

The

MAY 1962

THE FLORIDA ARCHITECT

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.



F/A Panorama...

LESSON OF THE MONTH — THE TENACITY OF TEXANS . . .

The 1955 Gruen Plan for the redevelopment of Fort Worth was so thoroughly praised and publicized that most people probably took its near-future, full-blown execution for granted. The truth is that it died a-borning. The bond issue which would have permitted at least a start toward the plan's realization was defeated, and as a result the Gruen Plan sank to the level of a dead dream. But, through the efforts of a newspaper editor and a few energetic members of the Fort Worth Chapter interest in the Plan was revived. Analyzing the reasons for previous rejection of the Plan, the architects proceeded to successively enlist the co-operation of various civic groups and departments in its revival. Next a competition for a new tentative master plan was held, followed by an exhibit and critique of the submissions by civic officials. Final phase of this monumental program — now under way — is the slow, tedious preparation of a final master plan . . . Now this project is for real. And, like the KC-80 program of the Kansas City Chapter, architects are chiefly responsible for bringing it into being.

SKYHOOK LIFT-DOME IN INDIANA . . .

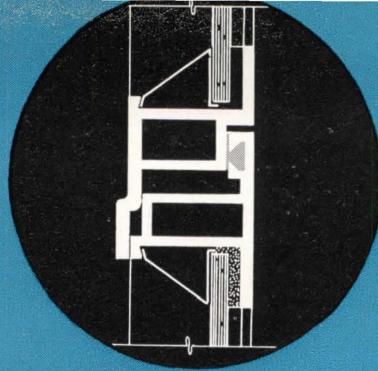
It's a new first. In Anderson, Indiana, a 268-ft. diameter dome for a 7200-seat auditorium was hiked 26 feet in the air by lift-slab jacks attached to 36 steel columns. The dome, of thin-shell construction designed for post-tensioning, was poured and semi-finished on the ground over a compacted earth form. Lifting time for the 3-million pound, lightweight concrete structure was scheduled for eight hours. Cost of the finished building was \$6.50 per square foot — about half the unit cost of conventionally-built auditoriums and about equal to that of a well-built warehouse. Appropriately enough, the dome was raised by Skyhook Lift Slab Co. of Kansas City!

SOMETHING NEW FOR STEEL . . .

Fortunately it's not a price rise! It's a new specification developed by the American Institute of Steel Construction in cooperation with other technical and industrial organizations, and announced early this year. First to be issued by the AISC since 1945, the new specification covers four new higher strength steels which, formed into appropriate members, permit a greatly enlarged latitude of structural design. According to AISC engineers, designs using the new steels can reduce the weight of required steel from 10 to 20 percent and will support as much as 35 percent more load — or permit use of lighter-weight beams and slabs to support the same load.

MORE PREFAB HOUSES — FOR "THE IMMEDIATE FUTURE" . . .

Factory construction has been teamed up with mobility to produce two new types of prefab houses. One, for which steel is the basic structural material, is the product of the Rheem Manufacturing Company. The other was developed by the Panelbild Division of the U.S. Plywood Co. They are similar in that both involve use of thin, super-insulated walls enclosing standard-sized units that are factory finished and trucked to the site for assembly. The Rheem units measure 14 by 36 feet, 14 by 14 feet and 14 by 22 feet — and are arranged around a mechanical core containing bathroom and kitchen equipment. Panelbild models involve assembly of four 12 by 24 foot "modules" each with built-in air conditioning, electrical, plumbing and lighting facilities. These are grouped around an open, interior court or patio. One of the steel houses has been erected at Palm Beach Gardens. The plywood model will be on display at the Century 21 Exposition in Seattle.



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The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE COVER . . .

This dramatic picture, for which Ezra Stoller was the photographer, was made from the mezzanine toward the entrance lobby of the new International Design Center, newest addition to Miami's Decorators' Row. James Deen, AIA, was the architect. Other views of the building appear on pages 14 and 15.

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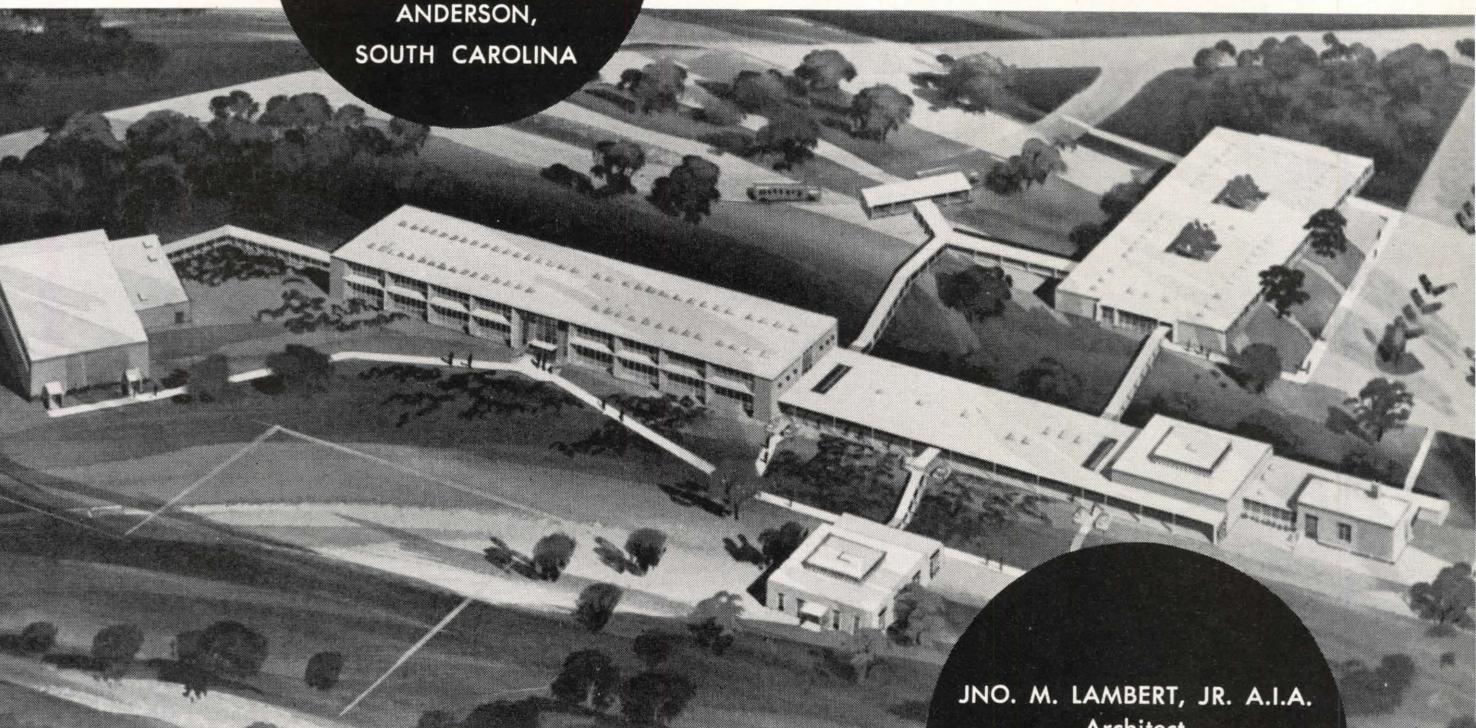
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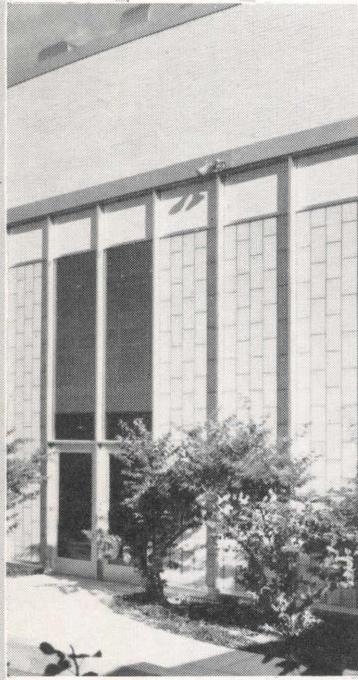
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On Civic Ugliness . . .

In New York, on April 3, some 500 people met as the "First Conference on Esthetic Responsibility." The group, gathered under the auspices of the Design Committee of the New York Chapter, AIA, of which RICHARD W. SNIBBE, AIA, is chairman, included business men, educators, public officials, writers, artists—many of whom spoke forcefully about the ugliness of our cities and what might be done to eliminate it. . . . As a sort of conference summary, Mr. Snibbe suggested a program, applicable nationally, through which the esthetic values of our cities could be strengthened. The essence and major portion of his talk is presented here.

This conference was conceived for the purpose of inspiring community activity to fight ugliness in our country. We must engage in this struggle if we are to develop culturally as well as scientifically. We are fighting immensity—the corporate mind, a total machine society—in defense of our democratic life.

We are fighting the pressure for cheapness in the midst of our greatest period of prosperity. We have never been richer and poorer at the same time. More production and consumption seems to lead to lower standards of workmanship instead of longer-lasting and more beautiful products and buildings. If the aims of this conference are to continue to exist as a reality, we must adopt a plan to continue the work.

This is a gigantic task. It will require a great deal of our thought and effort for many years, but it must be done. It must be done if we are to say *stop* to the economic madness, the senseless waste which destroys our heritage only to replace it with less palatable and more disposable construction. If this is progress, then progress must be slowed down so we can re-evaluate our aims and goals. Then, the power of reason giving it direction, it can move ahead on a planned and rational basis.

I would like to present a plan for action in the fight against ugliness.

We must all give our best thinking to bringing about the desired changes for reasons that are as concerned with a healthy economy as with raising esthetic standards. Poor construction and neglect mean early obsolescence; obsolescence means eventual condemnation and necessary renewal, and that means displacement, losses in income and taxes, and is therefore bad business. Con-

versely, good maintenance, higher standards of new construction and preservation of historic and renewable structures mean, first, rising property values, second, continuity of occupancy with no loss of income or taxes, hence good business.

Good business. Progress on a rational basis: How are these things to be accomplished?

Citizens' committees must be established in every state and major city—and, hopefully, in smaller ones, too—to create an awareness of esthetic values, to lobby in our legislatures, to bring pressure to bear on public agencies and influential individuals to stop the desecration of our country and to bring about its planned and orderly growth.

Architects are responsible for the largest visible works in our urban areas. They deal with art and business every day. Therefore they are the natural group, probably the only available group, to start the action on a broad scale.

Design Committees must be created this summer in every chapter of the American Institute of Architects. These groups in turn must form broad community committees on esthetic responsibility—committees comprised of the leading people in business, the professions, institutions and the arts.

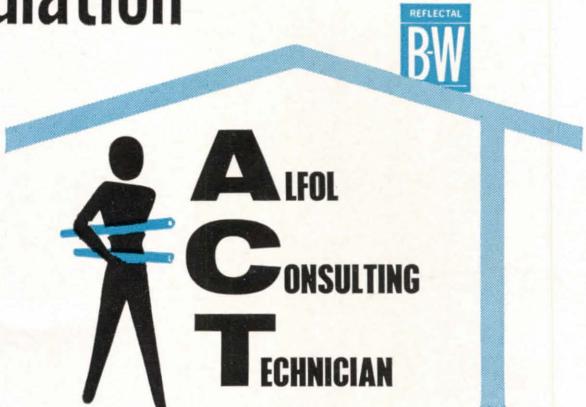
I want to mention here that the National Board of the AIA has proposed a resolution to admit professional affiliates to the Institute—engineers, planners, landscape architects, sculptors, muralists, lighting designers and other artists allied to architecture. This will facilitate the formation of broad citizen committees.

How does a plan for action become a reality? It calls for the spark and determination of just one dedicated

(Continued on Page 6)

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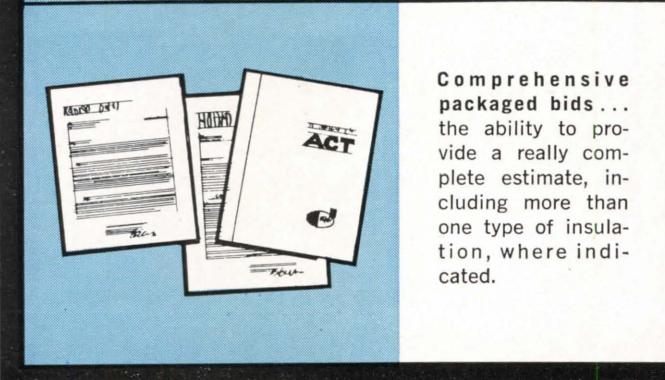
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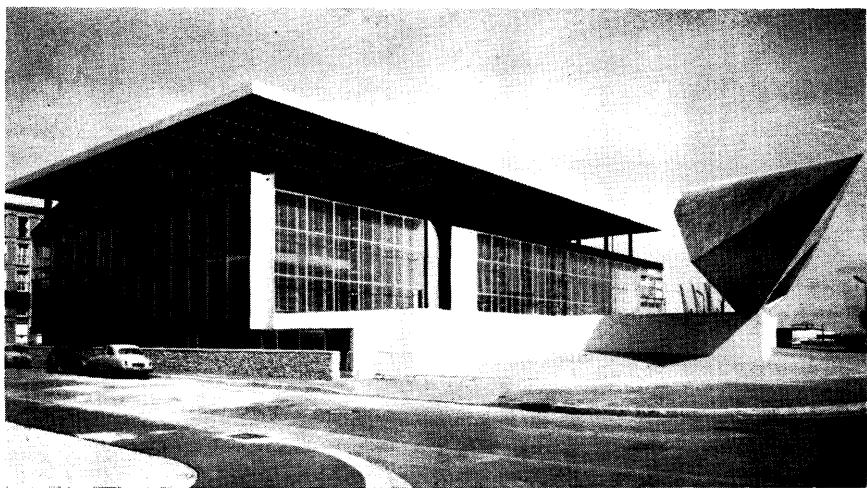
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French Architectural Team Wins 1962 Reynolds Memorial Award



The \$25,000 R.S. Reynolds Memorial Award for 1962 was won by a team of French architects for their collaborative design of the Museum Cultural Center in Le Havre, France, shown above. The architects are Guy Lagneau, Michel Weill and Jean Dimitrijevic, principals in a Paris architectural partnership, and Le Havre architect Raymond Audigier. Announcement was made late last month by the AIA which administers the annual award program. One of the unique features of this building which led the jury to its award decision was the manner in which aluminum members have been utilized to control natural light. The building is roofed with a membrane of skylight glass above the roof trusses and a ceiling of white plastic below. Over the entire roof, supported on extensions of the building's main columns, is a "floating" framework of aluminum louvers designed to keep out direct sunlight.

architect. One person in each community who cares about the environment in which his children grow to maturity.

Do you realize that thousands of esthetic decisions are made daily by people who don't know they are making them? Think of that, and the work of the committees on esthetic responsibility looms large and important. They can hold conferences such as this to draw attention to the importance of esthetics. They can conduct seminars with builders, mortgage men and real estate entrepreneurs. They can bring issues into the open in election years.

Committees can encourage better design and discourage mediocrity. Here in New York the Fifth Avenue Association does it with an annual award for the best building on the Avenue. The well-publicized awards are highly coveted. This means of improving our visual environment can be spread throughout the country by our committees . . . and can be broadened to include honor awards for good design in many fields.

Committees can implement tangible programs. Very few fountains

(Continued on Page 26)

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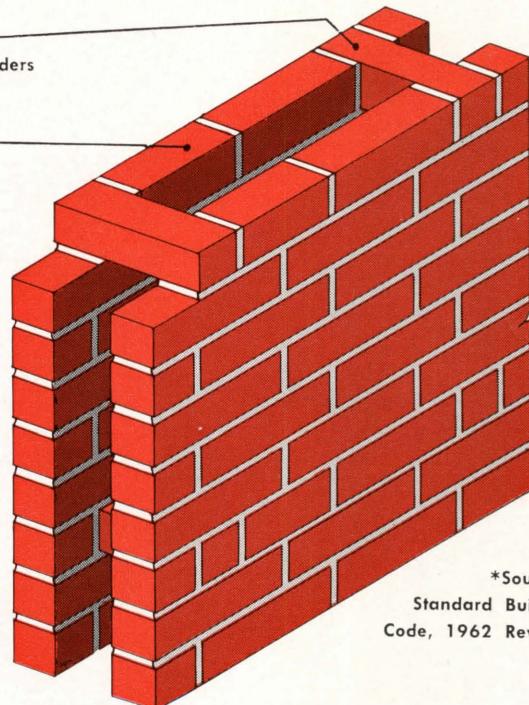
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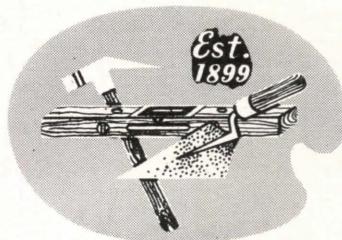
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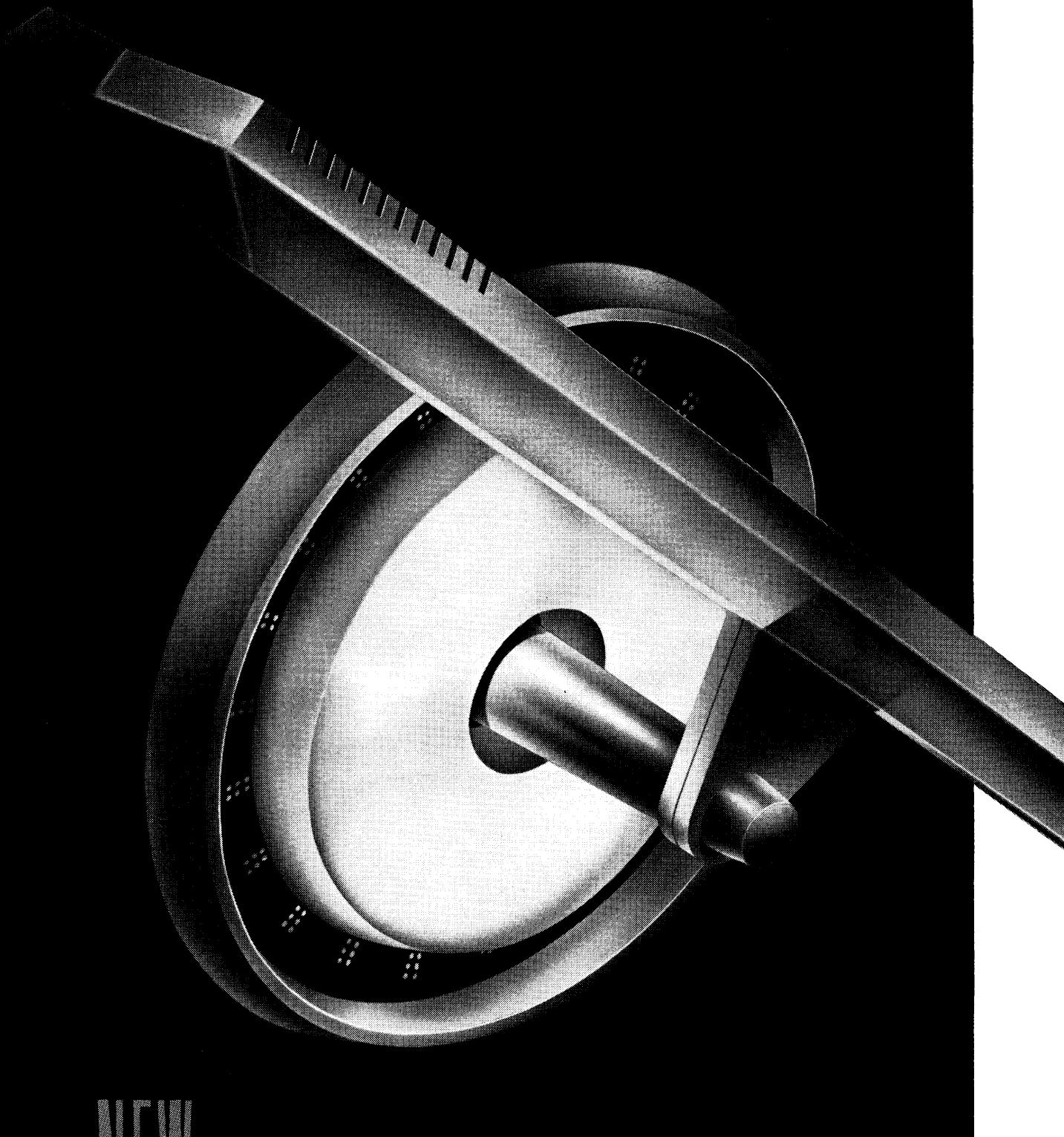
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1962 Professional Practice Seminar



GEORGE T. HEERY, AIA

Expanded Service ...

- **What It Means**
- **How It Works**
- **What It Can Do**
- **How Far It Can Go**



ROBERT F. HASTINGS, FAIA

Only about 50 architects — a disappointing small number — attended the AIA's Professional Practice Seminar on "Expanded Services for The Architect," held March 24th at the Dupont Plaza Center in Miami. Those who attended were treated to an inside view of possibilities for the wider range of professional activity that the Institute is going all out to stimulate. Those who did not attend can get the core of the new expanded service policy here — and during the coming months from a series of articles in the AIA *Journal* supplemented by what will undoubtedly be a plethora of inter-organization discussion about it.

The meeting was an informal one with all participants speaking on an extemporaneous basis. AIA President ROBERT H. LEVISON acted as moderator for the three sessions which started at 10:00 AM and ended at 4:00 PM. There were three main speakers: ROBERT F. HASTINGS, FAIA, GEORGE T. HEERY, AIA and G. CLINTON GAMBLE, FAIA, who dealt with their assigned subjects in that order. Each was there as a sort of special representative of the Institute — Mr. Hastings to clarify the breadth and meaning of "expanded services"; Mr. Heery to indicate by example how such services could actually be handled by architects; and Mr. Gamble to discuss the proposed revisions of the AIA's Standards of Professional Practice.

In presenting the Institute's attitude and recommendations relative to a broader scope of architectural practice, Mr. Hastings first reviewed the traditional pattern of professional activity. Throughout his talk he referred to a series of charts (reproduced on pages 10 and 11), six of which depicted the scope and sequence of traditional services and six others the possible expansion of these services into new, but related, fields of professional concern.

Traditionally, architects have been concerned primarily with design. But design in the narrow, commonly accepted sense of creating a happy combination of space allocation, sound construction and esthetic composition that best meets the needs of a client's building program. Heretofore — even currently in the majority of cases — the basic program has been the concept of the client, not the architect. The client has obtained the land, organized his requirements in terms of space and equipment, arranged for his financing. The architect has been charged with the design — and possibly the construction supervision — of the building. Not much more.

The architect has been doing a pretty good job in this field, Mr. Hastings continued. But not entirely alone. He has had to work with the engineer, with the specification expert, with the business man specially versed in contracts and costs, with the

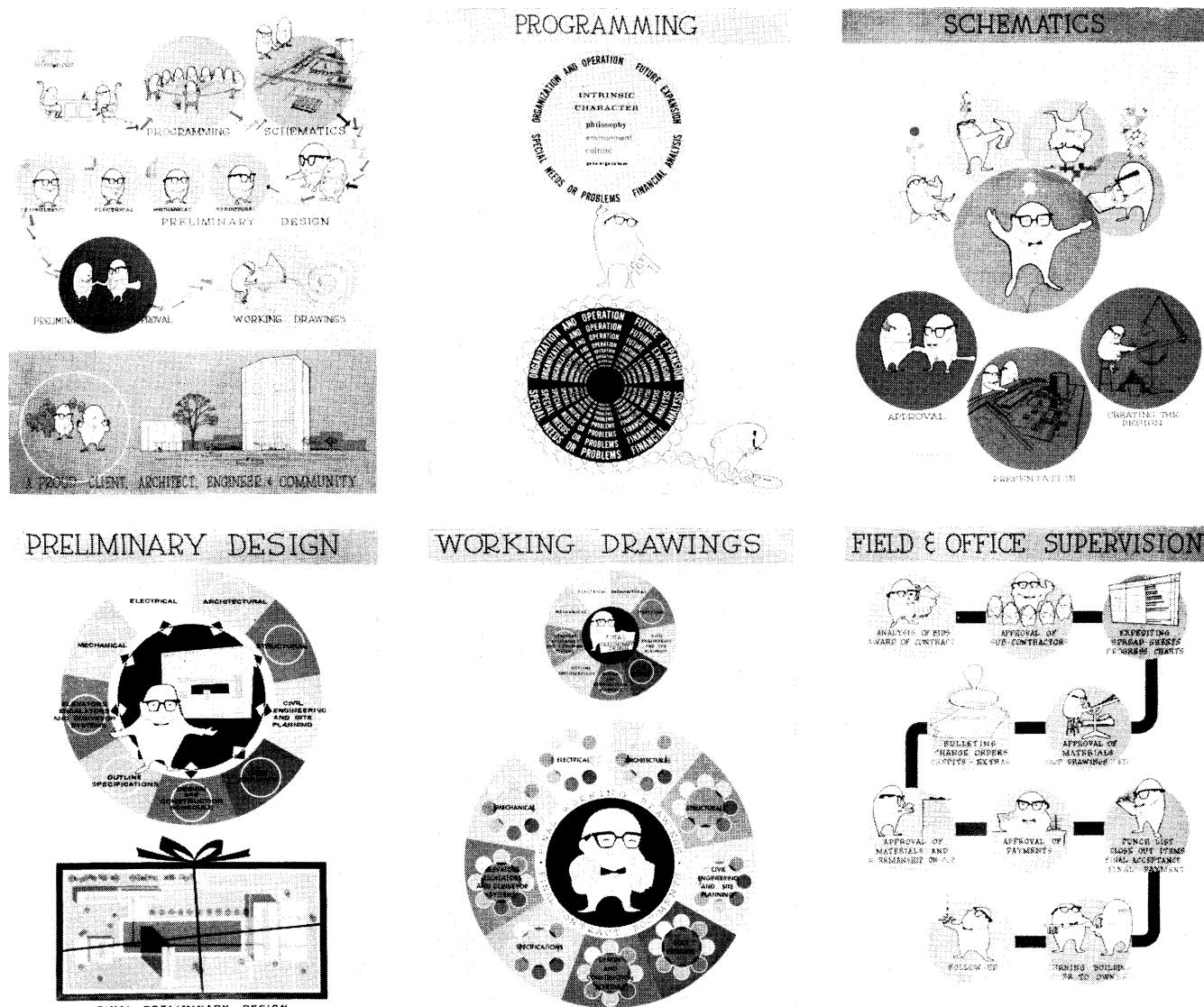
"practical" man in charge of building operations in the field. And he has had to do all this in terms of his client's overall interests — that, more often than might be appreciated, predicate a somewhat less than desirable understanding of the involved principles of cultural environment, psychology, sociology, philosophy.

His training, Mr. Hastings thought, has given the architect only a comparatively poor background for this multiplicity of concern with the various aspects of the central design problem. Our educational system needs revision and broadening, he suggested, to provide new disciplines and experiences to solve the increasingly complex problems of current professional practice.

Mr. Hastings' suggestion went even beyond the educational disciplines necessary to the individual architect practicing as a building professional. The wide range of modern technology makes it virtually impossible for all needed familiarity and experience to be vested in one person. Actually, he ventured, today's architect should be several persons: first, a creative designer; second, a technical organizer, able to coordinate the various engineering factors of a building with its design concept, its cost of construction and the realistic programming of its field development. In these two segmental phases of the complete archi-

(Continued on Page 10)

This Is The Traditional Pattern of Currently Standard Architectural Practice



(Continued from Page 10)

Architect is embodied not only the genius for spatial organization and esthetic creativity, but a ready understanding of the basic techniques of structure.

There are other personal abilities involved — the ability to check shop drawings, to coordinate field bulletins, keep job costs, supervise and inspect construction. All these various types of personalities and different specialized abilities are, Mr. Hastings pointed out, involved in an architect's job of designing buildings within the frame of traditional professional activities.

But actually architectural planning and design are only one part of the overall solution to a building problem. Such important matters as financing, promotion and management, process and operating layout, equipment and furnishing requirements are all involved. Equally important are such background factors as basic urban and site planning, traffic and road design, feasibility studies relative not only to building construction and operation, but also to community development.

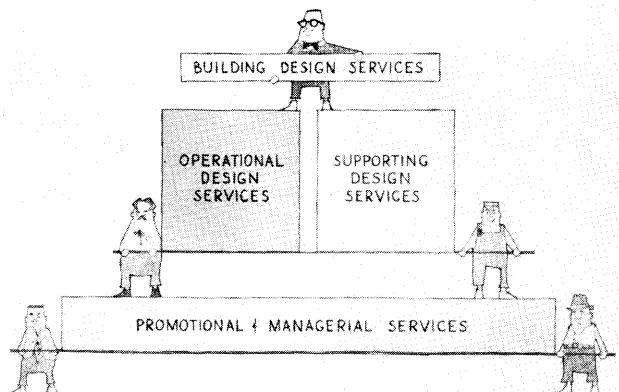
As having direct bearings on the success of any building project, such

matters are the concern of the architect, said Mr. Hastings. And a more intimate contact with them toward the end of coordinating them into a "package" of all-inclusive professional activity is the substance of the expanded architectural service program that the AIA is now earnestly advocating. This, essentially, the speaker said, constituted the answer to the growing threat of the contractor-engineer "package dealer."

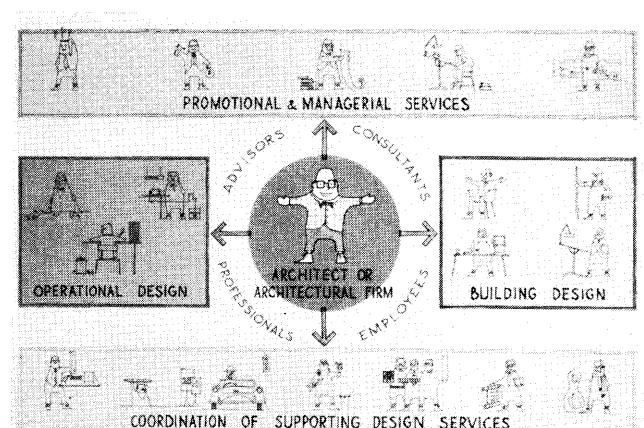
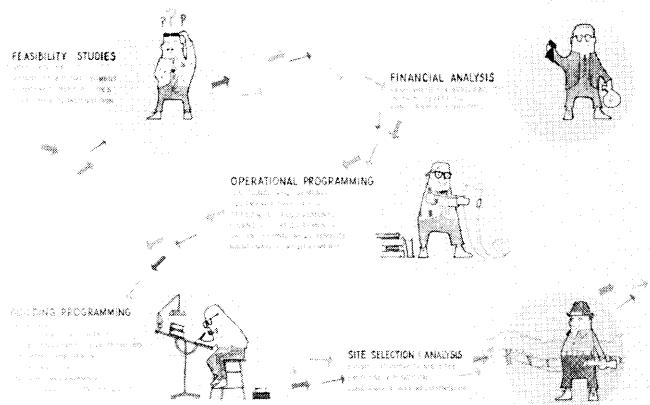
Not every office would necessarily offer clients the complete gamut of

(Continued on Page 12)

This Is The Projected Pattern of Future, Expanded Architectural Service



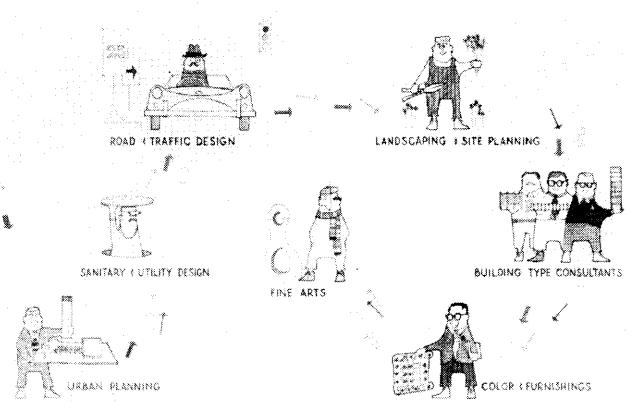
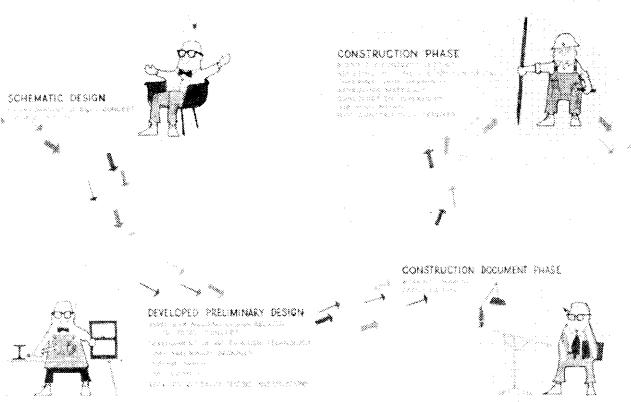
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Seminar . . .

(Continued from Page 10)

fully expanded service, though even smaller offices having sound working relationships with a variety of consulting specialists might well be able to do so. In such a wide service field there exists many opportunities for specialization — in such categories as hospitals, schools, office buildings, industrial complexes — much as the medical profession has developed its various specialty fields.

However individual offices may organize their facilities to grasp the varied opportunities that expanded service implies, the AIA's point is a simple and direct one. In the idea of expanded service lies the chance for growth far beyond the limits that traditional organization now imposes.

Mr. Hastings' discussion was necessarily developed from a broad and theoretical base. As the next speaker, George T. Heery illustrated some of the methods by which the *idea* of expanded service could develop into *practice* to the benefit of all concerned. He had brought copies of two feasibility reports prepared in his office — one for a relatively small medical clinic, the other for a medium-size industrial plant. Prior to outlining the development of these reports, he spoke about the specific services that architects might offer their clients.

These, Mr. Heering said, were some areas of expanded service: 1) Economic feasibility studies on the various aspects of commercial projects; 2) Feasibility and facility analyses in connection with institutional and industrial work; 3) Community and urban land planning studies for government groups, industrial organizations, real estate developers; 4) Market analyses and location surveys for such commercial projects as shopping centers; 5) Locating services on behalf of industrial organizations — involving such matters as market analyses, labor surveys, transportation studies, construction cost analyses; 6) Lease-hold and land acquisition studies; 7) Process design and consultation, primarily concerned with industrial operations; 8) Material-handling design and consultation; 9) Merchandising layout and consultation; 10) Operating management — a kind of facility-testing program as an owner's guide to building management and maintenance;

11) Private party financing assistance for both commercial and industrial projects.

Mr. Heery cited these as only a few of many activities that are part of expanded architectural service. Commenting on them he said,

"Obviously one small firm cannot do all these things; and rarely can even a large firm offer all these services within its own organization. But all these activities are involved to a greater or less degree in the design and construction of buildings. So any architect can contract for these services — and then buy whatever special knowledge and experience may be needed."

However, he cautioned his audience not to attempt to deliver any facet of expanded service without the ability to do a good job. He pointed out the possibility of specialization — where one firm might be specially equipped to do land planning and urban renewal projects, another to do process engineering. And he emphasized that coordinating the work of various specialists was one of the chief responsibilities of any architect entering the expanded service field.

In discussing the two case studies with his audience, Mr. Heery commented on a number of questions. One had to do with fees that could be charged for various types of the services he had outlined. He indicated that his firm's fee for an economic survey — feasibility study — was normally set at one percent of the building cost in addition to the usual percentage fee for the architectural-engineering service. If the building does not go ahead, his firm charges a flat fee for the survey based on

office costs and a normal profit.

Another question related to the various types of estimates embodied in his economic surveys. Did he, or could he, guarantee these estimates? Mr. Henry's answer was positive and direct. Yes, his firm did guarantee the figures.

"We always guarantee to meet our estimate at all times," he said. "In many cases we are forced into it. For example, the Georgia State School Building Authority's standard contract form has the construction cost written into the architectural contract. The architect has to guarantee to meet the budget in order to sign the contract — he even has to execute a thing called a Budget certificate."

"We think architects should guarantee their estimates and budgets. We were doing it before we were ever forced into it."

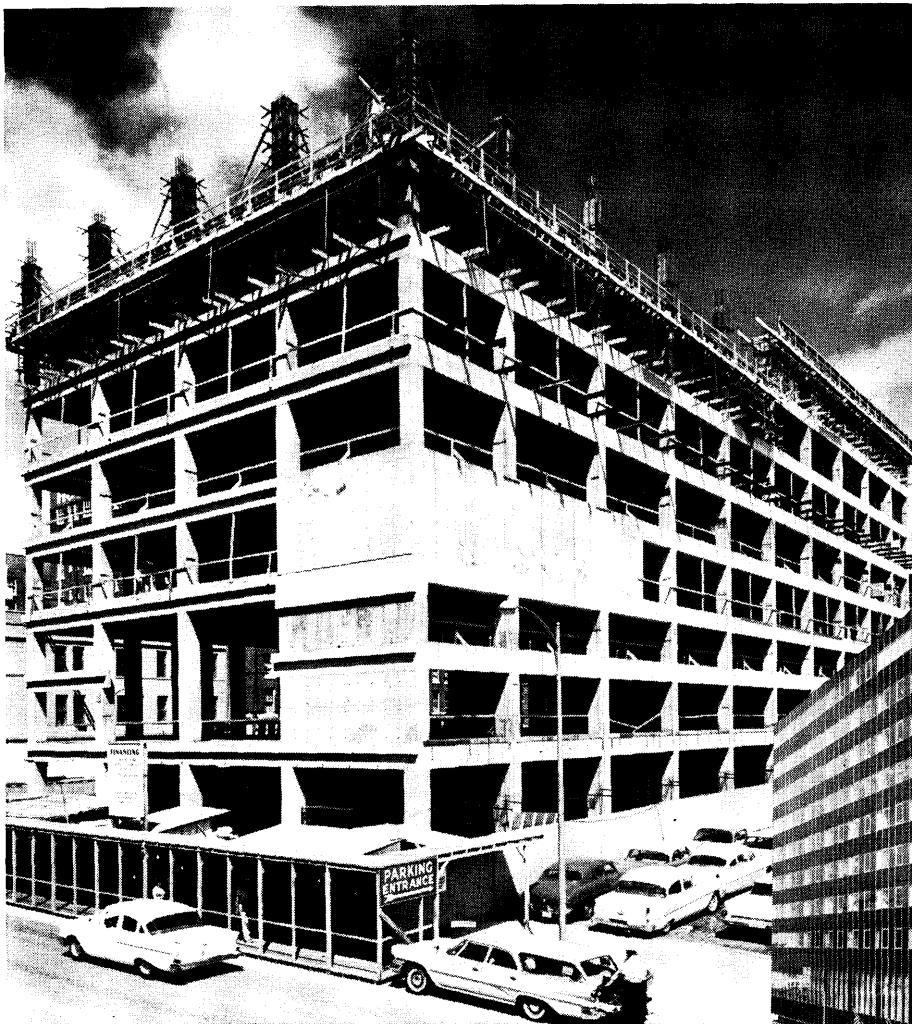
Another question referred to the promotional aspect of professional expanded service as against the offerings of the "package-dealer." In answer he commented on a program that the Institute is now considering — the formation of various "Councils" made up of firms with special interests in certain specific building types, as industrial projects, hospitals, schools.

He indicated that it might be economically feasible for each Council to undertake an advertising campaign as a group. This would be as large and vigorous as contributions from each specialty group, or Council, would permit. But in any case the advertising program would stress the *professional* aspect of expanded service.

Mr. Heery's discussion of this general subject gave indication that the Institute has been active in studying all aspects of the Council idea and that some action toward getting Councils organized and chartered would be taken in the near future. Once operating under the sponsorship of the Institute, the Councils would provide both the background and the mechanics for publicizing the role of the architect and his facilities for offering expanded services in various specialized fields. Through directing promotional efforts to owner-groups within various special-interest categories, it is reasonable to assume, Mr. Heery observed, that results for dollars expended would be high.

SURVEYS AVAILABLE

Through the courtesy of Mr. Heery a limited number of copies of his two case studies have been made available. One concerns the development of a small medical clinic. The other is an economic report on a medium-size industrial building. Application for each should be made to the FAA's executive office at 414F Dupont Plaza Center, Miami 43, Florida. They will be forwarded without charge while they last.



Architects:

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Contractors: Joint Venture . . .

C. A. Fieland Inc. and

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Structural Engineers:

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Ezra Stoller Associates

Miami's New International Design Center

International Design Center was established to serve as a permanent source of reference for professionals in the fields of architectural and interior design—as well as a showcase of ideas and decorating know-how for the public. It is one of two similar establishments in the country—the other being the National Design Center in New York. Founded by HENRY END, AID, the policies are administered by a nine-man Advisory Board that includes JAMES DEEN, AIA, IGOR POLEVITZKY, FAIA, and WAHL SNYDER, FAIA. Designer members are JACK CAMERON, AID, HAYGOOD LAS-

SETER, AID, RICHARD PLUMER, AIA. and HERBERT SAIGER, AID.

The building contains 14,000 square feet of display area and was constructed for an approximate cost of \$500,000. It is a three-level structure framed with reinforced concrete and faced on the exterior with a combination of gray brick, white cement and black ceramic tile. It was designed to accommodate up to 150 types of varied displays—primarily design elements and accessories for the interiors of both residential and commercial structures.

The building's prime function is to



serve as a setting for displays. And because these differ so widely in size and character, interior floor levels have been ingeniously staggered to provide what appear to be a series of mezzanines about an open space some 24 feet in clear height. In large measure the floor levels are not enclosed, thus providing an unusually wide visual sweep from any level.

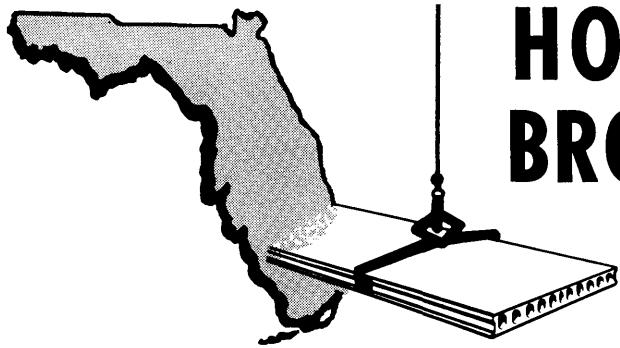
Focal point of the interior is the Centre Stage, shown below, left. This is a 30 by 60 foot space 14½ feet high designed for "editorial exhibits" — as contrasted with the commercial displays of manufacturers and dealers. On this stage "theme" exhibits will be developed to stress originality in interior design; and this exhibit program has been geared to constant change with new design themes scheduled each month.



Ezra Stoller Associates

JAMES DEEN, A.I.A.
Architect





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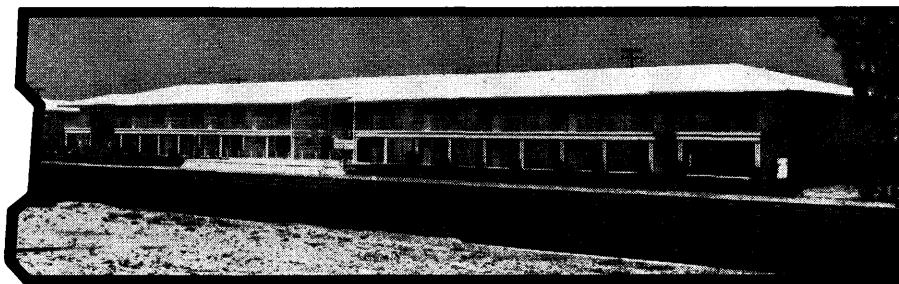
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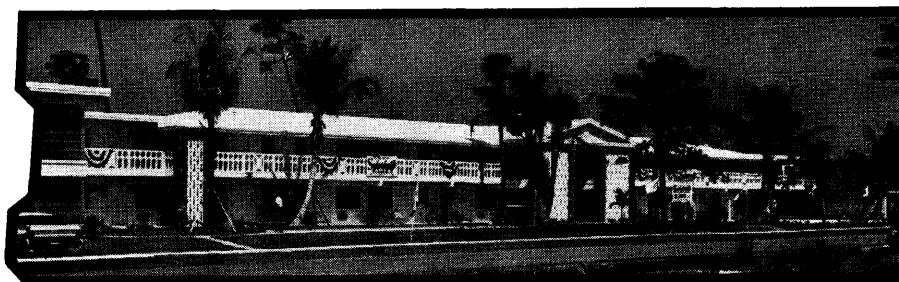
Modern manufacturing techniques, strict inspection procedures, proper field service and erection, close cooperation with the architect and engineer to adapt standard units to custom requirements, are factors which HOUDAILLE-SPAN offers to give performance beyond the design specifications. One of our representatives will be pleased to give you the complete story. Call or write for his assistance.



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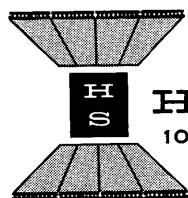


FORT LAUDERDALE Lafayette Arms, 2866 N.E. 30th St. OWNER: Robert B. Ross Assoc. ARCHITECT: Wolff & Hall. CONTRACTOR: Robert B. Ross Assoc. SQ. FT. OF HOUDAILLE-SPAN: 13,900.



HOLLYWOOD

The Suburbanite Apartments, 3701 Tyler Street, Hollywood Hills. OWNER: Frontier Corp. ARCHITECT: William H. Peck. CONTRACTOR: A. J. Collins & Son. SQ. FT. OF HOUDAILLE-SPAN: 25,500.



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THE FLORIDA ARCHITECT

Know Your State Board...

The Florida State Board of Architecture was created by an act of the State Legislature in 1915. In the 45 years it has been discharging its legal responsibility for regulating the practice of architecture in Florida the progressive intensification of its authorized activities has paralleled the basic development and overall growth of the State. Today it operates as one of the most vital of the State's minor regulatory boards, in that it establishes and maintains standards of competency for the professional practice of architecture — which, in turn, is a basic element of the construction industry that in recent years has achieved an annual dollar volume ranking with both tourism and agriculture.

Legislative authority for the State Board of Architecture stems from Chapter 467 of the Florida Statutes. Provisions of this statute have been variously amended in 1941, 1945, 1951, 1953 and most recently in 1955 as progressive development in the architectural profession and in Florida's building industry have made it desirable either to supplement the discretionary authority of the Board or to strengthen the statutory requirements for architectural practice in line with national technical trends.

Two examples will indicate the character of these amendatory changes. In 1953, through revision of Section 467.18, the Legislature provided the Board with authority to bring civil action against those individuals appearing to violate either the various provisions of Chapter 467 or the Board's own lawful rules, regulations or orders. This immeasurably strengthened the Board's administrative program under the statutes by making it possible to enforce, through legal proceedings, compliance with the statutory provisions it had been charged with maintaining.

The other example is the amendment to Section 467.08 passed in 1955. This, in effect, raised the practical experience standards of applicants for registration to a requirement more consistent than formerly with the recommendations of the National Council of Architectural Registration Boards, of which the Florida State

In spite of the fact that Florida's State Board of Architecture is one of the most important factors of professional existence, too many architects are unaware of its functions, operations, authorities, responsibilities or background. This article, adapted from part of a Board report to the Governor's Office in 1960, is published as a matter of record and accurate general information.

Board is a member. The proposal, at that time, was to establish a three-year period of diversified practical experience as a prerequisite for registration—a period which the NCARB had established as a desirable technical standard on a national basis. The Legislature saw fit to reduce this period to a single year of experience to supplement the academic requirements already set forth in the statute.

Although the five-member status of the Board designated by the statute has not been changed since Chapter 467 was signed into law in 1915, the duties of its membership and the scope of Board activities has greatly increased since that time—and most particularly so during the last five years. When the newly appointed Board undertook its statutory responsibilities in 1915, less than 100 architects were practicing their profession in our State. Even in 1950, professional registration was less than 800. But since then architectural registration has progressively increased in line with the rapid development of our State and the remarkable expansion of the construction industry, until, as of the current fiscal year, it stands at more than 1800.

Further, the rate of increase in registration has soared. From 1950 to 1955 the percentage increase was approximately +7 percent; and from 1955 to the present the rate of increase was almost another +6 percent. As one further indication of the growth of the architectural profession in Florida—and the consequent intensification of the Board's activities—the number of applicants admitted

to examination for registration in January, 1950, was 53. Five years later, in 1960, 168 were admitted to examination in January and 189 were accepted as examinees in —June—a total of 357. By far the greatest proportion of this increase has occurred since January, 1955, when the examinee count stood at only 94.

This continued trend of professional expansion has made necessary a number of administrative decisions and moves to enable the Board to discharge its statutory responsibilities. In 1955 the Board's office was removed from Jacksonville to Fort Lauderdale, where an enlarged operation was undertaken with a staff adequate to care for the greatly expanded volume of clerical work incident to processing applications, accounting for and issuing new and renewal registrations and the preparation and issuance of annual reports and rosters as required by law.

Also as a result of growth, examinations for registration in 1956 were held simultaneously in both Jacksonville and Miami, a program which is still in effect. The Board also found it necessary to employ technical assistants from the staff of the Department of Architecture at the University of Florida to monitor examinations and to grade papers. Additional office equipment was acquired to expedite clerical operations in the most economical fashion. And the Board has found it necessary to somewhat enlarge its administrative staff, not only to take care of the increased load of clerical and accounting work involved,

(Continued on Page 18)

Know Your State Board...

(Continued from Page 17)

but also to carry through the programs of examination for registration and enforcement of statutory provisions with which it is charged.

As presently constituted, the Board employs two full-time clerical assistants to its secretary-treasurer. The periodic, part-time employment of technical examination assistants has already been noted. On a part-time basis also, the Board retains a legal counsel and a legal investigator, plus an assistant relative to the enforcement segment of its activities. A part-time technical assistant is also employed to aid in the program of inter-professional education and information which the Board instituted in 1954 as part of its regulatory and enforcement activities.

This administrative and operating extension of the Board's personnel—made necessary by the growth of professional activity—has been possible through careful budgeting of funds made available by fees derived from applicants for registration, from new registrations and from renewals of ex-

isting registrations. In spite of the fact that the state agencies fund retains 10 percent of fees collected by the Board, increased income to the Board, particularly during the past five years, has permitted a substantial increase in enforcement activities in addition to caring for the greatly enlarged examination program already noted.

As might be expected, the phenomenal growth of construction activity in our State during the past several years has been attended with a marked increase in more or less flagrant attempts to violate provisions of Chapter 467 relative to the practice of architecture by unregistered persons—and to a somewhat less degree by an increase in the number of violations on the part of architects duly registered to practice.

Thus, during the past five years the enforcement segment of the Board's legal responsibilities has necessarily become of increasing importance. Due primarily to budgetary limitations, the Board has refrained from instituting legal proceedings on all warranted instances of violation brought to its attention. It has proceeded under its

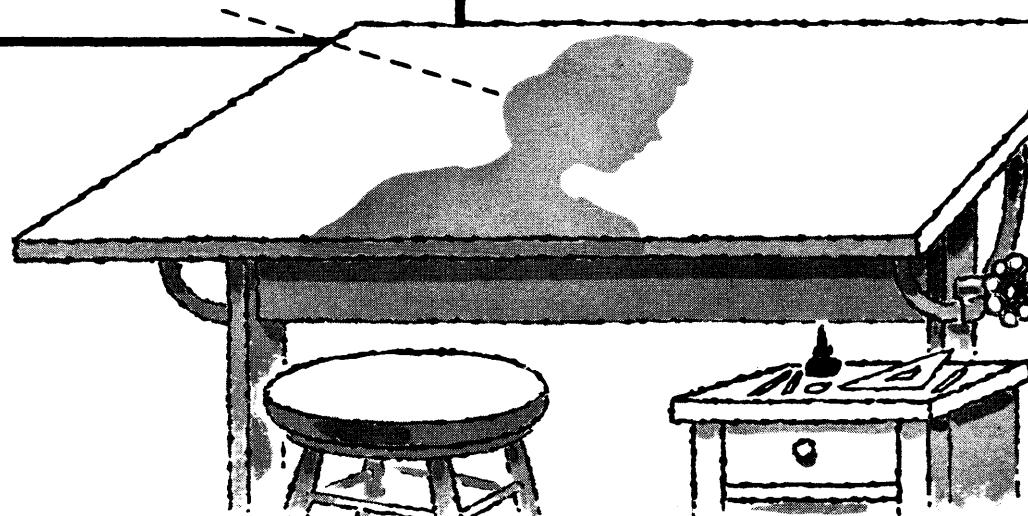
authority to prosecute those cases in various sections of the State wherein disciplinary action against one violator would hopefully tend to serve as a practical deterrent to the continuation of similar violations by others.

In instances of less flagrant violations the Board has often been able to accomplish its regulatory objectives through the simple expedient of warning the individual involved. But where facts justified it has not hesitated—to the limit of its financial ability—to throw the full weight of its statutory authority behind legal actions to enforce compliance with the various provisions of Chapter 467. During the past six years the Board has sought and obtained 23 injunctions against persons practicing architecture without registration. During the same period it has suspended or revoked the registrations of 9 practicing architects for improper use of an architect's seal.

The Board's action in the latter type of case was recently upheld by the Circuit Court of Broward County. As a result of a formal hearing in July 1959, the Board had revoked the registration of an architect for improperly sealing a set of architectural

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nat



documents which had not been developed under his responsible supervising control in accordance with law. The Board's decision was challenged and a petition entered to reverse it. The court denied the petition; and the practical effect of this action will undoubtedly be to command a wider understanding and respect not only for the statutory authority of the Board, but also for the character of its disciplinary decisions.

In line with its efforts to administer the law fairly and at the same time to maintain high professional standards in conformation with progressive trends on the national level, the Board has instituted a number of technical changes in its rules and procedures during the past several years. In 1955, for example, it accomplished the difficult task of changing its examination techniques and routines to accord with revisions recommended on a national basis by the NCARB. Again, in 1958, after an intensive two-year study, the Board substantially revised its "Circular of Information" containing its Rules and Regulations relative to registration and the regulation of architectural practice.

As presently organized, the Board could undoubtedly expand or contract its essentially administrative functions as economic conditions in the State might make necessary. However, the growth of registration and the progressive complication of technologies necessarily involved in architectural practice have placed what is proving to be an increasing burden of personal effort and responsibility on each Board member. In contrast to the practice in some other states, members of the Florida State Board of Architecture personally prepare all examination questions. Each individual application is scrutinized and passed upon by the Board sitting as a committee of the whole. Personal interviews are conducted with each applicant. And processing the routine of application, examination, grading and registration has inevitably demanded a larger and larger share of each member's time and attention during successive years.

Methods of solving the problem that this situation presents have been considered by the Board. Future recommendations may involve the possibility of enlarging the Board —

through an amendment to the present statute—or the employment of technical assistants capable of assuming some of the Board's present routine activities.

Another problem with which the Board is now—and will continue to be—faced concerns the conduct of its enforcement program. This program entails substantial investigation as a necessary preliminary to a Board decision in each case. Instances of alleged violation are continually being brought to the Board's attention from every section of the State. And though the active cooperation of practicing professionals has been welcome and helpful in the past, experience has shown that the Board's legal and technical requirements can most effectively be met through the services of an expanded investigative staff under its own immediate administrative control.

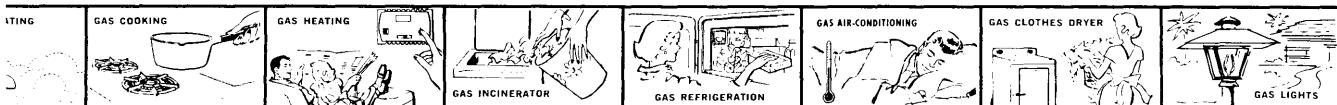
Some practical solution to both problems is in the public interest. The first involves the mechanics of maintaining the present high standards of technical competence as a requisite for registration and subsequent

(Continued on Page 24)

ra! gas!

"seen influence" which hangs over every Florida draftsperson's drafting table is a generations-old American one of "cooking with gas." No doubt about it . . . a great and growing army of homemakers who prefer gas to any other fuel for all their lifetimes who keep right on preferring it. Just look at the 1961 A.G.A. figures show 34-million American cooks with gas. Three-quarters of all Americans on gas service to operate the 110-million gas ranges now in daily use. And the trend is upward:

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The Real Challenge of Urban Renewal Projects

This commentary on a statement by Dr. Robert C. Weaver first appeared in the "Blueprint" of the Westchester, N.Y., Chapter, AIA, and is reprinted with appreciation.

"It is not often that a nation rebuilds its cities. And when it does, it should do it well. You will have in your hands in the years ahead a major part in shaping the urban life of this country. What you will do will influence the lives of millions yet unborn for decades to come. No other generation of architects had before it such an opportunity or such a challenge.

"America waits for your response."

—DR. ROBERT C. WEAVER

Every architect the world over will agree with Dr. Weaver that whatever is rebuilt should be done well. There are a number of reasons why the rebuilding may not be done as well as it could be. The biggest road block to complete success is the "all or noth-

ing" sponsorship system used in renewal projects.

Sponsors and architects approach a rebuilding project differently. The difference is basic and may be covered as follows: A sponsor thinks of a project statistically and legalistically. So many square feet at so many dollars at such percentage of coverage and so and so many stories of how many rooms at how much rent per room equals per cent return on his investment. A sponsor brings to a project a proven capacity to make money.

An architect thinks of a project in terms of five or six years intensive study of construction, esthetics, economics, sociology, history, logic, philosophy, political science, government, finance, etc., at the college

level—which means he thinks of a project in terms of its value and usefulness to the community as well as its tenants and owners. He knows the principles of good practice that lie behind the zoning laws and building codes, and he uses his complete knowledge to design order, convenience, structural efficiency, esthetic validity, safety, comfort, and pride of possession into the project, thus insuring its social success as well as its financial productivity. An architect brings to a project the proven ability to enhance human and capital values.

These qualifications are enough to meet any challenge. The trouble is that they are not used to their fullest extent. Rebuilding projects as developed under urban renewal are not the result of natural growth. They are the result of broad-axe surgery. They are the end result of elaborate real property surveys, research, projections, analyses, and educated presumptions which contain just enough uncertainty to make them slightly speculative.

That is where the sponsor comes in. Sponsors are actually speculators under the present system; and in order to progress from idea to reality they



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must prepare a complete package that will have the best possible chance for success from their point of view and the point of view of their stockholders. And that point of view is profits.

Although a sponsor's package deal is based upon statistics and is generally approved on its statistical merits, a certain amount of illustrative effort is considered desirable for the benefit of the investors, the public, and the interested officials. Here is where the architect comes in—as an illustrator of a sponsor's statistical program. Sponsors like to run things their way. So when they call in an architect to illustrate their project, they are apt to call in one they have reason to believe will squeeze all the rental space possible out of the lot, will cut all possible corners, will get building permits, certificates of occupancy, etc., etc., expeditiously, will provide an appearance of architecture to the project, and will generally do as he is told.

The sponsor's budget for "architecture," is very limited, especially in the early speculative stages of the project. And once it is in the works with all papers signed, why bother?

Also, once the papers are signed, it becomes increasingly difficult to revise the designs, even when the need is obvious to all concerned. A kind of rigor mortis sets in which is called "finalizing the contract documents," and which insures a generous amount of built-in, prenatal obsolescence.

There is a similarity between today's Sponsors and yesterday's Promoters in that neither seem interested in operating their projects once these are built. They are more interested in the immediate aspect of full occupancy, fat rent rolls and a quick sale than in long haul efficiency, low maintenance costs and happy tenants.

Esthetic validity, environmental congeniality, and many other important considerations are provided more often by fortunate circumstances than by the requirements of a project program. And right here is where a lot of hard thinking and work has to be done if tax money is to be spent wisely. Programming a project is not easy. It takes a lot of time, knowledge, experience, imagination, and ability. Programs should be prepared for each important segment of a project.

Professional architects, engineers,

financiers, planners, builders, administrators, and operators should combine their efforts to describe and illustrate what should be done. The public, whose money is being spent, should approve the whole idea; and public officials should enforce the program to the last detail. This method will eliminate the element of speculation—which is not very great anyway, but which has produced some handsome, unexpected windfall profits for sponsors. There should be nothing unexpected in the financial conduct of a renewal project. The fact that such unexpected things happen is proof of faulty planning.

The architect's share in planning some of these projects is relatively minor compared to what it would be if he were translating a well-defined program into capital improvements. Architects would like to accept Dr. Weaver's challenge in the spirit of public service, and they would perform their professional duties to their communities with the same responsible devotion and the same professional skill that characterizes the active interest of the legal, medical, and other professions in public affairs.

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BUSINESS INTERIORS**



News & Notes—

The Georgia Council . . .

Operations of AIA State Organizations have proved so effective that more interest than ever is being shown in them. Latest state to adopt the idea is Georgia. Representatives of Georgia's three AIA chapters have drawn up a set of tentative by-laws for what will be called — assuming a charter is forthcoming from the Institute — the "Georgia Council of the AIA." This will be a State Organization of the AIA, similar in functions and operations to the FAA. As such it will ". . . promote and forward the objects of the AIA within the state of Georgia" . . . and will give ". . . unified representation in all state-wide matters affecting the architectural profession within the State."

So far as is now known, architects in Georgia are not now seeking regional status from the AIA. However, since Florida became a region of the AIA, several other states with strong and active state associations have sought and have gained regional status.

Florida's first Regional Director, the late SANFORD W. GOIN, FAIA, was a strong supporter of the regional idea. He advocated regional status for each state as the most effective way in which the Institute could become active in meeting and solving an important series of problems peculiar to each regional area.

A strong organization capable of representing interests of AIA chapters at a state level appears to be a prerequisite for the Institute's considering new applications for regional status. Thus, if the Georgia Council is chartered by the AIA, and if it develops rapidly into a strong and effective state-wide body, Georgia might well achieve regional status in the reasonably near future.

New Competition . . .

Announcement has just been received of an AIA - approved competition for the development of an historical-memorial park for Cincinnati's water-

front. The competition is open to all architects residing in the U. S. and registered to practice. It carries three awards of \$6,500, \$2,500 and \$1,000 —and a commission for architectural services to the first-place competitor.

Closing date for registration as a competitor is May 15, 1962, and closing date for questions relative to the terms of the program is June 8, 1962. Submissions must be in the hands of the competition committee by September 14. Announcement of awards has been scheduled for October 15.

Sponsor of the competition is The Cincinnatus Association, a non-profit civic organization. The professional advisor is WALTER A. TAYLOR, FAIA, and applications for a copy of the competition program and registration form should be addressed to him at School of Architecture, Ohio University, Athens, Ohio.

Trend Is Still Up . . .

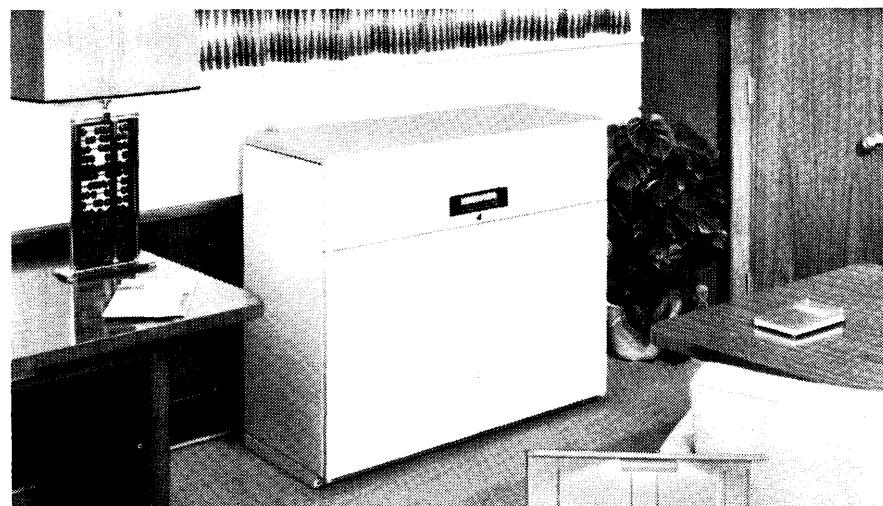
If figures released last month by the F. W. Dodge Corp. are indicative, this year's construction volume promises to live up to the forecast estimates made last year. They showed that, relative to Metropolitan Miami, the cumulative total of building contracts for the first two months of 1962 amounted to more than \$43-million —an 18 percent increase over the corresponding period of 1961. A breakdown of totals showed non-residential construction up 25 percent, at \$14,331,000; and residential contracts up 15 percent at \$28,698,000.

As to the state as a whole, a cumulative total for the January-February period this year amounted to \$249,980,000, a figure 24 percent larger than that for the first two months total in 1961. A categorical breakdown of this total showed non-residential building up 16 percent at \$61,713,000; residential construction up 23 percent, at \$154,726,000; and heavy engineering up a whopping 44 percent at \$33,523,000.

These figures are notable in that they reflect only aggregate totals of construction contracts. They do not include estimates of future construction; nor do they report volumes of contracts for future construction during the period noted. If the 1962 volume of construction in Florida were to continue along the same upward

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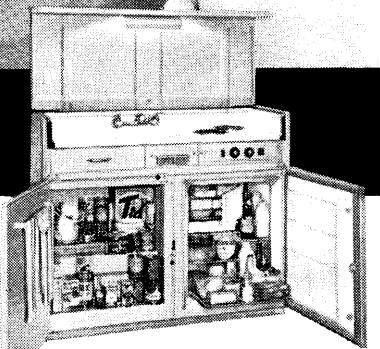
THE FLORIDA ARCHITECT



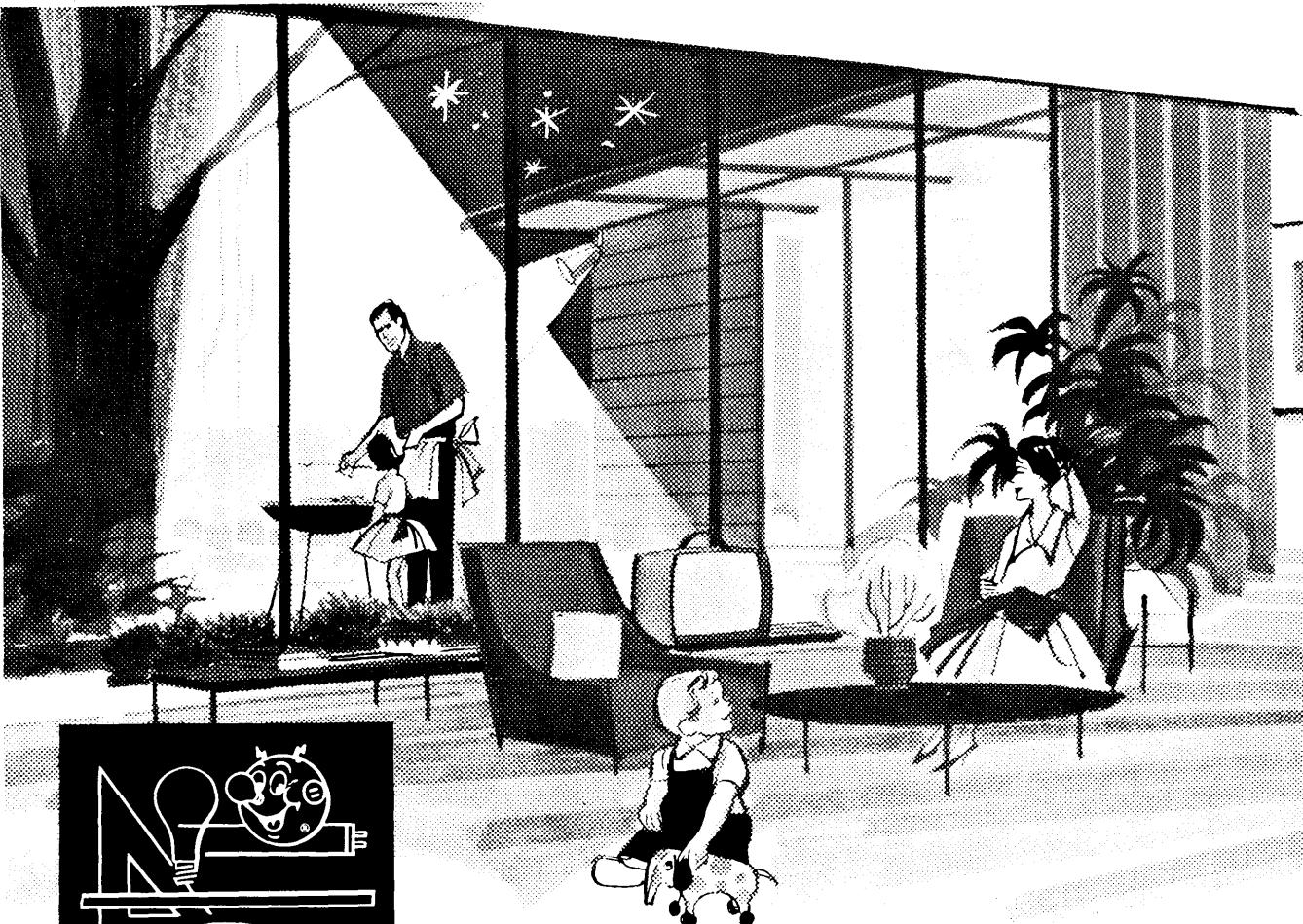
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News & Notes

(Continued from Page 22)

trend line, the year's total could reach just under \$1.5-billion—an all-time high and a figure that would probably equal, or even exceed, the state's two traditionally foremost revenue producers—agriculture and tourism.

Changes . . .

JOHN B. GESBOCKER has announced the opening of his own office at 365 5th Avenue South, Naples. He was formerly a principal in the West Palm Beach firm of Robson and Gesbocker. NORMAN N. ROBSON will retain his office at the firm's former address, 937 Belvedere Road, West Palm Beach.

TIMOTHY H. BARROWS, has opened an office for the practice of architecture at 110 E. Palmetto Park Road, Boca Raton. Phone is 399-4997.

GORDON SEVERUD and C. FRASER KNIGHT have announced the formation of a partnership with a firm name of SEVERUD AND KNIGHT, AIA Archi-

tects. The new firm's address is 2971 Coral Way, Miami 45. Phone is HI 4-6114.

STEPHEN M. DAVIS has moved his office to a new location at 4700 Le Jeune Rd., Coral Gables. Phone is 667-6409.

A. H. HOSKING has opened a new professional office at 2123 East Atlantic Boulevard, Suite 4, Pompano Beach. Phone is WH 2-0303.

JOSEPH J. DE BRITA and ROBERT R. MURPHY have formed an association for the practice of architecture at 12865 W. Dixie Highway, North Miami.

LAMP-BROWARD & ASSOCIATES, architects and engineers, have announced three new office locations: 372 Almeria Ave., Coral Gables; 419 W. Causeway, Merritt Island, P. O. Box 562 Cocoa; and 112 E. Osceola, Stuart, P. O. Drawer 315.

The Bradenton firm of CROLL AND WILKINSON has been dissolved. DOUGLAS E. CROLL's new address is 205 Walcaid Building, Bradenton.

State Board...

(Continued from Page 19)

quent architectural practice. The second involves the legal means for protecting the public from operations of unregistered, therefore irresponsible—and often incompetent and unscrupulous—individuals.

Solutions to both problems are linked, to a substantial degree, to budgetary considerations. Currently, it appears that the Board's activities have been expanded to a point beyond which it is impractical to go without additional financial resources. The Board firmly believes in the basic principle of professional self-regulation which is implicit in the statute from which it derives its operating authority. Thus, it appears that any substantial enlargement of its present regulatory program must be financed by the architectural profession through an increase in registration and registration renewal fees. In fact, this course has already been suggested by certain thoughtful leaders in the profession; and it may well be that a future proposal will be made to the Legislature toward the end of



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setting a new maximum registration fee schedule through an amendment to Section 467.12 of the current statute.

In setting standards of technical competency, education and practical experience as prerequisites for registration, the Board has followed as closely as possible recommendations of the NCARB for two chief reasons. First, these provide a carefully considered method for testing the knowledge and abilities of candidates for registration. Second, conformation with NCARB standards enables candidates who gain registration in Florida more easily to gain registration in other states as well and thus provides a basis for a wider and more generally successful practice.

However, as noted above, Section 467.08 of the statute has restricted what the NCARB considers to be a practical minimum of practical experience as a basis for registration. The NCARB standard sets three years as a sort of professional internship for graduates of architectural schools. Currently Florida's law designates only a single year as sufficient; and thus the Board has no choice but to accept for examination those applicants who are otherwise qualified, but who lack the amount of practical experience deemed necessary by NCARB.

This condition is showing itself as unfortunate by the large percentage of failures at each examination session. It is showing as such also in the relatively large number of candidates who apply for re-examination after past unsuccessful attempts. This involves, of course, an item of considerable expenditure for which the Board must budget. But chiefly it is wasteful of the time and energies of Board members who must process and too often re-process applicants who are insufficiently prepared for architectural practice.

Improvement of this situation—and a consequent improvement, the Board believes, in the quality of future architectural service to the public—could come from a revision in Section 467.08 to provide the three-year term of practical experience called for by the NCARB. This would serve the public interest through improved technical standards; and it would also tend to reduce the severity of some problems of administration and technical routine the Board now faces.

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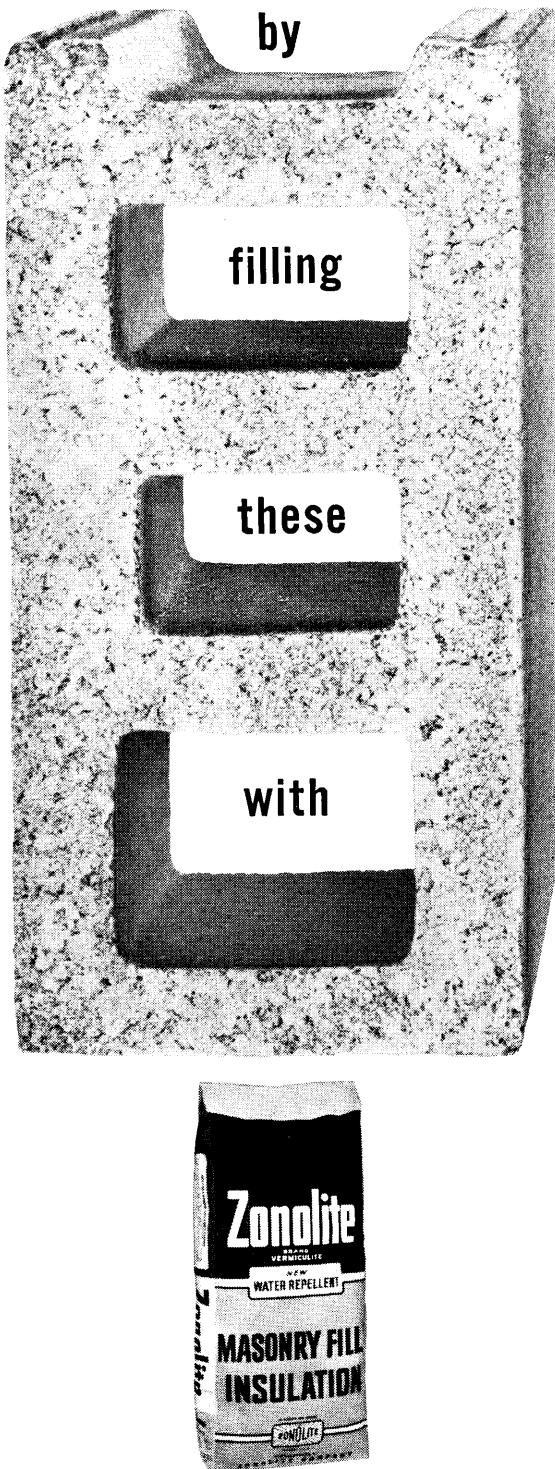


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Civic Ugliness...

(Continued from Page 6)

have been built in our country lately; not many public commissions for sculpture or murals have been authorized; very few museums, parks, botanical gardens or even zoos have been built since W.P.A. days. Any one of these could be a real project for a committee, working closely with schools of art and architecture to do studies of such projects. Instituting competitions and awarding prizes is a good way to inspire the widest participation.

Our present administration has sponsored the growth of the arts by associating itself with men like ROBERT FROST and AUGUST HECKSCHER, Special Consultant to the White House on the Arts. This sponsorship must be supported—and supported widely—by active committees. They should offer aid and endorsement to the appointees on matters concerning the arts in their own communities. This could lead to official national recognition of the arts as an aid to the survival of democratic life. Now is the time to show that freedom of



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expression in the arts is a national policy.

It is not difficult to envision influential committees creating an atmosphere in which discussion of esthetic values and responsibility is no longer considered bad taste—or slightly effeminate! Recognition of the creative individual is gradually growing in opposition to the "personality cult."

Can we also end this baffling contradiction: As long as a product or building "works" and sells, it is, by our distorted definition, "beautiful." What a frightening disregard for beauty as a desirable end result!

Broad public education and activity is needed to change this distorted definition. It must be changed and we intend to start work tomorrow, here in New York, developing the first committee on esthetic responsibility. I am certain you will respond when called upon to participate in this movement of national necessity.

I am sure that many have questions concerning the formation of committees. You are invited to send them to me at 200 East 37th Street, New York 16.

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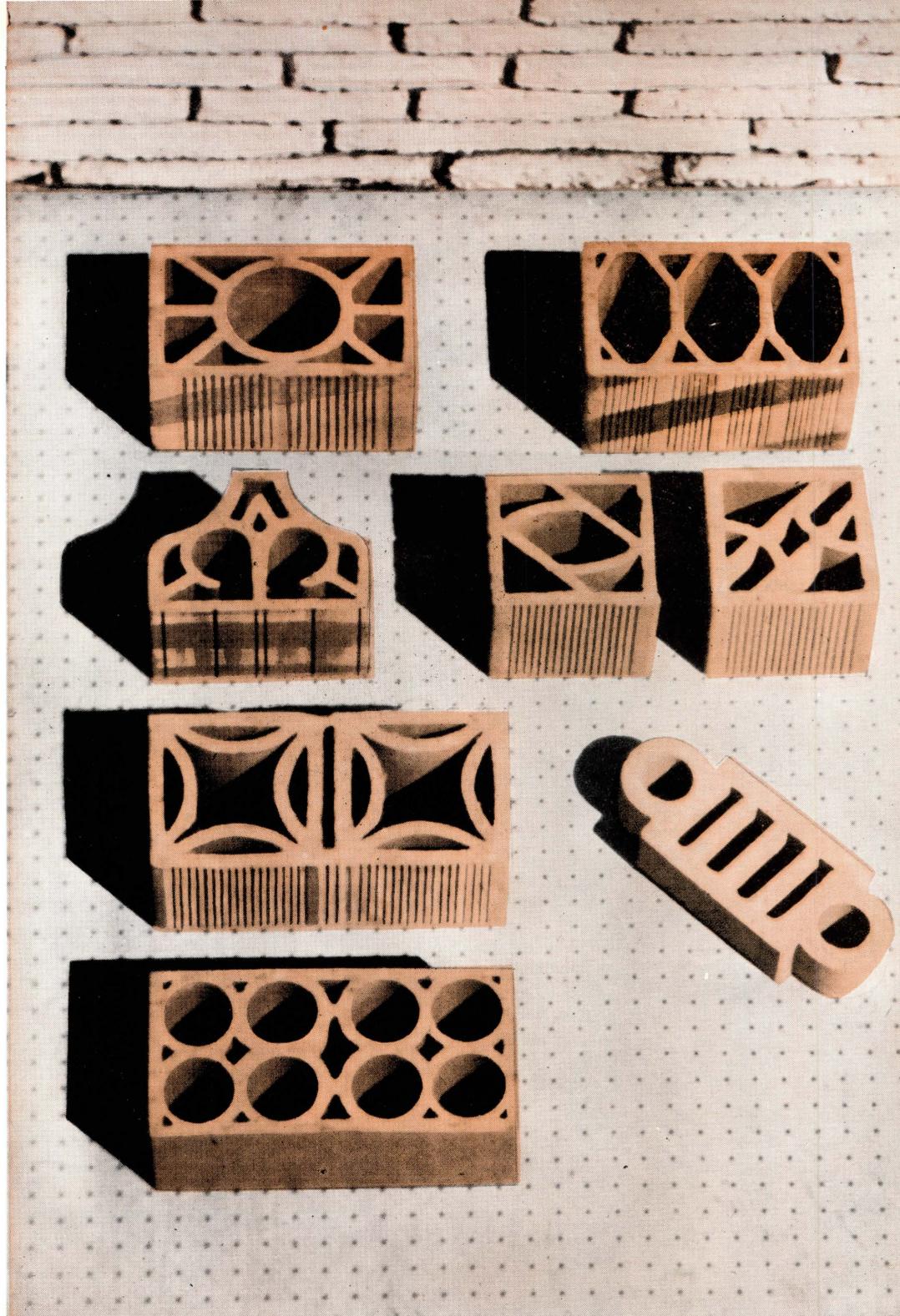


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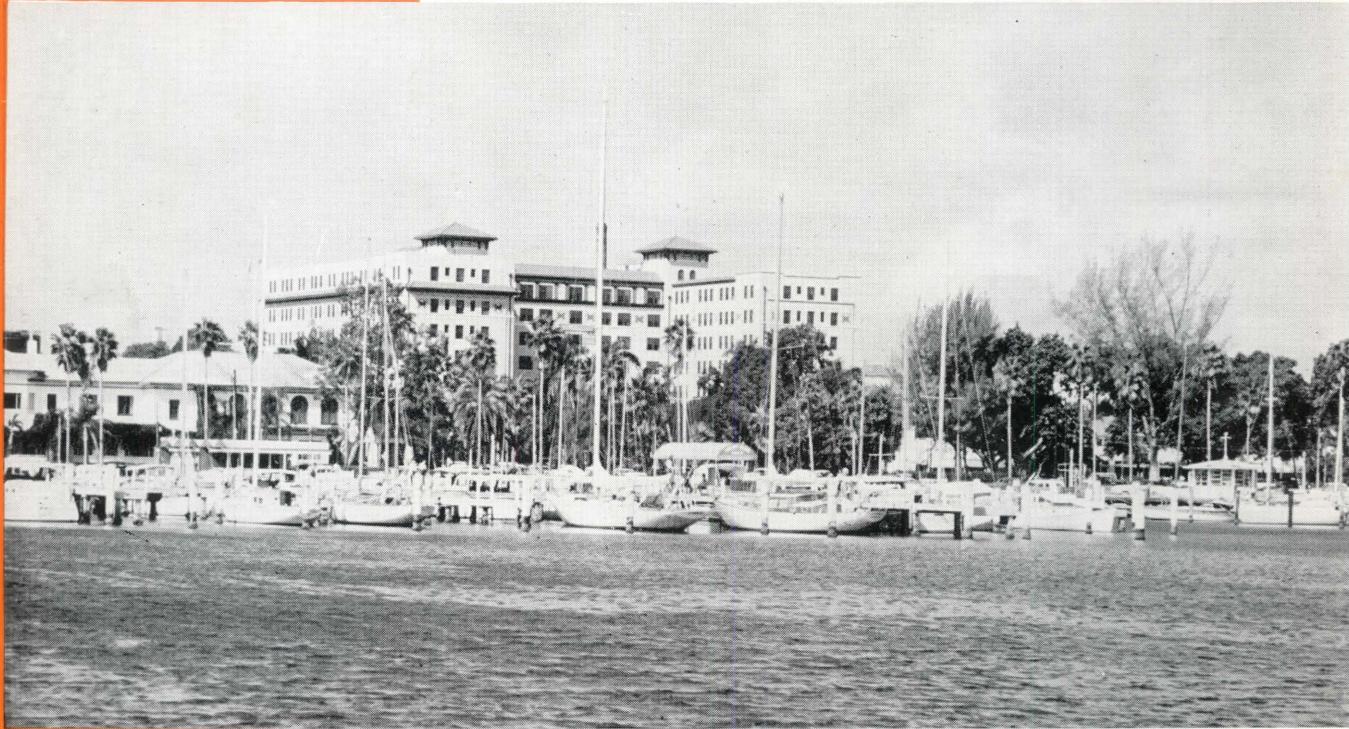


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