

August
1969 **The Florida Architect**



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It has become clear in both moral and economic terms that our nation can no longer afford or pretend to intervene in the political and military affairs of nations throughout the world, maintain a military and weapons establishment of unlimited size, explore the moon and, at the same time, rebuild our decaying cities, provide an adequate supply of housing, and finance domestic programs needed to solve pressing social problems.

THEREFORE, BE IT RESOLVED BY THE ARCHITECTS OF AMERICA THAT:

One. We call upon the President and the Congress to assume responsibility for a comprehensive reexamination and reordering of our national priorities, recognizing that we have neither unlimited wealth nor wisdom, and that we cannot sensibly hope to instruct other nations in the paths they should follow when we are increasingly unable to demonstrate that we know how to maintain a viable society at home.

Two. We call upon our leaders, at all levels of government, to recognize that an efficient and humane environment is basic to the maintenance of a harmonious and prosperous society and that the skills to produce it are well within our grasp. At the same time, we wish to remind our representatives that neither hope, time, nor technology will solve the problems that presently make urban life a dirty, difficult and dangerous experience. Only a wholehearted commitment of will and money will enable us to apply the skills needed to erase the shame of urban America.

Approved and adopted by The American Institute of Architects at its annual convention in Chicago, Illinois, June 26th, 1969.

The American Institute of Architects
1735 New York Avenue, N.W., Washington, D.C. 20006



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Left: Clearwater City Hall. Right:
Ft. Lauderdale City Hall. Photos
by Kurt Waldmann.
JEP 19 1969

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Design Teams Remaking America

Men who study people are joining architects and engineers in a new wave of city building led by design teams.

Design teams are at work in dozens of American cities coast to coast un-snarl-ing civic controversy and plugging citizen needs into highways, schools, neighborhood revival and new communities.

The American Institute of Architects says the team concept shows the greatest promise of any recent innovation in providing American cities with variety and choice.

From highway corridors in Seattle, Los Angeles, Boston and other cities to entirely new towns for 125,000 persons, teams are matching building projects with needs of people.

"The horizon for this kind of approach is absolutely unlimited," says architect John Weese, AIA, who managed a massive team attack on Baltimore's freeway problems.

"Any project where you're dealing with an impact on the community is subject to the design team treatment," Weese says. Design teams form when architects, engineers, landscape men and decorators—the traditional design profession—join sociologists, economists, psychologists and community workers. Goal: to work with residents, using a variety of skills and experience. Objective: a project that builds individuals and neighborhoods, fills public needs, and protects man and his limited supply of land, air, and water.

"This is the future of urban design," says San Francisco architect John Fisher-Smith, AIA, head of the Institute's Urban Design Committee.

In Chicago, a design team converted an eight-lane elevated "stiltway" into one-way depressed expressways with room in the middle for new homes, stores and light industry. Controversy over the \$157 million first phase of the giant Crosstown Freeway evaporated as citizens helped the design team plan.

At Baltimore, the design team was brought in by the State Roads Commission of Maryland, and in two years won radical change in 18 miles of freeway which would have dam-

aged historic Federal Hill and sliced two other neighborhoods. The team showed how two neighborhoods could be saved by alternate routes and a third revived by building on air rights over the freeway. A tunnel will be used through choicest parts of a park and a freeway diversion will carry around 45 percent of the traffic away from the area.

The \$1.5 billion Cross Brooklyn Linear City spine of houses, schools, clinics proposed along an Interstate Highway line, Phoenix's Papago Freeway joint development and Seattle's 10-mile downtown highway corridor are getting intensive study by design teams.

Smaller cities like Gainesville, Georgia (pop. around 40,000) are using design teams, too. A dozen Georgia Tech architectural majors are working with local residents and officials to redesign a 60-acre poverty pocket.

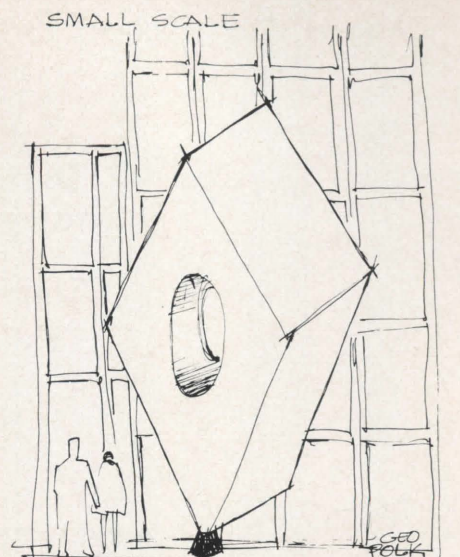
The Department of Transportation (DOT) has a \$1.4 million team study underway in Atlanta, Pittsburgh, Seattle, Dallas, and Denver "to get transportation improved downtown in a short time." Twenty-one other cities will use this information, DOT Secretary John Volpe said last month.

New York City this spring unveiled a \$1.1 billion Battery Park City with room for 55,000 inhabitants and 35,000 workers on Hudson River landfill. It was drawn by a design team and includes low-income housing.

A unique new school that will be scattered through Hartford, Connecticut's South Arsenal neighborhood was invented by a team. Called the "everywhere school," it will include a community center, clinic, library, adult education as well as instruction for children. The school will become the community.

"Success for the design team," according to architect Weese, "depends on the political environment" even more than money, time or available land. "Is the city interested or not? Will it support and accept the team way?"

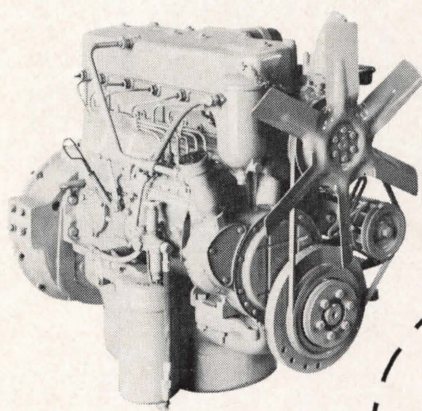
Architects have always consulted the people who pay for buildings and often with those who will use them. And architects must collaborate with engineers, market analysts, investors, decorators, contractors, suppliers, and landscape men before a building can be finished.



IT DOESN'T MAKE MUCH DIFFERENCE WHO THE ARCHITECT IS, THE IMPORTANT THING IS TO GET THE RIGHT SCULPTOR.

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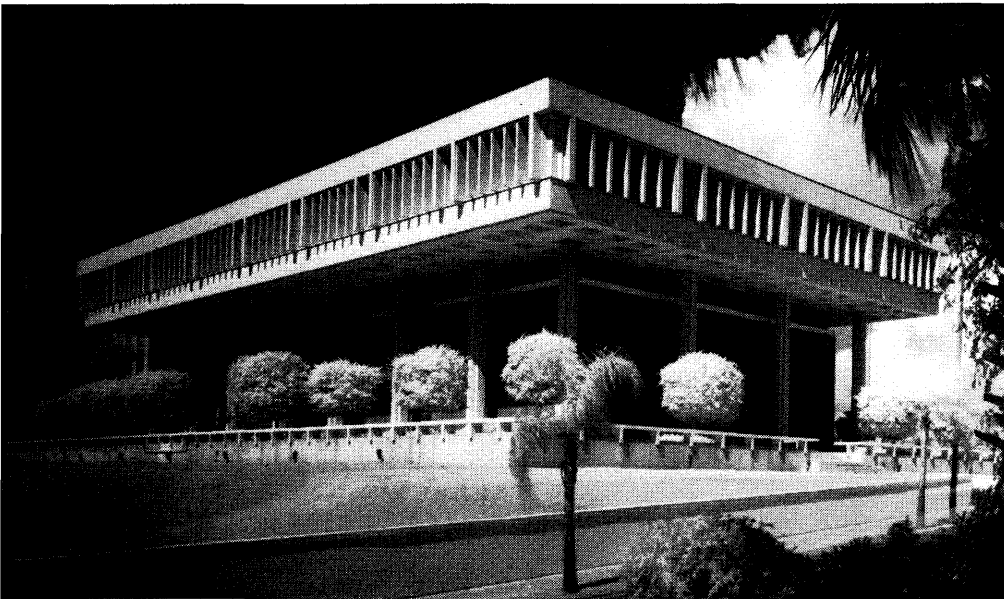
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Clearwater City Hall



The City Hall site, perhaps the most dramatic in the city, is a bluff overlooking Clearwater Bay, the Islands and the Gulf of Mexico, one block from the downtown shopping area.

The City Administrators voiced a strong desire to express in this new facility the spirit of optimism and vitality of this expanding community. They wanted to establish a place to which the citizens and guests to the city would enjoy coming.

The Program for City Hall included these departments: a. City Engineering b. Building Inspection and City Planning c. Civil Service d. City Clerk e. Parks and Recreation f. Finance and g. City Attorney. Also included were offices for the City Manager and Assistant Manager, Mayor's office, Commissioner's Conference Room and Commission Room, this being public space in which Commission meetings are held.

The program was resolved by arranging the four departments most frequented by the public on the first and second floors. These departments are separated by a two-story entrance lobby, intersected by a bridge at the second floor. The Commission Room is the most dominate space of the third floor. The remainder of this floor houses Administration and Finance.

The third floor perimeter is entirely glass set in 2' deep precast concrete frames, allowing dramatic views with optimum sun shading. The 2-story high entrance lobby is open also on both entrance and bay side with a full expanse of glass.

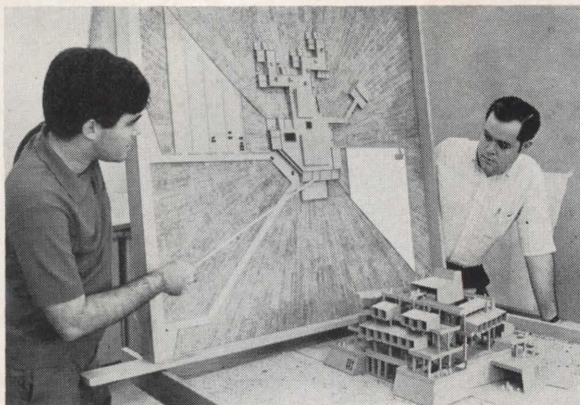
The building structure is primarily cast-in-place reinforced concrete, which is expressed through out the exterior. The walls enclosing the 2-story high elements, to either side of the lobby, are of split faced Italian grey marble precast in 5' wide panels. The 20' wide terrazzo surfaced terrace surrounding the building is planted with cherry laurel trees.

ARCHITECT:
K. Whitney Dalzell, Jr., AIA



Photos: Kurt Waldmann





Two Miami brothers, eight years out of Cuba, recently received architecture degrees from the University of Florida — and the Catholic community in Miami may benefit from their work.

As a degree requirement, Jose and Juan Puentes had to develop an architectural design and model that would make a contribution to the field.

Jose, 26, designed a new school plant that could be used for a planned expansion of his alma mater, Belan Jesuit High School.

Juan, 22, contributed a model for

a meditation center for Catholic laymen. It is a new concept since such retreats normally are restricted to the clergy.

A prime feature of the school campus is the transfer of the chapel from within the main building to a solitary position on an outer perimeter of the grounds. Jose's thought for doing this was that religion should be taught as part of the daily curriculum.

It was designed for the Dade County area "for those people helping Cubans to integrate into American society without losing their Cuban identity," says Juan.

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Newsnotes

Burns Elected President

Harry E. Burns, Jr., AIA and currently Vice President of FAAIA was recently elected President of the Southern District of the National Council of Architectural Registration Boards. This district serves 11 southern states and Panama. Congratulations, Harry.

Barrier Free Architecture Workshop

The AIA will conduct ten such workshops throughout the country this fall. The one scheduled for the Southeast will be held in Atlanta, Georgia, November 12-13 at the National Communicable Disease Center, 1600 Clifton Road. There is no fee to attend except for your luncheon, reception and coffee breaks. Information on the program was announced in AIA Memo Nos. 401 and 403. Mail application to attend to the North Georgia Chapter, AIA, 203 Peachtree Street, N.W., Atlanta, Georgia, 30303.

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Newsnotes

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Jacksonville Construction Career Day

Earlier this year the Jacksonville local chapters of the AIA, Engineering Societies, AGC, CST, PC, WIC with public/private schools/colleges and organized labor cooperated in sponsoring a Construction Career Day.

The Career Day was set aside to acquaint the people of high school age with opportunities for exciting careers in construction. The objective of the program was to fire the imagination of young people with the challenge of the construction industry whereby the visions of the architect, the engineer and the scientist are transformed into the realities that serve the needs of communities. In addition, the program was established to enhance the general public's image of the construction industry by creating a better understanding of its functioning.

Chairman of the Construction Career Council was Fred W. Bucky, AIA of the architectural firm Kemp, Bunch & Jackson.

The Program, held at Jacksonville University, provided for Information Center Exhibit Booths by each of the professions and construction trades. In addition, seminars were held along with a tour of a building under construction.

The Construction Career Day was considered to be a successful program. Perhaps this action by Jacksonville will stimulate other metropolitan areas in Florida to initiate plans to conduct a similar program.

Seminar

A High-Rise Load-Bearing Concrete Masonry seminar is being sponsored by the Florida Concrete & Products Association, Inc. with cooperating sponsors being the ACI, FAAIA, FES, CSI & PCA. The date for this meeting is Tuesday, October 7, 1969, at the International Inn in Tampa, beginning at 9:00 a.m. and adjourning at 4:30 p.m. The registration fee is \$20.00 per person which includes lunch, Design Manual and other literature. The program will include:

Films—"Building the 13 Story Catamaran Towers"
"Testing Reinforced Concrete Masonry in the Vertical Span"

Topics—"The Concept of High-Rise Load-Bearing Design"
"Reinforced Concrete Masonry—Quality Control, Construction Techniques, Details, Design Consideration"
"Design Problems Utilizing the NCMA Design Manual"

Program brochures and registration forms are available from the FAAIA office.

Urban League and AIA Announce Joint Program

A national program to increase the number of qualified technical personnel available to solve the architectural, urban, and environmental problems facing the country has been officially established by the National Urban League and The American Institute of Architects.

Announcement of the program, designed to aid disadvantaged young people, was made by Adolph Holmes, Director of Program Operations for the Urban League, and AIA Vice President Francis D. Lethbridge, FAIA, at a press conference in Washington, D.C. They said that a major objective of the joint program is

Continued on Page 14 ➡

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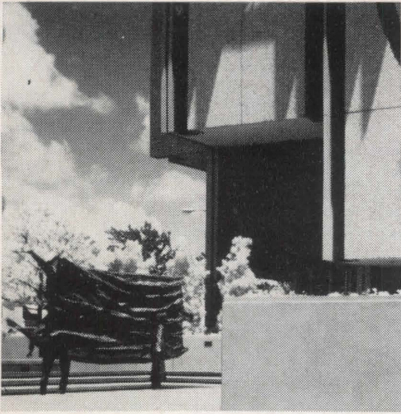
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E. Wells Jones for the City of Fort Lauderdale

SCULPTOR:

Robert Stoetzer

Ft. Lauderdale City Hall

The basic design criteria for this building was to house all the functioning departments (except police, fire and utility) of the city administration on a restricted site in an eight-story building to be approximately 80' x 80'.

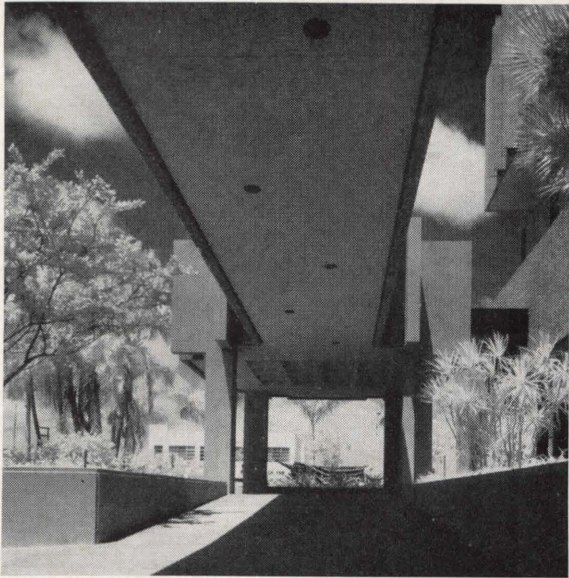
Essentially the architectural form is an expression of the complex interrelated but diverse functions and space requirements of the various departments — as well as the desire of the architects to avoid a static cube form.

There are some eighteen departments as well as the commission meeting and conference areas, public spaces, employees dining room and lounge, and sublevel and roof-level mechanical, service and storage areas. Departmental interrelationships are handled both horizontally and vertically —the latter aided by three passenger elevators and a service elevator, dumbwaiter and a pneumatic tube system. Many hours were spent analyzing, surveying, and projecting departmental requirements, and taped preliminary conferences were held by the architects with each of the department heads.

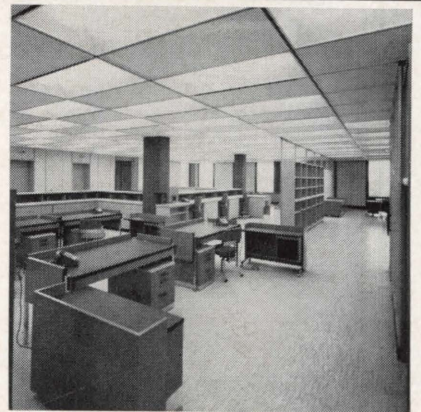
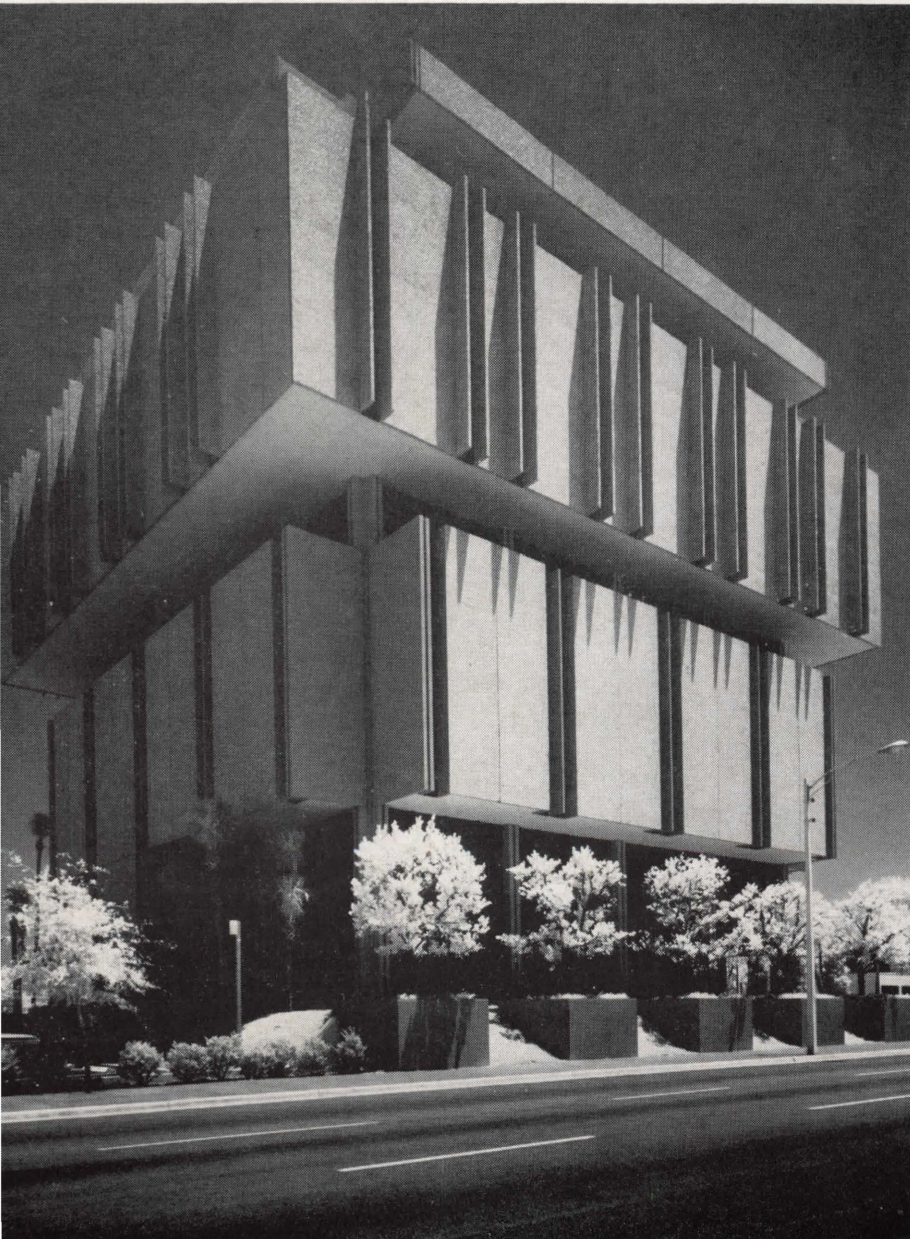
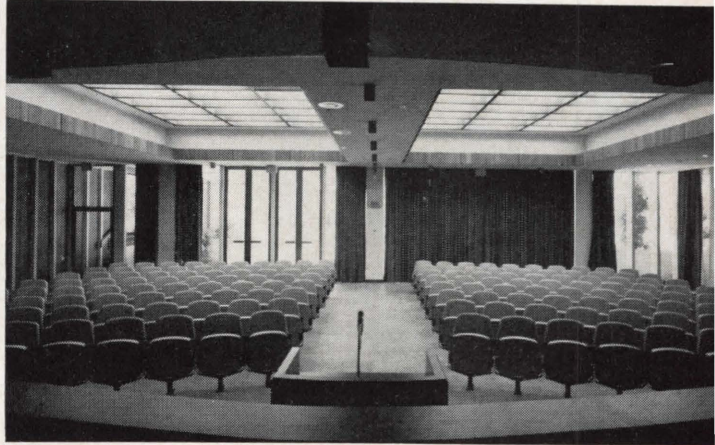
The physical flexibility dictated by the changing requirements of administering a growing dynamic city are handled throughout with a movable partition system, a flexible integrated ceiling system, and a flexible electrical and phone outlet system.

The materials and detailing are simple, dignified and understated; gray quartz aggregate precast panels, dark bronze-anodized aluminum and bronze-tinted glass are predominant, with teakwood used extensively in the ground floor public spaces. A gray rustic terrazzo floor flows out from the commission meeting room onto the landscaped plaza with its benches, pool and sculpture, and on out to the street curbs giving a sense of unity to these areas used most by the public.

The building is frankly out of scale with its neighbors. It is sited in, and looks upon, a decaying senile downtown area—and it is hoped that this new city hall will be the impetus for, and the nucleus of, a revitalized downtown neighborhood. ■



Photos: Kurt Waldmann





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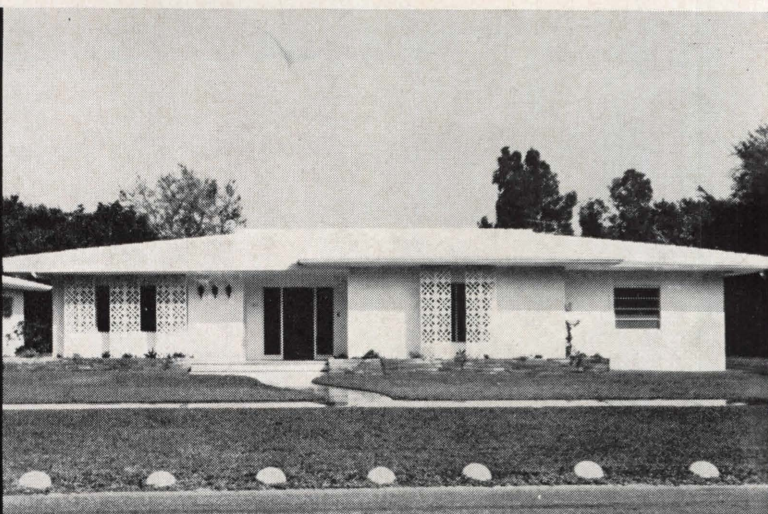


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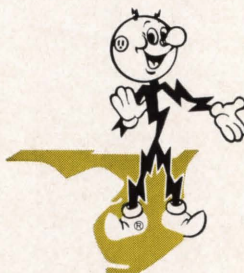
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FA08

Newsnotes

Continued from Page 9

to provide greater opportunity for disadvantaged young people to become technically qualified.

Mr. Holmes said that a 44-week technician's on-the-job training program in architectural offices will be set up. Fifty training places in ten or more cities will be located by the Urban Design and Development Corporation, the non-profit corporation established by AIA in February, 1969, which is co-sponsoring the program with the Urban League.

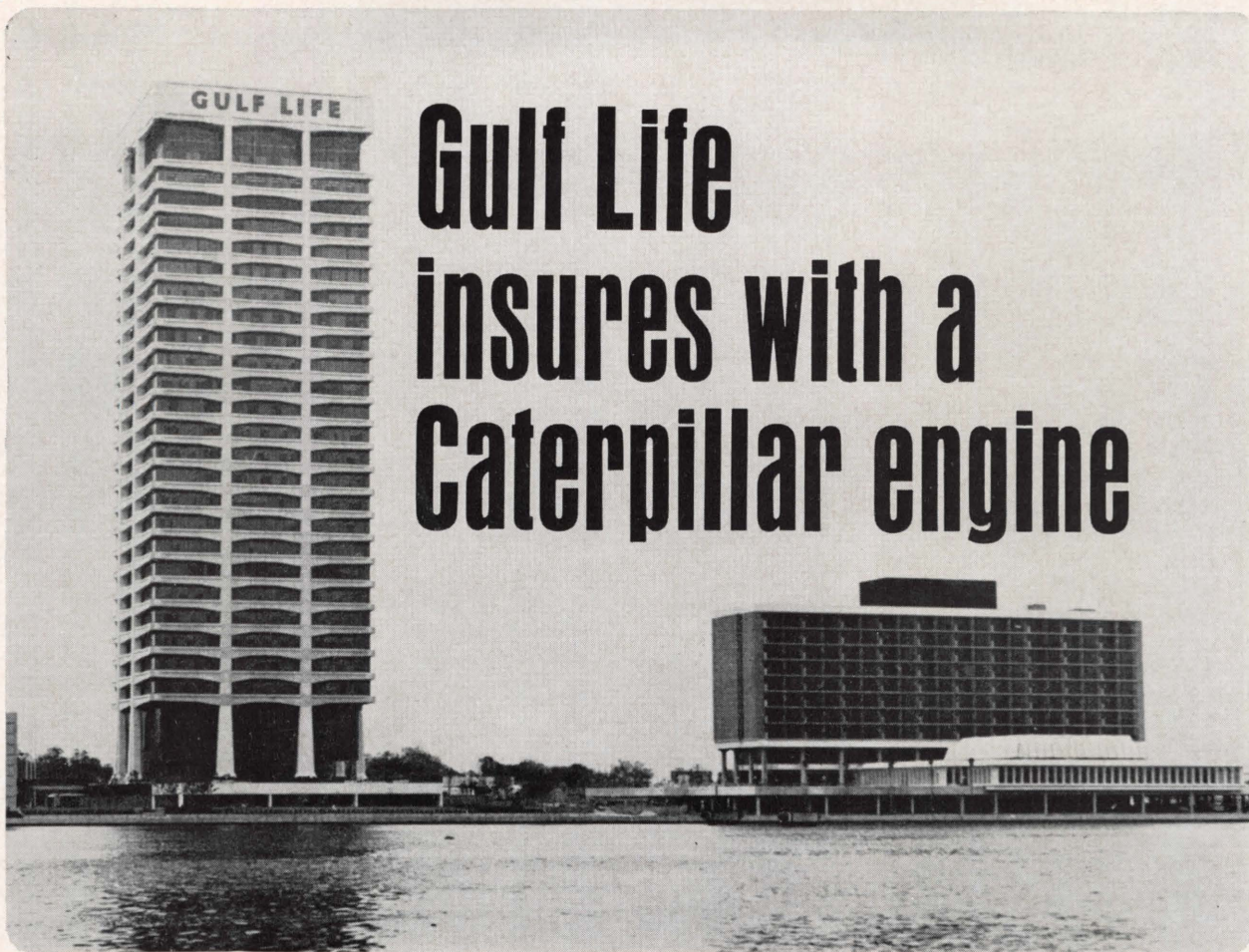
According to Mr. Lethbridge, the architectural offices selected will be responsible for selecting and hiring the trainees, working with them in accordance with a training schedule, mutually set up with the trainee and the Urban League OJT office, evaluating the trainee's progress to determine if he should continue, or has successfully completed, the program, increasing the trainee's salary after 22 weeks, guaranteeing a full-time job to trainees who successfully complete the program, and carrying out ethically, and in good faith, the intent of the U.S. Department of Labor's training contract with the National Urban League.

Mr. Holmes said that the National Urban League will recruit and screen potential trainees, assist in the preparation of the training schedule, aid and counsel the trainee, place the trainee in another job or program if he is unsuccessful in the first one, pay part of the costs of supervisory training for 44 weeks, and provide all of the administrative support and training guidance needed by the trainee.

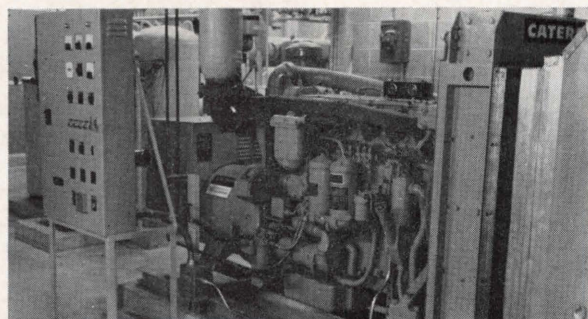
The Urban Design and Development Corporation, in addition to locating 50 training places in ten or more cities, will assist in the preparation of training guidelines and obtain the endorsement and support of the profession to expand the program.

Mr. Holmes explained that the trainees will be screened by the Urban League's local OJT office, but selected and hired by the practitioner. He said that any disadvantaged person is eligible, but that it is expected that the majority will be minority, disadvantaged, young people who have a substantial high school education or diploma.

Continued on Page 16 ➡



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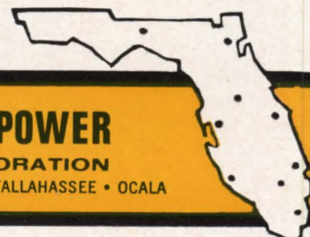
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Newsnotes

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According to Ralph G. Schwarz, president of the Urban Design and Development Corporation, architectural firms are encouraged to notify the Corporation of their interest in working with trainees. He said that although 50 places are the immediate goal for the program, they hope to expand it in the future.

The program is one of several worked out by the Urban League and AIA in response to Urban League's Executive Director Whitney M. Young's challenge to the architectural profession in his keynote address at the 1968 AIA Convention in Portland. At that time, he urged the architects to commit themselves personally and professionally to an improvement of the urban environment in line with the "principles of democracy and the Judeo-Christian ethics."

Insurance Against Strikes

Strike insurance designed to stiffen the resistance of employers against unions in construction and related industries now seems certain to be operative by next year.

Brainchild of the Associated General Contractors of America, the proposed insurance is to be handled by Lloyd's of London and is to be available to all employers allied with the construction field—whether union or non-union.

As adopted by the AGC convention in Washington in mid-March, the plan calls for the creation of a sort of "mutual fund" to be managed by the insurer.

Employers allied with the building field would pay into this fund annual premiums ranging from \$3,000 to \$360,000, depending upon the size and needs of an individual employer.

In return, the employer would be eligible for payments ranging from \$500 to \$120,000 a day for each day of labor-related work stoppage. The higher the premium, the larger the benefits.

On the theory that even the weakest employer could withstand a 10-day strike, no payments would be made in the first 10 days of any shutdown.

Payments to cover the employer's losses would be minimal for the first 70 days of a labor-related shutdown. And since normal nonworking days are not counted, the 70-day insurance period would make the employer financially strike-proof for 14 five-day workweeks.

The insurance is to be made available not only to contractors, but also to subcontractors, equipment makers, suppliers of materials, project owners—virtually anyone who wants protection.

An employer is eligible for payments, under the plan, even if his shutdown is caused by a strike in the plant for a supplier of materials or equipment, and not by any action of his own workers.

A seven-member advisory committee composed of policyholders is to keep a continuous check on the operations of the program.

The plan calls for an arbitrator to make final and binding decisions in disputes between the insurer and the policyholders as to liability.

Under the proposed agreement, the insurance company is given the right of subrogation to recover losses it pays to those insured. It may take over any cause of action the insured may have for damages against any person or organization that caused the interruption of construction.

Architects Carve Role In New Highway Plans

The nation's architects are moving to influence America's new federal highway system.

The \$62 billion Interstate road network authorized by Congress in 1956 had hardly any contribution from architects. Critics claim these freeways sometimes damaged cities by splitting neighborhoods and wasting land. Now a new road web—which could cost around \$50 billion from 1975 to 1985—is under consideration.

The American Institute of Architects' Urban Design Committee has embarked on a study and action program to help guide the post-Interstate roads.

AIA President Rex Whitaker Allen of San Francisco announced the Stern Family Fund, a New York City based foundation, has granted \$10,000 so the committee this year can study the best highway design. Institute funds will be used to advise Congress, government agencies, and the public.

New traffic carriers will have strategic impact on older cities plus the rings of urban growth sprouting around U.S. cities, pointed out Jaquelin T. Robertson, AIA, the committee's transportation chairman.

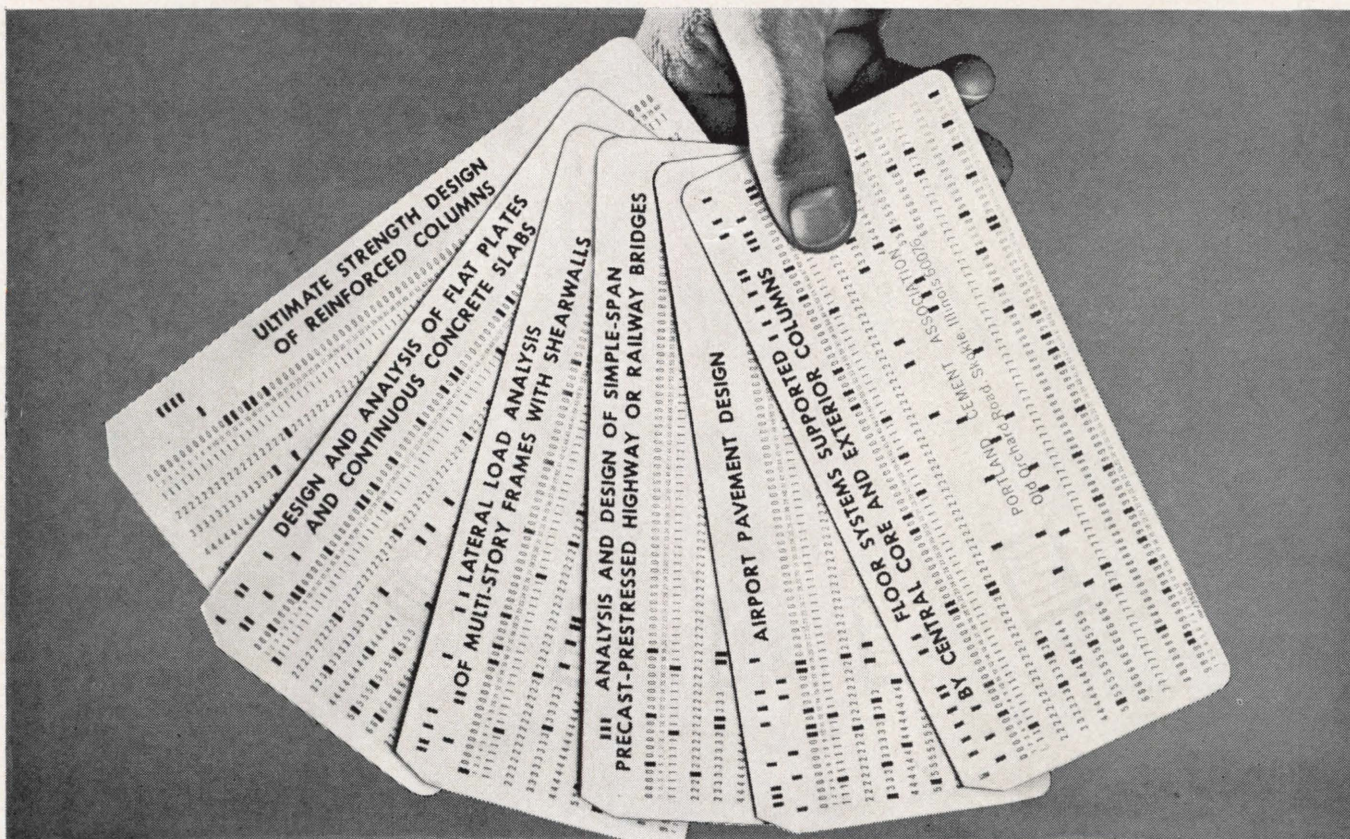
The AIA wants Congress to enact highway legislation that will allow design by teams of architects, engineers, planners, and social scientists. The Institute also wants to encourage joint use of highways with other construction such as schools, industry, stores and housing so as to conserve land and tax resources for American cities.

Architects are also convinced highways can blend better with the look and scale of cities, avoiding Chinese wall affects. ■

CORRECTION:

Architectural credits for The Mutual of Omaha Building were incorrectly listed in the July issue. The architects were: Houstoun, Albury, Baldwin & Parish.

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Revenue Service Gives Up On Professional Groups

After losing several court decisions, the Internal Revenue Service announces it "is conceding that organizations of doctors, lawyers, and other professional people organized under state professional association will, generally, be treated as corporations for tax purposes." Following a decision by the Solicitor General of the U.S. not to appeal two recent cases, the Justice Department and the Revenue Service concur. IRS says the government will not press appeals presently pending before the Fifth and Eighth Circuit Court of Appeals. "Also no appeal will be prosecuted in other pending cases decided adversely to the government on the same issues involving similar facts," IRS says. "Finally, all similar cases now in litigation or under audit will be reviewed to see if they should be conceded." The Revenue Service reserves the right to proceed in any case that "reflects special circumstances."

Institute Advocates New Approach To The Codes Problem

Testifying before the Senate Banking and Currency Committee, Robert Piper, the Chairman of AIA's Committee on Building Industry Coordination, said the Institute supports the establishment of a National Institute of Building Sciences to develop building standards.

Such an organization is proposed by S. 2368, a measure sponsored by Senator Javits (D-N.Y.), and H.R. 12946, a similar bill proposed by Rep. Moorehead (D-Pa.). Both bills are patterned after a recommendation of the National Commission on Urban Problems, the so-called Douglas Commission. The National Institute of Building Sciences to be established by the legislation would:

- develop standards affecting all building materials;
- develop standards for use in local building codes; and
- promote, coordinate and publish testing of new building products, equipment, techniques, and systems.

Piper said the AIA believes there is a

critical "need for a more rational system to conceive, test, and evaluate criteria for processing and accepting building materials, systems and technological innovations." He noted that the "AIA does not favor a national or federal code; however, a set of national policies encouraging uniformity of testing and evaluation procedures to be adopted locally is extremely desirable."

Court Decisions

Labor Board Upholds A-E's Right to Specify the Right Product For The Job

An architect and engineer, retained by a hospital to design an additional building, specified in their plans that heating and cooling should be provided by prefabricated fan coil units. The mechanical contractor was aware of the specification when its bid was submitted. The specifications also provided that the architect was to "interpret the specifications . . . and decide all other questions in connection with the work."

Despite the specifications, the union insisted that its members were entitled to assemble the fan coil units on the job because the collective bargaining agreement between the union and the contractor provided that "all pipe two inches (2") and under . . . (was) to be cut, threaded and installed by employees on the job." To settle the dispute, the contractor proposed to the architect that the piping be fabricated at the construction site, but the architect rejected the proposal and insisted that the units be shipped pre-assembled.

The National Labor Relations Board held the union's conduct to be a secondary boycott, an unfair labor practice prohibited by the National Labor Relations Act. The practical impact of the Board's decision is that manufacturers of products installed at the construction site will be able to seek relief from union refusals to install their products. Therefore, if architects or engineers specify a particular manufacturer's product or factory fabrication of a product, it will be unlawful for the union to refuse to perform work for the contractor installing the product.

[Local 636, United Association (Mechanical Contractors Association of Detroit, Inc.), 177 NLRB 14 (July 4, 1969)].

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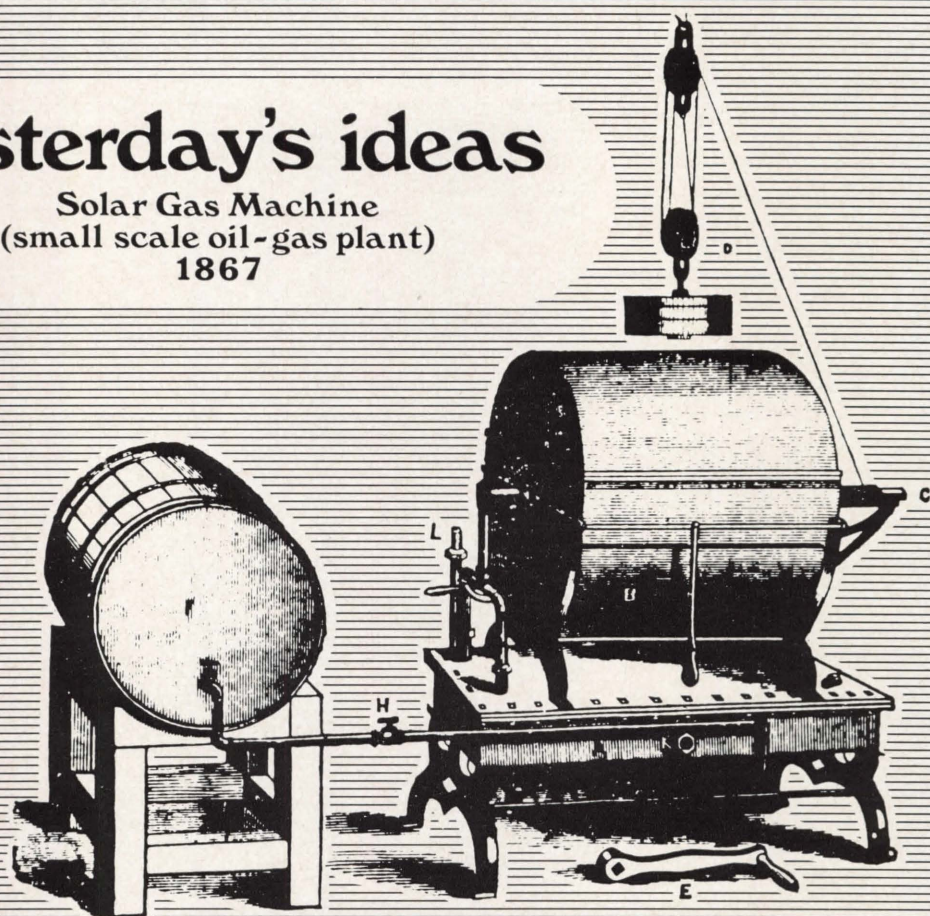
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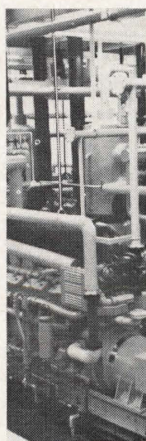
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Design Teams

(Continued from Page 4)

Design teams are an extension of this consultation plus three added dimensions:

- Architects are calling in social scientists to determine how the project will affect people and the environment. Economists, psychologists, opinion researchers, doctors and teachers have signed in.
- Citizens are telling needs, offering ideas and reacting to plans before blueprints are drawn. They are in the process at the start. They become part of the client which formerly may have been solely a banker, public works director, industrialist or school board.
- Joint uses for the new facility are sought. Object: increase economic return and cut waste, build a neighborhood, and save money and space.

What are the extra costs in time and money caused by the new approach?

Construction cost will go up one half to one and one half percent, estimates Weese.

But added returns could more than offset this, he added.

Rescuing land can yield property taxes to a financially periled city, Weese said. Social dividends—the preservation of a neighborhood or of institutions like churches and stores—are hard to figure but can be sizeable.

Future use of air rights and surplus rights of way, if thorny legal and financing questions can be settled, might help pay for the project.

Changes in highway and urban renewal plans could save low income housing and thus ease a city's housing shortage. Even in new growth cities like San Jose, Calif. (now the nation's 31st largest), highways have aggravated severe housing shortages by demolishing cheap rentals, social workers claim.

The design team process, particularly the public participation element, does take longer than the old, single planner method, some city officials feel. It also can offer an excuse for officials to avoid decisions.

But if a costly and longwinded law suit is prevented, it could be viewed as a short cut. Bitter public hearings and referendum elections also could be averted. Such suits and elections have stopped needed highway solutions in numerous cities. San Francisco and Washington, D.C., for example, have not yet settled highway battles a design team might be able to resolve.

In Philadelphia, the AIA Chapter is urging Mayor James Tate to "retain an interdisciplinary team" to get the Crosstown Expressway moving in less harmful ways to residents. As long as the project is cloudy, property in the highway zone deteriorates, said the chapter.

A design team uncovers information often overlooked in the past: What persons will use a project? What will it cost in disruption as well as concrete? What alternatives exist? How can it be combined with something else?

A team may set up field offices, hold meetings (the Baltimore team held around 125), survey opinion. "We listen, talk, walk, see, and feel," explained Norman Klein, AIA, on the Baltimore team.

Teams can introduce new technologies and methods in land use, traffic circulation, building materials and construction, or machinery.

The DOT study now underway will determine the market for improved central district transit, then go to manufacturers to see if equipment can match demand. DOT is expected to be asking Congress for billions of dollars to help urban transportation in the next decade so those findings could be crucial.

Unexpected fallout from the team's work can include: pressure on a city to adopt a good master plan and upgrade its planning staff or changed Federal, state and local regulations. From early opposition, Federal and many state highway departments have swung to firm support for the design team concept.

Even older neighborhoods can benefit from design teams.

Pullman, a model city built from 1880 to 1884 on the far south side of Chicago, is getting help from a current team. Here the goal is to safeguard schools, trees, landscaping—the qualities of a contained commu-

nity—from new land uses that threaten them. Renovation of homes is stressed as well as the value of a stable, well-established village amid a huge metropolis.

Entire new cities are being designed by teams.

Columbia, Maryland—a successful 18,000-acre New Town midway between Washington, D.C., and Baltimore—wasn't started until developer James Rouse had a 60-member team at work for eight months deciding "what is the ideal system for health, transportation, education . . ."

"The real shafts of light brought into this discussion came from rather ordinary people," recalls Edwin W. Baker, AIA, manager of planning and design for Columbia.

"A lady suggested a small bus system to safely take children to school" and prospective buyers said schools should be small, Baker said.

AIA's Urban Design Committee says design teams should be widely used in the future. Whatever Federal highway system will follow the \$62 billion Interstate network is a logical arena for the teams. New airports are another target. The Air Transport Association says at least \$2.5 billion will be spent on U.S. airports before 1976. Yet aviation writer Robert Lindsey points out: "There's not an airport in the country that's ready for the Jumbo Jets. And architects should immediately realize they can't design the jetports without much more consultation with airline traffic controllers, users and others."

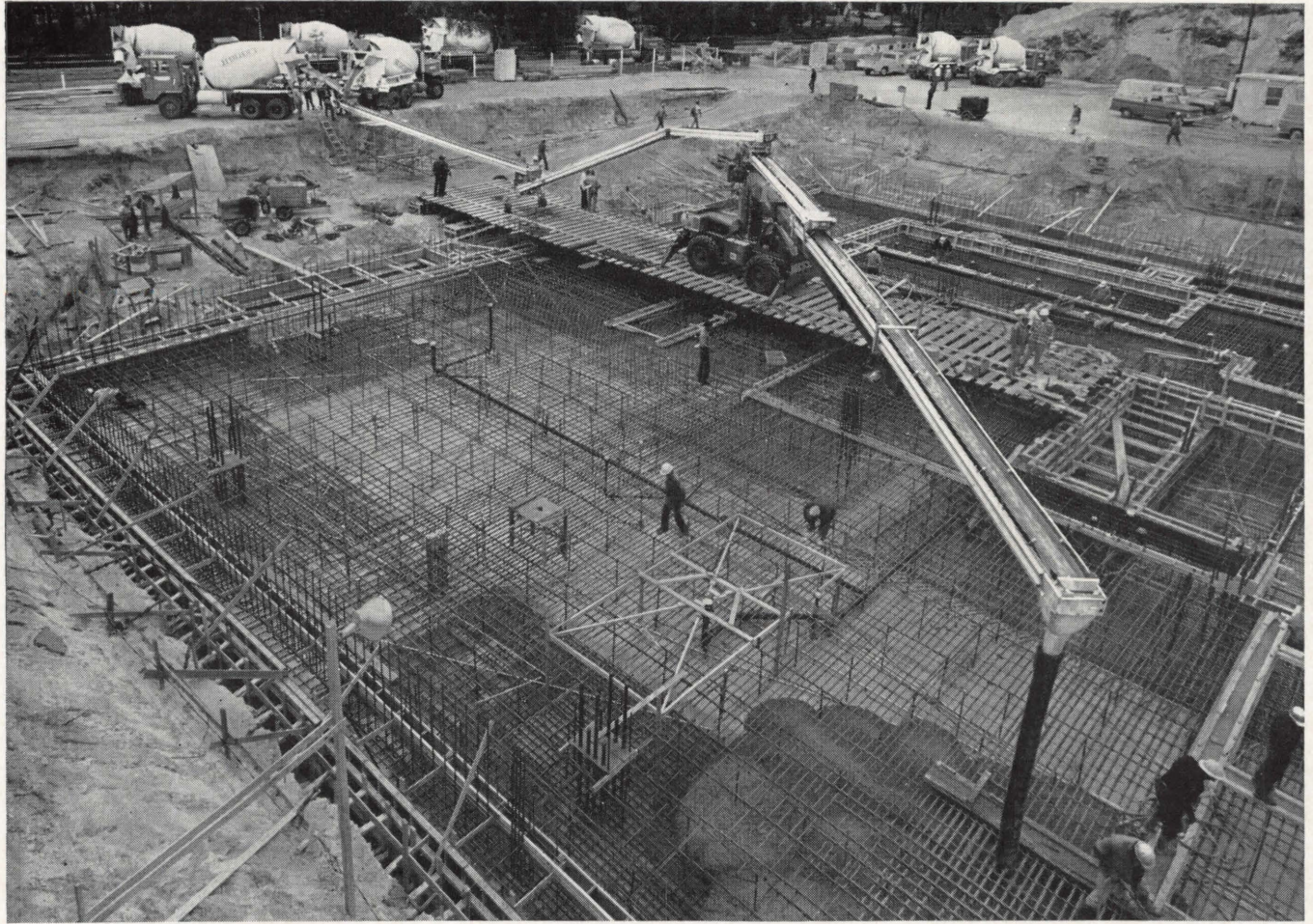
Already 18 conservation organizations plus the United Auto Workers are battling a proposed \$250 million jetport 50 miles west of Miami. They say it will destroy Everglades National Park.

This latest controversy resembles in some aspects hundreds that have engulfed U.S. cities as money and technology confront people and a tolerable living space. The conflicts—plus some that may have not yet surfaced—look like tasks for a design team.

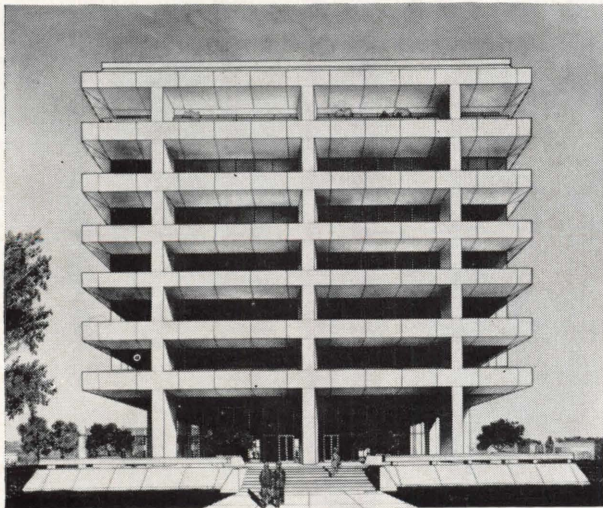
"Public opinion can no longer be ignored and antiquated practices must give way to common sense and changing needs," says AIA's Past President George E. Kassabaum, FAIA, of St. Louis. "Participation is the order of the day and that's after all the essence of democracy." ■

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As this rendering indicates, the new central Florida headquarters for Florida Gas Transmission Company will be concrete above ground as well as below. Another fine example of concrete serving both structurally and architecturally.

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Architects Told to Take Part in Public Affairs

(Reprinted from Miami Herald by
Eli Adams, Real Estate Editor)

The future of modern architecture lies with public affairs, says Prof. Robert Geddes, dean of the School of Architecture and Urban Planning at Princeton University.

And architects must take a role in decision-making, not only in the needs for today, but also in those of tomorrow, Dean Geddes told the Florida South Chapter of the American Institute of Architects.

"The problems of urban planning are our greatest challenge today," he said. And it is up to the architect to meet that challenge, he added.

Dean Geddes said Princeton University has been able to bring the fields of architecture and public affairs together in its curriculum, providing the social as well as the physical fields of design for living.

He noted that students today are seeking to create their own framework and are capable of social imagination as well as observing social conventions. Geddes said students see architecture and public action as a tool to create a better world.

The Princeton educator, who also is a consultant for the Miami-Dade Downtown Governmental Center, said working in the realm of public affairs is a continuing but difficult project.

But he added that despite the difficulties there is no idea of quitting, rather to seek solutions to problems which confront the planners.

"We intend to apply first-rate ideas in the public decision-making realm," he said.

Geddes cited the work of his firm (Geddes, Brecher, Qualls and Cunningham — with offices in Philadelphia and Princeton) in the Town Center project for Rockville, Md., as an instance where the architect was retained as a decision-making arm.

"We served as public architects for

public works," he said, "and in doing so we helped set up the budget, work priorities — the whole public works framework."

Geddes sees the role of the architect as one to "absorb information and give it back to community officials in the form of physical proposals."

He termed the architect's role as one of a "translator," in which the architects work with policy committees of city, county and state which bring forward proposals for government centers."

Geddes characterized the Miami-Dade governmental center project as one which requires a different approach from other projects in other parts of the country. He said centers in cities will be used as a basis for planning the Miami-Dade project.

The question of design competition for the center was brought up. C. Frasier Knight, president of the AIA chapter, said the group has gone on record favoring design competition.

George Reed, Coconut Grove architect, said that "only recently have we seen mounting public interest in design. Architects, too, are becoming more aware of this as well as the news media."


He concluded that he favors a design competition for such a project.

In answer to other questions, Geddes said:

The small architect does not have the time or the facilities to carry on work in public affairs. "Projects need tender, loving care. And unless these projects are built into the structure of work." It's too big a job, he added.

It is natural for a city to have a downtown area, but outlying areas play a vital role, too.

The fact that people still want to be together is a hopeful sign. "We have to have interaction of people — this is the nature of human society." ■



THE AWARD-WINNING LOOK OF CONCRETE

The George A. Smathers Plaza in Miami. The architect was Robert Bradford Browne, AIA; the contractor was Apgar & Markham Construction Co., Inc., and the concrete was supplied by MPS Industries, Inc.

The George A. Smathers Plaza, a public housing project in Miami, won a Merit Award issued by the Florida Association of the American Institute of Architects. The solution is a cast-in-place concrete building complex, in which structure, form and finish are combined in a single building operation. Forms were designed to be moved in huge, completed assemblies, allowing for a greater perimeter and the introduction of curves and angles without penalty. The exterior concrete walls were stained and waterproofed with a transparent coating to allow the beauty and texture of the concrete to show through, leaving it with a permanent "wet" look. Here again, concrete provides the versatility, economy and permanence required for modern construction.

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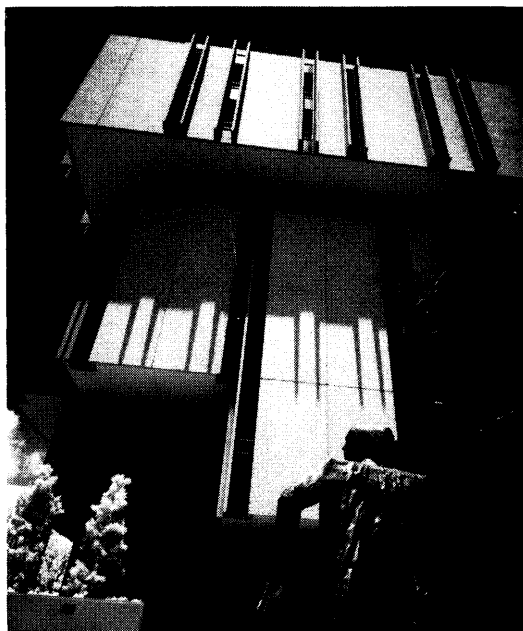
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