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The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE COVER . . .

This is a photograph by Ezra Stoller Associates of a rather remarkable "model" house in the burgeoning community of Palm Beach Gardens. It is Alfred Browning Parker's answer to the request, by Popular Mechanics magazine, for a "low-maintenance home for carefree living". More pictures and description of the house start on page 15.

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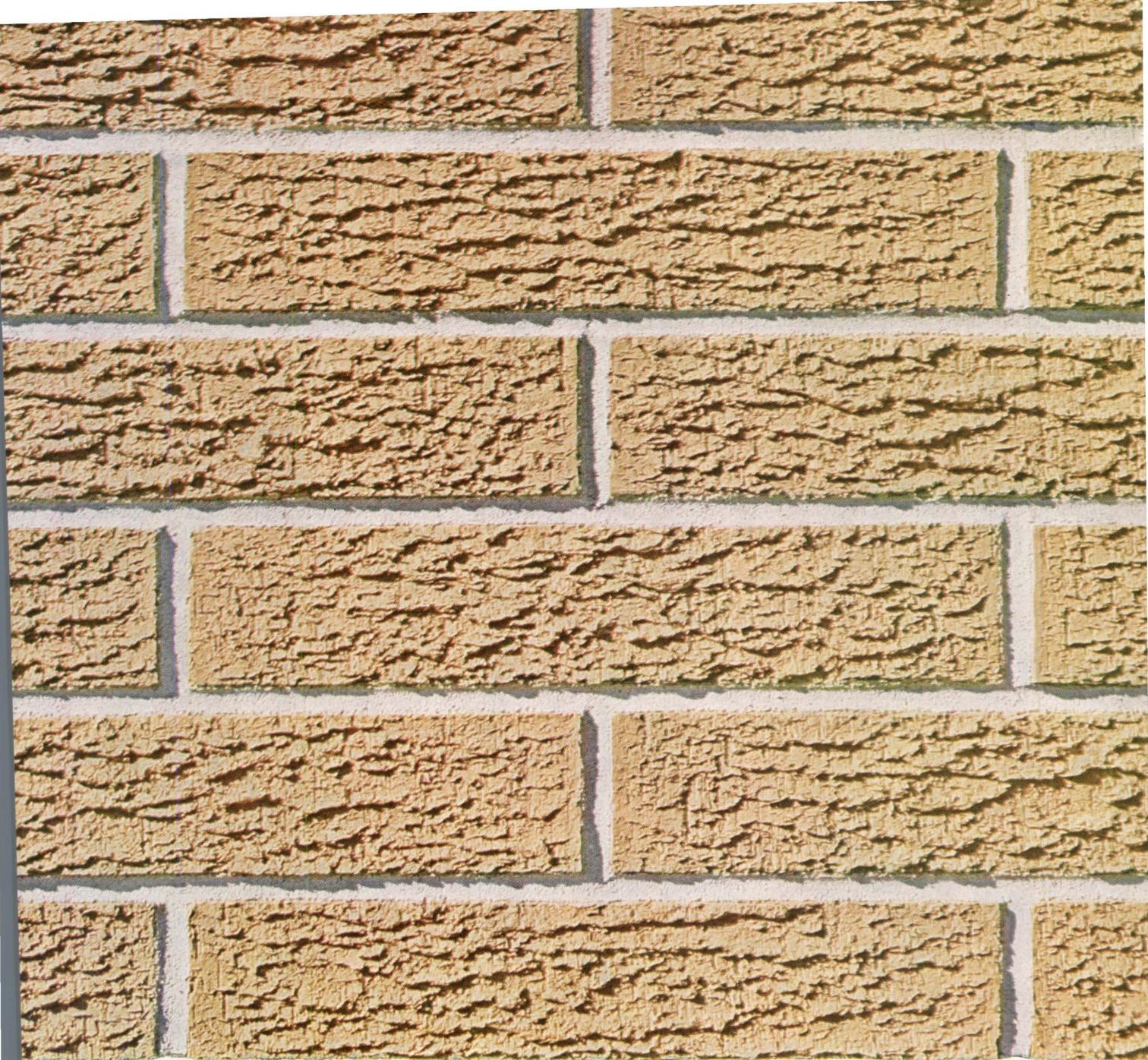
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VOLUME 12
 NUMBER 9 1962

THE FLORIDA ARCHITECT



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Merry Brothers

Brick and Tile Company

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Letters

Standardized Exams For Registration

EDITOR, F/A:

I am in wholehearted agreement with your premise "The Cure for the Cause is Care" and in general thoroughly agreed with your excellent editorial which appeared in the August issue of *The Florida Architect*.

It seems imperative to me that the examinations given by the various State Boards be standardized and that an important part of the examinations should be on administrative procedure and professional liability. In my opinion a number of questions should be based on various case histories of professional liability claims; and the necessity of utilizing competent consultants in specialized fields should be emphasized.

On the other hand, I am more or less in agreement with Ed Stone's contention as expressed at the New Orleans convention that what we need is more architects and not less of them. You may be interested in knowing that here in North Carolina almost every newspaper in the State has written an editorial within the last week criticizing the North Carolina bar for their examining board only passing 50 percent of those who took the bar examination this year. It is of course necessary that we must always remember that these State Boards are created for the protection of the public and that care must be taken by our profession to see that this premise is always adequately emphasized.

With every good wish.

A. G. ODELL, JR., FAIA,
Charlotte, North Carolina
* * *

Interama . . .

EDITOR, F/A:

Read your article and enjoyed it very much. Congratulations on doing an excellent job of presenting Interama from the architect's point of view.

ROBERT B. BROWNE,
Architect in Charge,
Inter-American Center Authority
* * *

EDITOR, F/A:

I was pleased to read the interesting and thorough manner in which you described the Interama project. I feel that you have sensed the basic philosophy of Interama as well as the

goal of our planning and design work.

As the Interama project develops into the building stage, we hope that you will have occasion to keep your readers informed of its progress. If we can be of any help to you, don't hesitate to call on us.

IRVING E. MUSKAT,
Chairman,
Inter-American Center Authority
* * *

EDITOR, F/A:

Personally, I feel that Interama will be the most outstanding project that has been undertaken in Florida—or, for that matter, throughout the country—to further our progress and relations with other nations. I am indeed looking forward to seeing this go for-

ward with a great deal of speed in the near future.

J. N. McARTHUR,
Miami
* * *

EDITOR, F/A:

It is with a feeling of pride that the present Board of the Inter-American Center Authority has been able to get the Interama project under way. We have the money in the bank and contracts are let for the dredging.

It is my humble opinion that this is one of the great events for our beautiful city and state. I believe that it will be everything that all of us have hoped for.

B. E. HEARN, SR.,
Miami

F. Graham Williams - 1886 - 1962

Architects throughout the southeast will be saddened to learn of the death, on July 13th, of F. GRAHAM WILLIAMS, chairman of the F. GRAHAM WILLIAMS COMPANY of Atlanta. He was a personal friend of many, particularly those in Georgia and the Carolinas; and the regard in which he was held was evidenced in 1955 when the Georgia Chapter, AIA, elected him an Honorary Lifetime Associate. He would have reached his 76th birthday on December 27 this year.

A native of Warren County, N. C., Mr. Williams moved to Atlanta in 1910 and started the building material business that bears his name. It prospered as a sole proprietorship until its incorporation in 1947. Originally the company handled only brick; it now has a widely diversified line of masonry and insulation materials and architectural metals.

In 1923 Mr. Williams started the long-famous annual golf tournament and outing for architects and draftsmen throughout the entire southeast. For almost 40 years this had been one of his cherished personal pleasures. Evidence of its regional popularity was the roster of the most recent event, June 8, this year. Some 85 hopefuls had registered for the golf



tournament; and Mr. Williams' guests at the traditional social hour and dinner totaled 275.

To all of these and to many more whose business affairs prevented them from attending this 39th Annual Outing the death of Mr. Williams will mean much more than the retirement of a generous and kindly host. It will mean the loss of an able, conscientious and cooperative business man—and of a warm and sincere personality whose creed was friendship toward every one he met.

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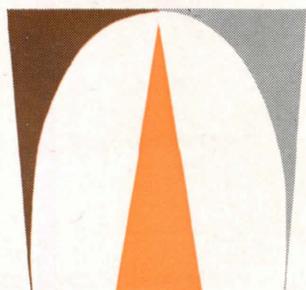
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Florida Central Adopts Resolution on Advertising

At its meeting in Lake Wales August 11, 1962, the Florida Central Chapter unanimously adopted a resolution relative to the advertising of architectural service. It was presented by ROLAND W. SELLEW, past president of the Chapter.

Here is the text of the resolution:

WHEREAS, the Executive Committee of the American Institute of Architects instructed its Public Relations Steering Committee to investigate and make a full-scale report as to advertising aimed at encouraging the use of professional architectural services, as reported in the A.I.A. Memo dated July 31st 1962;

AND WHEREAS, such report was presented to the Executive Committee at its meeting of July 14-15, embodying five means and an alternate scheme as to financing such advertising and consisting of the following:-

- (1) Additional dues,
- (2) Voluntary contributions from the

membership,

- (1) Creation of affiliated organizations, (tabled at the Dallas convention),
- (4) Cooperation with building industry manufacturers and suppliers.
- (5) Joint campaigns with other construction industry associations, and an "Alternative," whereby the A.I.A. might design various types and sizes of advertisements which could be offered to A.I.A. state and chapter groups in the form of mats at a moderate cost;

NOW THEREFORE BE IT RESOLVED, by Florida Central Chapter of the American Institute of Architects, as follows:-

- (1) That additional dues for this purpose is opposed;
- (2) That resorting to voluntary contributions from the membership is believed to be impracticable;
- (3) That, in view of the action at the Dallas convention, the idea of creating affiliated organizations for this purpose be abandoned;
- (4) That financing of advertising in cooperation with industry manufacturers and suppliers tends to

lower the prestige enjoyed by our profession and its individual members;

- (5) That joint campaigns with other construction industry associations falls in the same category as the idea contained in item (4) above.

BBE IT FURTHER RESOLVED THAT, Florida Central Chapter of the American Institute of Architects believes that the preparation of mats, as described in the "Alternative" proposal set forth above, is a practical scheme whereby Chapters or groups within the Chapters could finance advertising through their own resources in both an effective and economical manner, with control thereof within the immediate areas involved and through such media as might by them be determined;

BE IT FURTHER RESOLVED THAT, Florida Central Chapter submit this Resolution to the Florida Association of Architects and urge its adoption at the 1962 convention of the Association, and;

BE IT FURTHER RESOLVED THAT, a copy hereof be sent to the Executive Director of the American Institute of Architects by the Secretary of this Chapter.



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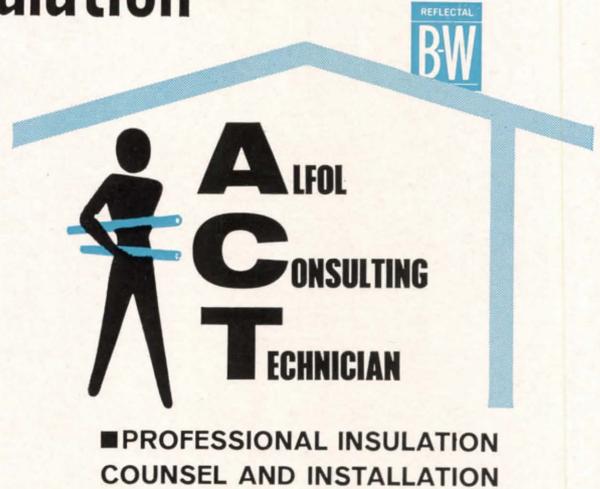
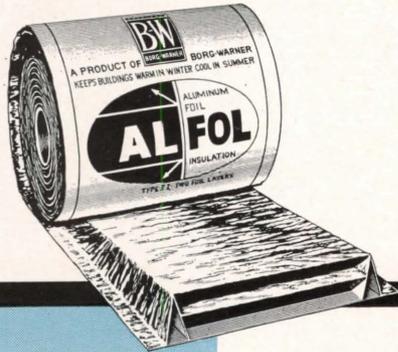
More and more today it's the quality "extras" that sell homebuyers. And concealed telephone wiring is just such a prestige feature.

Lifetime concealed wiring provides plenty of built-in outlets throughout the house... offers maximum flexibility in phone placement or rearrangement as family needs grow or change. And there's never any need to mar walls or woodwork with additional wiring.

Find out soon how easy it is to give your homes added sales appeal with concealed telephone wiring. Just call your Telephone Business Office.

Southern Bell
... Growing with the Future

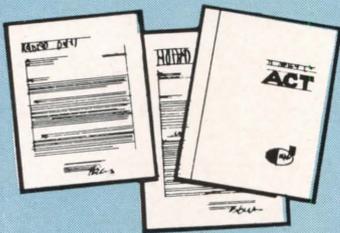
Yours from Borg-Warner... the most complete insulation service ever offered to homebuilders...



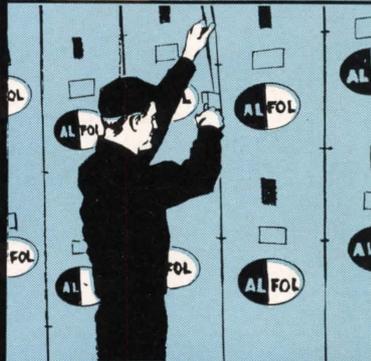
Qualified technical counsel . . . the know-how and willingness to provide reliable counsel on the technical aspects of insulation (performance values, etc.).



Unbiased recommendations . . . the integrity to do a thorough job of problem analysis, then suggest the best type or types of insulation for your specific needs.



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Here, at last, is the *professional* insulation service your operation deserves. And it's yours at no extra cost . . . through Borg-Warner's comprehensive new A.C.T. Program.

Offering a new kind of builder service, your Alfol Consulting Technician is geared to deliver *total* insulation service . . . from accurate job-analysis right through to warranted installation. Why not find out

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Send today for your free brochure describing the Borg-Warner A.C.T. Service . . . along with the name and location of your nearest Alfol Consulting Technician. There's no cost or obligation.



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Gasgram

SEPTEMBER, 1962

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MORE HOSPITALS turn to natural gas. Recently completed Daytona Beach Hospital enjoys perfect climate control -- summer cooling, winter heating -- with natural gas air conditioning. Putnam County Memorial Hospital, county-owned institution at Palatka, has converted boiler from fuel oil to natural gas.

\$100 PER MONTH is average saving on fuel bills of Wilson's Restaurant at West Palm Beach since it converted from electric air conditioning and cooking to natural gas climate control air conditioning and cooking. Owner reports about \$20 of saving is in maintenance costs he formerly had to pay to keep electric air conditioning system working.

ORLANDO'S NEWEST office building chose natural gas air conditioning on engineers' recommendation. Owner Richard L. Murphy of the Executive Building said: "After extensive feasibility studies, our construction engineers recommended natural gas to be more economical and more dependable, with lower maintenance cost." Building served by 110-ton gas unit.

15-TONS of natural gas air conditioning, recently installed, now providing perfect climate control, winter and summer, in fashionable North Bay Road home of Mr. and Mrs. Philip R. Consolo, Miami Beach.

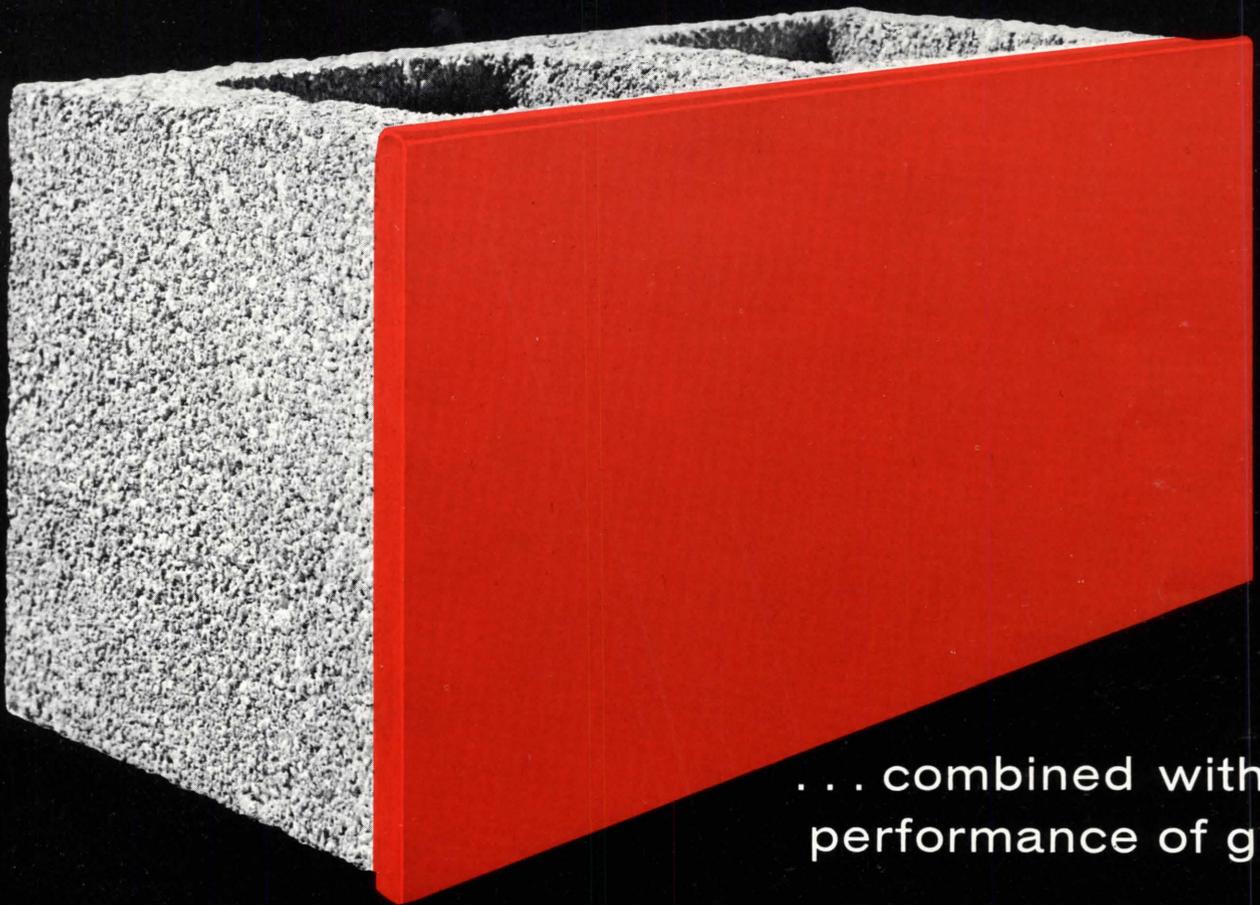
ANOTHER FAMED Florida restaurant, Freid's of Tampa, gives testimony on superiority of natural gas. Says owner Garry Freid: "The food looks better and tastes better as a result of the natural gas flame cooking. But economy and dependability score high, too. Natural gas is just naturally an all-around better deal."

GAS TURBINE will supply total energy for new 2,400-pupil high school nearing completion at McAllen, Texas. Turbine will supply both 60-cycle and 840-cycle electric current. Exhaust heat will be used to generate steam for heating and cooling. In Rio Grande Valley, where temperatures often soar above 100 degrees in late spring, summer and early fall, over-all thermal efficiency of 66% is foreseen for system. D. Dana Price, Houston consulting engineer, designed system.

NEW SUBDIVISION, Palm Beach County, will have 700 all-gas homes to be equipped to American Gas Association Blue Star specifications. All will feature natural gas cooking, water heating and central heating. Deluxe models will also have "patio package" with gas lighting and char-broiler. Florida Public Utilities will service development with natural gas.

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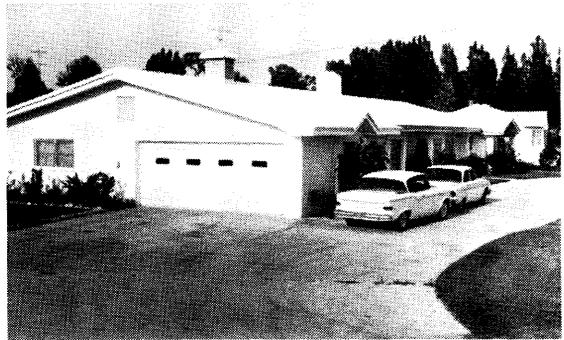
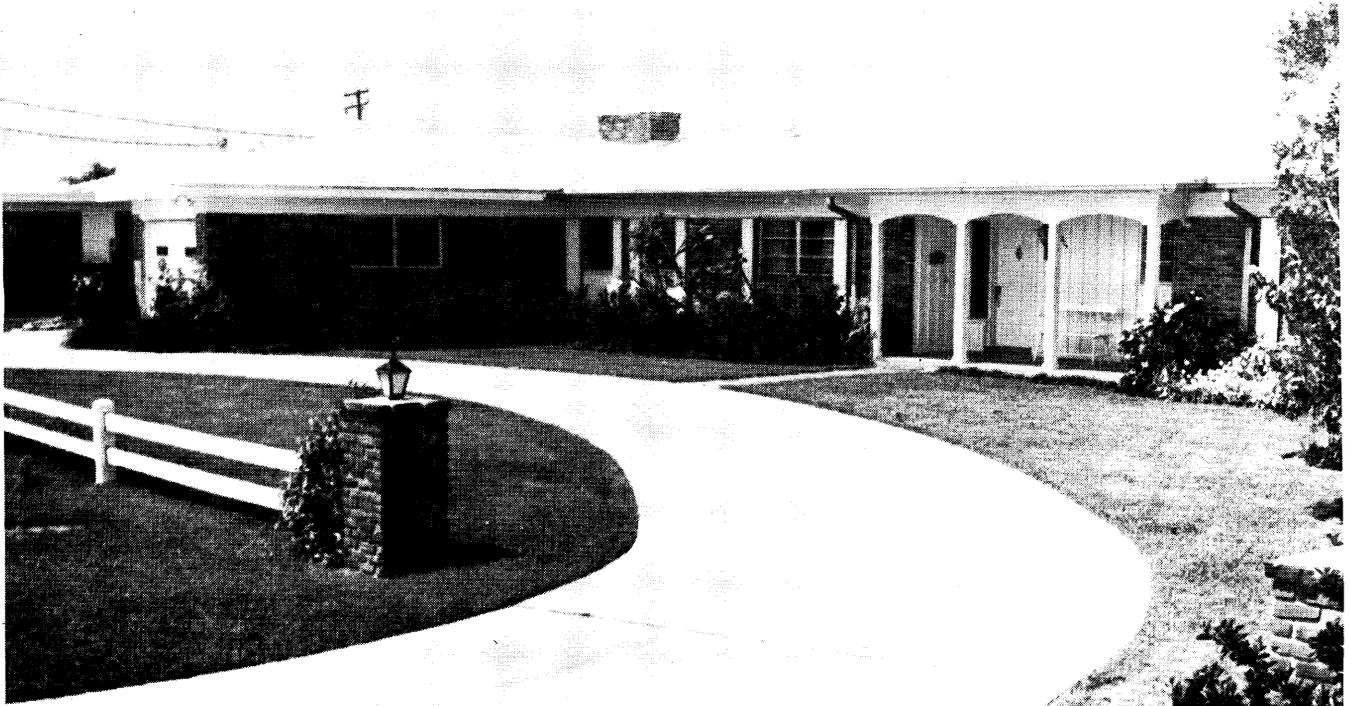
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THE FLORIDA ARCHITECT

Urban Destiny . . . and Organized Intent

Observations of city planners are often obscured by the crush of heavy statistics and a pontifical delivery. These penetrating and pungent paragraphs are the exception. First phrased as a guest-speech at the August meeting of the Florida Central Chapter, they merit attention of every architect who is at all conscious of the influence his professional activity may have on urban development —or the extent to which his professional effectiveness may be curbed by that development.

By FREDERICK H. BAIR, JR.

Architects and Planners — Common Ground

Architecture and city planning have much in common, and the area of common interest is growing. Both architecture and planning are efforts to apply reason to design.

Architects usually work from the specific to the general, starting with a structure and its immediate premises and broadening their interest to the near environment — the adjacent buildings, the block, the surrounding area. Increasingly, the most progressive architects are concerned with how a building fits with its neighbors, and with the visual, physical and functional relationships between groups of buildings and open spaces. From this, interest spreads to comprehensive planning for the entire city, and this has led many architects to become city planners.

The planner goes at it from the other end and meets the architect along the way. Usually planners are concerned first with fitting functional systems into a rational framework for the whole urbanized area and its urbanizing environs. From this he works toward detailing for subareas within the city, and eventually his concern centers on individual structures and their immediate premises.

Planners soon learn that broad brush strokes on an immense canvas are not enough. Architects soon learn that to design the individual building on the individual tract is not enough. And here they find themselves on common ground — although occasionally headed in opposite directions into each other's territory.

Another thing architects and planners have in common is that they are widely ignored by those who could profit most from their services. Most buildings bear no mark of the professional architect, and there are certainly few cities which show outward evidence of the efforts of the professional planner. This situation should change as urbanism advances.

Why Reason Has Run Last Until Lately

In the past, attempts to apply reason to design of buildings or of cities have often failed because the times did not encourage man's evolution from his status as a nonlogical animal. Man as an individual, in small groups or in circumstances where there is plenty of waste or few to endanger, has wide latitude for the exercise of nonlogic. In the time of the pioneer, a man could be a rugged individualist and move away from his mistakes, or be buried under them, without much effect on the neighbors or the nation.

In our urbanizing era, man is no longer an independent individual. He is found in larger and larger aggregations. In his cities, he is finding that he has made about all the mistakes he can afford. Logic is being forced upon him — or at least we can hope that the problems of urbanism will lead to nothing worse than the application of logic.

We could, of course, take advantage of our technological advances and in a moment of whimsy blow our cities into radio-active dust, leaving a few rugged individualists to start making mistakes at less sophisticated levels again. Unless there is some such sov-

ereign remedy, it is increasingly evident that sooner or later man will be forced to the painful extremity of applying systematic thought to his problems. And at this point architects and planners may find themselves in considerable demand, since they have been practicing this dark art in hidden corners.

How Society Becomes Socialized

It is an apparently inevitable consequence of population mass and urban clustering that we are going to see government becoming bigger and bigger and taking on more and more functions. This is not the result of a deep-dyed plot by the Russians nor a threat that Christianity will take over. It is a continuation of the socializing trend which brought man out of the cave.

Already we have socialized roads and socialized police and fire departments, socialized armies and navies, socialized water and sewer systems, socialized schools, socialized libraries, social security. We have, in many cities, socialized mass transportation and in large areas of the country socialized electric power. All of these things, without exception, have been private enterprise functions. All, without exception, became public functions because there was public demand for them. In our country it was democratic demand. The voters approved, and still approve, and approve increasingly, incursions into what were once fields of private enterprise.

We are going to have bigger government as a consequence of increas-

(Continued on Page 13)

Now you can sell **100% POSITIVE**

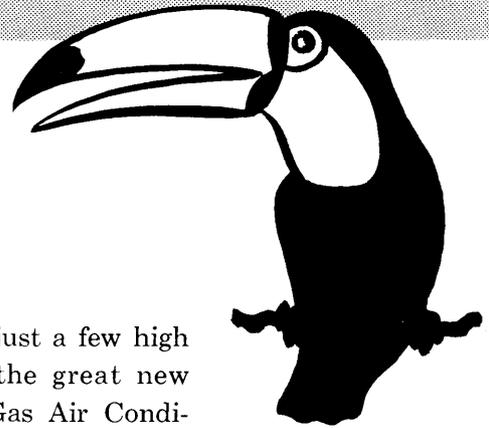
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TAMPA

Peoples SINCE  1895
GAS SYSTEM

Urban Destiny . . .

(Continued from Page 11)

ingly socialized, increasingly urban population. We are going to have increased concentration of power at non-local levels because we lack guts enough to do things for ourselves. Instead of levying local taxes to make necessary improvements, we run to county, state or federal sources for loans or grants. This inevitably raises county, state or federal taxes, and diminishes local self-determination. Again, the move toward increasing centralization is not the result of a plot by our enemies or by long-hairs in our midst. Instead it is our democracy, working as we make it work.

If it is Inevitable, Make it Good

I don't happen to like these things. I have a romantic attachment to the notion that, *if they will*, cities can do for themselves most of what needs doing. As a result of practical experience, however, I am convinced that most cities won't. The needs increase, the local government machinery creaks timidly along, things begin to fall apart, it is discovered that the city "can't afford" to do what needs doing, letters, phone calls and telegrams go out to the county, to the state, to congressmen and senators, to federal agencies, and government becomes more centralized. This is not the work of communist agitators or One-Worlders. It is our own work. We obviously want it this way, whether we will admit it to ourselves or not.

The question is *not* whether we will have bigger and more centralized government. This we have settled, wisely or not, in our own democratic fashion. The real question is *what we can do to improve the quality of that kind of government.*

If we are wise, each of us will concentrate our principal efforts in fields in which we can make the most useful contributions. As planners, our field is planning. Planning is increasingly an accepted function in local governments; and the manner of planning and what is planned for is increasingly dictated by federal and state governments. This is the price we have agreed to pay by saying that our cities can't afford to plan for themselves, or that they can't afford to carry out their own plans. Since plans in the past have been generally non-existent

or ignored, they have done little damage during the early part of the learning period.

Now there is the prospect that planning will increasingly have the full power and confidence of government behind it, at a time when the adolescent art is far from ready. This is an alarming and challenging prospect. As with other adolescents, planning assumes a vast amount of wisdom which it has not yet acquired. In a few places — Philadelphia, for instance — planning has begun to achieve the kind of maturity needed. But the exceptions are far from becoming the rule.

The Author . . .



FREDERICK H. BAIR, JR., is the editor-publisher of "Florida Planning and Development," a planning consultant to a number of Florida cities, a member of the American Institute of Planners and a keen, free-wheeling analyst of urban problems and possibilities. For some years he has served as Executive Secretary of the Florida Planning and Zoning Association.

Government is Ready for Planning — Is Planning Ready for Government?

Federal domination of planning — with states as intermediary agencies to assure conformity with standards — has produced a substantial number of local plans under the 701 programs. These plans follow a pattern which indicate some danger that sophomoric clichés of form and procedure have become the standard mold. As yet it is not clear whether much good or harm has been done.

As a parallel to what might happen, look at the public housing picture. Planners are frequently blamed for this, although in many instances com-

petent planners had very little to do with what went on. (Certainly planners share the blame in some degree.) In public housing, things went beyond the preparation of proposals. Government took off before it knew what it was doing, committed a number of gross blunders—expensive socially and financially — and having established the means for mass production, repeated the mistakes wholesale. At long last it shows signs of becoming aware of its errors and will probably start on another tack.

One of the problems of large government is that it takes too long to learn too little from too much. The forms and manuals are printed, the staff is trained, and the procedures are established, the wheels are turning, the IBM cards are punched and it is easier to repeat mistakes than to correct them.

I have spent a considerable amount of time discussing the place of planning in government because higher-echelon government, and particularly federal government, appears likely to dominate the field of local planning in the future. This means that the campaign for improving local planning approaches must be directed at the federal level, and it is important that the action be prompt. But before we start moving for reform, what reform should we move for? Here's where we run into trouble: Let's review some of the deficiencies of current theory and practice.

1. We spend too much time planning for an unknown long-range future, not enough in planning for a known present and a partly discernible near-range future.

2. We plan for the future as though it would be a simple projection of the past, as though we knew what the problems of the future would be, as though current ideas as to desirable solutions would fit with the desires of people who will have different standards, different aspirations, a different way of life.

3. We plan too narrowly, with undue concentration on physical development, insufficient attention to social and economic consequences.

4. We focus too much attention on the Master Plan, not enough on planning as a continuous process of relating new knowledge to new problems or changing problems.

(Continued on Page 14)

Urban Destiny. . .

(Continued from Page 13)

5. In our planning, we ignore the potential effects of technology.

6. Too much of planning is a defence of the obsolete, a protection of the status quo with outmoded weapons.

That is quite a handful of charges. It would be easy to add more, but we'll do well to get through with partial substantiation of this lot.

Long-Range Planning and Population Prediction

It should not be too difficult to reach agreement that we can't predict the long-range future with a sufficient degree of accuracy to be useful for long-range planning. The easiest way to demonstrate this is by reviewing the success or failure of population predictions. Surely we would *have* to know within reasonable limits what the population of the city of the future would be if we are going to plan in any detail for the city of the future — and equally surely, we *can't* know.

If you doubt this, look at the history of population prognostication in this country. Both national and local projections have been hopelessly cockeyed.

Nationally, during the '30s there was a decline in birth rate which led our demographers to a virtually unanimous opinion that growth was finished in the U. S. In 1938, the National Resources Planning Board concluded: "*The transition from an increasing to a stationary or decreasing population may on the whole be beneficial to the life of the Nation. The gradual decrease in the proportion of children raises problems of major national interest.*"

Came then the war, a revolution in the economy and a flood of births. But the conditioning of the '30s outweighed current facts at the Bureau of the Census. In 1947, when we were under major strain on the diaper supply, the Bureau issued new estimates indicating in the most optimistic upper range that we might conceivably reach 185 million by 1975. (This figure was passed in 1961.)

"*The outlook after 1950,*" says the report, "*is for a continuation of the long-term decline in population growth, both in absolute numbers and rate. Moreover, the population will reach its maximum size and will begin*

to decrease unless heavy immigration is resumed."

Comparing what was considered to be the most probable figure with what actually happened, four years after 1947 we were well past the 1960 prediction, six years later we were at the 1970 estimate, and in 1955, eight years after the report, we were past the 1990 ultimate maximum and were beginning to get our second wind. We are currently adding about 3 million per year.

Although the 1947 study does not advocate a large increase in numbers, it suggests that measures could be taken to insure this objective: "*While there is no immediate prospect that the United States will adopt a national program designed to maintain or increase the birth rate, and hence to affect the future growth of the population, it should be remembered that such programs are already in effect in Canada and several European countries.*" This report was written by eminent experts deafened by preconceived notions to the squalls of mounting numbers of grandchildren. Private enterprise, through unremitting efforts of our returning heroes, maintained and increased the birth rate without federal intervention.

In 1955, the Bureau of the Census issued "Illustrative Projections of the Population by States — 1960 and 1965," with seven ranges of figures based on various assumptions. Comparison of 1960 census counts with what had been projected reveals that in a five-year span the projections were so far off as to be virtually useless for planning or other purposes. Falling completely outside the ranges were the U. S., three of the four major regions, seven of the nine subregions, and 34 of 49 states (counting D. C. as a state). For the District of Columbia, special techniques developed by local planners were used. The figures for the District set a record for short-term error.

On local forecasts, accuracy is generally worse than for national, regional or state. Research on predictions at the local level indicates an average error of more than 50 percent in 20 years on amount of change projected, without much choice in the direction of error.

We have not improved our techniques and we have not learned caution. You may say that since we have underestimated generally during the past three decades, all that is neces-

sary is to adjust our sights upward in the future. Pause a moment on that, or you may add another to the string of theories which have been exploding like firecrackers.

Coming on we have the largest cohort of persons in the main child-bearing age groups in our history. We have also growing alarm about overpopulation and we have wide dispersal of contraceptive methods. We have a population increasingly sensitive to security. It is worth noting that the marriage *rate* (which appears to have some correlation with births) dropped during the minor recession of '58 to the lowest point since 1932. So we can say with complete assuredness that in the period between 1965 and 1970 there is a 50-50 chance that, all things remaining equal, there may be 15 million births or there may be 30 million births, give or take 5 or 10 million. Don't make that more than an even money bet.

Our chances on useful long-range prediction on a lot of other things are considerably worse. On population and on other matters, one of the most important objectives is to advance the science and art of planning to the point where we find out faster when we are planning for the wrong thing.

The future will not be a straight-line projection of the past. It will follow interesting and unexpected curves. Planners are unlikely to get far ahead of it. The least they can do is to turn as closely behind it as possible. Otherwise they will be carried into the ditch by their own momentum — and being planners, will call for the world to follow. If the world is being pushed by massive governments, it may.

Planning Objectives

The history of what planning we have had should have taught us that if we plan too far ahead, we will be planning for the wrong thing.

In "*And On the Eighth Day,*" I have played with this idea in some detail. Planning objectives for 1905, 1935, 1960 and 1980 are set forth under a heading in the form of a chorus. The heading goes like this: "*Every city should have a Master Plan, bold, imaginative, flexible, to guide its development so that by the end of twenty years it becomes a thing of Beauty, Order and Convenience, fitted to its time. Certain basic principles should guide the preparation of the plan.*" Taking these basic prin-

(Continued on Page 28)



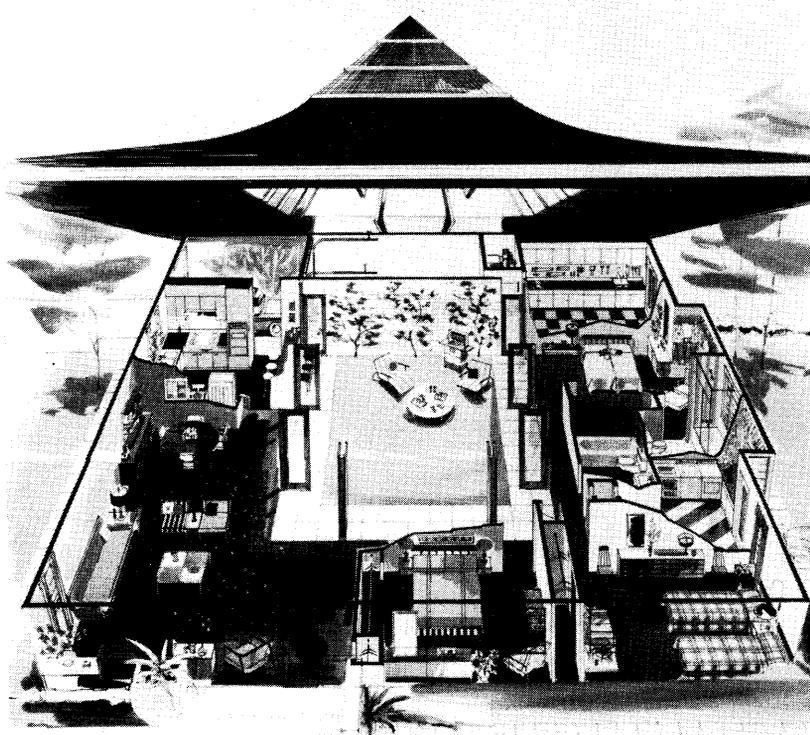
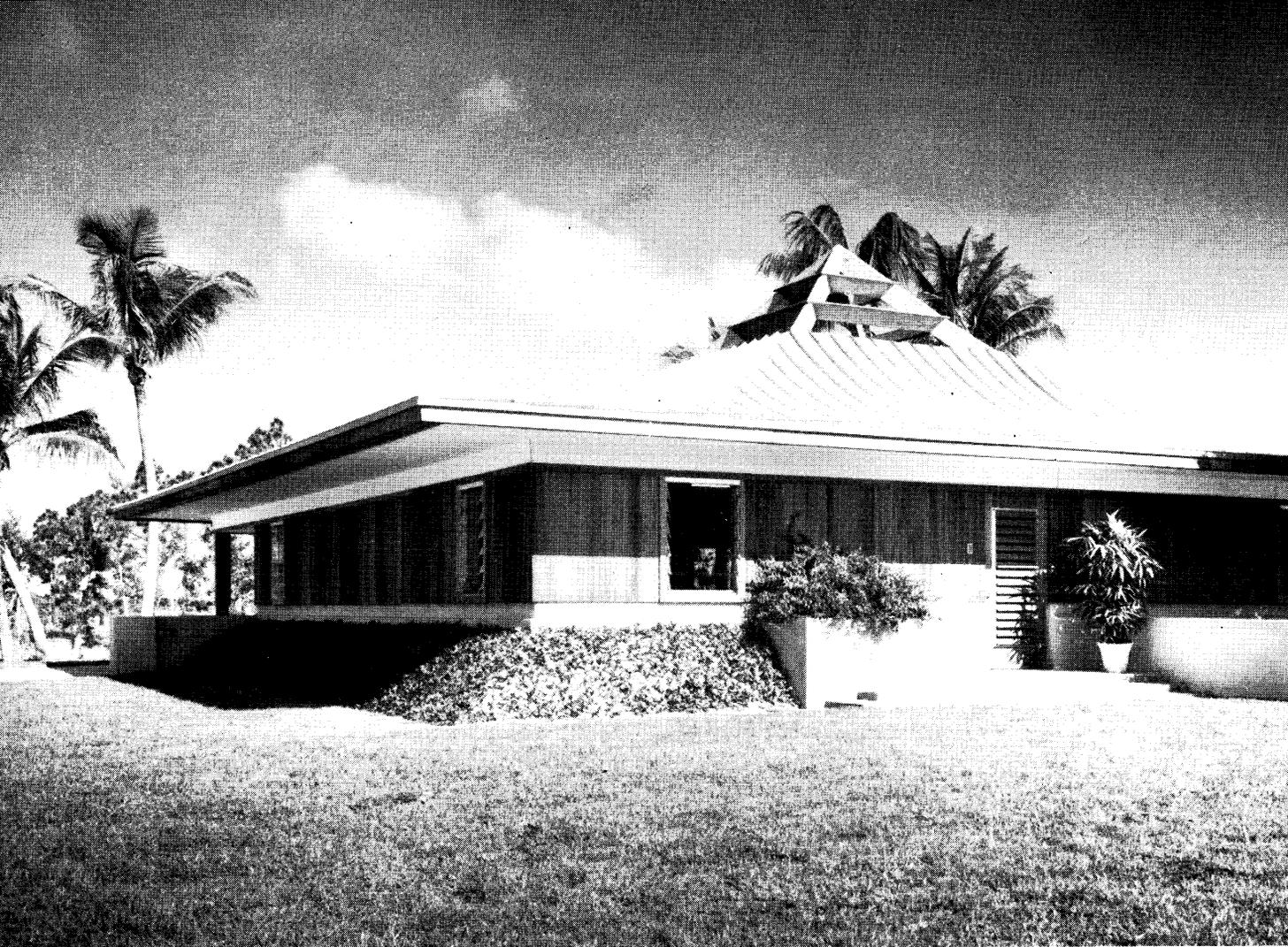
House With A Florida Atrium

ALFRED BROWNING PARKER, FAIA
Architect

This is an unusual house on a number of counts. First, it was commissioned by *Popular Mechanics* magazine as a "low-maintenance home for carefree living." Second, it is a model house for a thriving real estate development — Palm Beach Gardens, on the northwest outskirts of West Palm Beach. As such it can be duplicated from a set of complete plans and specifications available from its sponsors for \$50—or can be adapted to varying family requirements to the extent of several "alternate" room and equipment arrangements.

Most importantly, however, it is anything but a "project" or a "builder's" house. On the contrary, it is earmarked by the meticulous attention to design concept and detail for which its architect has become famous and is probably destined to receive a citation in some future design awards program. But it is not a small house; and its duplication on a regular contract basis could hardly be held in the low cost bracket, however economical the price might be in view if the livability values produced. Total area under roof is 4,523 sq.ft.; the total living and





working area is 3,409 sq.ft., and the total enclosed living area is 1,919 sq. ft. Unit costs in the lower East Coast area for construction comparable to that of this house have averaged about \$15 per sq.ft. for fully enclosed living areas and from \$8 to \$10 per sq.ft. for roofed-but-open or semi-enclosed areas.

Use of an inner court—a sort of atrium around which living and service areas are ranged—is more than a *tour de force*. It actually creates an outdoor area (since the atrium roof is open to the weather) inside the house. There is provided complete freedom of family action with the blessing of utter privacy. And thus also are eliminated the clichés of fish-bowl glass walls on the exterior. It seems a good trend—freedom within, a demure conservatism without. Wide-jalousie windows provide needed exterior light and ventilation in every room; and these are well shaded by a five-foot roof overhang on all four elevations.

As built and shown here, this is



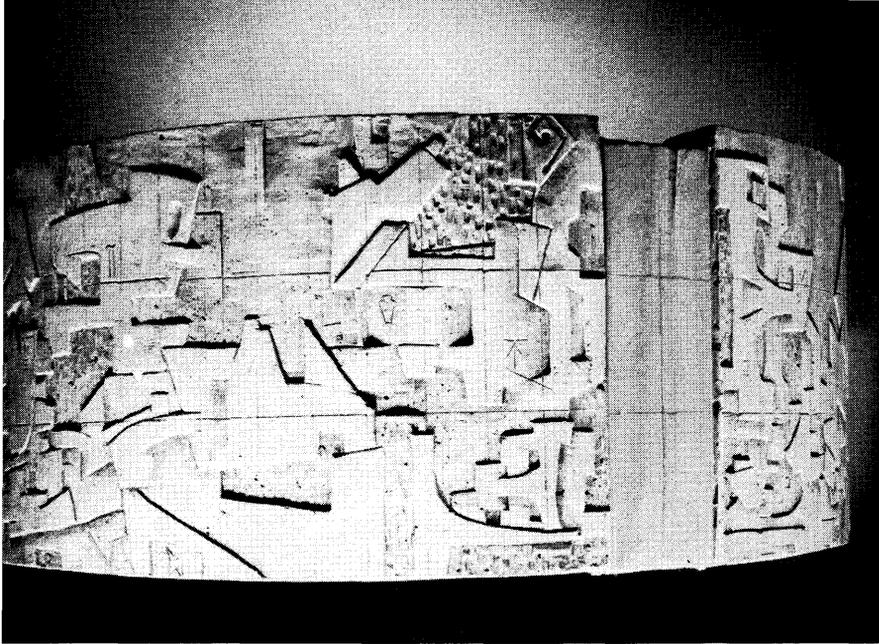
Photos by Ezra Stoller Associates

three bedroom, two bath house with laundry between two of the bedrooms. There is a shop and a one-car garage in addition to the carport. The living-dining area is L-shape and opens directly on to the atrium, as does the master bedroom that faces the kitchen across the atrium. In an "alternate" version, the laundry become a fourth bedroom, the carport becomes a utility room—for a laundry shared with a half-bath—and the garage becomes a double carport. Plans also provide for an optional open fireplace and for a basement where climate and terrain may make this desirable. The atrium can be paved-and-planted or made into a swimming pool area. And the low-screened roof opening above the atrium can be weather-proofed by glass or plastic panels. In either version, the house is air-conditioned.

Structurally, a masonry wall 30-inches above the floor surrounds the house. On this is wood framing. Exterior sheathing and interior paneling are of redwood.



Tradition and



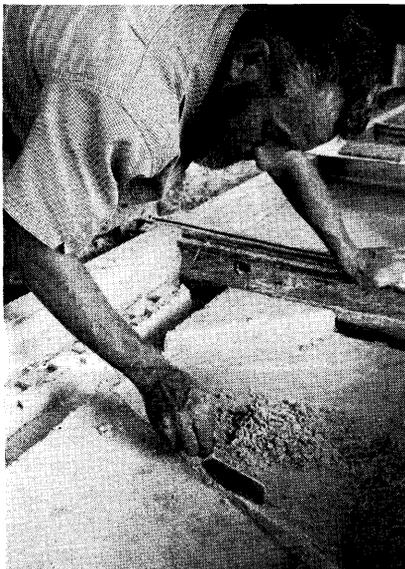
Historically the integration of plastic and graphic art with architectural design has been a significant measure of great buildings. But the traditional collaboration of artist and architect has been—with some notable exceptions—generally lacking in contemporary work. Now a new type of sculptural art suggests that this condition can be overcome within the present-day limits of building economics. It is "sand-cast sculpture"; and its first use in Florida is on the Auditorium for the new Miami Beach Library.

In ancient Greece during the fifth century B.C., there were two architects who had a problem. The triumphant leader of their nation had designated them to design "a temple of enduring beauty" to honor the Goddess Athena. Ictinus and Calliocrates, GIA, took their commission seriously. They came up with a magnificent design, then topped it off by inviting the sculptor, Phidias, to supervise the carving of vast friezes which multiplied the splendor of their temple. A few eyebrows were raised at this invitation to a colleague, but those few were lowered when the Parthenon was completed.

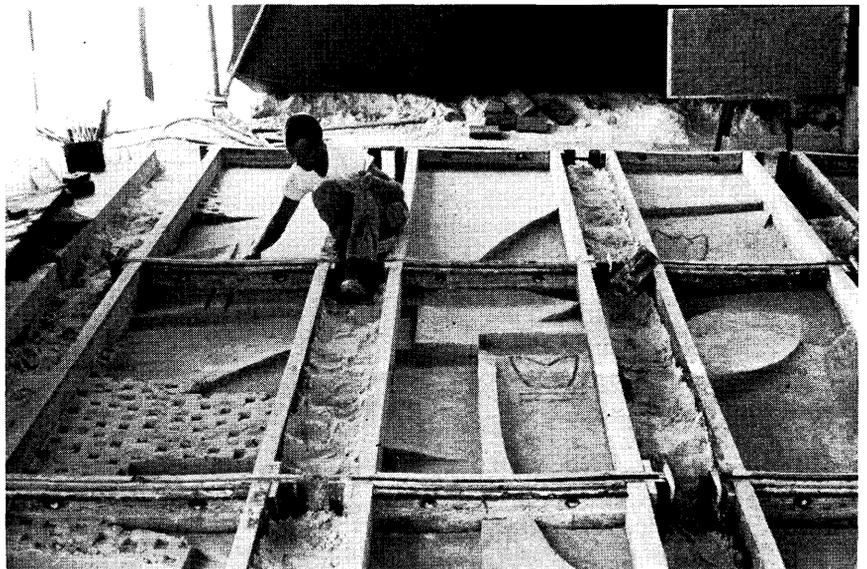
In those days it was not unusual to tap a source of creativity outside the profession. In other historical periods it was also a natural practice, and then again for hundreds of years the relationship became estranged. Today a new awareness portends renewed kinships. The reasons are apparent.

Today's architect is faced with a unique challenge. He has been freed

Production of Sand-cast Sculpture . . .



1 . . . The sculptor models his design in wet sand—in a reverse relief so casting will conform to sketch.



2 . . . Panels are formed on a casting bed and the sculptor's assistant checks the design of each against detail drawings to make certain that each element is correct in form and depth before the final casting in concrete.

Experiment in Architectural Sculpture

By JOAN GILL

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from traditional dogmas by new materials, new methods, new thinking; and he must rely more and more upon his personal vision and individual style. He must use every resource available to him in order to accept the increased responsibilities of his freedom. Realizing the situation, both his profession and the public have urged him to review his esthetic standards and judgments. At the same time, as perhaps never before in modern times, his profession and the public are lending support in this movement to see the architect become the true "environmental shaper" of his times.

This is where the lesson derived from Greek architecture becomes pertinent and significant. There are instances when an American architect can follow the earlier precedents of his historical inheritance and call upon a sculptor or artist, as colleague or consultant. Contrary to belief, there are artists and sculptors who recognize the demands of contemporary architectural thought, who can

design and execute their work according to modern methods and building practice.

Perhaps they are few, but there is a good example of one of this breed in Miami, Florida. His name is ALBERT VRANA and his architectural sculpture girds the cylindrical exterior wall of the new Miami Beach Public Library auditorium. A. HERBERT MATHES, AIA, who designed the library, conceived the idea of having a sculptured exterior for the library auditorium—a two-story drum that stands apart from the main building, connected by a walkway—and began to make inquiries, nationally and locally, to find an artist capable of handling the job. He met with several artists before he was introduced to Vrana.

Sculptor Vrana showed no difficulty in talking the language of the architect; blue prints and renderings were no mystery to him; a reference to Sweet's brought no suggestion of chocolate to his mind. Vrana comes from a family of contractors. He ran his own business on Long Island prior

to moving south eight years ago to open a sculpture studio. He knew what was necessary for the design and execution of a concrete bas-relief (157' around, 20' high). Mathes explained what he envisioned; Vrana agreed to accept a retainer fee to prepare a design for the rotunda.

Vrana made sketches, drew up a scale design, then translated this into a three-dimensional model, precise in every detail. He called his work "The Story of Man," a theme agreed upon by architect and sculptor as appropriate to the total design concept.

"This library is created to contain a record of man's relationship to his environment," he wrote at that time. "I have chosen, therefore, the idea of portraying the development of man—past, present, and future—through the use of symbolism."

Mathes approved the design; they presented it to an enthusiastic Library Board; the Miami Beach City Council accepted it. The architect was given his contract, but the case

(Continued on Page 20)

Photos by Hank Koch



3. . . . Workmen prepare the sculptured beds for concrete which is reinforced to meet structural needs.



4. . . . After the concrete pour, panels are cured to movable strength, numbered for identification with a master drawing, washed of surplus sand and stacked in sequence until completely cured and ready for installation.

Architectural Sculpture...

(Continued from Page 19)

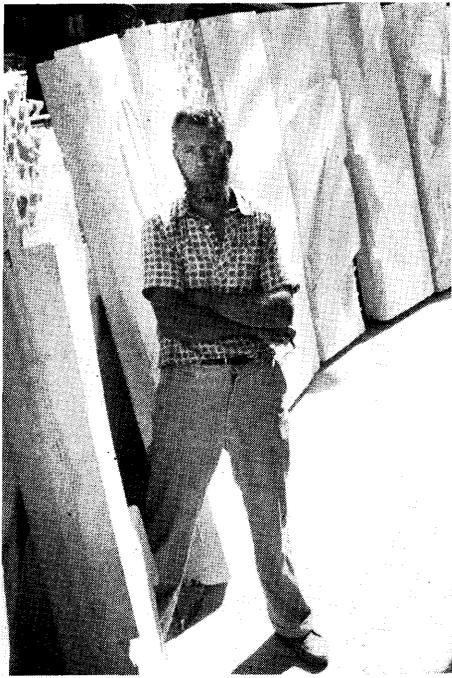
was not closed. The city officials were suddenly faced with the fact that there was no precedent for drawing up a contractual agreement between the city and an artist. Was an artist reliable enough to handle public funds? To counter this speculation, Vrana presented a favorable Dun and Bradstreet rating. The usual image of the artist took a giant step forward. When he produced a performance bond for the full amount of the contract, the City of Miami Beach hired its first artist.

Vrana sub-contracted to a concrete firm on whose grounds he set up his molds for sand casting some 180 panels to his design. In spite of the fact that each panel (6'-8" x 2'-8") was individually carved and cast by the sculptor, he worked to a production schedule that enabled him to fulfill

his contractual obligations. Working carefully to achieve the textural qualities that met his artistic criteria, he was also alert to see that the reinforced concrete panels conformed to the legal and engineering requirements of routine inspections.

The results have been astonishing. For, by eliminating the monotony and restrictions of rigid molds, Vrana's work took on the context of major sculpture. With strong contrasting forms and sharply defined lines, "The Story of Man," encircling the rotunda, has the mellowed look of old stone carving.

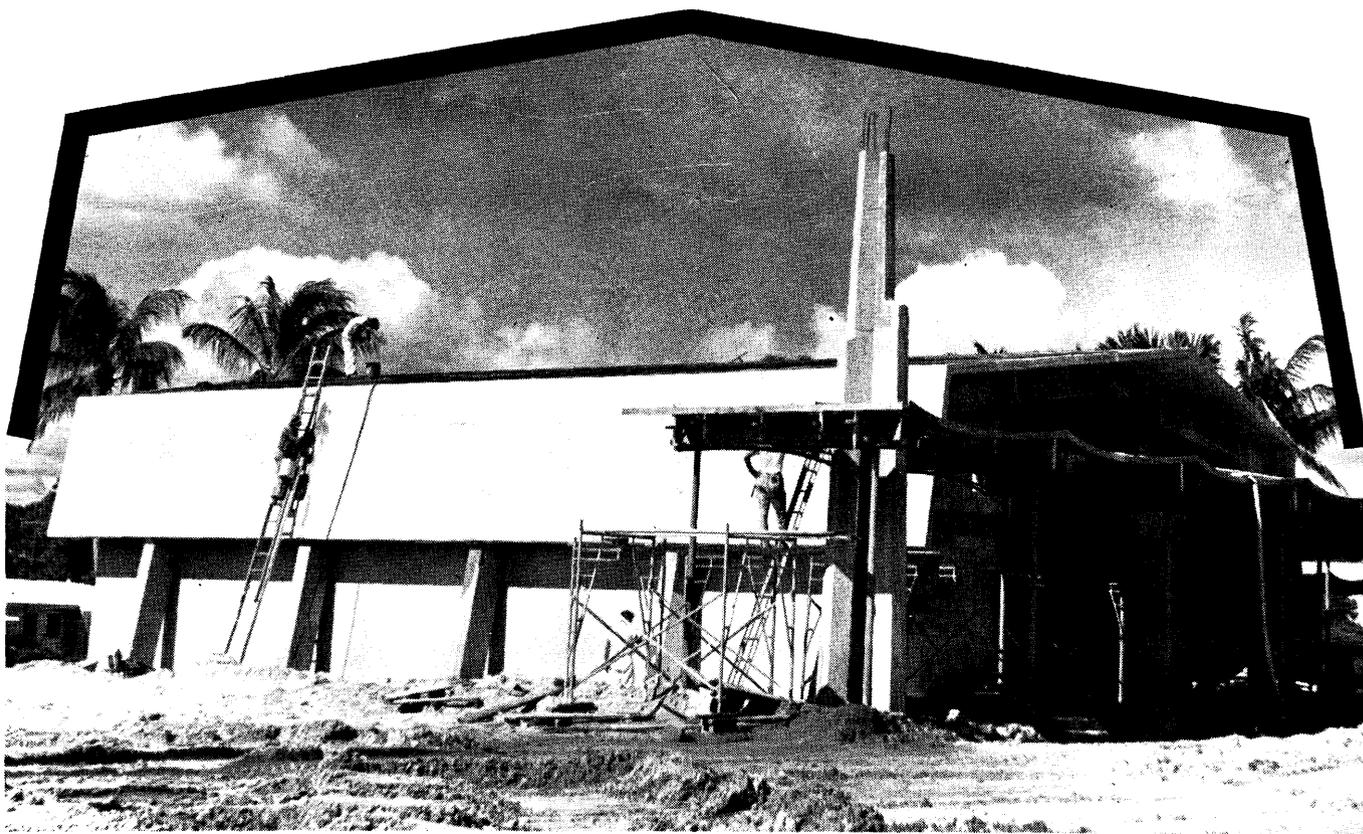
Economically and structurally sound, this monumental sculpture-in-the-round stands as a testimony to tradition and experiment in the tremendous field of architectural sculpture. Given an enlightened and capable artist, the contemporary architect can realize a vision that takes its roots from ancient times.



The sculptor, Albert Vrana, and some of the finished panels of his abstract design.

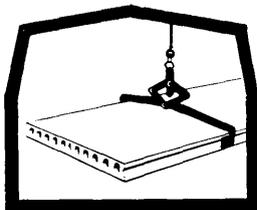


The almost-completed auditorium has acquired the mellow look of a stone-carved structure through the sand-cast texture of the concrete. Yet the modeled symbolism is as modern as the casting technique of the concrete panels in which it was executed.

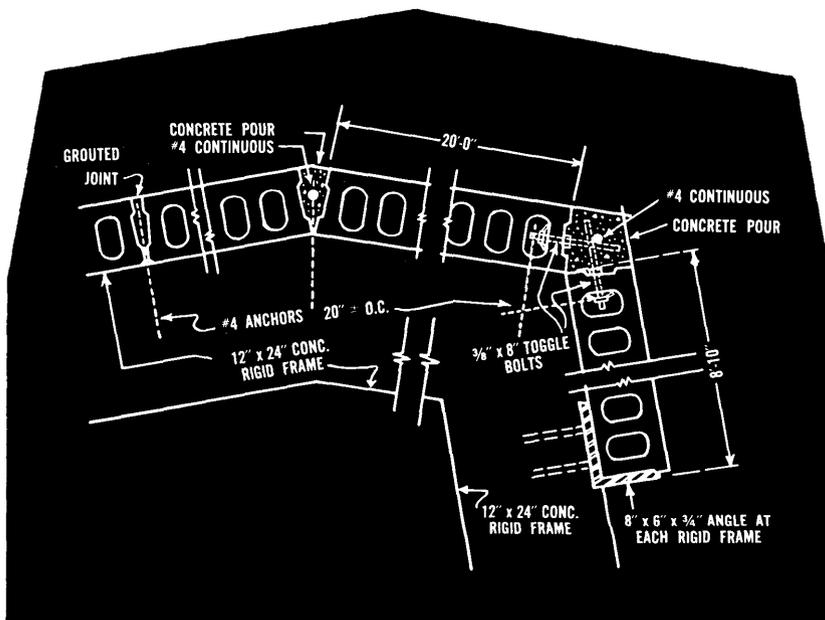


HOUDAILLE-SPAN USED ON WALLS AND ROOF RESULTS IN AN ATTRACTIVE, STRUCTURAL "SKIN"; MEETS BUDGET REQUIREMENTS

■ The Ascension Lutheran Church, Boynton Beach, Florida, is an outstanding example of the imaginative use of prestressed concrete planks. The design called for a concrete bent framework sheathed with HOUDAILLE-SPAN . . . one of the first uses of the product in this area for wall construction. Simple steel angle brackets, 19' 6½" maximum length, support the horizontally placed slabs which range in length from 9' 3½" to 16' 4". The dimensional stability of the machine-produced units permitted accurate connections at eave and where walls meet roof. The flat slabs serve as both roof and ceiling . . . the finish on the roof being a sprayed on, fluid neoprene-based roofing. The underside of the slabs were sprayed with acoustical plaster for an attractive ceiling finish.



In this instance, the architect selected HOUDAILLE-SPAN to achieve an economical, structurally sound and aesthetically satisfying edifice. Perhaps your next project can be improved through the application of HOUDAILLE-SPAN. We'd be pleased to discuss the possibilities with you.



The Ascension Lutheran Church, Boynton Beach, Florida. ARCHITECT: James Ferguson, Coral Gables. ENGINEER: Robert L. Crain Associates, Miami. CONTRACTOR: William Q. Hays, Boynton Beach.

(Say "Hoo-Dye")

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News & Notes

Hospital Seminar . . .

Planned for next month — October 25-26 — is a two-day seminar on the design of functional hospitals and nursing homes. Location will be the auditorium of the Florida State Board of Health, 1217 Pearl Street, Jacksonville. Registration fee is \$10 per person; and applications should be addressed to Walter Schultz, AIA, P. O. Box 4850, Jacksonville 1.

The seminar is being co-sponsored by the FAA, the FES, the Florida State Board of Health and the Hospital Division of the Florida Development Commission. It is open to all architects and engineers who may be interested in up-dated technical information on the design of an increasingly important series of building types. The roster of speakers — to be announced next month — will include specialists in health service building equipment as well as planning.

Sessions have been planned consecutively so all may be attended. Subjects for presentation and discussion include: health agency functions and relationships; environmental health factors; regulations, codes and standards; functional design elements of hospitals and nursing homes; site planning and selection; long-range project planning; safety factors; and mechanical systems, including those involving air conditioning, communications and electrical equipment.

Though a substantial attendance is anticipated, the seminar committee has not organized housing accommodation facilities. Those planning to attend the conference should make their own hotel reservations.

Convention Notes . . .

By the middle of this month architects throughout the state will be receiving specific information regarding the forthcoming FAA Convention — and with this a hotel reservation form. The Convention Committee of the Florida Central Chapter urges that the reservation forms be completed just as soon as they are received. Experience has shown that pre-registration is of great advantage to everyone; and since hotel space is always limited, preferences must be allocated on a first-come, first-served basis.

The Convention Committee is now



1962 CONVENTION CHAIRMAN
Dana B. Johannes, Florida Central Chapter, is in general charge of the FAA's 48th Annual Convention to be held November 8, 9, 10, 1962, at the Soreno Hotel, St. Petersburg, Fla.

terest for conventioners. Included in the exhibitor roster are a number of product and trade associations. Their purpose is to provide information, both general and specific, about a wide range of materials, products and services which form the basis for architectural specification and thus have a direct influence on architectural design. Convention planning has emphasized the informative value of the product exhibit by allotting a generous amount of time during the three-day meeting for discussion with exhibitor representatives.

Information regarding details of the Convention program is available from the FAA's administrative office, 414F Dupont Plaza Center, Miami, FR 1-8253.

U/F Symposiums . . .

The Department of Architecture of the U/F at Gainesville has arranged a series of three symposiums for the school year of 1962-63. An announcement by James T. Lendrum, head of the department, indicates that each symposium will be complete in itself; but topics of each are interdependent in the interests of continuity. The program is an effort to coordinate some of the current and varied ideas regarding the integration of art and science in architecture.

The first of the series will be held October 11, 1962. Titled "Sources

and Resources," it will deal with the influence of environment and technology on architectural design. Guest speakers will include Philip N. Youtz, FAIA, dean of the College of Architecture and Design, University of Michigan, and Emerson Goble, AIA, editor of *Architectural Record*.

Date of the second symposium is February 14, 1963. As "Plans and Programs" it will be concerned with the need for establishing realistic criteria and concepts for good planning.

The third meeting, scheduled for March 14, 1963, will discuss, under the heading of "Technics and Techniques" the principles and methods of carrying out the plans and programs in definitive terms. Purpose is to clarify the means whereby structures, mechanics and design can be successfully coordinated into a unified whole.

BOARD MEETING

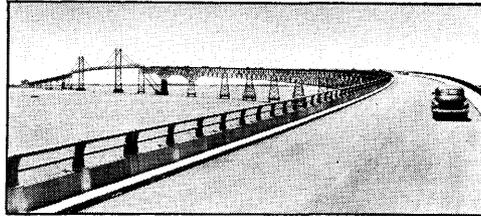
The next meeting of the FAA Board of Directors will be held at the Wakulla Springs Hotel, in the area of the Florida North Central Chapter on September 29, 1962. This is a particularly important meeting and all Directors are urged to attend. Information regarding it can be obtained from the FAA Executive Secretary, 414F Dupont Plaza Center, Miami 32, FR 1-8253

Each symposium will include a luncheon session, an afternoon session and an evening session. The afternoon session will be in the form of a panel discussion hopefully with audience participation. No registration fees are involved for attendance at any of the three meetings, which are open to all architects and engineers in addition to members of the University faculty and student body.

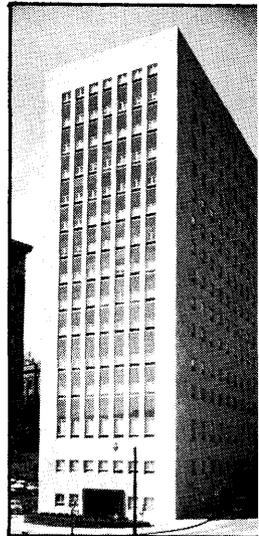
Additional information is available from the office of the Department of Architecture, 125 Temporary Building E, U/F, Gainesville. The telephone is FR 6-3261, extension 2979.



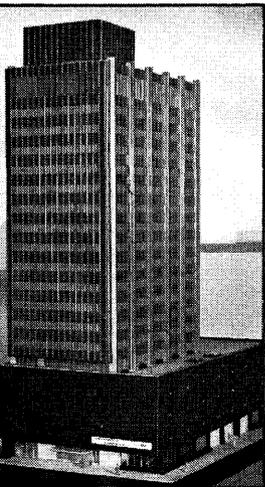
One Charles Center
Baltimore, Maryland



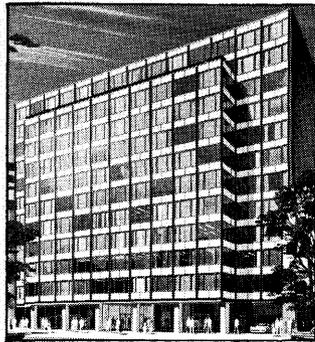
Chesapeake Bay Bridge



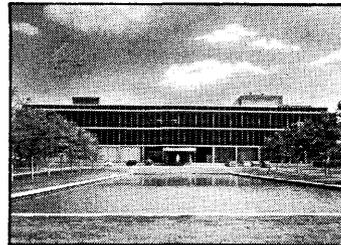
State Office Building
Richmond Virginia



North Carolina
National Bank
Charlotte, North Carolina



Office Building
808 17th Street
Washington, D. C.



Reynolds Metals Building
Richmond, Virginia



Harrelson Hall
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Mollie Lewis, left, Fenimore tenant, baked cakes and pastries on the old electric range for many years. Says: "Everything turns out perfect, and it is so easy to use electric."

Another tenant, 86-year-old Bessie Weingarten, regularly baked bread for the past 16 years on her electric range.

Flameless Electric

Ranges still operating perfectly

after 33 years of service in these apartments



When the 48-unit Fenimore Apartment building was built on Miami Beach in 1928, it was the first apartment house to feature all-electric kitchens in that area. Now, after 33 years of trouble-free service, the original ranges are being replaced by modern electric ranges as part of the general, overall modernization of the property. The original ranges, however, were still in good condition and operated as well as they did when they were installed in 1928. As testimony to the excellent condition of these old ranges, inspection by the Florida Hotel and Restaurant Commission rated the establishment 100% on August 23, 1961, before the old ranges were replaced.

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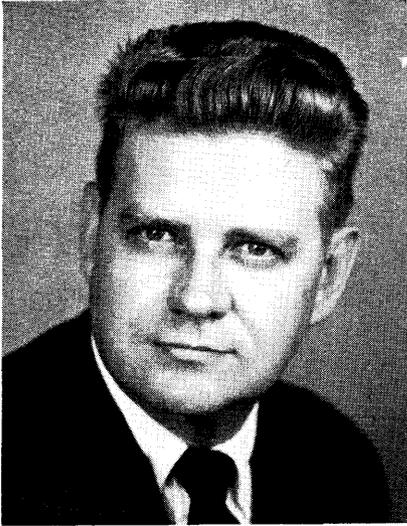
FLORIDA POWER & LIGHT COMPANY

HELPING BUILD FLORIDA

News & Notes

(Continued from Page 22)

U/F Appoints New Consultant



ARNOLD F. BUTT, AIA, has been named Consulting Architect for the University of Florida, Gainesville, according to a recent announcement by President J. WAYNE REITZ. The new appointee will replace Jefferson M. Hamilton who retired July 1. Butt's association with the University dates from 1952 when he was appointed an assistant professor of architecture. He has served as assistant to the consulting architect since 1956. He is a native of Lincoln, Nebraska, holds an AB degree in architecture from the University of Nebraska and an MA from Rice Institute in Texas.

Changes . . .

The Miami firm of STARNES and RENTSCHER has moved its office to 462 S. Dixie Highway, Coral Gables. The new phone is 667-6449.

The firm of REYNOLDS, SMITH and HILLS, with present offices in both Jacksonville and Tampa, have announced the opening of another branch office at 7 West Gore Avenue, Orlando. Mailing address is P. O. Box 8006, Orlando; and the phone is 424-9533. The office will be headed by NORMAN L. BRYAN, NSPE, as resident partner, and JOHN THOMAS WATSON, AIA, architect.

HUGO S. THORSEN, JR., and JOSEPH B. HARMIS have announced formation of a partnership for the practice of architecture with the firm name of THORSEN AND HARMIS. Address is 502 First Federal Savings Building, Jacksonville 2. Phone is EL 5-3305.

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Use and Beauty

Part of a paper on the control of civic ugliness by Dr. BURNHAM KELLY, AIA, Dean, College of Architecture, Cornell University.

The lifting of esthetic standards in utilitarian architecture will not come from the ultimate consumers. On the contrary, the public at large has long sensed that buildings have become transitory and ephemeral, and it accepts modern architecture and city design in terms of mere fashion, with an emphasis on gimmicks. Instead of baubles, bangles, and beads, they have learned to expect the architectural equivalent: skydomes, spandrels, and screens.

May we look for better esthetic standards, then, to the decision-makers: the businessmen, the various institutions associated with building, and the government? The decision-makers concentrate on the utility of utilitarian architecture. Despite an occasional strongly-stated esthetic re-



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quirement, they usually believe that they leave matters of art to the artists. This belief has gained so wide a credence that writers, conferences, and research projects now routinely assume that the esthetic failings of our cities signify some sort of fine-art deficiency in our designers.

This is nonsense; fine-art ability is not at issue. The major esthetic failings are in the much more widespread area of utilitarian art, and here there is much less delegation to the artist. Far more important, much that is not delegated at all, because it is thought to involve only economy and efficiency, is of the greatest importance to design. Typically, the hands of our designers may be found tied firmly behind their backs even before they are brought into design deliberations. Let me illustrate.

Financing terms and rates are powerful design tools. When the administrators have decided that public housing will be accompanied by slum-clearance projects to be financed over a period of sixty years, and that the local authority need only pay the operating and maintenance costs during this period, they have said in so

many words: "This is to be institutional architecture!" No matter what happens to the people, the buildings will be designed to last sixty years—and they will look it!

Operating methods also shape buildings. The typical urban project of today is a large project, of mixed public-private enterprise, with a highly skilled management team at work for months or years before construction begins. During this period, entire families and generations of design decisions have their origin. To an increasing degree, the final design is shaped by new industrial production and erection techniques.

In sum, utilitarian conclusions are major forces in the design of urban areas. Decision makers are simply not aware of the extent to which their supposedly non-design decisions have arbitrary physical consequences. They cannot be expected, therefore, to lead the way to higher esthetic standards.

Is the designer guiltless, then, standing as he does with his hands tied behind his back? Of course not. He has only to resist, to seek out constructive compromises, in order to free himself. The sad fact of the matter is

that only too few architects and city designers have any real appreciation of the situation. While willing enough to complain about the restraints imposed upon him by codes, ordinances, unions, and suppliers, the average designer has little appreciation of the fact that, with patience and effort, he can recast these external conditions in such a way as to substantially enlarge his freedom of design without losing sight of the purpose they are supposed to serve.

The average designer has even less appreciation of the importance to him of a wide range of fiscal and legal problems. And he is not average at all if he has anything like a concrete conception of the opportunities for an expanded scope of design provided in large project operations and industrial techniques.

There is no overpowering opposition other than their own inertia. Of course, there is no direct client, but the indirect client is the general public, and the situation is desperate. As a professional man, the designer has accepted a responsibility to this general public. He has a moral obligation to do something about it, and at once.

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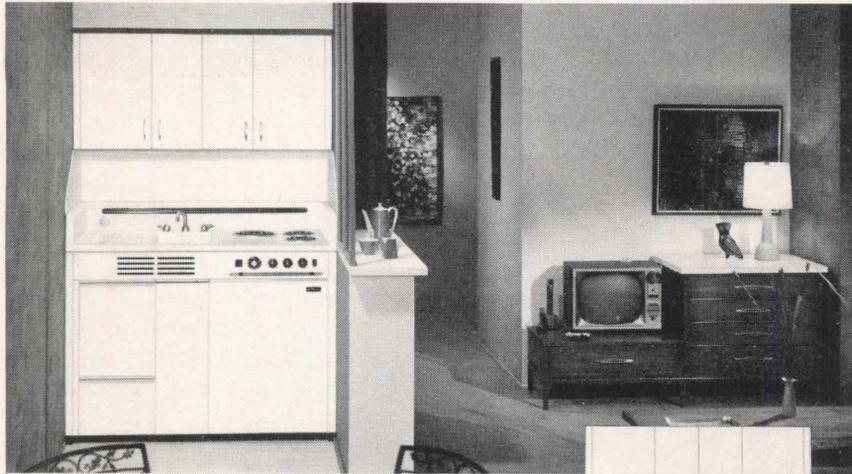
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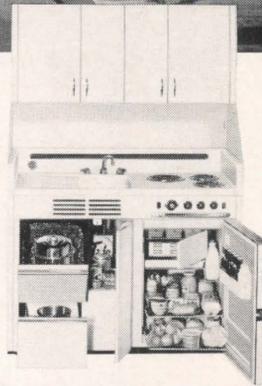


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Urban Destiny . . .

(Continued from Page 14)

ciples as they might well have been drafted by a thinking planner wedded to the notion that he knew what he was doing, we come up with these, among others:

1905 — As many as 30,000,000 may be added to the population by 1925. Two-fifths will, of course, be on farms. The remainder will create major urban problems unless development is kept compact and orderly. Population should be concentrated for the convenience of the public. Workers should not have to walk more than two of three miles to their places of employment, or to a streetcar line. Factories and tenements should be close together, so that the working classes can get to their places of employment with ease. Grocery stores, meat markets and the like should be liberally intermingled with residences to provide easy access to daily necessities. However, some means should be sought to limit saloons to one per block, and to require closing at midnight except on Saturdays. Rising income of workers makes it likely that as many as one in three may have vehicles by 1925. Make ample provision for livery stables in the Plan.

1935 — Population approaches its ultimate peak. Congestion and squalor in our cities cries out for lower densities. Population should be spread out, with far more suburban living. Many slum dwellers should be moved to villages outside the urban complex. Encourage subsistence agriculture to aid during periods of unemployment. Large lots would help in this, and would also provide more light, air, room for septic tanks. Conflicting uses should be segregated through rigid zoning control—residential uses (single-family, two-family, and multiple family) in separate districts, commercial and industrial uses separated from residential areas.

1960 — With our exploding population (over a quarter of a billion by 1985) urban growth will be tremendous. Urban sprawl is a major threat to solvency. Costs of extending sewer and water lines, arterial street systems, and urban services mount astronomically. Hopscotch land development creates chaos. Unnecessarily large lots

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in subdivisions waste land and make provision of urban services more expensive. In Master Plan for 1985, emphasize organized, orderly development, more efficient densities, lower unit service costs, compactness. Neighborhoods should be a quarter mile square, contain schools, employment centers, shopping facilities. Lots should be 69.57 feet square. (If pressed, I will tell you why.)

1980 — Population of the U. S. will soon be back up to 100 million, barring resumption of hostilities. It is functionally pointless to attempt reconstruction of the large-target metropolis. This complex became militarily indefensible only a few decades after it become obsolete as an urban form. The Master Plan for 2000 will be in accordance with accepted principles of concentrated dispersal, assuring uniformity and high protection. The Small-Target Order requires city-units housing 25,000 persons in structures 500 feet in diameter and 120 feet deep. Major trade, service, distribution, storage and administrative facilities will be located on the lowest level, and intercity utility and transportation connections (except from factories) will come in at this level. Neighborhood trade and service centers and elementary schools will be located adjacent to the central transportation shaft. Federal Order 9382, Sec. 277b, provides for spacing between city-units. (If pressed, I'll read that, too, but it's a federal sentence long.) Automated manufacturing plants for synthesis of food and fibers will be located at least five miles from the nearest city-unit. Plans for primitive and semi-automated plants requiring substantial numbers of personnel will be processed and approved by the Area Planning and Defense Authority.

From this you should get a notion of the problems of a planner trapped in a present he cannot escape, and prescribing for a future he cannot foresee.

ED. NOTE: *The foregoing is only a part of Mr. Bair's article on URBAN DESTINY AND ORGANIZED INTENT. Part Two will appear in an early forthcoming issue. In it Mr. Bair discusses some of the many technological changes that are becoming active agents in shaping the city of the future.*

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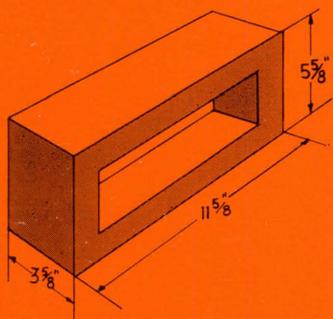
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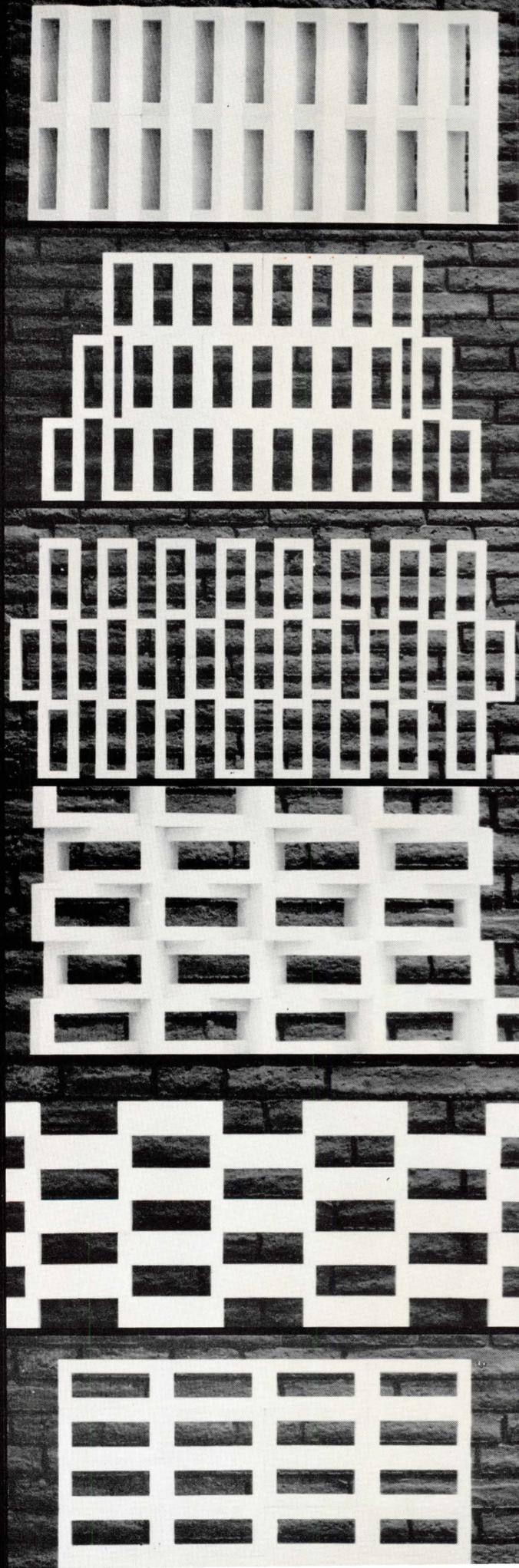
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