

Architecture students urged to add business classes

By R.J. King
special writer

How do today's architectural students feel about planning and designing the cities and neighborhoods of tomorrow?

Three graduating seniors at Lawrence Technological University in Southfield welcome the opportunity to complement and embellish upon the work of their predecessors. At the same time, these students, and others like them, are responding to a dearth in construction and industry hiring by specializing in mass transportation or graphic design while adding more business classes to their curriculum.

"Let's face it, more people today are realizing that architecture is a business, and students need to complement their creative talents with business management principles or face the consequences," said Allan Cohen, a Lawrence Tech student who plans to graduate in May.

To that end, the university is in the early stages of linking its bachelor of architecture program, a five-year program serving more than 900 students, with its master of business administration program, typically a two-year effort. The link between site design and statistics will offer future graduates greater opportunities to survive recessions, especially as the American Institute of Architects reports annual industry revenues have declined between 30 and 50 percent since 1986. In some markets, close to 25 percent of architects are said to be out of work.

"IN MICHIGAN, the architectural industry has been somewhat insulated from the national slowdown, but we have seen the construction of large commercial office buildings fall off considerably," said Neville Clouten, dean of the College of Architecture and Design at Lawrence Tech.

"Part of the slowdown is due to the difficulty of securing financing, so we're strongly encouraging our students to add more business classes."

es to their studies to help compensate for the problem and offer future clients viable alternatives. We want to shed the image that architecture is just someone hovering over a drafting table."

Apart from these trends, today's graduating seniors hope to offer more humane strokes to their art, in a sense viewing themselves not as epic heroes, but as healers working to make communities more harmonious and friendly while avoiding cookie-cutter designs and uninspired solutions.

"In the last several years, the industry has really learned to offer more community-minded designs, especially with the addition of I-696," said Wayne Sileoff, a May graduate. The planners were very careful about not creating a barrier, which would divide entire communities in half.

"In some spots, parks were built over the freeway to encourage pedestrian traffic and shopping. In the past, freeways like the Chrysler and Lodge were built with only the car in mind, so that someone living on one side of the Lodge found a complete barrier in place if the grocery store was on the other side."

IN TURN, while in the past 40 years, city planners have been successful in separating factories from neighborhoods, by zoning industrial plants in one area and residential structures in another, the Lawrence Tech students noted that the principles of zoning are too often incompatible with community.

For example, without the aid of quality mass transportation in metro Detroit, many of the poor became trapped in the city, surrounded by freeways so that the more affluent could ride in their automobiles without seeing anything that might disturb them.

"There is a great need for zoning, if only to keep the more affluent out of the city, but since the Detroit community is so auto-focused, as people moved out to the

suburbs, they left behind a sense of what community is all about," said Betty Lee Seydler-Sweatt, assistant dean of the College of Architecture.

"Fifty years ago in Detroit, people mostly walked to do their errands and were often greeted by neighbors or nearby merchants with a hello. But in the suburbs, everything is divided by zoning, and the automobile has kept people insulated until they arrive at their destination."

Older communities with solid downtown districts that mix storefronts with office buildings, apartments with theatres, have escaped the suburban schism of zoning to some degree, Sweatt-Seydler said. Examples of such suburban downtowns include Birmingham, Farmington, Plymouth and Rochester.

Meanwhile, evaluating the most celebrated office tower in the metropolitan area in years, One Detroit Center in downtown Detroit, Dale Wolicki, who will graduate in May, said the structure was "leaps and bounds ahead of anything going up in the suburbs."

"I think architects are coming to understand that marketing plays a key part in whether an office building will be successful. With One Detroit Center, Houston developer Gerald Hines has paid a great deal of attention to design and quality, two features which can be marketed very successfully to upscale clients."



'Part of the (construction industry) slowdown is due to the difficulty of securing financing, so we're strongly encouraging our students to add more business classes to their studies to help compensate for the problem and offer future clients viable alternatives. We want to shed the image that architecture is just someone hovering over a drafting table.'

— Neville Clouten
Lawrence Technological University

PRE-CONSTRUCTION PRICING!

NORTHVILLE TRAILS

Experience the Premier Luxury Housing Community of Northville

2650-3100 sq. ft.
NORTHVILLE SCHOOLS!
NORTHVILLE TOWNSHIP

STARTING AT **\$209,900**

Open Daily 1-6 pm Closed Thursday
380-5070

1/4 Mile W. of Haggerty, Enter N. on 6 Mile

BASM invites students

To help expose future architects, builders and developers to state-of-the-art design and construction concepts, the Builders Association of Southeastern Michigan (BASM) in Farmington Hills, has started its own student chapter.

"We wanted to give students a chance to meet their future colleagues while at the same time allow the scholastic and professional to open lines of communication," said Sam Kreis, vice president of construction lending for Comerica in Auburn Hills, and director of BASM's student program. Since its inception last September, BASM student chapter has enrolled more than 40 members, most of whom attend Lawrence Technological University in Southfield. Kreis said plans are to establish five to 10 additional chapters at colleges and universities based in southeastern Michigan.

In addition to attending seminars sponsored by BASM and its members, students are encouraged to complete in construction management projects at regional and national levels.

Bridgetown
CONDOMINIUMS

"LOCATED IN THE QUAIN VILLAGE OF CHELSEA"

15 Miles West of Ann Arbor on I-94, Chelsea Exit N. 1/2 Mile to Stoplight. Left One Block.

Models open 7 days 12 noon-5 p.m.

(313) 475-7810

Colonial & Ranch Models
Some With Walkouts

2-3 bedrooms, 2 baths, 2 car garage, full basement, central air, GE built-ins, deluxe floor covering, patio deck & more.

From **\$119,900**
Association dues: \$65.00 per month
"A Lloyd Bridges Development"

Novi's Two Best...Quality Homes

BRADFORD OF NOVI	WESTMINSTER VILLAGE
<p>from...\$284,900 Northville Schools Premium 1/2 Acre Homesites Quality Custom Built Homes Wald Build to Suit Located on Tait Just South of 9 Mile Model Open 12-6 Closed Thursday contact Kathleen (313) 380-8888</p>	<p>from...\$159,900 Novi Schools 3 & 4 Bedrooms Dramatic Cathedral Ceilings Library - 2 1/2 Baths Located on Haggerty Just South of 10 Mile Model Open 12-6 Closed Thursday contact Rod (313) 442-2626</p>

Singh Development Co., Ltd.

Caton Estates

LUXURY CONDOMINIUMS OF PLYMOUTH EXECUTIVES • INVESTORS AND CEO'S

Bring your mother and father and treat them to comfort and quality and treat yourself to one of Michigan's finest investment locations with low-low interest plus a "financial bonus plan" included. 2,045 square foot custom Ranch with walk-out lower level on the water. 2 fireplaces, vaulted ceilings, master suite with fashion bath, 2 car attached garage and much more. \$229,500.

Sales by **The Prudential**
Harry S. Wolfe, REALTORS®
Hours: 1 to 6 Sat. & Sun.
Model: 455-4220 Office: 421-5660

INTERESTED IN QUALITY?

See how affordable quality can be at Livonia's

Whispering Winds
CONDOMINIUMS

PRICED FROM \$129,900 to \$139,900

Don't miss our FREE "Closer Look" video for an in-depth look into the quality of our homes!

ONLY ONE HOME LEFT IN PHASE II!

953-0765

OPEN 7 DAYS
Hours:
11 a.m. - 7 p.m. Weekdays, Noon-6 p.m. Sat. & Sun.
Just South of Ann Arbor Trail On Newburgh Road
B & K DEVELOPMENT COMPANY, INC.

HIDDEN RIDGE
HR

ESTATE OF THE ART

THE ULTIMATE PRIVATE LOCATION IN THE CITY OF BLOOMFIELD HILLS. NINE SPECTACULAR ESTATE-SIZED HOMESITES WAIT. THE RESIDENCE OF YOUR OWN CREATION. ONE AND ONE-HALF ACRES OF NATURAL BEAUTY. EACH LIKE A WORK OF ART. FROM \$195,000.

K.W. PETERSON & ASSOCIATES
644-6780

DEVELOPED BY HUGHES PROPERTIES
TINOFERRA ENTERPRISES

AFFORDABLE LUXURY HOMES from

\$159,900

Introducing **Pilgrim Hills 55**

A Planned Community of Quality Crafted Homes

Homestead Builders, Inc. welcomes you to prestigious Pilgrim Hills, located in central Oakland County. It is conveniently located close to shopping and recreation. Come and see custom quality at affordable prices.

STANDARD FEATURES INCLUDE:

- All brick first level
- Wood burning fireplace
- \$4,000 Carpet and linoleum allowance
- Cathedral ceilings
- 2 Car attached garage
- Much, much more

Located at 5800 Three Ponds Rd. at Green, W. of Hwy 10
Hours:
Daily Noon-6 • Closed Thursdays
MODEL HOME
360-8810