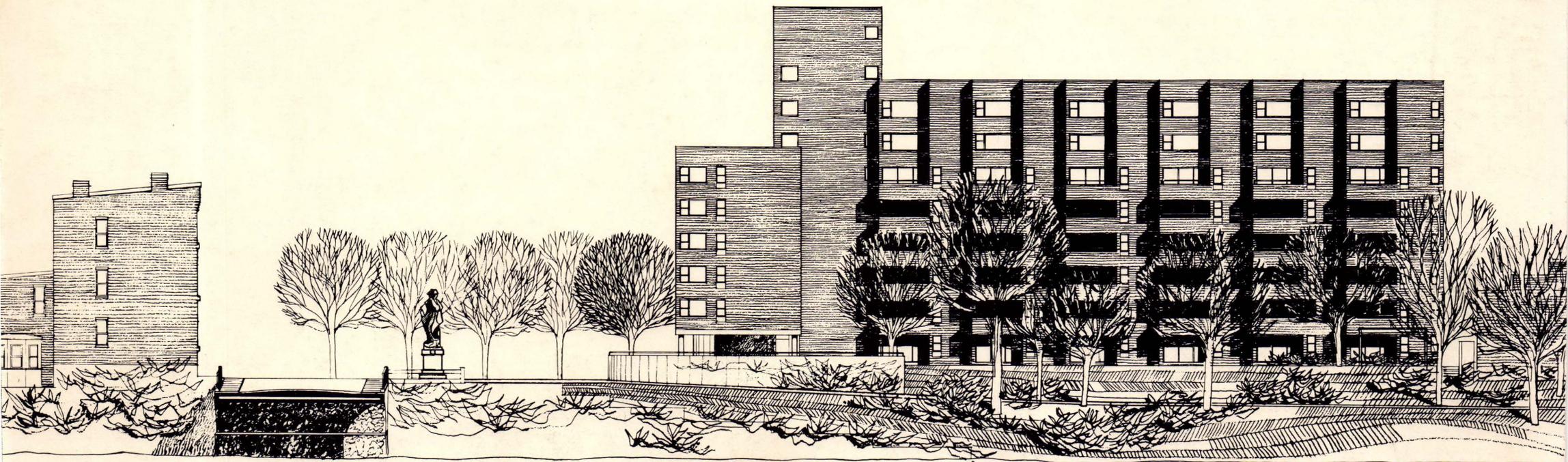
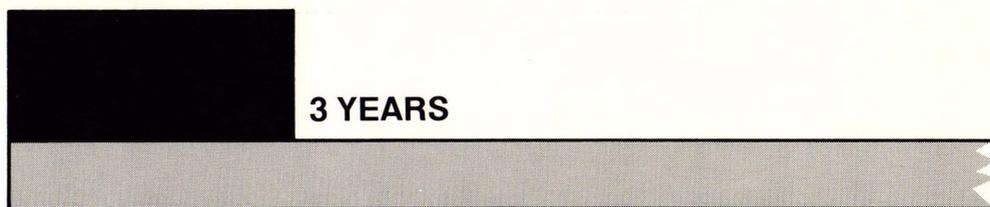


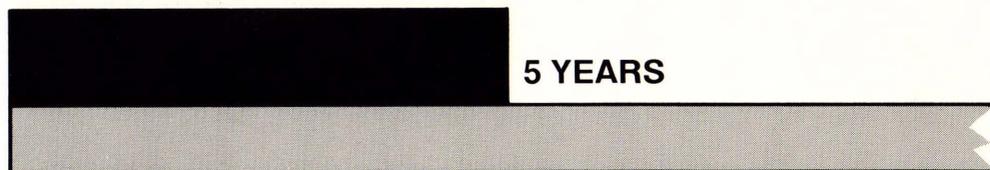
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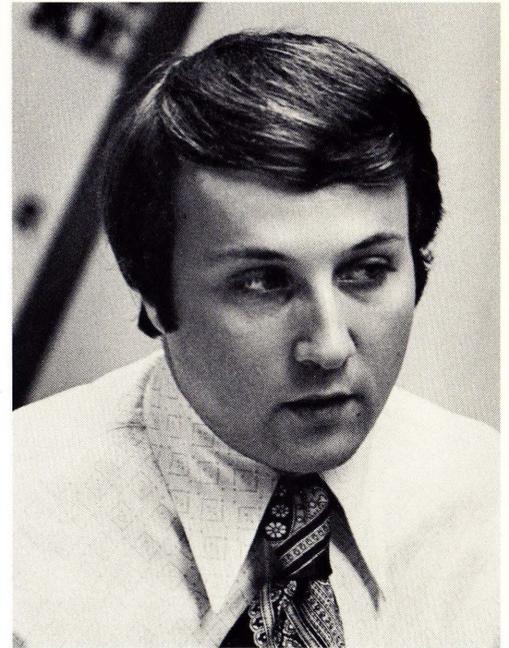
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COVER: Housing for the Elderly, Trenton, New Jersey
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The New Practice

Architect as Developer and Entrepreneur



Edward N. Rothe, AIA
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ARCHITECTURE NEW JERSEY

Just as it was in the legal and medical professions, the architectural profession has been involved in a professional revolution. Revolution is defined as "...a total or radical change; a fundamental change in organization or constitution; the overthrow of one...and substitution of another". The objectives of the architectural revolution were no different — they were directed at change.

As a result of the revolution, the architectural practice is no longer the same as it once was.

The revolution was caused, in part, by a change in attitude and philosophy among the younger architects, as to what they wanted to achieve through the application of their special expertise, and, in part, by the profession's realization that the aggressive, design/construct industry were eroding the architects' traditional client markets. Changes in the Code of Ethics, affecting the conduct of architectural practice, adopted at the recent national AIA Convention were in response to the profession's need for change. Clearly, a "New Practice" is emerging.

In this issue of ARCHITECTURE NEW JERSEY, we will present the first of a three-part series titled, "The New Practice". The series will include articles on the architect as developer and entrepreneur; expansion of the architectural practice into new market areas; and the development of new techniques

in office operation, practice, production, and management.

The first article in the series, "The New Practice", deals with Architect as Developer and Entrepreneur. In the "Introduction" by Jonathan Barnett in the book, THE ARCHITECT AS DEVELOPER, by John Portman and Jonathan Barnett, Mr. Barnett points out that "...the architectural profession, for all its theories and aspirations, has had only marginal influence on our everyday surroundings, which are formed by the real estate market, operating in a context of government regulation...Architects are seldom consulted about building location, size, or use; and the assumptions that developers or government officials make about the budget tend to determine the structure and materials. All too often the basic design concept becomes a matter of routine, leaving the architect to translate other people's decisions into technical drawings".

Realizing, therefore, that many of the important decisions affecting the architectural design of a project are made before an architect is hired, many architects are becoming real estate developers and entrepreneurs. By doing so, many of the architects feel that they are not only effecting change in the architectural profession, but are also becoming better architects as a result of their involvement with and participation in the real estate and financial phases of project development. ●

R.R. Stations Get New Lease On Life

Business may be slowing down on railroads, but it's full speed ahead at railroad stations where preservation has captured the imagination of architects and the public alike.

New Jersey is dotted with communities where it is fashionable now to dress up these relics of the rails and give them a second useful life — not incidentally saving their historical architecture for future generations to study and enjoy.

Flemington Station (below).



In Boonton, "The Station, Boonton, USA" is a transformation of the Erie Lackawanna stopping place into a shopping mall. In Brant Beach the depot is a clothing store. Clifton and Spring Lake stations now are branch banks, as is the one in Short Hills, which does double duty as a railroad stopover still.

The Moorestown station has been altered and expanded into the "Star Design Building," a commercial complex. The boxy, two-story station in Flemington is in its third transformation as a restaurant. The picturesque, gabled depot in Fanwood is a Community House whose first-floor rooms are rented free to charitable organizations and at a slight charge to private organizations. The second story is used by municipal bodies for their meetings.

Mountain Lakes found an answer to municipal crowding by turning its station over to the Fire Department. And the Beach Haven depot is a private residence.

Gabled depot in Fanwood (below).



In Ridgefield Park, the architectural firm of Ballou-Levy-Fellgraff set the finest example of all by embracing the railroad station as its new headquarters.

Plans are in the making for recycling the station in Montclair. The building, said in years gone by to have been one of the finest in the east, was designed by a young architect who celebrated its completion by taking a trip — on the Titanic!

Other stations put to alternate usage are reported in East Orange, Elizabeth, Glen Ridge, Hoboken, Madison, Midland Park and Wyckoff.

If you know of any that are weathering away or seem threatened, let us know. A station saved is space earned!

Designers' Vision Leads To Innovative Concepts

New Jersey architects are nothing if not innovative.

Theodore Kessler, AIA, of Leonia has designed a slide lecture, "Survival in Suburbia," derived from experience, which shows how to live happier, healthier and more productive lives by using less energy.

Louis A. DiGeronimo, AIA, of Fair Lawn has designed solar homes that begin below ground level.

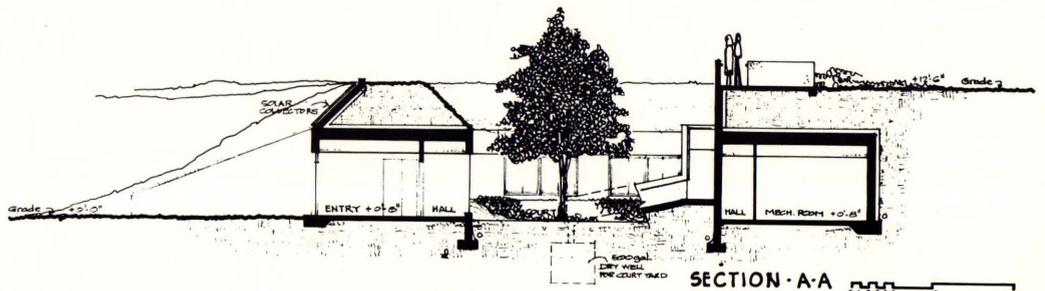
Ross R. Mamola, AIA, of Ho-Ho-Kus, Harry T. Clinton III, AIA, of Fair Lawn and Dicran Levon Gedickian, AIA, of Englewood have created scale models for solving unusual problems.

And Dennis Mylan, AIA, of Montclair, an advocate of "Adopt, then adapt, an orphaned building," has put together a 55-minute slide presentation explaining the advantages of recycling buildings.

Kessler uses examples from igloos to catacombs to show how it is possible to conserve energy and still live comfortably. He predicts that private homes will be built differently from the way they are today in order to conserve heat in the winter and coolness in the summer, and describes some of their anticipated features. For the present his range of suggestions includes bundling, cuddling, dressing practically according to the season and living in the coziest, most cave-like room in the house.

DeGeronimo's in-ground, nine-room solar homes, soon to be built in Michigan, position these structures 1 1/2 feet below the surface of the ground, or against berms, and are designed so that natural temperature retention together with solar collectors provide interior comfort the year-

Section, DiGeronimo's inground home (below).



Grass huts, Africa and Phillipine Islands.

around. Although the design is conventional, certain features such as foot-thick poured-concrete walls and planting a garden on the roof are intended to promote climate control while remaining aesthetically viable.

Mamola devised an exact replica of a five-scene set for a Bicentennial musical that not only saved time and space for construction of the sets but provided depth illusion "that made everyone's job easier and kept morale high, because they could see the results of their efforts before those efforts were made." Mamola's idea is that the technique can be used for varied purposes.

Clinton's model of a department store radio-television section is exact down to movable figures and is intended to illustrate courtroom testimony. The mock-up is large enough to be comprehended by a jury 15 feet away and is legitimate enough to be marked into evidence.

Gedickian, who is also an artist and sculptor, designs five-inch-high sculptures that form the basis for eight-foot-high steel art forms that, for example, mark the entrances to industrial parks. First comes a rough sketch and physical model. The full-size composition then evolves under Gedickian's supervision. A small project may often be installed within a month following commission.

Mylan, who has remodeled three Victorian homes, uses his slide show to explain the aesthetic and economic advantages of adapting structurally-sound older buildings to present-day purposes. He makes a practical and compelling case for recycling buildings not merely as historical monuments, but as homes, stores, malls, schools and cultural centers that conserve materials and energy.

Viewpoints

Editor's Note: Articles appearing in "Viewpoints" are the opinions of the individual contributors, and do not necessarily represent the official views of the New Jersey Society of Architects or its membership at large.

The Design Awards Fiasco

by Herman A. Hassinger, FAIA

Let me begin by saying that our firm submitted five panels at the last design awards competition of the New Jersey Society of Architects (NJSA), and we didn't get an award. If you want to think this article is sour grapes, go right ahead; but I just couldn't let the last design awards fiasco go by without some thoughtful comments.

Awards should be more than just a passing ritual. They can be the profession's way of recognizing and calling public attention to our accomplishments. An award provides, for the recipient, a valuable third party endorsement (by our peers) of excellence. This is a great P.R. tool for any firm.

As a profession, we still suffer from an image that typifies "the architect" as an impractical, innovative dreamer. Boy, did we ever hang that label on ourselves! The tragedy of our profession is our schizophrenic split between DESIGN and REALITY. This dichotomy starts in school with its unhealthy over-emphasis on the big "D" and goes on with award programs that "premiat innovation and disregard competence." The awards jury actually said that, can you believe?

Now let me give you my opinion of the highly touted jury system...it stinks! This is a hangover from architectural academia where the humble students cower in fear as our mentors sit in lofty judgment on our work. The highly refined DESIGNERS jury usually ends up choosing those projects that fit in with their own preconceptions. Then they fly away leaving one of their number behind to make a few innane comments about the lucky few.

Let me propose as a model for the awards process, the Motion Picture Academy of Arts and Sciences (Academy Awards). This may offend the purists as hopelessly gauche, but is it ever good for business! The Academy gives lots of awards in many categories. Their judgement is by their entire membership, and they get a lot of mileage out of the awards process.

Next time, let's have a self-juried show. Each NJSA member would be allowed a ballot. It would recognize many categories of work. Here are just a few suggestions: 1) best of show — gold medal, 2) private residence, 3) public work, 4) speculative housing, 5) religious building, 6) remodeling, 7) medical facility, 8) educational building, 9) commercial building, 10) use of material, 11) innovative use of structure, 12) integration with site, 13) urban design, 14) detailing and finishing, 15) no particular category — just good work.

Each category would receive more than one honor award if the balloting indicated it was appropriate to do so. It would be the first time that NJSA gave awards that truly represented the judgment of the Society rather than the usual out-of-town jury.

"Minority" Participation in Public Works Projects

by Romeo Aybar, AIA

At the time when this is published, almost every Federal grant regulation for public works projects will have been fulfilled in New Jersey; not without a lot of sweat and tears by the grantee, the Architect (always the architect is in the middle), and the prime contractors. Now, we all face the monumental amount of reports that must be completed weekly, monthly and quarterly to avoid the cut-off of funds by the Federal government and the shut off of projects at mid-completion. Disregarding the constitutionality of the requirement of minority business enterprises participation, let's see if the EDA regulations truly fulfill the need of employment by "minorities". EDA defines minority as negro, Spanish speaking, orientals, indians, eskimos and aleuts, and that the "Business Enterprises" must be owned at least 50% by an individual or individuals who fall in the above classification.

We all know that in New Jersey, public bidding is open to *any* and *all* contractors who are qualified; majority or minority. Of the four billion dollars in Public Works contracts granted by the Federal government, 10% or \$400,000,000.00 must be allocated to contractors, subcontractors or suppliers who are by definition "Minority Business Enterprises" as regulated by the Economic Development Administration.

This regulation may put \$400,000,000.00 in the pockets of a *small* number of "Minority" contractors-owners, but not necessarily in the pockets of the workers, laborers, mechanics, technicians and professionals; for example:

A certain enterprise owned by a single "Minority" person, having 100 employees who are of white skin and of European descent, will qualify; but if a company is owned by a non-minority individual who has 100 employees who are negroes, Spanish speaking, orientals, indians, eskimos and aleuts, this firm will not qualify. It is my belief that to help "Minorities" as a whole, the second firm of the example should be more qualified than the first one. But EDA's thinking is the other way around.

I feel that we have reached a point of understanding and we must no longer classify anyone as a "minority" by the color of their skin, or by the origin of their ancestors. "Minority" are the people who do not want to work, and who want to be shielded behind welfare and Social Security for an easy living. "Majority" is the rest of us: Europeans, Americans, Spanish, negroes, orientals, indians, eskimos and aleuts, who want to work and to whom the desire of education and improvement, goes beyond regulations and prequalifications.

One may wonder if these EDA regulations are in fact reverse discrimination.

Reverse Discrimination in Multi-Family Housing

by Azeglio T. Pancani, Jr., AIA

As an architect who specializes in design of multi-family residential dwellings, I have con-

cluded that the recently enacted Barrier-Free Design Code will impose a tremendous hardship on the construction of apartment dwellings in New Jersey.

In effect, this code actually discriminates against the non-handicapped because of stringent and inflexible regulations concerning construction of conventional and condominium apartments.

Should this code be permitted to remain as enacted, I am certain that not many architects will be retained to design apartments in New Jersey, and they will concentrate their efforts on New York and Connecticut, which have intelligent requirements for the physically handicapped. I sincerely believe the New Jersey Society of Architects (NJSA) should make a strenuous effort to have the code revised so that it will encourage construction, and not deter it.

Regulations concerning barrier-free kitchens are utterly confusing. Dimensions and requirements for clearances, plumbing fixtures and cabinets are nebulous and insensible. Steel and wood stairs with a nosing are not permitted, which will force the use of pre-cast concrete or poured concrete stairs at greater cost.

Severe Restrictions on Building

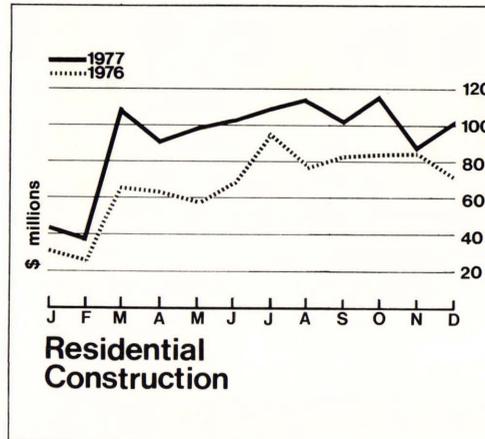
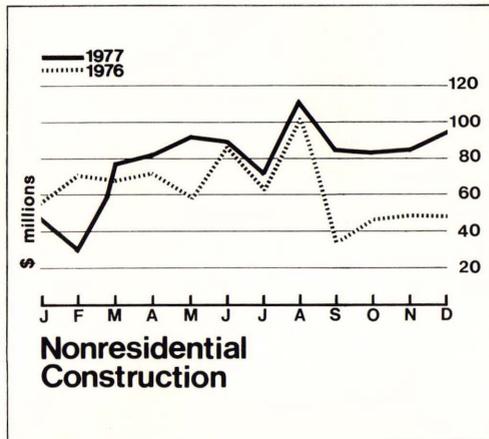
While only 4% of dwelling units must be designed to meet the new regulations, the remaining 96% of units must be designed to provide "minimal accessibility." This imposes severe restrictions upon buildings, which will create a financial burden for all future apartment construction. Bath-tubs in a non-barrier-free unit must have grab bars and provisions must be made for the future installation of grab bars next to the water closet. Kitchens must meet the requirement of being designed so that they may be converted to meet barrier-free standards, including a sink unit so designed as to permit removal and replacement with a sink 32" above the finished floor, with the plumbing installed so that the sink may be dropped at a future date. These regulations impose a tremendous hardship on the construction of apartment dwellings.

Other regulations make it mandatory to design condominium apartments with barrier-free requirements. This is truly an imposition of an owner's rights, for it forces the unit to be designed for individuals who may never purchase them. Condominiums should be exempt, since these units are purchased prior to the start of construction, and if a physically handicapped individual were to purchase one, it could be built to include the required standards. But the owner should not be forced to wait for the handicapped to purchase 4% of his units.

I wish to point out that in spite of what I have written I am not anti-Barrier-Free. As Chairman of the Planning Board in Springfield, I was responsible for the preparation and passage of a Barrier-Free Ordinance in early 1974. I believe that Springfield was one of the first, if not the first, municipality in New Jersey to do so; but it was accomplished after a great deal of study and research, and in a manner that would not discourage construction. ●

Statewide Construction Activity

	Oct. '77	Nov. '77	Dec. '77	Yearly Totals (5)		% Change
				1977	1976	1976-77
Nonresidential (1)	81,650,000	84,369,000	96,606,000	918,022,000	757,876,000	Plus 21%
Residential (2)	117,823,000	85,933,000	100,998,000	1,103,288,000	786,431,000	Plus 40%
TOTAL BUILDING	199,473,000	170,302,000	197,604,000	2,021,310,000	1,544,307,000	Plus 31%



Statewide Nonresidential Construction in 1977

	Bidding Volume (6)	% Change 1976-77	New Plans (7)	% Change 1976-77
OFFICE BUILDINGS	36,000,000	Minus 23%	300,000,000	Plus 175%
STORES & SHOPPING CENTERS	51,000,000	Plus 9%	119,600,000	Plus 127%
MEDICAL BUILDINGS	88,073,000	Minus 32%	157,000,000	Minus 9%
EDUCATIONAL BUILDINGS	31,889,000	Minus 41%	187,000,000	Minus 11%
GOVERNMENT BUILDINGS	74,000,000	Plus 208%	104,000,000	Minus 45%
MANUFACTURING PLANTS	8,750,000	Minus 54%	112,370,000	Plus 16%

Construction Activity by Counties(3)

County	Yearly Total	% Change 1976-77	Yearly Total	% Change 1976-77
ATLANTIC COUNTY				
Nonresidential	18,035,000	Plus 85%	112,783,000	Plus 63%
Residential	22,383,000	Plus 22%	96,424,000	Plus 58%
TOTAL BUILDING	40,418,000	Plus 44%	209,207,000	Plus 61%
CUMBERLAND COUNTY				
Nonresidential	11,286,000	Minus 30%	68,484,000	Plus 8%
Residential	12,713,000	Plus 23%	123,904,000	Plus 43%
TOTAL BUILDING	23,999,000	Minus 9%	192,388,000	Plus 28%
HUDSON COUNTY				
Nonresidential	47,300,000	Minus 20%	48,490,000	Plus 27%
Residential	35,960,000	Plus 96%	23,395,000	Minus 20%
TOTAL BUILDING	83,260,000	Plus 7%	71,885,000	Plus 7%
MERCER COUNTY				
Nonresidential	39,245,000	Minus 21%		
Residential	40,622,000	Plus 16%		
TOTAL BUILDING	79,867,000	Minus 6%		
MIDDLESEX COUNTY				
Nonresidential			112,783,000	Plus 63%
Residential			96,424,000	Plus 58%
TOTAL BUILDING			209,207,000	Plus 61%
MONMOUTH COUNTY				
Nonresidential			68,484,000	Plus 8%
Residential			123,904,000	Plus 43%
TOTAL BUILDING			192,388,000	Plus 28%
PASSAIC COUNTY				
Nonresidential			48,490,000	Plus 27%
Residential			23,395,000	Minus 20%
TOTAL BUILDING			71,885,000	Plus 7%

FOOTNOTES:

- (1) Nonresidential buildings include commercial, manufacturing, educational, religious, administrative, recreational, and other buildings not designed for shelter.
- (2) Residential buildings include houses, apartments, motels, dormitories, and other buildings designed for shelter.
- (3) Statistics for selected counties shown are based on figures derived from standard metropolitan areas within the counties.
- (4) All statistics are based on monthly reports of contracts for future construction, prepared by F.W. Dodge Division of McGraw-Hill Information Systems Co.
- (5) Cumulative figures for "Year-to-Date Totals" reflect adjustments not distributed to the individual months.
- (6) Based on figures for projects actually bid and under construction in 1977, as compiled by Engineering News Record.
- (7) Based on figures for projects on the drawing board in 1977, but not yet out to bid, as compiled by Engineering News Record.

Annual Report

During 1977, the economic recovery in New Jersey continued to lag behind the rest of the nation. However, the divergency between state and national economic trends narrowed during the past year, and it is possible that the state's performance in 1978 will match that of the nation, as it continues its cyclical recovery.

Residential construction in New Jersey was strong throughout 1977, closing the year 40 percent above the 1976 rate. While nonresidential construction lagged behind 1976 figures at the beginning of the year, the last quarter of 1977 provided a strong surge in new building. This increased pace enabled nonresidential construction in New Jersey to exceed the 1976 rate by 21 percent at the end of 1977.

Government building was the brightest spot in nonresidential construction, registering an enormous 208 percent increase over 1976. This increase was largely fueled by the numerous public works projects funded by the federal government. Stores and shopping centers showed a moderate increase of 9 percent above last year's rate. While office building construction was 23 percent below the 1976 pace, new plans on the drawing boards registered a large increase, which should be reflected in new construction during 1978.

Forecast for 1978

Expansion of construction is expected to proceed slowly in 1978, according to most analysts. As housing reaches its limits and begins to decline, the thrust of expansion should come from a fuller development of nonresidential building demand.

In a refreshingly optimistic forecast, the New Jersey Economic Policy Council projects a real (inflation adjusted) growth rate for New Jersey of 5 percent in 1978, slightly greater than the 4.5 percent growth rate it projects nationally. Business profitability and confidence is too low to trigger a vigorous expansion. With inflation still pushing 6 percent, restrictive monetary policy and high interest rates will probably continue.

Single-family homebuilding was very strong last year, but is expected to decrease slightly in 1978, and multi-unit housing projects should capture more of the spotlight. According to McGraw-Hill Information Systems, apartment construction is projected to rise 30 percent this year. Shopping centers and commercial building are expected to benefit from last year's homebuilding surge.

With the long-awaited expansion of building capital spending finally taking hold in 1978, McGraw-Hill projects new commercial and industrial construction to increase as much as 20 percent this year, provided that the economy remains buoyant. The institutional market is expected to continue at a sluggish pace.

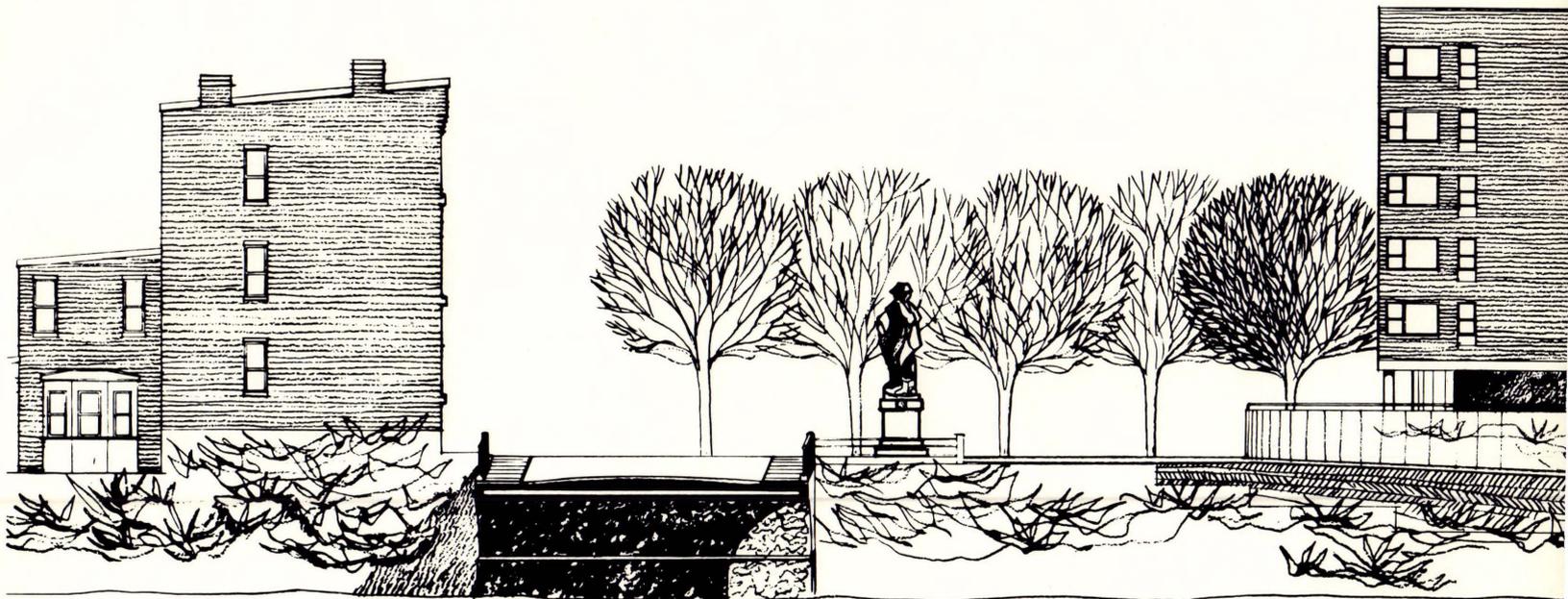
According to Joseph J. Keiling, Board Chairman of Brown's Letters, Inc., construction in New Jersey will move ahead slowly this year as a number of major projects come off the drawing boards. Among these projects are: multi-use development of the old Ballantine brewery property in Newark; renovation of Penn Station; addition to Hackensack Hospital; and rehabilitation of Martland Hospital College of Medicine and Dentistry.

The New Practice

by Michael C. McAney, AIA

Architect as Developer and Entrepreneur

The following recent projects are examples of attempts by New Jersey Architects to act as developer and owner, as well as designer. Although the building types and scopes vary widely, as do the approaches to financing and partnership employed, all have been very profitable and most of those interviewed stated that they would eagerly undertake a similar venture again.



Housing for the Elderly

The last major hurdle before construction began in Trenton on new housing for the elderly, designed and operated by architects, was cleared last fall by approval from the New Jersey Housing Finance Agency of plans and specifications for the \$5.2 million project in the Mercer-Jackson Redevelopment Area.

Joseph N. Wirth, AIA, Trenton architect and president of the Architects Housing Company I, announced the October 25, 1977 groundbreaking of the 1.2 acre site and said that occupancy is scheduled for 1979. The building will consist of 123 one-bedroom apartments and will be bounded by E. Front and S. Montgomery Streets, Douglass Square and Assunpink Creek. Tenants will be accepted who are 62 years of age or over.

The Architects Housing Company I is a corporation created by the Central Chapter of the N. J. Society of Architects. The Chapter, largest of six in the state society, includes Mercer County in its area.

The unusual non-profit project was planned as a contribution to the Bicentennial and as a means of helping to ease the critical housing program in the area.

The officers and directors of the housing com-

pany are architects who will operate the building through a management firm. They will maintain the structure and grounds and make improvements over the 40-year life of the mortgage held by HFA, the funding agency.

The idea of architects acting specifically in this manner for the public interest is believed to be the second such instance of its kind in recent times. The only other known similar project is in Utica, N.Y.

Geddes Brecher Qualls Cunningham (GBQC) Princeton architects, drew the \$3,000 prize-winning design that an impartial jury accepted in a Chapter-wide competition last year. The Chapter furnished the competition prize money. GBQC also won the commission to execute the project. The Costanza Construction Co., Pennsauken, is the general contractor.

The idea for the project was initiated by John M. Zvosec, AIA, of Princeton when he was Chapter president two years ago. Events led swiftly to formation of the housing company, the competition and to enthusiasm from the HFA and the Trenton Dept. of Planning and Development.

The HFA awarded "seed money" loan to pay for initial planning and design, and a housing

consultant and an attorney were engaged. The HFA loan stems from its Revolving Housing Development Loan Program and will be repaid at the mortgage closing.

Wirth said the housing company would charge rentals equal to 25 percent of individual tenants' incomes. The remainder required to operate each apartment would be subsidized by the Federal Dept. of Housing and Urban Development.

"Based on incomes, the rentals vary," Wirth said. "Our objective is to rent to those whose housing needs are the greatest. The subsidies the project will receive will help us to meet this goal, particularly among the hard pressed, lower income elderly house holder."

The project has sparked widespread recognition of the involvement by architects in major issues of the day. Community Affairs Commissioner Patricia Q. Sheehan, who is chairman of the Housing Finance Agency, said: "The Agency applauds the architects for their interest in building a senior citizens' development. This project will help meet a real need in making available more units of safe and sanitary housing for the elderly in the Mercer County area."

*Below, Housing for the Elderly
Trenton, New Jersey*



Nursing Home

After his involvement in the design and construction of a number of nursing homes in New Jersey and New York, architect Ludovico Mineo Jr. of Emerson, New Jersey decided to use his experience to own and operate as well as design such a facility. Accordingly, in 1966 Mr. Mineo began the lengthy process of obtaining the approvals necessary to build and operate a nursing home in New York State. His applications were delayed extensively because of the State's concurrent investigation of nursing home mismanagement and patient abuse but eventually were approved and the project commenced.

The home, located on Lake Street in Liberty, New York, opened on June 1, 1975. 178 beds are contained in the 60,000 square foot facility, 104 of which are used for skilled nursing services with the remainder held for health related or custodial occupancy. Construction costs totaled approximately \$3,000,000, resulting in a cost per square foot in the neighborhood of \$50. During the home's first year or so of operation, while its reputation was being established, the occupancy rate was low. After this initial period, however, it steadily climbed to its current highly successful average rate of 97 to 98 percent.

Mr. Mineo is the majority stockholder (68 percent) in a group of four which operate the home. Two doctors and the Administrator of the home own the minority holdings. While he felt that it was important that the Administrator be a part of the financial and operational partnership, Mr. Mineo stated that association with doctors was not a necessity. The most important quality required of a stockholder, in light of recent investigations, is one of an impeccable, clean business record or background. The State investigations not only caused the project great delay but made it virtually impossible for Mr. Mineo and his group to obtain bank financing. After many unsuccessful attempts, the financing was finally obtained with the aid of a large chain of nursing homes, which associated with the Mineo group in a purchase and lease-back agreement.

While the project is now successful and Mr. Mineo is now being rewarded for his efforts, he doubts that he would undertake such an effort again, at least not while the present governmental posture towards such endeavors makes the application and approval processes so energy and time consuming and the financing so extremely difficult.



Hotel/ Apartments

Architect and Planner M. Herbert Staruch of Toms River, New Jersey realized a profit of \$54,500 on an investment of \$2,200 (a 1900 percent return on investment) in a period of approximately one year by acting as the architect, developer and owner of the Dunes Motel/Apartments in Seaside Heights, New Jersey. Needless to say, he is currently looking for another set of similar circumstances so that he can again undertake such a project.

Early in 1977 Mr. Staruch and his attorney partner purchased a piece of land which had been for sale for 18 months at a cost of \$22,500. Mr. Staruch estimated that the land value, due to its development potential, was approximately \$40,000. The land payments were negotiated to be paid over a 24-month period and the original owner subrogated his mortgage to the bank holding the construction mortgage. This resulted in Mr. Staruch's control and ownership of the property with a deposit of \$2,200.

Using the Capitalization in Income Method, the project value (building and land) was computed to be \$175,000. A bank granted a 70 percent mortgage of \$120,000. The 4,000 square foot building was completed on July 3, 1977 for a cost of \$102,000 (\$25.60 per square foot). Furniture was an additional \$12,000, making the actual cost, without land, \$114,000. The left \$6,000 available

to pay for the first land mortgage installment, with the next payment due in 12 months.

Rental income for the next nine months was \$28,000 while operating costs were \$22,000, resulting in an operational profit of \$6,000. In March of 1978 Mr. Staruch sold the motel for \$185,000, realizing a profit of \$48,500 over his total project cost of \$136,000 (land plus building, plus furniture). His total profit (sales plus operational) was therefore \$54,500.

Mr. Staruch feels that the most important financial considerations of this project were:

1. The development potential of the land.
2. The financial status of the partners.
3. The concept that the project's value be based upon its income potential, not upon its construction costs.



Condominium Townhouses

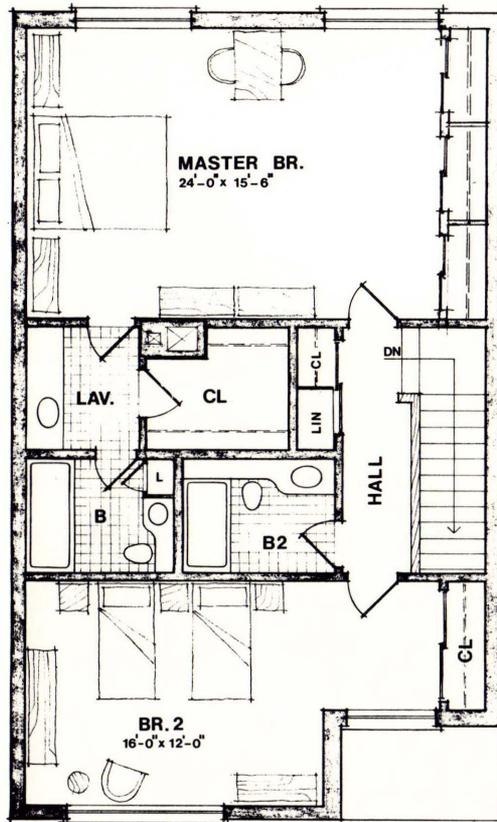
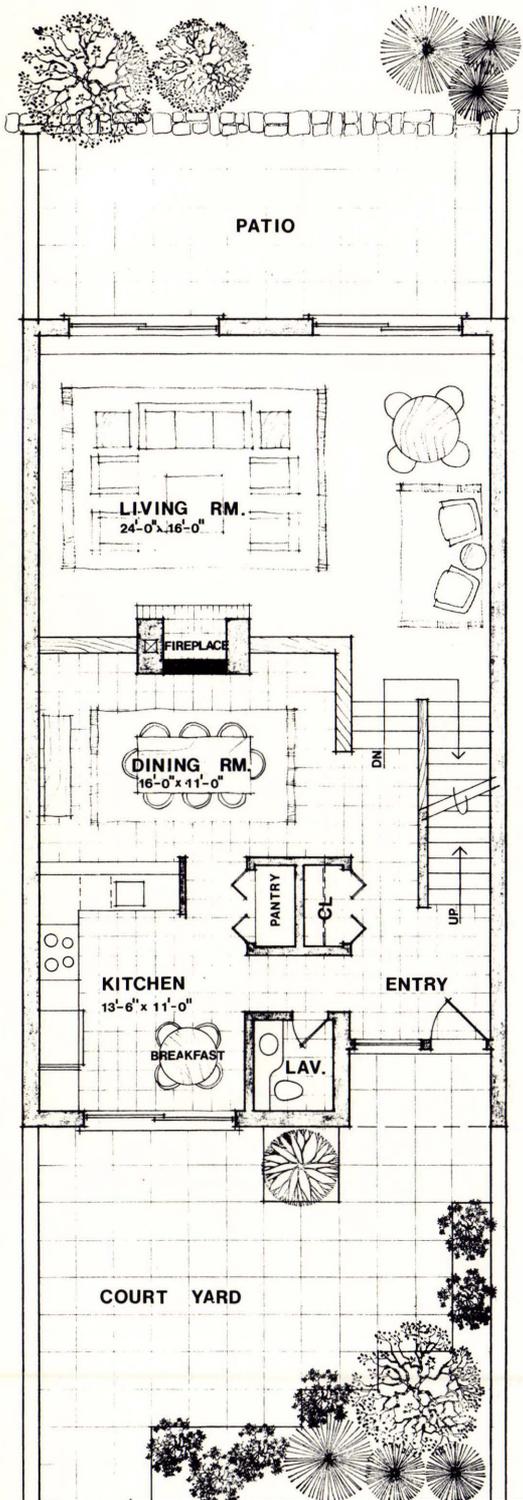
Architects Furman and Foord of Tenafly, New Jersey have made their first step into building ownership and sales a successful one. Located on a one acre site at 133 East Palisades Avenue, in the East Hill Section of Englewood, New Jersey, their complex of eight condominium townhouses is scheduled for a mid-February completion and has been long sold-out. Each of the units consists of approximately 2,000 square feet of living space on two floors and additionally includes a half basement, a rear patio, a front courtyard and a detached two car garage. Purchase prices ranged from \$105,000 to \$120,000.

The firm purchased the land with its own assets while the project was in its conceptual stages. As the ideas became more concrete, a model of the complex was built as a promotional or sales tool. The model was responsible for the almost immediate sale of three of the units. Armed with the land and virtually one half the project pre-sold as leverage, Furman and Foord (who had previously established a good professional relationship with

several major banks) had no difficulty in obtaining adequate construction financing from Bergen State Bank.

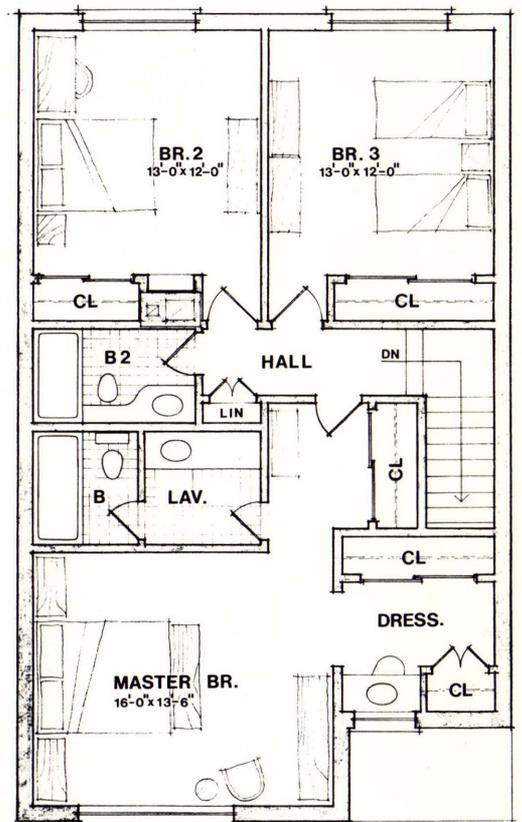
Mr. Furman attributes the ease in selling the units in large part to the fact that the "owners-salesmen-managers" were architects. Prospective buyers were impressed by the design flexibility or customizing of the units possible through the availability of a full-time site representative of Furman and Foord who was an architect. As a result of this procedure, the interiors or the units vary from the very contemporary to the traditional.

As Furman and Foord's first venture of this sort nears completion, the firm is actively seeking to become involved in similar projects. Although local zoning restrictions make it very difficult to introduce housing of this density, Mr. Furman feels that the completed complex will serve as an example of what can be successfully accomplished and will lessen future obstacles.

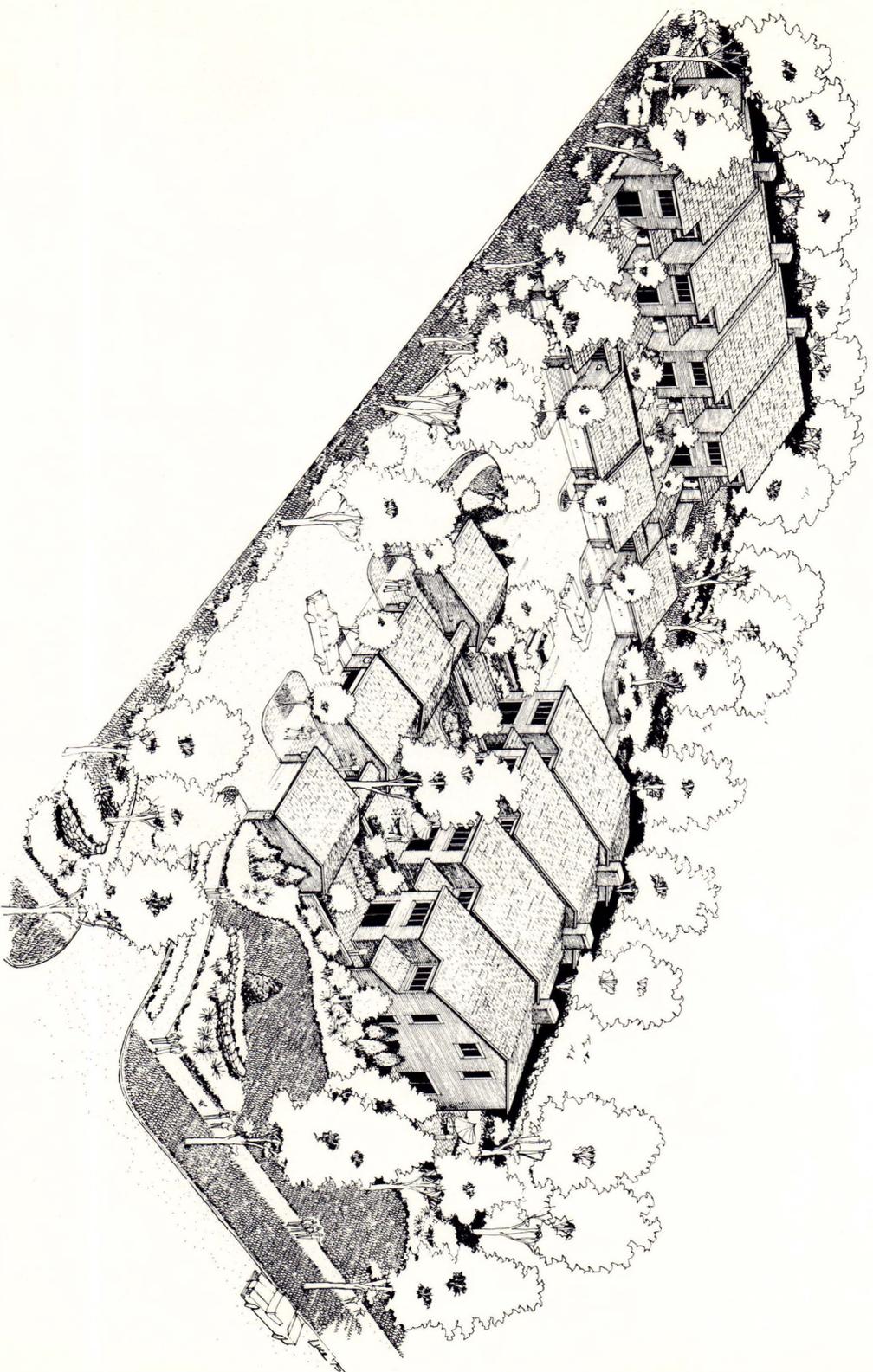
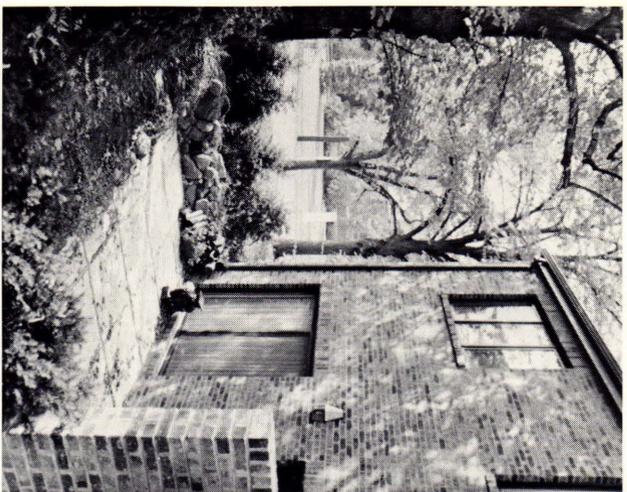


Above, Second floor plan
(two bedroom)

Left, first floor plan



Above, Second floor plan
(three-bedroom)



Townhouses and Office Park

In 1970 the Hillier Group, Princeton architects, set up a separate construction management and real estate development corporation, Design Interface, Inc., and acquired land for its own future office park. J. Robert Hillier, AIA, felt that the skills of the architects were essential ingredients in the construction and development process but had seen these skills leveraged by others for their own profit. He states that his firm decided to learn the thinking behind the operations of the developers, bankers, realtors, attorneys, and others and start to leverage their skills also for themselves.

Real estate development has taken different forms for The Hillier Group. Examples of land packaging have included a river front site rezoned to allow 50 units per acre and purchase of an old downtown laundry on which eleven townhouses have been erected and sold for over \$100,000 each. These full-sized, three-bedroom and four-bedroom homes, ranging in size from 2,000 square feet to 2,400 square feet, cost approximately \$30 per square foot to build. The financing consisted of completely traditional bank loans. Mr. Hillier says that the townhouse project was small enough to be manageable without financial partners and is located in an area where he knows the market well. He also feels that the economic liability of any development project should not be in excess of ten percent of the total value of the project.

Another slightly larger townhouse development is now being planned.

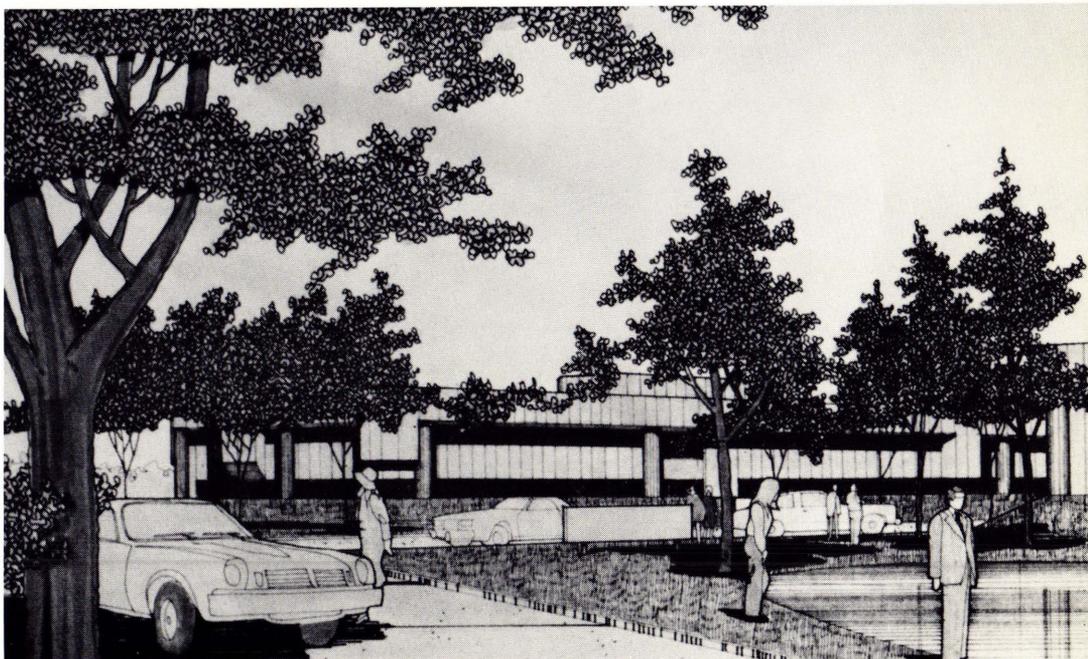
The Hillier Group is now also planning a twenty-acre office park with five buildings offering 200,000 square feet of office space. The project is adjacent to the new office building of The Hillier Group which they occupied in 1974. This signifies a much larger step in development and, therefore, higher risks and potential profits. Mr. Hillier feels that by building only the first of five buildings at this time the project will be kept to a manageable level financially while marketing materials are developed to seek out the first major tenant. The building will be fast-tracked to minimize time and maximum savings. The rent per square foot will be competitive with office space in the Princeton area. As one moves into larger projects, partners who offer financial resources and/or valued expertise are an increasingly important factor in development. Mr. Edmund Wilson, vice president of Design Interface, and the one responsible for moving the office park project ahead, feels, however, that it is important to retain control of the design and construction process.

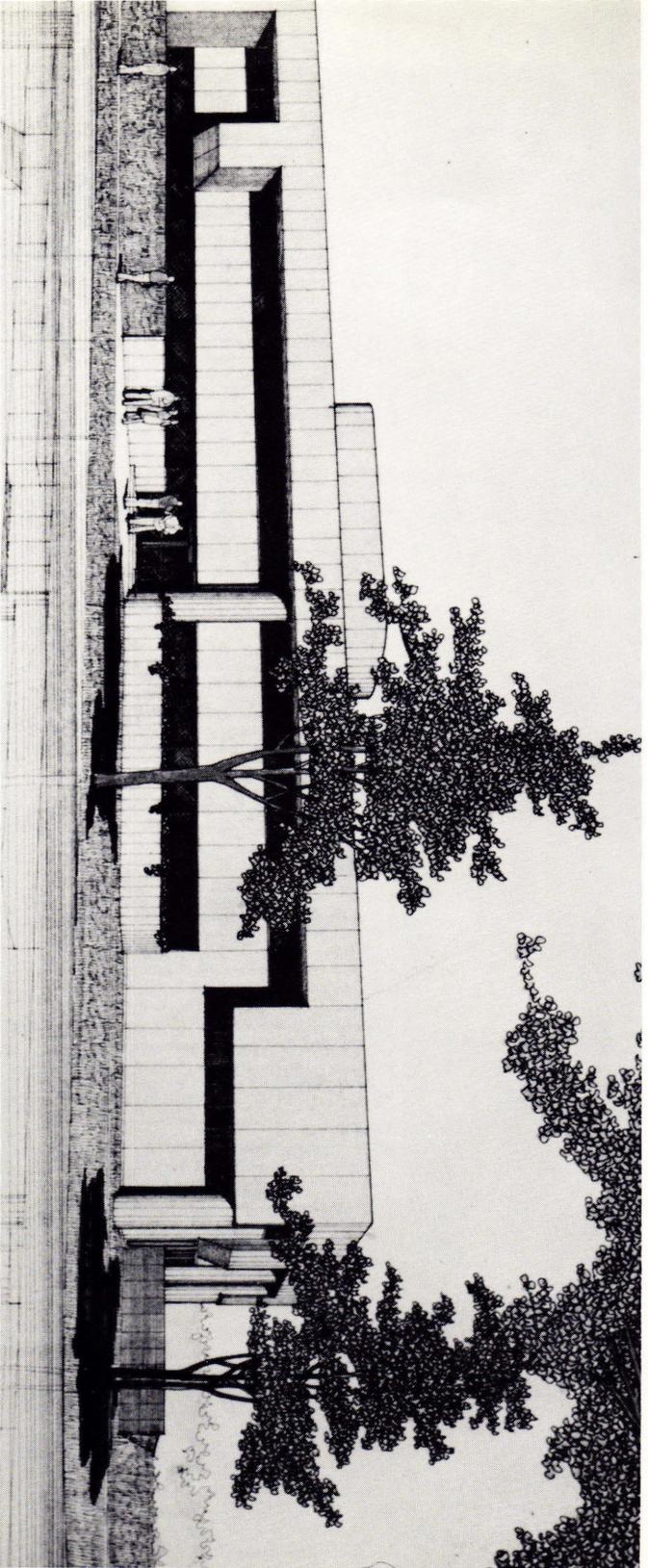
"Our original fears of losing the builders and developers as clients have proven unfounded". "In fact," says Mr. Hillier, "The developers like us better because we now understand their business better." The inevitable move towards increased design-build and development services offers a unique opportunity to the architectural profession. We are in a position to not only strengthen the financial base of our business but to maintain high standards of design quality as we move with the changes taking place in the profession."



Above, Moore Street Townhouse under construction in January.

Right, the Hillier Group Offices. Below, rendering of the proposed office campus.





Elementary School Conversion

Interested in obtaining rental income from office space and in a new office for their own practice, architects Mahony & Zvosec of Princeton, New Jersey purchased an unused elementary school at a 1974 public auction for a price of \$112,000. The two story structure (plus a floor below grade) is located on a three acre site on Alexander Road, a major highway where adjacent properties are selling for \$25,000 an acre.

Immediately after the purchase, the firm spent approximately \$50,000 to renovate the 4,300 square foot ground floor and the 5,400 square foot basement and to improve the site. The basement was immediately rented for \$2,400 per month and Mahony & Zvosec moved its offices into the ground floor. Mr. Zvosec states that the renovation and upgrading costs averaged approximately \$16.70 per square foot and that the work was accomplished in six weeks and compares these figures with \$35.00 per square foot and six months

for a comparable amount of new office space.

A second phase of expansion and improvements consisted of the renovation of the 3,400 square foot attic for a cost of \$45,000 or \$13.50 per square foot. Immediately after completion of this work, the firm relocated to the new attic space and rented the ground floor. Their present monthly rental income totals \$4,100.

Both the financial success of the project (i.e. low investment and low vacancy rate) in which they are the only partners and the amount of favorable publicity the project has received (local papers and publications such as "To Re-Create a School Building" published by the American Association of School Administrators) has convinced Mahony & Zvosec to do more of either conversion work or new rental office space construction. They are currently designing another new office building of approximately 16,000 square feet on an adjacent three acre site.

Main Entrance to Building

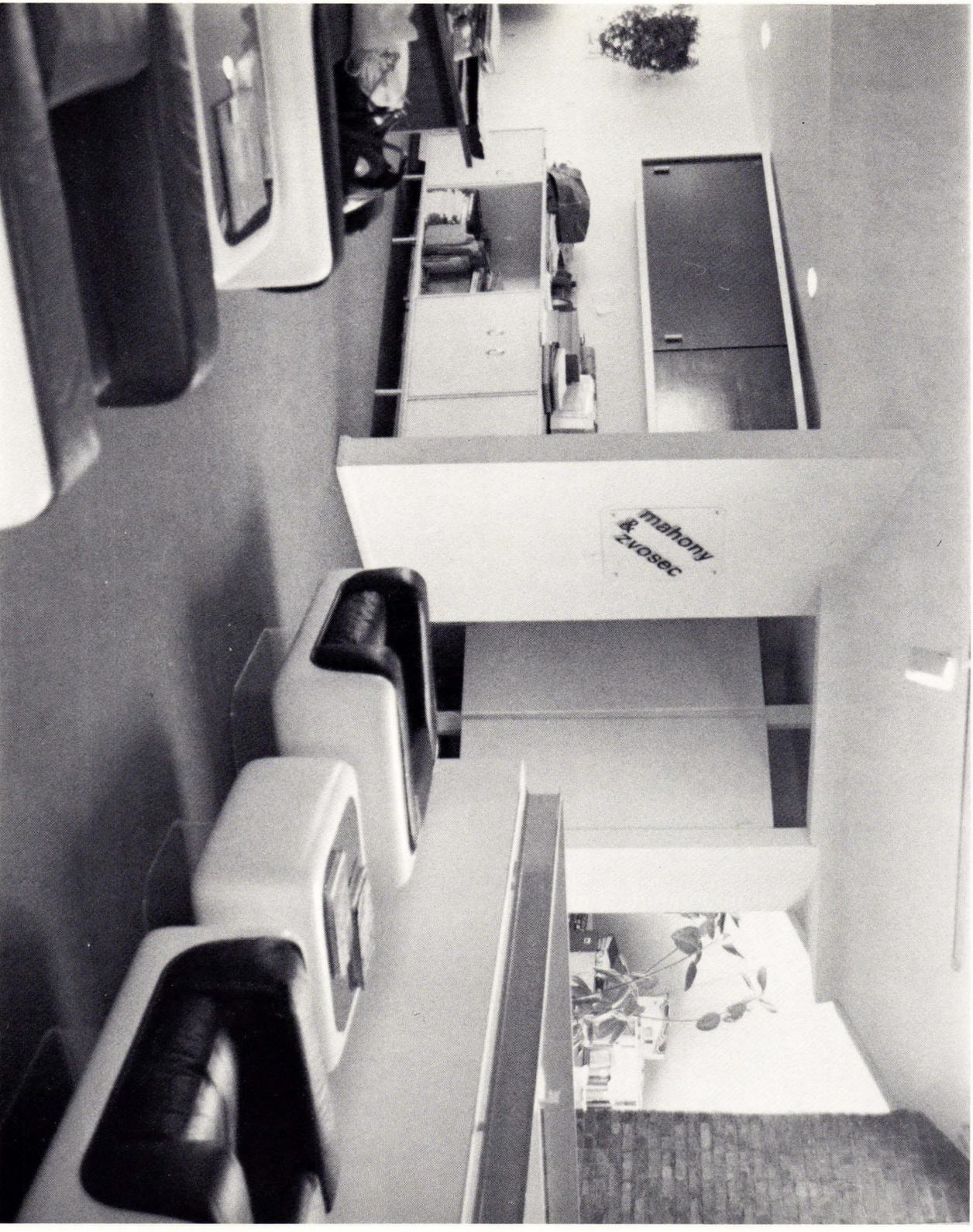




The Drafting Room — Mahony/Zvosec.



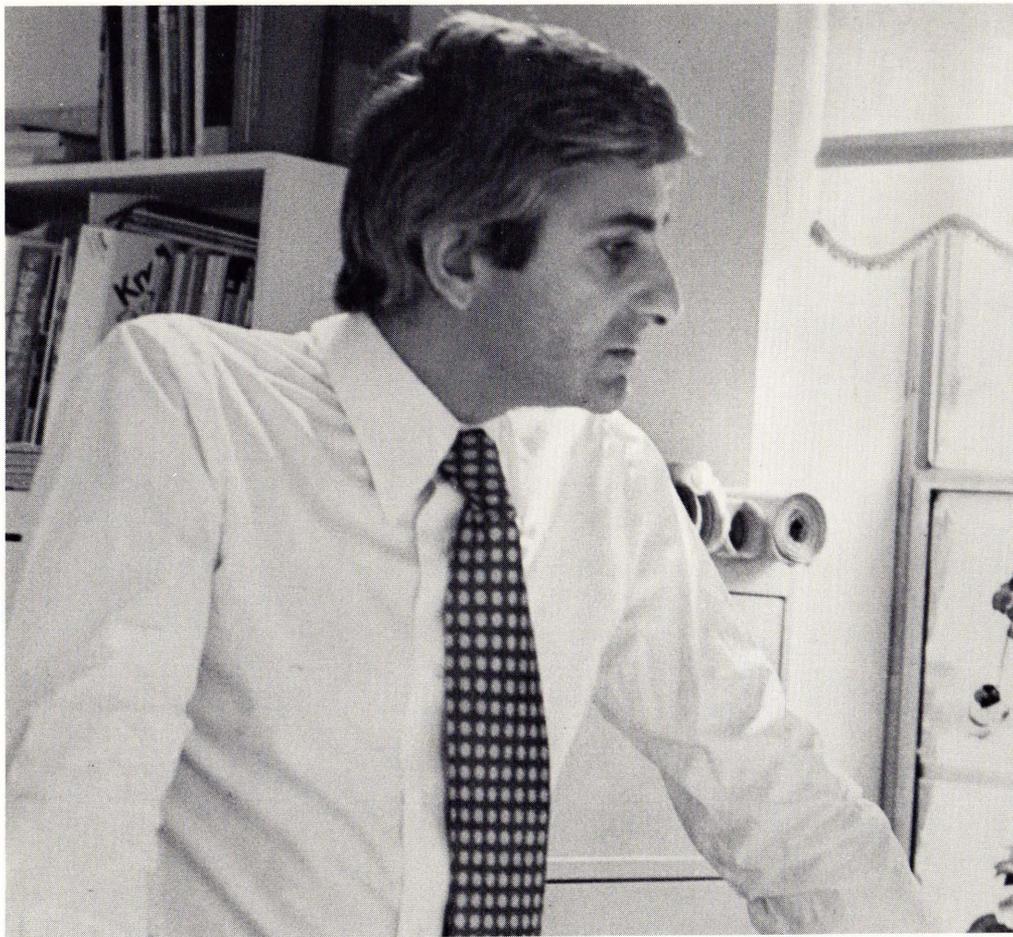
Lewis Clinic — A Building Tenant.



Reception Area — Mahony/Zvosec.

Office Profile

Ecoplan P.A. Architecture • Planning • Interiors



1. Boodle's Restaurant, New York City, Interior
2. Boodle's Restaurant, New York City, Interior
3. Custom Residence, Old Tappan, N.J., Model (under construction)
4. Baldwin Park, Hackensack, N.J. (under construction)
5. Mixed Use Infill Building, Secaucus, N.J.
6. Steak & Ale Restaurant, New Brunswick, N.J. (Rendering)

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David Franzen — photographs 1, 2,

The office of Ecoplan is a young and aggressive professional firm that stresses a realistic contemporary approach toward design solutions utilizing a team effort in carrying out each assignment. So complex are buildings today, that it is impossible for one person to have a complete mastery of design, technology and management skills. Therefore the input from highly individualistic professionals working in collaborative unity produces good design. This team approach which is the basis of Ecoplan's philosophy rests on a format that seeks an individuality for each project's solution. Design is approached with respect for people, their lifestyles; the site, and the building's identity now and in the future. The specific project as well as an overview of its impact on the surrounding area is always considered in an attempt to produce an architectural quality that will remain as a dynamic entity, in harmony with the existing environment.

Ecology, economy, energy and communications are essential parts of this firm's identity and are constantly considered in order to promote an effective and comfortable physical environment that responds to the needs of the client.

Dedicated toward assisting in the sensible growth of our environment, the staff members of

Ecoplan are interested in the complex problems of our society and this concern results in company guidelines that are constantly refined and improved to meet the changing conditions of a constantly changing marketplace. A major portion of the firm's work is for private developers and municipal governments including new buildings as well as additions and adaptive reuse of existing buildings. Recent projects include interior designs for several restaurants and showrooms, park and recreational projects, custom residences, builder initiated residential developments, several environmental and urban planning projects and a unique project involving the preparation of a facade improvement guidebook for the downtown rehabilitation of the Main Street Shopping Area in Hackensack which was reported in the last issue of this publication.

Although the firm is relatively new, the experience of its principal covers all levels of the decision making process with many years at several large architectural firms. In addition, the project mix of this office has recently been increased to include two international planning projects as well as several residential and commercial projects in the South Jersey area, where a new branch office has been established.

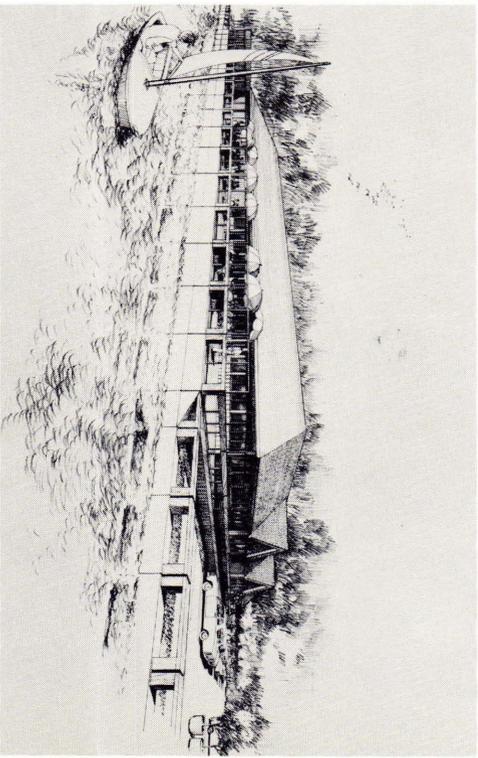
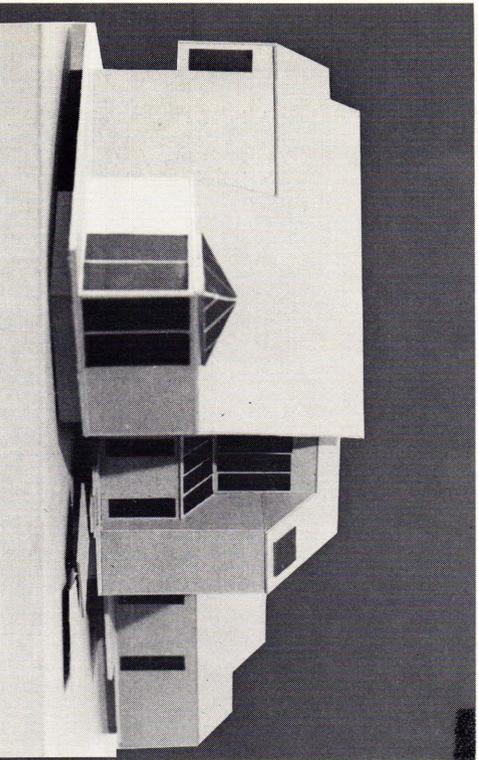
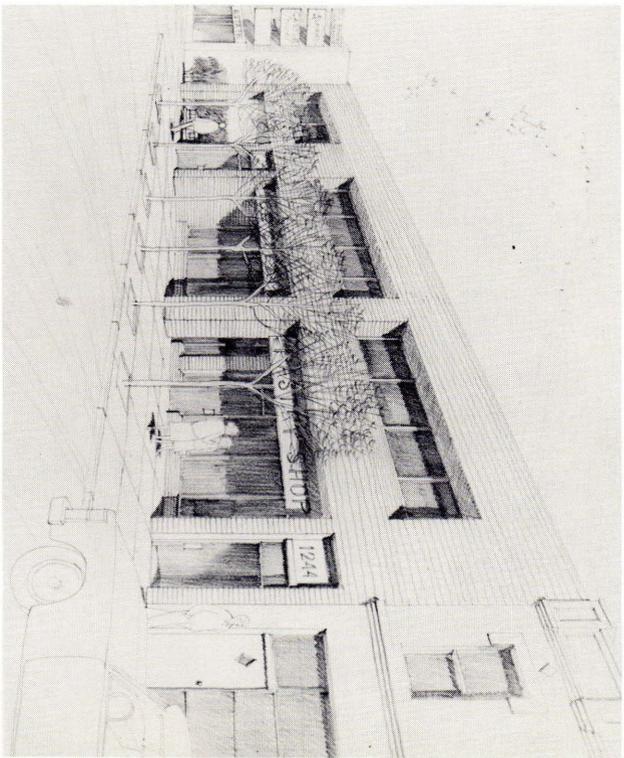
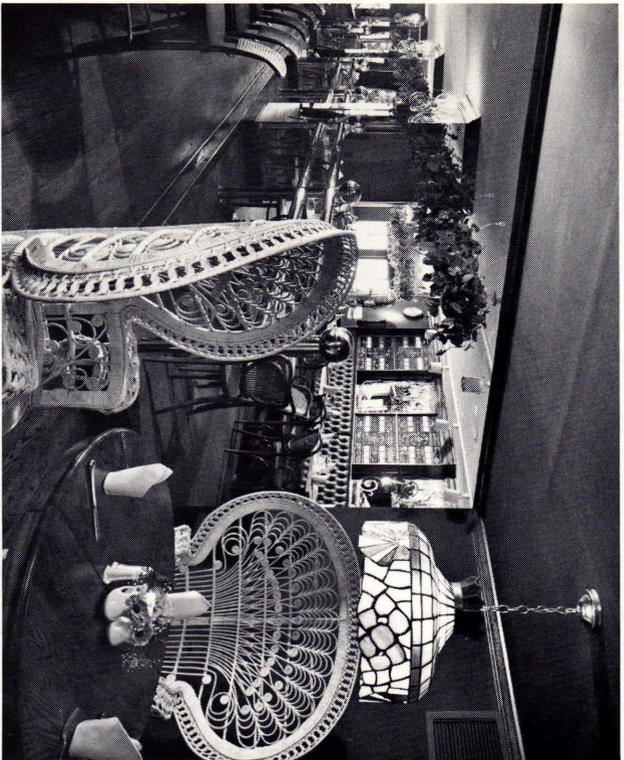
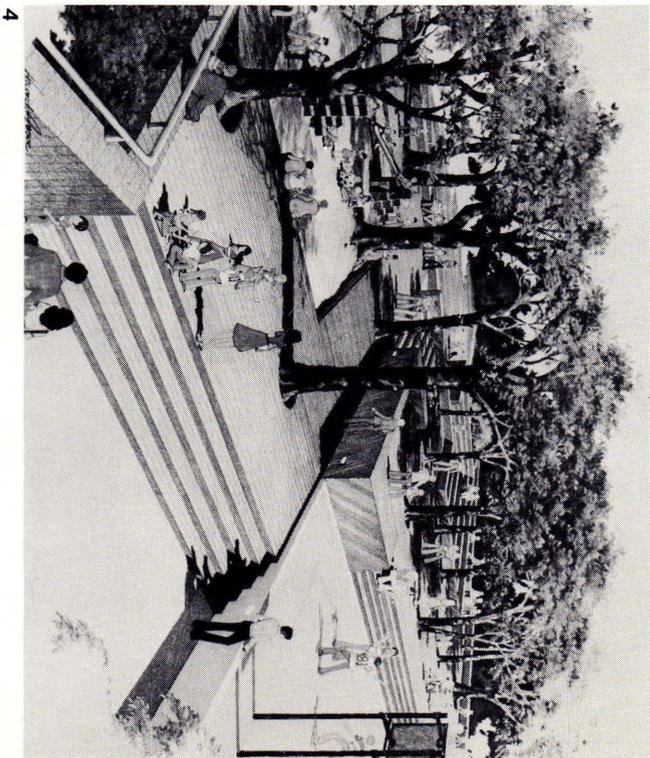
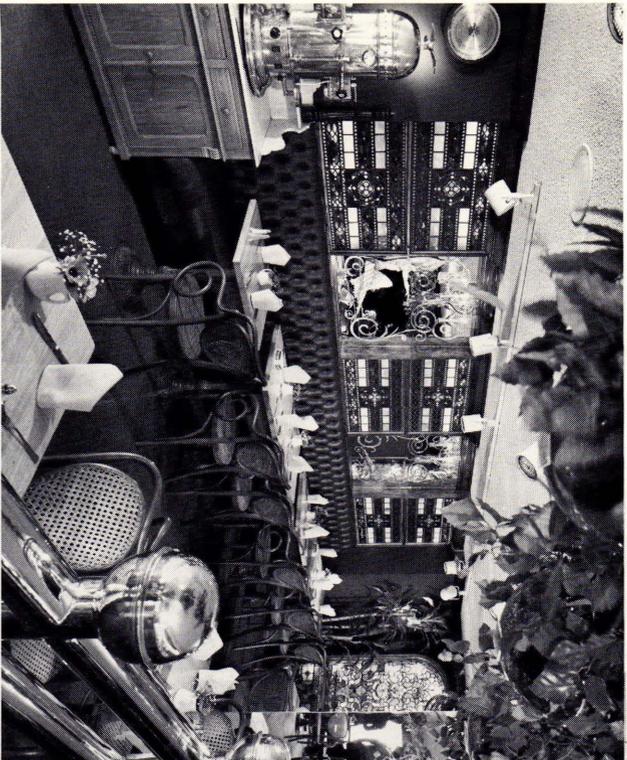
Equally as important as the continued expansion and development of this firm is the desire of its principal and staff to maintain a close-knit organization that deals with projects of any size without losing sight of their humanistic values.

Martin Santini, AIA

Martin Santini, AIA, President of Ecoplan, holds a Bachelor of Architecture Degree from the Ohio State University and a Masters Degree in Architecture and Urban Design from the University of California at Berkeley.

Mr. Santini is a corporate member of the American Institute of Architects, affiliated with the New York City Chapter and a member of the New Jersey Society of Architects and the "Architect's League".

His qualifications are certified by the National Council of Architectural Registration Boards and he is licensed to practice Architecture in New Jersey, New York, Pennsylvania, Maryland and Connecticut and is licensed as a Professional Planner in the State of New Jersey. Mr. Santini is a past recipient of a New Jersey Society of Architect's scholarship offered by the Producers Council in 1969 while attending graduate school.



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