

Performance or prescription?

Energy policy-making in California: A quiet revolution in architecture

By Jonathan Kirsch
Editor, L.A. ARCHITECT

A quiet revolution in energy policy is being carried out at this moment in Sacramento, and the architectural profession is playing a crucial role in the decision-making process. Today, the controversies are phrased in terms of energy conservation standards in building design and construction; tomorrow, these standards may produce a style of architecture very different from what we have known in Southern California over the past century.

The key question is whether the responsible government agencies will promulgate *performance standards* — that is, basic parameters of energy conservation which allow the individual architect a degree of flexibility in making design decisions — or *prescriptive standards*, which govern the kinds and quantities of building materials to be used by the architect.

The California legislature has expressed its commitment to energy conservation through a number of enabling acts. Among the earliest of these bills was SB 277, the so-called "Alquist Energy Conservation Bill for New Residential Buildings." Enacted in 1972, the bill mandated the Department of Housing and Community Development (HCD) "to adopt rules and regulations establishing minimum standards of energy insulation for new hotels, motels, apartment houses, homes and other residential buildings."

HCD's rulemaking procedures — which resulted in the announcement of a set of prescriptive energy insulation standards earlier this year — were something of an education for members of the architectural profession and other observers. The lessons learned during the implementation of standards for residential buildings have prompted CCAIA's Energy Task Force under Chairman Michael O'Sullivan, AIA, to undertake an active informational effort to influence the implementation of SB 144, the "Alquist Energy Insulation Bill for Non-Residential Buildings."

As the June issue of L.A. ARCHITECT goes to press, the story of the Task Force's delicate but decisive efforts is still being written. And the creation of a new "super-agency" for energy policy — the Energy Resources Conservation and Development Commission, created last June by the legislature — introduces yet another

element in the heated struggle for a uniform and enlightened state energy policy. But the story that has unfolded as of this writing reveals a great deal about the nature of decision-making in California, the role of the architect in energy policy-making — and the future of design in California.

Skirmishes on the energy front: "The 20 percent rule"

Three years ago, when the energy crisis and high fuel prices were still the unrealized predictions of doomsayers, the California legislature enacted Senator Alquist's ostensibly modest bill on energy conservation in new residential buildings, SB 277. The bill did not attempt to prescribe standards

for the implementation of its broad goals; instead, the Department of Housing and Community Development (HCD) was charged with the responsibility of investigating and enacting these standards, and local building departments were required to enforce the agency's ultimate standards on the local level.

Hearings and circulation of draft standards for the implementation of Alquist's bill moved into the final stages early this year. HCD circulated proposed standards informally among interested parties — including CCAIA's Codes Committee — and held a formal conference with its own Advisory Committee, which includes 21 private individuals in the construc-

tion industry, the architectural profession and other allied fields. The Committee met with HCD staff members in San Diego last March to discuss the proposed standards, which focused primarily on detailed prescriptive standards for insulation and glazing area.

The result of the agency's procedure was the promulgation of a highly technical document which prescribed thermal design standards and energy insulation standards for residential buildings. But the most controversial element — which has earned the nickname of "the 20 percent rule" — is a quantitative limitation on the basic glazing area for residential buildings.

According to the standards now in effect throughout the state, the basic glazing area for a building of three stories or less is limited to 20 percent of the gross floor area excluding only parking garages, unheated basements, and corridors and passageways exposed to exterior ambient temperatures. Highrise residential buildings of four or more stories may have a glazed area of no more than 40 percent of the exterior wall area.

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UNBUILDABLE? Carl Maston, FAIA, designed the house and patio area depicted above with energy conservation in mind. The glass area exceeds the 20 percent rule contained in HCD's standards for energy insulation in residential buildings; the design would not have received a building permit under the new standards, which do not take into account such energy-related environmental factors as orientation of the site, trees and trellises, micro-climate and other site modifiers. (Photography by Julius Shulman)

June Chapter meeting to feature winners of First Annual Design Awards Program at downtown Hyatt Regency banquet

On a cloudy May morning two weeks ago, two men and a woman sat down in the Boardroom of Chapter headquarters on the fifth floor of the Bradbury Building to begin the work of sorting through 130 brochures stacked in neat piles of ten on the conference table in front of them. By the time these words go to press, Esther McCoy, Gunnar Birkerts and Romaldo Giurgola will have spent two days in the selection of the winning entries in the First Annual Design Awards Program of the Southern California Chapter/AIA.

Winning entries will be unveiled and awards will be presented at the long-awaited Design Awards Banquet at the June Chapter meeting on Tuesday, June 10, in the Regency Ballroom West of the Hyatt Regency Hotel at 711 South Hope Street, downtown Los Angeles.

Chapter members and guests are invited to witness the awards ceremony and share in the excitement of the Design Awards Banquet. Cocktails will be served at 6:30 p.m., followed by dinner at 7:45 and then the presentation of the awards and the viewing of the winning designs. The cost of the evening, if paid in advance, is \$10.50 per person (including tax and gratuity), or \$11.50 if paid at the door. Self-parking is available at the Hyatt Regency by entering on Hope or 8th; for valet parking, enter on Hope Street only.

Reservations must be made by June 6. When making reservations, please list all names in your party; if you are making separate reservations but wish to be seated with another party, please indicate your choice when returning your check in the enclosed white envelope. Unpaid reservations will be billed to satisfy an unmet guarantee.

Awards will be presented in three categories: buildings within a 200-mile radius of Los Angeles; buildings outside the 200-mile radius; and buildings by non-Chapter members nominated for special consideration due to their design excellence. Winners — including architect, client and contractor — will receive certificates, and the winning designs will be shown in a slide display at the banquet. The award-winners will also be displayed at the Museum of Science and Industry, City Hall, and elsewhere around the city; a special issue of L.A. ARCHITECT in July will feature all winning designs in a three-fold center section.

This year's competition marks the inauguration of an annual program to replace the Chapter's triennial awards program. The annual program was created by a committee consisting of Paul Kennon, AIA, Frank Gehry, AIA, Cesar Pelli, AIA, A.J. Lumsden, AIA, and Thomas R. Vreeland, Jr., AIA, appointed by then-Chapter President Howard Lane, AIA, in

1974. Since the committee's inception, a weekly lunch meeting at The Egg and the Eye produced a number of successful nominations for state and national AIA awards as well as the annual design program.

"The purposes of awards programs in general are to encourage a friendly rivalry among architects to bring out the best in them, to provide an opportunity for lesser-known architects to surface, to publicize the architectural work of Chapter members both here and nationally, and to get local architects out of the real estate section and into architectural journals," comments Vreeland, chairman of the committee. "We feel that a yearly program — in addition to these purposes — stimulates more and better design than a triennial competition since it overcomes a tendency toward shyness in submitting entries and reduces the pressure under which the architect works."

Vreeland points out that the format for submitting entries is similar to that used in national award programs, and thus a single brochure can be used for two purposes. Local architectural photographers expressed their support of the annual program by offering their services at reduced rates to firms and architects who could not afford the regular cost of the photography.

May meeting at USC

Town and Gown Hall on the USC campus was the scene of a gathering of practicing professionals and aspiring architectural students at the May SCC/AIA meeting. The dias was crowded with Chapter notables — including A. Quincy Jones, FAIA, the newly appointed Dean of USC's School of Architecture and Fine Arts — who came to honor the recipients of architectural scholarships at USC and the visit to Los Angeles of Romaldo Giurgola, FAIA, an internationally respected architect who is serving as a juror for the SCC/AIA's First Annual Design Awards Program.

Director and USC Associate Dean Gerald Weisbach, AIA, presided over the presentation of architectural scholarships, fellowships and awards to USC students. More than 20 awards totaling \$20,000 were presented by USC, the W.A.L., and local firms including Daniel, Mann, Johnson & Mendenhall (presented by DMJM President Albert Dorman, FAIA), Adrian Wilson Associates, and Welton Becket Associates.

The highlight of the evening was an address by Giurgola, who explained his architectural philosophy — "A building is a fragment of the whole, not a freestanding monument" — and demonstrated through a slideshow how his work relates to its immediate environment, often as an addition to an existing building or as a direct response to a special environment. When asked by L.A. Times Architecture Critic John Pastier whether he would have designed the same buildings for California, Giurgola pointed out the greater availability of space — but he insisted: "Whether I build in the forest, in the desert or in an urban situation, I always respond to climate, topography and the environment. I do not consider my buildings as separate objects."

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Feedback: A heated debate
Design: Graphic design is real design

Perspective: A poet's view and a President's too.

Also: Two local architects' work and the Cummins Engine Foundation

Back Page: Chapter News and Notes, WAL, etc.

Calendar:

June 10: Chapter meeting and Design Awards Banquet (See story on this page)

June 17: Professional Development Program (See enclosed announcement)

DESIGN

Expanding into graphic design

The decline of construction over the past year or so has caused many architects to scramble about in search of work that will help pay the rent during the current lean period. The Economic Slowdown Charette held at the AIA headquarters this past January concluded that the situation is indeed bad, but the current economic crisis presents opportunities as well as problems to the architectural profession. The opportunities are represented by the special services that architects are qualified to perform, even though they may not have done so traditionally. Among these expanded services is graphic design.

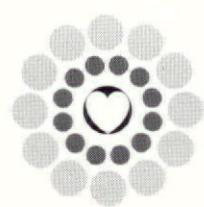
For Chapter member Lester Wertheimer, AIA, this particular proposal has been long time coming. "What surprises me," he said, "is that more architects have not been involved in graphics. We are all trained to operate in a visual world, and two-dimensional graphic design is very much a part of that world. An architect who specializes in a particular building type not only misses the excitement of arranging interiors or

designing products or planning a graphic layout, but he or she also misses the enormous satisfaction of solving problems in a variety of scales."

According to Wertheimer, graphic design is real design, and it involves many of the same requisites as architecture: good sense, discipline, hard work, and enough talent to put it all together. Wertheimer began doing graphic work a few years ago to satisfy the needs of some architectural clients. Today, however, he is just as likely to take on a graphic project without the architectural work. "Since we are all interested in a more attractive environment," he explained, "it's important to get involved in all phases of design, wherever the opportunities exist. The architect who sees months of work destroyed by an unattractive sign placed on his well-designed building should blame no one but himself."

Illustrated below are several examples of Wertheimer's graphic work produced over the past few years.

The
HomeSilk
Shop



UNIVERSITY

Logo for group of retail fabric stores
Mark for Southern California Counseling Center
Mark for Architectural License Seminars
Mark for Phelps/Meager men's shops
Mark for Aqueduct Component Group, distributors of water handling equipment
Logo for dedication program at USC's Watt Hall

In the news . . .

"The success of the Chapter's participation in the City's Bicentennial celebration hinges on the response of the Chapter members to our request for slides of architectural character," says Joe Railla, Chairman of the Chapter Bicentennial Committee. The Women's Architectural League has been working on a plan to produce a series of 30 and 60 second "spots" for Channel 58, educational television station for the Los Angeles City Schools. The "spots" would present a series of historical and contemporary architectural buildings with significance in the development of the city and its intended future.

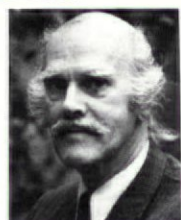
AIA members are being asked to review their personal and corporate collections of 35mm slides and select a few that are representative of the needs of the effort. Since no budget has been set aside for the Bicentennial Committee, Chapter members are asked to participate by having the selected slides duplicated at their own expense and then mailing them to WAL Bicentennial Chairperson Barbara Elwood, 2318 Cove Avenue, Los Angeles, Calif. 90039. The slides will become the property of the SCC/AIA, and will be available in the future for lecture series, the architectural library, and possible future projects. No person is requested to send more

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than 5 or 6 slides. Firms with larger collections (and larger budgets) will be expected to contribute a larger number of slides. For further information, please call Ernest Elwood, 628-0029.



Lotery



Taylor

Rex Lotery and Crombie Taylor were elevated to the rank of Fellow of the American Institute of Architects at the annual convention in Atlanta last month. Fellowship medals were presented at formal investiture ceremonies on May 19 as a part of the convention proceedings.

Rex Lotery, FAIA, is a past president of the SCC/AIA (1973) and presently serves as California regional director on the national AIA Board of Directors and as a member of the CCAIA Board of Directors.

Crombie Taylor, FAIA, is professor of architecture at the USC School of Architecture and Fine Arts, where he has developed team study approaches to in-depth training of young architects.

Energy policy-making in California: A quiet revolution in architecture

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These pronouncements have raised a spirited debate over the inflexibility of prescriptive standards. Critics of the current regulations maintain that a set of energy conservation parameters — rather than flat prohibitions such as the one contained in "the 20 percent rule" — would allow the architect to achieve the same energy efficiency without the design conformity that the current rule seems to require. Members of CCAIA's Energy Task Force — who have already managed to raise the maximum glazing area from 16 to 20 percent — are urging HCD to endorse a policy of "trade-offs" and a balancing of design elements to achieve the energy conservation goals of the original bill.

The battle is joined: Performance or prescription?

The corollary to Senator Alquist's 1972 bill on residential buildings is SB 144, the "Alquist Energy Insulation Bill for Non-Residential Buildings." Enacted in 1974, the bill mandates HCD to establish energy conservation standards based on energy consumption per square foot of floor space; although the standards will be more sophisticated than those prescribed for residential buildings, the debate of performance vs. prescription continues.

The agency procedure for evaluating and promulgating a set of standards for non-residential buildings is similar to the process carried out earlier this year by HCD and its Advisory Committee for residential buildings. But there will be a distinct difference: while the participation of the architectural profession in the residential standard-making process was minimal, CCAIA's Energy Task Force is undertaking an intensive and sophisticated lobbying effort

To perform or prescribe

CCAIA Energy Task Force Chairman Michael O'Sullivan, AIA, appeared before the Department of Housing and Community Development in Sacramento on April 4, 1975. O'Sullivan urged HCD to adopt a performance-oriented standard for energy conservation in residential buildings; at the time of this writing, HCD has adopted prescriptive standards, including "the 20 percent rule" which limits the glazed area of low-rise residential buildings to 20 percent of the gross floor area. The following remarks are excerpted from O'Sullivan's testimony.

The American Institute of Architects has long supported the principle that carefully and sensitively-planned development is essential for the necessary conservation of our nation's precious resources. Our main concern is over the many "prescriptive standards" that have been developed for SB 277 [Energy conservation in new residential buildings]. We feel that by legislatively defining these standards into a "building code" we will dampen the natural incentives of innovation. And in instances where the present state of technical back-up is not crystalized, we run the risk of potentially counter-productive results.

Performance criteria provide more flexibility and freedom of choice in the design of buildings since it considers the entirety of the project. It takes into consideration — along with insulation — the geometric shape of a design, its orientation to sunlight, the micro-climate of the site, micro-climate modifiers such as landscape elements, its ratio of exterior surface to volume, its thermal criteria, energy storage capabilities, and energy-using and conserving equipment such as lighting, heating, ventilation, air conditioning equipment and most certainly the beneficial effects of solar or natural resource systems.

We feel that incentive legislation will far surpass restrictive policies in terms of a bottom-line conservation of energy.

on behalf of a performance standard for non-residential energy conservation.

The draft standards now under consideration derive from the National Bureau of Standards and the Proposed Standard for Energy Conservation of the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), also known as "90-P." Critics of 90-P maintain that the standard is basically an inflexible prescriptive regulation. Although 90-P allows for deviation if the resulting heat loss will be equal to or less than basic regulation, such deviation is allowed only if demonstrated by a full year's energy usage analysis for the proposed structure. The expense and technical difficulty of an energy usage analysis would be prohibitive for most middle-sized and smaller building projects.

Instead, the Task Force is urging HCD to adopt a pure performance standard for non-residential buildings. The Task Force proposal envisions an "energy budget" — that is, performance-oriented criteria rather than prescribed materials and techniques — and the architect would be free to spend the "budget" according to his or her own balancing of esthetic and functional factors. An energy-expensive design feature would be balanced in the individual building by a compensating use of energy-efficient materials or systems; the architectural balance sheet would always meet the energy conservation standards of the agency's regulations.

O'Sullivan, Task Force chairman, emphasized the advantages of a performance standard in his presentation before HCD: "Performance criteria provide more flexibility and freedom of choice in the design of buildings since it considers the entirety of the project. It is a mandate that considers all aspects of a development for the effect on the total conservation of energy. We feel that incentive legislation will far surpass restrictive policies in terms of a bottom-line conservation."

HCD's timetable calls for the adoption of energy standards for non-residential buildings by July 1, 1975. Energy Task Force Chairman O'Sullivan and members Stanley F. Keniston, AIA, and John J. Hernikl, AIA, are currently presenting their ideas and information to HCD in support of the performance standard. The next chapter in the energy story may well be written before these words reach the printed medium, but the story will certainly not end when HCD promulgates its non-residential building standards.

The future of energy policy: a super-agency

The Warren-Alquist Energy Act, enacted in June of 1974, created the Energy Resources Conservation and Development Commission — a super-agency that will oversee California's energy policy on a statewide level. The Energy Commission is empowered by the enacting legislation "to prescribe by regulation, lighting, insulation, climate control systems, and other building design and construction standards which increase the efficient use of energy."

It is not clear whether — and to what extent — the new Energy Commission will pre-empt the energy policy functions of HCD, the Coastal Commission and other existing agencies. Observers speculate that the Energy Commission will be the clear victor in the battle for primacy in energy policy; indeed, HCD's energy standards are due to be replaced by Energy Commission regulations within a year after the Energy Commission acts on insulation standards. According to *California Journal*, the Energy Commission "will shape the future construction visage of this state — where buildings will be erected, what they will contain, and how much electricity they will draw."

CCAIA officials have already conferred with the commissioners of the new agency, and continuing contact with the Energy Commission figures prominently in the future activities of the Energy Task

Force. The theme of the contact so far has been the urging of an agency policy favoring performance standards in energy regulations. The battle that was belatedly joined under HCD's policy-making for residential energy standards will doubtlessly continue under the administration of the new agency.

The newly-acquired wisdom and experience of the Energy Task Force have inspired a proposal for a full-time energy policy specialist to represent the architectural profession to the Energy Commission and other agencies. As currently proposed for discussion by CCAIA and local chapters, the new energy advocate will be an architect with an understanding of both the technical and procedural aspects of energy policy-making and an ability to communicate the profession's needs and ideas on a personal basis. He will serve as a full-time representative of CCAIA for at least six months — during the crucial transition period between the current agencies and the new Energy Commission — and then continue to consult on energy policy on a follow-up basis. A membership override is under discussion to finance the recruitment and employment of an agency-level advocate, who will serve along with CCAIA officials and legislative advocate Gordon Fleury.

The challenge of representing the architectural profession in energy policy-making is a subtle and delicate one. As the members of the CCAIA Energy Task Force have discovered, a low-key but informed conversation with the right official or a timely appearance before an agency hearing can accomplish more than the glare of publicity or a barrage of protesting letters. But the standards that are being established today will affect every architect in California in a profound way. And the architect's voice must be heard in the chambers and committee rooms where the votes are counted and the decisions are made.

California's Super - Agency

The five men who serve as Commissioners of the newly-created Energy Resources Conservation and Development Commission will "shape the future construction visage of this state — where buildings will be erected, what they will contain, and how much electricity they will draw." Or so predicts the influential publication *California Journal*, which is betting on the new Energy Commission to displace such existing energy-oriented agencies as HCD and the Coastal Commission as the prime arbiter of energy policy in California.

Created by the Warren-Alquist Energy Act last June, the new Energy Commission is charged with the responsibility for prescribing standards for "lighting, insulation, climate control systems, and other building design and construction standards which increase the efficient use of energy." Although it will take several years — and a fair amount of inter-agency competition — to determine the full extent of the Energy Commission's authority, most observers agree that future energy policy-making will emerge from the Commission's Sacramento offices.

Currently serving as Commissioners at \$37,212 per year are Richard Maullin, a former Rand Corp. consultant and an ex-advisor to Governor Brown; Ronald D. Doctor, an environmentalist and also a former Rand Corp. consultant; Bob Moretti, former Speaker of the Assembly and one of Governor Brown's unsuccessful competitors for the Democratic gubernatorial nomination in 1974; Alan Pasternak, a University of California chemical engineer; and attorney Richard Tuttle, former counsel of the Public Utilities Commission. The Commission's chief staff executive is Loyd Forrest, a former executive assistant to Senator Alquist (co-author of the act which created the Energy Commission).

PERSPECTIVE

A humane environment

By Morris D. Verger, FAIA
SCC/AIA President

Planning for a humane environment has become the umbrella for land-use planning proposals, environmental protection legislation, energy conservation laws, and countless agencies at every level of government. The need to do something is clearly recognized.

While this "umbrella" may define areas of concern that are inter-related, I believe only the experienced architect has the skill and understanding to select the proper consultants and to do the planning. Planners for a humane environment need a background of successfully getting information from real people who have a stake in the success of the project, and then of successfully designing for those people. The architect/planner has the skill to direct projects from their inception through programming, design, construction and occupancy. His skills and understanding include not only the ability to visualize what the end product can be 20 years hence, but also the steps that are available and need to be taken, from the very beginning through all the phases. These skills include the ability to be complete and specific for immediate actions, and to be general for parts of the project that will be implemented in the future.

The public and the profession would both be served if we speak out with clarity. If we don't speak out, others not as well qualified will continue to fill the vacuum that exists.

The humane environment manifests itself as the esthetic expres-

sion of the community's values and sense of growth. E.H. Porter, co-founder of Interactive Planning, said it this way:

*Each man
Is the world's expert
On what
He values.*

*If you would deal with him
Learn to hear him
For, if you hear him,
You both are more than you
were yesterday.*

*The first role of the architect is to
listen to the
experts and to hear them well.*

*Information
And good intention
Are both
Perishable
And, as information spoils,
It spoils intention
For who would act
On what used to be.*

*The second role of the architect
is to live with his
client in the client's
here-and-now.*

*Planning is the discovery
Of what you'd want to do
As you face what must be
And learn what can be.*

*The third role of the architect is to
set a stage
that permits the successful
unfolding and
clarification of goals as each
new facet of what
must be is encountered and
evolves into what can be.*

FEEDBACK

"... ignorance like yours ..."

Dear "Irritated Member":

Read your letter "... failure to inform ...", May issue, L.A. ARCHITECT. You certainly have a right to be "irritated"; after all, ignorance like yours is irritating, it even reached you.

Let's see, you say that a Chapter committee was "remiss". Other than yourself, just how much was anyone "remiss"? The City of Los Angeles was compelled to enforce the State Energy Conservation Act, Senate Bill 277, but not before a long, drawn-out series of considerations. Now let's see ... where were you?

The State Act was being considered for the previous two years and 20 public hearings before enactment on a State-wide basis, and one year before the Cities were compelled to comply. And the CCAIA Green Sheets, which you received but didn't read, called attention to this bill and the hearings many times! The State and City agencies publicized this, and industry representatives called it out loud and clear — which you didn't hear, or ignored! The Chapter Professional Development Committee presented the entire State Acts on a program which didn't attend! The Chapter itself spent a large sum of money in bringing Alfred Goldberg, Superintendent of the San Francisco Building Department, and Don Hardison, FAIA, both members of the State Advisory Committee on this Act, to the PDP program to speak to our membership about the forthcoming disaster — which you again didn't hear, maybe it would have upset you too much! They pleaded with the Architects to do something before it's too late. In fact, the Chapter made copies of the entire Act, with the talks of Mr. Goldberg and Mr. Hardison, and seven other industry representatives telling of the consequences — which you didn't bother to request! Yes, all this was well before the enactment of your "surprise". Do you begin to get the feeling of who may have been "remiss"?

While we are on the subject, how about another shocker! Are you even aware that Senate Bill 144, on Energy Conservation Standards affecting non-residential structures passed the Senate two years ago, and the standards are now in the process of being prepared, to become effective January 1976! You're probably not even concerned — after all, later when it becomes L.A. Code, you will blame someone else for your problems.

Again you will say a Chapter Committee was "remiss". Let's see again what is being done. The SCC/AIA is represented on the State Committee, working and hoping to get these new standards digestible before issue; the Chapter Building Planning Codes chairman, as well as the chairman of the CCAIA Building Codes Committee have spent many hours in public meetings concerning these matters in various parts of the State. Half of these meetings were right here in Los Angeles, and of which the Architect representation was extremely small, even though the CCAIA Green Sheet, and our own Chapter Bulletins, published the meeting times and requested Architects' attendance — where were you?

Actually Senate Bill 144 is really law now. This prescriptive legislation is mandatory and will be enforced by the Cities in January. Like Senate Bill 277, it will force Architects to get additional education, as well as Engineers in order to properly continue our Profession. Draft Number 7 of these Standards is now being prepared, why not get your thoughts in now, it's not too late — get off your butt!

The Architects of Los Angeles and the State got what they deserved from this "surprise" law ... a lot of bumps on the head and upset clients. You shouldn't have signed your letter as "irritated"; "incompetent" or "unconcerned" would have been more appropriate.

Lorand West, AIA
Chairman '74
Professional Development
Programs
Philip Kimmelman, AIA
Chairman
Building Planning
Codes Committee

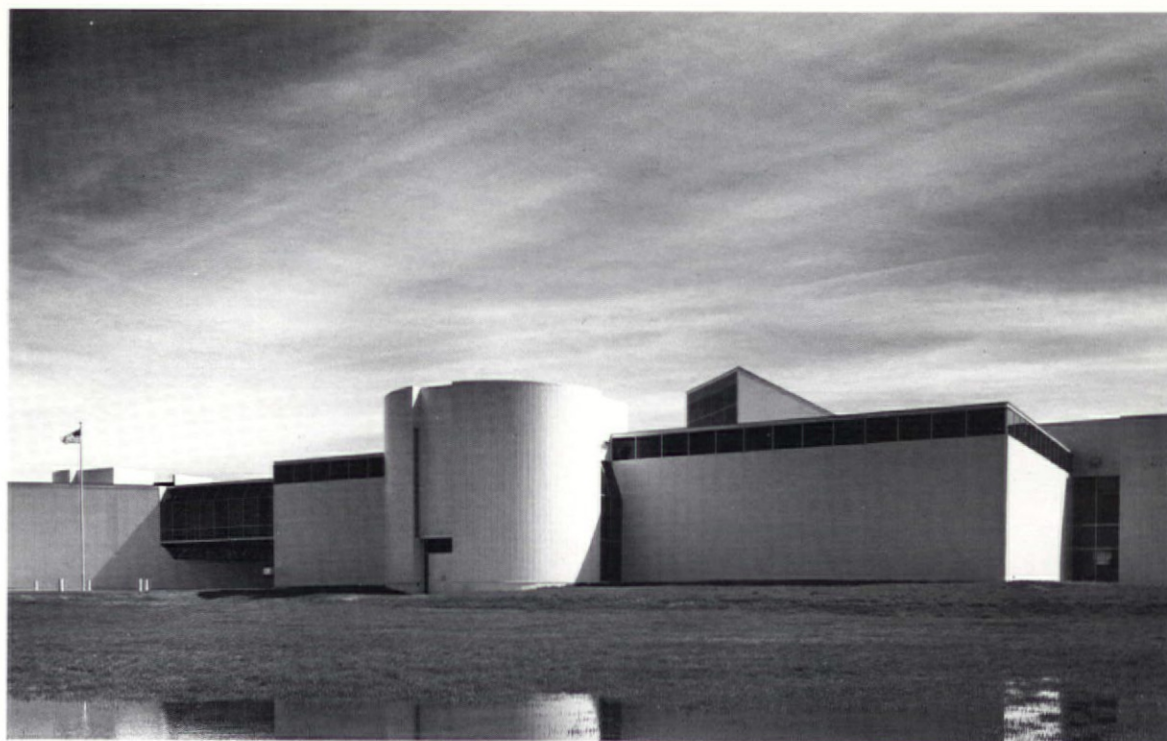
Solicitation

The upcoming issue of L.A. ARCHITECT will be largely devoted to the winning entries in the Design Awards Program; the publication does not ordinarily appear in August.

Articles, letters, information, and other editorial material are now being solicited for the September issue and other future issues of L.A. ARCHITECT.

Send your contributions to Frederic P. Lyman, AIA, Chairman of the Editorial Board, P.O. Box 1186, Malibu 90265; or to Editor Jonathan Kirsch, 11002 Rose Avenue, Los Angeles, 90034.

Contributions may take the form of notes, outlines, visual materials, letters or completed articles; contact Fred Lyman or Jonathan Kirsch for further details.



Paul Kennon, AIA, of CRS designed the Fodrea Community School in Columbus (top photograph); Cesar Pelli, AIA, of Gruen Associates designed the shopping center (bottom). Balthazar Korab photographs.

Cummins Engine Foundation: 'Dedication to quality'

By M.F. Ross, AIA

The Southern California Chapter/AIA Awards Committee chaired by Thomas R. Vreeland, Jr., is proud that three of its nominations have been selected for National AIA Awards. These include Gemini GEL, which received the Industrial Arts Medal; Yukio Futagawa, who received the Architectural Photography Medal; and Cummins Engine Foundation, recipient of the Citation of an Organization, "for achievement in any field related to architecture or planning."

The Cummins Engine Foundation is unique, both in its contribution to the profession of architecture and in its ability to foster public pride in one's community through a well-designed environment.

The Cummins Engine Foundation was founded by J. Irwin Miller, Chairman of the Cummins Engine Company, one of the world's largest manufacturers of diesel engines. The Foundation does not fund the construction of new buildings, but rather agrees to pay the architectural fees for new civic structures with the stipulation that distinguished national architects be selected as the designers. The selection process itself is an interesting and competitive one. The Foundation first selects a panel, which then submits to the school board or other civic officials a list of six architects, any one of which they consider to be qualified for the specific project.

As an illustration, the original panel consisted of Pietro Belluschi and Eero Saarinen, both outstanding architects, and Doug Haskell, who was at that time Editor of *The Architectural Forum*. The role of the Foundation stopped right there. Then the three members of the panel selected six architects, any one of which they considered could make an architectural contribution to the community. This list included Eduardo Catalano, Victor Lundy, John Lyon Reid, Paul Rudolph, John Carl Warnecke, and Minoru Yamasaki. The School Board selected Mr. Warnecke,

who designed the McDowell Elementary School, completed in 1960.

Throughout the years, various refinements in the selection process have been made. However, the basic premise has remained unchanged; the Foundation has never participated in the Board's selection of the architects, nor in the design of the projects themselves.

The fact that every architect who has been awarded a contract under the auspices of the Cummins Engine Foundation program has had to compete against five other nationally recognized firms is an indication of the prestige associated with such a privilege, and is an impetus for every designer to perform to the very best of his ability. Proof that this is so can be seen throughout Columbus.

The list of architects who have built in Columbus reads like a Who's Who of Architecture. Representative architects include Eiel Saarinen, Eero Saarinen, Skidmore Owings, and Merrill, Roche Dinkerloo & Associates, Hardy Holzman Pfeiffer Associates, I.M. Pei and Partners, Harry Weese, and many more. To date, two members of SCC/AIA have completed projects in Columbus — Paul Kennon of Caudill, Rowlett Scott and Cesar Pelli of Gruen Associates. Their projects are shown here.

Both architects agree that the program has had a far-reaching effect on the attitudes and civic pride of the inhabitants of Columbus. Paul Kennon remarked: "This dedication to progressive architectural quality within the context of a small community has demonstrated to the country that with concern and community involvement architecture can play a strong role in responding to and fostering higher community aspirations."

Cesar Pelli supported this by pointing out: "Columbus now looks very different from any other small town in America. There is a sense of quality in its environment

that is reflected in the quality of life of the people of Columbus ... The success of the Cummins Engine Foundation program goes, therefore, much further than having provided some beautiful buildings for a small town."

Having served for more than two years as Project Architect for Hardy Holzman Pfeiffer Associates' Columbus Occupational Health Association building, I can only corroborate the opinions of Cesar Pelli and Paul Kennon and hope that other large industrial concerns will seek to follow the precedent of the Cummins Engine Foundation.

L.A. ARCHITECT

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CHAPTER NEWS AND NOTES

Michael F. Ross of Daniel, Mann, Johnson & Mendenhall has been accepted as a corporate member of the Southern California Chapter/AIA. Ross is a member of the L.A. ARCHITECT Editorial Board and contributes frequently to these pages.

Winning entries in the **1975 Chapter Photography Competition** will be on display at the Chapter office throughout the month of June. Entrants whose photographs are not on display may pick up their work at the Chapter office.

Bob Clark, AIA, Larry Davidson, AIA, Mario Kow, AIA, and Gin Wong, FAIA, emerged as winners of the Producers' Council-AIA Annual Golf Day at the California Country Club last month. They will go on to meet the winners of a similar competition in Northern California at the CCAIA conference in October.

The 2105th meeting of the SCC/AIA Board of Directors (April 1, 1975): The recommendation of the Membership Review Committee was unanimously accepted, and the following applicants for membership were approved: **Corporate, Gordon D. Davis, Robert L. Timmerman; Associate, Gail Babnew, Richard Berry, Gail Ching-Kong Ku, Donald Lamontia.** Copies of the bylaws were given to each board member for review. Treasurer **C. B. McReynolds** reviewed the proposed 1975 budget, and the budget was endorsed in principle with final details to be determined by the executive committee; one director voted against the motion. An overpayment of the 1973-74 CCAIA assessment was noted and CCAIA was advised of the overpayment. President **Morris Verger** reported that he and Executive Vice President **Michael Elliott** had met with **Steven Koonce**, Director of Facilities for Los Angeles County, and **Norman Murdoch**, Planning Director. President Verger reported that six Chapter member-firms had

been requested by the City of Simi Valley to submit master plan proposals for the city's civic center; there was a general consensus that the city's proposal amounted to a design competition, and it was agreed that the firms should be notified of a review of the situation by the Ethics and Practice Committee. Landscape architect **Howard Troller** requested help from the Board in the case of the founding City Hall East Mall, which is not being developed due to lack of interest on the part of several city departments in charge of the project. WAL Vice President **Mrs. Edgar (Anni) Szanto** reported on the WAL Spring fundraiser at Sci-Arc, the Rap Sessions, and the October Tour under the direction of **Carol Newlove**; Mrs. Szanto also reported that the WAL is working with Director **Joseph Railla** on their new Environmental Awareness project. The meeting concluded with discussion of a letter from USC, which invited the Chapter to meet with the candidates for the deanship of the Department of Architecture and Fine Arts.

"Federal Agency Budget Survey" — a handbook published by the AIA's Government Affairs Department and available for inspection at the Chapter office — outlines the procedures of federal contracting and details the agencies which have money to spend for construction, how much they have to spend, and who to contact within the agency. A limited number of handbooks are available directly from the Government Affairs Department's Federal Affairs Liaison section at AIA headquarters.

AIA Associates are invited to participate in a series of meetings and seminars organized by **Marc Dubin**, Director of Technical Programs. Upcoming subjects include "Prefabs — The Forest City Dillon System" by Herb Crump at DWP Auditorium on July 9, 1975, from 7:00 to 10:00 p.m. and an orien-

tation tour of Lockheed Plant 42 (Palmdale) on September 13, 1975. A fee of \$1.00 is charged to members and \$2.00 to non-members. Contact Marc Dubin for further information.

A. Quincy Jones, FAIA, was named Dean of the University of Southern California's School of Architecture and Fine Arts. Jones, who will take office on July 1, has been president of his own architectural office for 30 years and will continue in a design capacity with his firm. Jones is currently the architect for the Annenberg School of Communications building on the USC campus and is completing an addition to his original design of the Faculty Center building. Jones succeeds interim dean **Ralph L. Knowles**, who will remain on the USC faculty.

Fortune Magazine has called architecture the "tongue-tied" profession. The **Architects Toastmasters Club**, a committee of the SCC/AIA, is dedicated to changing that image. The Architects Club recently held a joint meeting with the Toastmasters Club from the Department of Water Resources. Speeches delivered at the meeting included: "The History of the California Aqueduct," "Realism in Architecture," "How to Order in a Chinese Restaurant," and "What We Have Here is a Lack of Communication." The latter was a humorous speech about a New Yorker's difficulties communicating with Californians. The benefits derived from effective communication are open to all AIA members. Please contact **Marc Dubin** (evenings, 892-1234) for further information.

In these times of rampant inflation, the economic constraints on building design have become ever more pronounced. To fulfill an expressed desire to afford means of education in this often rather neglected field, a seminar on **"Economics of Design and Con-**

struction" has been planned to begin in September. It will be given by Chapter member **Immanuel H. Lewin**, Consulting Building Economist. The economics of design in all its aspects will be covered, including how and why owners set budgets (basic investment analysis), a methodology for creating a framework for design within set economic constraints, its tools and its implementation, life-cycle analysis, etc. The economic approach to design will be shown, as including value engineering as an integral part of the design process rather than an afterthought applied by outsiders. The seminar is planned to extend over about 10 evenings, and participation will be limited to a small group in order to afford an intensive learning experience. Details will be announced in the July issue of the L.A. ARCHITECT.

Chapter members noted with sadness the passing of **Ralph Mitchell Crosby, AIA**, on April 30, 1975, and **Ralph J. D'Agostino, AIA**, on April 20, 1975.



Daniel L. Dworsky, FAIA, hosted a **Student-Architect Rap Session** on April 15, 1975. The evening consisted of an office tour, a slide show, open discussion, and refreshments followed by a series of small discussion groups. Participating from D. Dworsky's office were **Daniel L. Dworsky, FAIA**, President and Principal; **Bruce Sellery, AIA**, Vice President; **Nathaniel M. Abrahms, AIA**, Associate; **Harald M. Richardson**, Architect, Associate; **Robert A. Levine**, Architect; and **Robert L. Newsom**, Architect. The evening was most stimulating for all participants; any architects wishing to participate in future Rap Sessions should contact **Mrs. Edgar A. Szanto**, Chairwoman of Rap Sessions.

A swap meet sponsored by the **Architectural Secretaries Association** last month helped pay travel expenses for ASA members who attended their annual national convention in Atlanta, Georgia, May 17-22. Southern California Chapter ASA President **Jean M. Brown** of Parkin Architects was the voting member; others in attendance were **Rose Marie Baker**, National Recording Secretary and Chapter Director (Haas:Greenfield:Associates), Chapter Recording Secretary **Mary Cope** (Adrian Wilson Associates), **Ruth P. Chilton** (Maurice H. Fleishman, AIA, Architect), Chapter Director **Thelma Imschweiler**, and **Lily Nakao, Joanne Hill, Sandra Hall and Kathy Majdali** (Charles Kober Associates).

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