

Editor
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Michigan
Society of
Architects

Monthly Bulletin

AMERICAN INSTITUTE
OF
ARCHITECTS

September 1972

50¢

OCT 16 1972



here today, to

You might call that PHI's motto. Because we not only look forward to tomorrow's big jobs – we're preparing for them...it is part of our total responsibility. Through training programs and conferences, through manpower and market research. Through all kinds of ways

ere omorrow.

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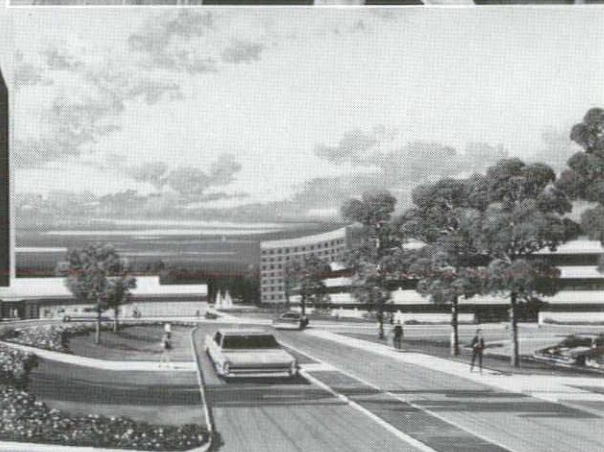
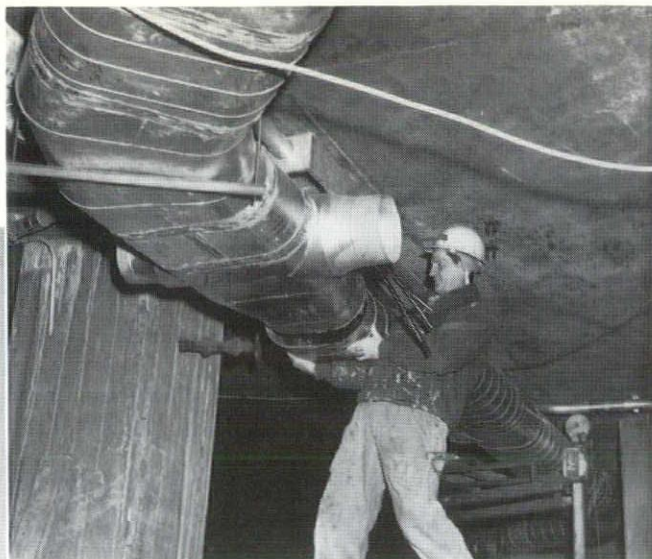
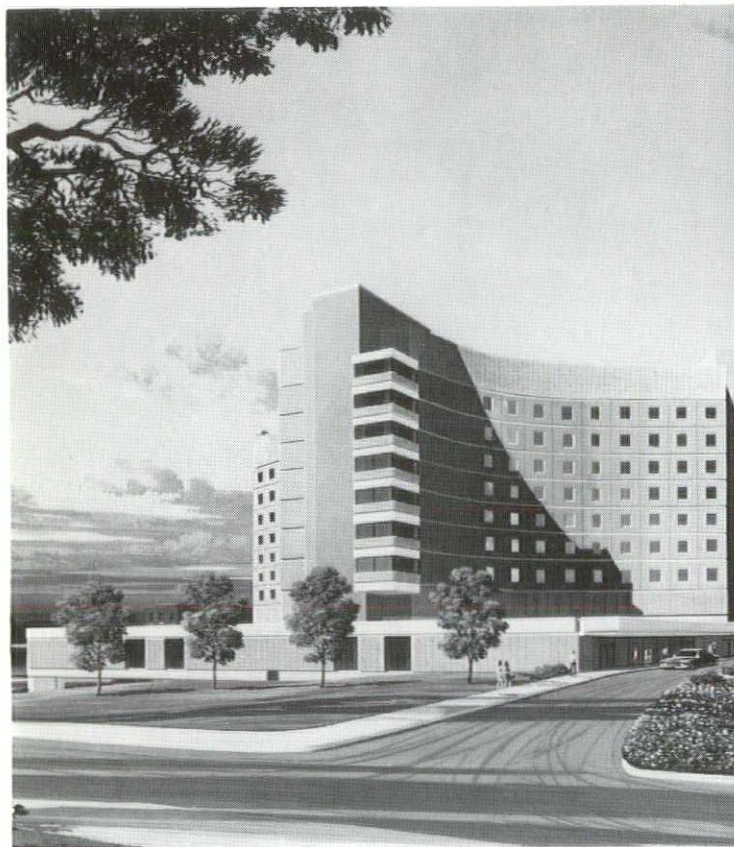


Plumbing & Heating Industry of Detroit

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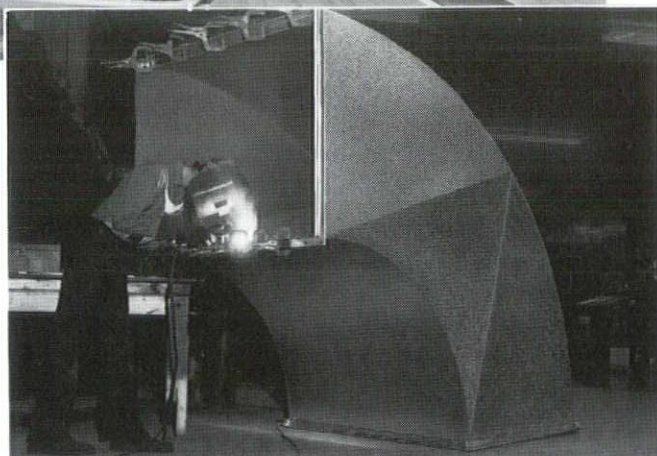
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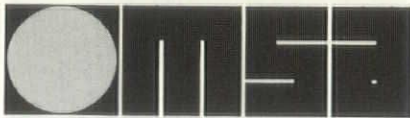


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Monthly Bulletin

Volume 47 No. 9
September, 1972

THE MONTHLY BULLETIN
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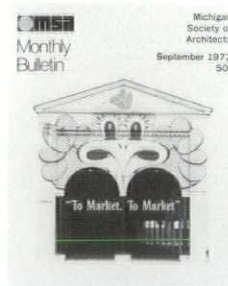
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*Photographs by
Ann Stacy
Executive Director*

"To Market, To Market To Buy A..."

The most successful urban rehabilitation project in Detroit has involved no Federal programs, no urban renewal money, no bureaucracy, no funds, no forms to fill out, and no citizens uprooted or disaccommodated. The project is the Eastern Farmer's Market, and its rejuvenation has been so successful that it has attracted the attention and coverage of the New York Times, CBS-TV and Life Magazine. Both the latter two media have shot extensive photography of the area, and publication should be sometime this Fall.

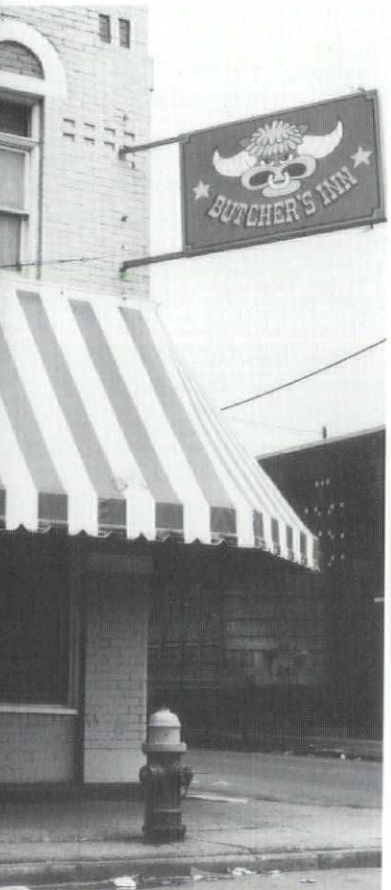
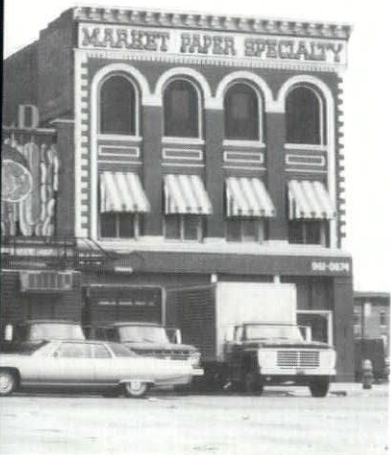
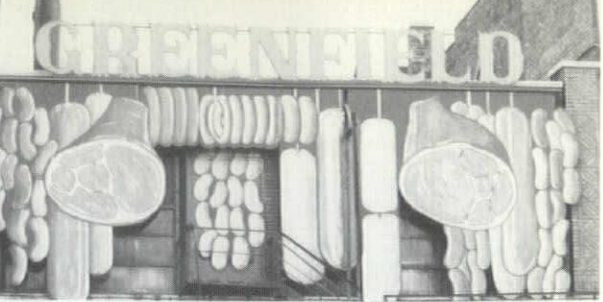
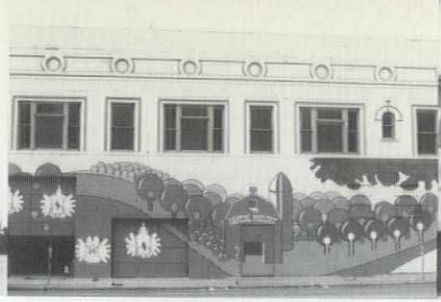
The heart of the renovation effort has been a young architect, Alexander Pollack, only one year out of the University of Florida. Pollack was an intern planner with the City Plan Commission when Purchasing and Supplies Commissioner Arthur R. Cope (who has jurisdiction over the public markets) asked the commission to suggest a color scheme for the repainting of the market's public sheds. Given the assignment, Pollack carried it even further by suggesting colorful cartoon murals of animals and produce for the huge gable ends of the sheds. Working to Pollack's designs, painters did the job in only a few weeks at a cost of \$1,600 for the paint.

The murals got some local press coverage, but more importantly, a number of the merchants whose buildings faced the market on three sides decided that they wanted a new look to their buildings (some of which were 100 years old, and looked every day of it). All of a sudden they felt drab and uninteresting beside the colorful murals of the market. The first merchant, John Vitale, happened to be a wholesaler of watermelons, and asked Pollack to design a mural for the entire west wall of his building featuring his specialty, watermelons. In quick order, Pollack had a series of additional assignments from merchants in cheeses, sausages, nuts and candies, a restaurant (The Butcher's Inn) and a host of others.

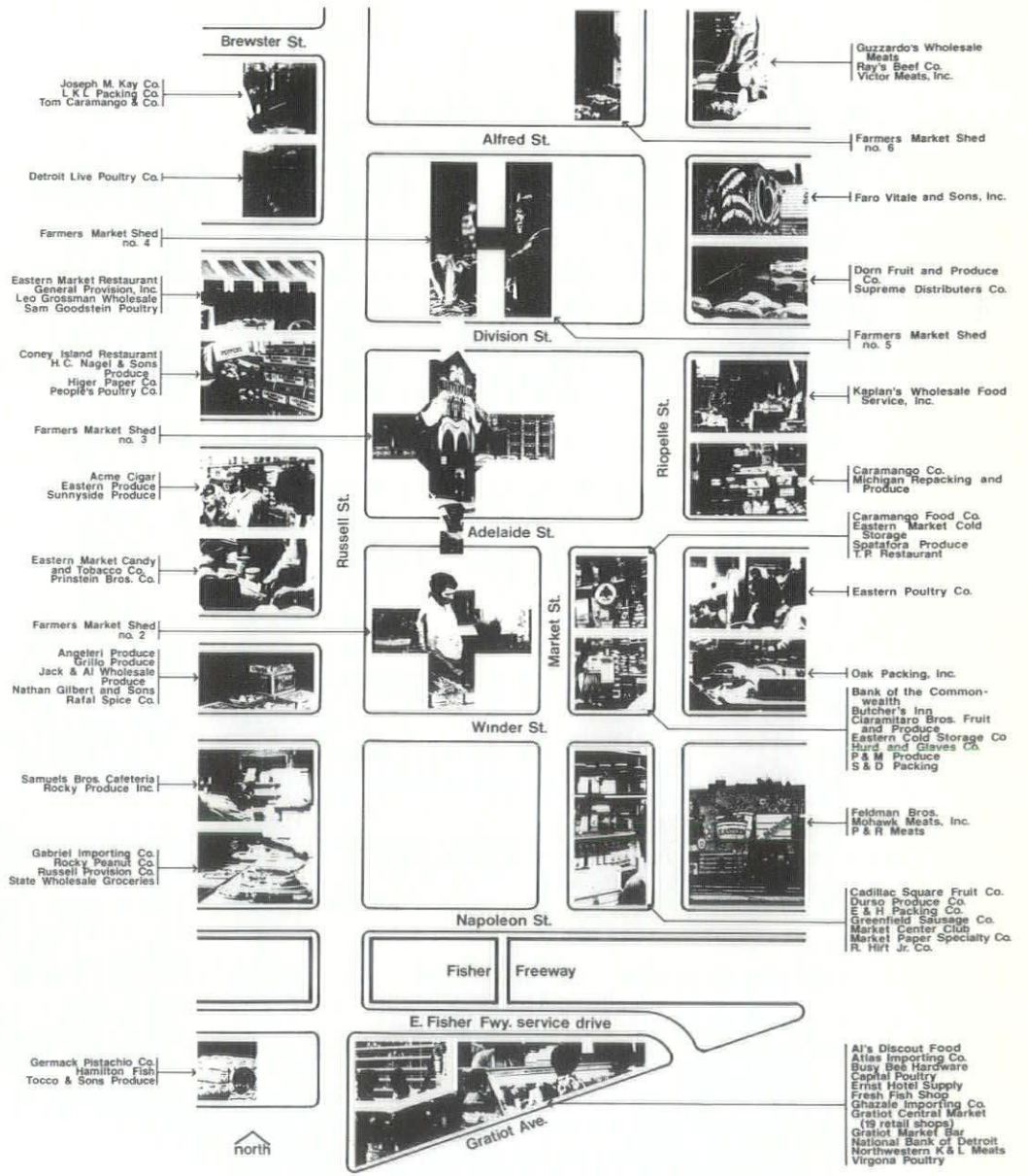


Back of the effort was Commissioner Cope's conviction that the market was eventually doomed unless it could be renovated and made more attractive to more people. He has embarked on a three year program of doubling the present stall lease charges, with all the additional money going to market improvements. Since the rejuvenation began, the waiting list of farmers and merchants to lease space has jumped manyfold.

A second problem was the fact that the Market is essentially on side streets, well in from the major thoroughfare, Gratiot Avenue. Since the natural entrance to the Market is from the corner of Gratiot and Russell, Pollack badly wanted the Gratiot Avenue stores to spruce up. He was immediately supported by three building owners who took up the bulk of the Gratiot frontage: the Busy Bee Hardware, K & L Northwestern Meats, and the multi-stalled Gratiot Central Market. A carefully coordinated color scheme, new striped awnings, and more murals, changed what had been a typical down-at-the-heels block of strip shopping into a



DETROIT EASTERN MARKET



MAYOR ROMAN S. GRIBBS • CITY OF DETROIT • POSTER: INDUSTRIAL AND COMMERCIAL DEVELOPMENT COMMITTEE • DESIGN: CITY PLAN COMMISSION



bright and exciting shopping area, and helped entice more and more traffic from Gratiot into the market area.

Pollack who has since transferred from the Plan Commission to another city department, the Mayor's Committee for Industrial and Commercial Development, played a number of roles in the effort: 1) he encouraged the various building owners or tenants to renovate, 2) he prepared designs and color schemes for their approval, and he helped them hire workmen, artists and suppliers to execute the schemes. There is no charge to the merchants for Pollack's services, but they do bear all the costs of labor and materials. The city's contribution is Pollack's salary, and that of another designer who is helping him, Joseph Orloff.

Since so many of the merchants are wholesalers and deal only with retailers rather than the public, and since the bulk of the trade is during the week, the actual dollars and cents value of the Market rehabilitation is difficult to pinpoint. Says Market Manager Vic Rogers:

"Everyone thinks that business here has been given a shot in the arm, but nobody has any hard facts to back

it up. But everyone is in agreement that the Market area is a more pleasant place to do business."

On Saturdays, 25,000 to 30,000 Detroiters (and a growing number of suburbanites) jam the market, buying all kinds of fresh produce, meats and foods. On one special weekend this Spring, set aside as Flower Market Day, more than 40,000 people went through the stalls.

Commissioner Cope, who helped set the whole thing off, says:

"We do not lease space on percentage basis, so we have no dollar figure on sales, but the greater interest in renting space tells us that everyone is doing much better."

This Spring, the largest space available, a six-story, 6,000 square foot cold storage warehouse wall overlooking the Market on the east, was given the Pollack treatment. Sponsor of the space was a local bank, Bank of the Commonwealth, which had a branch at the foot of the cliff-like wall. The space was donated by the building owner, and the Bank paid \$4,800 to paint their colorful "Vegebull", and to expose their "Bank One" slogan to the thousands of pedestrians coming into the market every week.

Although many of the remaining property owners have asked Pollack and Orloff to come up with ideas and designs for their properties, the success of the Market project has given these young men more assignments that they can fit in, and a number of additional improvements are just awaiting their suggestions.

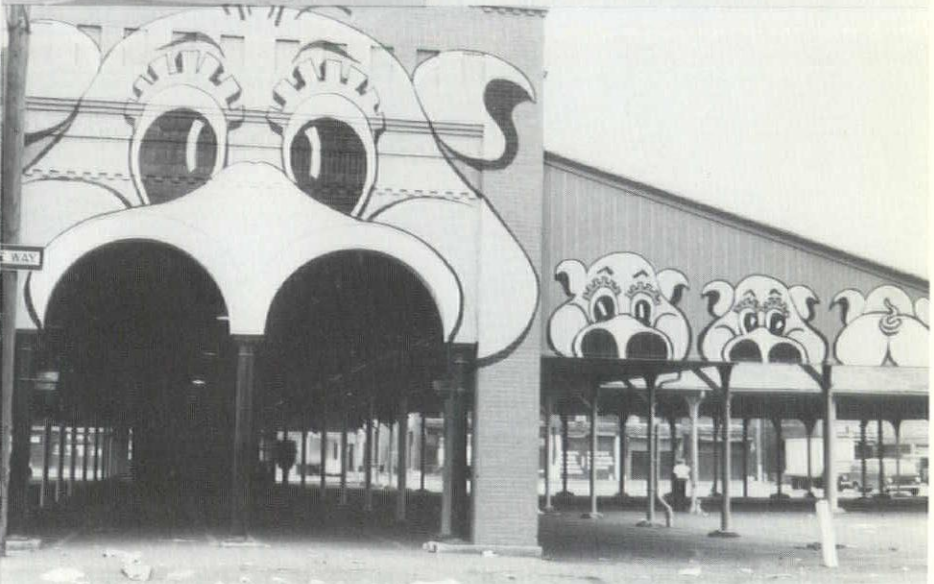
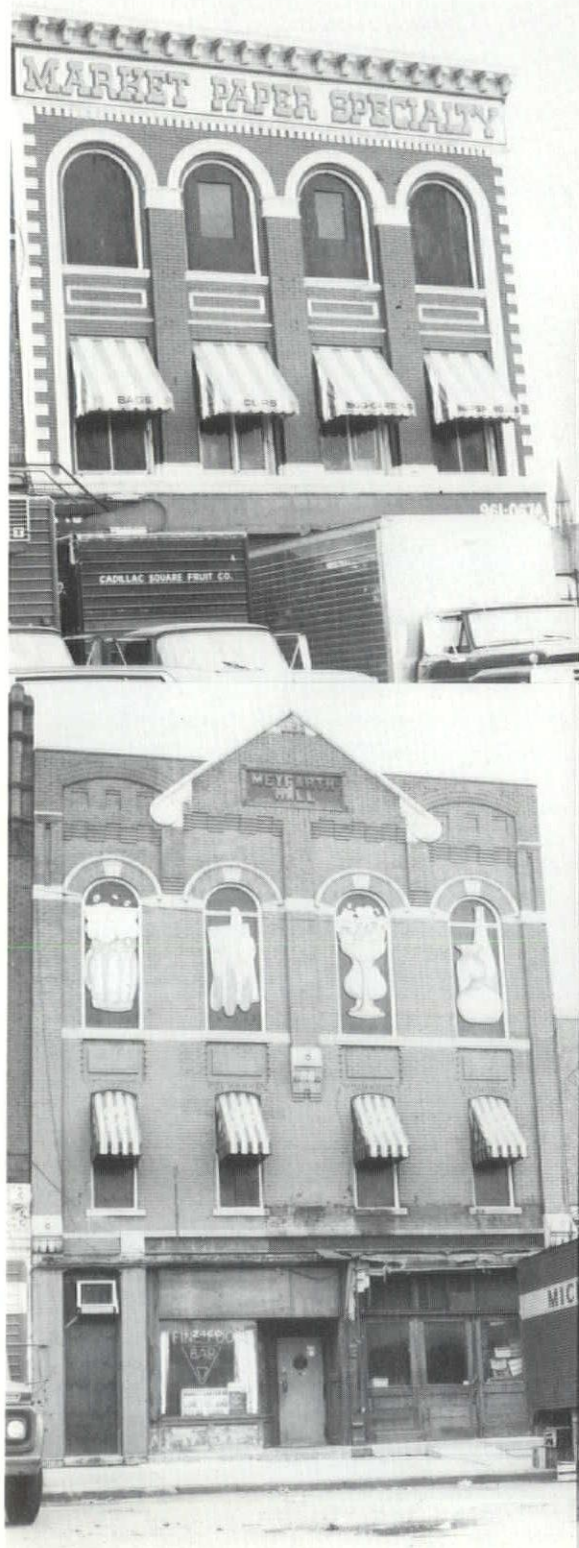
The success of the Eastern Market rehab brought inquiries from two other major shopping areas that have been hurt by the advent of the huge regional suburban shopping centers: Gratiot and Seven Mile, and Livernois and Seven Mile. Both areas' merchants association have asked Pollack and Orloff to prepare plans for the restoration of excitement and color to their centers. Again, the city agency will provide the design, estimate the costs, and help arrange contractors, but all of the cost of any improvements will be borne by the merchants themselves.

What Eastern Farmers' Market proves is that a city can take its picturesque and interesting features, and make them exciting and attractive at minimum expense and red-tape, through sensitive and talented design. And when they are made exciting and attractive, they can draw thousands of people from every part of the metropolitan area, eager to visit and see and enjoy.

The talent behind the whole thing, Alex Pollack, says:

"We think we've accomplished all we set out to do and more. Thousands of Detroiters are rediscovering the Market, and many of the adjoining merchants tell me that their business is booming. As a bonus, there is a new interest in the urban renewal land near the market that has been vacant for twelve years. And the City is committed to further improvements in the Market, like lighting and further renovation of the sheds, so I can't see any way for the Market to go but up."

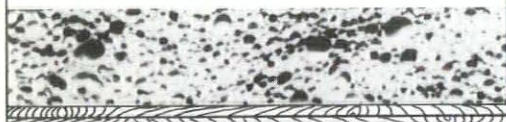
[James Gallagher]





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NEWS

Sedgewick President of NCARB



Thomas J. Sedgewick is the new President of the National Council of Architectural Registration Boards, NCARB. The NCARB is a non-statutory body whose membership is the registration authorities of the 50 states and 5 districts and territories. He assumes presidency at the same time that a revolutionary change in the way architects get to be architects is taking place.

The NCARB develops and administers for the individual states the examinations for licensing as an Architect. It aids the states in the establishment of standards, and if desired, prepares a record that will certify to the professional competence of an individual, as necessary throughout his career.

The NCARB has just taken a bold step in the enlargement on their classic concern regarding the architects' duties to society. Architects are bound to safeguard the public health, safety, and welfare. The tendency has been to interpret this law as requiring little more than structurally sound and sanitary buildings. The NCARB has determined that this is no longer good enough, and after five years of intensive study and development, the combined NCARB Boards have, by convention action, stated that architects' are responsible to provide a satisfactory environment. A satisfactory environment is one which is functional and beautiful, as well as clean and safe.

This will be made clear to candidates for licensing as Architects, by

the restructuring of present examination procedures and processes. From now on, for registration as an Architect in the various states, the candidate for licensing will not only be tested for ability to design a safe structure but also will be tested in two new areas, "environmental analysis" and project "programming". By including these in the examination process, a young architect will have to exercise his judgement in a changing society, on environmental quality as it makes political, social, as well as esthetic, and engineering sense. This action will broaden the philosophical foundation of the entire Architectural profession by acknowledging, by examination, that Architects must not only have technical competence; but they must also be a member of the total environmental team. They should be aware that their buildings have an influence in the total community.

Sedgewick after serving nine years on Michigan State Board of Registration, had become a director of the National Council, and served as an officer of NCARB for five years. During this period of time not only was the development of the new examination taking place, but additional other actions with implications beyond just our country. A first step was taken by approving a historic international agreement with the Architects Registration Council of the United Kingdom, whereby reciprocity can be extended between the United States and the United Kingdom. This is the first move in the direction of providing architectural services to all countries of the world, regardless of economic and social situations.

It is intended that during this year, the expansion of this international agreement will be explored in depth. NCARB will meet with 30 other countries regarding the possibilities of international reciprocity based upon accepted standards of professional training and experience beyond academic qualifications.

Sedgewick, 44 was born in Dearborn, and graduated from Redford

St. Mary's High School in 1945. He received his Baccalaureate Degree from the University of Detroit in 1952. Shortly thereafter he moved to the Flint area and upon becoming a registered architect in the State of Michigan, along with the late Don Sellers formed the firm Sedgewick, Sellers & Associates on January 1, 1959. As President of the NCARB, Sedgewick has become the first representative from Michigan to serve as president of the council since the late Dean Emil Lorch of the University of Michigan was elected as the first president at the formation of NCARB in 1920.

Other officers of the NCARB for the coming year are Daniel Boone, Abilene, Texas, past president, E. G. Hamilton, Dallas, Texas, first vice-president, Mel O'Brien, Memphis, Tennessee, second vice-president, Carl Groos, Denver, Colorado, Secretary, and Jack Swing, Urbana, Illinois, treasurer. The six directors, who are also officers include John Hellman of Massachusetts, William Booth, Maryland, Charles Blondheim, Alabama, Paul Graven, Wisconsin, Larry Edmonson, Oklahoma, and Willard Nelson, Utah.

"Give a Kid a Summer"

Smith, Hinchman & Grylls isn't "giving" the summer (or anything else) away, but the firm is attempting to provide jobs for as many young adults as possible. In trying to provide these positions, SH&G is cooperating with Federal, State and Local agencies which strive to obtain summer jobs for high school and college students. For many, this is their first contact with the "business world".

These temporary summer or cooperative education positions range from technically-oriented jobs in the Mechanical, Electrical, Architectural, Data Processing, etc., used for training purposes to clerical jobs such as secretaries, janitors, painters, and file clerks. The technical positions are designed to give students exposure to the Architectural/Engineering profession. Some evidence suggests that these positions do indeed attract young people to the professions. Even positions on the support staff give valuable exposure to the operation of a corporation.

SH&G insists that these "summer hires", many the sons and daughters

of employees, "pull their weight", whether on productive jobs or in a support staff role. Regular attendance, punctuality and solid performance are expected. At the end of the summer program, the employees are evaluated. This evaluation is shared with the student and points where improvement is needed are expanded upon.

One of the "fringe benefits" to the firm are the suggestions and ideas which the students leave behind. Recently, a secretary-trainee came up with several new ideas on how to expedite the filing system on a particular job. The streamlined procedure

has already saved many man-hours of clerical work. This type of concrete idea and enthusiasm of the student to learn and contribute certainly make this employment a benefit to both them and SH&G.

1972-73 Design In Steel Competition

Architects, engineers and designers are welcome to compete for international recognition in the 1972-73 Design In Steel Award Program sponsored by American Iron and Steel Institute.

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The biennial program, in its twelfth year, honors designers, architects, engineers and artists for their creative uses of steel and helps develop a better understanding of steel's versatility.

There are four categories of structures: housing, high-rise construction, low-rise construction and public works construction. Two awards will be offered in each of the four categories one for best design in steel and one for best engineering in steel.

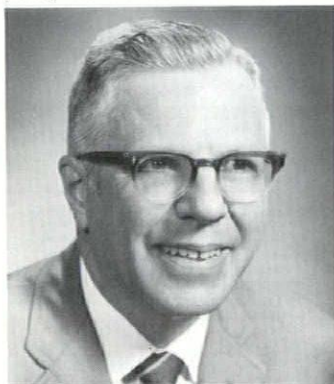
Individuals or teams of design professionals practicing in the Americas are eligible for the awards. Entries must be received by January 26, 1973. Submissions are limited to structures completed after January 1, 1970, or components initially offered for sale after January 1, 1970.

Judging will take place in New York, February 5-6, and winners will be notified no later than February 8. Winners will be announced publicly and honored at a recognition dinner in New York City on April 5, 1973.

Entry forms and information are available from: Design In Steel Award Program, 201 East 42 Street, New York, New York 10017.

New Appointment

Robert A. Matthews, President and General Manager of Precast-Schokbeton, Kalamazoo-based manufacturer of precast architectural components, has been appointed Vice President of Supradur Manufacturing Company of New York. Supradur, producers of a wide range of building products, is the parent company of Precast-Schokbeton.



Matthews, long active in civic and educational affairs, also serves as a director of the American National Bank & Trust Company of Kalamazoo.

In his new position, Matthews will maintain his headquarters and re-

sponsibilities in Kalamazoo where he has been involved in the development and production of precast architectural products since 1949.

Lilian Brann, Honorary Member, Detroit Chapter permits us to reprint the following from her column in the Detroit Free Press. (Samatha Graziani please note.)

"A Dog's Life is a Pretty Good Thing"

It's a pleasure to be in the doghouse, if you happen to be a St. Bernard named Fluffa. As a companion to New York designer Peg Walker, Fluffa enjoys the best of design, interior and exterior.

Her doggy domain is a small court behind an apartment building, complete with outdoor carpet and potted tree. The carpet is the kind that resists moisture, heat, cold, and an occasional bottoms-up dog dish, etc. The tree is intended to be purely decorative.

Architecturally, the dog house is Early American Shed, built of plywood with polyester brick siding.

In bad weather Fluffa can lounge indoors and watch the raindrops through her unbreakable picture window. For privacy there is a room-darkening window shade. Accessories? Brandy kegs, of course.

Naturally, the color scheme harmonizes with Fluffa's coat: white, tawny tan and black. The realistic polyester bricks are Colonial White. The window shade is a brown and beige stripe.

Wald Annual Tea

The Women's Architectural League of Detroit cordially invites all wives of registered architects, architectural students, and members wives to their Membership Tea. This will be held on Tuesday, September 26 at 1:00 P.M. at the Lochmoor Country Club, 1018 Sunningdale Drive, Grosse Pointe Farms. Robette Creations of Grosse Pointe will present a special program "A Williamsburg Christmas" by Lynn Elvidge. Contact Donna Rossetti, WALD President for additional information 886-8725 or Charlotte Van Neck at 372-3649.

Letters

DR. Ralph A. MacMullan, Director Michigan Department of Natural Resources

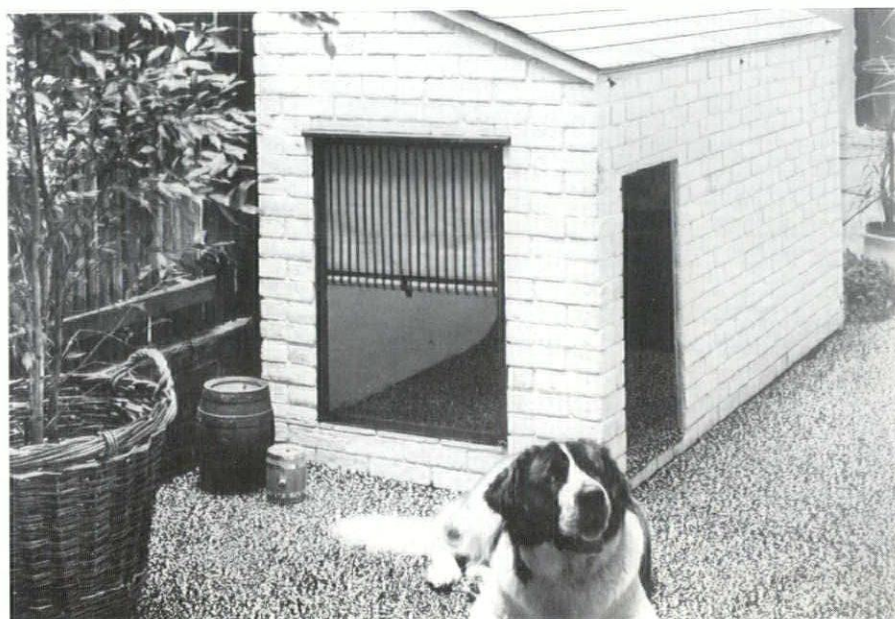
Dear Mr. MacMullan:

Last evening I read your article entitled, "Wanted: A New Look at Land" in the July issue of the MSA Bulletin.

I concur with every single statement in that article. You are right on the mark and let's hope to God that other people in this state and this nation start listening to what you are saying. We only have a fixed and limited source in land and what we do with it will determine our future generations life in this nation.

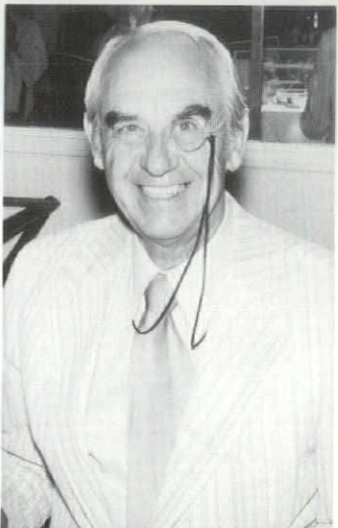
Again, congratulations for a job well done.

Very sincerely yours,
Philip J. Meathe, FAIA





Helen Milliken, 1972 MSA
Honorary Member and the man
who came to dinner

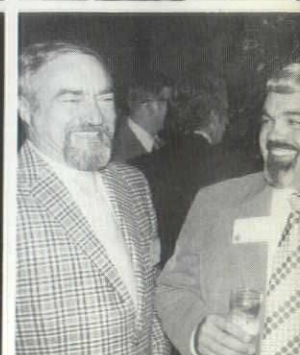


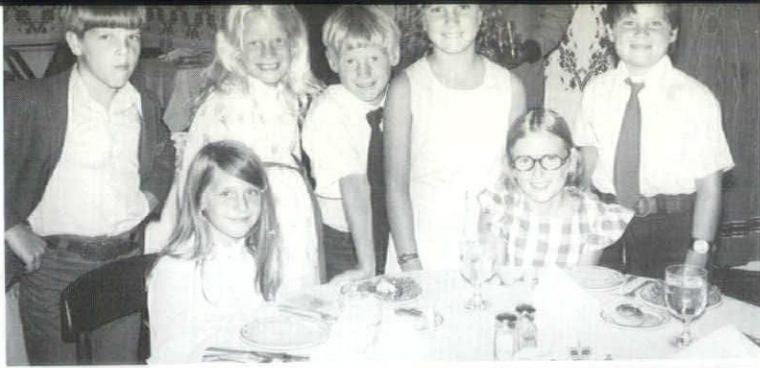
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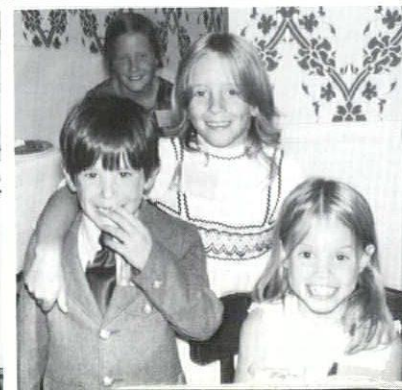
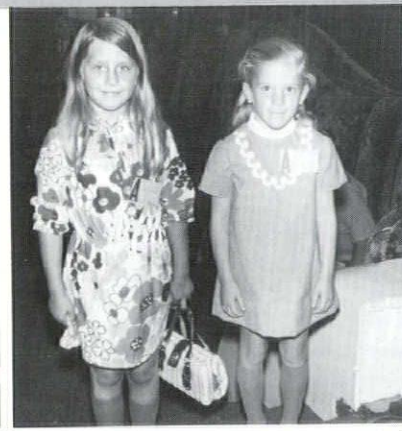
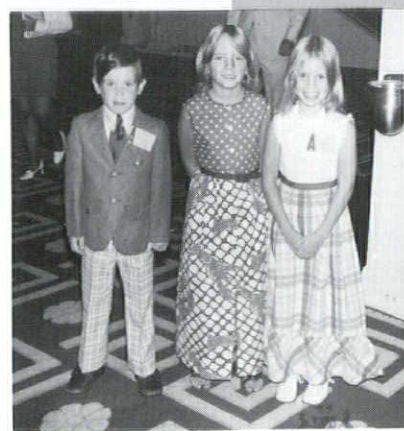
Mid-Summer Conference Mackinac 1972

1972 MSA Honorary Member, Mrs. Helen Milliken and MSA
President, Howard Hakken, AIA





**Little Kids,
Big Kids &
Bigger Kids**

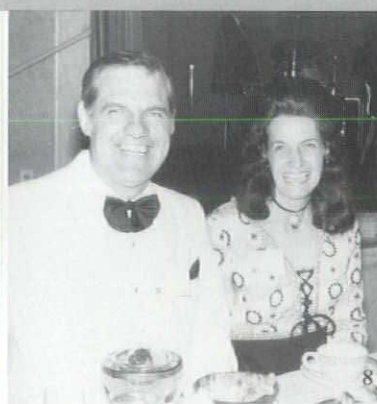




1. Chuck and Pat Scurlock
2. Evelyn and Norm Kline
3. Dorothy and Tiv Balogh
4. Gary and Marsha Dysert
5. Dorothy DeMartino
6. Pat Kinville and friends
7. Sam Warbinbee and Mrs. Evelyn Kline

8. Ed and Gail Shymanski
9. Kay Fujii with friends
10. Mrs. Betty Bell and Mrs. Helen Milliken
11. Bob and Jean Dezur
12. Jo and Sam Wartinbee
13. Margaret Farnsworth and spouse

THE LADIES and FRIENDS





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WALD Calendar

October 17

Contemporary Show
Detroit Institute of Arts
10:30 A.M.

November 14

Tour of Meadowbrook Hall
(The old Wilson Home)

December 12

Annual Christmas Party

January 19

African Terracotta-South of the
Shara & 59th Exhibit of the Michigan
Artists
Detroit Institute of Arts
10:30 A.M.

February 16

Fashion Show & Coffee Concert with
the Detroit Symphony at Ford Audi-
torium — 10:45 A.M.

March 28-29-30

MSA Annual Convention
Olds Plaza Hotel
Lansing, Michigan

Calendar

September 30

Allied Arts Festival
Detroit Chapter-AIA
Alger House, Grosse Pointe War
Memorial
32 Lake Shore Road, Grosse
Pointe, Mi.
8:00 P.M.-12:00 Midnight
Art-Champagne-Hors d'oeuvres-
Dancing for \$7.50 per person

October 18

Detroit Chapter Annual Meeting
and Election, Raleigh House,
Southfield, Mi.

November 10-11

WAP-Workshop: Architectural
Preservation
University of Michigan

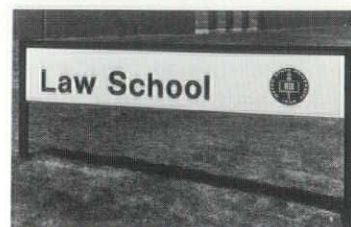
March 28, 29, 30, 1973

MSA Annual Convention
Lansing, Michigan

May 8-11

AIA National Convention
San Francisco, Ca.

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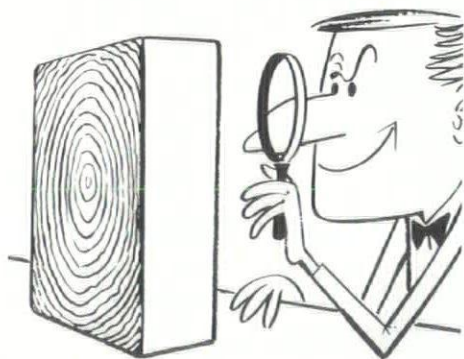
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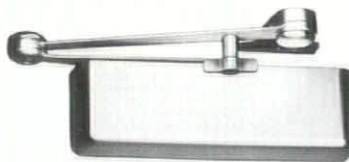
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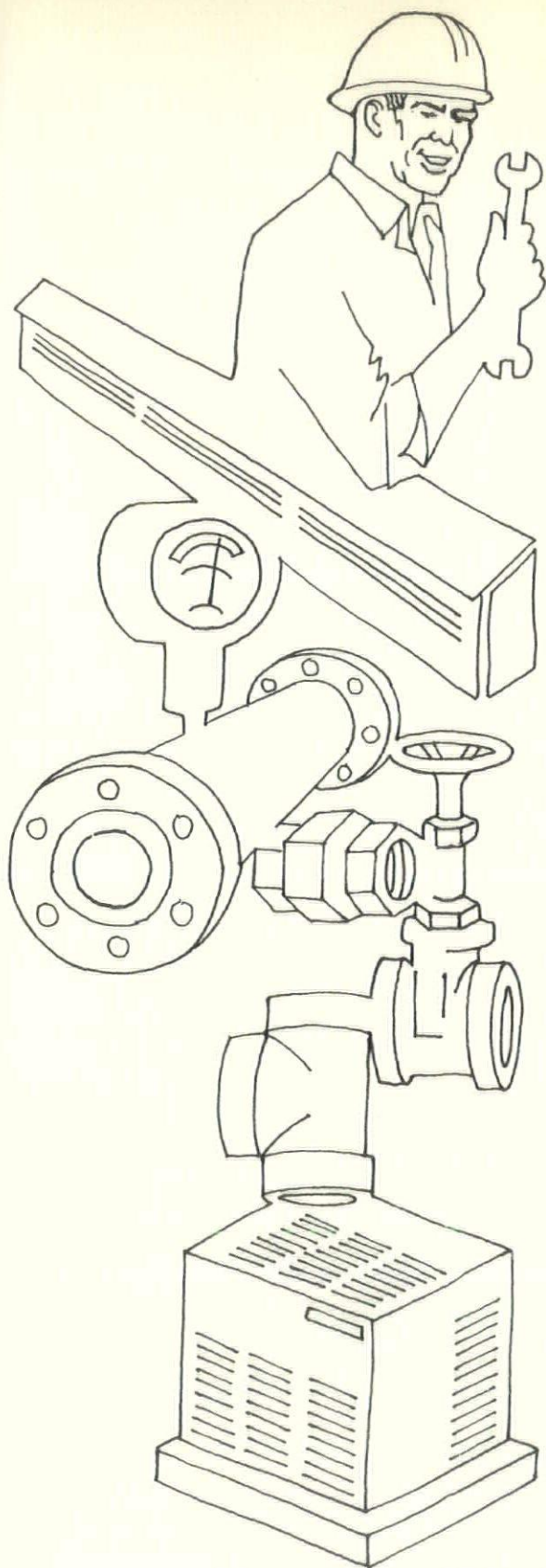
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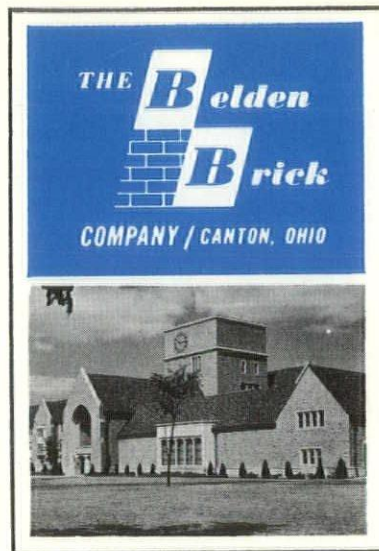
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