

Wisconsin Architect



Post Convention/Residential

June 1984

ARCHITECTURAL ETHICS - WHERE DO WE GO FROM HERE?

Following the outcome of the much-publicized Mardirosian case in 1981 where an architect successfully sued the AIA for imposing a restraint of trade, the prevailing codes of conduct were abandoned and replaced by a voluntary set of ethical principles. These principles, while suggesting in broad terms the professional standards to which architects should aspire, do not address many of the specific situations which face practitioners each day. In the absence of detailed guidelines (as provided by the old code), many architects in Wisconsin have expressed concern as to the lack of specific direction by either the Rules of the Registration Board or the AIA, and are nervous as to how the profession may develop in the future. For example, as ethical considerations in practice are now a matter of individual, not corporate choice, how far should the individual practitioner go in soliciting work, attracting new clients and working competitively against fellow architects? If former values of professionalism expressed in the old codes are retained (and many seem to feel they should for the sake of the profession as a whole), will this mean other, more competitive architects, will draw away new and even existing clients by aggressive advertising and solicitation?

The following 'guidelines' constitute an effort on the part of a few to address some of the issues raised in Wisconsin since the demise of the old codes of conduct. They are not intended in any way to be seen as mandatory rules, but as items for discussion among members, with the intention of perhaps moving towards a voluntary but specific set of guidelines to which members will hopefully adhere. Therefore, architects are encouraged to respond to the following list, and make suggestions concerning rejection, revision or addition to the following.

SHORT LISTS

Owners should be 'educated' on the disadvantages of lengthy 'shortlists', and should be encouraged to request only a realistic number of architectural firms to apply for a project - usually five or less. Architects are encouraged to contact the State AIA to discuss specific problems, and should avoid where possible becoming part of an excessively long shortlist.

INNOVATIVE DESIGN AND CONSTRUCTION DELIVERY SYSTEMS

Architects who participate in non-conventional design and/or building construction methods should explain in detail to their clients the way such systems differ from traditional methods, and how the architects services may differ accordingly.

WRITTEN CONTRACTS

Owners and architects are best served when their relationship is formalized in a written contract explicitly detailing the respective roles and responsibilities of each party. The standard forms of contract produced by the AIA are strongly recommended for this purpose, as well as other AIA contract documents and forms which provide a comprehensive, thorough and proven basis upon which to establish a professionally administered project.

NON-CONVENTIONAL ARCHITECTURAL SERVICES

Architects who agree to provide services to clients that differ from those traditionally expected (as expressed in AIA Document B141) should disclose in writing those areas where such services differ, and the impact this is likely to have on the project.

ARCHITECTS ERRORS AND OMISSIONS INSURANCE

Architects should disclose to their clients whether or not they have sufficient liability insurance coverage.

FEE QUOTATIONS

Fees for professional services should not be provided to a potential client unless they are specifically requested, and unless sufficient information is provided which fully defines the scope of service upon which the fee is being quoted.

APPROPRIATE PROFESSIONAL FEES

Appropriate fees should be charged by architects for professional services, and should not be reduced or subsidized by the architect as a means of attempting to secure subsequent commissions.

A-E SELECTION BASED ON PRICE

Clients should not be led to believe that price is the dominant factor in the selection of architects.

SUPLANTING

An architect should not knowingly initiate a contact with an owner who is already contracting with another architect on a specific commission. If the owner initiates such a contact, the second architect should contact the former in writing, informing him/her of the circumstances.

SOLICITATION

Architects should not provide items of value as an inducement to an owner to obtain a commission. Such items would include free design work prior to contract formation and any reductions or discounts on regular fees for architectural services.

REVIEW OF THE CONTRACT

An architect who is going to be hired to provide architectural services should review in detail with the owner all aspects of the written contract, explaining all relevant roles, responsibilities and ramifications of the clauses therein. AIA standard forms of contract are recommended as an ideal model for such discussions.

FEE REVISIONS

Architects should not revise their fees quoted to owners to take into account the fees quoted by other architects for the same project.

CONFLICTS BETWEEN ARCHITECTS

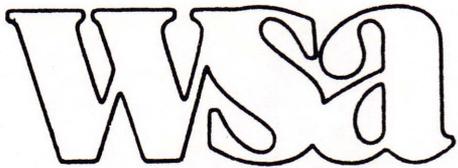
Architects or architectural practices which come into conflict in matters of client negotiation are encouraged to use the offices of the Wisconsin Society of Architects as a voluntary, non-binding mediation/conciliation service free of charge.

CONFLICT WITH OTHERS

Architects who become entangled in project-related disputes with owners, contractors and others connected with the construction process are similarly encouraged to use the professional organization (W.S.A.) as a voluntary, non-binding mediation/conciliation service free of charge.

ADVERTISING

Architectural advertising, including newsletters, brochures, site signs and media advertising should be executed in good taste, be professionally presented and not excessively distributed. Architects are encouraged to obtain peer discussion on their proposed advertising ventures if they differ radically from those traditionally associated with the profession. The Wisconsin Society of Architects would welcome the opportunity to advise, discuss and help their members in achieving sound, professional advertising skills.



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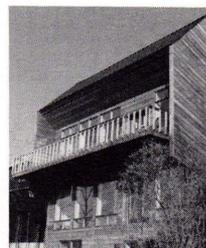
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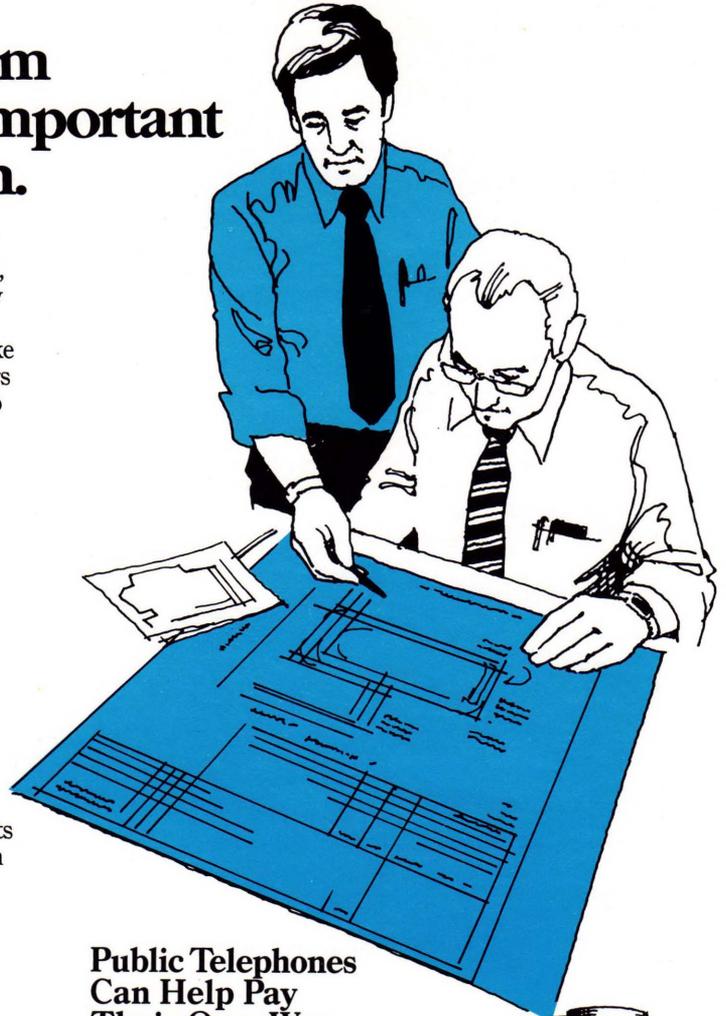


Public Telephones from Wisconsin Bell...An Important Human Consideration.

An architect planning a modern building is faced with an overwhelming number of decisions. Federal, state, and local codes must be met, energy efficiency strived for, and, above all, the human element considered. The wants and needs of the people who make a building their working "home" for some forty hours each week, as well as the convenience of others who visit the building daily, are considered in the early planning stages.

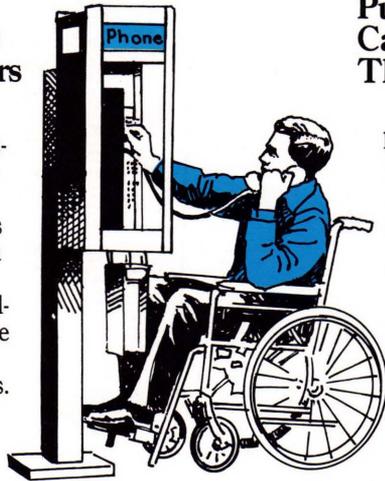
Public Telephones Provide A Service People Want, Need, and Expect.

Experienced architects call on many support resources early-on in each project. Wisconsin Bell has sales representatives ready to survey the public telephone needs based on a building's location and anticipated traffic flow. Together with the architect, Wisconsin Bell's representatives determine public phone locations that blend in with the structure's design and remain convenient to the building's tenants and visitors. Wisconsin Bell representatives also can point out other important details.



Convenient Phone Placement Considers Special Needs.

Accommodating the disabled requires special consideration. Architects are aware of Federal mandates in this area, and Wisconsin Bell representatives have the resources to provide guidance in choosing barrier-free enclosures with correct heights of coin slots and dials.



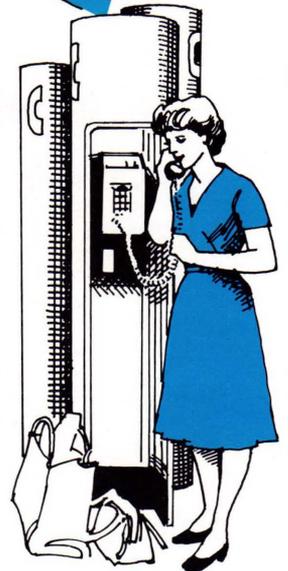
Public Telephones Can Help Pay Their Own Way.

Public telephones can help pay for themselves. Commission from public phone use can add up to an attractive sum. And, because Wisconsin Bell owns the public telephones, they also install and maintain them.

Public Phone Planning Assistance Easily Available

Wisconsin Bell is ready to help building designers add the convenience and efficiency of public telephone service. Our Public Communications Sales Representatives are qualified to provide the guidance needed to equip a building with this much needed and desired service.

Call Wisconsin Bell toll-free at 1 800 242-2055.



Helpful Signage Points the Way.

A simple, recognizable, identifiable sign calls the public's attention to the service they seek. Public telephones that people cannot find are little better than no phones at all.

Wisconsin Bell Public Communications Specialists point the architect's way to signage in harmony with the texture, material, color, and design of the area.



Wisconsin Bell
AN AMERITECH COMPANY

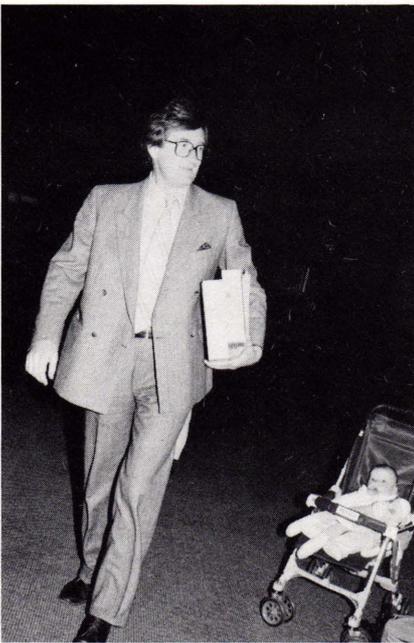
1984

WSA Convention Highlights

Photographer
Mark F. Heffron



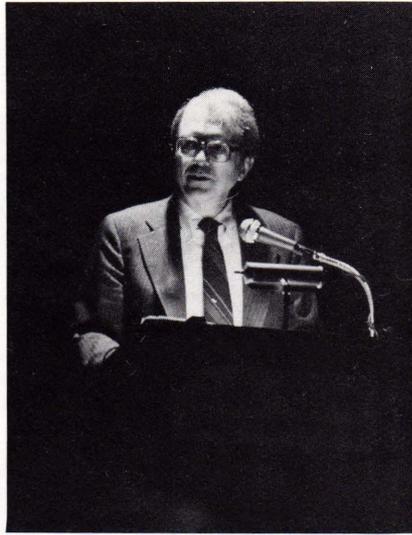
They look so wide eyed at 7:00 a.m. (They never went to bed the night before)



They came in all shapes and sizes.



The Stoner House was discussed at the WAF meeting.
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Paul Gapp discusses contemporary architecture.



Bob Greenstreet and Ivan Chermayeff respond to a comment regarding advertising.



Karen and Sandra kept everything running smoothly.



Exhibitors and members enjoy food and wine.



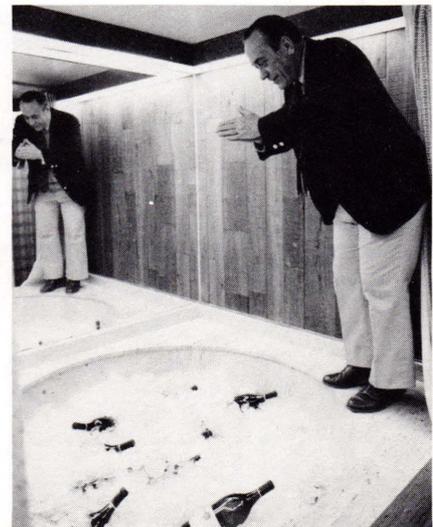
Old acquaintances renewed in the exhibit hall.



There was a lot to see and learn in the Exhibit Hall.

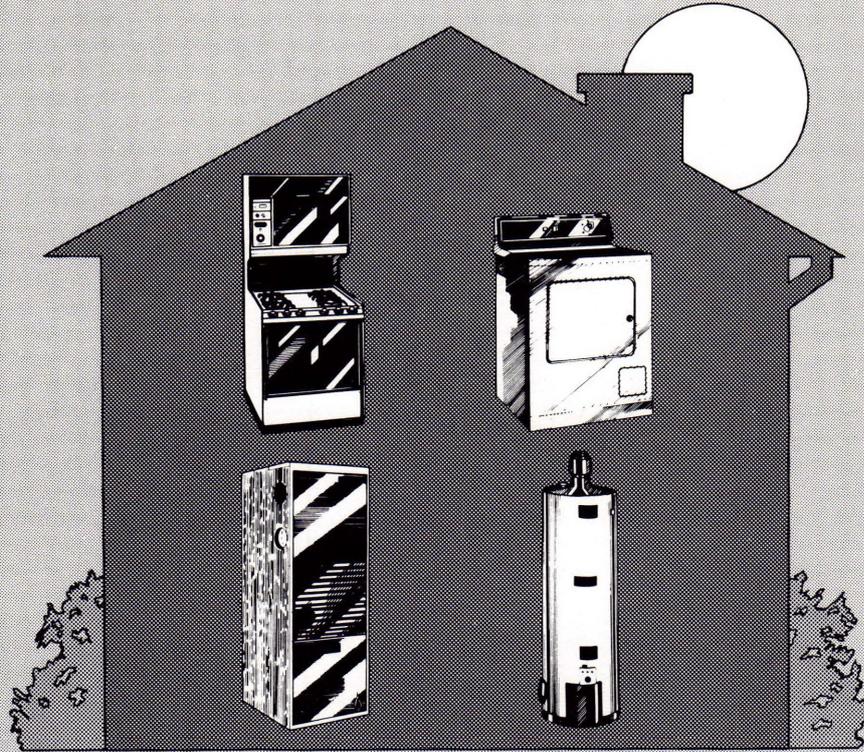


The WSA's annual meeting was well attended . . . including some comic relief.



WSA Convention Chairman Doug Ryhn provides cocktail party entertainment.

Make Your Home A Gas SAVER Home.



You can make your home a Saver home with energy-efficient gas appliances.

Enjoy the comfort and cost savings of a new high-efficiency gas heating system. With an annual fuel utilization efficiency of 83-96% compared to 50-60% on conventional furnaces, you can see the energy and dollar savings yourself.

Let a new gas dryer improve your laundry room efficiency. Such features as programmed drying and pilotless ignition cut fuel waste and do an excellent drying job every time.

A new gas water heater with improved insulation, heat exchanger, burner and thermostat will save many energy dollars.

Start cooking with a new energy-efficient gas range that offers you many time and fuel-saving options.

Put this energy efficiency to work in your home. For details, see your dealer. And for energy-saving information or an energy survey of your residence, contact your local Wisconsin Natural Gas office.

Make yours a Gas Saver home and enjoy the convenience and the cost savings!

Be an energy **SAVER!**

Natural gas - safe, available, a value, efficient, reliable.





WSA Treasurer Jim Miller, AIA, mixes humor with numbers.



There were lots of smiles.



An appropriate entrance was designed and constructed.



There was lots of comic relief. wisconsin architect/june 1984



More architects, exhibitors and guests participated than at any prior convention.



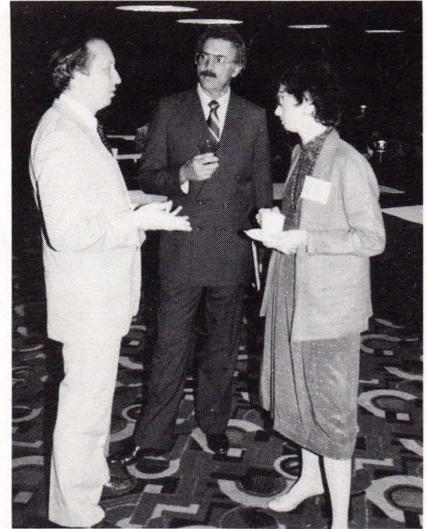
They could have danced all night.



The exhibit hall was full of architects.



UW-M SARUP Dean Carl Patton is pestered by a "fun run groupie."



What do you suppose he's trying to sell them?



They could have partied all night. (Some of them did)



Another happy door prize winner.

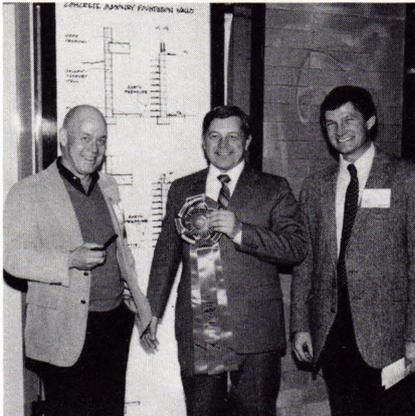


The seminars and meetings were well attended.

Booth Award Winners



Honorable Mention - The Hartland Corporation.



First Place - Masonry Institute of Wisconsin.



Honorable Mention - ADT Security Systems.



Honorable Mention - Otis Elevator.



Second Place - Point Line Corporation.



Honorable Mention - Advanced Plastic and Glass, Inc.



Honorable Mention - Tropical Plant Rentals, Inc.



Third Place - Modulex Inc.



Honorable Mention - Derse Technical Signage.



Honorable Mention - Uchner Studios.

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Improve concrete performance and lower costs with Fly Ash

It really works! Fly ash makes concrete stronger and more workable without costing you more.

Fly ash is a pozzolan. It makes concrete stronger; it increases density and resistance to leaching, acid or alkali attack.

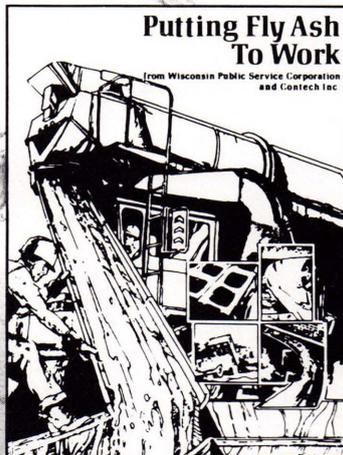
Powder-fine fly ash has lubricating effects. It makes concrete easier to pump, flow and finish. Fills forms completely. Gives you sharper, chip-resistant edges and fine details. Fly ash concrete takes less water, so it is more impervious.

And now, you can get the highly desirable fly ash produced from low-sulfur western coal! From our new electric plant, Weston 3, in Wausau, Wisconsin. With all the high standards and careful control a new facility offers...for the best fly ash available. Along with professional services offered by

Contech, Inc., Minneapolis, our fly ash marketing agent.

Fly Ash. Just what you need for better concrete at lower cost in foundations, garages, driveways, floors, walls, pools, roads.

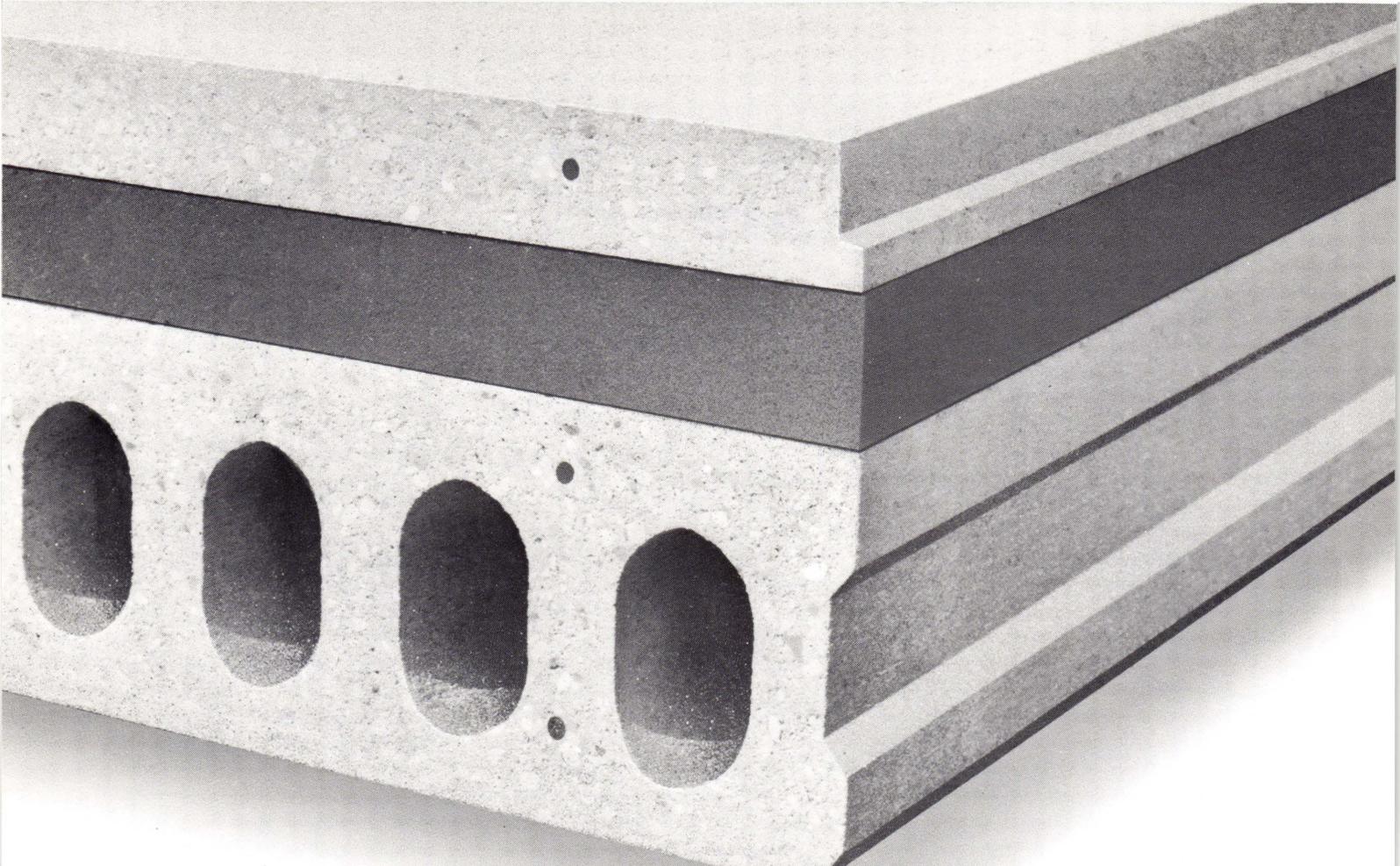
Fly ash concrete and more information available on request from your ready-mixed concrete suppliers. Or write WPSC for free, NEW Fly Ash Idea Kit.



WISCONSIN PUBLIC SERVICE CORPORATION

Industrial Applications Dept.
P.O. Box 700, Green Bay, WI 54305
414-433-1626





Built-in insulation against high energy costs.

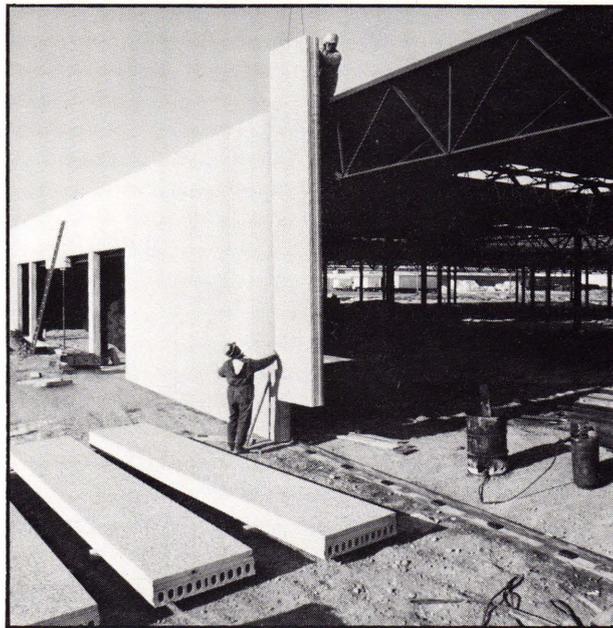
Now there's an extruded concrete wall panel with a layer of built-in insulation that saves you the expense and time of insulating. By sandwiching a layer of urethane between an interior hollow core panel and an exterior concrete slab, Spancrete has created the energy efficient, cost effective and aesthetically pleasing Sandwich Wall Panel.

The Sandwich Wall Panel provides outstanding U-values which translate into money saved on fuel bills. Especially with today's high energy costs.

The Sandwich Panel is flexible, too. It can even withstand annual temperature variations from -30F to +95F, or more without cracking.

With a variety of exterior finishes including broomed, raked, and exposed aggregate, it's easy to see why Spancrete's Sandwich Panel gives you built-in beauty, built-in savings and built-in durability — all in one.

For further information, contact:



Spancrete Industries, Inc.
10919 West Bluemound Road
Milwaukee, Wisconsin 53226
Phone 414/258-4110

Spancrete, Inc.
641 N. Hickory Farm Lane
Appleton, Wisconsin 54911
Phone 414/734-5641

Spancrete of Illinois, Inc.
4012 Route 14
Crystal Lake, Illinois 60014
Phone 815/459-5580



Exhibitor Directory

This is a list of the firms who supported the 1984 WSA Convention by displaying their product line in our annual educational exposition. We thank these exhibitors and encourage you to contact them when you need assistance on a project. We hope to see these exhibitors again in 1985.

Acoustical Floors of Wisconsin, Inc.
Box 477
Pewaukee, WI 53072
Pat Bjorgaard

ADT Security Systems
2605 W. Vliet St.
Milwaukee, WI 53205
Jack Perlberg

Advanced Computer Graphics
9316 North 107th St.
Milwaukee, WI 53224-1198
Dave Weber

Advance Plastic & Glass, Inc.
4563 North Hopkins St.
Milwaukee, WI 53209
Gordon Merz

A/E Graphics, Inc.
3620 North 126th St.
Brookfield, WI 53005
Fred Gennerman

Allied Roofers Supply Corp.
1121 North Ellis St.
Bensenville, IL 60106
Valli Busch

Anderson Windowalls
1150 Greenway Terrace, #5
Brookfield, WI 53005
Richard Dorwart

Architectural Woodwork Inst.
1751 Ripley Road
Cambridge, WI 53523
Tom Nall

Automatic Entrances of Wis.
2622 South 162nd St.
New Berlin, WI 53151
Bill Holcomb

Barcol Overdoor Company, Inc.
4004 Campbell St.
Valparaiso, IN 46383
C. F. Wilson

Best Block Co.
Box 1000
Butler, WI 53007
Richard L. Magliocco

Bomanite of Wisconsin
1250 Femrite Dr.
Madison, WI 53716
Greg McGuire

Bublitz, Inc.
Box 3382
Green Bay, WI 54303
Edward A. Girard

John Buhler Co., Inc.
1331 N. 29th St.
Milwaukee, WI 53208
John Buhler

Calmar Manufacturing Co., Inc.
402 E. Main St.
Calmar, IA 52132
Ben A. Schori, Pres.

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Carson, Pirie, Scott
8301 W. Parkland Court
Milwaukee, WI 53223
Tom Meilcarek

Central States Sales
3105 W. North Ave.
Milwaukee, WI 53208
John Millen

Champion Companies of Wis.
1850 S. Calhoun Road
New Berlin, WI 53151
Dick Williams

The Cheney Co.
3015 S. 163rd St.
New Berlin, WI 53151
Kay Eskildsen

Child Crest Distributing Inc.
6045 North 55th St.
Milwaukee, WI 53218
Christine Davidson

Cold Spring Granite Co.
Box 142
Elkhorn, WI 53121
Duane Lehn

Component Building Products
8605 Fairway Place, Box 68
Middleton, WI 53562
William J. Holley

Consolweld Corporation
700 Dura Beauty Lane
Wisconsin Rapids, WI 54494
M.L. Swanson

Coolidge Glass Co.
17155 Glendale Drive
New Berlin, WI 53151
Tom Marr

Derse Technical Signage
1234 North 62nd St.
Milwaukee, WI 53213
Pat Esgate

Desert Aire Corporation
5633 W. Florist Ave.
Milwaukee, WI 53218
Jim Metzger

Display Directories
36 Jewelers Park Dr., Box 779
Neenah, WI 54956
R. K. Jones

Donovan Floors, Inc.
759 N. Milwaukee St.
Milwaukee, WI 53202
James P. Donovan

Duro-Last Roofing, Inc.
525 Morley Dr.
Saginaw, MI 48601
Bill Frederick

Edwards Sales Co.
6530 Cambridge St.
Minneapolis, MN 55426
David Plummer

Fabcon, Inc.
6111 W. Highway 13
Savage, MN 55378
Eileen Bjornson

David Fogelstrom & Assocs., Inc.
W255 N477 Grandview Blvd., #206
Waukesha, WI 53186
D. W. Fogelstrom

Formica Corporation
10401 W. Touhy Ave.
Rosemont, IL 60018
Sylvia Hauser

Geis Building Products, Inc.
Box 622
Brookfield, WI 53005
Dan Hinkes

General Tire Building Products
2319 Hampton Ave.
St. Louis, MO 63139
N. W. Halliday

Geotextile Systems, Inc.
24817 W. Bluemound Road
Pewaukee, WI 53072
Bob Groh

Graham Architectural Products
Rt. 2, Box 14C
Maple Lake, MN 55358
Denis V. Sipe

Halquist Stone Co., Inc.
Box B
Sussex, WI 53089
Ron Yeisley

Hamele Sales, Inc.
Box 256
Hamel, MN 55340
Fran Hamele

The Hartland Corporation
281 N. Seymour St.
Mundelein, IL 60060
E. F. Wood

Holguin & Associates, Inc.
Box 12990
El Paso, TX 79912
Tom Whigham

Jaeckle Wholesale Inc.
2310 Daniels St.
Madison, WI 53704
Fred Jaeckle

Jones & Brown Co., Inc.
568 W. Winthrop Ave.
Addison, IL 60101
Robert L. Carpenter

Kawneer - Franklin Inc.
127 E. Newhall Ave.
Waukesha, WI 53186
Bill Cooper

Klein-Dickert Co., Inc.
653 W. Washington Ave.
Madison, WI 53703
Herman Bollig

Dave Maley & Associates
5405 Hansen Road
Edina, MN 55436
Ann

Marquart Millwork Co.
Box 2365
Oshkosh, WI 54903
Jim Bigler

Marvin Windows
Box 100
Warroad, MN 56763
Dan McKinnon

Masonry Institute of Wis.
4300 W. Brown Deer Road
Milwaukee, WI 53223
Norbert J. Hynek

MDC Wallcoverings
4607 W. Lexington
Chicago, IL 60644
W. Michael Glynn

Mid-Continent Cabinetry
2920 North Brookfield Road
Brookfield, WI 53005
Jerry Mahrt

Midland Brick Co.
1026 N. Buchanan St.
Green Bay, WI 54303
Art Jacobson

Mid-States Concrete Products
Box 58
Beloit, WI 53511
Charles Harker

Midwest Plastics, Inc.
440 S. Pine St.
Burlington, WI 53105
Dave Paasch

Milwaukee Insulation Co., Inc.
Box 53
New Berlin, WI 53151-0053
Clay Van Gomple

Minnesota Diversified Products
1901 13th St., N.E.
New Brighton, MN 55112
G. Ochs

Modulex Inc.
2920 Wolff St.
Racine, WI 53404
Pierre Husson

Modu-Line Windows, Inc.
930 Single Ave.
Wausau, WI 54401
John Lorge

Monarch Tile Mfg., Inc.
3635 North 124th St.
Milwaukee, WI 53222
Nancy Friedrich

Neogard Corporation
152 North Floyd Lane
Chicago Heights, IL 60411
Wayne Kneeland

Northwestern Elevator Inc.
6070 North Flint Road
Milwaukee, WI 53209
Charles C. Ramage, Jr.

Orlandini Studios Ltd.
633 W. Virginia St.
Milwaukee, WI 53204
Julian Orlandini

Otis Elevator Co.
10506 W. Bluemound Road
Milwaukee, WI 53226
R. E. Graeff

Pioneer Plastics
2483 Pratt Blvd.
Elk Grove Village, IL 60007
Diane BuGay

Poblocki and Sons Co.
620 South 1st St.
Milwaukee, WI 53204
Mark Poblocki

Point Line Corporation
1955 W. Broadway, Suite 101
Madison, WI 53713
Mark Osterhaus

The Radford Co.
40 Wisconsin St., Box 2688
Oshkosh, WI 54903
Pierre V. Gilson

Raynor Manufacturing Co.
East River Rd., Box 448
Dixon, IL 61021
Guy Bagger

Republic Midwest Inc.
500 W. Florida St.
Milwaukee, WI 53204
Don Luko

Republic Powdered Metals, Inc.
2628 Pearl Rd., Box 724
Medina, OH 44258
Joseph Chew

Shannon Sales Co., Inc.
1030 South 60th St.
West Allis, WI 53214
Clark Shannon

Society of Steel Fabricators
Box 279
Stoughton, WI 53589
H. Louis Gurthet

Spancrete/Waukesha Block
10919 W. Bluemound Road
Milwaukee, WI 53226
Dick Stoll

S & S Sales Corporation
12030 W. Silver Spring Road
Milwaukee, WI 53225
Dan Brasch

State Industries
1875 Greenleaf Ave.
Elk Grove Village, IL 60007
Ginny Stivers

Stickler & Assocs., Inc.
333 North 121st St.
Milwaukee, WI 53226
Ray Stickler

Stippich Inc. & Insulcrete
4513 Highway 92
Brooklyn, WI 53521
Pete Alexander

Sunspace
N9 W23870 Sherwood Dr.
Waukesha, WI 53186
David Kolbeck

Tamms Industries
1222 Ardmore Ave.
Itasca, IL 60143
Robert Morgan

TBI
901 Jefferson Ave.
St. Paul, MN 55102
Don Rodahl

Thoro System Products
673 Aspen
Buffalo Grove, IL 60090
Steve Downs

Tremco Inc.
5640 S. Monaco Place
Hales Corners, WI 53130
Fred Kramer

Tropical Plant Rentals, Inc.
7000 North 76th St.
Milwaukee, WI 53223
Ronald Koepke

Twin City Testing
662 Cromwell Ave.
St. Paul, MN 55117
Kris Radmer

Uchner Studios
S52 W28741
Saylesville Road
Waukesha, WI 53186
Bob Uchner

Vande Hey's Roofing
Box 263
Little Chute, WI 54140
Don Vande Hey

Ver Halen, Inc.
Box 1035, 704 Lombardi Ave.
Green Bay, WI 54305
William H. Calawerts

Wayne-Dalton Corporation
Box 67
Mt. Hope, OH 44660
Dennis Schlabach

Weather-Tek Bldg. Products, Inc.
Box 323, 6151 S. 108th St.
Hales Corners, WI 53130
Jim Miller

West Twin Distributing Inc.
6472 County Highway B
Two Rivers, WI 54241
Ted Lettenberger

White Power Files, Inc.
213 Parkview Drive
Milton, WI 53563
Robert E. Hickey

Wilsonart
1100 Chase Ave.
Elk Grove Village, IL 60007
Peter Hajdu

Wisconsin Automatic Door
4181 North 124th St.
Brookfield, WI 53005
Tony Christifulli

Wisconsin Face Brick & Supply
Box 18432
Milwaukee, WI 53218
Claude J. Gagnon, Jr.

Wisconsin Gas Co.
626 East Wisconsin Ave.
Milwaukee, WI 53202
G. Bay

Wisconsin Illinois Wholesale
4230 Lee Ave.
Gurner, IL 60031
Steve Burmeister

Wisconsin Office Systems, Inc.
7101 North Green Bay Ave.
Milwaukee, WI 53209
Tom Dillon

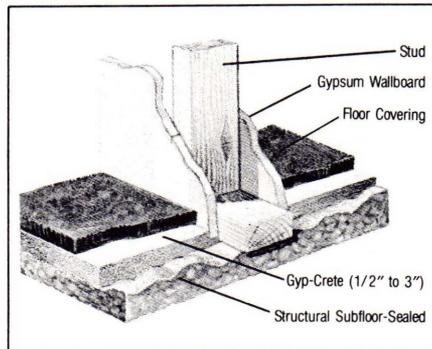
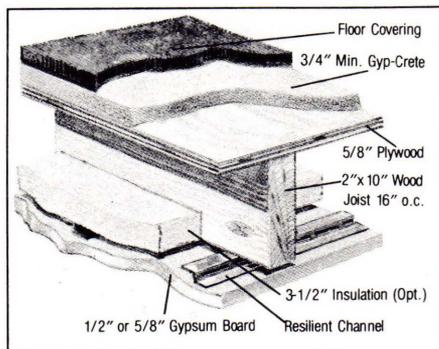
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Housing Design And Development

by Kenton Peters, AIA

The recent release of statistics showing the continual rise in the cost of the average house in the United States once again prompts the question "What can the outstanding technology of our country do to keep the cost of quality housing within reach of the average citizen?" The achievements of science and technology in space, electronics, and medicine have changed the course of the future. Cannot the power of these sciences be applied to the universal problem of housing costs to produce dramatic, beneficial results?

Placing faith in the power of science may be comforting. But housing the masses is a problem that involves components that defy scientific categorization and do not fit comfortably into simple equations. The housing problem is as much human as it is scientific. Because of this, technology is only one of many parts of this complex process. It is, therefore, my view that adjustment, change, and reconsideration of the other factors in the housing "equation" offers much greater hope for addressing housing needs of this country than placing blind faith in power of American technology. Following is a brief look at some of these other factors involved in the housing process. This discussion may serve to illustrate the basis for my thesis.

The views presented here focus on those aspects of housing that are **not** directly involved in the complex process of providing the monies to develop housing. While the financial aspects of the housing market today exert the most obvious restraint on providing "affordable and amenable housing to large numbers of people in this country . . ." and should therefore receive a major share of our attention, I have limited my submittal to considering a variety of other non-financial elements in the "housing process" which affect the ultimate cost and availability of housing.
wisconsin architect/june 1984

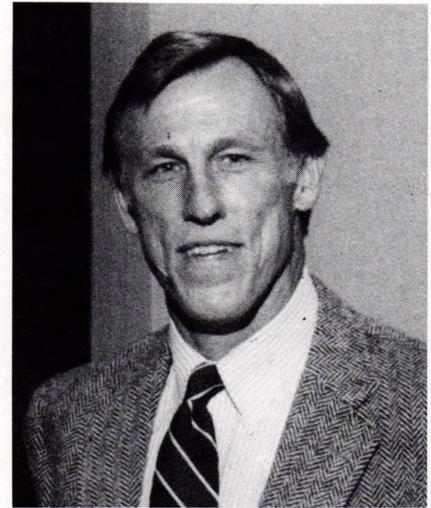
In presenting these views there was a modest attempt to group ideas that had an obvious relationship to each other. Categories were then identified in order to group like considerations, i.e. land use, tradition, technology, etc. This oversimplification ignores the obvious; that there is a complex inter-relationship among many of these elements which should, in a more expansive review, be recognized in order to perceive a clearer yet more perplexing view of the process of housing human beings.

Technology

It is my view that the potential of contemporary technology has not been able to make significant inroads into reducing the cost of a housing unit.

Some of the reasons are:

- Labor costs have increased disproportionately to savings achieved due to technological innovations.
- Industrialized production of units or unit components, which promised savings through labor reducing techniques, has not achieved the market acceptance anticipated or hoped for.
- While a number of innovative new products have been introduced over the past two decades, the basic method of construction of housing remains essentially a piece-by-piece, labor-intensive process. Even industrialized production relies mainly on this traditional assembly system with only limited utilization of "mass production" techniques.
- Technological advances have been achieved in a number of building components. But these gains are generally very narrow in focus, i.e. a floor product, or a roofing material; and they generally are developed isolated



from and irrespective of other components or products with which they are ultimately connected or related. A prime example would be dimensional inconsistencies of masonry units, tile units, plumbing units, etc.

- Technological advances have not been realized to the fullest extent in integrating components such as electrical, HVAC and plumbing due to jurisdictional objections and "protectionism" of organized labor. A major goal of industrialized building has been to mass produce larger and larger units. The barriers raised by organized labor have contributed heavily to the inability to reach this goal.

Land Use

Within this broad term are a number of factors which exert a very significant influence on the housing market in America.

- **Public Policy**

The officially adopted attitudes of a municipality or district control how that community evolves. Attitudes toward density, transportation, style, environment, business, and yes, toward morals and race all become factors



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which affect the ultimate ability to provide affordable and amenable housing. Generally, the official manifestation of these attitudes is the zoning ordinance.

● Zoning

This statement of how land is to be used in a municipality has a direct effect on the cost of a housing unit. For example, by establishing density or number of dwelling units per acre, and by setting setback requirements, the land cost per unit and the utility and road extension costs per unit are established. Decrease density and increase setbacks, and both of these costs will increase. When building height controls, view corridors, environmental concerns, minimum or maximum building sizes, parking requirements, etc. are introduced, comparable impact on housing costs result. Zoning codes, as an expression of community attitudes toward the built environment, can be a major obstacle to providing an adequate stock of affordable housing if drawn in an overly restrictive and discriminatory manner. Conversely, the zoning ordinance can, in creative hands, become a mechanism for achieving a good, economical, and attractive housing environment.

● Transportation

Another influential aspect of public policy is the community attitude toward transportation. Over the past two decades, we have had the opportunity to see and experience the impact of two powerful yet contrary expressions of public feeling. The first came in the "60's" with the exodus from central city to the suburbs and beyond; the second came after 1974 when America awakened to the fact that fossil fuel energy was a finite resource. Both movements involved transportation. Both influenced land use policies and, therefore, ultimately affected housing development costs. Urban sprawl was a result of the former. Mass transit improvement and central city renovation gained from the latter.

Transportation policies and attitudes of a community play a major role in land use policy formulation. The cost of housing ultimately can be affected in a significant way by the way a community thinks about transportation and how that community integrates its transportation system into the overall land use pattern. The results of poor integration have been sprawl, burdensome utility and road extensions costs, strip development, leap frog development, suburbia, exurbia, and the death of downtown.

The face of America has been changed because of our attitudes about transportation. Cities have been ruptured by freeways which were intended to make the cities more accessible. Instead, whole populations using these freeways shift twice a day, leaving them returning to land once farms, meadows, and forests now dotted with suburban life. Mobility is now a way of life. It has produced a nation of turtles; travelers with homes on their backs. We see laboring autos tugging telescoping camping trailers; top-heavy pickups swaying like a pack mule under the burden of an ill-fitted camper body; sleek, shiny aluminum mobile homes, the modern conestoga wagon, sprouting TV antennae and air conditioners, bearing graphic tribute to picturesque truck stops all across this great land. The concept of movement, free, fast, and far, is a contemporary American tradition, inuring to itself all those sacred rights, benefits, and privileges formerly reserved for the railroads, free speech, and the right to keep and bear arms.

Housing America is, I believe, closely tied with moving America. The dynamic nature of our people is a state of mind, coloring and flavoring our dream of how we want to live, where, and in what style; even though for many, it is out of reach.

Tradition

Compounding the quest for... "affordable, amenable housing to

large numbers of people in the country" is the force of tradition. Commonly thought to be limited to taste in style, tradition extends its influence beyond the realm of decoration or facade to areas which, even to a greater extent, increase the cost of housing development.

Most prominent is the tradition of the single family home. The inalienable right to a piece of earth, the freedom to set a house of mixed heritage in the middle of a lot, with air, sunlight, and good feelings all around. The attractions and amenities of this setting are undeniably and unquestionably attractive when based upon a system of limited social and cultural priorities. But the impact on the effort to provide quality, affordable housing for a burgeoning population is devastating. When extended to its illogical conclusions as in Los Angeles, the Big Apple, or other spawn of this cultural manifesto, the municipal service cost and the human costs are staggering.

The single family home is a tradition in America and it will remain. But it cannot be a major part of housing urban America of tomorrow. Its appetite for land, services, and energy would impose insupportable demands upon the pocketbook of the housing market that must be served.

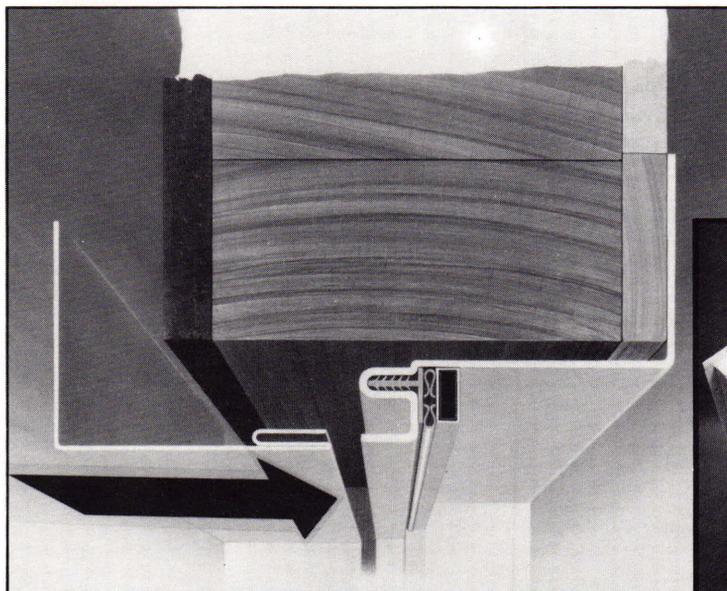
Tradition also plays a role in the development and adoption of new materials and methods into the housing development process. Most prominent is the effect of traditional taste upon the marketing of the housing product. Innovative ideas which reduce costs but require changes in style most often encounter the inertia and traditional taste. The resulting lack of market acceptance spells an early end to those innovations and a return to more customary ways.

Industrialized housing is a prime example of this phenomena. As promising as its future seemed at its introduction in the late 40's and 50's, industrialized housing has yet to overcome the stigma acquired in the early years of development. The early examples of this industry expressed a new aesthetic; a style while expressive perhaps of its ori-

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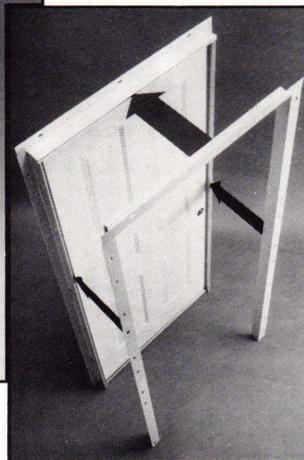
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gins, was just enough different to lie outside the canons of traditional residential design. This flaw, while not fatal, was debilitating.

The utilization of new materials is another area where tradition has stood squarely in the path of progress. The use of plastics, metals, processed wood products, and other products of contemporary materials science have in general been relegated to use as merely a substitute for another material and incorporated in a traditional manner. Large, manufactured insulated metal wall panels, currently in major use in commercial, industrial, and institutional buildings, has

yet to achieve even modest use in the housing sector.

Traditional taste, that intangible force of the marketplace, is a major obstacle blocking the development of new systems which possibly could produce significant cost savings in the search for affordable and amenable housing for large groups of people in this country.

Housing people is a very complex, multifaceted process. It is subject to politics, social crusades, economic manipulation, technological development and human prejudice. Finding ways to provide

adequate, affordable, and attractive housing for large numbers of people requires an understanding of how and how much each of these factors effect the process. It is my view, admittedly based on a cursory view of the process, that the most significant strides toward the goal of adequate, affordable housing will be achieved through adjustment of political, attitudinal, and economic forces rather than through technological innovations.

Editors Note: Kewton Peters, AIA, is an architect practicing in Madison and is a principal with the firm of Peters Orput, Inc.

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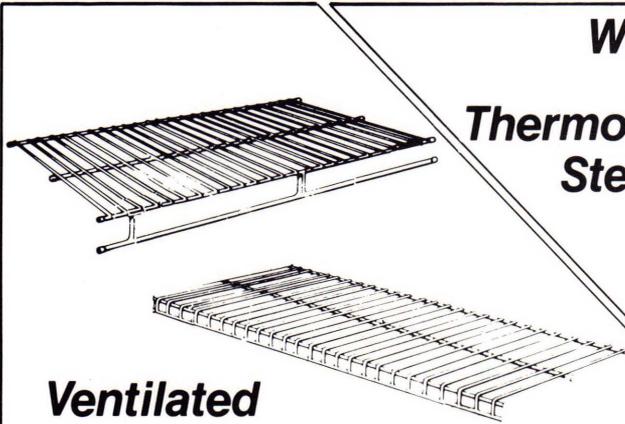
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3 SINGLE FAMILY HOUSES

by Grace B. Stith

Designing a single family home is a risky business, a sort of professional balancing act.

The client entrusts his most intimate needs to an architect who will provide the spaces in which he will live his daily life. The resulting building, designed with the client in mind, then becomes the architect's testimony to the world. An ideal rapport is established when the patient concern of the architect balances equally the trust of the client. It is a great responsibility for both parties.

Both architects interviewed for this story agree that residential designing for a specific client can be a harrowing experience; but it can also bring a unique kind of satisfaction, not found on other projects.

Each of the three houses in this story is the result of just such a give-and-take relationship. Each solution takes care of the basic needs of family living peculiar to that family. They share many of the same characteristics. Each is a two story house with three or more bedrooms, several bathrooms, two or more living spaces, plus outdoor living space on deck or porch. Each site had the challenge of close neighbors, but the redeeming feature of a special view or focal point.

When a residence is completed, it is probably the client who can best judge the success of the design. In the case of these houses, though there were problems along the way, the architects involved feel they have experienced what good architecture is all about. It is a good feeling.

As Val Schute says, "When the job is finished and a bond of friendship exists between client and architect, that surely is one mark of judging success."

wisconsin architect/june 1984



White painted walls contrast with masses of natural stone and wood panelling. Looking from entrance into living room and up to loft, showing window and bottom of the attic level sun scoop.

ELM GROVE RESIDENCE

In this house architect Bruce Jackson had the advantage of clients who did not tell him how the house should look, merely what they wanted to do in it. They had built before, without an architect and came to him by referral.

"They followed all my suggestions," Jackson reports, "but did not appreciate the aesthetic side of my solution until after they had lived in the house for a time." The wife loved cooking. Entertaining family groups was of prime importance. She also wanted space for her painting and for children's art projects. (They had three children; a fourth arrived while house plans were underway.)

Space is used economically by the architect. The client was given a generous utility area providing for art work, messy fun projects, as well as laundry care. A walk-in pantry was used for a time as a handy-to-the-kitchen nursery.

An open curved-end staircase leads to a loft, hanging like a



Elm Grove Residence, northerly view from street. Site was open field bordering part of tree filled parkway land which may not be built upon. A small stream runs through. Architect and owner agreed that the house was to be designed to "stand alone", letting natural wild plant material

grow back with use of minimal landscaping. Garage and recessed entrance are set at 45 degree angle to main axis of house. Lot fronts on a cul-du-sac. Minimal openings provide privacy while the back side of house is open to southerly view and includes outside decks.



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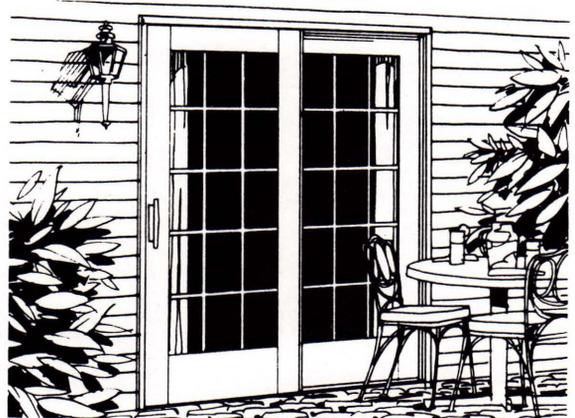
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HOESCHLER RESIDENCE

The architectural firm of V J Schute Associates has a special philosophy regarding residential clients. They like to have the clients design their own living quarters. So they have devised a two-part basic design procedure. The first is a three page form they call "Design Pathways" influenced by the book "In Place of Houses" by Charles Moore. This encourages a fresh approach to houseplan design. The client has to think in terms of such things as traffic paths, activity triangles — such as waking-bathing-dressing. Some triangles might overlap.

The second part called "Passages" asks the people to think through to years to come. This is hard for young people; but many single family home projects are a once in a lifetime experience and are lived in for the rest of the owner's life.

"These two requirements help to eliminate later regrets and to make the client feel the house is really their own." says Val Schute.

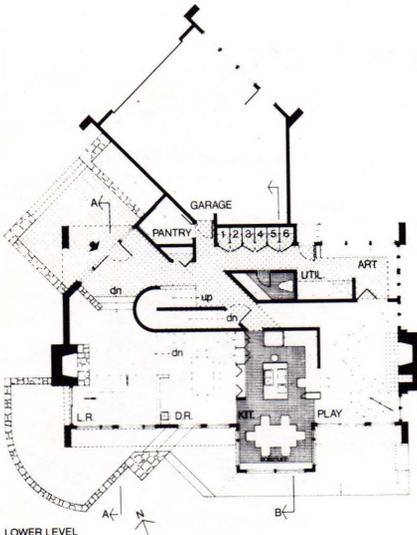
The Hoeschler house was handled in a special way. Clients were close friends of the Schutes. The office did the designing and supervision of construction. Working drawings were executed by Paul Anderson

and Michael Swinghamer, acting as a project team.

The couple, in their late twenties, became deeply involved in all the planning sessions, making this project a pleasurable experience. The result provides versatile living in a house of only 2200 square feet.

Site is among the coulees with high bluffs surrounding this residential area on the north, south, and east like a protective horseshoe. Carefully planned landscaping will in time give more privacy to the first floor. Low wall gives privacy now to outside living deck. The floor plan is a modified T-shape to make the most of distant views on the three sides.

Second floor plan shows particular skill of designer in solving several requirements by unusual location of master bedroom. Not one square inch goes to waste on the second level. A balcony wall on east is open to skylighted living room below. Throughout the year a kaleidoscope of light and shadow patterns can be enjoyed from both levels. Master bedroom wall on south has sliding doors opening to family room below and another opening to a private outdoor balcony. Family room fireplace is used for regular heating.



First Floor Plan

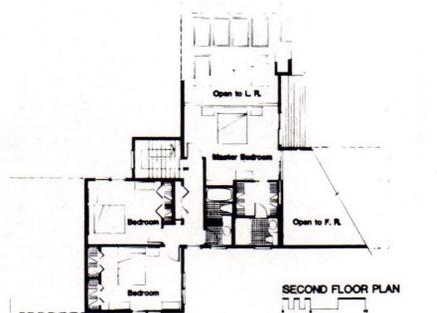
bridge halfway up to the sloping ceilings. Bedrooms are two risers above loft. Area is zoned for music, quiet activities, or daytime play space. It gets special light in daytime from an attic height sun scoop. At night the loft becomes a convenient extension to the master bedroom, open to living room and front entrance below.

Children's bedrooms have skylit play/sleep lofts in the attic space above their rooms reached by ship ladders. Storage furniture is built along walls with low rooflines. House is very "children oriented". Tiled traffic area on main floor has corners for quiet play activity. A generous size deck runs full length of house toward view and the sun's warmth for expanded living space in nice weather.

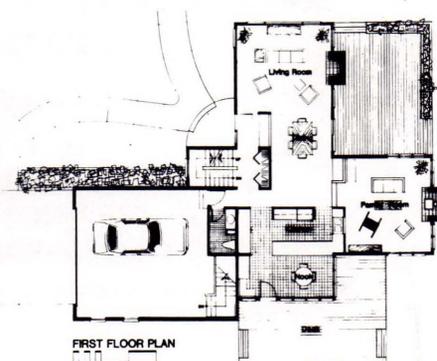


Hoeschler Residence from southeast

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Second Floor Plan



First Floor Plan-Hoeschler House

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Kitchen and half bath are located directly under second floor bathrooms. Dining is possible in three areas plus the outside deck. Children's bedrooms are above front part of double garage.

BLOMQUIST RESIDENCE

From an enviable high point the Blomquist house looks out on two sides to the Black River below, and to a beach and a wooded area. Exterior materials are redwood, stone, and cedar shakes. Inside the house is bright and sunny with cream colored tile, light oak woodwork throughout, and a companionship with the out-of doors via window walls and roof windows.

The parents of this family were in their mid-thirties and had two children. They had been living two lots away from site of the new home. The father had built a house himself and knew about planning and construction. He worked with the sub-contractors himself, but sought out an architect (again, by referral) because he wanted a contemporary house and had no knowledge of design.

"These clients," says Val Schute, "took the planning and building of their home very seriously and it was a delight to watch the father's dream for his family take shape and become a reality. It made the architect's time seem worthwhile."

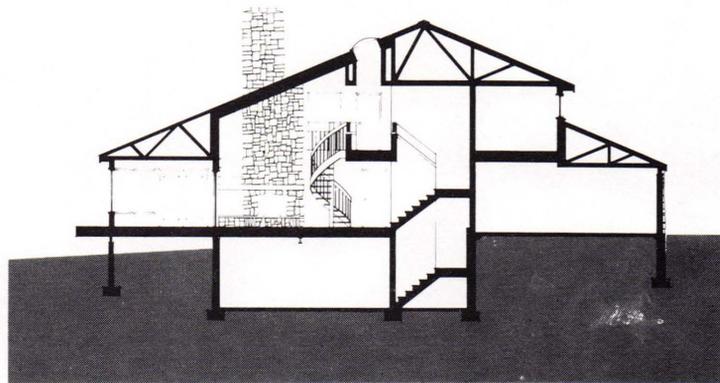
A pier was built on the sand beach for boating. Beach is also used for swimming and a volleyball court. Decks exist on three sides of house for use with maximum wind protection.

Crafted redwood doors add interest to the garages, which open to the north. Landscaping helps wisconsin architect/june 1984



Blomquist House is built on a high irregular-shaped lot jutting out into the Black River. Building the vertical reinforced concrete

retaining wall and fill-in behind made maximum use of the lot size. This is south facade, open to river view.



Thru-Building Section



Section through Blomquist House looking west toward stone fireplace in family room and spiral white oak stairway. Second level balcony leads to studio, three bedrooms and bath and culminates in an exciting

playoff extended above end of family room. Electrically operated skylights provide excellent ventilation in warm weather when opened. In winter they add light and warmth to both levels.

direct visitor to the front entrance, otherwise the north facade, for the most part, is closed to nearby neighbors and buffeting north winds.

Clients wished to have a house zoned for formal entertaining separate from family activities. Glass doors and pocket doors can close off formal living/dining area when not in use. Downstairs master bedroom was the result of thinking ahead as well as a way of zoning for privacy while children are growing up.



First Floor Plan

Clients wished to have a house zoned for formal entertaining separate from family activities. Glass doors and pocket doors can close off formal living/dining area when not in use. Downstairs master bedroom was the result of thinking ahead as well as a way of zoning for privacy while children are growing up.

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Residential

Architect

Solner & Associates
Middleton, Wisconsin

Project

Dehner Residence
Middleton, Wisconsin

Designers

Edward A. Solner, AIA, Dan and
Donna Dehner

Residence

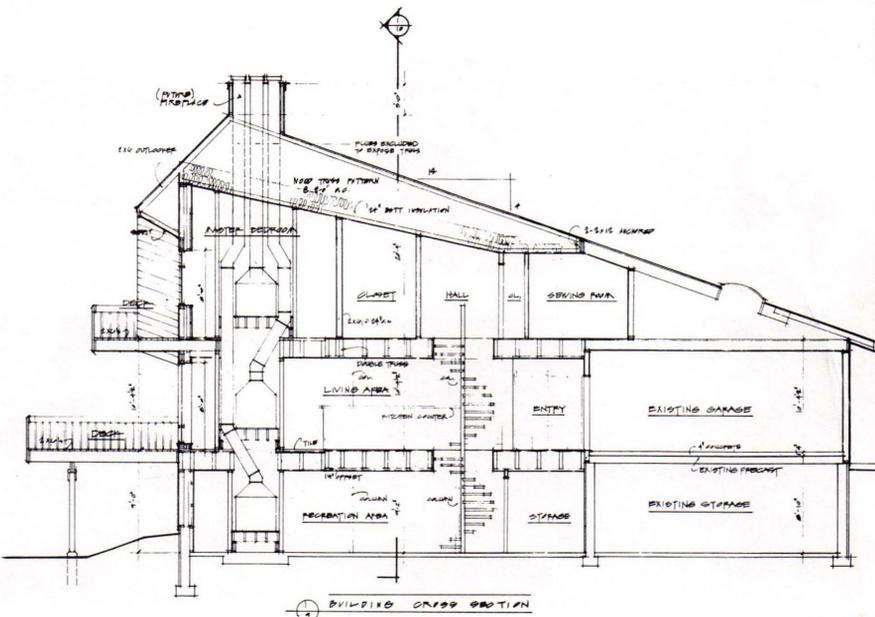
Having purchased an old cottage on the Lake, the program involved the immediate needs of the owner to obtain a two car garage with a storage attic as phase one and the demolition of the cottage and the construction of a new house connected to the garage as phase two.

The design had to respond to the owners desire to (1) maximize the lot usage, (2) take advantage of the lake's amenities and (3) minimize energy consumption.

To accomplish this a passive solar, super insulated house was designed. The house design provided minimum exposure to the north. The garage also was placed on the north with the door opening to the east to help buffer the living space from the prevailing winter winds. From a low profile on the north side, the house opens up to three exposed floors on the lake side. All attention after entering the house through the large air lock entry is directed toward the lake.

Some of the interesting construction features included are 12" double staggered stud wall, complete house wrap using DUPONT TYWEC with all joints sealed to minimize infiltration, addition of extra mass using 1-1/2" concrete floor caps and 12 x 12 tile on south side of the main and second levels, an earth-coupled closed loop water source heat pump to provide back-up heating and cooling and a home control system to control lighting and electrical usage during on-peak times or as required.

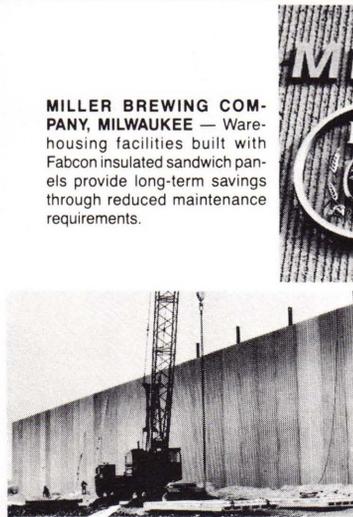
wisconsin architect/june 1984



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Residential

Architect

R.C. Shutter, Inc.
Madison, Wisconsin

OWNER

Housing Facilities of Madison

General Contractor

Rose Construction, Inc.
2217 Parview Road, Unit B
Middleton, Wisconsin 53562

Project

Llori Terrace:
Terrace West
Terrace East

Photographer's Credit

Mark C. Engman
& Dan Fuller
Madison, Wisconsin

HUD, Section 8, Housing for low to moderate income families. Total project consists of 64 dwelling units (52-2 bedroom dwelling units and 12 3-bedroom dwelling units) on three scattered sites.

Due to cost restrictions, it was imperative to develop a building type which could be repeated on all three sites.

Buildings were to be two story wood frame, walkup type, without basements.

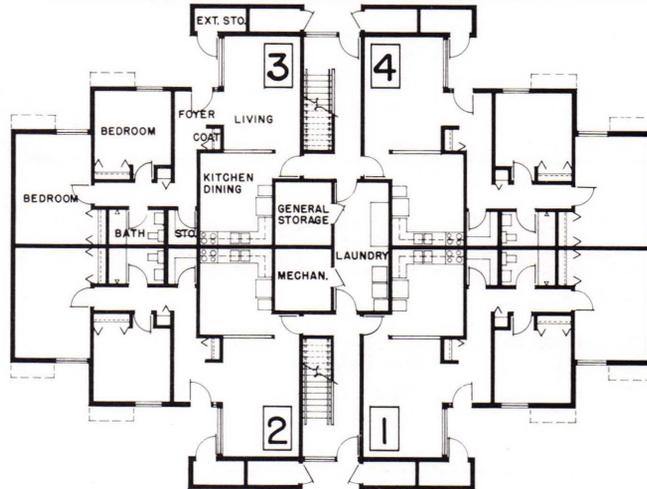
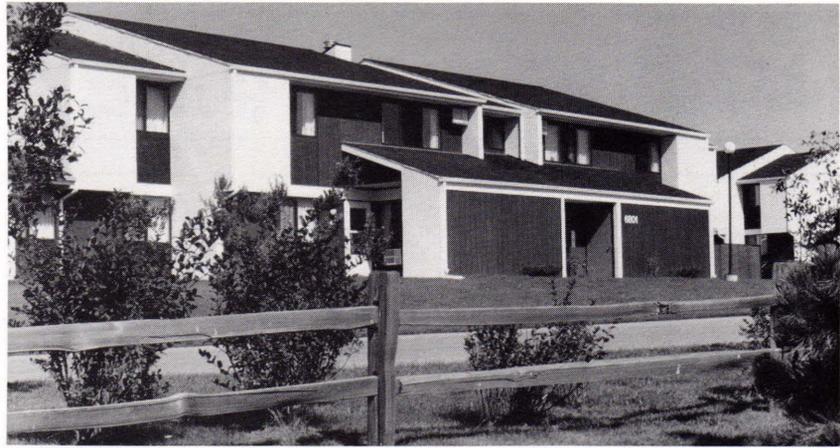
Maximum Site Density: 12 dwelling units/acre.

SITE INFORMATION

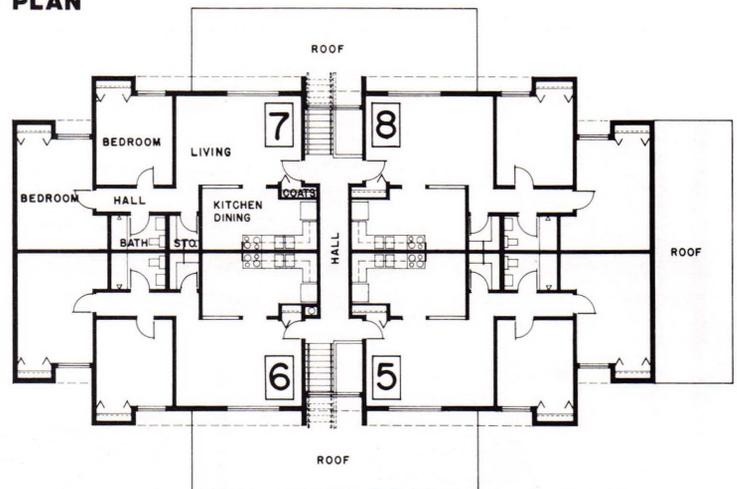
The sites are all relatively small with Terrace East and Terrace West having approximately 2 acres each. Llori Terrace contains approximately 1-1/2 acres. All sites were flat and relatively free of vegetation in the areas to be built upon. All three sites are contiguous to non-HUD multi-family housing.

DESIGN SOLUTION

The design solution provides for residential scale living environment with overall design continuity.
wisconsin architect/june 1984



FIRST FLOOR PLAN



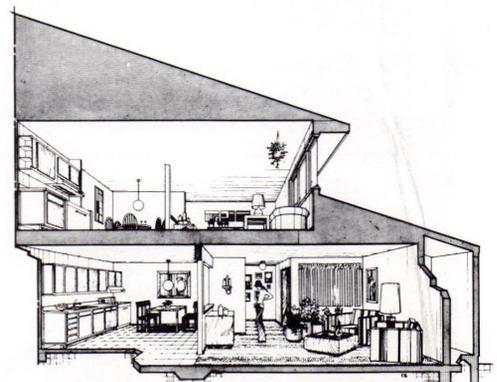
SECOND FLOOR PLAN



With all three sites considered, a small building unit of 8 dwelling units was developed.

The sites were all planned modularly to provide for the repetitive use of the building units and parking area unit.

Building and parking units relate well to one another and provide for very efficient land usage.



SECTION

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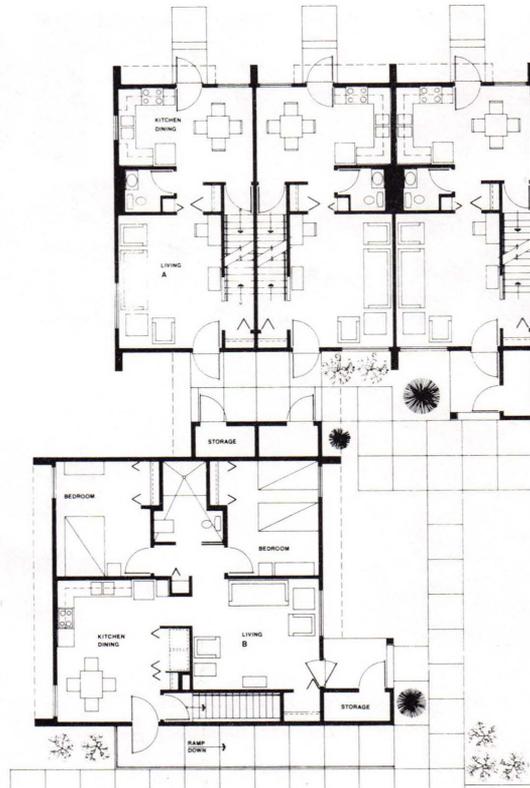
Residential

Architect
 Hutter, Inc.
 Madison, Wisconsin

Client
 Madison - Community
 Development Authority

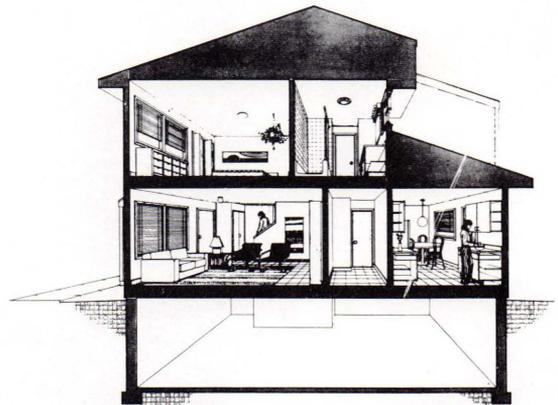
Project
 Parked Site
 Family Housing

Architect's Credit
 C. Engman
 Madison, Wisconsin



FIRST FLOOR PLANS

TYPICAL DWELLING UNITS



SECTION

Assisted low-income family housing. Total project consists of 49 bedroom type dwelling units on four pre-selected scattered

sites were to be two story frame, row-type, with basic massing and style were to be compatible with the neighborhood. Long unbroken elevations extremely repetitive and uninteresting facades were to be avoided.

Units are all very small with various configurations. All sites were leveled flat and, except for the Parkway Site, were relatively devoid of vegetation. The Chester Site was to be considered as separate parcels.

DESIGN SOLUTION

The design solution sensitively addresses a dwelling unit type that can be increased or decreased in number to adapt to the various site sizes and configurations to mitigate its repetitiousness on all

One of the sites is located in an urban district, the design solution suggests eclecticism.
 Architect/june 1984



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Society News

ED —
PER

For years we've heard rumors about plan stamping. The suggestion has been that registered architects or engineers are putting their stamp on plans not prepared by them or under their personal direction and control. That kind of activity is illegal, and can result in loss of registration and possible criminal penalties.

How about some examples?

The Wisconsin Department of Regulation and Licensing has a very active Division of Consumer Complaints that reviews complaints alleging violation of registration laws. In the past year over 20 complaints have been submitted to this Division by the WSA involving matters in which unregistered individuals have indicated (in brochures, yellow pages advertisements, letters, etc.) that they can provide architectural services. On all 20 complaints the WSA's position has prevailed.

While the WSA is not particularly interested in jeopardizing this "winning streak," we'd be very much interested in actively involving ourselves in pursuing claims through the Division of Consumer Complaints involving plan stamping.

If architecture is going to survive (or even possibly prosper) we have to make certain that the rules governing the practice established by the Wisconsin Legislature and the Examining Board of Architects are being enforced.

NSIN
DLS —
G
:

QUESTION: Do Wisconsin laws require school districts to hire the lowest responsible bidder to undertake construction?

ANSWER: No. Current Wisconsin laws do not require school districts to take the lowest responsible bidder to undertake construction. The State, counties, towns, and villages must hire the lowest responsible bidder. For more information contact Eric at the WSA office.

MEMBERSHIP
NEWS

COURCIN, CRAIG, was approved for Associate Membership in the Southeast Wisconsin Chapter.

GEENEN, DAVID, was approved for AIA Membership in the Northeast Wisconsin Chapter.

HAGE, ARTHUR G., was approved for Associate Membership in the Northeast Wisconsin Chapter.

JACQUES, MICHAEL F., was approved for Associate Membership in the Northeast Wisconsin Chapter.

HERBERT, WM. C., was approved for AIA Membership in the Southwest Wisconsin Chapter.

How do you identify the differences between the 1984-85 version of the building code from the 1982-83 version? Simple . . . look at the summary of rule changes shown in the first four pages of the code.

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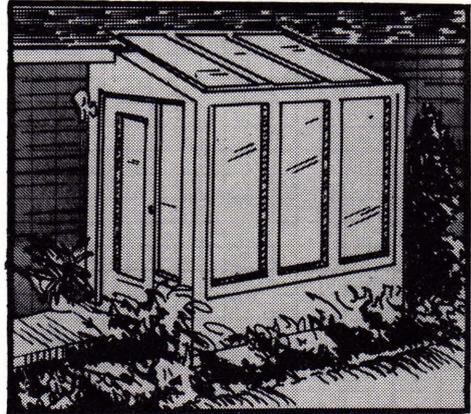
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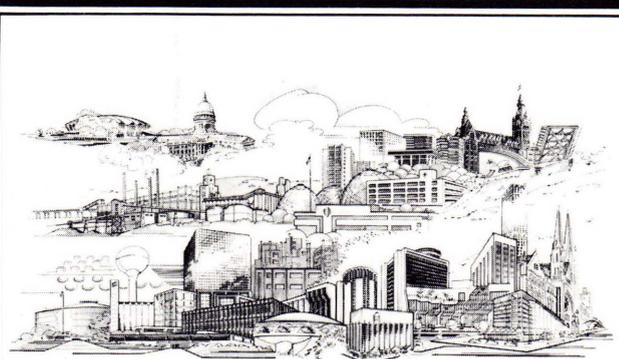
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It wasn't too many years ago that the WISCONSIN ARCHITECT was a monthly newsletter circulated only to members of the WSA.

Times have changed.

The WISCONSIN ARCHITECT, has substantially upgraded its content, mailing list, graphics and use of color during recent years. Approximately 2,000 copies of the WISCONSIN ARCHITECT are circulated each month. The magazine is distributed to architects, consulting engineers, general contractors, interior designers, landscape architects, city planners, developers, builders and others interested in the profession of architecture. While the WISCONSIN ARCHITECT still operates with a volunteer Editorial Board, architects, engineers and other related professionals are encouraged to submit articles for consideration for publication.

Yes . . . the WISCONSIN ARCHITECT is alive, well and growing.

DEVELOPING

The WSA office has recently received a number of inquiries regarding whether public owners can sidestep sales tax responsibility by directly purchasing construction components . . . as opposed to having contractors purchase those components.

According to the Wisconsin Department of Revenue, public owners are exempt from paying the sales tax if they directly purchase the taxable items. (Department of Revenue Rule - Tax 11.04)

In other words, if the contractor buys the taxable item, the contractor must pay the sales tax. On the other hand, if the public owner buys the item and then has the contractor incorporate that item into the construction project, the sales tax liability is sidestepped.

We don't suggest that this is the most logical system in the world. It isn't. In fact, from a liability point of view it does not appear that a public owner is particularly well served in purchasing taxable components for the construction project and then having the contractor install those components. Why? It appears that the public owner is better served having the contractor responsible for the components, their quality, their performance, etc. A public owner who directly purchases these components may not have a leg to stand on if that owner suggests that the contractor is responsible for the quality of those components.

YOUR BIG ADVANTAGE OUR MEMBERSHIP???

An annotated list of audiovisual materials for loan and/or sale is available from the AIA Library. The audiovisual librarian has a collection of films on architecture and planning subjects, most of which are available for free loan to AIA members and the general public. The only charge is return postage via UPS.

PLEASE



John C. Fox, AIA

JOHN C. FOX, AIA, has been named Director of Design of PKR Consultants, a subsidiary of Plunkett, Keymar, Reginato Architects, 6830 W. Villard Avenue in Milwaukee.

Congratulations to W. ROBERT JANNINGS, AIA, Racine, Wisconsin and LESTER G. SEUBERT, AIA, Milwaukee, Wisconsin on becoming emeritus members.

MAINTAIN INFORMATION

Doubling the span of a beam increases its required section four times.

(These words of wisdom have been brought to you, unsolicited, by a WSA member. Keep those cards and letters coming in . . . the WISCONSIN ARCHITECT will print your story, project, editorial, comments, or words of wisdom. For more information contact Eric at the WSA office).

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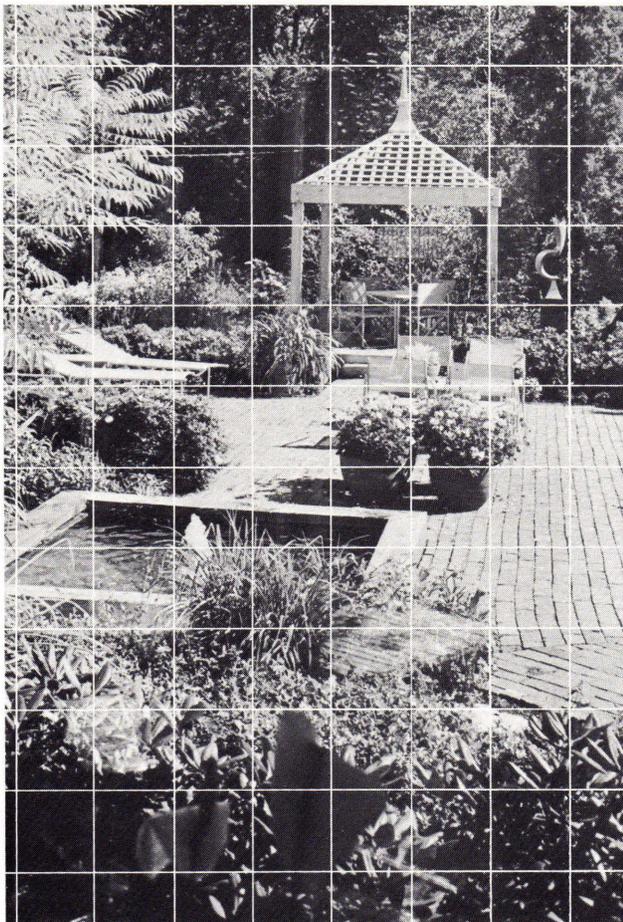
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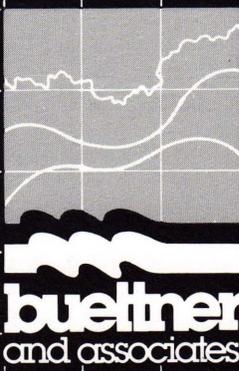
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**DRAFTING
COMPETITION
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The results are in from the WSA's annual drafting competition open to students enrolled in an architectural or civil drafting course in the Wisconsin Vocational Technical and Adult Education System. First, second and third place winners were all from Wisconsin Indianhead Technical Institute, Rice Lake, Wisconsin. Receiving Honorable Mentions were submissions from Madison Area Technical College and Northeast Wisconsin Technical Institute.

Jurying this year's competition were Bob Shipley, AIA, with Bowen, Williamson, Zimmermann Architects, Richard Lynch, with Anthony Grignano Company, and Ann Maren Flad & Associates. All jurors were from Madison. Criteria utilized in judging included layout, neatness, completion, linework, lettering, quality of reproduction, and dimensions and notation.

Over 40 prints were received for jurying. Our thanks to all participants.

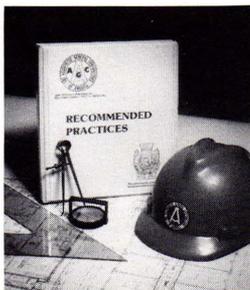
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LISTING AVAILABLE**

The WSA/AIA's Health Insurance Service Organization, Association Administrators & Consultants, Inc., is making a free listing of "Surgical Operations Normally Best Performed in an Ambulatory Surgical Center" available to all WSA/AIA members.

Because many surgical procedures can be performed on a one-day, outpatient basis in an Ambulatory Surgical Center (ASC), and because the average day of hospital confinement as an inpatient now costs approximately \$525, the savings can be fantastic. The savings to our plan is considerable since the total dollar amount of the claim is substantially reduced. What this all means to you is that if you use an approved Ambulatory Surgical Center whenever feasible, you not only save on the 20% coinsurance, but the portion that we "finance" through the insurance plan is drastically reduced, and this in turn eliminates the administrative expenses associated with that claim. Because the WSA/AIA Group Health Insurance Plan is simply a "cost plus" plan, every claims dollar that we can save the plan will reduce our future rate renewals by approximately \$1.15.

For a free ASC Surgical Procedure Listing for your personal or office use, please call Catherine Seidler or Winston Whittemore at 1-800-854-0491 toll free. If more convenient for you, these people may be contacted by writing to Association Administrators & Consultants, Inc., 19000 MacArthur Boulevard, Suite 500, Irvine, California 92715.

**AGC & AIA
Present Major
Update of
"Recommended
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Now Available for Architects, Engineers, General Contractors & Construction Specifiers is a handy three-ring binder compilation of recommended solutions for common "friction/problem" areas - **AGC/AIA Recommended Practices Manual.**

Recently edited, and reorganized, the **Recommended Practices Manual** is hot off the presses after twenty-five years of meetings between Milwaukee and Wisconsin's Associated General Contractor Chapters and the Wisconsin Society of Architects - American Institute of Architects.

If you have ever encountered disagreement on warranty, partial or substantial occupancy, temporary heat or electricity, cutting and patching, payments and completion, cleaning (we could go on and on!) - this manual is just what you need.

For further information, or to obtain your copy of the AGC/AIA **The Recommended Practices Manual** for \$20.00 each contact Sandra or Karen at the WSA office (1-800-362-3912, Wisconsin . . . 257-8477, Madison).

\$39,000,000
FEE

That's right, or at least according to the Oshkosh Daily Northwestern. In a recent issue, that newspaper reported the appropriation of \$39,000,000 from the general fund for architectural fees for a basement remodeling to a county social services building. Since the total remodeling costs were less than \$2,000,000 the architects are to be publically congratulated for their abilities in negotiating fees.

James Larson, AIA, who called this newspaper article to the WSA's attention had just finished reviewing the WSA video tape on "Negotiating Higher Fees." Jim concluded that the firm that had negotiated the \$39,000,000 fee must have had the tape last week and he was hopeful that his review of the video tape would have as positive an impact on his business.

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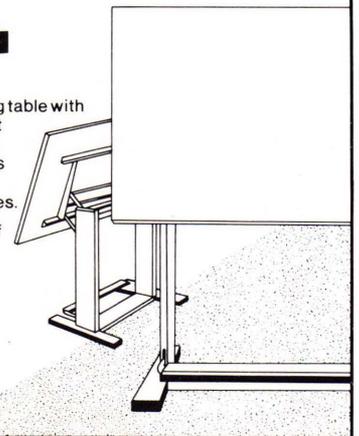
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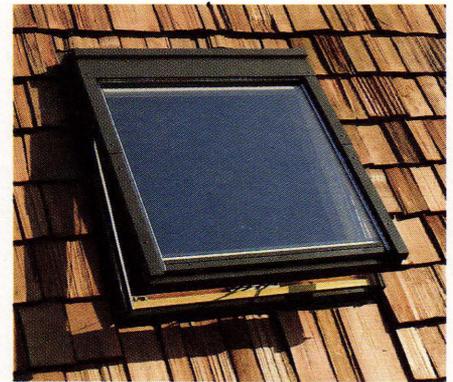
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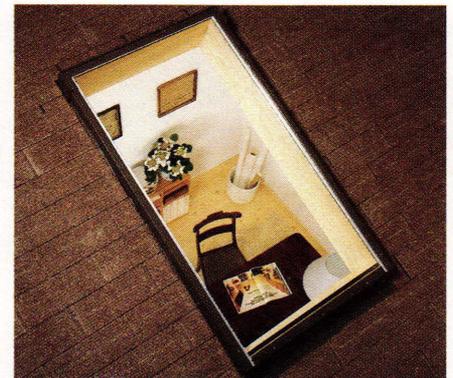
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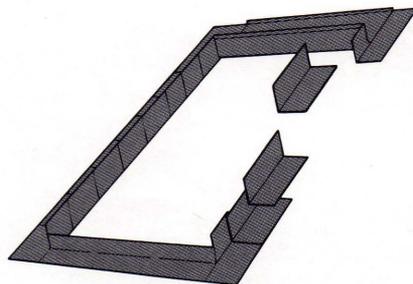
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