

# ARCHITECTURE

new jersey

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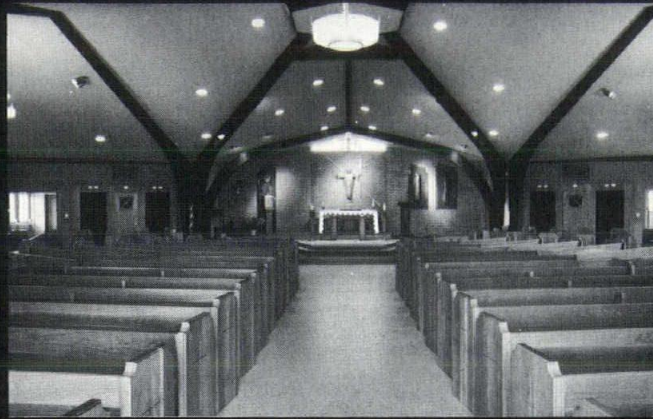
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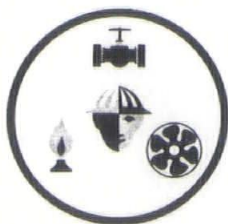
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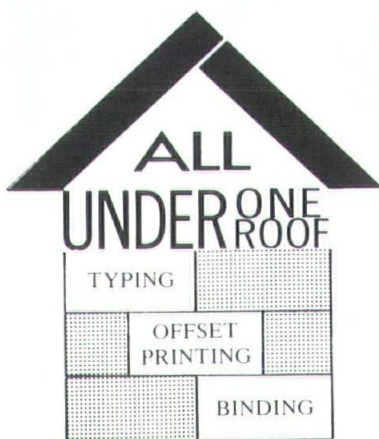


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# ARCHITECTURE

new jersey



Volume 2, Number 6

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**COVER:** Jurors Nes, Mitchell and Roth studying the Architectural Exhibit at Convention of N. J. Society of Architects.



# Architects Set Up Center for Urban Affairs in Washington

"CLEARING HOUSE FOR INFORMATION . . . CATALYST FOR ACTION"

*By Paula Gilliland*

When Architects dream, they dream big and when they plan, they plan for the best.

The Washington, D.C.-based Center for Urban Affairs began as a dream for the Architects a year ago, but it will soon become a reality.

"All we need is a director," said Jules Gregory, AIA, of Lambertville, Vice President of The American Institute of Architects. "We're looking for a top-notch leader and are currently talking to 12 men across the country. We hope to have a director hired by the end of the year."

Gregory has had a major role in the planning of this new Center. After the AIA Board of Directors unanimously passed a resolution to set up the Center a year ago, a series of intensive planning sessions were held by the National Urban Design Committee. As chairman of the Commission on Architectural Design within the AIA, that committee was under Gregory's charge.

"Finally a steering committee was set up," said Gregory. "The members are Donald Lutes of Springfield, Oregon, George Rockrise of San Francisco, Archibald Rogers of Baltimore, Max Urbahn of New York and myself."

Gregory said that without a director, the steering committee members can't be specific in stating just what the Center will do.

"We're under a great deal of pressure to get the Center going," he said. "We've already learned of a number of research opportunities the Center could undertake and we're anxious to move ahead."

Gregory has been travelling across the nation, making speeches to Architects and others about the Center.

There's a real interest across the country by members of the profession," he said. "The Center

is fulfilling a need that every member recognizes."

In his speeches, Gregory usually emphasizes that:

"The Center will pursue investigation of the new Architecture of total environment. It will deal immediately with the crisis of the ghetto but ultimately with the total problem of the human environment. It will deal with social as well as physical renewal.

"Its goal will be that of all of the physical design professions. It will be a clearing house for information and a catalyst for action for our profession and other allied organizations. It will develop research in understanding the needs of the city and promote social understanding in terms meaningful to us physical designers."

Gregory noted that the Architects already have office space in Washington for the Center.

"Until we get a director, we can't start to develop genuine policies or write dialogues," he said.

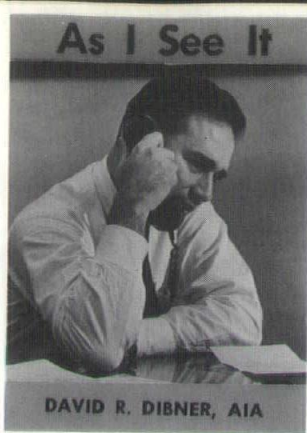
He also noted that the Center has a budget of \$200,000 for the first two years. After that, it's expected to become self-sustaining.

"As its major resource we'll have the 20,000 members and 160 chapters in the Institute," he said. "It will also have the support of the academic community, government agencies and private foundations."

Gregory said that one of the questions often asked him is, "Don't we have a lot of urban centers across the country already, whose work we'll be duplicating?"

"My answer is that we see the Center as a sort of focal point between such organizations," he said. "We'll be relating one to the other. In contrast to the others, we actually build buildings. Therefore, we have an entirely different point of view."





## ALL JOIN HANDS

How does the small firm grow?

This question must challenge the imagination and resources of many small firms in the design professions—firms desiring growth yet unable to discover the path to this cherished goal.

Of course, there are many answers to this question, answers ranging from the steady progress of one successful project producing the next client to the rather rare opportunity of having a corporate president for a father-in-law or placing first in the competition for the modern day Chicago Tribune Tower. This article will discuss one possible means of growth, a solution in which I strongly believe, the formation of joint ventures.

To define terms, a joint venture is a temporary contractual relationship of independent firms formed to secure a commission and provide professional services. The types of organization and combination will vary greatly. Mainly, these associations are among architects, or architects and engineers or the addition of other professional design firms such as landscape architects, space planners, foundation consultants, etc. No matter what the combination, there must be a logical, mutually beneficial basis for the association.

Why a joint venture for your firm? Because it provides the vehicle through which you can participate in large projects without having to strain your entire practice to produce the work, or to staff up or provide financing beyond your capacity.

The measure of the value of a joint venture to your firm may be found in the answers to such questions as:

1. Can you alone *secure* the commission or do you need a firm with greater background and experience in the specific field, better entree to the particular client, better proximity to the project location?
2. Can you alone *produce* the commission or do you need a firm which can provide broader services, greater depth of manpower capability, management skills, financing, etc.

If your answer is *no* to either of these questions, then you might consider forming an association with another firm whose capability will complement yours.

The formation of a joint venture is a process too diverse and involved for description in this short

*"Will you, won't you, will you, won't you, will you join the dance?"*

The Lobster-Quadrille  
Lewis Carroll

article. Since it forms a partnership similar to the one you now possibly have, it must be done with care and caution. There are several aspects which must be considered before beginning this process. Of prime importance before obtaining the work is the development of a full and complete understanding and definition of individual responsibilities. It is helpful to prepare a check sheet which lists all of the required services during the progress of the work with a corresponding listing of which joint venture firm has the major and minor responsibilities for each division of work. Further, establishment of an Operating and Policy Committee composed of a Partner from each firm to pass on all major decisions is a helpful means of avoiding controversy. Another important factor, especially among ego-prone architects, is the *prior* decision as to who will lead the design effort. These decisions and many more must be made and confirmed by a well drawn agreement by all parties with the help of competent legal advice.

It all must sound scary and complex and it may be especially for the first venture. Joint ventures are made up of people and as such there is no guarantee of success. However, I feel that the rewards are well worth the effort. The beauty of this type of operation is that you can retain your individual identity throughout and return to your former role after it's over, wiser and usually richer. It offers help to the small firm which seeks the opportunity to do the larger work and get where the action is. Upon completion, the project goes into the firm's brochure providing a better chance of getting the next large job. Publicity is easier on the larger work and the firm's image grows. Your professional proficiency grows in like measure since during the operation of the joint venture you have an opportunity to exchange ideas, learn new techniques and reassess old skills. Your client also benefits from the pooling of manpower and knowledge.

Can this procedure prove fruitful for your firm's future?

If your goal is growth, then why not join with other firms seeking the same challenge. Forming a joint venture is one method.

I can only state from personal experience that the joint venture, when clearly conceived and carefully controlled, can be an effective method of producing outstanding architecture.



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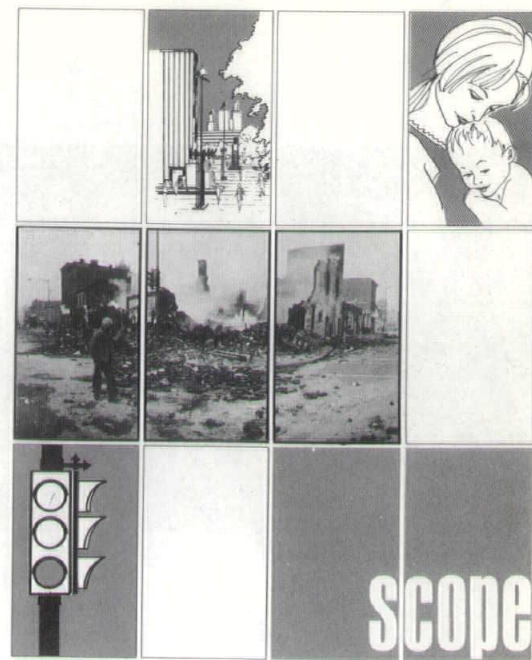
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# Convention Report: *Scope*

The 68th annual convention of the New Jersey Society of Architects, held September 26 through 28 in Chalfonte-Haddon Hall in Atlantic City, has been hailed by many as "outstanding," "successful," and the "greatest we've ever had."

"It was an outstanding convention," raved Kenneth D. Wheeler, AIA, convention chairman. "We should have held it in Atlantic City long before this . . . the exhibits were bigger and better than ever before."

Wheeler noted that the seminars were well attended and he hopes the topics discussed indicate "a new direction" for the Architect in this State.

Eugene A. DeMartin, AIA, President of NJSA, said he thought it was "the most professional approach that we've ever had to a convention."

"We've graduated from an amateur status in running a convention to a very mature approach," said DeMartin.

If you're one of the many of hundreds who attended the convention, you probably agree with the above descriptions. If you missed it, you missed hearing outstanding speakers, partici-

pating in spirited seminars and viewing a superb architectural exhibition.

Thirteen New Jersey architectural offices represented in the exhibition were cited for outstanding design achievement by a panel of impressive judges. The winning designs were chosen from among 102 entries.

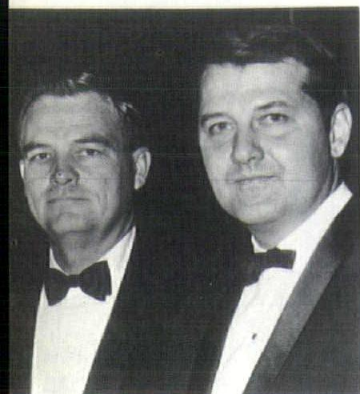
## Opening Day

This year's convention theme was "SCOPE" and is a symbol of the "Scope" of the task facing the Profession of Architecture in meeting the problems and ills besetting the nation's cities.

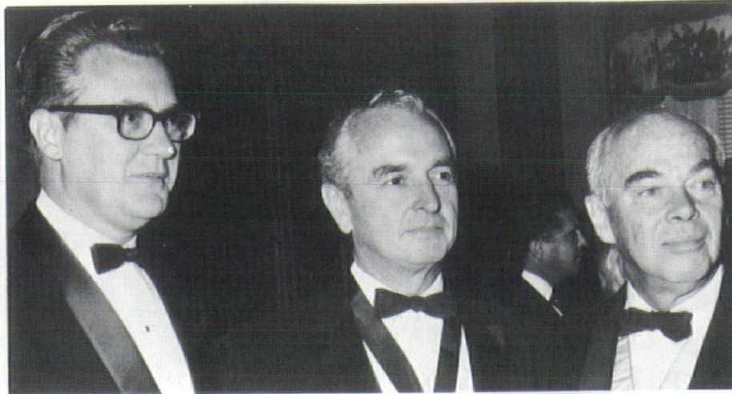
At the opening luncheon on September 26, keynote speaker James H. Blair, New Jersey's Director of the Division on Civil Rights, Department of Law and Public Safety, talked about "The Concept of Human Rights and Technology in An Urban Setting."

Blair, formerly of New Jersey's Department of Community Affairs and Newark's United Community Corporation, urged the Architects attending to take the human element into consideration when planning the physical development of the city.

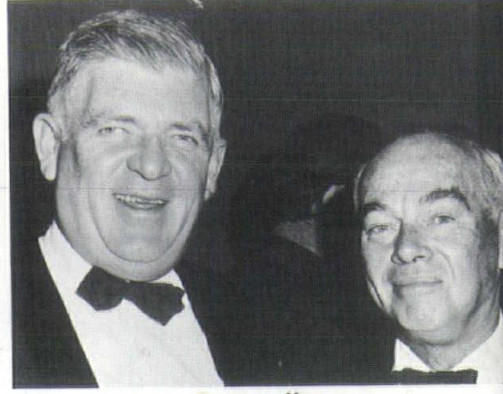




Keown, Valk



Wheeler, Allen, Nes



Gregory, Nes

"Too often in the past," said Blair, "Architects have been more concerned about the physical development of an urban area than about the people who have to live and work within the finished product."

Blair said that a city should be designed for the people who are going to live in it.

He noted that "in order to relieve the misery of the poor and improve the quality of the cities, private citizens and urban planning experts must be drawn together to improve the life for all the people in the city."

Following Blair's speech, the Architects attended the first of three "SCOPE" seminars. This session, called "The Scope of Social and Civic Responsibility," was held to bring to light the real nature of the urban crisis as it relates to Architecture.

Guest speaker at the seminar was Hugh Zimmers, AIA, Executive Director of the Philadelphia Chapter's Architect Workshop, a Community Design & Planning Assistance Center.

According to Zimmers, the Architects Workshop has worked hard to earn its reputation as a group

of professional specialists willing to serve the interests of community groups rather than those of the "establishment."

"To black Philadelphians—to all members of neighborhood associations—being represented by professionals brings hope of effectively penetrating the planning processes of those agencies which control physical changes in their environment," said Zimmers. He explained that when a community group requests architectural or planning assistance, but is unable to pay for it, a team of volunteer architects from the Workshop can be assigned to help.

Members of the panel in addition to Zimmers were Jules Gregory, AIA, Vice President, The American Institute of Architects; Norval White, AIA, Past President of the Architects Renewal Committee of Harlem, and David S. Schwartz, Headmaster, Solebury School.

#### Concept Team Approach

On September 27 the second seminar, "The Scope of Architectural Practice," was held. Panel members were Ernest Erber, New Jersey Area Director of the New York Regional Plan Association; James Shue, Supervisor of Program De-





Sullivan, Rigolo



Surmonte, Da Silva, Miele



Kolbe, Hillier

velopment, Model Cities Program, N. J. Dept. of Community Affairs, and W. Joseph Black of the New York City Planning Commission.

Rogers described the "Concept Team Approach" to urban designing in his speech during the seminar.

"If you're going to do a city over, then a public development corporation should be established," he said. "This corporation would be a single client which would commission a design team to redevelop the city." He explained that the design team would consist of persons from many professions including Architects, city planners, landscape architects, highway and transportation engineers, sociologists, geographers, demographers, social psychologists and systems engineers.

"By using this technique, the planning is entirely comprehensive," he said. "For example, a highway is not based on its own merits alone but on its relationship to transportation, land use and economy as well."

Rogers, who is the author of this new approach to urban designing, said the theory has been effectively applied to a comprehensive urban renewal plan in such cities as Baltimore, Cincinnati and

currently on the Linear City Project in Brooklyn. Panel member W. Joseph Black supported Rogers' theory by saying he believed such a program helped "satisfy long-range goals rather than short-term political goals."

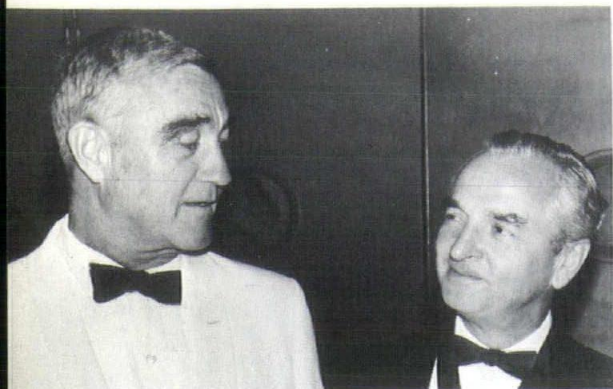
"The real problem of planning cities in the past in this country is that it's been done for short-term goals rather than long-range needs," he said.

While Black believes in "The Concept Team Approach," he also has his own solution for the nation's urban problems . . . build entirely new cities on new land and operate those cities on a 24-hour basis.

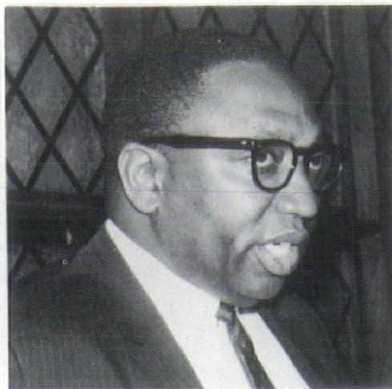
"I call such a plan a sub-city," he told the architects during the seminar. "I believe it would serve as a complement to downtown areas by providing good services on a fulltime basis. By having the sub-city awake 24 hours a day, rush hour traffic congestion, would be eliminated, the crime rate would be lowered and persons of all professions could choose their own working hours."

Black said he felt libraries and recreational facilities should be open when people really needed them, not necessarily only during the day and

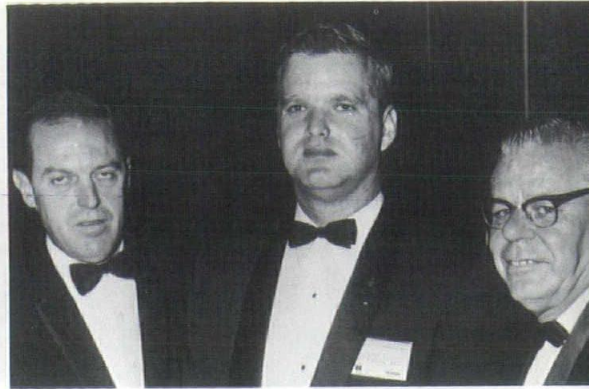




Busselle, Allen



Blair



Kolbe, Kaplan, Anderson

early evening when they're at work.

His suggested location for the sub-city is on Randalls Island and Wards Island between the Bronx, Queens and Manhattan.

Black, who has done city planning all over the world, is an urban designer for the New York City Planning Commission.

#### **Socio-Physical Technology**

"The Scope of Talent and Technology," the third seminar, was held September 28. Guest speakers Andrew Euston of the Department of Housing and Urban Development of the U. S. Government and Paul D. Spreiregen of Washington, D. C., Program Director for Architecture, Planning and Design, National Endowment for the Arts headed a panel who discussed selected topics on new requirements in professional qualifications and skills, data processing and so on.

Panel members were Prof. Bernard Spring, Director, Research Center for Urban and Environmental Planning in Princeton, and Claude Miller, New Jersey Director of Housing and Urban Redevelopment, Department of Community Affairs.

Euston talked about "socio-physical technology,"

an area of work, he said, that engages the design professions, social scientists and their clients in refinement of user need (or socio-physical) criteria.

This technology, he noted, could effectively be applied when redeveloping our nation's cities.

"We need to sharpen the sensitivity of building programs so as to be most responsive to true user need," he said. "This sensitivity is in the interests of both the user and management."

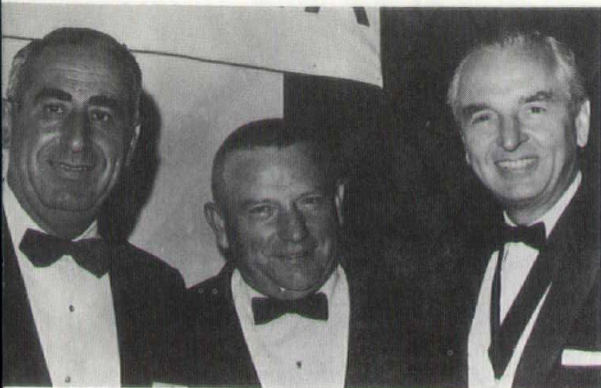
Euston said the role of socio-physical technology should be distinguished from those of other urban technologies.

"Its focus is upon the criteria and measurement of user-management needs—the level of amenity, the provisions for privacy, the role of mobility, the sense of ownership and the sense of community," he said.

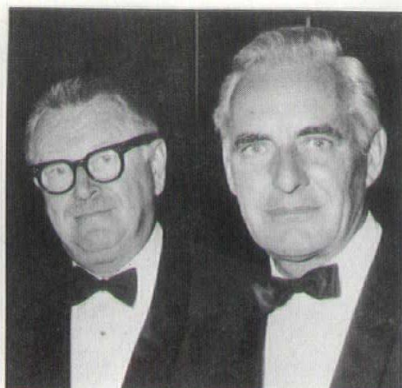
He also noted that the computer might be of use in this new type of total environmental planning.

Euston stressed in his speech that the most important thing was to "not only avoid building new slums but to build a creative environment" when redeveloping an urban area.

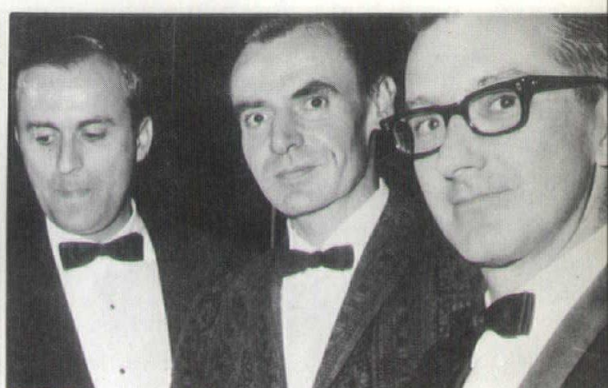




Glucksmann, De Martin, Allen



Cueman, Chard



Goldstein, McDowell, Urban

He noted he was speaking as a private individual on the "socio-physical technology" and not necessarily as a member of the U. S. Department of Housing and Urban Development.

#### Center for Urban Affairs

At the President's Banquet the last night of the convention, the guest speaker was Rex Whitaker Allen, FAIA, President-Elect of The American Institute of Architects. Also, installation of new officers and directors was held and the architectural awards were presented.

In his speech, Allen said that the architectural profession has an obligation to the public to do what it can about the nation's urban crisis.

Allen, formerly of Tenafly, told the Architects attending the banquet about the work The American Institute of Architects has been doing to improve the urban environment.

"One of the most important programs is the formation of a Center for Urban Affairs to be located in Washington, D. C.," he said. "Initially, the Center will be supported and financed by the AIA. After that, we hope it will be self-supporting."

He said the general purpose of the Center was to

bring together all of the public and private agencies which relate to the design of urban environment.

Allen pointed out that the Center is to be a clearing house for information for the architectural profession and for the public and a catalyst for action.

#### Officers Installed

Following Allen's speech, installation of new officers and directors was held. Harold D. Glucksmann, AIA, of West Orange was installed as president of the New Jersey Society of Architects. He will take office in January. He succeeds Eugene A. DeMartin, AIA, of Lyndhurst.

Other officers installed were Alfred Busselle, AIA, of Princeton, first vice-president; Peter H. Holley, AIA, of Ridgewood, second vice-president; Leo Rutenberg, AIA, of Kearny, treasurer; Charles Porter, AIA, of Madison, secretary, and Edward M. Kolbe, Jr., AIA, of Pennsauken, and Milton Scheingarten, AIA, of Elizabeth, directors for three-year terms.

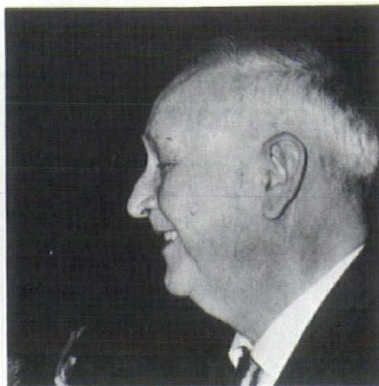
#### Design Awards

Also at the banquet, awards were presented to the thirteen New Jersey architectural offices who

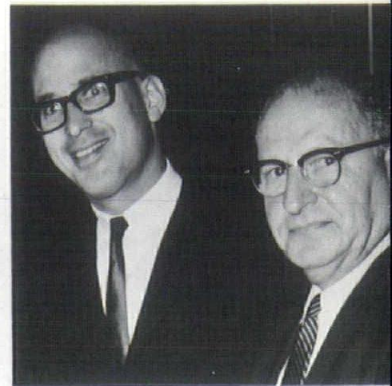




Diehl, Spring, Spreiregen, Miller, Euston



Cadien



Blumberg, Dr. Hoffman

were cited for outstanding design achievement. The awards were presented by Charles M. Nes, Jr., FAIA, past president of The American Institute of Architects, one of the judges. The other judges were Ehrman B. Mitchell, Jr., and Frederick G. Roth, FAIA, President and Past President of the Pennsylvania Society of Architects.

Architects who received awards for either completed or preliminary projects are:

Martin F. Blumberg, AIA, of Atlantic City for the Offices for Harry S. Hoffman, M.D., Atlantic City.

Drake, Convery & Cueman of Summit for the Branch Office for National State Bank, Elizabeth.

Gruzen & Partners of Newark for Suburban YMYWHA, West Orange.

J. Robert Hillier, AIA, of Princeton (three awards) for Dormitories Village, for Student Dining and Activities Building all at Fairleigh Dickinson University, Florham Park and for the Residence for Mr. & Mrs. Gordon Large, Princeton.

McDowell-Goldstein of Madison for the Public Library, Scotch Plains.

Arthur Rigolo, FAIA, of Clifton for the Panzer Gym Addition for Montclair State College.

Valk & Keown of Upper Montclair (three awards) for Gerard Valk Residence, Cedar Grove, for Res-

idence for Roger Cook, Upper Makefield, Pa., and for Nutley Animal Hospital.

Gary Y. Kaplan, AIA, of Red Bank for Proposed Park, Broad St. Extension, Red Bank.

Kuhn/Drake of Summit for Co-Op Apartments for Aron, Dovale, Gerharts, Bonaire, Netherlands, Antilles.

These top architectural projects, along with others chosen by the judges, will form the basis of a travelling exhibit throughout the State next year.

## 1969 Convention Date Set

Plans have already been made to return to Hadson Hall for our 1969 convention—October 2-4.

## Cadien Cited

Architect Robert J. L. Cadien, AIA, of Cliffside Park was cited as "Architect of the Year" for his "many years of devoted and unselfish service to the Society, his profession and his community."

## Educational Displays

The 63 exhibits provided an excellent opportunity to learn first-hand — to match problems against the full spectrum of equipment and services—all arrayed and expertly attended for convenience.



# Architectural Awards '66

Each year this exhibit of completed work and preliminary projects designed by New Jersey architects has become larger, and, we feel, of better quality. This year was no exception, and the jury carefully examined and analyzed more than 100 entries.

The majority of the buildings and projects exhibited showed great competence and an encouragingly large number showed real distinction. We were pleased to find an increasing number of large urban and suburban housing and redevelopment projects and many more buildings forming an integral part of their community.

There was a surprising and gratifying lack of present-day architectural cliches, and the buildings in general were carefully designed within the framework of existing available materials and technology. The architects seemed to show an awareness of human scale and a sympathetic desire for compatibility with the buildings and the community around them. The jury was also pleased to learn, after the awards had been made and the winners known, that so many of the awards were won by younger architects. This augurs well for the future of our profession in the State of New Jersey.

## ARCHITECTURAL JURY

Charles M. Nes, Jr., FAIA, of Baltimore,  
Past President, American Institute of Architects

Frederick G. Roth, FAIA,  
Vincent G. Kling & Associates,  
Philadelphia, Pa.

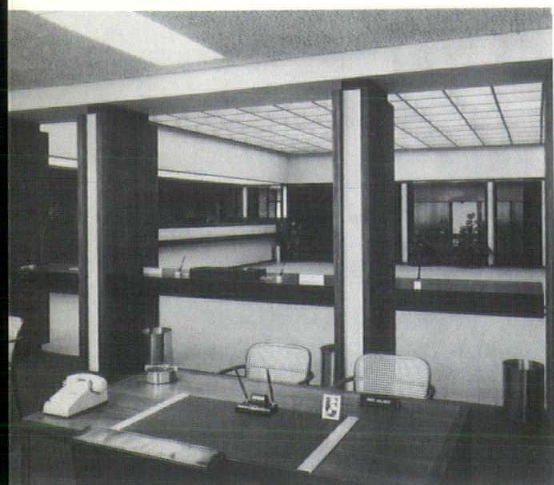
Ehrman B. Mitchell, Jr., AIA,  
President, Pennsylvania Society of Architects

*Ed. Note:* We are pleased to present in this issue four of the award winning completed projects. Our next issues will contain the balance of the award winners in both categories.



# AWARD OF MERIT

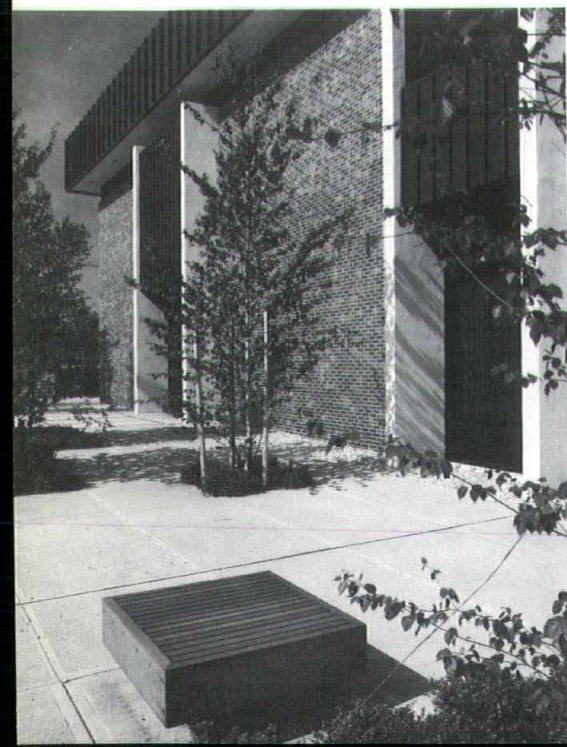




## Branch Office, National State Bank Elizabeth, N. J.

**Architects:**  
**Drake, Convery & Cueman**  
**Summit, N. J.**

**General Contractor:** Michael Riesz Co., Inc.  
**Landscape Architect:** Andres-Miceli-Weed  
**Structural Engineers:** Goldreich, Page & Thropp  
**Mechanical & Electrical Engineers:** Louis Goldberg & Assoc.  
**Photographer:** Ralph A. Goodhill



The site of this building is a corner property in the center of Springfield, New Jersey, adjoining a shopping center and diagonally across from the historic Springfield Presbyterian Church.

In order to create a parklike environment, and an inviting open area around the building, a depressed plaza was created with the bank building so sit-

uated as to be accessible from the two streets, as well as from the parking lots of both the bank and the shopping center.

The bank's customers, approaching from any direction, must pass through the delicately landscaped plaza, and the casual passerby may stroll through the plaza and perhaps rest for a few moments on one of the benches.





*Here the structural system is consistent and is reflected inside and outside. The interior space of the central banking area is handsome, dignified, and finely detailed. The plaza area is particularly well handled.*

*The Jury*

The building's structural system is reinforced concrete. Exterior walls are of brick with cement plastered masonry fins. Plastic-coated steel was employed for the infills, spandrels and parapet. Tinted glass set in neoprene gaskets was used for all fenestration. Entrances are of black anodized aluminum with tinted tempered glass entrance doors.

Interior finish materials include brick, natural cleft black slate, walnut paneling, vinyl wall coverings and acoustical ceilings. Floor coverings are carpet and vinyl-asbestos tile. Mechanical systems include forced hot water packaged boiler-burner, gas-fired, sill line radiation, and four separate ventilating and air conditioning systems. Temperature controls are electric.

Lighting fixtures are both fluorescent and incandescent, and a fluorescent lighted luminous ceiling illuminates the bank's public space.

In addition to the usual program needs of a commercial branch bank office a large public meeting area on the second floor of the building was included for the use of civic organizations in the community.





## Suburban YM-YWHA West Orange, N. J.

**Architects:**  
**Gruzen & Partners**  
**Newark, N.J.**

Consulting Architect: Abraham W. Geller  
Structural Engineer: Atlas & Rosenberg  
Mechanical Engineer: Paolo Squassi

*A simple and logical plan, good interior spaces, the fine handling of the bold and powerful forms of the end units, the nice use of inexpensive concrete block-walls and precast concrete framing units results in a very distinguished building.*

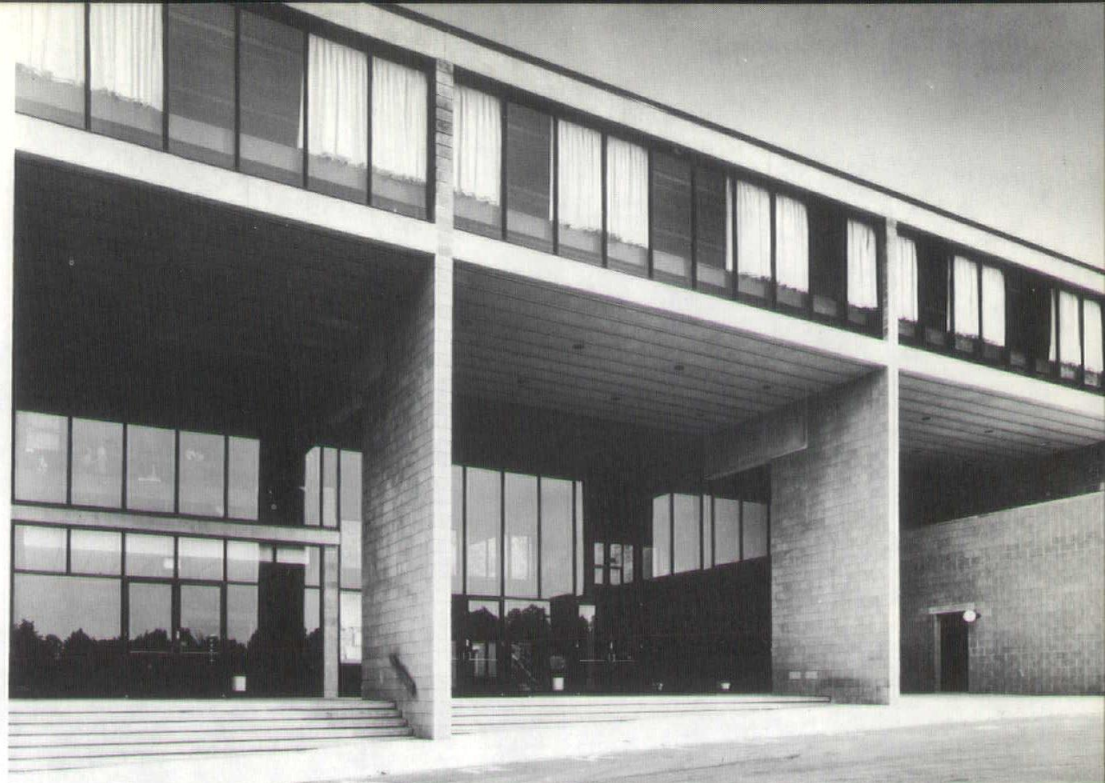
*The Jury*

The Suburban YM-YWHA erected on Northfield Avenue in West Orange, N. J. serves some 14 communities in Essex County. During initial stages, officials of the Community Center conducted many meetings throughout the County and analyzed more than 1,000 completed questionnaires to determine the scope of facilities to be included in the structure.

A Program of Requirements resolved by the Center and submitted to the Architects called for the building to house a variety of recreational and community facilities which would serve the needs of all age groups—from pre-school children, through grade school and junior high youngsters, teenagers, adults and including older adults.

The site provided is adjacent to a recently completed Branch of the National Newark and Essex Bank. It comprises approximately 11 acres of former farm land and is steeply sloped, rising





90 to 100 feet to the south of Northfield Avenue. The area is residential and rapidly becoming suburban through the advent of new construction.

In their design, the Architects have endeavored to impart a distinct residential like character to the building in keeping with the neighborhood; and also to exploit the slope of the site to full advantage.

The scheme provides a grouping of separate building elements joined in a modified campus type plan—with the structure climbing the slope of the site. From Northfield Avenue, the major access road, the view will present the sloping roof of the art wing and theatre stage, echoing the residential character of the area and eliminating any institutional effect.

In utilizing the slope in this fashion, the building is developed into a series of one and two-story

levels, making it possible to locate each floor at or near ground level, without need for expensive excavation. Terraces, gardens and future playing fields will be developed adjacent to the building, with each being related directly to specific areas as well as immediately accessible from lounges and corridors.

Two points of entry, at different levels, will be provided for the main entrance and will thus eliminate a need to walk up or down upon entering. Automobile traffic will be distributed by means of two parking areas which will be easily accessible at two levels: one, adjacent to the main entrance; and another to the rear and at the crest of the slope adjacent to the nursery wing and the pool. A total of 300 cars will be accommodated in the two spaces.

Construction consists of masonry walls and piers, supporting floors and roofs.

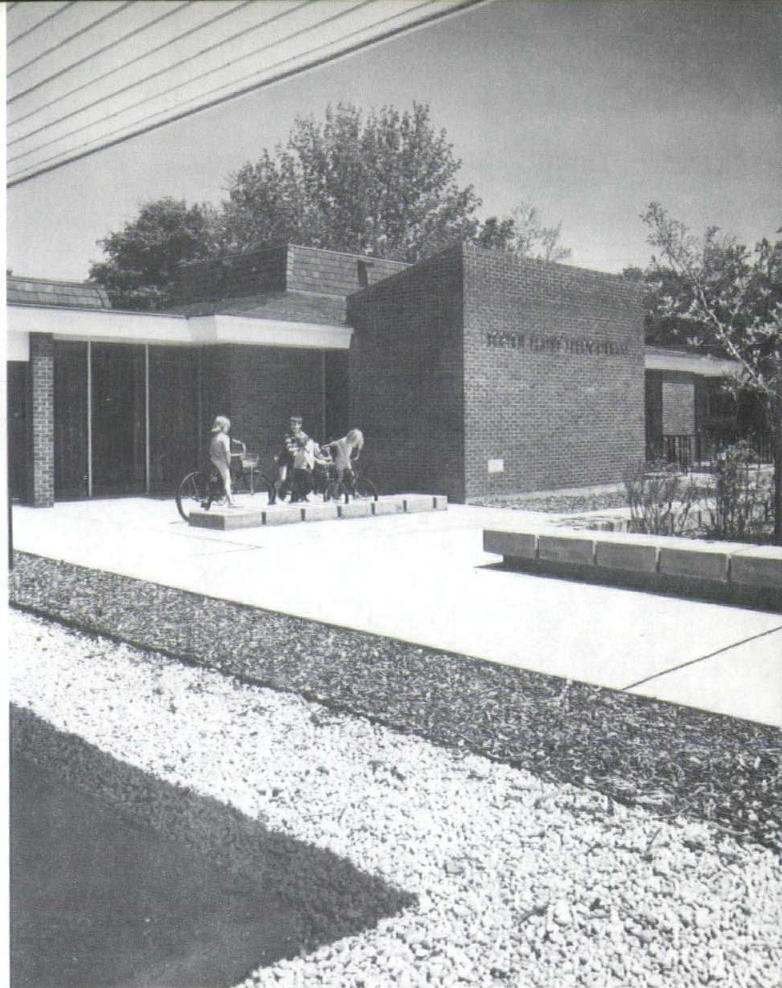


# Scotch Plains Public Library

## Scotch Plains, N. J.

**Architects:**  
**McDowell - Goldstein**  
**Madison, N. J.**

General Contractor: Melvin P. Windsor  
Landscape Architect: M. Paul Friedberg & Assoc.  
Mechanical Engineer: Vogelbach & Baumann  
Structural Engineer: Robert K. Mosher, Inc.  
Photographer: Ralph A. Goodhill



*This is an excellent library plan. The exterior and interior structure is consistently carried throughout, and the skylighting device makes the roofing system valid. The jury regretted the intrusion of the box-like office appendages which seem out of place on this otherwise very calm and distinguished exterior. The landscaping is excellent.*

*The Jury*





Scotch Plains, with a population of 25,000 has an important historic heritage and interest in continued development of its authentic colonial business area core and in improvement of its shopping area sprawl.

The library site selected is a small parcel of land in the parking area facing the rear of the store complex and surrounded on the other three sides by an older residential area.

The building program required housing for 50,000 volumes, 150 periodicals, and a separately functioning 100-seat meeting room in 19,000 square feet of floor area. The program also required the building to be compatible with residential neighbors, upgrade the decaying area and be compatible with the colonial "feeling" of the community.

With the limited site area and paved surroundings as much landscaping area as possible was captured by using basement areas for staff, storage and 100-seat meeting room with outside and inside access. Large planting berms were introduced to overcome the barren outlook.

The building consists of two pavilions connected by a control link. The small pavilion contains

the children's room with a center glass enclosed story hour "pit". The large pavilion houses the young adult and adult collection. This pavilion also contains back-up services and work rooms which have 8-foot high walls and an open acoustic grid ceiling which gives the feeling of a free box contained within the pavilion and its umbrella roof.

The exterior walls are designed to block direct view of the parking lot and street and also allow for reading carrels with slot windows and view of exterior planting. Fully glazed bay windows are used in lounge locations looking into garden areas.

All basement walls and floors are cast in place concrete. Both pavilions and link are roofed with laminated wood beams bearing on masonry walls, piers, and columns.

The mechanical system consists of two roof top, multi-zoned gas fired units which feed air down to perimeter ducts around children's pavilion and to a perimeter air chase between double foundation walls around adult pavilion. Air returns are through the control link to a ceiling return below roof top units.







## **Dormitory Village, Fairleigh Dickinson Florham Park, N. J.**

**Architect:**  
**J. Robert Hillier, AIA**  
**Princeton, N. J.**

**General Contractor:** Kendall Builders  
**Engineers:** Paulus & Sokolowski  
Raymond Wesley  
**Photographer:** Victor Raymond  
**Materials & Methods:** Claude Raymond

Stunned by the skyrocketing costs of new dormitories, the client requested that a high quality, fireproof, spacious dormitory for 360 students be designed within a budget of two-thirds of the cost of prior similar projects. This request was met.

The solution was developed through an exploration and then synthesis of what is economical in garden apartment construction with what is desirable and essential in an institution project.

The project had to be built in six months thus calling for prefabrication as much as possible, such as precast concrete decking. Instead of having a long corridor, the required circulation to each bedroom was used to develop a living room in each suite. Use was made of the sloping site by entering between floors and eliminating circulation space around the stairs.

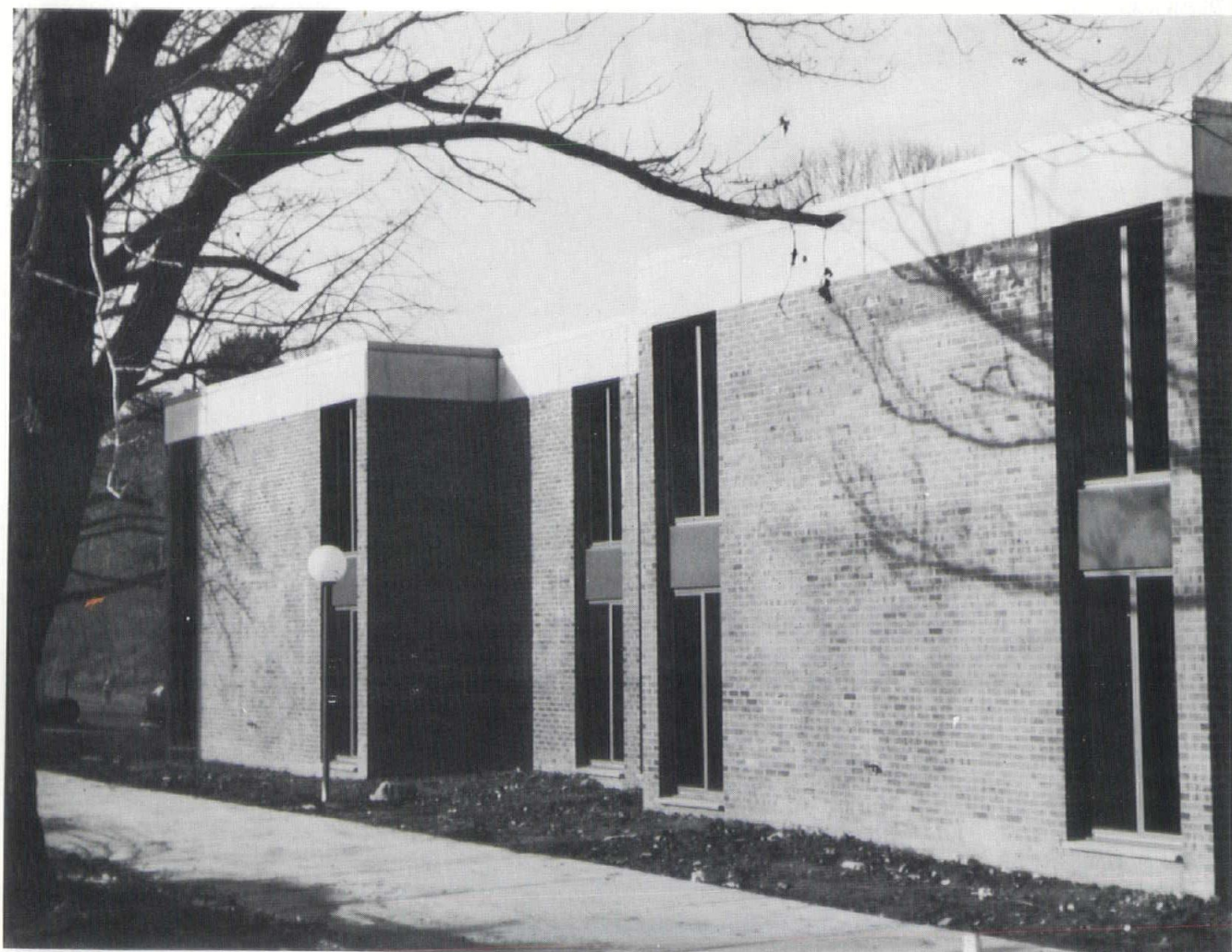


The heating and air conditioning system was broken down into an individually controlled and readily replacable electric heat-pump "module" or complete mechanical system for each suite. In order to use "residential" versus "institutional" plumbing fixtures and systems, the concept of a private bathroom for each suite was developed. Unexpected maintenance savings have been achieved by this since the students choose to better maintain a bathroom that is "their own."

The aspects of individual control of heating and air conditioning, private baths, wall-to-wall carpeting, and the suite arrangement have made the dorms a solution to the students call for "independence." They are also a good stepping stone in the transition from the freshman year "pigeon hole" dormitory to the adult living of apartments after graduation.

*The jury was impressed by the compact and logical plan—the quiet and pleasing handling of the materials, the lack of cliches, and the amazing economy in cost. All of these factors make a real contribution to this increasingly important type of building.*

*The Jury*

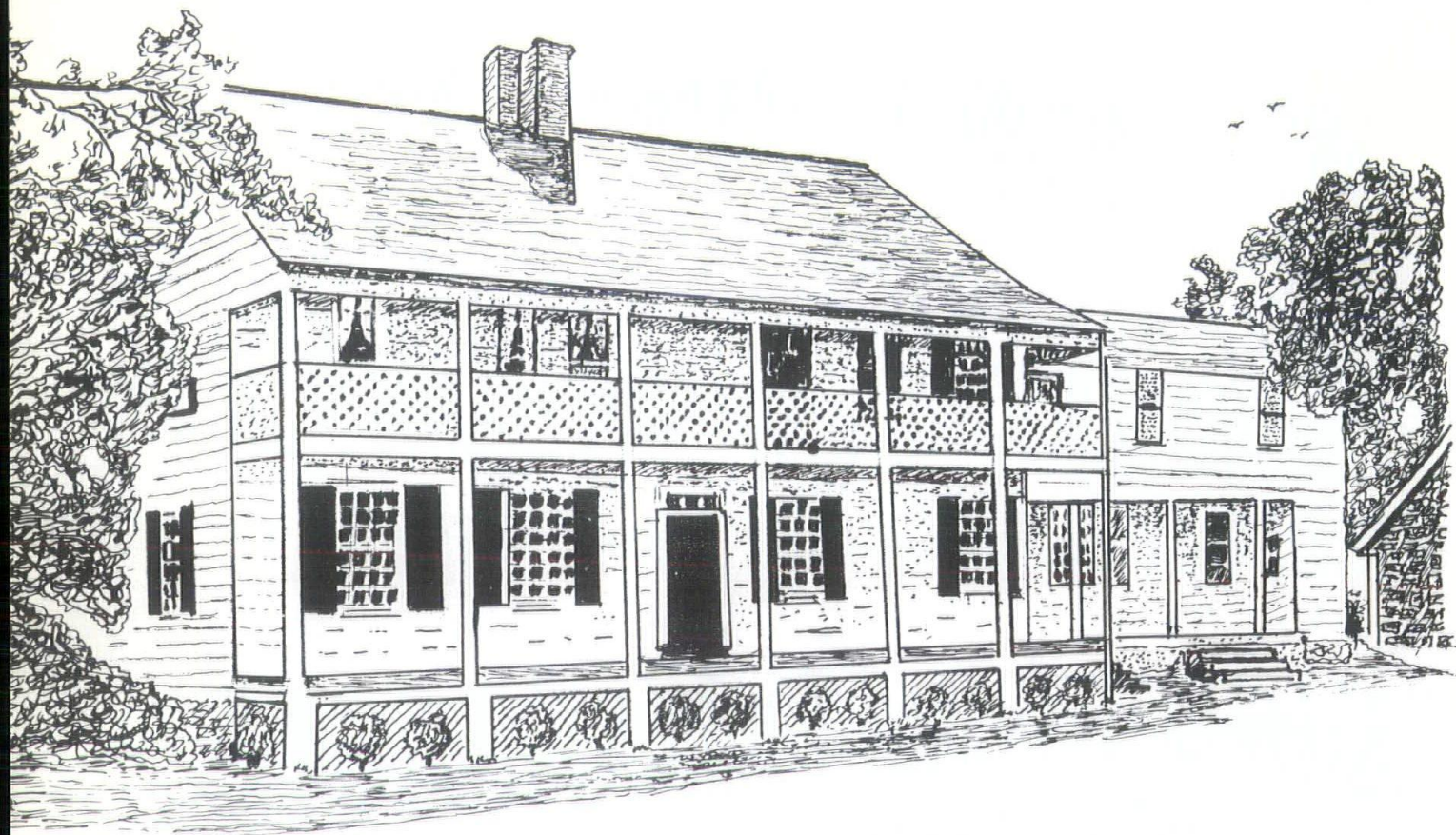




# Rockingham

New Jersey's Architectural Heritage

*Third in a series*



Of all the places Washington is reputed to have stayed, Rockingham in the rolling hills of Somerset County holds the distinction of actually having been headquarters for the General, and the place where he delivered his farewell address to his armies.

While the building remains virtually the same today as when it was built in the period from 1730 through 1764, it has twice been relocated from the original site of "orchards, farmland, meadows, and woodlands," to a short distance away on Route 518.

The main house consists of 20 rooms, two porches, upstairs and down that each run the length of the house, and an attached kitchen made of stone with brick flooring. The Blue Room on the second floor is where Washington had his study, and two adjoining rooms formed his living quarters. The balcony outside the study is the site where he delivered his farewell address.

During his stay, Washington entertained lavishly in the house the Continental Congress rented for him. With nearby Princeton the seat of the Colonial government, callers were among such men as Hamilton, Paine, Madison, Morris and Stockton. A chef was even brought in from New York to serve up sumptuous dinners for the visitors.

After these historic days Rockingham passed into several ownerships. When the house was finally threatened with destruction, the Washington Headquarters Association was formed. The house was relocated, restored, and in 1897, opened to the public. In 1957 it was again moved to protect it from nearby blasting. The property of the state since 1935, extensive repairs have been carried out by the Office of Historic Sites of the Department of Conservation and Economic Development. Gifts from groups and individuals have contributed to the original furnishings of the house.



# Raymond Heinrich, AIA

75 Livingston Avenue  
New Brunswick, N. J.



## Heinrich on ARCHITECTURE:

We cannot discuss organic architecture without relating in depth to the prime and integral organism . . .

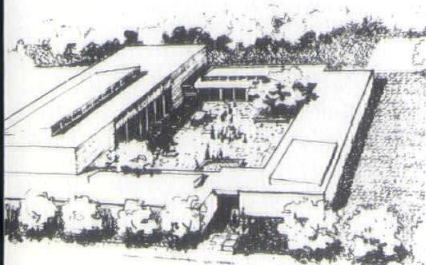


Architects are at least as susceptible to the effects of visual and other pollutants as anyone else. Why aren't better things done?

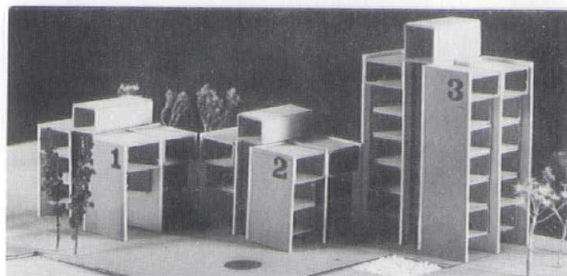


Good architecture can be had only after beating the biological bushes. We're back to Vitruvius via Neutra.

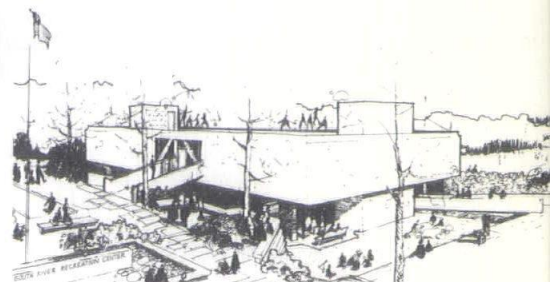
"This busy firm emphasizes the relationship of psychic and biological needs to construction economics," says Raymond Heinrich as he describes the position of the architect in developing a creative and comfortable environment for man. He approaches architecture as the art and science of producing positive emotions to act as a direct antidote for environmentally caused stresses. This process begins with site selection and orientation and lives through to the very last phases of construction. According to Heinrich, the architect is a man-concerned creator of a better world.



Community Facilities Center  
South River, N. J.



Office Complex  
North Brunswick, N. J.



Recreation Center  
South River, N. J.



Southern



Mahler



Pearl



De Massi



## Addenda

**Herbert B. Southern, AIA**, has been elected a member of the Board of Managers of the Harmonia Savings Bank in Elizabeth. Mr. Southern conducts his own private practice in Rahway. He is Secretary-Treasurer of the Flying Architects Association of America, is a licensed pilot and flies his own twin-engine Piper Cub for business and pleasure. He is a graduate of Howard University and has done graduate work in Architecture at Catholic University.

**Tylman R. Moon, AIA**, announced the opening of an office at 122 Main St., Flemington.

**Karl S. White, AIA**, and **Herman N. Wenson** have terminated their partnership. Karl White will continue to practice architecture in Westfield. Herman Wenson will continue to practice architecture as an individual in Rahway.

Among the winners of the ninth annual New Good Neighbor Awards were Harsen & Johns for their Lanvin-Charles of the Ritz building in Holmdel, **Frank Grad & Sons** for their Peoples Trust Company Computer Center in Hackensack and **Kramer, Hirsch, & Carchidi** for their United Sierra Division of Cyprus Mines Corporation in Trenton. This is the 9th straight year the Grad Office has won a Good Neighbor Award.

**Eshbach & Pullinger** announce the change of their firm name to **Eshbach, Pullinger & Kale, Architects**. Offices will be maintained at the present address, 28 West State St., Trenton.

## FILMS ON URBAN PROBLEMS

Three new motion pictures which feature what is wrong with most American metropolitan areas and what can be done to improve them are available through the New Jersey Society of Architects.

The films, produced by the American Institute of Architects for television and use of groups, are all 16mm, color sound productions of approximately 14 minutes each in length and feature highway planning, suburbia and outdoor graphics and sign controls. The films are an integral part of a coordinated effort being launched by the NJSA to increasingly speak out on public issues and make a contribution in helping to solve the urban crisis.

"Right of Way" shows how highways can ruin cities and how through good design and relation to other elements in the urban fabric, highways can be employed to improve urban areas. The 13½-minute film makes a strong plea for bal-

**Paul J. DeMassi** has been elected President of the New Jersey Chapter of Construction Specifications Institute. C.S.I. is a non-profit technical organization to foster and promote the interests of persons engaged in writing and preparing specifications in the construction and allied industries; to gather and analyze information relating to specifications; to engage in research and study problems of specifications writing; and to maintain the Chapter as a clearing house of unbiased technical information for the fabrication and installation of construction material and equipment.

**William I. Pearl, AIA**, has established his own architectural practice in Pennsauken. He brings to his own practice a background of 23 years experience in New Jersey, Pennsylvania, and Idaho—for the past 9 years with the firm of Vincent G. Kling & Associates of Philadelphia where he served as Project Architect responsible for a variety of major projects.

**Harry B. Mahler, AIA**, partner in charge of design at Frank Grad & Sons, Newark architects-engineers-planners, has been appointed to the rank of Adjunct Professor of Design and Drawing at the School of Continuing Professional Studies, Pratt Institute, Brooklyn, N. Y. Since 1954, Mahler has been associated with Pratt as Instructor in Architectural Design, Curriculum Coordinator in Design and Drawing, and Adjunct Associate Professor in Design and Drawing.

anced transportation systems and planning by design concept teams composed of architects, engineers, sociologists, government leaders and others concerned with the environment.

"The Best We Can Do," which runs 14½ minutes, zeroes in on the large housing developments which have created wastelands of ugliness around most major cities. The viewer is then shown what good design can do to create new towns and villages, and a process for accomplishing this is outlined.


"The Noisy Landscape" enlightens viewers about the jungle of signs obliterating everything around them at the approaches to cities and in most business districts. The 13½-minute film shows how signs and well-planned graphics can add to the beauty and uniqueness of the community, illustrates the difference between good and bad graphics, and describes a sensible process for sign control.

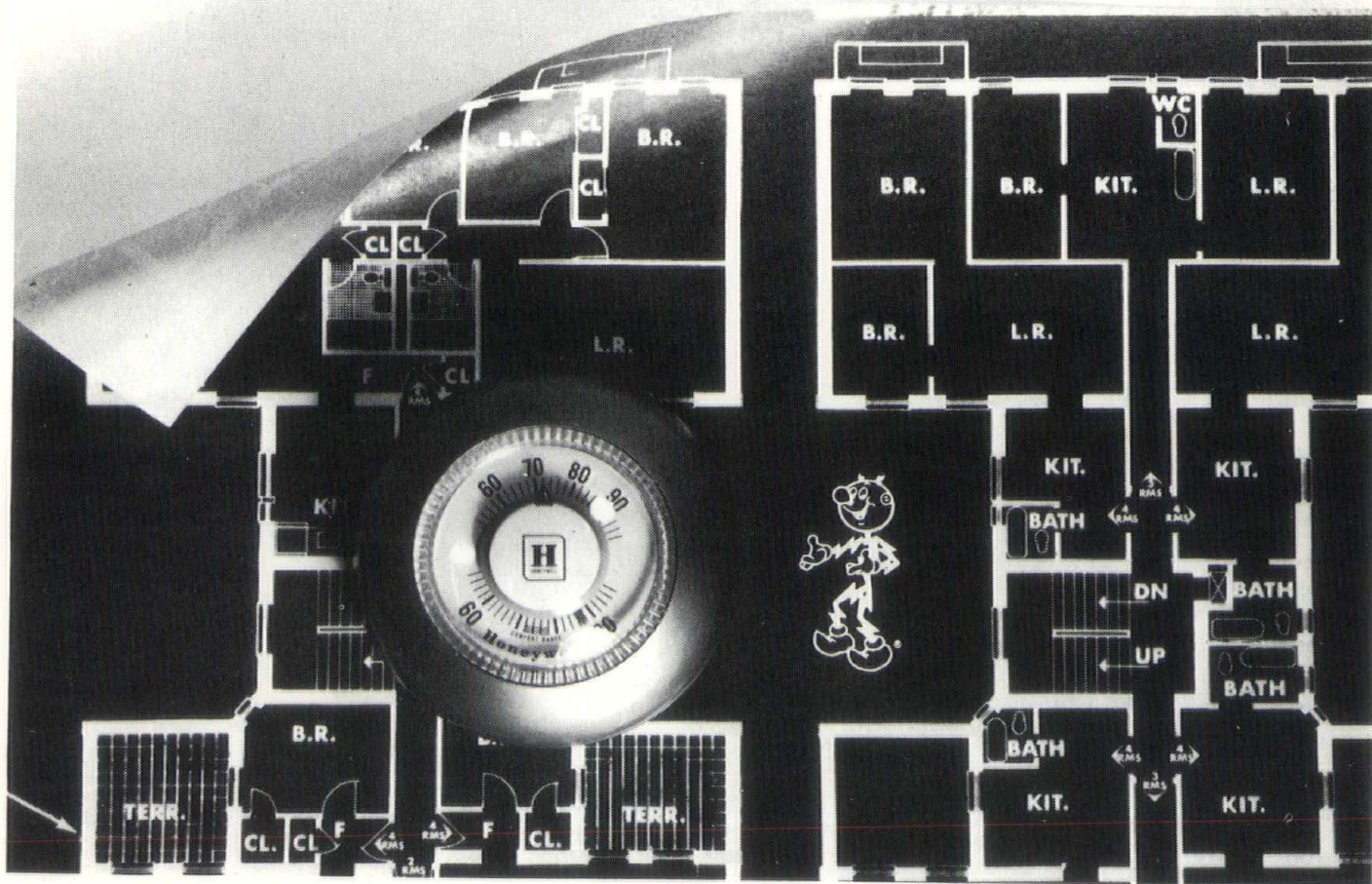
Requests for showing of any or all of the films, at no charge, can be made to the Society office, 120 Halsted St., East Orange, N. J. (201) 672-7900.



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