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About this issue . . .

The “dog days” of summer are upon us, and in the midst of a recordbreaking heat wave, we are grateful for the graceful reflection of “Tidelands” in the Branford River (cover photograph by Robert Perron). The project, for which Branford architects Alan Dehar and George Buchanan have received a First Honor Award in the “Homes for Better Living” competition, sponsored jointly by the AIA and *House and Home* magazine, is proof that early involvement of area residents in the planning stages of a multi-family residential development can reduce some of the hassles in the building process.

Elsewhere in this issue, engineer-planner James Minges describes the changes necessary in a firm involved in the preparation of environmental impact statements, and consultant James Lash discusses the concept of tax-increment financing as the “New Hope for Urban Renewal”. The new Raybestos-Manhattan headquarters facility is discussed, with a look at “Architecture as Corporate Symbol”, and we also welcome back Robert Mutrux, whose comments on “The Joy of Architecture” provide a much-missed lighter touch to these pages.

The Editors

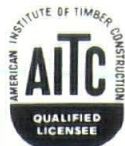
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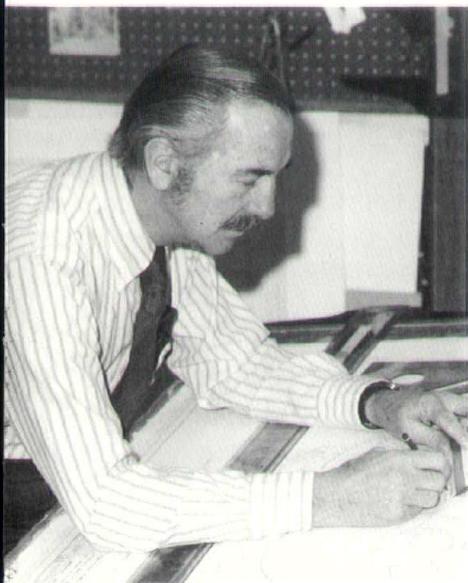
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The Joy of Architecture

by Robert H. Murrux, A.I.A.



The early pages of that recent best-seller, *The Joy of Sex*, while listing the procedures for savoring certain specialized human pleasures, includes the mystifying admonition, "...but don't do anything you don't enjoy".

This egregious irrelevance serves to turn one off, rather than to promote the joys in question; in fact, were it not for the vicarious delights that follow, one would immediately turn to pastimes that prompt no such preliminary advice. As for example, the enjoyment of Architecture.

No warning of any kind is required to relish the manifold virtues of the mother of all the arts. Architecture, in its primitive and its most sophisticated form, may be enjoyed to the full without the slightest danger to life, limb, psyche or ego. It is true that Charles VIII of France was killed when his head struck a low doorway, but he was chasing one of his courtesans at the time and, besides, he was blindfolded.

This historic incident brings to light the solitary precept which must accompany the world of structural and artistic bliss; one must keep one's eyes open. Within this minimal limitation, Architecture may be appreciated actively or passively, at any time or place, in any weather, regardless of age, race, creed, or sex, and in utter promiscuity without the slightest hesitation, apology, or remorse.

Can one imagine, in the long history of building, the introduction of the impertinent phrase, "If you go into the chapel,

you'll be sorry," or "Beware of that floor plan, you'll regret it."? It is inconceivable. The Philistines were crushed, granted, when Samson (also blinded) toppled their temple, but if they had been forewarned, do you think history would have altered its course? It's hardly likely.

Architecture has an unblemished record. In defiance of Alexander Woolcott's depressing dictum, it is neither illegal, immoral, nor fattening. On the contrary, with the advent of the four-day week, it may be about to enter a second Renaissance and head the list of supremely delectable and totally innocuous revelries such as birdwatching, jogging, scrimshaw, and TV football. It will undoubtedly have a particular appeal for the elderly, whose ranks are growing apace, because it can be relished with ease and comfort without resort to any of those classic "positions" which severely restrict the range of certain other forms of expression. It makes no embarrassing demands on the physique, and sets no presumptive standards of stamina. In short, there are no strings attached to an open and perennial invitation to complete inner satisfaction. (Dante's dire warning, "Cast out all hope, ye who enter here," refers to Hell's mechanical systems, not to its architecture.)

The joy of Architecture is available from an infinite variety of postures. It can be appreciated while standing on a street corner appraising the climax of a grand project in civic design, or while sitting on a park bench admiring a man-made skyline as it blends with the setting sun. It can be enjoyed while lying prone or supine, in the lotus or even the fetal position. One may take pleasure in it while walking through a country village, or in a fast-moving car (which, by the way, is the recommended way to grasp the urban grandeurs of Birmingham, England, Clermont-Ferrand in France, or Newark, New Jersey).

Architecture may be observed fully clothed, as in a theatre lobby or a supermarket; it may, on the other hand, be enjoyed in the nude, as in the tub or shower. Breathes there a man with soul so dead that he cannot liken his bathroom baritone to the resonance of Gregorian chant in a Romanesque cloister? Better still, Architecture can be viewed singly, in a group, or shared by a couple while eating, sleeping, or making love. The proportions of a room, the color and play of light on the walls, the texture of the floor, the acous-

tics can only add to the excitement of life at its fullest, roundest, and most ennobling.

Furthermore any number, whether homo sapiens or heterogeneous, can play at this fascinating game which requires no ritual preparation, no special equipment or previous experience — a game at which everyone wins and no one ever loses. Shakespeare obviously had it in mind where he wrote, "Come live with me, and be my love, and we will all the pleasures prove." Boswell could not say half as much, on the other hand, for his famous evening of "amorous dalliance" which, after boasting five performances, left him little more than an unmentionable affliction.

And yet Architecture neither rules out nor replaces any of the other joys. Rather, it enhances them. From the classic pretensions of Jefferson's Monticello to Thoreau's \$28.12½ cabin, from the humblest Swiss chalet to the staggering magnificence of Chambord, Architecture has been the ever-changing stage set for all of man's and woman's foibles. Where would the pleasures of eating, sleeping, or the successfully-exploited joys of sex be were it not for the envelope of wood, stone, and steel that makes them possible?

Out in the bitter, uncompromising cold, that's where. And for all the vices, crimes, the shame, selfishness, and brutality to which it has been man's silent and grandiose witness, architecture has nothing to apologize for. It has an unblemished heroic lineage, without a single "X" or "R" rating, and an enviable future. When all other human passions have been computerized, bowdlerized, regimented or otherwise emasculated, Architecture will still be there, with a benign wink in its eternal *oeil-de-boeuf*, for man to gasp at, to reflect over, to bask in, to marvel at, and be sheltered by. And to add special dignity to man's most creative passion, one has only to turn to the first verse of the first chapter of that other best-seller, the Bible, and agree conclusively that, despite certain impertinent back-room legends, Architecture, by divine sanction, was there first.

So, between bouts of booze, sport, or whatever other devious ways man and woman may devise to relax the world's tension, Architecture is a likely candidate for top rating. Even without mentioning Christopher Marlowe's "topless towers of Ilium"! ■

....from the CSA

From The President

In earlier fireside chats, I discussed several opportunities for business prospects for the architects in Connecticut. What I should like to discuss in this article is the marketing of architectural services.

First, let me hasten to state that marketing is neither unethical nor unprofessional; quite the contrary. A good marketing program by the architectural profession will go a long way toward educating clients and potential clients to the availability of a broad range of architectural services. For too long the architectural profession has hidden its head in the sand while decrying as unprofessional the aggressive pursuit of business by more enlightened architect/businessmen.

The economic structure of America is based on free enterprise—that is, the ability of two entities in the marketplace to buy and sell services without pressure or intervention from a third party. That is the free marketplace at its best.

This marketplace, when allowed to be the ultimate arbiter, will determine whether goods are bartered or not. In the case of architectural services, there is obviously something missing in their dissemination. We have far too few people using architects. I don't really believe that clients do not use architectural services because they dislike architects. I think that where a market has not been served, the fault lies with the profession rather than with the client. I would go further to say that far more clients are looking for architects than there are architects "actively" seeking clients.

The key word here is "actively". Certainly, if an architect feels that all he has to do is get registered, hang up his shingle, and sit back and wait for clients to come thundering across his threshold, he is sadly mistaken. Clients are looking for architects, but many times they are either unaware of the existence of architects, unaware of the services that architects render, or unaware of how to find or select an architect. This ignorance is the result of a lack of public relations and "aggressive marketing" on the part of the architectural profession.

It is high time that we moved into the twentieth century. Marketing is an accepted practice in the business world today. It does not connote sculduggery, or unprofessionalism; on the contrary, marketing today occupies a strong position of acceptability and professionalism in the business community. The controversy over marketing in the AIA seems to have centered around the problem of paid advertising by architects. I think that it is quite possible to market architectural

services without paid advertising, as such; however, I am not so sure that paid advertising by the architectural profession might not be closer to realization than we might all think.

Our discussion here will center around the aspects of marketing that, hopefully, will allow us to increase our share of a dwindling market. If I am not mistaken, the architectural profession in America is responsible for something less than twenty percent of the one-hundred plus billion-dollar-a-year construction industry. Obviously, there are fantastic opportunities as yet untapped by us which perhaps an aggressive marketing campaign by the entire architectural profession might start to open up.

I do not believe that there is any mystery to marketing. I do not believe that there are secrets which any one particular office has which will allow it to consistently win commissions over another office. Quite the contrary, the information is both simplistic and available to all who would listen. I am a firm believer in the sharing of information and methodology throughout the profession. I think that the architectural profession is only as strong as the weakest link in its chain, and as architects of lesser strength are buttressed, the entire profession benefits. If we could come together as brother professionals, sharing our knowledge, information and strength, we might be surprised at the ability to prosper which that would engender.

For a successful marketing campaign, several items are necessary: Inter-office Analysis, Market Research, Prospect Analysis (search and destroy), Communication, Product Exhibition and Getting the Job. Inter-office Analysis simply means taking stock of an office's strengths and weaknesses, determining in what services the office has experience, which services the office might want to expand, and those services that one can profitably offer to a client. Once that determination is made, a territory should be staked out. Do you want to work only in your municipality, your county, your state, the entire country, foreign work, etc.

Though it is possible to use what might be called the "shotgun" approach and go after clients "willy-nilly" all over the place, it is usually far more effective to concentrate on a particular type of work, a particular area, or clientele.

Market research is the next step. The type of services an office intends to offer will obviously determine the kind of work the office seeks. Identify the clients who might require your type of services, analyze the anticipated volume of work

which they might be expected to generate within the next year or two, determine the scope of services that they might normally require; what kind of selection process has this potential client engaged in, if he has used an architect before. What type of selection process might he employ, in the selection of an architect at the present time? Has the client used architects before? Have they used specialists as opposed to generalists? What type of fees do you anticipate from commissions with this client? Is there any way that you can get to the decision makers of the prospective client? Lastly, what is the anticipated competition for this particular type of work from this particular type of client? All of these factors are important elements in the market research and analysis if your marketing program is to be successful.

Prospect analysis—or what I call "search and destroy"—simply means finding leads to potential clients; searching out prospects who might need architectural services, whether they are aware of it or not. One of the ways to do this is to make a list of the potential clients who might need your services, organized by priority in terms of their needs and your ability to service those needs and to compete for these clients' work. Leads for prospective jobs might come from anywhere. Read your newspaper, talk to people and also listen, get out and beat the bushes.

Leads, often times, come from the most unlikely places. Most offices have far more potential job leads than they may realize at first blush. Most architects would probably be surprised to discover that they know several hundred people and each of these obviously know others. I think you can see that the possibilities are limitless. Talk to people; listen. Let people know that you are a practicing architect and that you are actively seeking work. Many people may have assumed that you're rich and don't need work because they had never heard from you before that you do. Keep the lines of communication open and sensitized. You never know where the next job lead will come from. After establishing your priority prospect list, the next step is communicating with the prospect.

Communications can take several forms. It can be in the form of a letter, personal contact by telephone, and in person. I personally believe in using all three approaches in whatever combination seems appropriate for the individual case. Letters can be very effective. A word of caution here; some prospects receive letters by the hundreds and, therefore, your letter may not necessarily stand out from the crowd. A letter followed up by a telephone call or a personal visit to an individual might go a long way toward making your approach more memorable.

Product exhibition refers to exhibiting the firm's wares, either through personal contact at an interview or through a bro-

nure. One observation I think might be made here about interviews: many architects have very slick presentations of projects that they have done, including brochures, colored slides, etc., but the most important aspect, I believe, of an interview, is the problem that the prospective client wants solved. His program, and the solution to his problem should be the architect's main concern at that interview. Many times, the interview of the architect might well be handled as an interview of a client and his problem by the architect with an emphasis on the problem solving ability of the architect and of the problems solved on previous work. Remember, an architect designs a building or provides a service, not for the glory of the architect but for the solution of a client's problems.

After an interview has taken place, it is important for the architect to find out from the client at what point a selection will be made, whether at the end of the interview itself or several days or weeks later. If there is a time interval between the interview and the selection, the opportunity presents itself for the architect to have further contact with the potential client through a letter expressing thanks or having been invited to the interview, perhaps stressing the strong points of the firm and inviting the prospect to visit the architect's office or other projects which he might have designed.

To a certain extent, a good marketing program is somewhat of a numbers game; that is, if an architect is successful in making contact with one out of ten prospects on his list, then obviously the chances for his being selected by clients is raised if he raises the number of prospects that he contacts.

The architects that actively and aggressively market their services will stand a better chance of survival now and in the future. I hope that the above pointers, though not exhaustive, will help Connecticut architects overcome any misgivings they might have about marketing and also clear away some of its mysteries. Good hunting!

Robert L. Wilson, A.I.A.

From the Executive Director

A number of articles regarding the state's practice of hiring for public works projects have recently appeared in newspapers throughout Connecticut. These articles have linked the hiring of architects and engineers with contributions to political parties.

The Connecticut Society of Architects, along with the Connecticut Engineers in Private Practice, the Connecticut Chapter of the American Society of Landscape Architects, the Connecticut Chapter of the American Institute of Planners, and the Connecticut Association of Land Surveyors formed an Interprofessional Task Force in 1974 with the goal of developing legislation that will take politics out of the design selection process.

A committee from the CSA/AIA developed a draft of legislation based on laws proposed or in use by other states and by the Federal Government. The draft was thoroughly reviewed by the Task Force and the executive committees of the other professional societies represented by the Task Force. Five revisions were submitted by the committee before the draft was finally approved by the Task Force and the professional societies involved.

The legislation called for the creation of a selection board comprised of architects, engineers, landscape architects, land surveyors and non-professionals. This Board would have the responsibility of selecting the primary design consultants for state work. In order to give the widest publicity on upcoming state projects so that any design firm could try for the commission, the Board was to publish a monthly bulletin that listed all state projects for which no design firm had been designated. The bulletin was to contain a list of contracts awarded and of those firms to which the awards were made. Any design firm interested in a project would be invited to express its interest.

The Selection Board was to create a selection panel, made up of six members and a representative of the state agency responsible for the project. The panel would evaluate the firms who had expressed interest in the project and select three of

the most highly qualified firms. The names of the three firms would be forwarded to the Executive Secretary of the Selection Board who would attempt to negotiate a contract with the chosen firm. If a contract fair both to the state and the firm could not be negotiated, the Executive Secretary would negotiate with the second-ranked firm and, if necessary, the third-ranked firm. If a contract could not be negotiated with any of the three chosen firms, the entire process would start anew.

The purpose of the selection process was to give all design firms an opportunity to try for the design of a project, and to insure that the choice of a firm be made on the basis of competency. There also were prohibitions and penalties in the bill that would safeguard against abuse of the selection process. The selection process called for in the Task Force bill was quite similar to that used by several states and the General Services Administration of the Federal Government.

This bill, sponsored by Representative Muriel Yacavone and Senator Joseph Lieberman, went before the State and Urban Development Committee, where it was defeated.

Commissioner Robert Weirnerman has, however, instituted a new procedure for design professional selection that incorporates some of the key provisions of the Interprofessional Task Force bill. He has invited all of the state's design firms to express an interest in state work, and already some 200 firms have done so. The invitations appeared as advertisements in the Legal Notices section of the state's daily newspapers and were printed in the newsletters of the appropriate professional societies. The Commissioner also has publicized the selection of firms. Thus far, no specific project has come up for design, so that the firms have not yet been so notified, but the Commissioner has agreed to do this.

The Connecticut Society of Architects was disappointed that the bill submitted by the Interprofessional Task Force, which would have divorced the selection of design professionals from politics, was defeated in committee and thus never came to a vote by the General Assembly. The Society is pleased, however, that the Commissioner has invited all firms to express an interest in state work and has publicized the firms selected. This was called for in the bill because it was felt that an informed and alert public is the best deterrent to abuses in the selection of design professionals for state work.

Further information on the Interprofessional Task Force bill, The Design Professional Services Selection Act, is available at the office of the Connecticut Society of Architects. The office also has complete information on the Department of Public Works new procedures for the selection of design professionals for state work.

Peter Borgemeister 7



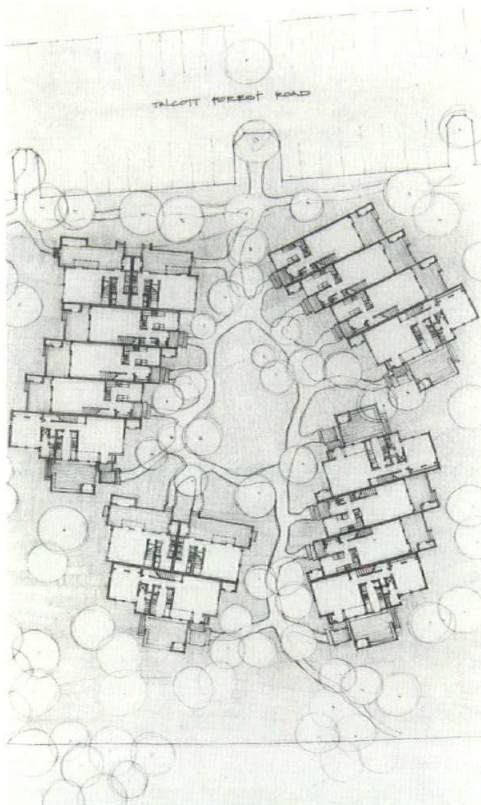
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Interdisciplinary Approach to Environmental Planning

by James S. Minges, President
The Minges Land Planning, Inc.
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Sketch of cluster housing, illustrating concept of community development based on land sharing.

Left in the wake of the recent flood of Federal and State environmental and conservation regulations is an implementation void which can only be properly filled by specialists in the environmental planning and design professions. The rash of new legislation concerns itself with the country moving toward a self-sufficiency in energy resources within an unpolluted environment by 1985.

Land development, no matter how small the parcel, now comes under this "regulated activity" of the government. The familiar Occupational Safety and Health Act (OSHA) and the National Pollutant Discharge Permit System (NPDES) put forth only two of these mandatory sets of requirements that architects, engineers, and land planners must meet in behalf of their clients. Water, air, noise, and solid-waste legislation concerned with pollution abatement as well as laws governing conservation of our natural resources come under this control.

Today's land planner is finding that everything he does is directly involved with the new Federal and State laws. For example, Connecticut projects including water as a parameter in the design demand a working knowledge of the Connecticut Clean Water Act, Connecticut Water Quality Standards, and the Connecticut Inland Wetlands and Water Course Act — all

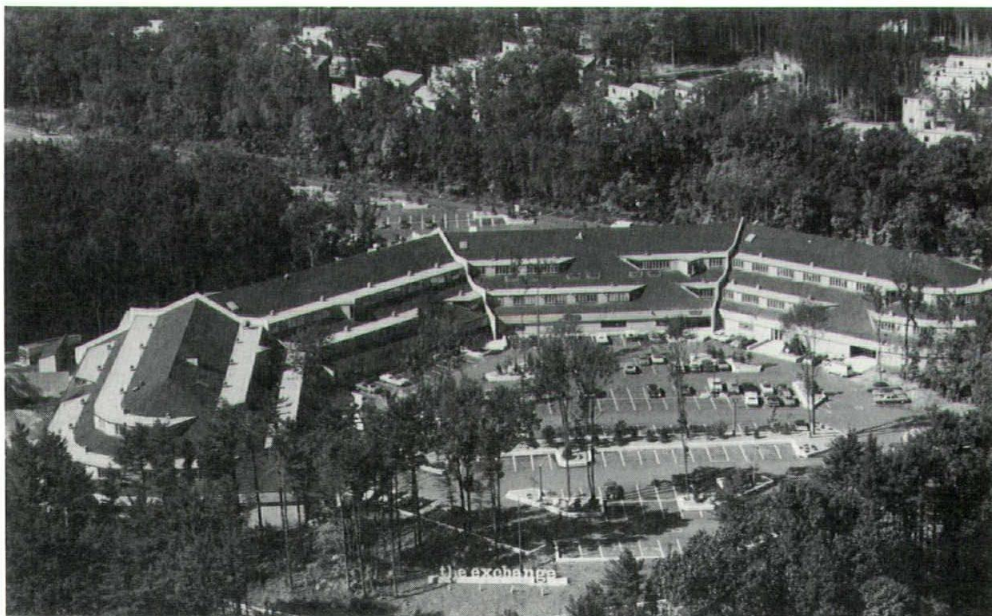
under the administrative agency of the Department of Environmental Protection. These agencies set the limiting standards for water pollution throughout the state, so that existing or new development will not cause public nuisance or be harmful to humans, wildlife, fish, and plant life.

Water legislation was also needed to ensure the regulation, control, and protection of the interrelated web of nature essential to an adequate supply of surface and underground water; hydrological stability and control of flooding and erosion; and the recharging and purification of ground water. There are other comparable sets of regulations for air, noise, and solid wastes.

All of the regulations spell out the constraints which affect the planning for residential, institutional, commercial, industrial, and recreational facilities. "Environmental Impact Statements", or their equivalents, for agency and municipal review look like they are here to stay.

Many traditionally structured consulting engineering firms have reorganized to reflect greater emphasis on environmental engineering capabilities, particularly with a view to supporting their architect clients. For example, the sanitary engineer is no longer concerned only with potable water supplies and sewage systems; he is now truly an environmental engineer, involved both in the monitoring and control of industrial water and air pollution and in the management of the growing mountains of solid waste. Engineering firms also work with task-force groups of environmental specialists, such as biologists, botanists, transportation experts, system analysts, and even nuclear scientists to support environmental requirements for complex projects.

Some Land Planning offices have made recent adjustments in their firms to cope with these new areas of concern. In the past, the traditional office devoted its efforts to assignments in regional, urban, and community planning, and offered services as well in the field of landscape architecture. To meet the technically rigorous environmental requirements, firms found that it was quite cumbersome not to have "in house" site engineering specialists. In many cases, engineers were brought aboard to provide a more efficient and coordinated service.



Aerial view of "The Exchange," office/shopping complex in Talcott Village, with residential units in background forming part of Planned Unit Development.

Today's Land Planner is no longer an "ivory tower" theoretician. His knowledge must encompass ecological control and anti-pollution technology, and even a basic knowledge of energy conservation principles as well.

Energy conservation must be considered in the context of the environment, too. Our nation represents but 6% of the world's population and land area, yet we use more than one-third of the planet's energy and raw materials resources. For the nation, the spiraling costs of such consumption are becoming a heavy burden. Whether reduced levels of energy consumption, possibly the equivalent of "zero population growth" — as one solution — will mean stagnation of the nation's economic growth is hotly debated.

Or, we can develop or harness new sources of energy. For example, the promise of abundant and pollution-free energy is on the horizon in the form of nuclear fusion systems, ultimately to allow direct energy conversion to electricity. An exciting offshoot will be the "fusion torch", envisioned by scientists as the solution to solid-waste problems. Super-temperature plasmas will vaporize the wastes, reconstituting the compounds into the dozen-or-so most valuable elements needed by modern society. The waste heat from this alchemist's dream-come-true will even be used to power conventional boilers.

Yet, we must first look to alternate forms of energy, such as solar radiation, whose technology does not await either scientific or engineering breakthroughs. As a measure of enormous potential of solar energy, consider this: the available sunlight energy on an average day falling on the state of Massachusetts is equal to the entire country's total consumption of energy during an entire year.

Application of solar energy is here now. In Connecticut, designs are underway for the nation's first multi-family dwelling utilizing solar heat, a project for the elderly in Hamden.

Almost overnight, all the traditional concepts of architecture and land planning are changing. Traditionally, buildings were oriented to provide sun and light for appropriate spaces, protection from the northwest winds, and to benefit from the cooling breezes in the summer. Now, buildings will be oriented (usually on a north-south axis) for energy optimization and placement away from the sun-shading of other buildings, hills, and trees. No longer will the surveyor do just boundary and topography surveys. He will now be called upon to locate buildings, topography, and plant materials on and off the site to influence optimization of the level of insolation reaching the solar-heated building's sun collecting system.

A New Land Ethic

This might even lead one to predict a new land ethic for the country — a shift from the concept of land being a commodity to



"Fuel Cell Demonstration Units," built in 1971, represent interdisciplinary approach to complex project.

one where land is a basic natural resource in which all citizens have a vested interest.

This new land ethic will be in marked contrast to that relationship between the land and its owner which has existed for so long: the deed holder fencing in his property and using (and abusing!) his land as he chooses. Like the industrial plant owner who put his outfall into the river running alongside his property, totally unconcerned with the effects of his pollutants, and now is legally bound to make sure his plant's effluent will not adversely affect those downstream — the land owner must begin to think about his neighbors.

An obvious example relates to solar energy. The land owner cannot erect a building that will "shade" his neighbors'. He must share the sun as surely as he shares the air over the land and the water that courses through it.

Such a land sharing viewpoint has had a start with the familiar Planned Unit Development concept and Condominium ownership, in which a community is designed not to isolate its constituent family units, but to bring them together with common land holding, recreation areas, meeting places, and the like.

It is evident that no longer is it enough merely to define physical planning problems. It is now necessary to comprehend interrelationships, to measure them, and to predict action and reactions of total systems.

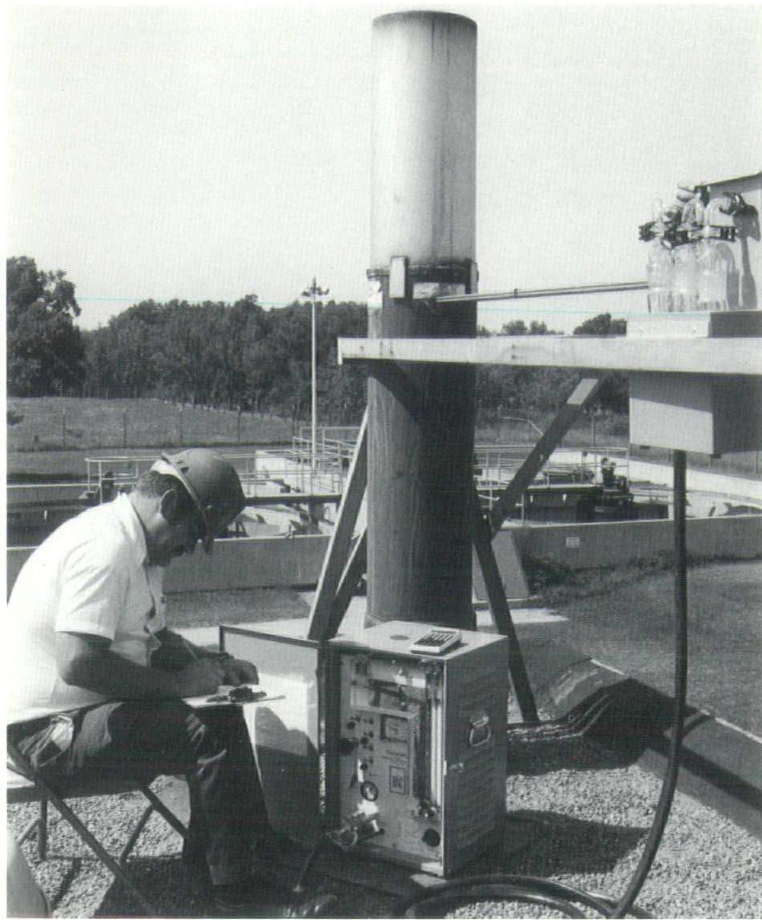
"Interprofessional Council of Environmental Design" of the AIA, ACEC, AIP, ASCE, ASLA, and NSPE has seen the need for the numerous design professions to deal jointly with the planning, design, and restructuring of man's living environment. Further, the National Environmental Protection Act of 1969 outlined, among its principles of charter, these two important considerations: agencies must use an

interdisciplinary approach; and methods and procedures relating to unquantified environmental amenities and values must be given appropriate consideration in decision-making along with economic and technical considerations.

There is, of course, the very real problem of developing a smooth working relationship within such a group of professionals, each understandably concerned with retaining his own design prerogatives. To eliminate, or at least to minimize, the interdisciplinary squabbling that can slow a project down calls for a strong team leader. This leader, typically the "prime professional" appointed by the client, will "call the shots" by defining the responsibilities of each team member — not only at the start of the project, but regularly throughout its life. If the project leader is a certificated Value Engineering specialist, so much the better.



Collection of stream samples for laboratory analysis of water pollutants.



On-site stack monitoring for determination of compliance with state air-pollution emission limits.

Without a single, strong-willed individual with acknowledged authority, the tendency for engineers to want to do a little landscape architecture, or architects to push their own views of some engineering detail, or planners to cross over too far into architectural design areas — will create the less-than-harmonious coordination that is certain to short change the client.

To provide for the architect total, coordinated services in the environmental sciences, a Land Planning/Consulting Engineering firm might be structured as follows:

- I. Environmental Engineering
 - water supply, treatment, and distribution
 - sewage treatment and distribution
 - industrial water and wastewater
 - air pollution abatement
 - solid wastes management
- II. Building Engineering
 - structural
 - mechanical
 - electrical
- III. Land Planning
 - planning
 - landscape architecture
 - site engineering
 - surveying
- IV. Environmental Laboratory
 - water analysis
 - wastewater analysis
 - air analysis

The advantages to the architect of such total services include improved communication and coordination, optimum maintenance of schedules, and undivided responsibility.

An example of such a coordinated-services approach occurred in the design and construction of the "Fuel Cell Demonstration Units" built in 1971 at Talcott Village in Farmington. Under the auspices of the Team to Advance Research for Gas Energy Transformation, Inc. (TARGET), Pratt and Whitney Aircraft Division of United Aircraft Corporation, and the Institute of Gas Technology, the world's first natural-gas fuel cell was installed and test monitored.

August Rath, architect, of Tiburon, California, and the engineering and land planning firm of The Minges Associates, Inc., provided a "turn key" operation for research and public demonstration of two fully furnished units within a cluster of six units which would typify the future life style of a planned unit development. The condominium project which incorporated the fuel cell units has a total of 129 units. Bernard Vinick Associates of Hartford provided the interior design.

The work included architecture, interior design, construction management, construction, engineering, and land planning design, including utilities, mechanical, electrical, structural, and surveying. Al-

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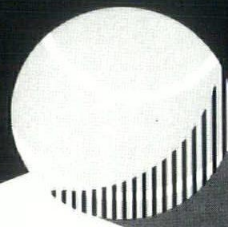
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though the design at that time did not require it, the equivalent of an "Environmental Impact Statement" was provided.

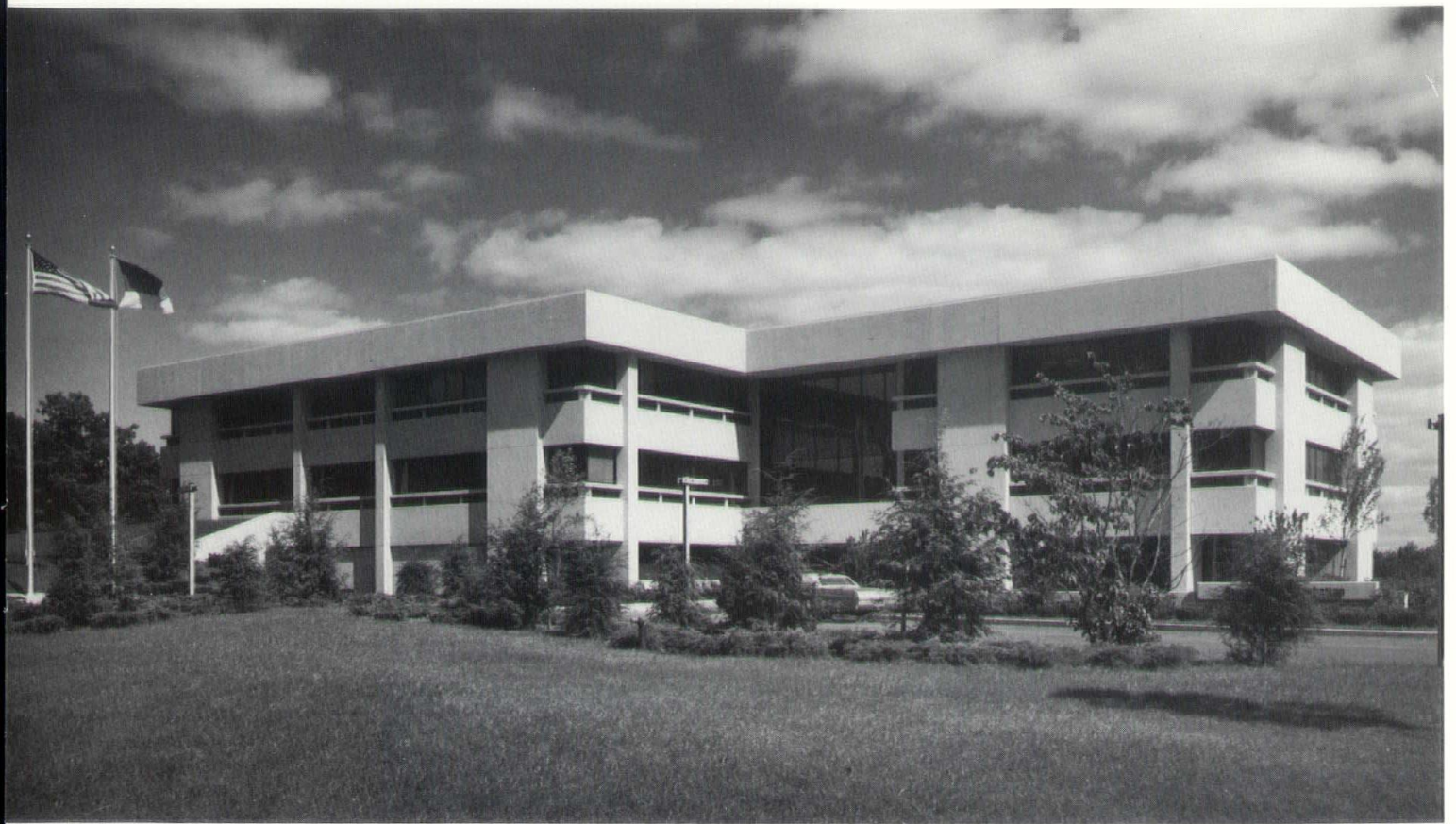
Traditional Land Planning has evolved into what we now know as Environmental Planning, in turn demanding professional disciplines scarcely dreamed about two decades ago. Yet all the disciplines — the architect, the engineer, the land planner, the life scientist — must learn to work together, to coordinate their efforts. Because of the growing overlap of professional responsibility, it will often take humility, understanding, patience, even charity on the part of all concerned, together with strong individual leadership, to build tomorrow's projects successfully.

CSI REGION I ANNUAL CONFERENCE

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October 24, 25, and 26

Hotel Sonesta, Hartford, Connecticut



Raybestos-Manhattan Headquarters

Architecture as
Corporate Symbol



Photography by Martin Tourmalay

One of the more interesting phenomena taking place over the past several years in Connecticut has been the emergence of the state as the "corporate headquarters capital" of New England. The shoreline towns from Greenwich to Bridgeport now house the headquarters facilities of no less than 37 of the major "Fortune 500" corporations, and numerous others are planning to relocate in Connecticut in the next several years.

The impact of this phenomenon on Connecticut's architectural landscape has been a mixed blessing at best. The headquarters facility as an architectural statement about the nature of the company itself ranges from the modest to the massive. An example of the latter is the Skidmore, Owens and Merrill headquarters building for the General Reinsurance Company which dominates the waterfront of the Greenwich harbor. One of the more interesting examples of the

former is the headquarters of Raybestos-Manhattan Corporation in Trumbull, designed by Fletcher Thompson. It is a building which reflects the company's stature as an international corporation without using unnecessary space and which blends with the beauty of the natural surroundings without unnecessary disruption of the land.

"What we envisioned was a difficult, almost contradictory, assignment for an architect," comments James McDonald, Raybestos-Manhattan's manager of corporate real estate. "A structure that makes a statement about the authority and global scope of Raybestos-Manhattan, but not a massive building with space the corporation doesn't need. We were particularly concerned about making the natural beauty of the Connecticut landscape a part of the total environment of our complex, a place designed for the comfort and efficiency of the 125 employees assigned to this location."

Within the 13-month timetable set for the project and within its \$2 million budget, Fletcher-Thompson, Inc., the Bridgeport architectural-engineering firm, completed an earthen-hued contemporary building of concrete and glass that achieves impact through design rather than size. The low, sleek lines of the three-story structure fit smoothly into the terrain, and the tiered parking area blends with rock outcroppings and massive oaks left undisturbed by the construction.

Fletcher-Thompson architects and engineers were involved in every aspect of the project from site feasibility studies through interior decorating. They also participated in the selection of the Gilbane Construction Company of Providence, R.I., a firm familiar with this type of construction, to serve as construction manager.

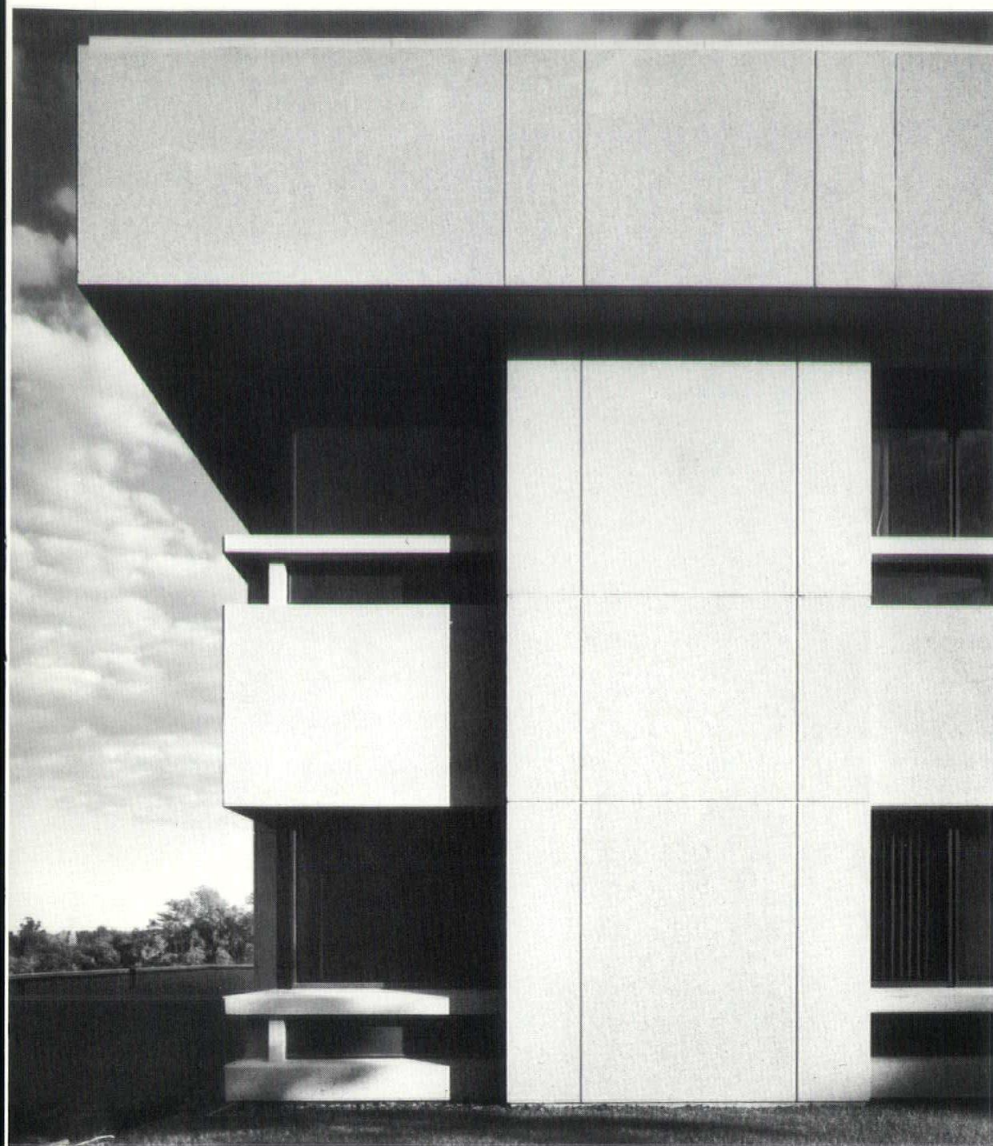
For the columns, breaks and sweeping planes of the exterior, Fletcher-Thompson chose precast panels of brown-tinted concrete. The brown tones of the concrete and the window walls of bronzed solar control glass reflecting the natural world make an impact of solidity and size, two basic elements in the image Raybestos-Manhattan wished to project.

The contrasts of solid earth and sweeping sky are dominant in every detail of the site. The 45,000-square-foot structure is split level at ground floor to present a low-profile facade and to conform to the rolling terrain. So as not to disturb the building's lines, Fletcher-Thompson placed the air-conditioning water cooler in a ground-level area, camouflaged by landscaping, rather than in the usual roof-top location. The surface parking lot is built in three tiers in the rear to blend with the site topography. Newly planted oaks dominate the immediate landscape, and wooden lighting standards were used in the driveway and parking area.

The entrance — one of three separate, tranquil viewing areas observable from various points in the building — features a plaza accented with a fountain, cobblestones, shrubs, and trees. Inside the entrance, the floor is paved with handmade, rough-textured ceramic tile. Here and throughout the building, the designers have selected vertical wall paneling of natural oak, the dominant tree on the site. To carry through the harmony of structure and nature, the oak motif is repeated in the selection of office furniture and coordinated with carpeting in soft tones.

The natural theme is most fully developed in the interior design through wide glass walls for full views of meadows, orchards and the change of seasons, expanding carefully planned space into a sense of spaciousness. Wherever possible, offices were laid out for maximum view of the natural setting.





To Frank George, AIA, chief of the Fletcher-Thompson design team, the generous use of glass and the work-area arrangement, which satisfy human as well as aesthetic considerations, are an economy. "If we can use the outside, for which we're not paying anything, as part of our interior space and decoration," he commented during the planning, "we should use it."

The outdoor greenery is complemented by large plants throughout the interior of the building. For a second-level window planter, Fletcher-Thompson designed a unique automatic water sprinkler. In the smallest detail, the designers make full use of nature. Even the service stairwell, which descends to a ground level planter, is brightened by a skylight.

Commissioned paintings by Weston artists Catherine M. Porter and Kenneth W. Buckner also carry out the theme. Scenes of neighboring states — such subjects as maple syrup tapping in Vermont and ocean racing off Newport, R.I. — tie in with the natural changing window scenes of the Connecticut landscape.

A major specification in Raybestos-Manhattan's ideas for a new home was the comfort of its employees. Says William S. Simpson, Raybestos-Manhattan's board chairman and chief executive officer, "One reason we built this new headquarters is that there is more and more competition for good employees. The quality of an organization's people—at all levels—is critical to its success. This attractive building and setting help give us an edge in the competition for top-notch employees. People like to work here."

The building houses a full-service cafeteria designed to be subdivided with a folding wall into separate dining area when needed. For warm-weather dining, Fletcher-Thompson added a large Mediterranean-style terrace just outside the dining area to overlook the cherry, apple, pear, and plum trees, which the company plans to cultivate.

The largest architectural-engineering firm in the state, Fletcher-Thompson used the talents of its in-house staff for the design of the electrical, mechanical and plumbing systems.

Before the building's opening in March, 1974, Raybestos-Manhattan's corporate personnel were based in headquarters in downtown Bridgeport, a temporary move from division offices scattered from Passaic, N.J., to Stratford. Since the move to Trumbull, staff efficiency has increased noticeably.

"Both worker traffic flow and employee productivity have improved," commented James McDonald. "I have to give a lot of credit to Fletcher-Thompson for the interior layout that has brought this about."

McDonald is also impressed with the team effort that expedited the project. Through a construction-management contract with the Gilbane Construction Company, Raybestos-Manhattan officials monitored every design and construction aspect from the outset, an arrangement encouraging team cooperation among architect, contractor, and owner.

"The team effort eliminates adversary positions, and everyone's efforts are coordinated toward the goal of the project," McDonald said. "It also gives the owner, who reviews bids and approves contract awards, excellent control over the project. Our success in keeping on our timetable and staying within the budget," he added, "is certainly unusual these days."

In addition to using this relatively new contractual process for construction, Raybestos-Manhattan was among the first firms in Connecticut to borrow through a state program designed to encourage business development in Connecticut. In 1972, the Connecticut Development Commission—now the State Department of Commerce—was set up and authorized to issue industrial development bonds to corporations to establish new facilities. Raybestos-Manhattan borrowed \$2,860,000 in 25-year bonds at 6½ percent interest to finance the site purchase, planning, construction, and equipping of the new structure.

As its corporate staff settles comfortably into working together for the first time under one roof, Raybestos-Manhattan is seeking new neighbors. The building is located just off the Merritt Parkway on 10 of the 37 acres of woods and meadows owned by the company. The firm is seeking corporate offices and research facilities to relocate on its remaining 27 acres.

With an eye to the future, Fletcher-Thompson planned the building's setting for privacy as well as convenience. Partly screened from the Parkway, the grounds are landscaped to separate Raybestos-Manhattan headquarters from both the town road and its future corporate neighbors. ■

This article was prepared by Charles W. (Bill) Welch, vice-president of the Walden Company, Inc., a public relations firm in Westport, Connecticut.

"Tidelands" Wins AIA Award



by H. Evan Snyder

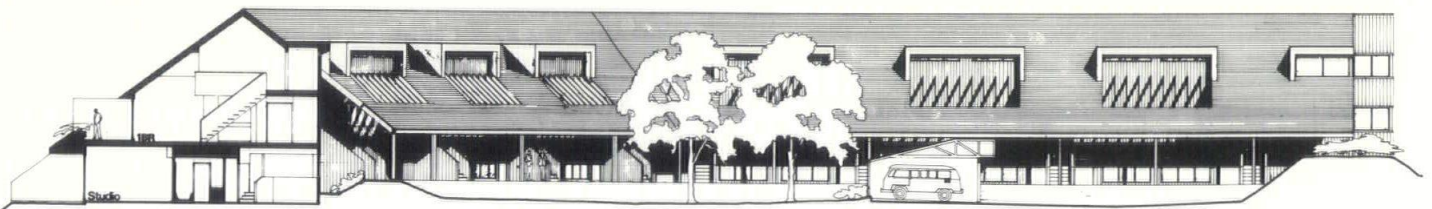
In a number of Connecticut towns, the mere mention of plans to build high-density apartment or condominium housing is enough to bring anguished cries of protest from owners of neighboring single-family homes. Among the arguments against such proposals is that multi-family developments will spoil the traditional "residential quality" of the town.

The "Tidelands" apartment project, designed by architects Alan Dehar and George Buchanan, came in for its share of opposition during the early stages of planning and zoning approval. Interestingly enough, the opposition came, not from neighboring residents who became convinced that the project would be of the highest quality and would, in fact, protect and enhance their views of the water, but rather from residents of other parts of the town of Branford.

Indeed, "Tidelands" was developed and constructed in 1973 — a period of outspoken opposition and mistrust of all "developers" — with the approval and support of many of the adjacent homeowners. According to architect Buchanan, this resulted from an early decision by the owner, Charles T. Sturgess, "to involve the area residents in the planning decisions for the project, and to seek local approval prior to any town approvals."

"Tidelands" features studio and one-bedroom apartments, all with views overlooking the Branford River.





Covered Walk

Courtyard

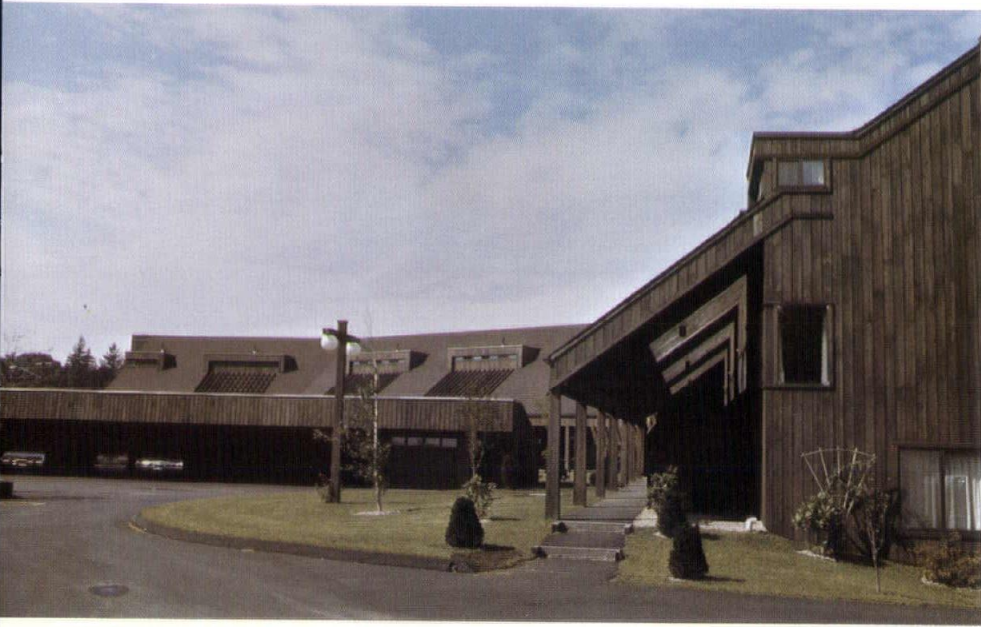
Carport

Driveway

Berm

Section Thru Courtyard

0 5 10 20 40



The result of this intelligent approach to the development of multi-family housing is "Tidelands", recipient of a First Honor Award given by "Homes for Better Living", an annual residential design awards program sponsored by the American Institute of Architects and *House and Home* magazine.

The project, situated on a curving, five-acre site overlooking the Branford River, is divided into two parcels by Pine Orchard Road, which bridges the river and leads through a commercially-zoned area to the center of town. "Early in the planning stages," said Buchanan, "we met with the residents of Blackstone Acres (the 120-acre residential subdivision of which "Tidelands" is a part) to discuss Mr. Sturgess' objectives and their potential impact on the adjacent neighborhood.

"Out of these discussions evolved a specific plan of development. The zoning regulations permitted approximately 37 units on the entire five acres; however, we mutually decided to concentrate all the units on the site of the existing buildings, and to develop the two-acre parcel as a small community park which would both provide a neighborhood amenity for the Blackstone residents, and maintain the views from the homes immediately adjacent to the river."

The two-acre parcel was deeded to a local trust for landscaping and maintenance, and the project was submitted to the Planning and Zoning Commission for the necessary special permit. With the support of the surrounding residents, the project was approved. Market and economic studies were completed from which the unit mix, areas, and construction and rental costs were determined.

The actual planning and design of the housing evolved in response to the necessity for bridging the scale of the large buildings on one side of the river and the houses on the other. The design also sought to provide river views from all apartments, to shield parking from both apartment units and adjacent houses, and to provide some communal space in scale with the building.

The final design for "Tidelands" incorporates all the units within a long, low profile roof structure which presents a strong form on the river and, by virtue of its low edges, maintains a recognizable human

Red cedar vertical siding and the low profile of the structure reduce massive scale of "Tidelands".

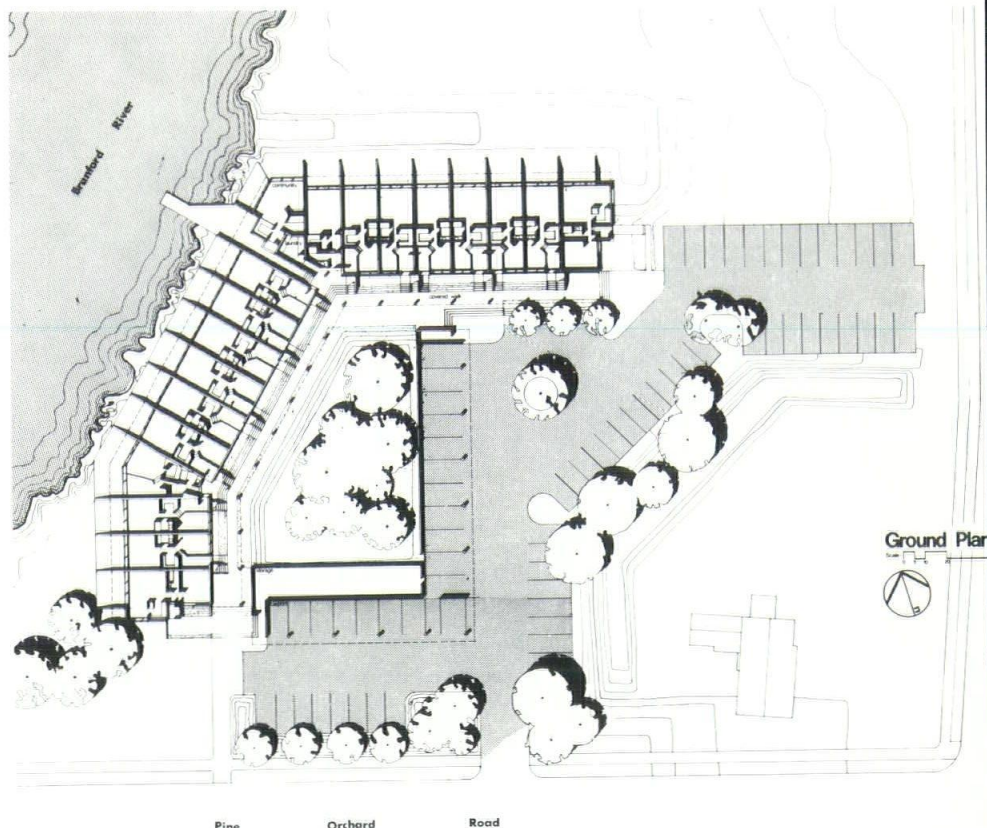


The extended roof overhang provides protected walkways from parking to apartments.

scale. The structure bends twice, responding to the views on the waterside, and encloses a sheltered courtyard on the entry side. The extended roof overhang creates a continuous entrance portico and provides a protected walkway from the parking areas to the unit entrances. The portico is roofed over the walkways and stairs, but otherwise is open to bring light and sun into the units.

The massive building consists of a series of two-story one-bedroom units over studio units, each unit with a patio or balcony overlooking the river, and a front door directly off the entrance walkway. Open to both sides of the building, all units benefit from cross ventilation and sunlight. The studio units have distinct sleeping alcoves on the entrance side of the building and living/dining areas with high ceilings opening to terraces on the river. The one-bedroom upper units have their dining areas overlooking the entry court, living rooms with cathedral ceilings, and wide balconies cut into the roof on the water side. Sleeping lofts with windows opening onto the river, overlook the living areas. Units at the ends and breaks of the building enjoy unique spaces created by the turns and openings of the building form.

Building materials include vertical red cedar siding and asphalt shingles over conventional wood frame construction. Each unit has its own electric heating/cooling system for individual control by the tenants. Parking is confined both within a long, low carport forming the back wall



of the entry court, and in open spaces shielded from the neighbors and street by landscaped earth berms.

It is almost certain that the economic and demographic need for higher-density residential developments, even in Con-

necticut's more rural communities, will be with us from now on. "Tidelands" helps prove that community involvement in the planning of such projects can aid in calming unreasonable opposition and, in the process, create award-winning architecture. ■

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New Life for Urban Renewal

by James E. Lash

Don't give up on urban renewal just because the Feds turned off the faucet. Urban renewal is still feasible by the local means known as "tax increment financing."

A proven success, especially in California, tax increment financing was made available to Connecticut communities last year. In some ways it has advantages over renewal employing the Federal financial assistance formerly available.

The net public cost of renewal is incurred largely in buying up deteriorated or obsolete buildings and throwing them away. In the first instance, however, a redevelopment agency has to have "front end" cash to buy both land and buildings. Then other costs must be added. Relocation of residents and businesses occupying the site is one. Usually a project also includes publicly-financed on-site and off-site improvements, such as parking, street and traffic improvements, utility replacements or enlargements, street lighting and so on. Then there are the costs of administration and of interest paid on loans necessary to undertake the project. These all add up to the gross project cost.

To obtain the cash to cover these costs, a Connecticut redevelopment agency formerly borrowed money on a temporary loan from the Federal government, or from private sources with a Federal guarantee. This loan was repaid in part by money derived from the sale of the land once it had been cleared. The remaining indebtedness was paid from the combination of a Federal grant and local contributions. The latter were either in the form of cash or of non-cash local contributions to the project (such as locally-financed site improvements). This "net loss" — essentially the difference between the cost of acquiring and clearing the property and the return from sale of the land — is commonly called the "write down" of redevelopment projects.

Federal loans and grants designated specifically for these purposes are no longer available. A community receiving Federal Community Development block grants can use them for renewal, but with limitations that are very restrictive. Present Community Development funds are intended especially for improving housing conditions for low and lower-middle income families. Not all renewal projects would meet this criterion. The block grant funds also replace several other

Federal funding categories. Urban renewal must compete against demands formerly met through other sources. Moreover, annual block grants are not sufficient for large urban renewal projects, nor is the continuance of the funds assured. For urban renewal in Connecticut to continue, some other financing method is needed, and the General Assembly, borrowing especially from California, has provided it.

Tax increment financing is now available to all Connecticut municipalities. It can finance urban renewal projects that are assured of a significant increase in tax revenues after renewal compared to before renewal. This generally means renewal for high-assessment commercial, industrial and fairly high density residential projects. It can include lower density residential re-use projects if the initial cost of obtaining the land in the project area is low.

How does it work? In concept, tax increment financing is simple. By a provision of the redevelopment plan, assessments in the project area are frozen at the level existing when the plan is adopted. When new buildings rise in the project, their assessment will be higher. The increased tax revenues derived therefrom are allocated to a special fund. In anticipation of this increment, the redevelopment agency is authorized to issue bonds to obtain cash for acquiring the property in the project area and for other project costs. (Because of this allocation of the increase in tax revenues, the bonds are called "tax allocation bonds".) Or, once the project is under way, the agency can pay project costs from the tax increment fund on an annual basis.

Most important, however, is the ability of the redevelopment agency to obtain necessary front end cash from bond sales. The bonds are issued in sufficient amount to pay their own interest during the undertaking of the project. Then the bonds are paid off by the return from the sale of the land and, over the years, by the incremental taxes resulting from the increase in assessed value from the project as completed. After the bonds are paid off, the increase in taxes goes to the community's general fund.

By continuing assessments at the pre-renewal level, the community is assured of receiving normal tax revenues from the area during renewal. This has not

been the case in Federally-assisted projects. It would certainly not be the case were the area not renewed and assessments allowed to decline with further deterioration. Then as new building occurs and is assessed, the assessed value of the project area will overtake and surpass the frozen assessment level. Applying the annual tax rate to the increased assessed value produces the increment in tax revenue to pay off the bonds. Taxpayers, other than those with new ratables in the project area, are not affected during project execution. Afterward, when the bonds are retired, all taxpayers benefit by the added revenues going into the general fund.

Like other municipal bonds, tax allocation bonds are tax exempt. Unlike general obligation bonds, however, tax allocation bonds may be issued without a referendum vote. They are not included within the municipality's debt limit. They also can be used, however, as special backing for general obligation bonds, increasing the latter's salability.

One very important difference applies to renewal with tax increment financing compared with Federally-assisted projects. Completion of development that will increase the project area's assessed values must be assured before the project is undertaken. Otherwise, the tax allocation bonds are not salable.

Under Federally-assisted renewal, the common procedure was to delineate a project area on the basis of slum or blighted conditions in need of removal; which then took place before any rebuilding of the project area was assured. In many cases, redevelopers were conspicuous by their absence for a long time. Cleared project land still remains vacant in Connecticut cities and towns for want of developers to buy the land and build what the project plan called for.

Under tax increment financing, the project area must contain slums and blight qualifying for renewal under state law, but the area must also be selected with a particular view toward its feasibility for private investment in the rebuilding. The latter must be confirmed by a firm agreement that at least enough of the rebuilding will occur to result in the increase in assessment to produce the tax revenues to pay off the bonds necessary to finance the public cost of the project.

In California, where tax increment financing is extensively used, a variety of innovations have been used to assure a project's financial success. In Stockton, increased tax revenues already being obtained from a partially completed, Federally-assisted project were used to support tax allocation bonds for enlarging the project. In Pasadena, a developer supplied front end cash and assurance of completion by paying for the land in advance of its acquisition by the redevelopment agency. In South Pasadena, tax allocation bonds were issued to pay off the Federal temporary loan.

In the past, Federal approvals accompanying Federal financial assistance have made urban renewal projects long term affairs. By operating solely under state law, redevelopment agencies can shorten the duration of renewal projects. This makes it easier to obtain redevelopers in advance of the project undertaking. It also means that if a developer is prepared to build in a slum or blighted area but needs public renewal assistance to make the project feasible, redevelopment can act expeditiously to do its part in the desired improvement.

The latter points should be emphasized. If someone wants to erect fine new buildings on a site now occupied by dilapidated old structures, the redevelopment agency, with the cooperation of the city council or other legislative body, can:

- A. Designate the area for redevelopment
- B. Calculate the increase in revenues that will result from the taxes on the new buildings
- C. Issue bonds against those tax revenues to —
 1. Acquire the property
 2. Relocate present occupants
 3. Demolish old buildings
 4. Make on-site and off-site improvements
 5. Administer the project
 6. Pay interim interest
 7. Re-sell the land to the developer at a fair price (all by local action — no Federal regulations or second-guessing)
 8. Pay off the bonds by —
 - a. The price the buyer pays for the land
 - b. The increase in annual tax revenues

Under tax increment financing the renewal project also will save interest costs that have attended delays due to Federal approvals and the undertaking of the public aspects of renewal long before realizing any income from land sales and project completion.

Although tax increment financing was made available to Connecticut municipalities last year, none as yet has used it. In California, however, the method has been available since a Constitutional amendment was adopted by the voters and implemented by the legislature in



Bunker Hill renewal project in Los Angeles financed by a combination of tax increment financing and Federal financial assistance

1952. Tax increment financing was first used by the Sacramento Redevelopment Agency in 1956 to obtain local cash to match the Federal grant in a Federally-assisted project. Los Angeles exclusively employed tax increment financing without Federal funding for the Ann Street project as early as the late 1950's. Since then at least thirty California redevelopment agencies have used tax increment financing. The bonds sold have exceeded \$250 million. Before Federal renewal funds were cut off, in some cases California redevelopment agencies added to their activities by projects with tax increment financing instead of Federal financial assistance. Others eschewed the latter in favor of the more effective and expeditious method tax increment financing provided for some projects.

In addition to California, municipalities in at least three other states, Oregon, Minnesota, and Ohio, have used tax increment financing for urban renewal. Seven more states are reported to have authorized the method for their communities.

Tax allocation bonds, the fiscal instrument of tax increment financing of renewal, have sold well. Receiving a good rating from bond houses, the bonds have borne interest at rates from one-half to one-and-a-half points higher than general obligation bonds. The differential has declined as experience has been gained. The experience has been good. Several issues have been retired ahead of schedule. In Stockton, California, tax increments from renewal were so high as to permit paying off thirty-year bonds issued in 1962 by 1973 — 19 years in advance.

Most important, especially in California, and also in Oregon and Minnesota, renewal of cities has been accomplished with tax increment financing where slums and blight would remain without it.

Renewal in Connecticut communities is still needed. It's time for them to start using their new tool.

Hypothetical Illustration

A. Assessed value before renewal	\$1,000,000
Assessed value after renewal	5,000,000
Increase in assessed value	4,000,000
Annual tax increment at 4.5 mills	180,000
B. Bond issued for public project expense	\$2,000,000
Repaid with interest @ 8%	
Sale of land	800,000
Annual tax increments of \$180,000 for about 10 years	1,200,000
C. After bond retirement, annual increase to general fund	\$ 180,000

Tax increment financing may also be needed by local housing authorities and housing site development agencies for them to acquire sites for the new Federal subsidy program — Section 8 of the Housing and Community Development Act of 1974. State law will have to be amended to grant these local agencies the necessary authority. Currently, tax increment financing is available only to redevelopment agencies authorized to acquire property in slum and blighted areas. The other two are authorized to acquire vacant land for housing of people of limited income. ■

AIA Cites Heritage Sound

On June 12, Heritage Sound received its second commendation within a year for unusual and outstanding design. The New York Chapter of the American Institute of Architects awarded the project a citation for excellence in architectural design and planning. Last fall, Heritage Sound was given a First Honor Award in national competition, sponsored by the U.S. Department of Housing and Urban Development, for outstanding land use and design.

Heritage Sound was the second of two major projects opened in 1974 by the Heritage Development Group. The first and largest development opened by the Connecticut-based builder last year was Heritage Hills of Westchester, an adult condominium located on 1,000 acres in New York's northern Westchester County. Similar in concept and design to Heritage Village in Southbury, Heritage Hills was also cited with a First Honor Award for outstanding architectural design and planning by the National Association of Home Builders, and *Better Homes and Gardens*.

Located in a parklike setting on 27 acres along the shore of Long Island Sound in Milford, Heritage Sound is the first residential community developed by the Heritage Development Group that combines attached single family townhouses and mid-rise homes. As in each Heritage community, outdoor recreation facilities are an important part of the master plan, as well as careful siting of homes and preservation of existing trees and vegetation.

"Total Industry" Building Show Planned October 21-23.

A new building industry trade show—the National Building Show—has been announced by the Cahners Publishing Company. The show will be held at Chicago's McCormick Place, October 21-23.

According to the show manager, Russell Flagg, the National Building Show will be the first "total industry" building trade show in America, and will include exhibits and seminars of interest to building industry executives and managers involved in residential, industrial, institutional, and governmental construction. Flagg said that the concept of one national trade show for the total building industry has been planned for many years, and that interest in the idea has been building as a result of the following factors:

- Manufacturers of building products increasingly are doing business with a relatively smaller number of larger firms (developers, contractors, builders, and architect/engineers) who are involved in many types of building construction.
- In view of the current economic situation, it obviously makes sense for manufacturers of building products to participate in one large trade show that covers all segments of the building industry rather than many smaller shows that specialize in just one segment of the total industry.
- It is becoming increasingly apparent that almost everyone in the building industry is interested in the same basic problems today, such as inflation,

the economy, government fiscal policies, energy conservation, and consumerism. In addition, there are also many areas of mutual interest involving building technology, safety & fire codes, labor relations, and technology. So the concept of a National Building Show with seminars dealing with these broadly applicable problems also makes a lot of sense to businessmen and executives in the building industry.

Flagg said that Chicago was selected not only because of the excellence of its convention facilities, but also because "Chicago is the crossroads of the American building industry, with over one-fourth of all new construction occurring within a 400 mile radius of the city."

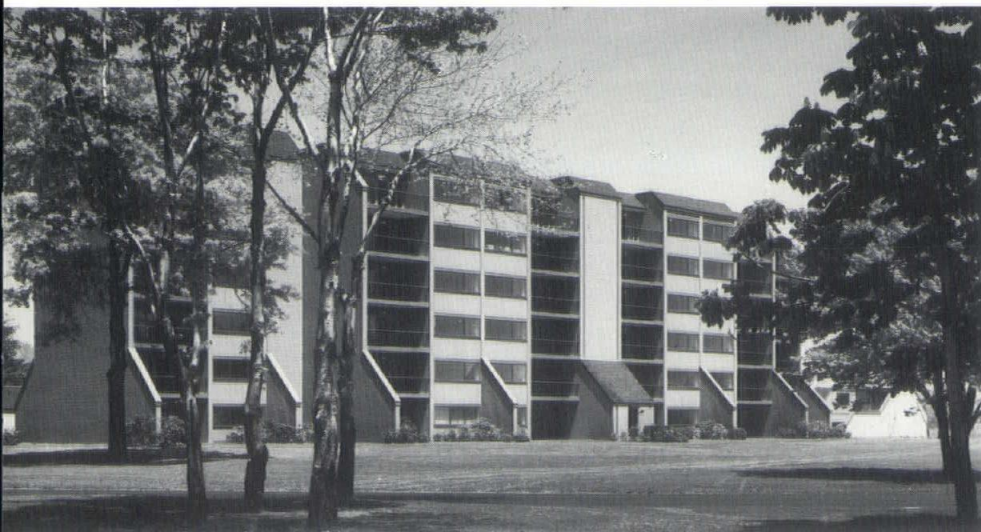
Flagg also noted that the show has also been given "VIP" designation (Visit-Investigate-Purchase) by the US Department of Commerce, and thus will receive strong international publicity which should also result in a large attendance from many foreign countries.

ASHRAE Proposes Standard For Energy Use in New Buildings

The Standards Committee of American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc. (ASHRAE) has approved a far-reaching standard for energy conservation in new buildings. Formerly known as Standard 90P, (the "P" standing for "proposed,") it will become Standard 90-75, upon approval of the ASHRAE board of directors, and will have a profound effect on local building codes from coast-to-coast. The board will act on the standard in the next month. Approval is expected.

The Standards Committee, acting on the recommendation of the Society's 90P project committee, approved a standard of eleven sections, which have been in preparation 19 months and have undergone two broad reviews by thousands of persons with professional interest in the subject. Action on a proposed Section 12, which will establish a method of evaluating energy at its source and not at the building line, is now going through ASHRAE's customary review procedures. If and when it is approved, it will be considered for addition to Standard 90-75.

Standard 90-75 will ultimately save the nation millions of gallons of petroleum or equivalent a year, according to William J. Collins, Jr., ASHRAE president. Even before it was finalized, he said, various communities, eager to save energy, had incorporated previous drafts of the standard into their building codes. The stan-



The new six story mid-rise building at Heritage Sound in Milford faces south along the shore of Long Island Sound and offers exceptional sweeping views of beach and water. The building designed by Robert Steinmetz, AIA, of SMS Architects of New Canaan.

standard covers everything from a towering hi-rise to a newlywed's modest first house. Mr. Collins estimated that the standard will save at least 10 to 20% of the energy now used in residential structures and possibly twice as much in industrial, commercial, governmental, and institutional buildings. The Federal Energy Administration has commissioned a study to determine exactly how much.

"The technology to conserve vast amounts of energy is here, crying to be used," Mr. Collins declared. "Standard 90-75 could require owners, builders, and others to apply it to new buildings. The next step is to develop an energy conservation standard for existing buildings. We are working on it."

Jack Tumilty, consulting engineer of Tulsa, Okla., served as chairman of the project committee, a group which included 122 experts in the fields of design, construction and manufacturing as well as in oil, gas, coal, electricity, and other forms of energy.

CHFA Sells \$35 Million Bond Issue

Continuation of the Connecticut Housing Finance Authority's home mortgage purchase program has been assured with acceptance of a \$35 million 1975 Series A Bond issue by the CHFA board of directors.

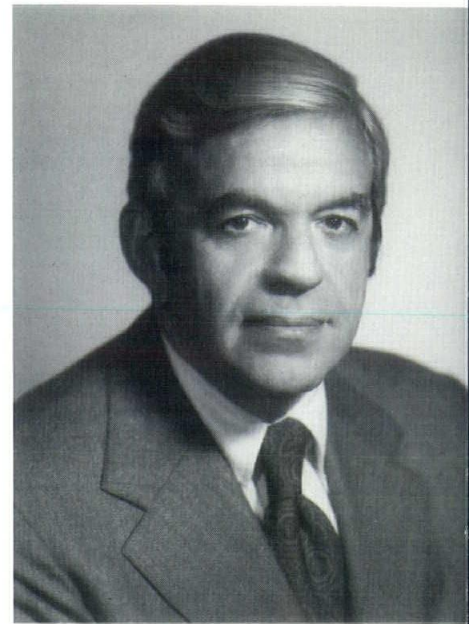
"The sale of the bonds at a net interest to CHFA of 7.001 percent will allow the authority to continue this program at an interest rate to borrowers of 8 percent," said Edward K. Sentivany, Jr., board chairman. The sale brings to more than \$215 million the total amount of bonds issued by CHFA to assist low and moderate income families obtain housing in Connecticut.

Association For Preservation Technology

The Association For Preservation Technology has announced that its annual meeting will be held at Williamsburg, Virginia, from September 24 to 28. Technical sessions will include the subjects of historic site archeology, garden restoration and maintenance, structural investigations of buildings, conservation of textiles, maritime preservation projects, conservation of flooring, brick and mortar deterioration, stabilization and restoration. Tours will be made of Colonial Williamsburg, Yorktown, Carter's Grove Plantation, Kingsmills Plantation site and Richmond, Virginia. Post-meeting tours are being arranged to the James River plantations and to visit ongoing restoration projects in Alexandria, Virginia. Special fees and accommodations are planned for students attending this meeting.

Prior to the annual meeting, APT will sponsor a two-day technical course in "Polymer Adhesives for the Repair and Restoration of Buildings." This course will be conducted by architects, engineers, and chemists experienced in architectural preservation and the application of polymers to structural repair and surface restoration of stone, wood, and other building components.

The Association For Preservation Technology is an organization of professionals active in the preservation of historic resources. From its inception in 1968, APT has been a Canadian-American forum for the development of architectural preservation techniques in North America. For information regarding membership, meetings, and educational programs, write or call: Hugh C. Miller, AIA, Membership Chairman, 5619 Southampton Drive, Springfield, Virginia 22151: Tel. 202-343-3454.



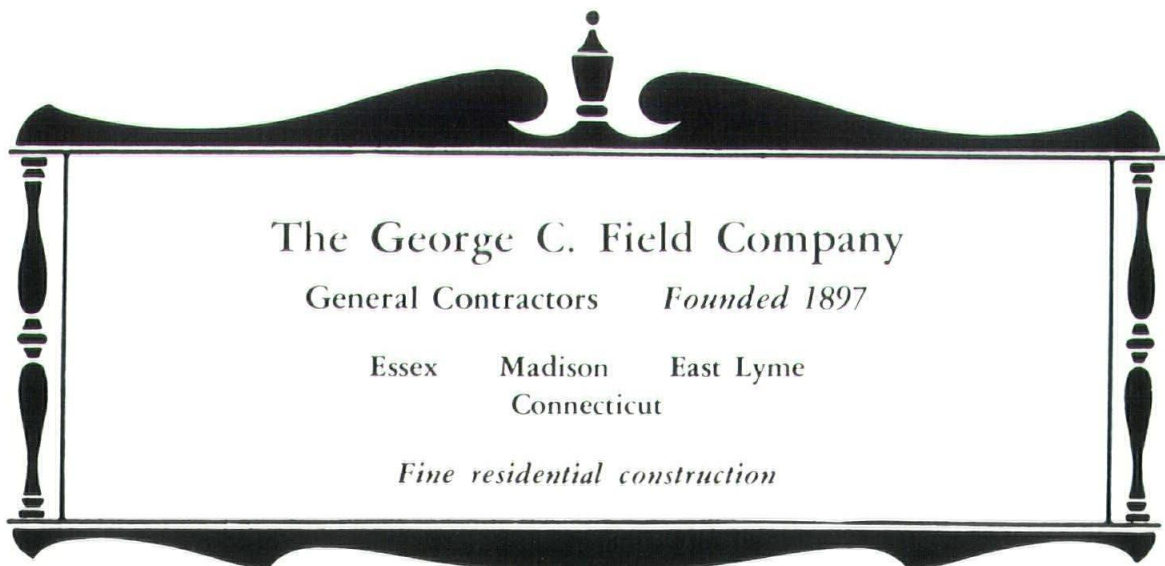
Sylvan R. Shemitz

Shemitz Named Fellow Of IES

Sylvan R. Shemitz, president of Sylvan R. Shemitz & Associates, Inc., West Haven lighting designers and consultants, has been elected a Fellow of the Illuminating Engineering Society. Mr. Shemitz was one of six members of the national professional organization honored at its annual technical conference in San Francisco for their significant contributions to the advancement of the art and the profession.

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AIA Proposes Tax Incentives for Energy Conservation

The American Institute of Architects, in a statement to the U.S. Senate Committee on Finance, has presented a comprehensive tax incentive package for the design and retrofitting of new and existing buildings for maximum energy conservation.

While commending the Congress for its recognition of the critical importance of energy conservation, the AIA presented a more comprehensive proposal which would result in greater energy conservation, stimulation of the depressed construction industry, feasibility of immediate implementation, possible energy savings of 4.65 billion barrels of petroleum in the first five years and a savings to the American public in energy cost equal to \$75 billion in the first five years.

The incentive approach within the present version of H.R. 6860 (The Energy Conservation and Conversion Act of 1975) is believed to be a step in the right direction. However, in its current form, the act will result in governmental subsidy on installation of prescribed hardware items such as insulation and storm windows. Depending on the particular situation, this could result in subsidy dollars being invested which do not necessarily provide the best or optimal energy return per dollar invested. This approach ignores a far greater range of alternatives for effective energy conservation.

Some proposed changes the AIA suggests: Owners of existing buildings, with a goal of reduced energy consumption of 30% annually, would, by the use of necessary design, engineering and construction services as well as hardware, insulation and possibly solar equipment, achieve greater energy conservation and may be able to treat a percentage of the cost of these modifications as an investment credit or amortize a percentage of the cost over a period of five years. Over and above an energy saving of 30% per year, a building owner may receive a second tax credit equal to 30 percent of the value of the energy saved from non-renewable energy sources. This would encourage the utilization of renewable energy sources such as solar and wind power. The incentive to a home owner is similar.

On new buildings, the incentive is intended to stimulate the owner to have a building designed to use energy with maximum efficiency. By making it economically beneficial to spend more money initially, owners and developers would be encouraged to build energy efficient structures. The AIA proposes a tax incentive for new buildings to be retroactive as soon as the federal standards are developed (approx. 2-3 yrs.) Thus, new buildings will be designed and built with energy conservation features. The enactment of this incentive would stimulate two to three million jobs in the construction industry.

CBC Scholarship Awards

The Connecticut Building Congress Scholarship Fund has announced the selection of two recipients for the 1975 Henry A. Pfisterer Memorial Scholarship award, given to Connecticut students studying for careers in the construction industry. Awards of \$1,000 per year, renewable yearly based on grades and performance, have been made to Susan C. Seatter of Bridgeport, a graduate of Bassick High School, and David G. Amann of Meriden, a graduate of H. C. Wilcox Regional High School.

Susan Seatter will be entering the Cornell University school of architecture and David Amann will be entering Villanova's college of electrical engineering. Both students exhibited high academic achievement and were valedictorians of their senior classes.

The scholarship program was established four years ago by the CBC, a statewide association of the construction industry. The awards are given in memory of Henry A. Pfisterer, a founder and former President of the Connecticut Building Congress, a Yale professor, and former partner in the engineering firm of Pfisterer, Tor & Associates of New Haven.

The Awards Committee, selecting these recipients out of a total of 76 applicants, consisted of John E. Plantinga of Meyer, Strong & Jones, P. C., New York City; Allen Hubbard of Hubbard, Lawless & Osborne Associates, Inc., New Haven; Rodney Midford of Standard Builders, Inc., Hartford; Gerald A. Foster of C. N. Flagg & Co., Inc., Meriden; Angelo J. M. Giardini of the Associated Construction Co., Hartford; and Ernest McVey, retired principal of Sleeping Giant School, Hamden.

Burt Joins Design Distributors

Design Distributors, Inc. 55 High Street, Hartford, announces that Charles B. Burt has joined the firm as a member of its contract staff. Mr. Burt was a former President of Burt/Knust/McCabe Associates in Hartford and a partner in the old-line furniture company of Burt & Dell.



Charles B. Burt

Photography by Butler Photographers

Mr. Burt will develop Design Distributors' recently introduced Professional Contract Purchasing Service which is a single source for resolving problems related to specifying, bidding, purchasing, receiving, warehousing and delivery of new furniture and furnishings.

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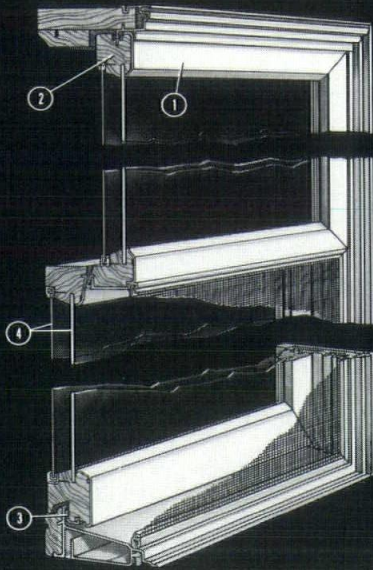
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Transportation Structures Conference/Workshop

A two-day conference/workshop, "Transportation Structures," will be held on September 11 and 12 at St. John's University, Staten Island Campus under the auspices of the Community Service Program. The Conference will be co-sponsored by the Transportation Administration of the City of New York; the American Society of Civil Engineers, Research Council on Performance of Structures; and the Metropolitan Association of Urban Designers and Environmental Planners.

The Conference, the first of its kind in the greater metropolitan area, will focus on effective management and technology techniques in the maintenance of transportation facilities. It will examine the performance of transportation structures, the operation and maintenance process, a review of research and development and an explanation of available funding. Information developed and disseminated at this conference will be of special value to both transportation engineers and transportation managers; to engineers for an up-date on technology and to managers who use transportation technology in the parameters involved in their management decisions.

For further information contact: Dr. Edward G. Skirde, Director, Community Service Program, St. John's University, Staten Island Campus, (212) 447-4343.

New Products and Services

Paragon Offers Free Workbook

A workbook containing reproducible drawings and specifications of swimming pool equipment is being offered free to architects and engineers by Paragon Inc., a 20-year leader in the manufacture of pool equipment.

The workbook, a special printing of Paragon's insert of the 1975 Sweet's Architectural File, offers detailed technical drawings of the firm's Paraflyte product line, including diving towers, diving stands and boards, geared adjustable fulcrum, starting platform, lifeguard chairs, water-polo goals, ladders, underwater windows, grab rails, pennant lines, racing lanes, underwater speaker, stanchions and built-in steps.

The 20-page booklet enables architects and engineers to incorporate printed drawings into their own plans. Copies are available from KDI Paragon Inc., Pleasantville, New York, N.Y. 10570.

Steelcase Offers New Office Planning Guide

A new 98 page office planning guide has been prepared by Steelcase to demonstrate the versatility of Mobiles—open office systems furniture using lateral files, desks and 2" Movable Walls. As the latest in a growing number of Steelcase publications on the open office environment, the workbook explains what Steelcase Mobiles are and how they work. It includes data on wiring, acoustics and color.

In the brochure, Steelcase presents 28 workstation ideas and then suggests which job functions they work best with. In all, 14 job functions (accounting, clerical, data and word processing, engineering, purchasing, etc.) are considered along with each of their needs for privacy, storage and filing, acoustical control, display and special equipment.

A unique feature of the planning guide is a section which offers oblique, 3 dimensional drawings of the 28 workstations and a planning grid. With these tools, the space planner quickly creates floor plans in perspective and to 1/4" scale. The visuals show exactly how a given plan will look and function, and elements can be easily moved to try different solutions.

Finally, the brochure presents a complete statement of the products comprising Mobiles which Steelcase says provide the maximum number of options to sensibly plan the Open Plan environment. For a copy of the Mobiles Office Planning brochure, write J. A. Andrews, Steelcase Inc., Grand Rapids, Michigan 49501.

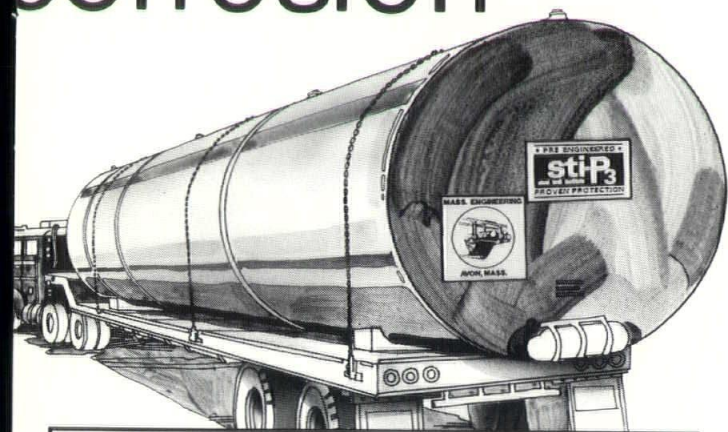
Forty New Assemblies Added To 1976 Dodge Construction Systems Costs

Forty new assemblies and forty more pages have been added to the expanded 1976 Dodge Construction Systems Costs, now available from Dodge Building Cost Services, a unit of McGraw-Hill Information Systems Company. Updated annually, the book provides the latest cost data on systems used in the different parts of a building, such as the superstructure, exterior walls, and interior wall finishes; and on the assemblies that make up the systems.

The 1976 Dodge Construction Systems Costs offers average building cost-per-square-foot data on more than 40 different building types, including apartments, schools, hospitals, banks and shopping centers. A guide for making maximum use of available space has been expanded from the previous edition. Also updated are the local adjustment tables, which can be used to figure average systems costs in 84 metropolitan areas in the United States.

The book can be ordered now for \$33.80 (plus tax where applicable). Mail orders or requests for more detailed information can be sent to Dodge Building Cost Services, McGraw-Hill Information Systems Company, Room 2150, 1221 Avenue of the Americas, New York, N.Y. 10020.

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3. Non-conductive linings furnished with the tank must be in accordance with all connections of the piping systems with the tank.
4. In the event of tank failure due to exterior corrosion, the purchaser must promptly inform STI in its proper form, and the tank shall be repaired or replaced by STI or its approved contractor at the expense of the purchaser. The purchaser shall be responsible for labor or other installation costs not covered by this warranty.
5. The obligation of the warrantors under this warranty is limited to the delivery of the same installation unit of a replacement tank of approximately the same size, design, quality of materials and workmanship as the original tank, and the purchaser shall pay for the replacement tank on a prorated basis according to the period of time that has elapsed since the delivery of the original tank, as follows:
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Campus in Transition. Educational Facilities Laboratories, New York, N.Y. 76 pp. \$4.00.

A nearly universal shortage of construction funds is making college administrators think twice before building new facilities. Fortunately, there are dozens of alternatives to new construction — renovating college buildings, remodeling non-educational buildings, rescheduling programs to better use existing buildings, sharing, etc., all of which are discussed in a new EFL publication, *Campus in Transition*.

The wisdom of not building unless absolutely necessary is reinforced by the predictions for enrollments. Currently, primary school enrollments are down because of the decline in the U.S. birthrate. In a few years the slowdown will affect college enrollments and leave administrators with empty buildings on their hands unless they seek new constituents for their facilities.

Part of the transition that campuses have to make is from an academic enclave serving an 18- to 24-year-old population in a group of buildings each built for a specific purpose, into a flexible institution offering educational programs to a wide variety of ages in buildings adapted to current needs. This flexibility includes generating revenue from underused facilities (tennis courts or residence halls) in the summer, for instance, or sharing someone else's facilities for part of the time.

These, and many more topics are described in *Campus in Transition*, which gives examples of campuses where each technique has been tried. The book was produced by EFL with financial aid from the Academy for Educational Development and the U. S. Office of Education Experimental Schools, now part of the National Institute of Education, Department of Health, Education and Welfare.

Hartford Sketchbook, by Richard Welling 44 pages, 9x12 horizontal format, \$4.95.

Features 21 Hartford subjects, designed so the pages can be removed for framing, if desired. (Drawing is printed on right-hand page with caption on facing page.)

The black-and-white line drawings cover such subjects as the old Y.M.C.A., the Cheney Building, Lewis Street, the Wads-

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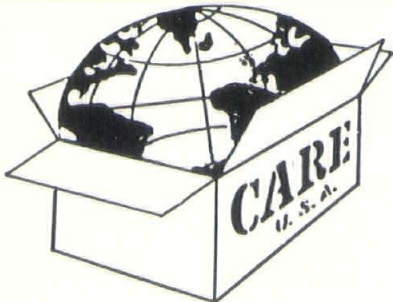
The center spread was drawn from Founders Plaza, East Hartford and shows a panoramic view of downtown Hartford. All drawings were done on location.

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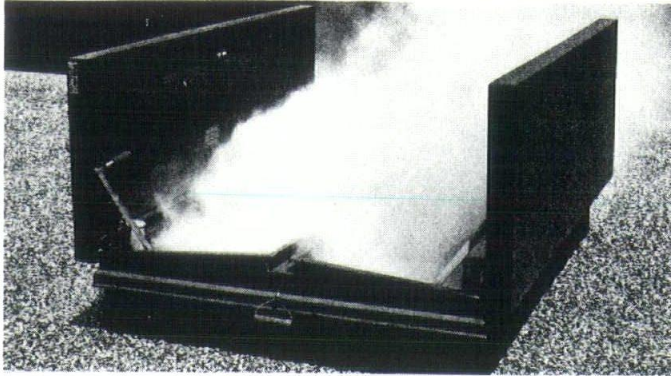
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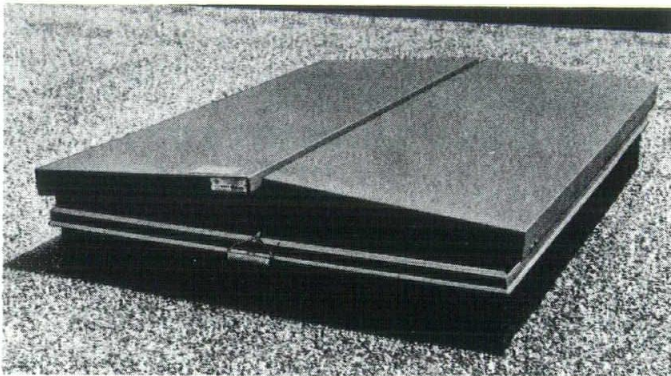


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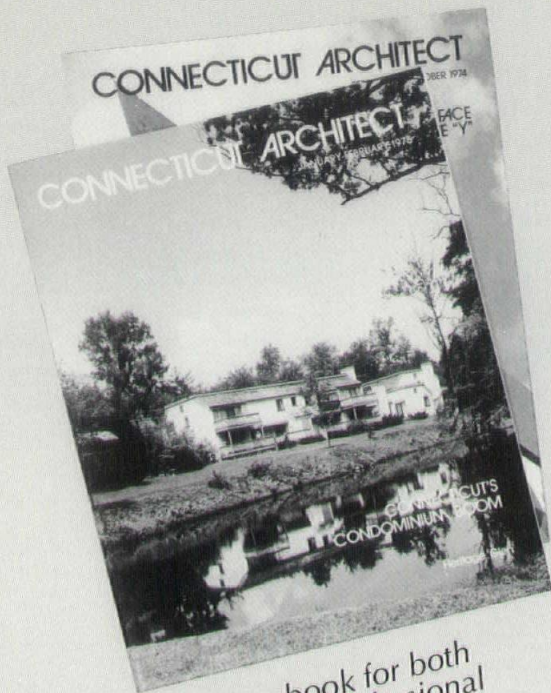


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