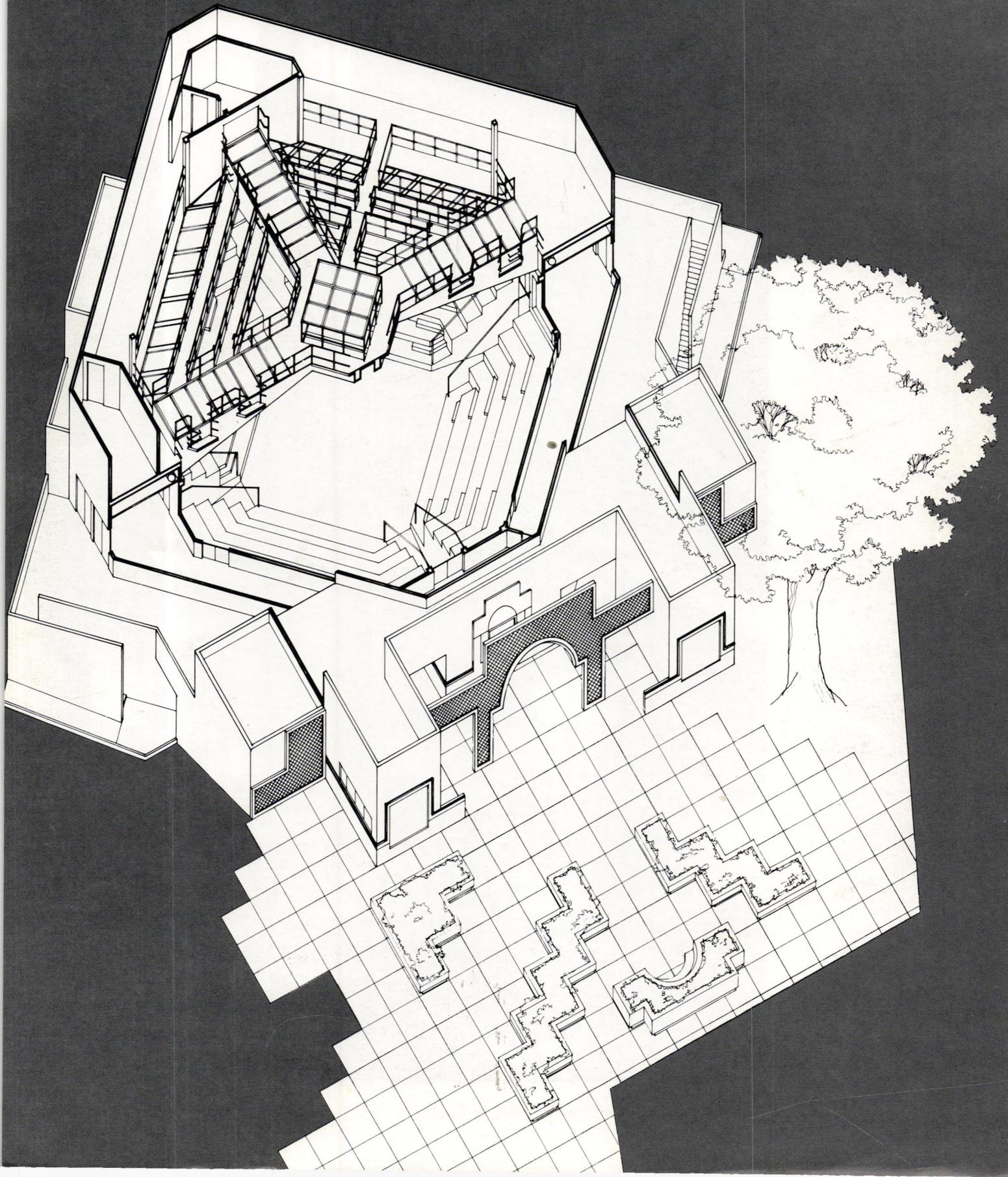


ARCHITECTURE CALIFORNIA

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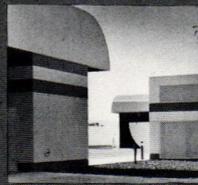
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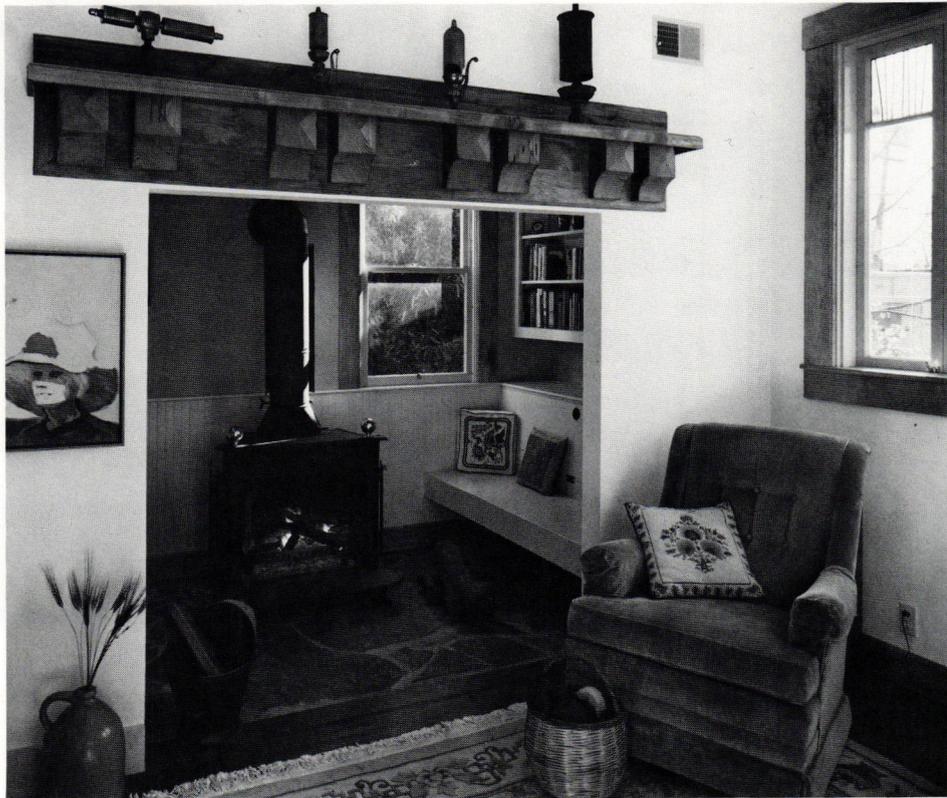
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EAST ELEVATION

NORTH ELEVATION



Richard Gordon

The Poirier Barn was one of seven California projects to win awards in the 1982 Homes for Better Living Awards Program. Built in 1905, the Poirier Barn was raised and moved, and a new foundation installed. Exterior surfaces were renewed, and windows added at the gable ends, according to John M. Campbell, architect. The simple two-bedroom interior was enhanced by nine foot ceilings on the ground floor, an inglenook fireplace, and a lowered cupola converted into a lantern to illuminate the stair and hall. The original barn doors were rehung inside to echo the building's origins. Architect: Agora Architects and Planners, San Francisco.

Architectural Foundation of Northern California

If you need funds to study architecture in another part of the world, to research a book, or to devise a solution to your city's housing problem, the Architectural Foundation of Northern California may be able to help.

A non-profit organization formed to assist architects and designers in applying for and administering grant funds, the Foundation offers advice on proposal writing, identifying funding sources, and providing fiscal administration for projects that receive funding. The Foundation can also sponsor individuals seeking grants reserved for non-profit organizations, for which the average practitioner normally is ineligible.

Initial consultation with the Foundation is free. Follow-up consultation and assistance with preparing proposals are provided at an hourly charge. A sliding scale is used to assess charges for administrative services once the grant has been received. Trustees of the Foundation are William E. Cullen, AIA, William H. Liskamm, FAIA and George T. Rockrise, FAIA. For further information, contact The Architectural Foundation of Northern California, c/o The American Institute of Architects/San Francisco Chapter, 790 Market St., San Francisco, CA 94102.

UCSB Art Museum Competition

The University of California, Santa Barbara is sponsoring a two-stage competition for the design of a new University Art Museum to house its growing permanent collection and active special exhibition program.

The new museum, estimated to cost \$5.3 million, will be a major campus focus centrally located for students, faculty and the Santa Barbara community.

Deadline for first stage registration is February 1, 1983. Six finalists will be selected and compensated for a three-day on-site charrette competition involving the campus and general community. For registration information contact the University Art Museum, UCSB, Santa Barbara, CA 93106. Phone: (805) 961-2951.

Homes for Better Living

Seven California firms received design awards in the 1982 Homes for Better Liv-

ing Awards Program. The oldest design competition devoted solely to housing, HFBL is sponsored by The American Institute of Architects and *Housing* magazine.

First Honor Awards in production housing—houses built for sale and multi-family housing such as apartments and condominiums—were given to Fisher-Friedman Associates of San Francisco for Sunscape, a 442-unit condominium project in Scottsdale, Arizona; and to Daniel Solomon, FAIA and Paulett Taggart, also of San Francisco, for Castro Common, a 12-unit urban infill condominium in San Francisco.

In the custom home category, First Honor Awards were given to Agora Architects & Planners of San Francisco for a recycled Victorian barn in Oakland, and to Rob Wellington Quigley, AIA of San Diego for a beach house on Mission Bay.

Awards of Merit for production housing were given to Dreyfuss & Blackford Architectural Group in Sacramento for subsidized elderly housing; Backen Arri-goni & Ross, Inc. of San Francisco for recycling a turn-of-the-century inn at Lake Tahoe into four condominium units; and to Daniel Solomon and Associates for rental apartments in San Francisco.

State Finances Affordable Housing

California's crippled housing industry received a boost from recent legislation. AB 165, introduced by Assembly Speaker Pro Tempore Leo McCarthy (D-San Francisco), and signed by Governor Edmund G. Brown Jr. in September, provides the California Housing Finance Agency authority to finance an additional \$350 million of critically needed housing for low- and moderate-income families. The bill also should create more jobs in construction and related industries.

"Interest rates at the federal level have virtually shut down the State's housing industry and worsened California's critical housing shortage," said McCarthy. "More than 1.3 million California workers are out of work and construction workers are among the hardest hit."

The California Housing Finance Authority (CHFA) administers a variety of programs to increase housing opportunities for low- and moderate-income

households. Financing for these programs is provided through tax-exempt revenue bonds issued by the agency. CHFA's plan to issue up to \$500 million of revenue bonds before the end of 1982 will use up all its remaining bonding authority. AB 165 authorizes the CHFA to issue an additional \$350 million in bonds effective January 1, 1983.

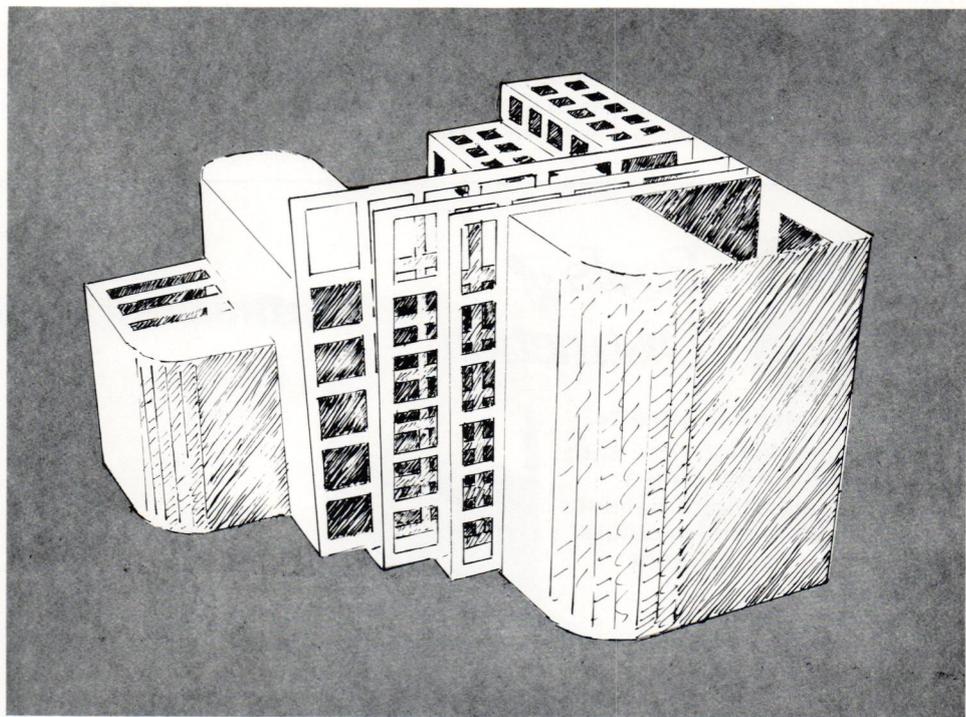
Why Structures Fail

Have you ever wondered why the Teton Dam collapsed, or what caused Boston's John Hancock building to pop its windows, or how the Kansas City Hyatt's walkways came tumbling down? Finding information about collapsed or damaged structures has been difficult, but the University of Maryland at Col-

lege Park is changing that with the new Architecture and Engineering Performance Center.

The Center is the first repository for data on the performance of structures. Data collected at the Center will enable architects and engineers to learn from past problems and failures how to improve their structural design and prevent future disasters, according to Donald W. Vannoy, codirector of the Center. Insurance companies, law firms and government agencies are expected to find the data useful as well.

The National Science Foundation has provided \$74,000 to fund the project, which is expected to become self-supporting through users' fees.



Architects of tomorrow say that optimum rental units for the year 2000 will be mass produced, utilize solar or wind energy and have computer-regulated comfort and security systems. These trends were predicted by the winners of an "Apartments of Tomorrow" competition, a contest open to architecture and design students around the state. The contest, sponsored by the California Apartment Association in cooperation with the California Council for Architectural Education, challenged students to design an optimum two-person California rental unit for the year 2000.

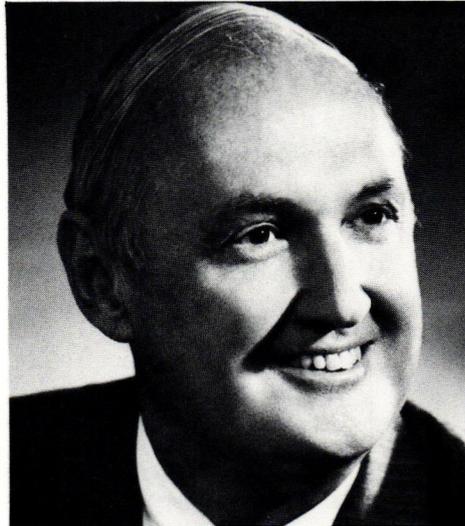
Winners Byron Kenner and Robert Tuscareno, San Diego State University students, created an "open, flexible and aesthetically pleasing environment," according to the judging panel directed by Anthony Lumsden, FAIA, chief of design for Daniel, Mann, Johnson and Mendenhall in Los Angeles. The students designed a six-unit apartment building with modular furnishings and a sliding panel that separates living and service areas. A computer-controlled solar collector and flow-through ventilation keep the apartment comfortable, while a computer-controlled security system keeps the residents safe.

Presidential Citation

Ward Wyatt Deems, FAIA recently received a special Presidential Citation from The American Institute of Architects. Citations were awarded to 17 architects throughout the country who have "inspired and influenced the profession of architecture or exhibited substantial involvement in AIA programs and activities at the local, state or national level."

A former president of the San Diego Chapter, AIA and of CCAIA, Deems was cited as "an architect whose professional contributions are a model for all to follow." In addition to his local and state work, Deems served on the Capitol Hill Planning Task Force, contributing to the Master Plan for the U.S. Capitol.

Deems has been practicing in California since 1955. He is president of Deems/Lewis & Partners in San Diego. The firm has won over 24 design awards for its diverse projects, which include a downtown



Ward Wyatt Deems, FAIA

mall, educational, commercial, office, industrial and residential facilities, and the redesign of San Diego's Embarcadero Waterfront.

New AIA Chapter

For over 20 years, architects living and working in San Mateo County have been a part of the Northern California Chapter, AIA. Early this year, San Mateo architects met to determine whether they should form a separate Chapter. After conducting a survey and canvassing county architects, the group formally petitioned the Institute to grant them a charter and chapter status. The American Institute of Architects/San Francisco Chapter, the California Council and the California Region joined with the San Mateo architects in signing the petition. The Institute recently chartered the new San Mateo Chapter, to be formed in January 1983.

Californians for Housing

Noting that the housing market is in the worst condition since the end of World War II, state Senator John Seymour (R-35th District), announced

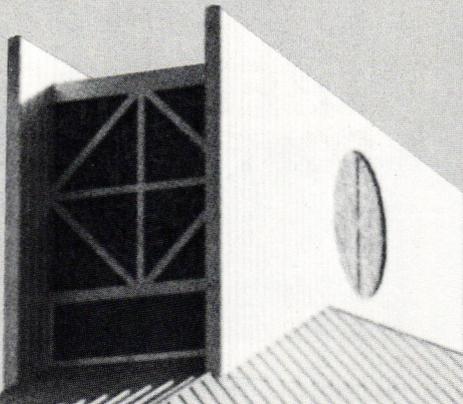


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the formation of Californians for Housing, a statewide pro-housing coalition of the housing industry, labor and the business community.

Seymour said the current depression in the housing industry means that only about 60,000 homes will be built in California this year, which represents less than 20 percent of the state's demand of 315,000 units annually. Current statistics presented by the coalition note that buying an average home in California—priced at \$120,000—requires a buyer income of \$60,000 annually, more than twice the median family income in the state. Californians who can afford these homes are limited to less than 5 percent of the state's population, according to the coalition.

The coalition will focus its statewide advocacy program on solving three aspects of the housing problem: the shortage and high cost of mortgage financing; the lack of developable land and costly

overregulation of the homebuilding industry; and the high cost of developing infrastructure systems such as sewer, water and transportation. The group consists of the presidents and senior officials from major housing associations representing California's realtors, homebuilders, contractors, apartment owners, manufactured housing, and related groups, along with lenders, major labor associations and corporate employers. For further information, contact Ralph Qualls, President, Californians for Housing, 1225 Eighth Street, Suite 325, Sacramento, CA 95814. Phone: (916) 447-3353.

Broken Faith: the Vietnam Legacy

"I can't see how you go through a democratic process to choose a national monument and how such a small group of people can get their way anyhow," said Maya Ying Lin, designer of the Vietnam Veterans Memorial in Washington, D.C.

In an interview with Rick Horowitz, reported in the Sacramento *Bee*, Lin commented on the controversy surrounding her design. "Of course it hurts," she said. "It's really disillusioning. The unethical process, the power of it all, the politics of it all."

Lin's design was the unanimous choice of the distinguished jury that sifted through 1,400 entries in a national design competition sponsored by the Vietnam Veterans Memorial Fund (VVMF) in 1980. The long, angled wall of polished black granite reflects the sky and the play of passing clouds over the engraved names of nearly 58,000 Americans dead or missing in the Vietnam War.

The design went on to receive approval from the National Capital Planning Commission, the Federal Commission of Fine Arts, and the Department of the Interior—the bodies empowered to pass on the appropriateness of the Memorial design. Lin's design was well on its way to



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being built when a group of design critics, including legislators and entrants in the original competition, began lobbying for a design change. Secretary of the Interior James Watt postponed the groundbreaking and invited the critics to a closed meeting with VVMF to discuss "modifications" to the design. The modifications suggested incorporated a flagpole at the apex and a statue in front of the Memorial. Watt refused to permit groundbreaking unless the modifications were adopted. VVMF agreed in principle to add the flagpole and statue.

A panel of four Vietnam veterans was appointed to choose a sculptor and make recommendations on the form of the final work. Panel members were Arthur C. Mosely, a real estate developer; Milton R. Copulos of the Heritage Foundation; William Jayne of the Vietnam Veterans Leadership Program; and author James Webb. The finished work is a grouping of three standing young soldiers in realistically detailed battle dress. The sculptor,



Lisa Berg

Maya Ying Lin

Frederick Hart, took third place in the original design competition for the Memorial.

Maya Ying Lin was not present at the

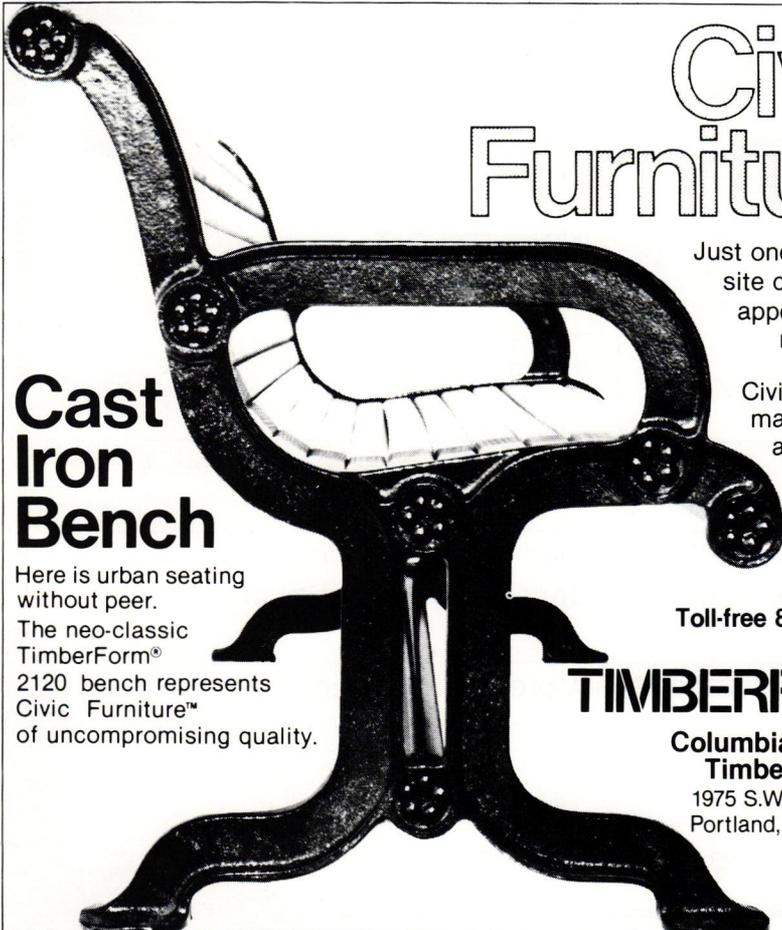
meetings concerning her design. "I kept asking myself, 'Is it worth getting built if you have to sell out?' It was a really tough time for me. I just ran away, left the country. I probably should have fought," she said. "If you have principles, you can't ease back, or you lose them all."

The American Institute of Architects strongly objected to the changes proposed for Lin's design. In a letter to the Commission of Fine Arts, AIA President Robert M. Lawrence, FAIA wrote, "The proposed changes to Ms. Maya Ying Lin's award-winning design are ill-conceived and, worse, lay the groundwork for a dangerous precedent. What is at issue here goes beyond questions of artistic merit. The very integrity of the competition process is at stake."

He went on to add, "What we have here is nothing less than a breach of faith: the effort of those to compromise the design breaks faith with the designer who won the competition and all those who participated in this competition; it breaks faith with the jury; and it breaks faith with America's veterans who have the right to expect a memorial that allows for the healing of personal reflection and private reckoning intended by Maya Lin. To break faith in this manner says to those who would participate in future competitions that their best efforts can be overturned by a small, vocal minority."

The Orange County Chapter, AIA joined National in objecting to the design revision. Writing to the Commission of Fine Arts, OCCAIA's Director of Public Affairs, Leason F. Pomeroy, III, AIA said, "Our concerns go beyond the excellent design solution. They go to the very heart of design competitions, as this change jeopardizes the integrity of the largest public design competition in the history of our country."

The modifications were incorporated into a site plan recently submitted to the Commission of Fine Arts for approval. The Commission rejected the plan, and recommended that the flagpole and statue be grouped together at the entrance to the memorial park. The issue remains unresolved until another site plan can be submitted and approved by the Commission, the National Capital Planning Commission and the Department of the Interior. Meanwhile, the Vietnam Veterans Memorial will be dedicated, as designed by Maya Ying Lin, in November.



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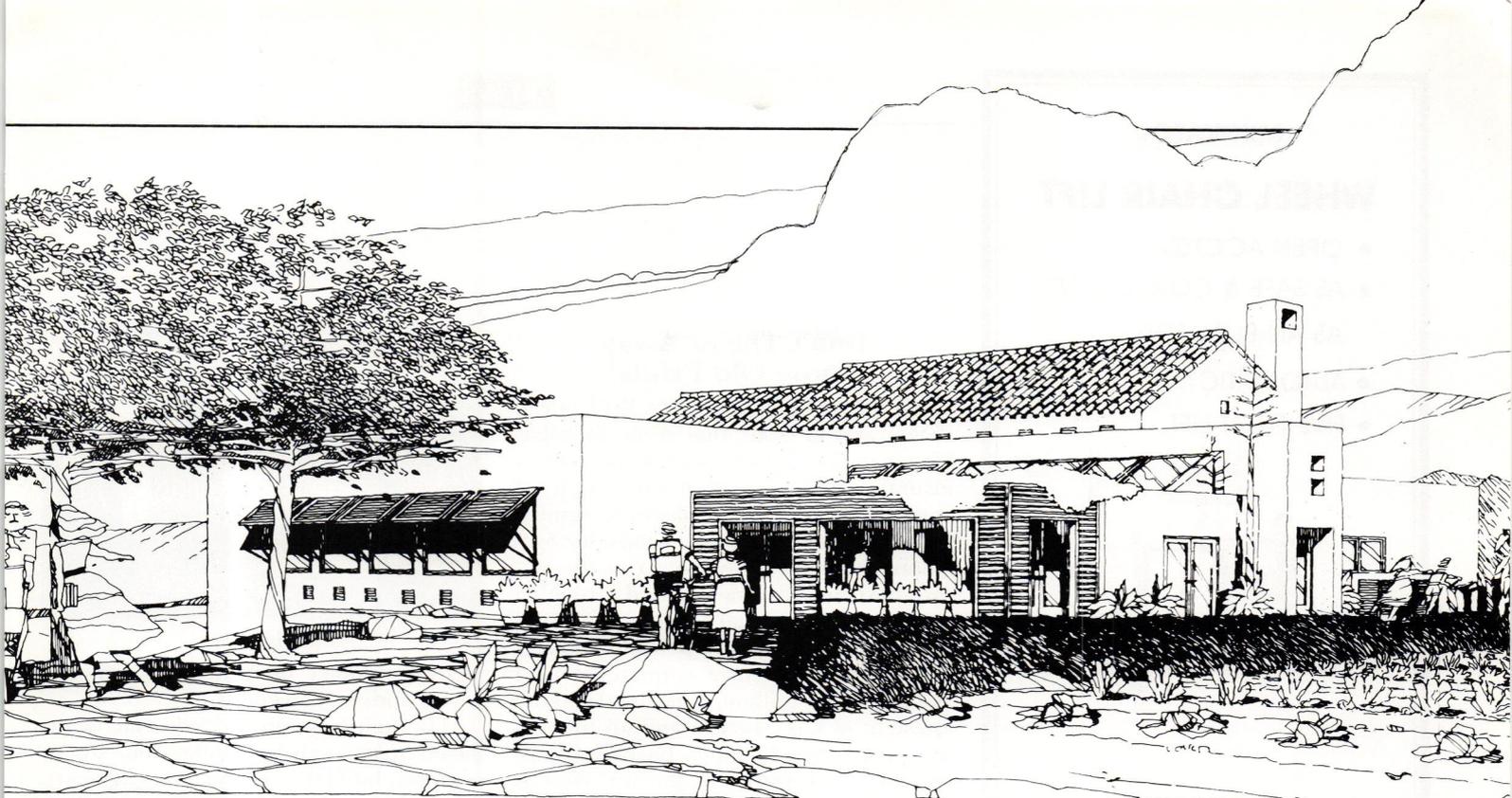
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Gildea Resource Center

Tough energy criteria and credible cost estimates were among the stringent requirements met by participants in the recent competition for design of the Jim Gildea Resource Center in Santa Barbara. "The competition reveals that the professional design establishment can now select from the various solar technologies to produce an integrated overall architectural design," said solar analyst David Hansen, architect from the State Office of Appropriate Technology. "Solar technology is another consideration in design strategies that now is becoming commonplace."

The competition was cosponsored by the Santa Barbara Chapter, AIA and the Community Environmental Council, Inc. (CEC), one of the nation's leading innovators in developing programs for recycling, small scale gardening and energy management, and in seeking design concepts for renewable energy utilization and the efficient use of land, water and renewable resources. In addition to providing for a meeting facility, demonstration center, informal classrooms, and a residence/office complex, the design for the Gildea Resource Center had to meet criteria for passive solar strategies, natural cooling and daylighting, and ecological considerations.

The plan submitted by Design Works in Santa Barbara was the jury's unanimous choice for first place. Its passive design strategies, described by the jury as "simple and effective," offered the best energy-to-cost performance. The jury also remarked that the design "captured the residential scale, yet expressed the function

as an educational quasi-public building." Runners-up in the competition were Bob Easton Design Associates and Michael N. Bruce, AIA & Associates. Design Works was awarded a commission for architectural services for the Center.

Jurors in the competition were Paul Relis, codirector of CEC; Peter Edwards, AIA; David Wright, AIA; Ken Haggard, architect; and James Tremaine, AIA. David Hansen, architect was the solar analyst.



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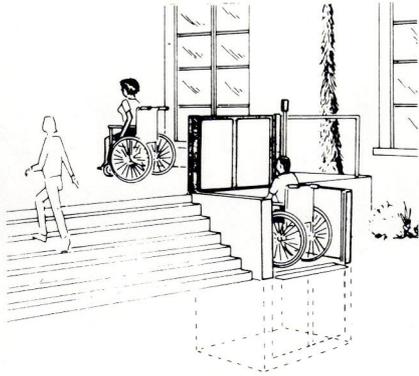


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Don't Throw Away
Those Old Prints!

On the night of August 22, 1977, one of those "acts of God" that seem improbable when you review your home owner's insurance policy struck the community of Santa Barbara with disastrous results. Fanned by wild Santa Ana winds, the Sycamore Canyon Fire swept across the picture-postcard Riviera area and through a prestigious residential section, totally destroying 178 homes and partially damaging 17 others. Damage estimates ranged as high as \$17 million. But, thanks to the foresight of city officials and an innovative program of the Santa Barbara Chapter, AIA, two-thirds of the fire victims were able to replicate their homes, right down to the last finishing touches, using original working drawings.

Ever since the massive earthquake of 1925 flattened Santa Barbara, the city began requiring that two sets of plans be submitted with a building permit application. Most cities designate one set of plans as the "permit set," to be kept on the job site during construction, and retain the other set at the Building Department as a "record set." The record set usually is discarded a few months after construction is completed. But not in Santa Barbara. After the earthquake, record sets were kept on file at City Hall until 1969, when storage became a problem.

Recognizing that the vast stockpile of plans was an invaluable legacy of architectural heritage, the local Chapter made arrangements for the plans to be moved to a room at the Santa Barbara Mission—itsself a jewel of early California Mission architecture. Ten years later, growing pains forced another move of the plans to the present location in the archives at the old Santa Barbara General Hospital.

Currently, nearly 8,200 sets of drawings of County structures and over 19,000 sets of plans for buildings within the city limits are available for reference use. The Plan File Room, housing over 80 percent of all city plans and about half of the county building plans, is open to the public. A computer readout, developed by the Chapter and the local board of realtors, catalogues the plans for easy reference. The plans themselves are hung on frames designated by county building



Plan File Room

permit number or Santa Barbara city street address categories.

Through a graduated schedule of deposits, plans can be checked out by architects, builders, contractors, engineers, landscape architects, historians, real estate brokers and home owners. The deposit fee required for off-premises use of the plans ranges from \$50 for single-family residence plans (with \$40 refunded upon return of the plan) to \$100 (with an \$80 refund) for documents with 10 sheets of drawings. Multiple residential, commercial and institutional plans are assessed higher deposits, ranging from \$200-500 for 10 sheets, plus \$10 per additional sheet.

Several trends other than natural calamities are increasing the use of the Plan File Room. Rapidly escalating building costs, for example, have heightened interest in remodeling. Original plans are a valuable historical resource that can help architects, contractors and clients determine the feasibility of purchasing and remodeling older buildings. The plans can be used to help resolve problems in faulty plumbing or electrical systems or to estimate the cost for earthquake resistant reconstruction. And they save thousands of dollars which otherwise would be spent redrawing floor plans, exterior elevations, plot and construction details, and heating and electrical plans of existing structures.

The architectural drawings preserved in the Plan File Room are a tremendous asset to the community. The Santa Barbara Chapter is in the process of setting up a Plan File model that can be adapted to the specific needs of other communities. This work not only preserves our work and creativity, it also enhances the public's awareness of the social consciousness of the architectural profession.

Kenneth C. Kruger, AIA

Architecture California welcomes letters from readers. Letters are subject to editing for clarity and space.

Airport Revisited

As architects for the West Terminal, San Diego International Airport, we are very disturbed by the article "Airport 82" in the September/October issue of *Architecture California*.

The location of San Diego International Airport in downtown San Diego is a very controversial subject, and in fact was the subject of litigation at the time the West Terminal opened. Those people who were opposed to the expansion of the terminal facilities at Lindbergh Field attacked every aspect of the facility and obtained a great deal of press coverage. This negative reaction unfortunately appears to have carried over to subsequent evaluations.

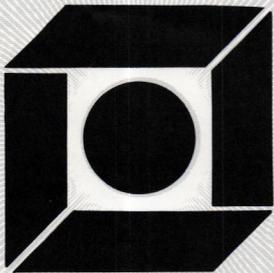
While we do not wish to deprecate the sincerity of Dr. Kathryn Anthony's team of students which performed this evaluation, we do have to question their credentials. Furthermore, the positive comments in the report have been disregarded. Examples from the report which were *not* published include: "typically the administrative staff interviews were brief and overall very positive...", "several respondents commented on the spacious, uncluttered appearance of the building...", "the clear open layout of the Terminal's upper floor is a positive asset..."

The student team also displayed a tendency to confuse operational policy matters with architectural design decisions. Such matters as lack of game rooms, selection of food service stations, restriction of nonpassengers from hold rooms and lack of announcements in bars and restaurants are not under the control of the architect and are standard in the airline industry.

Willis Player, who has held executive posts with Western, Pan Am and American Airlines, rates the terminal facilities at Lindbergh Field as second or third in the nation, after Tampa and Orlando, and states, "the Terminal is designed for human beings. San Diego needs to be reminded that it is a marvelous community asset." If the airlines are unhappy with the design, we are not aware of it. We have daily contact with their personnel, and continue to provide them with architectural services.

As architects, we are happy and proud to have played a part in producing a facility which performs a vital service for our community, and we agree with the article published in the *San Diego Tribune*; Dr. Kathryn Anthony's criticism was a "Bum Rap."

*Richard Z. Albrecht, AIA
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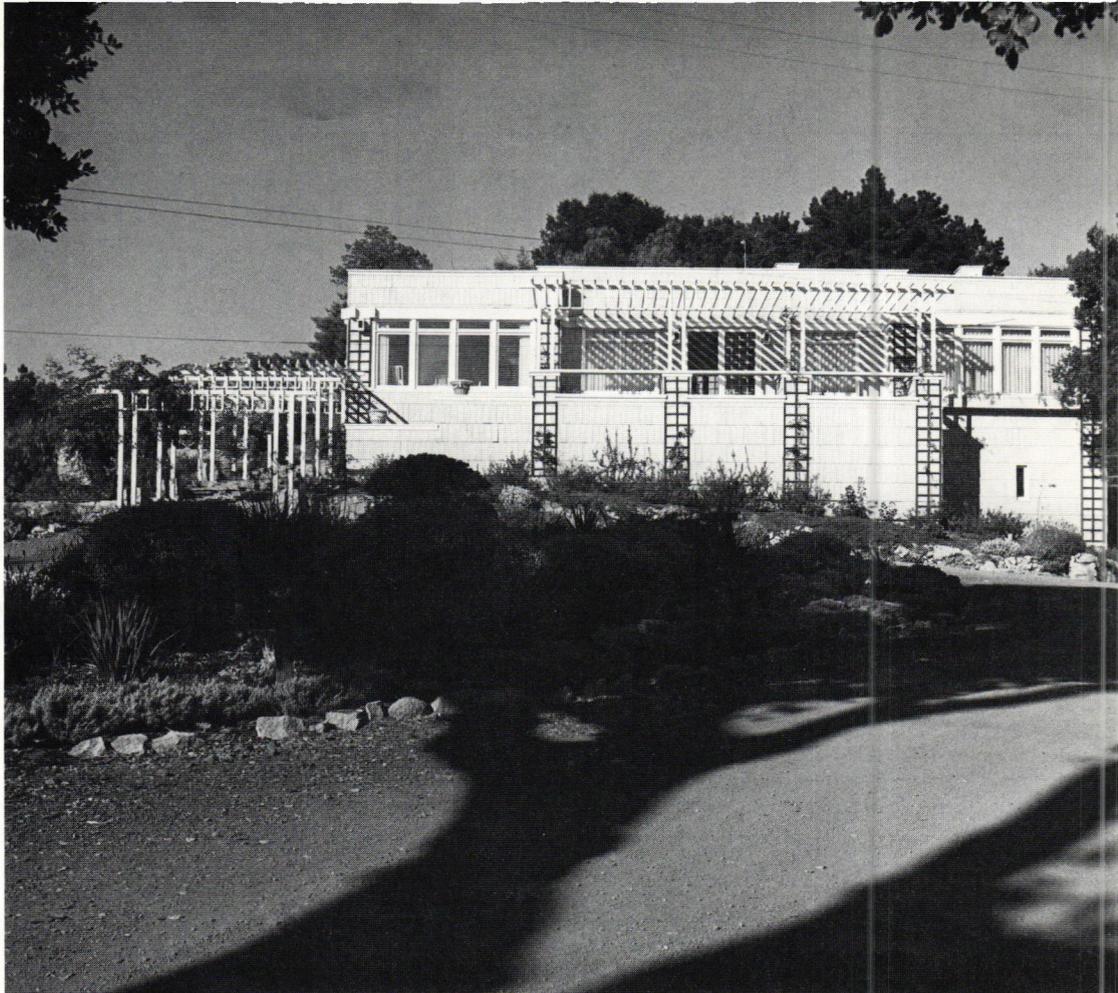
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Great Places

The Santa Clara Valley Chapter, AIA recently presented the Great Places Design Awards 1982 to ten firms located or working in Santa Clara Valley. In addition to the projects pictured here, Comprehensive Architectural Services of Palo Alto received a merit award for the Wafer Fabrication Facility in San Jose. The jurors were Allan Temko, architecture critic for the *San Francisco Chronicle*, Warren Callister of Tiburon, and William Turnbull, FAIA of San Francisco.



Joshua Friewald

Honor Award

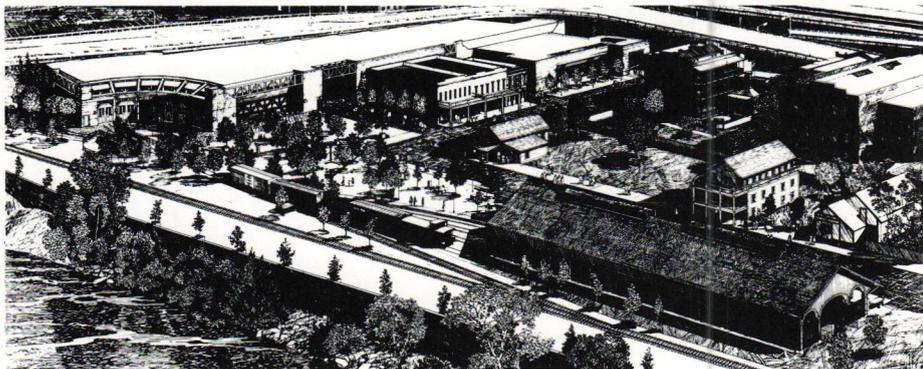
Fremont Older Residence Restoration, Saratoga
 Goodwin B. Steinberg Associates
 (Steinberg Associates also received a Merit Award for Crane Place, 93 units of senior housing in Menlo Park)



ESTO/Peter Aaron

Merit Award

Cecil H. Green Library, Interior Architecture and Design, Stanford University,
 Stanford
 Marquis Associates

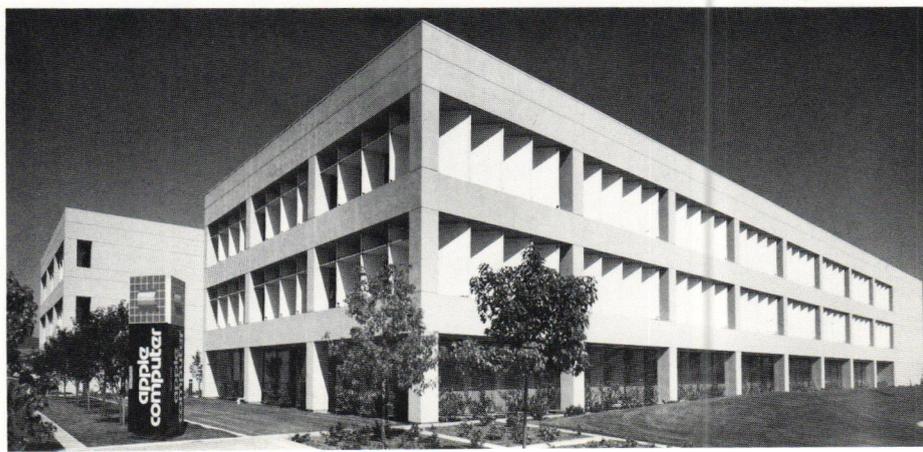


Merit Award

California State Railroad Museum, Sacramento
 Promontory Partnership

Merit Award

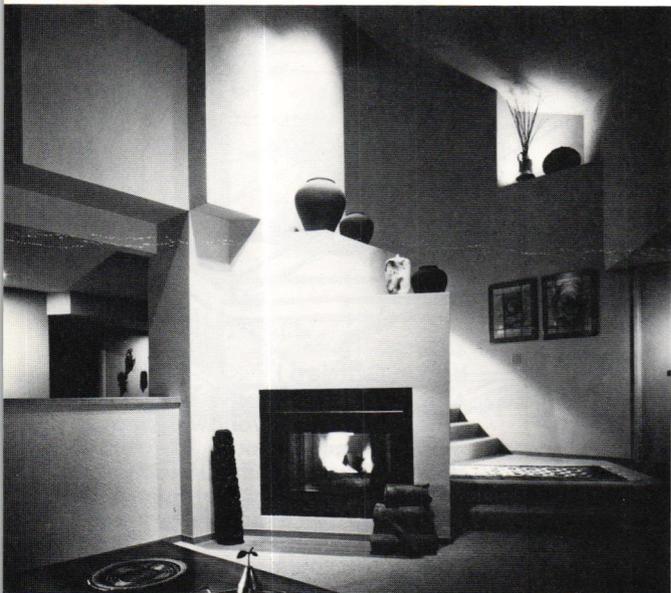
Mariani Office Building, Cupertino
 Hawley & Peterson, Architects
 (Hawley & Peterson also received a Merit Award for Hillside Residence in the Bay Area)



Craig Buchanan

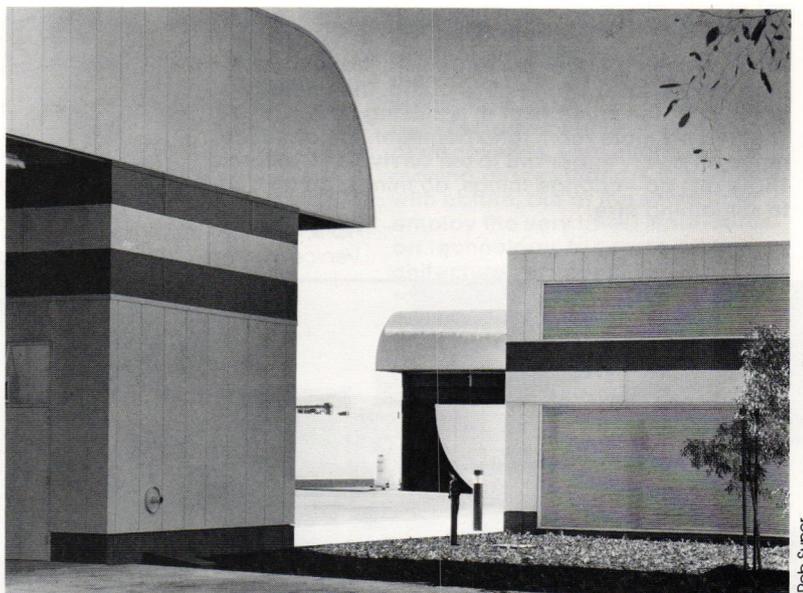


Honor Award
 Lake Mendocino Interpretive Cultural Center, Ukiah
 Spencer Associates



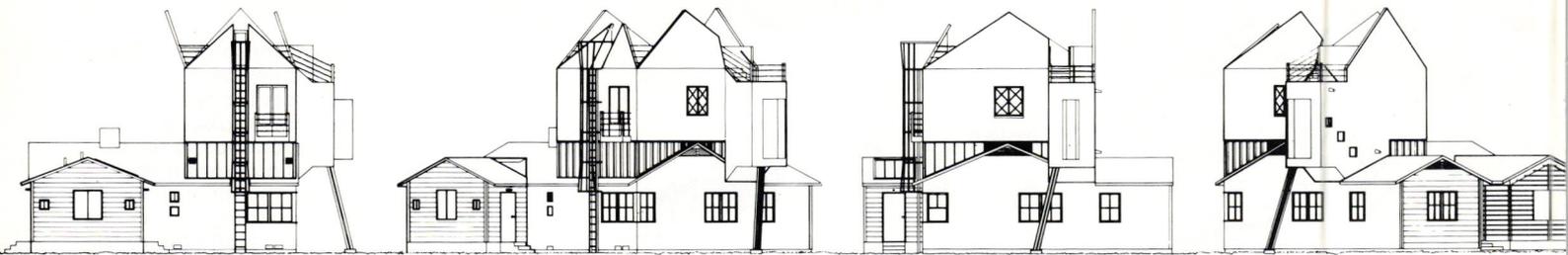
Marcy Nichols

Merit Award
 Pranjivan Lodhia Residence
 Remodeling, Palo Alto
 Arthur Craig Steinman, AIA



Rob Super

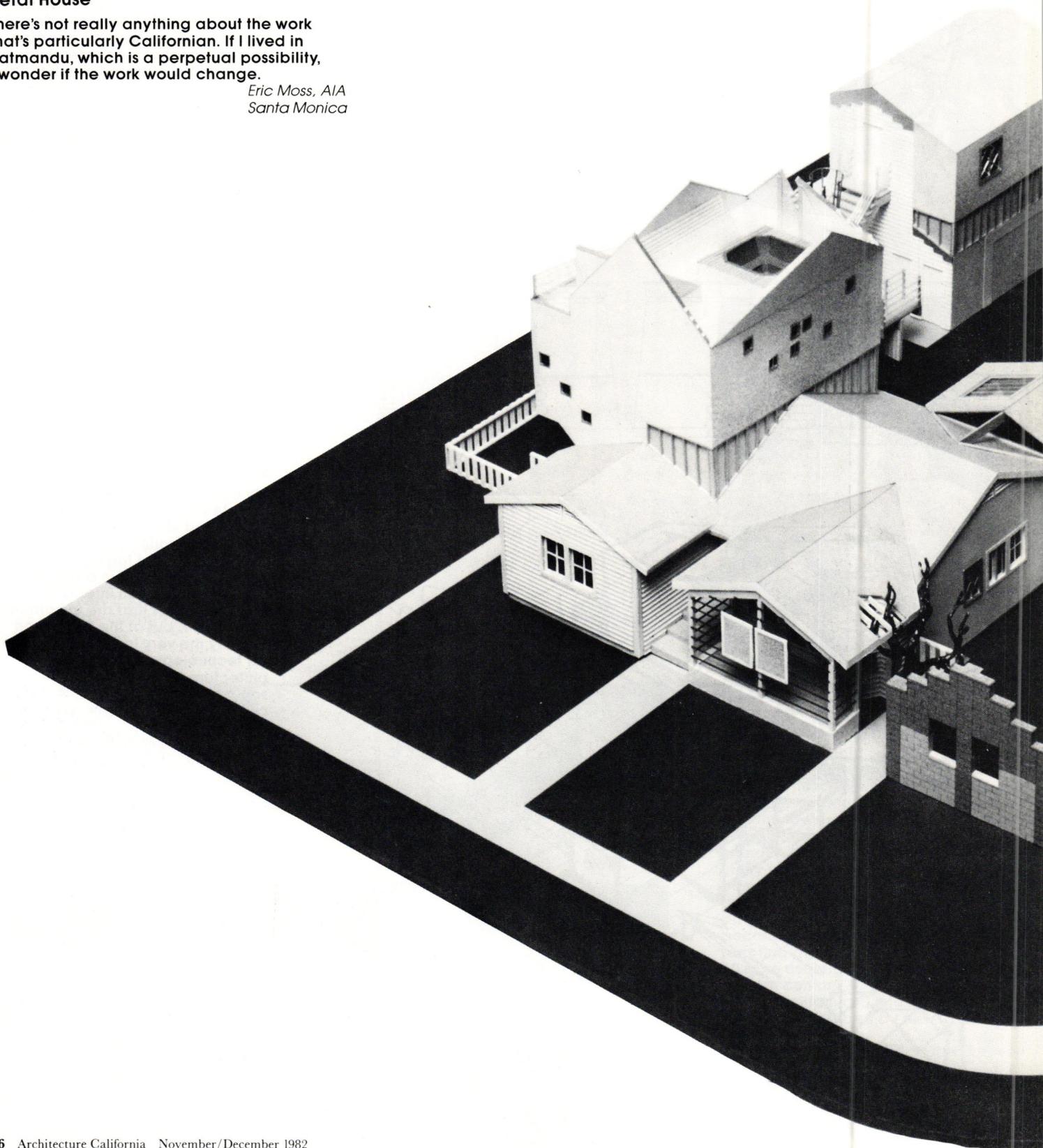
Merit Award
 Santa Clara County Transit Facilities,
 San Jose
 MBT Associates, Frank Tomsick, FAIA

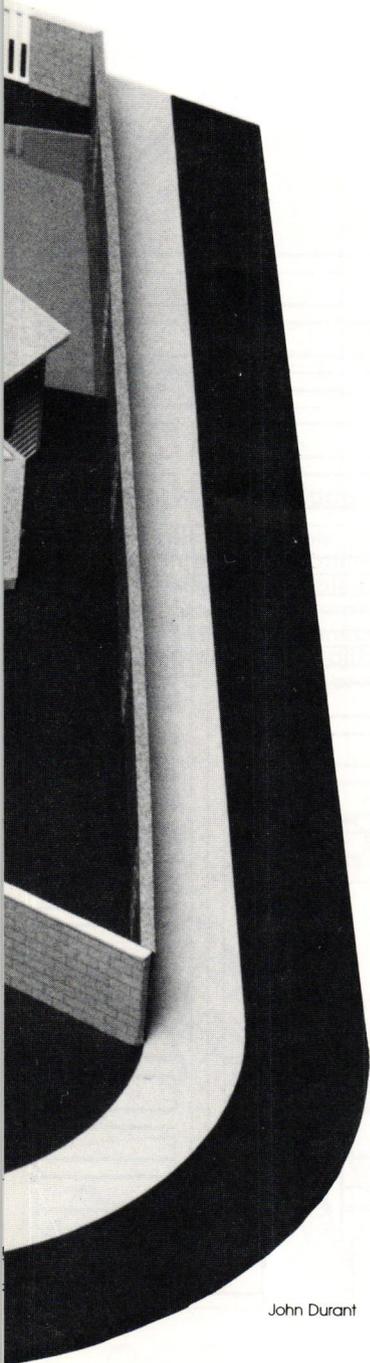
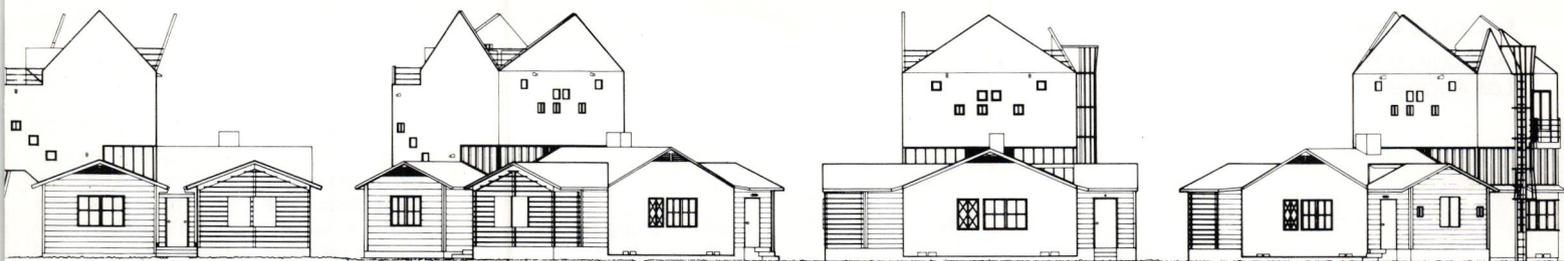


Petal House

There's not really anything about the work that's particularly Californian. If I lived in Katmandu, which is a perpetual possibility, I wonder if the work would change.

*Eric Moss, AIA
Santa Monica*





John Durant

Victor Condominium

In California's new planned communities "contextual" tracts represent the monotony of the products for sale, not the European dreams of their designers. In contrast, a real American vitality is expressed in individually-built neighborhoods, where stylistic mismatch is the result of independent dreams. I hope to express an alternative contextualism where differences instead of similarities are presented in friendly combination.

*Ted Smith
San Diego*



November/December 1982 Architecture California 17

Human Scale: the Healdsburg R/UDAT

by Janice Fillip



Where Russian River and Redwood Highway Meet

You can live in some communities for years and only meet your neighbors at their moving-day garage sale. Healdsburg's not like that. Residents say that Healdsburg is the town that time passed by. So, for the most part, has the growth that time brings. Nestled at the foot of Fitch Mountain along the Russian River, and surrounded by acres of vineyards, Healdsburg has kept its sleepy charm while nearby towns such as Santa Rosa wrestle with the northward migration of people from the Bay Area. But time's catching up with Healdsburg.

More and more drivers are following the "gas-food-lodging" signs off Highway 101, and finding a small town atmosphere that lures them to stay. Well on its way to becoming a

bedroom community for Santa Rosa, a mere 20 minute drive away, Healdsburg is also on the verge of becoming a pit-stop for roughly two million fun-seekers a year, who will pass through on their way to Lake Sonoma, soon to be created by the completion of the White Springs Dam.

Change is inevitable in Healdsburg, and the city's government and concerned citizens want to control the impact that change has on their community. "What will I be when I grow up?" is a question Healdsburg's actively asking. The town's only architect, Michael Rubenstein, AIA, thought the question should be asked of experts.

With the support of the Redwood Empire Chapter, AIA, Rubenstein contacted The American Institute of Architects to request that a Rural/Urban Design Assistance Team (R/UDAT) be sent to help Healdsburg plan its future. Since the program was founded in 1967, R/UDAT teams have assisted over 70 American cities, towns and regions in sorting out their problems. Operated on a shoestring annual budget of \$5,000, the R/UDAT program may be the most important program the Institute sponsors. Healdsburg was selected as a R/UDAT site because National's R/UDAT Task Force thought the city had a strong commitment to follow through on recommendations, according to Ronald A. Straka, FAIA, the R/UDAT liaison.

A multidisciplinary team was selected to grapple with Healdsburg's future. Team chairman R. Terry Schnadelbach, ASLA, a landscape architect and ecologist from New York City, specializes in open space, environmental and agricultural problems. William Lamont, Jr., AIP, from Boulder, Colorado, plans community development that addresses the socio-economic concerns of tourism and energy-impacted communities.

Ernie Niemi, an economist from Eugene, Oregon, specializes in cost-benefit analysis and evaluation of the impact of land use programs on manufacturing and other economic development issues. David Stea, Distinguished Professor of Architecture at the University of Wisconsin/Milwaukee, works in community design and participatory planning for urban and rural areas, and applies social and behavioral research to environmental design and planning of rural and tribal communities worldwide.

Architect/urban designer Milo Thompson, AIA, professor of Architecture and Urban Design at the University of Minnesota in Minneapolis, is a Fellow of the American Academy of Rome. Raymond Trujillo, AIA, of Albuquerque, New Mexico, is active in the design of small town development and redevelopment projects.

Synergy and Steaks

The Team relied upon the ingenuity of graduate architecture students from the Community Design Center program at the University of California, Berkeley, under the direction of Professor James E. Vann, AIA. Architects, landscape architects and planners from local public and private firms also donated their services.



The R/UDAT Team, from left: David Stea; Terry Schnadelbach, ASLA; Milo Thompson, AIA; Ernie Niemi; Bill Lamont, AIP; Ray Trujillo, AIA.



From left: Mayor Paul Dix; Terry Schnadelbach, ASLA; Councilman Bob Haviland; Milo Thompson, AIA; Vice Mayor Rita Schroeder; City Manager Mike McDonald.





City Planner Rob Jacobi and Ernie Niemi

Ronald A. Straka, FAIA

David Stea and Sonoma County Planner Steve Sharp.

Professor James E. Vann, AIA

Michael A. Rubenstein, AIA

Nearly 100 of Healdsburg's citizens lent a hand to the R/UDAT team. City officials were on call throughout the four day effort to dig up any information the Team might request. Even local teenagers were sent out to gather data. The Community Center was converted into a fully equipped studio. City Hall remained open and staffed around the clock. The local television station contributed video equipment to tape the entire R/UDAT process, and the Healdsburg *Tribune* published and distributed the final R/UDAT Report.

The Chief of Police cooked breakfast. City officials served coffee, and local residents dropped by with homemade snacks. On the final day of the charrette, townfolks brought their barbecues to R/UDAT headquarters and broiled steak dinners for the Team.

The town's contribution was not just culinary. For two days, residents met with the R/UDAT Team, singly and in groups, to articulate their opinions on Healdsburg's growth, and to share their dreams for the future. This active participation in community planning surprised City Manager Michael McDonald, who said that involving citizens in the urban planning process was one of the R/UDAT's most valuable contributions to Healdsburg.

The townspeople befriended the R/UDAT Team and looked to them to solve almost all problems short of naming their children. At the close of the public hearing which culminated a two-day fact-finding marathon, Schnadelbach told the crowd, "People's expectations are overwhelming. We feel very much under the gun."

Economics, the Bottom Line

The R/UDAT Report responds to the critical planning issues outlined by the community in ways that take advantage of growth opportunities, but do not sacrifice Healdsburg's small town character or quality of life. The Team insisted that the Report be free of jargon, so it could be easily understood by the community.

The Report's first message is a hard one: Healdsburg cannot be all things to all people. Very real limitations to growth exist.

Presently the town of 7,000 people is an agricultural service center and bedroom community, with random tourism and some high-tech industry. Development occurs on a project-by-project basis, without benefit of an articulated masterplan.

Geographic constraints place permanent limits on Healdsburg's physical growth. The Russian River and two feeder creeks regularly overflow, creating a flood plain to the south and west of town. The Hayward Fault runs north/south just east of town, effectively blocking construction in an area that otherwise would provide badly needed residential space. Highway 101 hems in the town on the west, and separates the town from prime agricultural land. Open space advocates promised a new range war if development were allowed to encroach on this "land of incredible fertility."

The Report urged Healdsburg to consider placing a ceiling on population growth and to concentrate its growth efforts on improving the town's prosperity and quality of life. Even stretching the town's population by 10,000 more people—the maximum growth it reasonably could handle—would not give Healdsburg an economic base broad enough to compete with Santa Rosa as a regional shopping center.

The economics of scale are blunt. Healdsburg never will have the 100,000+ people needed to support a regional shopping center. Money will continue to roll down the freeway to Santa Rosa. The Report recommended that Healdsburg concentrate on small commercial/service firms to provide residents with groceries, drugs, general merchandise, and health-care, insurance and banking services.

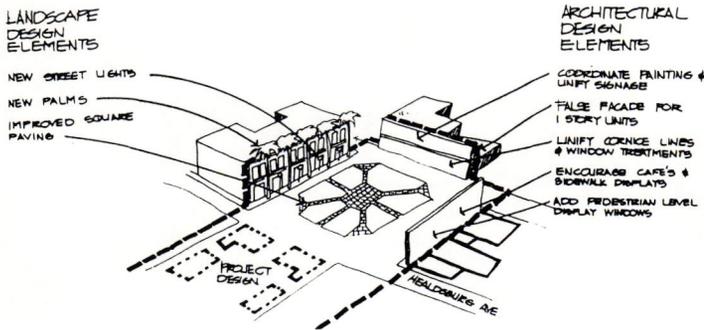
The Report recommended that Healdsburg focus its development efforts on stimulating the "destination tourist" industry. Property taxes garnered from light industry and bedroom communities are unable adequately to fund Healdsburg's public services and facilities. But the sales tax generated by tourism will enrich the city's coffers, without straining city services. "Tourists make no demands on the school system, few demands on recreation, water and sewer systems and, best of all, they go home someplace else. Jobs servicing tourists usually are low paying, but tourists provide many opportuni-

ties for small businesses,” the Report said. The recommendation to capitalize on tourism forms the context within which the R/UDAT addressed planning issues in Healdsburg.

Beer and Wine Don't Mix

Healdsburg will attract two distinct types of tourism: one group oriented toward day-use recreational facilities at Lake Sonoma, the other focused on the wine industry. Noting that “beer and wine mentalities” usually don't mix, the Team suggested a bifurcated development of tourist facilities.

Tourists heading for Lake Sonoma are just passing through Healdsburg. The Report recommends that businesses servicing this market—motels, gas stations, automobile/marine services, boat storage, fast food outlets—be concentrated east of Highway 101 along Dry Creek Road, the major access road to Lake Sonoma. A trend toward strip commercial development already exists in this area north of downtown, and a 100-room motel/restaurant complex is on the drawing boards for this location. The Report strongly advised the city to hold the line for



development at Highway 101 to protect agricultural land, perhaps the town's greatest asset.

The Team encouraged the city to promote Healdsburg's wineries—three in the city, and 85 in the surrounding area—so the city can cash in on the wine tourism boom underway in Napa and Sonoma Counties. The Report recommended that the downtown Plaza area be developed to appeal to the affluent wine tourists, while still retaining its flavor as the town's symbolic center.

Healdsburg's most critical planning issue is the hole in the middle of town—six acres of vacant land along the west side of the Plaza. Despite the billboard that promises “Commercial Development Coming Soon,” a succession of schemes to develop the west side hole have fallen through. “That sign's going to be put on the National Register if it's there much longer,” David Stea quipped.

The R/UDAT Report recommended that a first-class hotel and restaurant complex be sought to fill the hole and cater to the tastes of wine tourists. Healdsburg was encouraged to refuse any proposals for less than first-class facilities, and to prevent the development of similar accommodations elsewhere in the city. Healdsburg's ability to control the development of the Plaza's west side could determine its future as a viable center for destination tourism.

Architectural Bait

While the central commercial district is a few blocks north of the Plaza, the Plaza is Healdsburg's psychic center. The way the Plaza is developed will determine Healdsburg's self-image. Throughout the public hearings, people asked the Team to define Healdsburg's image. Some wanted an architectural “theme” for downtown. Others, notably the Redwood Chapter, AIA, advised against adopting a “made-up history or stage-set” to serve as architectural bait for tourism.

Rather than dictate an architectural theme, the R/UDAT Report recommended that the city define and implement Plaza District Design Guidelines, specifically to deal with the connection between the Plaza and other areas; continuity of

pedestrian street level activities; controlled height of buildings; orientation of buildings to the Plaza; distinguishing the difference between new buildings on the west side and the existing Plaza; and the overall character of the Plaza. The Report admonished the city to “exercise its power for design review to enforce the guidelines.”

The R/UDAT's treatment of the proposed Mill Street Shopping Center provides the city with an example of how design guidelines can be applied. The city has received \$1.7 million in federal funds for the Center. Safeway, the major tenant, has agreed to guarantee Industrial Development



Early Healdsburg

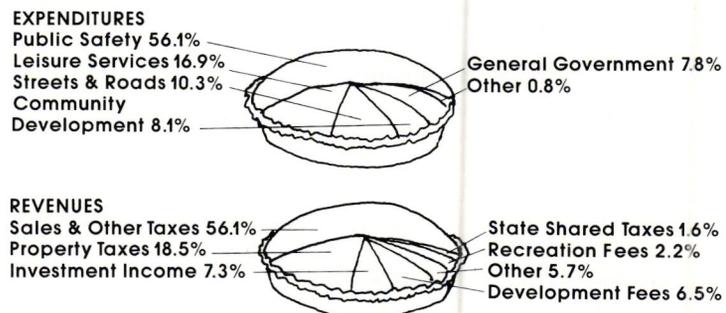
Bonds, and \$250,000 is committed to purchase refunding utility agreements. Sales tax generated by the Center should stimulate Healdsburg's economic growth and help attract further development.

To assimilate the Center into the overall downtown plan, the R/UDAT Report proposed rerouting Healdsburg Avenue away from the Plaza to form a vehicular by-pass of the pedestrian-oriented downtown. The developer's site plan for Safeway, Thrifty Drugs and a variety of satellite shops was reoriented to present a continuous facade along the new Healdsburg Avenue. Cars were relegated to the back of the site, abutting Highway 101.

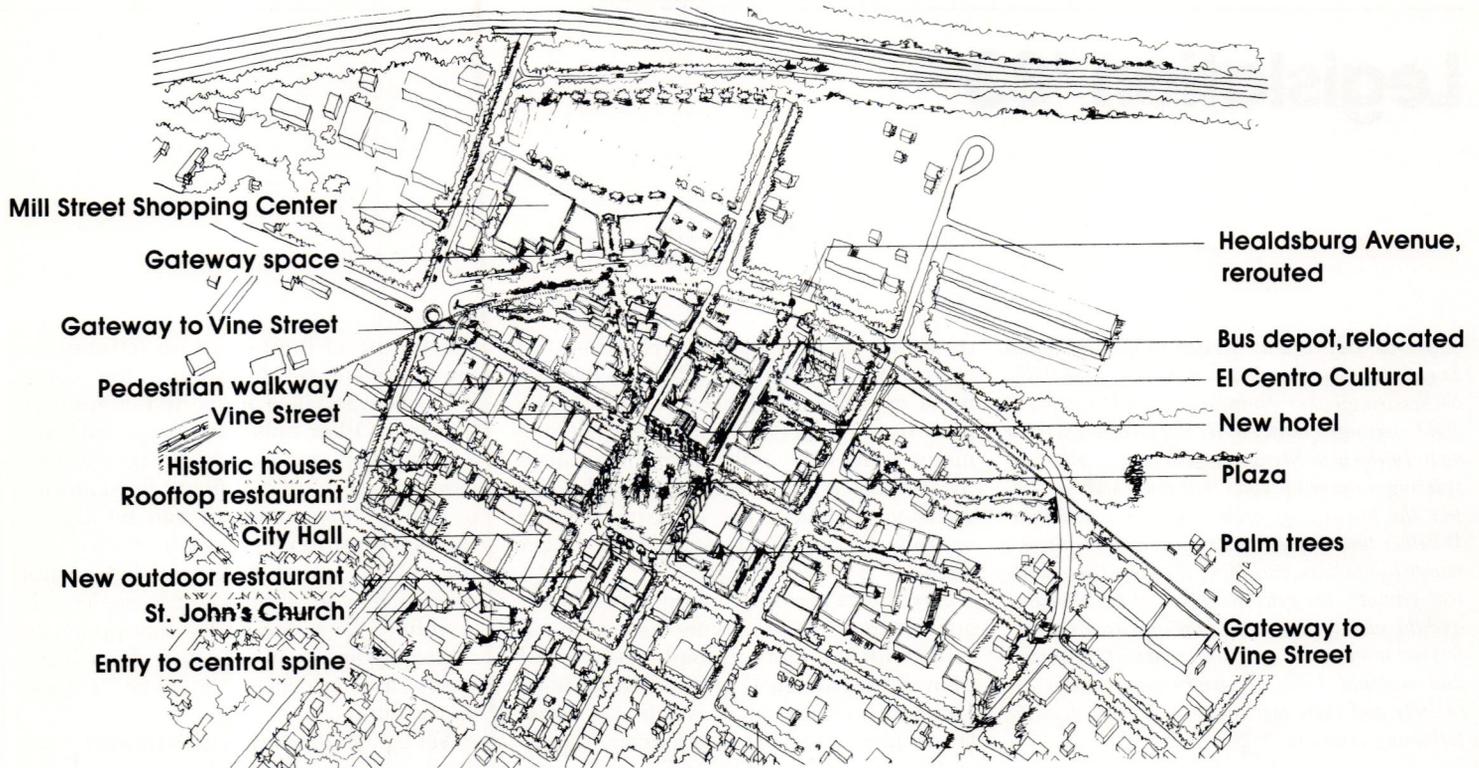
The circular traffic pattern suggested provides residents with convenient access to the commercial center and relieves the congestion that currently detracts from the Plaza. Reduced traffic on the former Healdsburg Avenue—renamed “Vine Street” by R/UDAT edict—allows diagonal parking to service the smaller retail shops around the Plaza, and enhances the Plaza's function as a community gathering place.

Mi Casa Es Su Casa

While the Team addressed the needs of a variety of special user groups, the most pressing recommendations focused on the Mexican-American community. Mexican-Americans, many of whom work in the wine industry, comprise about 15 percent



MASTER PLAN



of Healdsburg's population. Many are assimilated into the town's culture, but a sizeable "ghost" population of transient workers and illegals exists, and even permanent residents often find themselves segregated on the basis of language, if nothing else. Councilman Bob Haviland raised the question head-on: "We are redneck to a certain extent. How do we eliminate this? How do we root out our inner fears?"

Lack of communication between the Anglo and Hispanic segments of the community seems to be the chief cause of estrangement. "Prejudice starts with segregated Masses. The problem is not unique to City Hall," said Mayor Paul Dix. "It's a conscience problem, not an economic problem or a crime problem."

The R/UDAT Team brought together leaders of the Mexican-American community to address this problem. Some of the leaders never had met before. A few recounted incidents of discrimination, but most said that assimilation was possible in

Healdsburg. "The doors are open," one man said. "But after awhile, we get discouraged because the recommendations we make to the city get ignored." Hispanics hold virtually no positions in Healdsburg's city government.

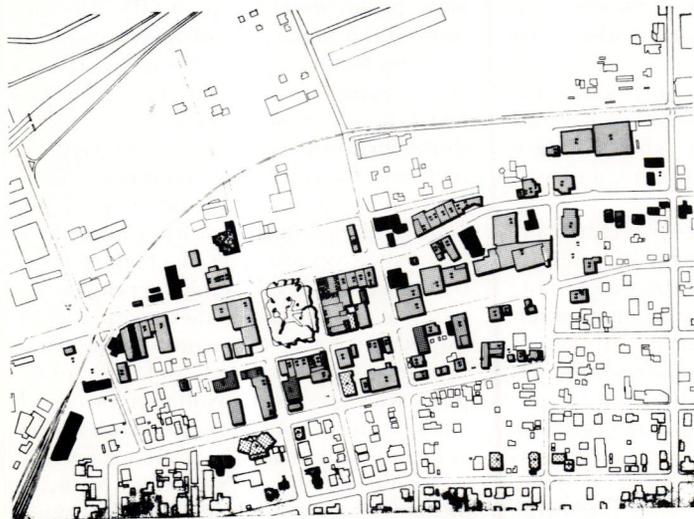
Healdsburg's ethnic group relations focus on the Plaza, where Hispanics often gather. The non-Hispanic community spends less time using the Plaza, but seems to resent the Hispanics "hanging out" on the city's front lawn. The R/UDAT Team concluded that "relations between the non-Hispanic and Hispanic communities are no worse than in most California towns, but, as elsewhere, they are weighted with stereotypes and mutual misperceptions, and baseless fears."

To promote intercultural acceptance, the R/UDAT Report suggested that the Plaza be recognized as a gathering place for all cultures, and that a bandstand be added to serve as a focal point for entertainment events which could draw the communities closer together. It added that shops surrounding the Plaza should cater to all income levels, not just the "soap and candle" crowd. Finally, the Report recommended that El Centro Cultural be developed to provide the Hispanic population with a meeting place to celebrate community events.

The Gift is to the Giver

In an exhausting, exhilarating community event, the R/UDAT participants created a blueprint for growth that will guide Healdsburg's future planning decisions. How the Report is implemented is up to the people of Healdsburg. Their enthusiasm for the R/UDAT is a solid foundation upon which to build.

The R/UDAT already has changed Healdsburg on the most important level—the human level. People were brought together as never before. For four grueling days of fun, talented people gave freely to present Healdsburg with a rare gift: the knowledge that the future is not beyond their control. As Walt Whitman wrote, "The gift is to the giver, and comes back most to him—it cannot fail..."



Land use

Janice Fillip was a participant in the Healdsburg R/UDAT.

Legislation '83

The 1981-82 Regular Session of the California Legislature has been put to bed. When the 1983-84 Session awakes, transformed, on December 6, 1982, over one-quarter of its 120 members will be new. In the new Session, legislators may be considering a range of issues that could seriously affect the practice of architecture in California. Whether these issues materialize depends upon a number of factors, including the prevailing political climate, the general health of the economy, and the success or failure of the architectural profession to advocate on its own behalf. National and regional political trends suggest that architects and their legislators may meet over the following issues in 1983.

Taxation

As state governments seek additional revenues to balance precarious budgets, offset deficits, or restore reduced revenue from federal cutbacks, business may be hit hard by additional taxes. Although "big" business has deeper pockets and less public sympathy, it is better organized than "small" business. In politics, better organization often implies better protection. While efforts to extract more tax revenue from big business will continue, focus may shift to a relatively new object: small businesspeople. Much of this shift will be reflected in increased filing fees, permit application fees, and business license fees.

Extension of a sales tax on professional services is another possibility. In 1981, a proposal by the state of Wisconsin would have levied a 5 percent sales tax on architecture and other professional services. Although its application to architects' services was defeated, the measure did impose the sales tax on landscape architecture. This type of revenue-generating proposal remains a possibility for states such as California, with near-dire fiscal status and rapidly decreasing options.

Professional Liability

The malpractice insurance costs crisis which hit the medical profession in 1975, now has hit the architectural profession.

According to a recent survey by the ac-

counting firm of Deloitte, Haskins and Sells, one third of all architect/engineer firms experienced liability claims in the past five years. To protect themselves, many firms carry substantial insurance; the average policy is \$449,000, with a deductible of \$8,000. The hardship is more onerous for small firms than for larger ones.

Architects are now "going bare" (without insurance), or paying astronomical rates with far more aplomb and silence than did the medical profession. Perhaps architects realize that, while all legislators probably visit a physician sooner or later, most legislators will go through life never requiring the services of an architect.

While the malpractice insurance cost issue is real, the solutions to the problem offered to date are unrealistic. On the national level, H.R. 248 and S. 1081 are pending in Congress. These measures would permit architects to establish a liability loss reserve with tax deferred funds to pay high insurance deductibles and uninsured losses. Although National AIA worked all year to get the bills assigned to a hearing, the proposals are unlikely to pass this year. Whether the proposals will be reintroduced in 1983 is doubtful. The tax-exempt nature of the reserve would delay revenue to the federal Treasury. This clearly is not consistent with the Administration's program to eliminate tax "loopholes," increase certain taxes, and accelerate the collection of tax revenues.

Other issues related to professional liability are the myriad legalities concerning who can sue whom, for what, for how much, within how many years, and who pays.

As the trend continues for architects to become increasingly involved in design-build, the liability issue becomes more complicated. Since the courts now interpret "design" to be a "service," the move may be to consider "design-build" a "product." This essentially puts the architect in the role of manufacturer, in which case liability is not restricted to errors and omissions.

One bill introduced in the California Legislature this year would have reduced

the statute of limitations on liability for latent deficiencies from ten to five years. The bill was killed in its first committee hearing. Other bills have proposed various legal remedies which, in essence, would make it more difficult for plaintiffs to sue architects. But it can be argued that these attempts to restrict access to the judicial system for legal relief are not appropriate in a democratic society. It definitely is a politically inappropriate strategy when over one-third of our legislators are attorneys or have a legal background.

Yet a partial solution may be forthcoming from one of this year's more successful efforts in coalition building. An A/E Task Force of Legislative Advocates was formed at a recent meeting of the Architects-Engineers Conference. The Task Force includes legislative advocates from the Conference's member organizations—the California Council of Civil Engineers and Land Surveyors, the Consulting Engineers Association of California, the California Society of Professional Engineers, the Structural Engineers Association of California, the California Council of Landscape Architects, and the California Council, the American Institute of Architects.

The Task Force has drafted a bill to renew and strengthen the existing certificate of merit statute. Current law requires that, to bring action against a design professional, a plaintiff's attorney must file a certificate of merit declaring that another design professional concurs that negligence existed. The proposed legislation provides more stringent procedures for filing a certificate of merit. For instance, the certificate of merit would include a *written*, signed statement of the facts by the plaintiff's attorney and a *written*, signed opinion based on those facts by the expert. Professionals serving as experts for a certificate of merit would be required to have the same professional license as the defendant, and *names* of experts who serve as consultants for certificates of merit would have to be disclosed. A penalty also would be awarded for misuse of the certificate. Since the certificate of merit law sunsets in 1983, the opportunity is perfect to modify the statute and

by Pamela Boyd Williams

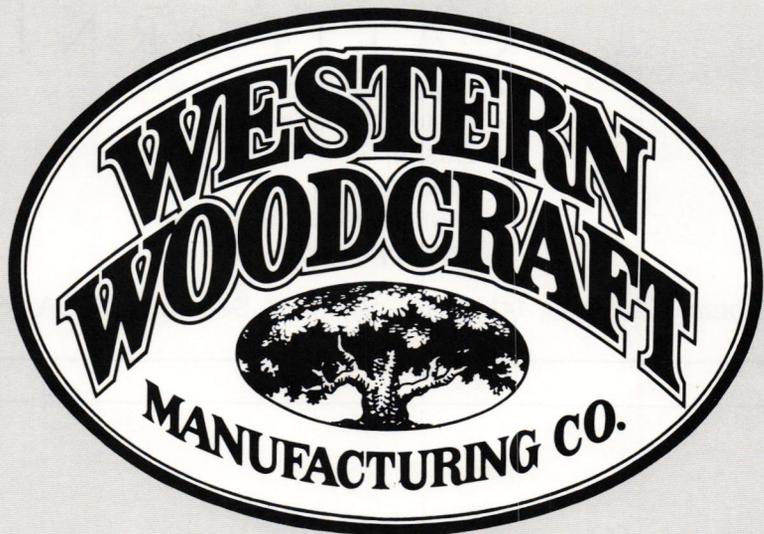
imbue it with additional strength. Such legislation should result in fewer weak and/or unfounded lawsuits against design professionals.

Another possibility is legislation requiring architects to assume full legal responsibility for the design and construction of their projects. This concept is known as "full service." A group of architects in Los Angeles already has proposed this concept to their local legislators, who are considering introducing legislation in January. Such legislation could mandate review, on-site inspection, construction observation, and/or certification of code compliance. This issue might divide the profession sharply: on one side would be those who wish to preserve the flexibility to design, and *only* design; on the other side, those who already feel uncomfortable in the existing legal nether world and who would welcome the responsibility for full professional architectural services.

Competitive Bidding

Section 4526 of the California *Government Code* reads: "selecting by an agency head for professional services of private architect or engineering firms shall be on the basis of demonstrated competence, and on their professional qualifications necessary for the satisfactory performance of the services required" (emphasis added).

Strong odds can be offered that this competency-based procedure will be under attack in the future—on the state and local levels—by those who support competitive bidding. The indications already are evident. In May 1982, the State Office of Local Assistance (OLA) requested that, in an RFP for portable school classrooms, architectural firms submit "what your fee would be for performing these services.... Our current schedule of maximum payable fees is attached." In essence, OLA was asking firms to bid their fees against the maximum payable State Fee Schedule. After negotiation, the OLA withdrew its request for bids, although they anticipate making some changes in their procedures in the near future. As another example, in September the County of El Dorado issued an RFP requesting bids for technical and architectural services for expansion



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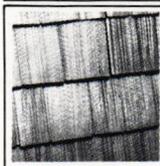
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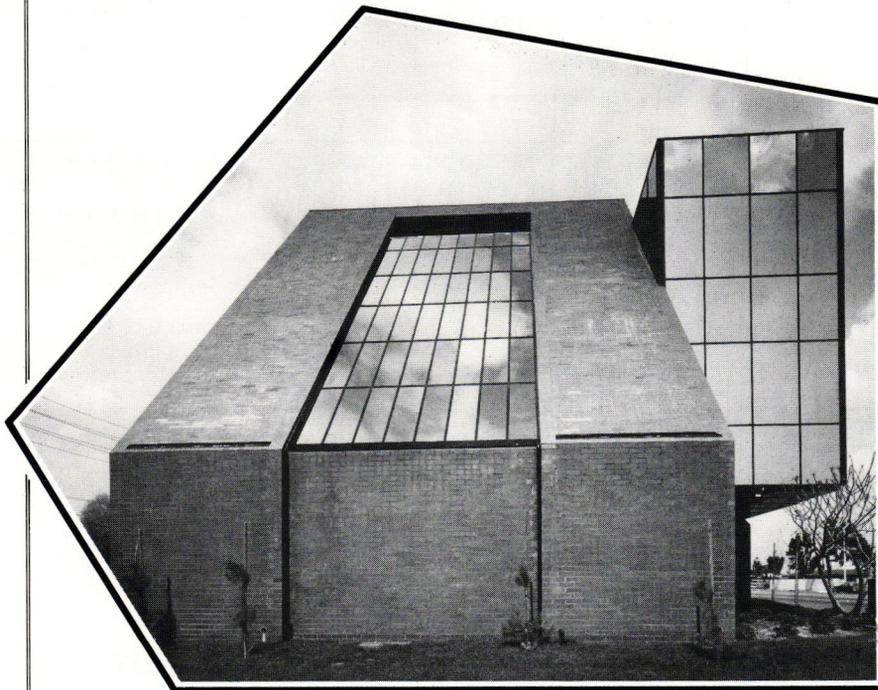
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of county correctional facilities. Although the state competency-based procedure was called to their attention by CCAIA, the bid request has not yet been altered.

Similar attempts have been made on the national level to circumvent the Brooks Bill, which is the federal policy similar to California's law. To date, the Institute has successfully staved off these efforts. But increasing numbers of cities and counties across the nation are moving toward competitive bidding. It may be only a matter of time before another state follows the lead of Maryland, the sole state with a competitive bidding system.

Registration

The purpose of professional licensing is to protect the public's health, safety, and welfare. It is a laudable purpose. But disagreement arises on the very foundation of that premise, as well as on what system of regulation best protects the public.

In the early years of the Jerry Brown Administration, California architects nearly lost their practice act to a "sunset" law. Other states are still fighting for their registration acts. Pennsylvania, Michigan, and Connecticut now are undergoing sunset review of their registration acts. Virginia came close to losing its act in 1982, and was able to retain it only after a significant compromise opened up the area of authorized exemptions for licensure. All single-family dwellings, the majority of apartment complexes, and some light commercial work now may be designed by nonlicensed persons in Virginia.

Tiered licensure within the architectural profession is a real possibility. What already has happened to the medical profession probably will carry over into other professions. Medicine is branching into "subprofessional" categories such as physician's assistant, nurse practitioner and midwife. The nursing profession is splintering into tiered licensure for licensed vocational nurses, registered nurses, nurse anesthetists, surgical nurses and trauma nurses. Carving out a subcategory that requires less experience and education and a simpler examination procedure is known in licensure as "tier-

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ing down." Legislators are becoming increasingly used to, and comfortable with, carving out subcategories within a single profession—even the legal profession has the subcategory of "paralegal."

Another trend in this state is requiring additional regulation of professions, to the point of specialization within a profession. The legal profession already has special classifications for which one qualifies by passing additional examinations beyond the bar exam. In licensure parlance, this is known as "tiering up."

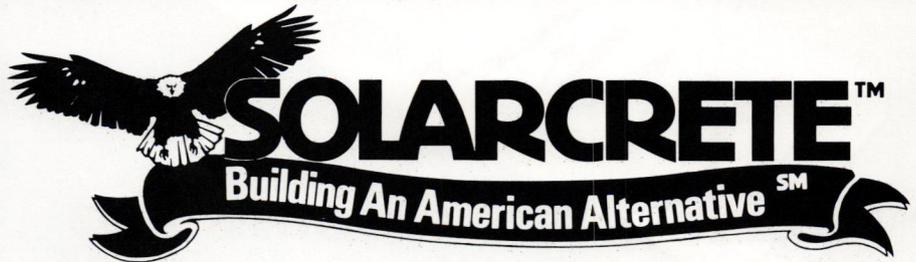
In the next five to ten years, the architectural profession may face the tiered-down licensure of subcategories such as building designers, and tiered-up classifications for specialists such as "school architect," "highrise architect," or "hospital architect."

From the point of view of public protection, tiering up is obviously more desirable. In fact, it may be to the profession's benefit to propose and initiate such licensing, as a disincentive to the political process' move toward tiering down. The profession's claim has been, and should continue to be, that the architect's examination tests for *minimum* competency. The new examination, which purportedly is more closely related to the actual practice of architecture, assists in this claim.

Strategy for Success

The seriousness of the issues facing the profession will require its best efforts in a relatively short timeframe. Caution should be used to ensure that the best efforts are devoted to the most serious challenges, rather than to less consequential issues. Organizations tend to move too quickly from an apolitical to an overtly political stance. In doing so, they often expend their resources winning small issues only to find themselves overexposed and depleted when more critical issues surface. The architectural profession should carefully select its issues and priorities based upon its long-term goals and divorced from the baggage of history.

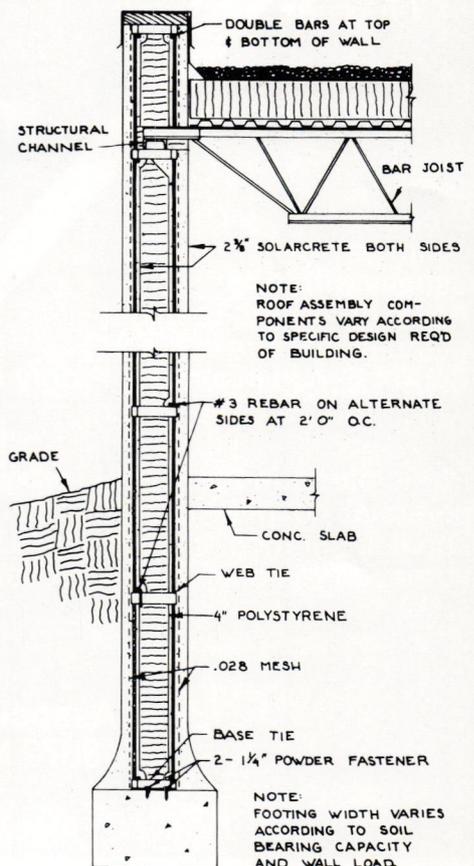
Pamela Boyd Williams is the Director of Governmental Relations for the CCAIA. Opinions expressed in this article do not necessarily reflect the policies of CCAIA.



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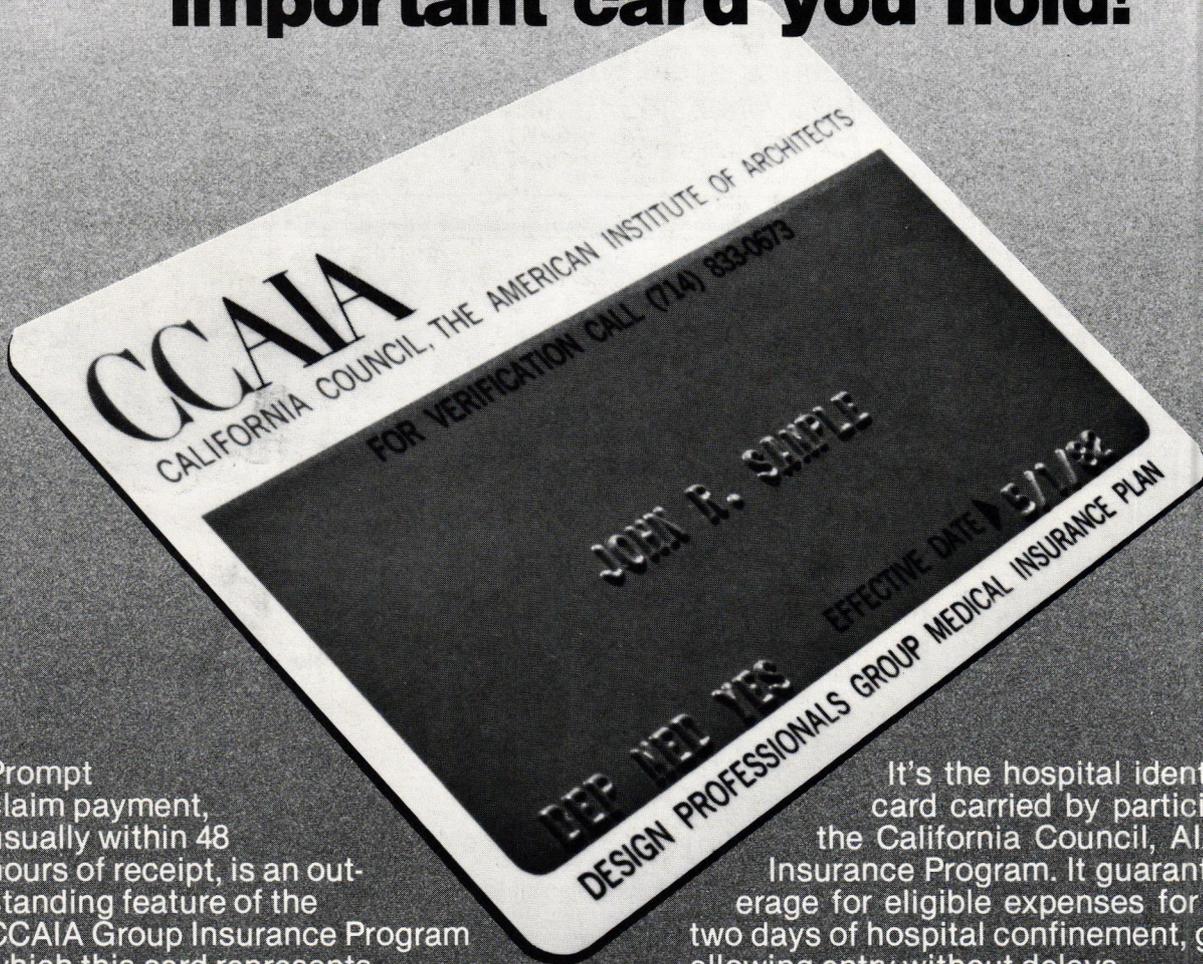
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