Wisconsin Architect

Post Convention/Residential

June 1984
ARCHITECTURAL ETHICS - WHERE DO WE GO FROM HERE?

Following the outcome of the much-publicized Mardirosian case in 1981 where an architect successfully sued the AIA for imposing a restraint of trade, the prevailing codes of conduct were abandoned and replaced by a voluntary set of ethical principles. These principles, while suggesting in broad terms the professional standards to which architects should aspire, do not address many of the specific situations which face practitioners each day. In the absence of detailed guidelines (as provided by the old code), many architects in Wisconsin have expressed concern as to the lack of specific direction by either the Rules of the Registration Board or the AIA, and are nervous as to how the profession may develop in the future. For example, as ethical considerations in practice are now a matter of individual, not corporate choice, how far should the individual practitioner go in soliciting work, attracting new clients and working competitively against fellow architects? If former values of professionalism expressed in the old codes are retained (and many seem to feel they should for the sake of the profession as a whole), will this mean other, more competitive architects, will draw away new and even existing clients by aggressive advertising and solicitation?

The following 'guidelines' constitute an effort on the part of a few to address some of the issues raised in Wisconsin since the demise of the old codes of conduct. They are not intended in any way to be seen as mandatory rules, but as items for discussion among members, with the intention of perhaps moving towards a voluntary but specific set of guidelines to which members will hopefully adhere. Therefore, architects are encouraged to respond to the following list, and make suggestions concerning rejection, revision or addition to the following.

SHORT LISTS
Owners should be 'educated' on the disadvantages of lengthy 'shortlists', and should be encouraged to request only a realistic number of architectural firms to apply for a project - usually five or less. Architects are encouraged to contact the State AIA to discuss specific problems, and should avoid where possible becoming part of an excessively long shortlist.

INNOVATIVE DESIGN AND CONSTRUCTION DELIVERY SYSTEMS
Architects who participate in non-conventional design and/or building construction methods should explain in detail to their clients the way such systems differ from traditional methods, and how the architects services may differ accordingly.

WRITTEN CONTRACTS
Owners and architects are best served when their relationship is formalized in a written contract explicitly detailing the respective roles and responsibilities of each party. The standard forms of contract produced by the AIA are strongly recommended for this purpose, as well as other AIA contract documents and forms which provide a comprehensive, thorough and proven basis upon which to establish a professionally administered project.

NON-CONVENTIONAL ARCHITECTURAL SERVICES
Architects who agree to provide services to clients that differ from those traditionally expected (as expressed in AIA Document B141) should disclose in writing those areas where such services differ, and the impact this is likely to have on the project.

ARCHITECTS ERRORS AND OMISSIONS INSURANCE
Architects should disclose to their clients whether or not they have sufficient liability insurance coverage.

FEE QUOTATIONS
Fees for professional services should not be provided to a potential client unless they are specifically requested, and unless sufficient information is provided which fully defines the scope of service upon which the fee is being quoted.

APPROPRIATE PROFESSIONAL FEES
Appropriate fees should be charged by architects for professional services, and should not be reduced or subsidized by the architect as a means of attempting to secure subsequent commissions.

A-E SELECTION BASED ON PRICE
Clients should not be led to believe that price is the dominant factor in the selection of architects.

SUPPLANTING
An architect should not knowingly initiate a contact with an owner who is already contracting with another architect on a specific commission. If the owner initiates such a contact, the second architect should contact the former in writing, informing him/her of the circumstances.

SOLICITATION
Architects should not provide items of value as an inducement to an owner to obtain a commission. Such items would include free design work prior to contract formation and any reductions or discounts on regular fees for architectural services.

REVIEW OF THE CONTRACT
An architect who is going to be hired to provide architectural services should review in detail with the owner all aspects of the written contract, explaining all relevant roles, responsibilities and ramifications of the clauses therein. AIA standard forms of contract are recommended as an ideal model for such discussions.

FEE REVISIONS
Architects should not revise their fees quoted to owners to take into account the fees quoted by other architects for the same project.

CONFLICTS BETWEEN ARCHITECTS
Architects or architectural practices which come into conflict in matters of client negotiation are encouraged to use the offices of the Wisconsin Society of Architects as a voluntary, non-binding mediation/conciliation service free of charge.

CONFLICT WITH OTHERS
Architects who become entangled in project-related disputes with owners, contractors and others connected with the construction process are similarly encouraged to use the professional organization (W.S.A) as a voluntary, non-binding mediation/conciliation service free of charge.

ADVERTISING
Architectural advertising, including newsletters, brochures, site signs and media advertising should be executed in good taste, be professionally presented and not excessively distributed. Architects are encouraged to obtain peer discussion on their proposed advertising ventures if they differ radically from those traditionally associated with the profession. The Wisconsin Society of Architects would welcome the opportunity to advise, discuss and help their members in achieving sound, professional advertising skills.
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Public Telephones from Wisconsin Bell...An Important Human Consideration.

An architect planning a modern building is faced with an overwhelming number of decisions. Federal, state, and local codes must be met, energy efficiency strived for, and, above all, the human element considered. The wants and needs of the people who make a building their working "home" for some forty hours each week, as well as the convenience of others who visit the building daily, are considered in the early planning stages.

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1984
WSA Convention Highlights

Photographer
Mark F. Heffron

They look so wide eyed at 7:00 a.m. (They never went to bed the night before)

Paul Gapp discusses contemporary architecture.

Bob Greenstreet and Ivan Chermayeff respond to a comment regarding advertising.

There was a lot to see and learn in the Exhibit Hall.

Karen and Sandra kept everything running smoothly.

The WSA's annual meeting was well attended... including some comic relief.

The Stoner House was discussed at the WAF meeting.

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Exhibitors and members enjoy food and wine.

WSA Convention Chairman Doug Ryhn provides cocktail party entertainment.
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More architects, exhibitors and guests participated than at any prior convention. There were lots of smiles. An appropriate entrance was designed and constructed. There were lots of comic relief. Wisconsin Architect June 1984. UW-M SARUP Dean Carl Patton is pestered by a "fun run groupie." What do you suppose he's trying to sell them? They could have danced all night. They could have partied all night. (Some of them did) Another happy door prize winner. The seminars and meetings were well attended.
Booth Award Winners

First Place - Masonry Institute of Wisconsin.

Second Place - Point Line Corporation.

Third Place - Modulex Inc.

Honorable Mention - ADT Security Systems.

Honorable Mention - Advanced Plastic and Glass, Inc.

Honorable Mention - Derse Technical Signage.

Honorable Mention - The Hartland Corporation.

Honorable Mention - Otis Elevator.

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Crystal Lake, Illinois 60014
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Exhibitor Directory

This is a list of the firms who supported the 1984 WSA Convention by displaying their product line in our annual educational exposition. We thank these exhibitors and encourage you to contact them when you need assistance on a project. We hope to see these exhibitors again in 1985.

- Acoustical Floors of Wisconsin, Inc. Box 477 Pewaukee, WI 53072 Pat Bjorjord
- ADT Security Systems 2605 W. Vilet St. Milwaukee, WI 53205 Jack Perlberg
- Advanced Computer Graphics 9316 North 107th St. Milwaukee, WI 53224-1198 Dave Weber
- Advance Plastic & Glass, Inc. 4563 North Hopkins St. Milwaukee, WI 53209 Gordon Merz
- A/E Graphics, Inc. 3620 North 124th St. Brookfield, WI 53005 Fred Gennerman
- Allied Roofers Supply Corp. 1121 North Ellis St. Bensenville, IL 60106 Valli Busch
- Anderson Windowalls 1150 Greenway Terrace, #5 Brookfield, WI 53005 Richard Dorwart
- Architectural Woodwork Inst. 1751 Ripley Road Cambridge, WI 53523 Tom Nall
- Automatic Entrances of Wisconsin 2622 South 162nd St. New Berlin, WI 53151 Bill Holcomb
- Barcol Overdoor Company, Inc. 4004 Campbell St. Valparaiso, IN 46383 C. F. Wilson
- Best Block Co. Box 1000 Butler, WI 53007 Richard L. Magliocco
- Bomanite of Wisconsin 1250 Femrite Dr. Madison, WI 53716 Greg McGuire
- Bublitz, Inc. Box 3382 Green Bay, WI 54303 Edward A. Girard
- John Buhler Co., Inc. 1331 N. 29th St. Milwaukee, WI 53208 John Buhler
- Calmar Manufacturing Co., Inc. 402 E. Main St. Calmar, IA 52132 Ben A. Schori, Pres.

Carson, Pinie, Scott 8301 W. Parkland Court Milwaukee, WI 53223 Tom Meilicrek

Central States Sales 3105 W. North Ave. Milwaukee, WI 53208 John Millen

Champion Companies of Wisconsin 1850 S. Calhoun Road New Berlin, WI 53151 Dick Williams

The Cheney Co. 3015 S. 163rd St. New Berlin, WI 53151 Kay Eiskildsen

Child Crest Distributing, Inc. 3405 North 56th St. Milwaukee, WI 53218 Christine Davidson

Cold Spring Granite Co. Box 142 Elkhorn, WI 53121 Duane Lehn

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Consolweld Corporation 700 Dura Beauty Lane Wisconsin Rapids, WI 54449 M.L. Swanson

Coolidge Glass Co. 17155 Glendale Drive New Berlin, WI 53151 Tom Marc

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Housing Design And Development

by Kenton Peters, AIA

The recent release of statistics showing the continual rise in the cost of the average house in the United States once again prompts the question "What can the outstanding technology of our country do to keep the cost of quality housing within reach of the average citizen?" The achievements of science and technology in space, electronics, and medicine have changed the course of the future. Cannot the power of these sciences be applied to the universal problem of housing costs to produce dramatic, beneficial results?

Placing faith in the power of science may be comforting. But housing the masses is a problem that involves components that defy scientific categorization and do not fit comfortably into simple equations. The housing problem is as much human as it is scientific. Because of this, technology is only one of many parts of this complex process. It is, therefore, my view that adjustment, change, and reconsideration of the other factors in the housing "equation" offers much greater hope for addressing housing needs of this country than placing blind faith in power of American technology. Following is a brief look at some of these other factors involved in the housing process. This discussion may serve to illustrate the basis for my thesis.

The views presented here focus on those aspects of housing that are not directly involved in the complex process of providing the monies to develop housing. While the financial aspects of the housing market today exert the most obvious restraint on providing "affordable and amenable housing to large numbers of people in this country..." and should therefore receive a major share of our attention, I have limited my submittal to considering a variety of other nonfinancial elements in the "housing process" which affect the ultimate cost and availability of housing.

In presenting these views there was a modest attempt to group ideas that had an obvious relationship to each other. Categories were then identified in order to group like considerations, i.e. land use, tradition, technology, etc. This oversimplification ignores the obvious; that there is a complex interrelationship among many of these elements which should, in a more expansive review, be recognized in order to perceive a clearer yet more perplexing view of the process of housing human beings.

Technology

It is my view that the potential of contemporary technology has not been able to make significant inroads into reducing the cost of a housing unit.

Some of the reasons are:

- Labor costs have increased disproportionately to savings achieved due to technological innovations.
- Industrialized production of units or unit components, which promised savings through labor reducing techniques, has not achieved the market acceptance anticipated or hoped for.
- While a number of innovative new products have been introduced over the past two decades, the basic method of construction of housing remains essentially a piece-by-piece, labor-intensive process. Even industrialized production relies mainly on this traditional assembly system with only limited utilization of "mass production" techniques.
- Technological advances have been achieved in a number of building components. But these gains are generally very narrow in focus, i.e. a floor product, or a roofing material; and they generally are developed isolated from and irrespective of other components or products with which they are ultimately connected or related. A prime example would be dimensional inconsistencies of masonry units, tile units, plumbing units, etc.
- Technological advances have not been realized to the fullest extent in integrating components such as electrical, HVAC and plumbing due to jurisdictional objections and "protectionsim" of organized labor. A major goal of industrialized building has been to mass produce larger and larger units. The barriers raised by organized labor have contributed heavily to the inability to reach this goal.

Land Use

Within this broad term are a number of factors which exert a very significant influence on the housing market in America.

- Public Policy

The officially adopted attitudes of a municipality or district control how that community evolves. Attitudes toward density, transportation, style, environment, business, and yes, toward morals and race all become factors
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which affect the ultimate ability to provide affordable and amenable housing. Generally, the official manifestation of these attitudes is the zoning ordinance.

- **Zoning**

This statement of how land is to be used in a municipality has a direct effect on the cost of a housing unit. For example, by establishing density or number of dwelling units per acre, and by setting setback requirements, the land cost per unit and the utility and road extension costs per unit are established. Decrease density and increase setbacks, and both of these costs will increase. When building height controls, view corridors, environmental concerns, minimum or maximum building sizes, parking requirements, etc. are introduced, comparable impact on housing costs result. Zoning codes, as an expression of community attitudes toward the built environment, can be a major obstacle to providing an adequate stock of affordable housing if drawn in an overly restrictive and discriminatory manner. Conversely, the zoning ordinance can, in creative hands, become a mechanism for achieving a good, economical, and attractive housing environment.

- **Transportation**

Another influential aspect of public policy is the community attitude toward transportation. Over the past two decades, we have had the opportunity to see and experience the impact of two powerful yet contrary expressions of public feeling. The first came in the "60's" with the exodus from central city to the suburbs and beyond; the second came after 1974 when America awakened to the fact that fossil fuel energy was a finite resource. Both movements involved transportation. Both influenced land use policies and, therefore, ultimately affected housing development costs. Urban sprawl was a result of the former. Mass transit improvement and central city renovation gained from the latter. Transportation policies and attitudes of a community play a major role in land use policy formulation. The cost of housing ultimately can be affected in a significant way by the way a community thinks about transportation and how that community integrates its transportation system into the overall land use pattern. The results of poor integration have been sprawl, burdensome utility and road extensions costs, strip development, leap frog development, suburbia, exurbia, and the death of downtown.

The face of America has been changed because of our attitudes about transportation. Cities have been ruptured by freeways which were intended to make the cities more accessible. Instead, whole populations using these freeways shift twice a day, leaving them returning to land once farms, meadows, and forests now dotted with suburban life. Mobility is now a way of life. It has produced a nation of turtles; travelers with homes on their backs. We see laboring autos tugging telescoping camping trailers; top-heavy pickups swaying like a pack mule under the burden of an ill-fitted camper body; sleek, shiny aluminum mobile homes, the modern conestoga wagon, sprouting TV antennae and air conditioners, bearing graphic tribute to picturesque truck stops all across this great land. The concept of movement, free, fast, and far, is a contemporary American tradition, inuring to itself all those sacred rights, benefits, and privileges formerly reserved for the railroads, free speech, and the right to keep and bear arms.

Housing America is, I believe, closely tied with moving America. The dynamic nature of our people is a state of mind, coloring and flavoring our dream of how we want to live, where, and in what style; even though for many, it is out of reach.

**Tradition**

Compounding the quest for... "affordable, amenable housing to large numbers of people in the country" is the force of tradition. Commonly thought to be limited to taste in style, tradition extends its influence beyond the realm of decoration or facade to areas which, even to a greater extent, increase the cost of housing development.

Most prominent is the tradition of the single family home. The inalienable right to a piece of earth, the freedom to set a house of mixed heritage in the middle of a lot, with air, sunlight, and good feelings all around. The attractions and amenities of this setting are undeniable and unquestionably attractive when based upon a system of limited social and cultural priorities. But the impact on the effort to provide quality, affordable housing for a burgeoning population is devastating. When extended to its illogical conclusions as in Los Angeles, the Big Apple, or other spine of this cultural manifesto, the municipal service cost and the human costs are staggering.

The single family home is a tradition in America and it will remain. But it cannot be a major part of housing urban America of tomorrow. Its appetite for land, services, and energy would impose insupportable demands upon the pocketbook of the housing market that must be served.

Tradition also plays a role in the development and adoption of new materials and methods into the housing development process. Most prominent is the effect of traditional taste upon the marketing of the housing product. Innovative ideas which reduce costs but require changes in style most often encounter the inertia and traditional taste. The resulting lack of market acceptance spells an early end to those innovations and a return to more customary ways.

Industrialized housing is a prime example of this phenomena. As promising as its future seemed at its introduction in the late 40's and 50's, industrialized housing has yet to overcome the stigma acquired in the early years of development. The early examples of this industry expressed a new aesthetic; a style while expressive perhaps of its ori-
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gins, was just enough different to lie outside the canons of traditional residential design. This flaw, while not fatal, was debilitating.

The utilization of new materials is another area where tradition has stood squarely in the path of progress. The use of plastics, metals, processed wood products, and other products of contemporary materials science have in general been relegated to use as merely a substitute for another material and incorporated in a traditional manner. Large, manufactured insulated metal wall panels, currently in major use in commercial, industrial, and institutional buildings, has yet to achieve even modest use in the housing sector.

Traditional taste, that intangible force of the marketplace, is a major obstacle blocking the development of new systems which possibly could produce significant cost savings in the search for affordable and amenable housing for large groups of people in this country.

Housing people is a very complex, multifaceted process. It is subject to politics, social crusades, economic manipulation, technological development and human prejudice. Finding ways to provide adequate, affordable, and attractive housing for large numbers of people requires an understanding of how and how much each of these factors effect the process. It is my view, admittedly based on a cursory view of the process, that the most significant strides toward the goal of adequate, affordable housing will be achieved through adjustment of political, attitudinal, and economic forces rather than through technological innovations.

Editors Note: Kewton Peters, AIA, is an architect practicing in Madison and is a principal with the firm of Peters Orput, Inc.
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Both architects interviewed for this story agree that residential designing for a specific client can be a harrowing experience; but it can also bring a unique kind of satisfaction, not found on other projects.

Each of the three houses in this story is the result of just such a give-and-take relationship. Each solution takes care of the basic needs of family living peculiar to that family. They share many of the same characteristics. Each is a two story house with three or more bedrooms, several bathrooms, two or more living spaces, plus outdoor living space on deck or porch. Each site had the challenge of close neighbors, but the redeeming feature of a special view or focal point.

When a residence is completed, it is probably the client who can best judge the success of the design. In the case of these houses, though there were problems along the way, the architects involved feel they have experienced what good architecture is all about. It is a good feeling.

As Val Schute says, "When the job is finished and a bond of friendship exists between client and architect, that surely is one mark of judging success."

**ELM GROVE RESIDENCE**

In this house architect Bruce Jackson had the advantage of clients who did not tell him how the house should look, merely what they wanted to do in it. They had built before, without an architect and came to him by referral.

"They followed all my suggestions," Jackson reports, "but did not appreciate the aesthetic side of my solution until after they had lived in the house for a time." The wife loved cooking. Entertaining family groups was of prime importance. She also wanted space for her painting and for children's art projects. (They had three children; a fourth arrived while house plans were underway.)

Space is used economically by the architect. The client was given a generous utility area providing for art work, messy fun projects, as well as laundry care. A walk-in pantry was used for a time as a handy-to-the-kitchen nursery.

An open curved-end staircase leads to a loft, hanging like a grow back with use of minimal landscaping. Garage and recessed entrance are set at 45 degree angle to main axis of house. Lot fronts on a cul-du-sac. Minimal openings provide privacy while the back side of house is open to southerly view and includes outside decks.
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HOESCHLER RESIDENCE

The architectural firm of V J Schute Associates has a special philosophy regarding residential clients. They like to have the clients design their own living quarters. So they have devised a two-part basic design procedure. The first is a three page form they call “Design Pathways” influenced by the book “In Place of Houses” by Charles Moore. This encourages a fresh approach to house plan design. The client has to think in terms of such things as traffic paths, activity triangles—such as waking-bathing-dressing. Some triangles might overlap.

The second part called “Passages” asks the people to think through to years to come. This is hard for young people; but many single family home projects are a once in a lifetime experience and are lived in for the rest of the owner’s life.

"These two requirements help to eliminate later regrets and to make the client feel the house is really their own." says Val Schute.

The Hoeschler house was handled in a special way. Clients were close friends of the Schutes. The office did the designing and supervision of construction. Working drawings were executed by Paul Anderson and Michael Swinghamer, acting as a project team.

The couple, in their late twenties, became deeply involved in all the planning sessions, making this project a pleasurable experience. The result provides versatile living in a house of only 2200 square feet.

Site is among the coulees with high bluffs surrounding this residential area on the north, south, and east like a protective horseshoe. Carefully planned landscaping will in time give more privacy to the first floor. Low wall gives privacy now to outside living deck. The floor plan is a modified T-shape to make the most of distant views on the three sides.

Second floor plan shows particular skill of designer in solving several requirements by unusual location of master bedroom. Not one square inch goes to waste on the second level. A balcony wall on east is open to skylighted living room below. Throughout the year a kaleidoscope of light and shadow patterns can be enjoyed from both levels. Master bedroom wall on south has sliding doors opening to family room below and another opening to a private outdoor balcony. Family room fireplace is used for regular heating.
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Eugene (Gene) Genz is pleased to announce the formation of his new organization, Genz Construction, Inc. of Brookfield, Wisconsin. Gene Genz has 18 years experience in heavy construction work for Federal, State and local authorities in various parts of the country, after receiving his degree in Civil Engineering from Marquette University in 1951.

In 1970 he was appointed Vice President & General Manager of the Store Construction Division for a nationwide construction firm, completing almost 1,000 units in 40 states, including Hawaii and Puerto Rico. Genz Construction plans to concentrate on commercial work of all kinds. Their office and plan room is located at 4235 N. 127th St., Brookfield, Wisconsin. (414)-781-5230.

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Kitchen and half bath are located directly under second floor bathrooms. Dining is possible in three areas plus the outside deck. Children's bedrooms are above front part of double garage.

BLOMQUIST RESIDENCE

From an enviable high point the Blomquist house looks out on two sides to the Black River below, and to a beach and a wooded area. Exterior materials are redwood, stone, and cedar shakes. Inside the house is bright and sunny with cream colored tile, light oak woodwork throughout, and a companionship with the out-of-doors via window walls and roof windows.

The parents of this family were in their mid-thirties and had two children. They had been living two lots away from site of the new home. The father had built a house himself and knew about planning and construction. He worked with the sub-contractors himself, but sought out an architect (again, by referral) because he wanted a contemporary house and had no knowledge of design.

"These clients," says Val Schute, "took the planning and building of their home very seriously and it was a delight to watch the father's dream for his family take shape and become a reality. It made the architect's time seem worthwhile."

A pier was built on the sand beach for boating. Beach is also used for swimming and a volleyball court. Decks exist on three sides of house for use with maximum wind protection.

Crafted redwood doors add interest to the garages, which open to the north. Landscaping helps Wisconsin architect June 1984
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Solner & Associates
Middleton, Wisconsin

Project
Dehnert Residence
Middleton, Wisconsin

Designers
Edward A. Solner, AIA, Dan and Donna Dehnert

Residence

Having purchased an old cottage on the Lake, the program involved the immediate needs of the owner to obtain a two car garage with a storage attic as phase one and the demolition of the cottage and the construction of a new house connected to the garage as phase two.

The design had to respond to the owners desire to (1) maximize the lot usage, (2) take advantage of the lake's amenities and (3) minimize energy consumption.

To accomplish this a passive solar, super insulated house was designed. The house design provided minimum exposure to the north. The garage also was placed on the north with the door opening to the east to help buffer the living space from the prevailing winter winds. From a low profile on the north side, the house opens up to three exposed floors on the lake side. All attention after entering the house through the large air lock entry is directed toward the lake.

Some of the interesting construction features included are 12' double staggered stud wall, complete house wrap using DUPONT TYVEK with all joints sealed to minimize infiltration, addition of extra mass using 1-1/2" concrete floor caps and 12 x 12 tile on south side of the main and second levels, an earth-coupled closed loop water source heat pump to provide back-up heating and cooling and a home control system to control lighting and electrical usage during on-peak times or as required.
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“As Published in Wisconsin Business Journal”
HUD, Section 8, Housing for low to moderate income families. Total project consists of 64 dwelling units (52-2 bedroom dwelling units and 12 3-bedroom dwelling units) on three scattered sites.

Due to cost restrictions, it was imperative to develop a building type which could be repeated on all three sites.

Buildings were to be two story wood frame, walkup type, without basements.

Maximum Site Density: 12 dwelling units/acre.

SITE INFORMATION

The sites are all relatively small with Terrace East and Terrace West having approximately 2 acres each. Llori Terrace contains approximately 1-½ acres. All sites were flat and relatively free of vegetation in the areas to be built upon. All three sites are contiguous to non-HUD multi-family housing.

DESIGN SOLUTION

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Assisted low-income family site. Total project consists of 49 bedroom type dwelling units on pre-selected scattered sites. The two story frame, row-type, with base-

Massing and style were incompatible with the neighbor-

Long unbroken elevations extremely repetitive and unimi-
ing facades were to be avoided.

Sites are all very small with vary-

configurations. All sites were tered flat and, except for the Parkway Site, were relatively of vegetation. The Chester Site was to be considered as separate parcels.

N SOLUTION

Design solution sensibly a dwelling unit type can be increased or de-

in number to adapt to the site sizes and configurations mit its repetitiousness on all

one of the sites is located in a historic district, the design solution suggests eclecticism.

n Architect/june 1984

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How about some examples?

The Wisconsin Department of Regulation and Licensing has a very active Division of Consumer Complaints that reviews complaints alleging violation of registration laws. In the past year over 20 complaints have been submitted to this Division by the WSA involving matters in which unregistered individuals have indicated (in brochures, yellow pages advertisements, letters, etc.) that they can provide architectural services. On all 20 complaints the WSA’s position has prevailed.

While the WSA is not particularly interested in jeopardizing this “winning streak,” we’d be very much interested in actively involving ourselves in pursuing claims through the Division of Consumer Complaints involving plan stamping.

If architecture is going to survive (or even possibly prosper) we have to make certain that the rules governing the practice established by the Wisconsin Legislature and the Examining Board of Architects are being enforced.

**QUESTION:** Do Wisconsin laws require school districts to hire the lowest responsible bidder to undertake construction?

**ANSWER:** No. Current Wisconsin laws do not require school districts to take the lowest responsible bidder to undertake construction. The State, counties, towns, and villages must hire the lowest responsible bidder. For more information contact Eric at the WSA office.

COURSIN, CRAIG, was approved for Associate Membership in the Southeast Wisconsin Chapter.

GEENEN, DAVID, was approved for AIA Membership in the Northeast Wisconsin Chapter.

HAGE, ARTHUR G., was approved for Associate Membership in the Northeast Wisconsin Chapter.

JACQUES, MICHAEL F., was approved for Associate Membership in the Northeast Wisconsin Chapter.

HERBERT, WM. C., was approved for AIA Membership in the Southwest Wisconsin Chapter.

How do you identify the differences between the 1984-85 version of the building code from the 1982-83 version? Simple ... look at the summary of rule changes shown in the first four pages of the code.
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It wasn't too many years ago that the WISCONSIN ARCHITECT was a monthly newsletter circulated only to members of the WSA.

Times have changed.

The WISCONSIN ARCHITECT, has substantially upgraded its content, mailing list, graphics and use of color during recent years. Approximately 2,000 copies of the WISCONSIN ARCHITECT are circulated each month. The magazine is distributed to architects, consulting engineers, general contractors, interior designers, landscape architects, city planners, developers, builders and others interested in the profession of architecture. While the WISCONSIN ARCHITECT still operates with a volunteer Editorial Board, architects, engineers and other related professionals are encouraged to submit articles for consideration for publication.

Yes ... the WISCONSIN ARCHITECT is alive, well and growing.

The WSA office has recently received a number of inquiries regarding whether public owners can sidestep sales tax responsibility by directly purchasing construction components ... as opposed to having contractors purchase those components.

According to the Wisconsin Department of Revenue, public owners are exempt from paying the sales tax if they directly purchase the taxable items. (Department of Revenue Rule - Tax 11.04)

In other words, if the contractor buys the taxable item, the contractor must pay the sales tax. On the other hand, if the public owner buys the item and then has the contractor incorporate that item into the construction project, the sales tax liability is sidestepped.

We don't suggest that this is the most logical system in the world. It isn't. In fact, from a liability point of view it does not appear that a public owner is particularly well served in purchasing taxable components for the construction project and then having the contractor install those components.

Why? It appears that the public owner is better served having the contractor responsible for the components, their quality, their performance, etc. A public owner who directly purchases these components may not have a leg to stand on if that owner suggests that the contractor is responsible for the quality of those components.

An annotated list of audiovisual materials for loan and/or sale is available from the AIA Library. The audiovisual librarian has a collection of films on architecture and planning subjects, most of which are available for free loan to AIA members and the general public. The only charge is return postage via UPS.

JOHN C. FOX, AIA, has been named Director of Design of PKR Consultants, a subsidiary of Plunkett, Keymar, Reginato Architects, 6830 W. Villard Avenue in Milwaukee.

Congratulations to W. ROBERT JANNINGS, AIA, Racine, Wisconsin and LESTER G. SEUBERT, AIA, Milwaukee, Wisconsin on becoming emeritus members.

Doubling the span of a beam increases its required section four times.

(These words of wisdom have been brought to you, unsolicited, by a WSA member. Keep those cards and letters coming in . . . the WISCONSIN ARCHITECT will print your story, project, editorial, comments, or words of wisdom. For more information contact Eric at the WSA office).
Anyone who needs to stay current with the design industry in Wisconsin definitely reads Wisconsin Architect.

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Wisconsin Architect/June 1984
The results are in from the WSA's annual drafting competition open to students enrolled in an architectural or civil drafting course in the Wisconsin Vocational Technical and Adult Education System. First, second and third place winners were all from Wisconsin Indianhead Technical Institute, Rice Lake, Wisconsin. Receiving Honorable Mentions were submissions from Madison Area Technical College and Northeast Wisconsin Technical Institute.

Jurying this year's competition were Bob Shipley, AIA, with Bowen, Williamson, Zimmermann Architects, Richard Lynch, with Anthony Grignano Company, and Ann Maren Flad & Associates. All jurors were from Madison. Criteria utilized in judging included layout, neatness, completion, linework, lettering, quality of reproduction, and dimensions and notation.

Over 40 prints were received for jurying. Our thanks to all participants.

The WSA/AIA's Health Insurance Service Organization, Association Administrators & Consultants, Inc., is making a free listing of "Surgical Operations Normally Best Performed in an Ambulatory Surgical Center" available to all WSA/AIA members.

Because many surgical procedures can be performed on a one-day, outpatient basis in an Ambulatory Surgical Center (ASC), and because the average day of hospital confinement as an inpatient now costs approximately $525, the savings can be fantastic. The savings to our plan is considerable since the total dollar amount of the claim is substantially reduced. What this all means to you is that if you use an approved Ambulatory Surgical Center whenever feasible, you not only save on the 20% coinsurance, but the portion that we "finance" through the insurance plan is drastically reduced, and this in turn eliminates the administrative expenses associated with that claim. Because the WSA/AIA Group Health Insurance Plan is simply a "cost plus" plan, every claims dollar that we can save the plan will reduce our future rate renewals by approximately $1.15.

For a free ASC Surgical Procedure Listing for your personal or office use, please call Catherine Seidler or Winston Whitemore at 1-800-854-0491 toll free. If more convenient for you, these people may be contacted by writing to Association Administrators & Consultants, Inc., 19000 MacArthur Boulevard, Suite 500, Irvine, California 92715.


Recently edited, and reorganized, the Recommended Practices Manual is hot off the presses after twenty-five years of meetings between Milwaukee and Wisconsin's Associated General Contractor Chapters and the Wisconsin Society of Architects - American Institute of Architects.

If you have ever encountered disagreement on warranty, partial or substantial occupancy, temporary heat or electricity, cutting and patching, payments and completion, cleaning (we could go on and on!) - this manual is just what you need.

For further information, or to obtain your copy of the AGC/AIA Recommended Practices Manual for $20.00 each contact Sandra or Karen at the WSA office (1-800-362-3912, Wisconsin ... 257-8477, Madison).
That's right, or at least according to the Oshkosh Daily Northwestern. In a recent issue, that newspaper reported the appropriation of $39,000,000 from the general fund for architectural fees for a basement remodelling to a county social services building. Since the total remodelling costs were less than $2,000,000 the architects are to be publically congratulated for their abilities in negotiating fees.

James Larson, AIA, who called this newspaper article to the WSA's attention had just finished reviewing the WSA video tape on "Negotiating Higher Fees." Jim concluded that the firm that had negotiated the $39,000,000 fee must have had the tape last week and he was hopeful that his review of the video tape would have as positive an impact on his business.
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