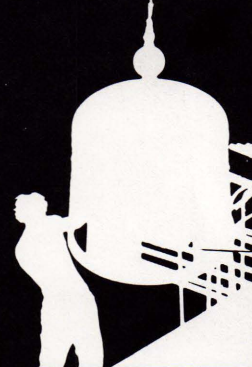
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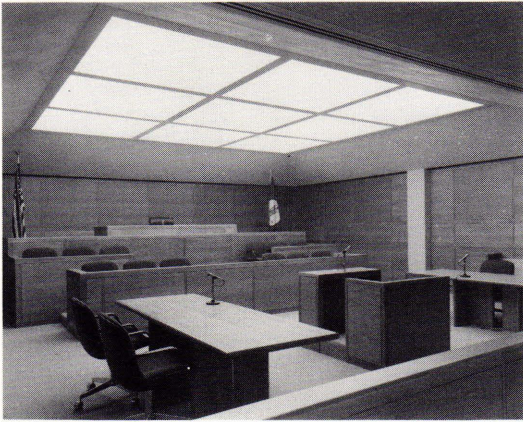
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## Court Facility—City of Roanoke

### Hayes, Seay, Mattern and Mattern (HSMM)—Architect

---

**Location:** Roanoke

**Project Architect, Landscape Architect, Interior Designer, Structural/Mechanical/Electrical/Civil Engineer, Hayes Seay, Mattern and Mattern • General Contractor, R. E. Lee & Son, Inc. • Photography, braaten photography & Huffman Studio.**

#### OWNER'S PROGRAM

Provide a court facility to house four Circuit, four General District and three Juvenile & Domestic Relations Courtrooms. Provide Circuit Court Offices, Law Library, Commonwealth Attorney offices, secure parking for Judges, and enclosed passage to the adjacent City Jail and the Police Station. Attempt to locate Clerk of Court offices on the same floor as the courts they serve.





#### SITE DESCRIPTION

The 1.6 acre urban site is adjacent to the City Jail and to the Police Station. The angular configuration of the site, topography, and orientation with regard to view, sun angles and relationship to Lee Plaza and to other buildings in the Municipal Complex were significant design parameters.

#### DESIGN SOLUTION

The design for Roanoke City's new Court Facility provides a total of eleven courtrooms for the Circuit, General District and Juvenile and Domestic Relations Courts. Clerk's offices for each of the three Courts are on the same floor as the Courts they serve. The three-story, concrete framed structure, completed in January 1983, is the fourth major facility in the master plan prepared by Hayes, Seay, Mattern and Mattern.

The design is a reflection of the program which required separation of public, judicial and inmate traffic. Circulation is centered around a three-story atrium which provides natural light to public circulation and waiting areas. The cantilevered third floor provides the additional area needed for the Circuit Court floor. An atrium stair permits walk-up access to the high-use District Court floor. Inmate passage from the Jail is through secure corridors located at the basement level and by elevators between pairs of courtrooms. Underground parking and service areas, which include the computer room, are at the basement level.

The exterior materials—Indiana limestone, gray tinted glass and stainless steel—were selected to complement the sculptural form of the building for a feeling of permanence and for compatibility with other buildings in the Municipal Complex.

Project Budget: \$8,882,000  
Final Cost: \$8,802,000

R. E. Lee & Son, Inc. of Charlottesville was general contractor and handled foundations, steel erection, steel roof deck, steel grating, miscellaneous metal, handrails, carpentry, structural wood, paneling, cabinets, caulking, and wall insulation.

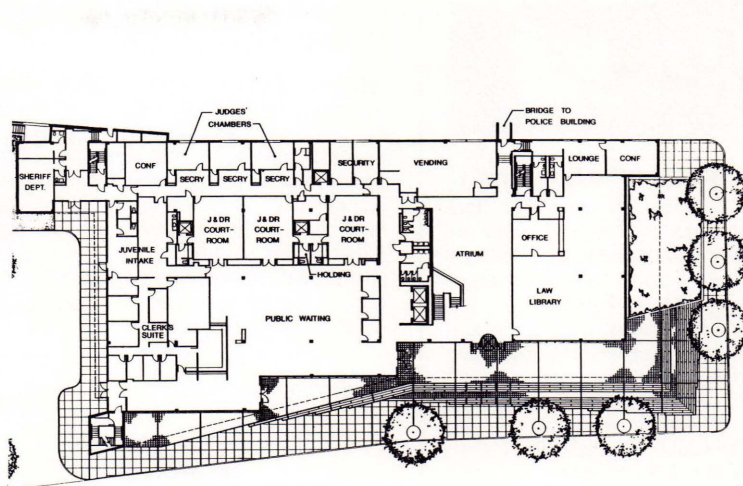
#### SUBCONTRACTORS & SUPPLIERS

Roanoke firms were: Joe Bandy & Son, Inc., excavating; John A. Hall & Co., Inc., paving contractor; Roanoke Ready Mix Concrete Corp., concrete supplier; J.E.S. Masonry, masonry contractor; Lightweight Block Co., Inc., masonry supplier & mortar; PPG Industries, Inc., glass, glazing contractor, paint supplier/manufacturer; Skyline Paint & Hardware, Inc., hardware supplier; Harman Ceiling & Partition Co., plaster contractor, gypsum board contractor, acoustical treatment, resilient tile, special wall finish & wall covering; and John N. Yauger & Co., specialties.

Others were: Prillaman Nursery, Martinsville, sodding, seeding, etc., landscaping materials, landscaping contractor; The CECO Corporation, Richmond, concrete contractor, reinforcing & prestressed concrete; Harding & Cogswell Corp., Bedford, Indiana, stonework contractor/supplier; Bethlehem Steel Corp., Richmond, steel supplier; Foam-Crete, Inc. of Chattanooga, Chattanooga, TN, other roof deck; City Lumber Co., Inc., Knoxville, TN, millwork & wood doors; Alexander Waterproofing Co., Richmond, waterproofing & foundation insulation; Leonard Smith Sheet Metal & Roofing, Inc., Salem, built-

up roof, roof insulation & sheet metal; Hemphill Metal Products, Birmingham, AL, metal doors & frames; Ar-Wall, Inc. of Va., Richmond, windows, window wall & storefront; Farrel Hensley Tile Contractor, Penn Laird, Va., ceramic tile; Costen Floors, Inc., special flooring; Service Contracting of Va., Inc., Christiansburg, paint-

ing contractor; N.I.C., equipment; Dover Elevator Co., Greensboro, NC, elevators; Associated Sprinkler Co., Inc., Greensboro, NC, sprinkler contractor; Southern Air, Inc., Lynchburg, plumbing/heating/ventilating/air conditioning contractor; and Ocean Electric Corp., Norfolk, electrical contractor.



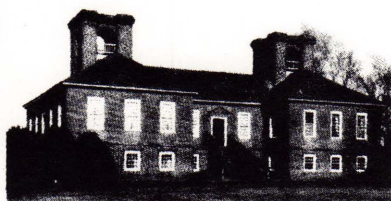
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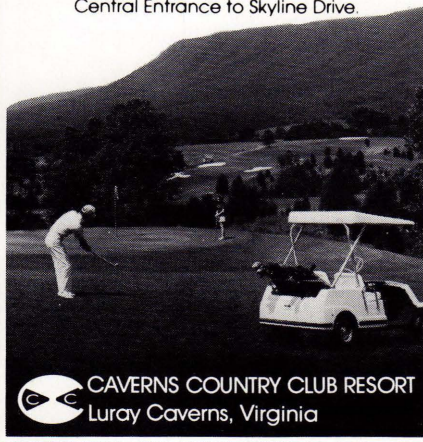
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## Octagon Museum Features William Lescaze Exhibit July 2 through Sept. 29

More than 70 drawings, photographs, models and decorative artifacts by William Lescaze, one of the first Modern architects in the United States, will be on display July 2-Sept. 29 at the Octagon Museum, 1799 New York Avenue, N.W., Washington, D.C.

"William Lescaze: The Rise of Modern Design in America," features the work of a 20th-century architect who was an early advocate of the International Style. This exhibition brings together many previously unpublished works that document Lescaze's place as an innovator of modern thought and theory. Drawn from the William Lescaze archive at Syracuse University, the exhibit outlines the growth and maturation of one of this country's most significant Modern architects.



Lescaze is perhaps best known for the Philadelphia Saving Fund Society (1928-33), designed with his partner George Howe. The exhibit contains drawings, models and photographs of the building itself as well as such Lescaze-designed artifacts as pen holders, lamps and calendars for the famous "banking room." When taken as a whole, Lescaze's work for the PSFS illustrates his belief in "total design," that is, the design of complete environments, including architecture, graphics, furniture and industrial design.

Similarly, the exhibit displays Lescaze's "total design" for Columbia Broadcasting System (CBS), with which he had a long-standing relationship. The CBS display ranges from a grand proposal for a nine-story headquarters building on New York City's Park Avenue to designs for microphones, graphic logos, even a mobile news vehicle.

In addition to large commercial projects, Lescaze designed many private residences. Among those featured in the exhibition is the architect's townhouse and studio, built in 1933-34 and considered by many the first and finest International Style townhouse in New York City.

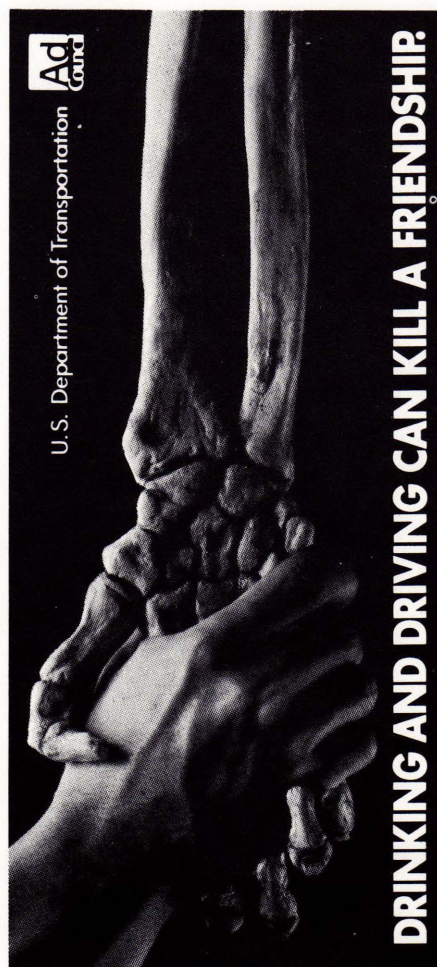
Lescaze and Howe's designs for the Museum of Modern Art (MoMA)—1930-31—are described in a series of drawings in the exhibition. The MoMA proposals, developed over a two-year period, were very influential, yet never executed.

The exhibit was organized and is being circulated by Syracuse University School of Architecture with support from the National Endowment for the Arts; the Graham Foundation for Advanced Studies in the Fine Arts; the College of Fellows Fund of The American Institute of Architects Foundation; Skidmore, Owings & Merrill Foundation; the New York Council for the Arts; Knoll International; and the New York Council for the Humanities.

The exhibition at the Octagon Museum has been made possible by a grant from CBS.

A national historic landmark and an accredited museum, the Octagon is the oldest museum in the United States devoted to architecture. The museum sponsors lectures, traveling exhibits, scholarly research and publications; and collects original architectural drawings and historic photographs. Its restored period rooms and galleries are open to the public Tuesday through Friday, 10 A.M. to 4 P.M.; and Saturday and Sunday, 1 to 4 P.M. The museum is closed on Mondays and holidays.

The AIA Foundation, the nonprofit charitable educational organization affiliated with The American Institute of Architects, is devoted to advancing public awareness of architecture.



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# Aeries-On-The-Bay

The Design Collaborative/Edward R. Roehm, AIA—Architect

**Location:** On the Chesapeake Bay, Virginia Beach.

**Project Architect/Designer,** Edward R. Roehm, AIA • **Landscape Architect,** E. G. Carson & Associates, Inc. • **Interior Designer,** Linda Houghton Interiors • **Site Engineer/Surveyor,** Talbot & Associates, Ltd. • **Structural Engineer,** The Design Collaborative • **General Contractor,** Aeries-On-The-Bay, Inc. • **Photography,** Edward R. Roehm, AIA.



Virginia Beach developer, Donald L. Moore, was so pleased with the passive solar design and quick sales of his Crest Townhomes of Chimney Hill (*VIRGINIA RECORD*, December 1983), that he asked architect Edward R. Roehm to "play it again, Sam." Their encore now stands on the Chesapeake Bay. The townhouses called "Aeries-On-The-Bay" are three-story units cleverly scaled to the size of two-story units.

The architect, by splitting the levels and engineering the arrangement of rooms to take advantage of the sun, got more floor space per unit than the outward heights would indicate, with virtually no wasted space. Hallways act as light chambers on the north and south windows, bringing the sun in from several levels. Glass window walls drink in the views of the Chesapeake Bay and can be seen from the front door upon entering. Fireplaces and cathedral ceilings, ceiling fans and open tread stairways are standard features. The architect articulated the front elevations by adding trellises, private entrances, and window-box greenhouses.

Appealing to a variety of families and age groups, the three models available here give the buyer the choice of color selections in ceramic tile foyers, hearths around fireplaces, carpet and wall coverings. Heavily landscaped by the developer to create a sense of established neighborhood, the front elevations have a well-manicured look. Back yards are left to the individual taste of the buyer.

Aeries-On-The-Bay, Inc. of Virginia Beach is acting as general contractor for the project.

## SUBCONTRACTORS & SUPPLIERS

(Virginia Beach firms unless noted)

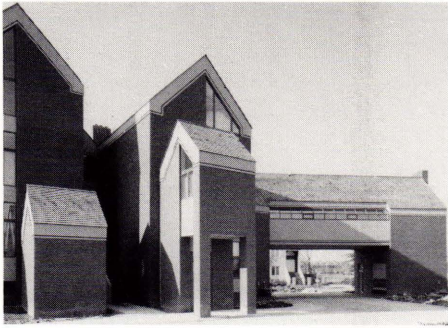
Winn Nursery, Inc., Norfolk, landscaping materials & planting; Greenwood Garden Service, Inc., landscaping contractor; Tidewater Turf Center, Inc., sodding, seeding, etc.; James R. Eason, Chesapeake, foundations & concrete contractor; Lone Star Cement, Inc., Norfolk, concrete supplier, masonry manufacturer/supplier & mortar; Jessie Martin, masonry contractor; R. B. Stevens, carpentry; and Marsh Furniture Co., High Point, NC, cabinets.

Also, Addington-Beaman Lumber Co., Inc., Norfolk, structural wood, millwork, wood doors &

hardware supplier; Colonial Insulation, Inc., Norfolk, metal doors & frames & windows; Kemp Contracting, gypsum board contractor; American Tile Company, ceramic tile; Sherwin-Williams Co., Norfolk, carpet; Marsha-Lynn Building Corp., painting contractor; Paper Palace, wall covering; Ron-Del Plumbing, Inc., Chesapeake, plumbing fixture supplier & plumbing contractor; Mechanical Service Co., Inc., heating/ventilating/air conditioning contractor; and Smith & Keene Electric Service, Chesapeake, lighting fixtures/electrical equipment supplier & electrical contractor.







## 696 Mowbray Arch

Hanbury and Company—Architect

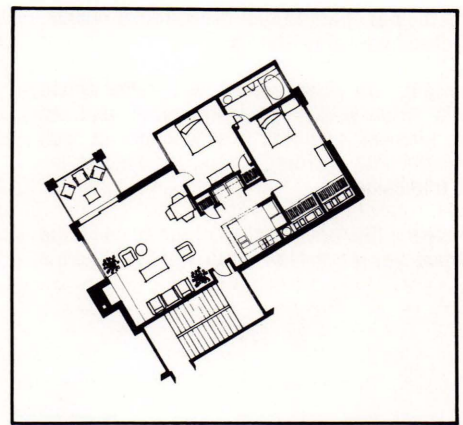
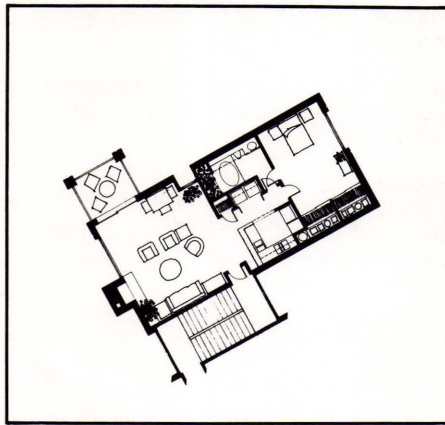
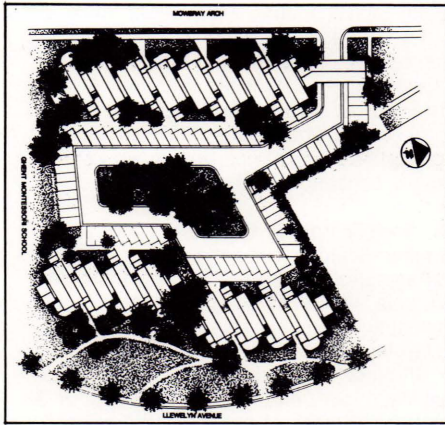
**Multi-Family Development • Location:**  
Norfolk

**Project Architect/Designer, Roger Newill • Landscape Architect, RLO Design • Site Engineer/Surveyor, Alan Bamforth • Foundation Engineer, G. T. Tomlin • Geotechnical Engineer, ATEC Associates, Inc. • General Contractor, Urban Concepts, Ltd. • Photography, Kevin Gorman.**

The Norfolk Redevelopment and Housing Authority wanted an outstanding multi-family development to complement and complete the very successful Ghent Square neighborhood next to Downtown Norfolk. The proposal by Glebe Creek Development Company was selected as most responsive to the scale, massing, and materials of both Ghent Square and the adjacent Old Ghent homes. The desirability of the development is improved by its neighbor on the block, the Ghent Square Recreation Center.



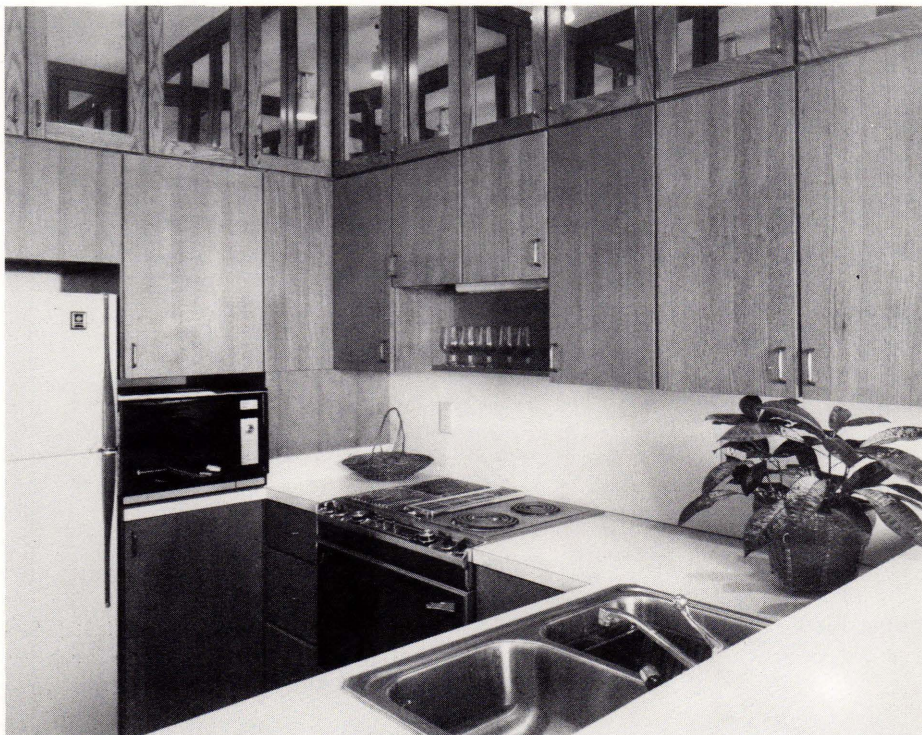
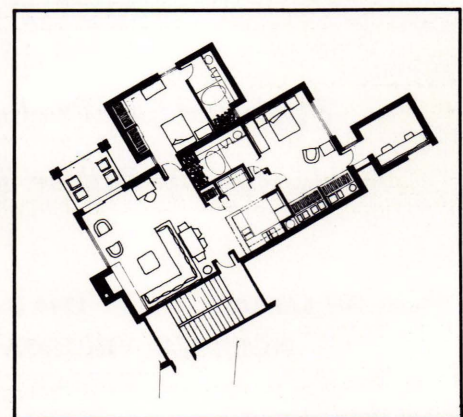
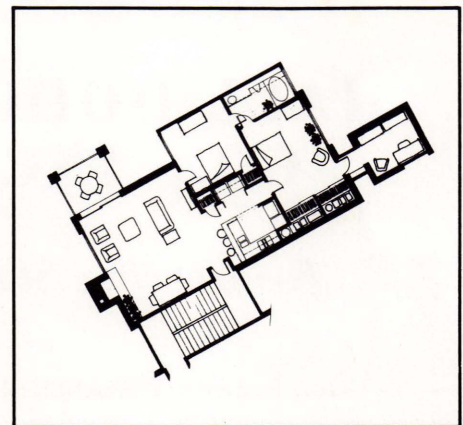
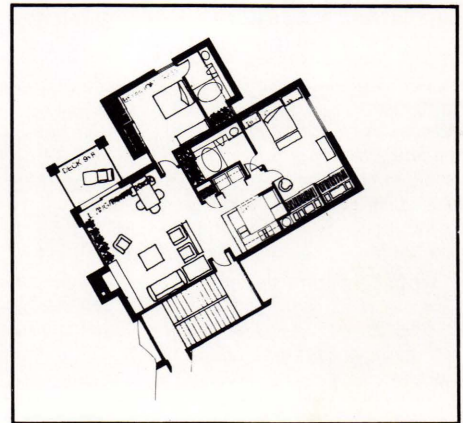




The basis of the design is eight pairs of buildings with a stair at the center of each pair, with each building composed of three stacked units about 900 square feet in plan. Every other building is raised a half-floor on a crawl space. The end buildings have shorter bedroom wings to break down the massing and provide additional plan choices. Each building is angled to the street fronts to reduce the facade mass, open up the living rooms with corner windows, and provide privacy for the lattice decks set in the notches of

the plan. The angling and half-story stagger create a common stairway in which only one door is on a landing, giving a strong sense of privacy and identity. Each stair has a private entry toward the cul-de-sac parking court and a public entry toward the public streets.

To define the entry to the court and give a strong identity to the project, the drive is bridged by a unique archway unit; a studio apartment with





spectacular panoramic greenhouse views, reached by a spiral staircase.

The units are wood framed, with cedar shake roofs, brick veneer, brick fireplaces, and red oak kitchens featuring a second tier of wall cabinets with mirrored fronts, reaching to the ten foot ceilings.

Following the pre-sale of 45 of the 49 units, the project was started in February of 1984 and the

first units occupied in October; completion was April of 1985.

Urban Concepts Ltd. of Norfolk was general contractor for the project and handled framing and kitchen installation.

#### SUBCONTRACTORS & SUPPLIERS (Norfolk firms unless noted)

ATEC Associates, Inc., soil borings; W. L. Birsch, Inc., Chesapeake, engineered fill; D. L. Withrow,

Virginia Beach, footing excavation; Solite Industries, Chesapeake, concrete block; Lone Star Industries, Inc., concrete; Hall-Hodges Co., Inc., reinforcing steel; Batchelder and Collins, Inc., brick & mortar supplier; Richtex Corp., Columbia, SC, veneer brick; Carolina Ceramics, Inc., Columbia, SC, accent brick; and Robert Farmer, masonry, concrete & stonework.

Also, Norfolk Iron & Wire Works, Inc., steel; Addington-Beaman Lumber Co., Inc., lumber, cedar shingles & windows; Shoffner Industries of Virginia, Inc., floor & roof trusses; Stairco, Portsmouth, stairs; Burgess-Snyder Industries, Inc., Virginia Beach, greenhouse windows; Chris Foy, Virginia Beach, roofing; A. W. Hughes Sheet Metal Corp., mechanical; R. H. Smith, Jr. & Son, Virginia Beach, electrical; Atlantic Electric Supply, light fixtures; and W. L. Cummings Plumbing & Heating Corp., Virginia Beach, plumbing.

Others were: Hertz, equipment rental; Colonial Insulation, Inc., insulation; Spra-Tex, Inc., Chesapeake, drywall; Jim Williams, Virginia Beach, ceramic tile; Architectural Products of Virginia, doors & hardware; Premier Millwork & Lumber Co., Inc., Virginia Beach, millwork & Redwood; Henry Rivenbark, Chesapeake, finish carpentry; Light Gallery, Inc., Virginia Beach, kitchen appliances; Kitchen Center, Newport News, kitchen ranges; Homestead Kitchens, Newport News, kitchen cabinets; Glass Corp., mirrors; Furniture Fashions Etc., Inc., Virginia Beach, carpet; Gary Midgett, Virginia Beach, painting; and Winn Nursery, Inc., landscaping.



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# Taste Unlimited

The Design Collaborative/Edward R. Roehm, AIA—Architect

**Location:** 36th & Pacific, Virginia Beach

**Project Architect/Designer, Edward R. Roehm, AIA • Landscape Architect, Craig A. Siska, ASLA • Site Engineer/Surveyor, Gallup Surveyors & Engineers Ltd. • Mechanical Engineer, Farley Engineering, P.C. • General Contractor, A. O. Adkins Co. • Photography, Edward R. Roehm, AIA.**

Only a block from the oceanfront on a busy street corner of the beach's main drag (36th & Pacific) is a jewel in the sun known as "Taste Unlimited." Taste Unlimited is to the gourmet cook of Tidewater, a modern "pleasure dome" of culinary delights.

Nestled beneath old sprawling shade trees and the seasoned elegance of some of its residential neighbors, this already thriving gourmet boutique has an established reputation for excellence. The owner wanted a building that conveyed the nature of his business: celebration of the taste buds. While the building is residential in scale, it is commercial in ambience and the outcome is a pleasant blend of both.

Architect, Edward R. Roehm used many subtle shapes and textures on the exterior to symbolize the many different flavors and aromas that have become the specialties of the house. Cedar shingle siding of various patterns adds textural quality along with splashes of bright color repeating the colors of the prominent logo on the front. Lattice work on the south and west sides acts as shading devices as well as being part of the decorative effect. False pediments on three sides create the illusion of a gable roof, similar to some of the residences nearby.

Interior colors are creamy yellow and primary blue, with combinations of blond wood shelving and high-tech chrome and glass. Blue glazed ceramic tiles line the walls behind counters and furnish a gleaming backdrop for the pale cheeses and imported chocolates. Decoration was kept to a minimum since the labels and packaging of the products on display provide much visual interest. Seasonal fresh herbs and produce of the most exotic and succulent varieties are on display as one enters, giving the shopper a feeling of being in a European marketplace.

The cooler north wall is lined with hundreds of imported and domestic wines. Vintage wines of Virginia are becoming a specialty here as well.

Hidden away from inquiring eyes, an interior office for the manager is incorporated into the design scheme with a large panel of one-way glass giving office personnel a view of what's happening outside in the store.

Owner, Peter Coe, occupies 2,300 square feet of this building and leases the remaining 1,500 square feet as a gift shop.

A. O. Adkins & Company of Virginia Beach was general contractor and handled excavating, foundations, concrete work, reinforcing, roof deck, miscellaneous metal, foundation insulation, carpentry, waterproofing and caulking.

## SUBCONTRACTORS & SUPPLIERS

Other Virginia Beach firms were: Sadler Materials Corp., concrete supplier; Greenwich Supply Corp., wall insulation; Kempsville Building Materials, Inc., wood doors; Tim Jackson, gypsum board contractor; Byler Plumbing Co., plumbing contractor; Weather Makers, Inc., heating/ventilating/air conditioning contractor; and R. H. Smith, Jr. & Son, lighting fixtures/electrical equipment supplier & electrical contractor.

Norfolk firms were: Winn Nursery, Inc., landscaping contractor; W & M Masonry Contractors, masonry contractor/manufacturer/supplier & mortar; Chesapeake Steel, Inc., steel supplier/erection; Campostella Builders & Supply Corp., millwork & cabinets; Walker & Laberge Co., Inc., glass & glazing contractor & storefront; Hall-Hodges Co., Inc., metal doors & frames; Grover L. White, Inc., ceramic tile & resilient tile; and Beck Painting Co., Inc., painting contractor/supplier.

Others were: W. L. Birsch, Inc., Chesapeake, paving contractor; National Roofing Corp., Suffolk, roofing & roof insulation; Trus Joist Corp., Midlothian, structural wood; and Chesapeake Door & Hardware Co., Chesapeake, hardware supplier.





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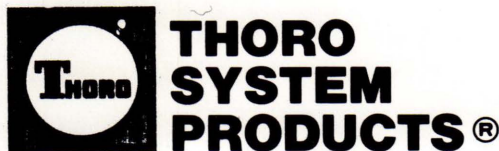
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# FOR THE RECORD

## Courtemanche Heads White House Conference on Small Business

The President announced, March 18, 1985 his intention to appoint Jack L. Courtemanche to be Executive Director of the National White House Conference on Small Business. This is a new position.

Since October 1983, Mr. Courtemanche has been serving as Deputy Assistant to the President for

Public Liaison. Previously, he was Executive Director of the White House Conference on Productivity. Prior to joining the White House staff, he served as President of Crown Coach Corporation in Los Angeles, California. In 1970-1975 he was Vice-President of Mack Trucks, Inc., Allentown, Pennsylvania, in charge of the western region. In 1961-1970 he was President of Auto-

motive Equipment Company, Portland, Oregon and Los Angeles, California.

Mr. Courtemanche attended the University of Oregon. He served in the United States Army in 1956-1958. He is married, has six children and resides in Washington, D.C. He was born March 9, 1935 in McMinnville, Oregon.

## Virginia State Meeting White House Conference on Small Business August 9, 1985 — Hyatt Regency, Richmond

### BACKGROUND:

On May 8, 1984, President Reagan signed Public Law #98-276 "which requires the convening of a National White House Conference on Small Business." The National Conference must be held no later than September 1, 1986, and must be preceded by state conferences, with at least one conference in each state. The National Conference will be the second such meeting; the first National White House Conference on Small Business was held early in 1980. The 1980 National Conference also was preceded by conferences around the country.

### PURPOSE:

- To increase public awareness of the contributions of small business.
- To identify the problems of small business.
- To examine the status of minorities and women as small business owners.
- To assist small business in carrying out its role as the Nation's major job creator.
- To develop recommendations for government action on small business issues.
- To review the status of recommendations adopted at the 1980 Conference.

### PARTICIPANTS:

Participants at the conferences must pay their own travel and living expenses, but registration fees must be limited to \$10 for each conference plus meal costs.

Delegates and alternates to the National Conference will be elected by participants at the state conferences. The number of delegates elected in each state will be the number of electoral college votes times two, with a minimum of ten in each state.

In addition, each governor may appoint one delegate and one alternate; so may chief political officers of D.C., Puerto Rico, the Virgin Islands, American Samoa, and Guam. Also each member of the House of Representatives (including delegates from D.C., Puerto Rico, American Samoa, Guam and the Virgin Islands) and each member

## In the Spirit of Enterprise

### The White House Conference on Small Business

*"The greatest innovations for new jobs, technologies and economic vigor today come from a small but growing circle of heroes — the small business people . . . You, too, can help us unlock the doors to a golden future. You, too, can become leaders in this great era of progress . . ."*

President Ronald Reagan May 1985

The White House Conference on Small Business is a unique opportunity for small business to meet the challenges that lie ahead. It's your chance to make your views known to the White House and the Congress. Through this conference, small business will formulate specific and comprehensive recommendations for the future of small business and America.

#### The National Conference

The White House Conference on Small Business will convene for a second time in Washington, D.C. in August 1986. Delegates to the 1980 Conference sent 60 recommendations to the President and the Congress; since then two-thirds of these recommendations have been acted upon legislatively or administratively.

#### State Conferences

A one-day conference will be held in each of the 50 states, the District of Columbia, and Puerto Rico. (New York, Texas, and California will hold two separate one-day conferences.) The day's program will consist of an opening session, workshops on key issues of concern to small business, luncheon and delegate elections.

#### Delegate Selection

Participants who wish to vote for or to be elected as a delegate must attend the conference in the state in which they reside, must be an owner, partner or corporate officer of a small business and must employ under 500 people. Delegates to the National Conference will be elected from among the participants at each of the state conferences.

Participants at the state conferences and the National Conference in Washington, D.C. must pay their own travel and living expenses. The registration fee for each conference will be \$10 plus meal costs.

#### Registration

Please fill out the attached form, detach and send with your check to the address listed. Pre-registration by mail is encouraged, however, on-site registration will be available beginning the evening before the event (5:00 to 9:00 p.m.). Registration the day of the conference opens at 7:00 a.m. The program begins promptly at 8:30 a.m.

It's up to you. Your efforts, your ideas, and your participation can make a difference. Make these conferences work for you! For more information, write or call (202) 653-9550.

PLEASE PRINT OR TYPE

Full Name \_\_\_\_\_ Title/Position \_\_\_\_\_  
Home address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Business name \_\_\_\_\_  
Phone number \_\_\_\_\_ I plan to attend the \_\_\_\_\_ state conference

Please identify, in order of preference, the top three issues which are of greatest interest to you:

☐ Economic Policy ☐ Education and Training ☐ Finance ☐ International Trade ☐ Payroll Costs  
☐ Procurement ☐ Regulation and Paperwork ☐ Taxation ☐ Other (Specify) \_\_\_\_\_

If you qualify according to the specifications listed above for delegate selection, do you wish to have your name listed on the ballot to run as a delegate to the 1986 National White House Conference on Small Business in Washington, D.C.?

YES \_\_\_\_\_ NO \_\_\_\_\_

#### PRE-REGISTRATION:

\$35.00 (includes registration fee and meal costs)

#### HOTEL:

Contact conference hotel directly to make reservations; mention the Conference to get the special room rate.

NOTE: OBSERVERS WILL BE PERMITTED AS SPACE ALLOWS AND WILL BE CHARGED THE FULL CONFERENCE PRICE.

Please make checks payable to "The White House Conference on Small Business" and mail with form to:

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of the U.S. Senate may appoint one delegate and one alternate. The President may appoint 100 delegates and 100 alternates.

All delegates must attend the conference in the state which they reside, must be an owner, partner, or corporate officer of a small business, and must employ under 500 people. It is anticipated that about 1,800 delegates will attend the National Conference.

### ADMINISTRATION:

The President is authorized to appoint to the Conference an Executive Director who will report directly to him. The Executive Director is authorized to appoint appropriate staff members from both the private sector and the Federal agencies.

No more than six months from the convening date of the National Conference, the Executive Director is required to submit a final report to the President and to the Congress regarding the findings and the recommendations of the Conference.

### PROGRAM:

Each of the 50 state conferences will consist of a one-day program which will include an opening session, featured keynote speaker, issue workshops, and delegate elections.

Workshops will focus on issues such as: capital formation, tax policy, education and training, procurement, international trade, regulatory policy, finance, and economic policy. Sessions will be conducted by a moderator who will give a brief overview of the issues then open the floor for discussion and recommendations.

The closing session will provide an opportunity for the issue moderators to inform the general body of the recommendations made at the respective issue workshops.

### REGISTRATION:

Conference registration forms will be available through direct mail, trade associations and trade publications, congressional mailings, regional and local SBA and Commerce offices, and general media promotion. Pre-registration by mail is encouraged, however on-site registration will be available beginning the evening before the conference.

Make inquiries to:  
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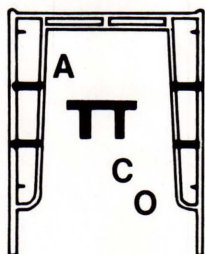
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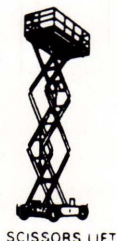
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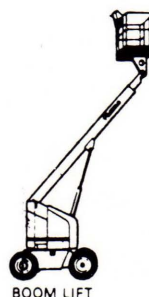
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## E. T. Gresham Co., Inc. Names Two Vice Presidents

Robert W. Fentress and William A. Gresham have been named vice presidents of E. T. Gresham Company, Inc., the Norfolk based general contracting firm.

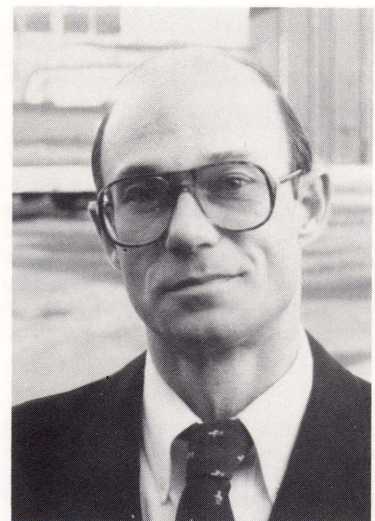
Fentress, 42, is a 1966 business administration graduate of Old Dominion University and has been with Gresham for 14 years. In addition to his previous duties as Secretary-Treasurer, he will now hold the position of Vice President-Administration.

Gresham, 34, joined the firm in 1970. He attended Virginia Tech and earned a B.S. degree in Civil Engineering Technology from O.D.U. His new position as Vice President-Operations involves responsibility for crane, hauling, rigging and industrial services.

Both men are third generation family members of the business established in 1916 by E.T. Gresham, Sr., with the assistance and legal counsel of Judge Willis V. Fentress, Sr.



William A. Gresham



Robert W. Fentress

One of Virginia's oldest building contractors, E.T. Gresham Company, Inc. also has the distinction of being a national pioneer in the mobile crane service field and is the senior organiza-

tion offering specialized hauling and rigging functions in Eastern Virginia and North Carolina. E.T. Gresham is a longstanding member of the AGC.

## Associated Builders & Contractors, Inc., Virginia Chapter Names Congressman 'Dan' Daniel '1985 Legislator of the Year'

Congressman Dan Daniel of Danville was honored by the Associated Builders & Contractors, Virginia Chapter, as their "1985 Legislator of the Year" at a luncheon held May 1st in the Mike Mansfield Room of the U.S. Capitol.

Dan Daniel had the pleasure of hearing remarks on his distinguished career of 17 years from all nine of his fellow Virginia Congressmen prior to accepting the Association's plaque from the Chairman of ABC's Legislative Committee, Bob Gombar. Gombar, an attorney with the Washington law firm of Venable, Baetjer, Howard and Civiletti, was assisted in the presentation by Virginia ABC President, Jim Newland, of Eugene Thomas Construction, an Alexandria-based general contracting firm.

Gombar, in remarks made prior to the presentation, thanked the Congressman for his support of repeal of The Davis-Bacon Act and for his support of the small independent businessman, which includes many contractors.

Associated Builders and Contractors, Virginia Chapter, is an affiliate member of the national Merit Shop contractors association of the same name. Headquartered in Fairfax County, the State Chapter represents almost 400 commercial general contractors, subcontractors, suppliers and others involved in the industry.



ABC, INC., VIRGINIA CHAPTER, LEGISLATIVE LUNCHEON. (L-R) Francis Plante, Fidelity & Deposit Co. of Maryland, Master of Ceremonies for the Luncheon; Congressman Dan Daniel; Jim Newland, 1985 ABC Virginia Chapter President; and Robert C. Gombar, Chairman, ABC Legislative Committee.

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## NAHB Presents New Certification Programs For the Industry

Two officers of Independent Developers, Ltd. of Virginia Beach, Virginia were the first to receive the National Association of Home Builders' Business Management Certificate. President, Lonnie Butler, and his Administrative Assistant, Pete Lewin, were presented their awards at the Association's recent Spring Board Meeting in Washington, DC.

"The new Business Management Certification Program is one of several certification programs which are being offered through the Home Builders Institute, the educational arm of The National Association of Home Builders. Courses carrying credit towards the Institute of Residential Marketing certification are currently offered and the Graduate Builders Institute, a Sales Training Certification Program and a Superintendent's Certification Program are planned for coming seasons," says Chairman of the Board, Home Builders Institute, Dale Stuard.

"These certification programs evolved from recognition of the need to provide a more institutionally organized format for the training and certification of members of our industry. The dynamically changing economic, legal and technological environment in which we must make business decisions for building homes and communities in the '80s makes continuing education critical to all members of our profession," Mr. Stuard added.

The Business Management Certification Program is directed to certifying individuals who

have completed a series of NAHB courses covering the fundamentals of building and management in the residential construction process. Course materials include current state-of-the-art technologies and techniques important to continued professional development.

The program offers a variety of courses to allow flexibility in the NAHB accreditation of all phases of professional involvement in the building cycle. Certificates are awarded to individuals completing five of the courses offered in the Program: Land Development-Financing, Acquisition and Development; Construction Scheduling; Precision Estimating; Financial Management-Cash Flow, Budgeting and Profit Planning; Organization and Control in Small Volume Construction; Production Management; and Developing a Flexible Business Plan. NAHB will apply credit toward the certificate for similar courses in its seminar program since January 1984.

Courses are being offered in six regional centers throughout the country this fall: Key Biscayne, Las Vegas, Denver, Chicago, Philadelphia and San Antonio. Each course will be offered at least once in an 18-24 month period in each of these locations. Program faculty includes builders, developers, lawyers and financial and marketing experts who are recognized leaders in the building industry and who routinely face business decisions based on current trends and resources in the marketplace.

A full schedule of all Business Management Certificate courses being offered through December 1985 is available from the Home Builders Institute of NAHB at 1-800-368-5242, Ext. 347. Courses may also be taken individually. Registration fee discounts are available for anyone enrolling for the certification program series.

## Work on The Marketplace At Main Street Station Nears Completion

As Richmond becomes a growing tourist and convention town, The Marketplace at Main Street Station should definitely be on the visitor's itinerary. Although many shopping malls are not thought of as being recreational or cultural, Main Street Station breaks the mold. This unique shopping complex, scheduled to open in September, will provide recreational shopping, entertainment, and excellent dining in an authentic railroad station atmosphere. The station, constructed in 1901, is an attraction in itself.

Within the building's interior, the original metal structure remains exposed. The individual retail stores are designed with 14' high dividing walls and without ceilings, allowing the tourist and shoppers to view the expansive roof structure overhead.

The renovation of the historic Main Street Station is a unique architectural challenge. SWA Development and SWA Architects set out to convert the Station while keeping with its original character. For example, the colors and patterned materials are used as reminders of the laced steelwork of the shed structure, and the original guardrail lining the elevated railroad tracks remains alongside the project.

Main Street Station's destination is clearly visible from Interstate 95. Around the Station, shoppers and tourists will enjoy hassle-free parking from more than 900 spaces.

The multi-million dollar project will be a welcome addition to the shopper and the tourist.

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## AGC Announces Construction Management Seminars

The Associated General Contractors of Virginia has announced the 1985-1986 schedule of Certified Construction Management Seminars. The eight seminars are scheduled in various cities in Virginia for the convenience of those attending. Each is scheduled for one or two days and covers information valuable to leaders in construction and construction related firms.

The Certified Construction Management series is a joint offering of the Associated General Contractors of Virginia and the Office of Business Management, Virginia Polytechnic Institute and State University. Each course may be taken for information only or to be credited toward a certificate.

Participants who satisfactorily complete a minimum of 15 seminar days in the program and pass the certifying examination will be awarded a Diploma in Construction Management, issued jointly by AGC of Virginia and Virginia Tech.

The seminars scheduled for this year are as follows:

### PROJECT SCHEDULING/CPM

SEPTEMBER 20-21, 1985 — VIRGINIA BEACH

Designed to expand contractor's knowledge of project scheduling techniques in order to use them more effectively.

Learn how to:

- Update a C.P.M. schedule and apply it in the field
- Determine which scheduling technique is most appropriate for certain types of projects
- Understand the C.P.M. responsibilities of subcontractors, owners and architects.

Learn legal aspects of:

- Schedules including construction law
- Scheduling before and during construction
- Warranties
- Early and late completion
- Delays and floats
- Arbitration and litigation.

### CONSTRUCTION LIABILITIES

OCTOBER 25-26, 1985 — WILLIAMSBURG

Teaches ways to protect your interests by avoiding liabilities and, should that fail, assists to determine the most effective method of dealing with them. Reviews a contractor's rights during bidding.

Contract clauses which are most often misunderstood and result in legal claims (including scheduling and coordinating clauses, risk-shifting clauses, and liquidated damage clauses) will be analyzed. Contractor's rights when confronted with non-payment, delays, changed conditions and termination will be covered.

### DEVELOPING HEIRS INTO SUCCESSORS

NOVEMBER 8, 1985 — CHARLOTTESVILLE

Owner/managers, their spouses, and heirs would benefit from attending this course. An owner's long-term security and satisfaction depend heavily upon his ability to teach and develop young people able to succeed him.

This solid step-by-step presentation presents a real, workable, practical program for turning heirs into competent successors. It shows how

owners who are not people-oriented or comfortable in the teaching role can overcome the generation gap — and relax when they retire.

### COMPUTERS IMPACT ON BOTTOM LINE

NOVEMBER 22, 1985 — RICHMOND

Helps a contractor to better understand how and why a computer is becoming an indispensable tool. Participants will learn how job cost control can be integrated with the normal accounting functions.

Particular attention will be given to showing how a computer can assist in improving profitability. Criteria for selection of software and hardware to meet individual contractor's needs will be discussed.

### ESTIMATING AND BIDDING

DECEMBER 5-6, 1985 — Richmond

Designed to improve participant's estimating and bidding skills. It will emphasize:

- Importance of cost information, essential for good pricing system
- How to gauge effect of retainage on pricing
- How to improve budget techniques to get more profitable jobs
- How to determine true capital and overhead costs
- Why key managers should be involved in pricing strategy.

### MOTIVATING YOUR EMPLOYEES

FEBRUARY 7, 1986 — LYNCHBURG

Supervisory personnel will learn effective ways to increase employee productivity. Improves knowledge about dynamics of human behavior in the work environment.

Learn how to achieve desired results through activities and energies of fellow employees.

### CONTROLLING OVERHEAD COSTS

FEBRUARY 19, 1986 — NEWPORT NEWS

Shows managers and supervisors ways to control or influence costs in addition to direct material or labor.

Participants will increase knowledge of the nature of overhead costs, how to distinguish between fixed and variable costs, learn how to do a breakdown analysis and conduct a follow-up to a cost reduction plan.

### PROJECT MANAGEMENT

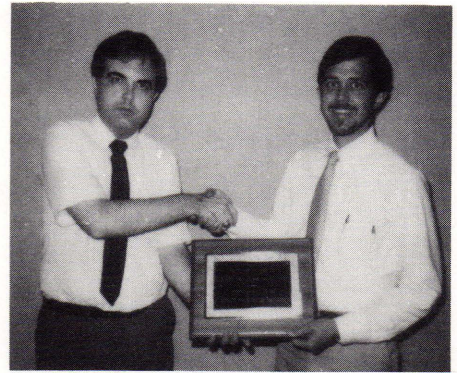
MARCH 14-15, 1986 — RICHMOND

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*Pat Murphy, President ASA, Richmond, presents plaque to Sidney Bass who accepted for Bass Construction Company, Inc.*

## Bass Construction Receives Award

For the second consecutive year, Bass Construction Co., Inc., of Richmond, has been chosen "Contractor of the Year" by the American Subcontractors Association, Richmond.

The presentation of the award was made during the recent CSI Products Show. Pat Murphy, President of ASA, Richmond, presented the award which was determined by votes of Richmond area subcontractors.

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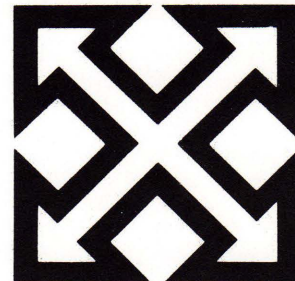
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## State Small Business Coordinator Named

The Virginia Department of Economic Development has named Mary Elsesser to the post of Small Business Coordinator.

She is directing a clearinghouse of information and advice for small business owners, providing technical assistance to small businesses regarding state regulatory policies and is responsible for disseminating information regarding licensing, financing and tax laws.

As the Small Business Coordinator, Elsesser serves as the liaison between small businesses and government organizations and advises

small business owners of technical and management assistance programs operated in Virginia. Her position is with the office of Small Business and Financial Services of the Department of Economic Development.

Elsesser was previously Vice President for Legislative Affairs and Research with the Virginia Retail Merchants Association. She holds a master's degree from the University of Southern Maine and a bachelor's degree from Gorham State College in Gorham, Maine.

Ms. Elsesser is a member of the Virginia Economic Developers Association, American Society for Training and Development and is a past president of the Richmond Professional Women's Network.

## Forterra Corporation Relocates Offices

Forterra Corporation, a commercial construction firm, has relocated its offices to 4989 Cleveland Street in Virginia Beach. The firm opened in April 1982 and because of its fast growth needed more space for its operations. The company is currently involved in a wide range of fast-track projects ranging from an extensive renovation for the accounting firm of Goodman and Company in the Maritime Towers Building in Norfolk to a large addition to the City of Chesapeake Jail Work Release Housing to the new Lake James Shopping Center in Virginia Beach.

### MARTINO NAMED VP

The firm has appointed John F. Martino as vice president of production. Mr. Martino joined Forterra in 1984 as project manager and was previously construction administrator for OSC Associates of Norfolk.

### PAGE PROMOTED

Alexander Page, Jr. has been promoted to general manager of field operations. Mr. Page joined Forterra Corporation in 1983 as project superintendent and was promoted to general superintendent in 1984.

Forterra Corporation was the general contractor for the Public Safety Building & Information Center, featured in *Virginia Record* Sept.-Oct. 1984 and the West Side Office Building featured in the March-April 1985 issue.

## Foulger-Pratt Constructs 'Intelligent Building'

Foulger-Pratt Construction, Inc., one of the Mid-Atlantic region's leading commercial builders, announces the topping-out, in June, of the \$28 million Main Street Center, Richmond's first "Intelligent Building."

One of only a dozen such sophisticated buildings in the country, Main Street Center's two, 23-story towers will offer 1.2 million square feet of state-of-the-art automated offices, retail shops and parking. Computerized elevators anticipate traffic and give the latest stock quotations en route. Advanced security systems allow only authorized access and detect fire. Lights turn off automatically in empty rooms. In addition, tenants may subscribe to electronic mail, word and data processing, telex, data bases and a variety of other computer-based systems and services on a shared-use, reduced cost basis.

Foulger-Pratt's president Sid Foulger commented recently, "We're proud to be on the cutting edge of this emerging trend toward 'smart buildings.' Developers around the country are beginning to see the advantages of providing multi-tenant services in large office complexes. These intelligent buildings are especially suited for medium to small business tenants who don't want to commit a large capital outlay for the latest computerized office systems."

Headquartered in Rockville, Maryland, Foulger-Pratt Construction, Inc., has been involved in the construction of major office complexes, shopping malls, condominiums and hotels as well as



The \$28 million Main Street Center, Richmond, Virginia's first "Intelligent Building," is now under construction by Foulger-Pratt Construction, Inc., Rockville, Maryland. (Artist's rendering)

public and institutional projects in the Mid-Atlantic region and in California, Utah and Colorado. Bell Atlantic's regional headquarters in Arlington, Virginia, the Mormon Temple in Kensington, Maryland, and Crossroads Plaza shopping mall in Salt Lake City, Utah, are a few of the many major construction projects completed by Foulger-Pratt.

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## Senior Staff Named to Center for Innovative Technology

Dr. Robert H. Pry, President of Virginia's Center for Innovative Technology, Herndon, has named Dr. Stephen Rattien to the post of Vice President for Technology Development and Transfer. Dr. Rattien joins Dr. Pry and Dr. John J. Salley, the Vice President for Administration and Continuing Education, in completing the senior CIT headquarters staff.

In addition, Dr. Pry appointed the current interim directors to permanent posts at the CIT's four research institutes. Named as institute directors are:

- Dr. Roger Ehrich, Institute of Information Technology, Virginia Polytechnic Institute and State University;
- Dr. Carl Herakovich, Institute of Materials Science and Engineering, Virginia Polytechnic Institute and State University;
- Dr. Ira Jacobson, Institute of Computer Aided Engineering, University of Virginia; and
- Dr. Marino Martinez-Carrion, Institute of Biotechnology, Virginia Commonwealth University.

Dr. Rattien joins CIT from the Presidency of DHR, Incorporated, a McLean-based high technology contract research firm of which he was a co-founder some nine years ago. He had previously served as Executive Officer for Planning of the Division for Scientific, Technological and International Affairs of the National Science Foundation; as Deputy Director of the President's Science Advisory Office of Energy R & D Policy; as a staff member of the President's Council on Environmental Quality; and as a member of the Graduate Faculty of the University of Pittsburgh. He holds a doctorate in regional planning from


Cornell University, a master's degree in biomedical engineering from the University of Rochester, and a bachelor's degree in electrical engineering from The Cooper Union.

Dr. Ehrich, in addition to his CIT responsibilities, serves as Professor of Computer Science at Virginia Polytechnic Institute and State University in Blacksburg. Similarly, Dr. Herakovich serves as Professor of Engineering Science & Mechanics at Virginia Polytechnic Institute and State University in Blacksburg. Dr. Jacobson is a Professor and Director of the Center for Computer Aided Engineering at the University of Virginia in Charlottesville, and Dr. Martinez-Carrion holds the position of Professor and Chairman of the Department of Biochemistry at Virginia Commonwealth University in Richmond.

The CIT senior headquarters staff and the institute directors will work in concert to build bridges between the industrial and university communities. CIT intends to enhance the industrial base of the Commonwealth through univer-

sity research jointly supported by industry and CIT, as well as through technical assistance to industry, identification and exploitation of commercially-valuable university research, and continuing education to meet the needs of high technology industry. With the appointment of its senior headquarters and institute staff it is anticipated that CIT can still more rapidly achieve its goals.

To date, the CIT has initiated over 90 joint industry—CIT sponsored research projects, with industry's contribution exceeding \$3 million. Projects currently underway include research in protein chemistry that could ultimately lead to a synthetic vaccine for Hepatitis B (at the Institute of Biotechnology), a computerized system to permit the deaf to communicate over telephone lines (at the Institute of Computer Aided Engineering), and research on adhering metal to fiberglass with potential applications in automobile and other manufacturing industries (at the Institute of Materials Science and Engineering).



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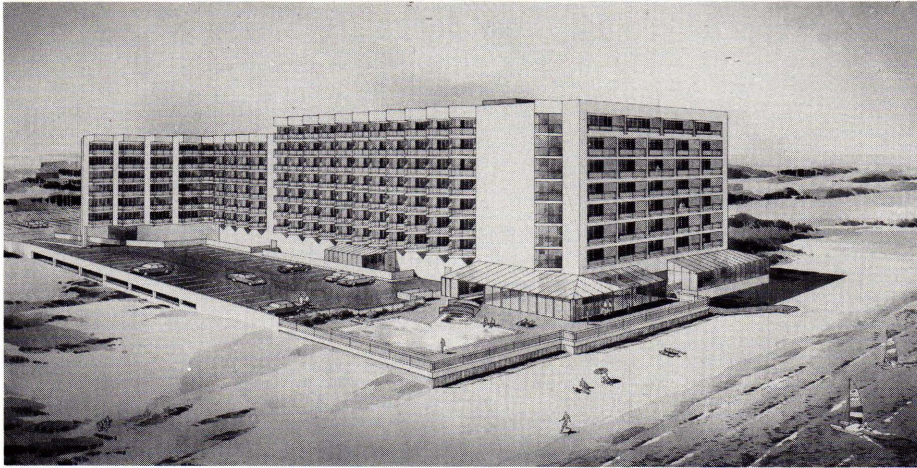


Whitfield/Gee Construction Company, Inc./873 Seahawk Circle/Virginia Beach, Virginia 23452/(804) 468-0506

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## Construction Underway on Virginia Beach Resort and Conference Center

Construction has begun on the Virginia Beach Resort and Conference Center. It will be one of the largest hotel resort and business complexes between Delaware and Hilton Head, South Carolina.

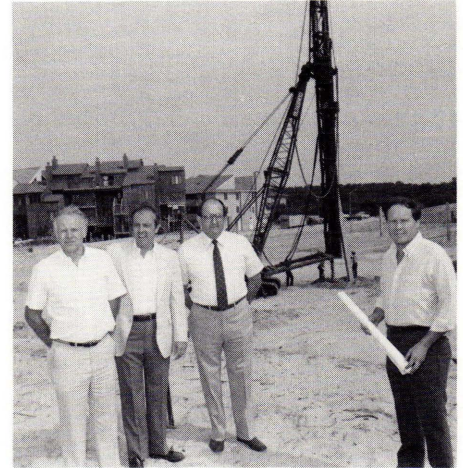
The \$25 million condominium-hotel, a project of Virginia Beach Resort and Conference Center Partnership, will be the area's largest resort hotel and conference center. The 8-story, 295-unit complex will accommodate conference groups of 10 to 500.

The 301,000 square foot conference center is being built on the largest piece of available waterfront land in Virginia Beach. Located off Shore Drive near Great Neck Road, the Center encompasses 3.7 acres. Because the project is on the Chesapeake Bay, the developers believe

that the resort image will be enhanced. With few hotels nearby, open beaches, and the 2770 acre Seashore State Park adjacent to the complex, the impression is of an uncongested serene atmosphere.

Individual units in the condominium-hotel will be owned by single investors or companies. The owners choose the hotel management. Over one half of the hotel condominium units were sold prior to construction in a period of three months. Base prices for condominium units have increased from \$79,900 to \$88,900.

Dr. Harvey Shiflet, a partner in the development team, sees the resort's tranquil location and its amenities as the features which will assure its success.



Rocco Lassiter, Sterling Webster III, David Oglesby, and Dr. Harvey Shiflet, general partners in the development of the \$24 million Virginia Beach Resort and Conference Center hotel-condominium.

In addition to Dr. Shiflet, partners in the development team include David B. Oglesby, President of Oglesby/Arnhold Realty, Sterling F. Webster, III, President of Webster Building Corporation, and builder-developer Rocco J. Lassiter.

The Center was designed by Gerald A. Cox, A.I.A. of Gerald A. Cox, P.C. and Morrisette, Cederquist, Bondurant & Associates. Estimates are that the project will be completed in the Spring of 1986. Several conventions have already expressed interest in the facility.

## Naval Academy Classmates Open Fuddruckers in Richmond

Fuddruckers—that's the slightly offbeat name for a new restaurant geared to all those baby boomers looking for the "World's Greatest Hamburger." Opened Wednesday, July 10 at 8317 West Broad Street in Richmond, Fuddruckers has no gimmicks, no cutesy decor, and no billion-dollar advertising budget.

"We're offering singular dedication to a product—the gourmet hamburger," says Roger W. Kisiel, the 1962 Naval Academy graduate, who, along with classmate Joseph R. O'Brien, is opening Fuddruckers. "We sell what could be considered an upscale hamburger, providing the highest in freshness, quality, and service as it relates to the hamburger."

The two men see Richmond as perfect for opening the second of 28 restaurants they plan to open in Virginia, Maryland, Washington, D.C., and North Carolina by 1988.

"Fuddruckers fits this town," says Kisiel. "When you have out-of-town guests, we are the kind of place you bring them for a unique meal, one they'll talk about."

"Customers become part of the whole eating experience: they see gourmet burger-making from beginning to end. Everybody, butchers, bakers, buspersons, are real showmen. People like to work at Fuddruckers, and we encourage them to put on a show and do a good job."

Kisiel and O'Brien have been in the food service business since they left active duty as Lt. Commanders with the Navy in 1970 and began operating franchised Hardee's restaurants in Maryland. Their enthusiasm for Fuddruckers is born of knowledge and experience of the hamburger industry.

"The whole trend is back to wholesome American food," said O'Brien. "You see kids and their parents gazing into our butcher shop and bakery with nostalgia in their eyes."



Fuddruckers? Recently, Roger Kisiel, left, and Joe O'Brien, checked progress on their company's new Fuddruckers Restaurant. Fuddruckers of Richmond, opened in July, is the second of 28 units the 1962 Naval Academy graduates plan to open.

"To be successful in the restaurant business, you have to be willing to go to the extra step to give customers what they want," said Kisiel. "That's what Fuddruckers guarantees to provide, the world's greatest hamburgers."

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J. B. Moore Electrical Contractor, Inc.	78
E. W. Muller Contractor, Inc.	61

—N—

Art Newsome, Inc.	41
Nicholson Sprinkler Corp. of Richmond	41

—O—

Old North Mfg. Co.	46
Richard A. Oliva & Sons, Inc.	60

—P—

P & P Contractors, Inc.	51
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J. Kennon Perrin Co.	17
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Pittman Mechanical Contractors, Inc.	18
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—R—

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—S—

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A. M. Savedge Co.	41
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Scott-Long Construction, Inc.	76
Seaboard Concrete Products Co.	33
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—T—

Tate & Hill, Inc.	51
Taylor & Parrish, Inc.	81
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—V—

Valley Air Conditioning Corp.	22
Valley Roofing Corp.	22
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Virginia Pilot Association	78
Virginia Roofing Corp.	51
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—W—

Warwick Plumbing & Heating Corp.	24
Watkins Nurseries, Inc.	60
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