


# housing

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enough to go around** p.64

**Marathon victory  
over snob zoning** p.78

**Home clinic:  
Price-use tips to spur sales** p.84



New condo in British Columbia



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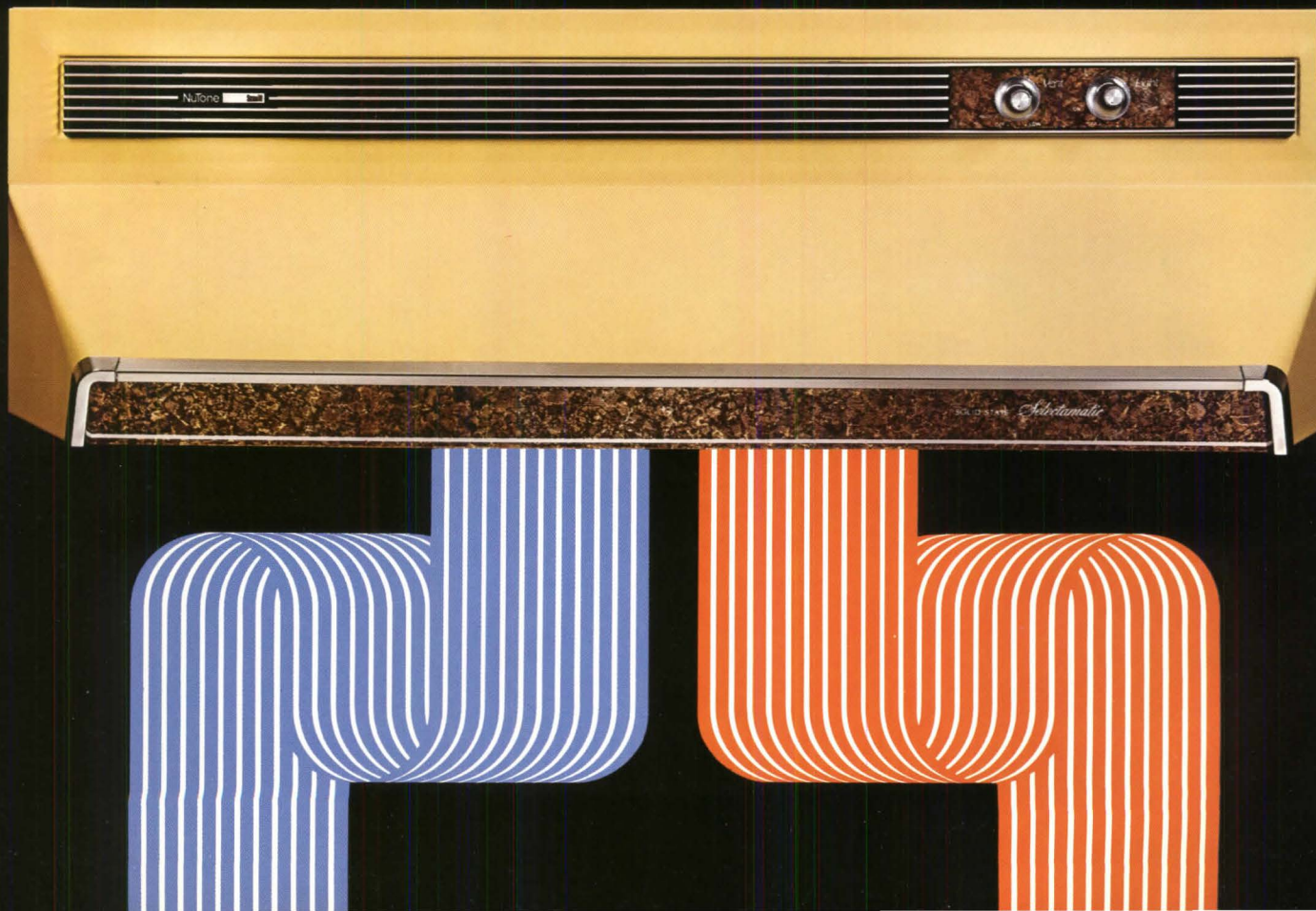
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FORMERLY **HOUSE & HOME**

# housing

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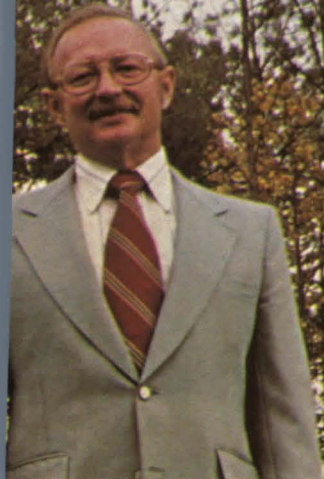
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## The condo comeback—and a caveat

Now that we're well into the second big round of condominium sales, let's not forget the mistakes made in the first.

There was the scandalous abuse of recreation leases in Florida, the condo supermarket. There was the lowballing of maintenance fees, a sales come-on that knew no regional boundaries. And, worst of all, there was overbuilding.

In the first condo boom, too many builders, developers and REITs saw condo ownership as the wave of the future. Sell condo, the thinking went, and you can sell just about any housing market.

That was never so. Condo markets are special markets. Stick with them, and chances are you'll be on safe ground.

Now builders seem to be doing just that. In fact, they are venturing into condo markets with such care that, as Associate Editor Natalie Gerardi reports on page 64, there now aren't enough condo units to go around.

Eventually, demand will be met. Meanwhile, the new strategy of restraint is welcome. Let's stay with it.

## Warranties—and will HOW deflate HOBB?

The NAHB Home Owners Warranty program has been quietly gaining the respect of builders and buyers all over the country. But in one city it faces a challenge that could crop up in others.

The city is San Antonio, where homebuilders have been under fire from a small but aggressive consumer group called Home Owners for Better Builders—HOBB for short.

HOBB says builders won't police themselves. It wants a city ordinance requiring that they be licensed and bonded. The local homebuilders association doesn't like the idea for a number of sound reasons. Recently the city council tabled the proposed ordinance for one year.

The arguments pro and con are not all that important. More to the point is the fact that the San Antonio HBA has formed a HOW council—a step, possibly overdue, to boost public confidence in local builders.

Will the new council's performance blunt the arguments for licensing? My hunch is yes.

## Apartments—and windows on absurdity


Contrary to what you may have heard out there in the rest of the U.S., things aren't all that bad here in the Big Apple.

The other day a *New York Times* correspondent just back from abroad said we have it all over Europe's great cities. Our parks may not be the world's safest or cleanest, but every weekend they are full of people doing things and having fun. And no American city comes close to us in the scope and variety of its theater, visual arts and places to eat.

But now and then, I must admit, we also lead the way in official nonsense. Our latest gem: a health code rule requiring apartment owners to install guard bars on windows of apartments whose tenants include children 10 years old or younger.

This is a little like requiring landlords to baby-sit. It also points up a basic question: How far must business go in protecting the consumer from his own negligence?

—JOHN F. GOLDSMITH



**Four of these new houses  
just made the other six obsolete.**

**Ten test houses helped Owens-Corning prove that efficient design can cut heating and cooling costs as much as 59 percent.**

Ten empty houses stand in a field in Arkansas. They're air-conditioned in summer, and heated in the winter. And they're almost identical, except for the design of their energy conserving systems. And except for the amounts of precious energy they use.

They're part of an Owens-Corning test project to determine the energy savings of a unique type of home. A home specifically designed to be *energy efficient*.

A home with extra space under the roof, behind the walls, and under the floor, to allow for thicker Fiberglas\* insulation. A home with a full com-

plement of energy-saving features.

And, surprisingly, a home that may cost no more to build. Because there may be major construction trade-offs to offset extra costs—like savings on framing lumber and HVAC equipment.

#### **Testing energy efficiency**

Four houses at the Arkansas test site were built with Owens-Corning's unique specifications (special construction plus insulation levels of R-38 ceilings/R-19 walls/R-19 floors). Three others were conventional homes, with intermediate insulation levels (R-19/11/11). The final three were conventional homes built with minimum insulation levels (R-14/11/11).

There were ten houses, without

occupants—to eliminate variable caused by different life-styles.

Their energy consumption was metered for a full year by the Arkansas Power and Light Co. and Owens-Corning Fiberglas.

The results?

The houses built to the toughest specifications used an average of 59 percent less energy than the houses built to the minimum specification—*Fifty-nine percent!*

Not only that, they used an average of forty-three percent less energy than the houses built to the intermediate specifications—which are about the same as the specifications most builders use.

The houses in Arkansas were manufactured homes—which

imized variations in construction. the *principles* Owens-Corning tested and proved are equally applicable to the houses you build.

### Building energy efficient homes

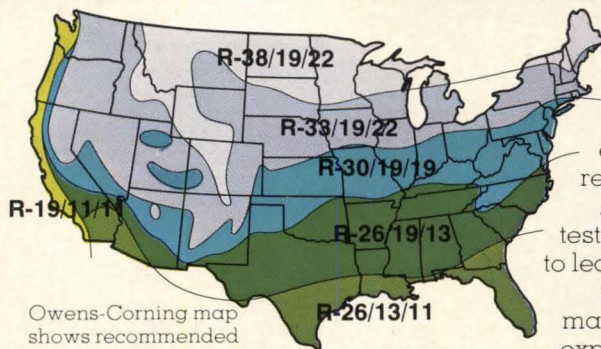
There's no doubt buyers are anxious for homes with reduced fuel costs. A recent survey found 80 percent of home buyers willing to spend 10 percent more on their home, even to save \$100 yearly on fuel bills.

And, as the Arkansas test shows, fuel savings in efficiently designed buildings can be *dramatic*.

### Setting new standards

Owens-Corning is moving ahead in many areas.

We've developed recommenda-



Owens-Corning map shows recommended R-values of insulation for ceilings/walls/floors in different parts of the country.

tions for suggested amounts of insulation (see map). These are guides to *economical* amounts of insulation in different parts of the country, considering climate, energy costs, and other factors.

\*T.M. Reg. O. C. F. © O. C. F. Corp. 1978

We've developed new products—like new Fiberglas batts with higher R-values (R-30, R-38)—that make it easier for you to meet those recommendations.

And we've been performing tests like the Arkansas experiment to learn more about insulation.

Some of the recommendations may continue to change, as we expand our knowledge. But what we've learned already is making many of our old ideas obsolete.

To find out more about building energy conserving homes, contact X. D. Meeks, Owens-Corning Fiberglas Corp., Fiberglas Tower, Toledo, Ohio 43659.

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# Carter's plan slights housing

Mrs. Harris' grand plans get short shrift in urban message

The relatively high level of housing construction—and the success of Housing Secretary Patricia Harris in building the subsidized housing programs—allowed President Carter to skip lightly over housing in his urban policy proposals.

Over the next three years the Carter plans—if adopted by Congress, which is a big if—would increase federal spending a total of \$6.5 billion. Another \$5.1 billion would be lost to the Treasury in tax credits for business.

But the major housing initiative turns out to be a request to Congress for another \$150 million of lending authority for HUD's Section 312 rehab program, in addition to the \$125 million already being requested in HUD's fiscal 1979 budget.

**Omissions.** Secretary Harris, who took great pride in heading Carter's urban policy task force, originally recommended a broad expansion of many housing programs and one new below-market-interest-rate program for nonprofit and limited-dividend sponsors to build apartments for "working families."

And at one point HUD was seeking an \$800 million expansion of the Section 312 program.

But Carter and his White House aides put their chips mostly into the pot labeled "Economic Development."

That decision benefited mostly Commerce Secretary Juanita Kreps, who had been jousting with Mrs. Harris for bureaucratic control of the proposed National Development Bank and other pieces of turf that Carter's decisions might create.

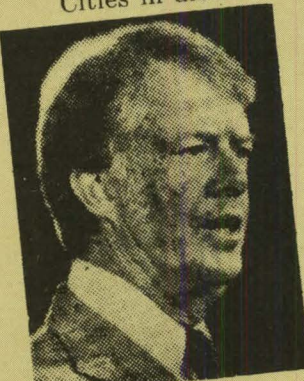
**An unlikely bank.** Carter compromised on the bank—one of his major proposals—by making it independent of any department and creating a board of directors composed of Mrs. Harris, Mrs. Kreps and Treasury Secretary Michael Blumenthal.

The bank is not given much chance of congressional approval this year. It would have authority to guarantee in its first year \$2.2 billion of loans to "worthy business" that would "locate, expand or remain in economically distressed areas." Interest rates could be subsidized down to 2.5%.

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## THE GREATEST DISAPPOINTMENT

—in President Carter's long-awaited national urban policy is that it is not a policy at all.  
Cities in distress will be grateful for any new aid. But few will enthuse over a plan that involves only \$4.4 billion in new outlays (plus \$3.9 billion in financial incentives), distributed in penny packets for crime, housing, schools and so on.



Nowhere is there a sign of boldness or creative thinking; an attempt to plan a coordinated strategy with clear and comprehensive objectives in mind.

Perhaps this should be no surprise. To develop a real game plan, the administration

## REVIEW & OUTLOOK

### 'Missed Opportunity'

Back in the good old days of Lyndon Johnson's Great Society, when a billion dollars was still a lot of money, it was still possible for a U.S. President to keep a straight face while announcing an urban program to "re-build the cities."

Not any more. President Carter spent a year working on an "urban

the pit, Uncle Sam will throw a handful of change. The same as always. Here is \$150 million for housing. "Very inadequate," says Mayor Koch observing that it is to be spread over the whole country. By our rough guess, this amount will buy a house and a bird house for every town and city in America, each with a commemorative plaque in bronze. That's not to mention the administrative costs, of course.

**Reaction:** N.Y. Daily News and Wall Street Journal editorials on Carter's proposals.

The bank couldn't make any grants but would draw on \$275 million of new grant money Carter proposes for HUD's urban development action grant program (under which Mrs. Harris already has \$400 million per year) and another \$275 million to be added to grants being parceled out by the Commerce Department's Economic Development Administration.

**Lessons unlearned.** In Carter's message to Congress, he said that "we learned an important lesson" from the Great Society programs of the 1960s: "The federal government alone has neither the resources nor the knowledge to solve all urban problems."

Carter's urban policy, nonetheless, mostly entails revisions or additions to Great Society-type programs still on the books. Carter reportedly was unhappy with the final recommendations that Mrs. Harris and his White House adviser, Stuart Eizenstat, put before him, but was persuaded that this was the best they could do at this time.

A consistent theme in the Carter-Harris rhetoric is the "targeting" of existing programs to divert more grants, loans and tax breaks to urban areas. But this means—in the absence of new spending—allowing cities to draw down more dollars and giving

less to small towns, counties and rural areas. Congress resists this.

**Getting it together.** Carter, on his own, can create new interagency coordinating councils, task forces and institutes.

Carter opted for an "Interagency Coordinating Council" to pull funds out of Commerce and HUD, for example, for proposed projects. The Office of Management and Budget is in charge, but despite its reputed power, most observers are skeptical that such a coordinating group can do much.

One test will be whether, in fact, the federal agencies that now hand out more than \$4 billion a year for sewer and water construction—HUD, Commerce, Agriculture and the Environmental Protection Agency—will do what Mrs. Harris says they're going to do: Shift the grant money "to emphasize existing urban needs," thus cutting the amount available to suburbs, small towns and rural areas.

—DON LOOMIS  
McGraw-Hill World News,  
Washington

## HIGHLIGHTS OF CARTER'S URBAN POLICY

### HOUSING

\$150 million would be added to HUD's authority to make direct loans at 3% interest for rehabilitation of housing, on top of the \$125 million already requested in the fiscal 1979 budget.

### COMMUNITY DEVELOPMENT

\$275 million would be added to the \$400 million HUD has to pass out each year in urban development action grants for stimulating business investment in distressed areas. Commerce Department's Economic Development Administration also gets \$275 million.

\$11 billion in loan guaranties for business investing in distressed areas would be made by new National Development Bank. Loans could be subsidized down to 2.5%.

\$200 million in tax reduction would be given businesses through an additional 5% investment tax credit, on top of the current 10% that Carter already has proposed extending to structures as well as equipment.

### EMPLOYMENT

\$1 billion a year would pay for hiring 60,000 of the unemployed on "soft" public works projects—renovating and weatherizing public buildings, for example.

\$1.5 billion in tax reduction would go to businesses hiring workers from Labor Department's CETA program. Credit would be \$2,000 for first year.

### TRANSPORTATION

\$200 million proposed for new facilities to help revitalization of needy communities.

### STATE GOVERNMENTS

\$200 million would be parceled out to states that adopt tax and grant programs to help their cities.

## Citicorp will sue to keep Advance

The Federal Reserve Board has turned down for the second time a request by Citicorp to retain ownership of the nation's second largest mortgage banking company, Advance Mortgage Corp. of Southfield, Mich.

But Citicorp, which also owns the nation's second largest commercial bank, said it will take the Fed to court to try to retain the subsidiary, which it has greatly enlarged since it acquired it in 1970. The Fed's order requires it to sell the company before 1982.

Citicorp lawyers filed an appeal of the Fed's decision with the U.S. Second Circuit Court of Appeals March 23. A Citicorp spokesman said the holding company feels the Fed's decision "is defective in substance and procedure."

**Advance's growth.** The Fed said it found no evidence in reconsidering Citicorp's ownership that would "outweigh" the damage to actual and potential competition and concentration of financial power that it found earlier. It first ordered the divestiture in 1973 but agreed to reconsider it at Citicorp's request.

Advance was the nation's fourth

largest mortgage banker when Citicorp bought it in 1970. It had a mortgage servicing portfolio of \$1.5 billion. Since then, it has doubled its serviced mortgages to \$3 billion and raised its number of field offices to 44, more than twice the number it had in 1970.

Under Citicorp, the company also expanded beyond one to four-family loans into mobile-home loans, second mortgages and financing for mobile-home dealers, the Fed said.

**A recession lender.** The Fed said it recognized that during the 1974 recession Advance sharply increased its lending while the mortgage banking industry remained essentially flat, but

it said an analysis of the loans showed the company was putting its emphasis on construction lending, as opposed to residential housing. Those circumstances "do not entirely support" the company's claim of a "special role in residential housing," the central bank said.

The Fed's key argument for divestiture, however, was that Citicorp was big enough to enter the mortgage-banking industry with a new company, or through the acquisition of a much smaller firm than Advance.

—ROBERT DOWLING  
McGraw-Hill World News,  
Washington

## FmHA thermal rules delayed

District Court Judge George L. Hart Jr. has issued a preliminary injunction preventing the Farmers Home Administration (FmHA) from imposing new thermal performance standards that homebuilders have claimed were technically deficient and would add to the cost of building homes and apartments under FmHA programs.

Judge Hart issued the order at the request of the 96,000-member National Association of Home Builders (NAHB), whose members built the majority of the 90,000 FmHA housing units constructed last year.

The preliminary injunction replaces a temporary restraining order handed down by Hart on March 14.

# Rentals: Numbers still don't work

For multifamily starts, 1978 may be a vintage year—perhaps the best year since the 1971-73 boom. That news, however, may be only the silver lining within a darkening cloud.

According to "U.S. Housing Markets"—a quarterly survey of housing trends compiled by Citicorp Realty of New York and Advanced Mortgage Corp. of Detroit—multifamily starts should top 700,000, a 30% jump over 1977.

Conventionally financed rental apartments, however, will make up only half the year's total. Over 200,000 starts will be federally subsidized—nearly 30% of the total. Condos will gobble up around 20% of the multifamily pie.

**'Bad news.'** "It's good to have so much activity," says Edward N. Kelley, a property management consultant based in Oak Brook, Ill. "But the fact that so much of it is government sponsored is bad news for the industry. The economics of conventional rentals simply are not good and I don't see them improving much in the near future.

"If anything," Kelley notes, "I see even more government subsidized activity in the immediate future."

Kelley's sentiments, and those of other private builders, developers and investors, were echoed by a Minnesota apartment builder, Sam Taube, in testimony before the House Ways and Means Committee in Washington. Citing remarks by HUD Undersecretary Jay Janis—who predicted that HUD's share of the multifamily market might jump to 60% by 1979 without any change in the current tax laws—Taube termed the Janis forecast "a tragic consequence of the erosion of incentives to invest in rental housing."

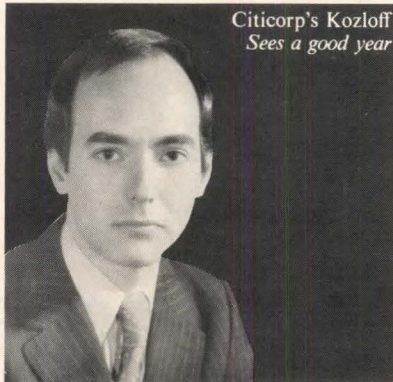
**Rents.** While new construction of conventional rentals simmers on a low flame, occupancy rates continue to climb, the Citicorp survey says. As demand for rental apartments has increased, rents have skyrocketed in areas such as Orange County, Calif. and Denver. Yet even substantial rent increases are not spurring private apartment builders to reenter the market.

Explains Philip Kozloff, president of Citicorp Real Estate: "Some existing

apartment complexes are posting large rent increases—some as often as twice a year. Financing for new projects should be quite favorable all this year.

"Yet this isn't turning on new construction except in markets where land and building costs are low—these are mainly in the Sun Belt or in smaller cities—or in other areas where premium rents are obtainable."

In areas such as California and the moribund Northeast, Kozloff says, "even several years of 10%-plus rent increases aren't enough to make the



Citicorp's Kozloff  
Sees a good year

numbers work for unsubsidized new construction. As fast as rent scales reach a target number per square foot, costs and operating expenses rise to make the target obsolete."

**A skeptic.** Charlotte, N.C., is a small but expanding urban area. And at least one local apartment builder and property manager—Frank Headen, president of Frank Headen & Associates—is skeptical about the Citicorp/AMC survey.

Says Headen: "I think most of these high-occupancy figures we're seeing are a bunch of crap. They may hold true for high and upper middle-income projects but the middle-income complexes around here are around 92% full. These people aren't renting apartments any more. They're buying single family."

And figures on building permits, Headen contends, "are deceptive." In Charlotte last year, he explains, "around 500 multifamily permits were issued. Half were for subsidized units and many of the rest were for additions to existing properties that were under construction when the bottom

dropped out a couple of years ago."

Headen discounts the Citicorp/AMC forecast as "not realistic." Along with other builders and property managers, Headen predicts that 1978 multifamily starts "will be right around 500,000, certainly no more than that." His forecast matches NAHB's and is well above the 300,000 seasonally adjusted rate predicted by the Federal Home Loan Bank Board.

**Atlanta recovery?** Housing Markets claims that conventional activity is picking up in a small way in New York, Philadelphia, Detroit, Minneapolis, Miami, Denver and San Francisco. It sees no significant increases in conventional development in Chicago, Washington or Los Angeles. In Atlanta, however, multifamily construction is reviving after a long illness.

"I'd guess about 3,500 conventional rental units will be built here this year," says Edward Hart, general manager of ATL Development Co. of Atlanta. "That's way down from the 27,000 units started in '73 but up from 2,000 last year. In this area only conventional rentals are built—no condos."

**A Dallas surge.** Dallas, which slowed in conventional multifamily construction, appears to be on the rebound—with a vengeance.

"It doesn't make sense not to build here," declares Larry Thomas, president of Equity Management Corp. of Dallas. "Conventional starts are higher here than they were in '73. Our major problem is finding enough contractors."

"The biggest change in the conventional multifamily market is that areas that weren't previously considered traditional apartment areas now are prime locations."

As an example, Thomas points out that a large parcel of raw land outside the city—in an area that was virtually undeveloped just a few years ago—has been purchased by Murray Financial Corp., a real estate and property management company based in Dallas. "They've put the land up for sale in 25-acre increments and its selling like crazy." Permits have been issued, he says, for 2,500 conventional apartment units "and there's demand for another 2,500."



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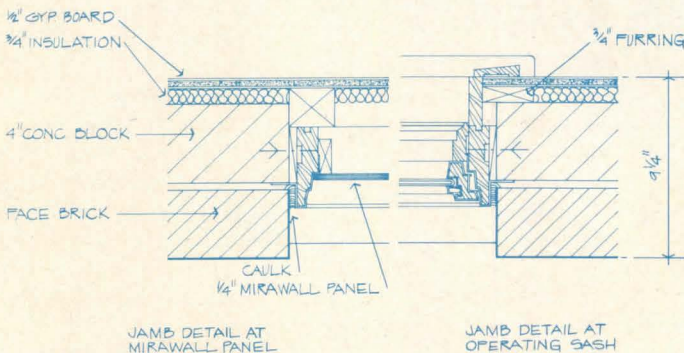
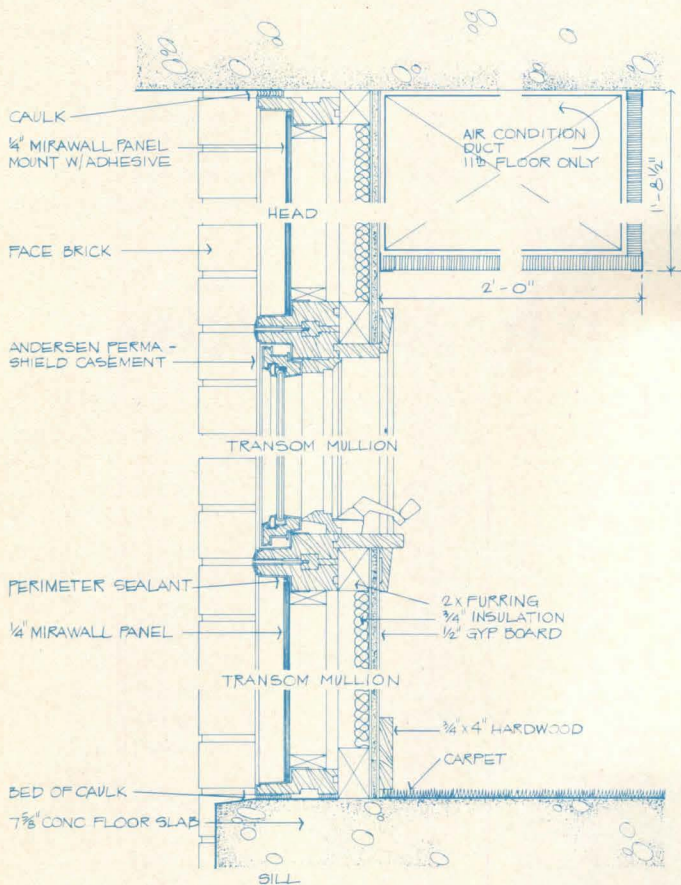
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**A Houston slump?** Houston's expansion binge may be ending, the Citicorp survey indicates. Over 20,000 apartments were completed last year in Houston but its vacancy rate jumped two points between October and January, and it promises to climb steadily.

While many private builders have been squeezed out of the conventionally financed rental market, institutional investors—such as insurance companies—are entering it all over the country. Such investors are willing and able to absorb low yields on apartment projects for two or three years while they raise rents to meet their costs. Eventually they expect to turn sizable profits on their multifamily investments.

Some apartment builders, such as

Atlanta's Ed Hart, look somewhat askance at such investors.

"I know its being done all over," Hart says, "but I can't see going into a project and expecting to take a loss or just to make debt service for three years. We expect an immediate return on our investment."

Others, like Frank Headen, approve of the new money. "It's like buying a stock that's down, for a low price, and watching it increase in value. In an area like this—where only a couple out of the five biggest apartment builders from five years ago are still in business—we need something to fill the void."

And that's not all, Headen adds. "They give some stability to this business. Unlike some of the rest of us,

they have the funds to see them through the lean periods."

**Hope.** Despite the multifamily market's apparent murkiness, Citicorp's Kozloff is optimistic. "A year ago," he declares, "most income lenders would rather have looked at a shopping center or a credit-secured project than a new apartment. This year the trend has turned around. Good apartments rank high on their list."

Mortgage rates on new apartments, he notes, "have risen less than on other income properties. They now stand at 9 $\frac{3}{8}$ %-9 $\frac{5}{8}$ %, up about  $\frac{1}{4}$ % from the low of last summer and fall. Even if rates rise another  $\frac{1}{4}$ % this year, this shouldn't be enough to discourage most of the really good projects."

—TOM ALLEN

## New warnings on house prices

Two key federal government officials have given the housing industry some depressing news about the current and future price of shelter.

Philip C. Jackson Jr., a member of the board of governors of the Federal Reserve System, and Jay Janis, undersecretary of the Department of Housing and Urban Development (HUD), addressed the annual Washington legislative conference of the National Association of Realtors.

"The prospects of major government intervention in the price of your product is reasonable to expect," Jackson said, "and I think it represents a great danger."

The price of existing single-family homes, he said, is rising faster than disposable income. The fact that homes are affordable at all is due to the increasing number of two-income families, Jackson added.

**Tighter money.** On top of the price escalation, Jackson warned, mortgage money is becoming both scarcer and more expensive. He pointed to the reduction of inflows into thrift institutions in recent months and the slow but steady rise in interest rates.

These trends will push more people into the rental market, which already is depressed, with a low vacancy rate and a scarcity of new multifamily building starts, Jackson said. The net result, he predicted, will be additional pressures for rent controls, prohibi-

tions of conversion from apartments to condominiums and other restrictions on the free market.

"I don't want to see this happen any more than you do," Jackson said, "but the federal government is powerless to prevent it. The only way you can



Fed's Jackson  
*'A great danger'*

DELL ANKER/SHS

prevent these restrictions on the way you conduct your business is by making your voice heard, he said.

"You have to inform the nation that only the private, free market system can get our people housed. It's not going to be done by the government."

**Prices.** Janis agreed with Jackson's assessment of the diminishing affordability of housing and cited some additional causes.

"According to the Census Bureau," he said, "the median price for a newly constructed home in January 1978 was \$51,700, while in 1973, just five years ago, it was \$32,500. That is an

increase of 60%, twice the increase in median family income during the same period."

Janis identified the components of what he termed "the greatest triple threat to achieving the national goal of a decent home" as the cost of regulation, the cost of the cyclical boom-and-bust movement of the mortgage market and the cost of indifference.

As examples of indifference, he mentioned restrictive work rules on the part of construction unions, the draining a few years ago of American lumber by the Japanese housing market and instances of building materials suppliers indiscriminately raising prices with no apparent justification.

**'Nobody cared.'** "For many years," Janis said, "these practices persisted because nobody cared enough to raise a fuss."

He blamed unnecessary government regulation at all levels as one of the chief culprits in housing inflation, conceding that the federal government "imposes a host of cost-increasing controls, such as environmental requirements."

Janis concluded by returning to his theme of indifference.

"It's an issue involving everyone," he said, "manufacturers, builders, labor unions, state and local governments, environmentalists, local building code enforcement agencies and HUD and the federal government."

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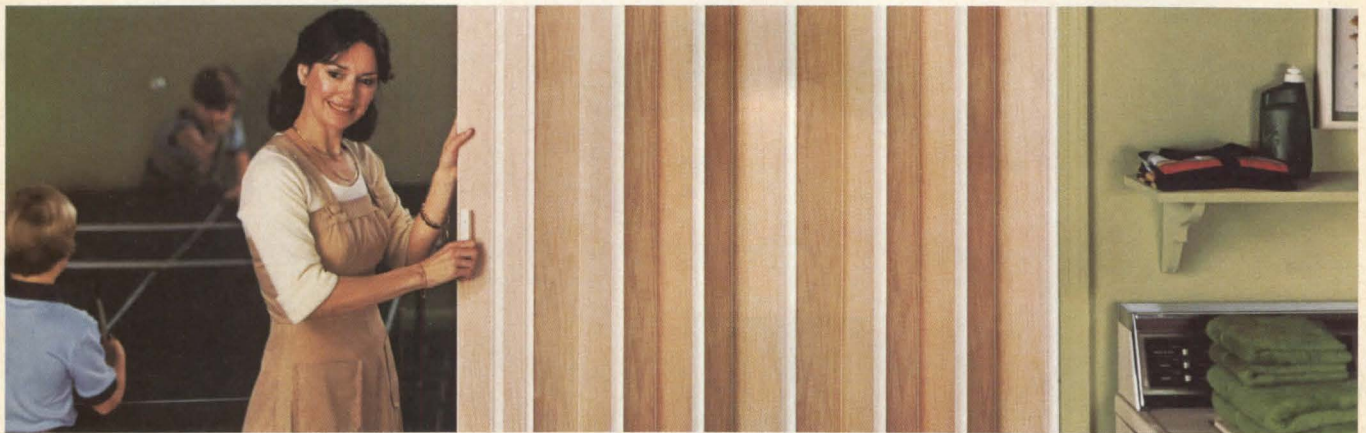
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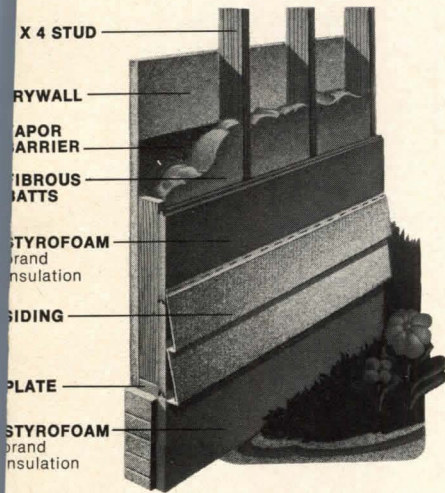
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# From folks who gave you Pruitt-Igoe

Here's another demolition job, in Dixie; and HUD says there'll be more

A classic housing scandal has popped into the spotlight once more.

It's the \$4.3-million, 325-unit Rockdale Apartments project in Atlanta, a 221(D)3 project that had to be demolished in December 1976. That was about eight years after it got a green light from HUD's Atlanta regional office and six years after it was completed.

Rep. Elliott H. Levitas (D., Ga.), who has pushed HUD and Congress to investigate the scandal, said that the completed project "was not fit for human habitation" and that official estimates found it would cost \$1.4 million more to bring the completed units up to Atlanta housing code standards.

## Pruitt-Igoe debacle

The Pruitt-Igoe public housing project, built in St. Louis at a cost of \$36 million to the federal government, had been completely demolished by the middle of last year.

Originally conceived as the ultimate in low-income urban living, the 11-story project on 57 acres became a hotbed of rape, robbery and vandalism where even police feared to tread after nightfall. At peak occupancy, the project housed nearly 10,000 people. When HUD finally decided to demolish its last buildings three years ago, only 587 residents called it home.

**'Wasteful boondoggle.'** From the beginning to end "everything went wrong," Undersecretary Jay Janis told a House housing subcommittee.

Levitas first brought the project to the attention of Housing Secretary Carla Hills and then told Patricia Harris about it.

"My main concern," Levitas said later, was that "nobody in HUD seemed to be terribly upset about this situation . . . This wasteful boondoggle was accepted—albeit regrettably—as the normal, routine way of life, and HUD personnel seemed prepared to move on to the next fiasco."

**No indictments.** HUD officials still

take this line. One of Secretary Harris' top aides said recently, "You're going to have projects like that," and he said that only one-half of 1% of the 800,000 subsidized units built in the last 10 years have been demolished.

Janis freely admitted to the committee that "almost every entity in the department (HUD) involved with the project was in some way at fault." But he did not stress that he and Patricia Harris allowed the statute of limitations to run out on a handful of HUD officials whom the U.S. attorney in Atlanta wanted indicted.

One HUD inspector resigned as soon as the scandal was uncovered by Reporter Barry Henderson in *The Atlanta Constitution* a couple years ago. Another HUD official died. Four others were given slaps on the wrist by HUD: 14 day suspensions for two of them, 10 days for the other two.

The owner of the project was David L. Rosen, president of the Romax Construction Co. of Atlanta. The architect was Albert James. James

told the House committee that Rosen received back from James \$85,000 of the fee that he, Rosen, had paid to James for services as an architect.

**A how-not-to lesson.** At the beginning, Janis said, the site was "poor" (a severely sloped former rock quarry) and at the end, "the department's decision to demolish the project was made haphazardly."

The builder abandoned the project when it was two-thirds completed.

Atlanta's HUD officials went through with the final loan closing knowing at first hand the poor quality of the construction.

Janis told the committee that, under HUD's new management directives, another Rockdale is not likely. But privately, HUD officials cheerfully suggest that the pressure to boost subsidized housing production, launched by the Carter-Harris administration, makes it a certainty that similar scandals will occur.

—DON LOOMIS  
McGraw-Hill World News,  
Washington

## Housing allowances derided

The Washington officials who propose to end housing subsidies and distribute the same money to needy families have just taken another knock from the General Accounting Office—the agency Congress relies on to evaluate government programs.

The GAO says the housing-allowance research program launched by the Department of Housing and Urban Development in 1970 "will not provide the answers" to help housing leaders decide "the feasibility of a national cash allowance program."

The experiment involves cash payments to 22,000 families in 12 cities at a cost that may reach \$250 million.

**Flawed test.** The GAO says the 12 experimental sites selected "were too few, and they lacked the characteristics typical of the major urban areas they were intended to represent." The research program, the agency added, won't support "a reasonable projection to a national program."

The experiment was also oversold,

the GAO says. The HUD leadership didn't tell Congress of the program's limitations, the GAO said, and hence "raised its expectations too high."

Congress should step in, says the GAO, and decide whether the program "should be continued." A national program could cost from \$7.6 billion to \$11.1 billion a year.

**Family spending.** The GAO notes that in Green Bay, Wis., a housing allowance averaging \$25 a month to 2,400 families produced no evidence that it put pressure under rent levels. On the other hand, the Green Bay results—which are the most complete—show that families in the program "have not increased their housing expenditures."

### CORRECTION

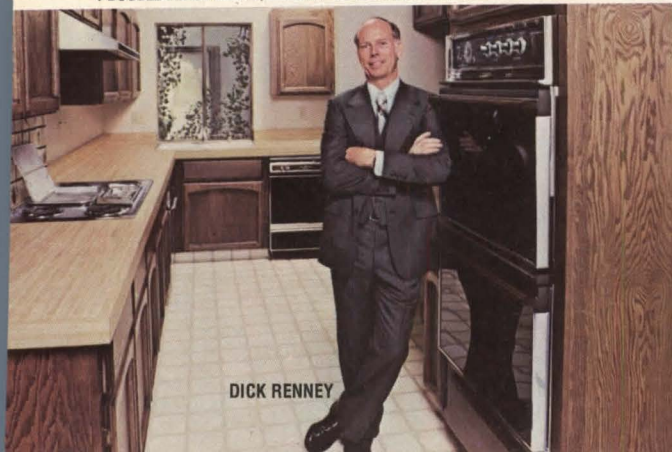
In "Builders in Dallas: Prosperity Inc." [HOUSING, March], HUD Undersecretary Jay Janis was misquoted. Instead of predicting 1.6 million housing starts for 1978, Janis stuck with the same 1.8 million starts he had forecast in November.



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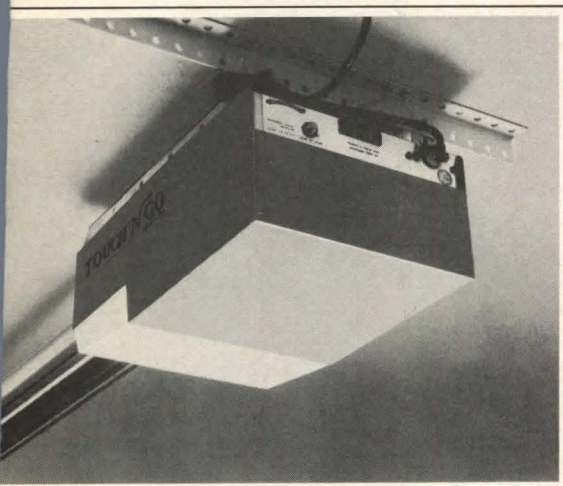
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# Dallas in-town project is on the ropes

After more than two years of planning, it appears that Fox & Jacobs is hedging its \$80-million bet on the future of downtown Dallas.

Early last spring [H&H, March '77], the builder announced plans for an 800-unit single-family detached development—at \$40,000 to \$80,000 per unit—“within walking distance” of downtown Dallas. The project, the company said then, would get under way in 1978.

So far, however, there's been no groundbreaking, and the future of the in-town experiment is in question.

**Demand.** Fox & Jacobs' problem is not a lack of demand. Explains George Field, F&J's chief of land acquisition and in-town development:

“The demand was there and will always be. The problem is the land.”

In April '76, the company began buying up land through a trustee. The area contained small commercial buildings and deteriorating housing. To complete the development as planned, F&J needed 80 acres. Field says the company has managed to buy only 50 acres—for about \$3.5 million.

“It looks like a checkerboard down there,” he explains. “Our difficulty has been in getting the land we need and getting it platted. For reasons I'd rather not go into, it's been a very frustrating process. So frustrating that we've stopped acquiring land.”

**Shrinkage.** The company's plight has caused alterations in the development's original dimensions. The 800 units have been cut to 500 units that, if they are ever built, will sell at \$60,000 to \$90,000 each.

Fox & Jacobs, a subsidiary of Centex Corp. of Dallas, was scheduled to announce its definitive plan for the development's future, if any, on February 28. The day came and went without a decision.

“I hate to seem evasive,” Field says, “but there's a lot of fog hanging around here. I'd like to be able to say that we're leaning one way or the other but we aren't. Everything is up in the air.”


Asked about the date of F&J's next day of decision, President David Fox said, “in about eight months.” But even he isn't certain.

**Social overtones.** If the Fox &

**New housing demand downtown**

**Dallas builder finds it—Whether other cities have it is a question**

An \$80-million development will be built within walking distance of the central business district in Dallas. There will be 800 single-family detached homes at \$40,000 to \$80,000.



**Builder Fox**  
An \$80-million bet on downtown Dallas

concentrating not on the city but on the suburbs.

Why the move downtown? President David G. Fox explains that, when the energy crisis was at its worst in 1973, a survey showed a substantial new in-city market. That market is professional couples, singles and retirees.

And so, last April, the company began acquiring land through a trustee in a target area containing deteriorating housing and small commercial buildings. To date F&J has paid \$2 million for 30 of the 80 acres that will be required to create an environment for the development.

And F&J bought strictly as a private developer—no eminent domain, condemnation authority or help from

Announcement of Fox & Jacobs project was carried in HOUSE & HOME in March 1977.

Jacobs attempt to bring single-family homes to the downtown area is tabled—as appears likely—urban planners and city politicians across the country will be dismayed. When it was announced a year ago, the development represented a marked change of direction for a company regarded as one of the nation's biggest and most innovative suburban homebuilders.

Most importantly, F&J purchased its central city land as a private developer

and without the aid of eminent domain or Washington money.

The experiment, it was hoped, would encourage other homebuilders to enter the urban housing market.

If the company decides to end its apparent dilemma by scrapping its in-town plan and returning to the more familiar suburbs, the city will buy back the land—at cost—in the hope of finding another builder willing to take a calculated gamble. —TOM ALLEN

## Builders post sales gains

Building companies are finding that 1977 was a good year for their balance sheets. Sales and earnings reports are just beginning to show how good.

Broadmoor Homes of Irvine, Calif., for instance, topped \$120 million in sales, almost doubling its previous year's volume of \$65,282,000. The builder, a subsidiary of Canada's Genstar Ltd., doesn't break out earnings. New-home closings: 1,575, compared with 797 a year earlier.

U.S. Home, converting to a calendar year, earned \$14,684,000 on revenues of \$433,355,000 for the 10 months ending December 31, compared with \$10,615,000 on \$413,511,000 for the 12 months ended February 28, 1977.

Miami-based Lennar Corp., which lost \$475,000 (14¢ a share) on revenues of \$55,475,000 in fiscal '76, earned \$3,324,000, or \$1.01 a share, in the year ended last November 30. Revenues climbed to \$83,375,000.

**Centex's big nine.** With its best third quarter in history, Centex's earnings rose 41% to a record \$21,825,195—or \$1.50 per share—for the nine months ended December 31. Volume for the

three quarters increased 29% to \$460,963,938. Net income from homebuilding, up 76% from the year-ago period, accounted for 46% of total earnings.

City Investing Co. earned \$82.5 million in calendar '77, well ahead of the previous year's restated \$44.3 million. Per-share earnings improved from \$1.37 to \$3.01, or \$1.29 to \$2.29 fully diluted. Revenues, up 21% for the year, came to \$3.07 billion.

Dart Industries' resort operations, which had a \$15.3 million deficit on sales of \$10 million in '76, made a strong recovery last year. Losses were trimmed to \$1.9 million and volume increased to \$16 million.

**The MGIC show.** Milwaukee's MGIC Investment Corp., the mortgage insurer, netted a record \$45,722,000 on volume of \$199.4 million—gains of 80% and 16%—in 1977. Per-share profit increased by 88¢ to \$2.03, also a record. Pre-tax income from mortgage insurance rose to \$50.5 million, up 29%, and application volume totaled \$11 billion, a 49% increase.

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You know the feeling. You're fiddling with the faucet in search of that elusive temperature your body tells you is right. You know it's there somewhere. But you can't seem to find it until you've suffered through a few tries.

That's why you should try Kohler's Centura. It has a comfort zone five times wider than most. So you don't have to get chilled or get burned before you get comfortable.

An ingenious tapered cam lets you turn the handle a full 180 degrees. So you can set the temperature exactly where you want it. This cam is the only moving part in Centura's cartridge. There are no springs, no washers, no O-rings. No wonder there were no leaks and no drips in the Centura even after we tested it 500,000 times. Centura is also a Water-Guard faucet, offering water-saving flow control at no extra charge. All are shown in polished chromium: lavatory faucets and shower and bath controls also come in 24-karat gold electroplate.

Kohler products are available in Canada. For information write DEPT. CT, KOHLER CO., KOHLER, WIS. 53044. (Please mention this publication's name.) Centura. It puts control right where it belongs. Right in your hands.

### The Bold Look of Kohler

Circle 29 on reader service card

Centura bath/shower control.

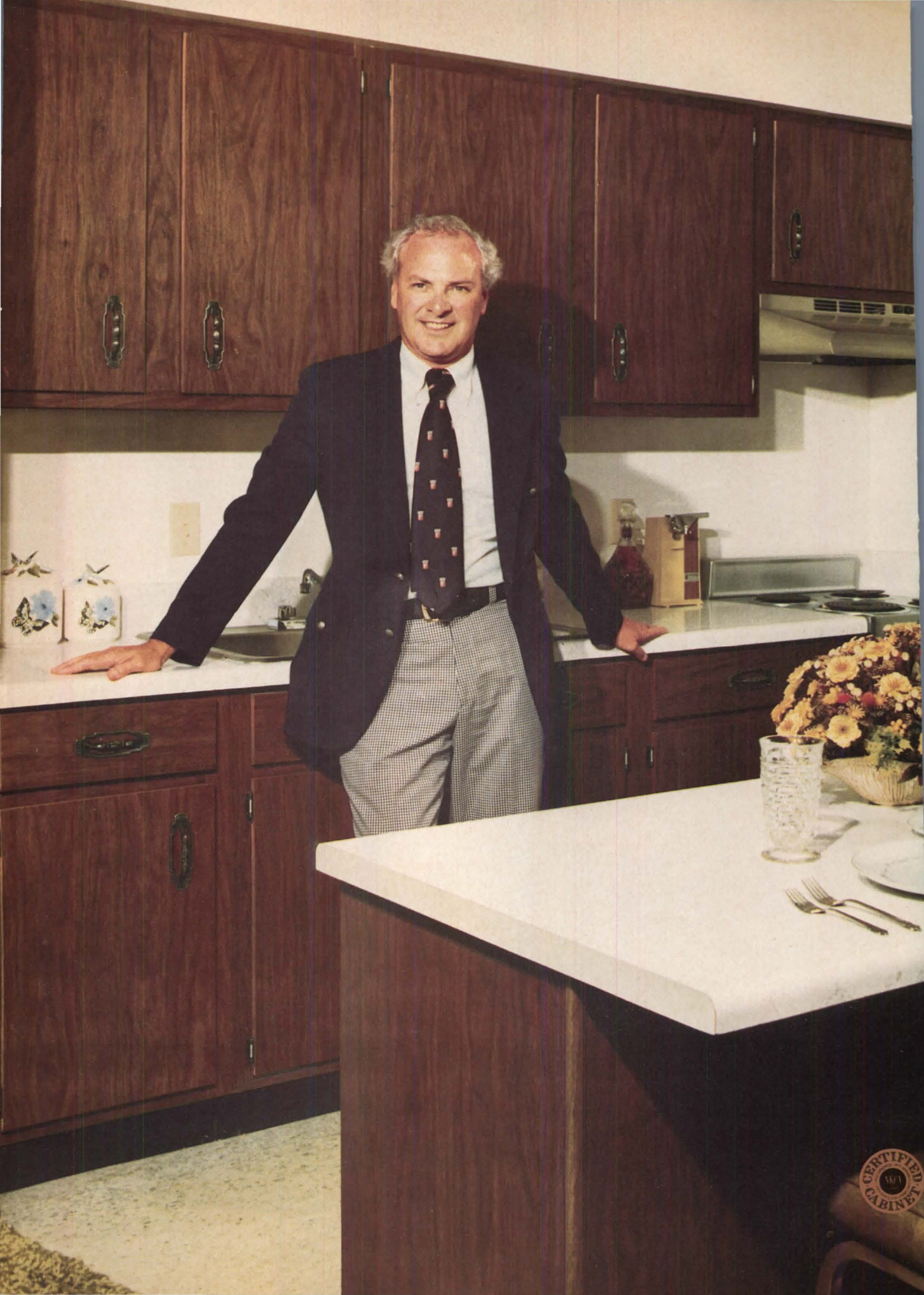


Centura lavatory faucet.



NO SPRINGS.  
NO WASHERS.  
NO LEAKS.

Enjoy a comfort zone five times wider than most.



CERTIFIED  
CABINET



**“As builder, owner and manager of 70 developments in 16 states, we need products that’ll not only attract tenants, but outlast them.**

**“That’s why we use Scheirich cabinets.”**

Phillip L. Colbourne  
Warren Properties  
Rancho Santa Fe, California

“With Scheirich Gardencourt cabinets we get the type of product tenants want—a quality cabinet that always looks good and that’s easy to clean. And we get the product we need—a stylish cabinet that’s reasonably priced and extremely durable. One that is tough enough, in fact, to withstand tenant use for years to come.

“But most important to us is that Scheirich has never missed a delivery date in more than five years. That’s especially vital to us because, with so many locations throughout the country, we don’t want to worry about delivery dates. And with Scheirich we don’t have to.”

For more information about Gardencourt cabinets, contact your local Scheirich distributor, or write: Joe Scheirich, H. J. Scheirich Co., P. O. Box 21037, Louisville, Kentucky 40221.

**SCHEIRICH**  
CABINETRY

FINE FURNITURE FOR THE KITCHEN AND BATH



*Warren Properties subscribes to the Scheirich philosophy that a product doesn't have to be expensive to look good. Warren House in Mobile, Alabama is evidence of that philosophy. It offers apartment dwellers well-constructed, stylish apartments at an affordable monthly rent.*

*Warren House features 107 units, all completely furnished, in three sizes—studio, one and two bedroom apartments. The Warren House development also includes a swimming pool, tennis courts, barbecue, recreation room and sauna bath. Monthly rents start at \$169.*

# Housing for poor wins in high court

The Supreme Court has refused to set national rules in two contentious areas involving publicly aided housing for the poor. In denying the applications to review lower court rulings, the justices in both controversies left standing rulings favorable to those pushing for the projects in question.

In Philadelphia, that ruling ordered the city to "immediately take all necessary steps" to get a 120-townhouse project built in the Whitman section. The project has encountered community opposition since work started in the all-white neighborhood in 1971. Neighborhood opposition to the new housing, expected to draw primarily black tenants, was so great that pickets blocked construction equipment and delivery trucks that the developer, Multicom Construction Corp., could not continue work. The

city's refusal to provide police protection to the company and other legal roadblocks eventually halted all work.

**Philadelphia's stand.** The lower courts decided that the city had violated the 1968 Civil Rights Act because halting the project had a racially discriminatory effect, even though there was no finding that the move had been made for anti-black reasons.

Philadelphia had argued that the high court should reverse that finding, because it gives more sweep to the rights laws than other decisions. The city said incidental discriminatory effect of neutral policies is not unlawful.

**Church and state.** In the other case, it was also the local government that was opposing a new development for low and moderate-income families.

The town of Scituate, in Massachu-

sets, rejected an application to build the project, but the refusal was reversed by a housing appeals committee. The city then went to court with a new argument: Since the sponsor of the project, the planning office for Urban Affairs Inc., is a part of the Catholic archdiocese of Boston, giving it a loan from the state housing finance agency would be a violation of the constitutional curb on relationships between church and state. The housing site was originally bought by St. Mary's Parish for use as a cemetery.

The Massachusetts state courts found that the money arrangements would not so "entangle" the government in church affairs as to trigger the constitutional prohibition.

—DAN MOSKOWITZ

McGraw-Hill World News,  
Washington

## Which anti-bias law should you obey?

Charges of racial steering and other violations of the Federal Fair Housing Act are contained in a complaint that has been filed with the Department of Housing and Urban Development (HUD) in connection with a housing ordinance enacted by the village of Park Forest South in Illinois.

Realtor John Towner, who filed the complaint, says he is caught between the federal and state laws and local housing ordinances. The practice of attempting to direct a homeseeker away from one area and toward another area, which is the object of the Park Forest South ordinance, is called steering, a practice expressly prohibited by federal law and the laws of many states.

In addition to federal sanctions, a real estate agent in Illinois who is found to have engaged in steering can have his real estate license revoked by the State.

**Dilemma.** Towner said, "If I comply with the village ordinance I run the risk of federal and state sanctions for violating the law. If I do not comply with the village ordinance I run the risk of substantial fines and other locally imposed sanctions." The dilemma in which Towner finds himself is

typical of that which other real estate agents are facing.

Towner's action is being fully supported by the Illinois and National Associations of Realtors, as a test case to determine which of the conflicting laws real estate brokers are obligated to follow: local ordinances which require steering or federal and state laws which prohibit steering and require equal opportunity open housing and individual freedom of choice in the home selection process.

**Quotas.** According to the complaint, the village's amended Fair Housing Ordinance attempts to limit the avail-

ability of homes to prospective residents by use of racial quotas.

Among other charges, the complaint to HUD alleges that the ordinance conflicts with the Federal Fair Housing Act of 1968 by:

- Limiting the racial composition of the village by establishing racial quotas;

- Denying homeseekers full access to information about the full range of housing alternatives in the village;

- Denying equal opportunity in housing by inducing persons to select housing on the basis of the racial composition of the neighborhood.

## Japanese prefabber declares bankruptcy

One of Japan's largest housing prefabbers, the Eidai Sangyo Co., has declared bankruptcy in Osaka with debts estimated at \$750 million.

The company employed 2,600 people and was Japan's top plywood supplier. It expanded into prefab housing in 1962 and was the third largest such company by 1972, selling 15,000 single-family houses that year.

The oil crisis of 1973 reduced consumer spending in Japan, however,

and the company sold only 3,000 houses last year.

Housing costs also exerted heavy pressure on prefabbers, and their share of the shelter market fell from 11.5% in 1975 to 9.9% in 1976, the last year for which figures are available. Despite the labor savings in factory construction, the prefabbers offer so many models that their square-foot building costs equal or exceed those of conventionally built houses.



**"GAF® TIMBERLINE® ASPHALT SHINGLES HELPED US SELL OUR ENTIRE 160-UNIT COMPLEX IN JUST 60 DAYS. EVEN BEFORE WE BUILT IT."**

Jerry Kramer, Builder/Developer  
"The Admiralty," West Bay Shore, New York



"When we're building a luxury townhouse complex like 'The Admiralty,' it's important that we impress our prospects with a look of quality and elegance even before they set foot inside the model," says Jerry Kramer, and he continues:

"Because the unique design of the buildings shows a lot of roof, our choice of roofing was critical. That's why we used GAF® Timberline® asphalt shingles.

"They cost substantially more than standard grade shingles, but believe me, they're worth it. Their double thickness and random-butt design give our townhouses the rugged beauty our prospects were looking for. And Timberline's subtle wood-like tones blend beautifully with the wood-shake shingles on the sidewalls.

"But our buyers — who are spending \$60,000 to \$85,000 for these homes — want performance as well as looks. And Timberline shingles give them just that. Their heavy-duty asphalt construction assures many years of trouble-free service. They won't rot, split, crack or warp. And they'll stand up to almost any kind of weather.

"I don't think of GAF® Timberline® roofing in terms of the extra cost. I think of it as a solid investment that really paid off."

GAF Corporation  
Building Products, Dept. RS77  
140 West 51 Street  
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- Please send me more information on Timberline® asphalt shingles.  
 Please have a representative call.

Name \_\_\_\_\_

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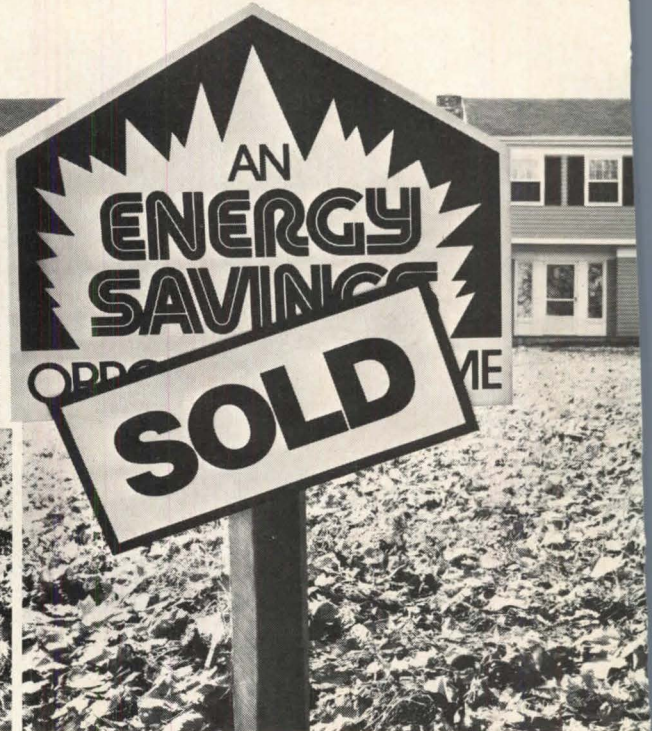
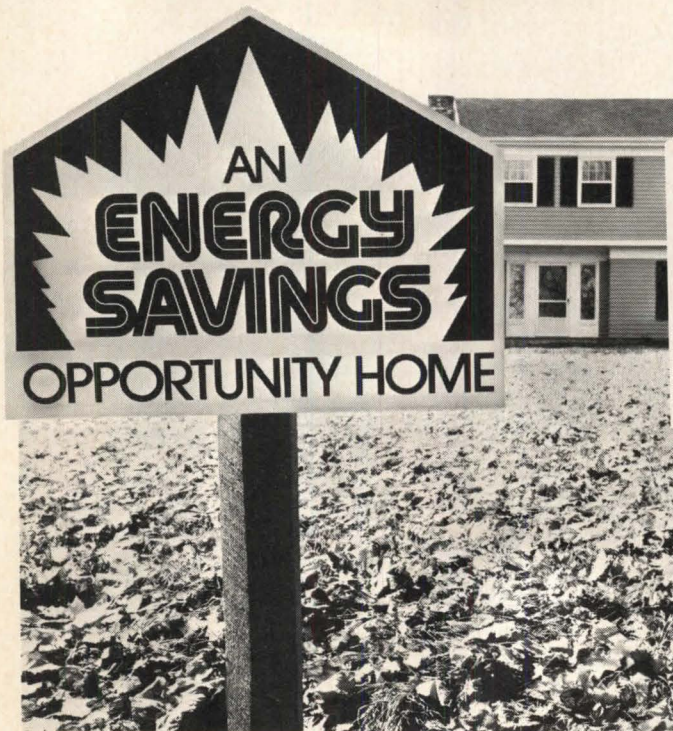
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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**GAF®** **TIMBERLINE®**  
**ASPHALT SHINGLES** H58

**Sign of a house  
that will sell fast.**

**Sign of a home  
that will cost less.**



## **Introducing the Carrier Energy Savings Opportunity Program**

Here's a plan to identify the houses you build as "energy savers"—the kind today's buyers will look at first and settle on fast.

An Energy Savings Opportunity Home is one featuring top-line, energy-efficient Carrier heating and air conditioning equipment, possibly with extra insulation, and possibly with storm windows. With whatever combination of pre- or post-construction options you decide to make available.

To make the sale, Carrier's computer shows how much any energy-saving option package adds to the monthly mortgage payment. Then it projects how much these features will save on the customer's monthly energy bill. It shows how the options put the buyer out ahead every month. From there, it's a simple step to a quick closing.

This new Carrier program includes a complete merchandising package designed to bring energy-conscious home buyers to you. With co-op advertising. With posters to identify your homes as energy savers. With hard-selling tags to point out the energy-saving features.

To put Carrier's new Energy Savings Opportunity Program to work for you, call your Carrier Contractor or Carrier Distributor today.

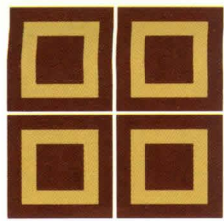
Number One  
Air Conditioning  
Maker



Division of Carrier Corporation

**Carrier**

**We can't control the weather,  
but we can help you control its cost.**

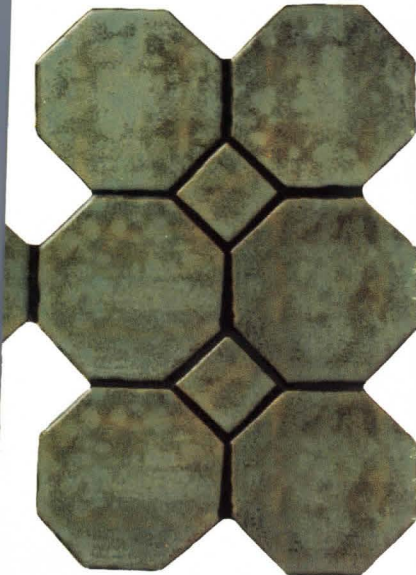
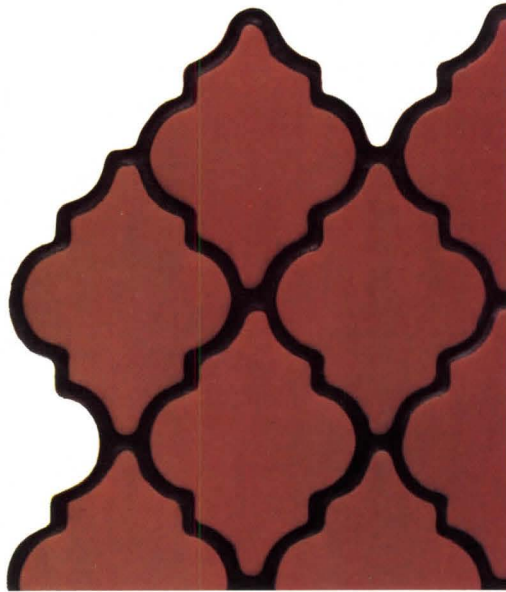


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Summitville is the innovative company that keeps pace with the changing needs of commercial, institutional and residential structures.

Extruded tiles from Summitville are tough *and* beautiful... available in dozens of types, patterns, shapes and colors from earth tones to brilliant accents... the most complete extruded tile line anywhere. Brilliant Summitstones, beautiful Summitstyles, rugged Lombardic, rustic Olde Towne Pavers, elegant Strata tile, economical Terrain tile, are all names available only from Summitville... famous for over 50 years for high-performance, consistent quarry tile.

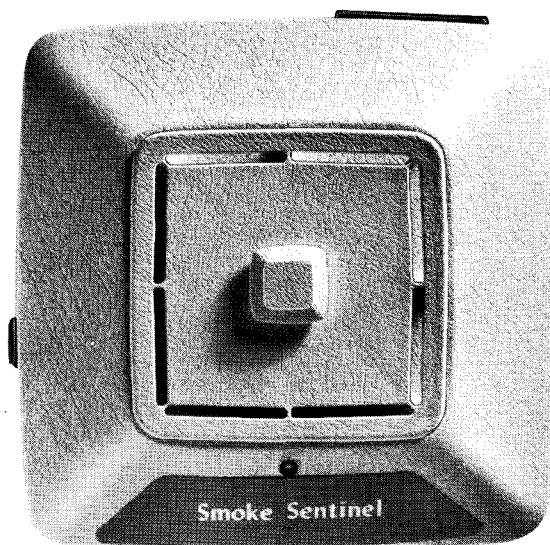
You'll want the complete story... ask your ceramic tile contractor, ceramic tile distributor or write: Summitville Tiles, Inc., Summitville, Ohio 43962.



# Instead of winging it with just any **SMOKE DETECTOR**, consider this: Nearly every commercial airline in the world agrees that we are the only way to fly.

## And that's a fact.

Our smoke detectors protect almost every commercial aircraft in America . . . even the Concorde! Why?



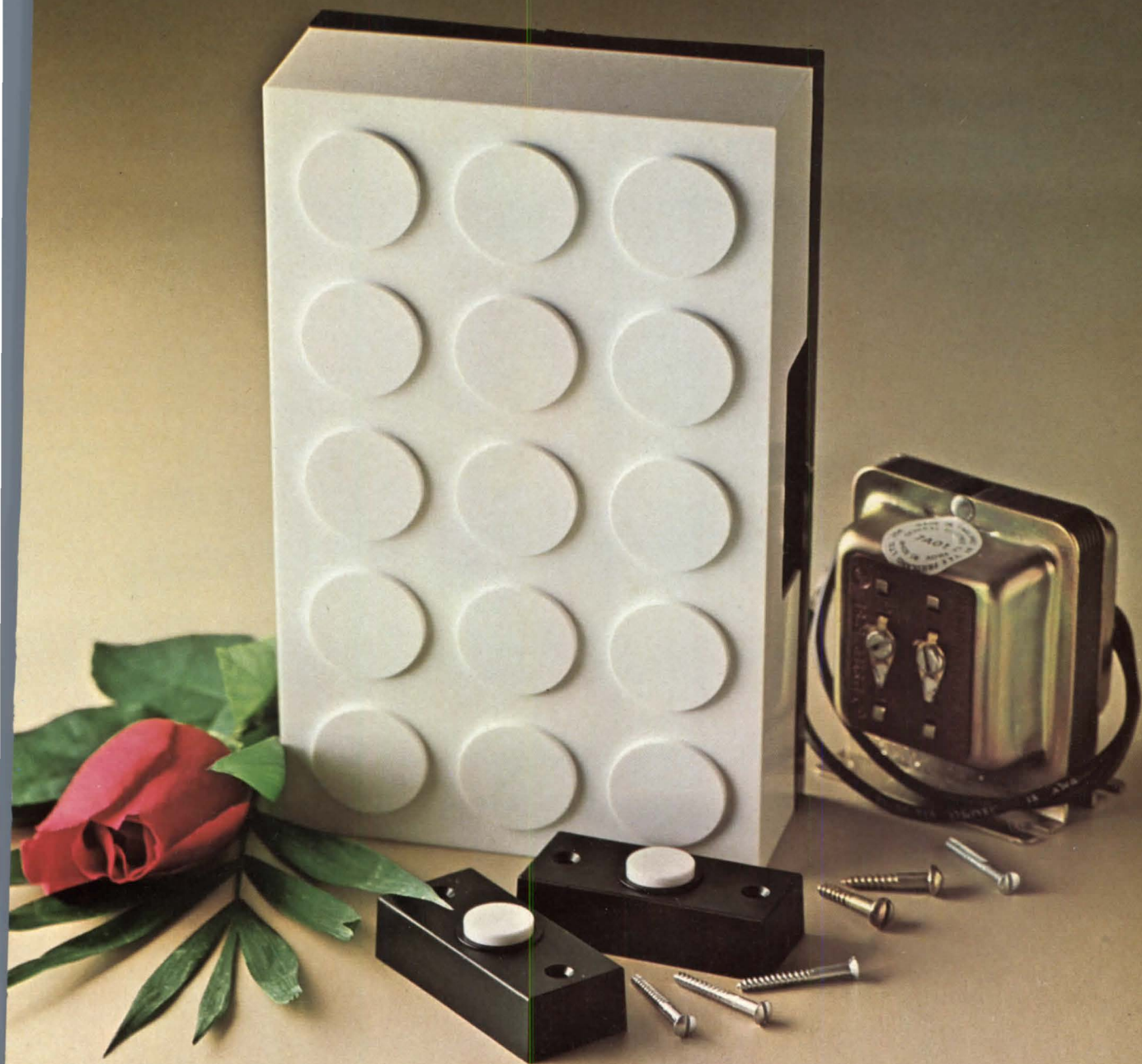
Because we're trusted. After all, we invented the first residential smoke alarm, and we were the first to earn UL listing. We've been improving it ever since. It's photoelectric, and the most stable unit you can buy today. It eliminates expensive service calls to check or replace faulty units. It minimizes annoying false alarms, because it won't react to normal cooking, aerosol sprays or cigarette smoke.

So, if you want the most trouble-free, most economical smoke alarm available today, don't try to wing it. Fly right to the source. Chloride Pyrotector. For literature and the name of our nearest supplier, write Chloride Pyrotector, 333 Lincoln Street, Hingham, MA 02043.

## **CHLORIDE PYROTECTOR**

The first name in smoke detection.





## GE chime kits. They help your homes make a lasting first impression.

Touch the doorbell button, with the prospective buyer there at your side, and the imported English tone rings out a magnificent welcome. What better way to impress anyone with the quality of your homes?

And yet, though these GE chimes give your homes added selling power, they cut your construction costs. That's because they're a complete kit — transformer, bell buttons, Rondo chime in one package — to save you money and installa-

tion time. And they're available in 3 models, so you can choose the one that's best for your budget and your home.

GE Chime Kits. Superb quality. Competitively priced. See and hear them — with all the other GE door chimes — when you buy GE residential wiring devices at GE-franchised distributors everywhere. Or write Section C, GE Wiring Devices, 95 Hathaway Street, Providence, Rhode Island 02940.

GENERAL  ELECTRIC

Circle 37 on reader service card

# Bill Levitt says hello again

It seems like only yesterday that building's legendary **William J. Levitt** declared he was quitting the U.S. housing rat race for good [H&H, August '77]. Such places as South America and the Middle East, where labor is cheap and environmental standards virtually nonexistent, were more to his liking, he said.

But instead of disappearing quietly into the sandy wastes of Iran, Levitt surfaces in Florida. His company—International Construction Corp. of Greenvale, N.Y.—signs an option agreement with Florida Land Co. to buy 3,000 acres of the Orangewood Planned Development near Orlando.

Levitt envisions his acreage fleshed out by an adult community of 10,000 single-family homes starting at \$29,000 for a two-bedroom, two-bath unit. The development, he says, will consist of a series of "village-like complexes" each complete with a recreation center, all amenities and an exterior maintenance program. Joining the project is a Levitt alumnus, **Alfred J. Miller**, who introduced Orangewood as Lime Tree Village three years ago. International Construction is currently building a Levittown (Levittshahr) in Iran, and Bill says he has been invited to bring Levittowns to Nigeria, Venezuela "and other emerging third-world nations."

**BUILDERS:** In Las Vegas, **David L. Goldstein** is named vice president and project manager for American-Nevada Corp., developer of the state's largest master-planned community, Green Valley, near Las Vegas. Goldstein had been a contract administrator with Pardee Construction of Los Angeles.

U.S. Home's Tucson division expands into Las Vegas and Phoenix. **Harold J. Ober** becomes president of the Las Vegas office and **Ralph Henley** of the Phoenix operation. The parent also moves into Orlando, Fla., and appoints **Howard T. Eckert** as regional president.

In California, **J.F. Whaley** and **Stephen Scarborough** are tapped as the project management team for Irvine Pacific Development's Harbor Ridge project. Whaley, an architect, is a former *Larwin Group* vice president. Scarborough has been an Irvine assistant project manager two years.



ICC's Levitt  
To build again in U.S.



HOW's Canavan  
A stalwart resigns



Irvine's Whaley . . .  
A new management team . . .



. . . and Scarborough  
. . . for Harbor Ridge

**Donald Peterson** joins Watt Industries, Santa Monica, Calif., as director of property management. Peterson, who will manage Watt's new corporate headquarters, was a vice president of property management with Miller Properties Management Co. of Los Angeles.

In Villa Park, Calif., **James A. Roman** becomes director of land acquisitions for Ponderosa Homes, a vacant post. Roman had been Larwin's director of governmental relations and land acquisitions.

**PROPERTY MANAGERS:** **Pearl Cribbs**, manager of the Southmont Apartments in Fayetteville, Ark., is named manager of the year by the National Corporation for Housing Partnerships.

**DEVELOPERS:** **Laurence A. Mullins** is named executive vice president of D.C. Properties Inc. of Deerfield Beach, Fla., a new post. He'll also serve as project manager for the company's 588-acre Deer Creek development in Deerfield Beach. Mullins was an account executive in the government securities and municipal bond department of First National Bank of Chicago.

**Allen J. Davis** joins Valenti Development Corp. of Niles, Ill., as vice president of marketing, a vacant post. He held the same title at Ancient Tree, a residential and recreational commu-

nity in Northbrook, Ill.

**REALTORS:** In Dallas, **Neal Sleeper** is promoted to vice president of leasing and management by Murray Management Corp., a division of Murray Properties Co., also of Dallas. He had been director of commercial management.

**ASSOCIATIONS:** Another old guardsman departs NAHB. **Richard J. Canavan** resigns as president of the Home Owners Warranty Corp. (HOW), an NAHB subsidiary. According to HOW's chairman, **Edward W. Pratt**, Canavan, 56, has been planning an early retirement for some time. For the popular Canavan the resignation ends a second stint with NAHB. He left to become the FHA's assistant commissioner of technical standards in 1961. He returned to the association four years later as a staff vice president and was appointed to the HOW presidency in 1975.

**GOVERNMENT:** Philadelphia's Mayor **Frank Rizzo** says he won't seek a third term next year. A former policeman, he says he will bid for national attention by leading a campaign against public housing. A conservative Democrat, Rizzo revealed his plans in the wake of the U.S. Supreme Court's refusal to hear an appeal of a federal judge's order that the city begin construction of a low-income project.



# Why is FORMICA® the only brand name to appear on any decorative laminate?



## Because it's the brand name that pre-sells consumers. Millions of them.

Face marking our decorative laminate with the famous FORMICA® brand name makes your selling job easier. Now there's instant FORMICA® identification to trigger the built-in consumer acceptance to help you ring up more sales.

FORMICA® brand means *quality* to consumers. It assures consumers that they're getting FORMICA® brand decorative laminate and not a substitute.

The face marking can easily be washed off by your customer after

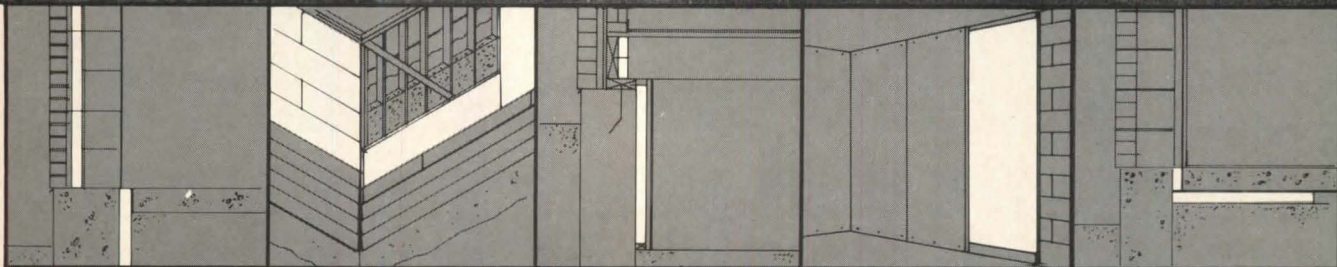
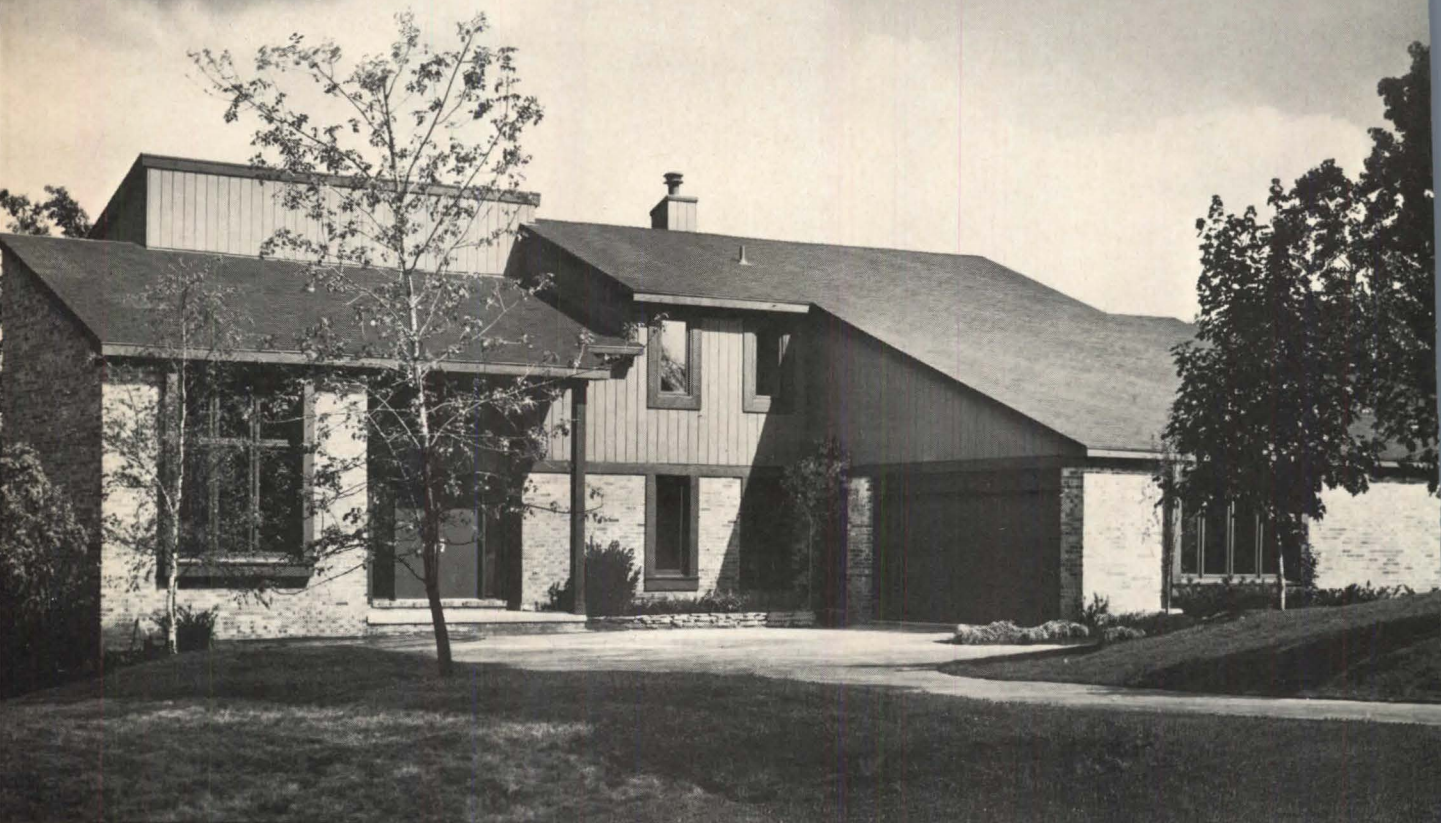
purchase. But by then it's done its great selling job.

**Fabricators, remodelers, home builders, home center operators: Let our famous brand name pre-sell for you. Don't accept substitutes.**



# Styropor® EPS

The insulation that's available and makes your homes more saleable.



Cavity Wall

R+ Sheathing

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Slab Insulation

There is no shortage of EPS insulation products made of Styropor® expandable polystyrene. They are immediately available from over 100 manufacturers in 41 states coast-to-coast.

They are available in the sizes and thickness, and with the joint details and special membranes you need for minimal installation costs; including R+ exterior sheathing, cavity wall insulation, insulated entry doors, slab and crawl

space insulation, insulated floor or ceiling boards, interior wall insulation for frame or masonry, backer board for vinyl or aluminum siding, masonry fill, insulated roofing systems and even pre-fabricated structural panels.

If you want to keep your jobs moving, write for the names of Styropor EPS insulation manufacturers near you. *Call Sweet's BUYLINE number or see us in Sweet's General Building File.*

## Styropor® EPS

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Styropor EPS board is combustible; consult the board manufacturer for application recommendations.



**PPG believes windows  
should be working  
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in any home you build.**



Whether you build or sell homes in the south or the north, or any point between, PPG has an energy-saving glass for the windows and sliding glass doors you install.

Where the climate is blistering, give your homes more sales appeal for energy-conscious buyers with PPG Solarcool<sup>®</sup> Bronze reflective glass, instead of clear glass. It is the newest in the PPG line of high-performance glasses.

And it can mean savings of up to 20 percent on air-conditioning costs for homeowners. (Compared to clear glass and based on a PPG computer energy analysis.) Other sales points: Its beautiful mirrored face provides comparative daytime privacy for your customers, and by reducing glare, makes it a lot nicer for the folks inside to look out on a summer's day.

Up north, PPG Twindow<sup>®</sup> insulating glass becomes an investment in energy savings. It is made of two sealed panes and reduces heat loss through the glass by more than 40 percent. So it obviously can be part of the energy system of any home you build or sell.

Make PPG glass part of the energy systems you profit from. Write for a free copy of our Solarcool idea book: PPG Industries, Inc., Dept. HH-258, One Gateway Center, Pittsburgh, Pa. 15222.

Above: Bent Tree Development by The Babcock Company, Coral Gables, Florida.

Below: Wood Creek Courts, Lincolnshire, Illinois. Developer: Irvin A. Blietz Organization.

PPG: a Concern for the Future



Circle 41 on reader service card

On a busman's holiday

Out-of-state builders size up

And what stirred up the most talk?

The merchandising.

Said Raymond Wompey, president of Raymond P. Wompey & Associates, Arvada, Colo.: "It opened up a whole new world for me. The signs and brochures were particularly impressive."

Said Heather Appleyard, marketing manager for Ellis-Don Ltd., London, Ontario: "Now I know how to set up a sales office like our city's never seen before."

Said James Moore, president of Jaymore Corp., Orlando, Fla.: "After seeing this, I think I should get out of building and get into fixing up other peoples' sales offices—in our area, there's no one to call in to do it."

Housing design elicited comment, too.

Said Weyman Oden Jr., of Weyman Oden Developer, Shreveport, La.: "They're making less square footage look half again as big. That's something we'll all have to do."

The tour of fifteen model complexes was part of a recent HOUSING seminar that showcased California builders' marketing skills. The tour was arranged through the cooperation of the Orange County chapter of the California Building Industry Association and it included several face-to-face meetings with builders.

The three-day seminar, held in Newport Beach, Calif., also featured classroom sessions with housing experts. The faculty: architect Barry Berkus AIA; Howard Englander, former director of research for Walker & Lee; interior designer Carole Eichen; market consultant Lester Goodman; and consultant-turned-builder Bill Mitchell of Weatherfield Homes, Santa Ana, Calif.

Ninety-six builders, architects and interior designers attended, among them housing professionals from Germany, Sweden and Hong Kong, as well as the U.S. and Canada.—B.B.G.



Piling off bus, cameras in hand, was oft-repeated experience for tourers.



On-site lecture with John Schleimer (plaid shirt), marketing director at Willow Creek, Irvine.



Snapping photos was popular pastime. Project above: Quail Ridge, Fullerton.

# California's housing

HOUSING STAFF PHOTOS BY ELISE PLATT



Rush to models at Willow Creek; time to inspect was limited.



On construction site at Woodside, Irvine.

bullhorn is faculty member Lester Goodman.



Crossing bridge at Quail Ridge, builders admire waterscaping.



Lingerer at curbside writes a few notes before boarding bus.

# COLONIAL ALUMINUM COLUMNS

## FACTORY DIRECT PRICE



load  
bearing

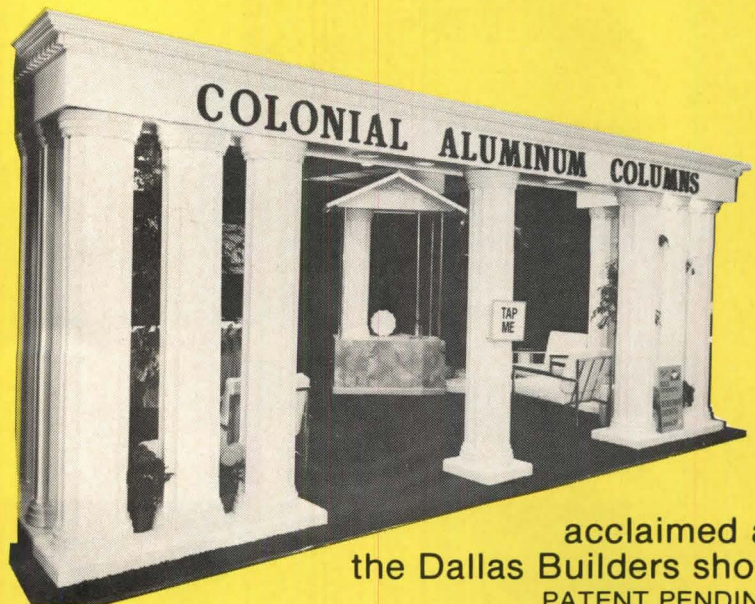
NET TO BUILDERS  
diameter

	9"	12"	15"
8'	50.00	65.00	93.25
10'	60.00	77.50	112.00
16'	87.50	115.00	168.50
18'		127.50	187.50
20'		140.00	206.50

FREIGHT PAID ON ORDERS OVER \$1000.

weighs 4 lbs.  
per foot

- IMPROVED ALUMINUM COLUMN
- COMES TO YOU FACTORY ASSEMBLED
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- TAP IT! SOUNDS LIKE WOOD
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## New Weldwood Long Ridge Siding

You know your customers like the look of board and batten siding. But you also know what it costs in time and money. With new Long Ridge™ siding from Champion Building Products, you can give your customers what they want, without the bother or expense.

Long Ridge is easy because it has the look of "boards" separated by striated "battens," all on large uniform panels. They go up fast, directly to studs, without corner bracing, or over sheathing. Using only common carpentry tools.

And because Long Ridge is a textured hardboard siding, it's built to take sawing with no chipping of edges. And it takes nailing with less splitting, without pre-drilling.

Long Ridge is equally strong in all directions, too. Because there's no grain direction to cause the counter stress that often brings checking or cracking.

And like every Weldwood hardboard siding, it's available pre-finished, unfinished or pre-primed and ready to paint.

In short, Long Ridge saves you time and trouble. And that means money. Look for Long Ridge along with our plywood sidings and



smooth or textured hardboard or PFL® sidings at your local Champion Building Products Dealer. Or, for further information, call your local Champion Building Products Sales Office.



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Champion International Corporation

# WHAT'S SELLING

In Salt Lake City

## Sectional duplexes sell swiftly in opposite markets

The duplexes make up the first section of Barrington Park, a project with 278 units of attached housing planned on a 32-acre site near the city's downtown district.


And although this is the first sizable factory-built project in the area, the one- and two-story homes are being snapped up by both young couples and empty nesters almost as fast as they

are put on the market.

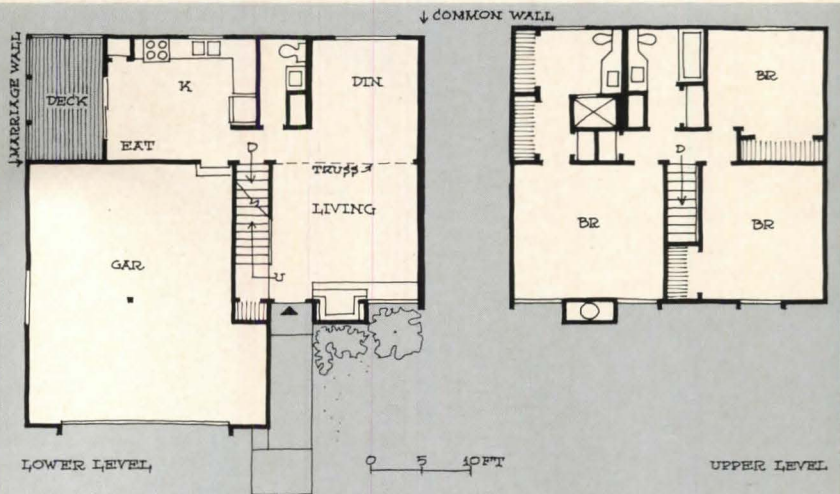
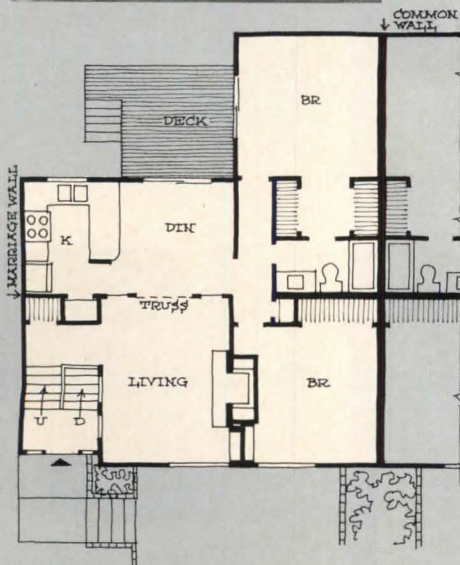
The 54-unit first phase sold out within ten days of its January opening at prices from \$39,900 to \$57,300.

And reservations have been taken on more than half of the 50 homes in the second phase despite price increases of up to \$4,000 a unit and the fact that buyers cannot close on the houses until next fall.

**Selling points.** Why have these homes sold well to opposite ends of the age spectrum?

One reason is location. Young, two-income couples with no families go out a lot, and so do older couples whose children have grown and left home. Hence, both groups like the idea of living close to the city's cultural and business activities.  **49**

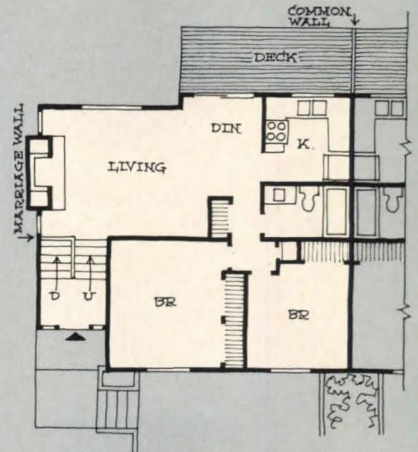
PHOTOS: INTERSTATE HOMES



**Biggest unit** is 1,395-sq.-ft., two-story model (photo top left, plan above), which opened at \$57,300. Empty nesters liked plan's third bedroom, separated decks and a full basement that can be turned into more space.

**Best seller** is 1,175-sq.-ft., one-story unit shown in plan and photo at left. It opened at \$45,400 and appealed to young couples with such amenities as well defined dining area, snack bar and compartmented bath.

**Smallest unit** (plan and photo at right) offers 1,005 sq. ft. of space and sold for \$39,900. Duplexes are trucked to site in two sections (each holds half of two units). Open spaces in marriage (joining) walls are spanned by truss system.





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NEW 4137-13  
Arabesque



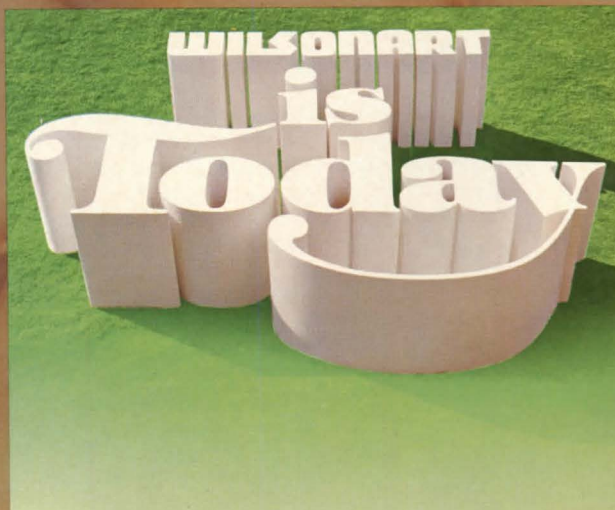
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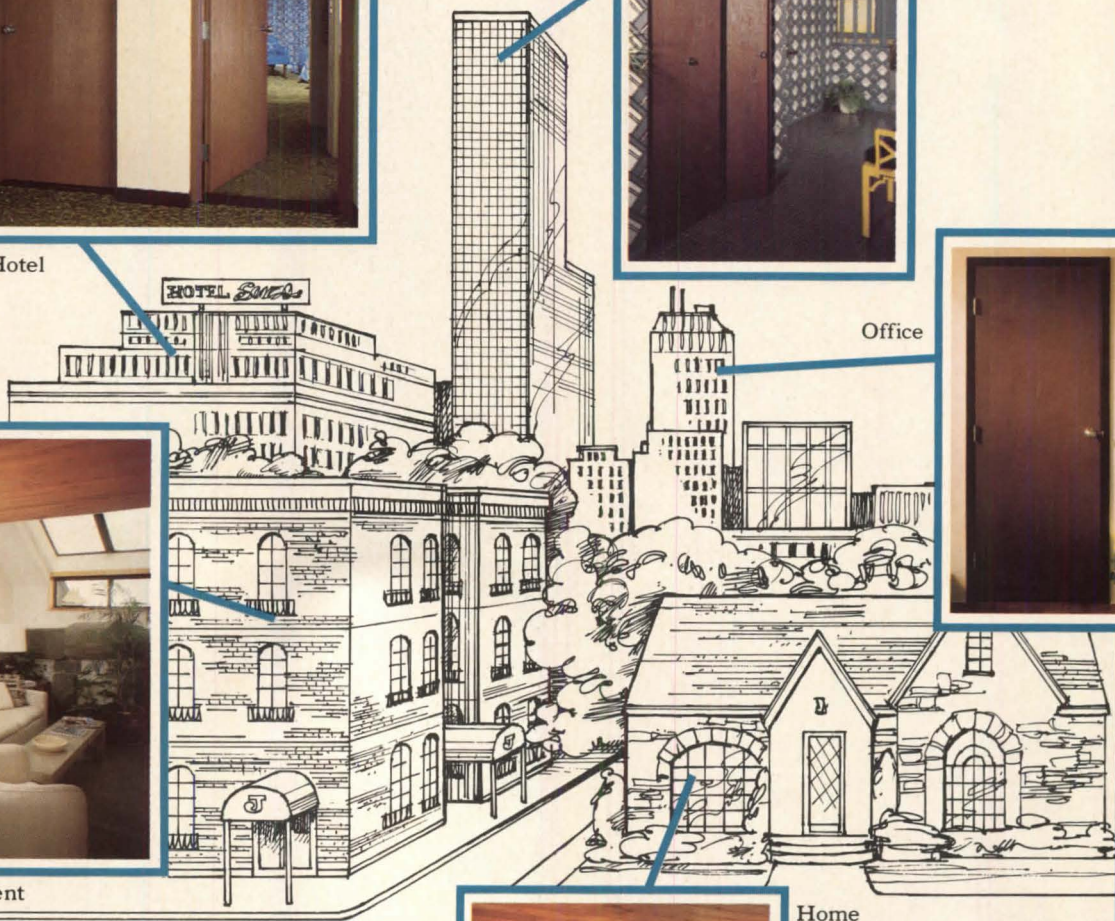
Condominium



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Apartment



Home

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For the names of door manufacturers using Legacy door facings, write Masonite Corporation, 29 North Wacker Drive, Chicago, Illinois 60606.



Another reason is design. Both buyer markets want a good deal of privacy and are attracted to the homes' secluded entries and private decks (see floor plans on page 46).

"And the density for our duplexes is only 6.2 per acre, which compares favorably with the 10-to-13 per acre offered by nearby townhouse communities—our principal competition in the area," says Tom Davis. He is one of eight partners developing the project\* and is also a principal of Interstate Homes of Salt Lake City, which is supplying the units.

There are other reasons for the project's sales success:

●Maintenance is easy. Common areas are maintained by a homeowner association, a system that always appeals to people who don't wish to

spend their free time caring for lawns.

●Ownership is fee simple. First-home buyers and move-downs in the area usually move into condos. They are more comfortable with ownership that includes the land under the unit plus a four-foot strip around the three open sides because that's closer to the detached house they've just left.

●And there is a wide choice of elevations. The three duplex floor plans (1,005-to-1,395 sq. ft.) have a total of 15 different exterior facades. That appeals to homebuyer desires to avoid living in a project with a "row-house" look.

**Marketing plan.** Sales were also aided by an extensive marketing plan devised by Blue Chip Realty, retained to merchandise and sell the units. The Realtors isolated the potential market through interviews and buyer preference surveys and then launched a radio/TV/newspaper/billboard ad campaign.

"And once prospects started coming out to the site," says Blue Chip's Ken Baxter, "we invited them to register for a trip-to-London raffle. We got 700 leads out of the contest."

Interstate fabricates each duplex, trucks it to the site in two sections (each contains half of two units) and installs it on prepared foundations in 20 days. Stick-building two comparable homes, say the developers, would take 60 to 75 days.

The construction cost of \$21 a sq. ft. for a duplex is estimated to be 10% to 15% cheaper than for a stick-built home because of Interstate's volume production. And, of course, there are no overruns caused by weather and labor problems at the site.

In all, 198 duplex units will be erected at Barrington Park during the next 18 months. The developers also plan 80 fourplexes for the project. These factory-built, 980-sq.-ft. units will go on sale in August at around \$39,000.

—JOEL G. CAHN

\*The others: four more Interstate principals and three partners of Engineering Consortium, a group of local engineers who took the original option on the site.

## Weathering for sale . . .



Long Island home; Architects: Vernon and Jay Sears, Quogue, Long Island; vertical siding treated with Cabot products.

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Why are stains often chosen over paints? Because wood and stains are made for each other . . . stains bring out the best in wood, blend naturally, beautifully into the setting. For the home shown here, the architects specified Cabot's Bleaching Oil to attain the weathered "driftwood" look . . . an effect heretofore found only in seacoast areas after years of exposure to salt air. Cabot's Stains, in 87 unique colors, protect the wood, enhance the grain, grow old gracefully, never crack, peel or blister.



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### Gas is the efficient energy.

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Tell your customers about new gas equipment specifically designed to be extra-efficient and use less gas:

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maximum heat from the gas burned—with improved insulation to keep in more of that heat.

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- Gas dryers with automatic pilotless ignition that eliminate the pilot light and cut gas use.

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CIRCLE 55 ON READER SERVICE CARD

# Seven-way patio option attracts Florida retirees

The three rear elevations shown here may look like the backs of different models, but they're really variations of the same floor plan.

Developer David Yorra has given buyers seven ways to complete the rear patio areas of their one-story condo townhouses in West Palm Beach. Result: They have jumped at this opportunity to increase living area in their small units (726 to 1,240 sq. ft.) or do a lot of outdoor customizing.

**Spur to sales.** The option plan, according to the Pompano Beach developer, has been a prime factor in the project's strong sales to retired empty nesters. The 92-unit first section sold out within eight months at prices from \$24,990 to \$36,990. And one-third of the 148 homes in the second section have been sold since its February opening despite increases of

up to \$3,000 a unit.

Here's how Yorra's package works:

- The basic patio is an open slab that ranges from 240 to 330 sq. ft., depending upon the model.

- The slab can be fully screened-in for from \$550 to \$800 extra, or a nine-ft. deep section can be similarly enclosed for from \$425 to \$625.

- Both screened-in options can be topped with an aluminum roof for from \$300 to \$750 above the price of all-screening.

- Or, the entire patio area can be made part of the house by converting it into an extra room. The cost: from \$2,300 to \$3,000 if the original sliding glass door is moved to the new rear wall, and from \$2,500 to \$3,300 if the door remains in place and a new rear door and awning windows are added.

**An added room.** More than 65% of

Yorra's buyers have opted for the additional room, even though it costs the most.

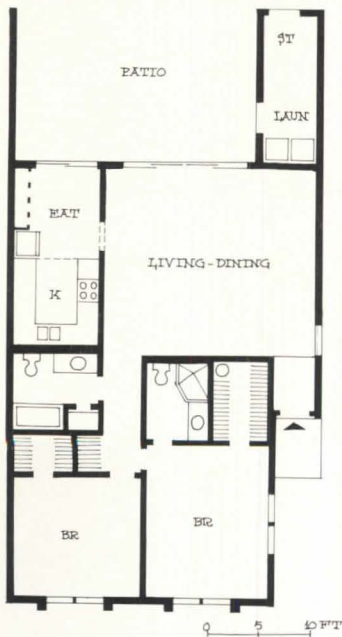
"Many lived in single-family, detached homes in their pre-retirement days," he says, "and feel a little claustrophobic about moving into a small, one-story unit. "They're delighted with the chance to increase their living area by as much as one-third."

Buyers have been using the new room for everything from a study, den, family and game room to a secondary living room.

"They're living in the added room," Yorra points out, "and using the home's formal living/dining area for entertaining."

Called Cresthaven Townhomes, the project will ultimately site 1,800 units on a 200-acre tract near Lake Worth.

—J.G.C.

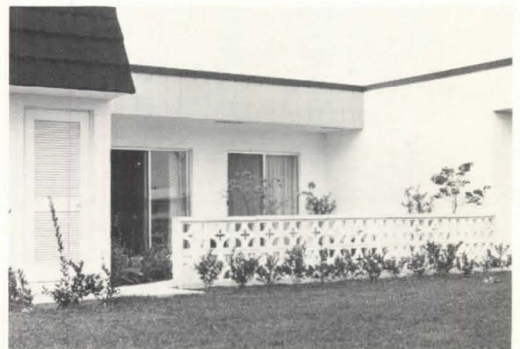


Three versions of seven-way patio package are shown in photos at right. They are all part of the same 1,240-sq.-ft. townhouse unit (plan below left, front elevation left) offered in first phase of project in West Palm Beach, Fla.

Top view is standard open slab included in basic sales price (privacy fence is extra). At center is screened patio, while at bottom is new room created by enclosing patio and adding rear door and awning windows.

Other options: a screened-in, nine-ft.-deep patio section, an aluminum roof for both screened versions and a new room with sliding glass doors.

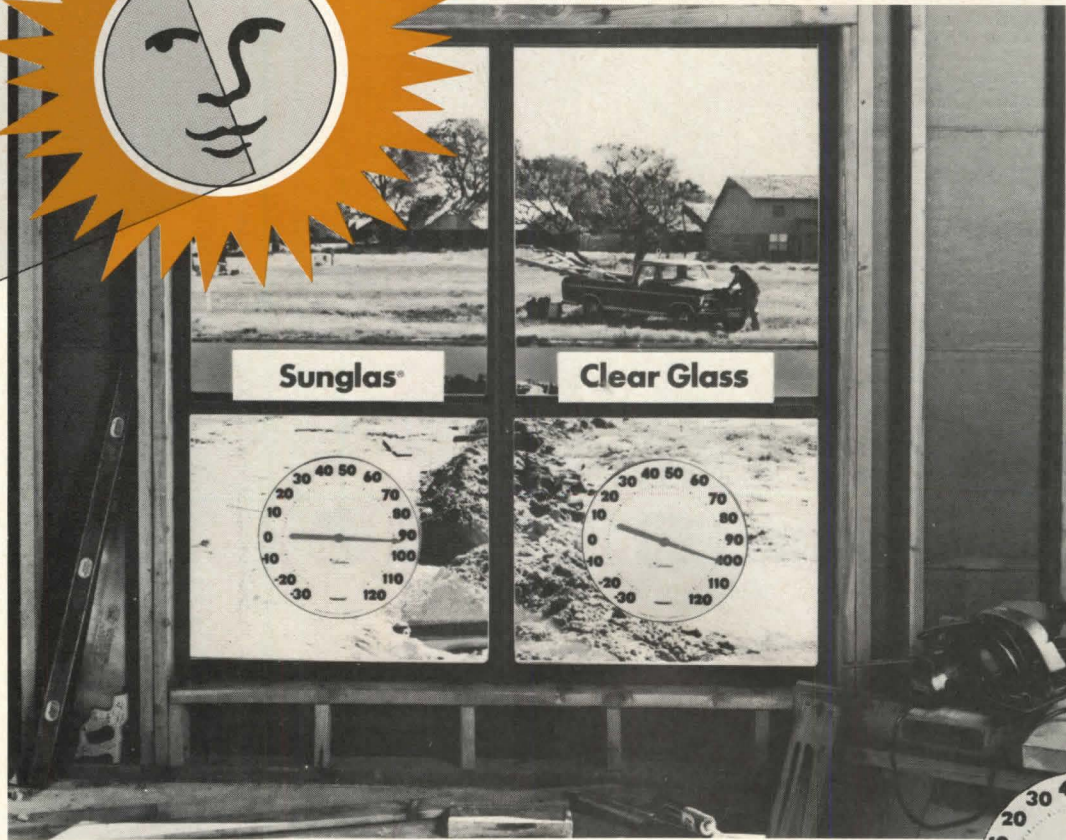
All seven options are also available for two smaller plans (726 and 1,018 sq. ft.). Costs depend on model size. First-phase units, sited three-to-six to a building, opened from \$24,990 to \$36,990. Density of planned 1,800-unit project is nine per acre.



PHOTOS: STEPHEN MUSHIO



# Ford introduces Sunglas.<sup>®</sup> It blocks 24% of the sun's heat.



**Eight Degree Difference!** The demonstration pictured took place in Tulsa, Oklahoma. Regular dial thermometers were attached to the inside of two insulated glass windows, one with the outside lite glazed with Sunglas. The windows were side by side, on the same plane. The thermometer attached to the Sunglas window registered eight degrees cooler than the thermometer attached to the clear glass window after being exposed to the sun for nine minutes. The thermometers measured primarily the difference in radiant energy passing through the glass, not the average ambient temperature in the house.



**Sunglas... the new low-cost energy saving glass.** Sunglas stops 24% of the sun's heat by absorbing and reflecting the sun's rays. This means your customer's air conditioner won't have to work as long or as hard as with clear glass. Single-strength Sunglas, with its 0.87 shading coefficient, has a relative heat gain value almost equal to thicker  $\frac{1}{8}$ " bronze. Yet single-strength Sunglas is 43% cheaper based on a comparison of glass manufacturers' published trade prices. Double-strength Sunglas has a slightly better heat gain value than  $\frac{1}{8}$ " bronze, and is 28% cheaper!

**Sunglas lets the daylight in.** Single-strength Sunglas lets in 23% more daylight than  $\frac{1}{8}$ " bronze glass, so artificial lighting costs could be reduced. And because Sunglas looks like clear glass, customers enjoy natural outdoor colors. That "clear glass look" also makes Sunglas aesthetically right for any residential design.

**Single-strength Sunglas cuts ultra violet rays 22%.** This reduction over clear glass is important in protecting carpets and draperies from the sun's fading effects. And Sunglas is the *only* solar control glass available in the traditional single-strength window glazing thickness. For patio doors and non-residential applications, Sunglas is also available in thicknesses up to  $\frac{1}{4}$ ".

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A complete Sunglas brochure is available. Write: Ford Glass Division, Sales and Marketing Office, One Parklane Blvd., Dearborn, MI 48126.

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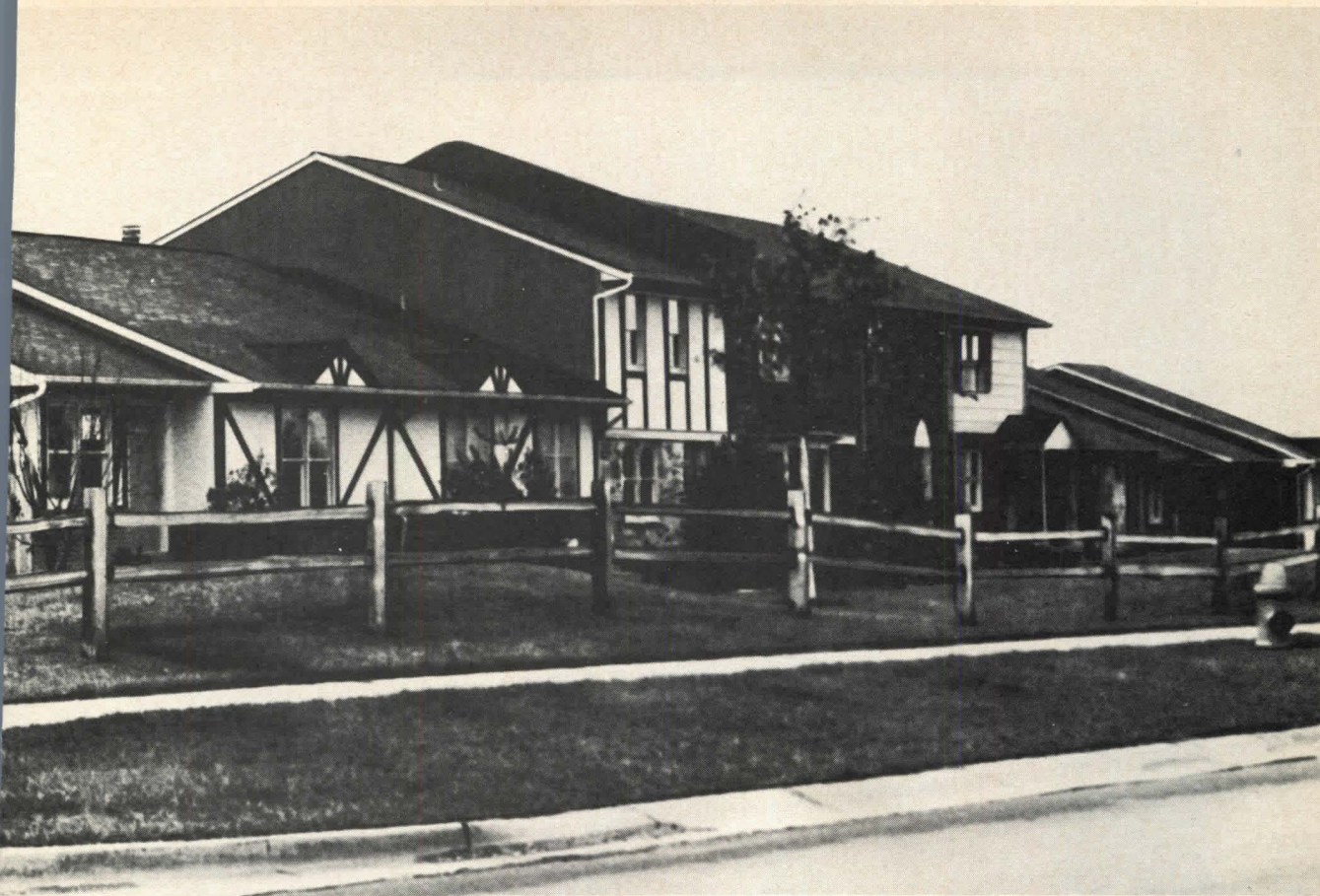
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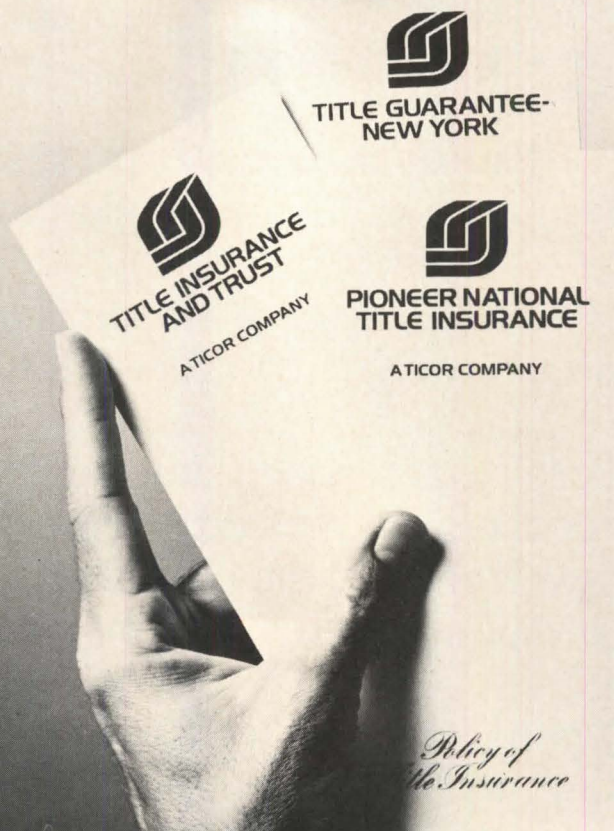
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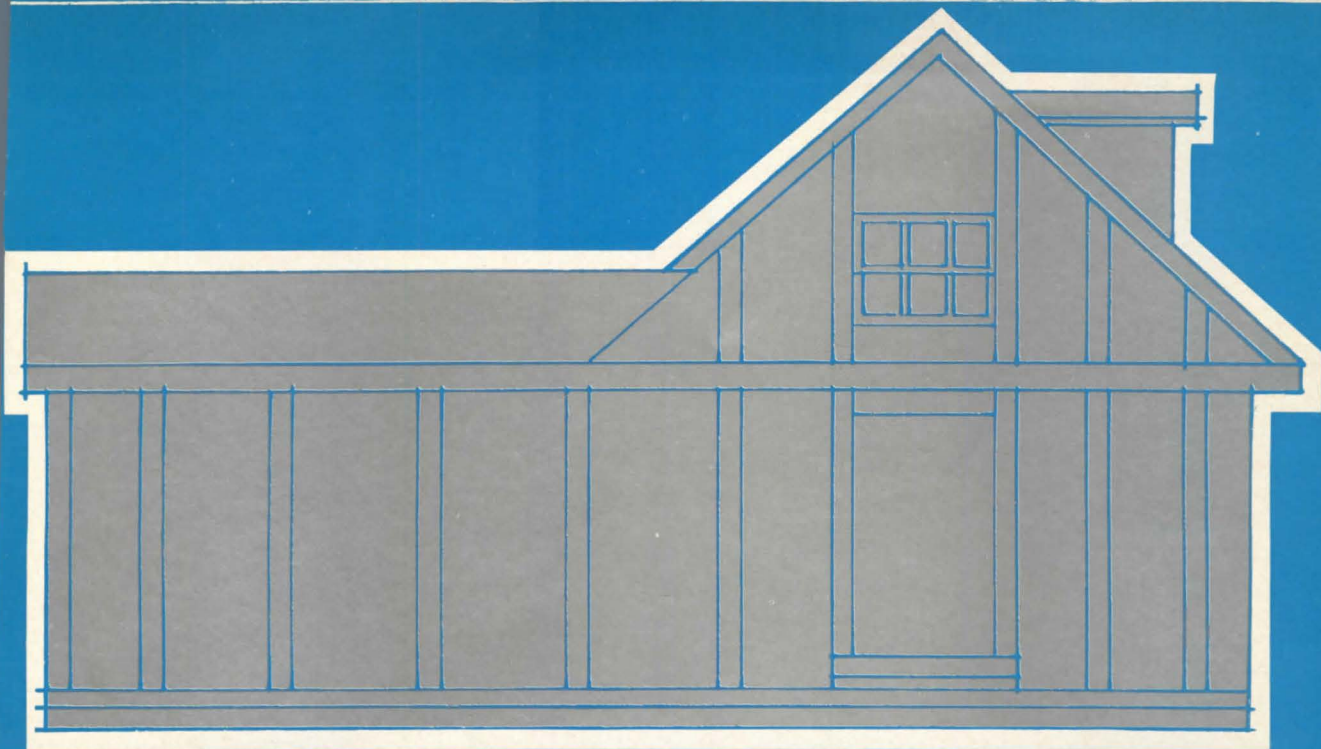
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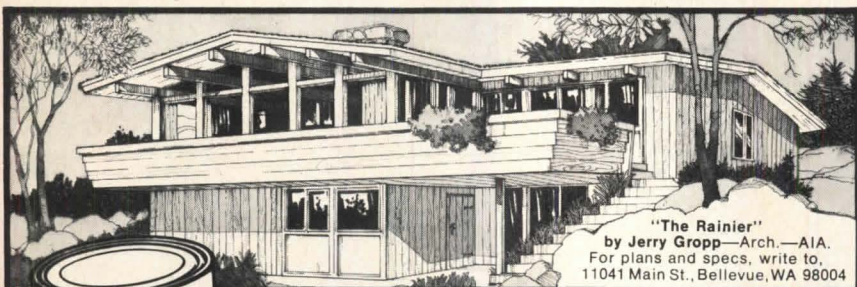
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## LETTERS

### Credit where credit is due

HOUSING: You can imagine our ch... upon seeing you give credit for office design at Hunters Pointe [Feb. 46] to a company other than Motivational Design and Marketing Inc. (MDM).

This project represents the most standing on-site marketing and point purchase merchandising effort in southern California in 1977. The sales and marketing council of the Building Industry Association awarded it the fourth annual MDM (major achievement in merchandising excellence) grand prize.

Housing obviously agreed wholeheartedly with the choice as evidenced by your article on Hunters Pointe.

For you to have given credit to others when the Hunters Pointe sales office is inexcusable in view of the major effort of motivational creative people at MDM.

Nevertheless, we display our 1977 awards trophies (all four of them) with pride. Your recognition of our achievement at Hunters Pointe—in print—will be appreciated.

ROBERT SLATER, president  
Motivational Design & Marketing Inc.  
Irvine, Ca

HOUSING: There was a rather substantial misunderstanding in your otherwise excellent story on King's Lynne ["A public housing project goes private . . . and everybody wins," HOUSING, Feb.].

You said the project cost the state \$10 million. Not so.

The Massachusetts Housing Finance Agency's \$19 million mortgage comes from the bond market, with no state funding guarantee. It's strictly a private money source. The gross cost, therefore, was \$24.5 million. Of this, \$4.5 million was a state bond obligation on the original [American Park] project. Thus, the state's net outlay was only \$2.5 million.

Incidentally, the King's Lynne operating subsidies equal the annual operating loss of the original development.

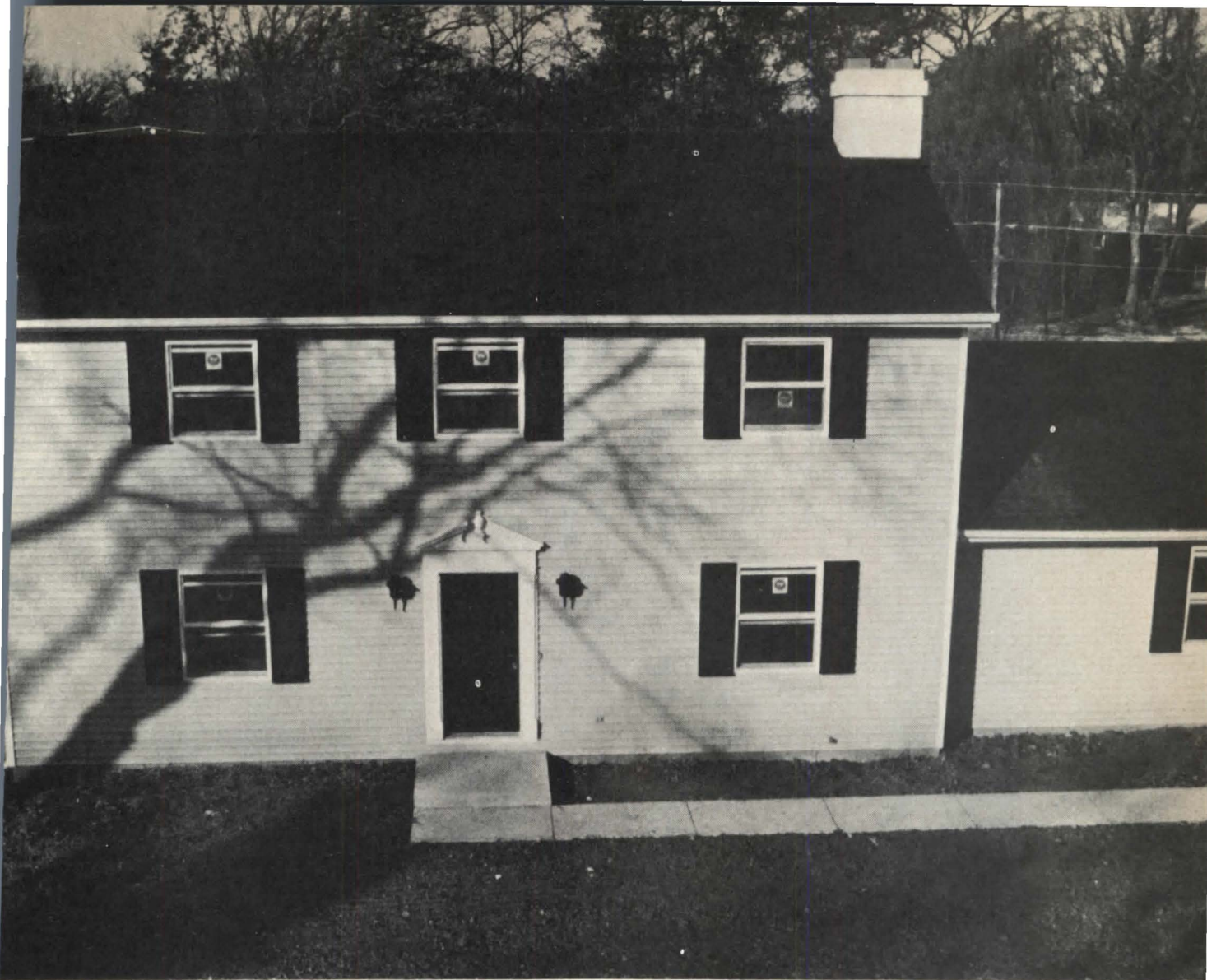
JOSEPH E. CORCORAN, president  
Corcoran, Mullins, Jennison, Inc.  
Quincy, Mass

### Manufactured housing looking up?

HOUSING: I enjoyed reading "Housing stocks on rebound for '78" [HOUSING, Feb.].

Those of us in the manufactured housing industry feel that the future for our product is outstanding. We have seen numerous commercial banks getting very much involved in financing our product as well as savings and loans financing the double-digit rates for up to 30 years at rates comparable to conventional mortgage rates.

RICHARD A. MAKEPEACE, v.p./finance  
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Greensboro, N.C.



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341 East Ohio Street, Chicago, IL 60611

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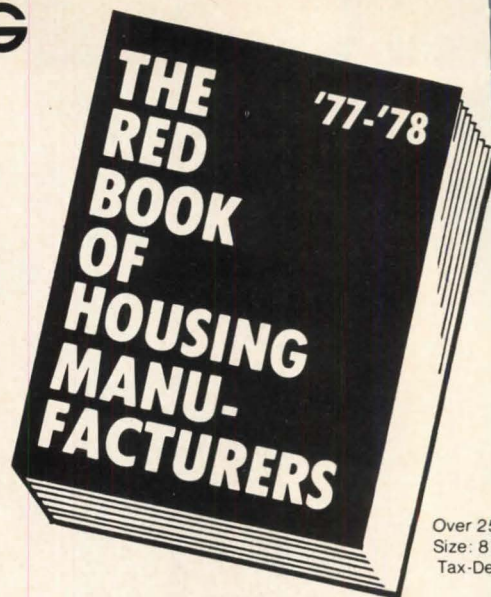
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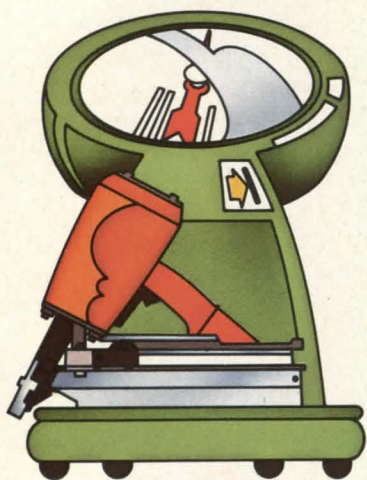
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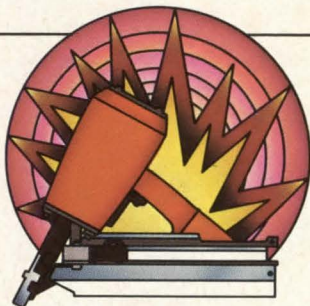
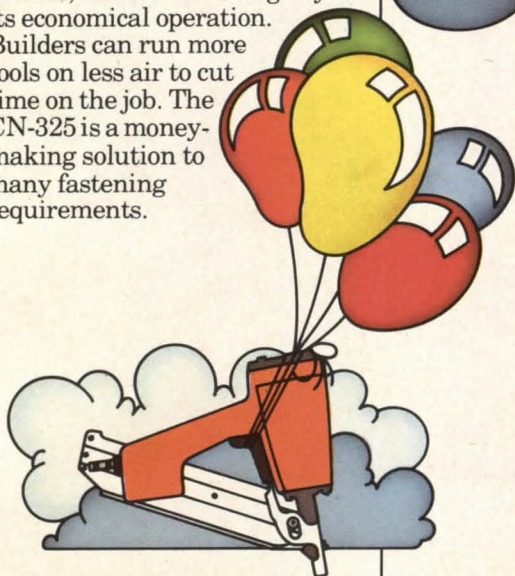


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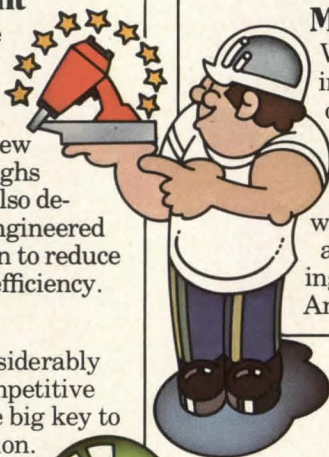


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# CONDOS

The demand for condominiums is surging again but—

- Either too few builders are building them where they're needed.

- Or zoning and environmental rules are delaying their construction.

- Or there's a shortage of sites.

So—there simply aren't enough condo units to meet the demand.

"The market here is red hot," says Martin Berger, president of Robert Martin Corp. in Westchester County, N.Y. The problem: zoning and environmental approvals.

"There's a 300-unit backlog of orders in the Chicago area," says Tracy Cross, vice president of Home Data Corp. in Hinsdale, Ill. The reason: Most builders jumped on the single-family bandwagon, some even down-



# NOT ENOUGH TO GO AROUND

zoning their condo land.

"Our 2% rental vacancy is putting pressure on condominiums," says Bill Veio, director of Rocky Mountain Research Institute in Denver. As in Chicago, most Denver builders prefer to ride the single-family boom.

"We're running short of desirable locations," says marketing consultant Andy Greenman, of Hollywood, Fla. And he is talking about Florida's Gold Coast, where only a few years ago there was an inventory of 40,000 units.

What has happened to make condominiums a standard part of the housing picture again?

Marketing experts, builders and property managers cite these factors:

- Builders no longer expect condominiums

to win 50% of the market, and so they are designing them for those market segments that prefer the condominium style of life.

- Buyers have gained confidence because they now understand the condominium concept and know the questions to ask.

- Some things that gave the condominium a bad name—such as lowballed monthly dues, long-term management contracts and recreation leases—are disappearing, partly under pressure from the lenders and new state laws, but particularly because prospects won't buy where such abuses exist.

On the next two pages the experts discuss who's buying and why. And beginning on page 68 are three condo marketing successes that incorporate some novel design and planning ideas.

—NATALIE GERARDI

**Fairways**, this spectacular complex of 58 luxury condominium apartments in Coquitlam, British Columbia, piggybacks 2½-story units on top of its flats (see page 68).



# WHO BUYS CONDOMINIUMS.

"Small households," says Bill Smolkin, a marketing consultant based in New Orleans. In 15 years of studying comparables for condominium and townhouse feasibility, Smolkin has never found a project in which two-thirds to 80% of the households were not of three persons or less.

"This has held true regardless of price or location," he says, "and even with projects aimed at families."

Smolkin points out, however, that small households include some of the fastest-growing market segments in our society: the singles and divorced [H&H, June '77], the young marrieds, couples with one child, empty nesters, and widows or widowers.

Most marketing experts agree with Smolkin. "The family market for condominiums is weak," says John Scott, vice president of Development Research Inc., a New Haven marketing firm that publishes a magazine called *Connecticut Condominium*.

Scott points to Fairfield County, within commuting distance of New York City.

"Condominium prices there are too high for young families," says Scott, "and in the neighboring counties single-family prices are still low enough so there's little advantage to buying a condominium."

California, as usual, seems to be an exception. The popularity of the condominium never waned there to the extent it did elsewhere, partly because the California condominium statute was one of the earliest and strictest in the nation. Now, with the prices of single-family houses out of sight, families are beginning to buy condos.

"Such families are still a small percentage of the market," says Gary Ryness, who heads a marketing firm in Danville, Calif. "But for years these people had always held out for single-family detached."

## People are buying for tax saving and appreciation

So says Bernie Frankel, vice president of Robert Martin's Condo Mart, a real estate agency formed to sell new and used condominiums in Westchester County, N.Y.

And the unhealthy state of the rental market, where almost nothing has been built in recent years, adds to the demand for condominiums.

"New leases contain big rent increases, and luxury buildings offer fewer and fewer services," says Frankel. "So people decide to own."

An indication of how many would rather own: Condo Mart's volume for March was \$2 million.

Similarly, in Denver, Rocky Mountain Research Institute has just reported on how the 2% apartment vacancy rate affects the demand for condominiums.

"That may help stimulate some thinking about this being the right time to get back into condos," says director Bill Veio.

The Miami area, which had some 40,000 units on the market a few years ago, now has some large, new projects under construction. Much of the inventory was sold at big discounts, and much was taken off the market and turned into rentals. According to Lewis Goodkin, president of Goodkin Research in Fort Lauderdale, these units are now coming back on the market as condominium conversions.

Two other influences on the Florida market: a large number of speculators and an influx of foreigners—particularly Latins and Canadians. The Florida market is unusual in another respect, too: It has developed a condominium move-up market.

"Many people who bought inexpensive condominiums as second homes in the early 1970s have since come down to 'retire,'" Goodkin explains. "Now that they're here for good, they find the unit that was such fun for a vacation is inadequate. So they're moving up to bigger ones."

He cites The Hamlet in Delray Beach [H&H, June '75], where prices average \$145,000, as a community that is drawing people from condominiums that originally sold for \$30,000 and \$40,000.

Retirees make up most of the Florida condominium market. In much of the country, however, the buyers are older couples who need to reinvest the proceeds from the sale of their big homes and younger people who would have been renters a few years ago. Today, however, many want a tax break, many are attracted by the pros-

pect of paying for their purchase with cheaper dollars because of inflation, and many are looking for appreciation so that they can eventually make a down payment on a single-family house.

## Resales add strength to the condo market

The young couples who bought at Sunrise Hill, in Norwalk, Conn. [H&H, Dec. '76] for \$39,900 to \$50,900 in 1976 are reselling now for \$70,000 to \$90,000. And those who bought at the Robert Martin Company's High Point in Hartsdale, N.Y. for \$37,500 and \$55,000 three years ago are reselling at \$55,000 and \$75,000. This means they can now afford the down payment on a \$70,000 or \$80,000 single-family detached house. The obvious lesson isn't lost on their friends.

Today's healthy resale market has also set to rest some of the fears of early condominium buyers: Would review of all the documents be prohibitively expensive for the second buyer? Would banks give mortgages?

At first there was little experience to draw on because condominiums were too new to have a resale market. Later, resales had to compete with builders' inventory.

Ken Kerin, director of the economics and research department of the National Association of Realtors, has questioned 50 Realtors around the country about resales.

"We're convinced that the condominium market has gotten over its growing pains and that it's going to do very well in 1978," he says.

In some desirable areas, such as Connecticut's Fairfield County, condominiums have appreciated so much that resales are beyond reach of first-time buyers. "We're seeing a jump in the average age of the owners of certain communities," says Development Research's Scott. "The only ones who can afford the units that come on the market are empty nesters."

And—an indication of the new

# AND WHY?

MULTIFAMILY CONTINUED

sophistication of today's buyer—where there is still inventory left from the last recession, resales command higher prices than the new units.

"People are worried about the future of the unfinished developments," says Scott. "So they'd rather pay a premium to be in one that's finished and under owner management."

## Is price a large part of the decision to buy?

Here the experts disagree. Ryness points to the families who buy condominiums because they cannot afford single-family homes. And Al Gobar, who heads Real Estate Information Systems in Brea, Calif., is convinced that to be successful, a condominium project must be priced 20% below the average single-family home, except in unusual circumstances.

"There's a strong desire for ownership," he says, "but it's not so strong that people will pay the prices they pay for single-family houses."

Smolkin, on the other hand, believes that families that cannot afford new single-family homes are more likely to buy used homes than condos.

"I believe that people buy condominiums because they offer a way of life that fits them, not because they're cheap or anything else," he says.

And Smolkin adds that he sees more condominiums and other multifamily ownership projects being introduced into small towns successfully.

"They're passing from being an oddity to being a standard part of the housing repertory," he says. "And they're being well received because they're done carefully."

## Better quality has helped make condominiums acceptable

"In the early days, too many condominiums were just glorified apartments," says Les Goodman, who heads his own consulting firm in Fullerton, Calif. "Maybe they had some upgraded features, but their floor plans weren't much better and their style of life wasn't better at all."

Today, on the other hand, Goodman sees bigger rooms, better floor plans and a concern for privacy, particularly

at the entries and rear patios.

And the buyer, even though he may be young and inexperienced—demands this privacy. In Houston, for example, marketing consultant Jack Cliff recently did a study to see if buyers would pay an extra \$3,000 for heavy soundproofing. They would, even though many had to scrape to come up with their down payment.

Houston has had a lot of apartment conversions, and Cliff believes that these have contributed to this feeling among his buyers.

"They've all been to the apartment of a friend who bought a conversion and heard a neighbor flushing the toilet or taking a bath," he says. "So the first thing they tell us is, 'I don't want to hear my neighbors.'"

Despite such problems, higher-density living seems to be generally accepted today, even among single-family detached buyers. Says marketing consultant Bill Becker of Teaneck, N.J.: "The day of the big lot is really over. What people are looking for today is a living style, within the house and without."

And the condominium concept lends itself to creation of distinctive styles of living. In California, for example, developers are building theme condominiums much as apartment builders used themes to gain rent premiums a few years ago. Typical of such condominium projects are Quail Ridge in Fullerton and Orange Lakes in Orange, both of which are heavily waterscaped [H&H, Sept. '77]. The sound of the water masks street noise and other sounds and contributes to a feeling of privacy.

Other projects use spectacular views as their theme, and they are being built on hilly sites that had been passed over. Now developers pay the extra cost of complicated foundations because they can recapture it with premiums of up to \$30 a sq. ft. for prime views.

"Developers are getting more creative in trying to insure success," explains Gary Ryness. "They're will-

ing to go the extra mile to offer desirable siting or interesting themes for the common area."

At the same time, however, several of the experts noted that developers are cutting down on the amenities they provide in all but resort markets. They have learned that buyers don't want to be saddled with the expense of carrying major recreation complexes.

## Management is still a stumbling block

While many buyers are past the pioneering stage when it comes to buying, they're not when it comes to running an owners' association.

"They're looking towards the builder to be the godfather," says Becker. "And builders haven't learned the value of preparing residents to run an association and be in business."

Property manager William (Don) Sally, vice president of Baird & Warner in Chicago, agrees:

"There's still a lot of naivete in this area," he says. "People don't know where to go for help."

One place they can go is to the Community Associations Institute (CAI) in Washington, D.C., founded five years ago to help condominiums and homeowner associations deal with the problems of self-government. Jim Dowden, executive vice president of CAI, is more optimistic than either Becker or Sally about the sophistication of today's buyer and the responsiveness of the developer.

"Buyers are putting a lot of people through the hoops," he says. "I think they understand the concept a lot better."

Dowden feels that today's developer, too, is doing a better job of packaging a product, developing the documents and preparing the homeowners to take over. "The documents we're seeing today are more flexible," he says.

One reason for this: Many condominium mortgages are now being resold in the secondary market. Freddie Mac, Fannie Mae and VA and FHA are all imposing requirements on those mortgages that go beyond the typical requirements of a single-family mortgage. Among these requirements: professional management and reserves for future repairs.

—N.G.



SIMON SCOTT

## Stack-up spectacle in Canada

This eye-catcher is exciting in everything from the design of its piggy-backed units to its site plan.

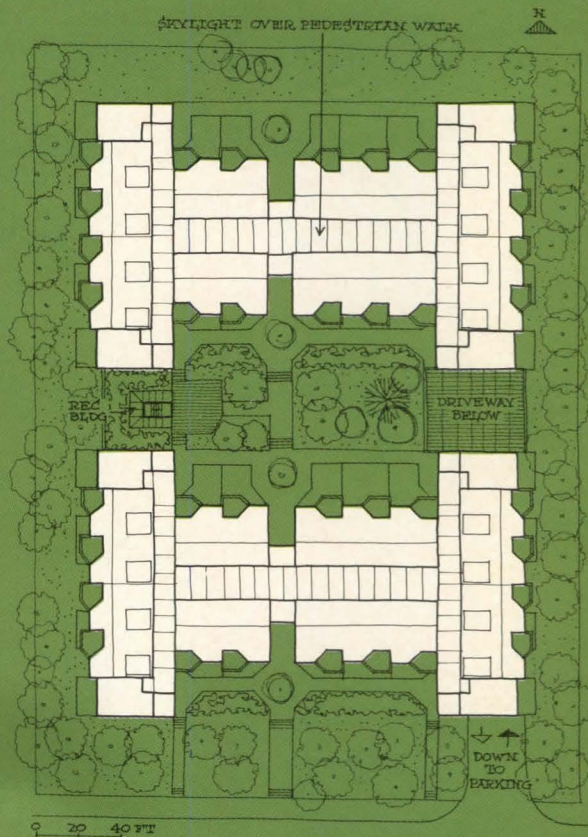
The project, known as Fairways, was developed in Coquitlam, British Columbia, by H. A. Roberts Group Ltd. Its 58 units sold out in 60 days for \$80,000 to \$120,000. Here's why.

Fairways is built at 29 units per acre. But it has little of the crowded feeling that's associated with so many high-density complexes. That's chiefly because R. E. Hulbert and Partners, the architects, set the two buildings along three edges of the two-acre site. Hence the contiguous parks and golf course seem a part of the project

(photo, pages 64 and 65). This arrangement also provides space for a central landscaped court.

Subterranean parking also has a lot to do with Fairway's uncrowded feeling. Each of the apartment buildings sits atop a concrete garage (see section, page 70). There are two parking spaces per unit plus guest spaces.

Skylit pedestrian malls lead to the front doors of the project's multilevel units, which are entered on the top floors of each building. The malls, paved in brick and landscaped with planters and potted trees, give residents a sense of outdoor access. The buildings' elevators bypass mid-floors



**Tightly packed project** (29 units per acre) includes rec building (at left of central landscaped court in site plan above). Apartment buildings are entered from the court (photo, left). Sunken driveway at right side of the two-acre site leads to split-level garages below the stacked apartments.

unless activated by a key-operated button, so visitors must go to the top-floor entries.

An innovative design eliminates two troublesome aspects of most high-density buildings. Specifically:

- Lack of entry privacy in double-loaded corridors is avoided by staggering apartment entrances (*building plans, page 71*). Doors to first-floor flats are screened from the main corridors by angled walls. Upstairs, entries to multilevel units are individualized—almost like townhouse entrances—by setting them into or behind shed-like structures (*photo, page 70*).

- Noise between floors of different

units is reduced in two ways: Bedrooms occupy the lower-level of the 2½-story apartments, so first-floor flats are buffered against sounds from the living/dining rooms and kitchens of the multilevel units. And ceilings of first-floor flats are soundproofed by a special system\* so that their noise won't penetrate bedrooms of multilevel units.

There are five varied floor plans. Multilevel units have either mezzanine

\*Chief components of the soundproofing system are a lightweight concrete floor over ¼" fiberboard, 2½" fiber glass batts between 2x10 joists and resilient clips used for attaching a ½" gypsum board ceiling.

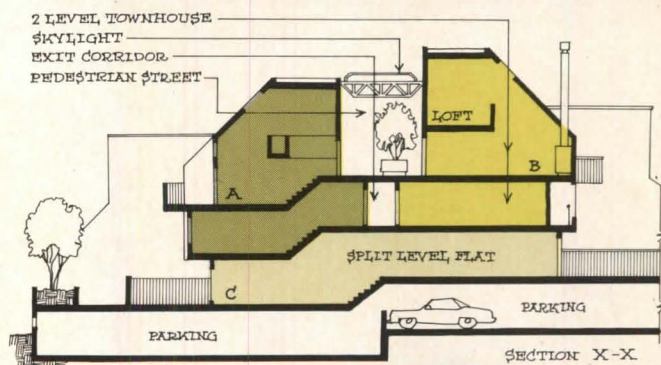
lofts overlooking two-story living rooms (*plan B, page 71*) or private rooftop terraces. All have skylit breakfast areas, and balconies that are angled to increase privacy.

First-floor flats, each with two terraces, are available with three different floor plans (*page 71*).

Two of them separate the sleeping and activity areas by a change in levels. These units have a large breakfast area next to the kitchen.

The third, with all space on one level, provides privacy between the master and secondary bedrooms. This plan has an eat-in kitchen.

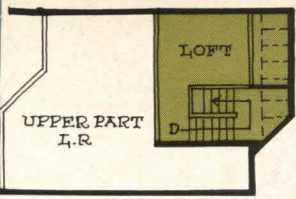
—JUNE R. VOLLMAN



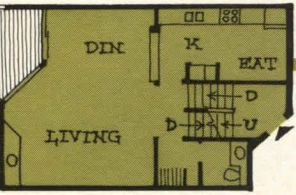
**Building section** (above) shows how architects worked their design into the natural contours of the site. The landscaped pedestrian mall (top of section and photo above) is an exciting amenity and excellent protection against the heavy rains that are frequent in British Columbia.

**Two-story living room** (left) is a dramatic feature of the multilevel plan (top right, facing page). Its loft can be used as a den or guest bedroom.

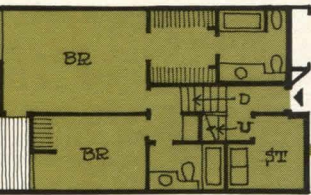




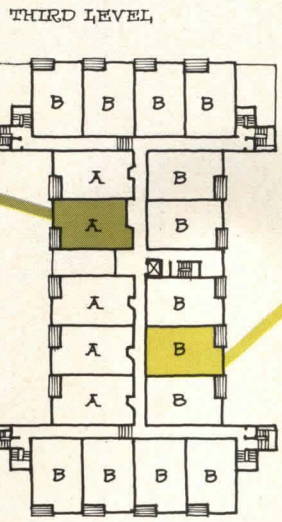
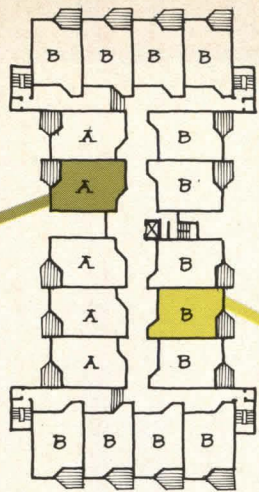
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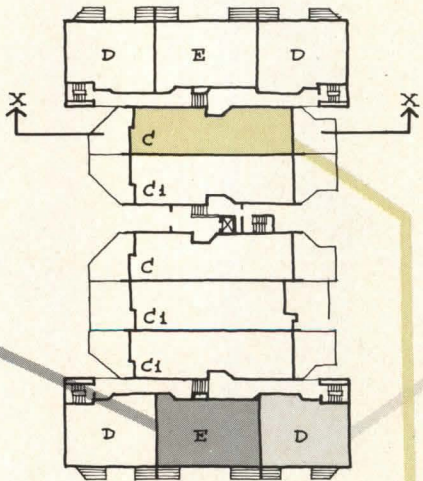
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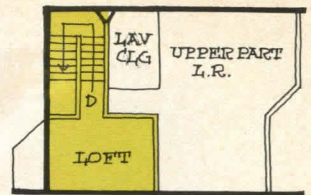
LOWER LEVEL, A



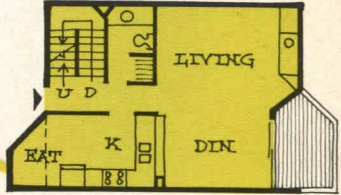
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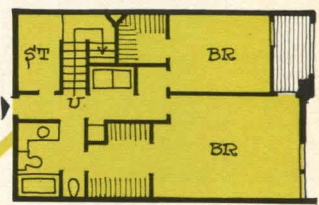
FIRST LEVEL



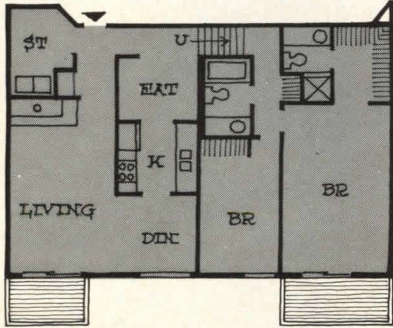
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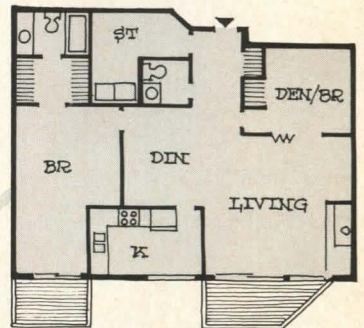
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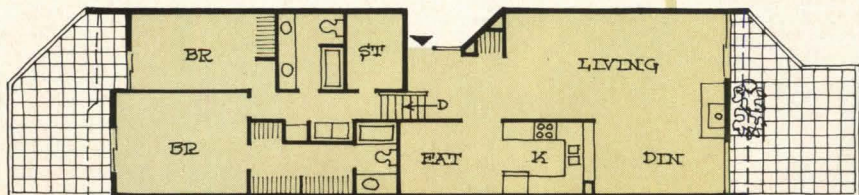
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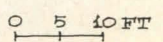
BI-LEVEL FLAT E

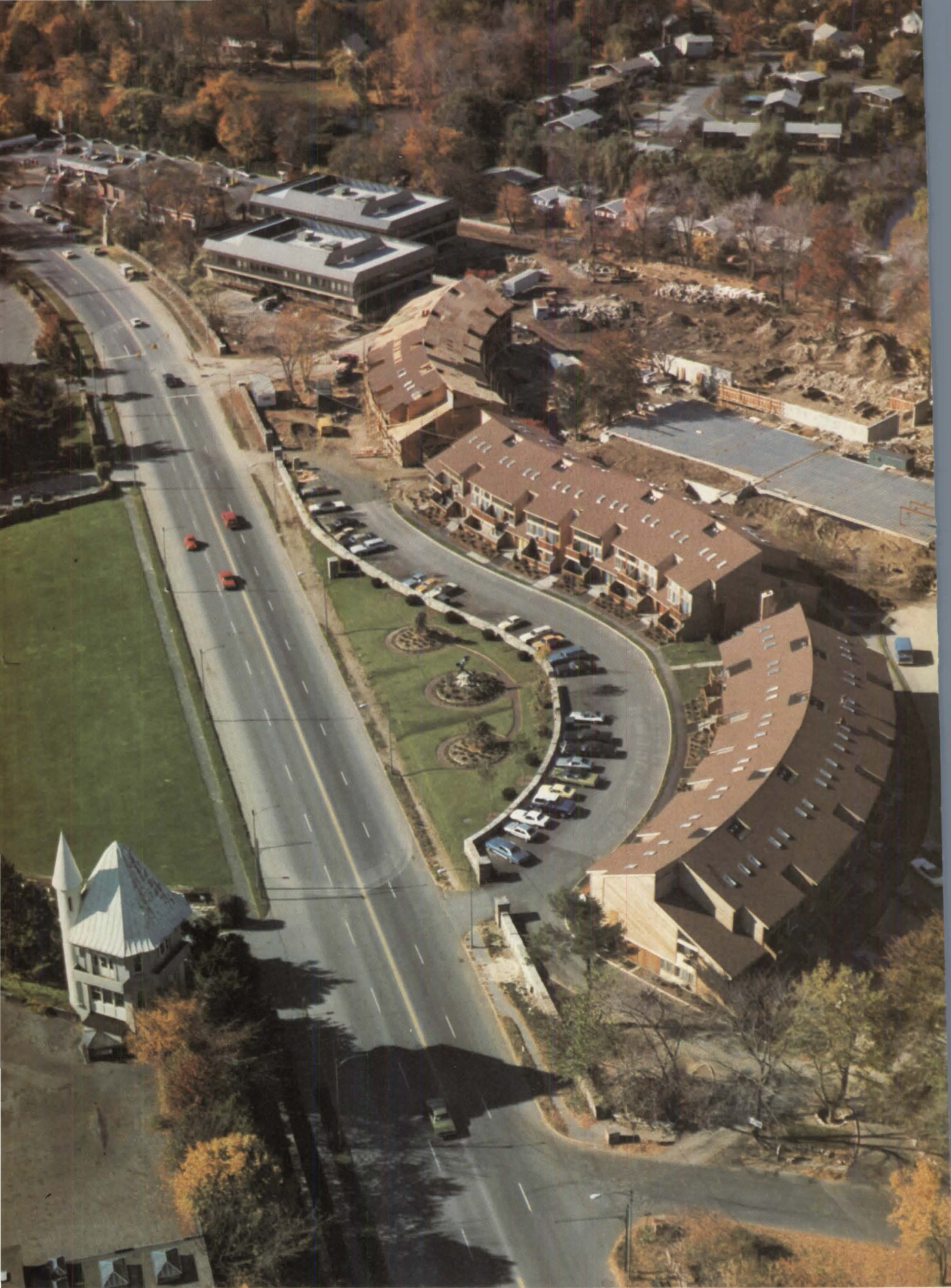


SINGLE LEVEL FLAT D



BI-LEVEL FLAT C





Curved buildings and lawn pick up lawn design on other side of road. A circle is formed, de-emphasizing intrusion of highway.

# Curve appeal in Connecticut

Had The Common gone straight, it might have failed.

The curves were needed to de-emphasize the 6.5-acre site's exposure to heavy traffic on the Boston Post Road in Greenwich, Conn. (*air view, facing page.*)

That was vital to Collins Development Corp., says marketing director Bill Fox, because other developers had found the historic highway a stumbling block in marketing expensive high-rise units. (Condo prices in the area average \$120,000.)

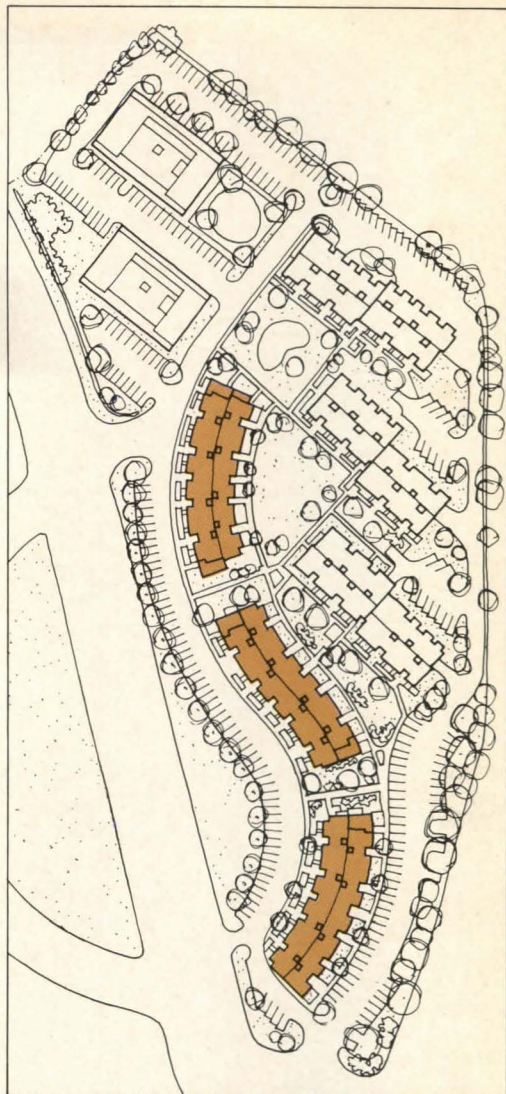
So developer Arthur Collins took a different tack. Along with SMA Architects, he devised a series of low-rise frame structures. They enabled him to offer units for a comparatively low \$43,000 to \$68,000 when The Common opened. (Prices now are about \$20,000-per-unit higher because

of increased costs, unanticipated construction problems and heavy demand.)

The curved design also disguises the fact that these are apartment buildings with two-story units piggybacked over flats. They look more like townhouses.

The individual units also live a lot like townhouses because each has a private entrance at ground level (*see building plans, pages 74 and 75*).

To date, 132 of a planned 200 units are sold—primarily to affluent young couples and singles attracted by the prices and by the off-beat design. Developer Collins has deliberately slowed the sales pace during the last few months to protect himself against rising materials and construction costs. The project is scheduled for completion late this year.



**Landscaped area** at project entrance (*below*) is a buffer zone between Post Road and buildings. Concrete pads in aerial view (*left*) are sites of final buildings.

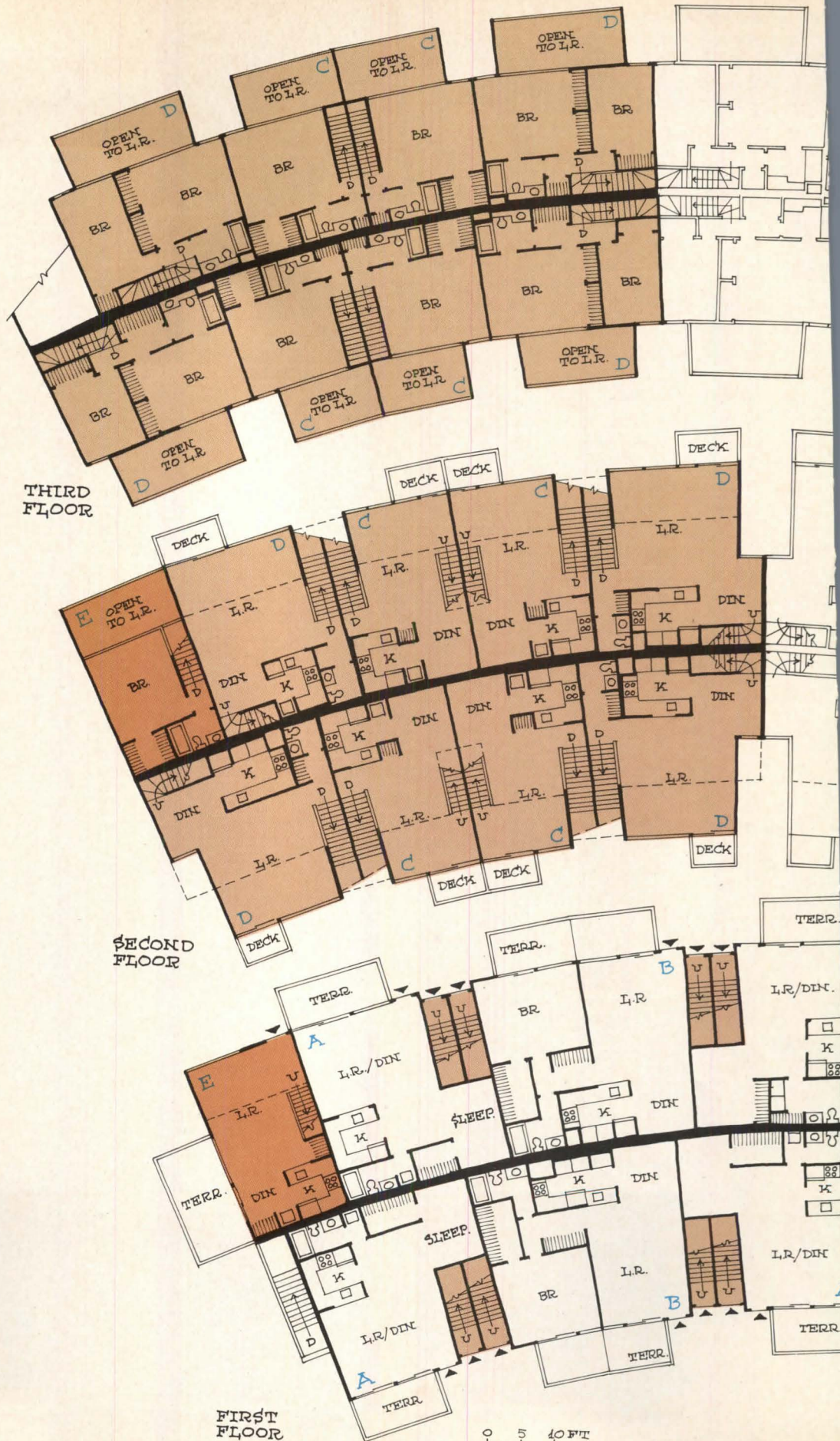


PHOTOS: MARTIN FORNALLI/AVA

**Building plans (right)** show how the ground-floor flats and piggy-backed two-story units fall into line within the curved, three-story structures. Staggering the back-to-back units provides spaces for private entries and also allows for maximum separation between most of the mid-story balconies. Where those balconies do abut, they are separated by wing walls (photo, facing page).

**Two-story units**—with one exception—occupy the second and third floors of the buildings. The exception: lower-floor end units at the rear of the buildings (plan E), which are included to keep the buildings in scale. The two-story units (plans C & D) are available with one or two bedrooms. All have two-story spaces in the living rooms. The master bedroom in plan C is open to this two-story space; so is the single bedroom in plan D.

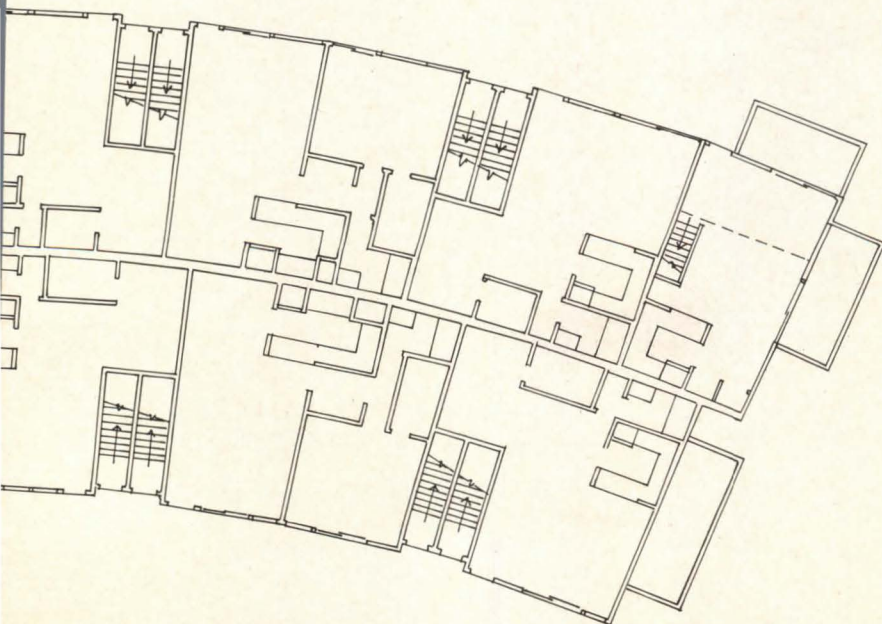
**Ground-floor flats** are either efficiency units (plan A) or one-bedroom layouts (plan B). In the efficiency plan, the sleeping space is large enough to be separated visually from the dining area by a screen or a folding partition. Patios for ground-floor units are screened for privacy on three sides by wooden fencing. A planning feature worth noting: Although kitchens in the project are windowless, all have a pass-through above the sink so they can gain light from the living room.





MARTIN TORNALIYAY

**Terraced landscaping**, shown above, separates all ground-floor patios from the project's entrance road. Low-rise, wood-sided buildings are more in keeping with nearby single-family homes than brick or concrete high-rises would have been.





## Sylvan symmetry in Oregon

Consistent design—in pinwheeled fourplexes—is allowing builder Dan Kearns to meet stringent environmental standards at Tennis Village.

The 64-unit complex was the first attached housing approved for Sunriver, Ore., a wooded resort community of 5,500 acres. (Previously, only single lots had been sold.) Among the regulations all Sunriver builders must follow:

- Housing must harmonize with the forest, and landscaping with forest and meadowland.

- Common areas should blend into each private lot. So no fencing is allowed.

- Fines may be levied up to \$25 per inch of the diameter of each tree stump removed in violation of environmental rules.

Kearns and San Diego architect Steve Paschall of Paschall & Associates decided to build Tennis Village's attached housing in a series of pinwheeled fourplexes.

The pinwheels could be rotated slightly at any given point on the site, so few trees would be disturbed.

And this design would lend itself to use of rugged wood exteriors that blend with the environment.

Kearns says the uniform building

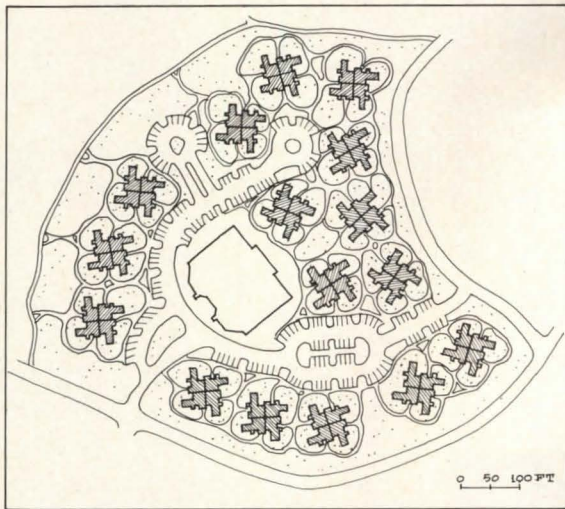
plan has also made marketing the project a snap. He sold the first 20 units from a scale model (52 units are now sold).

"It was easy for prospects to see what they'd be getting," he says. "We've also avoided hassles about options. No buyer can complain that 'so-and-so got this, but I didn't.'"

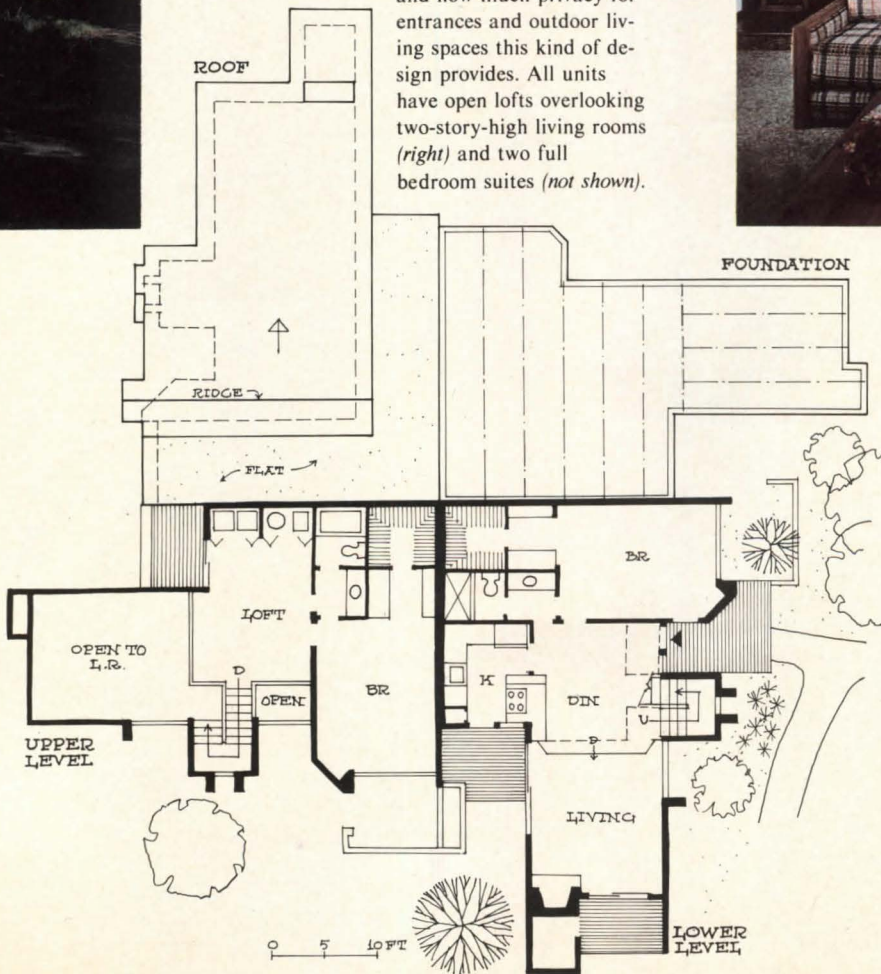
Sticking with one floor plan also keeps his costs—hence prices—down. First-phase units sold for \$59,500; present prices are \$64,000. Empty nesters and second-home buyers are the primary markets.

—J.R.V.

PHOTOS COURTESY WESTERN WOOD PRODUCTS ASSN



Fourplexes are spotted throughout the 9.6-acre site (above). The floor plans below show the configuration of the four-unit buildings, and how much privacy for entrances and outdoor living spaces this kind of design provides. All units have open lofts overlooking two-story-high living rooms (right) and two full bedroom suites (not shown).



# A marathon victory over snob zoning



Controversial site and its ex-overseer, J.A. Therrien, in Clinton Tw



This is the step-by-step account of a development company's long—and successful—struggle against a powerful local planning board. Late-breaking developments took some of the bloom off this important victory . . . but its lessons still stand for builders everywhere.

**T**he highlights of this chronicle:

**The struggle.** Round Valley Inc. spent four years fighting for the right to build its PUD in a New Jersey town that tried to zone the project out.

**The late developments.** Shortly after winning a major court decision that seemingly paved the way for its PUD, the developer gave another company an option to build a non-housing facility on half of the disputed site. Further blurring the picture was the sudden and still unexplained departure of Round Valley's president, Joseph A. Therrien, from the company.

**The lessons.** Despite these puzzling side issues, the case is significant because it spotlights:

- The tremendous impact of growth pressures on developing municipalities, and what this means for the housing industry.

- A bewildering array of elaborate tactics and techniques that local planning boards can muster to thwart large-scale developments.

- The kind of staying power that's needed by merchant builders and developers who do dare to buck the no-growth trend.

- The leadership role played by New Jersey courts in the war against exclusionary zoning.

And, if proof be needed, the case also makes another point: Most zoning fights deal with big questions for which there are no easy answers.

### Plan submitted in 1974

The set-to began four years ago when Round Valley asked the planning board of Clinton Township, N.J. (population: 6,500) for approval to develop a PUD. The project, to be phased in over 10 years, would produce 3,559 units of least-cost housing for 9,700 people.

Round Valley's proposal got a decidedly cool reception. Indeed, it was to set off a classic, no-holds-barred confrontation with a town that seemed bent on preserving the status quo.

Battle lines quickly formed on both sides of the township's zoning ordinance. Primarily aimed at perpetuating large-

lot residential building, the ordinance—never conducive to big developments—ultimately was rewritten to include a series of cost exactions and restrictive conditions that made it impossible to build least-cost housing.

Although the we-don't-want-you message came through loud and clear, Round Valley dug in and prepared to fight for its PUD.

When all attempts to negotiate failed, however, the battle finally wound up in New Jersey Superior Court. After a 29-day trial, the court earlier this year overturned the township's zoning ordinance on the grounds that it was exclusionary. It also decreed that a large portion of the developer's building site, previously zoned for ROM (research, office, manufacturing), be given a PUD option.

Nor was it a hollow victory.

Unlike other developers who have won similar lawsuits only to find themselves right back in the bureaucratic bog, Round Valley now has a guardian angel to help steer its PUD through the murky municipal waters.

In handing down his decision,\* Hunterdon County Judge Thomas J. Beetel (temporarily assigned to the higher court) ordered the township to draft a new zoning ordinance within 90 days after the selection of a court-appointed master. This referee, a planning expert, will oversee the revision and see that the court's deadline is met.

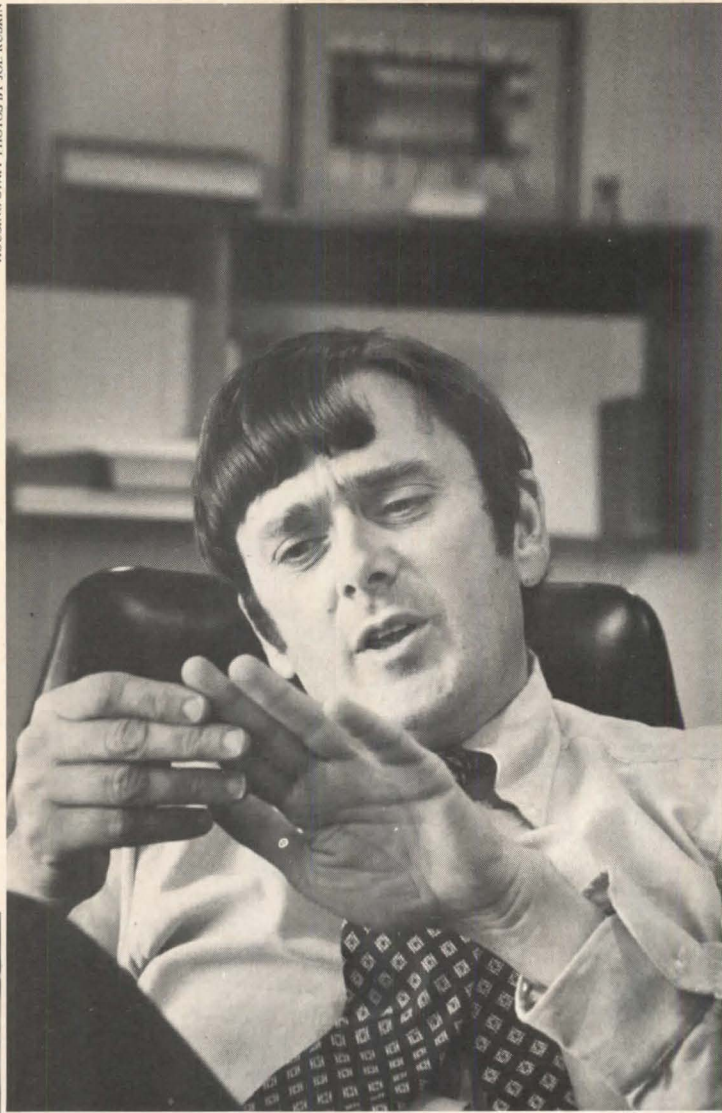
The bottom line: specific relief for the developer and a guaranteed fair shake for its PUD.

When the dust finally settled, Judge Beetel characterized the case as "a real controversy of social dimension."

### Growth comes knocking

Clinton Township is a community at the transitional crossroads, and the changes will become more apparent in the future. It's in Hunterdon County, a once-rural area now in the path of an onrushing industrial boom. Which means an influx of migrating workers and a greater need

\*Docket No. L-29710-74R.W., Round Valley Inc. vs. Twp. of Clinton, Flemington, N.J.



for moderately priced housing. Already camped on the doorstep are AT&T, RCA and New York Life. While neighboring counties have gotten most of the play so far, Hunterdon is next. And much of the industrial expansion is expected to focus on Clinton Township, a largely undeveloped community with ready access to major highways.

Round Valley's strategists saw the way the wind was blowing.

The township would need a lot more low-cost housing, and the company was in good position to fill the bill. It owns two strategic pieces of land near the intersection of Interstate 78 and Route 31. One, already zoned for residential, is a 320-acre tract surrounding the Beaverbrook Golf Club; the other, just across the street, is a 470-acre estate that was zoned ROM. The two combine into an ideal PUD site.

Round Valley's plans called for a \$120-million development. Geared to least-cost housing, more than 90% of its mix would be for-sale garden apartments (under \$30,000) and townhouses

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**Confrontation** saw Therrien lead the fight against planning board chaired by Carolyn Neighbor.



(\$50,000), with the balance single-family detached (\$68,000). To make it all go, the project needed a density of 4.5 units/acre.

Then came the developer's homework. Numerous studies were made to ensure that the PUD could be accommodated without adversely affecting the township. Data was compiled on sewerage treatment, water supply and traffic patterns. Environmental safeguards were added, especially for storm water runoff.

In addition, Round Valley worked up a *pro forma* study comparing the PUD's cost impact on municipal and school budgets with projected tax revenues from the housing. According to these figures, the township stood to pocket a tax surplus for each year of the developer's build-out schedule.

### Strategy: Zone 'em out

The local planning board wasn't dozing either. It realized that the township had become a growth target for developers. Indeed, the strategy for dealing with this situation had been worked out years earlier.

Back in 1969, after rejecting a density-change request when Levitt and Sons wanted to build 1,200 units in the area, the township quickly changed its zoning law to bar residential construction in mixed-use zones.

A new ordinance in 1974 further restricted housing by sharply increasing the amount of acreage zoned for two-acre lots while, at the same time, chopping the zone for smaller (30,000-sq.-ft.) lots by a third. The law also allowed cluster housing—providing, however, that it was on a minimum 40-acre site; had access to public water and sewers; and included one single-family unit for every apartment built.

Meanwhile, some cataclysmic changes were taking place in the state.

Until recently, New Jersey courts tended to avoid mixing in on such local legislative matters as zoning. But because of the pressing need for moderate and low-cost housing and the exclusionary practices of so many municipalities, judicial attitudes have toughened.

For example, in recent cases involving two townships that were found to be exclusionary—Mount Laurel and Madison—the state's Supreme Court ruled that developing municipalities must provide an opportunity for a variety of housing for all people and, further, that they must adjust their laws to allow for least-cost housing.

Clinton Township thus had to revamp its zoning laws once again.

### The waiting game

Where did this leave Round Valley's Beaverbrook project? Still on the shelf, where it had been languishing since January 1974. After submitting plans and studies along with a proposed PUD ordinance (Clinton Township didn't have one), the developer ran into nothing but brick walls.

Something was happening, though. Shortly before Round Valley made its pitch, the township declared a six-month building moratorium and later extended it another six months, ostensibly to buy time while it studied its zoning options. It also withdrew from the only two public sewerage utilities in the immediate area—after Round Valley announced its PUD.

Although the project stalled, its developer kept busy. A massive campaign was mounted to tell the PUD story. Presentations were made to environmental, school, rotary and business groups. And an in-house newspaper—*The Beaverbrook Times*—was sent to every registered voter.

### No least-cost housing

The township finally produced its long-awaited ordinance in late 1976. Round Valley took one look and sued.

For openers, the estate side of the Beaverbrook project failed to get a PUD designation. Some areas actually were zoned PUD but, because of their location and/or topography, could be developed only at great expense. The township, in effect, said no to least-cost housing.

In addition, the amount of land zoned for industrial/commercial uses was sharply increased. Although the township accounts for only 8% of Hunterdon's area, it reserved more acreage for non-residential purposes than the entire county will need over the next two decades.

### But lots of exactions

The shocker, though, was a long list of cost exactions that could not but make any big-volume builder think twice. Some examples:

- A third review stage tacked onto the customary preliminary/final approval process for site plans and subdivisions (a delay Round Valley could ill afford since its land-carrying costs were \$1,000 a day).

- A requirement that all on-site improvements be completed before final approval of the entire project. In short, no sales could be made until this work was done even in areas that wouldn't be built out for years.

- Bonding for off-site improvements set at 150% of the cost of each improvement—plus cash payments.

- Two percolation tests (for determining the soil's ability to absorb sewer effluent) for each lot prior to preliminary application. This despite the fact that multifamily units must use public water and sewers.

- A two-year road maintenance guarantee instead of the standard one-year arrangement.

- Excessive and unnecessary road, curbing, sidewalk and setback requirements, many contrary to good environmental design.

According to Round Valley, these exactions added up to \$1,390,200 in additional on-site development costs alone.

Perhaps the most damaging exaction, though, was the absence of vesting. Instead of granting a final approval for the entire project, the township required a separate approval for each construction stage. Thus the developer was unable to assure homeowners—not to mention banks, contractors and investors—that all phases would eventually be approved.

And there were fee exactions, too.

Disregarding the fact that basically the same plans would be used for most of the PUD units, the township set up its processing-fee schedule on a per-lot basis. Result: much unnecessary duplication of review work—and a \$245,000 tab for paperwork.

Inspection fees run the bill even higher. These were set at a flat rate of \$3,700 plus 2.5% of development costs, or more than \$400,000.

### A decision at last

Last year's trial featured 200 exhibits and a parade of expert witnesses, most of them supplied by Round Valley. The trial made some telling points.

The township claimed it had zoned for 2,120 least-cost units, yet 96% of these were in tracts that had "severe limitations" and would be costly to develop. The court called these areas "camouflage" zones.

Recommendations by the township's two outside planners that the estate side of the Beaverbrook property be given a PUD option were rejected out of hand without further study. It also transpired that in more than three years the township engineer was never asked to look at the PUD plan.

The planning board refused to approve the PUD because it lacked sewerage treatment facilities, a situation created by the

township when it withdrew from two local sewer authorities after Round Valley made its application.

Judge Beetel also declared that Hunterdon was part of a five-county housing region—and not a separate region unto itself, as the planning board contended. And as such, it had to consider the needs of people living in the other four counties. He noted that the median income in the region was \$17,500 and that 95% of Clinton's for-sale housing (average price: \$70,400 and rising in 1976) was beyond the means of 75% of its people.

In the end, however, it was the illegal cost exactions and its arbitrary choice of remote and unfavorable PUD locations that did the township in.

Although Round Valley finally got a court-ordered PUD designation for the other half of its site, Judge Beetel reduced the density from 4.5 to 3 units/acre (to conform with the original recommendations of the township's outside planner).

Clinton Township says it will appeal the decision.

### The powers that be

Hermia Lechner, who describes herself as a "country person," led the fight against Round Valley. Mrs. Lechner, an avowed environmentalist, also happens to be mayor of Clinton Township.

"You can't talk about housing without considering your natural resources, espe-

cially water," she says. "If you destroy or impair an original water supply, forget about the economic growth and social attributes of a region. Unless, of course, you don't mind a little cancer in the water."

Basic resources aren't destroyed overnight, the mayor holds, but are "nickel and dimed away" by planning boards that don't understand the interpretations of court decisions.

Mrs. Lechner claims there is no real planning today, "just responding to pressure."

"Too many simplistic decisions are being made without looking at how housing, transportation and jobs impact on the water supply. Planners ask, 'How can we accommodate this growth?' instead of 'Why should we?' I'm not saying there shouldn't be any growth, because we're in a watershed area here; just that we have to be very careful."

According to the mayor, the trouble with PUDs is that "you never end up with just one project. Other PUDs and big developments will follow. Ultimately, the question is: Where do you put these numbers and concentrations of people and their activities? People also bring in all kinds of pollution. Dog walking. Paint and chemicals dumped down storm water drains. And the car traffic with its worn-off tire rubber that's put into the ground after a rain.

"Urbanization and a watershed," con-



FIG. OTTERBINE, PLAINFIELD (N.J.) COURIER-NEWS

**Nay-sayer:** Mayor Hermia Lechner concedes she nixed project without reading any of the support data.

cludes Mrs. Lechner, "just aren't compatible in the same place."

Carolyn Neighbor, vice chairman of Clinton Township's planning board and a professional planner in her own right, takes a slightly different tack. She accepts the fact that growth is coming to the area.

"It's inevitable. Whether that's good or bad is another question but the township is in no position to do anything about it. We can't keep our heads in the sand, though. People are going to move

## How zoning game is played...

One builder defines exclusionary zoning as "a legislative process designed to keep out others who are the same as you were when you came in." A bit pat, perhaps, but basically that's what the issue is all about.

Most of the barriers are being put up by developing municipalities whose officials and residents, many of whom fled the urban problems of big cities and built-up suburbs, now see their good life threatened by growth. Frequently, they equate lower-cost housing with the ghetto. Hence the need for zoning safeguards to ensure that "it doesn't happen here."

Minorities and blue-collar workers are the main victims of snob zoning, but it also affects the young, the old and the poor. That adds up to a lot of Americans.

**Smoke screens.** How do the exclusionists keep builders out? Usually by

citing the community's desire to retain its rural, small-town character. Or the need to protect natural resources and the environment in general. Then there's the pocketbook strategy of claiming that a proposed development won't be able to pay its own way, leaving the town with a financial burden.

Large-lot zoning is probably the No. 1 deterrent to unwanted development. Others include limiting the size, type and number of units that can be built. And, of course, setting arbitrary construction standards that have no relation to health, safety and welfare.

**Fighting back.** Builders traditionally have shied away from disputes—let alone the trauma, delay and expense of a court battle—with local governments. Sooner or later, it's reasoned, they must go back to the town for a building permit. And planning boards don't look

kindly on people who sue them.

All that may be changing, however. New Jersey, Pennsylvania and New York have outlawed exclusionary zoning, and others are taking a closer look. The courts are beginning to intervene in local zoning cases and, what's more, builders are frequently winning.

**Homework counts.** The best way to avoid trouble is still to come up with a development plan that has minimum defects. So says Rahenkamp, Sachs, Wells and Assocs., the Philadelphia consulting firm that put Round Valley's plan together. "Everything, from soil tests to noise pollution, must be buttoned down to minimize a project's negative impacts," notes John Rahenkamp.

And the firm should know: Six of its clients (one of them a municipality) have gone to court in the past two years and came away winners.



SHIRLEY SOULIER/SWIRL & NORD

## Where it now stands

Round Valley, fresh from its courtroom victory, finally appeared to be in the driver's seat. But not for long. Winning its case, the developer shocked friend and foe alike by gambling with the PUD's future.

It gave another company an option to build a research facility on the hotly contested estate side of its building site. Why? Because Round Valley said it was convinced that the township doesn't want any development—even ROM—on this land. So it feels the option buyer won't be able to build anything anyway. Meanwhile, the developer has picked up an option fee—and already used it to reserve future sewerage capacity at the town of Clinton's treatment plant.

Results of this dice throw won't be known until Aug. 1, the deadline for exercising the option.

The township, of course, has its own reading on the maneuver. Says Mayor Lechner: "It proves that we were right to zone that tract ROM in the first place."

Should the option lapse, Round Valley must wait another two years to see if the township appeals the zoning decision. The developer can afford to ride out this costly delay because it has a well-heeled parent: I.U. International of Philadelphia, a diversified company that had sales of over \$2 billion last year.

But Joseph Therrien, who was on the firing line for four years, won't be

around for the final outcome. Although no one is saying much, it appears that his falling-out with I.U. International had nothing to do with the PUD project. Nor does this change signal a switch in plans, says Philip S. Cottone, Round Valley's new president.

"Our commitment to the PUD stands as before," he said.

## Marking the trail

What does this zoning fight prove? Mainly that a whole new way of playing the development game has evolved.

Few big-volume homebuilders—i.e., those doing 50 or more units at a clip—have either the capital resources or the necessary expertise to cope with the problems that Round Valley faced. There are just too many disciplines required today. To come up with a development plan that's both credible and defensible, the builder must seek out numerous experts—environmental, scientific, political and social—for guidance.

Says the departed Therrien:

"It's getting to the point where builders will probably have to do joint ventures with land packaging specialists, people who have the talent, money and, especially, the patience to deal with local governments.

"Or, to put it another way, the realities of this business have changed."

—BILL MULLIGAN

**Aye-sayer:** Judge Thomas Beetel's 92-page decision came down hard on Clinton Township's zoning ordinance.

out of the ugly center cities. However, it doesn't make sense to move large numbers of people here if they have to drive back to jobs in northeastern New Jersey. So we're faced with two choices: Either restrict growth or provide employment opportunities."

And that, says Mrs. Neighbor, is what the Round Valley case was all about. "At issue here is the township's responsibility to protect that property because of its tremendous potential as a major employment center."

## ...and why homeowners pay the tab

How much does restrictive zoning cost?

Plenty. Because Round Valley's project still isn't off the ground, increased costs of building materials alone ensure that its unit prices will be a lot higher than originally planned.

But it's not only least-cost housing that suffers.

Take Lanid Corp., an award-winning (American Institute of Architects) developer that is now doing a 430-unit cluster project—half townhouse condos, half single-family detached—in Clinton Township.

Lanid has been trying to build here since 1971. Unable to get a 210-unit single-family project moving because of approval delays, it dropped this plan in 1974 and began all over again with a new mix that included multifamily units. In all that time, however, less than 60 lots have been approved.

Main reasons for the snail's pace: foot-dragging by municipal officials, excessive requirements (unnecessarily wide streets and thick pavements, oversizing of many items, etc.) and long delays before even the most minor discrepancies could be corrected.

**Cash down the sewer.** There was also the perc test flapdoodle. Under the township's zoning law, multifamily units must use public water and sewers. Lanid, accordingly, contracted for service with the local sewerage-treatment facility. Before pipes could be laid, however, the planning board ordered that perc tests (a must when septic systems are used) be made for each multifamily unit.

"It was a dreadful waste of time and effort," says President Bud McNally. "Moreover, about \$11,000 will go down the drain when we tap into the public system. Someone has to pay for

it, though."

And that someone is the homebuyer.

**The cost spiral.** Costly delays, arbitrarily tough standards and such snafus as the perc test have caused Lanid's prices to skyrocket. Single-family units, originally pegged at about \$55,000, now fetch \$85,000 to \$100,000 and the townhouses have climbed from the \$29,000-\$40,000 range to \$60,000-\$70,000.

Simply stated, says McNally, "the economics of this development have been destroyed."

Would McNally consider doing another job here? "I'm 53," he says without malice or prejudice, "don't smoke, drink moderately, watch my weight and am fairly religious about getting physical checkups. However, I don't think I'd live long enough to get another site plan through." —B.M.

# Plans Clinic

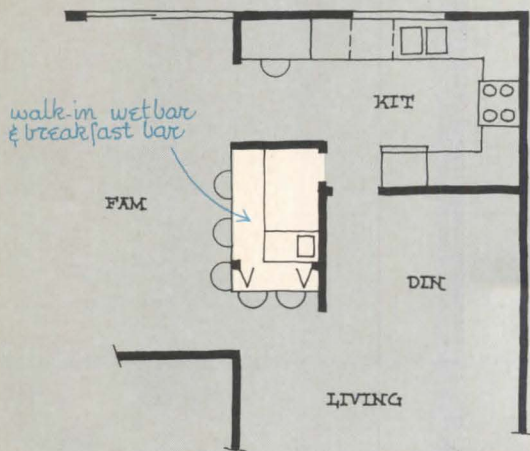
## Space-use ideas that can spur sales

They're from the files of Walker & Lee, a California-based real estate company that knows what homebuyers want. The proof: It was responsible for 7,322 new-home sales in 1977.

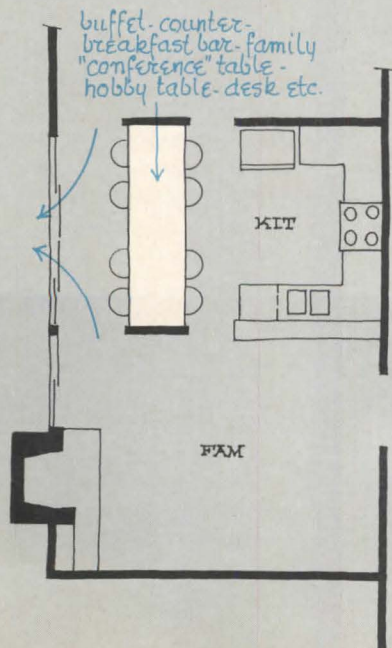
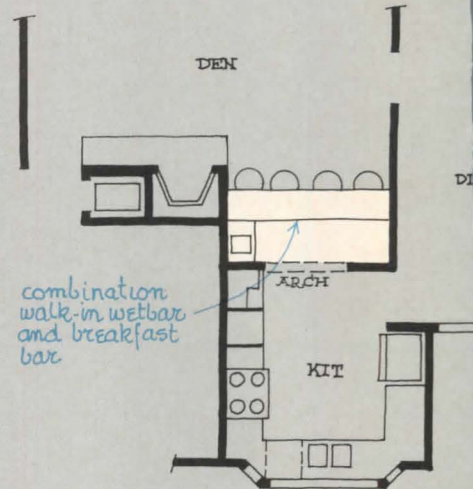
The ideas below and on the following three pages were collected by Steve Auld, Walker & Lee's vice president/development services. They're from a presentation he gave to the company's Arizona clients.

"Use them to stimulate your imagination," says Auld, "and I'm sure you'll come up with one or two ideas that will help you produce a better-selling house."  
—BARBARA BEHRENS GERS

### Eating bars: Make them multipurpose

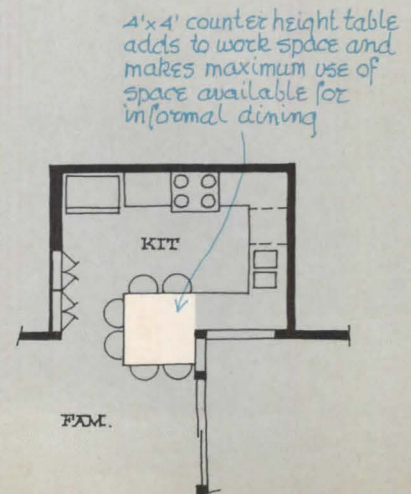


Walk-in wet bar/breakfast bars are close to refrigerator and dishwasher, yet out of the way of kitchen traffic. Bar at left is part of a kitchen/family room set up. Its 90-degree angle promotes conversation; people like to face one another when talking. Arrangement at right is appropriate for a more formal house. Archway between kitchen and bar prevents kitchen from feeling closed off, while keeping it well separated.

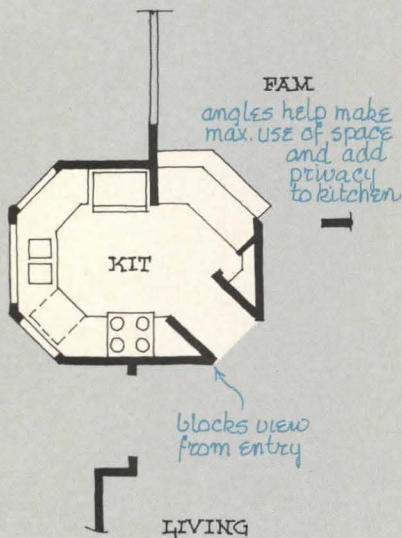


Island eating bar (left) serves also as hobby table, kitchen desk, buffet counter and traffic director. Freestanding position means furnishable wall space in small family room didn't have to be sacrificed to an eating bar. Sliding glass doors provide light and illusion of outdoor eating. According to Auld, this multipurpose bar is the kind of unusual feature that gives people a reason to buy.

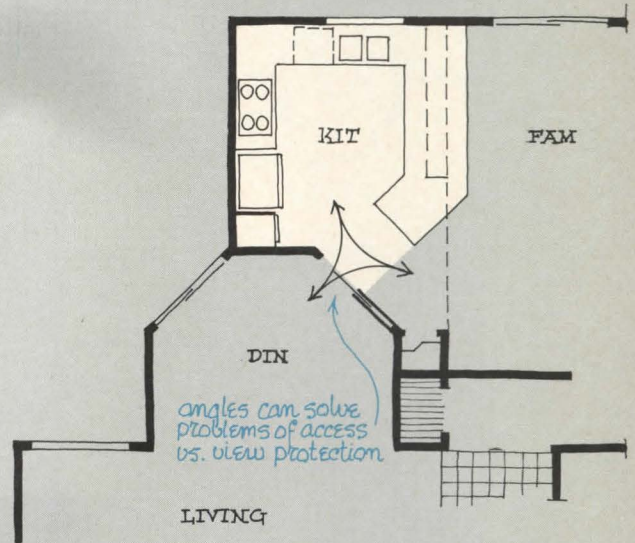
Corner eating bar (right) squeezes extra counter space into a minimum-size kitchen. Another benefit: A table doesn't have to be fitted into small family room.



## Kitchens: Try angled layouts to save space...or optional plans to boost sales

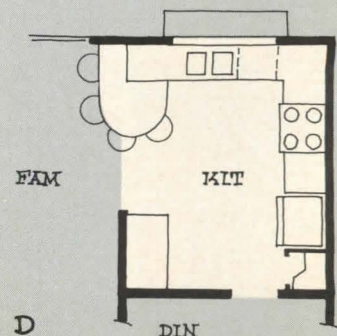
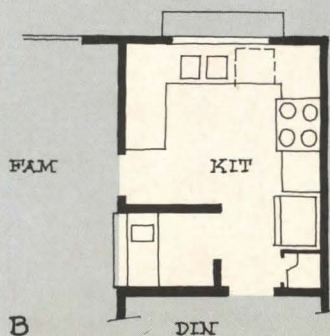
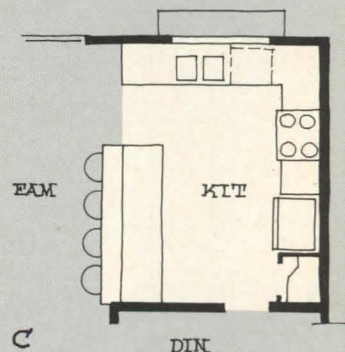
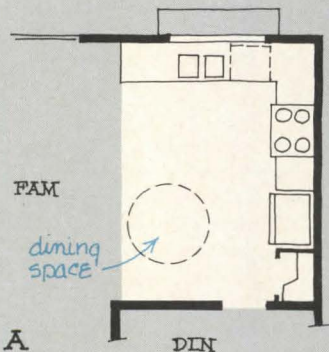


Angled wall in kitchen at right borrows square footage from dining room, which doesn't suffer from loss of corner. An angled eating bar takes up some of the added space, and the arrangement also helps keep traffic flow out of the cook's way. Another benefit: Since entry to kitchen is angled, diners don't look straight at the sink.

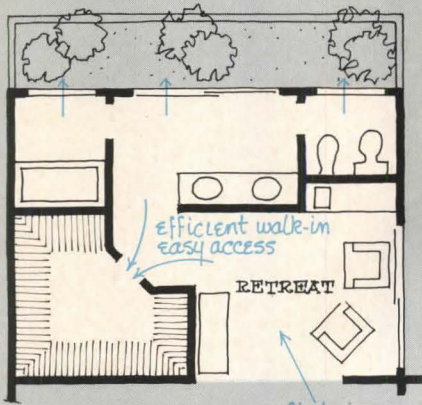


Octagonal shape means few steps between work centers in the kitchen above. And there's still plenty of counter space. What's more, the view-broadening, angled windows make kitchen seem light and open. And the angled doorway blocks view from entry into kitchen. During parties, pass-through can do double-duty as a bar. The opening also keeps cook from feeling shut away.

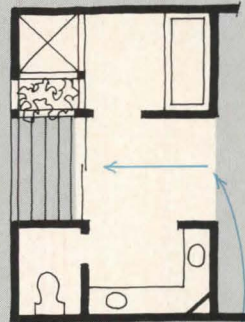
Four arrangements of the same space (right) show how kitchen plan can be offered as an option—a merchandising idea Auld recommends. Plumbing and electrical connections are identical and cabinetry options can be standardized and prepriced. Informal country kitchen (Plan A) is wide open, while kitchen with walk-in wet bar (Plan B) is well separated from family room. Plans C and D include eating bars—a feature preferred by two-thirds of the homebuyers Walker & Lee surveyed last year [H&H, July '77].



## Master suites: Keep them private



Retreat with wet bar (*left*) is placed to boost privacy of master bath; it blocks view of dressing area from bedroom door. Bath is further shielded by placing fixtures on inside wall, out of the line of sight. Outside wall is left free for windows or garden access. Note also the good separation of retreat area from sleeping zone. It's not necessary to walk through master bedroom proper when entering or leaving retreat.

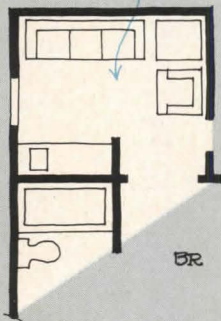


Out-of-the-way fixture garden baths private. Positioning plumbing a side walls, as in bath s at left, means people in master bedroom see de rather than fixtures. In case the bedroom also visual space from the uninterrupted view of t outdoors. In the bath s below left, plant-surrou tub and shower are pro by bifold doors, and oth fixtures are concealed b placing them along side walls.

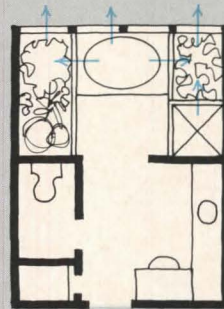
smaller than bedroom-size room

first view good privacy

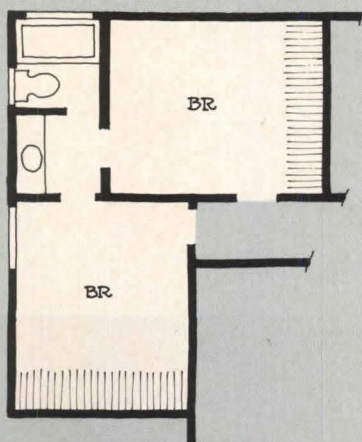
view from bedroom (privacy protected)



Secluded room with sink (*left*) is entered solely from master bedroom and can be put to a variety of uses to appeal to different market segments: 1) den with wet bar, 2) master retreat with "morning kitchen" for coffee and juice preparation, 3) nursery or 4) hobby room.

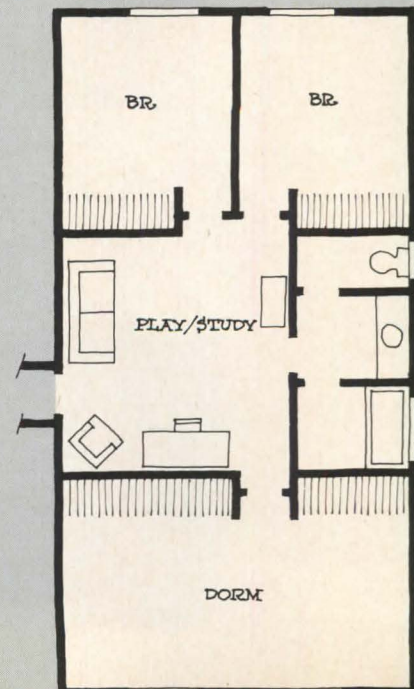


## Secondary bedrooms: Eliminate space-wasting hallways



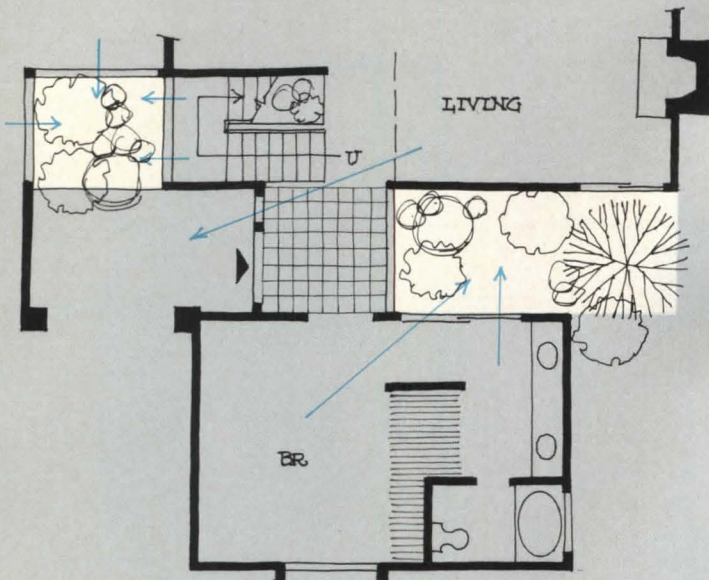
Bath serving two secondary bedrooms (*left*) doesn't need a hall access. (Exception: a house without a powder room.) This arrangement promotes privacy—to enter bath, children need not walk down a hall that's often in full view from living areas. Note the compartmentalization of bath so it can be used simultaneously by occupants of both bedrooms.

Children's wing (*right*) fits sleeping and study areas for up to six youngsters into 800 sq. ft. Space that would be eaten up by a long, dark hallway is opened up to provide room for games and desks. Children doing homework, etc., don't interfere with adult use of family room.



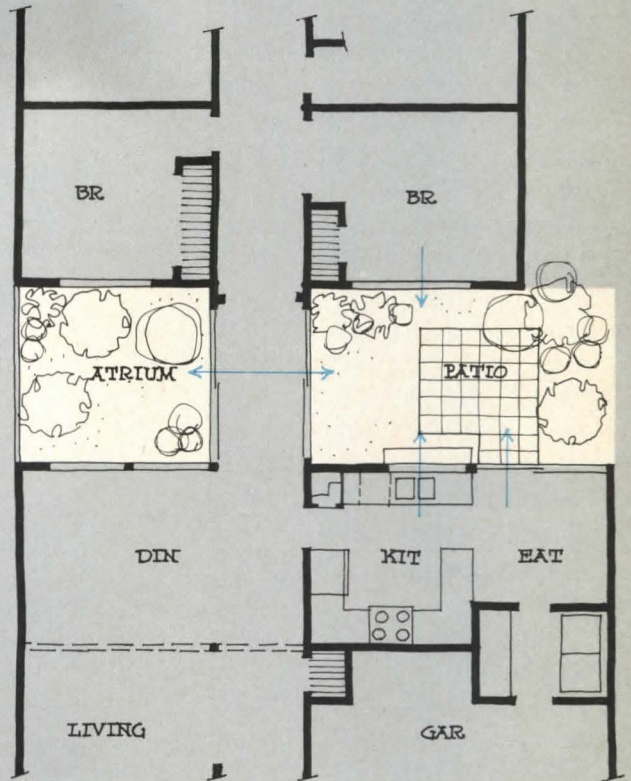


## Atriums: Use them to open up the basic box



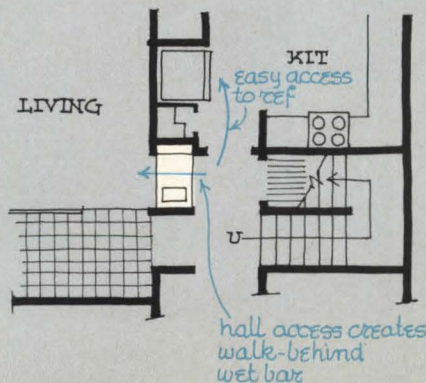
Garden space in the detached-unit plan shown above means there's lots of light for entry and master bedroom. At the same time, the bedroom is protected from neighbor's eyes and is well separated from the rest of the house. Greenery niche next to entry increases window space for living areas and makes open, windowed stairwell possible—a feature that adds impact to entry and living room.

Atriums provide a light source for kitchen, dining room and secondary bedrooms in the attached unit plan at right. (Note the windowless side walls.) The planted areas, which offer outdoor living space, also separate living and sleeping zones. Without the atriums, this would be an unappealing dark and narrow unit. Instead, walking down access hall to bedrooms seems like passing through a garden.



## Wet bar: Tuck it off an access hall

Walk-behind wet bar in access hall from garage to kitchen (*right*) is an efficient use of otherwise wasted space. What's more, it's an ideal place to serve from—close to refrigerator and not far from dishwasher. And it's out of the way of most traffic to and from the kitchen. In this plan, the hall was widened only slightly to accommodate the bar.





# 1978 WINNERS

Rehabilitations and remodelings have captured nine of the 27 Homes for Better Living Awards for 1978.

This is the first time in the 23 years of the program that reworked buildings have received such a large share of the awards. First Honor Awards in this group go to two multifamily rehabilitations and two custom-house remodelings. Four multifamily rehabilitations and one custom-house remodeling receive Awards of Merit.

Other First Honor Awards this year go to a student housing project and five custom houses.

Other Awards of Merit are being presented for five custom houses, two merchant-built entries, three rental projects and two for-sale multifamily projects.

The HFBL program, the oldest design competition devoted solely to housing, is sponsored by the American Institute of Architects in cooperation with *HOUSING*. Two juries (page 90) spent two days judging 217 custom-house and 139 multifamily and merchant-built entries at AIA headquarters. — J.R.V.

## FIRST HONOR AWARDS

### MULTIFAMILY



1. Santa Cruz, Calif.  
Architect: MBT Associates  
Builder: Williams & Burrows

### RENTAL REHABILITATIONS



2. New York, N.Y.  
Architect: Bernard Rothzeit & Partners  
Builder: Rockrose Development Corp.

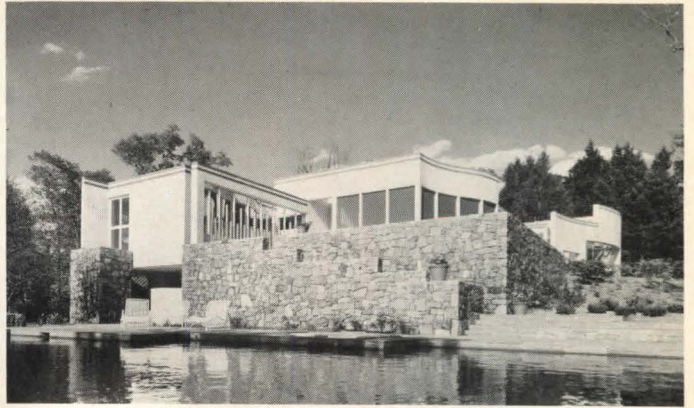


3. Philadelphia, Pa.  
Architect: Baker Rothschild Horn Blyth  
Builder: BRHB Developers

**CUSTOM HOUSES**



4. Southern Arizona  
 Architect: Judith Chafee  
 Builder: George Mehl Construction



5. Westchester County, N.Y.  
 Architect: Robert A. M. Stern, Architects  
 Builder: Franco Brothers Inc.



6. Glencoe, Ill.  
 Architect: Booth Nagle & Hartray/Ltd.  
 Builder: Harold O. Schulz Co. Inc.



7. Hinsdale, Ill.  
 Architect: Booth Nagle & Hartray/Ltd.  
 Builder: Maddock Construction Co.



8. Napa, Calif.  
 Architect: Roland/Miller/Associates  
 Builder: Charles Gentry

**CUSTOM REMODELINGS**



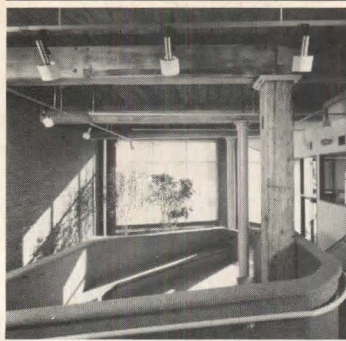
9. Cohasset, Mass.  
 Architect: Stephen Tucker AIA  
 Builder: Lester Fulton & Son



10. Coastal Massachusetts  
 Architects: Short and Ford  
 Builder: Howard Jelleme

# AWARDS OF MERIT

## MULTIFAMILY REHABILITATIONS



11. Cambridge, Mass.  
Architect: Gelardin/Bruner/Cott Inc.  
Builder: Ibek Corp.



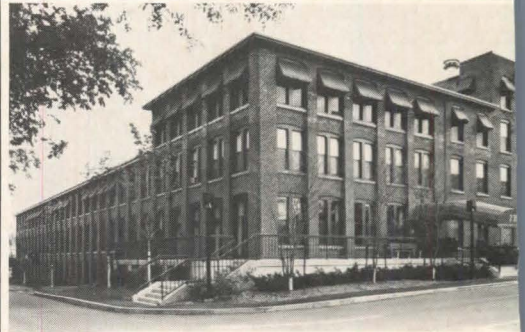
12. Gloucester, Mass.  
Architect: Anderson Notter Finegold Inc.  
Builder: Sydney Construction Co.



**Multifamily and merchant-built jury**, from left: Neil Glynn, builder; Richard A. Campbell AIA; Rodney Friedman FAIA, jury chairman; R. Gommel Roessner FAIA and June R. Vollman, associate editor, HOUSING.



13. Galveston, Tex.  
Architect: Taft Architects  
Builder: Gauthier Co.

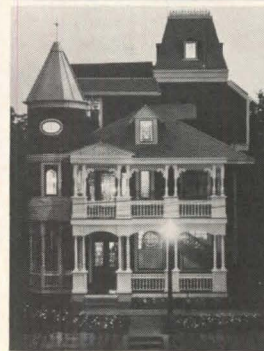


14. Lowell, Mass.  
Architect: Endeavor Inc.  
Builder: Endeavor Inc.

## THE JURORS

**Custom-house jury**, from left: Donald E. Olsen FAIA; Thomas Walton, architectural student; Warren Cox FAIA, jury chairman and Walter Wagner, editor, *Architectural Record*. (Louis Sauer FAIA, the fifth jury member, is not shown).

## CUSTOM REMODELING



15. Dallas, Tex.  
Arch.: Leon Chandler Assoc. AIA  
Bldr.: Charles Collum

## MULTIFAMILY FOR-SALE



16. Fayston, Vt.  
Architect: Schleicher-Soper Architects AIA  
Builder: Rocchio Building Co. Inc.

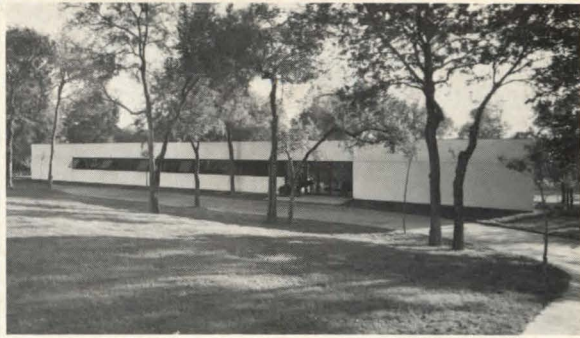


17. Dillon, Colo.  
Architect: Backen, Arrigoni & Ros  
Builder: Keystone Div., Ralston Pu

## CUSTOM HOUSES



18. Little Rock, Ark. (vicinity)  
Architect: E. Fay Jones  
Builder: Herb Davis



19. Dallas, Tex.  
Architect: Booth Nagle & Hartray/Ltd.  
Builder: Wunderlick Construction Co.



20. Miami, Fla.  
Architect: Robert Whitton  
Builder: Vihlen Bros.



21. Tacoma, Wash.  
Architect: Alan Liddle FAIA  
Builder: Dick Wegner



22. Chappaquiddick Island, Mass.  
Architect: Myron Goldfinger  
Builder: K. T. Galley Co.

## MERCHANT BUILT



23. The Sea Ranch, Calif.  
Architect: Donald Jacobs AIA  
Builder: Matthew Sylvia



24. Oakland, Calif.  
Architect: Robert Swatt AIA/Bernard Stein  
Builder: Paganelli Enterprises Inc.

## MULTIFAMILY RENTALS



25. Winthrop, Mass.  
Architect: Goody, Clancy & Associates Inc.  
Builder: Bick-Com Corp.

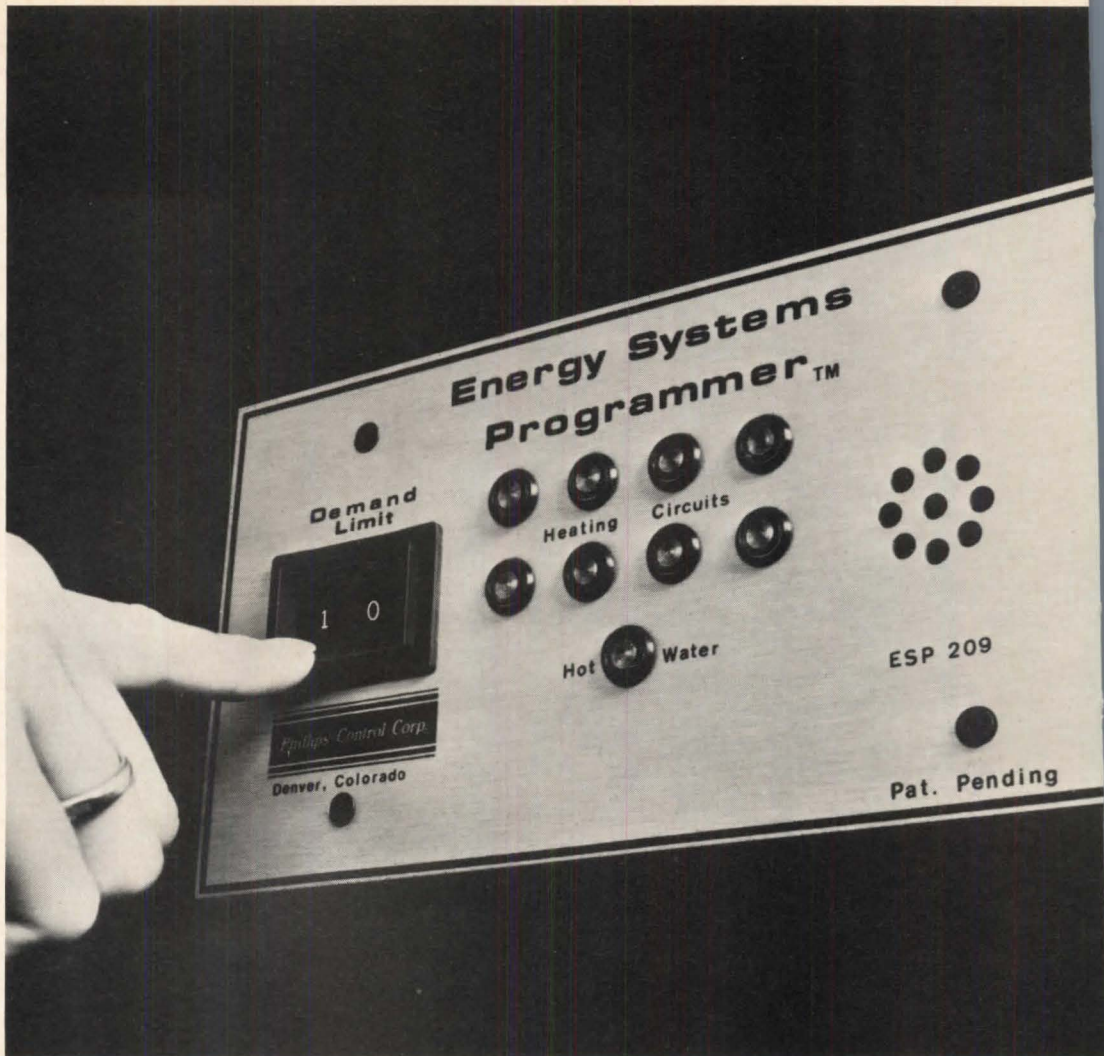


26. Monterey, Calif.; Arch.:  
Donald Sandy Jr. AIA, James A.  
Babcock; Bldr.: Donald A. Phillips



27. Stockton, Calif. Architect:  
Donald Sandy Jr. AIA, James A. Babcock  
Builder: Patmon Co. Inc.

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## Demand-metering system catches on with homebuyers

The Energy Programmer—said to reduce electrical bills by as much as 35%—has proved out in demand-metered communities\* over the last 15 months. The device is being used in 13 housing projects in the Denver area, as well as by builders in Ohio, New Mexico and Arizona. Here's how it works:

Homeowners determine how much they want to spend in utility bills, then set the demand level. If the level is exceeded, the Energy Programmer switches off the heating or cooling in one or more areas of the house. If the high demand level persists, the device shifts heating or cooling from one part of the house to another. If the demand level is still too high, a buzzer sounds. Then the homeowner can either turn off some of the appliances or reset the limit to a higher level—and pay a higher electric bill that month.

In Denver, Wood Bros. Homes now offers the Energy Programmer as standard equipment in approximately 800 electrically heated homes. It adds \$1,000 to the cost of each house, according to Steve Rand, public relations director.

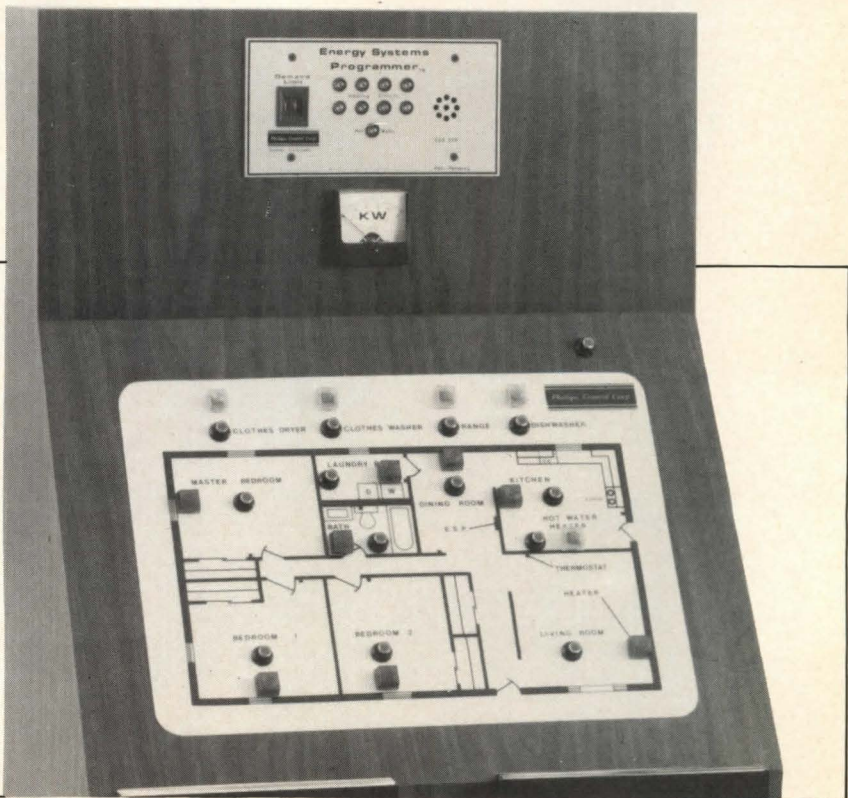
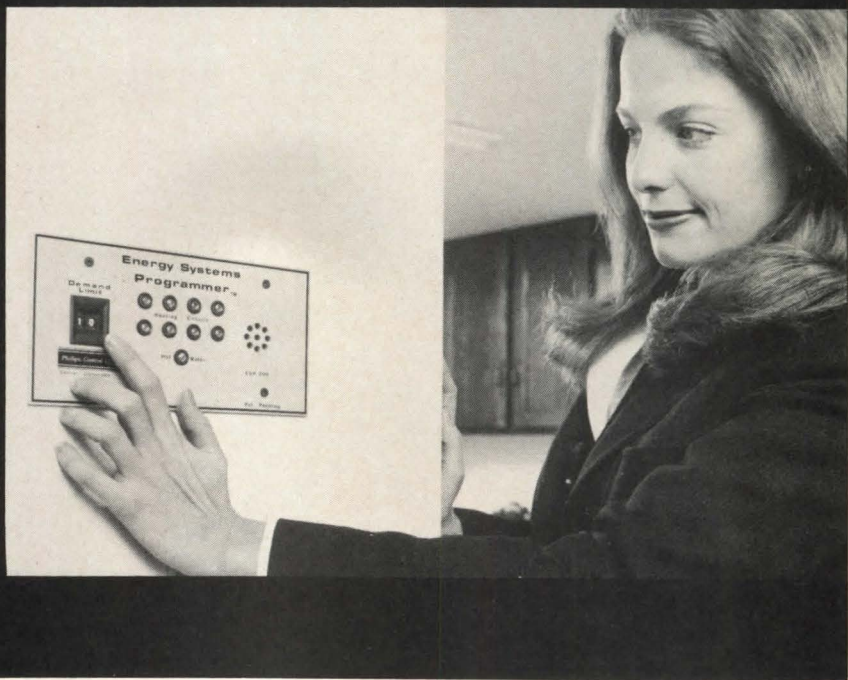
Another Denver builder, Witkin Homes (a division of U.S. Home Corp.), offers the control as a \$975 option at its Westridge Meadows' Project. Six days after sales opened, all eight buyers had opted for it. Phillips Control Corp., Englewood, CO. *Circle 200 on reader service card*

\*With demand metering, charges are based on highest amount of electricity used at one time during billing period.



**Brains and guts** (left) of Energy Programmer are in metal box that's usually mounted outside next to the electric meter.

**Control panel** (left) of Energy Programmer in single-family house handles up to eight heating circuits, plus water heater. It's usually located in or near kitchen (right).



### A show-them-how display

Phillips Control offers this sales aid to builders who use the Energy Programmer. It shows how eight heating circuits are programmed in a typical one-story house.

The Energy Programmer is available in three models: a single-unit conventional model for most single-family homes with baseboard heating and individual thermostats; another unit for apartments, townhouses or small single-family houses with individually controlled electric heating circuits; a third type for single-family homes that are heated and cooled by heat pumps.

# Forest fires burn more than trees.



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Dave Stone is widely hailed as homebuilding's leading teacher of every phase of sales management. He has lectured to more than 100,000 builders, Realtors, marketing directors, financial executives and salespeople, many of them at House & Home/Housing's seminars. He has produced training films and tapes for the housing and real-estate industry, and has authored nine books on real-estate sales — among them the first major book on the subject of trade-in housing, entitled: "How to Operate A Real Estate Trade-In Program."

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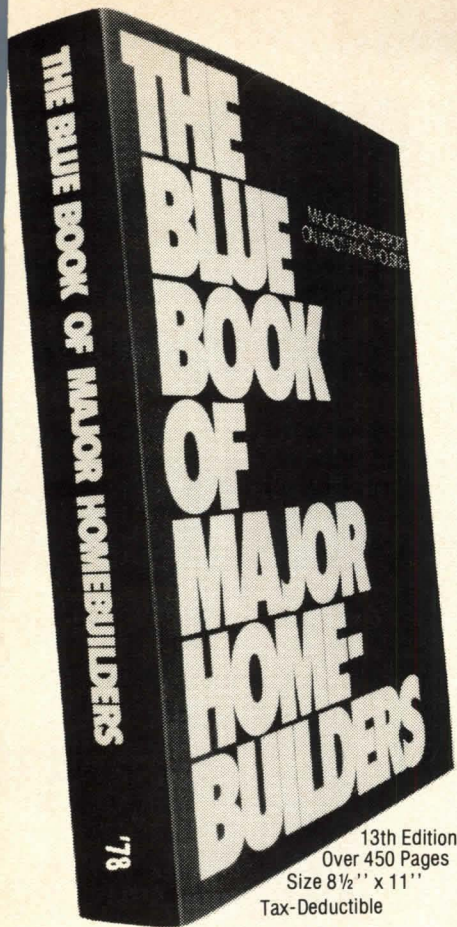
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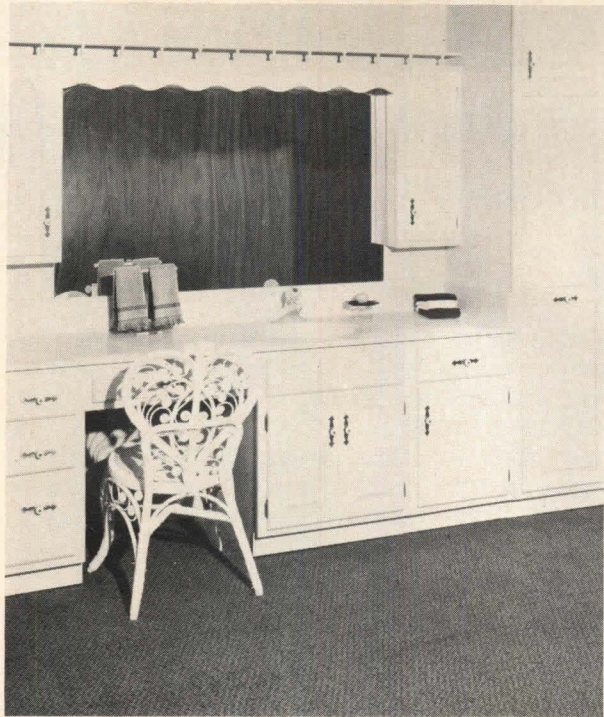
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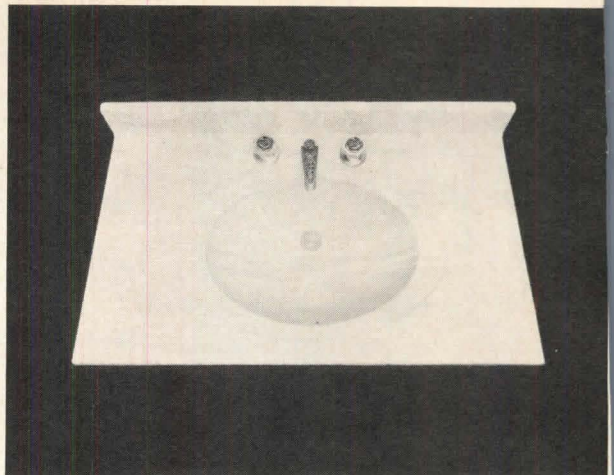
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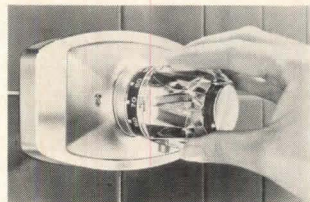
H-5/78



**Traditionally-styled "Cathedral Oak" vanity (above)** features scalloped arches over the mirror and raised-panel doors. Spacious solid oak unit has a "Misty White" finish. Riviera, St. Paul, MN. *Circle 207 on reader service card*



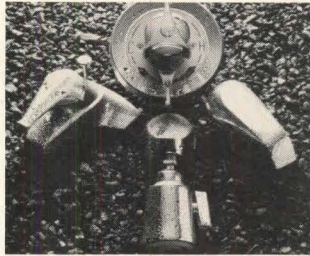
**Contemporary-styled basin, the Ovallav 2300® (above)**, is one of five basin shapes offered in a vanity-top line. Custom-made basins are also available. Molded Marble, Menomonee Falls, WI. *Circle 210 on reader service card*



**Thermostatic mixer (left)** provides a continuous flow of preset water temperature for shower or bath. Hot water turns off automatically if cold water stops flowing. Grohe, Elk Grove Village, IL. *Circle 211 on reader service card*



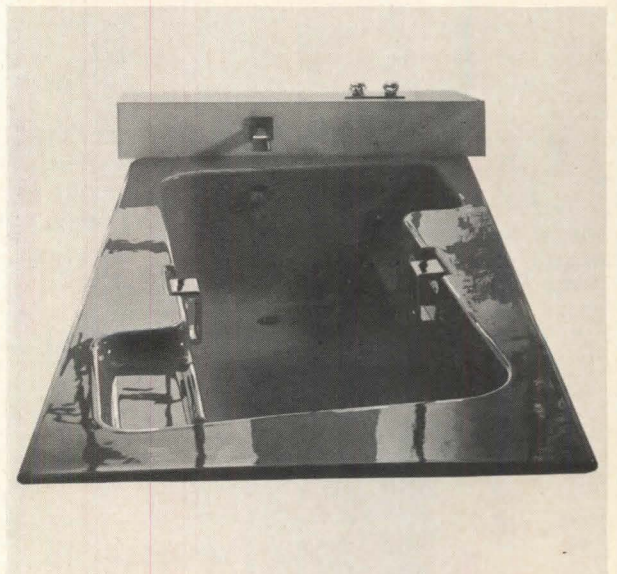
**Lightweight bathtub (above)** is made of Ackralac. The 5' x 3½' tub can be installed sunken. Unit is offered in a variety of colors. Matching lavatories are available. Benjamin, Paramount, CA. *Circle 208 on reader service card*



**Gold-plated bathroom fixtures (left)** include a "Temptrol" pressure-balancing mixing valve, a shower head and a tub spout. A lavatory faucet is included in the line. All fixtures are offered in 24 karat polished or satin-finished gold plate. Symmons, Braintree, MA. *Circle 212 on reader service card*



**Lavatory faucet (right)** is part of the "International Gold Fittings" line. It is cast of solid brass and finished with 24 karat gold plate. A baroque motif is also available. American-Standard, New Brunswick, NJ. *Circle 209 on reader service card*



**Whirlpool bath, "Contempra Super 2" (above)**, is constructed of reinforced fiber glass. The bathtub is offered in 6' and 7' sizes. Four adjustable jets stimulate water. American Athletic, Ft. Lauderdale, FL. *Circle 213 on reader service card*

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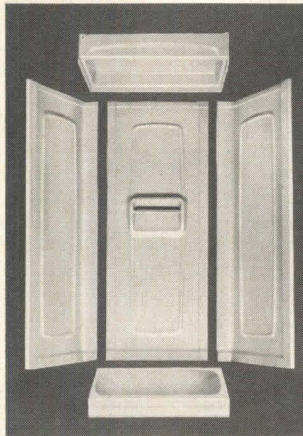


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# BATHROOMS



**"Chefblok" vanity** (above) has a butcher-block motif achieved with edge-and-end gluing of mixed hardwoods. Honey-toned cabinet is protected by an alkyl urea coating. International Paper, Portland, OR. Circle 201 on reader service card



**Sectionalized shower system** (right), suitable for remodeling applications, can be installed to an existing wallboard. Unit will fit into a 34½" deep × 84½" high space. Universal-Rundle, New Castle, PA. Circle 202 on reader service card



**"Savannah" vanity and surface-mounted cabinet** (above) feature louvered doors. Cabinetry is made of pine wood. Overhead cabinet has a flip-top lock so that mirrors can be easily mounted. NuTone, Cincinnati, OH. Circle 203 on reader service card

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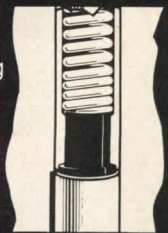
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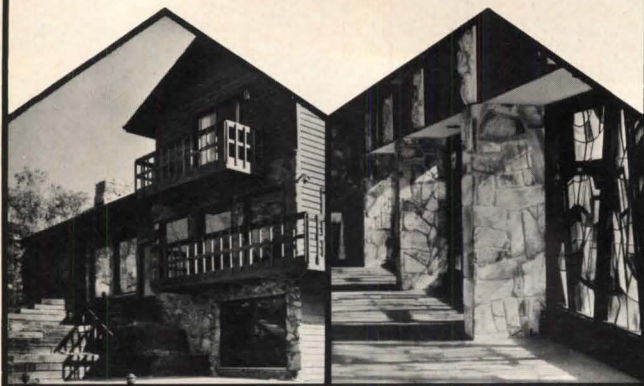
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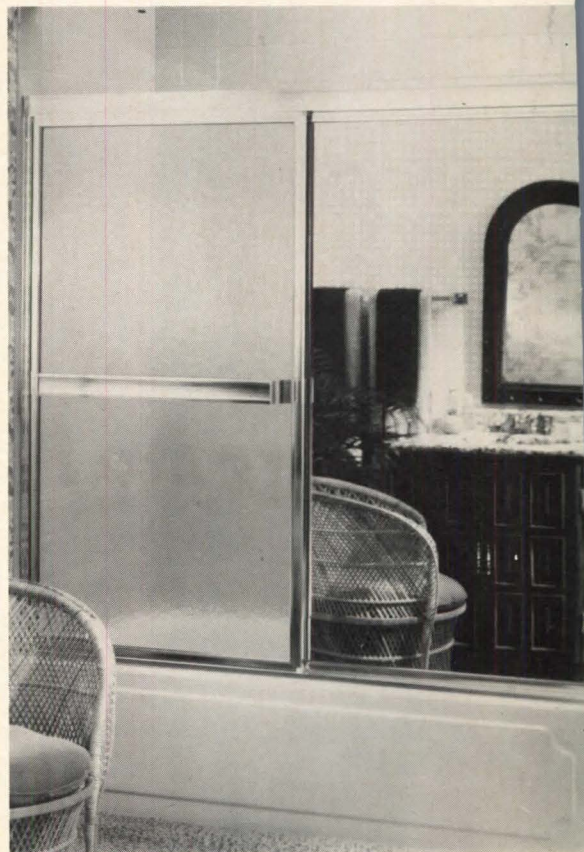
## BATHROOMS



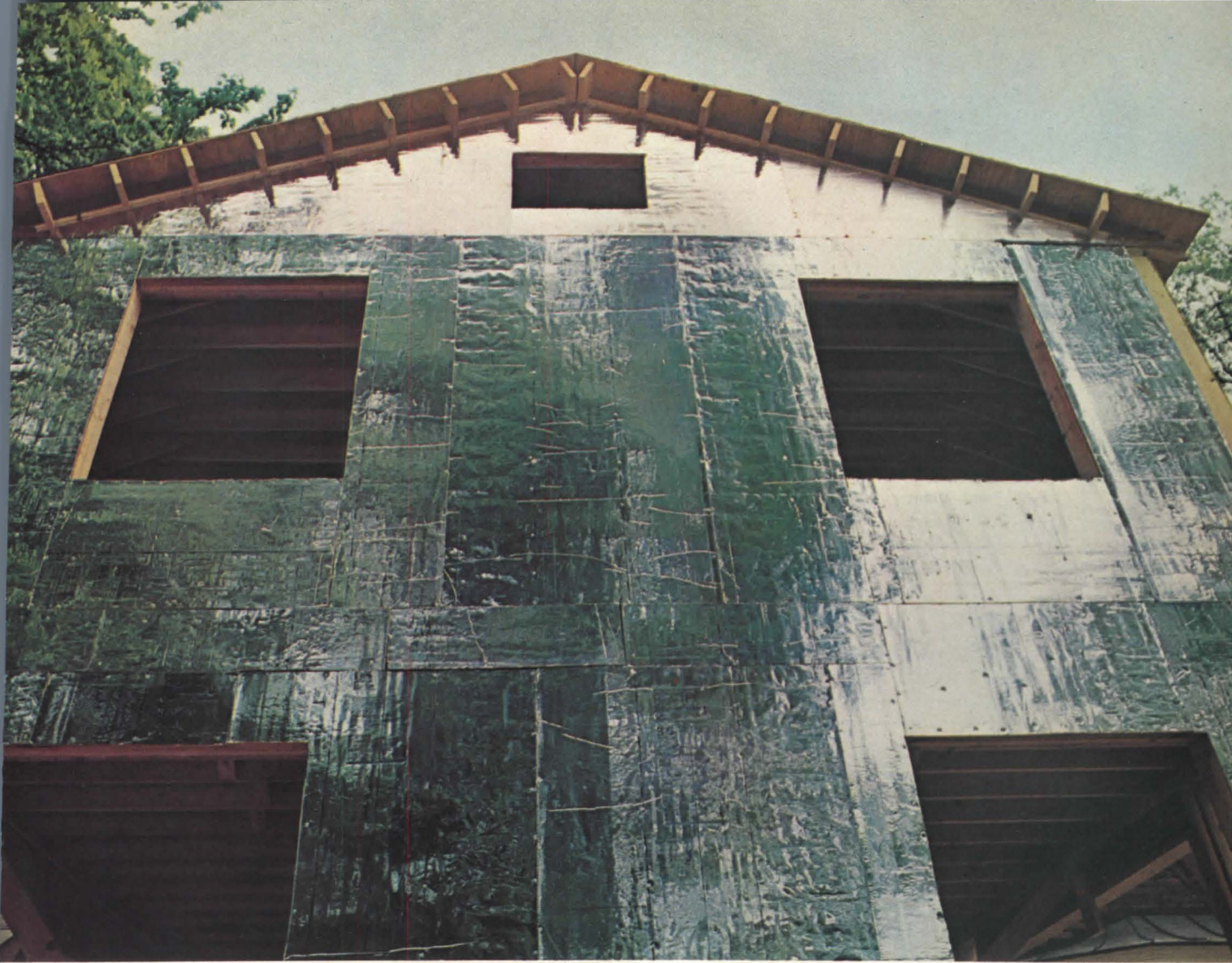
"Wyngate" vanity (above) is part of the easy-to-assemble "Knockdown" line. Hardwood doors are polystyrene ribbed and reinforced. Line is available in 24", 30" and 36" widths. Chemcraft, Elkhart, IN. Circle 204 on reader service card



Contemporary-styled lavatory pedestal (right) has a brown, black or blue tattersall pattern. Sink basin is made of vitreous china. Matching toilet and bath accessories are available. Hastings, Lake Success, NY. Circle 205 on reader service card



Mirrored tub and shower enclosure, the Shower Glide™ (above), available in single (shown) or double-mirror panels. Gold- or silver-finished anodized aluminum framings with matching towel bar available. Kinkead, Chicago. Circle 206 on reader service card



## Owens-Corning announces High-R Sheathing—another way to make your houses more saleable

"We love the house. But what's the *fuel* bill going to be?"

No two ways about it.

Energy-efficient houses are more saleable than those that aren't.

Most builders are putting thicker insulation in the attic. And many have gone to 2" x 6" stud construction to accommodate thicker wall insulation.

But the other builders still prefer using 2" x 4" stud walls—with

R-11 or R-13 batt insulation.

And that's where High-R Sheathing comes in.

5/8" High-R has an R value of 5. And every additional 1/8" has an additional R value. (See chart.) So builders who want to stick with 2" x 4" studs can—and still have energy-efficient walls.

How does High-R have such high "R"?

It's a polyisocyanurate foam

core sandwiched between two reflective aluminum facings.

Sort of nice.

High-R Sheathing makes your houses more saleable.

And sets a shining example, to boot.

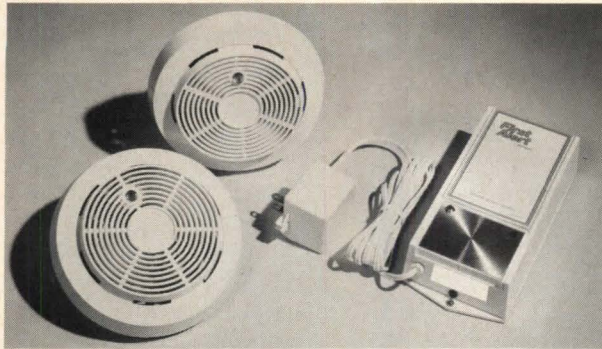
For more information on the performance of High-R Sheathing, write to S.F. Meeks, Owens-Corning Fiberglas Corporation, Fiberglas Tower, Toledo, Ohio 43659.

Thickness	1/2"	5/8"	3/4"	7/8"	1"	1 1/4"	1 1/2"	1 3/4"	2"	2 1/4"
R-value*	4	5	6	7	8	10	12	14	16	18

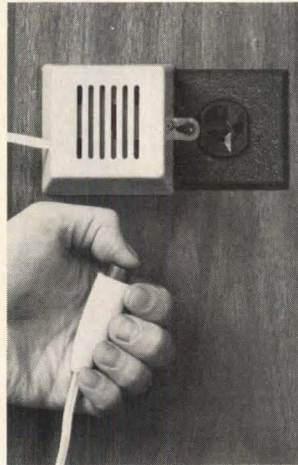
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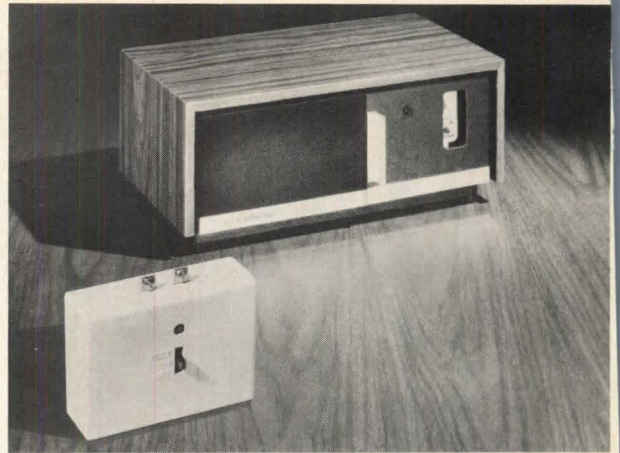
\*At 40°F mean temp.



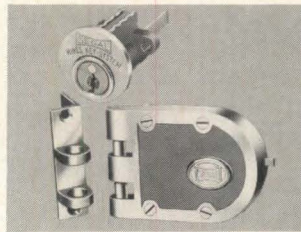
**Wireless signaling detector** (above) sounds a bedside alarm. When plugged into a 110-volt AC outlet, the alarm center can pick up warnings transmitted by more than one detector. Pittway, Aurora, IL. Circle 235 on reader service card



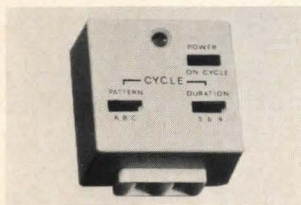
**"Bedroom/Neighbor" alarm** (right) can trigger an alarm in an adjacent home when wiring or utility transformers are hooked together. The control center's alarm will be activated in the event of fire or burglary. Waldom, Northfield, IL. Circle 236 on reader service card



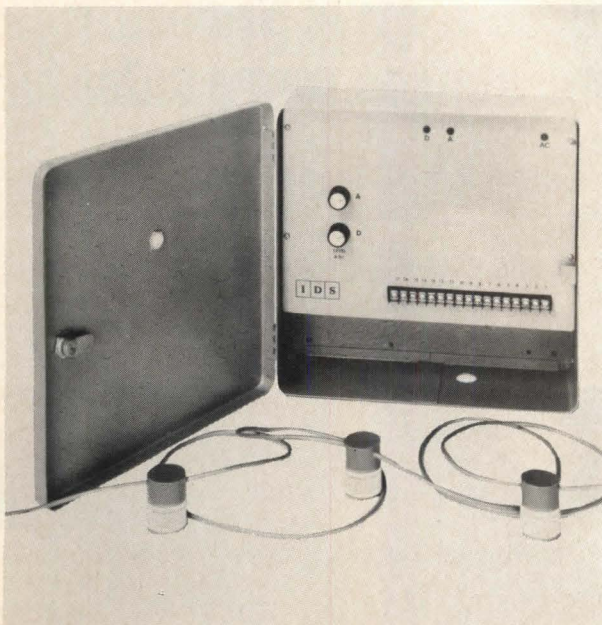
**Residential dual-channel security system** (above) is for use with intrusion and smoke detectors. Radio-controlled alarms eliminate the need for wiring from point of detection to point of alarm. Chamberlain, Elmhurst, IL. Circle 239 on reader service card



**High-security lock** (left) includes interlocking deadbolt, case, strike and cylinder. Cylinder is pick and drill resistant. Automatic shutter guard prevents lock from being forced open. New England Lock, South Norwalk, CT. Circle 240 on reader service card



**"Guardian Switch"** (left) turns electrical appliances off and on automatically at preset times. Three time periods, ranging from three to nine hours, can be set. Mountain West, Phoenix, AZ. Circle 237 on reader service card



**Seismic security system** (above) features a listen-in capability. A signal processor is said to differentiate between intruders and normal activities. Intrusion Detection Systems, Oakland, CA. Circle 238 on reader service card



**"Lifesaver II" smoke alarm** (above) sounds an alert in two places at once. The alarm will sound at the point of detection and at a separate portable receiver up to 200 ft. away. Fyrenetics, Elgin, IL. Circle 241 on reader service card

# Congoleum

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VINYL FLOORING

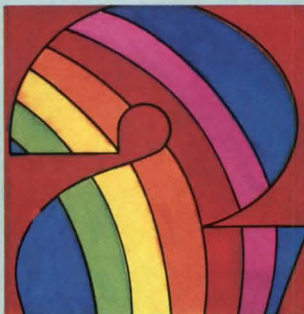
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New Villager is the first and only vinyl flooring designed from the ground up to meet the exacting requirements of today's residential builders. Villager features another major Congoleum®

technological breakthrough with the new exclusive Chromabond formula. Chromabond is a unique formulation that offers you these four tremendous advantages.

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The durable, super-tough vinyl floorlayer, specially formulated for Villager, seals out even the most troublesome spots and spills. Laboratory tests show that compared to other resilient floors, Villager offers greater resistance to stains.

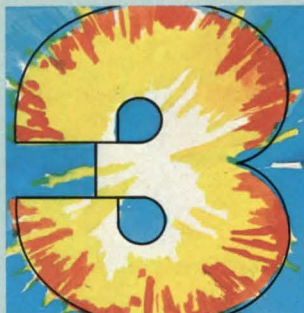


## Superior color integrity

The exclusive Congoleum Chromabond formula offers special ink pigments which effectively combat discoloration due to alkaline moisture. The rich colors of Villager are protected by the exclusive Chromabond formula.

## Superior mildew resistance

Laboratory tests show that the exclusive Chromabond formula offers superior resistance to mildew that can cause discoloration in most vinyl floors.



## Durability and ease of maintenance

The exclusive Chromabond formula offers a crystal-clear wear surface which needs no wax to protect its sealed-in beauty. Besides having this easy maintenance feature, the wear surface is extremely durable for residential applications and is 20% greater than minimum F.H.A. requirements.

## VILLAGER VINYL FLOORING

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year round. And never once was there a major holdup because of bad weather.

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- Please send me your book "All-Weather Wood Foundation System."  
 I'd like an APA field man's assistance.

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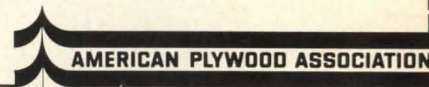
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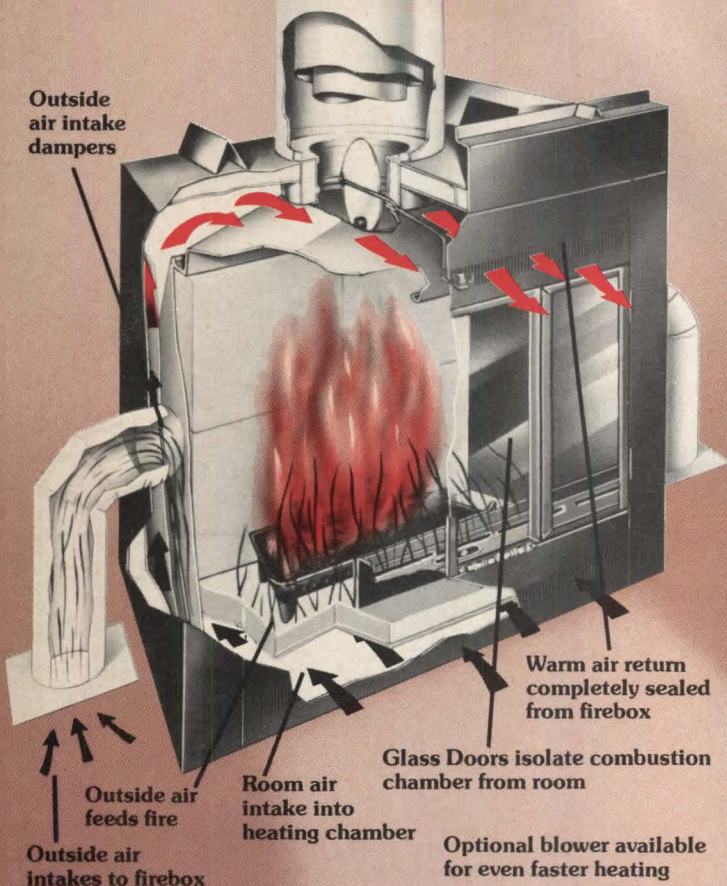
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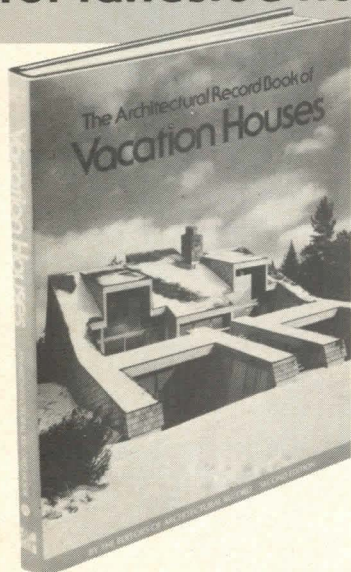
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What kinds of second houses are people dreaming about? What do they want and expect from that home away from home—whether it be a summer stopover or a year-round vacation haven? Often what the owner wants is a combination of opposites. Privacy **and** more involvement and activities with family. Elegance **and** ease. Simplicity **and** excitement. Formality **and** casual day-to-day living. But whatever they want, whatever the mood, these designs display an amazing degree of sensitivity, perception, freshness, and inventiveness. And whatever the individual site, whatever the individual taste, the designs promote full enjoyment of life and nature—and a deep experience of the site itself.

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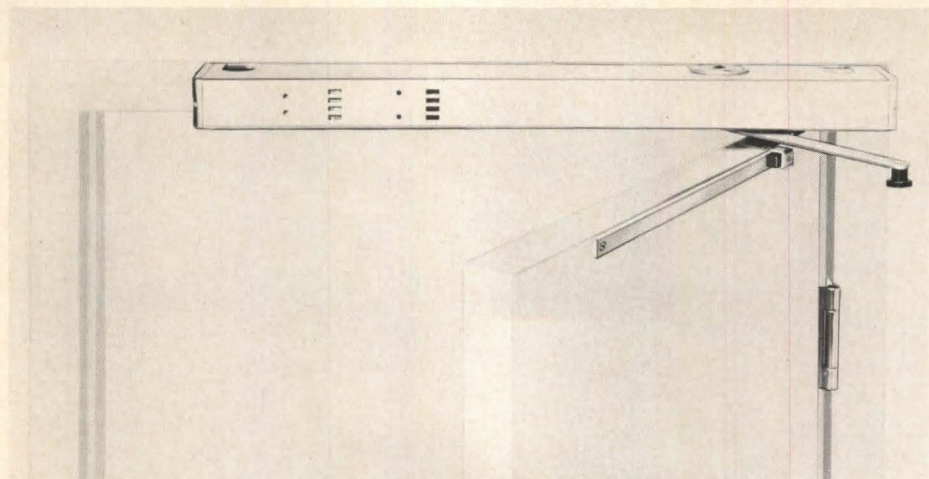
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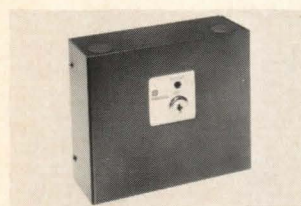
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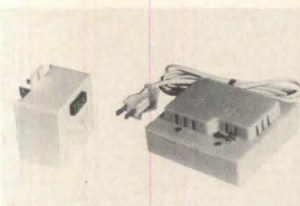
**Smoke detector** (above) is an electro-mechanical unit which features a door-closing mechanism. Smok-Chek™, suitable for institutional applications, can be easily wired for room-to-corridor or zone control. Compact unit mounts on a standard two-inch door frame. Rixson-Firemark, Franklin Park, IL. *Circle 227 on reader service card*



**Smoke detector** (above) is sensitive to solvent vapor, gasoline and carbon monoxide. Unit automatically activates an exhaust fan when pollution level is too high. Calibrated Instruments, Ardsley, NY. *Circle 231 on reader service card*



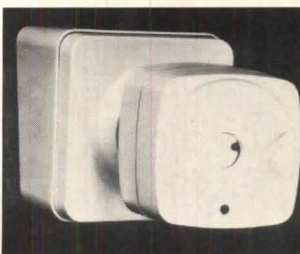
**Security control panel**, "Model 1330" (left), is suitable for residential, commercial and industrial applications. The system features a delay timer to allow the tenant time to exit. Redco, Pennsauken, NJ. *Circle 228 on reader service card*



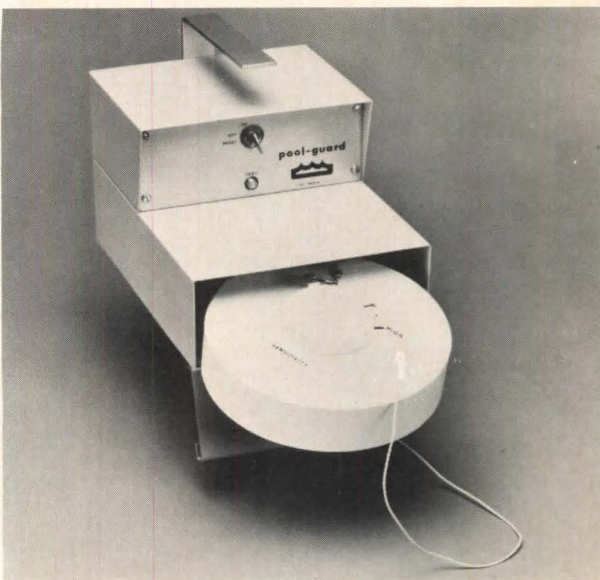
**Gas detector** (left) sets off a loud signal in a separately located receiver. Units are available in three different frequencies so that the problem location can be readily identified. Carlton, Buena Vista, CO. *Circle 232 on reader service card*



**Iron Wind-O-Guards®** (above) lock to the inside or outside of aluminum, wood or steel window frames. They can be installed on most double-hung, jalousie or sliding windows. Leslie-Locke, Akron, OH. *Circle 229 on reader service card*



**Passive infrared intrusion alarm**, "InfrAlarm" (left), must sense heat and movement before an alarm is tripped. An omnidirectional sensing head provides horizontal and vertical coverage of an area of about 1,225 sq. ft. Barnes, Stamford, CT. *Circle 233 on reader service card*



**Compact "Pool-Guard"** (above), with an adjustable sensitivity level, protects children from drowning. An alarm sounds until it is manually deactivated. Spartan, Santa Clara, CA. *Circle 234 on reader service card*

"I can't imagine using anything less than a red cedar roof on this Scholz home."

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Insulative ("R") values of roofing products shown below. Source: ASHRAE Handbook, and California Energy Design Manual.

Cedar Shakes (Heavy)	1.69
Cedar Shakes (Medium)	1.15
Cedar Shingles	.87
Built-Up Roofing, Slag	.78
Asphalt Shingles	.44
Built-Up Roofing, Smooth	.33
Asbestos Cement Shingles	.21
Slate	.05

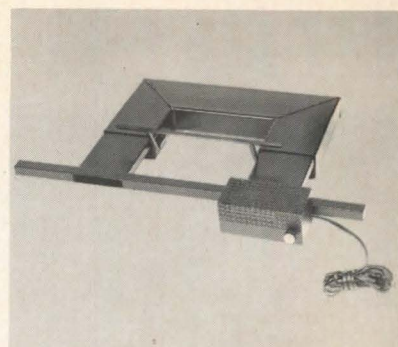
## Red Cedar Shingle & Handsplit Shake Bureau

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# FIREPLACES



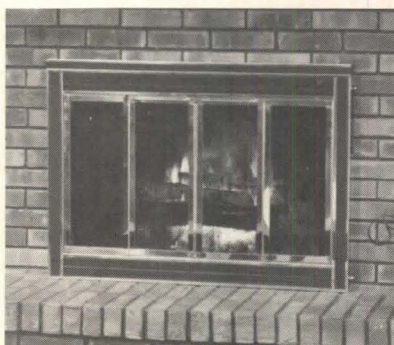
**Freestanding fireplace** (above) is a woodburning unit offered in red, black and olive green. A color-matching pipe which reaches a 9' ceiling is available. Hexagonal "Continental FBG24" comes with a fine mesh fire screen. Preway, Wisconsin Rapids, WI. *Circle 219 on reader service card*



**Energy-saving "Warm Hearth II"** (above) captures the heat normally lost up a chimney and circulates the heat through the room. The unit can be fitted below glass fireplace doors and can be adjusted to any firebox depth. Unit consumes 50 watts of electrical current. Weathercock, Eugene, OR. *Circle 224 on reader service card*



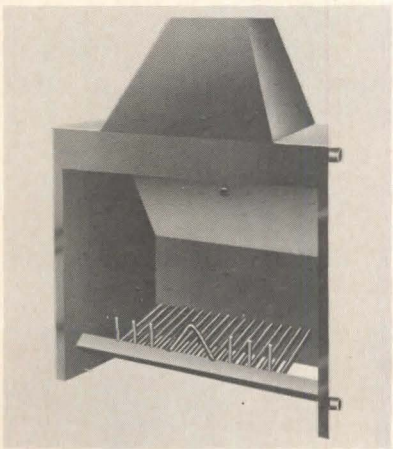
**Woodburning stove/fireplace**, the "Independence" (above), serves the dual purpose of cooking and giving heat. Unit features heavy steel construction, large flanged doors with adjustable air shutters and a positive latch for tight closure. Firemagic, Santa Fe Springs, CA. *Circle 220 on reader service card*



**Energy-saving fireplace**, the "Hot One" (above) can be used as a primary heating source, or as a backup to an existing heating system. It distributes heat via the heating and air conditioning duct system. Energy Savers, Salem, IL. *Circle 221 on reader service card*



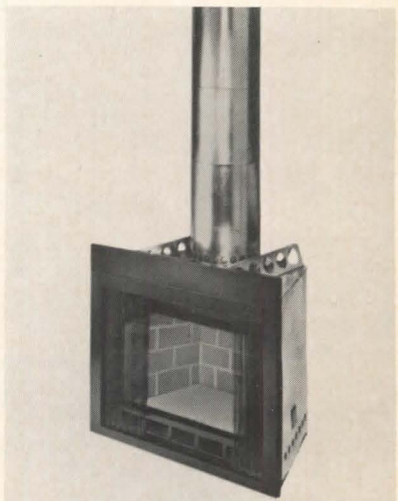
**Freestanding fireplace** (above) has a French Provincial style. The mantel, which measures 50" across, is made from kiln-dried poplar. Unit uses electric heater logs which produce from 5,100 to 10,000 BTUs of heat. Readybuilt, Baltimore, MD. *Circle 225 on reader service card*



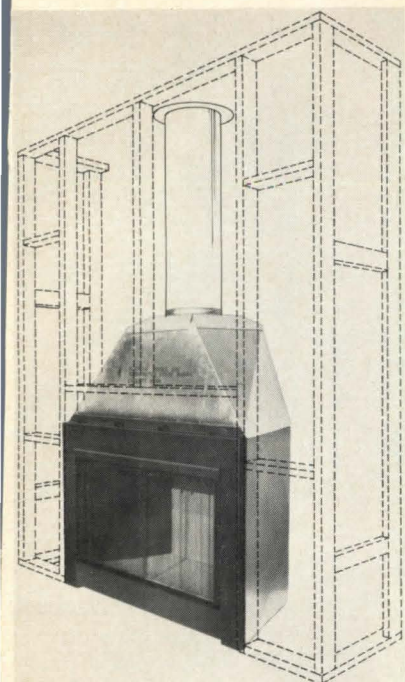
**Hydroplace** (above) is for homes with hot water heating systems. It absorbs heat from the fireplace and transfers it to the central heating system. Unit can produce about 50,000 BTUs per hour. It can be adapted to forced-air systems and solar-heated homes. Hydroheat, Ridgway, PA. *Circle 222 on reader service card*



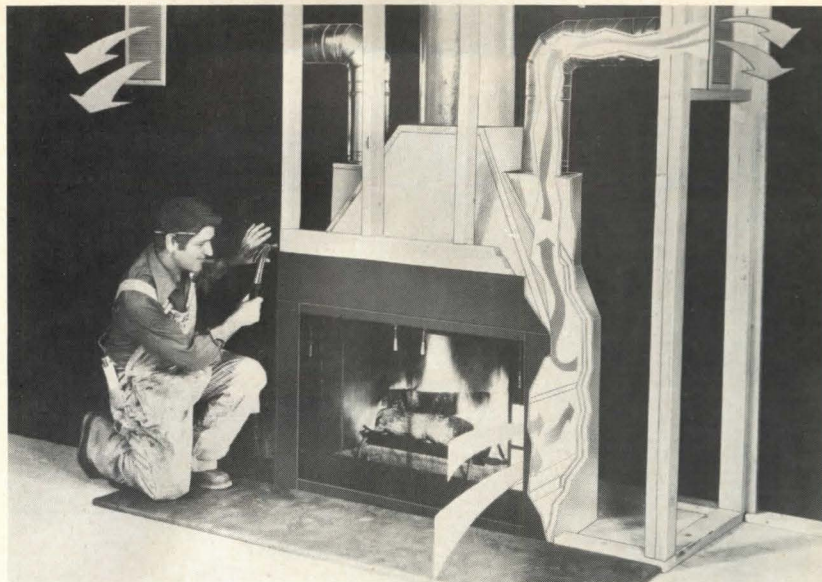
**"Lighthouse" fireplace** (above) is 390 pounds. The unit interconnects to central heating ducts. A lever connected to an internal damper controls the intensity of the heat. Fireplace can be installed flush, partly recessed or through the wall. Lighthouse, Peoria, IL. *Circle 223 on reader service card*



**"Futura" fireplace** (above) is a zero-clearance unit with tapered sides and a unitized flue. Easy-to-install unit features refractory knockout plugs if a gas hookup is preferred. A positive seal damper with five-position control is included. Marco, Lynwood, CA. *Circle 226 on reader service card*



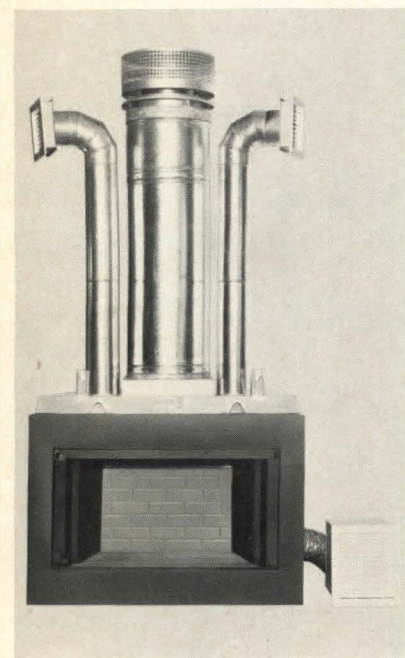
**"Olympic Zero Fireplace"** (above) can be placed flush against walls without any need for masonry or for clearance. There is also a provision for installing a 1/2" gas line. The completely insulated unit burns wood, coal or charcoal. A built-in screen is included. Washington Stove Works, Everett, WA. Circle 214 on reader service card



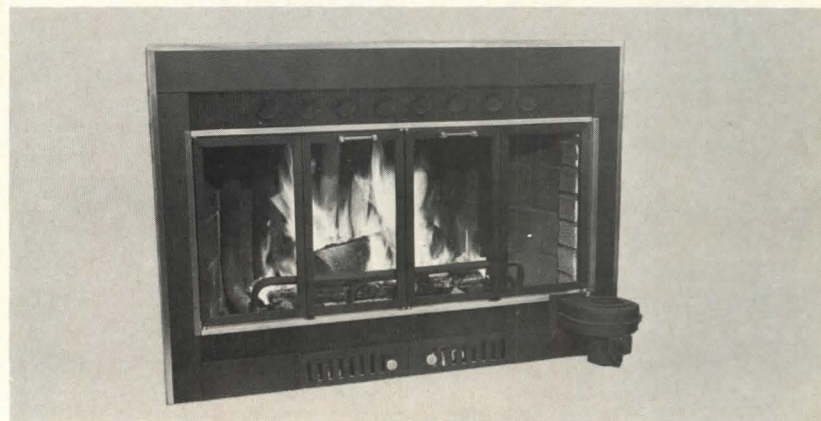
**Self-insulated fireplace** (above) features a double wall chimney with 2 1/2" of mineral wool sandwiched between a stainless steel inner pipe and an outer galvanized steel shell. Zero-clearance unit can be installed against a wall, in a corner or between rooms. Heatilator, Mt. Pleasant, IA. Circle 216 on reader service card



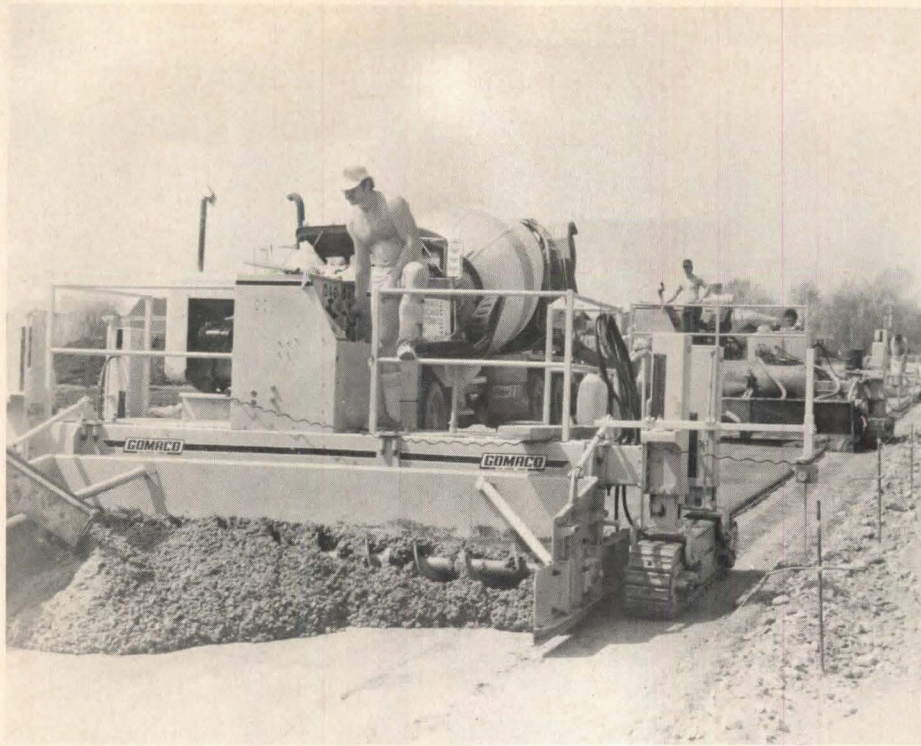
**The "Fireball"** can be easily installed on the vent stack of a freestanding fireplace, stove or heater. Unit increases heat efficiency by utilizing a heat recovery principle. Combustion exhaust passes through a system of 24 heat exchange tubes which run parallel to the exhaust flow. Gateway, Bloomington, MN. Circle 217 on reader service card



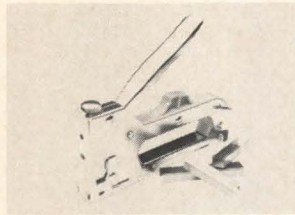
**Heat circulating fireplace, "E-Z Heat"** (above), combines radiant heating and convection circulation to lower fuel consumption. Incoming air is drawn into the heating chamber through the firebox front. Heated air exits through two top ducts. Flue and air ducts require 1" clearance. Superior, Fullerton, CA. Circle 215 on reader service card



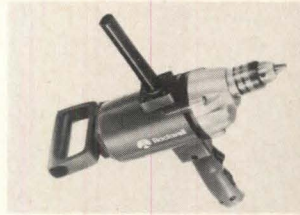
**Glass door fireplace heater** (above) uses heat convection principles. Convection tubes are made from 16-gauge stainless steel. Thermograte, St. Paul, MN. Circle 218 on reader service card



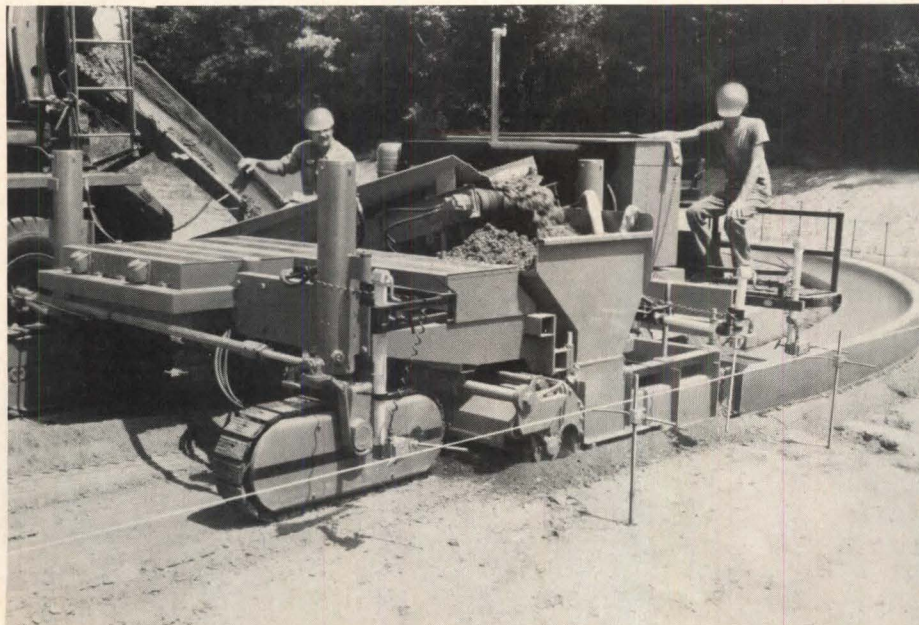
**Concrete spreader**, "Model CS-2400" (above), spreads and positions concrete. The paver features automated steering control, with width and depth adjustable up to 24' wide and 11' deep. Gomaco, Ida Grove, IA. Circle 250 on reader service card



**Medium-duty staple gun**, "Model CT-836" (left), features adjustable power control. The tool can drive 1/4", 5/16" and 3/8" wire staples. A contour handle makes the tool easy to hold. Duo-Fast, Franklin Park, IL. Circle 251 on reader service card



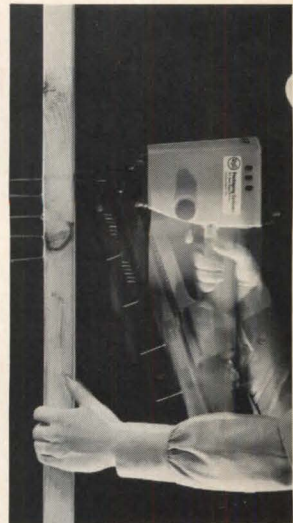
**Portable reversing drill** (left) is double insulated to 1/2". Tool is powered by a 6 amp motor. Automatic shut-off brush system is standard. Easy-to-hold drill has a D-shaped handle. Rockwell, Memphis, TN. Circle 252 on reader service card



**Fine trimmer/slip-form paver**, "Model 6700" (above), is horizontally adjustable. The vehicle is capable of placing a wide range of curb sections, including small curbs, curbs and gutters and median barriers. It features a four-point suspension control system. Power Curbers, Salisbury, NC. Circle 253 on reader service card



**Utility breaker** (above) delivers 1300 blows per minute at 35 foot-pounds per blow. Tool is suitable for many heavy-duty applications, including post and sheeting installations. Wacker, Milwaukee, WI. Circle 254 on reader service card



**Air-powered nail gun**, "Generation III" (above), fires up to five nails a second. Tool drives and countersinks with a single stroke, and uses full-head nails for accurate driving. United States Steel, Pittsburgh, PA. Circle 255 on reader service card

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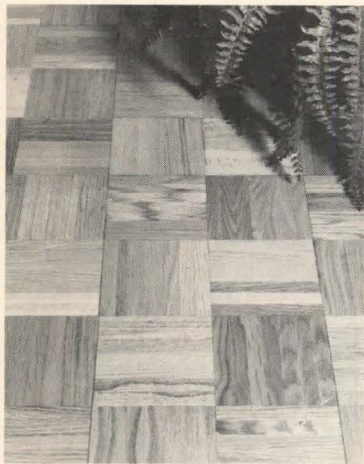
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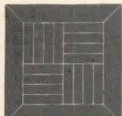
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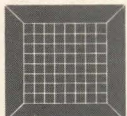
Singapore/Teak\*



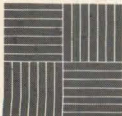
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Princess Ann/Teak



Checkerboard/Teak



Elegante/Brazilian Hardwood\*



Jeffersonian/Teak

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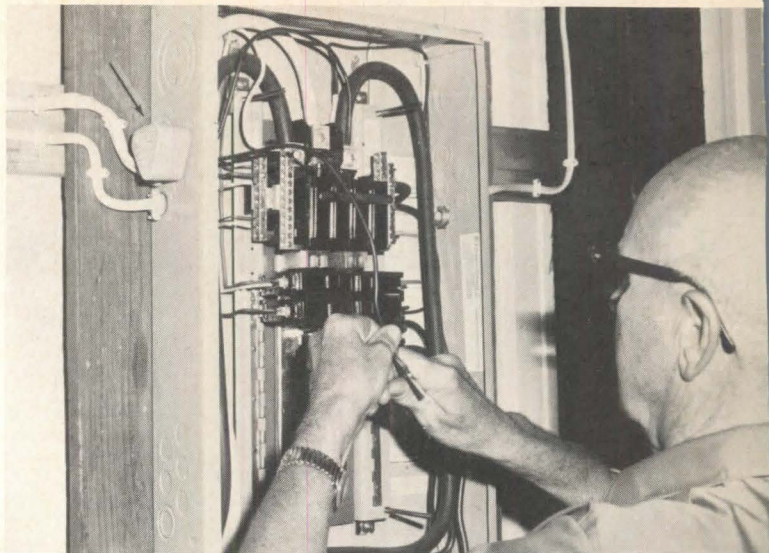
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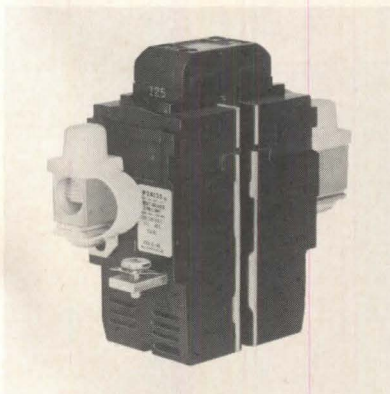
See Sweets Catalog 9/22/Woo

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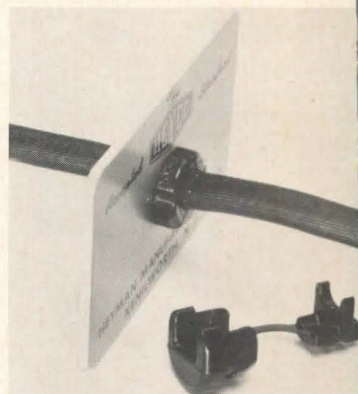
## ELECTRICAL



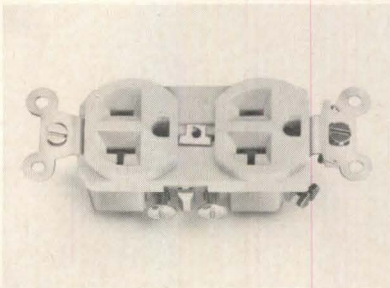
**Secondary surge protector** (above) protects electrical appliances and wiring from damage caused by lightning. The unit is designed for protection of single phase, 120/240 systems. The protector features a ten-year replacement guarantee. Joslyn, Chicago. **Circle 245 on reader service card**



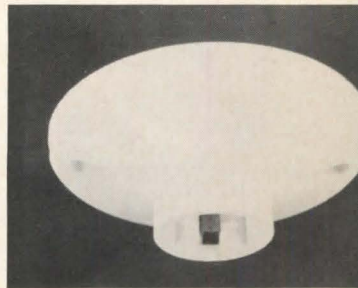
**Two-pole circuit breaker**, "125A Pushmatic" (above), provides thermal and magnetic protection against overloads and short circuits. Breaker is listed at 10,000 amps IC and 120/240 volts AC. It is suitable for residential, commercial and light industrial use. Gould, Rolling Meadows, IL. **Circle 246 on reader service card**



**Nylon relief bushing** (above) is for use with small-diameter SV and SVT jacketed cables. The bushing grips the cable and prevents strains or pulls from being transmitted to the internal electric connections. Bushing also insulates the cable from surrounding chassis walls. Heyman, Kenilworth, NJ. **Circle 248 on reader service card**



**Duplex grounding receptacle** (above) is said to be resistant to corrosive atmospheres, humidity and contaminants. The face and body are molded of yellow nylon. Terminals, grounding contacts and wire clamping plates are copper alloy and tin-nickel plated. Slater, Glen Cove, NY. **Circle 247 on reader service card**



**Top-wired plastic receptacle** (above) is unbreakable. It features double screw terminals with two large-head binding screws on each terminal. The one-piece unit, with a 4 1/16" diameter, is 660 watt. Receptacle is available in white. Eaton Electric, Long Island City, NY. **Circle 249 on reader service card**





# We'd like to make everything perfectly clears.

Some people just can't figure out why we're so enthusiastic about Simpson Redwood Clears. Let's face it, some people don't even know what they are.

We hope these pictures clear things up.

If they're anything, Simpson Redwood Clears are versatile. No other grade of redwood offers so many options: rough or smooth textured surfaces, a variety of patterns and a great selection of wide widths. The contrasting mix of heart and

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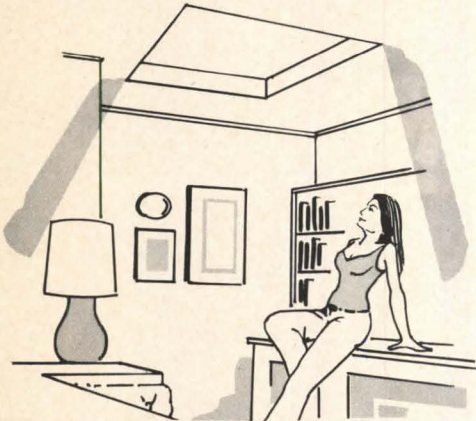
Whatever your project, there's a place in it for Clears. For more information just write "Clears" on your business card and send it to Simpson Timber Company, 900 Fourth Avenue, Seattle, Washington 98164. We'll get back to you with some clear choices you can specify.

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Circle 122 on reader service card

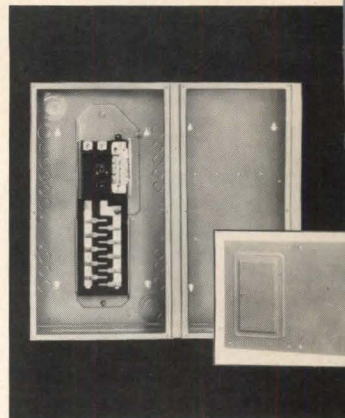
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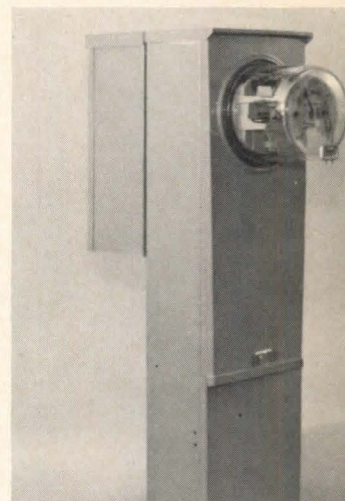


**LOGAN CO.**  
A division of **ATO**

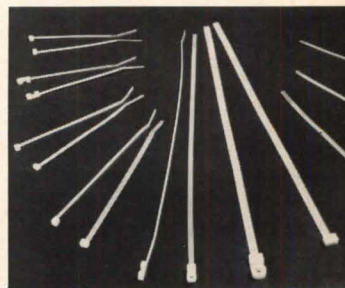
## ELECTRICAL



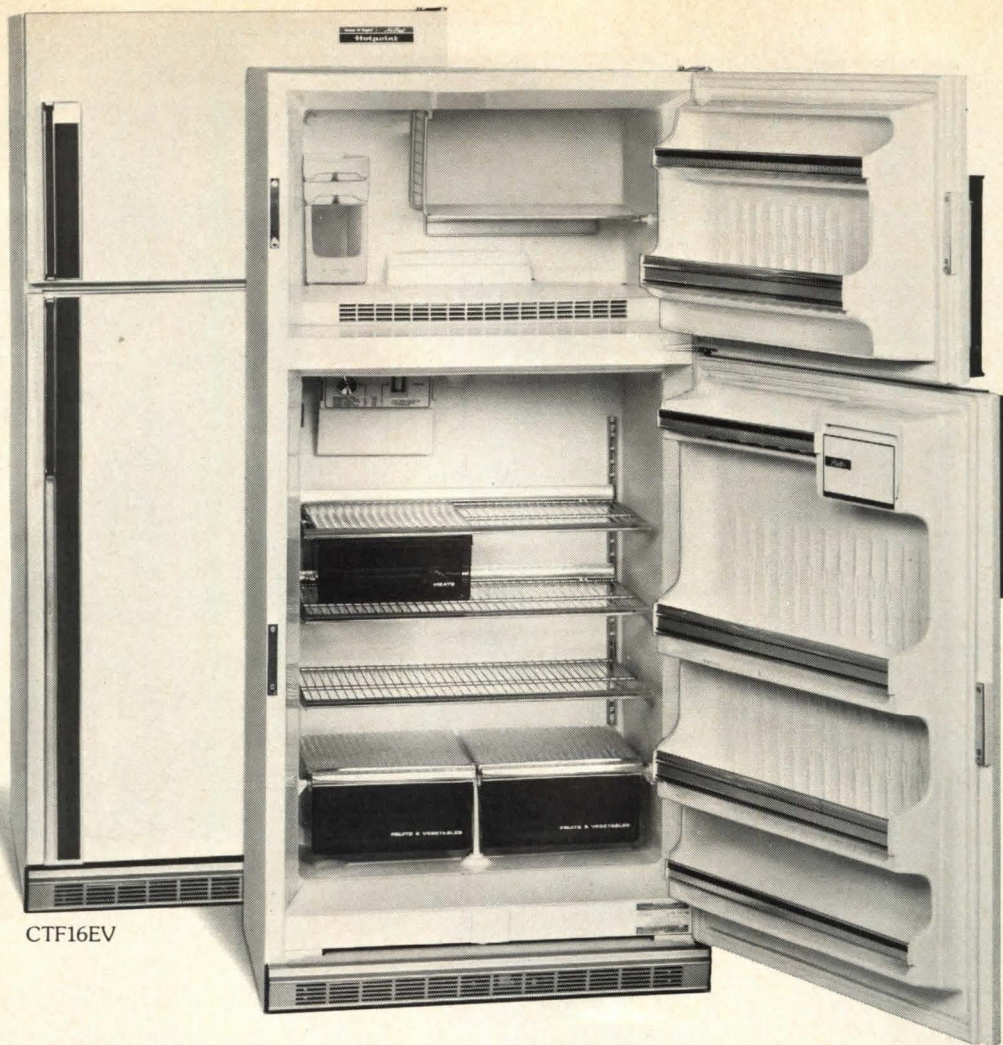
**Auxiliary riser gutters** (above) can be attached to the right or left side of star load centers for additional wiring space. Use of these auxiliary gutters enables the riser panel to be assembled from a star load center. Square D, Chicago. Circle 123 on reader service card



**Power outlet post and metering unit** (above) features a 100 or 200 amp meter socket. Power outlets are mounted on the rear of the unit so that connections can be made without blocking off the utility section. Anchor Electric, Manchester, NH. Circle 243 on reader service card



**"Quick-Lok" cable ties** (above) are made of high-tensile-strength nylon. Self-locking ties have long tails for easy handling and quick assembly. Tie sizes accommodate wire bundles ranging from 1/8" to 8" wide. Fastway Fasteners, Lorain, OH. Circle 244 on reader service card



CTF16EV

## Hotpoint's appeal starts with no-frost. But it doesn't stop there.

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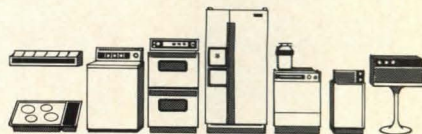
Hotpoint no-frost capacities range from 14.2 to 20.8 cubic feet. And we offer both base and deluxe models in each capacity. For example, we have a 15.7 cu. ft. base model. Then there's the deluxe version shown above that rolls out on wheels for added convenience. Hotpoint no-frost refrigerators are packed with

other features to interest buyers and renters too. For example, all models (except CTF14CV) have adjustable cantilever shelves, Easy-Release™ ice trays and come equipped with a Power-Saver switch. And many have an ice storage bucket, adjustable meat storage compartment and an optional automatic ice maker (available at extra cost).

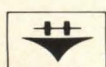
Hotpoint makes sense for a lot of other reasons, too. It's a brand name people know. The kind of name that tells customers you care about quality. And our

no-frosts, like all Hotpoint appliances, are backed by Customer Care® Service—a network of factory service centers in over 800 cities plus over 5,000 franchised service organizations across the country.

Why not upgrade your next job with a Hotpoint no-frost. It's a refrigerator that has a lot going for it.



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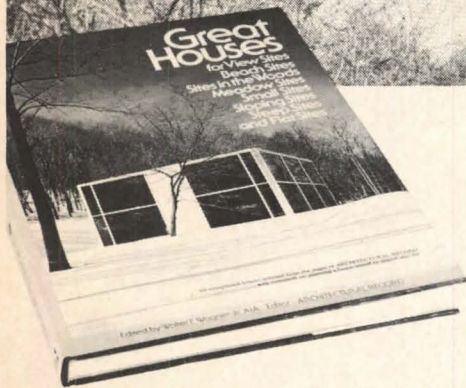


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Beyond the initial 12 sets available as part of the Club



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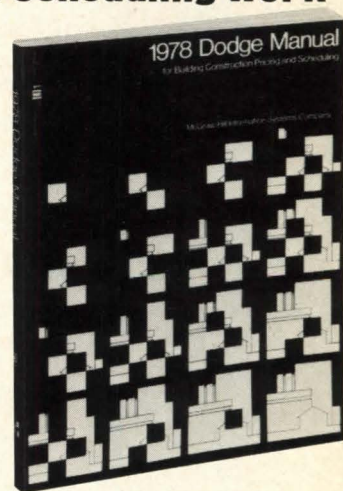
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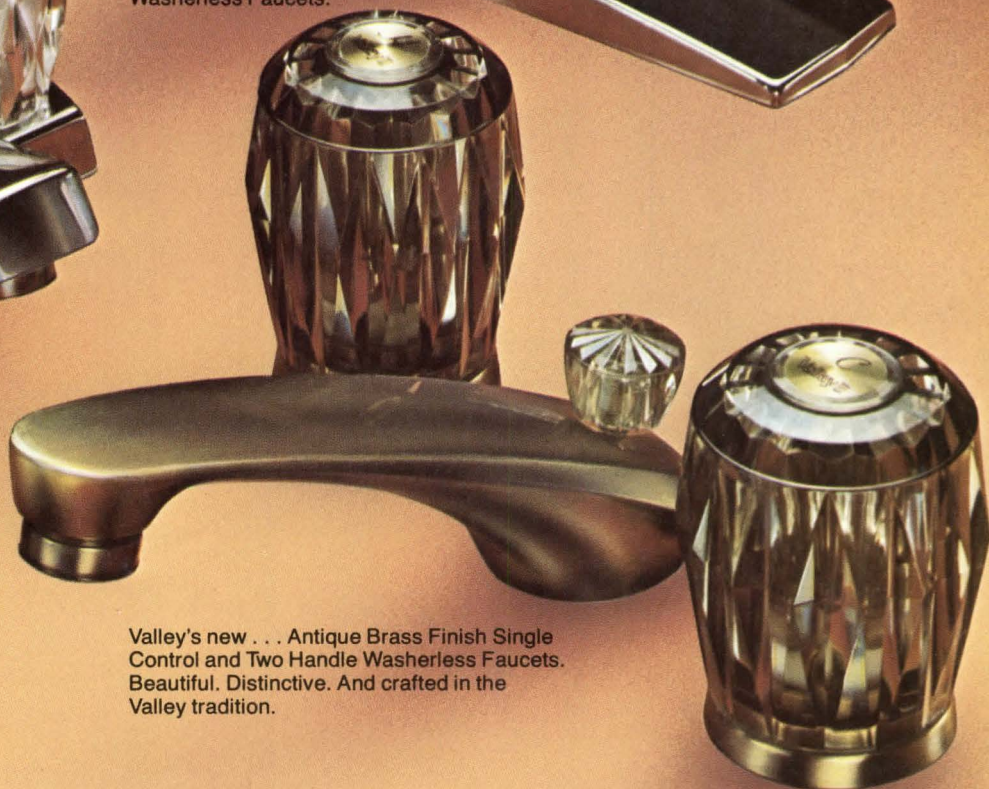
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