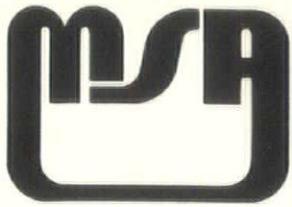


American Institute of Architects
Library
1785 Massachusetts Ave., N.W.
Washington, D. C. 20036



AMERICAN INSTITUTE
OF
ARCHITECTS

FEB 27 1973

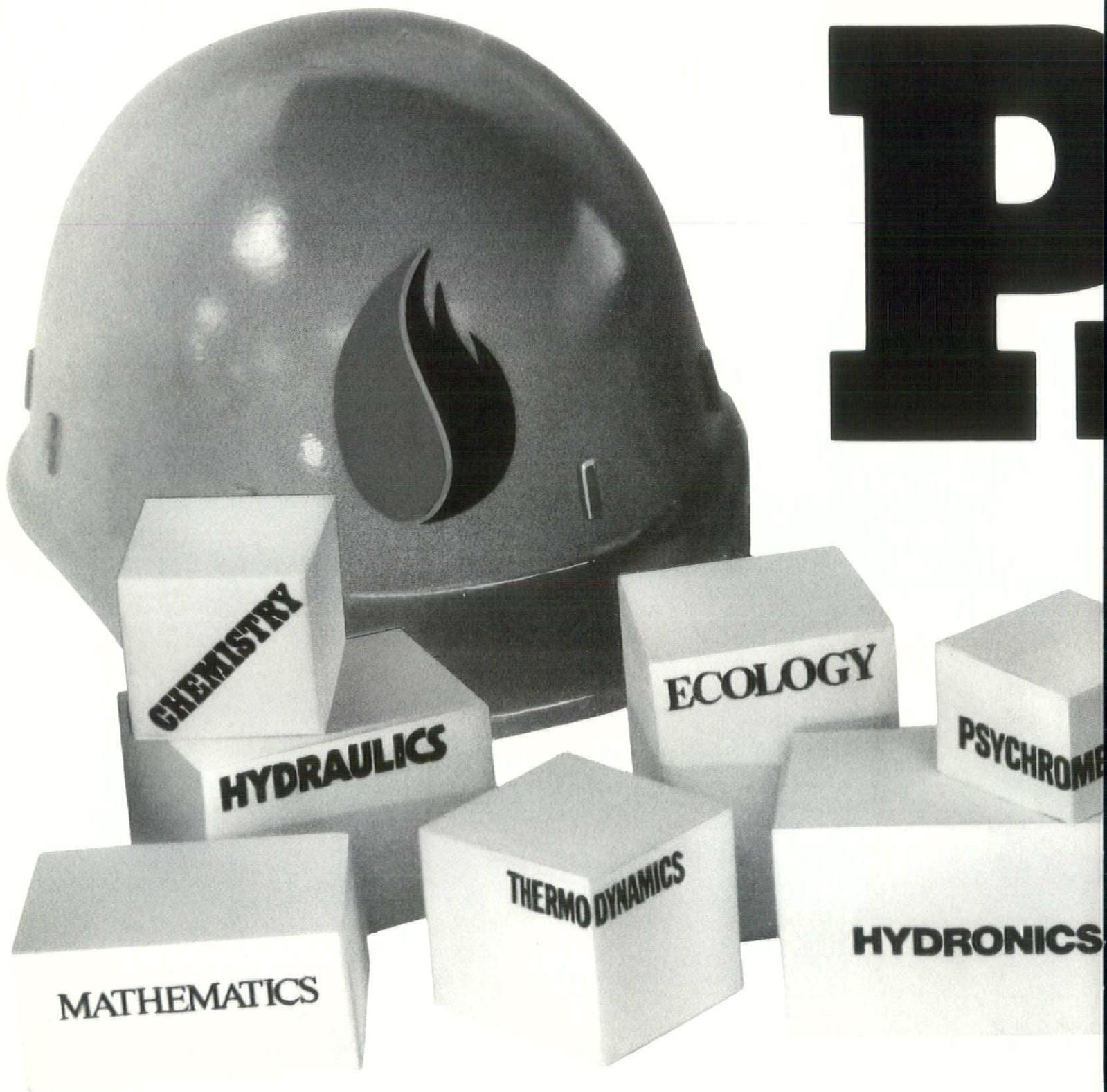
LIBRARY

Monthly Bulletin

Michigan
Society of
Architects

February 1973
50¢





The Plumbing and Heating Industry of Detroit is quite a bit more than an association of nearly 300 mechanical contractors in Wayne, Oakland and Macomb counties.

In fact, PHI really involves some 3500 tradesmen who work for member contractors—the pipe-fitters and plumbers who take care of the plumbing, heating, air cooling and all the other systems

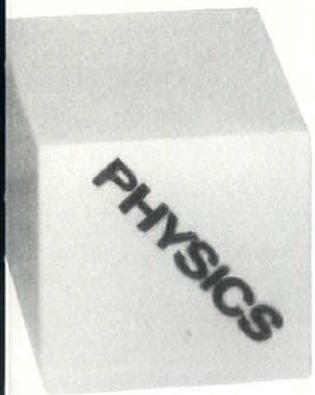
required by today's owners, engineers and architects.

And because these systems also require so much more today, PHI sponsors educational programs for members and tradesmen—everything from hydronics through psychrometrics. As well as basic management programs and programs designed to train apprentices for both today's and tomorrow's needs.

Plus a good deal more to help us take total responsibility. Including such things as our Idea Center, where we display all the latest innovations for consumers and where residential architects can call for information to use in the planning stages.

After all, the more productive we are, the more productive you can be.

H.I. EXPLAINED.



**Plumbing & Heating
Industry of Detroit**

14801 W. Eight Mile Road
Detroit, Michigan 48235
Phone 341-7661



ARCHITECTURAL BARRIERS — IN YOUR BUILDINGS?



Clarence H. Rosa, FAIA

Let's take another look at architectural barriers — those things about a building that pose additional, unnecessary problems for the person who uses the building and who is on crutches, in a wheelchair or with seeing or hearing disabilities. Most of you know that Act 1, P. A. 1966, requires that public buildings, those constructed and funded in whole or in part by the State and any of its political subdivisions (universities, colleges, cities, counties, townships, school districts, etc.), shall be free of architectural barriers in accordance with rules developed by the State Building Division. You should also remember that Act 243, P. A. 1970, amends Act 1 by extending the application of these same rules to all buildings "used primarily by the general public as a place of gathering or amusement". This would include theaters, restaurants, hotels, stadia, etc. This then, is the law in Michigan; a law that you as architects should be familiar with and should adhere to. You can get a copy of the rules pertaining to it by contacting the State Building Division, 131 Stevens T. Mason Building, Lansing, 48913.

But, in addition to the fact that it is a legal requirement, it's also good business for your client that you design a building for him that will be able to accept business from and provide services for all potential customers and employees. Don't design a building that will turn away a portion of the trade. Actually, the measures necessary to avoid architectural barriers and to comply with the law are not difficult to incorporate in the planning of a new building especially if they are considered during the early planning stages. Generally speaking, they are not a cost burden and most of them are advantageous to the operation of the building as well as being necessary to its utilization by the handicapped. For example, an elevator that is necessary for the handicapped in a two or three-story building is at the same time an economic asset for moving supplies

and equipment in the light of today's safety and compensation laws and today's wage rates. The requirements can generally be met quite easily if you use some ingenuity. Nick Nuechterlein and Neil Decker in the State Building Division have had substantial experience in solving situations concerning architectural barriers and they may be able to help you solve an unusual problem that might "stick" you.

Compliance with the law concerning architectural barriers in instructional and supporting service buildings through the 2 yr. comm. college level is administered by the State Department of Education; compliance concerning 4 yr. college & University bldgs. and all other buildings that are constructed in whole or in part with funds of the State or its political subdivisions is administered by the State Building Division. Plans and specifications for buildings within these categories must be submitted to and approved by the appropriate agency (State Department of Education or State Building Division) before construction contracts are awarded; violation is a misdemeanor. A few of you have been submitting plans and specifications without bothering to avoid barriers in the proposed buildings with the resultant loss in time to your client and a resultant cost to you in revising the plans. You will save yourself these additional costs and save your client some time by initially planning a barrier-free building. The rules and regulations are clear and logical concerning the barriers that are to be avoided. Do it right the first time!

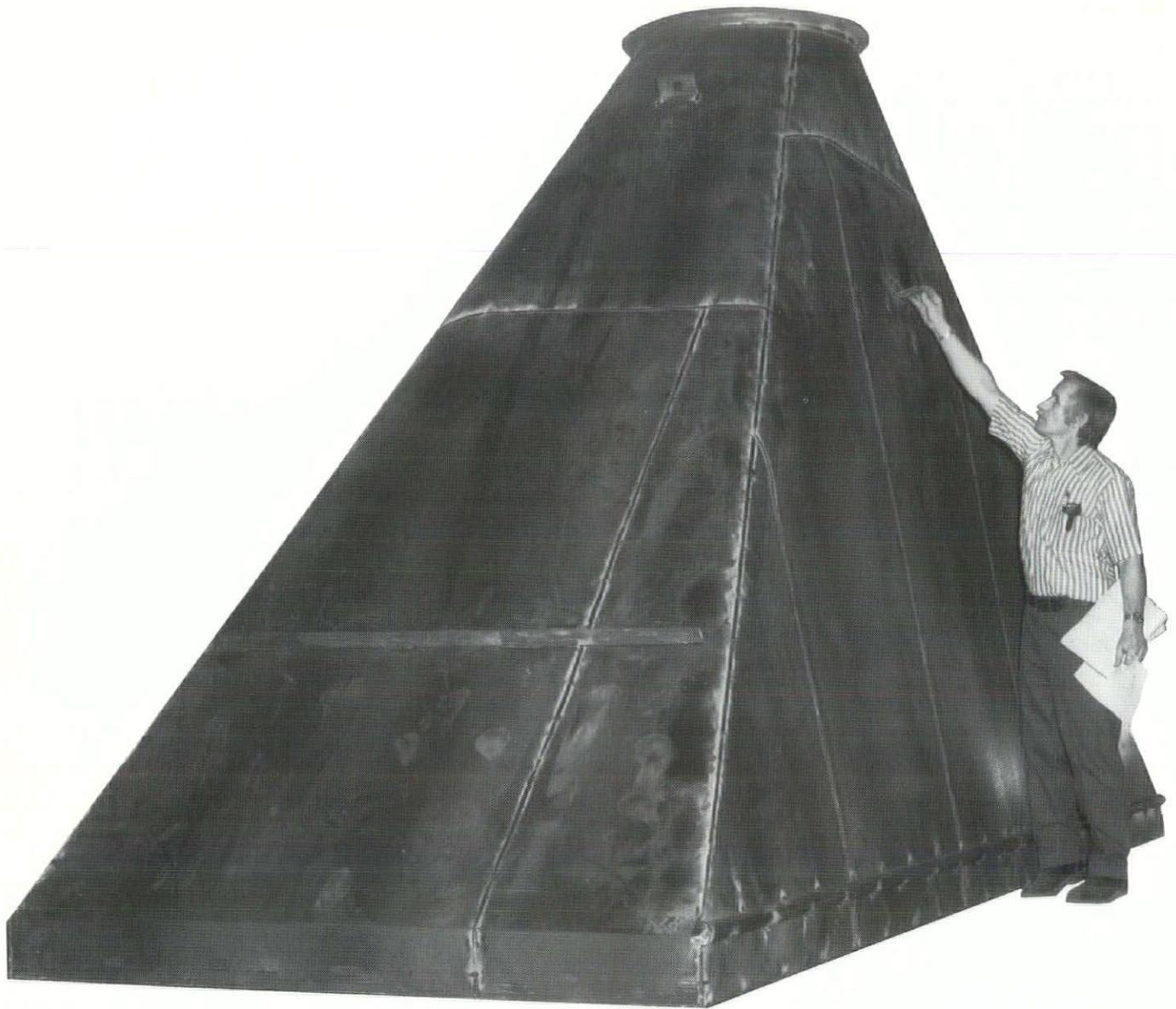
Compliance with the law concerning architectural barriers in a building used for public gathering or amusement but constructed with private funds (Act 243, P. A. 1970 — a theater, restaurant, hotel, stadia, etc.) is administered and enforced by the agency that issues a building permit for its construction. It is to be expected that every permit issuing agency is not completely familiar with its responsibilities under this act. It is also possible that some of them do not have the manpower or the expertise to determine that the plans and specifications for every applicable building comply with all of the requirements of the act. In other words, you as the architect for a building, may be able to "get something through" that contains barriers that violate the law. But, by doing so, you've violated the professional status that you've earned as a registered architect, you've violated the trust that the public and your client have placed in you "to safeguard the life, health and property" of the people of the State of Michigan and to comply with the laws pertaining to your profession. In addition, you've "shorted" your client by providing him with less than he should have and have left him and/or you vulnerable to future additional costs for correcting the construction documents or altering the completed construction.

Up to this time, the State of Michigan has enacted laws concerning architectural barriers in schools, other buildings constructed in whole or in part with public funds and those buildings used by the public as a place of gathering or amusement. It is quite logical and likely that the law may be extended in the future to additional buildings such as office buildings, stores, factories, banks, etc. There will probably be a day when no owner or occupant of a building will want to find himself in a position to having to say to a potential customer, client or employee "I want to sell you a product or a service but the design of this building and the access to it prevents me from doing so" or "you would be an excellent employee but I cannot hire you because the design of this building and the access to it would

make it difficult for you to work here". When this day comes, those buildings that contain architectural barriers will have become obsolete and it may be quite costly to remove the barriers. You will be doing a better service for your client and the public if the building that you design for them meets tomorrow's conditions or laws in this regard.

Understand and abide by the intent and content of Act 1, P.A. 1966, and its amendments by Act 243, P. A. 1970. Go one step further and make every one of your projects accessible and usable by all. Be the "compleat" architect to your client, be a professional!





THE COLLECTOR

It's one of three special coal hopper hoods fabricated and installed by Ventcon for Detroit Edison's St. Clair power plant. Not what you'd call average duct work. But then, we're not an average sheet metal contractor. Find out what sets us apart. Talk to Ventcon about your next ventilating or sheet metal requirement.

VENTCON

7650 W. CHICAGO AVENUE • DETROIT, MICHIGAN 48204 • (313) 491-8400



Monthly Bulletin

Vol. 48 No. 2
February, 1973

Contents

- 2- 3 Architectural Barriers—
in your buildings
- 6- 9 SH&G Comes “home” to
downtown
- 10-12 Early Involvement
Of the signage designer
in architectural projects
- 13-16 A Survival Program
for Detroit
- 17 New International Terminal
- C-3 Advertisers Index
- Calendar
- Classified



THE MONTHLY BULLETIN IS PUBLISHED FOR THE MICHIGAN SOCIETY OF ARCHITECTS TO ADVANCE THE PROFESSION OF ARCHITECTURE IN THE STATE OF MICHIGAN.

MSA Officers

President
William Jarratt

Vice President
Leslie Tincknell

Secretary
Robert Tower

Treasurer
Frank Straub

Directors
Tivadar Balogh

Bernard DeVries
Eugene DiLaura
Richard Drury
Mark Jaroszewicz
J. Wesley Olds
Howard Hakken
Dale Suomela

Regional Director
Clarence Rosa

Executive Director
Ann Stacy

Advertising Director
Gary R. Grout

Copyright © 1973 MSA
All rights reserved

Monthly Bulletin, Michigan Society of Architects, the official publication of the Society; all Michigan Chapters of the American Institute of Architects; Women's Architectural League of Detroit (WALD); Producers Council, Inc., Michigan Chapter; Builders & Traders Exchange of Detroit, Grand Rapids and Lansing is published monthly by the Michigan Society of Architects; Editorial and Advertising Offices—28 West Adams, Detroit, Mi 48226, Phone 965-4100.

Monthly Bulletin, Michigan Society of Architects, is published monthly at 28 West Adams, Detroit, Mi 48226. Paid as second class matter January 15, 1946 at the Post Office at Detroit, Michigan under Act of March 3, 1879. Subscription price, \$4.00 per year (members \$2.00). 50 cents per copy.

Smith, Hinchman & Grylls

455



SH&G comes "home" to downtown



While Detroit has historically been "home" for three of the largest A/E firms in the U.S., there has never been a major architectural/engineering/planning headquarters building in the city. The size of these firms and the cyclical nature of much of their work has always dictated the rental of easily expanded and contracted space.

But no longer. The new Smith, Hinchman & Grylls headquarters building is just a few blocks from the heart of downtown — five stories of aluminum, glass and masonry that provide working space, and potential expansion, for the 400 SH&G employees. It is a \$3.8 million commitment by the firm to the central city, and a measure of their conviction that the renaissance of the Detroit downtown is just beginning to bloom.

The story of this building really began 63 years ago, in 1910, when SH&G designed an office/loft building for Col. Frank Hecker on the southeast corner of Fort and First streets. Three years later the building was expanded to its present dimensions of 140 feet along both Fort Street and First Street, and has been in continual use as an office building and printing facilities. When purchased by SH&G in 1971 it housed the computer and accounting departments of Manufacturers National Bank.

Chairman Robert F. Hastings, FAIA, explained the firm's decision to build in the central city in these words:

"On a purely business basis, we

felt that buying and renovating the Cass Building would give us a top quality office which would meet our present and future needs for space at a lower cost than we could build a suburban building of the same quality and in a similar, first-class location.

"A second consideration was our conviction that the resurgence of our city is just beginning, and we wanted to be at the heart of that resurgence. A large part of today's skyline came from our drawing boards, and we hope to play an equally large role in tomorrow's growth.

"A final factor was our feeling that many of the most talented young architects, engineers and planners coming out of our schools will want to play roles in the re-building of our cities. We hope our new building and commitment will make us attractive to the young talent we constantly must have in order to grow."

SH&G stripped the building to its concrete frame, retaining only the stairwells and a freight elevator in the re-design. Working closely with PPG Industries, the firm designed a unique glass and aluminum curtain wall for the west and north elevations. The east wall, on a lot line, is solid, and the south wall, on an alley, is broken only by one vertical bank of fenestration in employee lounge areas.

The structural framing system of the curtain wall consists of tubular aluminum extrusions for both vertical and horizontal members, joined at their intersections by cast aluminum housings into which the tubular members fit. At each floor level these housings are anchored to the building structure.

The 5' x 7' sheets of bronze-tinted plate glass are mounted in the aluminum frame with a one-component silicone sealant, with no need for the traditional exterior glass stops. This concept allows the illusion of an all-glass skin with only a 3/8" polished aluminum divider between panes.

To determine the effectiveness of the system a full-size mockup assembly of six panels was erected in the PPG testing laboratory at Kokomo, Indiana, and tested to failure. Although the Detroit building code for a structure of five stories calls for a 20 lbs. psf. loading, the SH&G mockup withstood 69.5 lbs psf of positive pressure before the glass failed. At this pressure the center of the pane blew out, leaving the perimeter shards of glass still held firmly in place by the sealant.

The cast aluminum "spiders" at the corners of the glass panels have molded neoprene restraint cups. Not required for safety, the spiders do provide supplementary exterior restraint during the one or two-day sealant curing period. They also express visually the concept of structural sealant glazing by making obvious the lack of the traditional glazing stops. Different configurations of these spiders were designed for ends, corners, top and bottom.

Within the building the primary plan objective was to group the various SH&G divisions, with full floors given to Health Facilities and Industrial, and a third shared by Education & Commerce and Transportation. A fifth division, Construction Management, occupies a major part of the ground floor. Executive offices and support services are on the fifth floor, and various production services and a large employee hot-food area are on the lower level.

On the divisional floors project teams of architects and engineers can be grouped for maximum



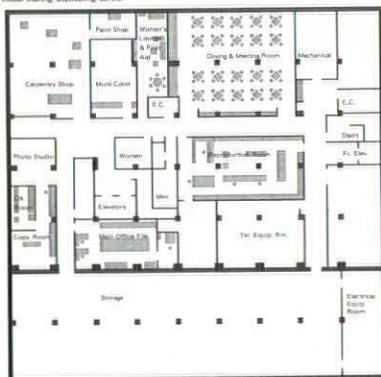
cooperation and interaction. SH&G was formerly scattered over three buildings in the New Center area, and collaboration between team members often involved complicated logistics. Now all those responsible for a specific project are within a few feet of each other.

A highly sophisticated HVAC system is installed to compensate for the extensive west and north glass walls. It is a variable supply system using slots in the ceiling. Return air is exhausted via the recessed lighting fixtures which permits utilization of the heat of the fixtures. Fin-tube heating and additional air supply ducts provide a barrier of warm or cold air on the glass walls as required by outside temperatures. Each floor has its own mechanical room.

Employee amenities were given a high priority. All areas are carpeted for comfort and sound control, and the three major drafting rooms are open to the views to the west and south down and across the Detroit River. Each floor has a small lounge overlooking the river, with hot and cold drinks available. A basement level hot food area has a battery of food and drink vending machines with tables and seating for several hundred at a time. This room doubles as a major conference room at other than lunch time.

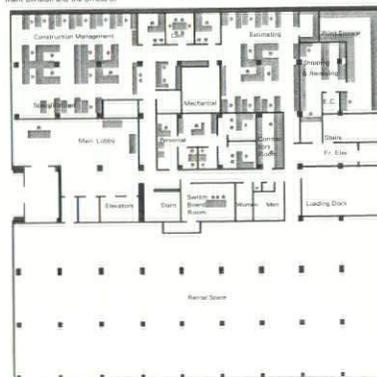
The famous SH&G collection of contemporary art is scattered throughout the building for the enjoyment of the maximum number of employees. A number of colorful felt cloth hangings were designed by the SH&G Graphics & Signage Design group and are used as visual dividers in the drafting rooms as relief from the white walls and ceilings. Each board, desk or office carries the name and title (if any) of the person occupying that space. Photographs of outstanding past and current projects are scattered

Underpinning the professional services of a large firm like SH&G are many supporting activities. In our new building, the basement level is given over to a number of these important areas: photography, model making, duplicating, central



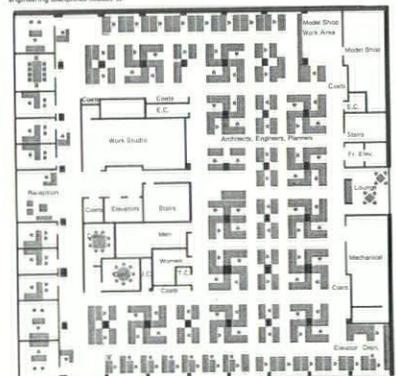
B

Immediately adjacent to the entrance lobby are two groups which have the greatest contact with contractors and subcontractors, suppliers, and the general public: the Construction Management Division and the offices of



1

Two SH&G Divisions occupy the second level. Education and Commerce, and Transportation. As with all SH&G Divisions, these groups are completely self-sufficient, with access to all of the architectural and engineering disciplines needed to



2

throughout the divisional areas responsible for them. As a final touch a number of the original tracings of details of important Detroit buildings have been mounted in plexiglas frames as examples of the finest work in days gone by.

Said E. R. (Doc) Roggenbach, architectural discipline head, "There isn't one of us who can't look at this old work and wonder at the high standard of craftsmanship it represents. The kind of ornamentation and detail on these sheets is art of the highest order."

The entire move from the old quarters to the new was made over the weekend of December 15-18 with the exception of the library and computer equipment which was moved on the Wednesday and Thursday previous. The move went so smoothly that the computer and its gear was unplugged by the IBM personnel on Thursday morning, moved downtown, plugged back in, and was operating by 4 p.m. that afternoon.

Besides all the desks, chairs, drawing boards and miscellaneous hardware, the move involved 3,000 cardboard packing boxes of various sizes. There was even a special heated truck move of the two dozen different potted plants and trees.

On move-in day the SH&Gers were greeted by the 21-man Detroit Police Band, Deputy Major Walter Greene, Councilman Ernest Brown as well as a number of downtown business communities and camera crews from all four local TV stations.

SH&G President Philip J. Meathe, FAIA, said, "For the first time in 70 years SH&G is finally in its own



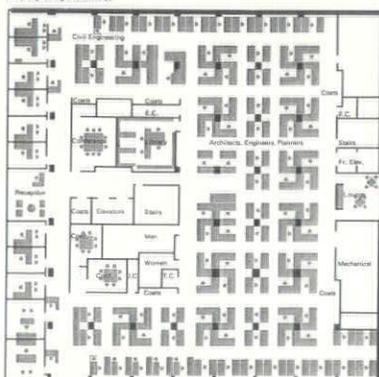
building, one whose design reflects all the architectural and engineering talents within. We can already feel a sense of excitement and anticipation among our people."



The entire Industrial Division is brought together on the third level, encouraging the kind of teamwork and cooperation that are the mark of modern architectural and engineering practice. Here, too, are the many engineering specialties de-

manded by today's industrial facilities: plant and machine layout, pollution and occupational safety, materials handling, and storage of others.

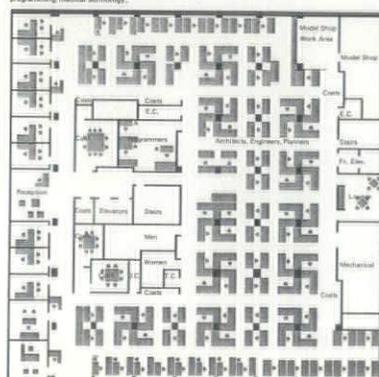
3



Health Facilities, currently the largest SH&G operating division in volume, occupies the fourth level. In addition to the normal disciplines, Health Facilities also involves a number of specialties in programming, medical anthropology,

research, and fire and health code. The division also has its own complete design group specializing in the building type.

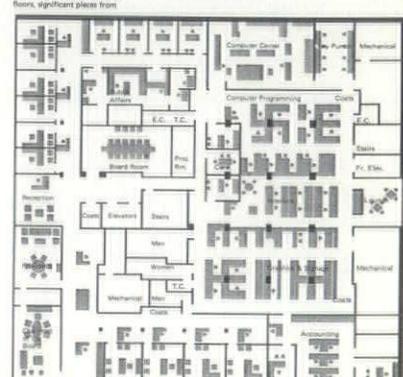
4



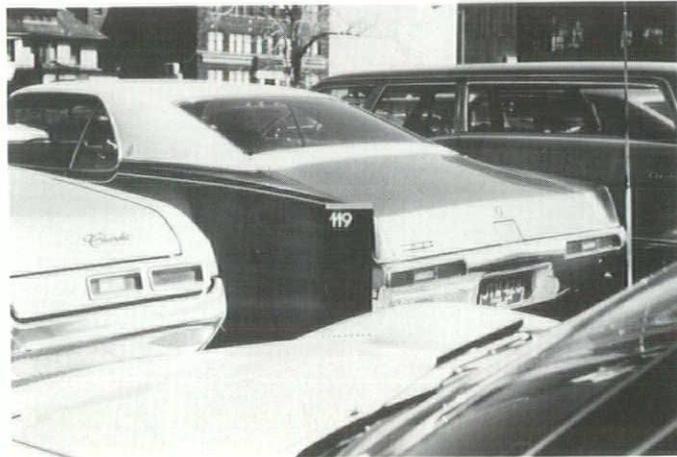
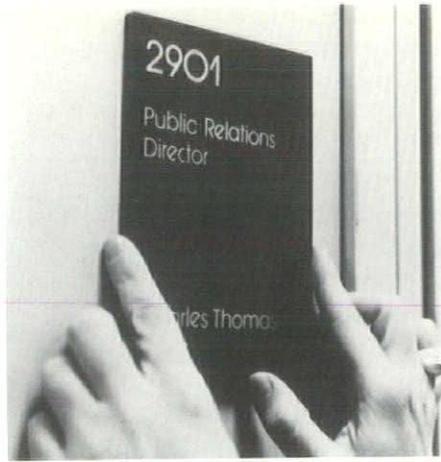
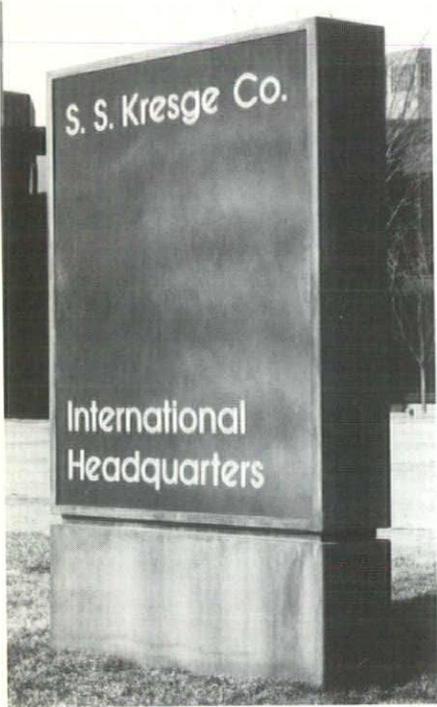
Executive and administrative offices are on the fifth level, including the offices of all corporate officers, accounting, computer programming, public affairs, and graphics and signage. As on all floors, significant places from

the company's outstanding collection of paintings and sculpture can be seen in this area. There are two conference rooms here for the use of staff or clients.

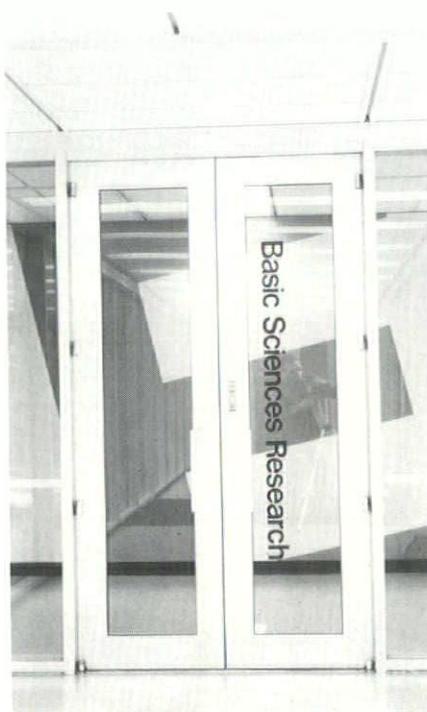
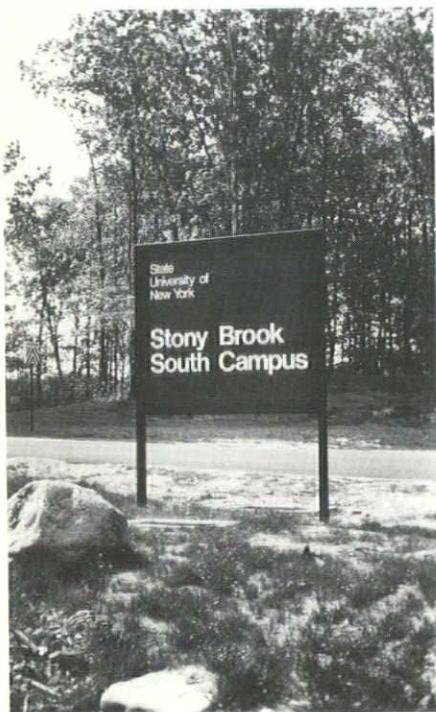
5



**S.S. Kresge Company
International Headquarters
Troy, Michigan**



**State University of New York
Stony Brook, South Campus
Stony Brook, New York**





Early Involvement of the Signage Designer in Architectural Projects

Although the discipline of signage design is a fledgling one, and as yet has only a limited number of trained and competent practitioners, the importance of these highly visible architectural elements is finally being recognized. Architects are becoming aware that all building types, with the exception of private single residences, require graphic informational and identification devices to make the structures complete, and usable.

Too often, signage is the problem discipline, either forgotten or overlooked during the programming or master planning stages of a project, or ignored by the architect because he considers his building itself as complete without these devices. This disregard can easily arise out of an ignorance or misunderstanding of how people use space, and how their orientation to that space takes place.

Essentially, signage guides people in transit from one area of a building to another, so it is not the functional areas that require this assistance, but the transitional space (corridors, lobbies, etc.). In addition, signage is required at all decision points, where the person must choose whether to change direction or continue on the same course.

To illustrate the potential confusion, just think of the consequences of the non-legibility of just two words: "Men" and "Women", or the excitement that could be caused by the lack of an arrow, labelled, "One Way". In the planning of any building, or group of buildings, there are a number of advantages to the earliest possible involvement of the signage designer with the building design team:

1. If the solution to either flexibility or legibility involves the illumination of the sign, then an electrical outlet must be provided where it is needed, at an early phase of construction. The alternative is the unnecessary extra cost of adding an outlet after construction has been completed, which might also include the re-patching and re-painting of a ceiling or wall.

By his training, a signage designer, at the schematic phase, can note where information needs to be imparted so that the building can be used in the most efficient manner. Or it might be desirable for a build-

ing directory to be built into a wall, accessible from the rear to reduce vandalism. Having this need noted and provided for at an early stage makes it possible to truly integrate with the architectural detail. The same happy result is impossible if the signage is first considered just before occupancy.

2. There is a logic to the numbering of rooms within a building and it does not consist only of starting in one corner and working your way around the building. Human beings are adaptable, and no matter whether the numbering is logical or not, architect, contractors and users do become familiar with even the most erratic system, but it becomes almost impossible to reorganize a room numbering pattern at a later date. While long-term occupants can become familiar with even the most irrational system, visitors and occasional users of the building are confused. The signage designer can take the floor plan, determine the various uses of the rooms, follow a logical traffic pattern, and arrive at a room numbering system that will keep all future confusion to a minimum.

3. Early involvement with a signage designer can often assist the architect and the owner to identify problems in directional or informational signage that may not have been considered. For example, the procedure in a university clinic may require the student doctor or dentist to be responsible for retrieving his own patient from a general waiting room. In this case, it is not necessary to create a numbering or directional system which aids the patient in finding a specific clinical area. On the other hand, if the incoming patient is directed towards a general area, and from there, to a specific location, it is vital to tune the visual aids to his level of comprehension, so that he can find his way quickly and unassisted.

4. One of the most distressing contrasts to an architect is that between the appearance of his building when it is first completed, land-



John R. Berry
Director of Graphic & Signage Design
Smith, Hinchman & Grylls, Assoc., Inc.

Mr. John Berry graduated from Cranbrook Academy of Art in May of 1968 with his Masters in Fine Arts concentrating in visual communications. He holds a BA degree from Indiana University with related studies in design, communications and psychology from DePauw University and the National University of Mexico. Upon graduation from Cranbrook, John joined Smith, Hinchman & Grylls Associates, Inc., to develop a graphics and signage design group. The department is now comprised of nine designers in many fields.

scaped, and occupied, and when it is visually the environment his design intended, and its appearance after a period of use. Too often, a widely desperate conglomeration of signs and graphics are haphazardly scattered throughout the project site and the building. Size, color, type faces, location have all been selected on an ad hoc basis, with no concern for the original environmental philosophy of the architect. Working with the architect throughout design, the signage designer can absorb and understand the design intent, and can assure that all of the visual elements will be compatible with the building itself. Together, they can also determine the level of flexibility that the system must have, as well as the economic feasibility of changing the system as it is required in the future.

This same empathy and concern cannot be obtained from the sign manufacturer or supplier, who understandably, is concerned with cost and weight per square foot, with the specification of those materials and/or products that he sells, and with a limited interest in becoming involved in new materials technology.

5. Often overlooked is the hard reality that the needs and the purposes of the client and his spaces do change, and the signage system must allow for the greatest flexibility in adapting to those changes. Implicit in the signage design should be the capability of change, in minimum time, at lowest possible cost, and with the least skilled of labor.

In universities, especially, the rapidly changing curriculum, the expansion and contraction of various schools or departments, call for the utmost adaptability of the signage system to changing needs. The emergence of this new discipline has encouraged a number of schools and universities to allow students to specialize in signage design. Color, proportion, levels of visibility, perception, typography, the semantics of signage wording, and materials are all subjects that must be mastered by the potential designer. In addition, he must understand the objectives and the problems of the architects with whom he works.

In a few of the larger architectural offices, signage groups have been developed, who work closely with the entire design team on projects where this extra service has

been requested by the client. In some cases, these specialists have been consulted by other architects for specific assignments, while the commissioned firm retains direct contact with the client. This utilization of a special expertise permits the modest-sized architectural firm to expand the services it can offer to their clients, without the necessity of sending the client to an outside consultant over whom the architect may have limited control.

A second advantage in such arrangements is the assurance that the signage consultant will be thoroughly familiar with architectural practices, needs and problems. While there are a number of highly qualified graphics designers available, the number of them with architectural background and experience is very limited. Both architect and consultant must be sympathetic to each other.

People will always need direction. They will have to be told where they are, and how to get to where they are going, and when they have arrived at the proper destination. The signage designer can assure that these visual aids will be an added dimension to an already fine design, rather than a detraction.



Hartsfield International Airport Atlanta, Georgia





A SURVIVAL PROGRAM FOR DETROIT

by William Lyman AIA

If we are going to attempt to save Detroit, where do we begin? Even if Vance Packard is wrong in his harsh assessment of the city, massive redirection and reconstruction are needed if Detroit is to become a viable, livable, exciting city. Henry Ford's much touted Riverfront Development, by itself, will not turn the tide. The first point to recognize is that no amount of half-measures will suffice. That's the weakness of Mr. Ford's highly commendable undertaking. If little else is done beyond its construction, Detroit could become another Newark in less than twenty years.

Over the past few years Detroit has stumbled from one financial crisis to another. Each has been worse than the last. In regard to the current school crisis, is there one person in public office who thinks he can see "a light at the end of the tunnel?" Before an intelligent attack can be made on its increasingly rapid economic collapse, it is essential to identify Detroit's assets and handicaps.

ASSETS

Detroit has only a handful of physical assets: a radial major street pattern that converges on the central core; an outstanding riverfront that has never been properly exploited; a large and vigorous university of national stature; several other educational and cultural institutions of the highest quality; and a burgeoning medical center. A less tangible but significant asset is a capacity for supporting professional sports unmatched in the nation. Now that the Detroit Lions are moving to Pontiac, this asset may have lost some of its potential value.

HANDICAPS

Detroit has far more handicaps than assets. A critical shortcoming is the city's lack of rapid-transit and its over-dependence on the automobile for moving people. Part of what makes Boston's and Toronto's central cores livable and enjoyable are their underground transportation systems. Without its subways Boston would have choked to death years ago. Toronto's new subway helped make the city one of the finest in North America.

Detroit's major handicap, the over-dependence on automobiles, leads to the second: disregard for the pedestrian. One of the basic functions of a city's central core has been completely negated in Detroit through lack of attention to the needs, convenience and pleasures of the pedestrian.

Third, Detroit lacks a sense of place. Except for a few scattered, for the most part unconnected 'spaces' (New Center Area, Cultural Center, Civic Center, Grand Circus Park, Capitol Park, Cadillac Square, Washington Boulevard), the city is visually endless. Gratiot, Woodward and Grand River might as well extend to the ends of the earth. Detroit has three centers of activity which, because of their separation, detract rather than reinforce one another: the New Center Area, the Cultural Center, and Grand-Circus-to-the-foot-of-Woodward area. The city's physical problems would be vastly simplified if these three areas extended over a distance of a mile-and-a-half instead of three miles. Detroit's Cultural Center suffers from the same planning error that plagues New York's ailing Lincoln Center. Both are located too remote from the center of gravity of the city. The various facilities that comprise Detroit's Cultural Center constitute an invaluable asset to Wayne State University but they would be of much greater benefit to the city as a whole, contributing more to its life and vitality, if they were located nearer the center of the major commercial area.

Fourth, a major physical shortcoming, a visual one, is the absence of

rolling topography. This contributes to the lack of a sense of place. What would Boston, San Francisco, Seattle, Pittsburgh, or Lisbon be without their hills?

Fifth, lack of an adequate supply of housing, at various income levels, close to the central core. Boston is a prime example of the reinforcement and vitality that housing can provide to the central city.

Sixth, Detroit lacks sufficient employment opportunities within the city limits. It also lacks sufficient economic diversity. Its economic health is almost totally dependent upon the automobile industry. What would happen if some clever Californian were suddenly to develop a simple, safe, airborne device that rendered the automobile partially obsolete? What existing Detroit industry would take up the slack?

Seventh, the city's public schools are deteriorating. At present this is more a statistic than a handicap. If the deterioration continues, it could become a massive handicap in the near future.

GAME TIME PARK & PLAYGROUND EQUIPMENT



JENNINGS

PARK • PLAYGROUND • SCHOOL EQUIPMENT
BOX 308 - LITCHFIELD, MICHIGAN 49252

Write or Call for Free Catalog

Mail to: MA
Herbert Jennings, Inc., Box 308, Litchfield, Mich. 49252

Please send FREE 80-page color catalog
 Have a salesman call

Name _____

Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Area _____

Eighth, Detroit has been lax in preserving its cultural heritage. Old City Hall came down, architectural bizarrity that it was. We almost lost Orchestra Hall, acoustically one of the best concert halls in the country. In the last twenty-five years countless fine old mansions and simple nineteenth century houses have been destroyed which could have provided the nuclei for rehabilitated residential neighborhoods. All this occurred in the name of progress.

This paper would not be complete

without mention of Detroit's high crime rate which, to the credit of the city's police department, appears to be falling. It would be naive to infer that this matter would take care of itself if the city's other ills could be cured. However, more plentiful and accessible jobs, better housing, neighborhoods and schools would go far toward eliminating crime as a major problem.

The foregoing add up to a great number of things wrong with Detroit. Most of its inadequacies or

deficiencies apply equally to other American cities. In no other major city, however, do so many of these minuses apply. There is little hope for Detroit if a solution to its problems is sought in piecemeal, halfway remedies. The city can only be saved through a comprehensive, imaginative and daring program of reconstruction that simultaneously attacks all its ills. The broad outlines of a 9-point program follow.

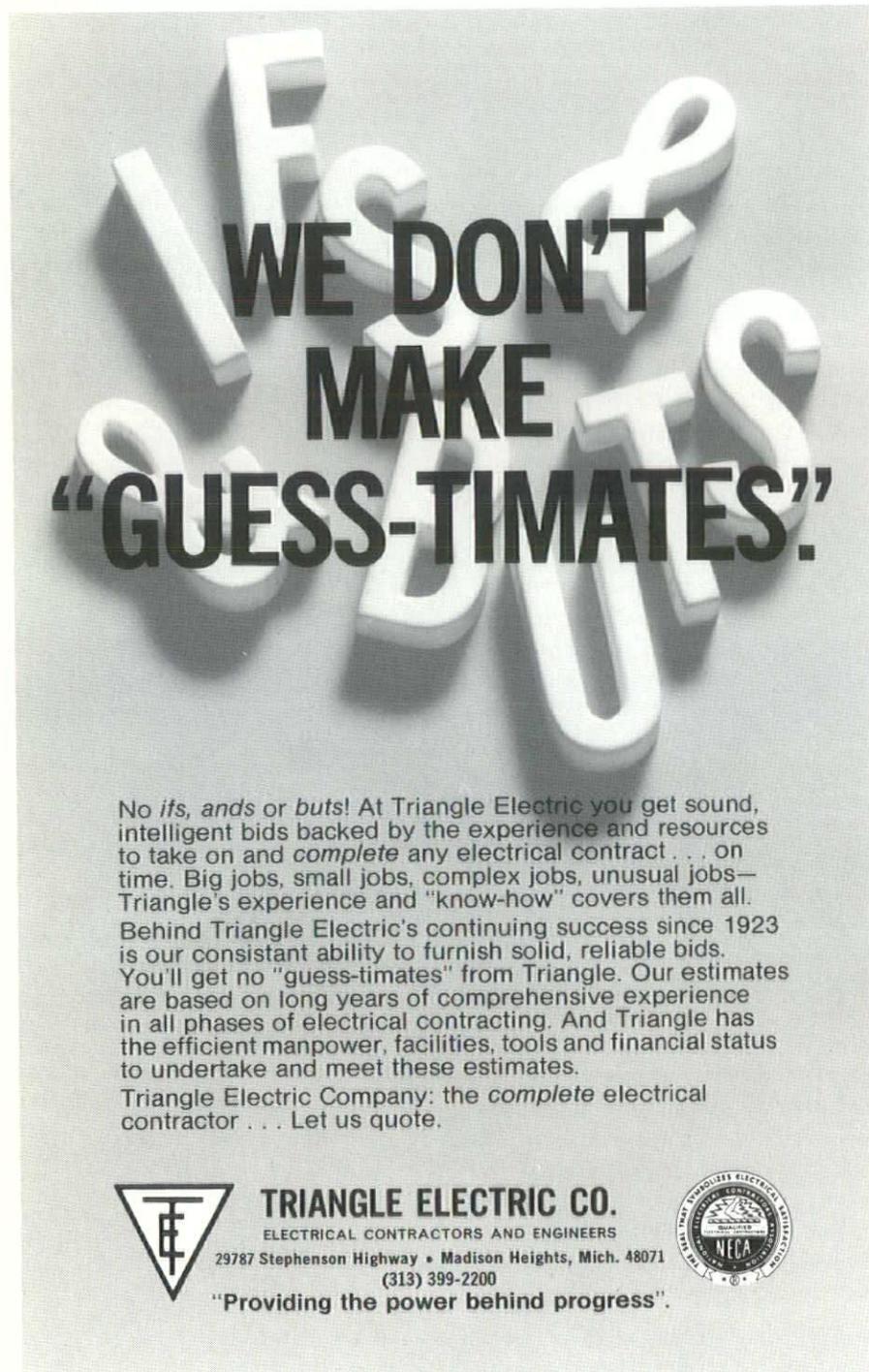
MASS-TRANSIT

This is a 'must.' Governor Milliken is to be commended for his vigorous battle to get something underway. Much more money will be needed than can ever be realized through partial diversion of the gasoline tax but it is imperative that a start be made. Passage of a modified transportation package has established the principle that a portion of the proceeds from the gasoline tax may be used to support public transportation. Detroit's minimum requirement is two rapid-transit lines: one running the Michigan-Gratiot corridors, one the Woodward-Grand River corridors. Underground inside the city limits, these two routes should touch in the central core.

PEDESTRIAN RECOGNITION

There are three basic ingredients in the formula for attracting people to downtown Detroit: rapid, clean, convenient access to the area; ease and enjoyment in moving about once there; and availability of the widest possible variety of shops, restaurants, places of entertainment and other business establishments. Detroit affords none of these amenities. An extremely costly remedy does exist, the start of which would be to affect a 50% reduction in the number of automobiles entering the central core by —

Eliminating, within the central core, one vehicular lane from each side of the following: East Jefferson, Gratiot, Woodward, Grand River and Michigan Avenues. The area taken away from the automobile would be developed for pedestrian use and enjoyment, much in the



**WE DON'T
MAKE
"GUESS-TIMATES"**

No *ifs*, *ands* or *buts*! At Triangle Electric you get sound, intelligent bids backed by the experience and resources to take on and *complete* any electrical contract . . . on time. Big jobs, small jobs, complex jobs, unusual jobs—Triangle's experience and "know-how" covers them all. Behind Triangle Electric's continuing success since 1923 is our consistent ability to furnish solid, reliable bids. You'll get no "guess-timates" from Triangle. Our estimates are based on long years of comprehensive experience in all phases of electrical contracting. And Triangle has the efficient manpower, facilities, tools and financial status to undertake and meet these estimates.

Triangle Electric Company: the *complete* electrical contractor . . . Let us quote.

 **TRIANGLE ELECTRIC CO.**
ELECTRICAL CONTRACTORS AND ENGINEERS
29787 Stephenson Highway • Madison Heights, Mich. 48071
(313) 399-2200
"Providing the power behind progress".



same way as has been done on Main Street in Ann Arbor.

Eliminating present surface parking lots within the central core. This would force the construction of parking structures which should be limited to hotels and other major commercial buildings.

Constructing a high-speed loop or ring-road around the central core, connecting all existing expressways and radial avenues.

Constructing parking structures at strategic locations along the vehicular loop.

Lastly, inaugurating mini-bus service between the peripheral parking structures and the central core. This should be integrated with the underground rapid-transit system.

HISTORIC PRESERVATION

The broad objective of historic preservation is to relate our cultural heritage to today's living environment. Stated more simply, the purpose is to improve the quality of

life. We must think more in terms of the city or community as a whole as opposed to isolated buildings. In Detroit this is difficult because so few old buildings or communities remain. The first task should be the preparation of an inventory of remaining older structures and open spaces and the establishing of priorities for their preservation.

RECREATION

It goes without saying that any increase in Detroit's inner city population would require additional facilities for recreation. It is not enough that Detroit is able to boast the Huron-Clinton Metropolitan Authority's system of regional parks. A greater variety of recreational facilities are needed in-town.

VISUAL FOCI

To compensate for the lack of hills and resulting vistas, Detroit needs to create a series of visual 'anchors' or reference points to help in establishing a sense of place. In Europe this is typically done with fountains, trium-

phal arches or other monuments. This may not be a practical solution here. The task presents a challenge for Detroit's planners, architects and other designers.

As noted earlier, two of Detroit's major focal points weaken the central core: the New Center Area and the Cultural Center. Obviously these two areas cannot be picked up and relocated. The best that can be done is to connect them to the foot-of-Woodward area by means of underground rapid-transit. Intermediate stops would spur the development of the blighted areas in between.

EMPLOYMENT OPPORTUNITIES AND ECONOMIC DIVERSITY

Opportunities for in-city employment and economic diversity must be greatly increased. These are complex matters beyond the realm of this paper or writer. Labor has a major responsibility in this regard. Detroit suffers from a reputation as a high-wage town. It is all well and

ARCHITECTURAL PRECAST CONCRETE *and* STRUCTURAL PRECAST PRESTRESSED CONCRETE



PRECAST/SCHOKBETON Inc.

3102 EAST CORK STREET
KALAMAZOO, MICH. 49003
Phone: Kalamazoo (616) 381-1550
Detroit (313) 864-0121
Chicago (312) 372-9726

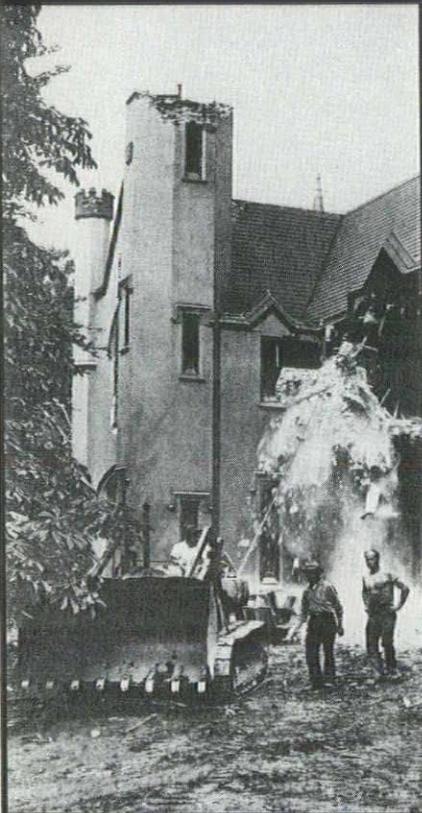
MEMBER

ARCHITECTURAL
PCI
STRUCTURAL
PRESTRESSED CONCRETE INSTITUTE.

Single Tees
Twin Tees
Flat Slabs
Columns
Beams
Bleachers
Schokbeton Panels
Conventional Panels
Specialties
Parking Structures
Systems



A Good Reason To Think



At first it was a historically significant house. Then a train station. Now whole sections of cities are disappearing without a second thought to the environment it creates. And, it won't stop until you help stop it. Support historic preservation in the United States. Join The National Trust.

James Biddle, President
The National Trust for
Historic Preservation
740 Jackson Place, N.W.
Washington, D.C. 20006



good to pay and be the recipient of high wages but only up to the point where business starts going elsewhere. With a Detroit as it could be, both the above problems would tend to take care of themselves. A viable, attractive city would stimulate economic diversity, competition and increased employment opportunities.

EDUCATION

When we talk about better education in the city we are usually talking about better elementary and secondary schools. Far more important than shiny new buildings are realistic, relevant programs and creative teachers, the latter remunerated in accordance with their ability and classroom performance. Neither Detroit nor the surrounding suburbs will ever have quality schools until we stop treating the teaching profession as a form of civil service. Detroit needs teachers skilled not only in the basics but imbued with a pervading sense of civic pride and potential. Intergration in Detroit's schools would cease to be a problem if all areas of the city afforded good housing at all income levels and a policy of open housing prevailed.

HOUSING

Primary emphasis must be on maintaining, rehabilitating and strengthening existing neighborhoods. Rehabilitation must be accomplished without displacing present occupants. New housing should accommodate the maximum income range and good design, as opposed to purely innovative design, should be paramount in all new housing. "Good design" must take into account what the prospective residents want, not just what someone else thinks they want. New high-rise housing should be aimed primarily at upper income families.

CITIZEN PARTICIPATION

Too much past city planning has been based on what someone thought the people wanted or on what someone considered would be good for the city. It's time planners and politicians recognized that one

of the most important ingredients in a healthy city is pride. If the citizens of Detroit had pride and faith in their city, if they truly loved their city, they would vote the money to finance their schools. Earlier in this paper the writer listed as one of the city's significant assets its unmatched support of professional sports. This is a hopeful sign. It would seem to indicate that the people of Detroit would champion their city if they felt they had something worthwhile to support. Pride can best be generated through citizen involvement in meeting city problems. In setting about the task of rebuilding, official Detroit would do well to bear this in mind.

What would all this cost? Based on a metropolitan population of 4 million, a price tag of \$1,000 per person would mean a capital outlay of \$4 billion. A price tag of \$5,000 per person would increase this to \$20 billion. The dollar cost of saving Detroit is probably somewhere in between. If this cost seems high, ponder the ultimate human and economic costs of allowing the city to continue to deteriorate. In 1976 the nation will celebrate its two-hundredth anniversary. During the coming three years will Detroit succeed in taking the steps that would assure it a continuing high place in history?





NEW INTERNATIONAL TERMINAL

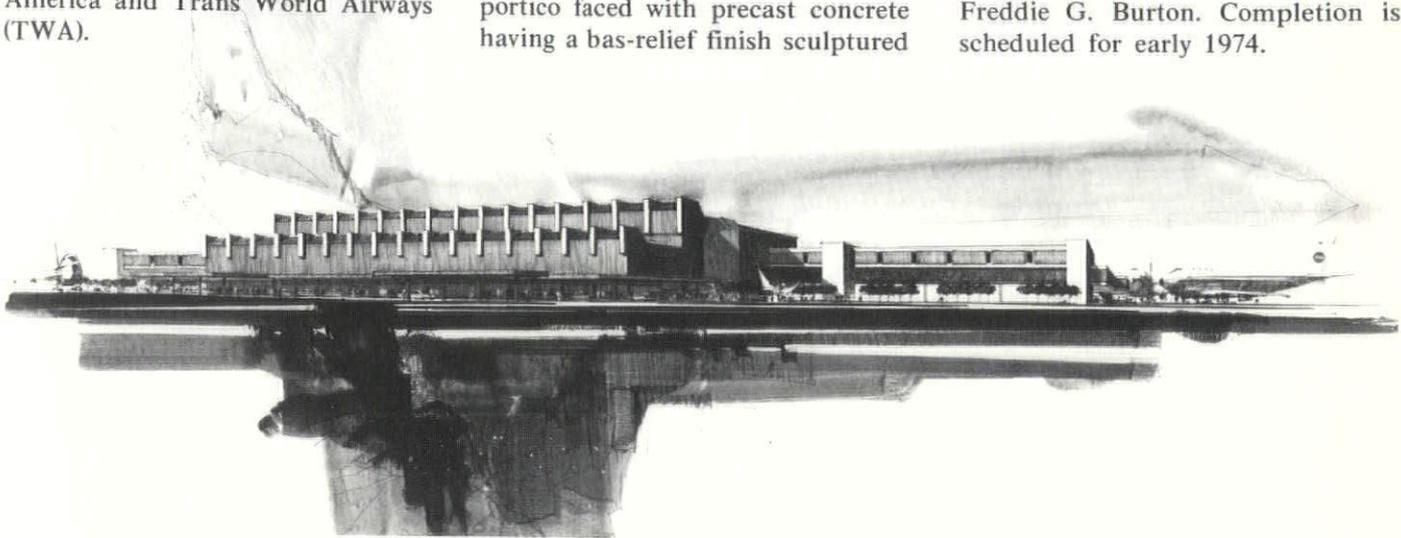
Construction is well under way for the new International Terminal at Detroit Metro Airport. The Eight-Million Dollar structure will provide new facilities for the five overseas airlines that currently fly into Detroit — Aero de Mexico, British Overseas Airways Corp. (BOAC), Alitalia, Pan America and Trans World Airways (TWA).

Louis G. Redstone Associates, Inc., Detroit architects, in describing the distinctive design, emphasized that a major consideration was the relatively short walk to the plane. The longest distance to any of the three gates is only about 300 feet. At the existing terminals, at least one gate is 900 feet from its airline's ticket counters.

Entry to the Terminal will be thru a portico faced with precast concrete having a bas-relief finish sculptured

by Robert Youngman. This expresses, in abstract form, Detroit's dynamic progress in air transportation, welcoming the international traveler with space-age art forms into a structure including the latest design concepts.

Detroit Metro Airport is owned and operated by the Board of Wayne County Road Commissioners: Chairman Michael Berry; Vice-Chairman Philip J. Neudeck; Commissioner Freddie G. Burton. Completion is scheduled for early 1974.



For **LEAK-PROOF ROOFS**
specify



The only ROOFING INSPECTION SERVICE which **GUARANTEES** performance of roofing systems covered by the M.R.C.A. TWO YEAR warranty.

Now serving the Wayne, Oakland and Macomb Counties area.

Detroit Roofing Inspection Service, Inc.

Frazier E. Wilson
General Manager

3560 E. 9 Mile Rd.
48091

Warren
(313) 759-2140

A Trouble-Free Roofing System Is

- A Sound Roof Deck
- With Positive Drainage
- With Dimensionally Stable Roof Insulation
- A Four Ply Roof
- With **ASTM Certified Materials Only**
- With Reinforced Bituminous Flashings
- With a Two Year Mich. Contractors Warranty

We're Concerned and Anxious to Help
with Free, Unbiased Consultation.

Roofing Industry Promotion Fund

M. E. Smith
Exec. Secty.

3560 E. 9 Mile Rd.
48091

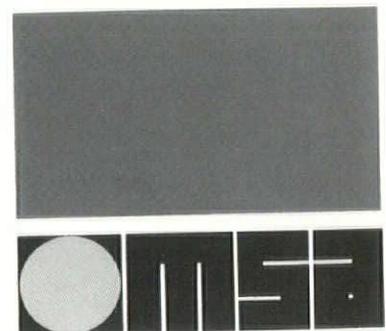
Warren
(313) 759-2140

*CIVIC CENTER
LANSING, MICHIGAN
MARCH 28, 29, 30, 1973*



MSA 58TH ANNUAL CONVENTION
MICHIGAN ARCHITECTS **MICHIGAN PLACE**

EXHIBITORS PROSPECTUS



Program—Exhibitors MSA 58th

ANNUAL CONVENTION — All Convention Events will be held at the Lansing Civic Center

MSA Convention Program Outline for Exhibitors

Monday & Tuesday March 26 & 27, 1973	Thursday March 29	Friday March 30
Set up Exhibits at the Civic Center	11:00 A.M. Exhibits Open Cocktails and Buffet Luncheon in Exhibit Area	11:00 A.M. Exhibits Open Cocktails and Buffet Luncheon in Exhibit Area
Wednesday March 28	2:00 P.M. Professional Seminars Exhibit Hall Closed	2:00 P.M. Professional Seminars Exhibit Hall Closed—Exhibits may be dismantled.
12:00 Noon Exhibits ready for judging for awards. Exhibits need not be manned. Exhibitor Registration Opens	4:30-6:30 P.M. Exhibit Hall Open—Bars open.	7:00 P.M. President's Reception Olds Plaza Hotel, Lansing
5:00 P.M. Ground Breaker - Convention Opening Music, cocktails and buffet dinner in Exhibit Hall		8:00 P.M. MSA Annual Awards Banquet Olds Plaza Hotel, Lansing
9:00 P.M. Exhibit Hall Closed		

Information For Exhibitors

All exhibitors will be able to set up on Monday and Tuesday, March 26 and 27 at the Lansing Civic Center. Art Craft Sign and Display Company will be the transfer and warehouse agent for the Convention and arrangements for scheduling and delivery should be made directly with them. Mr. Robert E. Rood, Manager, is the contact and he may be reached at (517) 485-2323.

Exhibits should not exceed a height of 8 feet on the back wall and no more than a height of 3 feet on partition between exhibits.

Exhibits are to be open by noon of Wednesday, March 28 (not manned until 5:00 P.M. on Wednesday) and may be dismantled after 2:00 P.M. on Friday, March 30.

We encourage exhibit designs to promote greater product interest.

Questions may be directed to Gary Grout, Exhibit Chairman, Michigan Society of Architects, 28 West Adams, Detroit, Michigan 48226. Telephone: (313) 965-4100.

Exhibitors are invited to attend the professional seminars on Thursday and Friday, as well as any of the social events during the convention.

Winning exhibits will be awarded citations at the Banquet on Friday evening at the Olds Plaza Hotel. Two complimentary banquet tickets will be given to the award winners exhibit. Tickets may be purchased at the MSA Registration Desk in the Convention Hall for all events.

Previous Exhibitors

Aluminum Supply Co.
American Air Filter Co., Inc.
American Brick Co.
Amspec. Corp. (Div. of Dow Chemical)
ASG Industries
Belden-Stark Brick Co.
Bethlehem Steel Corp.
Builders Exchange
Consumers Power Co.
Crandall Wholesale Co.
De Clark Industries, Inc.
Detroit Edison Co.
F. W. Dodge Co.
Eisen, Robert A. Assoc.
Georgia-Pacific Corp.
Harlan Electric Co.
Homasote Corp.

International Nickel Co.
Jones & Laughlin Steel
Kawneer/Amox
Knoll Associates
Levy, Edward C. Co.
Medusa Portland Cement Co.
Michigan Bell Telephone Co.
Michigan Consolidated Gas Co.
Michigan Door Controls
Miller, Herman Inc.
NAARCO (North American Aluminum Co.)
NADD (National Association of Dealers
Dist.)
Northwest Blue Print Co.
Paramount Plywood Co.
Pella Products, Inc.
Plumbing & Heating Ind. of Detroit

Porta-John Corp.
PPG Industries
Precast/Schobbeton, Inc.
Richards-Wilcox Mfg. Co.
Rogers Flooring
Shatterproof Glass Corp.
Showcase Inc.
Sprinkler Irrigation Supply Co.
V. H. Taylor Co.
R. A. Toonder & Co.
White Associates
Whitehead & Kales Co.
Wieland-Davco Corp.
United Glazed Products
United States Plywood Corp.
U. S. Steel Corp.
Zonolite, Division of W. R. Grace & Co.

Fill Out Exhibit Registration & Mail Today

58TH MSA CONVENTION EXHIBIT RESERVATION

Please reserve space # _____ at the Civic Center, Lansing for
the 58th Annual MSA Convention, March 28, 29 & 30, 1973.

Firm Name

Address

City

State

Zip

Representative

Telephone

Representative's address if different from adjacent

City

State

Zip

Telephone

_____ *Our check in the amount of \$* _____ *is enclosed.*

What Product(s) will you be displaying?

**A CONTRACT WILL BE MAILED UPON RECEIPT
OF YOUR CHECK.**

Please mail coupon and exhibit space payment to the **Michigan Society of Architects**
28 West Adams
Detroit, Michigan 48226



Calendar

February 15-16

"Project Development in Architecture—Concept Through Construction"

February 22-23

"Wisconsin Building Code Refresher"

March 28, 29, 30

MSA Annual Convention, Civic Center, Lansing, Michigan.

May 8-11

AIA National Convention, San Francisco, California.

Advertisers Index

Detroit Roofing Inspection Service	17
Herbert Jennings Co.	13
Michigan Asphalt Paving Assoc.	Cover 4
Plumbing & Heating Industry of Detroit	C2-P1
Roofing Industry Promotion Fund	17
Triangle Electric Co.	14
Ventcon	4
Precast/Schokbeton	15

Classified

ARCHITECT

National Design/Builder/Developer wants experienced architect to do tenant industrial, office and medical building layouts. Also to collaborate with our engineers on new design and cost savings alternate. You will work directly with the President and with outside architectural firms. Salary will be commensurate with experience. Liberal bonus and benefit program. Please submit written resume to President, Simone Corporation, 15800 W. McNichols, Detroit, Michigan 48235.

Why Woodlawn lives today.



When we lose an important landmark, we lose more than an old building.

We lose the memory of what has been. We lose our sense of the past . . . the most visible evidence of our heritage.

Yet since 1930, almost half of the 15,000 buildings designated as having architectural and historic significance have been wiped away. Destroyed completely. In the name of progress, whole sections of cities are being carelessly destroyed.

Woodlawn Plantation in Virginia and scores of other significant landmarks remain today only because a growing number of concerned and intelligent individuals are taking a strong stand in favor of preservation.

Through membership in The National Trust for Historic Preservation, you can join with us in making preservation a major priority in American life. Now!

For a complimentary copy of PRESERVATION NEWS and more information on membership benefits and Trust programs, write:

Mr. James Biddle, President,
The National Trust for
Historic Preservation,
740 Jackson Place,
N.W., Washington,
D.C. 20006.



*The National Trust
for Historic Preservation*

WHAT IS **MAPA** ?

MAPA

The Michigan Asphalt Paving Association was organized in 1950 by fifteen asphalt paving contractors to establish high standards of quality and ethics in the asphalt paving field. Since that time, the Michigan Asphalt Paving Association has grown and become an active leader in improving asphalt paving designs and specifications. Its membership, and its goals, are recognized as the leader in achieving high quality asphalt paving through research, education and guidance.

In general, the objectives of the Association are to maintain good relations between its members and public bodies, to maintain high professional standards in the conduct of work, to combat unfair practices, to encourage efficiency and sound business methods and to enhance the standing of asphalt paving contractors in the business world.

MAPA SERVICES

- Publications – The monthly MAPA NEWS and the WEEKLY BULLETIN are issued by the Association to promote interest in asphalt paving, to inform and instruct in better techniques, ideas and specifications and to disseminate information of interest to its members and the industry.
- Specification Manuals – MAPA provides periodic reference materials and guidelines on asphalt paving specifications.
- Annual Asphalt Paving Conference – This conference is sponsored by the Association and is considered to be one of the most informative meetings of the construction industry. Architects, consulting engineers, city and state engineers look forward to this meeting each spring.
- Annual Asphalt Paving Workshop – This workshop is a practical meeting limited to superintendents and foremen of regular member companies, dealing with the latest equipment and techniques in asphalt construction.
- Public Relations – A continuous program of promotion and public relations is carried on by the MAPA to expand existing markets, to further the use of asphalt paving, to provide current information to the industry, to educate in the proper use of asphalt paving and to assist

MAPA MEMBERS

All contractor members must meet the requirements of the Michigan Department of State Highways prequalification regulations and maintain high professional standards in construction and business practices.

Associate memberships are limited to reputable persons, firms or corporations which are suppliers to, or associated with, the asphalt paving industry.

MAPA ACTIVITIES

The Michigan Asphalt Paving Association is active on behalf of its members and the asphalt paving industry in many ways. These activities help promote the further use of hot mix asphalt materials, spur the industry to greater effort, keep its members informed about people and events and generally help to identify the Association as a leader in the construction industry.

magazines and newspapers in the preparation of information about asphalt paving projects.

- Technical Assistance – The staff of the MAPA regularly offers assistance and guidance to those, such as engineers, architects, cities and counties, who request such advise concerning specifications, design standards or analysis of asphalt paving problems.
- Public Agency Relations – The MAPA works closely with all public agencies in supplying information and advice when called upon. In particular, the Association has assisted the Michigan Department of State Highways in the preparation of asphalt paving specifications.
- Conferences – Area meetings are held in Michigan each year by the MAPA so that the Association can maintain a close relationship with its members and their local problems.
- Industry Leadership – The MAPA has been Michigan's asphalt paving industry spokesman for many years. Not only does the Association maintain a close liaison with the National Asphalt Pavement Association but, here in Michigan, it provides the funds, personnel and facilities to speak out in behalf of the asphalt paving industry and to make the needs and goals of MAPA members heard.



MAPA

MICHIGAN ASPHALT PAVING ASSOCIATION, INC.

705 Washington Square Building
Lansing, Michigan 48933
Area Code 517 482-0111