

THE VALUE OF THE ARCHITECT: REASONS FOR ENGAGING AN ARCHITECT

By engaging an architect anyone contemplating building assures himself of *good building, economy, and an efficient building operation.*

I

Good building means sound planning for convenience and comfort to meet the special desires and specific working and living needs of the architect's client, the Owner; distinctive design; safe construction; and well selected equipment for the occupant's health and comfort. The architect may also secure the necessary approval of zoning authorities and building officials.

II

Economy results from skilled planning of the building and of the building operation, and wise selection of materials and appliances. An architect is guided by his client's budget, and he may also advise concerning financing.

III

An efficient building operation is possible only with carefully prepared drawings, specifications, and contracts; and *competent and unbiased* general administration of the construction. An architect also advises regarding the selection of contractors, prepares their contracts, and guards his client against losses resulting from lien laws and other causes.

IV

To accomplish these objectives, an architect must have had years of education, and intensive training and experience in his highly specialized profession. He frequently uses the services of specialists in structural design, heating, air conditioning, sanitary engineering, lighting, acoustics, interior design, landscape architecture, etc.; collaborating in their decisions, and coordinating their work.

V

The architect is his clients professional adviser and agent, from start to finish of a building operation. He may be prepared by special arrangement, to accept any reasonable degree of responsibility his client may wish to delegate. In any case, the architect sees to it that his client gets what he pays for. He has no commercial interest in any particular form of construction, or specific materials or appliances.

VI

Payments for architectural services are only a small fraction of the total cost of a building. An architect may save for his client a sum much larger than his total compensation; even more often his contribution to the work enhances the value many times more than the amount of his charges. Architectural service does not cost—it pays.

THE SELECTION OF AN ARCHITECT

I

Methods: Whether acting for himself or for a public or private group, anyone engaging an architect invests in competent professional service, and his problem is to select from among those available the firm most able to do the work contemplated.

II

Direct selection: The two methods of choosing an architect are (1) by direct selection, and (2) by means of an architectural competition. The simplest and quickest way is by direct selection. As soon as the prospective client is satisfied as to the architect's good standing in his profession and community, his ability in design and competence in construction, and his practical efficiency, business capacity and good judgment, he signs a written agreement.

III

Compensation: The *service* an architect renders is the same under any of the various forms of agreement, but the bases for determining his compensation vary. The most generally used form of agreement provides for the architect to be paid a percentage of the construction cost of the project. Other common forms provide for the architect's compensation to be (a) a flat professional fee plus reimbursement of other direct expenses and an allowance for indirect expense, and (b) the actual technical personnel expense for the time engaged upon the project multiplied by a suitable factor.

IV

Competition: An architectural competition is established when two or more architects make available to a prospective client any research, recommendation, drawing, or model related to his project. No member of The American Institute of Architects will enter such

a competition except when the prospective client delegates the selection to a competition *jury* and agrees to employ the architect whom the *jury* designates as the winner of the competition; and the *jury* can consider neither the professional experience of any of the competing architects nor the client's preferences. The competition, therefore, should be limited to qualified architects, or else it should be a condition of the competition that any winning competitor who does not qualify shall associate for the project with an architect who does.

In order that such a competition will attract architects of exceptional ability, be equitable for all concerned, and bring out the best results for the client, it is essential that a professional adviser be appointed to the client and conduct the competition. The *professional adviser* should prepare a *competition program* which is a contract between the client and the competitors; and which provides *anonymity* of submission and a judgment by an expert and unprejudiced *jury*. When a competition is for a definite project on a definite site, the program should, when possible, contain an *agreement to employ* the winner of the competition as the architect of the project and to perform the services described for the compensation stated in the *program*.

V

Approval: The Institute will scrutinize the programs of architectural competitions that are held within its domain and come to its attention, and will approve those which comply with the prescribed conditions. Members of The Institute, if invited, may take part in an architectural competition in any capacity only after such approval is given.

By whatever method he may have been selected, the architect should deserve and receive his client's trust; and the client in turn should command the respect of his architect.

THE STANDARDS OF PROFESSIONAL PRACTICE

WITH INTERPRETATIONS

The official text of A.I.A. Document J-330 is in *bold* and roman. The interpretations are in *italics*.

The following provisions of the By-Laws of The Institute form the basis for all disciplinary actions taken under the Standards of Professional Practice:

Chapter 14, Article 1, Section 1 (c)

Any deviation by a corporate member from any of the Standards of Professional Practice of The Institute or from any of the rules of the Board supplemental thereto, or any action by him that is detrimental to the best interests of the profession and The Institute shall be deemed to be unprofessional conduct on his part, and ipso facto he shall be subject to discipline by The Institute.

1 Obligations of Good Practice

The profession of architecture calls for men of the highest integrity, judgment, business capacity, and artistic and technical ability. An Architect's honesty of purpose must be above suspicion; he acts as professional adviser to his client and his advice must be unprejudiced; he is charged with the exercise of judicial functions as between client and contractors and must act with entire impartiality; he has moral responsibilities to his professional associates and subordinates; he is engaged in a profession which carries with it grave responsibility to the public. These duties and responsibilities cannot be properly discharged unless his motives, conduct and ability are such to command respect and confidence.

Planning, technical guidance, advice and counsel constitute the service of the profession. Given in verbal, written or graphic form, they are rendered in order that buildings with their equipment and the areas about them, in addition to being well suited to their purposes, well planned for health, safety, efficient operation and economical maintenance, and soundly constructed of materials and by methods most appropriate and economical for their particular uses, shall also have beauty and distinction.

In order to promote the highest standards of conduct in the practice of architecture, The American Institute of Architects has formulated the following basic principles for the guidance of the profession:

A. An Architect's relation to his client depends upon good faith. Before undertaking any commission he should explain the exact nature and extent of his services, and of his compensation therefor. Where a fixed limit of cost is established in advance of design, the Architect must be given freedom in determining the character of design and construction needed to meet as nearly as feasible the cost limit established but should not be understood to guarantee the final cost which will be determined not only by the Architect's solution of the owner's fixed requirements but by the fluctuating conditions of the competitive construction market.

It is an important duty of the Architect to keep the owner informed, during the progress of the work, as to the probable cost of construction involved.

B. An Architect should consider the needs and stipulations of his client and the effect of his work upon the life and well being of the public.

C. An Architect may offer his services for anyone on the generally accepted basis of commission, fee, salary or royalty, as Architect, consultant, adviser, or assistant, provided that he rigidly maintains his professional integrity.

Members may practice as employees of corporations, but they must be careful in all instances to see that their own actions are in accordance with the ethical standards of The Institute. (Board, March, 1956.)

D. An Architect should not make use of services offered by manufacturers, suppliers of building materials, appliances and equipment, or contractors, which may

be accompanied by an obligation detrimental to the best interest of the client.

E. An Architect's drawings, specifications and other documents should be complete, definite and clear concerning his intentions, the scope of the contractor's work, the materials and methods of construction to be used therefor, and the conditions under which the construction work is to be completed and paid for.

F. An Architect should guard equally the interests of the contractor as well as those of the client. The Architect will condemn workmanship and materials which are not in conformity with the contract documents, but it is also his duty to give every reasonable aid toward a complete understanding of those documents so that mistakes may be avoided. He will not call upon a contractor to make good omissions and errors in the contract documents.

G. An Architect in his investments and in his business relations outside of his profession must be free from financial or personal interests which tend to weaken or discredit his standing as an unprejudiced and honest adviser, free to act in his client's best interests.

An Architect should not permit the use of any statement in product advertising which could be construed as representing that he endorses a product or method. (Board, November, 1956.)

H. An Architect should promote the interests of his professional organizations and do his full part of the work of those organizations. He should share in the interchange of technical information and experience with the design professions and the building industry.

I. An Architect should inspire the loyal interest of his employees, providing suitable working conditions for them, requiring them to render competent and efficient services, and paying them adequate and just compensation therefor.

J. An Architect should endeavor to provide opportunity for the professional development of those who enter the profession, by assisting them to acquire a full understanding of the functions, duties and responsibilities of Architects.

K. An Architect should seek opportunities to be of constructive service in civic affairs, and to the best of his ability advance the safety, health and well-being of the community in which he resides.

Finally, every Architect should do his part to forward justice, courtesy and sincerity in his profession. It is incumbent on him in the conduct of his practice to maintain a wholly professional attitude toward those he serves, toward those who assist him in his practice, toward his fellow Architects, and toward the members

of other professions, and the practitioners of other arts. He should respect the distinction between professional practice and non-professional enterprise.

2 Mandatory Standards

1. **An Architect shall not accept any compensation for his services other than from his client or employer.**
2. **An Architect shall not render professional services without compensation.**

He shall neither offer nor provide preliminary services on a conditional basis prior to definite agreement with the client that if the contemplated project proceeds, he will be employed as its Architect.

The Board of Directors considers that the statement in Rule No. 2 which reads, "An Architect shall not render professional services without compensation," refers particularly to cases in which competition with other architects is present, and that, where professional services are rendered without compensation, or where an architect reduces his usual fee by donation, the requirements of Rule No. 3 shall be observed. (Board, October, 1955.)

3. **An Architect shall not knowingly compete with another Architect on a basis of professional charges, nor use donation as a device for obtaining competitive advantage.**

Where a stipulated fee or percentage is a condition precedent to consideration of architects, there is no competition among those who offer their services at such a fee, regardless of fee schedules or customs. (Board, September, 1950.)

The purpose of minimum recommended fee schedules is to advise and educate. Observance of these schedules is not and cannot be made mandatory. (Board, May, 1957.)

4. **An Architect shall not offer his services in a competition except as provided in The Institute's Competition Code; in international competitions originating in the United States except as approved by The Institute and the International Union of Architects; and in foreign international competitions except as approved by the International Union of Architects.**
5. **An Architect who has been retained as a professional adviser in a competition shall not accept employment as an Architect for that project.**

- 6. An Architect shall not render architectural services to non-professional enterprises connected with the building industry, except when**
- (a) He does not either directly or indirectly solicit orders for the said enterprises.
 - (b) He is paid by salary, fee or royalty for his architectural services and does not participate in any profits of the aforesaid enterprises which influence his professional integrity.
- 7. An Architect shall not engage in building contracting.**
- 8. An Architect shall not knowingly injure falsely or maliciously, the professional reputation, prospects or practice of another Architect.**
- 9. An Architect shall not attempt to supplant another Architect after definite steps have been taken by a client toward the latter's employment.**
- 10. An Architect shall not undertake a commission for which he knows another Architect has been employed until he has notified such other Architect of the fact in writing and has conclusively determined that the original employment has been terminated.**
- 11. An Architect in soliciting work shall not divide fees except with professionals related to building design, and those regularly employed or known to be associated with his office.**
- 12. An Architect shall not use paid advertising nor use self-laudatory, exaggerated, or misleading publicity.**

Factual materials, verbal or visual, which dignify the profession or advance public knowledge of the Architect's function in society may be presented through public communication media.

The use of the portrait of an architect in connection with advertising material published by factors of the building industry will not be permitted except under special circumstances which make the use of architects' portraits in an advertisement in the interest of the profession, and then only if previously and expressly approved by The Board of The Institute. (Convention, 1956.) The Secretary and the Executive Director are delegated the power to approve, on behalf of The Board, uses of architects' portraits in advertising, consistent with the above policy. (Board, May, 1956.)

Paid advertising, as referred to in this Rule, is defined as any form of paid announcement or printed material in the public press or circulated indis-

criminately by an architect to the public or a segment thereof, intended to aid directly or indirectly in securing actual commissions for that architect, with the following exceptions:

Brochures containing factual information concerning an architect's work; reprints made at the architect's expense, or in his behalf, of items in the public press; and announcements, reports, analyses and descriptive data relating to an architect's work shall not be considered to be paid advertising, provided their direct distribution by the architect is limited to persons with whom the architect has had previous professional or personal contact. (Board, May, 1957.)

When invitations are received by architects to exhibit at conferences and conventions, such as hospitals and medical conventions, and school board meetings, it is best that the chapter pay for the booth space, contact the membership and determine which firms or individuals would care to exhibit, or what method of exhibit would be most appropriate.

When a widely-representative group of architects is invited to share space at a special exhibit, such as a church conference illustrating that particular type of church work, and the payment for the space is only to cover costs, the architects involved can obtain permission to participate in the exhibit, provided that the exhibits and credit lines are in good taste. (Exec. Comm., April, 1957.)

Showing of slides or pictures to a civic or fraternal group, illustrating the works of an architect is perfectly proper, provided that no personal or self-laudatory statements are made. (Exec. Comm., April, 1957.)

The publication of business cards in magazines is in violation of the Standards of Professional Practice. (Board, November, 1949.)

- 13. An Architect shall not solicit, nor permit others to solicit in his name, advertisements or other support toward the cost of any publication presenting his work.**

It was held not to be in violation of The Institute's ethical doctrines for each architect involved to support a State publication of the plans, photographs and data on all recent school jobs. (The cost to each architect was a proportionate cost of the publication.) (Exec. Comm., December, 1950.)

The publication of brochures supported by advertising in illustrating an architect's work is held to be contrary to the Standards of Professional Practice (For example, as in "Architecture and Design"). (Exec. Comm., July, 1949.)

Advertising by individuals is prohibited. Advertising by chapters listing the names of all members or none is perfectly proper.

Advertising by groups representing specific geographical areas within chapters is proper if approved by the chapter, and is clearly to the advantage of the profession. If members' names are included in the advertising, the names of all members within the geographical area involved must be listed, except where omitted at the request of the member; provided that in such instances it be made clear that the listing does not include the names of all chapter members. (Policy Book—1956.)

The propriety of gifts sent by architects to clients and prospective clients is a matter of discretion. The gifts should not be of such a substantial nature as to tend to influence the selection of an architect. (Exec. Comm., April, 1957.)

- 14. An Architect shall conform to the registration laws governing the practice of architecture in any state in which he practices and he shall observe the**

standards of practice established by the local Architects' professional body.

- 15. An Architect shall at no time act in a manner detrimental to the best interests of the profession.**

Conclusion

Since adherence to the principles herein enumerated is the obligation of every member of The American Institute of Architects, any deviation therefrom or from the broad principles of good practice as set forth in Section I, shall be subject to discipline in proportion to its seriousness.

The Board of Directors of The American Institute of Architects shall have sole power of interpreting these Standards of Professional Practice and its decisions shall be final subject to the provisions of the by-laws.

Note: Document No. 330, Standards of Professional Practice, was originally approved and adopted by the seventy-ninth Convention in 1947. It was subsequently revised by the eighty-first Convention in 1949 and the eighty-third Convention in 1951. The eighty-sixth Convention in 1954 adopted the last major revision. In March 1957, The Board of Directors added a new clause at the end of Mandatory Rule No. 4 concerning international competitions; in November 1957, The Board added a further clarification of this same Rule. These are the only differences between the present and the 1954 editions.

NATIONAL COUNCIL OF ARCHITECTURAL REGISTRATION BOARDS

For information or circulars of advice concerning NCARB examinations or the procedures for acquiring a Council Record or Council Certificate, write to James H. Sadler, Executive Director, NCARB, 418-24 Commerce Exchange Building, Oklahoma City, Oklahoma.

ALABAMA (1931)

John M. Morton, Secretary – Board for Registration of Architects, 239 Dexter Avenue, Montgomery, Alabama.

ALASKA (1939)

Bjarne Olsen, Secretary, State of Alaska Board of Engineers and Architects Examiners, Box 1416, Juneau, Alaska.

ARIZONA (1921)

Mrs. Rayma Neeb, Exec. Secretary, Arizona State Board of Technical Registration, Guaranty Bank Building, Suite 624, 3550 North Central, Phoenix, Arizona.

ARKANSAS (1939)

Jason Rouby, Assistant Secretary, State Board of Architects, P. O. Box 2233, Little Rock Arkansas.

CALIFORNIA (1901)

Frank B. Cronin, Executive Secretary, Board of Architectural Examiners, 1021 "O" Street, Room 602, Sacramento, California.

CANAL ZONE (1956)

Luther B. Sartain, Secretary, Board of Registration for Architects, Post Office Box 2034, Balboa Heights, Canal Zone.

COLORADO (1909)

Casper F. Hegner, Secretary-Treasurer, Colorado State Board of Examiners of Architects, 125 State Services Building, 1525 Sherman Street, Denver 3, Colorado.

CONNECTICUT (1933)

Bradford S. Tilney, Secretary, Architectural Examining Board, 155 Whitney Avenue, New Haven, Connecticut.

DELAWARE (1933)

Leon N. Fagnani, Secretary, State Board of Examiners and Registration of Architects, 1109 Jefferson Street, Wilmington, Delaware.

DISTRICT OF COLUMBIA (1924)

Mrs. Lacey Coad, Executive Secretary, Board of Examiners and Registrars of Architects, 1740 Massachusetts Avenue, N.W., Washington, D. C.

FLORIDA (1915)

Morton T. Ironmonger, Secretary-Treasurer, State Board of Architecture, 106 Oak Park Building – 2631 E. Oakland Park Boulevard, Fort Lauderdale, Florida.

GEORGIA (1919)

Cecil L. Clifton, Joint Secretary, State Examining Boards, State Board of Architects, 224 State Capitol, Atlanta, Georgia.

HAWAII (1923)

Mr. Morris Comer, Executive Secretary, Department of Treasury and Regulations, Hawaii Board of Registration for Professional Engineers, Architects, and Land Surveyors, P. O. Box 3469, Honolulu 1, Hawaii.

IDAHO (1917)

Nan K. Wood, Director, Occupational License Bureau, Administrative Office, State House, Boise, Idaho.

ILLINOIS (1897)

Fredric B. Selcke, Superintendent of Registration, Department of Registration and Education, (Architect Division), Springfield, Ill.

INDIANA (1929)

Mrs. Pauline H. Shumack, Secretary, State Board of Registration for Architects, State Office, Room 1002, 100 N. Senate Avenue, Indianapolis, Indiana.

IOWA (1927)

Mrs. Jacqueline Day, Executive Secretary, Board of Architectural Examiners, State House, Des Moines, Iowa.

KANSAS (1949)

Mrs. Virginia Fahrback, Assistant Secretary, State Registration and Examining Board of Architects, State Office Bldg., Topeka, Kansas.

KENTUCKY (1930)

Mrs. Josephine Emrath, Exec. Asst., Department of Architecture, Reynolds Building, University of Kentucky, Lexington, Kentucky.

LOUISIANA (1910)

John W. Glover, Director, Department of Occupational Standards, P. O. Box 4095, State Capitol, Baton Rouge, Louisiana.

MAINE (1945)

John Calvin Stevens II, Secretary, State Board for Registered Architects, 127 Pleasant Street, Portland, Maine.

MARYLAND (1935)

T. Worth Jamison, Jr., Executive Secretary, Board of Examiners and Registration of Architects, 8 East Mulberry Street, Baltimore 2, Maryland.

MASSACHUSETTS (1941)

James R. Hanlon, Secretary, State Board of Registration of Architects, State House, Room 34, Boston, Massachusetts.

MICHIGAN (1915)

Henry G. Groehn, Executive Secretary, State Board of Registration for Architects, 1604 Cadillac Square Building, Detroit, Michigan.

MINNESOTA (1921)

Helen D. Carlson, Executive Secretary, Board of Registration for Architects, 316 New York Building, St. Paul, Minnesota.

MISSISSIPPI (1928)

Carl E. Matthes, Secy.-Treas., State Board of Architecture, Post Office Box 510, Hattiesburg, Mississippi.

MISSOURI (1941)

Mrs. Clemmie V. Wall, Secretary, State Board of Registration for Architects and Professional Engineers, Post Office Box 184, Jefferson City, Missouri.

MONTANA (1917)

H. C. Cheever, Exec. Secy.-Treas., State Board of Architectural Examiners, Montana State College, Bozeman, Montana.

NEBRASKA (1937)

Roy M. Green, Secretary, State Board of Examiners for Architects, 512 Trust Building, 941 "O" Street, Lincoln 8, Nebraska.

NEVADA (1949)

Raymond Hellmann, Secy.-Treas., State Board of Architecture, 421 Hill Street, Reno, Nevada.

NEW HAMPSHIRE (1948)

Mrs. Winnifred B. Farmer, Assistant Secretary, Board of Registration for Architects, Post Office Box 336, Durham, New Hampshire.

NEW JERSEY (1902)

Charles A. Wood, Jr., Secretary-Director, State Board of Architects, 1100 Raymond Boulevard, Suite 105, Newark 2, New Jersey.

NEW MEXICO (1932)

Lawrence A. Garcia, Secretary, Board of Examiners for Architects, 5004 Copper Street, Albuquerque, New Mexico.

NEW YORK (1915)

John W. Paige, Chief, Bureau of Professional Licensing Services, State Education Department, Hawk & Elk Street, Albany 1, New York.
Harold T. Brinkerhoff, Secretary, State Board of Examiners of Architects, 339 Lexington Avenue, New York, New York.

NORTH CAROLINA (1913)

A. Lewis Polier, Exec. Secy.-Treas., Board of Architecture, 209 North 7th Street, Bismarck, North Carolina.

NORTH DAKOTA (1917)

Robert Ritterbush, Secretary-Treasurer, State Board of Architecture, 209 North 7th Street, Bismarck, North Dakota.

OHIO (1931)

R. C. Kempton, Executive Secretary, State Board of Examiners of Architects, 50 West Broad Street, Room 2750, Columbus 15, Ohio.

OKLAHOMA (1925)

Leonard H. Bailey, Secretary-Treasurer, Board of Governors of Licensed Architects, 3300 Liberty Bank Bldg., Oklahoma City, Okla.

OREGON (1919)

Mrs. Harriet K. Givens, Secretary, State Board of Architect Examiners, 509 Oregon Bank Building, 319 S. W. Washington Street, Portland 4, Oregon.

PENNSYLVANIA (1919)

Walter Antrim, Secretary, Bureau of Professional Licensing, Dept. of Public Instructions, State Board of Examiners of Architects, Education Building, Harrisburg, Pennsylvania.

PUERTO RICO (1927)

Hermino Mendz Herrera, Secretary, Board of Examiners of Architects, Post Office Box 3271, San Juan, Puerto Rico.

RHODE ISLAND (1936)

Lloyd Turoff, Secretary, Board for the Examination and Registration of Architects, 335 Angell Street, Providence, Rhode Island.

SOUTH CAROLINA (1922)

Mrs. Margaret Ballenger, Executive Secy.-Treas., State Board of Architectural Examiners, P. O. Box 5325, Columbia, South Carolina.

SOUTH DAKOTA (1925)

Donald O. Flahart, Secretary, State Board of Architectural Examiners, First National Bank Building, Rapid City, South Dakota.

TENNESSEE (1921)

Professor Wm. H. Rowan, Secy.-Treas., State Board of Architectural Examiners, P. O. Box 1810, Station "B" Vanderbilt University, Nashville, Tennessee.

TEXAS (1937)

John G. Flowers, Exec. Secy., Board of Architectural Examiners, State Office Bldg., Room 1011, 201 East 14th Street, Austin, Texas.

UTAH (1911)

Frank E. Lees, Director of Registration, Dept. of Business Regulations, 318-A State Capitol, Salt Lake City, Utah.

VERMONT (1951)

Payson R. Webber, Secretary, State Board of Registration for Architects, Rutland, Vermont.

VIRGINIA (1920)

Turner N. Burton, Director, State Board for the Examination and Certification of Architects, P. O. Box I-X, Richmond, Virginia.

WASHINGTON (1919)

Thomas A. Carter, Administrator, Professional Division, Department of Licenses, Olympia, Washington.

WEST VIRGINIA (1921)

William J. Kreps, Secretary, Board of Architects, P. O. Box 385, Charleston, West Virginia.

WISCONSIN (1917)

W. A. Piper, Secretary, Registration Board of Architects, 1140 State Office Building, Madison, Wisconsin.

WYOMING (1951)

Frederic H. Porter, Secy.-Treas., State Board of Architects, 1009 East Lincolnway, Cheyenne, Wyoming.

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