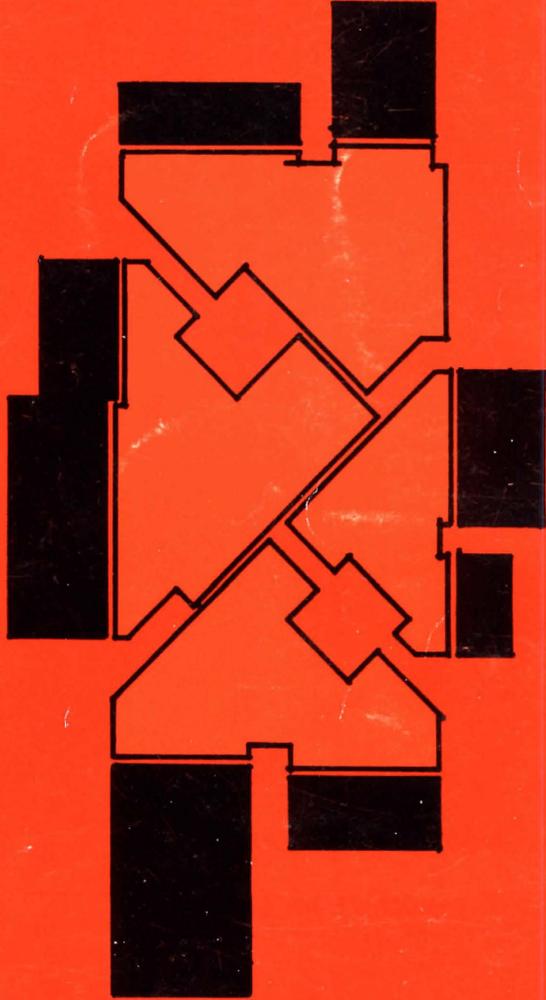


the
florida architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS OF THE AMERICAN INSTITUTE OF ARCHITECTS



September, 1965

"Progress For Residential Design?"

During the recent session of our State Legislature, Chapter 467.09 of the Architectural Registration Act was amended to exclude any restriction for the need of an architect's services in the design of one and two-family houses regardless of the dollar value. This action by our legislature in essence gave its approval to give anyone, but *anyone*, whether qualified or not, the right to design and prepare plans for the homeowners of our growing State. This action was intended to show progress but can we really and honestly say this is progress for our Sunshine State? Isn't this a backward step—a step in the wrong direction?

Some reasons for the enactment of this legislation, which was supported by the Florida Home Builders Association (not 100% concurred), were:

1. *The exemption of architectural services for one and two-family houses costing less than \$10,000 was adopted in 1941 and subsequent inflation required us to revise this dollar figure.*

True, inflation has occurred in our economy, but why have a standard of measurement in dollars to begin with?

The health, safety and welfare of homeowners are of concern in \$5,000 and \$20,000 homes.

2. *The Florida State Board of Architects was harassing home builders with injunctions.*

True, where a complaint was filed and investigation proved architectural services were offered by a home-builder who was not an architect registered by the FSBA, an injunction was served. A state statute without enforcement is superfluous.

3. *The Building Officials of municipalities and counties are quali-*

fied to determine whether building plans meet Code requirements; therefore, an architect is not needed for one and two-family homes.

It is not an argument whether Building Officials are qualified or not (some reports indicate Building Officials are not qualified, and approve building plans without having adequate knowledge of reading plans and specifications), but what is best for the community and the homeowner. Some 40 counties in our State do not have one of the three building codes adopted by the other counties. (See July issue of *The Florida Architect*.) So in the county area where a building code is not in effect, who will protect the homeowner? The professional architect, who has a sense of relationship with his client, is needed to protect the general public.

The Florida Home Builders Association received testimony from the Jacksonville Branch Office of the Federal Housing Administration which gave support to the Home Builders' position that architects were not needed for residential design. The FHA's policy as stated by the Jacksonville officials that FHA did not require an architect was refuted to a degree by The Florida Association of Architects of The American Institute of Architects. The FHA national policy does not require an architect for FHA-financed homes, but the FHA national policy also indicates that the services of an architect are very desirable and the FHA field personnel should strongly suggest this fact to prospective clients. The testimony of the Jacksonville office of the FHA was deplorable and these so-called responsible public officials should never

choose sides where the public's interest is at stake!

Federal Housing Administration Commissioner Philip N. Brownstein recently promulgated a 10-point program to improve residential design. (See Page 26.) In essence the Commissioner indicated FHA must encourage sponsors to employ the professional assistance required to produce sound design and a better environment. Also, the positive attitude discussed in the Commissioner's program should be firmly expressed by FHA personnel when they meet with organized groups. And to effectively implement the program of the Commissioner, there should be at least one professionally-qualified architect in every insuring office.

The FAA/AIA salutes Commissioner Brownstein for his dynamic program. It is presumed the attack by the FAA/AIA upon the testimony by the Jacksonville office of the FHA led to this clearcut attitude and program of the FHA. It was a little ridiculous to have a title of Chief Architect within the FHA when the person holding that position was not an architect.

Perhaps it is not too late to salvage the remains of past years' efforts which were unglued this year by our legislature. Perhaps the legislators can review the current situation to ascertain that the homebuilder is just that—a builder of homes. His interest lies in that field, not in esthetics. Also, the architectural and engineering professions have a very definite role in the progress of our State. Let the building be accomplished by contractors—let the engineering be made possible by those schooled and qualified, the engineers—and let the design of our environment remain with those talented in the architectural profession who must also show their qualifications—the architects.

Editor

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A Time For Action -- Now!



By **WILLIAM T. ARNETT, AIA**

President, The Florida Association of Architects

The condition of our American communities has become a national disgrace.

Why should the nation with "the most advanced technology, the highest living standard, the best program for mass education, the most successful political system, and the highest degree of ingenuity in solving scientific problems" have made such a mess of our physical environment?

The pattern is virtually the same everywhere. The approaches to our cities are befouled by billboards, garish signs, utility poles, overhead wires, junkyards and blighted business buildings.

Downtown business sections are congested, rundown, and marred by profusions of ugly signs, dilapidated store fronts, and streetscape junk. Our suburban areas, undisciplined sprawls of jerry-built developments, are devoid of interest and vitality. Most suburban shopping centers are barn-like structures in islands of asphalt.

In all things, big and small, there is blindness to the value of good design.

What can we do about all this? The situation isn't entirely hopeless.

The same dedication and ingenuity that "built Greece 2,500 years ago and is hurling tons of hardware at

Mars today" can surely eliminate the ugliness of the American city.

There are four stages for effective community improvement:

(1) **AWARENESS.** Americans, in hundreds of communities throughout the land, are becoming aware that they are living amid unsavory, unpleasant, and largely unnecessary ugliness.

"We are not doomed to sleep this nightmare out till its end," Lewis Mumford told members of the American Institute of Architects recently in Washington. "We have only to open our eyes to make it vanish."

(2) **COMMITMENT.** We are building a whole new America to house our exploding population and replace outworn structures. The question is not whether we will build, but how well; and the answer—for the first time in history—must come from individual committed citizens.

"Most of our ugliness," AIA president Morris Ketchum reminds us, "is the result of wealth, not poverty . . . We need to make ugliness unprofitable."

(3) **PLANNING.** In every community we must demand a long-range plan for good community design. The best brains of the community—government leaders, businessmen, educators,

architects and other design professionals, clergymen, heads of civic organizations—must contribute to this effort.

We are building at a headlong rate, and there should be a plan to guide the orderly development of the community and to provide for orderly growth beyond its boundaries.

(4) **ACTION.** We have the tools and the ability to accomplish the job now. Will the destiny of your community continue to be determined by land speculation, accident, and apathy; or will you and your fellow citizens create a new and beautiful America—prosperous, liveable, and beautiful?

The architects of America—the members of the American Institute of Architects in your community—have embarked on a continuing campaign to create a community awareness. Magazines, newspapers, and broadcasters are beginning to document our urban ugliness and examine its causes.

You can lend additional impetus to this long-needed movement by writing your mayor, your city and county officials, and your representatives in Tallahassee and Washington.

The only thing in short supply is time. Now is the time to act.

The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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FRONT COVER

The schematic plan on our cover symbolizes Donald Ivan Singer's "apartments in a hammock setting" . . . carefully preserving the beauty of nature while designing apartment units in a most restrictive location. Additional editorial coverage, photographs and floor plans on pages 16-19.

THE FLORIDA ARCHITECT, Official Journal of the Florida Association of Architects of the American Institute of Architects, Inc., is owned and published by the Association, a Florida Corporation not for profit. It is published monthly at the Executive Office of the Association, 3730 S. W. 8th Street, Coral Gables 34, Florida; telephone, 448-7454.

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FOTIS N. KAROUSATOS
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VOLUME 15
 NUMBER 9 1965

RELIGIOUS ARCHITECTURE

Three Florida architects have been accepted into membership of the Guild for Religious Architecture, with headquarters in Washington, D. C. They are: Frank Folsom Smith of Sarasota, Frank P. Patterson of Tampa, and Dana B. Johannes of Clearwater who is also past president of the Florida Association of Architects. The Guild was founded in 1940 with the expressed purpose of promoting excellence in design in religious architecture and its allied arts.

SENIOR CITIZENS GROUP

Edward G. Grafton of Miami, Architect with Pancoast, Ferendino, Grafton and Skels, has been appointed Chairman of the Senior Citizens Steering Committee of the Welfare Planning Council. The Committee is composed of 22 top-level community leaders who actively participate in planning and coordinating services for Dade County's Senior Citizens. Mr. Grafton has been active in many civic duties: United Cerebral Palsy Association, Miami Slum Clearance Committee, consultant to the National Public Housing Authority, and member of the Quality Education Committee of the Dade County Board of Public Instruction.

August 3, 1965

FR: Raymond' L. Gaio, Director
State and Chapter Affairs

The 97th Annual Convention, held here in Washington, 13-19 June, approved a recommendation by The Board of Directors that the period of suspension for default be abandoned. The Bylaws change reads as follows:

"If an unassigned member, professional associate, associate or student associate is in default to the chapter for non-payment in full of his dues and assessments at the end of the fiscal year, such member shall have been given a written notice of impending termination at least sixty days prior to date of termination, during which period he may cure his default and maintain membership in good standing.

"If an assigned member is in default to the chapter for non-payment in full of his dues and assessments at the end of the fiscal year, the Executive Committee shall so advise The Institute's Board, and request the termination of his membership."

Effective the date of the above-mentioned Convention action, members in default for non-payment of dues will be terminated rather than, as in the past, suspended. Consequently, future Chapter requests for suspension will not be considered by The Institute.

It is, therefore, suggested that each chapter give such individuals a reasonable period of time (a maximum of 60 days) and then proceed to terminate his membership for default. National policy will become fully implemented on 31 December 1965.

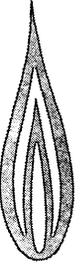
Each chapter is strongly urged to fully notify their membership accordingly, in order that the 31 December termination can be held to an absolute minimum.

As of interest to you, those members whose membership is in jeopardy will receive a final 1965 Institute billing on 1 November 1965. This will be sent by registered mail with a letter from the Secretary of The Institute, informing them of impending termination 60 days hence. Return receipt will be requested.



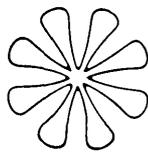
Governor and Mrs. Haydon Burns officially re-opened the Mackle Brothers World's Fair House, then toured the Deltona Display with Herbert Rosser Savage, chief architect.

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Live Oak, City of Live Oak
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Marianna, City of Marianna
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North Miami, Peoples Gas System
Ocala, Gulf Natural Gas Corp.
Opa Locka, City Gas Co.
Orlando, Florida Gas Co.
Palatka, Palatka Gas Authority
Palm Beach, Florida Public Utilities
Palm Beach Gardens, City of Palm Beach Gardens
Panama City, Gulf Natural Gas Corp.
Pensacola, City of Pensacola
Perry, City of Perry
Plant City, Plant City Natural Gas Co.
Port St. Joe, St. Joe Natural Gas Company
St. Petersburg, United Gas Co.
Sanford, Sanford Gas Co.
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Architect Herbert Rosser Savage of the Deltona Corporation was recently reappointed by Florida's Governor Haydon Burns to his second 4-year term on the Florida Development Commission.

Savage serves as the member representing the 12th District (generally South Dade and Monroe Counties) of the State of Florida.

Chairman of the Florida Development Commission, which meets at least once a month in Tallahassee, is Charles Campbell, former executive of Prudential Insurance Company, whose offices were in Jacksonville.

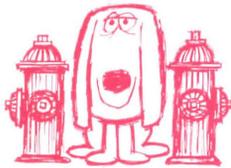
Savage serves as the Florida Development Commission's chairman of the state program for overall growth planning.

He pointed out that the Florida Development Commission is charged by law primarily to promote tourism and industry, as well as handle planning for aid to counties and communities in matters of workable programs.

In addition, this group acts as fiscal agent for the state in selling bonds; assists counties in recreational planning for Florida; promotes and publicizes the state of Florida; and handles over 1½ million inquiries yearly about the state.

Savage, former president of the Florida South Chapter of the American Institute of Architects, is also the current chairman of the Commission on Public Affairs of the Florida Association of Architects.

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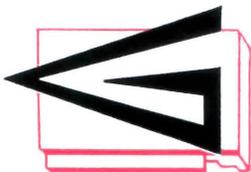


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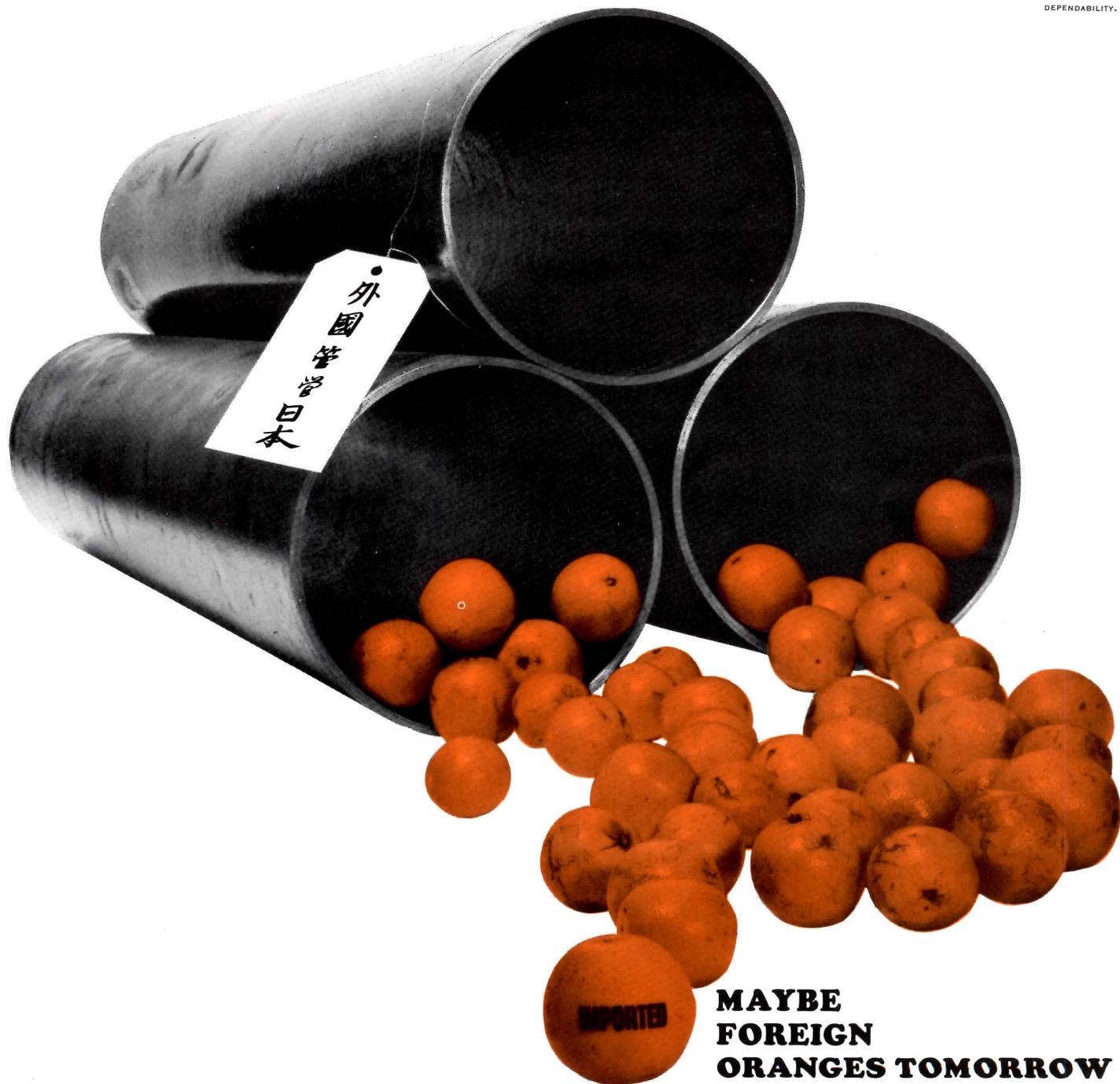
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Governor Haydon Burns

KEYNOTE SPEAKER at the 2nd ANNUAL
FLORIDA CRAFTSMANSHIP AWARD DINNER

November 18, 1965

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Clearwater, Florida

*A Highlight of the 51st Annual Convention of the
Florida Association of Architects
of the American Institute of Architects*

51st Annual FAA Conventio

November 17-20, 1965

• Clearwater, Florida

A salute to the 1965 Convention Committee Program Co-Chairmen—William Webber, J. Arthur Wohlberg and Mark Hampton—who have been diligently working to put together this interesting convention program for every architect as well as for community leaders throughout Florida. The theme of this year's FAA convention is "QUALITY OR MEDIOCRITY."

Wednesday, November 17

Ribbon-cutting ceremonies will officially open the Educational Display area that evening. To date, almost 60 manufacturers have reserved space for this outstanding presentation. Two awards will be made to exhibitors—one for exceptional educational value in the display, and the second award for overall display excellence.

Following the ribbon-cutting ceremonies, everyone is invited to the complimentary, gala President's Reception.

Thursday, November 18

Opportunity for all convention delegates to view the Educational Displays, and to attend the committee meetings and student seminar. A free sandwich luncheon will be served to everyone in the Exhibit Hall.

Afternoon—First FAA Business Session

Evening—Governor Haydon Burns is keynote speaker at the "Second Annual Florida Craftsman of the Year Award." This program has been designed to recognize exceptional craftsmanship in any phase of construction. Craftsmen nominees from all the AIA Florida Chapters will be present and announcement will be made at this time of the 1965 winner.

Friday, November 19

Two Seminars: "Quality or Mediocrity"

We have long recognized our profession's responsibility to educate the layman to recognize

and demand good design, and thus create a better climate for this good design. The architectural profession and the leaders of the community must get together and discuss how to successfully carry forth such a program. With this in mind, we have requested each Florida Chapter to select a layman within its area who has been outstanding in developing an atmosphere for good design. He may be a building program chairman for his church, a crusading newspaper editor, a zoning board member, or she may be an active clubwoman whose group has worked to build an art center or preserve an historical monument.

The layman selected by each Florida Chapter will be present at the Convention. Several will appear on a panel. All will be honored and presented with awards.

Additional speakers and moderators for this seminar period are being arranged and will be announced to all architects through the mail and in the October issue of Florida Architect.

Afternoon—Honor Awards Luncheon

At this luncheon gathering, the two Exhibitor awards will be presented, along with the awards for outstanding Architectural Exhibits.

Over 3,500 square feet of space has been devoted to these Architectural Exhibits. The award-winning panels and several other merit winners will comprise a state-wide traveling exhibit. We urge the prompt return of the entry forms you recently received for this most worthwhile project.

Evening—Annual Architects Banquet

Mr. Charles M. Nes, FAIA, First Vice President of AIA, will be the honored banquet speaker. All exhibitors are invited to this gala gathering. Dancing and free bar.

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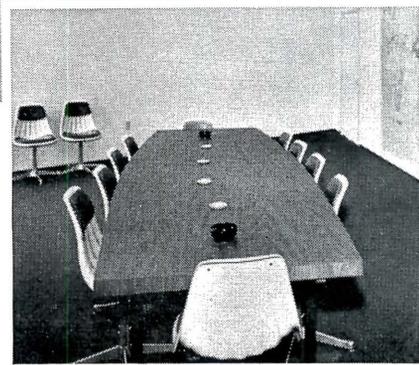


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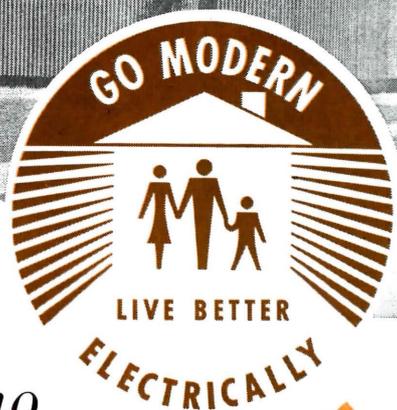
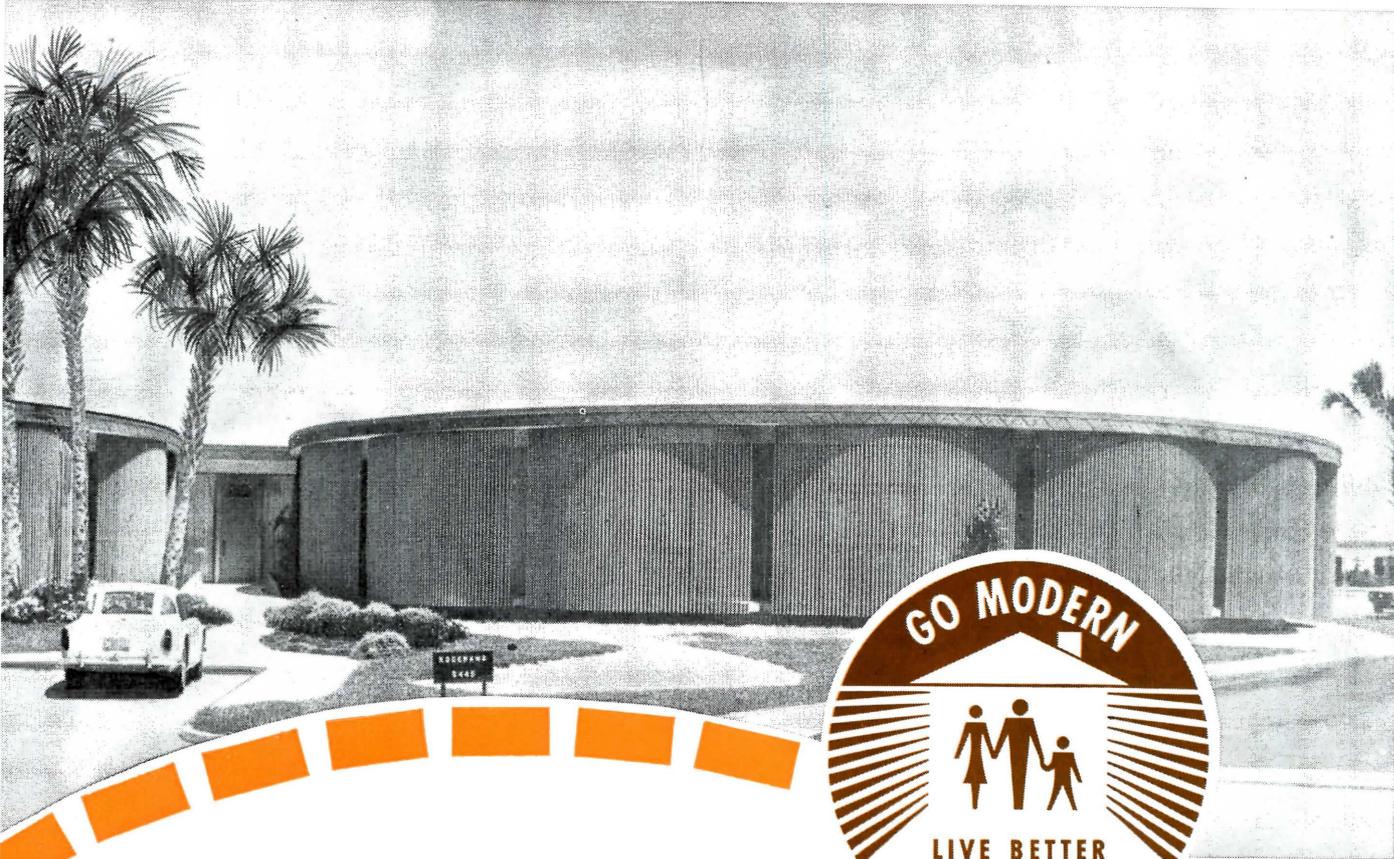


Office interiors in both buildings are spacious, light and airy in aspect. Flexibility of layout allows each company leasing the space to create "tailor-made" offices to specifically fill their needs. The Kogerama's circular shape provides bright, attractive exterior offices — each looking out on its own private "garden."



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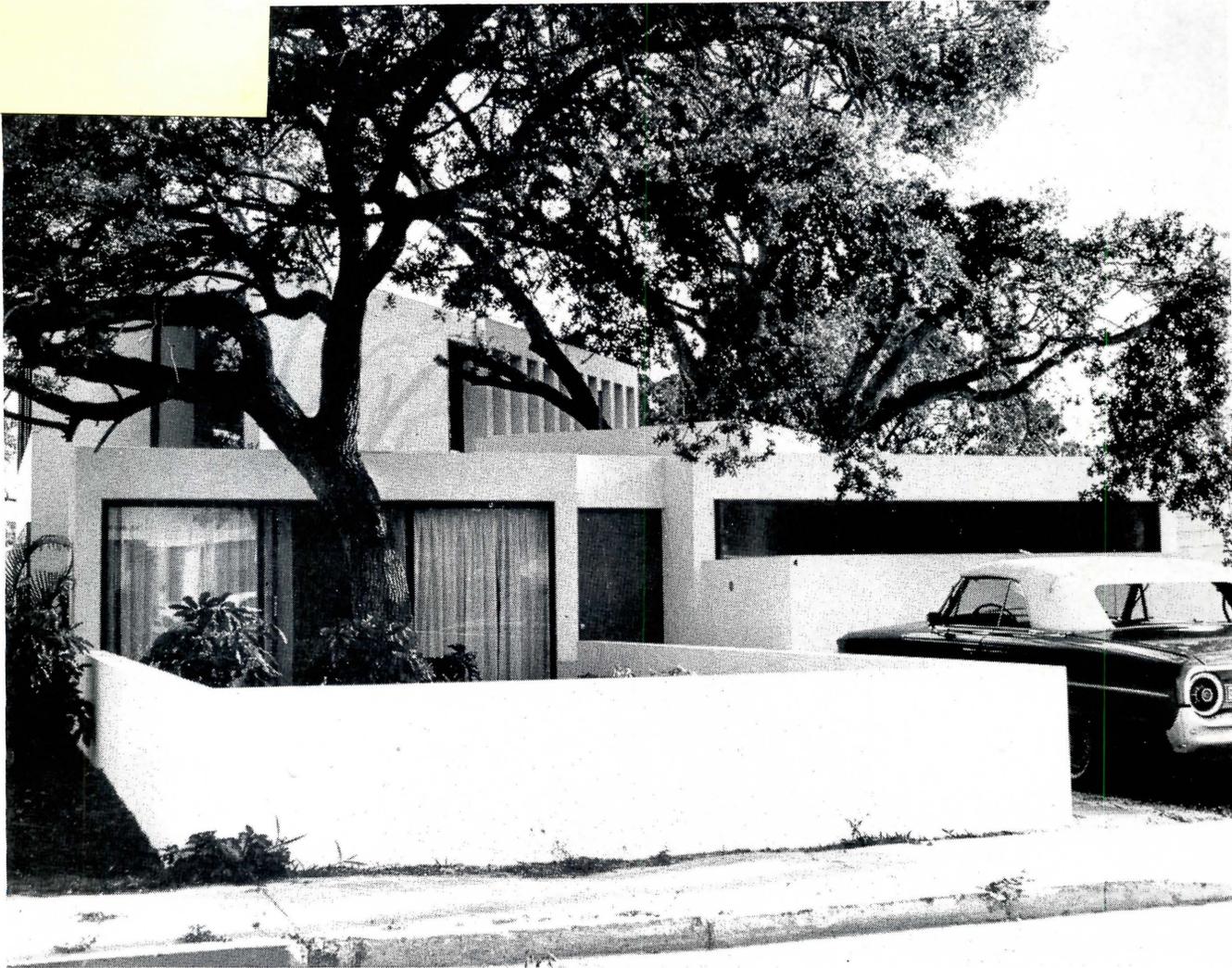
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says Albert E. Balboni,
vice president of the O. P. Woodcock Company —
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Hammock Setting For Apartment Livi

designed by architect **DONALD IVAN SINGER, AIA**
of Fort Lauderdale, Florida

Architecture begins with purpose, is born in conceptual form analysis and given shape based on an understanding of the purpose and the concept (or form).

The purpose of any apartment building, no matter the size, should be to give shelter and comfort to several different groups of people gathered in a high density living situation, while at the same time affording all a sense of individuality and privacy often lost in today's building but so necessary for the integrity of man. If this building is not our purpose, we are not being true to the nature of things — most especially ourselves.

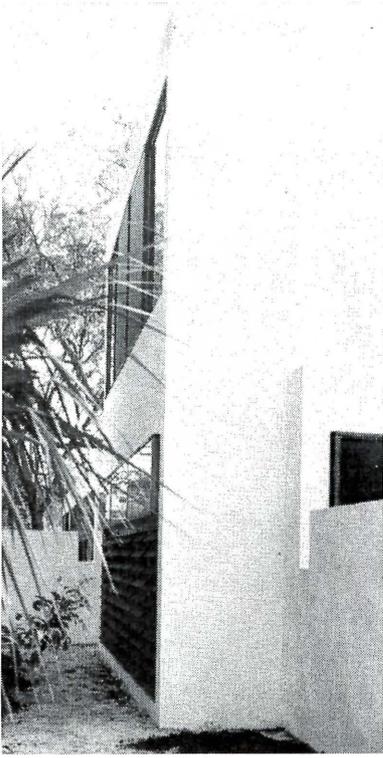
Man gathers in groups as he does (or should do) anything of his own volition, not as a requirement for instinctive well begin. As such, his nature demands the freedom of choice.

The concept or form is evolved as the "what to build" for a particular set of circumstances and will establish itself different for every project. This is the true creative endeavor in Architecture—the "spirit" so to say, taking Architecture up and above mere interior or exterior decoration! In this case the purpose and the nature of the site were wedded to bear the form. A growth, in organic progression out

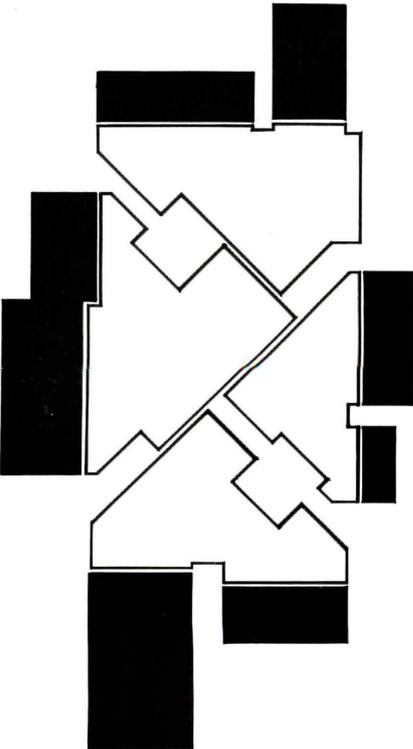
of the ground, around and between four venerable live oaks giving added meaning to nature rather than insulting or destroying it in a very beautiful hammock setting. Only refinements were necessary to bring the form idea to reality as a building—some sympathetic detailing.

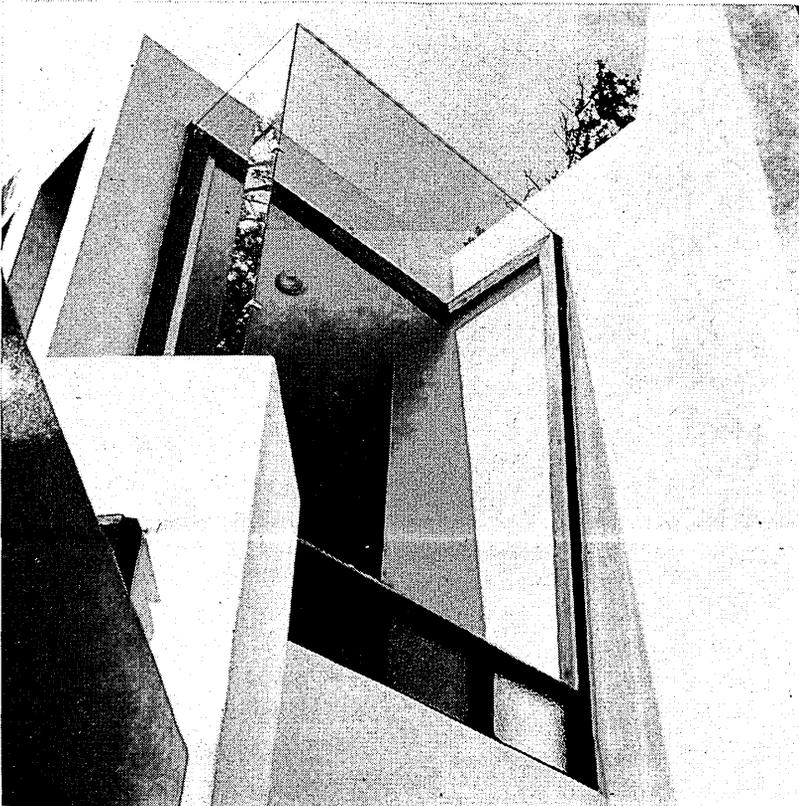
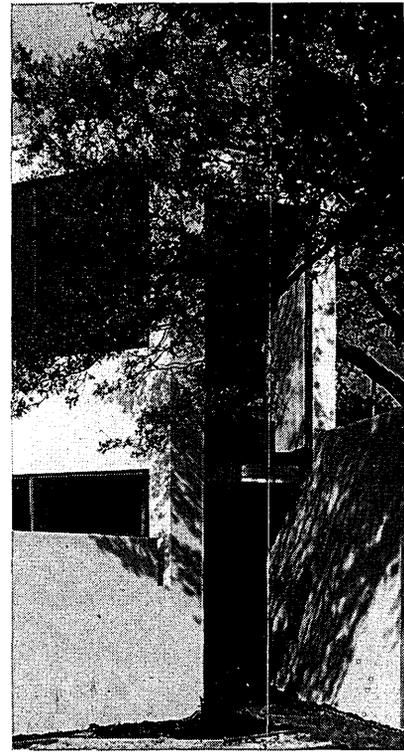
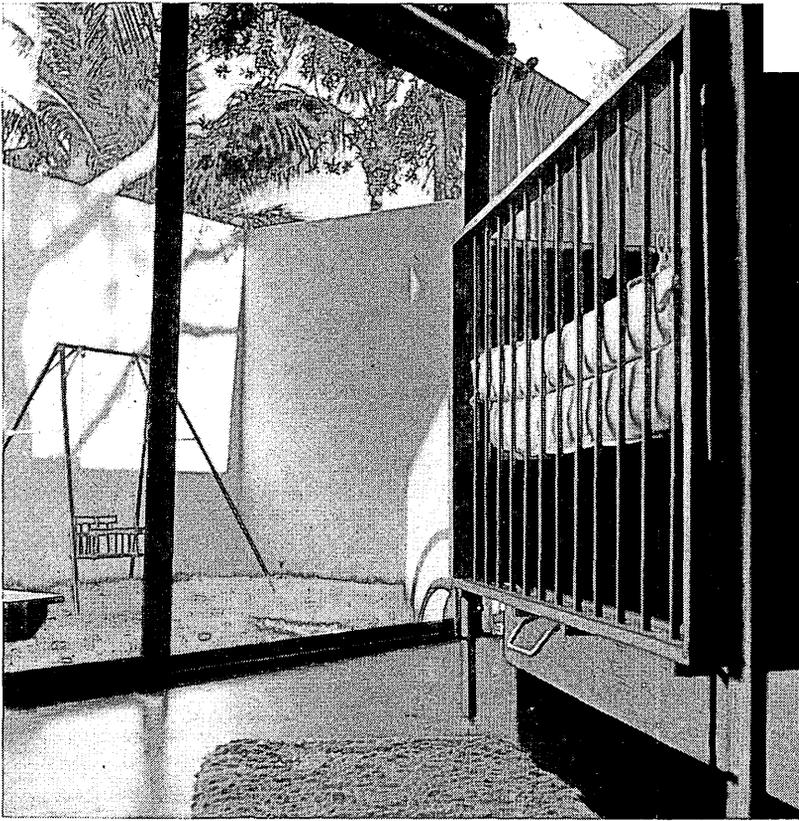
How satisfying the prospect of working totally in the abstracts of positive and negative space.

In the main house, work and family are one, integrated, the only separation being space and time—no walls. Family work is below, studio work above, in full view of each other—both more meaningful—also in full



focus with the area set aside for the child—all combining for a more sensitive whole. The relaxing area of the house is up and away but still visually related to the two separate work areas so as not to forget how important the work. The second floor is nestled between the mass of the two larger trees and the fenestra extends

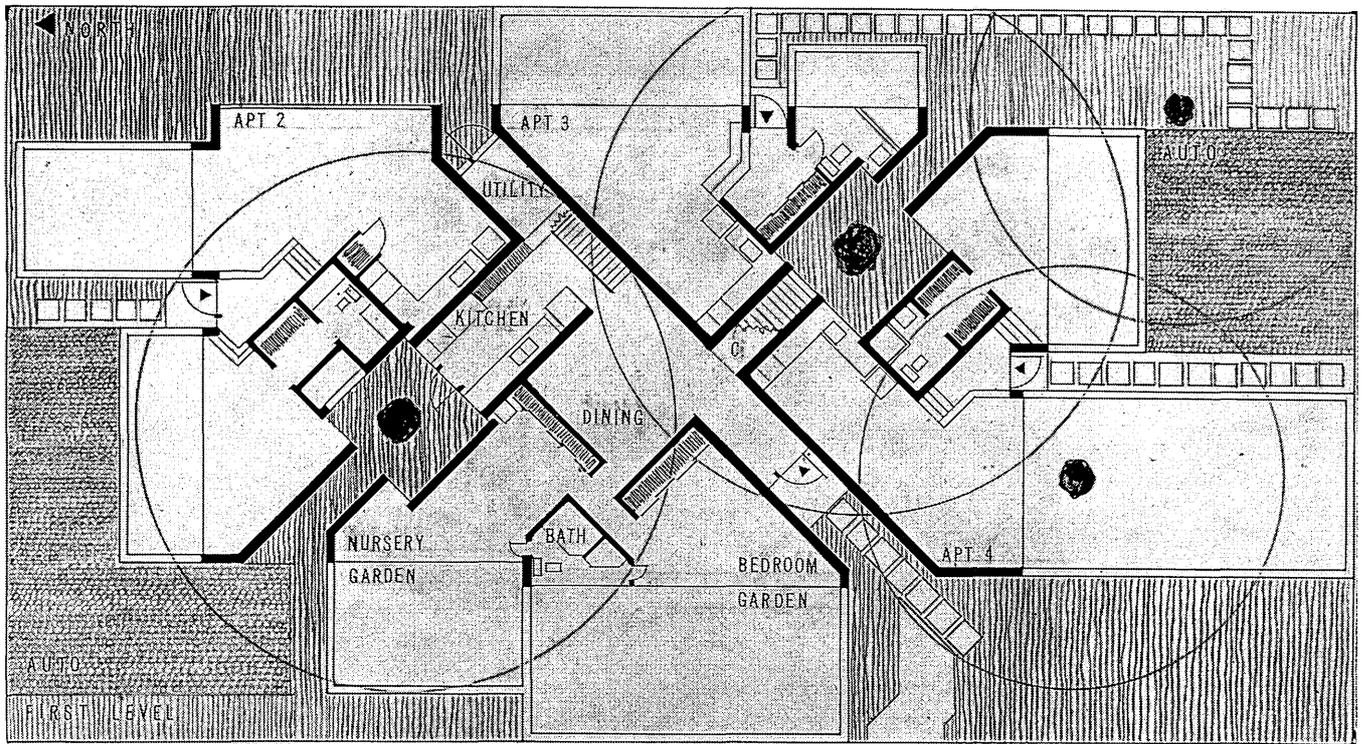




the interior space giving the awareness of "up", so very enlightening to Florida living. The use of glass makes possible great extension of space from inside to outside—all tied together by the eye. Great distance is achieved and the scope of understanding increased even though the envelope is small in volume. The entire site is only 60' x 110', but every foot of length and breadth is used. Garden walls become part of the building and, as such, increase the expanse of each room. Glass walls define only the inside/outside line; the true total space goes beyond to the property line.

The smaller apartments are all on or just below grade level (this possible thanks to a high, fast draining site) and have completely private access each from a different side of the building. The corner site allowed each unit to face its own way, all sound and light being focused away from other occupants. Block walls aid in the sound suppression. Inside the smaller units, the flow of space around, down and out offers a thoughtful repose with always a new point of view.

Economy limited use of materials, but the desired plastic quality was achieved with construction familiar to Florida for no less than thirty years.



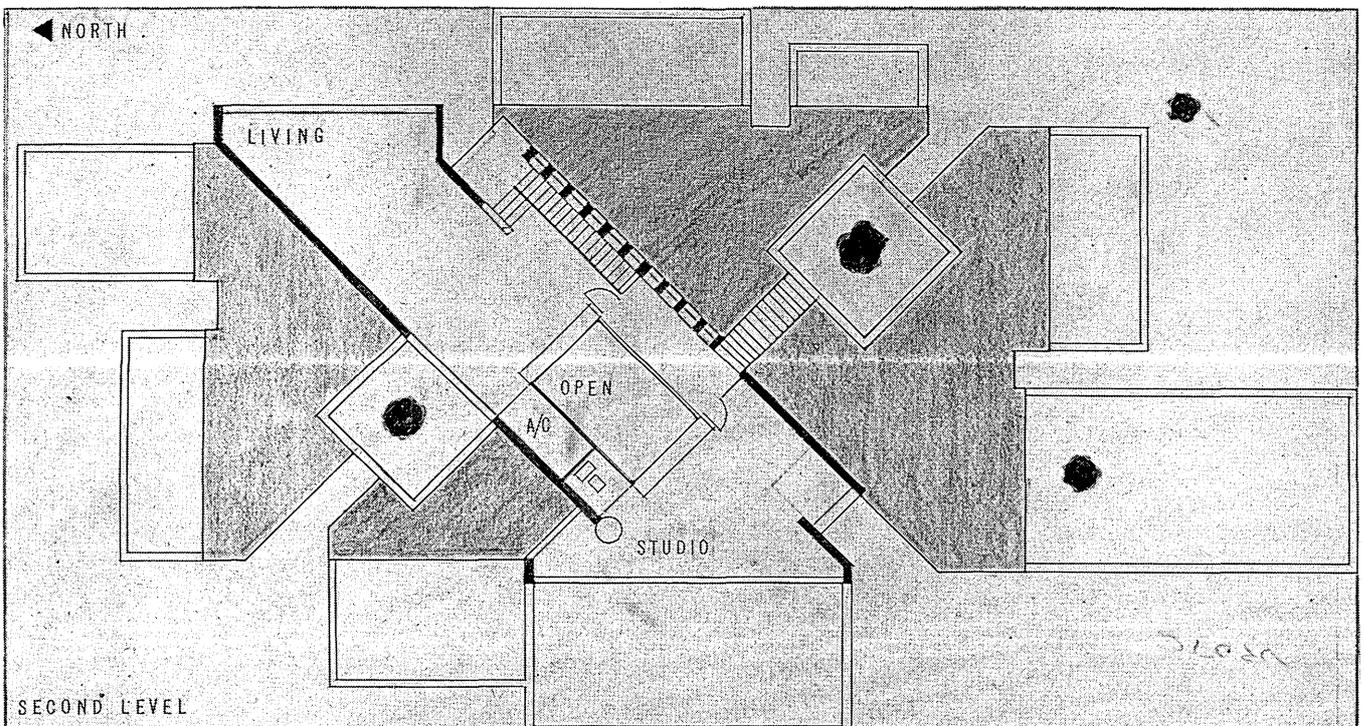
The angular shape of the plan was a result of the requirement to utilize as much of the ground area within the building line as possible. Second floor area would have destroyed foliage. Merely turning the major axis of the building forty five degrees to that of the property allowed a wonderful flow

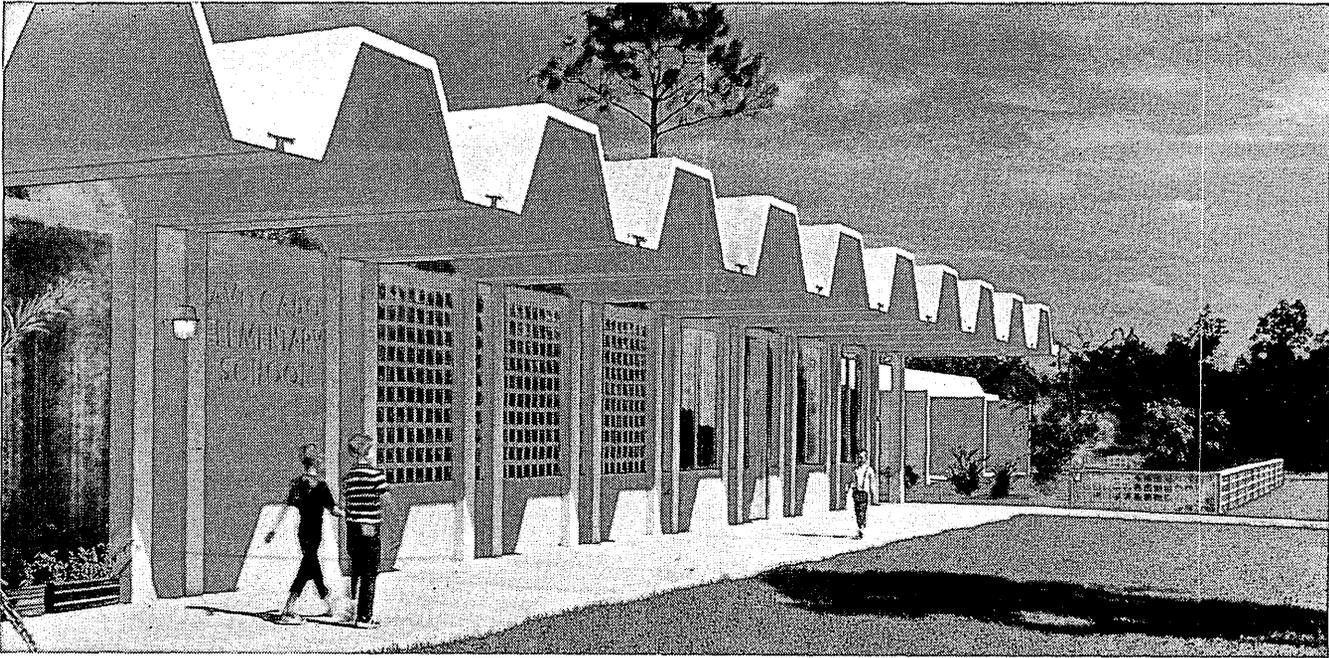
through and around the massive trunks of the live oaks.

All that followed purpose, concept and form was academic by comparison. The result is a fascinating marriage of man and nature and a strong integration of the beauty of each. Each complements the other, making

it more than would be possible alone. This, of course, must recall the previous definition of purpose regarding Architecture in general . . . the purpose of creating beauty in harmony with nature and the nature of man.

* * *





auty and the budget get together in this all-concrete scho

The Avocado Elementary School in Homestead, Florida, demonstrates again the advantages of concrete in even a small size plant.

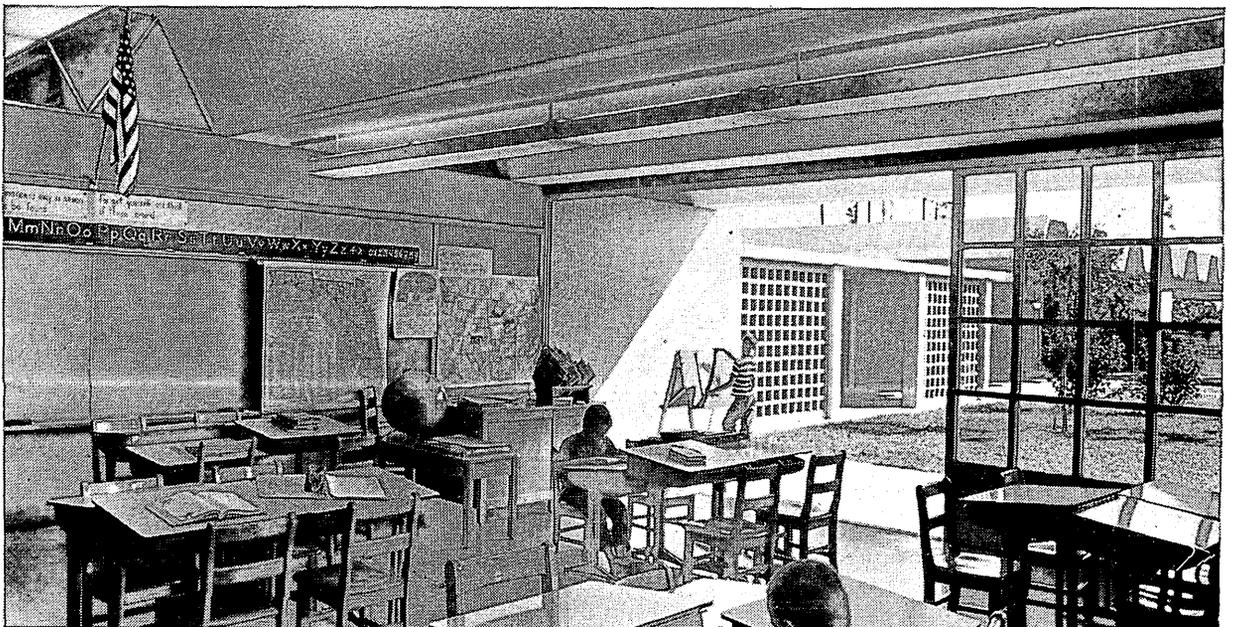
The structure is striking, yet tastefully modern . . . with 22 classrooms, cafetorium, library and administrative spaces. For 35,210 square feet, the bid price was \$398,390, or \$11.32 per square foot.

The precast concrete folded plate roof, supported on prestressed columns of concrete, provided not only an outstanding design feature, but brought important economy. Walls are concrete masonry, stuccoed on the exterior, plastered inside for decorative effect. And included in the modest cost is the elegance of terrazzo floors in the cafetorium.

For school boards seeking, at realistic cost, esthetically pleasing facilities that are also durable, firesafe and easy to maintain, concrete offers the ideal solution. **Portland Cement Association**

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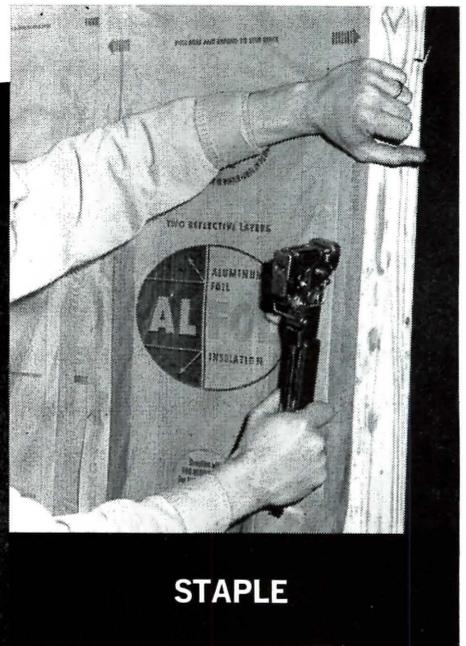
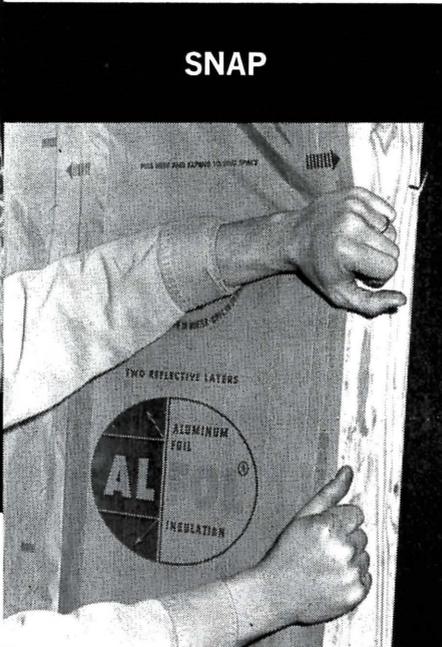
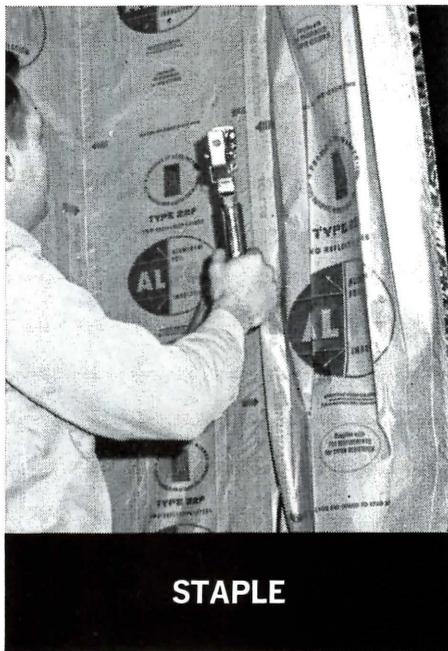
An organization to improve and extend the uses of concrete, made possible by the financial support of most competing cement manufacturers in the United States and Canada



Typical classroom, Avocado Elementary School with adjacent "patio" class space. Architect: Robert B. Browne, Miami; George F. Reed, Associate, Miami. Structural Engineer: Walter C. Harry & Associates, Fort Lauderdale. Contractor: Stobbs Brothers Construction Company, Miami. Owner: Dade County Board of Public Instruction.

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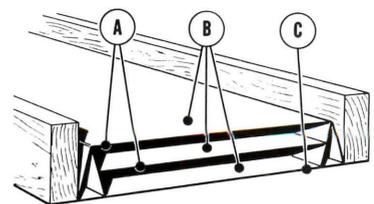
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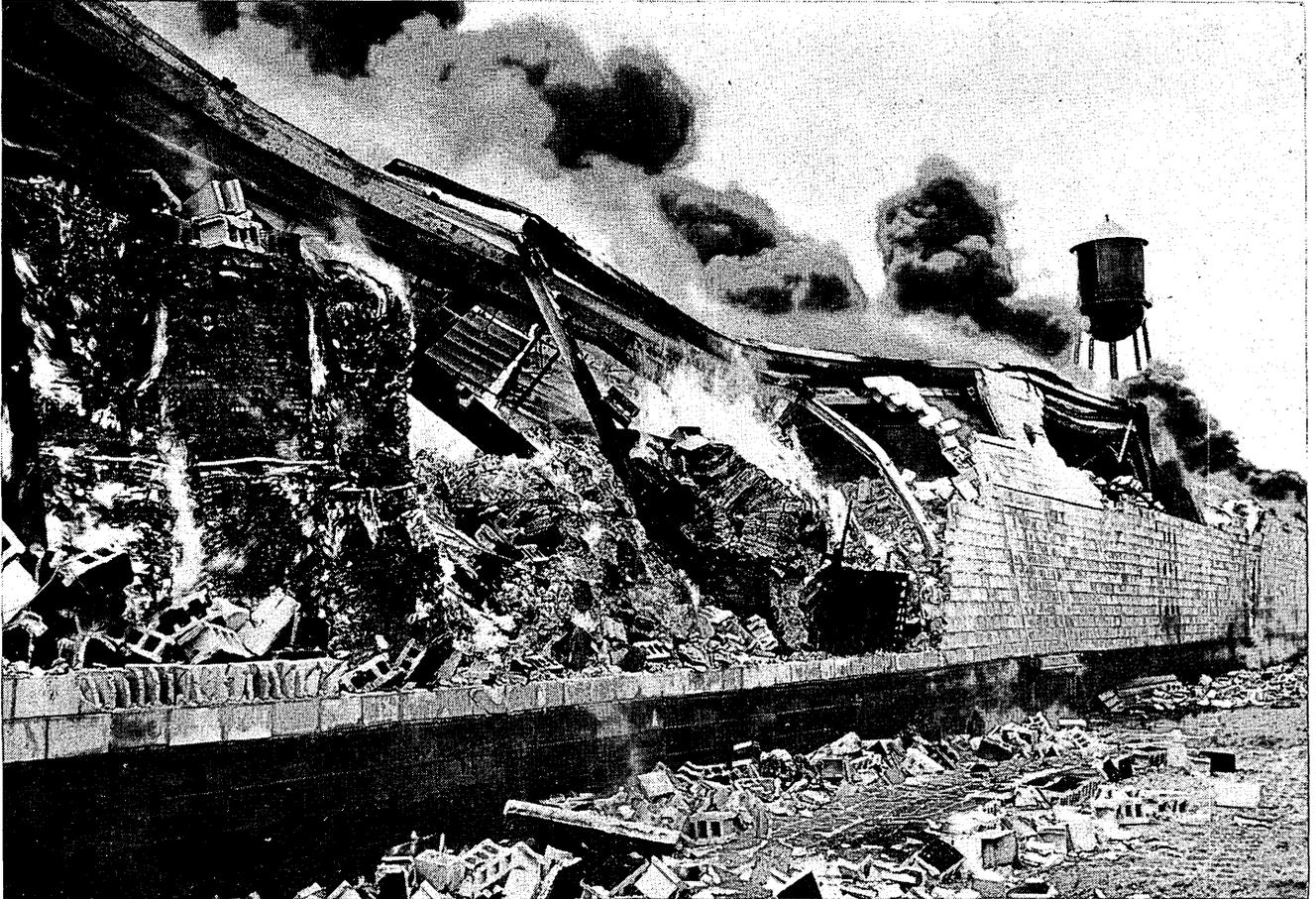
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hundreds of Windowless Buildings*

By ERNEST E. JUILLERAT

Manager, Fire Record Department
National Fire Protection Association



Large windowless wall was pulled down to give access to the fire, but winds whipped fire into uncontrollable intensity.

Windowless buildings are fast gaining prominence in contemporary architecture. Their advocates hold that they are less costly to build, heat, cool and maintain; they lend themselves to better utilization of interior space; they have a certain austere beauty; and they somewhat limit the attention of the occupants to tasks at hand. To some extent, the windowless building probably is also a current fad in architecture. Many owners of older buildings are sealing up the windows and covering the outside of the buildings with veneering of one kind or another to give the structure a new, modern appearance. Solar screens and window louvers, recent developments to protect build-

ing occupants from the heat of the sun, introduce many of the adverse effects of windowless construction.

There are, no doubt, economic inducements for constructing a building without windows, and there may also be aesthetic and psychological advantages. What, however, are the effects of windowless construction on the life safety from fire of the building occupants, on the possible extent of fire damage to the building and its contents, and on the probable efficiency of the fire department operations?

LIFE SAFETY

Windows are not a recommended escape route from

*Excerpts reprinted from the NFPA Quarterly, copyrighted by the National Fire Protection Association, reproduced by permission. Copies of this complete article in pamphlet form are available from the Association, 60 Batterymarch St., Boston, Mass., 02110, at 25c per copy.

buildings on fire. Fire experience, however, shows that windows are frequently vital for rescue even though interior exits comply with minimum requirements of recognized codes. Sometimes, corridors become involved in fire . . . sometimes an enclosed stairway becomes impassable . . . and sometimes even properly designed exits will be damaged and made unusable by an explosion.

Although many of the new windowless buildings are of fire-resistive construction, giving the builders, owners and occupants a sense of security, experience has proven many times over that there is a gross lack of understanding, from architects to occupants, of what constitutes a fire-safe building.

INCREASED DAMAGE AND FIRE-FIGHTING PROBLEMS

Confinement of heat and smoke helps to spread the fire within the building and it interferes with access to the building. It is for these reasons that ventilation is one of the first steps taken by fire fighters on arrival at a burning building. The more heat that is ventilated from a burning structure, the less water is required in the form of hose streams to complete extinguishment of the fire. Windows are the primary means of ventilating buildings of heat and smoke. Windowless buildings often demand longer hose lays through corridors and up stairways . . . laying the hose lines through thick smoke and intense heat inside a windowless building sharply increases the life safety hazards to fire fighters.

SMOKE AND WATER DAMAGE

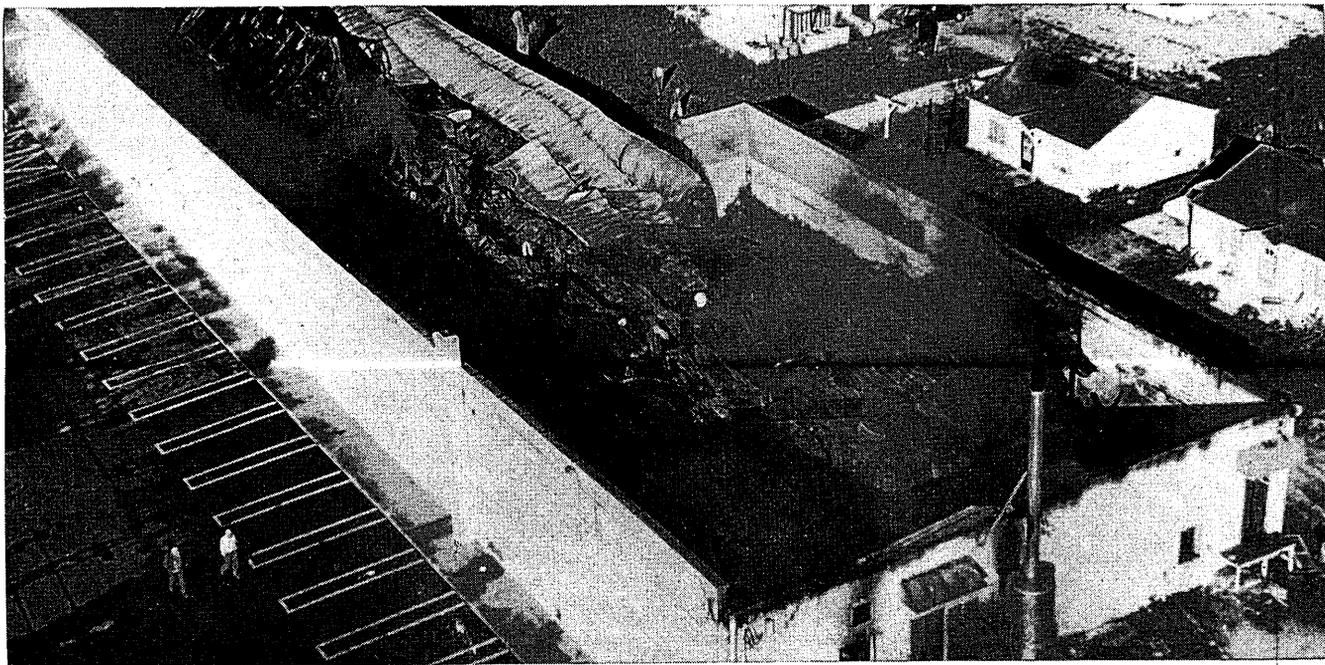
As the windowless department stores, clothing stores,

supermarkets, warehouses, and similar buildings grow bigger and bigger, the losses from smoke and water damage also increase, because smoke and heat can't get out and the fire fighters can't get in. The sprawling, undivided suburban discount clothing and department stores, some of which are acres large, are especially vulnerable to huge dollar losses from smoke and water damage, which may be the result of a relatively small, isolated fire.

It is obvious that if windowless buildings are not to become ovens when a fire starts inside, they must be properly arranged, adequately protected by automatic extinguishing systems, and provided with automatic equipment for ventilating smoke and heat from the building.

SOME POINTS TO CONSIDER

If windowless buildings continue their upward trend in contemporary architecture, designers, builders, regulatory agencies, and all others influential in construction and operation must give careful consideration to fire problems, which are multiplied by the absence of numerous openings through which occupants can escape or be rescued, through which the building can be vented of smoke and heat, and through which hose streams can be directed at flames. Knockout panels for access by fire fighters should be considered . . . a working knowledge of the interior arrangement of the building and its contents on the part of the local fire department will enable fire fighters to locate specific rooms more quickly if the building becomes filled with smoke. The occupants of windowless buildings will do well to be aware of the location of all exits and the routes to those exits.



Typical windowless supermarket building. Walls are concrete block, rear openings were padlocked, and only entry was from front.

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REMINDER

November 1st is the fast-approaching deadline for entry forms to be returned to us for the 1965 Awards and Exhibition Program.

* * *

POSTPONEMENT

The Seminar on "Foundations and Wind-Resistive Building Construction," which was announced in the last issue of Florida Architect and scheduled for September, has been postponed until early next year.

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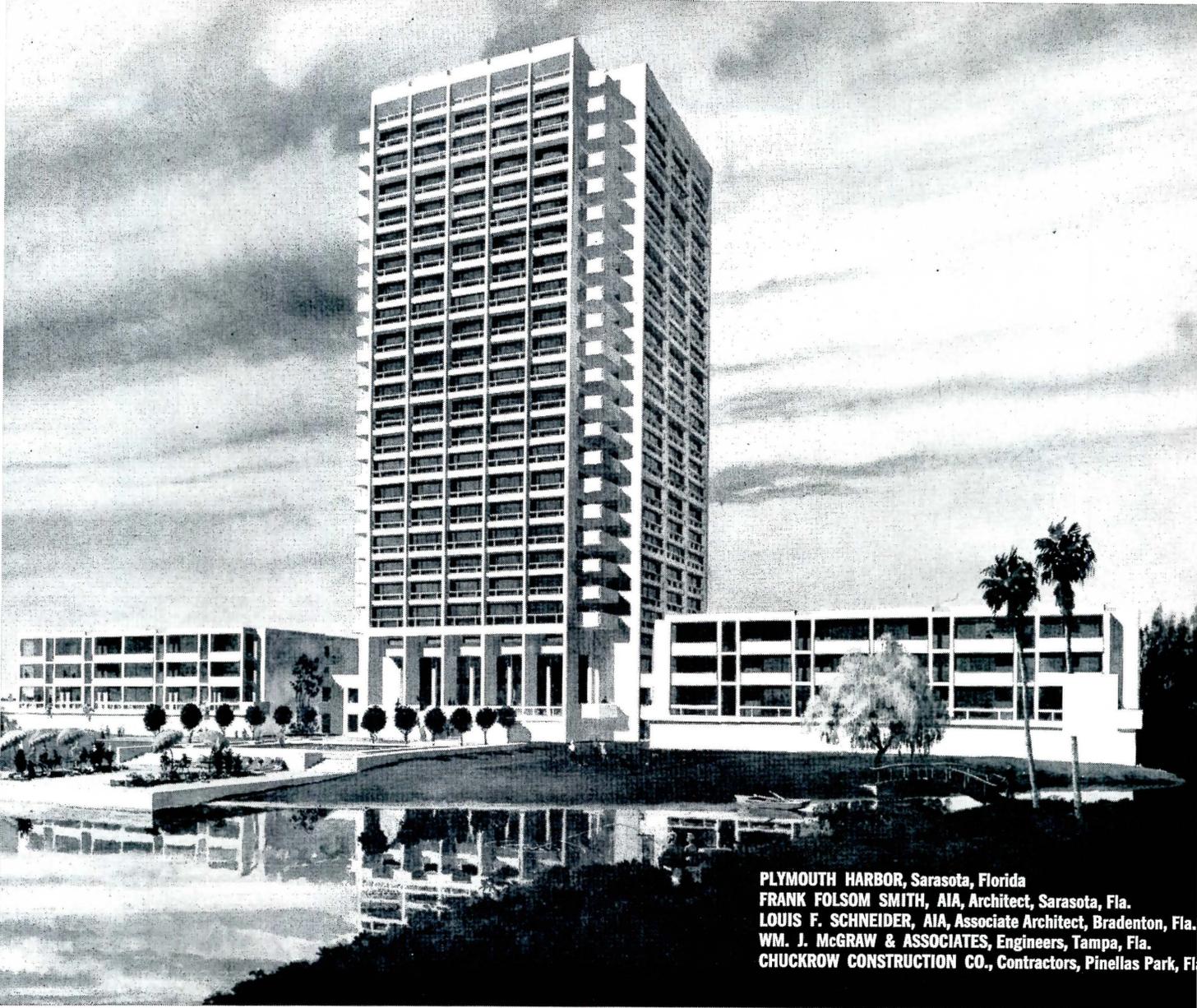
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FHA Outlines 10-Point Program

Federal Housing Administration Commissioner Philip N. Brownstein recently promulgated a 10-point program to improve residential design. The commissioner outlined the program in a letter to FHA field offices.

1. In new subdivisions or in new sections of existing subdivisions each proposal should be examined with the purpose for its creation firmly in mind and considering how this purpose is to be fulfilled. Sprawl, monotony and shabbiness must be discouraged. We must encourage sponsors to employ the professional assistance required to produce sound design and a better environment. The production of any form of new housing involves many disciplines which must be employed and rewarded. These disciplines include architecture, planning, economics, transportation, landscape architecture; the related arts of painting, sculpture and decoration, and the behavioral fields of psychology and sociology. Whether they are provided by one person or a group of specialists, consciously or unconsciously, these disciplines must be taken into account in creating a better environment.

2. In new subdivision proposals that do not specify underground electrical and telephone distribution systems, the sponsor must prove to the satisfaction of the Chief Underwriter that underground residential distribution is economically unfeasible.

3. Valuers and architectural examiners should view each property with a critical awareness of design. In proposed construction the architectural comments on design quality should be related by the valuator to the environment beyond the property lines and translated in terms of value. Processing personnel are under obligation to recognize good design and to recommend improvements in poor design.

4. In multifamily housing, sponsors can be shown by dramatic means the effect improved design can have on rents, expenses, net income and value. The harmonious integration of such projects into the neighborhood to achieve relationship with distinctiveness should be a serious consideration.

5. We must recognize the qualities and values well-designed older properties often possess. Imaginative rehabilitation can restore properties and neighborhoods to new peaks of lasting appeal and value.

6. When FHA personnel meet with organized groups in the exercise of their official functions, the positive attitude discussed here should be firmly expressed. The industry and the public are looking for leadership. They should be aware that FHA has accepted that role as it has done in the past.

7. To effectively implement the program outlined here, there should be at least one (and preferably more than one) professionally qualified architect in every insuring office. He is needed to advise sponsors and their technicians in preliminary stages of proposals when the encouragement of better design and planning will be effective. He is also needed to advise and guide valuation and architectural personnel in good design concepts, and to assure the Director that positions taken involving design are based upon competent and professional advice. Recruitment of professional architects should take place as vacancies occur.

8. Recognizing the need for train-

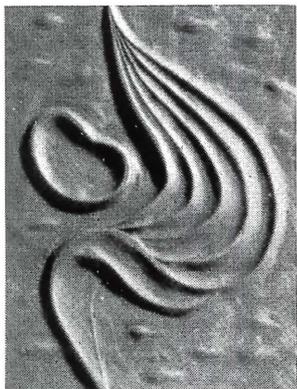
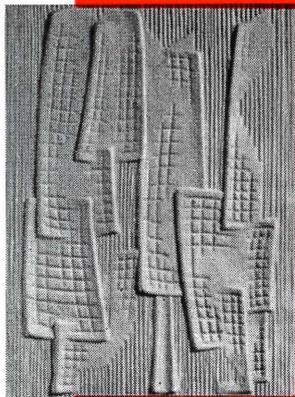
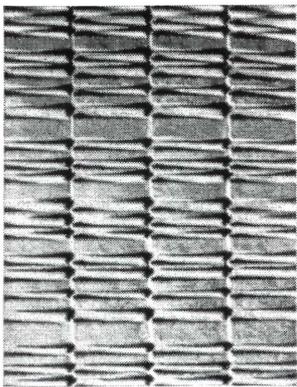
ing our staffs in design and esthetic judgment, the central office is preparing a training program directed toward educating FHA people, the industry, and ultimately the consumer to recognize the elements of good design. This effort will take some time to reach final realization. In the meantime you are urged to view with an open mind new or untried proposals of recognized architectural firms, or of responsible, progressive and forward-looking sponsors.

9. Great progress has been made in environmental design, but much more should be encouraged. In place of lot by lot development, many plans comprise the total design of planned-unit developments, both large and small. The larger ones encompass a whole new city, while smaller plans are suitable for management and maintenance by a homes association. Such total design should provide for all of the needs of the daily life of the residents. Areas for individual use can be purposeful and adequate, and the land area is conserved to find space for open areas and recreation facilities for use in common. Thus, urban sprawl can be avoided, and the monotony of repetitive structures can be relieved by a varied relationship in building masses and open spaces.

10. In proposals involving new or unfamiliar design concepts, or where a genuine difference of opinion exists between a sponsor and the field office in matters relating to design (as in any other problem), you are encouraged to submit all information to the central office for advice and guidance.

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