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JANUARY-FEBRUARY 1976

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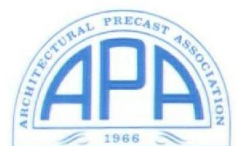
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# CONNECTICUT ARCHITECT

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## From the Publisher:

Nearly one year ago — April, 1975, to be exact — *Connecticut Architect* featured the newly-opened Hartford Civic Center. Designed by Vincent Kling and Partners of Philadelphia, The Civic Center represented a tremendous investment in the future of Connecticut's capital city by the municipal government, Aetna Life & Casualty Company, and ITT-Sheraton.

At that time, Aetna's retail/commercial portion of the project, known as The Civic Center Shops, was only a cavernous, concrete-walled void wrapping two sides of the central coliseum. By October 25th, the Grand Opening of The Civic Center Shops was a reality, with Hartford's first new department store in more than 80 years and 50 specialty shops and restaurants — vending everything from jewelry and model airplanes to sukiyaki and ice cream — ready to greet the busy Christmas shopping season.

A miracle? Not quite, but it took an unusual combination of leasing, design and construction talent — as well as an unusually understanding landlord — to bring the whole project to fruition. Mike Buckley, AIA and a member of the development team has detailed the experience for this issue's feature. Through the courtesy of Aetna, staff photographer Bill Bradford has once again provided some outstanding color pictures, including the cover shot of the Luettgens Ltd. main floor.

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# ....from the CSA

## From the President

One of the special opportunities that accrues to officers of AIA Chapters like myself is to attend meetings at the national level which offer a comprehensive view of what is happening that affects our profession and its special concerns. I attended such a meeting in Washington, D.C., in January — called a “Grassroots” Conference — which is designed to brief AIA Chapter officers on national policies and programs and to encourage reactions that might direct reshaping of those programs. I’d like to report to you some of my observations and reactions.

My strongest impression is that our American Institute of Architects is a vigorous, sensitive and responsive organization, and that any Architect who does not participate in the mainstream of its activities may very well find that his profession has passed him by. Many aspects of our professional life are changing, and unless we react quickly and intelligently, we will find that our philosophies and services are obsolete. The AIA is providing useful tools and stimulating new directions to follow. The effective way to appropriate these resources is to participate regularly and meaningfully in the development and implementation of AIA programs.

Foremost among our national AIA policies is that of saving energy in the built environment. Excellent research was done in preparation of position papers that conclude that energy savings made possible through energy efficient building design, could result in an average 30 percent reduction in energy consumption in existing buildings, and 60 percent in new buildings. We favor changes in laws and regulations to provide incentives for saving energy through tax credits, guaranteed loans, subsidized interest rates, rapid depreciation allowances, subsidies, or technical assistance. We support the principle of legislation to require energy efficiency in buildings, but do not favor prescriptive standards such as the ASHRAE 90-75. Rather, the energy budget concept now used by the GSA as a performance requirement is better in our judgment. The AIA energy

policy is worthy of proclamation in Connecticut; many tools are available in the form of simple explanatory brochures to give to interested laymen, slide programs for presentation to groups, and technical backup. There is a National Energy Council for us to join. I look forward to an active “Conserve Energy by Design” program in Connecticut, and a legislative effort to provide incentives for conserving energy in building.

Out of a concern for the professional development of young architectural graduates, the AIA, in partnership with the National Council of Architectural Registration Boards, has embarked on a pilot program to provide an organized system of training and counseling called the Intern-Architect Development Program (IDP). Each intern-architect will get career advice from a professional sponsor who will be a person with decision-making responsibility within his firm or organization, and a professional advisor who will be from outside the office. In addition, the local AIA Chapter will provide supplemental education specifically designed for the intern’s professional development. Although the pilot programs will be in Colorado and Texas, it would be good for the CSA to sponsor some programs this year for young practitioners.

There is much concern at the national level about our Standards of Ethical Practice. Consideration has been given to modifying our ban on advertising, our conflict of interest clauses, our limits on political contributions, and ban on endorsement of products. A national sampling of member opinion strongly opposed any change to our current ethical standards; however, the pressure from some consumer advocate interests continues, and the variety in expansion of our delivery of services and competition from outside the profession makes this issue a continuing one. The question seemed best focused by the observation that we are at the crossroads of decision to retain our status as a professional society, or to become a business trade association. I believe that we must take a strong stand for the maintenance of high

ethical standards to provide our society with professional service of high quality and unquestionable integrity.

The national AIA continues to place greater emphasis on delivery of services at the local level. Accordingly, the national dues were reduced in 1976, in order to allow local Chapters to increase dues for improving local services. Our Connecticut Society of Architects will not increase dues in 1976, but we will emphasize the greater utilization of resources from National.

Changes are being considered in our AIA membership categories to eliminate the Professional Associate category, and add an AIA Associate category for unlicensed para-professionals directly engaged in a professional or technical capacity in the practice of architecture. All licensed architects would be full corporate members. This proposal is a fairly substantial change in many respects, and needs to be explained and debated at another time and place.

Finally, I was impressed with the tremendous volume of quality information available to all AIA members in the form of publications of all kinds — books, study reports, forms, and guidelines — and with the continuing education resources available in training labs, tapes, slides and films and the availability of AIA staff personnel. All AIA members should be aware and make use of these resources. A good way to get some of this first-hand is to attend the AIA National Convention in Philadelphia during May 2 to 5. The programs are interesting and of substance. I urge you to attend.

Richard E. Schoenhardt, AIA

## From the Executive Director

Over 80 members of the CSA and guests disregarded a dismal weather forecast and braved a howling snowstorm to attend a Chapter meeting on January 21 at which Peter G. Kelly, the Chapter’s legal counsel, lectured on loss prevention in the preparation of contracts and specifications. It was indeed unfortunate that the one hundred or so who had reserved



for this meeting couldn't brave the elements, because virtually every suggestion Peter made, if followed, could eliminate an exposure to liability. This program is the first in a series sponsored by the Chapter's Liability Insurance Task Force, under the chairmanship of Jim Evans.

Sites and themes for the five remaining Chapter meetings in 1976 are being determined by the Program Committee, headed by Dick Bergmann. The next meeting, on March 24, will be held at the Medical and Dental Center of the University of Connecticut in Farmington. A tour of the facility is planned and a speaker on matters closely related to design is being sought.

While you are marking your calendars, flip to May and put a big "X" over the 26th, for the Chapter meeting will be held at the Lockwood Mansion in Norwalk, a suitable setting for the theme of historic preservation and adaptive re-use.

The documents are here! The documents are here! A complete stock of the AIA documents in the A, B, C, D, E, and G Series awaits your orders. Call the Chapter office at 865-0017, and your documents will be on the way, for service is our business. Though CSA members have received our price list, many readers of *Connecticut Architect* who use AIA documents have not. Again, call the office; we will be happy to send one.

The most effective membership program for an AIA chapter takes place within the architectural offices, according to the Executive Director of the North Carolina Chapter, AIA, which has as members 85 percent of the architects in the state eligible to join AIA. The program, informal and unstructured, simply calls for each AIA member in an office to take the time to explain the advantages of joining the Chapter to a fellow employee who is not a member. It is simple, and it works. A reminder of some of the advantages: continuing education, group insurance, legislative action (the lowering of registration fees, for example), interesting meetings, and a chance to work for the betterment of the architectural profession in the state. If each member would only take the time to speak to one or two colleagues who haven't yet joined, and make certain that all questions are fully answered, the Connecticut Society of Architects' membership could approach that excellent percentage enjoyed by the North Carolina Chapter.

Each day, at least one call comes in from an unemployed architect or draftsman asking how he or she can become enrolled in the Chapter's Job Clearing

House. There is little question that the unemployed in the architectural profession know about the Chapter's service, but there is some doubt that the offices know enough about it. The JCH is a free service that attempts to bring together the person needing work and the office needing help. An architectural office calls and, after a short discussion, this office has a fairly accurate idea of the education and experience level required. Very shortly after the call ends, resumes of appropriate people are sent to the inquiring office. If the proper person isn't found the first time, we try again. Many people of all experience levels have been placed by the clearing house, despite dismal employment conditions. And it's all been free.

Architects often complain that the public doesn't know enough about the profession and how it works. This is no doubt true, despite the efforts of the AIA and CSA, both of which constantly send news releases to the papers, video "spots" to TV stations and attempt to arrange for architects to appear on radio and TV and to speak to local groups and service clubs.

Architects in Wilton and the Wilton Library have collaborated to increase the public's understanding of the architectural profession by staging an exhibit of

the works of architects who live or practice in Wilton. The two-week long exhibition was capped by a public meeting on architecture in which architects served as panelists. An exhibition and public meeting; how better can we explain our work to the people! There are dozens of towns in Connecticut where groups of architects live and practice that have public libraries eager to exhibit photographs and enthusiastic about holding a public meeting on architecture, a subject in which the public has a great interest. Willis Mills, in a casual conversation with a person active in the library, put the idea in motion.

The Executive Director's report would not be complete without a word about Chapter finances. Dues payments are coming in quite well, and we thank those who have paid their dues promptly. We urge, or perhaps plead to those who haven't paid to send in a partial or full payment as soon as they can. The money coming in now that won't be needed till later in the year does not sit idly in a checking account. It is put into short-term savings accounts where it earns interest. Last year, several hundred dollars were earned this way. Even greater earnings are possible if more members pay their dues now.

Peter Borgemeister

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# Connecticut's Housing Shortfall

by James E. Lash

Whether we know it or not — or like to admit it or not — Connecticut faces the possibility of a 110,000-unit shortfall in the production of new and/or rehabilitated housing by the year 1980. Although we are in a period of high household formation, which is the basis of housing need, housing production is stuck at the lowest rate in 30 years. In Connecticut, that rate has dropped from an average of 20,000 units per year to a current 10,000 units — a rate which is only *one third* of that necessary to meet the housing demand for an additional 160,000 units in the State by 1980.\*

This situation contrasts sharply with that prevalent between the years 1950 to 1970. Aided by rising family incomes, favorable interest rates and subsidies to the better off in the form of income tax reductions for mortgage interest and real property taxes, the nation achieved a rate of housing production one and one-half times the rate of new household formation. The occupancy of these new units, plus the turnover or "chain-of-moves" thus created in the existing housing inventory, enabled millions of American families to improve their housing conditions.

A principal reason for this drastic shortfall in production is that housing costs to the consumer have accelerated faster than the increase in family incomes. The result, as the State League of Women Voters recently pointed out, is that housing no longer is the problem solely of the poor. Indeed, today's housing problem is less that of substandard housing than that consumers are required to spend excessive proportions of their incomes for housing. Even in 1970, a Harvard-MIT study found that an excessive proportion of income for housing expense was a major factor in housing deprivation, and the situation is even worse today.

This excessive expense to the housing consumer has various components. The

most dramatic is mortgage interest rates, which have more than doubled in the past 20 years. In my opinion, they are unlikely to change significantly, since this country appears headed for a long-term capital shortage. The constant threat of inflation will mean that long-term interest rates will stay high, even when short-term rates decline. Government borrowing in competition for savings will continue to invade the resources of the financial institutions that make residential mortgage loans.

The only way I can see significantly to reduce interest rates is by government interest rate subsidy. This becomes such an expensive tax burden that no level of government can bear it, even for all those for whom subsidy is the only solution. Moreover, the subsidy of interest rates for some necessitates increased taxes on others, further depleting their income available for housing expense. Nor do I see that we can do much about reducing local property taxes or the cost of heating as components of housing expense.

Rather, the area we can do something about is to reduce the cost of the dwelling unit itself. More people will then be able to buy or rent new housing; housing production will increase; the resulting turnover will benefit consumers at

all income levels; and for those requiring subsidy of some kind, the expenditure of public funds will be lessened.

The following are some suggestions for ways in which high housing costs might be controlled and even reduced:

1. The legislature should charge some cabinet level department of State government with continuously and systematically examining and seeking revision of all laws, regulations and private practices that unnecessarily add to the cost of housing. I would include energy costs, too, since dollar costs and energy costs in housing are often coincidental. All other departments of the State should be charged with cooperating, and annual reports back to the legislature should be required detailing the changes made and the cost savings achieved;
2. The above charge should be made so that the responsible department would be a "housing advocate" for all housing production, use and distribution within the State;
3. I would urge the legislature to charge the Department of Environmental Protection and the Department of Health with initiating and developing every means possible for localized sewage disposal and recycling; and



\*Estimate projected by consulting economists in 1975 in a study commissioned by the Department of Community Affairs and the Connecticut Housing Finance Agency.



4. I suggest that the legislature call upon the Department of Transportation, in cooperation with the "housing advocate" department, other departments, and an advisory committee, to promulgate recommended standards for streets and drainage in subdivisions, taking into account the variations possible under planned unit development or open space subdivision.

Now let me elaborate briefly on each of these points. Present requirements over which the individual developer or builder has no control are pricing too many people out of the housing market. While comparisons between the automobile industry and housing are not always appropriate, the current situation is applicable in which consumers have responded to inflationary pressures and the energy shortage by demanding more economical cars. Automobile manufacturers have had to respond to this demand, which is similar among housing consumers. The homebuilder, however, is constrained from a similar response by the laws and regulations that effect him. In most of the State, he is prevented from producing the housing equivalent of the Pinto and Chevette. For example, the simple device of cluster or open space subdivision could reduce the selling price of a single-family home by 25 percent. But builders are not allowed this type of development in most of Connecticut.

Over the years laws and regulations applied to housing have multiplied and become more and more stringent. Something has been added here and something here. Individual added costs may seem insignificant; cumulatively, they drive the product beyond the consumers' reach. Yet no one has been charged with looking at these additions to say, "how will his effect consumers' housing costs?" It's time to ask that question in respect to all the laws and regulations on the books and their administration. The examination and revision should include the requirements for land use and development, building specifications and building methods and materials, financing, real estate transfers, the time delays in securing approvals, and so on. It would have to encompass all local regulations, as well as private practices that increase costs.

The crux of the matter, of course, is how to bring about the needed changes, which were comprehensively documented by the Governor's Task Force on Housing in 1972. But no one has responsibility for following up the recommendations of that exceptional report. The subject is complex. The consumers who

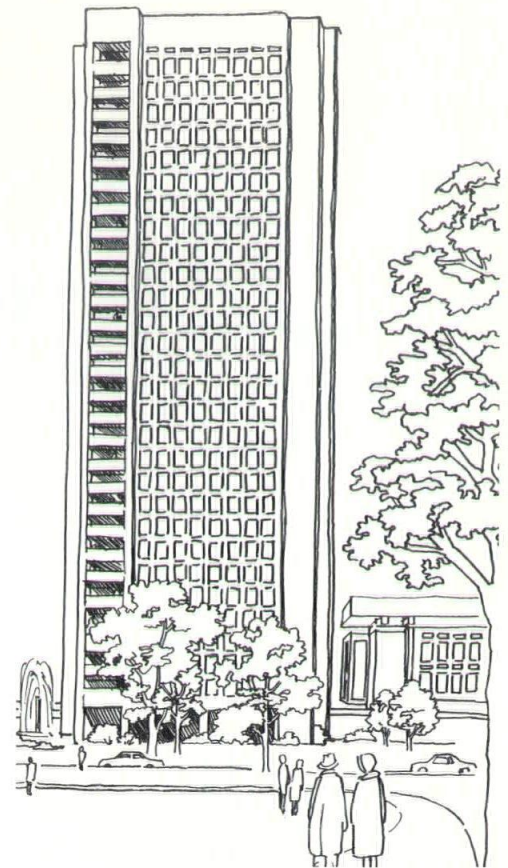
need housing they can afford are not organized. Builders are immediately suspect in their advocacies. Others, on the contrary, either have a stake in keeping things as they are, or lack incentive for reducing housing costs. One time when a local official could not justify his town's requirements for water lines on engineering grounds, he said to me, "What is \$25,000 to a development of this size?"

I especially recognize the difficulty in changing regulations that are the province of the State's municipalities. But in a state short on both dollars and energy, how can the State government abdicate responsibility, for example, for requirements for more paving, larger lots and larger dwelling units than most people either need, want or can afford, and that consume more energy than the State can spare?

My second suggestion, therefore, is for a "housing advocate" at cabinet level within State government. Housing needs a presence whenever another Department of the State or the legislature makes a proposal that will adversely affect the housing consumer. A current case in point is the campaign for the preservation of agricultural lands. While this measure is being vigorously espoused by the agricultural interests within the State government, no parallel housing interest is available to point out that the brunt of the measure as drafted will fall on the housing consumer and hit hardest those who can afford it least.

Perhaps the Department of Community Affairs is the logical one to carry the mantle of "housing advocate", because of that office's prior experience with housing. The problem is that DCA's experience has been limited largely to subsidized housing, amounting to a little over 1% of the housing supply. DCA has had very little experience with the private housing industry, and vice versa. For this reason perhaps the Department of Commerce should be assigned a special supporting role.

An advantage of the Department of Community Affairs in the "housing advocate" role, however, is the relationship that office has with local governments. This relationship should enable the department to provide leadership in respect to local constraints on private market processes to meet housing needs. For example, a great deal of local resistance to housing is based on the anticipation of increased school costs. Zoning for large lots and large dwelling units automatically excludes all but large families which do indeed increase school costs. But because of a birth rate today which is half



what it was 20 years ago, and because of other reasons drastically decreasing household size, the housing market today is strong for smaller dwelling units that add few children to the school system and actually pay more in taxes than they cost the locality. To bring rationality to such misconceptions, I would urge that a housing advocate within State government establish liaison with researchers at the University of Connecticut, much as the State Department of Agriculture works closely with the University's Department of Agriculture and its agricultural extension service.

My third suggestion is to break away from the state's present singular course of sewage disposal by long line collection and treatment on water courses. This present policy is both environmentally and economically unsound. Environmentally it is not sound to be concerned about water supply while picking up millions of gallons where it falls and transporting it to be carried away in water courses, and wasting tons of nutrients while concerned with an energy shortage. Economically these actions are not sound either. Nor is it sound to increase land prices for development by a constant shortage of land with sewers, to expend such huge sums for tertiary treatment on water courses when land disposal could do much of the job, and to prevent more economical higher densities because sewage disposal facilities are not available.



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The technology for localized sewage treatment is substantially available. Surely New England management genius is smart enough to figure out ways of maintaining smaller treatment systems that are environmentally and economically more efficient.

Perhaps the legislature should declare that homes associations and condominiums associations, properly constituted according to legislative directives, are viable entities to own and operate their own systems. Perhaps some form of state-sponsored insurance would spread any risk and assure funds when necessary for repair and replacement. Perhaps an overseeing state authority for such localized systems should be created, somewhat similar to the State's commission overseeing private waste disposal facilities.

Congress in 1972 established the national goal of eliminating the discharge of pollutants into rivers and streams by 1985. The Environmental Protection Agency itself was directed to seek alternatives to the conventional means of treating sewage. It is time for the State of Connecticut to implement these policies — for lower cost housing and for a better environment.

My fourth suggestion is that, prior to any comprehensive review, an urgent problem is that of excessive road and street standards for subdivisions. We are wasting dollars and energy, and damaging the environment, by too much paving. We waste dollars and materials, and we damage the environment, when we have to construct subsurface drainage instead of using natural means that nature designed. We create safety hazards by straight and wide streets that encourage fast driving.

Commonly today, the construction of residential streets with water, sewer, drainage, sidewalks, etc. costs \$8-12,000 per lot or more. This is without paying

for the land. With this as a beginning, no one can construct a home that today's consumer can afford to pay for.

Because the Department of Transportation should be the State authority on such matters, localities and their engineers look to DOT on them. Thus I would urge that the legislature charge DOT, in cooperation with the State's "housing advocate" and an advisory committee, to promulgate recommended standards for streets and drainage in subdivisions. The charge should include particularly the variations possible in planned unit development and open space subdivisions. In these forms of development, some streets can be designed to carry traffic into and out of the area, while others are reserved solely to access to dwelling units. The width and pavement standards should vary by function. Similarly, these types of development make it possible not to disturb natural drainage courses and to use those drainage courses as nature intended rather than subverting them by putting excess water into pipes underground only to cause a problem where the pipes end. The work for these standards, incidentally, has been done substantially in a publication jointly issued by The American Society of Civil Engineers, ULI-The Urban Land Institute, and the National Association of Homebuilders. It is called *Residential Streets — Objectives, Principals, and Design Considerations*.

The combination of localized sewage facilities and residential street standards according to function are two very key elements in reducing housing costs that need special attention now. In singling them out, however, I do not intend to diminish my strong advocacy of a continuing drive for revising all the other measures that unnecessarily increase the costs of shelter and a responsible advocate for housing production, use and distribution in the State government.



# Architects of the World, Wake Up!

by Robert H. Mutrux, AIA

*The following is a transcript of a paper to be delivered at the coming International Symposium (as yet unscheduled) on the Psychological Impact of Architecture.*

Architects of the world, wake up! You have nothing to lose and everything to gain if you will but seize this moment! History is waiting for you to do, once more, what you alone can do, and what you have done so well in the past.

Clear your drawing boards, roll out a large new sheet of sketchpaper, and redesign the world! Design a totally new living environment, so that man can begin to live again in an atmosphere of hope and trust and productivity and, above all, pride. The time has never been more propitious; never have the world and its cities been in such dire need of a complete rebuilding, one which will lift man out of the physical and psychological depths into which he has fallen onto a new plateau of faith in society and in himself.

There is no need to remind ourselves that with mass starvation, rampant ethnic warfare, and least of all worldwide unemployment and inflation, man is in serious trouble. For lack of leadership, he is searching for visible reassurance to reinforce his belief in his own strength and in his future. Architecture, throughout history, has had the power to fulfill that need.

Pericles was aware of this when he ordered the rebuilding of the Parthenon in Athens. The Roman Emperors knew it when they built imperial Rome, and then went on to reproduce it throughout Europe, North Africa, and Asia Minor. The clergy in the middle ages realized it when they sponsored two glorious centuries of great cathedrals; the peasants acknowledged it when they commissioned the innumerable country churches in Bavaria. And our large corporations gave it final emphasis when they lined our super highways with their corporate signature.

It has been the Architect's unique province to design that signature. It was Imhotep, not his client King Zoser, who conceived the stepped Pyramid. It was the anonymous Roman architect, not the royalty nor the populace, who planned the amphitheatres, basilicas and baths of an-

cient Rome. It was the nameless architect, (and not Abbot Suger), who responded to the pride of the Bishops and the prayers of the congregation and created the definitive symbol of the Christian religion. And it has been so for the whole pageant of the world's monuments.

## **But What Has The Architect Done For Civilization Lately?**

As we cast a critical eye on the panorama of today's achievements we find ourselves surrounded by sprawling shopping malls, brittle, faceless office towers, and a jungle of nameless structures under a jarring geometry of glass roofs. There is architecture aplenty, indeed, in its myriad self-conscious manifestations. But there is literally nothing in today's man-made horizon with which man — everyday man — can identify himself. This has created an obvious vacuum which is slowly filling with uncertainty and fear, and this erosive evidence of human frailty will itself inevitably be reflected in our legacy of buildings.

It is time for an architectural revolution. The skyline of tomorrow, if it is to express "young men's dreams and the old men's visions," must be one in which man can see a reflection of his own image. After five centuries of pharaohs, emperors, bishops, nobles and robber barons, and three significant political revolutions, it is time for an architecture of the people.

This is the world that is waiting to be redesigned. Granted, it can only be fully achieved through a closely-knit consortium representing all professions and trades. But the nation's architects must take the initial step. They alone are educated, trained, and experienced for this purpose. They know, far better than the economists, the legislators, the manufacturers, even the sociologists, the nature of the structural projects that will inspire the world to a new course.

If tomorrow's architecture is to reflect the world as we want it to be, we must design it before it is too late. Even if our of-

fices were not empty, and our staffs not writing up resumés and ringing doorbells, there is nothing more important that we could be doing.

If we exercise our free will (under the slowly dying system of government that still makes this possible) and show the world what can and should be done, a miracle will take place. We have only to transfer our concepts of new homes, new communities, new urban centers to paper so that those millions who cannot visualize it beforehand, can grasp it, AND THEY WILL BUY IT.

We must abandon the mistaken notion that housing and the rebuilding of our cities are a complex Gordian knot involving government subsidies, interest rates, labor problems, building codes, land costs, and property taxes. It is not altogether inappropriate to point out that Alexander's solution to the Gordian knot was the sword, a course we must avoid by acting logically, deliberately, and above all with sound planning.

Let us consider the fact that perhaps the problem is neither economic, political, financial, but an emotional one. There is no barrier that cannot be overcome in response to a vital human need. To forestall the obvious and inevitable questions of detail, one has only to draw a parallel to the automotive industry which, even in depressed times, is able to dispose of an average of 8 million cars annually without burdening itself with problems of financing, property taxes, parking, or maintenance. By appealing directly to man's pride, they have demonstrated that, similarly, the world wide problem of shelter, if appropriately dramatized, can solve itself.

The unsolicited design of the world of the future is a form of manifesto, pure and simple. We need only to remind ourselves of what the printed word has done to direct the course of human events in the past to realize how infinitely more effective a picture can be.



There is no doubt that the result of a graphic representation, in its full potential, will bring on a revolution, in fact as well as in name. It will not fail to demand world attention. And it will inevitably lead to a giant step ahead in the slow-moving spiral of man's progress.

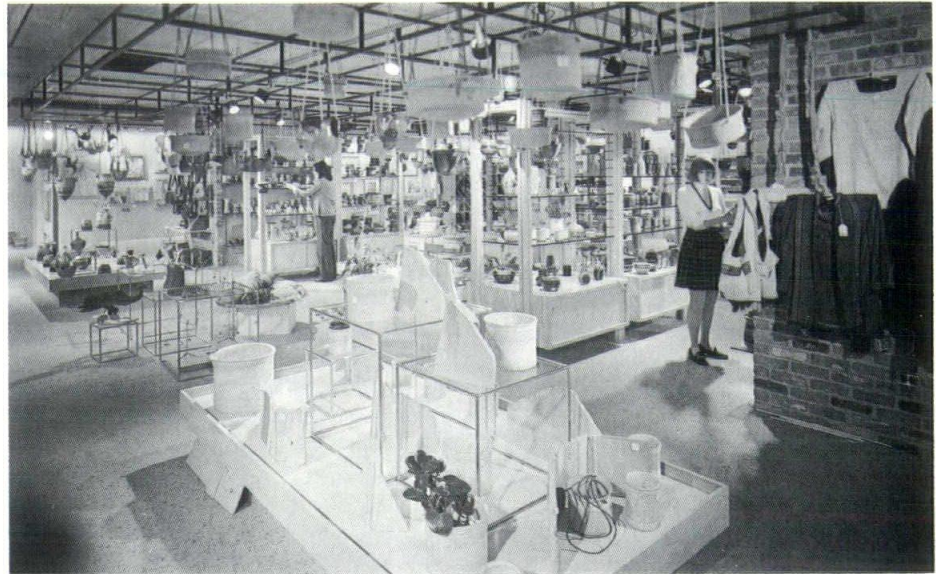
It will set our economy in motion again, by resurrecting our dead cities, eliminating our stagnant slums, and creating millions of new jobs. But its most important and lasting effect will be to install new life into our families and new faith into the nation's youth. The positive effect on the world's economy will be immeasurable. It will provide the present homeless generation a place to live in, to work in and believe in.

**And If The Architect Doesn't Do It, Who Will?**

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# The Civic Center Shops Create a New Aura of Success for Downtown

by Michael Buckley, AIA

"If you have yet to experience the pleasure of shopping in, or simply browsing through, The Civic Center Shops, don't delay. It is even better than you have heard."

Thus did the *Hartford Times* editorialize on the wonders of Aetna Life & Casualty's new multi-use shopping mall, The Civic Center Shops, which is part of the Hartford Civic Center. Since the opening of the mall in late October, a new burst of commercial energy has come to Connect-

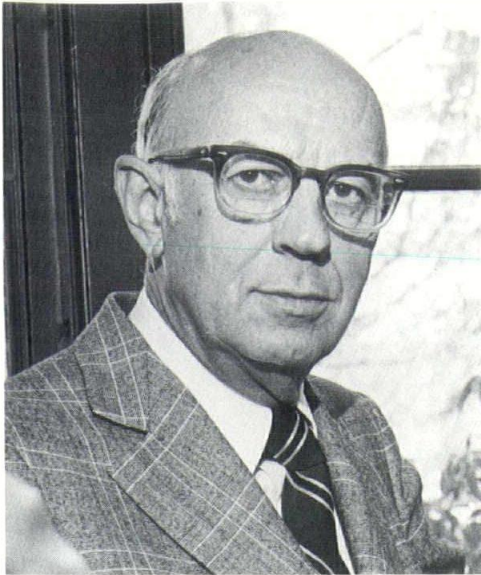
icut's capital city which appears to be changing the shopping patterns of the entire region.

The story of The Civic Center Shops is really the story of the ways in which strong negative opinions of Downtown Hartford — both on the part of retailers and their prospective customers — were changed, and of how the Center was leased, the shops designed and constructed within a brief ten months.

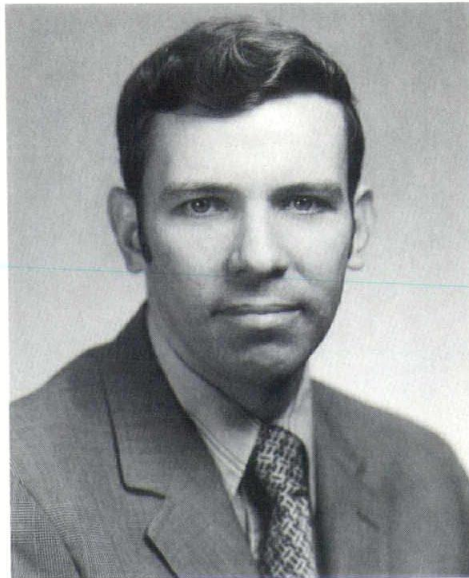
The situation in January, 1975, was hardly

encouraging. Strong negative opinions on downtown shopping malls and a sluggish national economy had dulled tenant interest. After nearly a year of conventional marketing efforts, the 220,000 square foot mall had only one prospective tenant. Ten months later, The Civic Center Shops were fully leased and open for business. The Center's skylit malls are lined with some fifty specialty shops, sporting a careful mix of unusual merchandise, and peppered with a series of unique restaurants.





H. Eugene Ross  
Ætna Life & Casualty



James Richmond, Jr.  
Ætna Life & Casualty



W. Michael Flanagan  
Halcyon Ltd.

### The Development Team

Early in 1975, Ætna's Real Estate Investment Department recruited a team of development professionals to direct the leasing, design and construction of The Civic Center Shops. The principal actors on stage in the ten-month effort were:

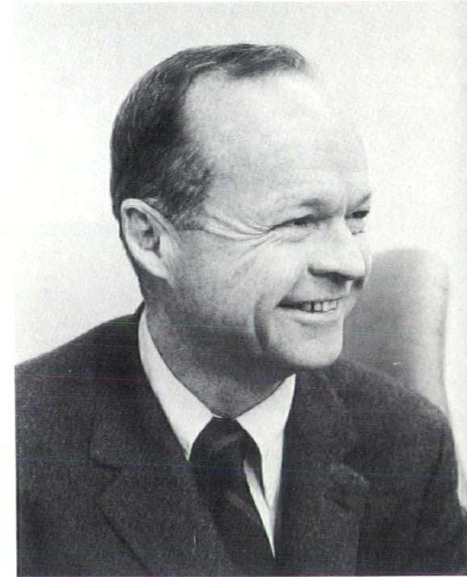
**H. EUGENE ROSS** and **JAMES RICHMOND, JR.**, Vice President and Assistant Vice President, respectively, of Ætna's Real Estate Investment Department, directed the efforts of the Developer. They headed the development team, monitoring progress at regular intervals and maintaining approval authority over lease proposals and construction requests. Ætna devised a management process which guaranteed an adequate level of control, and quick decisions when required — while permitting a wide action range for the leasing and project managers.

**W. MICHAEL FLANAGAN**, President of Halcyon Ltd., an international development consulting firm, was charged with overall project management, design control and construction responsibilities for both the commercial and office portion of the complex. Flanagan, the former president of Concordia Project Management, Ltd., was responsible for Crown Center, a \$200 million development of Hallmark Cards in Kansas City, Missouri.

The Halcyon group's first task in Hartford was to establish a new project proforma, with completion costs arrayed against projected rentals. Halcyon combined credentials and expertise within a fast-moving management process. The organization has a decidedly multi-disciplinary flavor, including engineers, architects, leasing agents, cost analysts

and construction specialists — a needed flexibility for the administration of a peak of \$2 million a month in construction to meet the opening deadline.

**PETER L. FITZPATRICK**, Senior Leasing Manager of Coldwell Banker, a commercial brokerage company and one of the largest leasing organizations in the world, was charged with the direction of the leasing effort. Fitzpatrick had overall responsibility for the rental deals, and adherence to the tenant mix projected for The Center. Fitzpatrick's leasing team included Chuck Landy, an associate from Coldwell Banker; Sharon P. Cavanaugh, a leasing manager employed by Ætna, and this writer from Halcyon Ltd. The leasing team's credibility in retail experience, combined with its positive, professional attitude, was a strong advantage in securing prospective tenants.



Peter L. Fitzpatrick  
Coldwell Banker & Co.

### The Development Team

#### Ætna Life & Casualty

H. Eugene Ross, Vice President  
James Richmond, Jr., Assistant Vice President  
William C. Hogue, Director  
Stephen G. Jones, Analyst  
Don E. Mayes, A.S.P.D., General Manager, The Civic Center Shops

#### Project Managers/Halcyon Ltd.

W. Michael Flanagan, P. Eng., President, Halcyon Ltd.  
John R. Vice, A.R.I.C.S., Vice President  
John P. Retford, Secretary-Treasurer  
Michael P. Buckley, A.I.A., Vice President  
Kalman Demenyi, C. Eng.  
Ted Amenta, Architect

Peter R. Strother, Architect  
Ivar Kasaks, M. Eng.

#### The Leasing Team

Peter L. Fitzpatrick, Vice President, Coldwell Banker & Co.  
Sharon P. Cavanaugh, Leasing Manager, Ætna Life & Casualty  
Charles R. Lande, Coldwell Banker & Company  
Robert C. Little, Halcyon Ltd.  
Nancy P. Banks, Coldwell Banker/Halcyon Ltd.

#### Legal Counsel

Robert J. Birnbaum, Esquire  
Hyman, Keith, Harding, Hutensky & Birnbaum, Hartford



Brass and cane-work surround banquette platforms in the deco-styled Signature Restaurant, designed by Norwood Oliver.



### Creating An Aura Of Success

The development team's immediate objective was to create an "aura of success." They recognized that they had to re-create a positive image of the downtown shopping experience. The economic demographics, combined with Hartford's stable downtown working population, ease of highway access, and the extra draw of The Civic Center Coliseum events, suggested that a regional retail speciality center of unusual depth could be developed.

But retail shops alone wouldn't lure the suburban shoppers away from the asphalt-enshrined regional malls. The presence of exhibition and convention activities in the attached Coliseum and Sheraton Hotel created a latent demand for more downtown restaurants. The Development Team concluded that a collection of new "restaurant experiences" could change the critical mass of the City's perceived opportunities, re-establishing Downtown Hartford as a unique shopping and entertainment destination.

After reviewing a series of restaurant concepts prepared by ARA Services, Inc., Ætna and the development team chose two: "The Promenade," a collection of six specialty cafes under one roof, and "The Signature Restaurant," a uniquely appointed, luxury dining environment. Both operations are managed by Davre's, nationally-known restaurateurs who operate exclusive dining establishments such as "The Great American Restaurant" at Crown Center in Kansas City, and "The 95th Floor" of The John Hancock Tower in Chicago.

Additional food offerings in The Center include "The Rising Sun" Japanese Restaurant, "Rein's New York Deli," "La Crepe," "The Asylum Bar and Cafe," "Strawberry Fields," "The Ice Cream Scene," and a collection of market stalls selling an array of foods, from imported meats to fresh produce.

### Establishing The Retail Mix

The principal categories established in the original retail plan included: specialty restaurants, men's and women's fashion clothing, shoes, gifts, housewares and furnishings, jewelry, children's clothing and toys, hobbies and sports, books, gourmet and natural foods, and crafts.

The recruiting emphasis was tightly focused on *quality* — to create a specialty center of sufficient merchandise depth to be unique within the Hartford Region. The uniqueness of the Retail Mix Master Plan specifically avoided direct head-to-head competition with suburban shopping malls. Leasing prospects were evaluated for both quality and depth of merchandise; for the "look" of existing operations, and especially for positive customer attitudes. Tenants selected were profiled for basic merchandising standards essential to the success of the specialty concept.

In January 1975, preliminary merchandising layouts were prepared and a decision made to establish the 70,000 square foot Luettgens Limited as The Center's "mini-anchor."

Bill Luettgens, a former Senior Vice President of G. Fox & Company, had developed a concept for a specialty store, clustered around distinct "life-style departments." Luettgens' retailing experi-

ence at G. Fox convinced him that the Hartford Region had a strong demand for personalized service, combined with a sophisticated appetite for quality merchandise.

The personalized scale of the "stores-within-a-store" concept, and a progressive retailing approach specifically addressed to the regional market, made Luettgens Limited a natural complement to The Center's specialty tenant mix.

Ætna's willingness to put its name prominently behind the development team contributed to a heightened sense of public belief in the project. Also, tenants recognized that Ætna would clearly stand by its commitment to Downtown Hartford.

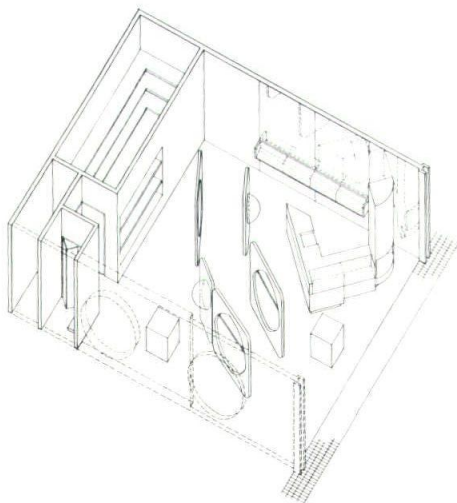
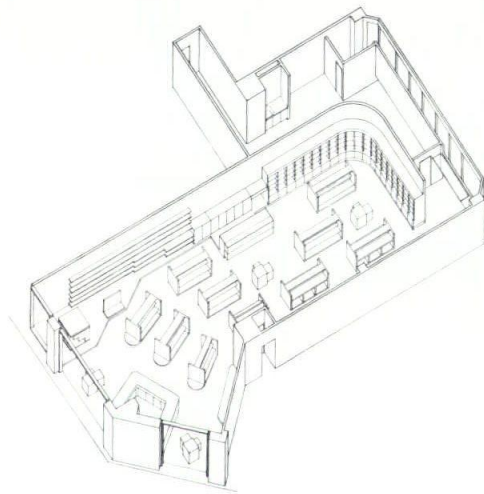
Privately, continual review of the retail mix categories and prospect lists kept efforts focused on the high-quality specialty concept. Tenants were offered the services of nationally-known, award-winning designers, such as Norwood Oliver, Morganelli-Heumann, and John Fowler. This inducement guaranteed high-quality design, while upgrading merchandise layouts for maximum sales performance.

Finally, Don Mayes, Ætna's general manager of the mall, was on the job during the entire leasing period, addressing the long-range issues of promotion, maintenance and security.





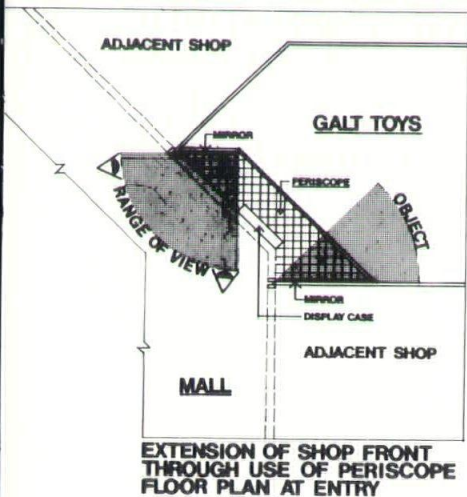
*The powerful sweep of quarry-tiled floor platforms, and butcher-block topped counters, contrasts the detailed precision of white formica sales fixtures in John Fowler's design for the Pottery Barn.*



*Metallized panels, harlequin tile floor, radial light track, and sculpted counter with display tower, are reflected in a wall of mirrors for Madbrook Design Leather Shop by John Fowler.*



Architect Herbert Newman's design for Galt Toys transforms the entire shopfront into a full-scale periscope by the droight use of mirror walls.



### Managing Creativity

The Civic Center Shops has a *visual mix* — an array of colors, textures, and forms that are as varied as the *tenant mix*. This visual panoply was no happy accident.

The development team had a clear concept for design within The Center: each shop must identify itself by its product. The strongest design statement will “present” merchandise in a direct, obvious manner to the shopper. The Team believed that the *shopfront* appearance would be as critical as merchandise layout.

In controlling the design character for The Center, the Halcyon staff met frequently with both designers and tenants. Design review sessions were rarely formal. Elaborate presentations were rare. The emphasis was on layout, color, materials, and visual exposure — such as the addition of a mirror wall to emphasize Madbrook Design.

Designers were given a stringent set of control standards — heights, graphics, and openings — then were charged to flout those rules masterfully. As examples, Koenig’s funky, oversized Plexiglas sign suspended on invisible nylon cables and Erewhon’s curved soffit and sidewalls both subtly violated shopfront criteria.

The Design Review was a carefully subdued process, but invaluable to the final appearance of The Center. Designs were revised or redirected in many cases to take advantage of the visual effects of adjoining stores: for example, the sparsity of The Unique Antique’s facade contrasts the articulated cabinetry of Ann Taylor. Design consideration of adjacencies was no mean trick, as The Center’s leasing was progressing in tandem with design.

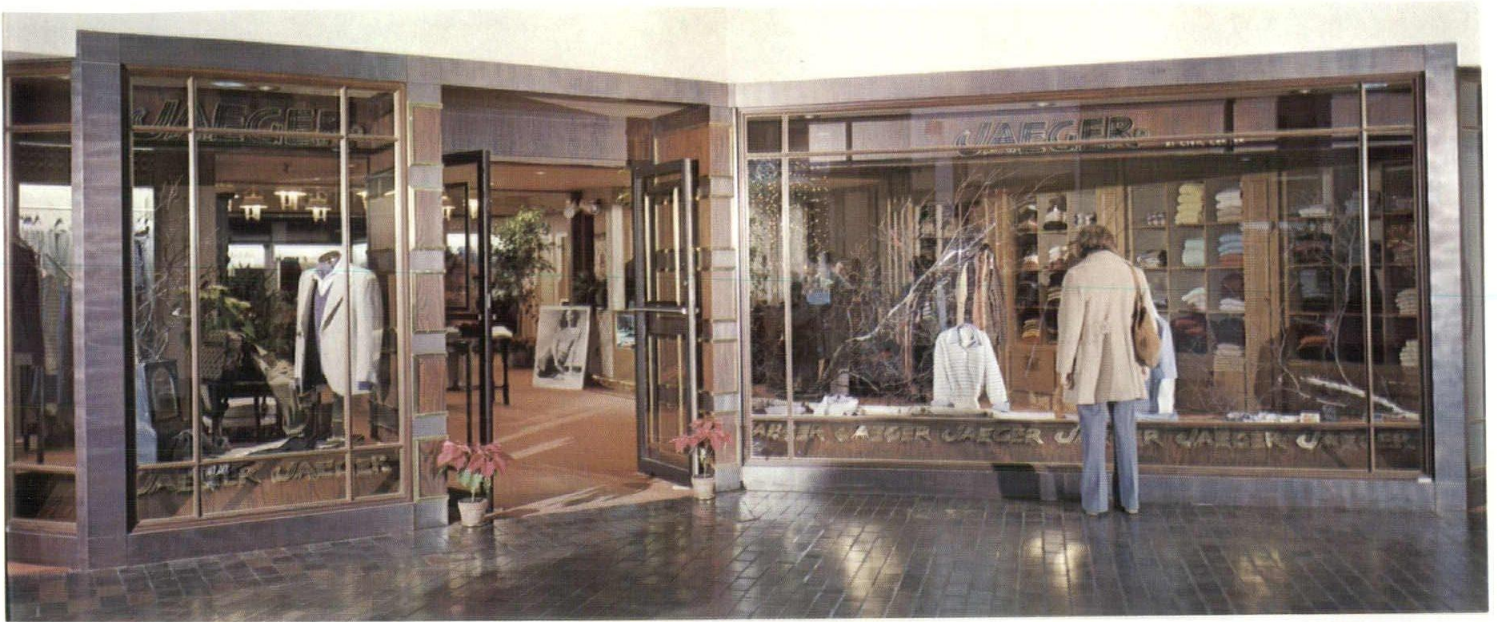
One of the most interesting, if totally invisible, aspects of the design management process was the matching of designers with tenants. Experience and ability to produce were adroitly balanced against attitude and human chemistry. The scholarly, high-art design approach of Yale’s John Fowler was matched with the pragmatic merchandising savy of The Pottery Barn’s irrepressible Tony Brush. The experience was heady and confrontive — and eventually great fun for both. The result is Fowler’s architectural achievement, modulated by Brush’s years of sales experience.

The choice and match of a designer was frequently more critical to The Center’s tyrannical schedule than construction. Personal styles and work habits had to be

considered carefully. While construction might be accelerated, the interaction between tenant and designer could not. Seasoned, big league design firms, such as Morganelli-Heumann and Norwood Oliver, were used when time allowed only one concept study. Their years of experience anticipated the tenant’s expectations and shortcut contract drawings. Design schedules were established — but were “floated” by the Halcyon group when the dynamics of the design effort warranted. This “float” induced awesome pressure on the already compressed construction effort, but was a determined, intentional commitment to the level of design excellence sought.

The process wasn’t totally inhuman for designers. It permitted some experimentation, even at the expense of completely blown schedules. As an example, the dedication and inventiveness of Mike Curtis, who had just begun his architectural practice, was brought together with the taste and strong design opinions of Honore Kaplan, with Maryann Rumney. The result of their prolonged collaboration is a glassy showcase, The Honore Shop, a source of pride to both parties and a valuable architectural addition for The Center.





Morganelli-Heumann set brass trimmed show windows on the bias for the Jaeger Shop.



Norwood Oliver used Sisal walls and floors, brick and modular space-frame ceiling to enclose the Harris Strong Craft Gallery.

Michael Curtis created a transparent, glossy, white-cased, parquet-floored "Museum" for the Honore Antique Jewelry Shop.



Shives-Williams juxtaposed an antique door over a simple glass facade to mark the Unique Antique.



*“Shives and Williams used a cascade of shopfront mirrors and a mirrored interior perimeter strip to dramatize Koenig’s Art Shop.”*

### **Construction Management**

Halcyon’s construction staff divided the project into critical tasks and time-constrained priorities. Over 65 sub-contractors, with some 450 tradesmen, were involved in the crash program for the Ætna project. Construction budgets established in the Proforma were maintained by competitive bidding, although the time required to take bids further squeezed the schedule.

Further, the system had to be flexible to permit a flurry of last minute additions and deletions — such as Jeter, Cook & Jepson’s dramatic glass elevator for Luetgens Limited — yet hold The Center’s opening date, so important to the commercial Christmas season.

Ætna’s ability to make rapid decisions on long lead-time items, like air-handling units and transformers, was crucial to Halcyon’s accelerated timetable. Simple light fixtures, with a normal lead-time of six to eight weeks, suddenly loomed as critical items for the rapidly approaching opening. The art of substituting specified items with available ones became a minor “master game” with designers during construction.

A typical reaction to this severely telescoped effort was that of the owners of Aquarium Decor, who found themselves surrounded by some 30 tradesmen for the final two days — but when the dust settled, they made the Grand Opening, and distributed 5,000 goldfish.

### **The Ten-Month Payoff**

The Hartford development team had a well-articulated strategic action plan. They were professionals. They knew where they were going and how to get there. Ætna packaged the team, established standards to measure results, and created a simple, but regular, control process which allowed ample independent initiative.

Clearly, a complicated process. But the development team created a thoroughly professional climate and projected confidence in the success of the project. Within ten months a new center of gravity had appeared in the City of Hartford, and people who had “given up on Downtown a long time ago” came back to take a hard look at some new urban excitement.

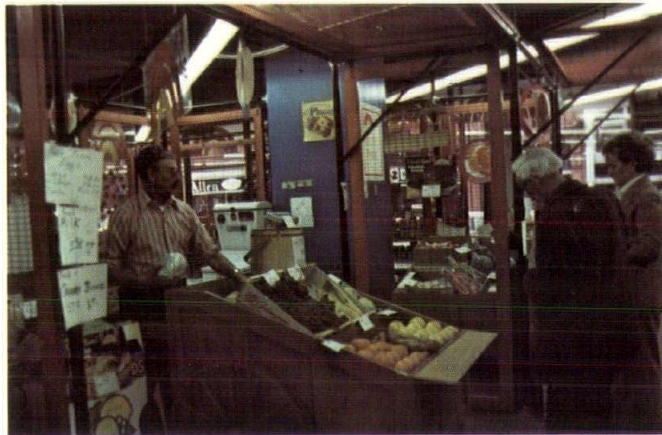


*Unitized mirror-wall and ceiling form a portal for The Arkay II Shop, designed by Jim Cassidy.*





Six International Cafes under one roof make up The Promenade, designed by A. R. A. Design Services and Vincent Kling



The Market Level, by Shives-Williams and Jeter, Cook & Jepson, sports a variety of rough pipe-framed farmers' market stalls, set in deliberate contrast to the flanking restaurants and cafes.

Undulating blue surfaces, curved soffits and painted clouds on the ceiling describe the environment for Erehwon by Shives-Williams.



### Designers

- A.R.A. Design Services/Vincent Kling, Philadelphia, Pa.
- Charles Broudy, Philadelphia, Pa.
- Burdick-Goldberg, New York, New York
- James Cassidy, West Hartford, Ct.
- Clinton-Olcott, Glastonbury, Ct.
- Edmund Van Dyke Cox, Glastonbury, Ct.
- Michael Curtis, New Haven, Ct.
- B. Dalton, Minneapolis, Minnesota
- Danos/Burdick-Goldberg, Hartford, Ct.
- 3-D Corporation, Philadelphia, Pa.
- John Fowler, New Haven, Connecticut
- Friel Bernheim, Philadelphia, Pa.
- Hartford Design Group, Hartford, Ct.
- Bob Hurwit, Avon, Connecticut
- Jeter, Cook & Jepson, Hartford, Ct.
- Morganelli-Heumann, New York, N.Y.
- Vijay Myne, Providence, Rhode Island
- Herbert Newman, New Haven, Ct.
- Norwood Oliver, New York, New York
- Ed Secon, Bridgeport, Connecticut
- Shives-Williams, Amherst, Massachusetts
- Abe Silverman, New York, New York
- Gary Stark, Toronto, Canada
- Herb Staruch, Toms River, New Jersey
- Denis and Judith Stockman, N.Y., N.Y.
- Tri-Art Designers, Worcester, Mass.
- Bernard Vinick Associates, Hartford, Ct.
- Diana Wahmann, Incline, Nevada
- Dan Wright, Vernon, Connecticut

### Engineers

- Burton & Van Houten, West Hartford, Ct.
- Donovan, Hammick & Erlandson, Avon, Ct.
- Fraoli Blum Yesselman, Hartford, Ct.

### Graphics

- The Connecticut Design Collaborative, Newtown, Ct.
- Katzman-Kloke, New York, New York

### Photo Credits

- Bill Bradford, Atna Life & Casualty
- Robert Perron
- Monica A. Wolff

Michael Buckley is an Architect and Planner who has authored numerous management articles. He is currently associated with the development team described in this article.



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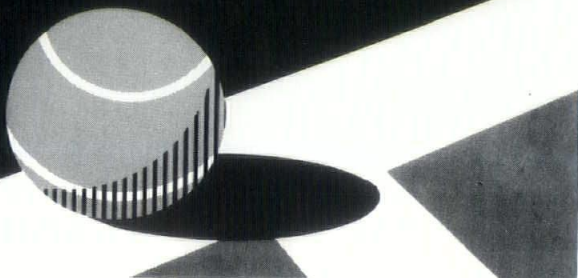
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## Connecticut's First R/UDAT

*Regional/Urban Design Assistance Team Makes Three-Day Visit to Bristol*

"Bristol has a void at its center. Large parcels of vacant land in the center of town are ironic reminders of what was once a busy and important business district. . . But we soon learned that there was a void in Bristol's morale at least as big as the empty land at the center. 'We do not think well of ourselves,' as one active citizen put it."

These remarks, stated at the opening of the Assistance Team's report, were among many reasons which prompted architect Kenneth E. Allen, the Chamber of Commerce, and other concerned citizens of Bristol to request the services of a Regional/Urban Design Assistance Team from the American Institute of Architects.

The Urban Planning and Design Committee of the AIA has been providing R/UDAT services to various American cities since 1967, but the November 21-24 R/UDAT visit to Bristol marks the first for Connecticut. Some thirty teams have now been invited into specific areas to deal with environmental and urban problems ranging from the regional to the specific in scale.

Each member of the R/UDAT team is selected to provide his specialty consistent with the anticipated needs of the study area. Members are not compensated for their service, and agree not to accept commissions for work which might be generated as a result of their study. The team acquaints itself with the community and its people as thoroughly as possible given the limits of time, presents its analysis from a fresh perspective, and offers recommendations and often a new approach for planning or for action.

Members of the Bristol R/UDAT group were:

- Robert S. Sturgis, FAIA, team Chairman from Cambridge, Massachusetts. An architect and urban designer, Mr. Sturgis is a former president of the Boston Society of Architects, and former chairman of the AIA Urban Planning and Design Committee. He has been a participant in seven previous R/UDAT programs;
- Harry S. Weinroth, AIP, of Brookfield, New Hampshire. Administrator of the Community Development Department of Lawrence, Massachusetts, Mr. Weinroth is a member of the U.S. Conference of Mayors work-

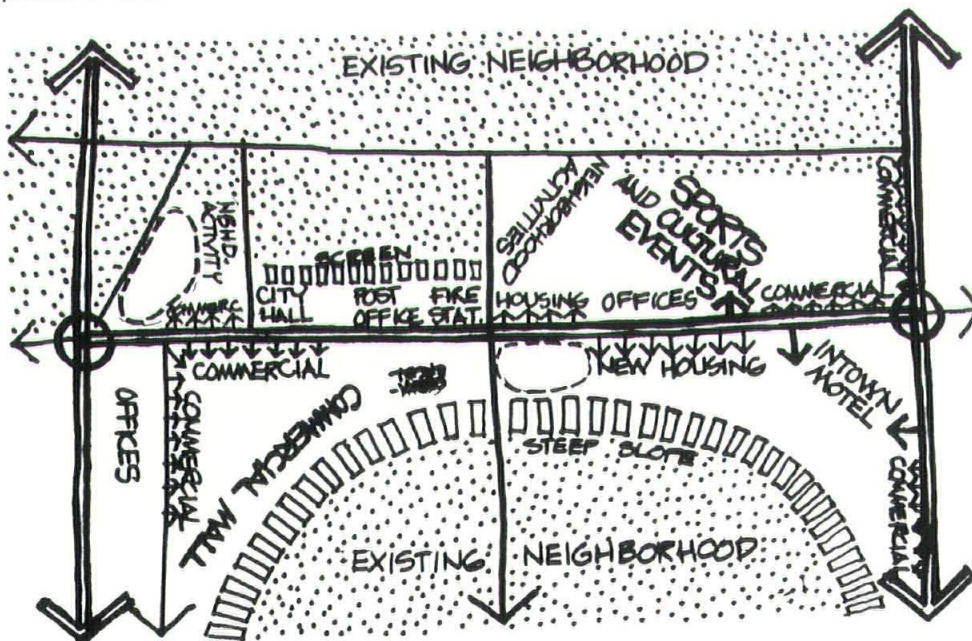
ing committee on Community Development;

- Roy Gerard, Ph.D., an economist and president of Economic Consultants, Inc. of Buffalo and Syracuse, New York, whose firm has been engaged by more than 150 communities in the Northeast in preparation of economic studies covering such areas as housing and population, finances and economic base, capital budget and economic impact, and management analysis of social and governmental agencies;
- Samuel B. Ashford, AIA of Raleigh, North Carolina. Mr. Ashford, an architect and planner, is a former member of the AIA Committee on Urban Planning and Design and is currently a member of the Greater Raleigh Area Development Commission. He served previously as coordinator of a R/UDAT visit to Wilson, N.C., a community of 40,000 residents;
- Student members Barbara Feibelman, Stefanie Ledewitz and Barbara Sundheimer, all seniors in the Yale School of Architecture master of architecture program, and students in the Urban Design Studio; and
- Kenneth E. Allen, AIA, of Bristol, Team Coordinator.

### A Controversial Report

The R/UDAT report, presented at a luncheon meeting of Bristol's community and business leaders on Monday, November 25, is as revealing as it is controversial. Obviously it would be impossible even for a larger group than the Assistance Team to cover all the city's problem areas and to make concrete recommendations acceptable to all parties on only three days.

The report opens with a survey of "Bristol As It Is" — including such factors as topography and climate, history, economic base, population, land use and transportation. It was noted that the population of Bristol, a manufacturing center, is relatively stable, with few families among its 57,000 residents below the poverty level. Despite





periodically high levels of unemployment, the city's financial position is sound.

The team projected a strong market potential in the areas of housing as well as in new and rehabilitated office, retail and industrial space over the next five years, and recommended that Bristol consider adoption of an enabling resolution to participate in the City and Town Development Act which permits full tax abatement on land, buildings and equipment for up to twenty years. Bristol also has substantial unused debt capacity which can be used to borrow for the additional public improvements needed to provide utilities for planned private and quasi-public facilities.

The Assistance Team projected a need for 400 new housing units at two different locations in Center Bristol to be constructed over the next three years, and recommended that an existing non-residential structure, the former New Departure property, be rehabilitated for an additional 100 units.

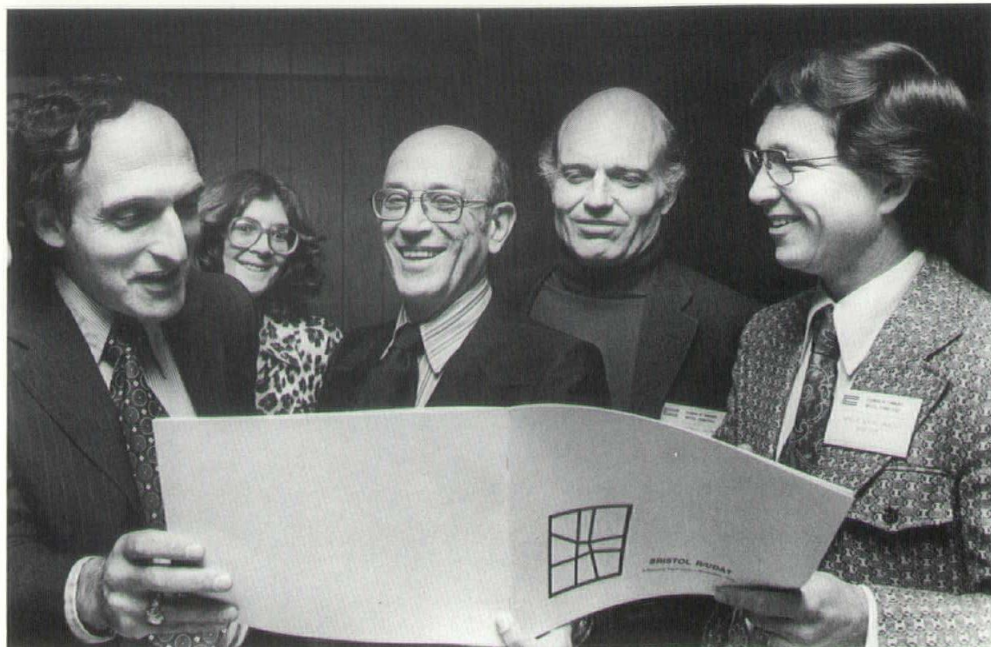
The report also recommended that the city provide rehabilitation loans and grants to owner-occupied structures in areas abutting the center of town, and establish a non-profit housing corporation to distribute loan and grant monies based on contributions from Community Development Block Grant funds and allocations from local banks. Bristol was urged to amend its Housing Assistance Plan (HAP) to reflect housing recommendations as a means for establishing city policy and eligibility for federal housing assistance funds.

#### Public Investment

Of prime significance to Center Bristol — the new name selected to overcome the adverse implications of the word "downtown" — is the need to introduce facilities which will allow it to be independent of an entirely retail business image, and to provide activities on a seven-day-a-week scale. To this end, the R/UDAT report recommended that a multi-purpose center be constructed on land assembled along both sides of Valley Street and fronting on North Main Street.

The Center would include a new Boys' Club, olympic-size swimming pool, hockey and basketball facilities, some 5,000 seats, a special auditorium for Bristol symphony and choral activities, and off-street parking. Facilities in the multi-purpose center would be arranged in a manner to avoid duplication.

Following a commitment to the multi-purpose Center, the Team anticipated that a motel complex would be feasible for con-



The Bristol R/UDAT group: (left to right) city planner Harry Weinroth, Yale student Barbara Sundheimer, economist Roy Gerard, team chairman Robert Sturgis, and architect Sam Ashford.

struction on a portion of the Northside urban renewal property. The Center would be financed in phases, through a combination of private and public funds and a city-wide fund raising drive.

#### Other Recommendations

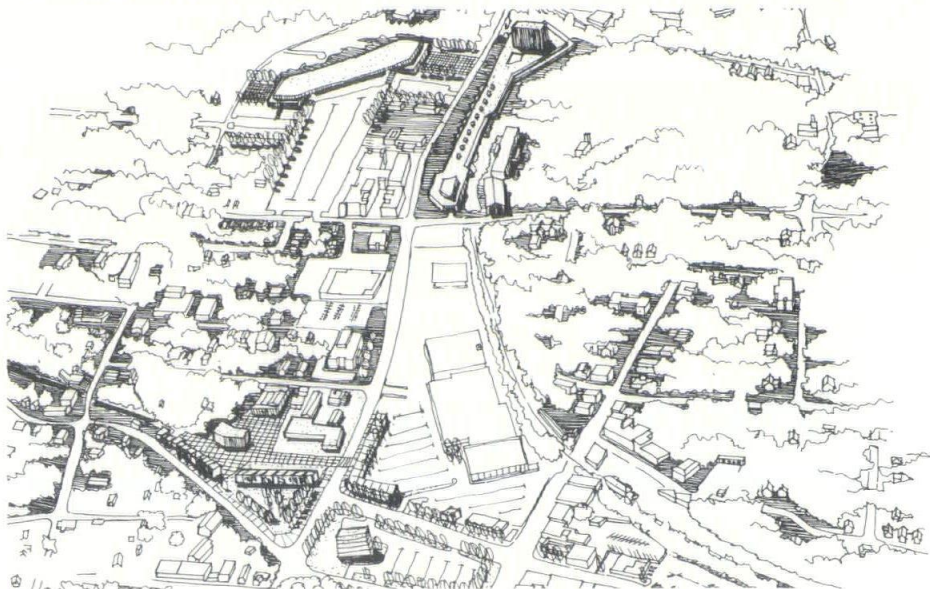
An important part of the new image which the R/UDAT report sought to create for Center Bristol was a landscape plan which provided more emphasis on the pedestrian and which established well-defined corridors for distributing traffic into and through Bristol. Also recommended was the construction of new two-story retail stores along North Main Street in the Bristol Center Mall as another means of providing an urban pedestrian atmosphere to the street and compacting the Mall site. Other urban design tools should

be used to enhance the Mall entrance and to tie it to the remainder of Center Bristol.

#### Implementation

Can the R/UDAT plan be accomplished? Can it be turned into buildings and landscaped area, people and jobs? Can the city government take a leadership role in accomplishing the plan's recommendations, or should the assignment be given to a broad-based committee of city leaders?

According to Bristol's new city planner Arnold Beizer, the R/UDAT report as a whole could never be fully implemented, since its recommendations do not take into account a number of factors and actions already undertaken by the city. Its principal value to Bristol is as a stimulus for future planning and design.





## Regional Seminar on Church Architecture

"Expand Ministry! Revitalize underused facilities" is the theme of the Regional Seminar of the American Society for Church Architecture to be held on Monday, March 8th, at Trinity Episcopal Church, 120 Sigourney Street, Hartford, Connecticut.

The seminar provides an unusual opportunity for CSA members to meet and to share their expertise with churchmen from Southern New England. In workshops, structured to mix architects and planners with church leaders and pastors, the objective will be to discover resources and methods to overcome the physical facilities problems of urban and suburban churches saddled with deteriorating or restrictive buildings and ministering to divergent or dwindling congregations. A simulated planning experience, a report by several churches about their planning process and its results and a look at several revitalized facilities also highlight the day-long seminar. Presenting architects will be John K. Sinclair, AIA, Richard Schoenhardt, AIA, and Edmund Van Dyke Cox, AIA.

"Artistic Expressions in the Sanctuary" — a festival program of drama, music and dance — will lead off the seminar on Sunday evening, March 7th, at eight o'clock, in Trinity Church. Included in this program is part of a play about the selection of an architect for the rebuilding of the burnt-out choir of Canterbury Cathedral back in the twelfth century. With eleven monks and three church architects on the terra firma watched over by three archangels perched on a celestial plain, Dorothy Sayers (the author of the detective stories) depicts with timeless characters a tongue-in-cheek observation of our profession. The complete program with original dance and music works will illustrate flexible use of worship space.

Cost of the seminar (including lunch and the Sunday evening performance) is \$30.00 per person. The student and group rate (for each additional person) is \$15.00. For further information and registration, write or telephone the Regional Chairman, Charles A. King, AIA, 266 Pearl Street, Hartford, Connecticut 06103. Phone — 203/525-3431.

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Sylvan R. Shemitz (right) receives F.E.A. Energy Conservation Award from William Kaplan, Region III Energy Conservation and Resource Development Director, at ceremonies held January 20 in Philadelphia. Lucille Paris (center) is a Region III Energy Conservation Specialist.

### Shemitz Associates Receives F.E.A. Conservation Award

Sylvan R. Shemitz and Associates of West Haven recently received a special Federal Energy Administration Award for energy conservation for the development and design of "Lite-A-Part", a unique energy saving lighting system. "Lite-A-Part" eliminates the need for ceiling lights through the mounting of special fixtures near office work space. By significantly reducing the lighting load, the system can achieve a savings in excess of 50 percent compared to the energy consumed by an equivalent conventional lighting system. In addition, the reduced heat from the lighting system requires

less energy for air conditioning the work area. The Shemitz system was used exclusively in the Atlantic Richfield Eastern Area Headquarters in the East Tower of Centre Square in Philadelphia, and produced energy savings of approximately 53 percent over conventional systems.

The F.E.A. citation reads in part: "The Federal Energy Administration considers this an outstanding contribution to national objectives to conserve energy. Therefore, for the professional excellence of this imaginative lighting design, Sylvan R. Shemitz and Associates are hereby awarded the Administration's Region III Achievement Award."

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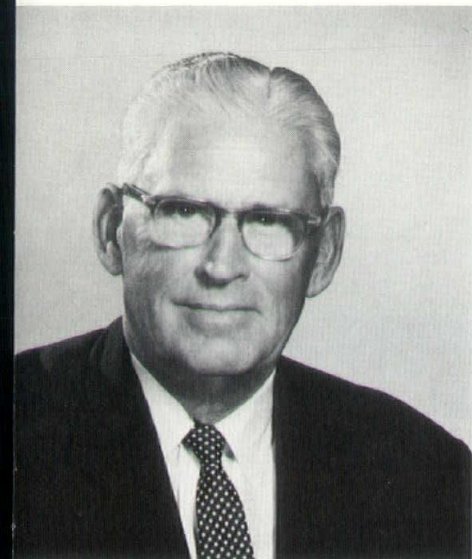
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**Wyatt Founder Dies**

Carleton W. Blanchard, founder and chairman of the board of Wyatt, Inc., New Haven, Conn., died January 6 at the age of 81 at his home in North Haven. Mr. Blanchard was a pioneer in the use of fuel oil for heat and power. He founded Wyatt 40 years ago as a coal distributorship and later added petroleum products. The company is now the largest independent fuel oil wholesaler in New England.

One of Mr. Blanchard's outstanding achievements was spearheading the development of New Haven harbor from a silt-laden bay, navigable only by shallow barges, into a modern deepwater port. An ocean-going super tanker carrying 10 million gallons of oil can now sail into the harbor and pump its cargo directly to Wyatt's wharf-side storage tanks for distribution to more than a half-million homes and hundreds of business concerns in five states. Numerous companies have since sprung up on the harbor's shoreline, and Mr. Blanchard was recently cited in New Haven's Bicentennial Series as the man who put New Haven back on the map as a port of entry.

One of six children, Carleton Blanchard was born July 30, 1895, in Somerville, Mass., and grew up on the family farm in Huntington. He was awarded a scholarship to the Massachusetts Institute of Technology from which he was graduated in 1918 with a degree in Engineering Administration. Immediately thereafter he enlisted in the U. S. Army as a World War I pilot.

Mr. Blanchard literally worked his way from the ground up in the fuel business starting in the coal mines of West Virginia. He also loaded coal ships in Hamp-

ton, Virginia. In 1926 he came to New Haven where he has been a driving force and benefactor in business and civic affairs for half a century. During World War II he served on President Roosevelt's Emergency Advisory Committee. He has also served as a director on the boards of several New Haven corporations, including the First New Haven National Bank where for many years he has been a key figure in guiding the successful development of that institution.

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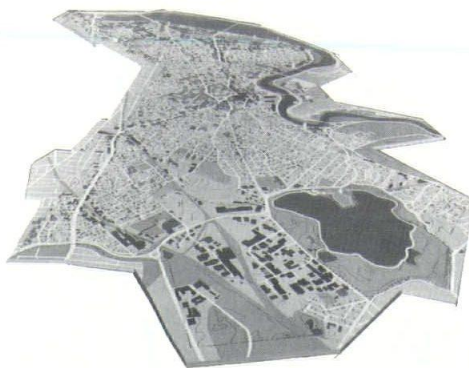
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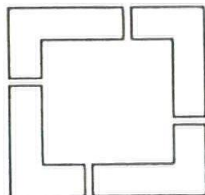
## Cambridge — 1776 and 1976

Harvard Square in 1776 was certainly larger than a nickel, but in this case the nickel emphasizes the size and detail of a scale model of the City of Cambridge in 1776. Built by Architectural Model Associates, a division of F. W. Dixon Co., Woburn, Massachusetts, for the Cambridge Historical Commission, it comprises over 400 buildings and shows in exacting detail fields, fortresses, fences, orchards, animals and even graveyards.

The largest building is no larger than a nickel. The model, which is in four sections for ease in shipping and storing, took over three months to research and build. Architectural Model Associates had recently completed a model (below) of the City of Cambridge as it exists today, with over 14,000 buildings.



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## Seminar Scheduled on ASHRAE Standard 90-75

The Connecticut Chapter of the American Society of Heating, Refrigerating and Air Conditioning Engineers will host a two-day seminar, March 31 and April 1, to explain the controversial new "Standard 90-75" for energy conservation in new building design. The seminar, to be held at the Howard Johnson Convention Center in Windsor Locks, will include sessions on energy conservation in existing buildings, solar conversions, and an eight-hour program on Standard 90-75.

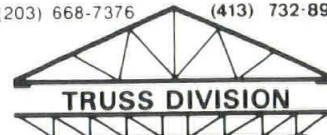
The keynote speaker for the seminar will be Lynn Alan Brooks, Connecticut Commissioner for Planning and Energy Policy. The main speaker at the dinner Wednesday evening, March 31, will be Nicholas Panuzio, former mayor of Bridgeport and now U.S. Commissioner of Public Buildings for the General Services Administration. In conjunction with the seminar, there will also be an energy conservation products show.

The seminar is one of a series of 50 programs being held throughout the country to help architects, engineers, contractors, equipment manufacturers, code writers and enforcement officials, and others interested in building design, construction and modernization to use the Standard. Standard 90-75, adopted by ASHRAE in August, after 20 months of intensive work, establishes criteria governing the insulating effectiveness of building envelopes, the efficiency of mechanical systems and equipment, power used for illumination, water heating arrangements, and other elements affecting the consumption of energy in buildings. It applies to everything from a suburban split level to a giant downtown skyscraper. The standard is being written into many building codes from coast to coast.

Those interested in registration information or further details on the ASHRAE seminar should contact Peter J. Luchini, Jr., Connecticut Chapter president, at (203) 728-6753.

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### Smith Construction Products

A new 40-page catalog covering their complete line of metal wall and roof systems has been issued by Smith Construction Products, Elwin G. Smith Division, Cyclops Corporation. New products include Varispan Panel System, deep-profile long-length Dyna-Span and N-Wall panels, and Foamwall 24. The catalog was planned for easy use by building designers, including cutaway illustrations of exterior profiles, panel systems, dimensions, features, load span tables and complete architectural specifications. It also contains a color chart and architectural specifications on available coatings. Full color photos of typical Smith installations demonstrate the design flexibility of these insulated and uninsulated wall and roof systems. Two pages show Smith special details. A complete list of available literature and of Smith's District Sales Offices makes it easy to receive additional information direct.

For a copy of Catalog WP, write Elwin G. Smith Division, Cyclops Corporation, 100 Walls Street, Pittsburgh, Pa. 15202.

### Vincent J. Scully of Yale Elected Honorary AIA Member

Vincent J. Scully, Jr., professor of art and architectural history at Yale University, is one of ten prominent individuals recently selected to honorary membership in the American Institute of Architects. The honorary memberships, extended to persons outside the architectural profession, will be presented at the annual convention of the Institute, to be held in Philadelphia, May 2-5.

A noted author, educator and architectural historian, Vincent Scully has been a member of the Yale faculty since 1947. He was appointed a full professor in 1961 and, in 1966, became the first incumbent of the Colonel John Trumbull Chair of the History of Art.

His reputation as an exciting lecturer draws hundreds of students each year to his courses in architecture and art history. Through his writings, Scully has extended his influence beyond the classroom, and his works have received awards from the College Art Association and the Society of Architectural Historians.

Professor Scully's books and monographs reflect the wide range of his architectural interests. His books include: *The Architectural Heritage of Newport, Rhode Island*; *The Earth, the Temple, and the Gods*, a study of the sacred architecture of ancient Greece; *Modern Architecture: The Architecture of Democ-*

*racy*; and monographs on Frank Lloyd Wright and Louis I. Kahn. His most recent book, *Pueblo: Mountain, Village, Dance*, is an analysis of the interaction between the natural setting, traditional architecture, and the human community with its ritual activities in the American Southwest. An avid preservationist, Scully has been a strong advocate for the preservation of the nation's architectural heritage.

Named with Professor Scully to honorary memberships were: Weld Coxe, Philadelphia management consultant; Dr. Dwayne E. Gardner, executive director of the Council of Educational Facility Planners; the Hon. Gordon Gray, chairman emeritus of the National Trust for Historic Preservation; Andrew Heiskell, chairman and chief executive officer of Time, Inc.; Henry A. Judd, chief historical architect of the National Park Service; Senator John L. McClellan (D. Ark.); S. Dillon Ripley, secretary of the Smithsonian Institution; the Hon. Pete Wilson, mayor of San Diego; and William Zeckendorf, New York real estate developer.

### Firms Selected for Solar Housing Demonstrations

The solar house designs of several Connecticut firms have been selected as part of the U.S. Department of Housing and Urban Development's Solar Demonstration Program. Requests for grants to install solar heating equipment in houses to be built for sale were issued by HUD in November 1975. Of 250 proposals received, approximately 50 grants were awarded nationwide.

One of the solar projects funded by HUD, under the current grant program, will

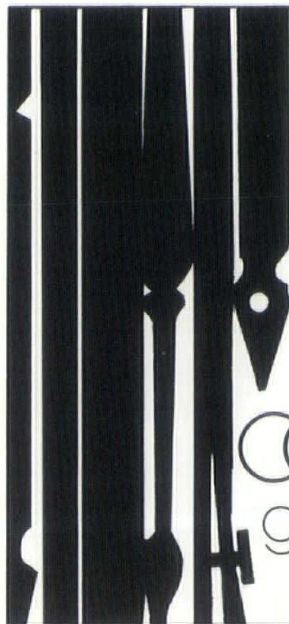
be built in Connecticut — a proposal by Crane Builders of Granby, Connecticut, designed by architect, Donald Watson, AIA, of Guilford. The three-bedroom house combines solar panels with other fuel saving design features and is intended to demonstrate that a relatively small investment in auxiliary solar heating can achieve a payback in fuel savings within a five- to seven-year period.

Another design, also by Watson's architectural firm, will be built in New Jersey. It will feature an air-type solar collector and storage system to provide for a large percentage of the house heating requirements.

The Stamford, Connecticut firm of Wormser Scientific will see its solar designs installed on four condominiums in South Carolina. In the Wormser system, a pyramidal optics reflector system is used to increase the effective heat gain of the solar collector panels. The Wormser system will also preheat water for a heat-pump type heating system.

The Connecticut based solar equipment company, Sunworks/Enthone of West Haven is the manufacturer of the solar panels that will be used for the largest HUD-funded condominium project in the nation, Grassy Brook Village in Brookline, Vermont, where solar heating will be provided for ten housing units.

The U.S. Department of Housing and Development awarded the solar grants in a nationwide competition open to builders, developers, universities, and public authorities. The selections were made on the basis of the potential impact that the completed projects will have in advancing solar heating in the public and private housing market.



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**Clark-Watts and IBD Sponsor  
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When Clark-Watts, architectural and contract furniture distributors of Hartford, moved their showroom facilities to a new location at 818 Windsor Street, one of the advantages of the move was that a unique "Kiosk" was part of the package. The structure, ten feet high by approximately 6½ feet square with an unusual roof, was an outbuilding once used as a guard station for the property.

Frank Clark and John Watts, the owners, approached the Connecticut Chapter of the Institute of Business Designers to sponsor a design competition for the reuse of the Kiosk on the site in such a way as to identify the firm, their location, and their type of business.



*Judith A. Parker*

The project was issued to students in interior design at the University of Connecticut, with three weeks allowed for the design development — which included visits to the site, technical research, and subsequent development of the individu-

al solutions. Faculty members Charles Scott, Fred Malven, and Bill McCloud provided guidance.

The Design Award Jury was held November 20 at the Clark-Watts showroom. Jurors, in addition to Messrs. Clark and Watts, were IBD members Robert Burling, Margi Neyerlin, and Donald Vallaincourt. First prize was awarded to Judith A. Parker; second to Kathie Hamlin, and third, to Al Lester. There were also four honorable mentions.

**Brochures and Catalogs**

**'76 "Fashions in Floors" Available From Kentile**

The 1976 edition of "Fashions in Floors" is now available from local Kentile distributors. The 24-page, four-color catalogue features Kentile's entire line of resilient tile products — solid vinyl, vinyl asbestos, Touch-Down self-adhering tile and asphalt. "Fashions in Floors" also contains attractive, imaginative room settings as well as full-color tile illustrations.

**Fluropon Metal Construction Coating**

An eight-page, full-color brochure that describes the performance capabilities of Fluropon® architectural coating is now available from DeSoto, Inc., Des Plaines, Ill.

Pictured in the brochure are full-color examples of Fluropon applications on high rises, power plants, hangars, schools, industrial facilities and residential trim. The booklet includes a comprehensive guide specification stating Fluropon's architectural properties.


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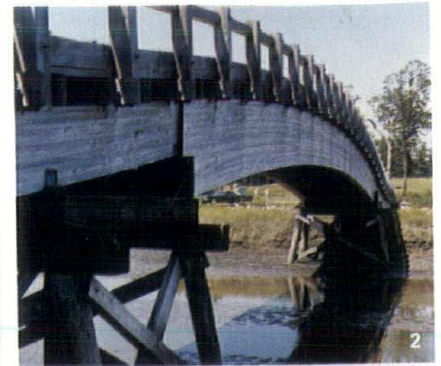
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