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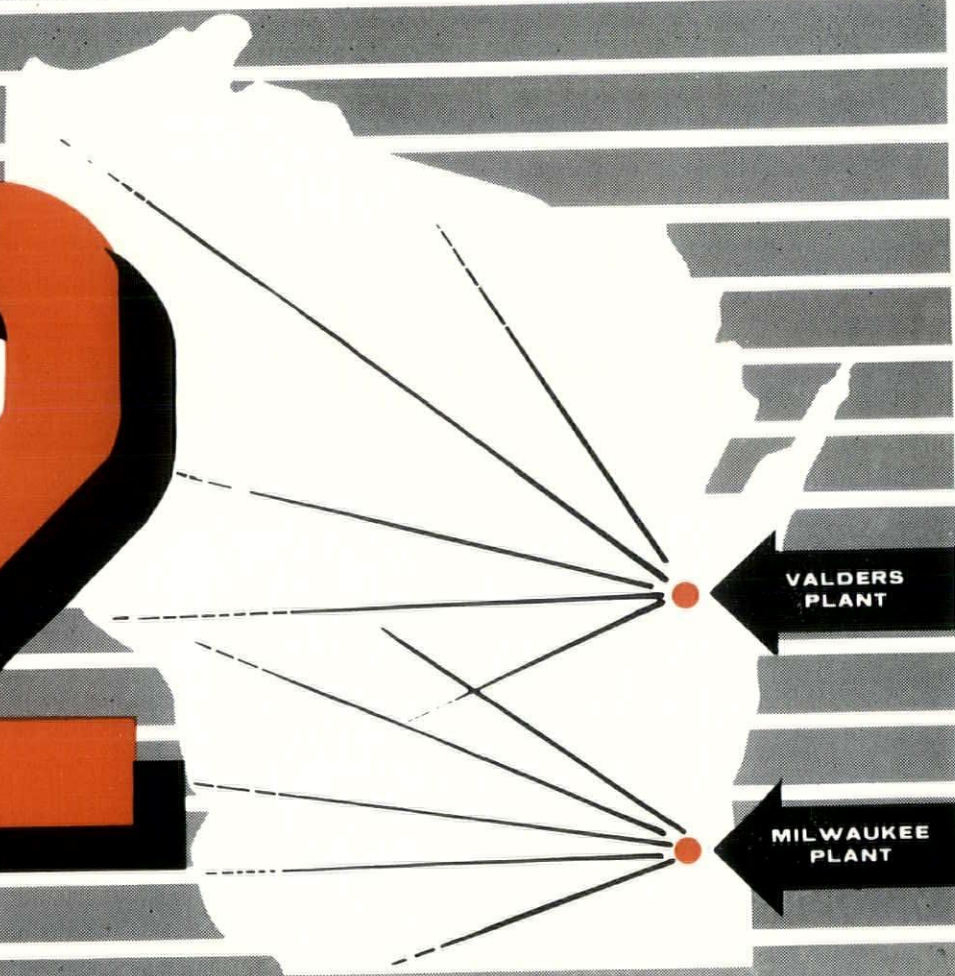
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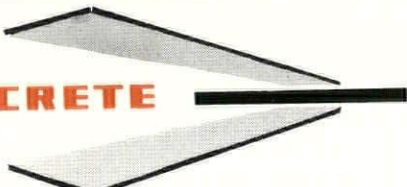
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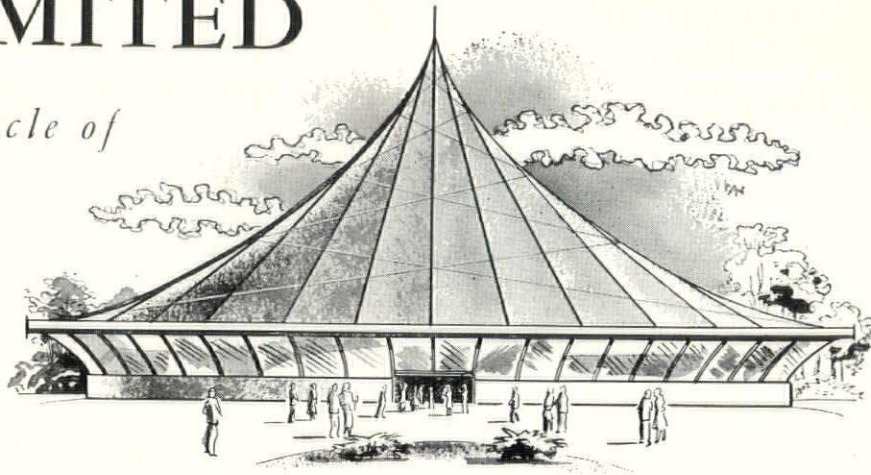
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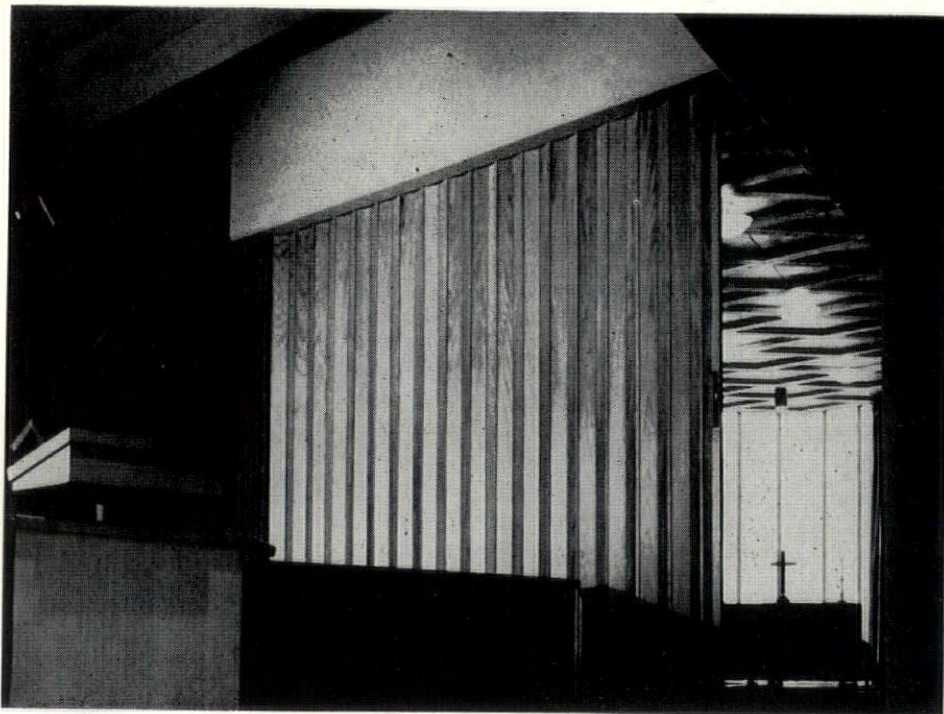


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the Wisconsin Architect

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HELP WANTED

MALE OR FEMALE

The Historic Buildings Preservation Committee is looking for willing and able bodied architects, draftsmen, students or other qualified personnel to assist in the measuring up of historic Wisconsin structures and in the preparation of record drawings for same. No compensation of any kind is being offered, other than the joy and satisfaction of making a genuine contribution to the preservation of Wisconsin's historic architectural legacy. Drawings and photographs, properly prepared, will become a part of the Historic American Buildings Survey for permanent deposit in the national archives of the Library of Congress.

If interested and willing to help, please contact:

RICHARD W. E. PERRIN, A.I.A.
Chairman, Historic Buildings Preservation Committee of the Wisconsin Chapter of the American Institute of Architects.

333 West North Ave., Milwaukee 12,
Telephone FRanklin 4-4422



What's that again?

Photo by Austin Fraser, AIA

The Three "R's" of Architecture

by Karel Yasko, AIA

Architectural education and curriculum were explored and evaluated on a broad front at the AIA-ACSA Seminar on Teaching Architecture held at Grindstone Lake, Hayward, Wisconsin from June 7 to 19. Some forty-two architectural schools in the U.S. and Canada were represented by teachers or prospective teachers in this third or prospective teachers in this third full scale joint gathering, which enrolled about 115 during the 12-day period. Previous seminars have been held at Nantucket and Aspen following the joint M.I.T.-Harvard pilot session in 1956.

Speakers and seminar leaders were drawn equally from teacher participants and distinguished authorities in the U.S. and Canada. They covered a range of subjects including background, influences and objectives of architectural education, methods and curricula in America, Britain and Europe, relationship to planning, research, structure, implementing curriculum and a school of architecture of the future. (Ed. note: could it be Wisconsin?)

John Ely Burchard, Dean, School of Humanities and Social Studies, M.I.T. was the keynoter and set the tone for the next 11 days. He raised questions as to a clear understanding of the purposes of an architectural professional, artistic or business education. He suggested the consideration of bifurcation of architectural curriculum in the upper years to channel students with minor talents in design into areas where their other abilities would be useful and necessary to architecture.

Thomas Howarth, Director of U. of Toronto's School of Architecture and Prof. William Muschenheim of Michigan presented comprehensive reports on architectural education in America and Europe. Mr. Howarth, former head of U. of Liverpool's school spent a year visiting U.S. schools and ob-

served that our high school students could be pushed harder to prepare them for the University. Less time, therefore, would be spent at the collegiate level on courses which could be taught in high school.

Mr. Muschenheim who made his study of European schools under a foundation grant observed that European curricula and knowledge is about the same as ours but that by contrast their students have more freedom and maturity. Lack of self-discipline at the U.S. high school level might turn such freedom into a burden for our student.

A psycho-therapist, Dr. Paul Goodman, who is also a successful playwright and novelist, discussed creativity, developing the subject through a formal critique of function. He illustrated this with a description of varied seating arrangements used in psycho-therapy, each important to the practitioner's technique. Brother of an architect, Percival Goodman, and a student of religions, lent great authority to his illustrations of seating in religious buildings.

Professor Paul Jacques Grillo, Notre Dame, presented proposals for a new curriculum which would produce a new generation of good designers through greater uninterrupted time with the subject. Technical and mathematical courses would be drastically reduced; he cited LeCorbusier and Frank Lloyd Wright as notorious non-mathematicians. Faculties would be limited to one professor in every field with help of tutoring instructors. Technical professors would be non-specialists.

A refreshing comment from the Frenchborn and trained architect was that "U.S. high schools are the best in the world" whose product might not compete with his European contemporary in scholarly book knowledge but is a contrast to the "round shouldered,

hollow chested European student."

A report on the Pratt Institute experiment where students and critics spent a full 8 hour day each week working together was given by Stanley Salzman. Professor Salzman was one of the three teachers involved in the experiment, the success of which remains to be determined as the class progresses through the curriculum.

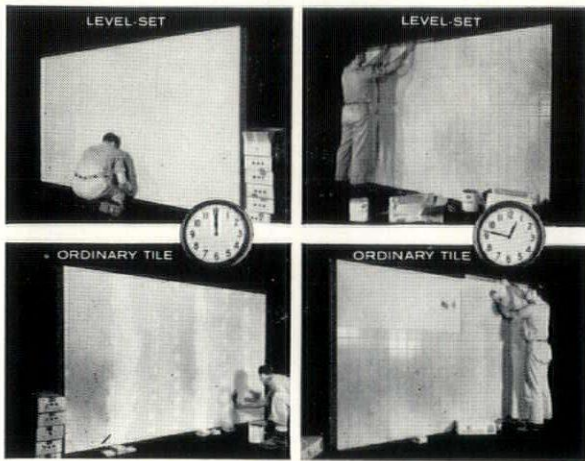
The "School of Architecture of the Future" was described by Walter Taylor, Director of Education and Research A.I.A. as one which will depart from the traditional orbit around Structure and Visual Esthetics and revolve around National Environment, Man and the Behavioral Sciences, Physical Sciences and Design skills. The latter "will be taught only as tools for study and communication, not as substitutes for an architecture of space and substance."

The closing seminar was conducted by Walter Netsch of Skidmore, Owings and Merrill and who was largely responsible for the design of the Air Force Academy. As a member of the Illinois Architectural Registration Board he presented their criteria for the examination in design, which is based on nine points of consideration. Pilot tests were made in cooperation with several schools on problems actually

Continued on page 20

Karel Yasko, AIA Wausau, attended the Grindstone Lake conference representing the AIA Committee on Education and the Wisconsin Chapter, AIA, Committee on Education and Research, of which he is chairman. With him on the latter committee are: Eugene Wasserman, Wallace Lee, William Kaeser, Nathaniel Sample, and Jack Kloppenburg, all AIA.



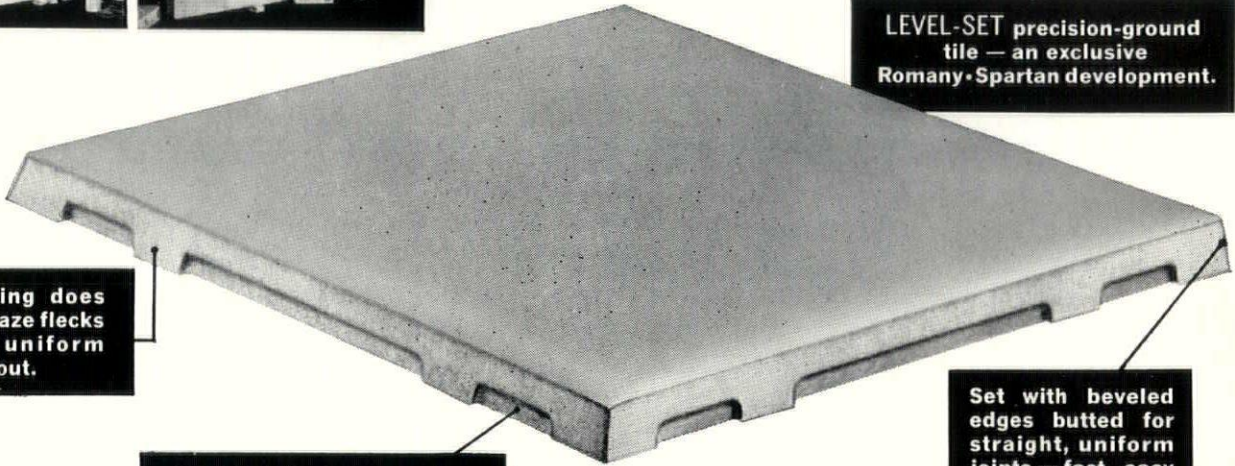


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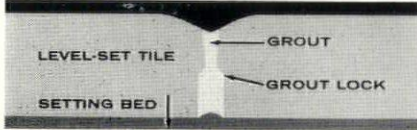


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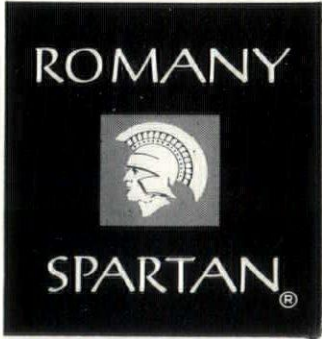
Never before, in the glazed wall tile industry, has it been possible to maintain *exact* control of size and squareness. Now, through an exclusive, patented process, Romany•Spartan brings you just that — the world's only precisely sized 4¼" square glazed ceramic wall tile — LEVEL-SET.

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THE 1959 AIA CONVENTION . . .

by Ruth Hill, Executive Secretary
Wisconsin Chapter, AIA

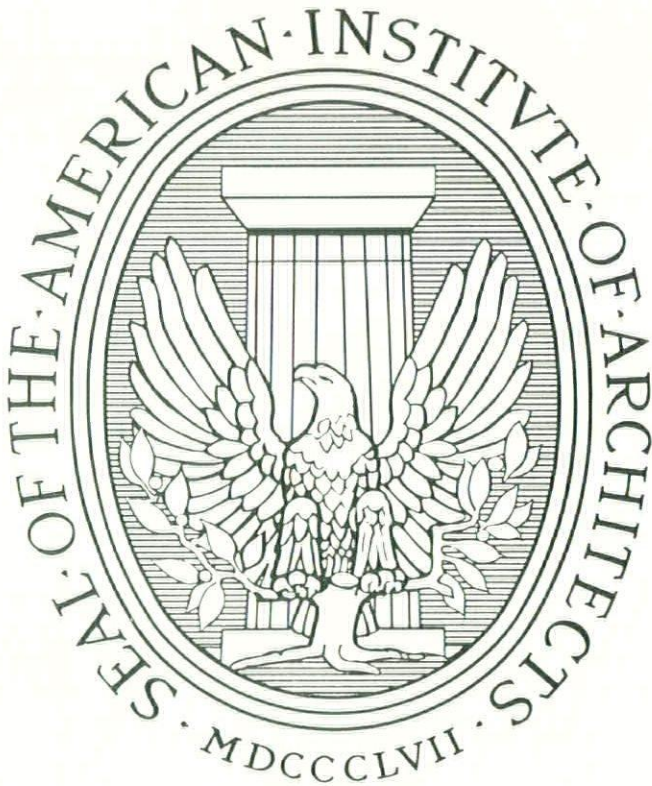
In planning to attend my first AIA convention this past June in New Orleans, I thought apprehensively and often of the immensity of the size of the meeting contrasted with our own Wisconsin Chapter convention. We—150 representatives of one chapter; they—delegates from dozens; we—several nationally-known speakers, they—more than twelve; Wisconsin Chapter—months of preparation, New Orleans—a year. The thought was overwhelming.

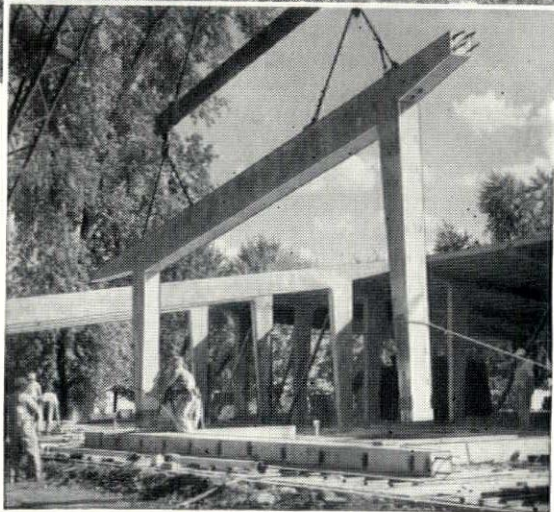
My first architectural experience after leaving Milwaukee was a ten-minute stopover at the St. Louis Airport where I viewed for the first time the terminal building which merited an Honor Award. It was particularly interesting since Minoru Yamasaki was scheduled to participate in a panel at the convention. It is nice, even for a layman, to have an insight to the man through his work before hearing him speak. I was fortunate later to meet Mr. Yamasaki and found him to be very friendly and unassuming; the serenity of his person is certainly reflected in his buildings.

The first official session which I attended at the convention was a gathering of chapter presidents and executive secretaries. Items on the agenda included chapter meetings (attendance and programs), architect-in-training program, dues and budgets, and other grass-root subjects. While this session ended officially after a couple of hours, it actually continued for the next four days for everyone there. To me it was the major part of the convention. The informal sessions with other executive secretaries and officers are invaluable. Seeing how the other chapters habitate is indeed an education. Also the bull sessions with AIA staff members cannot be replaced by correspondence. I can't imagine a delegate returning to his home without a similar feeling of accomplishment gained through exchanging ideas.

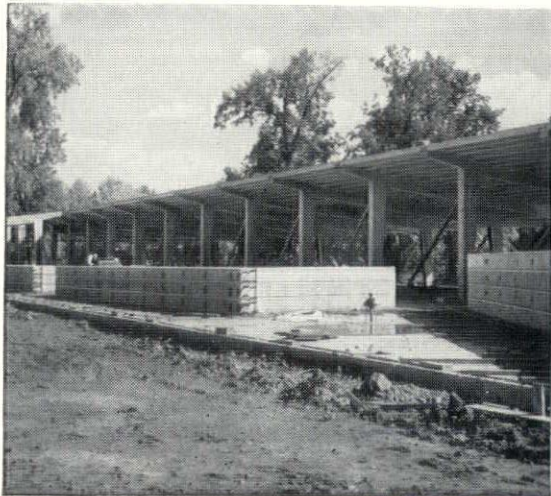
The speakers were topnotch and gave the members food for meditation . . . Edward Stone set the keynote in his crisp discussion of design . . . Philip Johnson, who entertained Wisconsin Chapter conventioners in 1957, wittily moderated the panel composed of Charles Pratt, William Pereira and Yamasaki which discussed "Individual Theories of Design" . . . Participating in a panel on "Design Factors and Resources" was Julian E. Garnsey who will be the banquet speaker at the North Central States Regional conference in Milwaukee this September.

I left New Orleans still thinking how BIG the convention was. Maybe it was fortunate that Milwaukee didn't have enough hotel accommodations to host the 1961 AIA convention as was once considered. Think of the mailings . . .





Large photo shows one wing of the Linton-Stockton School. Small photo above shows a close-up view of one of the precast concrete bents while photo below shows method of stockpiling concrete bents before erection. Designed by Thomas C. Dorste and Spiros G. Pantazi of Indianapolis. Structural engineer was Floyd E. Burroughs, also of Indianapolis.



Precast concrete members make low-cost school possible

The new Linton-Stockton Elementary School in Linton, Ind. has been widely acclaimed in educational circles. It is an example of the speed and economy with which urgently needed classrooms can be provided quickly and economically.

Saving in time and money resulted from the use of precast concrete construction. The frame is formed by precast concrete bents supporting precast channel slabs. Integral parts of the bents are arms for cantilevered sections. Both bents and roof slabs were precast on the site. Careful planning, standardization of members and utmost re-use of forms held down costs and construction time.

As a result the 80,000-sq. ft. school was built for \$870,000. Its 36 classrooms, averaging 1200 sq. ft. in size, will accommodate 1,200 pupils. The restrooms and halls are floored with terrazzo, which was also used for wainscoting in the building.

Modern precast concrete schools such as this not only have low initial cost but also low maintenance cost, long life and low annual cost. And they're fire-safe, too! So make your next school precast concrete.

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TOWARD TOGETHERNESS

On Thursday, June 18, 1959, a panel of architects addressed the Metropolitan Builders Association meeting held at the Wisconsin Telephone Company. Excerpts from the speeches of the panel members follow:

FRITZ VON GROSSMANN, AIA, Moderator . . . In each of the three years I have been on the Parade of Homes Jury I have noticed a great improvement in the project . . . on the other hand I believe it is wrong to take approximately fifty standard and



repetitious builders plans, changed slightly over the years, and place these houses immediately next to functional and precocious architect designed homes . . . Invariably the award-winning architect influenced house winds up being the last to sell even though it is superior from the standpoint of arrangement and livability. Why is this? From the standpoint of marketability, compatible things should be together. The people who buy architect designed homes want the other houses in the neighborhood to be of comparable quality with neighbors of equivalent social and economic interests . . . More sales appeal would surely be accomplished if architect-planned homes were grouped together and from a purely economic standpoint this would be a wise move . . . Architect-Builder collaboration is imminent. Architects should covet or solicit builder's design and production commissions. Builders should not hesitate to contact and confer with architects preliminary to commissioning . . . All Builder-Architect teams formulated will not necessarily be successful, but the large percentage will . . .

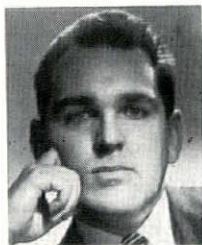
FREDERICK J. SCHWEITZER, AIA, *Planning for Profit* . . . The value of the architect in the merchant builder field should not be misconstrued, nor should the extent of his services be underrated. Unless employment of such professional services is capitalized upon for its full worth, the architect will fall short, not due to lack of ability, but because his training and position in the

building field is not completely understood . . . The concept that the architect is the man to be called in to "pretty up" the front of a well worn house plan is the first to be dismissed. This approach is as superficial as the current vogue of paint manufacturers calling their sample cards "decorator colors" . . . It



would seem logical that those professionally trained in creative planning and design with relation to building should have a clear cut position in the field by virtue of experience. The successful builder is recognized by the architect as an expert in construction, land procurement, and sales. A mutual respect, therefore, between builder and architect is the first important step in intelligent planning for profit. It is a violation of sound business that one can do without the other . . .

CLINTON MOCHON, AIA, *Architects' Contribution to Architect-Builder Teams* . . . A good contractor is capable of constructing high quality buildings in so far as assembling materials, and good workmanship, but he does not have training and experience in good architectural design. For this reason an architect and builder should work together in the area of residential design.



Today we are surrounded by residences being constructed by builders which are in very poor taste architecturally, but, in most cases have good construction and workmanship. There is no question in my mind but that it is just a matter of time before residential builders and architects shall work together successfully . . . When they join forces the architect must understand the problems of the builder, particularly economic ones. The architect should be familiar with the builders capabilities, techniques, assembly line methods. The builder must keep an open mind and give the architect as much

design freedom as possible. The architect is a creative person striving to improve architectural design. A frequent problem is that a contractor has many salesmen on his staff who claim they know everything the public wants. *The question is, if the public has never been exposed to something better—who can say how acceptable a new idea will be?* . . . The emphasis in the present competitive market is on good design whether in clothing, automobiles, kitchens, radios, or residences. Only the architect can produce *good design* for the builder, and only the builder can produce a well constructed residence. Together they can offer a fine home within a reasonable budget for the public. . . .

A. A. TANNENBAUM, A.I.A. *Getting the Most out of the Small House* . . . As builders and architects we must take advantage of new products,

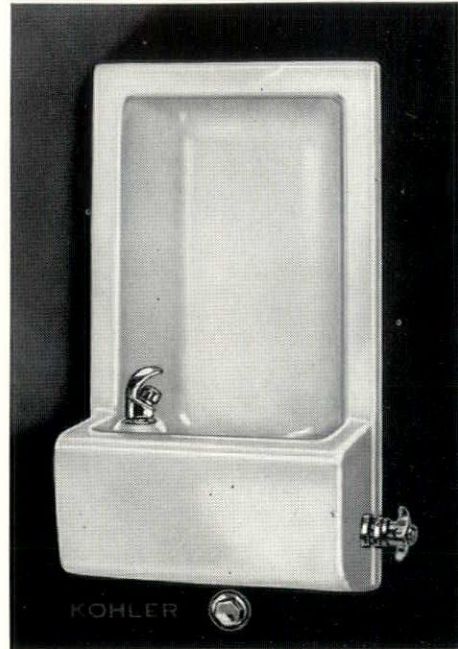


materials and methods of construction . . . We should learn to design and build in terms of component parts instead of individual pieces . . . An illusion of more space can be created by proper open planning and effective use of color. . . . If a good architect cannot save money for a builder, he certainly can give the houses more buyer appeal which will result in more and quicker sales. . . .

DOUGLAS DRAKE, *Good Design is Good Business* . . . Houses are becoming more a symbol of social prestige, replacing the impressive automobile, and also are becoming more complicated as our way of living grows more complex and varied and leisure time increases . . . Based on a list of over one hundred different activities that take place within a house, it becomes obvious that good design is necessary to be able to do all these things conveniently . . . The minimum house is becoming obsolete . . . Home buyers want the features found in large, custom built homes, not just gimmicks, planters, exhaust fans, built-in appliances and phone jacks . . . They want and need good design based on our contemporary way of life.



Millbrook K-5264-A



Glenbrook K-5293-A

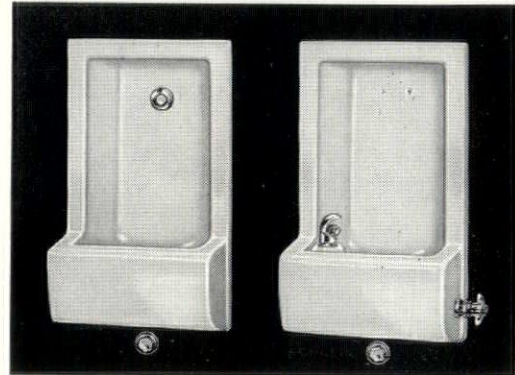
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KOHLER DRINKING FOUNTAINS

**Maximum convenience,
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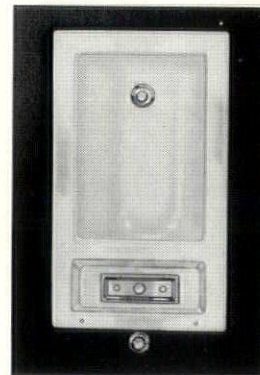
Straight front styling gives these vitreous china Kohler drinking fountains a neat, symmetrical appearance that matches the character of today's architecture. They offer specific advantages in use and maintenance.

Bubblers, with openings well above the fountain rims, provide sanitary drinking mounds of convenient height and angle, and are non-squirting. Metal guards protect against mouth contact. Self-closing valves are adjustable for continuous flow. Automatic regulators maintain volume uniformity under varying pressures. Brass condensation plates eliminate dripping.

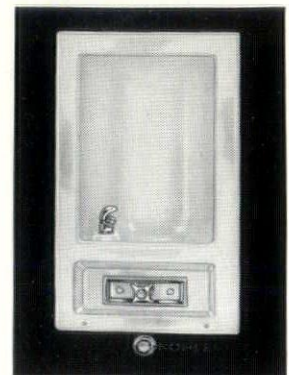
Kohler drinking fountains conform to health regulations of all states. Smooth, unobstructed surfaces and handy access panels simplify cleaning and maintenance. Chrome-plated, all-brass fittings minimize wear and corrosion. Available in white and Kohler colors.



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Tudors

by Des Moines Clay Company



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Tudors is a sand textured brick of distinctive charm. A mixture of light reds, medium reds and reddish purples, with an overall purplish cast, this blend presents a cool, refreshing appearance.

The brick for each unit, because of its very nature, match exactly the previous units. The architect selected mortar color to blend with former additions, thus the overall effect is one complete building erected at one time.

Complete information and sample panel of this distinctive face is available upon request.



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If you haven't seen the new Sun-Dance, warm, buff and tan wire-cut face brick by Ottumwa Brick and Tile Company, please contact us for a sample panel. It's new, unusual, and charming.



Above: Southeast area, the second addition.
Below: South area, the third addition.



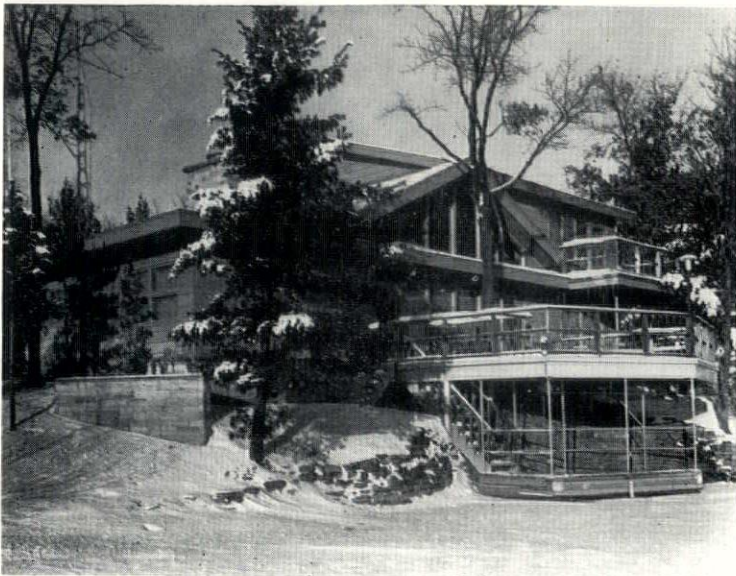
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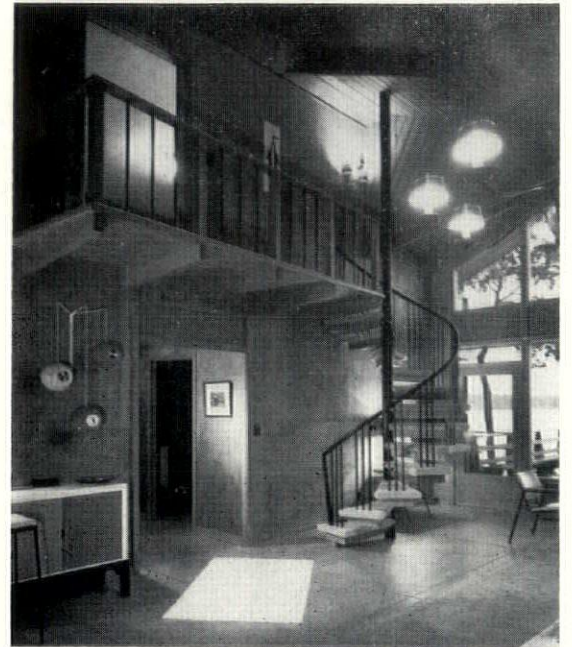
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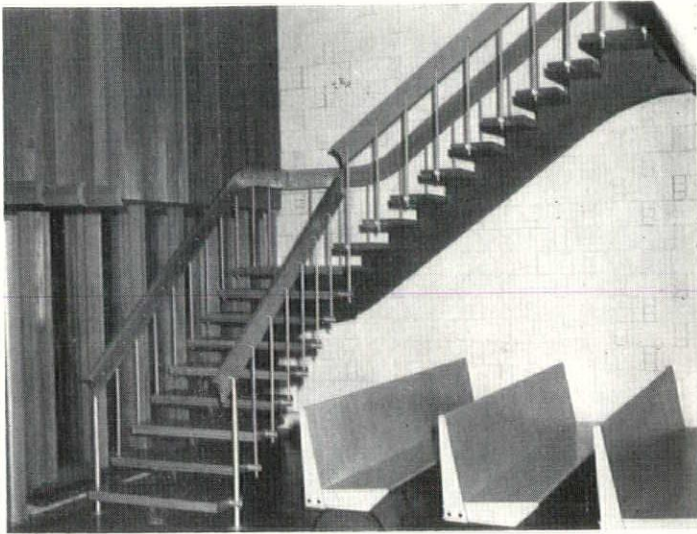
Donn Hougen, AIA

Wisconsin Rapids, Wisconsin

G. E. Veneman Summer Home



Three photos on right by Rueckl, Appleton



Herbst, Jacoby and
Herbst, AIA

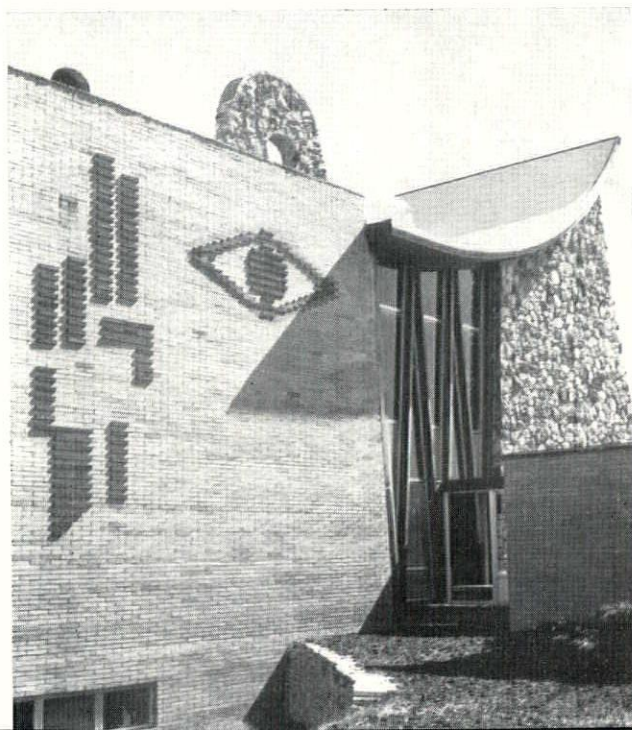
Milwaukee

Heinz Brummel,
Design Associate



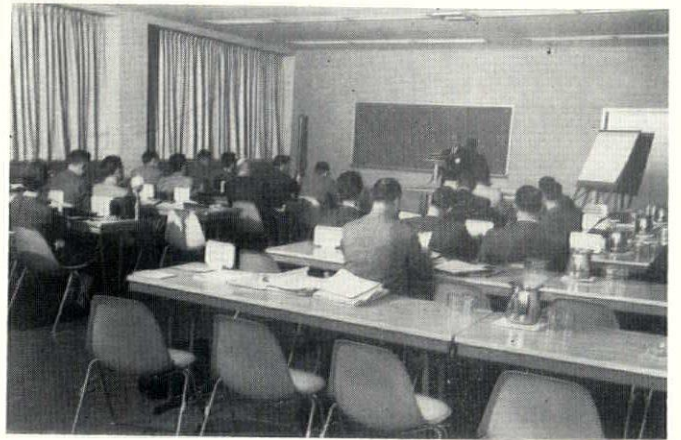
Faith Lutheran
Church

Cedarburg, Wisconsin





Wisconsin
Center
Building
Madison



Foeller, Schober, Berners, Safford and Jahn, AIA

Green Bay, Wisconsin

Photo below by William Wollin, Madison





"The Homes in which Architects Live"

WTMJ-TV 2:00 p. m.

Beulah Donohue - Woman's World



Complete schedule of architect appearances:

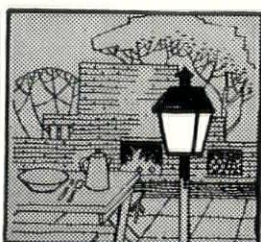
- June 1Wallace R. Lee, AIA
- June 15Mark A. Pfaller, AIA
- June 29George G. Schneider, AIA
- July 6Clinton Mochon, AIA
- July 13Eugene Wasserman, AIA
- July 20Charles Burroughs, AIA
- July 27Joseph Sherer, AIA
- August 3 Frederick J. Schweitzer, AIA
- August 10Nathaniel Sample, AIA
- August 17Robert P. Potter, AIA
- August 31Maurey Lee Allen, AIA
- September 7Donn Hougen, AIA
- September 14Norman Minster, Associate
- September 21Myron Sielaff, AIA
- September 28Joseph Weiler, AIA
- October 12John Brust, AIA

Eugene Wasserman, AIA, brings his home to the WTMJ-TV Beulah Donohue show on July

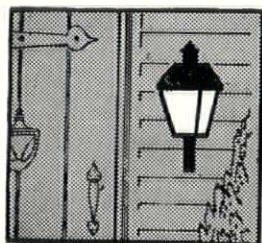
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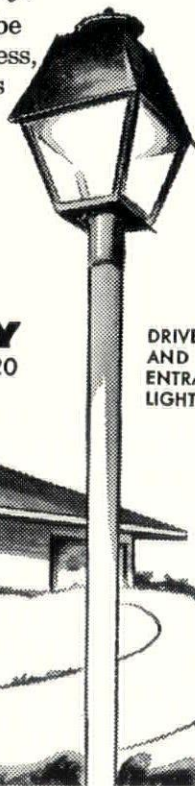
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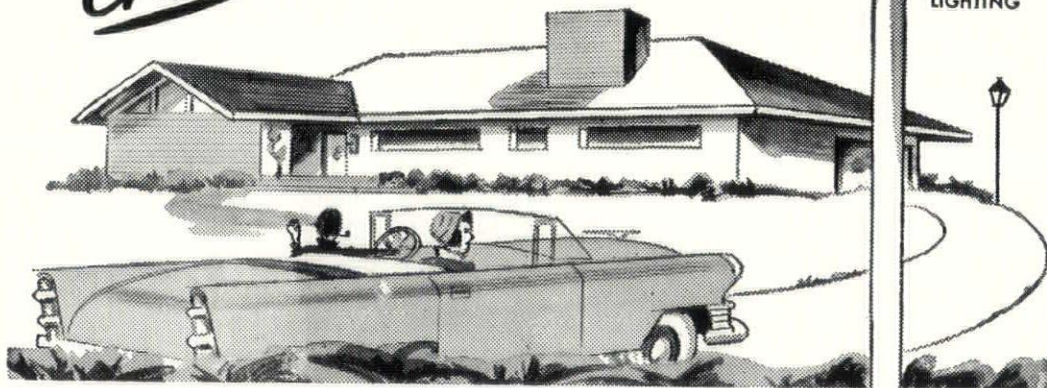
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MILWAUKEE'S NEW DIMENSION

by Rolf Irgens

CONCLUSION

This is part two of a report on the activities of the Joint Civic Design and Urban Renewal Committee of the Milwaukee Division, Wisconsin Chapter, AIA, in relation to downtown building problems. In the July WISCONSIN ARCHITECT a proposed ordinance was printed and commented upon. Following are additional comments and a specific problem faced.

Automobile Parking

Parking is an interesting part of the new ordinance particularly since there is no reference to it in the text of the ordinance. It was felt parking can be provided in any new structure but that area used for this purpose would count as part of the floor area of the building if within the building at grade or above. Outdoor parking areas at grade would not qualify as premium area regardless of location. Building floor area is calculated at the first floor and above; basement space is not counted. Some might argue that interior parking area should not be counted as floor area or even given an additional premium. We felt this would not be wise since one of the prime results that we were after was to create an impetus to openness at grade for public use. By allowing a special concession to parking this impetus might be offset and control would be lost on the size of a building. Any number of stories of parking could be built in addition to the primary functional area of the building as determined by basic ratio plus any qualifying premiums.

Another factor should be considered with regard to parking. Would it be desirable for each building on a major street to have its own parking facility which could handle the needs of both tenants and the tenants' clients? Certainly not in all cases. Each building which incorporates a parking facility affects the overall planning of the downtown area for years to come. The city would find it difficult to close a street that was the access to a parking facility even if closing such a street might be beneficial to the area as a whole. Downtown parking would best be on the periphery of the business area rather than in it. This is true for reasons

of ease of access to and from parking, for both driver and pedestrian, lessening of the conflict of pedestrian and automobile traffic, and the development of a downtown business area which is scaled to the pedestrian. One does most of his business as a pedestrian and not behind the wheel of a car.

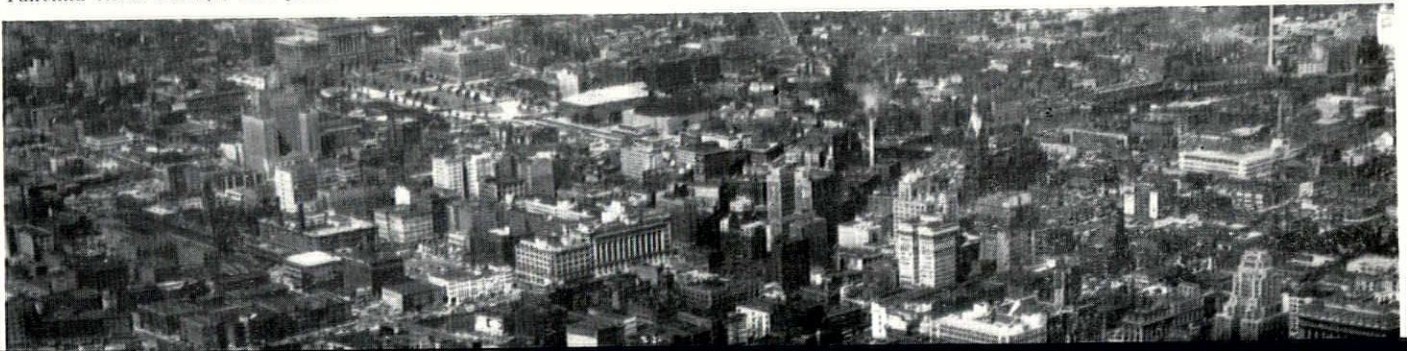
The proposed "Marine Plaza" complex indicates a parking solution which should benefit "downtown". The parking structure is on the south side of Michigan Avenue (the periphery of the main business area.) This parking is both convenient to the business area and is located as not to congest or forever tie up Wisconsin Avenue as a traffic route. Parking is a real problem but the solution to it does not seem to lie in trying to provide for it in the heart of "downtown".

Marine Bank Project

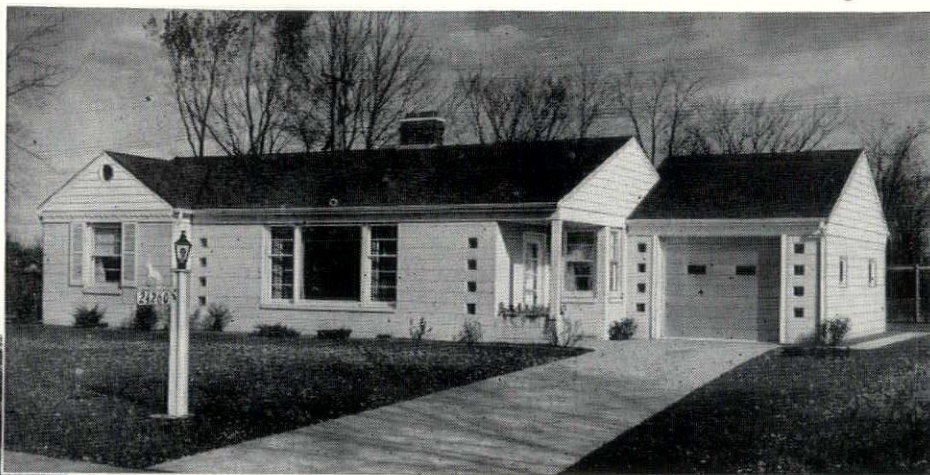
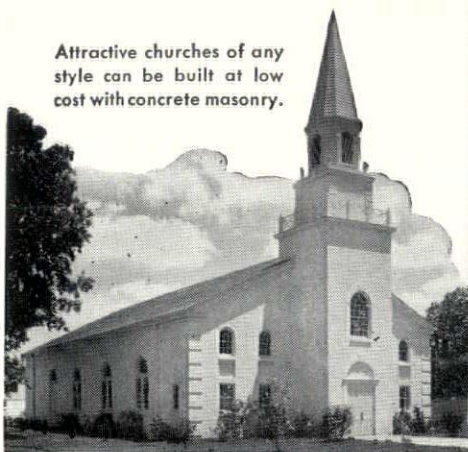
An interesting factor which seemed ever present in the background of our studies was the Marine Plaza Project. We felt our approach to "downtown" zoning should not reflect projects with which we as individuals were not thoroughly acquainted and by no means should the possible desirability of a particular building complex be used as a framework for designing a well thought out ordinance. The proposed Marine Plaza Project exceeded the then existing ordinance with respect to height, but was under the allowable floor area requirement. Any attempt to write a premium incentive type of ordinance under which the Marine project would qualify would have allowed other buildings by the same rules to be built to ridiculous proportions, whereas the Marine Project would not be taking advantage of the potentials of such an ordinance. One example prepared by Peter Seidel indicated that a 100 story building would be feasible on a quarter of a city block if rules were designed that would allow the Marine Project to develop under a high basic ratio plus high plaza and setback premium type of ordinance. We feel we in part were responsible for the solution to this predicament with our suggestion to the Land Commission staff members that

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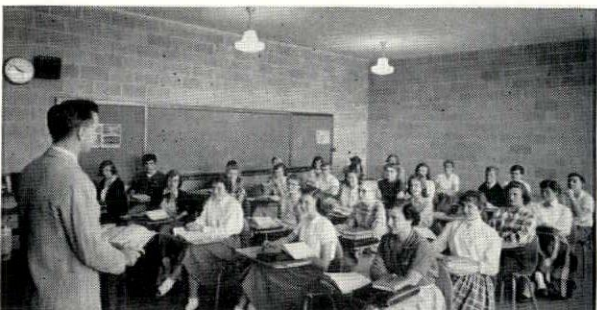
Fairchild Aerial Surveys, Inc. photo



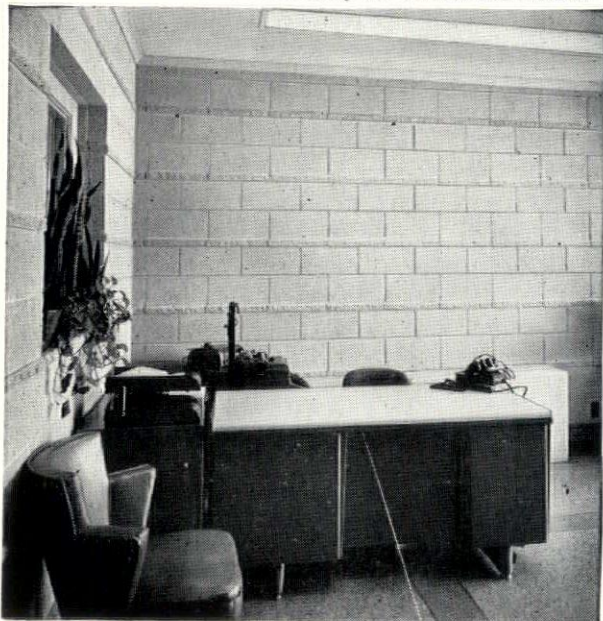
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if the two blocks involved in the project could be considered as one property that the low ratio (less than the basic ratio of 8) utilized on the parking garage block would allow a higher ratio on the other block. The Land Commission staff redefined the term lot in an ordinance as follows:

A lot is a parcel of land in a single ownership occupied by not more than one building and the accessory buildings or uses customarily incident to it, including such open spaces as are required by this chapter, except that in a project instituted under the provisions of Section 66.405-66-425 Wisconsin Statutes a lot may include more than one parcel of land. In determining lot area no part thereof within the limits of a street, alley or body of water shall be included.

Victor Gruen, architect for the Marine Project along with Robert Rasche of Milwaukee, expressed interest in the studies of our committee. The following is from a letter Mr. Gruen wrote Harry Bogner in December, 1958:

"I personally believe it would be a great mistake to set up bulk restrictions which are unrealistic, as one could make the economic utilization of land in the downtown area impossible. A stagnation of all building activity downtown would result. I also feel that consideration should be given to the possibility of considering as a ground area not only areas located within one building floor, but to permit that as ground area be calculated any area which is located on adjoining blocks as long as such area is under one ownership or developed as a cooperative action and in an integrated action by a group of owners.

"If such a thought could be adopted it would tend to encourage the development of larger environmental units and thus discourage fragmented development in piece-meal fashion, which is usually economically disadvantageous and aesthetically displeasing. That superior economic and aesthetic results can be achieved on this basis is proven by developments like Rockefeller Center in New York, Mile High Center in Denver and many others. We architects are well aware of the fact that the future of urbanization in the United States is in balance. The automobile as a means of mass transportation has encouraged the scatterization of our urban areas. Many of our downtown cores are fighting desperately against physical blight and economic deterioration. If we allow our urban cores to continue on the path of deterioration, we will not only destroy our urban way of life, but we will also transfer the tax loads, which are now being carried by downtown areas, to the rest of the metropolitan area and suburbia.

"We architects have a vital interest in keeping urban culture, through which, after all, most important human progress has sprung to life, and we should do everything in our power to bring a revitalization of our city cores about.

"The essential quality of a dynamic and working downtown core is: **Compactness**. Compactness is essential in order to make it easy to have direct exchanges in matters of business, social life, cultural life and enter-

tainment. Thus any measure which would make it more difficult to get on foot from one place to another, is an anti-city measure and will finally destroy the city.

"Because compactness is so essential, you might also want to give consideration to the recommendation that building bulk regulations should be graduated and that the highest use of land should be permitted in the comparatively small area which forms the real heart of business, administrative and shopping activities, and that less dense usages of land should be prescribed for areas surrounding the business heart area.

"In most cities, and I do not have any reason to believe that it is different in Milwaukee, the business heart area covers only a few blocks in each direction.

"The main reason why a reduction of density has seemed desirable to many people is that they hoped to eliminate traffic congestion by spreading the city. These hopes, as we know from our daily experience, have not been fulfilled. On the contrary, the more we have robbed people of the opportunity to walk from one place to another the more we have forced them to use automobiles in connection with every daily activity. If, on the other hand, we succeed in establishing truly compact activity areas we would be enabled to exclude automobile traffic from such areas and to provide for car storage facilities at their outer fringe."

Formation of the Architects Study Group

The first step of Mr. Harry Bogner, Chairman of the Civic Design Committee, was to appoint Messrs. Blake, Seidel, Kurtz, Slater, and myself to a sub-committee which was to study an early form of a "Proposed New Ordinance." It should be noted that shortly after this the Civic Design and Urban Renewal Committees were combined under co-chairmen, Mr. Harry Bogner and Mr. Clinton Mochon, inasmuch as the work and interests of the two committees proved to be overlapping.

Work of the Sub-Committee

The sub-committee began work under the tutelage of Mr. Vincent Lung of the Land Commission Staff. He went to great effort in explaining the background of the zoning situation and what they hoped to accomplish with a "new ordinance." As with any group delving beyond the obvious factors of a particular study there was much to be learned and assimilated by our sub-committee. First, we had to determine what we felt were the principal objectives to be attained by a "new ordinance." Out of the early meetings came five separate proposals; one by each member, illustrating what he considered the essence of the problem. After diagramming the effects of various factors and study of the approach, to similar problems and regulations by other cities, we presented a single alternate proposal to the Land Commission staff in November of 1958. This was accompanied with a letter to Elmer Krieger, Executive Secretary of the Land Commission, explaining how our

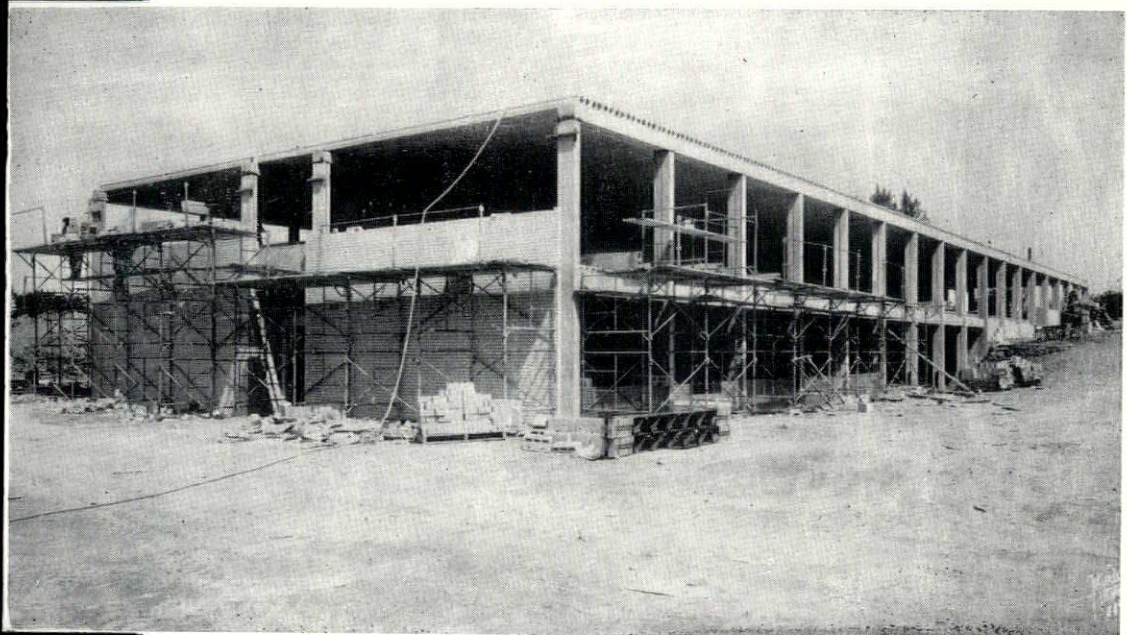
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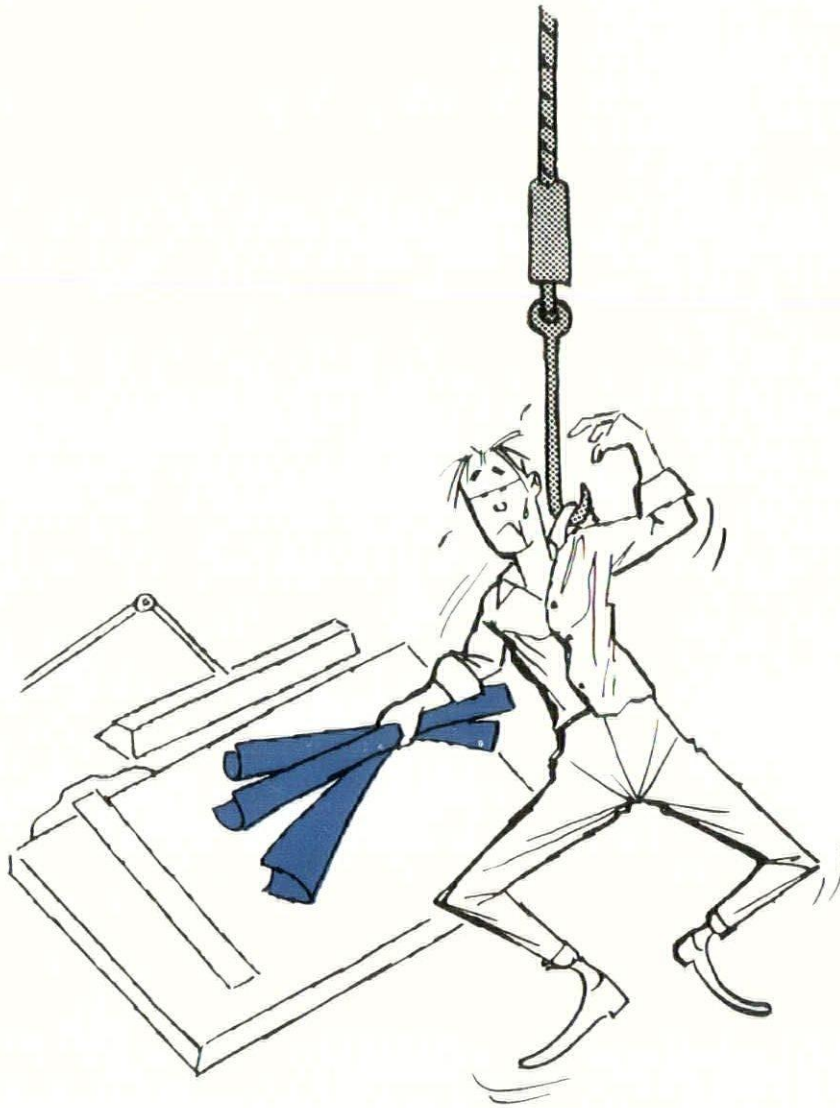
Yasko from page 4

used in Board exams. The logical sequence of the nine points were impressive to a point that opinions were expressed on the hope that other states would use a similar approach.

Netsch picked up the theme of Walter Taylor's behavioral science study and suggested that architectural offices might bring in sociologists for consultation for many projects. "SOM has done this on a limited scale, but not as much as we'd like."

The entire Grindstone Seminar was concluded with a dinner on the evening of the 10th at which Karel Yasko, Wausau, was Master of Ceremonies. He represented the AIA Committee on Education and the Wisconsin Chapter and extended greetings on behalf of the architects of Wisconsin. Such an affair was an innovation at the Seminars and served to wind-up the 11 day session on a warm note.

Recognition was extended to Harold Bush-Brown, Chairman of the Seminar and Buford Pickens, Washington University and president of ACSA who served as moderator of all Seminars.



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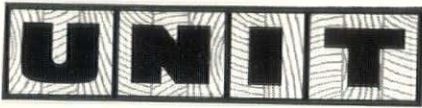
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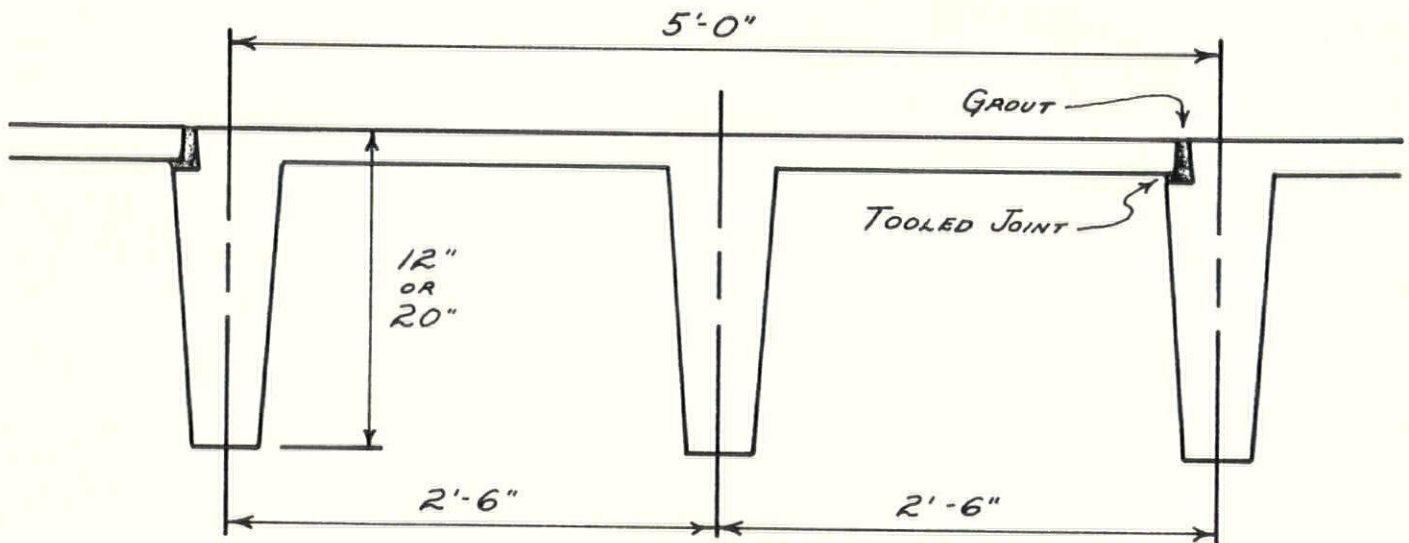


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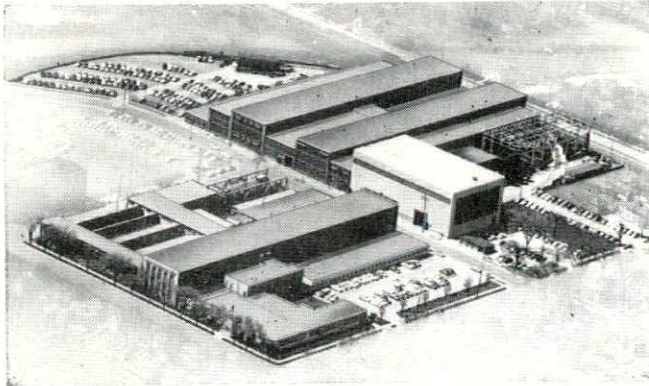
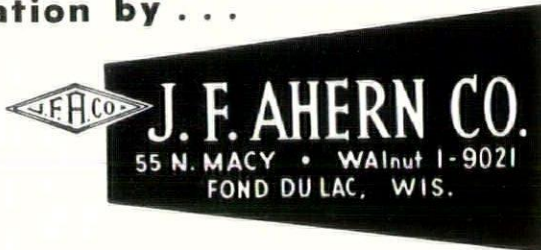


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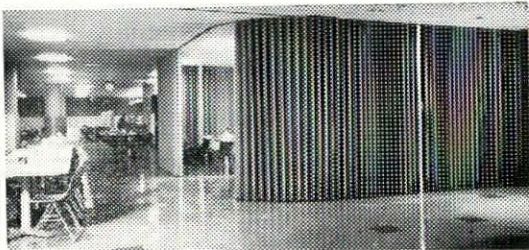
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Milwaukee from page 18

thinking varied from the staffs and suggested discussion of the differences.

The summation of our objectives as hereafter stated was the introduction to our report of November 18, 1958.

**Proposed Zoning Ordinance for 125 Foot Height
DISTRICT OF MILWAUKEE**

In order for 'Downtown' to regain its former prestige and once more to grow, it must compete with outlying shopping centers and suburban business locations by becoming a pleasant, convenient place to shop and conduct business.

Proper zoning regulations would encourage an orderly and coherent growth of the area.

Desired Results of the Proposed Ordinances

1. To encourage open spaces adjacent to tall higher density buildings.
2. To guarantee the possibility of reasonably sized structures for the small property holder.
3. To provide a reasonable maximum density for the 'District', thus encouraging redevelopment over large areas at a medium density rather than redevelopment in a very limited area at a high density. This should protect property values over a larger area.
4. To guarantee the possibility of utilizing natural light above an established height by offset requirements.
5. Not to establish an arbitrary height limit for non-residential buildings.
6. To avoid forcing bad architectural solutions through having too many restrictive clauses.
7. Not to encourage the development of small private parking facilities in conjunction with buildings which may become liabilities with regard to future traffic planning and city planning.

Note: We revised our thinking at a later date with regard to item #4 as is discussed elsewhere in the report.

Most of our discussions with the Land Commission Staff were with Messrs. Elmer Krieger, Vincent Lung, and Carl Quast, all of whom were most helpful and willing to listen to our views.

On December 10, 1958 several members of our sub-committee attended a hearing before the Board of Public Land Commissioners at which time we went on record as opposing a basic floor area—land area ratio in excess of six. It was at this meeting that the Land Commission Staff first presented their proposed "new ordinance" to the Board of Land Commissioners. The Land Commissioners suggested that the staff members and our sub-committee work together and resolve any difference.

Architect, Willis Leenhouts arranged a meeting of our committee with Mayor Zeidler in January. Members of the Land Commission Staff were present.

Certain elements of the new zoning ordinance, I feel, were included because of our committee's insistence. Of these the arcade and rear yard premiums are the major examples plus the giving of equal values to setback, plaza, and qualifying sideyard.

Of the items we opposed which were struck from the ordinance, a number are significant. We opposed the inclusion of an additional gratis premium for building adjacent to public open space such as the Milwaukee River or over the Northwestern tracks next to Juneau Park. We felt that there was no need for artificially allowing such properties to be more heavily built upon. We opposed the idea of giving a one for

one premium for the projected area at each story not built in above the first story but below the ninth story. This would have encouraged a typical pattern of solidly built blocks one story high with great towers rising from them; there would be no actual opening up of grade level for the public. In the example of the one story structure with a tower, it would have been equivalent to giving a premium of seven to the area covered by the one story portion of the building.

It was also proposed that mandatory 20-foot offsets from property lines provided on street property lines and on common property lines above the eighth story of buildings. We concurred with the idea of requiring such offsets along common property lines so as to guarantee light to adjacent buildings above that height; at the same time we assumed, however, that the tendency would be to set back the 20 feet at grade and thus pick up a sideyard premium and have a sheer walled building at the same time. We also felt at that time that the guarantee of the resultant forty feet of guaranteed openness above the eighth story of buildings should also apply across alleys or any open way less than forty feet wide. The committee was much opposed to anything, however, which would tend toward the New York type of offset system. The Land Commission staff members suggested along with the offset proposal that if the area per floor above the eighth story was one-third or less than the ground area, a structure might be built sheer walled (without offset) for that portion of the building. Our committee took exceptions to this proposal as being too arbitrary. We reached agreement, however, on the elimination of any and all required offsets. Thus each property owner must project his own window walls on common property lines by setting back on his own property. If he were to set back 20 feet or more, he could qualify for a sideyard premium. A required offset on street facades could have forced some questionable architectural solutions.

The major point with which we disagreed in the final writing of the new ordinance was the basic allowable floor area—land area ratio of eight. Some of our committee felt that six would have been a better figure thus adding greater incentive to the accumulation of larger parcels of land so that premiums might be more easily taken advantage of. It is difficult to take advantage of any premiums on a small lot.

Mr. Krieger presented the final form of the new ordinance to the Board of Land Commissioners in January, 1959. It was accepted. After study by a sub-committee of the Common Council it, along with the redefining of "lot" was passed by the Common Council.

Value of Our Action

It should be emphasized that once our sub-committee had oriented itself with background information and study, we agreed with the methods and approach proposed for the new ordinance by the Land Commission Staff. Although we did play a part in determining certain technical factors of the new ordinance, our primary value was that of publicly supporting an improved and potentially beneficial ordinance for the City of Milwaukee. As a group of architects we have an obligation to the public to use our background and knowledge to promote legislation which will ultimately benefit the citizens of this community. We must speak with the authority our profession demands.

There was no apparent organized opposition to the new ordinance, but the fact that we as a group did support it gave it stature which assisted (we have been assured) in its acceptance.

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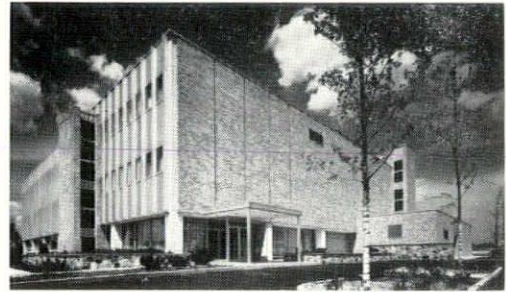
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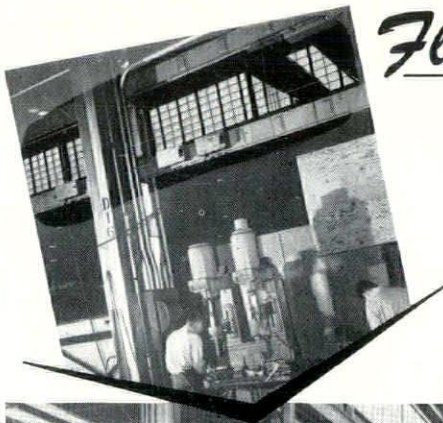
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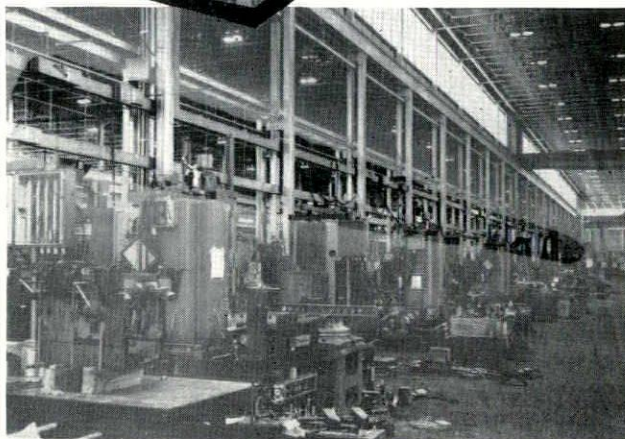
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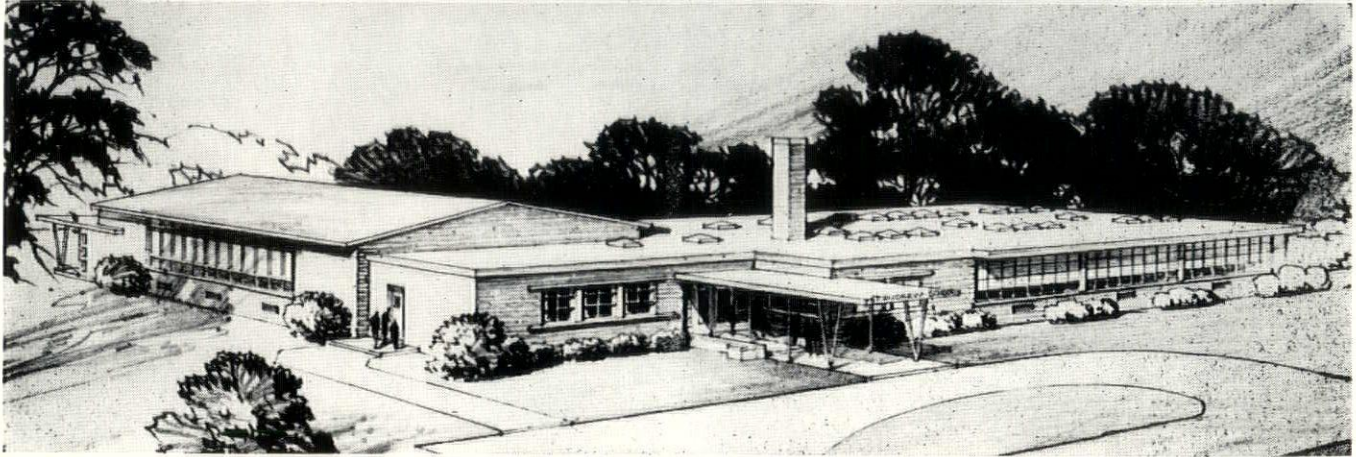
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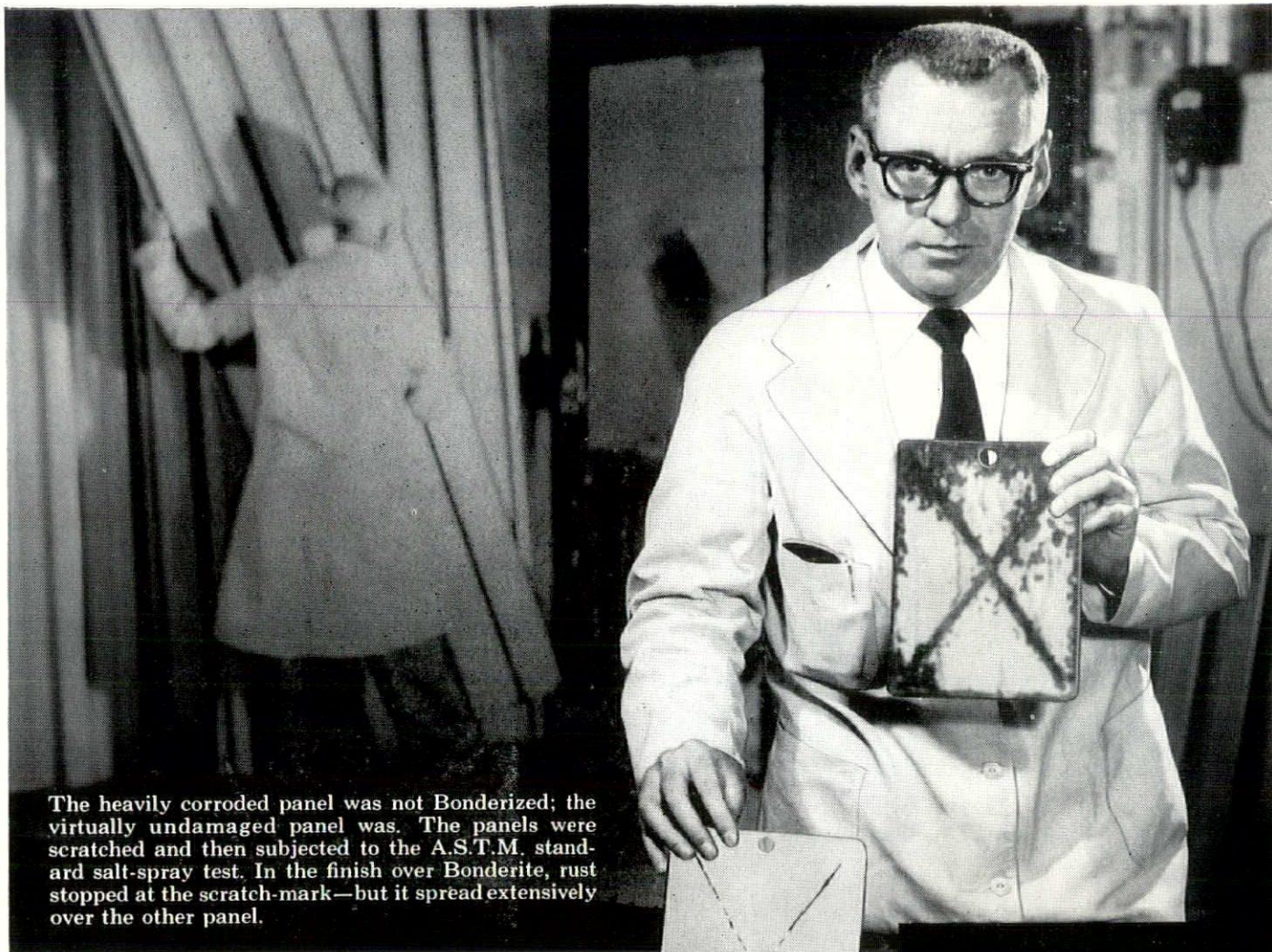
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Field painting costs cut in half with Milcor Bonderized Deck!

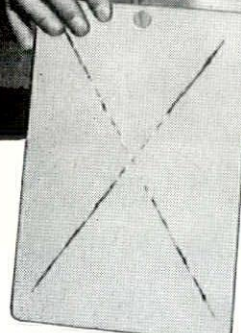
Prime paint that withstands salt spray for 192 hours certainly can take the wear and tear of shipping, storage, and erection. This often damages ordinary factory-applied primer.

Milcor deck is Bonderized, fortified against corrosion. Then it is flow-coated with an epoxy-resin enamel, oven-baked to abrasion-resistant hardness. One field coat of paint on Milcor deck usually does the job of two coats on ordinary decks.

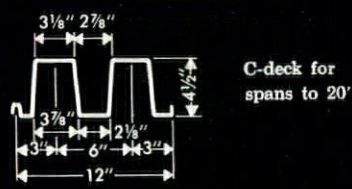
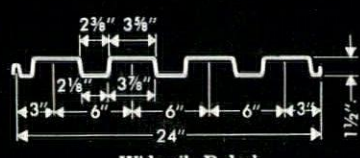
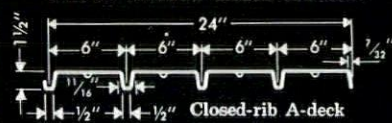
See Sweet's, section 2f/InL — or write today for catalog 240.

MILCOR[®] Steel Roof Deck

INLAND STEEL PRODUCTS COMPANY Member of the **INLAND** Steel Family
 DEPT. H, 4081 WEST BURNHAM STREET, MILWAUKEE 1, WISCONSIN RD-23
 ATLANTA, BALTIMORE, BUFFALO, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DENVER, DETROIT,
 KANSAS CITY, LOS ANGELES, MILWAUKEE, NEW ORLEANS, NEW YORK, ST. LOUIS, ST. PAUL.



Three Milcor Steel Decks:



You can get Class 1 fire ratings for roofs over Milcor deck, by using Milcor's new non-piercing insulation clip that eliminates asphalt coating.

