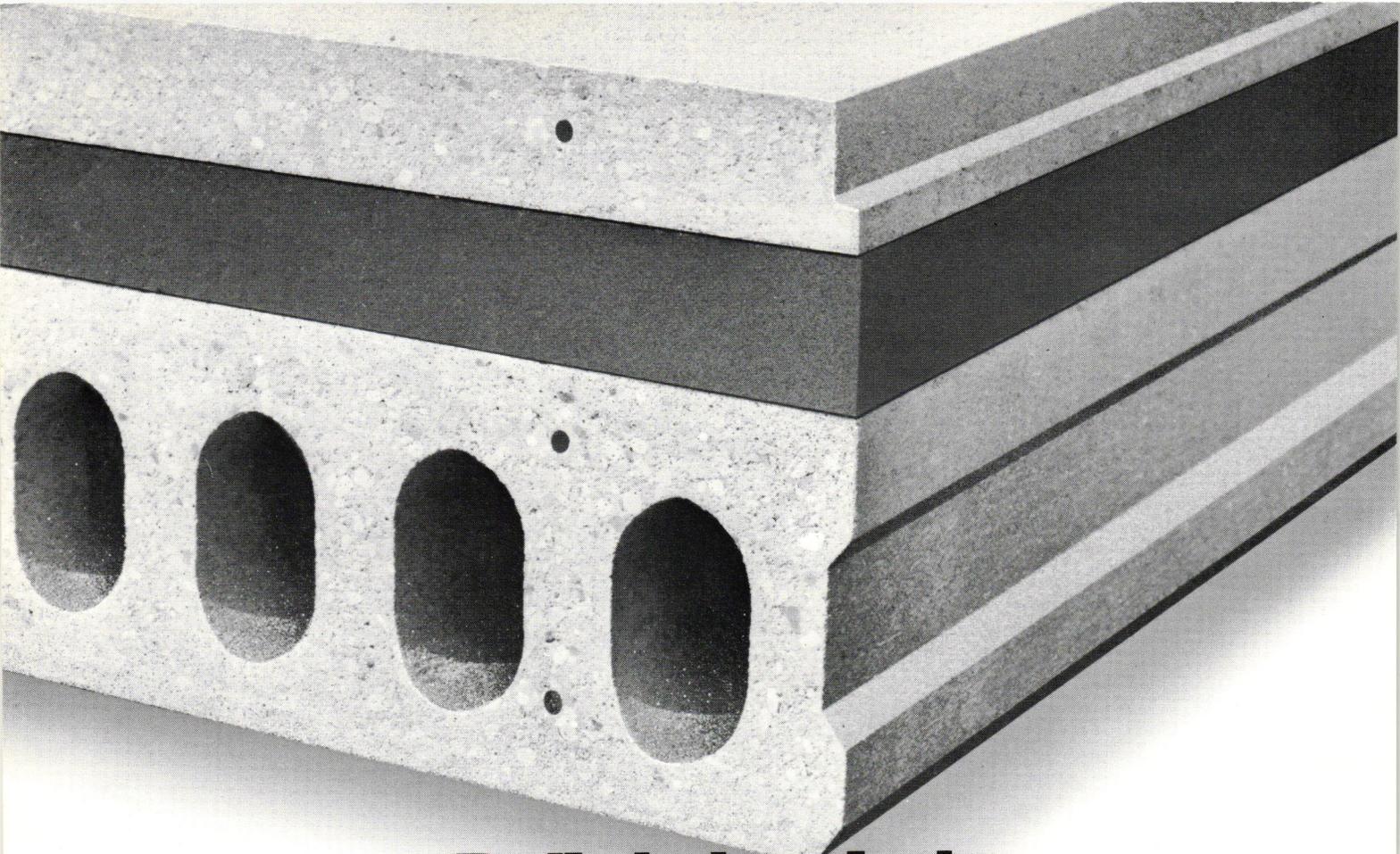


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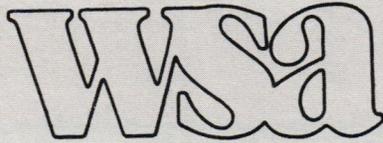


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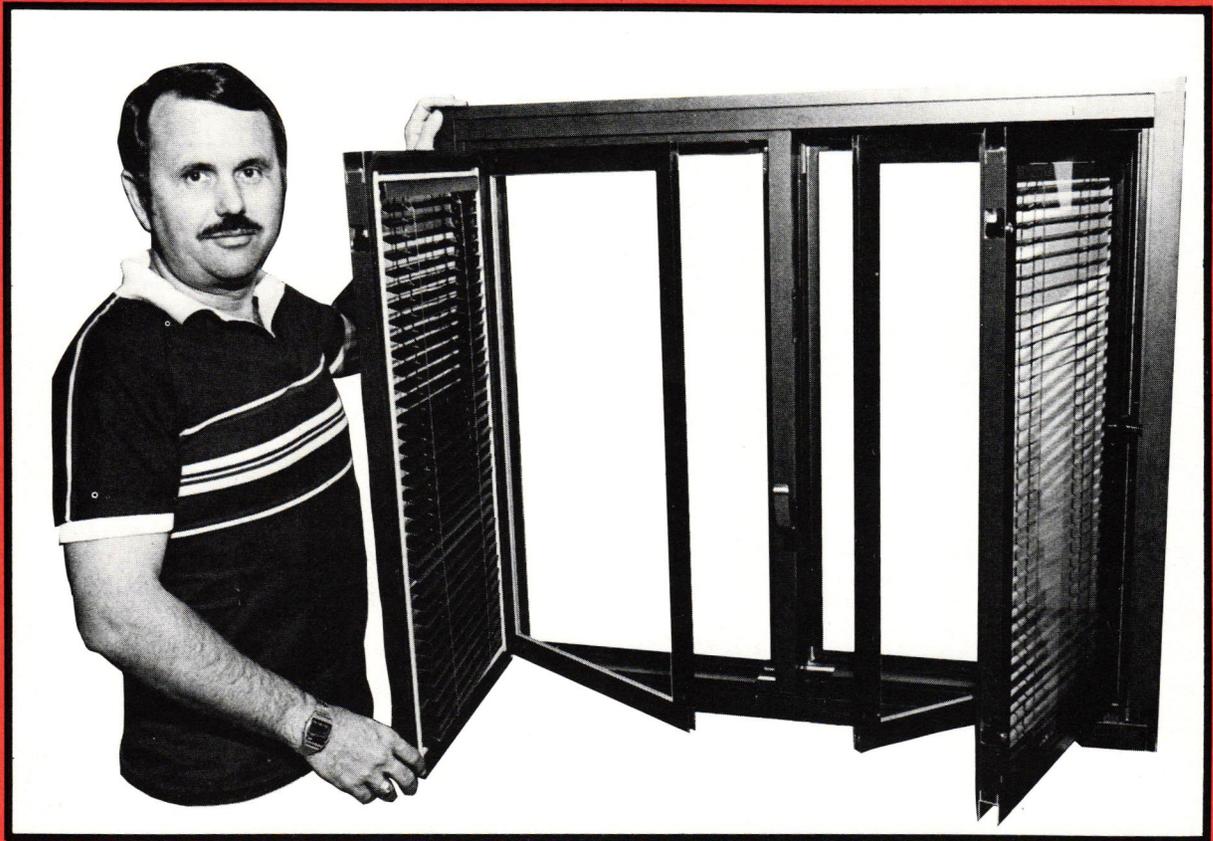
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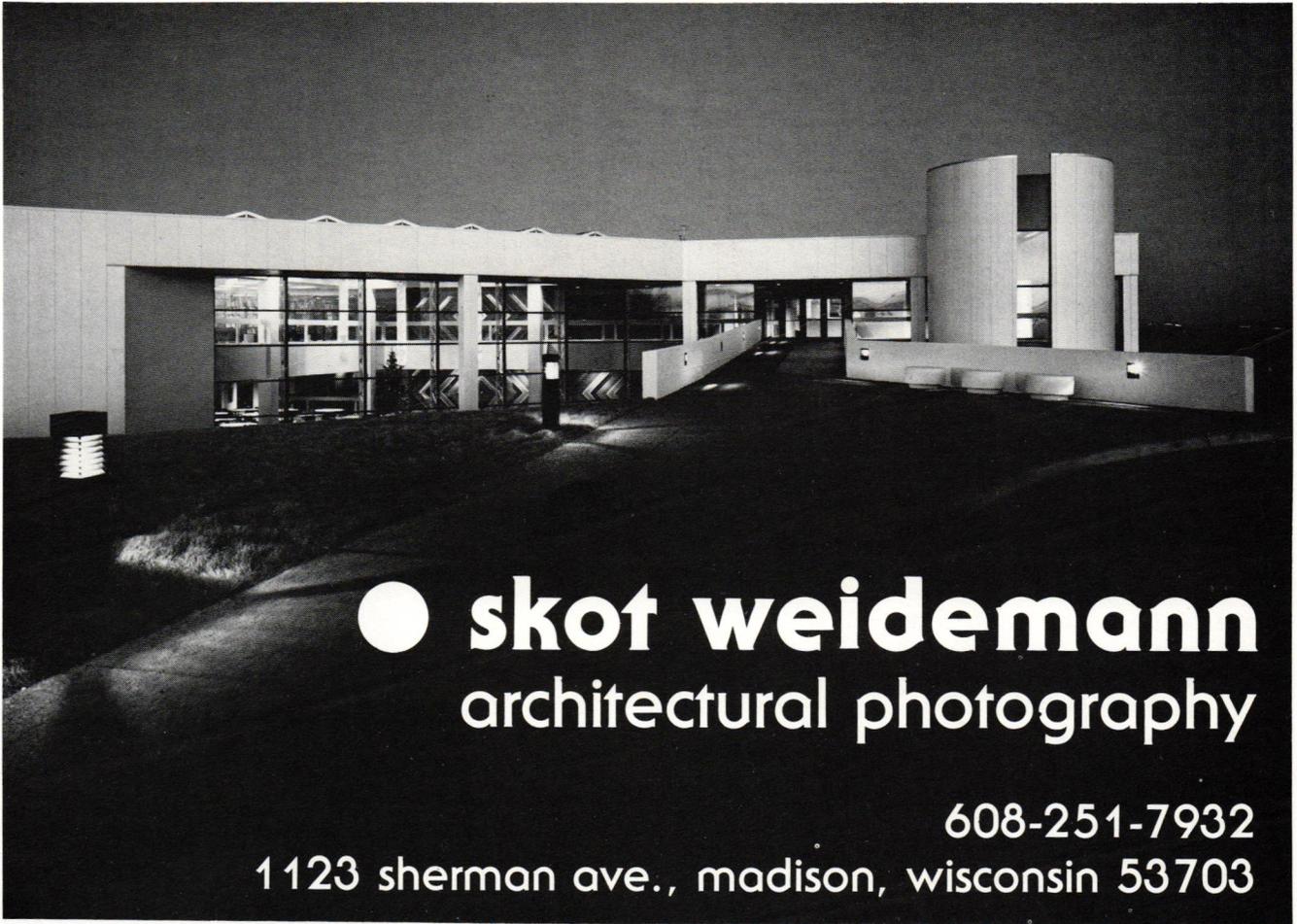
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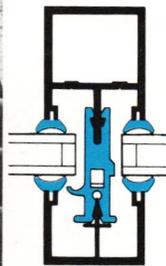
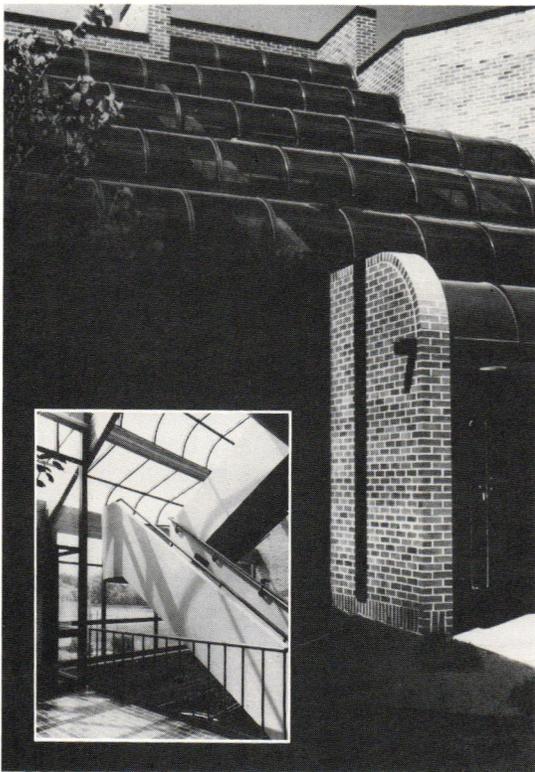


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# Registration Board Update

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Many matters pertaining to the practice of architecture in Wisconsin are regulated by the Architects Section of the Examining Board of Architects, Professional Engineers, Designers, and Land Surveyors (A-E Board).

The Architects Section is composed of three architects and one public member. Their responsibilities and authority range to matters including the definition of entry level competence, the development of examinations for those seeking architectural registration in Wisconsin, the promulgation of rules pertaining to professional conduct, reviewing allegations of unauthorized or illegal practice, legislation, etc.

Who are these four people and what kind of issues are they currently wrestling with? To find the answers, the ace investigative reporter of the WISCONSIN ARCHITECT donned a disguise (suit and tie) and attended a recent meeting of the Architects Section of the A-E Board.

## WHO?

The four members of the Architects Section are appointed by the Governor for three year terms, subject to confirmation by the Wisconsin Senate. Current members are H. James Gabriel, AIA of Sheboygan; William Wenzler, FAIA, of Milwaukee; and Tim Nisbet, AIA, of Madison. The public member is Arthur Shannon of Milwaukee. These four individuals serve on this board in a voluntary capacity, receiving a token free lunch and a few cents per mile for their transportation costs. The bureaucracy being as complicated as it is, the members of the Architects Section apparently find it simpler and cheaper to **not** fill in the forms necessary

to receive reimbursement for their travel. Except for an occasional picture in the WISCONSIN ARCHITECT or a complaint, they receive no public recognition . . . and appear to be undertaking this effort out of a legitimate concern and interest in the competence and quality of those practicing architecture in Wisconsin.

## WHEN?

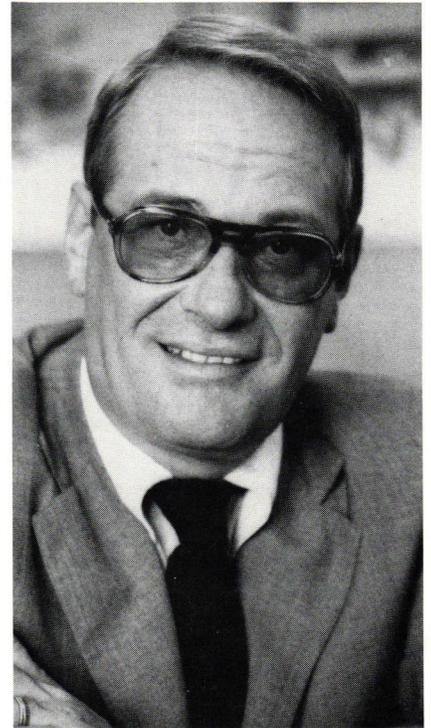
Meetings of the Architects Section, the A-E Board, and various committees and sub-committees associated with both are scheduled throughout the year. It appears that each member spends a minimum of 12 working days a year attending these meetings. Depending on the issues, substantial additional time may be necessary involving such diverse matters as preparing questions for examinations, grading examinations, testifying before legislative committees, etc.

## WHAT?

The variety of issues confronting the Architects Section is truly awesome. The following is by no means a definitive listing of those issues, but is presented as a potpourri for your edification and enjoyment.

### EXPERIENCE REQUIREMENTS.

Current Wisconsin law requires that applicants for architectural registration demonstrate a minimum of two years practical experience in the design and construction of buildings. Does that mean that an individual can spend two years doing door detail and have that "experience" satisfy the two year requirement? The Architects Section has spent the past year developing an Administrative Rule specifying the full spectrum of areas in which experience



*Tom Nisbet, AIA*

should be obtained in order to satisfy the two year requirement. The intent of the Architects Section in developing this rule was to require applicants to have a diversified architectural experience. A form has been developed which asks the employer to verify the scope of experience, itemizing in great detail numerous areas including:

- 1) Programming.
- 2) Codes.
- 3) Costs and budgeting.
- 4) Site considerations.
- 5) Graphics.
- 6) Elements of design.
- 7) Structural engineering.
- 8) Construction materials, details, and environmental controls.
- 9) Project administration.
- 10) Quality control.
- 11) Project coordination.
- 12) Construction administration.
- 13) Documents.

Left to Right: Arthur Shannon, H. James Gabriel, AIA and William P. Wenzler, FAIA.



The adoption of this rule will require registered architects to pay attention to the diversity of experience in which employees who are seeking registration are obtaining in the architectural office. While the requirement for such a diversified experience may occasionally be an inconvenience . . . the end result will be to provide a better qualified and more competent and professional architect. Registered architects and individuals seeking architectural registration are encouraged to obtain a copy of this Employment Verification/Experience Summary by contacting either the A-E Board in Madison or the WSA office.

**DISCIPLINE.** One of the areas of continuing responsibility for the Architects Section are matters pertaining to professional competence and unauthorized practice. Two cases recently reviewed by the Architects Section involved the offering of architectural services by firms who did not have a registered architect on their staff. These firms took the position that they were only offering services for exempt buildings, i.e. buildings which under current Wisconsin law can be designed by a non-registered person. It appears

that the Architects Section has taken the position that claiming to be an architect or to provide architectural services is like being pregnant . . . either you are or you aren't. In other words, an individual or firm cannot claim to provide architectural services unless they do in fact have a registered architect on staff.

**DEGREE REQUIREMENT.** For the past several years there has been an effort by the National Council of Architectural Registration Boards (NCARB) to **require** a professional degree from an accredited school of architecture in order to obtain NCARB certification. A number of states have adopted this requirement into their own registration requirements, i.e. you can't get registered in those states unless you have graduated from an accredited school of architecture. The Architects Section of the A-E Board continues to wrestle with the problem of minimum competence standards for registration in Wisconsin. Should Wisconsin require a professional degree as part of its minimum standards for registration? This debate also continues nationally both within NCARB and AIA. The debate also continues at the

state level, both here in Wisconsin and elsewhere. At this juncture, it appears that the Architects Section reports a degree equivalent background if they have not graduated from an accredited school with an accredited degree.

**LICENSEES FROM OTHER STATES.** Another issue which constantly confronts the Architects Section is the determination of whether or not registration should be provided to individuals who are licensed in other states or jurisdictions. To make a long and involved story short, the national standards for uniformity sought by NCARB is a theoretical model. In actuality many states and jurisdictions have differing standards for licensing. One state may not require less (or more) experience by candidates seeking registration, some states have different "grandfather clauses" which allow individuals to obtain registration without taking examinations. The Architects Section appears to be constantly wrestling with the problem of evaluating standards for professional competence in other jurisdictions in order to determine individuals should be granted reciprocal registration in Wisconsin.

## CONCLUSION

How's that for a series of issues to be grappling with? The resolution of many of these issues is confused (enlightened) with input and pressures from individuals, legislators, bureaucrats, and professional organizations.

While the WSA has historically not consistently agreed with all actions of the Architects Section, it is important that the architectural community recognize the diversity of issues confronting the Architects Section and the commitment on the part of its members to give their best effort in resolving these matters in a way which provides a necessary safeguard to the public welfare as required by Wisconsin laws.

# Kohler - A Commitment To Planning

By Claire Milbourne

"Among the myths in which some Americans have believed, one of the most ironical is that of our high general standard of living.

"The hard and unpleasant fact is, that in this land of abundant resources and (in many respects) far-seeing and energetic leadership, one-third of the population is unable to own a small home equipped with the minimum essential modern facilities, or to pay the rentals demanded by the investment in a modest, livable apartment.

"This is a condition of long standing, not a passing fact of the depression. It applies, moreover, not alone to that fraction of the population describable as ne'er-do-wells and incompetents, but to many of the intelligent, industrious, and provident."

The preceding lines were spoken by Walter J. Kohler, Sr. to the Society of Arts and Sciences in New York City on the occasion of their awarding him the first National Service Fellowship for Conspicuous Service to Humanity. Such a recounting of the facts, today as prescient as when they were delivered in 1935, defines one of the basic principles of community planning — that of the social responsibility of the individuals and organizations which engage in the practice.

In his address, Kohler went on: "It cannot be denied that, on the whole, we as a people have been laggard in so ordering the growth of our communities as to make them economically efficient and, at the same time, the best practicable environment for happy and wholesome living.

"Man has been creating a new world but neglecting to prepare himself to live in it in a rational

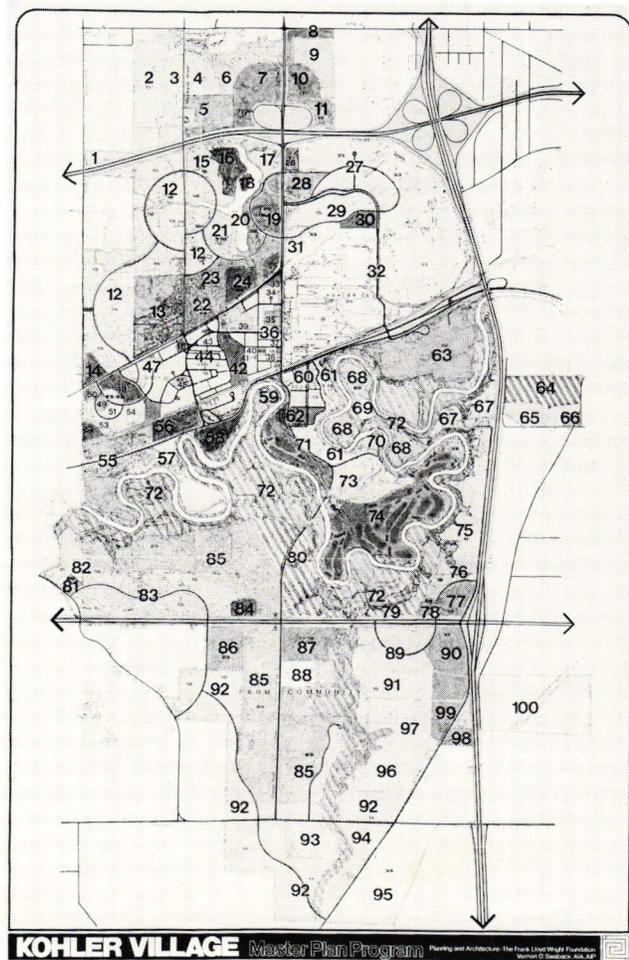
way. He has great power to control his environment, but he has made something of a mess of it. It is high time for him to take the problem earnestly in hand."

Taking the problem "earnestly in hand", Walter Kohler conceived the idea of creating a planned garden community around a large and prosperous industrial plant. That Kohler, President of Kohler Co. from 1905 to 1937, and Chairman of the Board and CEO from 1937 to 1940, should speak knowledgeably about community planning, came as no surprise to those who knew him. Though formally educated only through the eighth grade, Kohler had a

vast intellect, and his learning did not cease when he took his first job in his father's foundry at age 14.

The idea of imposing a planned and orderly growth on the tiny village of Kohler sprouted sometime before 1910. The concept of a garden-industrial community probably had its origins in the first years of the 20th century, soon after Kohler Co. was transplanted from Sheboygan to its present site in 1900. In that year, the factory adjoined a tiny, unincorporated hamlet named Riverside.

Some Sheboygan businessmen called the move a "folly". It was



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expensively and sold to Kohler Co. workers.

While Walter Kohler wished to expedite the creation of the village, he was a stickler for efficient classic design and natural courses. A green belt around the perimeter of the village was inviolate. Parks were considered by Kohler to be the "lungs of a city". The natural topography of the land was to be respected and subtly enhanced. The actual buildings were to be of similar design and material to those he had seen in England.

The designs he commissioned from Phillip were simple and classic. Whether one-story bungalows, two-story cottages or Dutch colonials, the appearance was to represent the basic elements of the design. Exterior materials were stucco, brick, and natural color wood. So much red brick was used in the initial construction that a nearby brickyard began to produce "Kohler Brick" — a blend of red, brown and black clays which together produced the rich earth-toned brick so prominent in many of the buildings of modern-day Kohler Village. To the great distress of contemporary builders, the brickyard is closed and the combination of clays is a devil to duplicate.

The Kohler Improvement Co. was founded to build the houses and infrastructure and to assist workers in the purchase of the homes. Because the houses were designed and constructed in groups, materials and labor were acquired at a low rate. Workers bought the houses at cost from the Improvement Co. and thereafter owned them; Kohler was not, from its inception, a "company-owned town".

"Beauty of surroundings is craved by normal people; it is necessary to their contentment and to their rounded development," Walter Kohler once noted. "There is no novelty in saying this," he continued, "but it is true. Works of art are accessible in our great urban centers; but the beauties of the outdoors, the beauties of growing wisconsin architect/november, 1982

things, with which those who are able to surround their homes and which they travel the wide world to see, should not be denied any citizen, should be a part of the heritage of every child."

"The values I have alluded to are enhanced where the family owns the home, though it be a modest one. There is an incentive to beautify the property, to take a creative interest in it. Neighbor vies with neighbor, and example brings about what precept could not. Presently, through the modest improving achievements of many householders coupled with the work of town-planner, landscaper, architect, engineer, and the local officials, the whole community becomes like one great park to delight in.

"The social and cultural life can be just as significant. Among friends and neighbors with common interest, organization for any desired purpose is readily brought about. Active participation is likely to characterize like in such a community. Interest in municipal affairs becomes a constructive force. There arises what is known in common language as public spirit, which is in fact the very soul of a community."

homes were positioned in the first streets west of the Kohler Co. factory, and Walter Kohler and his new bride, Charlotte, moved into one of them. Their first child was born in that house which still stands today.

Development continued on schedule, and houses were eagerly purchased by Kohler workers, many of whom had immigrated from Europe and needed decent housing for themselves and their families. In 1918, The American Club was dedicated. It was a living center and dormitory for immigrant men who worked at the company's plant across the street and needed a place to live. In 1925, The American Club was expanded to include a residence wing for women and a community Tap Room where 64-ounce schooners of beer could be purchased for a dime. In 1925, Richard Phillip oversaw the completion of the Kohler Co. Main Office Building, composed entirely of the ubiquitous Kohler Brick, and the Store building, of brick and stucco, which was to house the commercial center of the Village.

It is true that Walter Kohler felt every word he spoke about the development of Kohler Village. But more important than an emotional and intellectual commit-



ment to the ideal is the commitment to see those worthy feelings put into action, into reality. Ground was broken for the first section of new homes in Kohler Village in 1915. Before then, construction companies and engineers were busy moving and, in some cases, destroying existing buildings. A tavern, general store, school, and farm houses were moved to newly laid streets in the south quadrant of the village. Other more substantial

Such is the beauty of Kohler Village today. Less than 2% of the 563 households are owned by Kohler Co. Less than 50% of the residents work at the company; yet the tenets of sound, worthwhile community living are

still manifest. Most of the original buildings retain their architectural integrity. The small community of 1750 people thrives because of a community-based spirit fostered by the ideals represented in Walter Kohler's conception of an industrial garden village.

Ideals can indeed become reality.

The setting of Kohler Village is a meandering river valley surrounded by agricultural fields. Unlike most places its size, it is not a bedroom community. The Village, in all of its aspects, provides not only industrial and administrative jobs to those who choose to seek employment at Kohler Co., but also a bevy of cultural activities rarely found in a rural setting. Many small Wisconsin communities have passively watched "progress" whittle away at their quality of life; Kohler Village has systematically improved the nature and quality of human life, all the while preserving the basic principles of environmental husbandry.

The Village Plan that Walter Kohler put into effect in the early years of this century caused Kohler Village to flourish for more than six decades. But by the early 1970's, it was apparent that the further growth of Kohler Village required further attention. The commitment of Kohler Co. leaders, especially Herbert V. Kohler, Jr., who is President and Chairman of the Board of the Kohler Co. and a life-long resident of the Village, to a scrupulous and complete Village Plan reaching into the next century, could only lead toward an enhancement of the existing Village property.

In the early 1970's, the Frank Lloyd Wright Foundation was chosen to develop, much as the Olmstead Bros. did half a century before, a Village Plan for the more than 4,500 acres of Kohler Co.-owned land that comprised the municipal limits of Kohler Village. After numerous excursions to the Village, the Foundation proposed a comprehensive plan that was endorsed

by the Village of Kohler Planning Commission and the Kohler Village Board of Trustees on September 15, 1977.

Throughout the plan, there is an emphasis on contiguous open space. At full development, and including all existing developed space, more than 50% of the land is permanently deeded open space. For example, in the northernmost part of the property there is a .12-acre lake surrounded by parks and untouched natural terrain. Ravine Park, in the central part of the Village remains intact.

There are specific major community centers around which much of the growth will occur. To the south is River Wildlife, an 800-acre nature preserve. Though an organization requiring personal or business membership, the land which surrounds River Wildlife is accessible to Village residents and American Club guests for a nominal fee.

Around River Wildlife is an



area designated as Farm Community — a concept soon to come into its own. For the first time in the nation's history, migration toward the country has exceeded migration to urban centers. In the next 50 years, a full rural living experience will be as highly prized as a condominium on the 18th green.

The center of community life, even at full development, will always be The American Club. In its renovated state, it is, and will remain, a magnet toward which Village residents and their guests are drawn. As an historic landmark, its presence in Kohler reminds all of the hard work, high ideals and strong commitments which begat Kohler Village.

In the north-central sphere of the Village, the Sports Core provides a community recreation center unparalleled by any other in the Midwest. It is named the Sports Core because much of the commercial and overt residential development outlined in the Village Plan will occur around it and Wood Lake, an adjacent 26-acre two-lobed lake.

The commercial redevelopment of Kohler Village will occur at a crucial highway intersection just north of the Kohler Co. plant and The American Club, and south of the Sports Core. It will contain the basic community necessities: a gas station, grocery store, and garden and hardware center, plus several unique shops. This new commercial center replaces the old 1920's Store Building, which is now a Kohler Co. office building and product showroom.

Residential development takes on several phases, some of which are already underway. The village is a cohesive community of residential clusters. From its earliest designs, coordinated housing groups bound together by natural topography and studied landscaping, have distinguished Kohler from other "planned" communities. The individually-owned homes are rich and varied yet striking in their overall relatedness. Design guidelines, which respect individual expression and, at the same time, produce a distinguished community, have been issued since the early 1900's. Adherence to the guidelines and the design review process is essential.

While there are few absolutes in community planning, there are fundamental principles which can be observed by those who build and live in a planned area. The twin goals of individual scale and community scale can be achieved through the careful design and review of proposed dwellings in all sections of the Village. Such has been the process for over 70 years.

In his 1935 address to the Society of Arts and Sciences, Walter Kohler espoused the then controversial topic of planning. He warned: "Planning must be almost the master principle of all we do in the next months and years, or else our nation's path may be strewn with wreckage. We shall be planning many of the activities whereby we get a living. Is it not just as worthwhile, just as essential, to plan those things which will largely determine what kind of lives we and our children can live?"

The fact that the quality of life in Kohler Village has remained at a level high enough to please even an idealist, albeit a practical one like Walter Kohler, is answer enough.

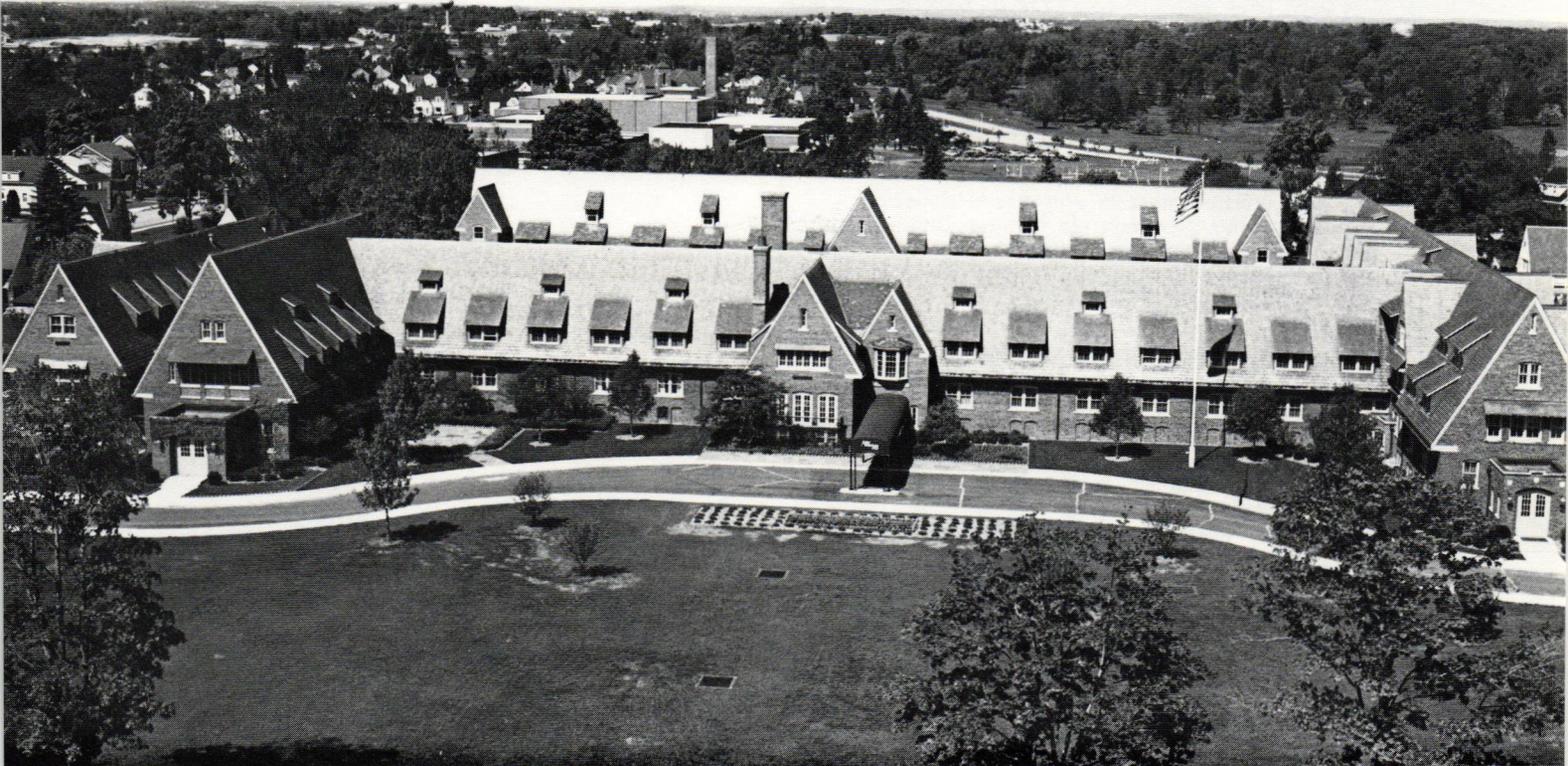
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## The American Club

By William Weeks

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A major part of Kohler Company's commitment to a 50-year plan for land development in the Village of Kohler is The American Club. Herbert V. Kohler, Jr., company president and chairman of the board, was keenly aware of the condition of the old American Club building, built in 1918, and of its intrinsic beauty. The building had historical, if not sentimental, values for the community. It was built of durable materials with brick masonry walls, slate roofs, copper gutters and downspouts. It occupied the most prominent site in the Village making a "Village Square" with the company's general office building across the main street, and with the wide expanse of lawn in front of it.

To instigate a renovation program, a design team of interior designers, architects and a hospitality industries consultant was assembled. The old Club was found to be wholly salvageable; it could be developed into a first-class hotel with full facilities, a suitable adjunct to other elements of the 50-year plan. Further, the building would be placed on the National Register of Historic Places to mark its role as a hostelry for workers and an early example of social responsibility of industry.

The original tavern would be retained and expanded, to be called the Horse & Plow; the bowling alleys would go. The Wisconsin Room, the original banquet room of the Club, would remain. The cafeteria would become the Immigrant gourmet dining room, with the adjacent laundry room converted to the Winery cocktail bar. The dormitory rooms would be remodeled into fifty luxury guestrooms.

The major architectural problem of the renovation was a structural one. The old building had a double-loaded corridor with

small rooms on each side. Luxury-sized guestrooms would require single-loaded corridors. The corridor partitions were load-bearing, translating to center rows of columns in the basements. Further, a part of the second floor construction was cast-in-place concrete. So wood joists and concrete slabs were hammered out a bit at a time, to be replaced with wood truss-joists and solid laminated joists to make the spans. The rafters of the older, central wing were made into trusses, and transverse partitions were built as shear walls with glued, plywood skins to resist the thrust of the asymmetric dormer design. Modern techniques of wood-frame construction were employed to reduce sound transmission to a minimum.

The mechanical systems required for a modern hotel presented a real challenge. The narrow plan of the old building with



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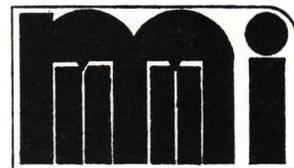
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its low floor-to-floor profile offered no room for ductwork; all systems had to be decentralized. The solution consisted of individual guest room air-handling units mounted above the hallway ceilings and supplied with hot and chilled water. Public spaces, such as the restaurants, bars and meeting rooms were each equipped with separate air-handling units; and the Wisconsin Room, to be left unchanged, was fitted with new unit ventilators. The kitchens were another matter; here, a very high ceiling permitted four separate induction-ventilation systems for the hoods.

The heavy construction had just gotten well underway when Kohler Co. management decided to proceed at once with an additional wing of sixty guest rooms. The building would be constructed to the west of the original building, paralleling the central wing. It would have to emulate the configuration of the original structure and its details in every way. It would be three stories and basement, with double-loaded corridors on first and second floors, and single-loaded corridors on third because of the steep roof pitch and asymmetric dormer design. The rooms would necessarily be smaller and more utilitarian because of site limitations. With considerable effort, a formula for matching brick masonry was evolved, requiring brick from three separate sources. The origin of the old slate roof, now discolored from years in an industrial atmosphere, was discovered to be Vermont varigated purple slate.

The baths of the hotel addition are a show place for Kohler plumbing products. The guest-rooms offer a full range of prices reflected in the luxury aspects of the whirlpool baths; the lowest priced accommodation has a conventional whirlpool with apron; the highest, a giant whirlpool bath with dual faucets, 24 carat gold finish. Similarly, the bathroom finishes vary from ceramic tiles to marble and mirrors. Luxury suites have Habi-

tat environmental enclosures for the ultimate in body comforts.

A walkway was conceived to interconnect the new hotel with the old, and what had been a parking lot for the original building was made into a courtyard, garden. Kohler Co. had acquired a set of antique imported stained-glass windows which had been used as a solarium attached to a hospital in Chorley, Lancashire, in the north of England. These windows were incorporated into a new Greenhouse restaurant, as a part of the walkway design. The walkway itself was designed to emulate the cloister-type walkway at Riverbend, one of the Kohler family homes in the Village of Kohler.

Planning for the addition had only begun when the project emerged into a major undertaking — including an all-underground conference center, to be built beneath the garden courtyard. Several schemes were considered with capacities from 200 to 1,000 persons with the essential ancillary facilities. These facilities included major foyers, breakout meeting rooms, service kitchens and a bar. Further, an interconnection of the main kitchens and the tavern of the old building was accom-

plished for expanded food services in the Horse & Plow.

It was soon apparent that a conference facility for 1,000 persons would require parking facilities far beyond what was available in two existing small areas on the Village Square served from the main thoroughfare. A design was prepared for an all-underground parking structure beneath the Club lawn on the Village Square to accommodate 350 cars. By rebuilding the existing parking areas in conjunction with the entrance and exit rampways, a capacity of some 400 cars was achieved.

The underground structure provides direct, enclosed, accessible passage to the conference center and hotel complex. The main entrance is flanked by display rooms housing antique carriages of the era. It passes under the original building past the Emporium gift shop to the main foyer, with close access to the Horse & Plow tavern and the Immigrant dining room and Winery bar.

Planning for the American Club began in the fall of 1978; the project progressed through its many phases of construction to completion in the summer of 1982.



---

# Industry And Art At Kohler

---

Industry and the arts have been working successfully, side by side, at Kohler Co. since 1974, the year a unique program was initiated by the John Michael Kohler Arts Center of Sheboygan, Wisconsin.

Every summer, selected artists are given the opportunity to work in the company's factory, utilizing technology not usually available to them in their own studios. Available raw materials, block-long kilns and the frenzied pace of mass-production manufacturing create an invigorating atmosphere and allow participants to work with unbridled imaginations.

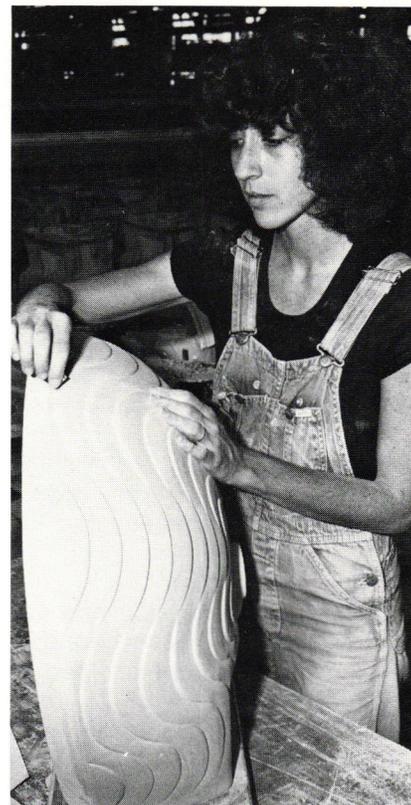
The benefits of the program, however, are mutual. While artists may not bring new technologies with them to the factory, company engineers concur that their relationship with the resident artists opens up whole new avenues of creative thought when it comes to pro-

duct design and less conventional approaches to problem-solving.

The artists are free to try their hand at making any and all kinds of ceramic objects, which includes the design of new or the modification of existing plumbingware made by the company. A number of participating artists have an interest in architectural ceramics for public and private buildings. Their ideas take shape during their Kohler residencies.

The results are free-standing muraled walls, sculptural tiles, innovative faucet handles, and one-of-a-kind plumbing ware pieces.

The relationship between the artists and the company, and the innovative artwork which has resulted from the program, have generated the potential of a separate Limited Edition program in the future. Selected artists



*JAN AXEL, a professional artist from New York, works on a surface modification of a Kohler lavatory during her "Arts/Industry" internship at Kohler Co.*

would contract to design and produce functional plumbingware pieces which would be marketed by the company. The idea would add yet another dimension to a uniquely successful program which promotes an ongoing dialogue between arts and industry, and provides artists the opportunity to imprint their ideas on everyday objects.



*MICHEL CONROY, now an instructor at the University of Texas-San Marcos, was another participant in the "Arts/Industry" program at Kohler Co. She is shown working on one of the "vessels" she cast during the internship program in the Kohler pottery.*



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successful builder was the Oscar J. Boldt Construction Company of Appleton. Boldt retained the architectural and engineering firm of Champ, Parish, Raasch and Associates, S.C. of De Pere for the architectural design of the project.

The first priority for participants in design-build competition is to create a design which meets the owner's objectives. The second and most critical accomplishment is that of portraying the proposed design in a manner which will permit the owner to accurately visualize the solution.

In order to accomplish the second objective, the Architect photographed the site, selecting locations which provided views from the major vantage points such as the Interstate Highway to the east, the State Highway to the south and also from the air. Perspective sketches of the proposed design were developed. The sketches for each view were developed with a location identical to that of the on-site photographs. This method results in a "BEFORE" and "AFTER" illustration of the proposed building design using photographs and architectural sketches. Using the before-after illustrations, Kohler Company project managers were able to visualize the proposed en-result. They could see that the new structure would have major visual impact on anyone traveling Interstate I-43, and would have a minor impact on persons traveling along Kohler Memorial Drive, the main access to the plant. They could see from the aerial photographs and a birds-eye perspective that the fit of the new distribution center to the main plant facilities was comfortable.

The building provides Kohler Company with finished products storage, a finished-products receiving facility, product shipping facilities, UPS shipping and receiving, general stores receiving facilities, employee facilities and administrative offices, battery charging and service, and

forklift repair. Special features include doors and dock configurations to accommodate automated full-truck unloading. Finished products arrive in specially designed trucks. The trucks and building have integral equipment which permits unloading of a typical semi-trailer load in less than 5 minutes.

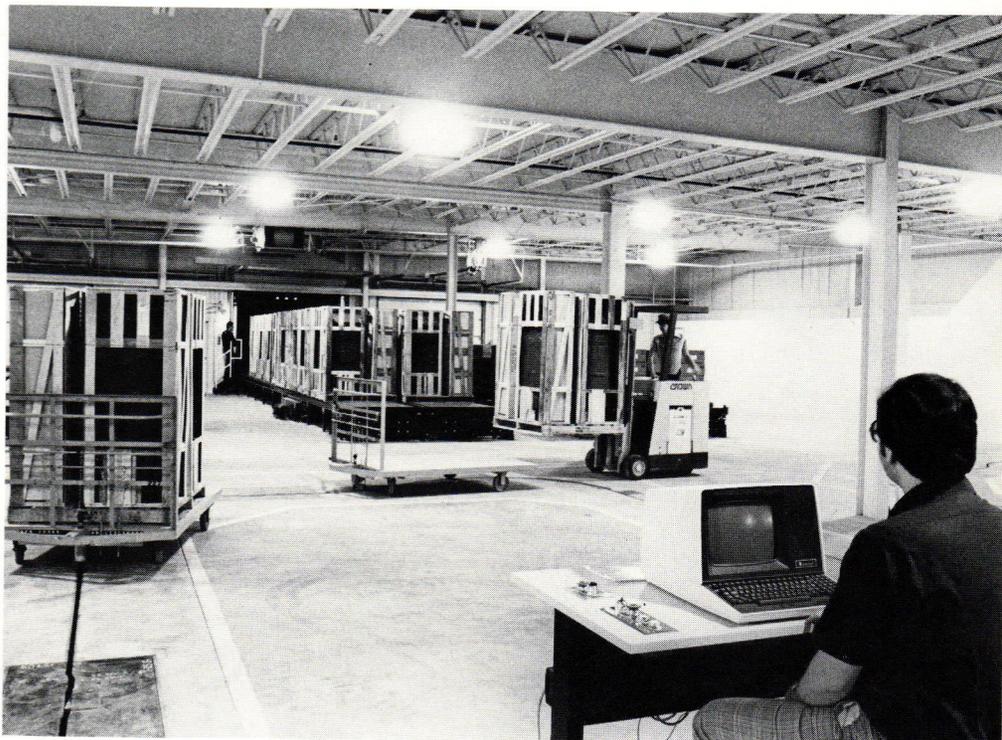
Finished products received at the distribution center are transported by wheeled carriers to predetermined locations throughout the building. The carriers are pulled to their designated position with an "In-Floor Tow Line" system. The equipment and facilities necessary for the operation of this system are installed beneath the surface of the floor slab. All functions of the product handling system are directed by remote and in-house computers. 37 different door locations are available for loading and unloading of finished products and supplies.

The final design has a prefinished insulated metal wall panel above a precast concrete wainscot. The roof deck is Butler's Steel MR24 system with a 1/4"

pitch per foot of run. The eave height above ground is 29' at the low sides and 40' at the ridge. The color for the wall panels is light grey, and the wainscots are stained a dark brown. The wainscots are 10' high at each wall except at the truck dock walls where the roof is lower; here the wainscot becomes the primary part of the wall. The truck enclosure has a floor slab to accommodate dock levelers and is approximately 4' lower than the main building slab. This condition establishes a constant bottom of wall panel level around the building perimeter. Viewed from a distance, such as Interstate I-43 or State Highway 28, the dark wainscot is a strong horizontal element which provides an effective visual base for the building.

The base effect is enhanced by a projection of the metal wall panels around the building perimeter. The metal panels are constructed in a vertical plane approximately 2'-6" beyond the vertical plane of the concrete wainscot.

Access to the building by employees is at the building's



southwest corner. In this area the Architect provides relief from the building's otherwise monumental scale with treatment using glass, landscaping, plantings, entrance overhang, and stairs.

Critical considerations involved in the selection of the designer-builder were: project cost, building appearance, length of time of construction, and system performance.

Accurate construction scheduling and innovative construction methods combined with long and extensive experience in construction of large projects are major reasons for the Contractor's ability to achieve substan-

tial completion on time and within budget. Floor slabs were poured using a bridge paver with a second paver on site as a backup. The typical area of concrete slab placed per day was 20,000 sq. ft. At times during construction, more than 100 construction workers were used per day. Six laser receivers and a full-time survey crew were used to maintain the required tolerances. The pre-engineered building's superstructure is made up of more than 8,000 primary and secondary structural members, girders, beams, purlins, girts and columns. The logistics of traditional erection procedures using "Shake Out" and "Staging" would have been impractical at best. Butler Manufactur-

ing used rail cars and truck trailers loaded with a combination of building structural components to allow only two "picks" of each structural component, i.e. on site unloading and erection.

The completed building is clean and simple in line, form and color; massive in size; practical in first cost and life-cycle cost; efficient and effective in storage handling and shipping of product.

*The cavernous interior of Kohler's new Distribution Center.*



# Chapter Honor Awards

## PROJECT

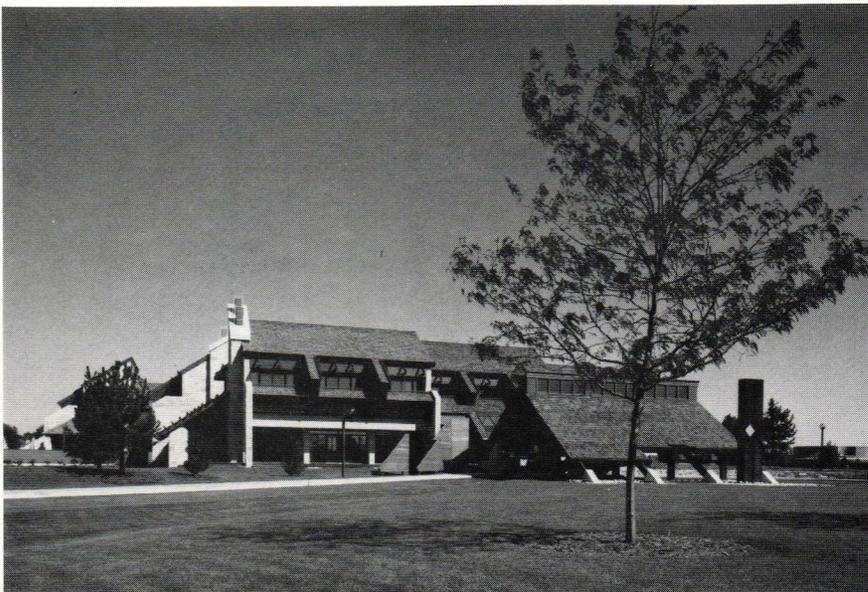
The Council House  
Racine, WI

## OWNER

S. C. Johnson & Son, Co.  
(Johnson Wax Co.)  
Racine, WI 53403

## ARCHITECT AND FIRMS

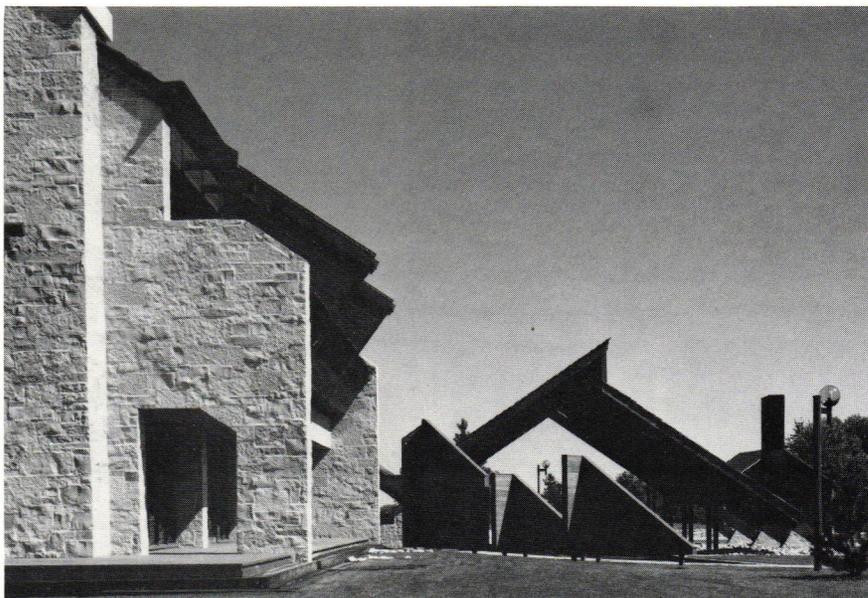
Robert G. Wirth, AIA  
Project Architect  
for  
Blake, Wirth, Huettenrauch, Horn, Inc.,  
Architects  
and  
Torke/Wirth/Pujara, Ltd.,  
Architects/Engineers



The client with its national and international scope of business interests experienced a growing need for a facility to provide an appropriate setting for conferences, seminars and dinner meetings, in addition to providing the highest quality guest accommodations, in close proximity to the activities, for those persons visiting the main corporate offices related to these functions.

Although the initial program discussions emphasized the guest house function of this facility, detailed analysis of the company's needs by the client, indicated that the conference functions were of equal or greater importance.

The five acre site provided for this structure is located in an existing planned residential community on the south shore of a lake. The client desired the completed building to retain a residential scale and to reflect the sense of integrity and dignity that appears in historic Wisconsin architectural forms.



## Jury Comments

I liked it. It is a part of an overall project, overall design solution. It is a very strong organic statement. It's wood and stone and it's very earthy in that regard. It's also very obvious that there was a generous budget and I think any architect would be happy to have a budget that they obviously had here. It appeared to me that when you come up to this building you'd like to get inside of the building. Very heavy, very strong statement and I think very well done.



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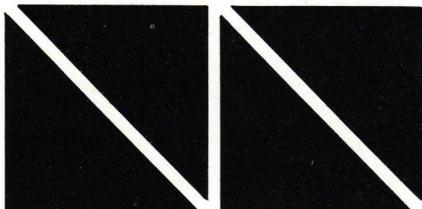
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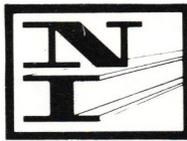
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# Chapter Honor Awards

## PROJECT

Oak Hill  
Private Residence  
for Robert E. Lewcock Family

## OWNER

Mr. & Mrs. Robert E. Lewcock

## ARCHITECT

Robert E. Lewcock  
the Zimmerman Design Group

## GENERAL CONTRACTOR

J & S Construction  
Okauchee Lake, WI

The client preferred a woodland nest, fortified against the social erosion of the American family unit to embrace a group of five including three pre-teenagers, and family pets.

Beyond the traditional needs of a house, family interaction settings, formal, casual and recreational were required.

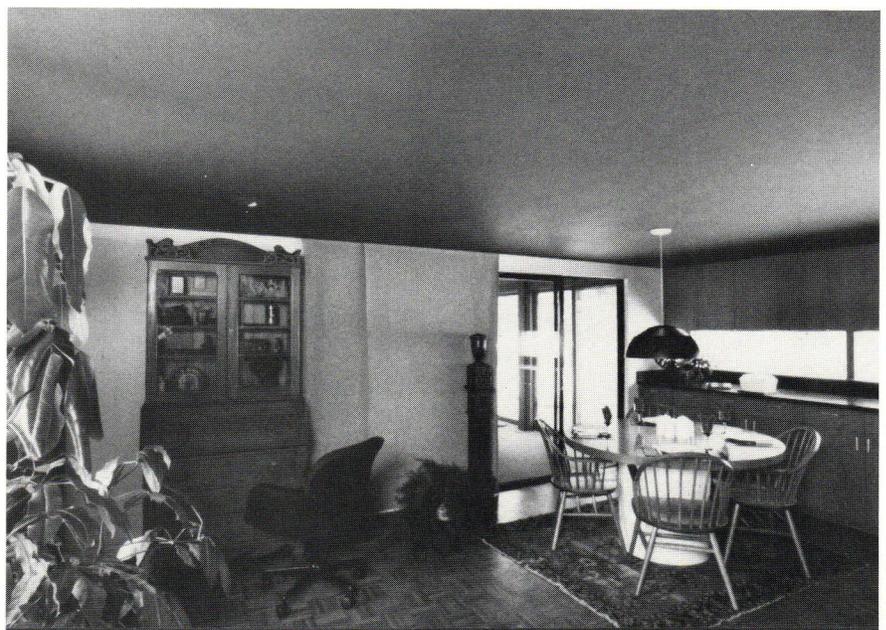
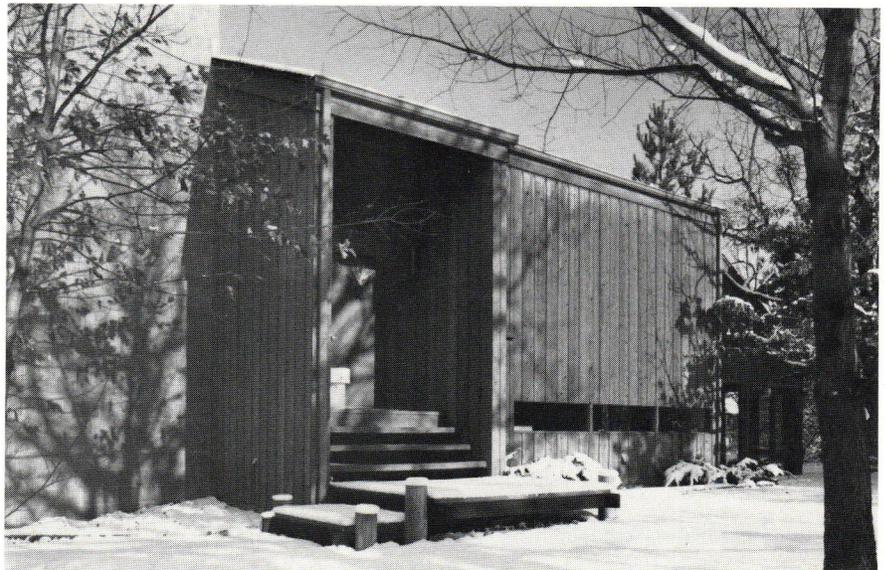
The group interests include antiques, art, music, gardening, sports, recreational activities and enjoyment of the natural environment.

Years of search uncovered a rare and beautiful oak laden hillside site located within 30 minutes of the city. The natural features of the site, trees, wildlife and terrain were to be left undisturbed.

The design demanded a sensitive blend of built and natural site conditions while fulfilling the active indoor/outdoor living patterns and relationships of the family.

## Jury Comments

There were several houses that I thought were well done but I think this appealed to me very much. It was simple, it was well sited, it was just an invitingly warm contemporary house. I think the best way I can put it is I'd like to live there or it's the kind of a house that I would liked to have said I did this house and I think that's about as strong of an expression as you can make when you see something that you say, "Hey, I wish I would have done this". It was a nice house. Clean, simple and I am sure the people that live there like it very much.



# Chapter Honor Awards

## PROJECT

American Family - Wisconsin Region  
Facility  
Madison, WI

## OWNER

American Family Insurance  
Madison, WI

## ARCHITECT

Flad & Associates  
Madison, WI 53705

## GENERAL CONTRACTOR

Orville Madsen and Son Inc.  
Madison, WI

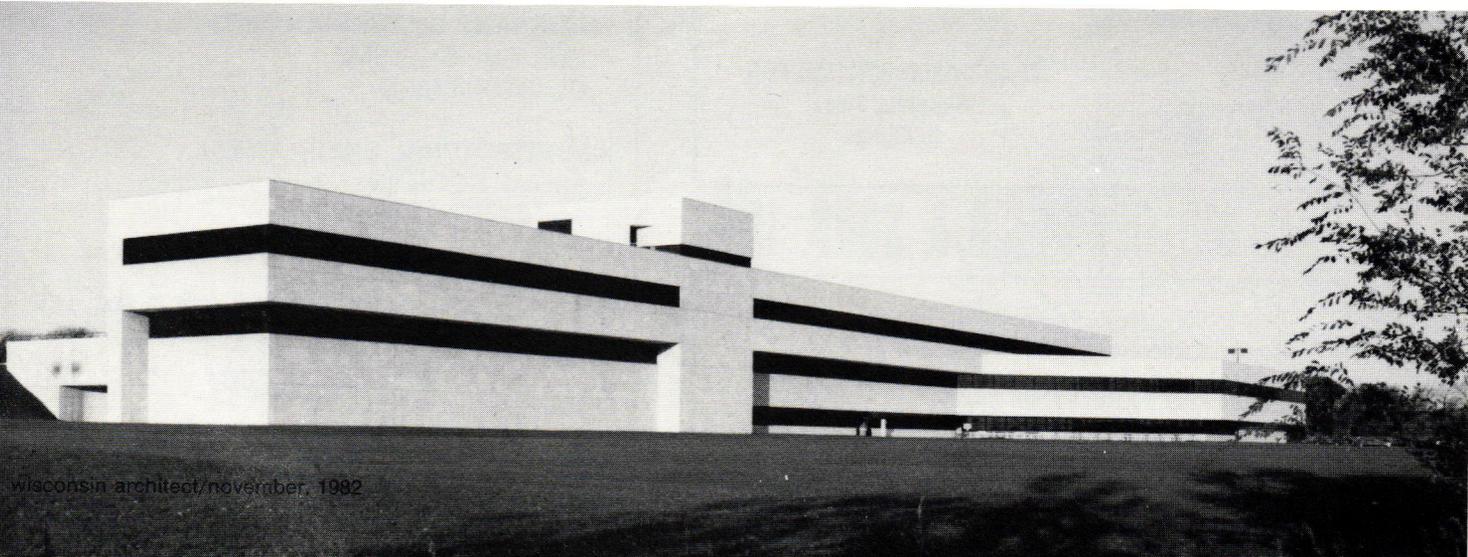
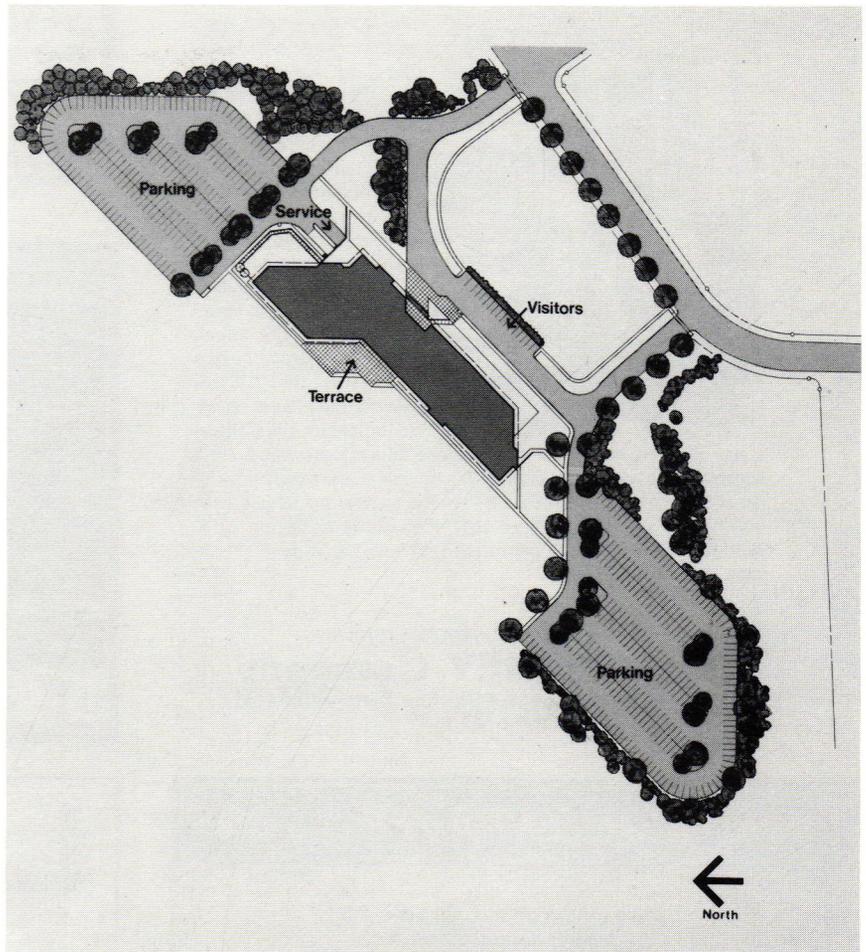
## CONSULTANTS

Affiliated Engineers, Inc.  
Madison, WI 53705

American Family Insurance completed construction of its new 100,000 square foot office/computing center. Designed by Flad & Associates of Madison, Wisconsin, this facility will provide space for 600 people and will house the insurance firm's major computing facility. The building allows all personnel to be within 50 feet of a window that provides an unobstructed view of the rural site. An exterior of buff-colored stone allows for a striking appearance while still blending in with the natural character of the site.

## Jury Comments

I like this building. I thought it was just true understated simplicity. It was just almost rather elegant in the expression of a large office building on a very lovely open site. I thought that it almost bordered on severity but the surroundings afforded the balance that the whole thing came off so I said just a really understated simplicity. I think it is a very elegant building. The floor plans couldn't be any simpler.



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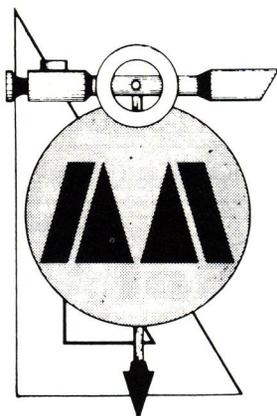
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# Chapter Honor Awards

## PROJECT

Super Sky Products, Inc.  
Mequon, WI

## OWNER

Super Sky Products, Inc.  
Mequon, WI

## ARCHITECT

Schuetz Erdmann Associates  
Architects III, Inc.

## GENERAL CONTRACTOR

E. H. Molderhauer & Sons, Inc.  
Cedarburg, WI

The addition for Super Sky Products was designed to fulfill the need for additional office space. The adaptation and organization of existing spaces, to be consistent with the new, was also required.

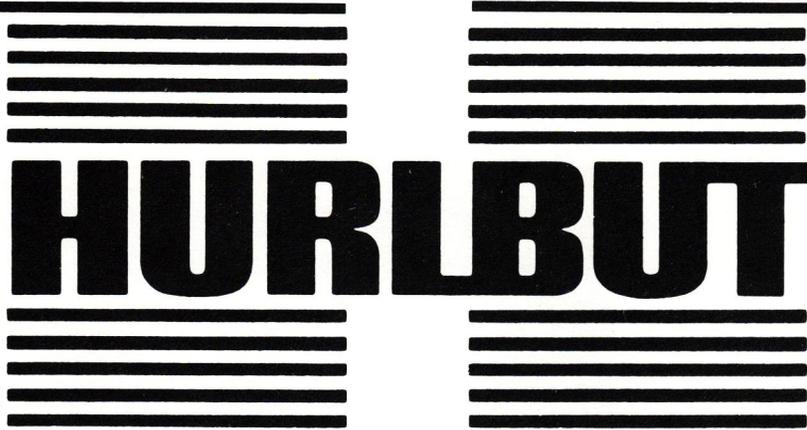
Beyond the mere physical needs, the addition creates a fresh, expanded public and professional image. Incorporating their skylight system into the design as a product display was essential in this respect.

The addition is located in a rural, farm area in Mequon, Wisconsin. Its exterior is designed to compliment and accentuate the natural surroundings. This is achieved by retaining a low, horizontal profile, a reflective face to the surrounding farm land and opening of exterior walls (with Super Sky Glass Walls) allowing the natural environment to penetrate the office spaces.

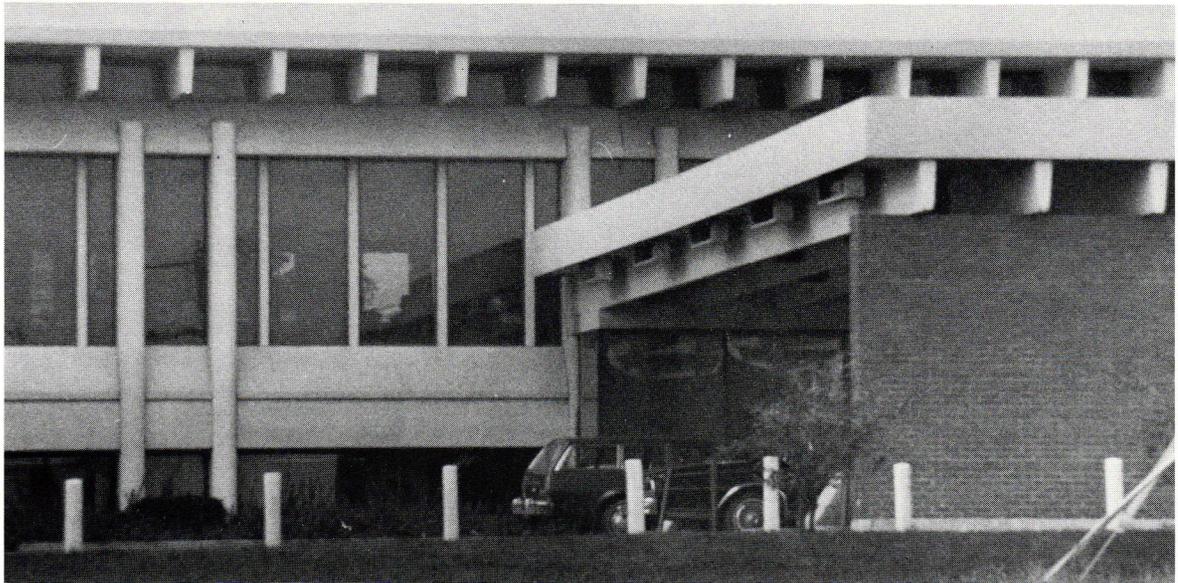
## Jury Comment

A very difficult design problem for the architect to incorporate the company product into a successful design solution that retained a certain quality and sensitivity and yet wasn't pretentious from the standpoint of exhibiting the product. I think the solution was simply well done from the commercial standpoint for what the designer faced coming in and I think he pulled it off very well.





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# Chapter Honor Awards

## PROJECT

Nashotah House Library Addition  
Nashotah, WI 53058

## OWNER

Nashotah House  
Nashotah, WI 53058

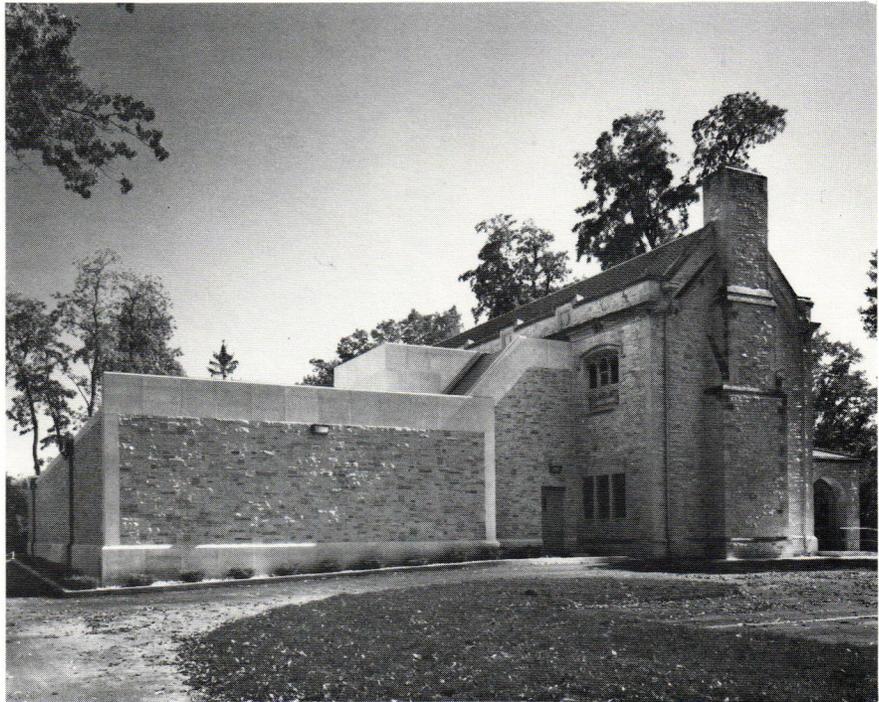
## ARCHITECT OR FIRM

Kahler, Slater and Scott, Inc.  
Milwaukee, WI 53202

## GENERAL CONTRACTOR

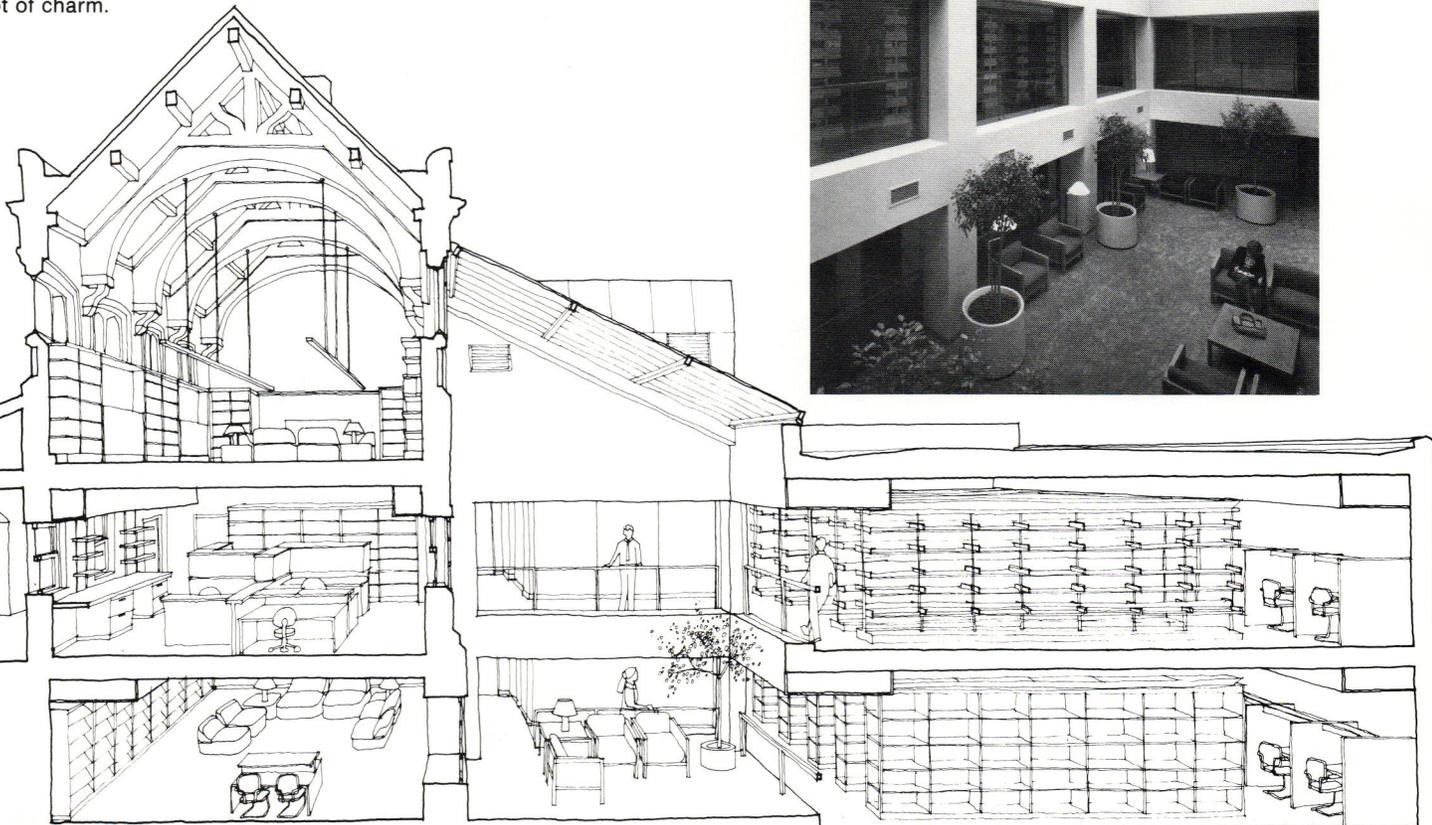
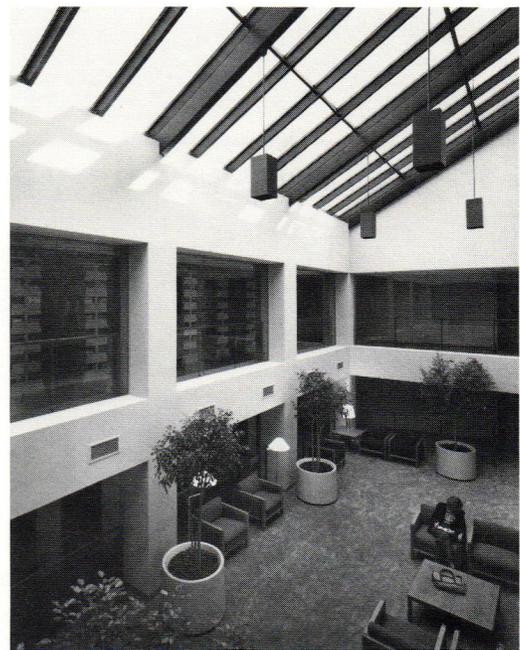
Joseph P. Jansen Co.  
(Construction Manager)  
Milwaukee, WI 53218

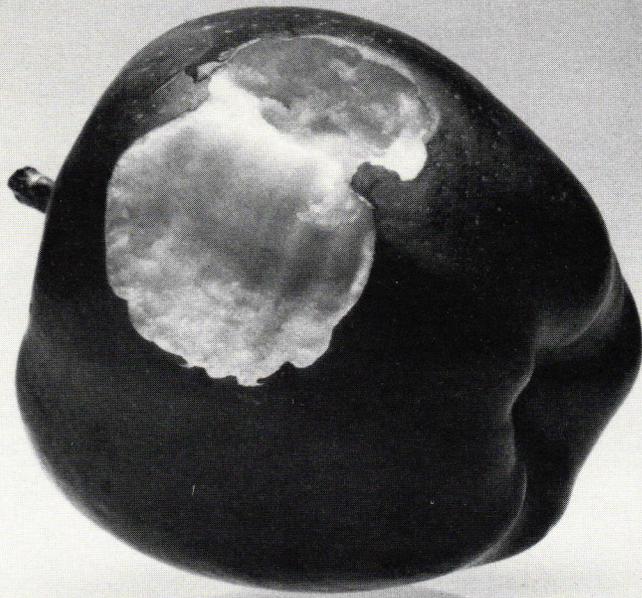
Nashotah House needed to expand its 100 year old library and to remodel the existing building for its growing collection. Function, as well as historical significance, influenced the design. The addition quietly complements the existing building and restores the library as the center of campus activity.



## Jury Comment

I really liked this project. I thought it was very sensibly handled, had a lot of charm. It is just a nice blend of contemporary styling with the existing handsome neo-gothic structure. I think the interiors in their contemporary simplicity tied the addition into the existing building. I thought it was very well done. It has a lot of charm.



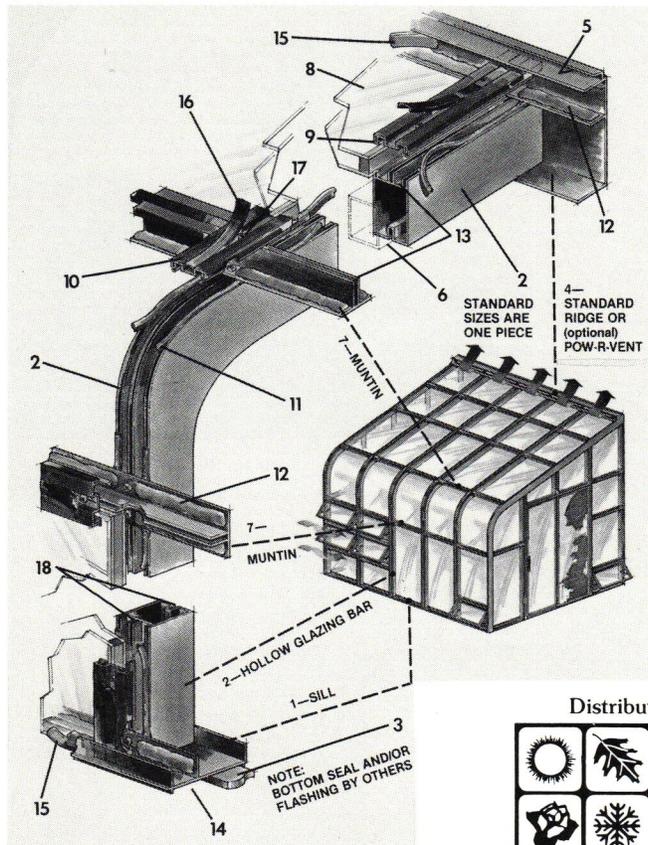


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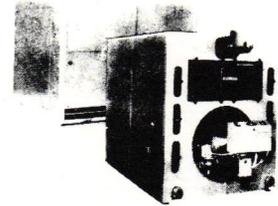


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# ON THE BOARDS

The Wisconsin Architect will publish forthcoming projects that are "On The Boards" using the format shown. If you have a project for publication,

please submit the appropriate heading, copy, and graphics using the following format to the WSA Office.

## ARCHITECTS:

Brust-Heike/  
Design Associates, Inc.

## PROJECT:

New Branch Bank for First Wisconsin-Brookfield

The First Wisconsin Development Corporation has selected Brust-Heike/Design Associates and J. P. Jansen Co., Inc. to design and build a new 1,800 sq. ft. branch bank in Brookfield, Wisconsin. Construction start is scheduled in early October 1982 with completion in February 1983.

The bank design incorporates a shop fabricated panel skin over a steel column and exposed wood truss structural system. Wall panels are a "Sto" thermal system on metal studs. Shop fabrication will allow cold-weather installation. The lightweight panel system will also allow for planned future expansion on two sides of the building as well as expansion of the drive-up teller canopy.



"Iron spot" colored brick under dark bronze aluminum windows will contrast with the light colored "Sto" panels on the exterior. The interior features exposed wood trusses and ceiling with

clearstory lighting. Colorful banners hanging in the 16 ft. high customer area will be highlighted by a track lighting system built into the wood trusses.

## ARCHITECTS:

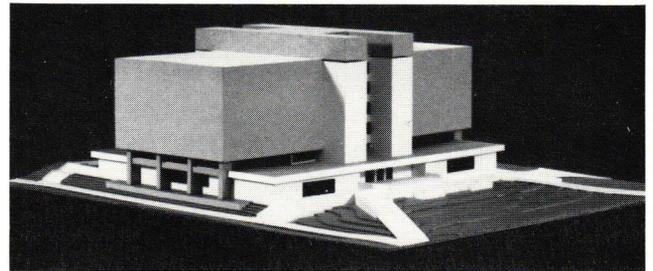
Strang Partners, Inc.

## PROJECT:

UW Stevens Point Learning Resource Center Addition

60' long, 14' deep trusses supporting the **suspended** loading of five floors below comprise the key elements of this imaginative solution to the difficult problem of expanding above this 1968 library facility.

This solution was developed when the options of vertical expansion of the central portion of the building (which was originally planned) was ruled out due to code changes in live load capacity requirements and horizontal expansion was not considered feasible because of severe site limitations.



The project budget is \$8.4 million and when completed the addition will add 73,500

square feet of new space to the present facility. It is currently in the design development phase.

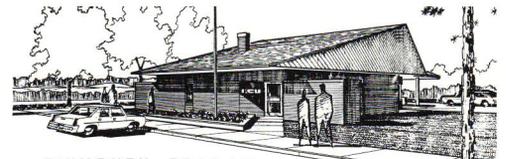
## ARCHITECTS:

Linde/Architects

## PROJECT:

Plymouth Branch Kohler Credit Union

The Kohler Credit Union plans to construct a 2,400 sq. ft. branch office to serve its clients in the Plymouth area. The brick veneer exterior will be capped with a roof de-



signed for future solar applications. The single story building provides very low heating costs through the application of extra efficient thermal insulation, triple

glazing and high efficiency sealants. In addition to normal in-house and drive-up teller functions the office features special facilities for children.

## ARCHITECTS:

Bowen Williamson  
Zimmermann, Architects

## PROJECT:

Biochemistry Laboratories University of Wisconsin - Madison Campus

## CHARACTERISTICS:

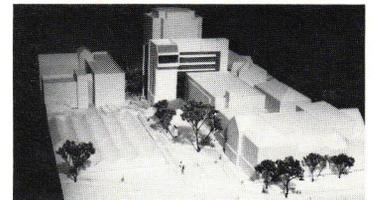
The expansion of a historically significant College of Agriculture, Biochemistry Building on the University of Wisconsin Madison Campus will soon be accomplished. BWZ, Architects, has been com-

missioned to design this new facility to house eight research laboratories, colloquia hall, and supporting spaces for an internationally recognized research faculty.

The research laboratories will be organized in a medium-rise tower of eight stories with two floors underground, including the animal control rooms. A colloquia hall for visiting investigators and lecturers will be located at grade overlooking a landscaped court.

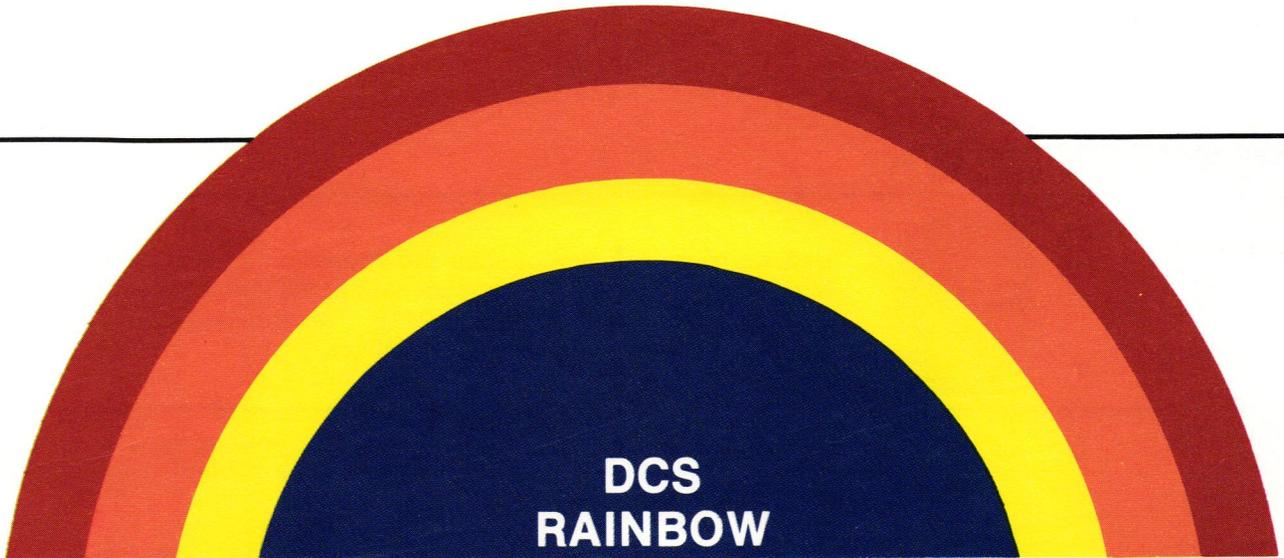
The site, typical of those on the campus, posed a challenge to designer and faculty to arrive at a solution well integrated to its surrounding environment. The material selection and massing of the new addition fits well within the given context and has been well received by the City Urban Design Commission and State Historical Society as well as University and City planners.

The facility will include 60,000 square feet of space with all



laboratories having windows, a preference by the faculty. The mechanical system will incorporate a heat reclaim system that boasts a three-year payback on the original investment. Occupancy is scheduled for 1985, at a project cost of approximately \$7,500,000.

wisconsin architect/november, 1982



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## SOCIETY NEWS

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### DAN MURRISH



Dan Murrish, AIA, announces the formation of his own firm, Dan Murrish Architects. The firm is located at 2822 Index Road, Madison, Wisconsin 53713 — (608) 273-2170. The firm's practice includes commercial and design build capabilities.

---

### PRIORITY PLAN REVIEW . . . A SUCCESS

Several months ago the WSA instituted a courier service to assist members in the delivery and pickup of plans submitted to DILHR as part of DILHR's Priority Plan Review.

Members from throughout Wisconsin are utilizing the services of the WSA office in coordinating the delivery and pickup of plans submitted to DILHR for Priority Plan Review. For more information, contact Sandra or Karen at the WSA office.

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### ARE YOU ILLEGAL

One of the conditions for maintaining architectural registration in Wisconsin is to abide by the rules of the A-E Examining Board. Failure to comply with these rules can result in loss of license . . . as well as possible civil or criminal action.

A-E 4.02(7) provides that it is a conflict of interest for an architect to provide services for a client or employer while a full time employee of another employer, **without notifying all parties concerned**. If you're moonlighting . . . let everyone know.

---

### FILM SERIES — MILWAUKEE

The University of Wisconsin - Milwaukee School of Architecture and Urban Planning Alumni Association is presenting a film series. The films are shown at Englemann Hall Auditorium on the UW-M Campus in Milwaukee . . . 2033 East Hartford Avenue. All films start at 7:30 P.M. and a donation of \$1.50 per person is requested.

On December 2, 1982 the film will be "**An Eames Celebration: Several Worlds of Charles and Ray Eames**".

One 90 minute movie will be shown. It is a 1975 color production. The film profiles Charles and Ray Eames, a creative couple renowned for their design work in architecture, film making, science, communications, painting, and furniture design — most notably "The Eames Chair". The film includes excerpts from a number of their films, views of major exhibits created for international exhibitions and museums, a visit to their unique California home, and comments by colleagues on the remarkable achievements of this Renaissance couple in communicating ideas through design.

For further information contact Patrick J. Meehan, AIA at (414) 547-6721 ext. 248 or (414) 327-2842.

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### DOUG SMITH HONORED



Doug Smith, AIA, of Chippewa Falls has received the 33rd Degree from the Scottish Rite Free Masonry, a high honor awarded for outstanding achievement to the fraternity and the community as a whole.

Smith is a past Worshipful Master of Chippewa Falls Lodge #176 and is a past Commander-in-Chief of the 3,100 member valley of Eau Claire Consistory. Smith is the current president of the Northwest Chapter of the WSA and a past WSA President. Congratulations Doug!!

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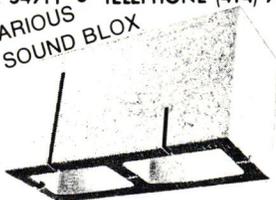
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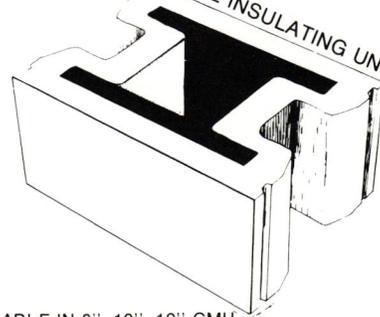


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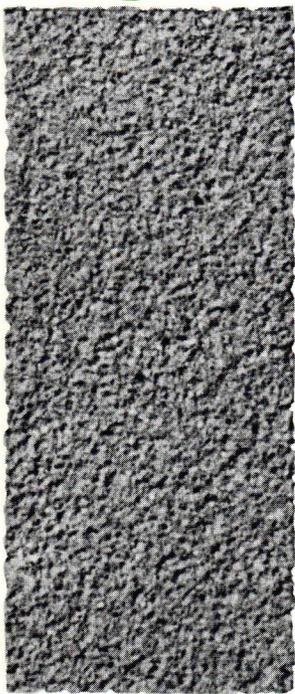
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