

AMERICAN INSTITUTE
OF
ARCHITECTS

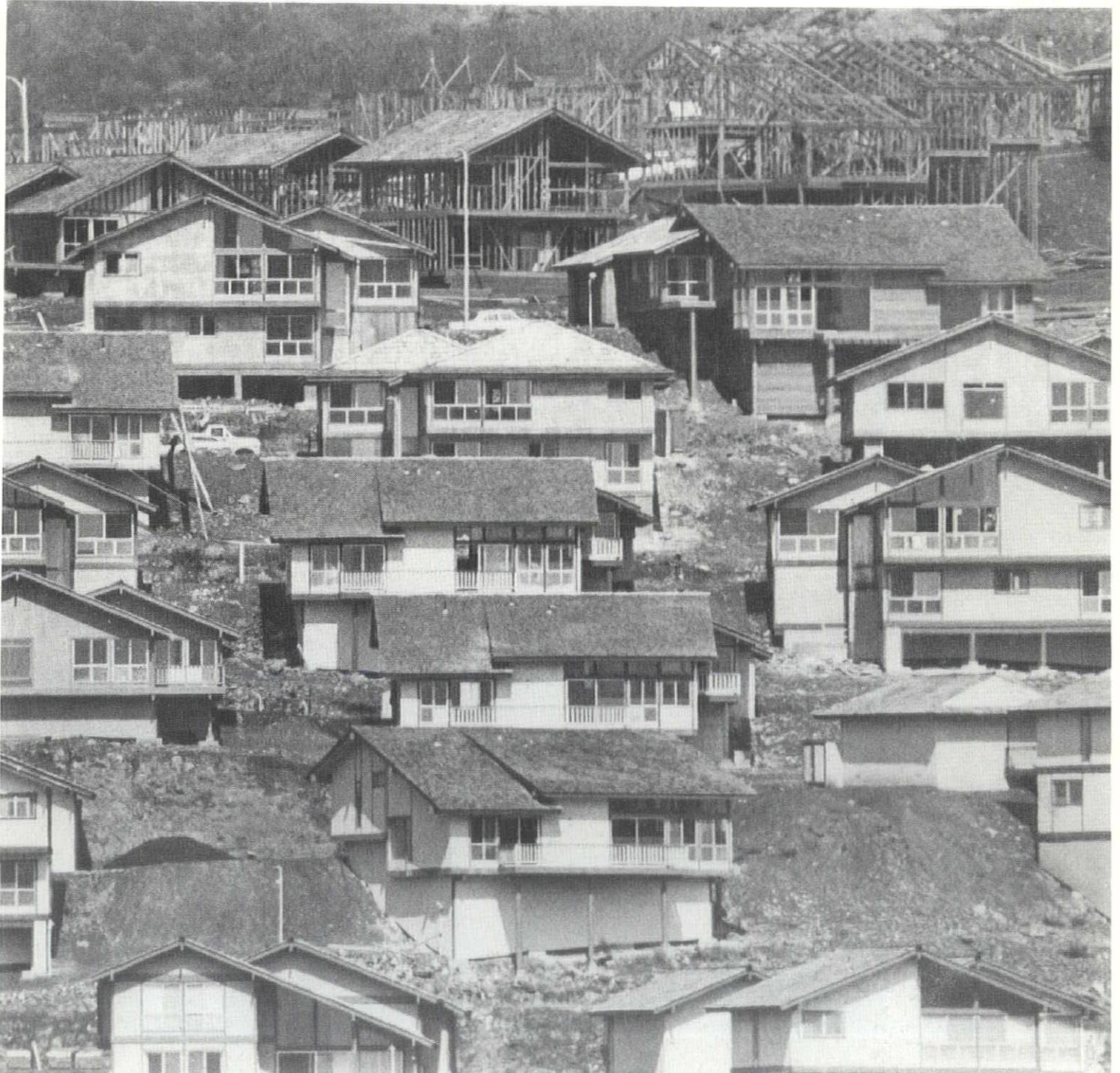
JAN 2 1973

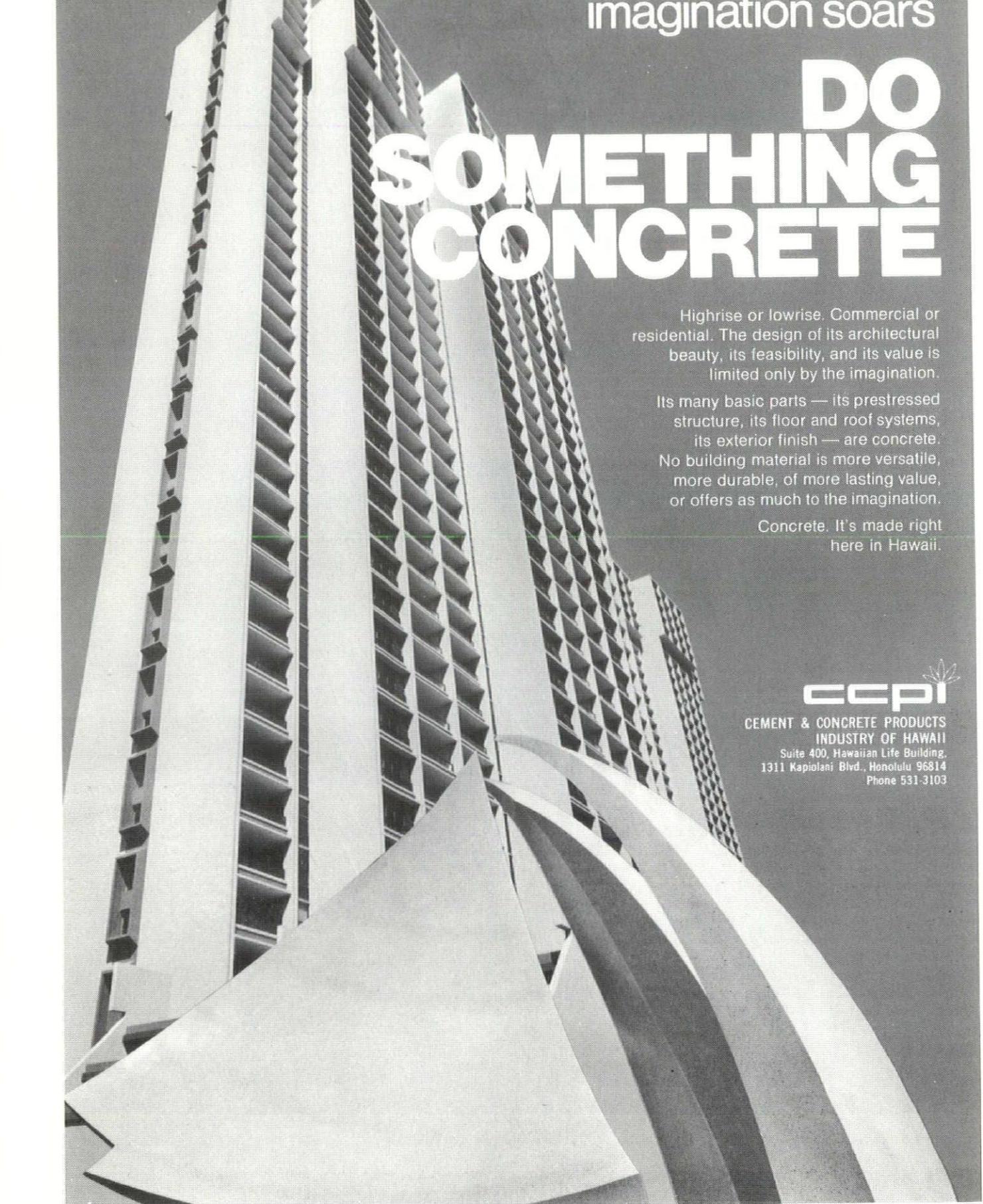
LIBRARY

hawaii architect

november, 1972

the journal of the hawaii chapter, american institute of architects





When the
imagination soars

DO SOMETHING CONCRETE

Highrise or lowrise. Commercial or residential. The design of its architectural beauty, its feasibility, and its value is limited only by the imagination.

Its many basic parts — its prestressed structure, its floor and roof systems, its exterior finish — are concrete. No building material is more versatile, more durable, of more lasting value, or offers as much to the imagination.

Concrete. It's made right here in Hawaii.

ccpi 

CEMENT & CONCRETE PRODUCTS
INDUSTRY OF HAWAII
Suite 400, Hawaiian Life Building,
1311 Kapiolani Blvd., Honolulu 96814
Phone 531-3103



hawaii architect

The official monthly journal
of The American Institute of
Architects, Hawaii Chapter.

Address all letters to:

Hawaii Chapter, AIA
1210 Ward Avenue
Honolulu, Hawaii 96814
Mrs. Georgia Runyan
Executive Secretary
Phone (808) 538-7276

Co-Editors:

Robert M. Fox
James N. Reinhardt

Associate Editors:

Christopher Smith, Graphics
Greg Hammers, Student

Editorial Board:

Gerald Allison, FAIA
John Hara
William D. Merrill, FAIA

Chapter Officers:

President—

Donald C. W. Dumlao

Vice President/President-Elect—

Charles R. Sutton

Secretary—

Sidney E. Snyder, Jr.

Treasurer—

Donald W. Y. Goo

Director/Past President—

Joseph G. F. Farrell

Director/1 Year—

Edward R. Aotani

Director/1 Year—

Lewis Ingleson

Director/2 Years—

Jesse Hugh Burgess

Director/2 Years—

Jack C. Lipman

Cover:

Urban Sprawl
Photo by Rick Golt.

Published by:

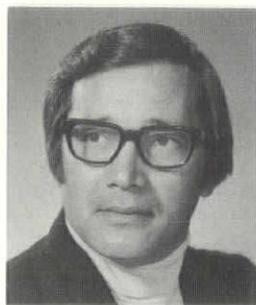
CROSSROADS PRESS, INC.

P. O. Box 833

Honolulu, Hawaii 96808

Phone (808) 531-4137

All advertising inquiries should
be directed to the publisher.



PRESIDENT'S MESSAGE

By Don Dumlao AIA

A very significant action was quietly taken on Thursday, October 12, 1972, which once again reinforced the need for our AIA Chapter to speak out. On that date, Governor John A. Burns asked the State Environmental Council to develop an action plan for the optimal protection of our environment and that such a plan must take into account the "social and economic needs of the State." Simply put, develop guidelines for a Hawaii Growth Policy.

The importance of this need has been expressed previously in the July and August issues of Hawaii Architect, the Governor's committees on Housing and New Communities as well as all of the talking presently developing for the new Legislature. What is now needed, as the Governor so aptly put it, is an "Action Plan — it is time to take the reports off the shelves and put them to work."

The significance of his action goes beyond the restatement of the need but includes his priority emphasis, his reason for directing it to the Environmental Council, his expressed concern for intensive citizen input, and the inclusion of the social considerations. No matter what, individually, one may feel his motivation to be, the Governor has once again provided the opportunity for broad spectrum input on an issue in which everyone has a vital stake — our environment and the prevention of a haphazard growth.

We as architects, perhaps more than any other individual group, should contribute substantially to a Hawaii Growth Policy. No other group directly contributes more to the physical form of our man-made environment. No other group's everyday involvement deals with each of the growth considerations — social, environmental, and economic — more intimately. No other group possesses a greater education, training, and

experience history as a basis for understanding growth. The architect's sensitivities as artist, humanitarian, engineer and businessman make him uniquely qualified to speak out on this subject.

Many of our members have already individually contributed their thoughts and efforts on this subject. Numerous articles by Tom Creighton, FAIA; recent comments in Jerry Tune's "Plan It" series, by William Merrill, FAIA; articles on what we have done to Waikiki and our mountain to sea visual environment, by Bob Fox, are just a few which come to mind.

A concerted effort is now needed on the part of our Chapter to provide the State Environmental Council with Growth Policy recommendations. To this end an AIA task force on Hawaii Growth Policy has been appointed under the direction of Bruce Etherington, AIA, chairman of the Department of Architecture at U.H. Members of the task force include Alfred Preis, FAIA; Ed Sullam, FAIA; Ty Sutton, AIA; Rolf Preuss, AIA; Francis Oda, AIA; and Greg Michaud, AIA Student Chapter chairman. I therefore call on each Chapter member to direct his own thoughts and concerns on this subject to this task force in order that they may report out at the earliest possible date.

Prior to the Governor's action, the Hawaii Chapter, AIA, had initiated action to have Paul Ylvisaker, Dean of the Graduate School of Education at Harvard University and strategist behind the AIA's National Growth Policy, address our new Legislature and the Honolulu community on January 15, 1973. It is hoped that this will be the start of an action emphasis on the part of the Hawaii Chapter, AIA, to inform the community and the decision makers of the importance of a Growth Policy and the architect's understanding of the necessary Growth Policy ingredients.

Mulling it over with...



MOLLY MOLENHoff

The way I've been touting the advantages of using Decramastic roofing tiles wherever possible may seem to some people that I'm protecting an investment in L. J. Fisher Co. the manufacturers of Decramastic. Well, that wouldn't be too bad an idea, but I simply want to stress the practicality of using this tile in Hawaii. I could give you an article of superlatives about this product and why you should use it but in the wake of our recent rain storm I would like to present the results of a DYNAMIC WATER INFILTRATION TEST performed by Approved Engineering Test Laboratories of Los Angeles.

PERFORMED FOR

Automated Building Components, Inc. 7525 N.W. 37th Avenue
Miami, Florida 33147

INTRODUCTION

The purpose of this report is to present the testing methods employed and the results obtained during the performance of a Dynamic Water Infiltration Test on roofing shingles. The product submitted for testing was "Decramastic," asphalt and slated granule covered shingles, the thickness including galvanizing. Each dis-assembled shingle measured 34-1/8" wide by 15-3/8" high, and when assembled (mounted) measured 32" wide by 14-3/4" high.

INSTALLATION DETAIL

The shingles were installed on an open wooden frame, and attached to 2" x 2" battens, located 14-3/4" O.C. Alternate means of attachment were used to secure the shingles to the battens at the lower edge of each over-lapping shingle. Some shingles were attached by four (4d) galvanized nails, and some by four (4) 1" long galvanized staples. The assembly of twelve (12) full courses of shingles, with three (3) shingles in each course, and ridge condition was installed on a test roof deck for testing. The pitch of the test deck was 4" in 12".

TEST PROCEDURES AND RESULTS

An aircraft wind generator, with four (4) foot diameter propellor, and capable of providing a slipstream velocity of 120 MPH, was placed sixteen (16) feet downstream from the assembled roof deck. Water was added to the airstream by means of a spray grid nozzle. The simulated rain was equivalent to 10" per hour. The wind blast, and water were applied to the exposed side of the shingles for a period of fifteen (15) minutes. During the entire testing period, the unexposed roof shingles were visually examined for water infiltration. At the conclusion of the fifteen (15) minute period the following results were noted:

No water penetration was noted to occur.

I believe we can conclude that with a Decramastic roof, water problems are non-existent.

Thanks for your time.

HONOLULU ROOFING CO., LTD.

TILE • FLOORING • ROOFING

Showroom and Offices

738 Kaheka St.

Honolulu • Phone 941-4451

BC-1077

EDITORIAL



Credit: Harry Lyons, Honolulu
Advertiser, October 16, 1972

The Hawaii Architect has been strongly advocating that Hawaii's Architects take on their public responsibilities. These have included such issues as the Civic Center District, the H-3 Freeway, the Ward Avenue Widening, and the Puna-hou Street Trees. Add one more to the list: the Aloha United Fund.

Once again we're getting into action too late in the game. The official fund drive takes place in the month of October, and October is past. The need still exists, and WE have not done our part!

The quota for architects this year was \$10,000. The actual pledges came to \$6,419. By comparison, the engineers gave \$30,234. The Fair Share — determined on nationwide giving patterns — would have an annual contribution of \$100 from a man with an income of \$10,000, \$225 for a \$15,000 income, \$400 from a \$20,000 income. These can be paid in one, four or 12 payments (Aloha United Fund will "bill" you as a reminder), and are, of course, tax deductible. The Outstanding Citizenship Awards for organizations in which 85 per cent of the employees gave a Fair Share lists 189 organizations — none of them architectural firms! The unions, the big corporations, and many small companies are doing their part. We are not doing ours.

The problem may be lack of organization for the drive within the AIA; it may be lack of knowledge about the importance of the fund. It may be

apathy. Whatever it is, we have not accepted our part of the responsibility for this part of our communities' needs.

The Aloha United Fund solicits only at your place of work – there is no door to door drive. By combining the fund raising for many organizations (see the list below) not only are we all spared the annoyance of repeated soliciting, but it costs much less to conduct the fund raising: More of the money goes where it is needed, rather than into overhead.

Even though the drive is pau for this year, we can still do our part. Call the Aloha United Fund – 536-1951. Do it today – before you forget.

List of agencies supported by the Aloha United Fund.

CHARACTER BUILDING YOUTH SERVICES

Boy Scouts of America, Aloha Council
Camp Fire Girls, Hawaii Council
Catholic Youth Organization
Girl Scout Council of the Pacific
Young Buddhist Association of Honolulu
Young Men's Christian Association of Honolulu
Young Women's Christian Association of Oahu

HEALTH: RESEARCH, EDUCATION OR SERVICE

American Cancer Society*
Arthritis Foundation
Cystic Fibrosis Research Foundation
Eye of the Pacific Guide Dogs
Hawaii Association to Help Retarded Children
Hawaii Heart Association*
Hawaii Planned Parenthood
Hemophilia Foundation of Hawaii
Joint Services Recreation Association for Handicapped Children
Mental Health Association of Hawaii
Muscular Dystrophy Association
Special Education Center of Oahu
United Cerebral Palsy Association of Hawaii
Waikiki Drug Clinic
*Cooperating with AUF in joint solicitation of the business, industry, government and labor community.

COUNSELING AND GUIDANCE

Big Brothers of Hawaii
Catholic Social Service
Child and Family Service
John Howard Association of Hawaii
Legal Aid Society of Hawaii
Pastoral Counseling Service

CARE OF CHILDREN AND THE AGED

Booth Services for Young Women, Salvation Army Kindergarten & Children's Aid Association
Kuakini Home
Palolo Chinese Home
Salvation Army Facilities for Children

MULTI-FUNCTION AGENCIES

American Red Cross, Hawaii Chapter
K E Y Project
Moiliili Community Center
Palama Settlement
Salvation Army Corps
Susannah Wesley Community Center

(Continued on Page 13)

In multi-unit dwellings, central gas water heating provides all the hot water needed. At the right time. At the right temperature.

A central gas system does not increase energy costs during peak demand periods. In fact, first costs, operating and maintenance costs are lower for a central gas system than for an equivalent electric system. Call us at 548-5368 for the facts on central gas water heating.



THE GAS COMPANY

GASCO INC., A SUBSIDIARY OF PACIFIC RESOURCES, INC.

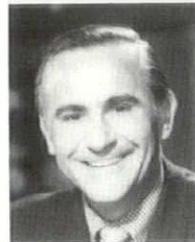
ISLE GAS DIVISION:

Hilo • Kona • Kamuela • Kahului • Lihue • Duvauchelle's (Molokai)

AIA Political Task Force — A Report



Matsunaga



Fasi



Rohlfing



Anderson

PA/AIA ended its meetings with Candidates Anderson and Fasi 12 days before the general election. Membership turnout for congressional candidates was about 25 at each meeting. A group of 70 architects and students met with mayoral candidates. Press/TV coverage at two of these meetings helped get our message across: We will be involved in issues of planning and those many political actions whose environmental outcome we can shape. Mayor Fasi was told: "We are the **only** people who can design structures for our city."

— S. Snyder

Diana Hansen, the 2nd Congressional District challenger gave us a considerable "feel" of her own concerns and convictions. Diana's concerns followed her months of travels through rural Oahu and the Neighbor Islands. She feels the high cost of land is crucial and that the Federal lands now held should be made available to people on a controlled basis so low and moderate income families can afford their own places to live.

The task force concerns pre-delivered to Miss Hansen and Fred Rohlfing were: The Brooks Bill, AIA National Growth Policy with emphasis on the National Land Bank and Udall report for the State of Hawaii; housing and Federal involvement vs. results; the architectural quality and site selection, 1976 Centennial in Hawaii.

Fred Rohlfing spoke directly to our concerns over the Brooks Bill; stating

that the current law (selecting architects on the consideration of price is a **spur** for ugliness." On the land bank concept, Sen. Rohlfing felt that tying small parcels of land together to create neighborhood scale development is politically acceptable, certainly as condemnation for our freeway system is thought to be in the public interest. To control housing costs, the 50 per cent capital gains on real estate used in Fiji was mentioned.

Finally, Rohlfing urged architects to "get off our foundations and get involved in government." Implementing the Udall report into a realistic and imaginative plan will require Federal funds. Fred Rohlfing promised to go after the necessary Federal funds.

Congressman Spark Matsunaga spoke to the AIA on October 12. He fully credits AIA for passage of the Brooks Bill and acknowledges many letters of support from Hawaii architects toward passage, although "it is not favored by the Administration."

Although Matsunaga voted along many national AIA policy lines, his vote against restoration of the Capitol West Front was defended due to an engineering report, the need for more space, the crumbling condition of the existing front, and traditional opposition to Capitol additions.

Of considerable interest were Mr. Matsunaga's involvement on the House Rules Committee. We were well-briefed on the trip of a bill traveling through the Federal legislative process.

Meeting of the Political Action Task Force of the AIA. The Willows — Thursday, October 26, 1972.

Summary of remarks made by Senator Andy Anderson as interpreted by Ed Sullam, FAIA.

1. **Developer-Home Builder** — Present government regulations frustrate the home builder and developer.

2. **Large Planning Department** — Senator Anderson stated that the city has more planners per capita than most states. The implication was critical.

3. **Detailed Land Use Maps** — He criticized the Mayor for not leading the city in the area of updating these maps instead of blaming the City Council for the lack of progress.

4. **Design Review Committee** — He suggested the formation of a design review committee to hold informal meetings with the Mayor and to develop a close working relationship with the Mayor's office.

5. **Incremental Improvements** — Streets, curbs, gutters, sewers etc. should be installed on an incremental basis to assist people in modest circumstances in rural areas.

6. **Different Attitudes** — The Island-wide community is made up of many kinds of people with differing views of life. Laws and ordinances should be designed to allow for such differences.

7. **Densities** — We should develop higher density developments rather than re-zone agricultural land into urban. There is nothing sacred about the thirty-five story height limit.

8. **Population Stabilization** — We should be pursuing this concept within the framework of the U.S. Constitution.

9. **Bench Marks for Design** — **Kahaluu** — A resolution of the State Legislature to develop an ideal community in Kahaluu has been sitting on the Mayor's desk for two years.

10. **Initiative by Government** — Government should take the initiative in matters involving planning rather than reacting to proposals made by others.

11. **Bread and Butter Planners** — We have too many theoreticians and not enough "bread and butter" planners.

12. **School Design** — Architects are building monuments rather than answering the needs of the community.

13. **Population Dispersal** — This concept involves a two to four year discussion on all levels of government.

14. **Ecology and Environment** — These are relatively new words in our vocabulary. New citizens of the State seem to love the community and concern themselves with these words more than kamaainas do.

Summary of remarks made by Mayor Frank Fasi as interpreted by Ed Sullam, FAIA.

1. **Design Competitions** — Design competition would be a way to maintain a high level of design for public structures.

2. **Design Team** — The AIA should take the lead in developing a multi-disciplined design team approach for solving the complex problems facing the community.

3. **Community Concerns** — He felt that the architects should express greater concern about the total development of the city.

4. **Community Design** — In designing each project we should be more concerned about the impact it might have on the total community environment.

5. **Involvement of Community Groups** — We should be ready to discuss our projects with community groups who express an interest. Such exposure would be beneficial to both the architect and the community.

6. **Anti-Social Project** — Architects should reject projects which would be inimical to the community.

7. **Advisory Committee** — Architects should be prepared to serve on advisory committees and lend their expertise to the decision making process.

8. **Revision** — The AIA should make its views known about the proposed revisions to the City Charter.

9. **Scattered High Rise Buildings** — Rather than clustering high rises in one area, Mayor Fasi suggested that they be scattered; thus preserving each other's views and giving more visual interest to the city.

10. **Housing by Income Group** — The clustering of people into housing "ghettos" because of their income level is, from a social standpoint, detrimental to the total community.

11. **400-Acre Developments** — Pedestrian scaled communities of approximately 25,000 persons should be developed. This could be achieved with twenty units per acre.



HAWAII APARTMENT SERVICE & SUPPLY, CO.

Apartment Maintenance & Repair

Phone 239-2711

24 hours

Ralph A. Schrader, Pres.

Pat Edwards, Mgr.

COURTING?

Cases filed in Circuit Court, U.S. District Court, Cases Docketed — State Supreme Court, Court Cases Dismissed, Court Calendar, Foreclosures, Mechanics' Liens . . . just part of what we announce each week. You be the judge. Subscribe to Pacific Business News and see just how valuable we can be.

One year \$14.00 / 3 years \$30.00



PACIFIC
BUSINESS
NEWS

P. O. Box 833, Honolulu 96808 / Phone: 531-4137

FOR DEPENDABLE, DIVERSIFIED FINANCIAL DIRECTION

GREIG ASSOCIATES, INC.

INVESTMENT COUNSEL

Total commitment to personalized financial counsel means more than simply providing a needed service. It is the willingness to furnish a quality investment product for accounts in the important \$10,000 to \$50,000 portfolio range. Serving since 1958, our staff has continuously been developing financial strategy and successful implementation thereof through money management.

GREIG ASSOCIATES, INC.

Suite 1920, AMFAC Building / 700 Bishop Street
Honolulu, Hawaii 96813
Telephone (808) 531-2722

JAMES F. GREIG CONTINENTAL, INC.

1474 Campus Road
Los Angeles, Calif. 90042
Telephone
(213) 257-3844

Socio-Environmental Impact of Tourism

By Rolf and Jane Preuss



Rolf



Jane

Tourism by its very nature affects every aspect of a community's existence, for example the social structure, the economic base, and the environment. The impact of tourism is, however, felt differently in multi-based and single-based economies. Communities in which the sectors of the economy are developed unequally, like Hawaii, are more likely to become economically dependent and experience more social changes than communities which are economically well balanced. It is already a truism that rurally oriented agricultural-based societies like Hawaii are profoundly affected by the urban and urbanizing characteristics of tourism. In other words, the disruptive impact of tourism depends upon its relative importance to other sectors of the economy and to the extent to which it conforms or violates the established life style.

The State of Hawaii aptly demonstrates the adverse socio-environmental side effects of over dependence upon the tourist industry. Despite the economic benefits of tourism, nearly all the aspects relating to its development have a profound social and environmental impact, that is, tourism has significant impacts on the qualitative aspects of life. Unfortunately, because the qualitative and often negative attributes of tourism are difficult to measure they are generally not considered by policymakers such as State and County officials or included in the decision-making process.

The benefits of tourism are of course economic and are related to employment and general economic growth and development. The social and environmental side effects of tourism have, however, yet to be measured. Unfortunately no quantitative measures have been developed to measure the nature and the extent of the socio-environmental costs. Until this measure is developed it will be impossible to determine whether the benefits of tourism actually exceed the costs, and if so by how much.

Economically, the industry encour-

ages high costs of land and housing. Socially, many Hawaii residents, particularly the poor, feel that the emphasis on tourism in the State is depriving them of access to natural recreation areas as well as certain jobs. The high cost of living has forced an increasingly larger proportion of two or more wage earners per family, an increase in moonlighting, and a resulting strain on family ties. Environmentally, Waikiki's mostly haphazard growth exemplifies what many fear will happen throughout the State. Traditional vistas are either threatened or have disappeared. Open space, which was virtually eliminated, must now be purchased at terrific cost to the taxpayer. High density, high-rise construction has negated the unique personality of the area. Side effects of high density are increased noise levels, blockage of views and cooling tradewinds, increased heat levels, and lack of privacy.

According to *Tourism in Hawaii*, published by the State of Hawaii Department of Planning and Economic Development in February 1972, enough land is currently zoned for resort use to accommodate projected tourism demands through the coming decade. Nonetheless, the report continues, there are 34 resort-residential projects being planned throughout the State. Most of these developments have already been granted the necessary zoning and many have begun construction of the first and often the second increments. Bearing in mind the as yet unmeasured side effects of tourism, how many of these developments should be allowed to be built and/or expanded; and which ones should be selected?

Despite the negative implications of tourism, with the decline in agriculture and the recent slowdown of Federal defense spending, the future growth of Hawaii's economy is contingent upon its uninterrupted development. Hawaii is thus faced with the prospect of how to keep the tourism dollar flowing and yet preserve the special character of the Islands which motivates tourists to

come to the State. A way must be found to reap the economic benefits of tourism while controlling the environmental impact and enhancing social and cultural development. Protection of the Islands' distinctive qualities will provide the best economic base for the future prosperity of Hawaii. A qualitative constraint must therefore be developed which will determine the amount of development which can take place without harm to the distinctive character that is the Islands' greatest attraction to resident and visitor.

A threshold or "critical" level of capacity that cannot be exceeded without considerable cost to the socio-environmental well being of a community should be determined. This threshold will be based on a description or set of standards which can form the basis for assessment of the environment, which in turn, can serve as a basis for planning and decision-making.

In the meantime it is suggested that interim development controls be adopted to prevent land development in areas which may be approaching their threshold level. The precedent for such control has been established by three recent statutes affecting the New York-New Jersey Hudson River Valley, the New Jersey Ocean Shore (wetlands) and the San Francisco Bay. The intent of these statutes was to conserve designated areas (ecologically and scenically) and to protect from development the ocean shore, wetlands, river valley, and Bay, until strict plans could be developed. Under these statutes permits were withheld unless the developer could show that his project was in the public interest and that it did not conflict with the plans being prepared. The interim control would be oriented toward environmental preservation (shoreline, scenic vistas, and so on) and prevention of undue hardship on residents. These same objectives could be achieved via imposition of a moratorium for all resort zoning and on all building permits for hotel use until such time as a threshold level has been identified.

What's so unusual about a **MONIER ROOF TILE?**

ADDS VALUE! A roof of Monier concrete tiles properly installed will never need replacing — an invaluable plus to your client. And, it adds extra value without increasing costs.

ADDS BEAUTY! Whether you're designing a palatial mansion or commercial building, a roof of Monier tiles complements the design of the structure it covers. Also, Monier tiles are available in a variety of permanent, weatherproof colors.

ADDS DURABILITY! Monier roof tiles are fireproof, waterproof, rotproof, termiteproof, windproof, maintenance-free — all of the advantages you would expect of a concrete product. There're exclusive advantages you won't find in other roofing materials.

ADDS CONVENIENCE! Monier roof tiles are manufactured right here in Hawaii. No problems with low inventory, no long waiting for arrival of mainland shipments, and easier and faster installation.

**WHEN YOU WANT A ROOF WITH UNUSUAL, EXCLUSIVE
ADVANTAGES, DESIGN IT WITH MONIER ROOF TILES AND
DO SOMETHING CONCRETE!**



Monier Roof Tiles

91-185 Kalaeloa Boulevard, Campbell Industrial Park
Ewa Beach / Telephone 682-4523

Member Cement & Concrete Products Industry of Hawaii

Hulten Speech to NAHURO Meeting Oct. 19



John J. Hulten

The title of this talk ought more properly be Land — the Key to Higher Housing Costs. The limited amount of land available in an island community, coupled with the ownership pattern that prevails in Hawaii, is directly responsible for the high cost of housing today as well as the higher costs of other goods and services, since the higher land costs are passed on in the prices charged.

The relative unavailability of land is the cause of the shortage of housing which in turn has created a seller's market and has forced the price of housing up. As the years passed the shortage compounded and prices skyrocketed.

The Legislature was aware of the dangers inherent in the land situation way before the results became manifest in today's housing shortage. By 1957 legislation was passed requiring property to be taxed on the basis of its highest and best use rather than its actual use, in order to force land on to the market. Also legislation was passed prohibiting the iceboxing of land in forest reserve on a tax-exempt status. In 1961 a law was created authorizing the State, upon finding that a housing shortage exists, to acquire, by eminent domain if necessary, parcels of land of 10 acres or more on Oahu for the purpose of developing houselots. These lands may be developed and sold by the State directly or by contract with an approved subdivider or developer. To date no action has ever been undertaken by the State under this Act.

In 1963 the Legislature passed the so-called Pittsburgh Law whereby land would be taxed at a higher rate than buildings, hoping thereby to force idle land into use. The full implementation of this Act has been delayed so that it has had no real impact.

Case history: Leasehold Townhouse Condominium

Gross Land Area Per Unit	4,762#		
Roads & Open area	1,410# (29.6%)		
Net Land area per unit	3,352#		
Average unit size	1,440# plus carport, storage area & courtyard		
Amenities: clubhouse, swimming pool, entry & landscaping.			
Average ground rent: \$160 per year.			Per cent of Sales Price

Land Cost (1.04 per #) \$4,966.65 10.86%

Development Rights ¹	\$4,157.80
Interest	567.47
Property Tax	113.18
Other	128.20

Land Development Cost (\$.82 per #) \$3,909.88 8.55%

General Engineering	\$ 304.18
Soils Engineering	42.74
Construction Contract	3,397.44
Construction Extras	50.00
Dust Control	21.37
Utilities	44.15
Contingencies	50.00

Amenities \$1,590.22 3.48%

Architects Fees	\$ 52.28
Landscape Architect	7.87
Buildings & Pool	876.58
Facilities	12.82
Landscaping	349.57
Sprinkler System	98.29
Entrance	34.19
Furniture & Equipment	25.00
Pool Maintenance	25.64
Community Association	
- Subsidy	106.84
Drafting & Prints	2.14

Construction Cost of Unit (19.64 per #) \$28,274.79 61.84%

Architects Fees	\$ 185.00
Building Contract	27,995.00
Water Meter	35.04
T.V. Service	55.00
Contingency	4.75

Finance \$ 1,675.05 3.66%

Interest: Interim Loan	\$887.12
Points: Interim Loan	769.23
Other	18.70

Administration \$ 157.22 0.34%

In 1968, realizing the desperateness of the situation, I introduced a bill which would have created a housing czar with complete authority over all aspects of housing and subdivision development. He would have had to be an experienced developer or subdivider and would have his own attorney, finance man, and so on. Besides a salary of \$25,000 per year, he would receive a bonus ranging from \$50 to \$100 per unit for each house produced. The lower priced the house, the higher the bonus.

This was considered too radical and did not pass the Legislature. It was reworked and in 1970 finally came out as the State Housing Act — Act 105 — without the powers that were contained in my original proposal. I was convinced that it would not be too effective and so far it hasn't.

As a result, today we are no longer faced with a shortage of housing but a real crisis.

Let me turn now to the case history of a leasehold townhouse condominium planned unit development.

Sales Expense		\$ 1,733.42	3.79%
Advertising	\$135.00		
Promotion	65.38		
Points: Take Out Loan	488.21		
Escrow	254.18		
Appraisal	34.19		
Commissions	700.00		
Model - Maint. Tax, Insurance & Utilities	56.45		
 Total Cost		\$42,307.22	92.52%
Average Sales Price 1970		\$45,726.50	100.00%
Developers Profit (2 Yrs. to develop & sell)		\$ 3,419.28	7.48%
Average Purchase Price - 10 Sales - Jan. to July 1970		\$43,672.50	
Average Resale Price - Same 10 units - Jan. to July 1972		\$60,200.00	
Average Profit - Original Purchasers - 2 years		\$16,527.50	37.8%
Raw Land Value (Rent Capitalized @ 6%) (56 cents per #)		2,666.67	

Calculation of Value Of
Leasehold Interest In Land

As of date of original sale:

Developers land cost		\$ 4,966.65	
Site development cost		3,909.88	
		<u>8,876.53</u>	= 20.98% of total cost
 Add 20.98% of Finance		\$1,675.05 x .2098	
 Finance	\$1,675.05 x .2098	351.43	
Administration	157.22 x .2098	32.98	
Sales Expense	1,733.41 x .2098	<u>363.67</u>	
		\$ 9,624.61	

Add profit @ 7.48%

Total		<u>719.92</u>	
		\$10,344.53	

(\$2.17 per # - gross area)

(\$3.09 per # - net area)

Calculation of Lease Premium

As of July 1972 Price:		\$60,200.00
 Original Price July 1972 - 10 sales	\$43,672.50	
Less leasehold interest in land	<u>10,344.53</u>	
Plus 13.3% increase in construction cost	\$33,327.97	
Add back leasehold interest plus 20%	4,432.62	
for increase in value \$10,344.53 x 1.20	<u>12,413.44</u>	
 Lease Premium		\$50,174.03
		<u>\$10,025.97</u>

¹ Paid to a middleman - not the land owner. The middleman paid nothing for the rights, but did expend funds for major offsite improvements.

The major factor in rising home prices as indicated by this case history is the shortage of housing. The old law of supply and demand is still valid and in a free market prices rise when supply is limited and demand is increasing. The price increase is first established by the market and this in turn is passed back to the various elements that make up the housing package.

Thus the land owner will raise his price to conform and so will the site development contractor and the building contractor. The cost of materials

will increase, labor will seek its share of the pie, and all items which are based on a percentage such as interest, points, commissions, engineering and architectural fees will rise accordingly. The point I am trying to make is that the market makes the price and sets the pace and the other factors follow.

In the case history the developer priced his units on the basis of his cost, however, the market ignored this and within two years set the price as 31.5 per cent above the developer's figure.

Therefore, at this point in time, with

the supply and demand relationship that exists, lowering costs will not lower price. It will merely change the allocation of the price between the various segments that make up the housing package. Basically if costs are lowered the land value will increase. Land, being residual in nature, receives that portion of the price which is left after accounting for the costs of production.

Thus if subdivision development costs are lowered, land ultimately will be the beneficiary. The first purchaser may receive a benefit if the original sales price is based upon cost rather than market price, but subsequent buyers will pick up the tab.

The planned unit development, it was thought, would result in lower land and development costs because of the greater number of units that could share the land and the less stringent offsite improvement requirements. However, this flew in the face of the economic fact that the value of land is based upon what it will produce - the higher the density, the higher the value.

Again the case history proves the point. In the original selling price the land, including the capitalized rent value and the leasehold interest, reflected a value of \$2.73 per gross square foot. Two years later, allowing for the usual increase which has been occurring lately, of 10 per cent per year (in this instance on the leasehold interest only since the rent is set for 30 years), the value should have been \$3.17. However, based upon the actual price set by the market it rose to \$5.27 per square foot, which is higher than the price for subdivided house lots.

There are really only two ways to correct this situation. One is a massive infusion of housing units into the market so that the supply begins to exceed the demand. This is hardly possible under existing conditions. We still have not been able to mass produce housing. On the Mainland mobile housing has attempted to partially fill this need. From the esthetic standpoint however this type of housing leaves much to be desired.

The other alternative is subsidized housing with a control on the resale price. Act 105 of the 1970 Legislature was supposed to have provided the tools by which to do this. Basically it authorized the State to acquire land, by eminent domain if necessary, for residential development and to enter into partnership with qualified developers for the construction of housing. It

(Continued on Page 12)

**PACIFIC
BLUEPRINT**

AND SUPPLY INC.

911 Halekauwila St. Ph. 538-6727

Fast Pickup
and Delivery for

BLUELINE
BLACKLINE
MYLAR
SEPIA
SEPIA CARDSTOCK

XEROX 1860 REDUCTIONS

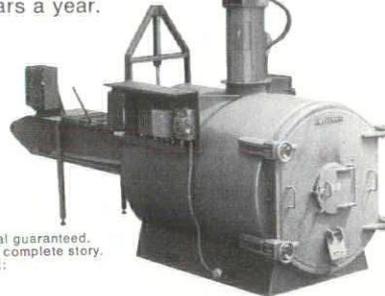
XEROX 7000
COPIES
REDUCTIONS
COLLATED SETS
COMPUTER RUNOFFS REDUCED
AND
Friendly Service

QUIT HAULING WASTE

GET RID OF IT AS IT
ACCUMULATES . . . SAFELY,
ECONOMICALLY, WITHOUT
POLLUTION

USE A KELLEY/HOSKINSON INCINERATOR

Save thousands of
dollars a year.



Approval guaranteed.
Get the complete story.
Contact:

Kelley Company, Incorporated
6720 North Teutonia Avenue
Milwaukee, Wisconsin 53209
Phone: (414) 352-1000 Telex: 26-661



CHALLENGE EQUIPMENT DIV.

SYSTEMS of HAWAII, inc.

345 N. Nimitz Hwy. / 839-7471

Hulten continued from Page 11

authorizes \$60 million to be used to subsidize the cost of land acquisition and development and it provides that for a period of 10 years it may only be resold to the State for the greater of the original price or the fair market value, as determined by the State, less any subsidy and interest thereon.

After 10 years it may be sold on the open market, but the State must be reimbursed its subsidy with interest, to the extent of any profit realized by the sale.

For reasons of which I am unaware, this program has been very slow in getting underway. Perhaps the bureaucratic processes of government take a while to get rolling, or perhaps other programs are assumed to have a higher priority by the Administration.

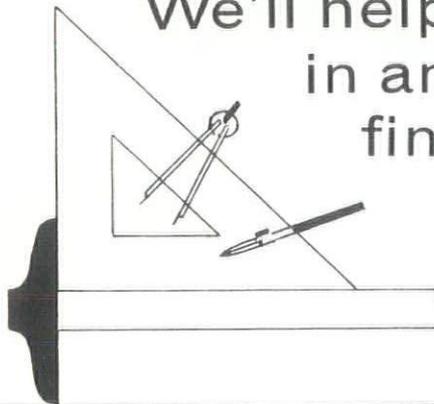
What I would like to propose now, in order to make the law more effective and to provide the State with a source of revenue to help provide subsidies, is the following:

Legislation will be submitted prohibiting the Land Use Commission from reclassifying privately owned land in the Conservation, Rural, and Agricultural District to Urban use.

Provisions will be established for the creation of a State land bank. Based upon a Statewide land use plan, lands in such districts which may be required for urban uses would be acquired by the State, the price paid to be based upon the existing land use. The State would then rezone the lands in accordance with the land use plan with appropriate restrictions as to the use permitted — that is, low or moderate income housing, specified support commercial facilities, and so on. The lands would then be resold to developers at a price based upon the permitted uses. (In effect this would be quite similar to the current Urban Renewal program whereby lands scheduled for redevelopment are acquired by the Agency, which then prepares a redevelopment plan and offers the land for sale at a fixed price based upon the reuse value.) Developers would bid, not on price, but on design concepts, esthetics, and such, and a jury would be appointed to select the winning development plan.

The difference in price between acquisition and disposition could be utilized by the State to help provide the required offsite improvements such as roads, sewage, water, and the rest. In this manner the resale price of the land to the home buyer would be controlled and he would also be spared the cost of

We'll help you spec it
in any color or
finish you want.



FULLER
PAINTS & GLASS
770 Ala Moana Blvd.

NIKON / YAMAHA / TOSHIBA / PANASONIC / SEIKO

GOAL GOAL GOAL

The very finest of Japanese locks is in Hawaii. Precision crafted since 1914 . . . in use and guaranteed worldwide . . . as flawless as a Japanese lens . . . priced to bring the project within budget.

DISTRIBUTED EXCLUSIVELY IN HAWAII AND GUAM
BY PEOPLE WHO KNOW LOCKS.

Hardware Trends Hawaii, INC.

Telephone 949-1616 — 949-8355

offsite improvements which add considerably to the cost of home ownership or rentals. Further, this would eliminate the windfalls which currently accrue to land owners or those with development rights where lands are reclassified to urban use from some lower use.

Funds for the land acquisition could be obtained by the State under provisions of Act 105 of the 1970 Legislature (the Housing Act) which allocates \$60 million for such purposes or by the sale of general obligation bonds which would be authorized under the proposed legislation.

The restrictions on resale contained in Act 105 would apply, thus prohibiting the market from forcing the price up. The restrictions would also be tightened by defining fair market value as the actual price paid, less depreciation if any, plus an adjustment based upon the change in the purchasing power of the dollar. This would preclude the use of current prices as a basis for market value.

Under this plan urban growth and development would be controlled by the community instead of, as at present, by the land owner, speculator, or developer. This should result in the orderly growth and development of planned communities.

In conclusion, however, I must say that legislation, by and of itself, will cure nothing. It needs implementation by administrators who are willing and able to administrate.

Some wise man once said good government consists of 10 per cent legislation and 90 per cent administration.

EDITORIAL

(Continued from Page 5)

PLANNING AND COMMUNITY SERVICE AGENCIES

Hawaii Council for Housing Action*
 Hawaii Council on Crime and Delinquency
 Health and Community Services Council of Hawaii
 Volunteer Information and Referral Service Bureau

*Temporarily non-funded member agency

NATIONAL APPEALS

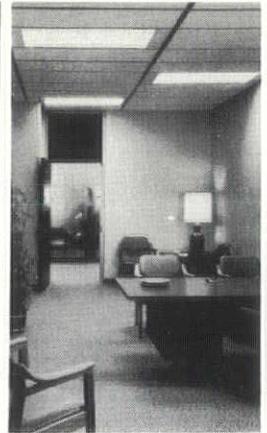
United Service Organization (USO)
 Travelers' Aid Association of America
 United Seamen's Service
 American Social Health Association
 Council on Social Work Education
 International Social Service - WAIF
 National Assembly for Social Policy and Development
 National Council on the Aging
 National Recreation & Park Association

NEW AGENCIES THIS YEAR

Hale Kipa
 The Habitat

Armstrong Ceiling Systems Resilient Floors Carpets

For information contact Gerry Evenwel
 Armstrong District Office, King Center Building, Honolulu
 Phone 946-5929



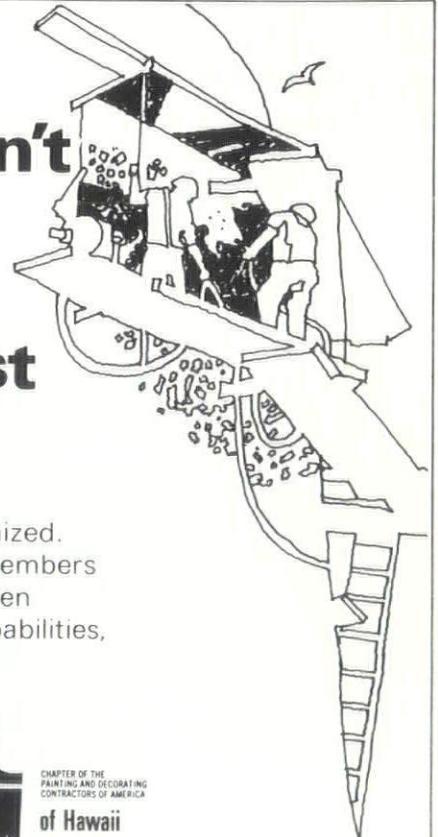
Margaret Keane Gallery

ALSO FEATURING PROMINENT ISLAND ARTISTS
 "HAWAII'S FINEST GALLERY"

SHERATON-WAIKIKI LOBBY
 Mention this ad for discount.

PHONE 923-2934
 Validated parking.

Maybe you don't judge a building by its cover. But most people do.



Good painting work is easily recognized. But the diversified skills of PDCA members are more than "skin deep." They often include water and sand blasting capabilities, wallpaper application, and the use of exotic coatings and preservatives.

Painting and Decorating Contractors Association



CHAPTER OF THE
 PAINTING AND DECORATING
 CONTRACTORS OF AMERICA

of Hawaii

1259 SOUTH BERETANIA STREET • HONOLULU, HAWAII 96814 • TELEPHONE 536 3561

BISHOP ESTATE COMPETITION

As part of the early planning for the redevelopment of the Kalakaua Commercial Area, the Trustees of the Kamehameha Schools/Bernice Pauahi Bishop Estate have sponsored this design competition. Its objective is to develop architectural concepts which would assist in determining the best development scheme for this property.

The Jury of Award for the competition carefully reviewed the sixteen entries received by the Kamehameha Schools/Bernice Pauahi Bishop Estate. Principal criteria applied by the Jury in evaluating the submissions were (1) creativity in the basic site planning and general architectural development; (2) the degree of conformity with the competition program requirements; and (3) the relationship of the proposal to that section of Waikiki.

The Jury regrets that entry No. 12 fails to meet the competition program requirement for the designated number of parking spaces, for the Jury is particularly impressed by the simplicity of that entry's site plan. Its strengths include the location of parking facilities beneath street level, the absence of high-rise structures, the playful roof treatment for the public areas, the interesting articulation of horizontal building masses permitting visual and pedestrian penetration from the street, and the clear definition of land uses by the different building forms. However, so substantial is the parking requirement deficiency that the Jury cannot justify an award to this otherwise outstanding entry.

First Prize is awarded to entry No.6 [Ty Sutton & Assoc.] because of its extremely open treatment of the central portion of the site and the remaining palm tree grove. With the proposed sloping of the structure walls toward that open area, the emphasis of this proposal is on conserving much of the open space, rather than installing the maximum amount of structure on the site. The bowl-like form of the complex of structures, descending as they approach the central area, furnishes a good relationship to the existing buildings adjacent to the site.

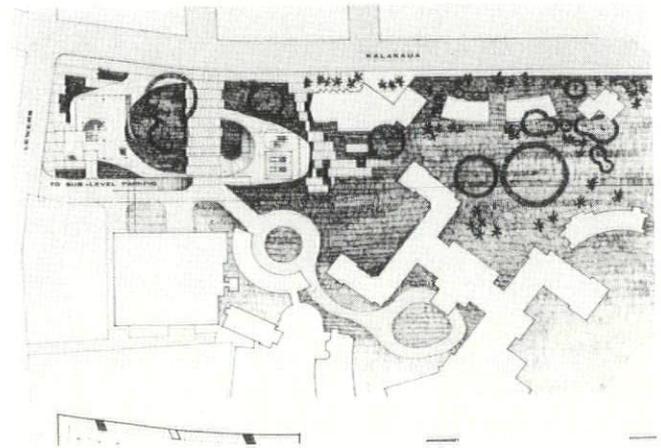
The Jury is concerned about the vertical facades indicated at each end of the site. It suggests that consideration be given to making them more compatible with the neighboring sites. Also, the Jury believes that this entry would be



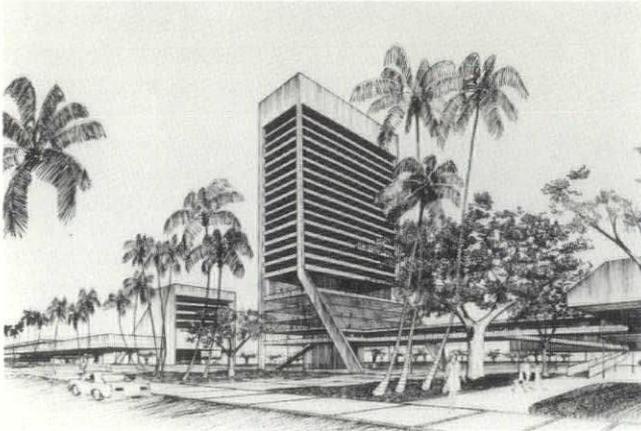
First place, Ty Sutton & Associates



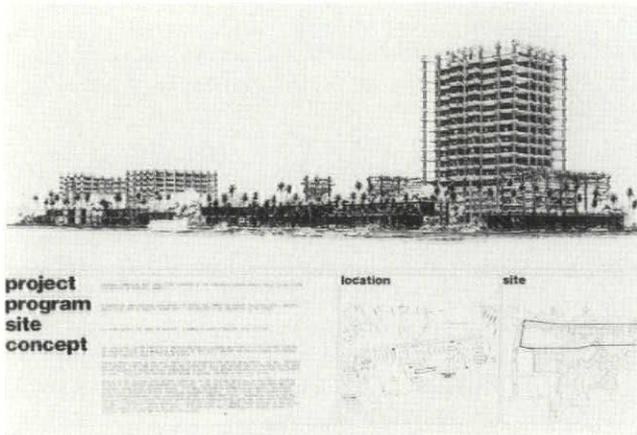
First place, Ty Sutton & Associates



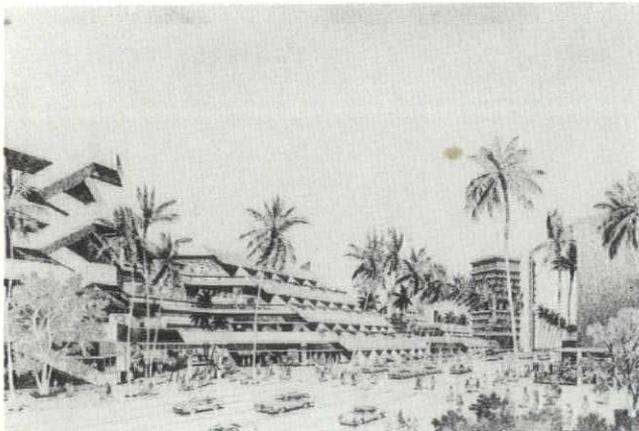
Second Place, Roger Lee Associates



Second place, Roger Lee Associates



Third place, Naramore, Bain, Brady & Johanson



Fourth place, Charles Luckman & Associates

improved further by placing the required parking facilities underground.

Second Prize is awarded to entry No. 7 [Roger Lee Assoc.]. This proposed would open most of the site visually along the Kalakaua Avenue frontage by raising the long horizontal structure one story above the pedestrian level. It would spread the provision of open space throughout the entire site rather than concentrating it in one place, and it would prevent an overly concentrated building density at any location on the site. It is the only other entry that places its parking facilities beneath street level, thereby reducing the total building mass exposed to view. The location of the museum structure near the center of the site in a significant building is commended. The location of the tall structures at the center of the site would not block the buildings adjacent to the site.

However, the Jury believes that the architectural treatment of the two tall structures is too brutal for the site. It recommends a lessening of severity in their design. Although this architectural factor is important, the Jury believes that the conceptual elements of this entry outweigh this design feature which can be readily modified.

The Jury selects entry No.10 [Naramore, Bain, Brady & Johanson] for Third Prize. It offers good pedestrian circulation through the site. The corner entrances from Kalakaua Avenue at the extremities of the site and the play of daylight penetrating the structures are excellent. The massing of shops in a long series of low horizontal structures is reminiscent of the pleasant treatment of the shops presently in that location along Kalakaua Avenue. The setback and placing of the high-rise structures at the extremities of the site enhance the open feeling of the central portion of the scheme.

Fourth prize is awarded to entry No. 14 [Charles Luckman & Assoc.]. Its unique design of sloping structures would improve the expansiveness of Kalakaua Avenue at that point. The pedestrian circulation is particularly effective.

In making such a bold architectural statement, the entry poses a problem. On the one hand, it proposes a dynamic complex of highly interesting structures. At the same time, the total building complex may be too dominant for that particular site.

As with the First Prize winner, the tall buildings located near the extremi-

(Continued from Page 16)

New Shoreline Regulations

By Richard Towili

Article 13, Section 21-1301 of the Comprehensive Zoning Code, Ordinance No.3234 which became effective January 2, 1969, "Setback from Zone of Wave Action" creates a 10 foot setback from the **zone of wave action** which is defined to mean "that portion of the sandy beaches lying between the sea and (a) the line of vegetation, (b) the low steep slope along a beach covered by wave erosion, (c) the crest of dune line, (d) the rocky shore, or (e) other visible marks which indicate as most applicable in each case, the farthest extents to which the maximum annual wave advances inland."

The final paragraph states "Conflict with Other Laws. In case of a conflict between the requirements of this section and the requirements of any other law, the more restrictive requirements shall apply."

The Setback from Zone of Wave Action is a completely different regulation from the Shoreline Setback Rules and Regulations which were promulgated by the Planning Department in accordance with Act 136, Session Laws of Hawaii 1970, which had an effective date of June 20, 1971.

In the Shoreline Setback Rules and Regulations, the "shoreline" is defined as "the upper reaches of the wash of waves other than storm and tidal waves, usually evidenced by the edge of vegetation growth and the upper line of debris left by the wash of the waves. A shoreline shall not be established along berms, causeways, revetments, and similar structures which enclose fish ponds, pools, tidal basins, and similar facilities. Harbors, inland waterways, marinas, inland ponds, and lakes shall not be included."

10.2 Actual Field Surveys. An application for any construction or use relative to lands adjacent to and inland of the **shoreline** under these Rules and Regulations shall be accompanied by a map showing the location of a shoreline based upon actual field surveys conducted by a registered land surveyor within twelve (12) months prior to filing. If an application for governmental action is withdrawn or held in abeyance at the request of the applicant

or due to noncompliance with other provisions of these Rules and Regulations in order to complete the application, or if a decision is not rendered for just and due cause by the Agency, the shoreline survey data shall become void two (2) years from the date of the original field survey. **Notwithstanding the provisions of this paragraph, the Planning Director may require up-to-date surveys upon his determination that significant changes have occurred along the shore.**

10.1 requires the State Land Surveyor's signature to be placed over a statement on the map "The shoreline as located and certified is hereby confirmed as being the actual shoreline as of [date]." Shoreline setbacks shall be measured inland from the shoreline as determined and certified by the Registered Land Surveyor and as confirmed by the Hawaii State Land Surveyor.

The Shoreline Setback Rules and Regulations require a 40 foot setback from the shoreline. Deeds for land ownership usually call for "along **high water mark** which is the third designation which differs from **zone of wave action** and **shoreline**. Highwater, prior to Court decision of the Ashford case, was generally accepted as 0.8 feet above mean sea level along rocky coast lines and was usually located at the debris line along sandy shores.

Apparently, the Planning Department has been enforcing the Shoreline Setback Regulation which, in most cases, contains the most restrictive requirements. However, on sand beaches where winter surf or Kona storms cause extensive movement of the sand back and forth along the beach, in locations where the annual movement exceeds 30 feet, the 10 foot setback from the Zone of Wave Action becomes the most restrictive.

The purpose of this memo is to emphasize the distinction between **high water mark** which is called for in deeds, **shoreline** which is defined in the June 20, 1971 Shoreline Setback (40 feet) and the Comprehensive Zoning Code's **Zone of Wave Action** from which a 10 foot setback must be observed.

Bishop Estate Competition

(Continued from Page 15)

ties of the site require architectural treatment more compatible with the low-rise structures.

The Jury notes that the drawings of this entry are of outstanding draftsmanship.

In addition to making these selections, the Jury desires to comment on two other entries in the competition. Entry No.16 offers a new structural concept that would separate the building masses by suspending major portions by cables high above tree level. Although the Jury believes that this entry does not furnish the best solution to the competitions objectives, it nevertheless commends the designer for his efforts to be totally innovative in his proposal.

Entry No.1 is the other submission that the Jury wishes to note. Although that entry offers a "non-solution" to the competition requirements for commercial development of the site, it very well states the case for non-development, and clearly represents one aspect of community feeling about Waikiki.

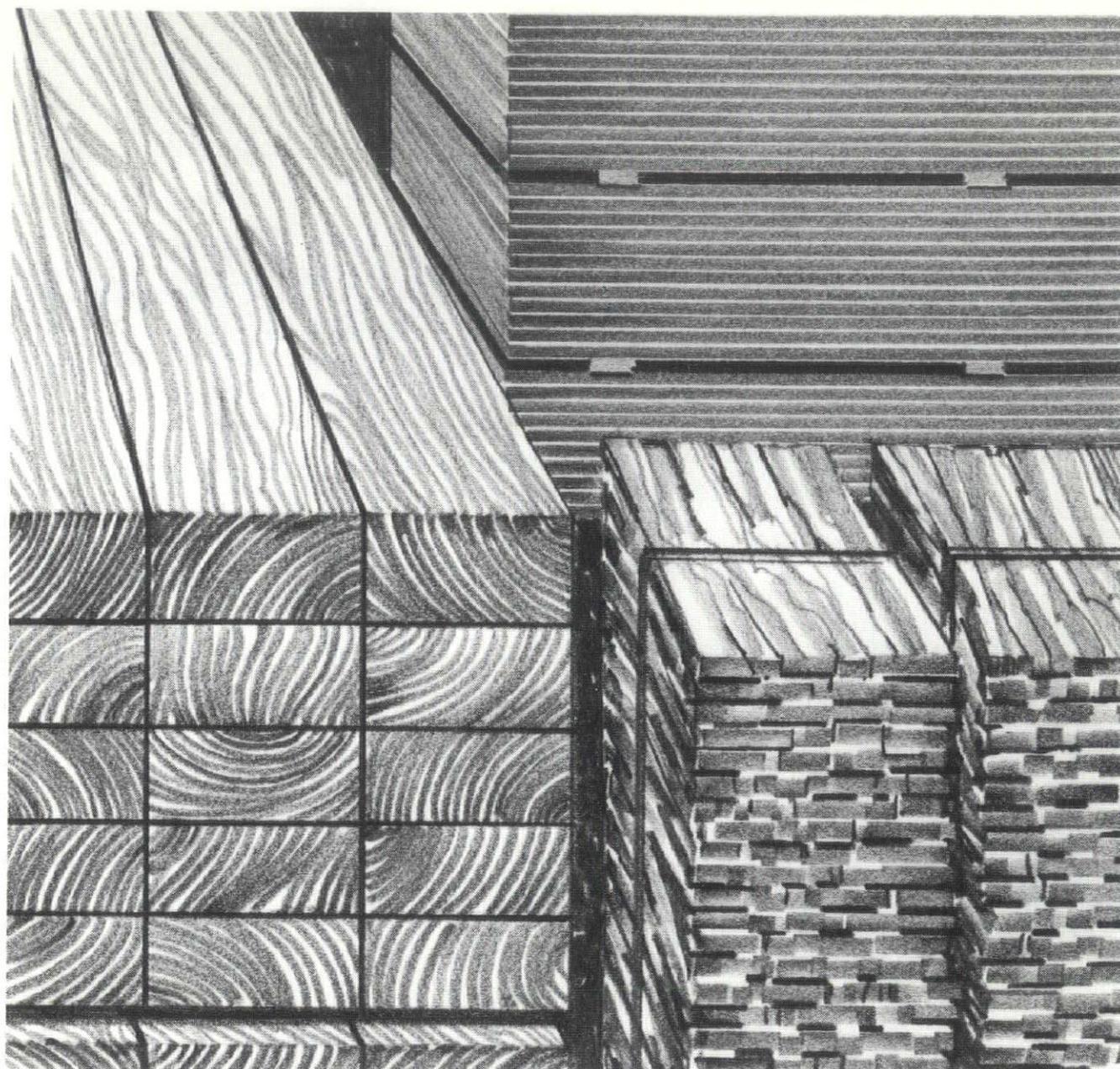
The Jury is unanimous in all its conclusions and has jointly prepared this report. It commends the Trustees of the Kamehameha Schools/Bernice Pauahi Bishop Estate for conducting this competition to seek the best development concepts for that critical section of Waikiki. It also wishes to commend Thomas Creighton, FAIA, for his conduct of the competition and his professional assistance.

Jury of Award

Ernest H. Hara, FAIA
George H. Kekoolani, AIA
Vladimir N. Ossipoff, FAIA
Donald A. Bremner, AIP
Aaron Levine, AIP, FASLA

Paul Ylvisaker to Brief Legislators

Paul Ylvisaker, Dean of the Graduate School of Education, Harvard University, will brief State legislators on January 15, 1973. Topics will include Environmental issues and urban growth policy. The AIA will sponsor a luncheon for involved community members interested in hearing Mr. Ylvisaker, at a date to be announced later.

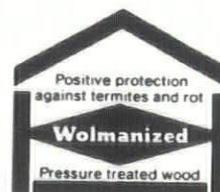


Non-Com[®] fire-protected wood available here

Lumber, plywood, shingles, shakes, and decorative wood — pressure-treated with NON-COM fire-protecting minerals — are processed right here by Honolulu Wood Treating Company.

Meets U. L. Insurance and building code specs, provides protection against termite and rot damage, and reduces construction costs. In Hawaii, **NON-COM** is the exclusive process of Honolulu Wood Treating Co., Ltd.

For further information, ask your lumber dealer or call



HONOLULU WOOD TREATING CO., LTD.
2290 Alahao Place / Phone: 847-4661



The Most Valuable Non Fiction Book of the Year.

A compact research and reference guide to the economic and business life of Hawaii . . . now in one concise and convenient annual publication. Facts, figures and original text on everything from natural resources, labor, management, finance, to recreation and retirement, including a capsule look at our tax structure. Invaluable if you do business in the Islands. Or just live here.

\$1.50 at all major newsstands or \$2.00 postpaid from publisher.

ALL ABOUT
BUSINESS
in HAWAII

An annual publication of
Crossroads Press, Inc.

P. O. Box 833 / Honolulu 96908



James R. Bell



William Wong Ahana, Jr.



William D. McCaleb

Letters to the Editors

The National AIA asked members to ask their congressmen to support the Brooks Bill. Senator Spark Matsunaga has actively supported this legislation (see proceeding of the house, July 26, 1972). I don't believe we have publicly recognized that he has given the AIA his full support. I think we should.

Ed Aotani, AIA.

Editors - We agree. Senator Matsunaga deserves our full support in return.

This last paragraph was erroneously deleted from an article by Dave Knox in

Bell New President Of Belt, Lemmon

James R. Bell, a principal of Belt, Collins & Associates, was elected president of the architect-engineer partnership of Belt, Lemmon & Co., at its recent annual meeting. He succeeds architect Cyril R. Lemmon, who has retired.

Joseph G. Farrell of Lemmon, Freeth, Haines, Jones and Farrell, was named vice president, and Wynn Nakamura of Nakamura, Kawabata and Associates, was chosen secretary.

EDW Adds to Staff

EDW, Inc., formerly Lewis Ingleson & Associates, is now located at the bottom of the Fort Street Mall on the second floor of the Campbell Building.

The firm has announced that William Wong Ahana, Jr., and William D. McCaleb have joined EDW as senior designers.

Ahana has just returned from two years in Japan, where he acquired the ranks of 3-dan aikidoist and 1-dan kendoist in addition to his study of architecture. A graduate of Iolani and the University of Southern California, he practiced for five years in Los Angeles before going to Japan. He holds a California architect's license.

McCaleb is licensed in both California and Hawaii, and has practiced with Frank Slavsky, Vladimir Ossipoff and Daniel, Mann, Johnson & Mendenhall since coming to Hawaii in 1967. He studied architecture at the University of California. His work in Hawaii has been primarily in the commercial area, including resorts at Keauhou and Waikoloa on Hawaii and various projects within Queen's Medical Center in Honolulu.

the October issue of Hawaii Architect. Our apologies. — Editor

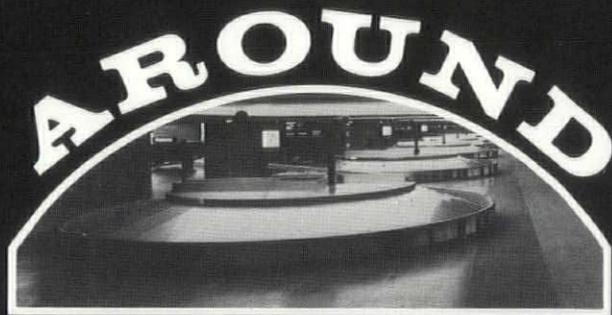
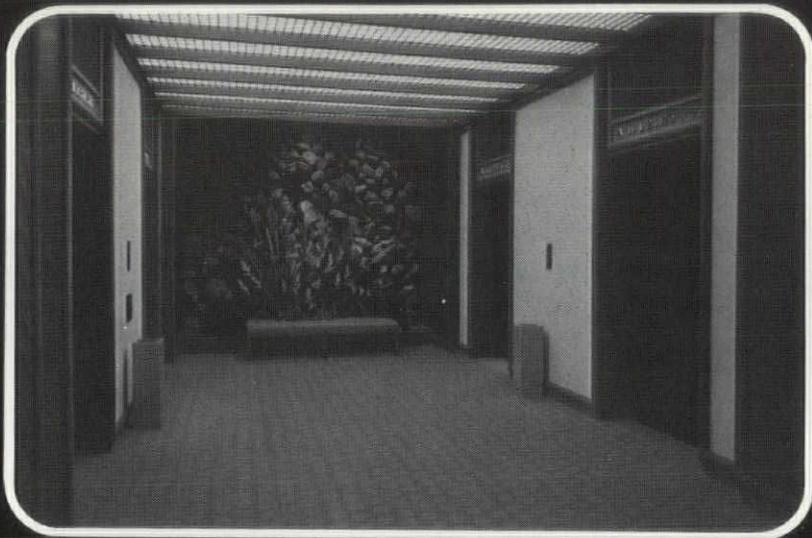
The most economical house I know of in Hawaii was built by an architect for himself with material purchased on the Mainland. Unfortunately, as the house was nearing completion, his wife divorced him and ran away with a used car salesman!

Re: Andrew C. Yanoviak's "ARCHITECT: Master Builder or Master Planner."

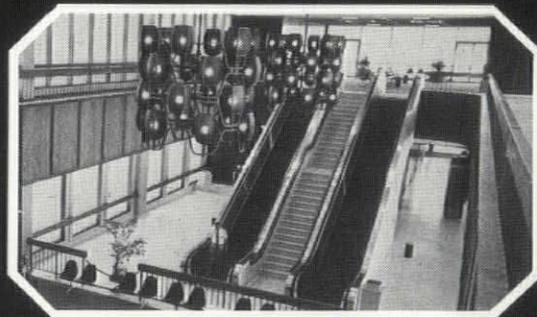
Whew!! Now, can it be said in less than 64 words?

Clifford Young

Up
OR
down



OR ANY WAY YOU
ARE INCLINED!



Making it easy to go!

Escalating merchandise between levels at a shopping center, or people from floor to floor in the gull wings of the airport. Installing Montgomery elevators in the State Capitol and Kulima Resort hotel, or baggage carousels at the new Domestic Arrivals building. Serving the hotel and



travel industry with convenient American Locker installations.

All in a day's work at AMELCO ELEVATOR Company.

The service capabilities of this growing company include regular preventive maintenance of elevators of all makes as well as other mechanical equipment.

If your inquiry leads to a business relationship, you may be certain of a very special kind of job and follow-up. We find it easy to go — **your** way.



PREVENTIVE
MAINTENANCE



Amelco Elevator

COMPANY

645 Halekaiwila St. / Honolulu 96813 / Phone 521-6557 / DISTRIBUTOR OF MONTGOMERY ELEVATORS AND ESCALATORS

CROSSROADS PRESS, INC.
P. O. Box 833
Honolulu, Hawaii 96808

American Institute of Architects
Attn: AIA Library
1785 New York Ave., N.W.
Washington, D.C. 20036

BULK RATE
U.S. POSTAGE
PAID
Honolulu, Hawaii
Permit No. 778

HONG KONG?

Nope. It's Honolulu. Honolulu Roofing Company to be exact, working right here at the Village Bazaar, in the Hilton Hawaiian Village. You're seeing just one of hundreds of exotic roofing tiles available at Honolulu Roofing Company. We have roofing materials to fit every type of architecture. And the expertise to install them to meet your schedule, with all workmanship guaranteed. Start at the top. Call Honolulu Roofing Company, Ltd. 738 Kaheka Street. Phone 941-4451.

HUR
HONOLULU ROOFING CO. LTD.

