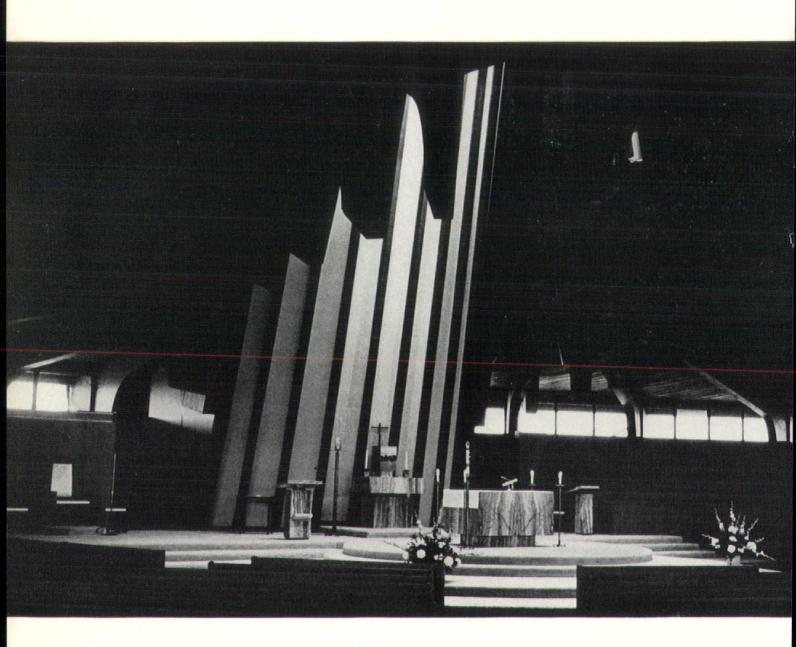
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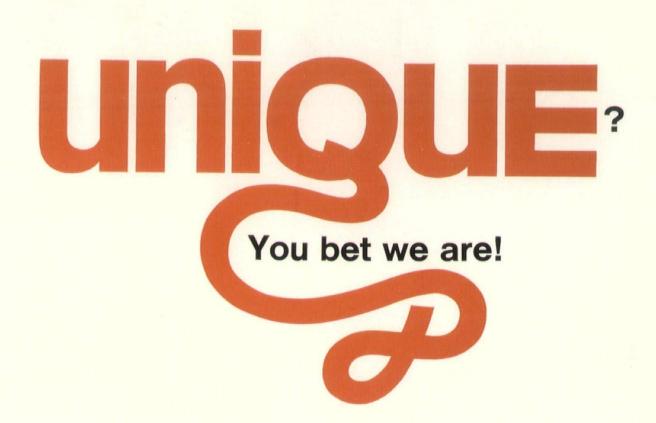
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Orchids and Onions

by Jill Dean

Wisconsin were under fire. In a referendum, the city's voters were to decide whether they would continue to back urban renewal projects. A small group in Madison's Tenth Ward decided to organize in support of the concept of renewal. They called themselves "Capital City Citizens." Throughout the campaign, they actively pressed the case for continued urban renewal. "We admitted that there were things wrong with the city's renewal program," said Mrs. Milton Leidner, one of the original founders, "but we also could not turn our backs on the good and the potential for good in urban renewal."

Capital City Citizens' efforts paid off, too, for when the votes were counted, urban renewal was given a new lease on life in Madison. The organization had been conceived in discouragement over the deteriorating physical condition of parts of Madison. Its basic belief was that a private group could actually do seemingly justified by the outcome of the referendum, Capital City Citizens lost no time in taking on the University of Wisconsin. The University was planning to close Willows Beach, a small swimming beach on the shore of Lake Mendota, to construct a new

In the words of Mrs. Leidner, "We in the Tenth Ward wanted to retain the beach as a place people in the area could walk to for recreation. We fought this hard, and finally we convinced the University." And Willows Beach is still one of the city's busiest beaches today. was at this point that the leaders of Capital City Citizens felt the need for change within the organization itself. As the membership grew larger, so did the scope of the problems the group wanted to tackle. Feeling that Madison could only be as healthy as Surrounding Dane County, the organization decided that its aims and membership requirements were too limiting. So they changed the name to Capital Community Citizens to reflect their interest in countywide problems and opened membership to all interested Dane County residents. And though most of Capital Community Citizens' members still come from Madison, there is increasing representation from neighboring communities and rural areas.

Today Capital Community Citizens maintains standing committees on subjects from Intergovernmental Planning

and Aesthetics to Pollution Abatement and Urban Planning. Membership stands at over 260, and is growing. The group is working on such problems as pollution of Dane County lakes and streams, disappear open space in and around Madison, ugly and expens urban sprawl, inadequate transportation systems, unsightly and unsafe "strip" development along high and destruction of Dane County landmarks. But the thrust of the organization is still the effectiveness of individual initiative and action. As their brochure states, "Through Capital Community Citizens you can make Madison and Dane County a better place to live and work." And this coalition of concerned citizens seems to be working. In addition to emerging victorious in the Willows Beach fight, Capital Community Citizens helped pass a billboard control bill for Madison and persuaded the city cour to adopt an open housing ordinance. Its members, both as individuals and through membership polls, h expressed themselves before the Tarr Task Force and numerous state and local committees in support of physical and economic improvements for the Madison area. Through the standing committees, they have a drafted imaginative proposals for expanding Dane County parks, preserving local landmarks, and solving transportation problems in the Madison metropolitan Not surprisingly, the group is well known to city an county officials and many local businessmen. They have stepped on some toes, and ruffled some feathers but they have also been generous with praise where feel it is deserved. City officials generally, albeit wit some reservations, have praise for the group. Former Mayor Otto Festge singled them out on several occasions for "excellent and positive civic programs." Aldermen, too, have had kind words for Capital Community Citizens, and several (both past and present) are members. A typical attitude was expres by a former alderman when he said, "Those people bother me a lot, and I don't always agree with their solutions, but I wish we had more like them. They' willing to work at being citizens." But though CCC is well known to local officials, the name is likely to draw a blank stare from the man the street. Mention "Orchids and Onions," however, and the face will probably light up. This one activi the annual presentation of Orchids and Onions Awar

has captured the imagination of uncounted area resid

he awards grew out of an earlier attempt to increase tizen awareness of the physical environment and to aw attention to areas for improvement. CCC arranged exhibit of "uglies" — photographs of physically attractive sites and buildings in the community ing it in a corridor of the City-County Building in adison. Ray Burt, head of the city's building spection department reported that no other single hibit had ever caused so much attention. t had the irritating quality which we think we have have occasionally," explained Mrs. Leidner. "The hibit showed people what was wrong with their mmunity, but because it didn't offer ways to set ings right, it was negative." It was while considering lys to achieve the same community interest and vareness without being negative that the group nceived of the Orchids and Onions Awards. These esentations would put the spotlight on sore spots t would also recognize organizations and individuals to had made significant contributions to improving e "livability" of the community. minations in both categories were open to the public

d were thoroughly researched by the Aesthetics mmittee. When satisfied that a nomination really filled the nominator's claims, the committee would be it further consideration. Finally, the list was red down to about a dozen "orchids" and another zen "onions." "Winners" in both categories were tified in advance of their designation and onion cipients were encouraged to eliminate themselves from a running by making or planning improvements before awards luncheon.

addition to the orchid and onion winners (no "onion" er showed up), the public was invited to the luncheon ere a slide show made the reasons for the awards ystal clear. As might be expected, there was some ambling from organizations singled out for onion ards (one complaint came from an onion grower who imed the presentations were giving his product a bad me), but more impressive were the improvements arred by the citations. As a direct result of the first ar's awards, an unsightly dump at a local hospital s closed, a shopping center spent some \$30,000 in novation, and numerous small remodelings were complished.

e popularity of the luncheon convinced CCC's ard of Directors that the awards should be made an

annual event. This year the nominations came in droves and the Aesthetics committee had to spend so much time checking each one out that they found little time for their regular tasks. They recommended forming a special committee to handle the awards next year. As an indicator of the positive emphasis of the awards, this year there were twenty six orchid winners and only eleven onion winners. At the April luncheon once again, there were mixed feelings among the "onions." One threatened a lawsuit, while another is already planning a face-lifting for his building facade. Community interest in the awards led to the formation of a CCC speakers' bureau. Now, any organization that asks will be provided with a speaker on one of ten subjects ranging from the Orchid and Onion Awards to pollution. According to Mrs. Hamel, head of the bureau, Orchids and Onions is far and away the most popular presentation.

Another example of the attempt to be positive about esthetic and environmental improvements was the group's handling of Murphey's Creek. This small stream, also known as Wingra Creek, connects Lake Monona with Lake Wingra. Over the years, the creek had become increasingly clogged with debris and poisoned with pollution. The group organized a public look at the creek last summer by leading a canoe trip down the length of the waterway. The outing was under the direction of William Threinen, an employee of the Wisconsin Department of Natural Resources and head of CCC's committee on Environmental Resources. "We wrote a report describing it, assessing it as a community resource, and we kindled interest in it as a waterway again," Threinen reports. "We think it can be a good, clean waterway which can furnish a maximum of enjoyment." CCC petitioned government officials at various levels and interested other organizations in rehabilitating and developing the creek. As a result, the City of Madison has earmarked special funds for improvement of Murphey's Creek. The current president of CCC, David Stewart, sums up the organization's aims, "CCC is growing spontaneously as more people learn what we're trying to do. Environmental awareness is our primary goal and we stress it every chance we get. We need more people with community awareness." And thanks to CCC, Madison and Dane County are getting just that.

Orchids



Sinclair Stations, East and West Washington avenues. Effective Station design, adequate but subdued lighting, and modest signing all developed specifically to blend with an urban setting—won an orchid for Sinclair.



St. Paul's Catholic Chapel, 723 State Street. St. Paul's was cited for distinctive architecture (Peters and Martinsons, Architects) and interior design which improve the character and appearance of State Street.

Right: Bjarne Romnes Senior Citizen Housing, Olin Avenue. The Madison Housing Authority won an orchid for this low-rent housing whose landscaping and design creates a truly pleasant environment for residents.

Lower right: Firefighters Administration Building and Fire Station Number 1, Johnson Street. The important function of these buildings is effectively blended with good modern design to provide a community asset. (Architects, Sample/Mullins, Inc.)







ational Guardian Life Insurance Building, 2 East Gilman. he removal of an old city landmark was offset by the design, aturing a distinctive glass facade and an attractive entrance, the new building which preserve the character of the urban tting. (Architect, John J. Flad and Associates.)



ty Planning Department lobby, City-County Building. Bold ad imaginative colors and design make this lobby an oasis om the typical bureaucratic offices. (Jeff Dean, designer, staff the planning department built and installed this lobby on eir own time.)



ght: Heil-Gonnard Sanitary Waste Plant, Olin Avenue. This nitary disposal system, developed by the City of Madison Enneering Department, Milwaukee's Heil Company, and the niversity of Wisconsin, meets the challenge of solid waste dissal constructively.

eenbock Memorial Library, University of Wisconsin. The rary's design stays in character with surrounding buildings, tile the terraces and landscaping use the land contour at the to advantage. (Weiler, Strang, McMullin and Associates, c., architects.)



Tellus Mater, 319 State Street. A small, green courtyard to the rear of the shop provides an interesting background for display of the store's wares.



Wood's Garden, Crestwood. Mrs. George Woods, helped by neighbors and friends, planted and maintains this magnificent garden on City property in Crestwood.



Onions



Burger Chef, 227 State Street. The use of standardized signs and storefronts by franchised chains often contrasts unfavorably with surrounding buildings, particularly when the colors are loud and flashy.



Property along the Loin Avenue — John Nolen Drive entrances to Madison. This is the view of Madison visitors get on this major entrance to the city. For allowing conditions like this to exist, property owners were awarded an onion.



Stevens House of Gifts sign. Even legal-sized, legally maintained billboards can detract from the landscape. The brilliant colors of this sign may be good advertising but the sign does not enhance the environment.



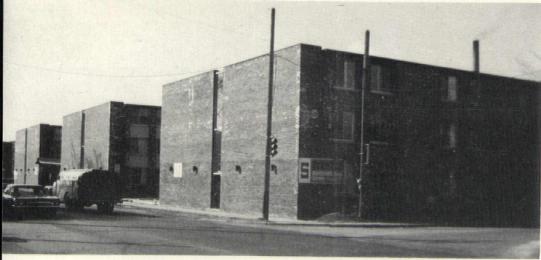
Henry Gilman Apartments, 510 North Henry Street. Develoers of these apartments were given an onion for failure to finithe exterior as designed because construction costs exceed original estimates.



Monona Avenue, Monona. The city of Monona garnered onion for allowing unsightly strip development like this develop along Monona Avenue.



adison Silo Co. and Garver's Supply Co., rear view. These firms won onions for maintaining ineffectively screened dumping grounds I for burning trash directly across from Madison's new Starkweather Creek Park.



University Court Apartments, 2300 block University Avenue. For the design of these apartments, Towne Realty won an onion. In addition to large expanses of unrelieved brickwork, there is a complete lack of buffer between the street, sidewalk, and building, and absolutely no place for plantings.

(Why not change zoning laws which permit this type of building to go up?)



City of Madison parking lot. For acres of unbroken asphalt on its parking lots and ramps, the city was tagged with an onion.

consin architect/july, 1969

City Hall Square Study

On May 14, 1969, the Honorable Henry W. Maier, Mayor of Milwaukee, was presented with the model of City Hall Square, the result of a study, sponsored by Louis J. Selzer of Selzer-Ornst Company, prepared by the students of the Graduate Design Studio, Department of Architecture at the University of Illinois, Urbana. The model is on display at the Milwaukee Art Center for a period of three months.

Introduction

Guido Francescato Assistant Professor of Architecture Director, City Hall Square Study University of Illinois

Bewildered by the proliferation of stylistic currents and personal aesthetics, enchanted by the seemingly limitless possibilities offered by technology, confronted with a mercantile society that tends to consider art as a commodity or at best as a luxury, many contemporary architects have sensed the need for a critical reappraisal of the relationships between the single building and its environment. The Cité Industrielle of Tony Garnier in 1904 and Sant' Elia's Cittá Nuova in 1914 already show the symptoms of this preoccupation which will explode in the twenties in the work of Le Corbusier and Gropius. It is only after World War II, however, that the inevitability of the problem begins to be felt. Critics and historians state the need for a total concept of architecture; the professional journals plunge into urban planning; architectural conventions devote unprecedented verbosity to the subject; indeed—urban design becomes fashionable, makes the cover of popular magazines and the TV shows.

Yet the idea that architecture encompasses more than just the design of a single building is hardly a new one. The historical continuity of this idea could be traced without great difficulty through fifty centuries of architectural development. It is to this historical continuity, rather than to a vague, newly found concern with urban problems that the Graduate Design Studio of the University of Illinois addresses itself. Students in architecture, urban planning, landscape architecture and other disciplines are offered the opportunity to explore a wide range of problems dealing with the design of our man-made environment. The attitude which

we hope to encourage is one of creative problem-solving, i which the traditional architectural skills of synthesis as brought together with the most advanced analytical too of our time such as systems analysis and computer techniques. Two main objectives guide our work. First, that developing and maintaining a holistic view of problems, big-picture perspective to balance the present trends toward excessive specialization. Second, that of keeping high the concern with human and social values which, due to the difficulty of quantifying them, are only too frequently ignore in the oversimplified cost-benefit analyses of many planning studies.

Students' involvement in these environmental design problems has often profited from the opportunity to wo at a real situation in a real community. The City Ha Square Study for Milwaukee represents one such opport nity, made possible by a generous gift from Mr. and Mr. Louis J. Selzer and by the collaboration of the Greater M waukee Committee, the Office of the Mayor, the Milwauk Planning Commission and several other agencies, priva concerns and individuals.

In our view, City Hall Square represents the greate design opportunity presently available in downtown M waukee. It is the opportunity to generate a new image Milwaukee as a great metropolis of Mid-America and t regional center of Wisconsin. It is the opportunity to sho through imaginative design, how unrelated fragments su as the historic City Hall, the Center for the Performing Ar and others could be brought together to form a coherent compact and lively core. It is the opportunity to bring ba to life the Milwaukee river as a visual amenity and a u fying element of the central core. It is, finally, an opportun for the City to show its citizens, through the proposed Co munity Services Center, that it cares, and to show how cares. The center glass-covered plaza re-interprets in twen eth-century idiom the great tradition of the city square as vehicle for communication and interaction among the peop Perhaps it could even become the vehicle for involving citizens in the plans for growth and change of the city itse in that vital democratic process of participation with which no plans can hope to be successful.

Presentation

The recommendations of this report are intended as a first step in the development of a unified comprehensive plan for downtown Milwaukee.

Our proposal presents a method of orderly growth.

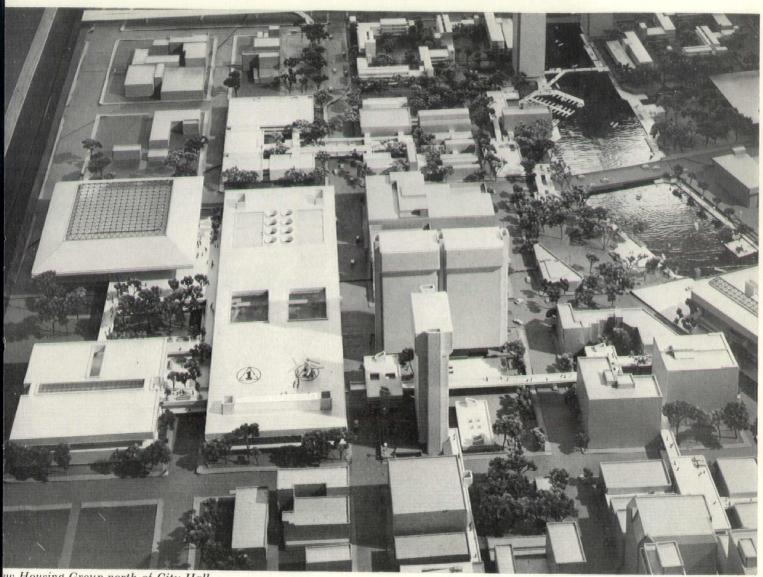
Although it is presented in a very specific way,
the model should not be taken literally. Direction is
given by way of example and the success of the plan
is not dependent upon whether the buildings are
built to look as they do in the model.

In the period following World War II, with the increased use of the automobile, the need for more housing, and the improved networks of communication and transportation, most cities in this country, including Milwaukee, experienced a decline in the economic and social usefulness that their central cores previously provided. The results were the general deterioration and obsolescence of many facilities including slum

housing, blighted industry, and inefficient retail establishments.

In short, the decline was related to the struggle between the forces of dispersal and the pressures of centralization During the past ten years, Milwaukee has engaged in a vigorous campaign to reverse the dispersal trend of central core activities. This has been partially effective, by improving core accessibility, and by the replacement of deteriorated and obsolescent facilities with new and modern conveniences.

Both the public and private sector have taken an active interest in supporting policies and projects aime at improving the vitality of the central core. Because of the congestion resulting from the large amount of activity overlap in the core, it is important that these projects be developed in an overall comprehensive way. The city should set forth a unifie plan of action, that treats the whole cental district



ew Housing Group north of City Hall.

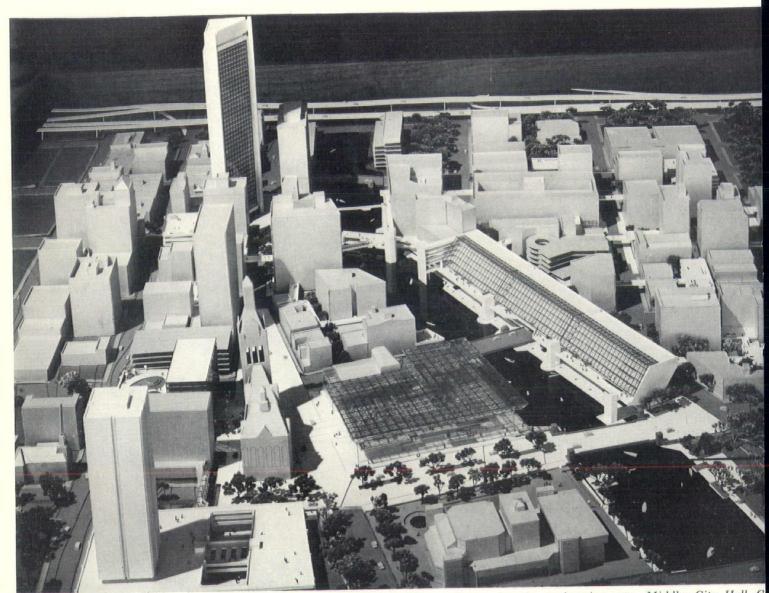
one entity, with all the parts co-ordinated to work gether. It is the purpose of The City Hall Square udy to suggest an overall direction in the anning of Milwaukee's central core, to provide a mework for growth in a planned and orderly fashion, us enhancing Milwaukee's position as the leading ovider of goods and services for the whole region. is important for a city to have a focus. It serves the orientation point around which the surrounding gion may be related. As societies become more ucated and more specialized, and our cities become ore complex and impersonal, the need remains human contact in work and play, because man nature is a social being, who thrives on the rsonal relationships brought about by group involveent. The city provides the place for the face-to-face eeting, and this place serves as the focus of in's activities.

ot only are the psychological needs of man attained rough the regional focus but the material economic eds are achieved as well. For only a regional nter can support the complete range of choice required modern man. Only the regional center can ovide the complete range of living and working

accommodations, specialized goods and services, and cultural pursuits.

Downtown Milwaukee has many advantages for maintaining its position as the focus for the region. The central core is easily accessible and ideally linked with all modes of movement, whether it be on land. on water, or in the air. The expressway system including the downtown loop, has done much to improve the accessibility of the central core. However, the movement systems within the loop need more refinement in order to achieve maximum accessibility. With the opening of the St. Lawrence Seaway, Milwaukee, with its excellent harbor facilities, became an international port able to ship its wares directly by water to any port in the world. In the area of manufacturing, Milwaukee has an ideal export base. Being the nation's third largest user of steel, it leads the world in the production of roadbuilding equipment, diesel and gasoline engines, outboard motors, motorcycles, tractors, and malt beer. Milwaukee also maintains a healthy position in the shipment of barley, the production of clothes, and in the field of graphic arts.

Milwaukee's commercial district is the speciality



City Hall Square from north. Left to right, foreground: Federal Building—Center for the performing arts. Middle: City Hall, C. Hall Square—professional Offices. Back: Highrise Office Building.

shopping center for the whole region, drawing shoppers within a radius of 200 miles. Its centralized location and easy access make it convenient for the majority of the people. Because downtown Milwaukee draws most of the people, it is therefore economically feasible to support more variety, in the type and quality of goods sold.

Adding to downtown Milwaukee's cultural appeal are the public library and museum. The museum is the third largest in the country. Also located downtown is the new Center for the Performing Arts.

Finally, and most importantly, downtown Milwaukee is truly the financial center of Wisconsin. Milwaukee banks account for 75% of the total deposits and loans made in the State of Wisconsin, and over 52% of this total is handled downtown. In addition, large sums of money are invested in securities, insurance, and savings and loan associations which are located downtown.

In order to capitalize on the existing advantages mentioned above, it is imperative that Milwaukee continue in its efforts to provide better services and more job opportunities for the region. Therefore, in keeping with these efforts, we, at the Graduate Studio formulat certain objectives, that when fulfilled, will insure Milwaukee's position as the regional focus. The overall objective as intimated above, is to revitalize the central core so as to reinforce Milwaukee's role of being the leading center of services and creative development for the metropolitan area. We feel that this can be achieved through three basic points, DIVERSITY, ACCESSIBILITY AND IMAGEABILIT By diversity, we mean that steps should be taken to maintain and strengthen a multitude of activities within the central core. By accessibility, we mean that the movement systems within the core should be planned and directed for maximum efficiency. Through imageability, we plan to develop, as our focus those physical and psychological qualities that are unique to Milwaukee and the region. To accomplish these objectives, the following list of problem-solutions is presented as the framework of this report. The problems and solutions were uncovered through several field trips to Milwaukee at which

ne interviews were held with many companies, vernment bodies, and interested individuals too merous to mention. We also had at our disposal a nplete range of documents and reports that helped measurably in the formulation of our goals.

e North Side

e area within the inner-loop generally north of the Street. The core population has declined 39% in 1940-1960. With increased affluence, the white ddle class moved to the suburbs, draining the central y of badly needed tax revenues. Those left in the ter city are the people least able to pay the heavy reden of increasing costs and taxes, the poor white, n-white and elderly.

tle or no new housing has been built in the core ce 1940, with the exception of Juneau Village. To of all housing in the central business district is years old or older. This area contains 82% of entire city's dilapidated dwellings, and 75% of all buildings that lack adequate sanitary systems. It this type of housing base and no other amenities be offered, it is understandable why everyone is ving out.

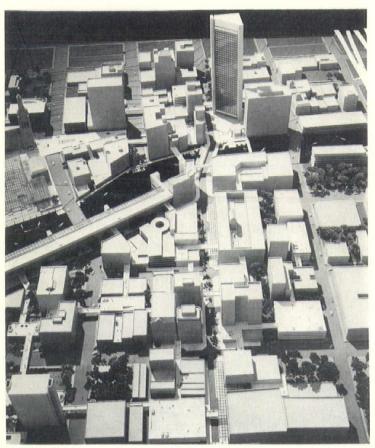
Within the next twenty years, there is going to be a 27% rise in core area employment. The industries accounting for most of this rise will be retailing and service (public and private).

The rising employment rate, which will bring more people into the core, coupled with the present needs of the people already living in the core (50% of Milwaukee's population live in the central city), brings into focus the need for well-designed housing for all incomes in the core. In addition to housing, the complete range of service facilities must be provided to attract and keep a permanent population base. These services include ease of movement, shopping and job choice, and recreational facilities.

The proposal therefore is to provide, as an ultimate scheme, a residential area of mixed income housing from the lake to the river, north of Highland Avenue. The immediate stage is to provide 620 living units, 300 high rise, 320 lo rise, with a total population of between 1700 to 2000 middle income people. The 11.9 acre site is located in an area between Highland Avenue and the Park Freeway, on the north-south axis, and between Fourth and Market Streets on the east-west



ivention Center, Hotels and River.



Wisconsin Avenue from the West.

axis. The river cuts through the middle of the site. In addition to providing the impetus for population growth within the core, bringing in badly needed tax revenues, the immediate project would add \$3,422,000 in retail sales to the downtown district, assuming an average per household retail sales figure of \$5,551 taken from the Milwaukee Journal Consumer Analysis Report for 1968.

As mentioned before, the housing project will not survive if it is not supported with the proper service facilities. Therefore convenient, attractive pedestrian walkways, in addition to a "shuttle" bus service should be provided to link the housing with the downtown retail district and other recreational activities within the core. The potential of river front development could do much in the way of visually connecting the housing with the other downtown activities. A marina within the housing complex is proposed to encourage water recreation. River walkways and small river-front parks would also encourage various forms of outdoor recreation. The North Side Proposal also includes the renovation of older existing buildings that are structurally sound, on the west side of the river, for the relocation of businesses displaced by the housing project. These businesses are to be compatible with the cultural-recreational activities to be provided. Such compatible businesses would include Usinger's Sausage Factory and Maders German Restaurant. Some small specialty shops should also be located within this area.

Kilbourn Avenue

The area along Kilbourn Avenue and one block to the north and south from MacArthur Square to the river.

The objectives of this area are to generate activity in MacArthur Square, to locate a sports arena and convention center where they will have maximum accessibility to the freeway loop, to add activity generators along Kilbourn Avenue in existing low-use areas, and to create a strong link between the two civic poles: The County Court House and City Hall. In order to capitalize on the full potentiality of MacArthur Square, there have to be reasons for people to go there. It is therefore recommended that various forms of outdoor displays be set up on the square in addition to the "space center" activities such as fairs, carnivals, and outdoor functions connected with the museum. Perhaps the downtown campus of U.W.M. and the vocational school can utilize the square to some extent. Walkways, paths, and ramps must provid visual as well as physical access to the square. The recommended location of the sports arena and convention center will also add vitality and generate activity in MacArthur Square. Located between 6th ar 4th Streets, and State and Wells, along Kilbourn, the complex creates a square on both sides of Kilbourn with the two civic poles, the Court House, and the City Hall at either end. Strategically this is the most central location within the city. Proximity to all types of facilities, retail to the south, potential outdoor recreation to the north, and cultural nighttime and daytime entertainment along the river to the east, reinforce the selected location for the convention center The ultimate design proposal is to provide a sports arena with 17,000 seats, and parking for 2,000 cars in addition to MacArthur Square parking. The convention center is to ultimately contain three hotels with a total of 1,000 rooms, an exhibition hall, an auditorium, parking for 500 cars to serve the hotels, and service facilities such as barber shop, snack bar, and specialty stores.

The placement of a large activity within the selected location will undoubtedly affect the surrounding area. This activity will help to increase private development within the area and also along Kilbourn. Redevelopment of the surrounding buildings should occur when the convention market is discovered. Service shops will begin to develop along Wells and 4 Streets forming the pedestrian link to the retail district The development should take place in three stages. The first stage includes the sports arena, the exhibition hall between Wells and Kilbourn, one hotel of about 350 rooms, and the renovation of the existing arena to serve as a temporary auditorium.

The second stage should include the design and construction of a new auditorium large enough to serve all the needs of a first class convention facility. This phase should also include the development of a second hotel of about 360 rooms, and the development of a second exhibit area north of Kilbourn to be connected to the first stage exhibit area by pedestrian walkways over Kilbourn avenue.

The final phase consists of the construction of a third hotel of 350 rooms. This would take place when the convention facility has matured and is recognized as a major convention headquarters.

isconsin Avenue

he area between Wells Streets and the east-west eway, from the Boston Store, to T. A. Chapman impany. The downtown share of the metropolitan ail sales market has dropped from 23.9% to 10.4% the years between 1948 and 1963. In actual dollar es, this drop amounts to \$204,350,000 in 1948 down to 56,943,000 in 1963, according to the U.S. Bureau the Census, Census of Business, 1963.

e expressway system when finished should help nsiderably in improving the accessibility of the core that the rest of the metropolitan area. However, egress m the expressway and circulation within the loop st equal in sophistication that afforded by the pressway.

"shuttle" bus system that operates within the loop ould be put in operation. It would stop at the main tivity modes within the loop such as the large parking uctures for incoming cars off the expressway, the y Hall Square area, the convention facilities area, north side housing projects, at either end of the sconsin Avenue retail spine, at 4th Street and at padway, and at all intervening streets running th-south along Wisconsin Avenue. Eventually all thru ffic will be taken off Wisconsin Avenue from 4th eet to Broadway and a separate "mini-bus" system l operate within this 2,500 foot retail spine. e thru traffic will be routed in a one way system t along Wells and west along Michigan. rge long-term parking structures would be placed ween the expressway and Michigan. The 'shuttle s' system would take the long-term parkers to their tinations. The fee structure would regulate the g and short term parking distribution. e store fronts along Wisconsin Avenue should be esigned. Imaginative use of color, graphics, nings, trees, and other environmental control devices uld be employed to make the downtown an attractive ce to shop and conduct other forms of business. th the closing of Wisconsin Avenue to traffic, except the "mini-bus" service, the increased sidewalk ht-of-way will be enclosed with light-airy space frame uctures, forming a public galleria down Wisconsin

I possibly sidewalk cafés.

e Wisconsin Avenue bridge would be developed as nodern "Ponte Vecchio," containing a number of all shops, eating places, and other day-time night-time ertainment facilities.

enue that is protected from inclement weather.

e increased sidewalk right-of-way would be utilized

an extension of shop display space, exhibit space,

rectly to the east of the bridge and in front of the rine Bank, a plaza called Wisconsin Square would formed, that would become the focus of the retail I financial spines. Framing the east end of Wisconsin are on the southeast corner of Wisconsin Avenue I Water Street, a fifty story office building is posed, called Wisconsin Tower, that would provide additional 500,000 square feet of rentable office space. The parking structure on the northwest corner of sconsin Avenue and Broadway. Connection would made by a covered linkage over the street.

River walkways connecting Wisconsin Square with City Hall Square are proposed and various forms of river front activity such as boat docking and river bank cafés are encouraged. Along the east bank and in the block south of the Pabst Theatre is an ideal location for an "old town development." On the west bank of the river, between Kilbourn and Wisconsin Avenue, an additional 60,000 square feet of professional office space is proposed. Four levels of offices for doctors, dentists, lawyers, etc. with facilities on the concourse to support these functions a coffee shop, a drug store, a barbershop, and a beauty parlor and walking space. Below the concourse are four levels of parking providing for a total of 600 cars and the west bank walkway along the river providing boat launching and mooring facilities.

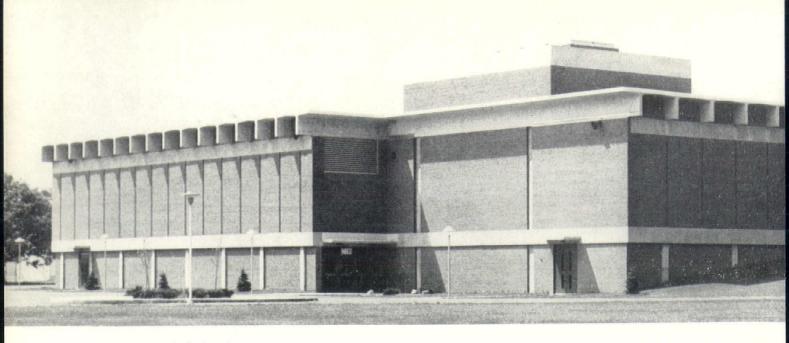
City Hall Square

The area within a two block radius of City Hall from any direction.

As mentioned previously Milwaukee as a regional focus must represent the unique character of the upper Great Lakes region. City Hall Square as the center of this focus must convey the dominant image of what the visitor takes with him from Milwaukee. The public functions of all community oriented facilities are located here, the current news on everything that Milwaukee is, from public hearings and concerts to the display of the latest technological advances in the machine industry. University activities and civic protest of every conceivable nature occur here. The space becomes a three dimensional daily journal which is the essence of Milwaukee, the image city. The main space, the community service center is to be located between the river and City Hall on the east-west axis and between Kilbourn and Wells on the north-south axis. The power plant, which is visually detrimental will be torn down to allow access to the river. Access to the Performing Arts Center will be achieved through underground linkages under Kilbourn Avenue. The Pabst Theatre will be renovated to allow entrance from the north side, and Water Street between Kilbourn and Wells will be closed to tie in City Hall. The structure will be a large airy space frame providing the need for a controlled environment, yet maintaining the flexibility of an outdoor space. Levels within the space provide places for meetings, lectures, and display. The Federal Center calls for a consolidation of all Federal offices which are now scattered throughout Milwaukee in several locations. 300,000 square feet of Federal office space is proposed directly north of the City Hall — Municipal Annex Complex with provisions for parking 2,000 cars.

An additional 225,000 square feet of municipal expansion space is to be located on the northeast corner of Water Street and Wells Street with additional three levels of parking acquired by absorbing the existing parking structure adjoining the lot.

In order to tie in these activities with the rest of the downtown, the linkage systems from the retail, financial and convention districts will be extended and inter-linked throughout the area. The riverside walkways, on both sides of the river, will also serve as connecting links to the other core activities.



Pio Nono High School

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Pio Nono High School

Award Winner in NCEA Educational Facilities Design Competition

Architects: Brust &

Brust & Brust, Inc. of Milwaukee

Owner:

Catholic Archdiocese of Milwaukee

General Contractor:

Voss-Hrdlicka, Milwaukee

Consultants:

E. L. Hanley — Electrical

Holland-Beske-Kurtz—Heating and

Ventilating

Lubenow & Gobster, Inc.—

Plumbing

Pio Nono High School, a boy's school, operated by the Catholic Archdiocese of Milwaukee, was recently selected for a merit award in the Educational Facilities Design Competition, sponsored by the National Catholic Educational Association.

Reverend Edmund W. Olley, Principal of Pio Nono High School, required in his program that the strong philosophy and belief of the school's educational concept be reflected in the architect's design. The basic philosophy of the progressive "college symposium" approach giving freedom to the student of fulfilling his educational needs within a conducive environment.

The design included also the remodeling of a four story existing structure along with a totally new educational facility for 1,000 pupils. Circulation connection was to be provided between the facilities in a manner that would create a compact campus between the new and the existing building.

The existing building, formerly housing a minor seminary dormitory and classrooms, was used as the basis of the educational facility. In this building, classrooms and faculty living suites were to be accommodated while the new building would house other than conventional class areas. The Pio Nono High School faculty consists of 8 Diocesan priests and 25 lay faculty members.

The architects took advantage of the 19.6 wooded acres site and the elevation of the existing building to make useful space of the lower level of the new building. The classroom spaces at this level gain natural light through large window areas one-half level above grade.

The new facility has lower language and science departments with laboratories, class areas and specialized work spaces. The school's excellent music department has acoustically structured band and choral rooms with twelve practice rooms for individual and group practice.

The first level houses administrative offices, the principal's suite, an auditorium seating 600, a gymnasium seating 1400 spectators, library, materials production center, counseling offices and a cafeteria-study hall combination.

Unique utilitarian features of the new structure include an indoor running track at the lower level which serves during the school days as a double loaded periphery corridor for classes. The floor composition here is resilient to accommodate track shoes.

The cafeteria doubles as a study hall and is an extension of

the library. To eliminate expensive kitchen equipment, the food service system was planned around an elaborate vendi operation located adjacent to the study hall separated by folding partitions. During the dining hours, the partition is opened to allow access to the vending machines.

An exterior conversation court is paved to allow informal discussions. This space is formed by the light court require between the new and existing building.

Corridor connections between the new and existing buildin (links) are raised above the lower level of the new building to connect with the first level of the existing building. With their modular structural bays, they form a delightful colons surrounding the conversation court.

The new building expresses its structure as a character feat with powerful cast in place concrete column and spandrel beam patterns interrupting the warm textured earth color brick veneer and accenting modules of windows.

The long span roof areas over the gymnasium, auditorium a cafeteria feature precast "T" sections which are exposed to express a rhythmic structural pattern.

The strong masculine character carries into the interior through the use of warm earth colors and natural materials concrete structural elements, brick and concrete block, whi has a ground face coated with clear sealant.

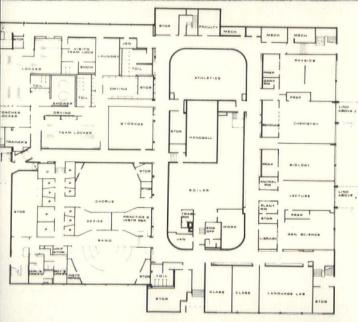
The environmental design department of the architectural office used rich and stimulating colors to give the student enthusiasm for the academic environment as opposed to the more common institutional approaches. The architect's interior design staff carried through exciting accent colors in furnishings unifying the contrast factors.

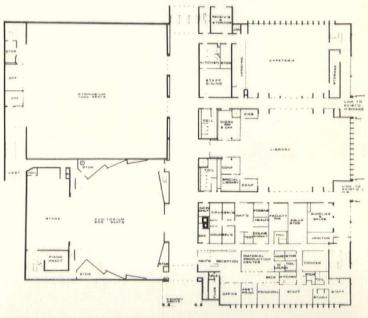
Throughout the building, the architects have maximized utilization of space. Virtually every classroom has a dual of triple purpose with the idea of interchangeability allowing rooms to be almost constantly in use.

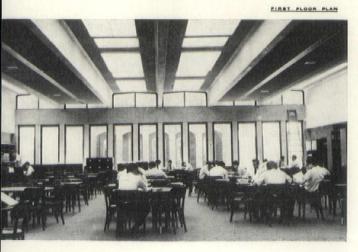
A public address system and television facilities serve every room in the new addition. The TV equipment includes two closed-circuit school channels, plus facilities for reception of programs on all Milwaukee commercial and educational channels.

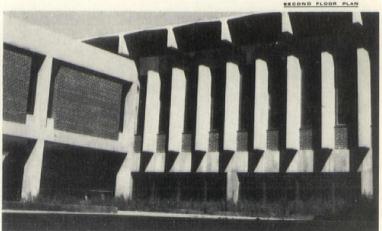
Pio Nono High School with its powerful expression of desi its progressive teaching philosophy and its well planned facilities make it a leader in the archdiocesan educational facilities. The jurors of the NCEA Educational Facilities Design Competition thought of Pio Nono High School as a project of outstanding merit.





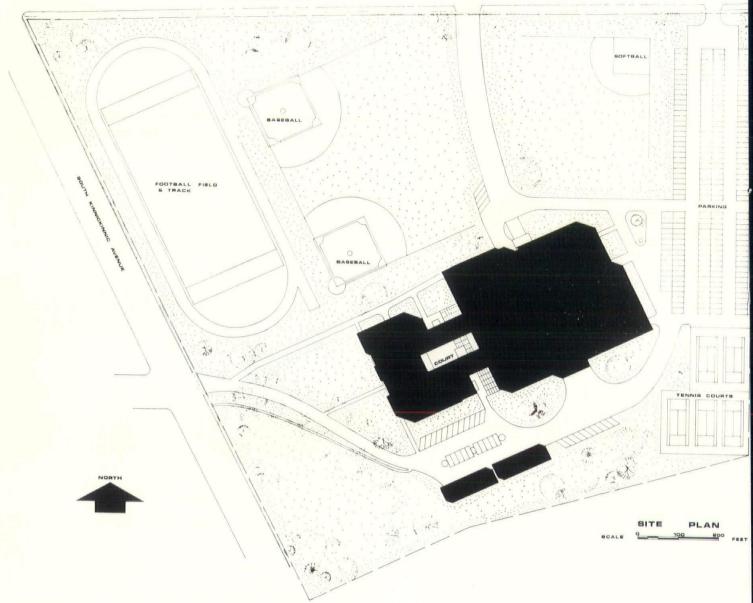


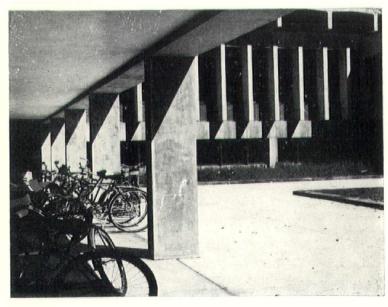




onsin architect/july, 1969







Architectural Statistics

Area of Building: Remodeled: 45,660 sq. ft. New: High Sc 109,830 sq. ft. Garages 4,020 sq. ft. Links, stairs, elevators 6 sq. ft.

Volume of Building: Remodeled: 578,190 cu. ft. New: 1,796 cu. ft.

Cost of Construction (excluding land, landscaping, furniand fees): Remodelling Existing: \$297,233. New Construction High School \$2,250,000. Garages, Links and Elevator: \$563

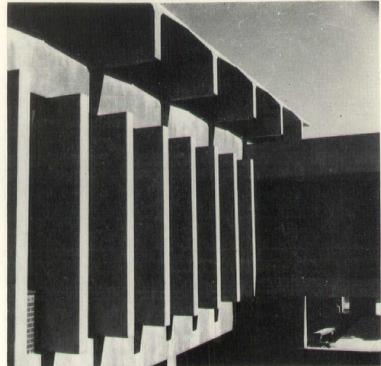
Date of Contract (General): New Building, March 10, 1967

Date of Occupancy: August 1, 1968.

Site: Parking 244 autos. Garages: 17 autos. Recreation A. Football Field, Running Track, (2) Baseball Diamonds, Softball Diamond, (5) Tennis Courts. Informal Areas: Consation Court.









onsin architect/july, 1969



by Dorothy Schweitzer, Executive Secretary

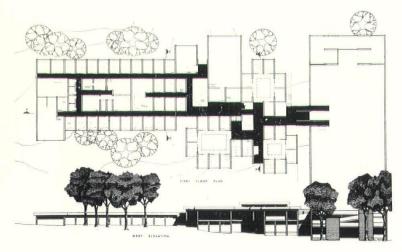
The Foundation on Review

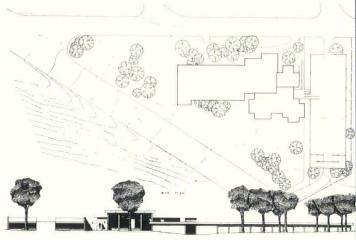
Wisconsin Architects Foundation terminated the Tuition Grant Program in 1967 with the intention of converting to a Scholarship Program, as soon as feasible, for the new School of Architecture at the University of Wisconsin-Milwaukee, along with other financial commitments. Since 1953, when the Foundation was established, eighty Wisconsin Students of architecture, receiving their education out-of-state, were provided with tuition aid to an expenditure of some \$44,000. All students thus favored were highly qualified and had particular financial need.

At the time Tuition Grants were to be terminated in 1967, there were five current students whose scholastic excellence and need led the Directors of the Foundation to determine that they were worthy of continuance to graduation. Of these five students, three have graduated. The fourth will graduate in January 1970, the fifth in May 1970.

Louis Stippich, Milwaukee, who attended the University of Detroit, graduated in May of this year. Incidentally, that University is on a six-year cooperative program, the student attends school for two semesters and works for a selected architectural firm during the third semester as a part of his training, the latter totaling 16 months experience. The photographs reproduced on this page are two phases of a selected design problem which Mr. Stippich executed in his fourth year. Given a hypothetical site in Birmingham, Michigan, the project as a Medical Complex, including a clinic facility for doctors and dentists, a laboratory, x-ray labs, physical therapy area, minor surgery room, offices and lounges.

Mr. Stippich graduated first in his class with a 3.03 quality point ratio out of a possible 4.0. His thesis project was a combination high rise and town house development in an urban renewal area in Detroit. He is currently in the employment of William P. Wenzler & Associates. According to statistical information received from the A.I last year, of sixteen Chapters reporting, the Foundation ranked favorably with the top five according to amount expended for student aid, as based on the Foundation's average of the past seven years. The Foundation is uniqu as a non-profit corporation independent of the Chapter, the only other one seemingly the Chicago Chapter Foundatio Where did the Foundation's funds derive? From contributions. Contributions from organizations associate with the architectural profession, a number of whom contribute on an annual basis, such as Best Block Compa Rollin B. Child Foundation, Osborne Company, Lofte & Fredericksen, Western Builder Publishing Company, to n a few. An important source of revenue accumulates from Memorials, both from Chapter members and organization Individual Chapter members and firms contribute sporadically in appreciable amounts. A unique bonanza l been the royalties from a specially designed concrete block thru the courtesy of Shepherd Associates. Producers' Council has entered the picture from time to time. The dedicated fund-raising by WAL-Milwaukee and WAL-Madison has resulted in many thousand dollars. T Foundation is immensely gratified by this loyal support, and is beholden to all organizations and individuals gener The next chapter of the Foundation's history will concern its most ambitious project, that of a state-wide fund-raisir campaign to aid the development of the new School of Architecture "over and above the basic operational necess which must be borne by the State."





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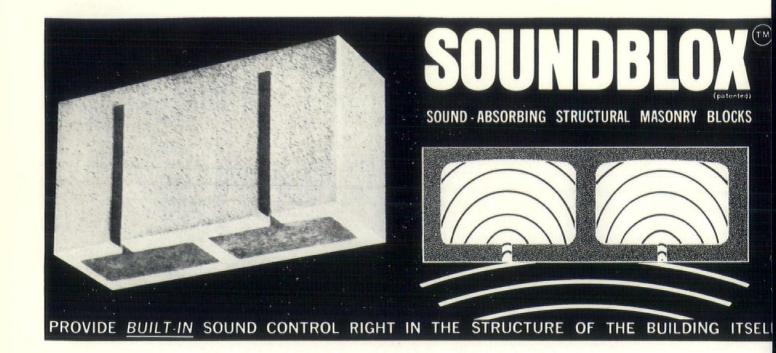
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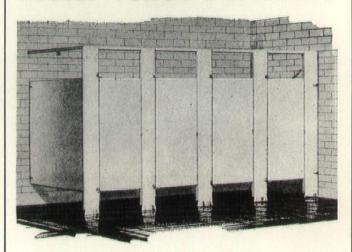
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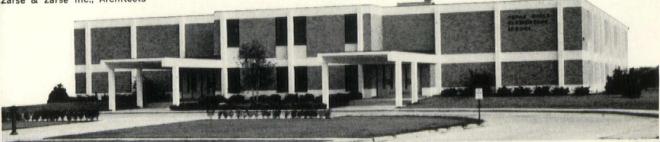
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AIA-AGC RECOMMENDS CHANGES TO "BUREAU"

Norbert T. Hynek, AGC of Greater Milwaukee

Working "shoulder-to-shoulder", Architect and Contractor representatives on the State AIA-AGC Liaison Committee and representatives from the Bureau of Engineering are recommending changes in the Master Specification Manual for State Bureau of Engineering construction projects. Definite benefits to the Architect, Contractor and State will undoubtedly result from these changes.

The Committee, having previously worked out solutions to problems in the Architect-Contractor relationship through the development and distribution of the AIA-AGC "Recommended Practices" manual, is now concerning itself with the largest client of the construction industry—the State of Wisconsin.

The eight man State AIA-AGC Liaison Committee is comprised of Architects representing each of the four geographical sections of the Wisconsin Chapter AIA and two contractor representatives from each of the two AGC Chapters in the State. The AIA representatives are: Lester G. Seubert, Southeast Section; Jack W. Klund, Western Section; John Haefner, Northeast Section and Stephen M. Playter, Northern Section. Contractor members representing the State AGC Chapter and the Milwaukee AGC Chapter respectively are: Remo E. Camosy, Camosy Construction Co., Inc. (Kenosha); John P. Cullen, J. P. Cullen & Son Corp. (Janesville); Osborne Johnson, C. G. Schmidt, Inc. (Milwaukee) and W. C. Whitten, Sr., Permanent Construction Co. (Milwaukee).

The procedures for bidding, payment, inspection, etc. are contained in the State Bureau of Engineering Master Specification Manual. The manual establishes standardization of language, format, and documents to be used in preparing specifications for "Bureau" projects. Consultants who are under contract to prepare documents for State projects thus work under established ground rules.

Earlier this year, the AIA-AGC Committee took a cold, hard look at the manual with the thought that definite improvements could be made in the specifications governing "State" construction work. Individual members of the Committee recommended changes to the manual after a comprehensive review.

The "Bureau", commendably, has cooperated with the Committee to bring about a rapid refinement of the Master Specification Manual.

Problem areas considered in the recommendations include: alternate bids, bidding time, due dates, temporary heating and temporary electrical work, determination of substantial completion, payments, listing of subcontractors, premium for second bond, supervision, bid form, payment for stored materials, etc.

Unmistakable advantages to all will accrue from recommended changes in the State Bureau of Engineering Master Specification Manual. The State, which is really the general public, will benefit by attracting more bidders on their construction projects. Faster completion and consequently an earlier occupancy will also result from the recommended changes.

From the standpoint of the Architect, there should develop specifications easier to follow and interpret, better observation and a healthier atmosphere in which to work.

The present method of "supervision" and "inspection" on the jobs is being looked at with the hope that this can be improved.

One of the most notable accomplishments to date is the announcement by the Bureau that "Alternate Bids" are to be dropped from State work. The Committee considers this an outstanding improvement.

Contractors will undoubtedly take a new look at State construction work and be more amenable to bid and work on "Bureau" projects.

The Bureau and the Committee are to be commended for their diligence and tireless efforts to improve the specifications governing State construction work.

Architects and Contractors will undoubtedly benefit by these changes, but the most benefit will accrue to the *State of Wisconsin*— its citizens and taxpayers.

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newsnotes

Construction Industry Foundation Formed as First All-Industry Organization

The Construction Industry Foundation, the first organization to represent all segments of the overall construction industry, was formed in Washington, May 27-28, under sponsorship of the American Institute of Architects.

Representatives of 14 established associations attended the foundation's organizational meeting at AIA headquarters. They represent architects, engineers, building product manufacturers, contractors, subcontractors, home builders, bank loan officers, building owners and managers, insurance companies, and credit managers.

The foundation will be operated as a non-profit, educational organization. Its broad purpose is to deal with business-management, financial, and legal problems and abuses that damage the industry, reduce the quality of construction and increase building costs.

Robert G. Cerny, FAIA, The Cerny Associates, Minneapolis architectural firm, was elected president of the foundation. The CIF was Mr. Cerny's "brainchild," and he has been active during the past year in winning support for it. Robert F. Cushman, Cushman & Obert, Philadelphia, will be legal counsel and interim executive director.

Until a permanent staff is formed, CIF headquarters will be in Cushman & Obert's offices, 2426 Fidelity Building, 123 South Broad Street, Philadelphia 19109. Permanent headquarters will be in Washington or New York.

The annual operating budget is expected to be \$500,000. Membership dues are \$1,000 per year. "Any individual, partnership, association, or corporation engaged in business, financial or professional activities and interested in the welfare of the construction industry" is eligible to join.

The foundation's method of operation will be to retain experts to analyze problems and recommend solutions. Promising solutions will be reviewed by CIF committees and discussed with professional and trade associations. After a proposed

solution has been adapted by CIF membership, the foundation will put it into effect by endorsement and action of CIF members.

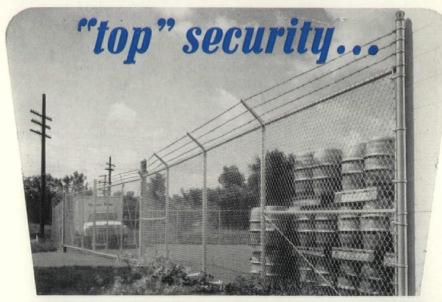
At the Washington meeting, four problems were agreed upon for immediate action. They are:

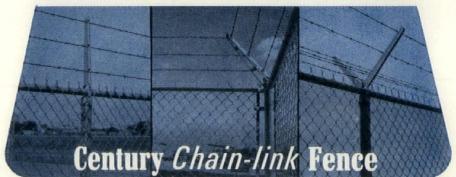
- 1. Financial order and reform, particularly the system of payments to contractors, subcontractors, material suppliers, and manufacturers.
- 2. Bidding reforms and qualification of bidders, including bonding problems and bid-shopping.

- Establishing standards for plans and specifications.
- 4. Product performance and guarantees

According to a statement of problems prepared by CIF organizers, the present withholding system of payments is "antiquated and subject to abuse and hazards. The general contractor may prudently withhold more than is necessary to guarantee performance by a subcontractor. Conversely, a subcontractor

Continued 35





Would-be vandals, trespassers and thieves can't top this unclimbable fence. Neither can competition. There's a Century style top for every outdoor storage need: 45° rampart type, Bulwark "Y" arm as well as other palisade, rampart and bulwark types. And Century can give you the gate for every purpose. All chain link fabric, posts and fittings are hot dipped galvanized to withstand time and weather. Also available in aluminized fabric for added durability. Materials can be purchased separately or completely installed by Century erection crews from your nearby Century office.

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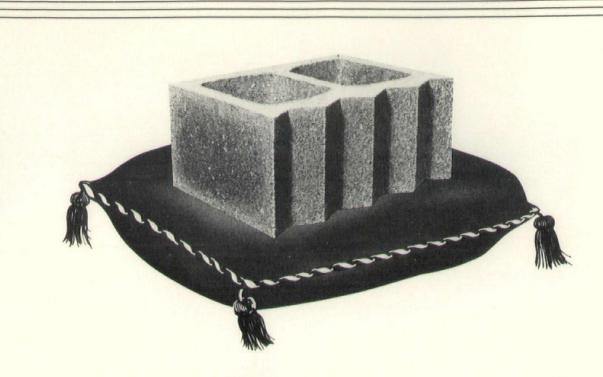
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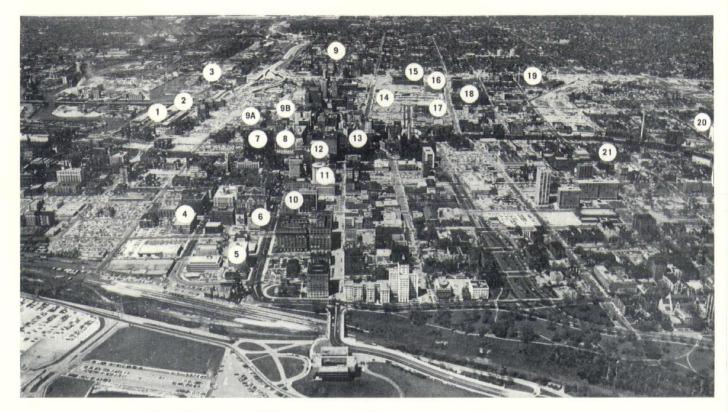
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This is an aerial look at a typical American city operating with Sorgel Quiet-Quality transformers in the heart of its electrical distribution systems. Check these job sites for ideas where you can specify Sorgel for more reliable, trouble-free transformer installations.

- 1. U.S. Post Office
- 2. Milwaukee Road Depot
- 3. Cutler-Hammer, Inc.
- 4. Lewis Center Office Bldg.
- 5. Juneau Square Office Bldg.
- 6. IBM Building
- 7. Marine Plaza Bank & Office Bldg.
- 8. Gimbels Store
- 9. Marquette University
- 9A. Wisconsin Electric Power Co.
- 9B. Boston Store
- 10. Wisconsin Gas Co.

- 11. Pfister Hotel
- 12. Wisconsin Telephone Co.
- 13. Marshall-IIsley Bank Bldg.
- 14. State Office Bldg.
- 15. Milwaukee County Courthouse
- 16. Milwaukee Safety Bldg.
- 17. Milwaukee Auditorium Arena
- 18. Milwaukee Vocational & Institute of Technology School
- 19. Pabst Brewing Co.
- 20. Schlitz Brewing Co.
- 21. Cutler-Hammer, Inc.



Sorgel vacuum impregnated transformers assure lower sound levels, strengthen the entire structure, and make the units impervious to moisture conditions. The consistently liberal Sorgel design provides overload protection for emergencies or peak periods without exceeding safe temperatures. Insist on Sorgel for maximum operational reliability.



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Continued from 31

without the discipline of substantial withholding may refuse his responsibility. . . . The owner must agree to pay a penalty for delayed payments, and the Federal government must discipline itself to a reasonable compensation pattern. Perhaps the retainage system must be reformed, possibly with escrow funds invested, interest accruing to the contractors."

Bidding reform was defined to include the problem of unenforceable completion dates. It was pointed out also that while a bidder's bond is required on public work there is no qualification based upon experience or competence and that there should be a reasonable ratio between the face value of a bond and the contractor's assets.

In regard to the need for a standard for plans and specifications, the statement of problems said: "The industry suffers from flagrantly incomplete plans and specifications. This is particularly true of FHA apartment buildings and plans prepared for development contractors. These plans are bid at a hazard. . . . Bid-

ders are subject to growing liability for performance based upon interpretation of vague plans."

In establishing standards, the CIF expects to work with representatives of Builders Exchanges and the FHA.

Problems associated with product performance and guarantees include the growing tendency in "third party" lawsuits to hold architects. engineers, and contractors responsible for material failures, the "'or equal' syndrome" in specifications, and the difficulty of determining whether a building material or its application is at fault when a failure occurs.

Other problems on the CIF's list of those to be analyzed are the increasing amount of litigation in the industry, survey and soil exploration hazards, cost estimating and quantity surveys, respective responsibilities of architects and engineers, performance standards, and general terms and conditions of construction contracts.

Associations represented at the meeting were American Institute of

Architects, American Insurance Association, American Subcontractors Association, Building Owners and Managers Association, Mechanical Contractors Association, National Association of Home Builders, National Association of Plumbing-Heating-Cooling Contractors, National Construction Group of the National Association of Credit Management, National Electrical Contractors Association, National Society of Professional Engineers, Producers' Council, Painting and Decorating Contractors of America, Robert Morris Associates (bank loan officers), and Sheet Metal and Air Conditioning Contractors National Association.

Representatives of Armco Steel Corporation and Honeywell Inc. also attended.

Richard H. Oakley, assistant treasurer of Honeywell Inc., was elected first vice president. Bernard H. Trimble, director of services, NECA, is second vice president. J. W. Rankin, assistant secretary, AIA, is secretary, and Charles Dickerson, director of research, Robert Morris Associates, is treasurer.

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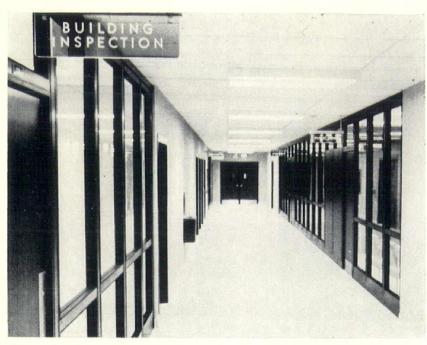
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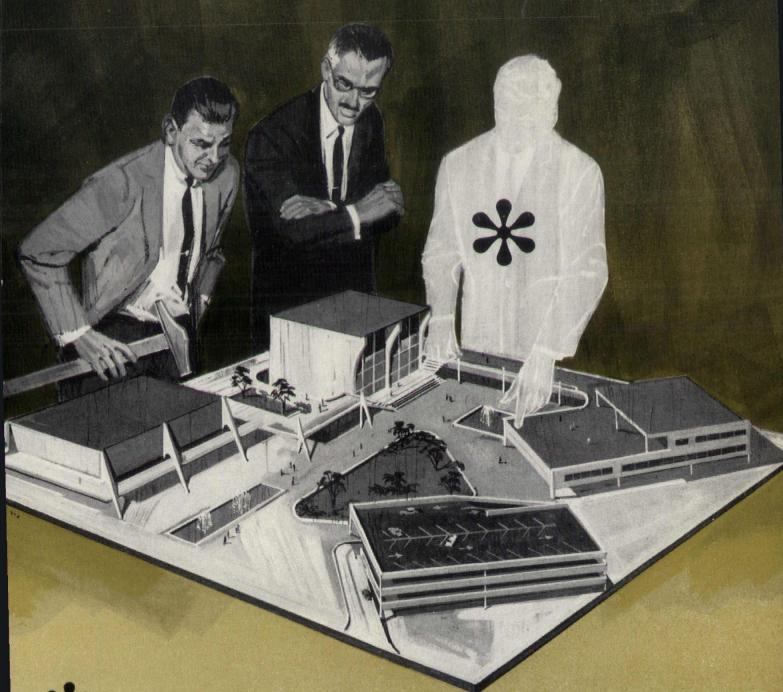
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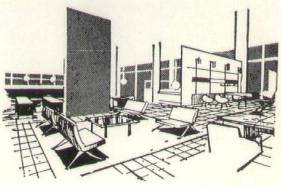




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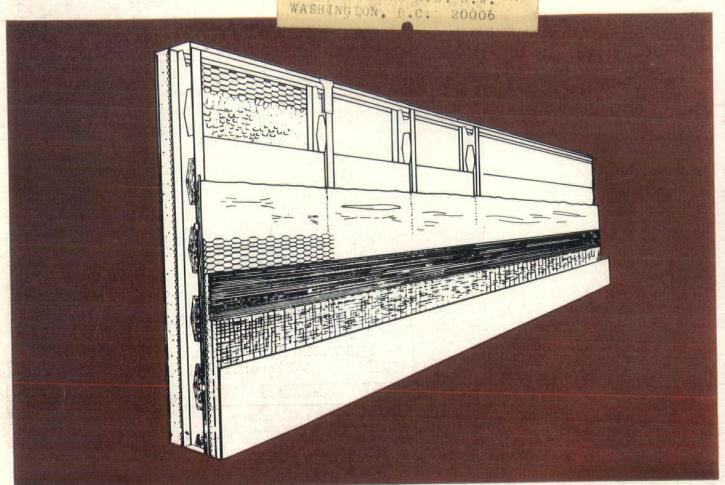
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