

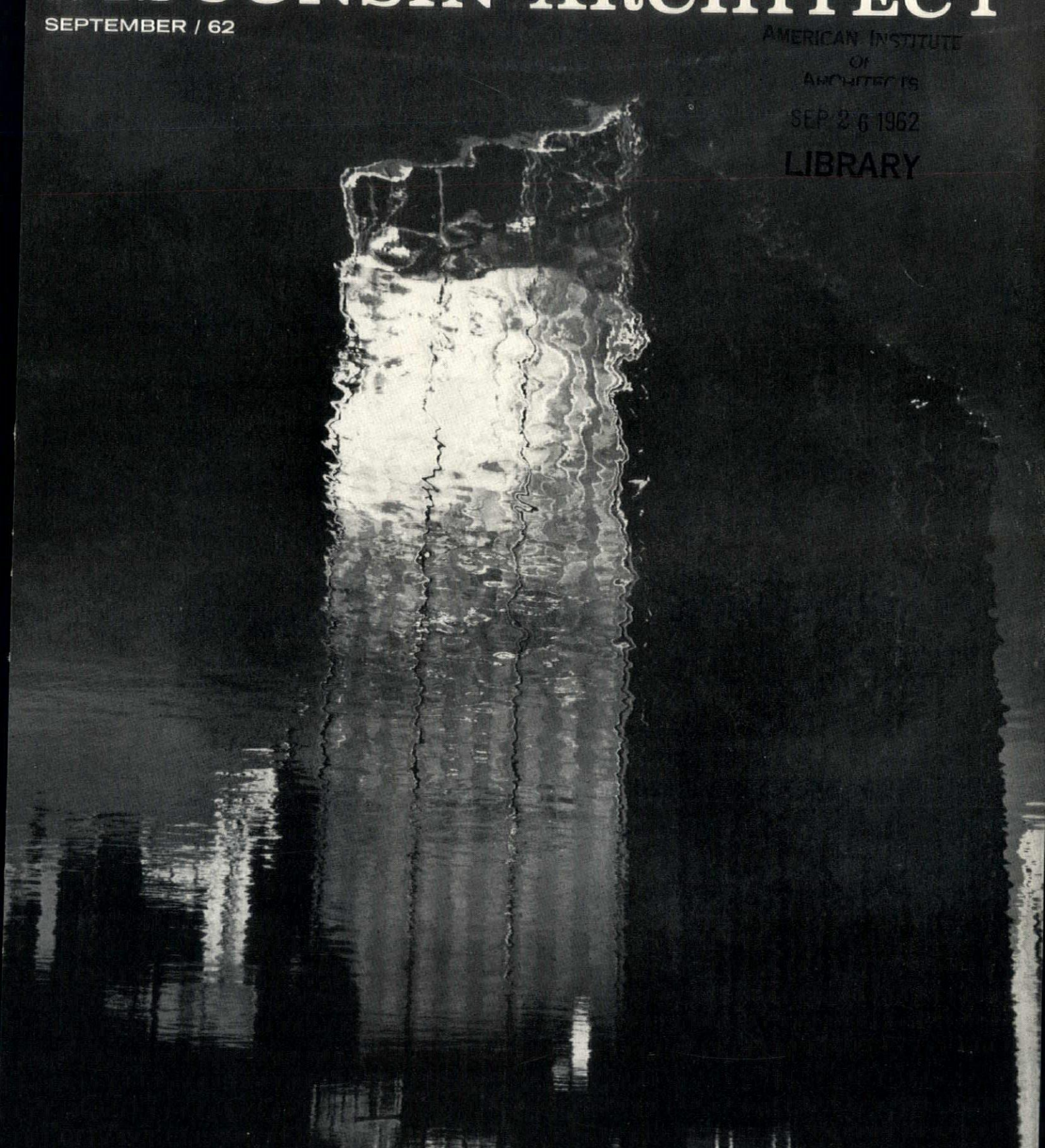
SEPTEMBER / 62

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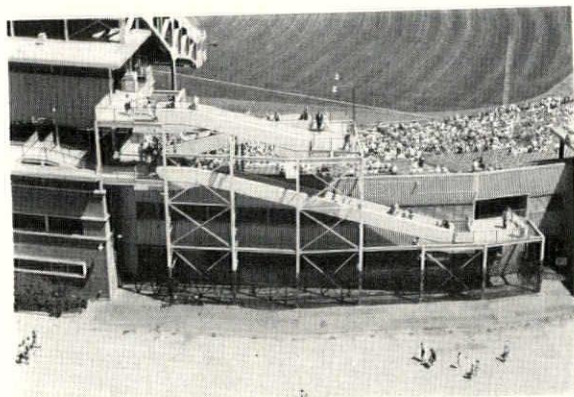


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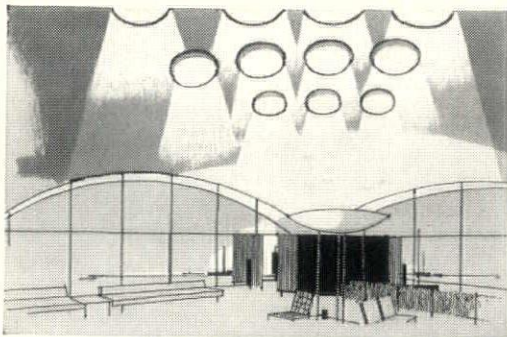
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Mount Clemens Federal Savings and Loan Assn., Mount Clemens, Mich. Architect: Meathe, Kessler and Assoc., Inc., Grosse Pointe Park, Mich. Photo: Baltazar Korab.

Soaring shell roof that lets the daylight through



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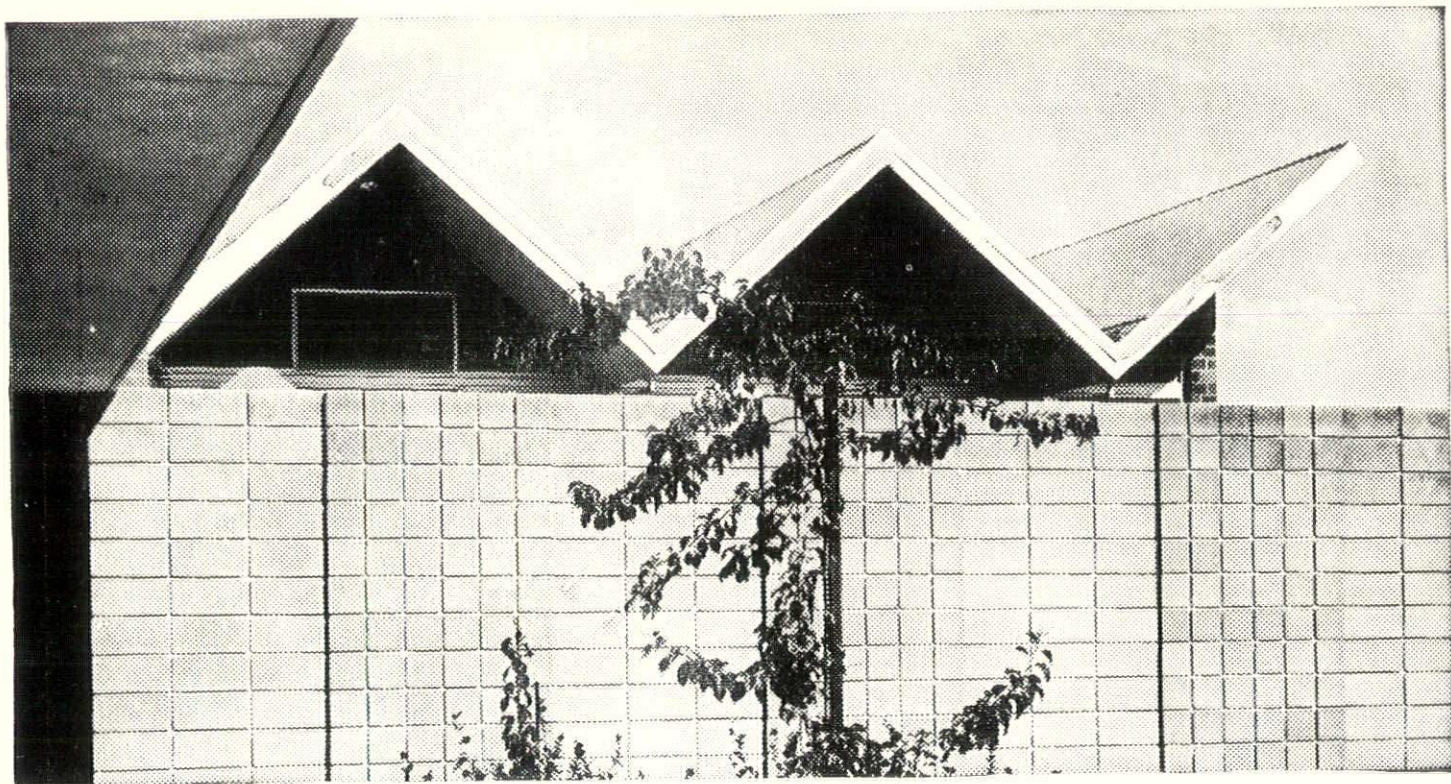
They cast it in a single day for the new Mount Clemens Federal Savings and Loan Building. 52 truckloads of ready-mixed concrete placed in one continuous operation form the 96-foot-square roof of this spectacular new building. Four corner columns, flaring out to match the curve of the roof, provide its only support. The building rests on a raised platform faced with attractive precast panels made with white cement and exposed quartz aggregate. The spacious interior is enclosed by walls of aluminum and glass. Circular skylights molded right into the concrete roof admit complete daylight over the entire business floor.

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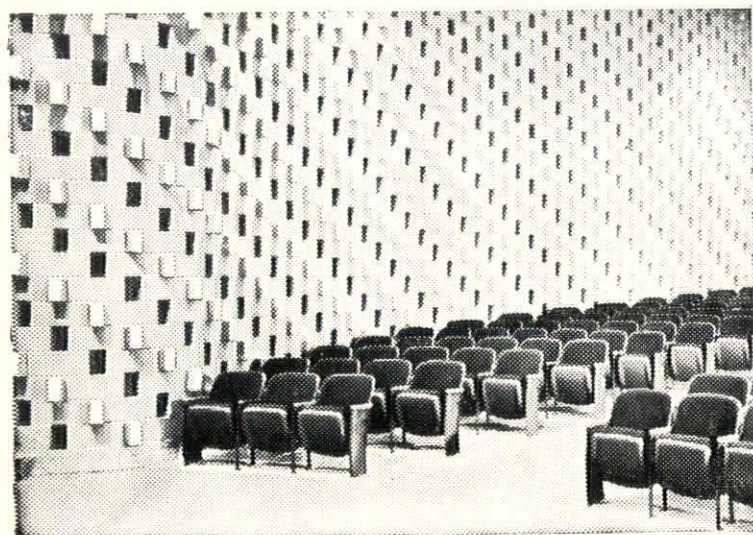
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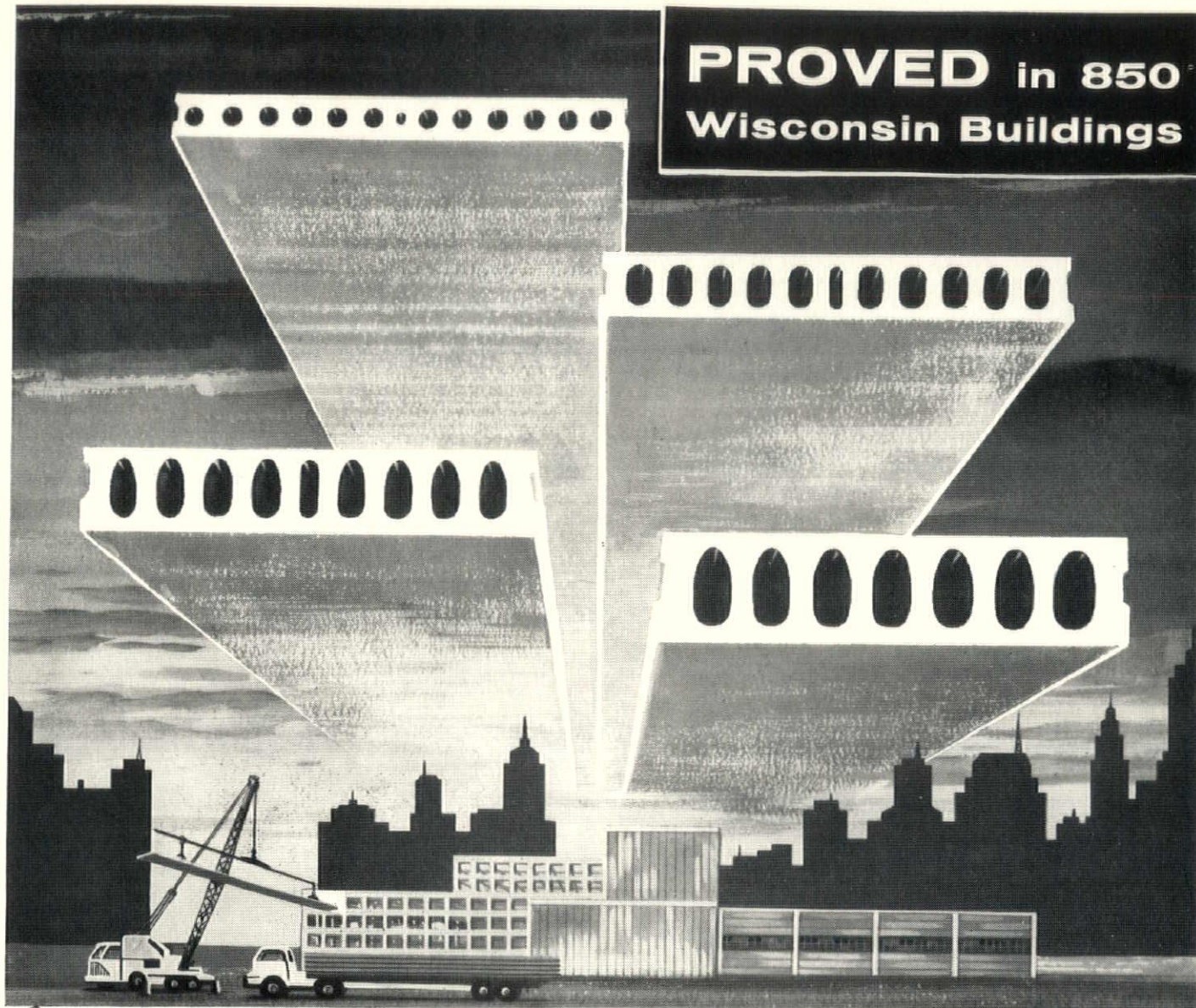
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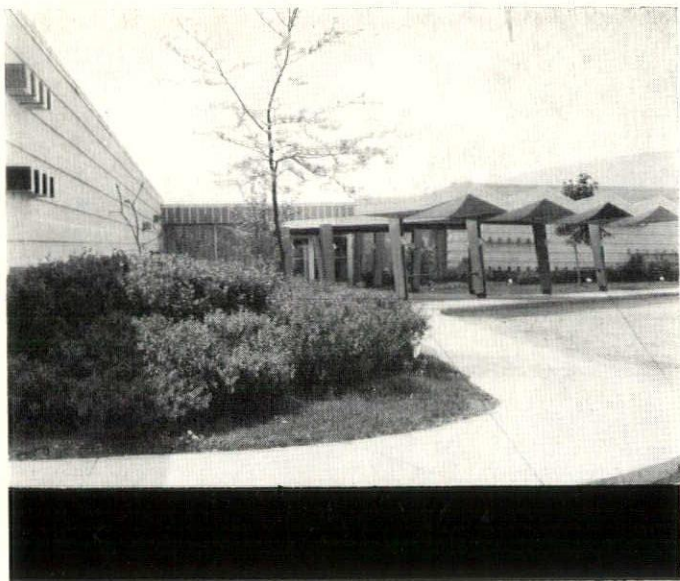
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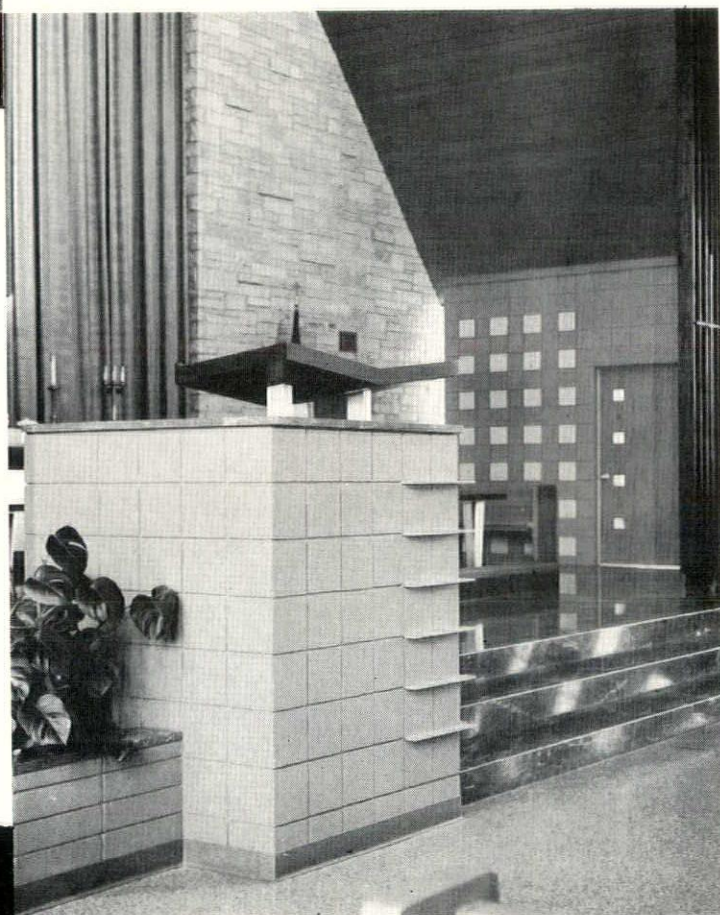
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THE MARINE PLAZA*

THE



ARCHITECT

SEPTEMBER 1962

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THE MARINE PLAZA

"The economic risk of starting to redevelop a deteriorating downtown is tremendous," said Eliot Fitch, President of the Marine National Exchange Bank in May, 1959. "The replacement of buildings where land costs are among the highest in the city, where building itself is more costly . . . makes it unrealistic to expect private capital to rebuild in these areas alone."

However difficult that problem may be, the solution to the realization of a 58 year old dream of the Marine Bank in the spring of 1962 — the erection of the Marine Plaza — was found in private capital financing. What's more, the solution was exactly the sort of "package deal" referred to by AIA past-president Philip Will, Jr., FAIA, in the June, 1962 Wisconsin Architect. It stands as a local case history for architects in the study of owner-architect-developer-contractor-financier relations, with all involved in the construction of a major office building.



Initially, the Marine National Exchange Bank (principal member of The Marine Corporation, a Wisconsin bank holding company) attempted to construct the Plaza through the offices of a nationally known architect, but found that this course would not allow adequate financing. "Experience had shown that building costs tend to exceed estimated costs considerably," said John Kelly, bank vice-president in charge of operations. (Kelly has also worked on the building of the Capitol, Cudahy, Oak Creek, South Milwaukee and Waukesha Marine Banks.) The Marine Bank could not of itself finance construction of a building the size of the Plaza due to legal and supervisory restrictions. For example, as a national bank it was limited by law to spending not more than 100% of its own capital stock, which would have permitted only a \$5,000,000 building, thoroughly uneconomical by any standard in view of land costs.

This problem and others were solved through a "team effort." In order

to guarantee that the building cost would not exceed the stipulated \$17,000,000 (important for a variety of reasons), Mr. Fitch appointed John W. Galbreath, of Columbus, an experienced and nationally known real estate entrepreneur as developer. His previous experience and associations gave the assurance. Together, Fitch and Galbreath set up the Wisconsin Clybourn Urban Redevelopment Corporation as the corporate structure for the development of the project. Galbreath and Peter B. Ruffin are the owners of the Wisconsin Clybourn Corporation which in turn is owner of both the Marine Plaza and the land on which the Plaza stands, which it bought from the bank. (However, the Plaza — and Wisconsin Clybourn — will in all probability be bought by the Polaris Corporation; see below.) To achieve the nearly 100% financing that was secured for the project, it was necessary to appoint architects and a general contractor who had sufficient experience to assure construction and completion within time and

money forecasts. Thus, Galbreath selected Harrison and Abramovitz of New York as architects (see page 13) and Turner Construction Co., New York, as general contractor. (Rasche, Schroeder and Spransy, Milwaukee, served as resident architects; see page 16.) This team (excepting Rasche) had worked together before on the Socony Mobil building in New York and the Mellon Bank U. S. Steel building in Pittsburgh, among others. As a team, together with their subcontractors, they were able to erect the Marine Plaza in what is claimed to be record time for a building of this type. Since cost of delay could have run as high as about \$30,000 daily, speed of construction within a tight schedule was vital.

The major financing is a \$14 million long term loan from the Equitable Life Assurance Society. According to the Wisconsin Clybourn Corporation's 1961 annual report, the corporation "will re-

(Continued page 11)





ceive up to \$14,000,000 under terms of a 6% mortgage loan, when the Corporation shall have, and assign to the lender [the Equitable] leases with an aggregate annual rental of not less than \$2,500,000." (This aggregate total constitutes somewhat less than 90% tenancy. Small tenants generally are on a five year lease, larger ones generally 10 to 15 years or more.) Construction financing up to the same amount is provided by Continental Illinois National Bank and Trust Company of Chicago and the Manufacturers Hanover Bank, New York, jointly. Some additional short term money was obtained from banks in other cities.

A separate corporation known as The Polaris Corporation was set up in November 1960 and its stock was distributed as a dividend to shareholders of the bank and the holding company. At the time of the distribution the only asset of Polaris was an option to buy all of the outstanding stock of Wisconsin Clybourn for \$6,000 at any time over 99 years. Through this vehicle the Marine shareholders were permitted to receive the benefit of ownership of the Plaza which they were not able to do directly, as brought out earlier.

The owners-developers received, basically, a 2% promoter's fee on total construction costs. Galbreath-Ruffin Corporation has the job of leasing agent with a major tenant in the Marine Bank which occupies about 20% of the space, plus

many service organizations attracted to the building (attorneys, accountants, etc.)

The appearance and size of the building were similarly determined by economic necessity. According to one official, "We had experimented in clay and on paper with a more efficient, longer building of ten stories and a taller, narrower, less efficient building of 40 stories. And we experimented with everything in between. We arrived at the present building on the basis of weighing all the factors and coming up with what we felt was the best solution to the land cost, space demand, rentability, etc. The present building has a good balance of operating efficiency and appearance."

What of future major office building construction in Milwaukee's downtown? In answer to this Mr. Fitch indicates, "When this project was first conceived it was hoped that it would initiate a change in the location of executive offices of major industries. Milwaukee is unique in that executive offices are located at the plant, even in outlying suburbs. In practically all other cities offices are located in the downtown area. This leads to a much larger population in the center area which helps department stores, restaurants, etc. A break through has been made with the help of one major industry now having offices in the Marine Plaza, and it is hoped that several others will follow."



MARINE PLAZA DEVELOPMENT

By

MICHAEL M. HARRIS, AIA, HARRISON AND ABRAMOVITZ

The Marine Plaza project was started with the thought of rehabilitating downtown Milwaukee and creating a two-block integrated development along the Milwaukee River. As the project developed, it soon became evident that the southerly block should best be given over to a 700 car parking garage.

The northerly block was to serve a two-fold function. It was to form a new home for the Marine National Exchange Bank, which would include not only their main banking room, their secondary banking room and vaults, but would also provide office space for their administrative needs.

A second objective was to create over 300,000 sq. ft. of modern office space in a city very much in need of modernization. As the project developed, it was agreed that the ground floor space of the office building should be reserved for commercial use. The bank decided to occupy the 2nd, 3rd, 4th, 5th and part of the 6th floor for its functions, as well as a large part of the concourse, or basement.

In order to assure them of significant identification, an entrance pavilion leading to the main banking room forms one of the important special features of the project. From the pavilion, access is given not only to the 2nd floor, but also to the basement where secondary banking facilities are located, and also the main vaults of the bank.

There were two very important problems in connection with this project with which we were confronted. One was the poor soil conditions due to the location along the river front. This created severe foundation problems which were

overcome by driving literally hundreds of piles, many of them to depths of well over 100 feet.

A second problem which, from a structural point of view, was even more complex was the fact that the bank, due to banking rules and regulations, had to remain not only in place but in operation during the entire construction. We, therefore, salvaged the main banking rooms and vault and built around and over them. When the project was completed, the old banking room was ripped out and the ground floor completed. In planning the new basement, the old vaults at all times remained in place and were later interconnected with the other banking facilities in that area.

The owners, fortunately, worked with us throughout all of the initial planning and permitted us the greatest freedom in developing both the initial design concept and all of the design suggestions which developed during the course of the job. We were early advised what the cost of this project was to be, and here our own depth of experience in planning office buildings soon indicated to us how far we could go in the design development and still stay within the owner's economic limits.

As for special requirements of the owner, these of course were incorporated in the program of our early planning. In addition to agreeing upon the location of the main banking room and its identifying pavilion, other requirements of detailing and receipt of money and valuable papers was worked out by creating a separate entrance for the Brinks trucks along the river promenade.

Since the bank was not the only oc-

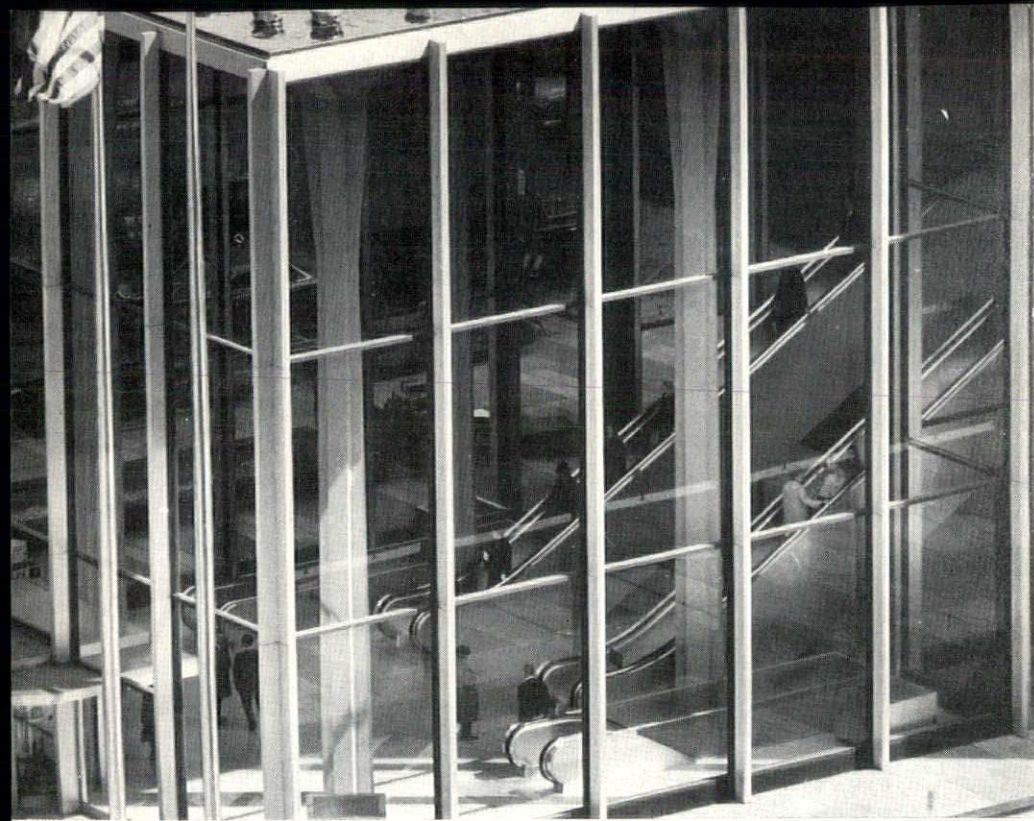
cupant, a separate office building entrance was also requested by the owner; this for the use of other tenants in the building as well as the bank itself.

The exterior color of the building was selected through our knowledge of the use of this color on other projects. We realized that it would give the office building an unusual prominence in the City of Milwaukee where a completely glass and aluminum facade had never been attempted in quite the way we proposed.

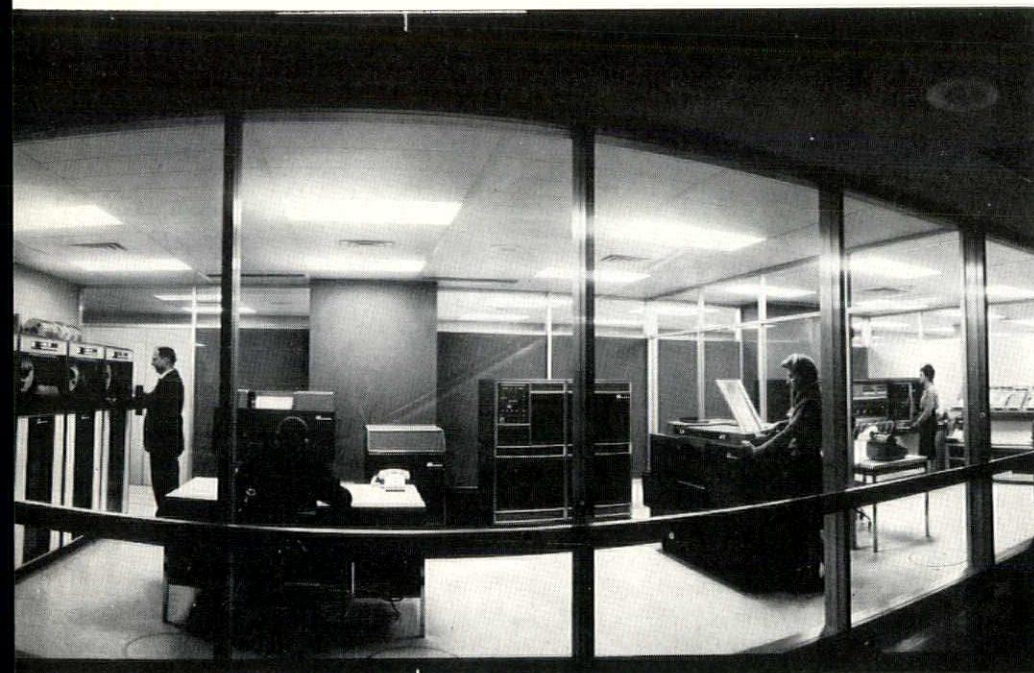
While the Marine Plaza project is neither new nor different in architecture, we are of the opinion that in the development of this project we have added to concepts which we have attempted on earlier buildings. Surely, considering the location, this is a very new building indeed for Milwaukee. Basically, however, the building represents again our accumulated experience in this type of structure, and we have made every effort to incorporate in it the best of all we have learned about office buildings during the past 30 years.

Harrison and Abramovitz, Architects, also designed: the United Nations Secretariat, the Socony-Mobil Building, 633 Third Avenue, the Time & Life Building, Corning Glass Building, all in New York City; the Wachovia Bank & Office Building in Charlotte, North Carolina; the Alcoa Building, the U. S. Steel Building, the Porter Building, the Gateway No. 4 Building, all in Pittsburgh.

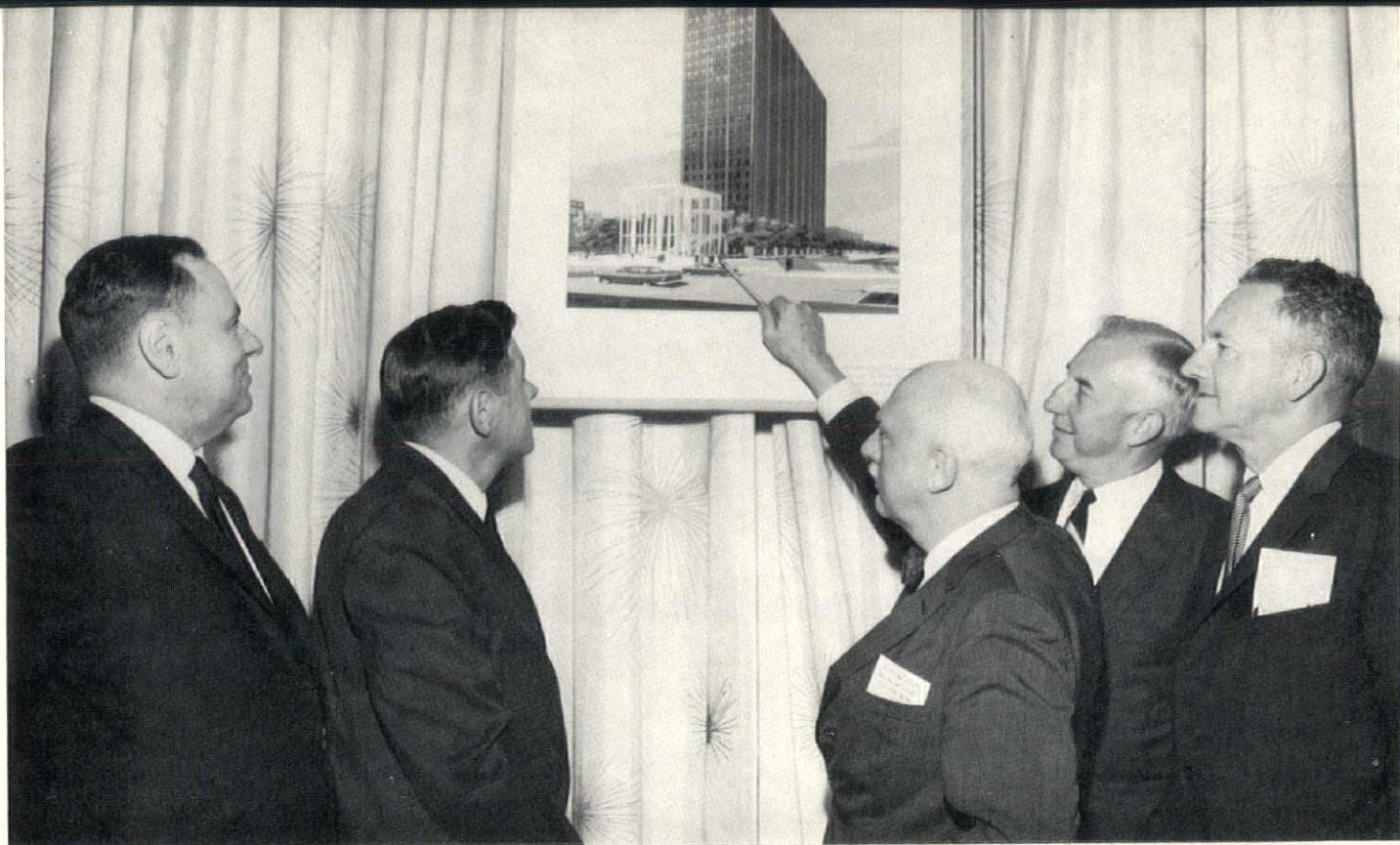
The very concept of the Marine Plaza Development suggested the idea that this should be a leader in new construction in a downtown area which desperately needs revitalizing.



The entrance pavilion to the Marine Bank, three stories in height, includes 136 tons of solid vertical structural beams of wrapped steel in aluminum.



Shown above is an IBM computer data processing system acquired by the Polaris Corp. early in 1962. In addition to furnishing data processing services, Polaris has an option good until 2059 to purchase the Wisconsin Clybourn Urban Redevelopment Corporation, owner of the Marine Plaza. Recently Polaris further diversified its interests through acquisition of Klau-Van Pietersom-Dunlap, a leading Wisconsin advertising agency.



Left to right:

First man unidentified, Mayor Henry Maier of Milwaukee, Eliot G. Fitch, President, Marine National Exchange Bank, Austin J. Paddock, V.P., U.S. Steel Corporation, H. C. Turner, Jr., President, Turner Construction Company.

"Beauty is an enormously strengthening vital force in a city.

It is a protest against disorder.

Ugliness in itself promotes disorder.

and disorder in the end promotes decay

and decay winds up in the kind of uneconomic slum-ridden areas

which we see in the core of every city.

It's extravagant and irresponsible to perpetuate disorder and decay.

Creation of a bright and pleasant atmosphere

has a stimulating effect on the social, cultural and economic life

of the immediate area and of the city as a whole."

ELIOT G. FITCH, 1959



BANK ENTRANCE AREA

RESIDENT ARCHITECTS: RASCHE, SCHROEDER, SPRANSY AND ASSOCIATES

As resident architects on the Marine Plaza, Rasche, Schroeder, Spransy & Associates, started by working with Kaumheimer, Alt & Likert, attorneys (now Kaumheimer, Reinhart, Boerner, Van Deuren & Norris), to have the City modernize zoning restrictions to allow an increase in height, in a ratio proportionate to the volume versus the height formula used in the past.

It was then necessary for the attorneys and the architects to negotiate with the Corps of Engineers to gain a change in the Milwaukee River dock line to compensate for the slight convergence between the North Water Street lot line and the existing dock line. Our requests in no way impeded the navigability of the Milwaukee River, and were granted.

As the first building project to apply for a variance under Wisconsin Urban Renewal Development Program, again it was required to establish a precedent. It is hoped this precedent will lead to the rejuvenation of our downtown area.

Hard hat divers were employed to establish the worth of each foot of dock along the river. Their findings enabled us to determine the condition of this dock line and utilize it to the greatest advantage.

Initially it became the responsibility of

Rasche, Schroeder, Spransy & Associates to coordinate between the owner, the client, the leasing agent, the local officials, the contractor, the New York architects, plus decorators, sign people, landscapers, and the architects each tenant may employ.

After the initial phases it became important to set a criteria for leasing purposes; establish building standards, identify building costs and owner's costs; to work out unit prices for wall, floor, ceiling finishes; plumbing, heating, air conditioning, ventilating standards.

After these preliminaries we became involved with our prime work . . . the design of the interior spaces in the Plaza.

Of course, the Marine National Exchange Bank space was our first big challenge. With the complexity of designing and moving five floors of offices, or almost 50,000 sq. ft., in one step, we feel there was a minimum of conflict. The very dedicated and talented Marine Bank building board group made our job much easier and as pleasant as possible.

Galbreath-Ruffin, the Plaza leasing agent, then began demanding sketch layouts for people interested in renting

space in the Plaza: Klau-Van Pietersom-Dunlap; Whyte, Hirschboeck, Minahan, Harding & Harland; Inland Steel; Bethlehem Steel; Pan American World Airlines; Paine, Webber, Jackson & Curtis; Marshall Co.; Basic Products; Mortgage Guaranty Insurance Corporation, Stouffer's, and more and more.

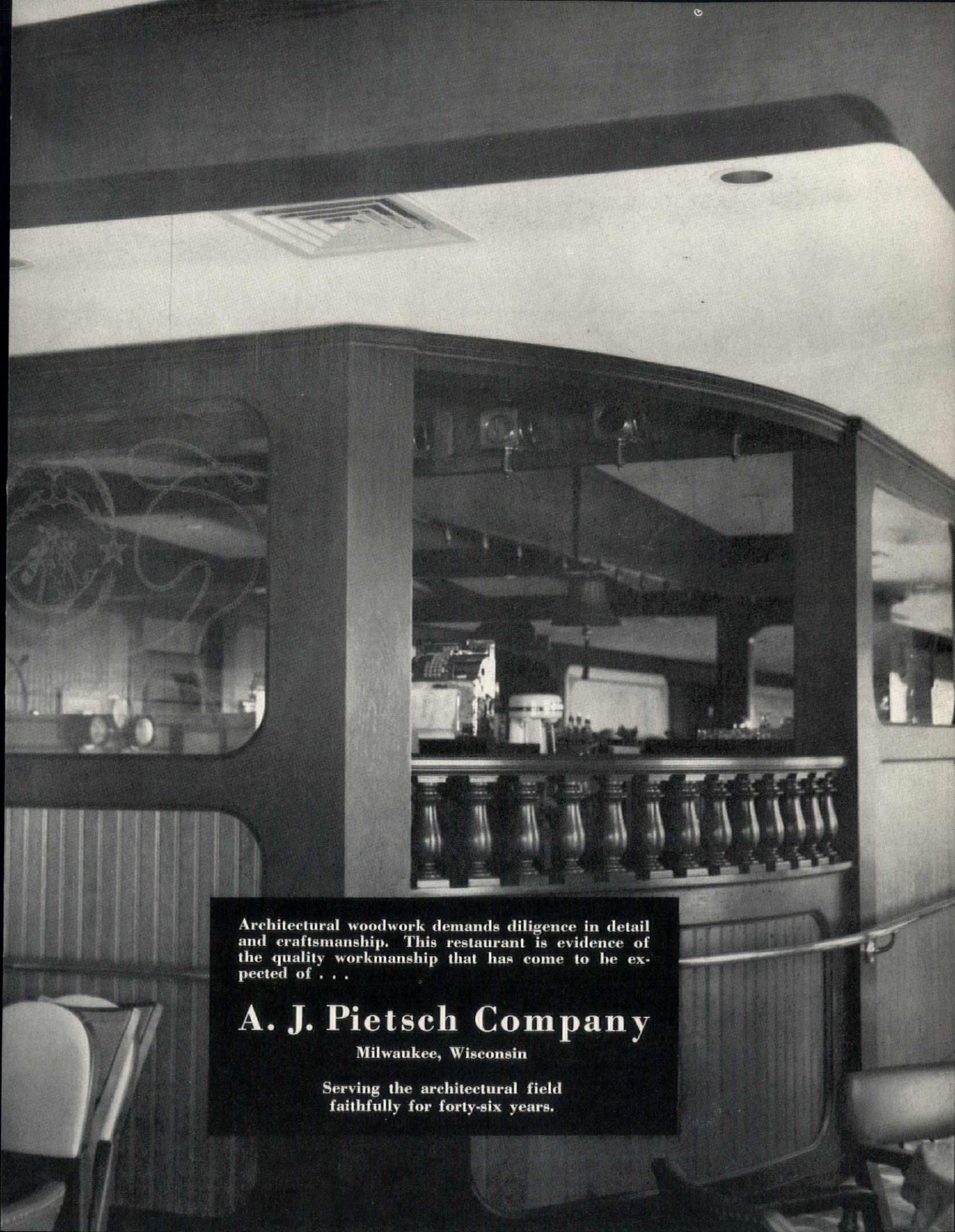
To date we have made preliminary sketches for more than 170 different people or organizations interested in moving into the Plaza. Many of these 170 have required 2, 5, 7 layouts before they were able to analyze their position and make any decision.

A questionnaire, to establish tenant requirements and costs, was established.

The scheduling of the building trades became quite important because naturally each tenant needed to have his work done swiftly in a relatively confined area.

Working drawings have been completed for more than 70 different tenants. Most of these are now occupants of the building.

Somehow, we feel that each tenant, in spite of his "moving pains", feels that he is part of a prominent, progressive enterprise in the Milwaukee area; the Marine enterprise which must lead the way for those to follow.



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The new \$17,000,000 22-story Marine Plaza is Milwaukee's first major downtown office building in twenty years. Developers — John W. Galbreath & Peter B. Ruffin; architects — Harrison & Abramovitz; associate architect — Rashe, Schroeder, Spransy and Associates; general contractor — Turner Construction Company; plastering contractor — Richard J. Champeau, Inc. Major tenant — Marine National Exchange Bank.





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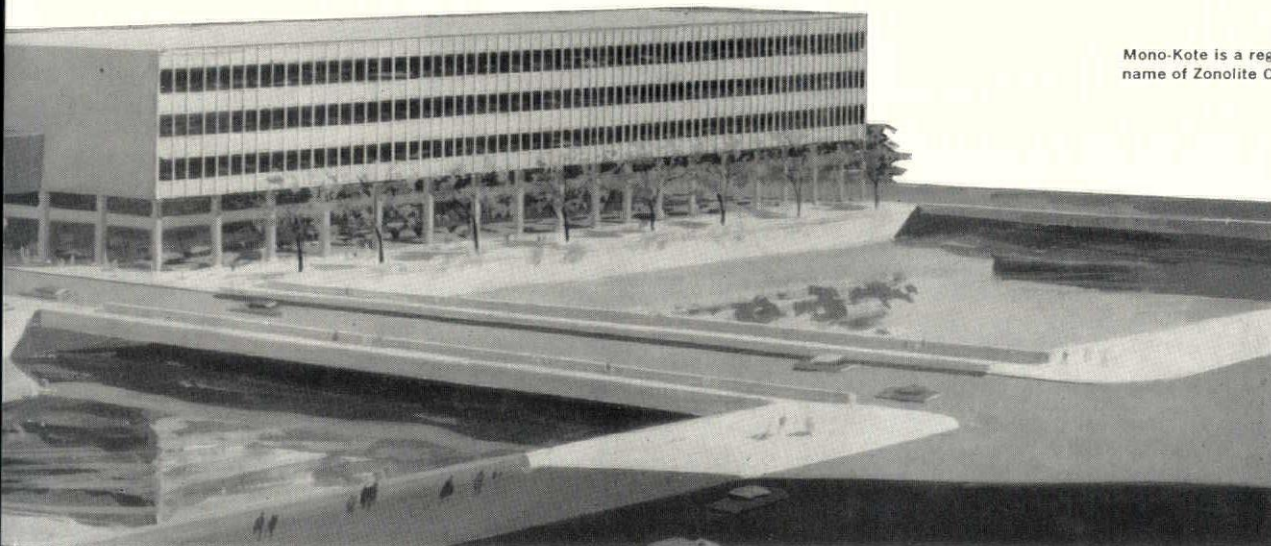
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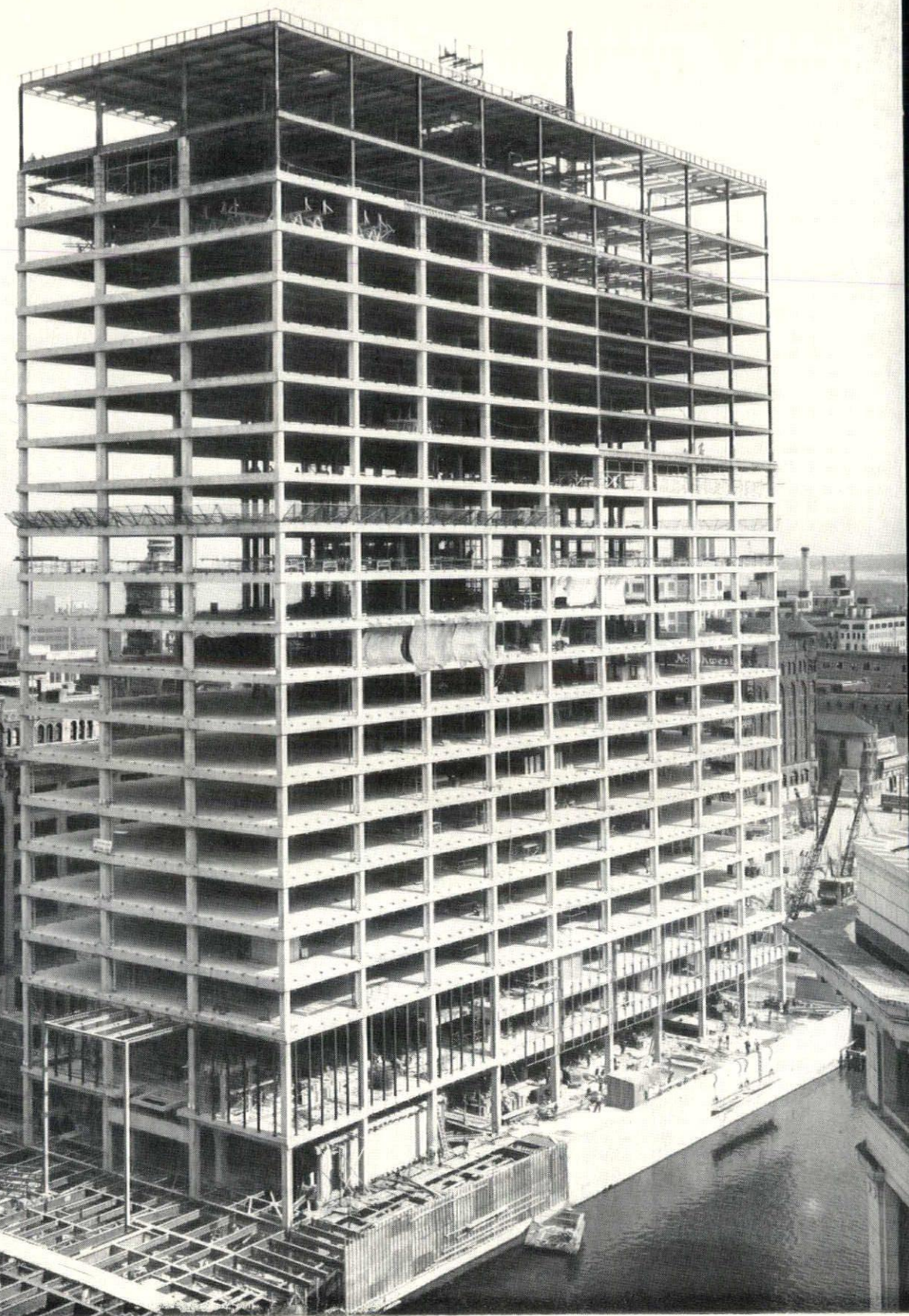


Marine Plaza, Milwaukee
21 floors of Cellufloor

Architects:
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New York
Robert E. Rasche, Milwaukee

Consulting Engineers:
Edwards and Hjorth,
New York

General Contractors:
Turner Construction Co.,
Chicago



1 1/3 Floors Each Week

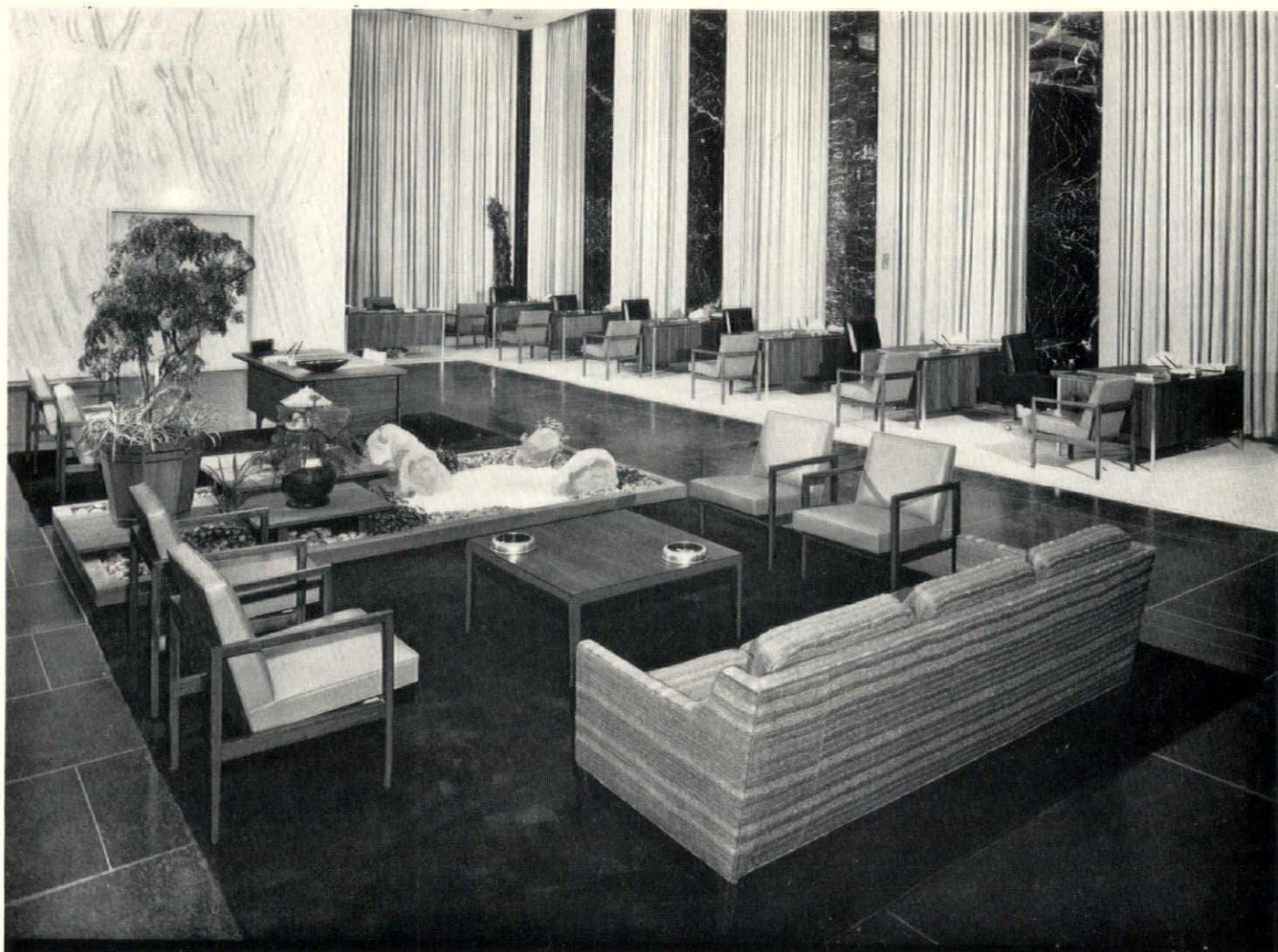
Only 16 weeks after the first panel of Inland Cellufloor was laid on the second floor of the Marine Plaza, the last panel was welded down on the 22nd floor. Right from the first, each week saw new floors ready immediately as safe work platforms for all trades, speeding the total construction job. Cellufloor makes a big contribution towards earlier occupancy and earlier rentals — important to every client.

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Architects: Harrison & Abramovitz, A.I.A., New York City
Consulting Architects: Rasche, Schroeder, Spransy & Associates, A.I.A., Milwaukee

FOR THE FURNISHING OF ITS NEW QUARTERS, THE MARINE BANK USED FORRER BUSINESS INTERIOR SERVICES

This is the officers' area on the banking floor of the Marine Bank, Milwaukee. Forrer's specialists were selected by the bank to work closely with the architects in selecting furnishings that would complement the architecture of the banking floor as well as the other areas of the bank. From the custom-built desks shown here to the colors of upholstery and drapery materials, the furnishings blend harmoniously with the crisp and handsome design

of the building.

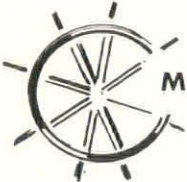
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The card's cover is a reproduction of a painting entitled "Cliff Dwellings" (nice architectural connotation?) by artist Bruce McClain, Platteville, who was given the Foundation's annual art award at the 1962 Wisconsin Artists and Sculptors Exhibition at the Milwaukee Art Center.

Inside there is a Seasonal Greeting with space provided for imprinting of your name. A footnote indicates that you have made a contribution to the Foundation's program of aid to architectural education.

The price is 25c per card, plus a small charge for imprinting.

Order forms with full instructions have been mailed to all Corporate State AIA members. Associate and Junior Associate members may obtain order forms at the address shown below.

Simple? And think what a fine impression you will make in helping deserving young Wisconsin students of architecture.

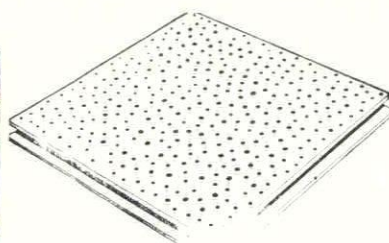
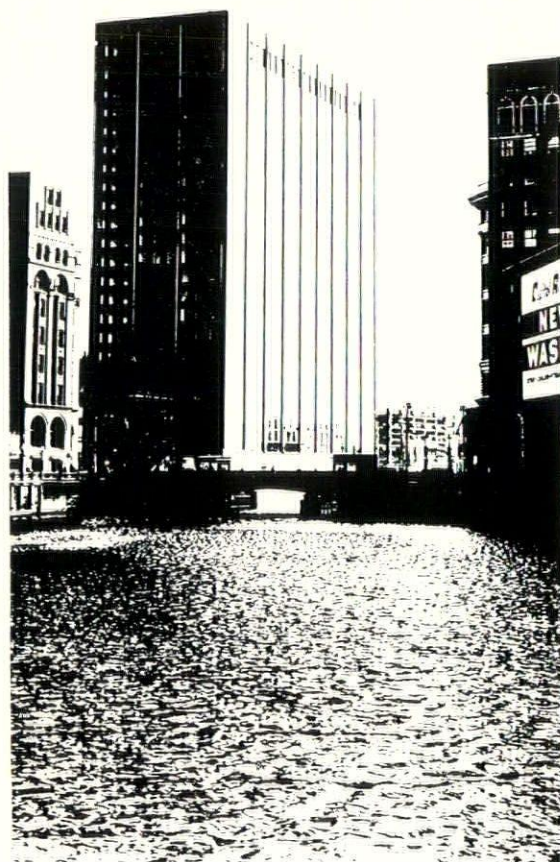
* * * *

The following Wisconsin Students were granted tuition aid of \$200 each for the first semester of the academic year 1962-63 by the Directors of the Wisconsin Architects Foundation at their meeting on August 16th:

R. Chris Anderson, Neenah, 10th Semester, Oklahoma State University; Philip Bennett, Krakow, 10th Semester, Illinois Inst. of Tech.; Gene Maloney, Manitowoc, 9th Semester, Illinois Inst. of Tech.; Richard J. Jarvis, Sheboygan, 7th Semester, Illinois Inst. of Tech.; (new) Robert R. Engelke, Kansasville, 9th Semester, University of Illinois; Judsen R. Marquardt, Wausau, 9th Semester, University of Minnesota; Richard H. Kuehl, Sheboygan, 7th Semester, Rhode Is. School of Design; Patrick K. Jadin, Green Bay, 5th Semester, University of Oklahoma.

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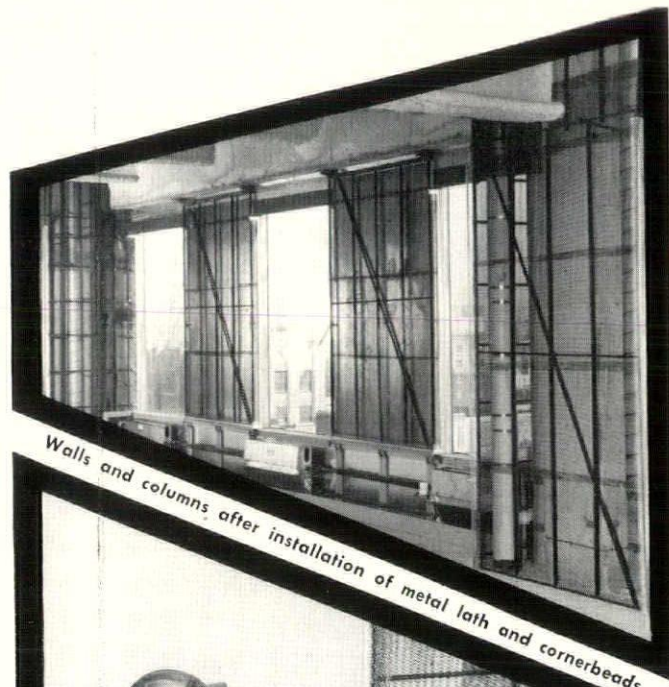
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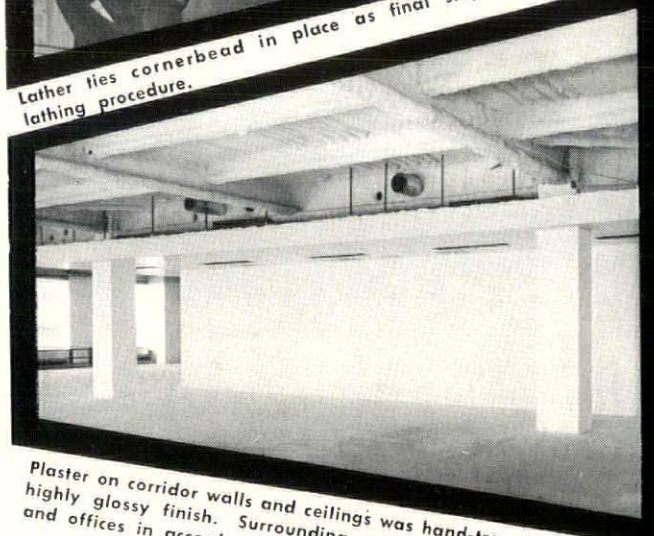
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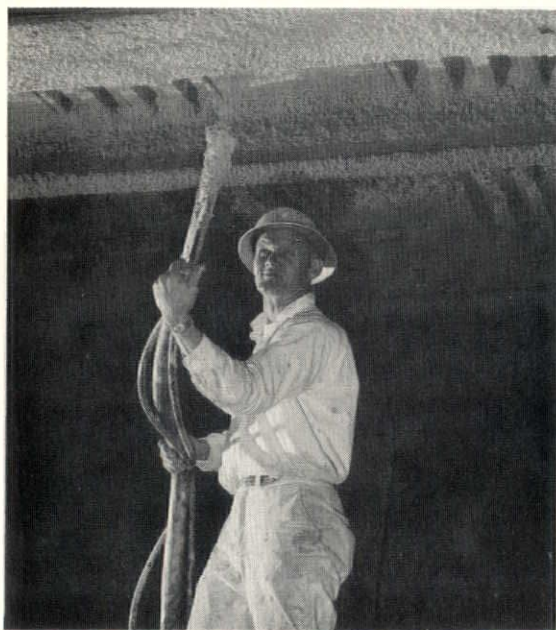
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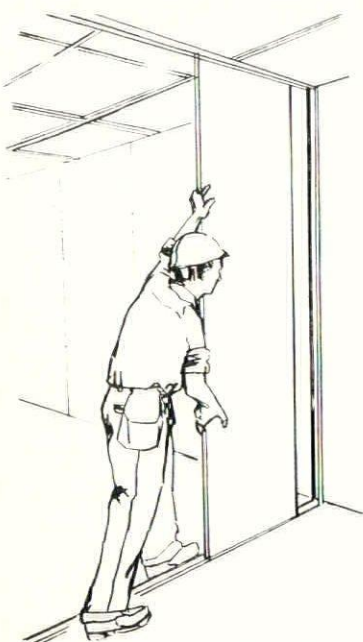
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Chapter Notes

The Board of Directors of the Wisconsin Chapter, AIA met on August 10, 1962, at the Cudahy Tower Hotel, Milwaukee with the following members present: Francis Rose, Mark A. Pfaller, John Brust, A. A. Tannenbaum, Maynard Meyer, Karel Yasko, Willis Leenhouts, William Weeks, Emil Korenic, Eugene Wasserman, Herbert Grassold, Robert Sauter and Roger Herbst. Wives of the directors were luncheon guests on this day.

Each of the three Division Directors gave reports of their respective divisions. A. A. Tannenbaum, Southeast Division, reported on two meetings held by his group last month. Emil Korenic, Western Division, reviewed the program which has been set for his division. Robert Sauter, Northeast Division, told of his division's last meeting in Oshkosh.

Membership applications were considered and approved. Action was taken on members requesting extensions of one year in various membership classifications.

The Board reviewed the response to the request made of the corporate members, for suggestions for Fellowship Nominees. Because of the time limitations imposed by the Institute, all suggested candidates will be considered next year.

The Institute has approved by-law changes, ratified by the membership at the annual meeting in May 1962.

Nominations for the Fine Arts Awards were considered. No definite nominations were made, however, some possibilities were discussed.

The directors were urged to attend the North Central States Regional Officers Conference in Minneapolis on September 12. Regional Director Julius Sandstedt will preside over this meeting.

The meeting was adjourned at 4:45 p.m.

MEETINGS

On July 25, 1962 the Southeast Division, Wisconsin Chapter, AIA began its meeting with a boat tour of the Milwaukee Harbor area. Milwaukee's harbor, lakefront and rivers constitute one of this city's most valuable physical assets. The development and potential development of the waterways are directly felt influences on the growth of the city. Affects on the business, recreational and aesthetical aspects of this metropolitan area are rather obvious, but the present conditions and programs in action that directly concern the waterways and their frontages are not quite so clear. The water tour revealed some of the elements of the Milwaukee Harbor and river system that are in place, what is developing and to where the attention of the Architect may possibly be directed in future planning.

Mr. Robert K. Jorgenson, Port Traffic Manager, Board of Harbor Commissioners, City of Milwaukee was guest speaker of the evening. Points of interest, as made by Mr. Jorgenson, were numerous. He explained that the inner harbor area is strictly held in private ownership and that no public development could be anticipated. The outer harbor is subject to continual development. Presently handling export cargo from 18 states and 3 Canadian provinces, the city managed portion of the harbor seemingly has an unlimited potential. Facilities for further expansion are installed and available or are contemplated. The Milwaukee Harbor Commission is financially self-sustaining and provides an additional income of 1¼ million dollars annually for the city. This amount being an estimate of the business and trade brought to Milwaukee as a St. Lawrence Seaway port and the winter mooring accommodations available within the harbor basin.

Continued Page 28

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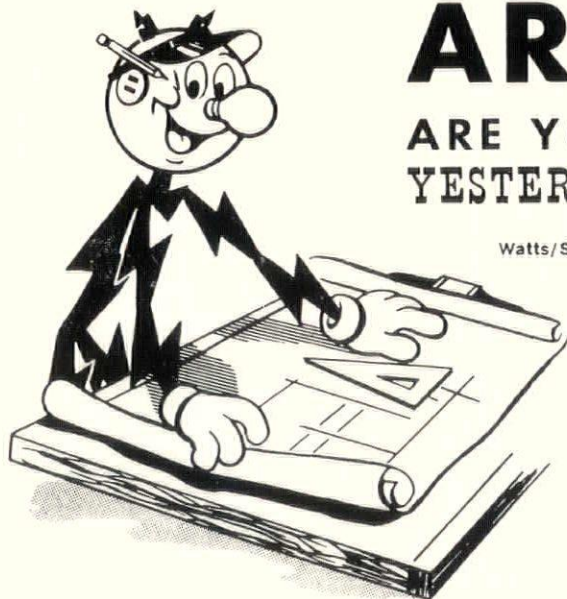
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GREEN BAY

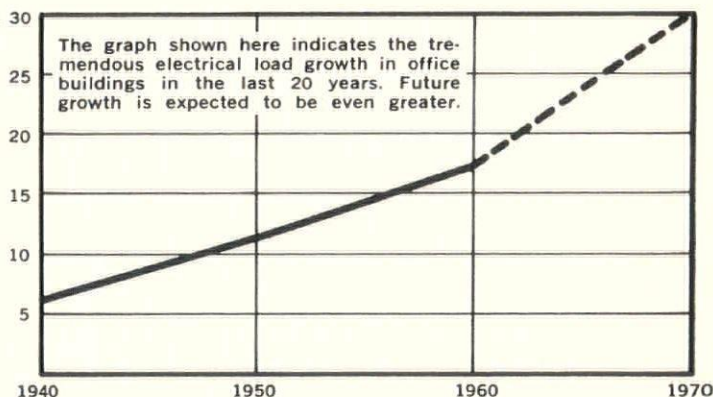
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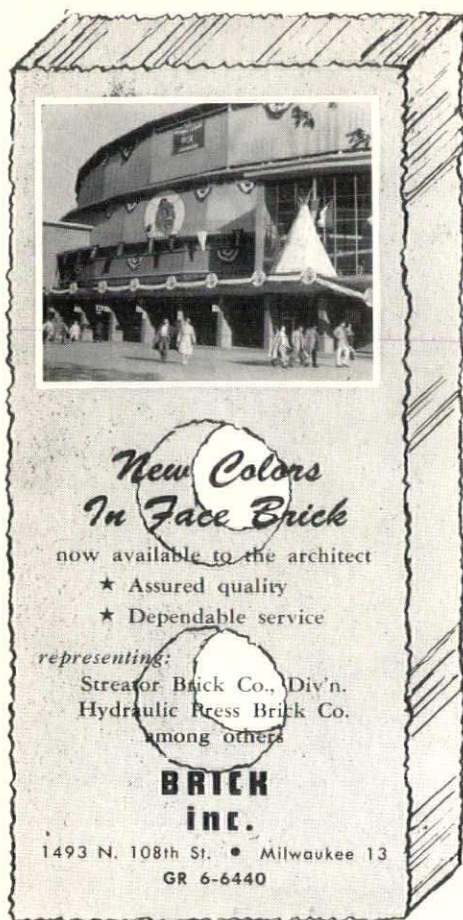


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MILWAUKEE COUNTY STADIUM FEATURES:
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(Continued from Page 26)

NORTHEAST DIVISION

A very personable and well-spoken Elmer Lundberg, AIA National President of Producers' Council, Inc. and associated (though he hated to admit it) with Pittsburgh Plate Glass Co., was speaker of the evening. Mr. Lundberg created a stimulated and interested audience for his presentation by the use of some good jokes and a few sleight of hand tricks. One particular magician's trick proved a valuable and significant point maker. The speaker commanded a deck of cards, shuffled intricately, swiftly and skillfully to produce the effect of 52 cards quite systematically and evenly spaced between the right and left hands, which were extended perhaps 18 inches apart. Mr. Lundberg almost immediately exposed the most important element of the illusion, a wire controlling the cards. This wire, according to the P. C. President, was very much akin to the performance of the Architect. The important element, holding all components in proper relationship and in unit is the Architect.

His points thereafter were also well made and well taken. He illustrated his talk with a selection of slides.

The finale of his program was a film titled "Architecture for the Future", pro-

duced by P.P.G. This film is geared to benefit the layperson as a potential Architectural client and illustrates, by using the First National Bank of Dallas as example, procedures from initial interviews through actual construction.

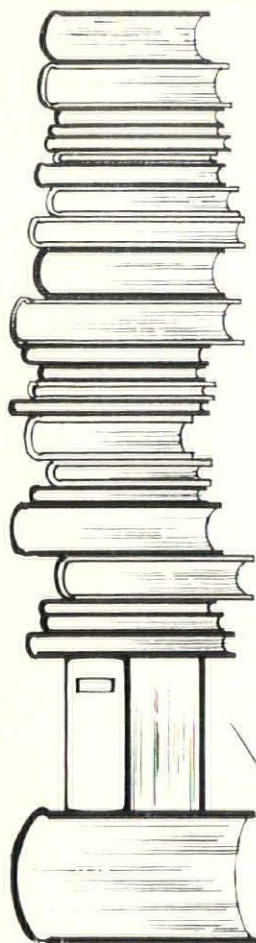
The Oshkosh District Pittsburgh Plate Glass men were hosts at the cocktail hour preceding the dinner and meeting held at the Cook-Fuller American Legion Clubhouse in Oshkosh on August 6.

A short business meeting of the Division followed the program. The division discussed using a larger portion of its expense allotment to obtain guest speakers.

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Document-of-the-Month

The Chapter Affairs Committee of the AIA regularly selects publications which it deems of particular interest. Selections are made from various printed materials of the Chapters of the Institute. These brochures are sent, usually each month, to the Chapter Offices all over the country. The Boards of Directors of each organization are requested to review these publications and maintain a complete reference file on the copies. Documents-of-the-Month will be mentioned periodically in the WISCONSIN ARCHITECT and are available at the chapter office.

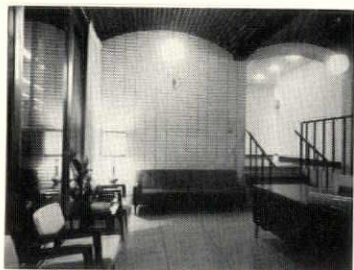
The June, 1962 document selection was "REDEVELOPMENT OF DOWNTOWN COLUMBUS", published by the West Georgia Chapter, AIA. The newly chartered, 6 months old, West Georgia Chapter, AIA produced this workable, step-by-step plan for redevelopment of the business and commercial areas of Columbus, Georgia. The Columbus Chamber of Commerce estimates the value of the architect's endeavor at \$8,000.00. The chapter has a membership of 13 corporates and six associates.

News Notes

Fitzhugh Scott received a merit award for architectural excellence from the Wisconsin Telephone Company for a central office building in Waupun. Good design at reasonable cost "with due regard for simplicity and appropriateness to site and environment" won one of the 39 awards granted throughout the entire Bell System for the Milwaukee firm.

The Women's Architectural League of Milwaukee, Inc., announces its fifth annual W.A.L. Bal to be held at the Marine Plaza at 5 o'clock, Sunday afternoon, October 14th, with dinner following at Stouffer's "Top of the Marine."

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