

The Florida Architect

August - 1955



Official Journal
FLORIDA ASSOCIATION OF ARCHITECTS
AMERICAN INSTITUTE OF ARCHITECTS

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The Florida Architect

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AUGUST, 1955

Another Piece of Unfinished Business

Unless some administrative miracle takes place shortly at the University of Florida, the College of Architecture and Allied Arts may be forced into a drastic curtailment of its student enrollment next month. Reason is a critical shortage of teachers for courses in architecture, building construction and community planning. Unless existing vacancies are filled, the number of students that can be accepted must be limited to a number that faculty members then available can teach.

Chief reason for this situation is lack of funds. To quote Dean WILLIAM T. ARNETT: "Within the past few weeks a number of our staff members have accepted positions at other universities, in government service, or in private offices because of the more favorable salary situation that prevails elsewhere . . ."

JOHN L. R. GRAND, head of the Department of Architecture, estimates that nine new teachers will be needed to meet fall enrollments under emergency conditions. The University's budget provides for only five! And, since the 1955 Legislature failed to appropriate sufficient funds to bring the salary structure of the College in line with competing institutions, the problem of holding the present staff or of finding qualified replacements is both critical and difficult of solution.

The whole matter of university teachers' salaries has become a problem of national scope. DONALD G. MCGRAW, president of the McGraw-Hill Publishing Company, writing in the March, 1955, issue of *Construction Methods and Equipment* said that since 1940 salaries of faculty members have actually decreased by 5 per cent — as compared with a 10 per cent increase by lawyers, a 48 per cent increase by industrial workers and a whopping 80 per cent by physicians.

"There is no way to know with any degree of precision," he continues, "What the underpayment of our college and university faculty members over the past 14 years has actually cost the nation in terms of reduced quality of intellectual performance of those institutions . . . If no grave deterioration in the intellectual performance of our colleges and universities has occurred so far, it is because we have been living on borrowed time. It is time borrowed from faculty members who have, in effect, been subsidizing these institutions by their financial sacrifice."

McGraw was writing about the situation nationally. But the present situation in Gainesville brings his facts home with a force that cannot help but touch every building professional in Florida. Our young people are entitled to the best technical training in architecture and building construction and community planning that can be obtained. Qualified teachers are needed to provide it. And only through adequate appropriations from a fully informed Legislature can these teachers become available.

So it seems that the architectural profession in Florida has not one, but two important pieces of unfinished business to contend with. One, of course, is to see that plans for housing the College of Architecture and Allied Arts become a reality. The other and equally important one is to make sure that teaching budgets are sufficient to staff it properly and to make it the educational force that our industry and profession so vitally needs.

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"Designing for The Community"

The Minneapolis Convention was fortunate in having a distinguished citizen, an architect and a city planner as its keynote speaker. ALBERT MAYER, F.A.I.A., is a member of the American Institute of Planners, partner in the firm of Mayer and Whittlesey, and Director, National Housing Conference and Regional Development Council of America. The major portions of his provocative keynote address are printed here.



Why is the problem of Community so overwhelmingly pressing? Well the fact is that Community has been breaking down in the Western world ever since the Industrial Revolution accelerated the creation of slums. And the quantity and rate and multiplicity of deterioration is now bigger, better and more headlong than ever.

Traffic has grown from a headache into a desperate disease. And the tragedy of this traffic tumult is ironically this: that modern technology with its automotive miracles and its road-engineering brilliances which could give us release, are actually deepening and widening the difficulties by superimposing themselves on obsolete patterns, making ultimate solutions more costly and maybe impossible. This seems the keynote: that instead of using great new tools for a great new life, we are using them to prolong and to deepen obsolescence, to painfully prolong what should be replaced.

The traffic debacle is perhaps the best possible advertising for rebuilding communities and cities. And it is advertising with wonderful coverage: it almost equally affects rich and poor, pedestrian and motorist, young and old, Cadillac owner and bus passenger.

The current boom in urban office

buildings and living quarters is not only accentuating the spatial overcrowded drabness of cities, but is increasing traffic congestion in some sort of geometric ratio.

The suburbs are rapidly becoming continuous with the metropolis itself. And the suburbs own local sprawl and traffic confusion, and congestion are rapidly permitting them to catch up with many of the disadvantages of the city—plus some shortcomings of their own, such as the excessive journey to work.

Another symptom is the galloping slums, not only in cities, not only in suburbs, but increasingly in rural areas where big new factories plant themselves and attract new labor, without a housing or recreation or community program. The atomic energy plant at Savannah River is the most spectacular instance, but this is repeated endlessly around the country, particularly in the migration of industry to the South.

Add two symptoms to this indictment of our environment: the increase and increasing rate of increase, of mental cases and mental institutions, and of juvenile delinquency. It would be absurd to link these two last to our unsatisfactory and anarchic physical environment alone or chiefly. But it would be blind to ignore the

influence that a good or an unsatisfactory environment can have on these, for good or for ill.

How We Got Where We Are

I will not show what happened in the Industrial Revolution, and trace slums and dislocations from there. We can assume that. But acceleration of these tendencies in the present are even more menacing, when we could, now, be breaking away. This is the point that must be hammered home: we are not just dealing with a wicked or mistaken accumulated past. Dominant present tendencies and developments are far more devastating. Let us see.

The new means of transportation which have displaced the horse and buggy, have within the city made a shambles of the equi-spaced gridiron streets which were then suitable. What were once Communities have been mercilessly dissected. When I was a boy we played ball on the streets reasonably safely and without much interruption. Today it is murderous and we need playgrounds. Beyond the city, the automobile could and should have made the countryside more accessible. Instead, helter-skelter development has been enabled to go further and further out,

(Continued on Page 4)

"Designing for The Community"

(Continued from Page 3)

so the country has receded and we are further away than ever, in miles and travel time.

The basic defect is that all our new shiny tools—telecommunications, the automobile, the airplane, electric power, highway engineering—all developments making for a new freedom—make us, in a sense, too free and permit an unprecedented indiscipline in development. They are being used without planned control or foresight, the dynamics of city, suburban, county, regional expansion being in the hands of the speculative builder with no permanent interest in his product because he "borrows out" and moves on.

In the long run, really, he has a vested interest in instability and obsolescence, because he can then build newly in fresh areas. Nor do public agencies require him to build in recreation or community facilities. Indeed in the long run they have to chase after him to complete his job.

Our public agencies of planning and control are weak. Within the city, the standards they set are only a shade or two better than the run-of-the-mine builder is doing anyway. This is our Zoning, which follows weakly and remedially, and on the whole, especially avoids much change in the most congested central areas where it is most needed. Unless we drastically change densities, and add a drastic traffic congestion factor, we are getting nowhere fast.

And the extent of the jurisdiction is altogether inadequate. For the motor car, the airplane have made the political unit of the city meaningless; have changed it operationally and developmentally from a few square miles at the beginning of the century, to many hundreds of square miles. It is now the interstitial areas and the rural areas that are the theater of almost unbridled development.

Failure of Single Remedies

Now we are on the last map of our negative side: the present prevalent naive use of single remedies ingenious and spectacular. They sometimes bring no relief and sometimes bring deceptive relief because after a little while things are worse than ever. It just isn't that easy. Let's

examine a few of these magic single solutions, and see what happens with them.

All right. Traffic. Brilliant and gifted engineers have injected street widenings, parkways, freeways, parking meters, parking garages, off-street loading, 3-level intersections and marvelous clover-leaves. All wonderful, all spectacular, all costly, and all ultimately, self-defeating or nearly so. In the case of parkways, for example, the knowing motorist, to save time, finds himself forced at peak times back to the old two-and-three-way by-ways that these parkways were supposed to relieve. In fact, in this single remedy racket, it's often difficult to tell which is the remedy and which is the disease in our urban mix-up.

What's the gimmick? Answer: There are always more cars waiting to use the nice new facilities, at both ends. There is a flood control analogy we have got to learn from. They no longer hope to control floods only by higher and higher levees and dikes near the mouth, as they used to do. They have finally grasped that they have got to diminish the amount of water to be handled by means of afforestation and catchment of the headwaters and all the way down the line. Then only, when the amount is rationally diminished, can you handle the problem. Similarly, you have got to work out a comprehensive program of land and people in relation to living, work, play; and thus diminish by rational disposal of people and functions, the now ever-growing need for movement.

Then, the toll road throughways, with limited access. Wonderfully straight, wide and speedy. The engineers who predict traffic volumes are always pleased because their estimates of volume are greatly exceeded. This is wonderful for the bond-holders, but mournful news for us users, and proves how we are chasing our tails. The throughways are also single solutions, with two grave defects: the traffic they dump out at the big cities because of the excess volume, plays hell with the cities. The second is that the state regards them as a single unrelated facility. But at their widely-spaced points, with its concentration of traffic on and off, we naturally find the beginnings of all sorts of slummy uses.

So it is with other single methods,

each clever in itself, each totally inadequate unless it is part of a symphony. Industrial decentralization is important, made feasible by cheap electric power. It could and should be creative, one major modern solution of Community. But of itself, without an overall plan and without low-cost housing and amenities to accompany it, it just erupts into the countryside which in its simplicity has no machinery to cope with it. It ruins the physical and social picture, disrupts local relationships and cuts deep scars in local living.

As for Urban Renewal, it too is a single tool that is being relied on to accomplish more than it possibly can. As an adjunct and a pump-primer for bold and incisive analyses, it could probably do much. Aside from the inadequacy of its hundred or two hundred acres with a little superficial city-planning thrown in, it has already got into problems and crises of re-location of people, and of economic and racial segregation that may well exceed its ameliorating advantages.

A Way Out

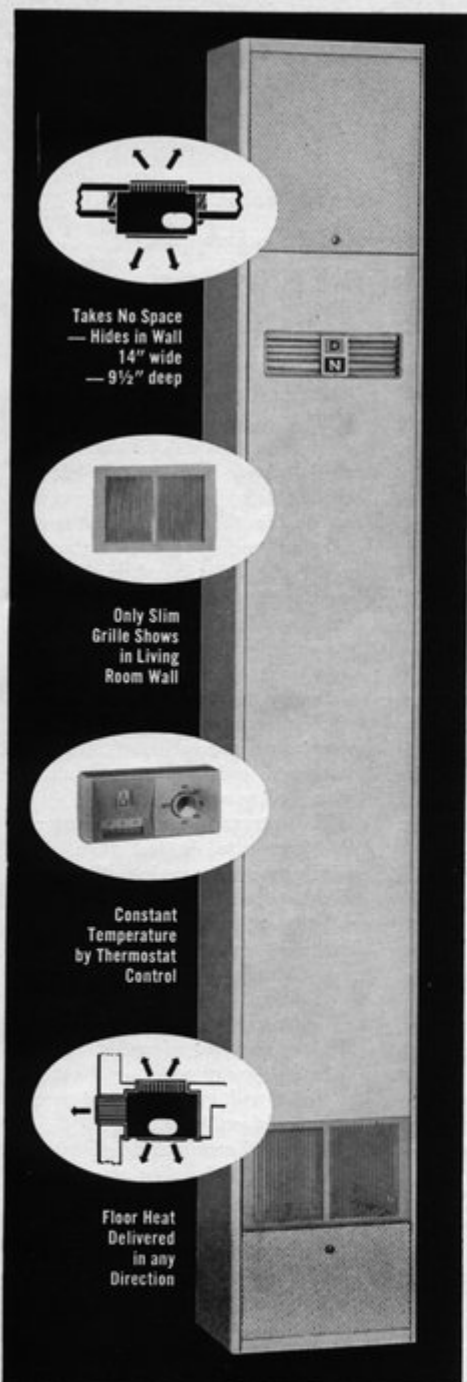
There will be no standard solution. What I want to suggest is a *theory* and a *method* that is applicable; to suggest how this might be energized; and later, how the architect fits in.

First, as to *theory*. The general approach so far has been to assume that what we have must pretty well stay and continue to grow, and to see what we can devise to make it more or less do. This we do, no matter how often we are failing as of now, no matter how costly it may be to apply our remedies. The most admired aspect of America in the 20th Century is its successful industry. Industry's success is not due to patching up old plant, but to analyzing its problems and then, if necessary, building entirely anew.

I am not suggesting we can do so drastic a job on human environment. But I do suggest this. Present approaches assume that we must preserve our present structure; and year after year we spend many, many millions fruitlessly trying to achieve this by expensive super-traffic systems and far-flung water supply systems of tremendous complexity. Instead, let us make an approach the other way: analyze and visualize what we would do if we could start from scratch now

(Continued on Page 18)

THE FLORIDA ARCHITECT



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Commercial Services for New Areas

The battle against commercial slums is the battle of every architect and planner. Here

VICTOR D. GRUEN discusses the campaigns that can be waged to defend suburbia.

A condensation of his address to a seminar of the Minneapolis A. I. A. Convention.

Architecture's most urgent mission is to convert chaos into order and convert mechanization from a tyrant into a slave, thus making place for beauty where there is vulgarity and ugliness. Architecture today can no longer concern itself only with that particular set of structures which happen to stand upright and be hollow—"buildings" in the conventional sense. It must concern itself with all man made elements which form our environment—with outdoor spaces as created by structures, with roads and highways, with signs and posters, with cityscape and landscape.

The theme, "Public facilities and commercial services for new areas," suggests that the architect will be given virgin land and be asked to create the ideal "cityscape."

Unfortunately, such "new areas" do not exist any more near our large cities. Something which I will call "sub-cityscape" has reached up from the cities along all major roads and highways and has despoiled the virgin landscape. Sub-cityscape consist of elements which cling like leeches to all of our roads: gas stations, shacks, shanties, used car lots, billboards, dump heaps, roadside stands, rubbish, dirt and trash. Sub-cityscape fills up the areas between cities and suburbs, cities and towns, cities and other cities.

The existence of sub-cityscape documents why city planning—even before it had a chance to become effective in our times—is obsolete and has to be replaced by "Regional Planning." Whenever and wherever the hinterland between roads and highways gets settled with suburban dwellings, there blossoms along the public roads the parasitic vines of commerce in the form of string developments. They grow wildly and profusely and,

like parasites clinging to trees, they choke the mother plant, the highway, strangling it so that its life blood, arterial traffic, cannot flow easily any longer. As the leaves of an affected tree wilt away and finally drop, so the string-like growth along the roads affects the surrounding residential areas which, under the influence of traffic-nuisance, noise, fumes and the ugliness of blatant signs deteriorate around a new store area. The stores, having lost their best customers, move up a mile or so and start anew. Buildings they have left are taken over by the scavengers of trade: second-hand stores, saloons, cut rate enterprises. Thus a "commercial slum" is born.

The battle against the commercial slum has been my personal concern for a long time. I believe that with the "planned, integrated shopping center" we have found an effective tool to bring about its obsolescence.

But I believe also that beyond that, this new architectural planning concept (the only new cityscape element born in our century) is opening vistas which show solutions with respect to other serious problems of suburban life.

Suburbia is an area which has lost the advantages of the city without gaining any of the country. The cultural desert of suburb life needs an oasis where a true social life can develop.

The integrated shopping center can be exactly that, just like the Greek Agora or the old market place where complete centers of human activities, combining commercial activities with civic, cultural, social, religious and entertainment functions. It also can become the place where art and architecture can be reunited.

All our attempts to bring art back into architecture are the result of

wishful thinking if we cannot create a new architectural environment in which people can contemplate art without being run over. If we cannot do this, then we will continue to drive art underground into the museums and galleries where it is observed and cared for by the "experts" and connoisseurs and with only little genuine relationship to the people.

In order to create this new architectural environment, we have most of all to create order. We have to unscramble the melee of flesh and machines, pedestrians and automobiles, junk yards and homes.

The integrated shopping center is an attempt to do just that. The principles which go into the design of an integrated center, whether small or large, are identical. The five most important ones are:

1. *Creation of effectively separated spheres of activity: access, car storage, service activities, selling, walking and relaxation.*
2. *Creation of opportunities for social, cultural, civic and recreational activities.*
3. *Overall architectural planning as related to function, structure and esthetics.*
4. *Encouragement of individualistic expression of commercial elements but subordinating these expressions to overall discipline by means of architectural co-ordination, sign control and a code of behavior concerning matters like show window stickers, opening hours, show window lighting, etc.*
5. *Integration with the surrounding environment in matters of traffic, usage, protection and esthetics.*

These basic principles are applicable, also, to other types of projects.

THE FLORIDA ARCHITECT

In two suburban areas we are planning at present the construction of Recreational Health Centers. Their concept is to combine, in one indigenous environment, related facilities like hospitals, clinics, laboratories, medical and dental offices, nurses' homes, hotel accommodations for patient visitors, and the related commercial services like restaurants, lunch rooms, cafeterias, pharmacists medical supply stores.

Following the shopping center pattern, we create on the one hand separation between various usages and, on the other hand, combine the functions of all buildings of the same denomination, thus creating a common access road system, common parking areas, common heating and air conditioning services and common loading, deliveries, repair and maintenance areas. In the midst of the various buildings there will be outdoor spaces reserved for pedestrians, richly landscaped, offering restfulness and creating a new segment of 20th century cityscape.

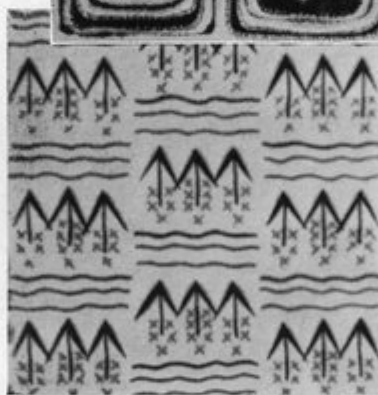
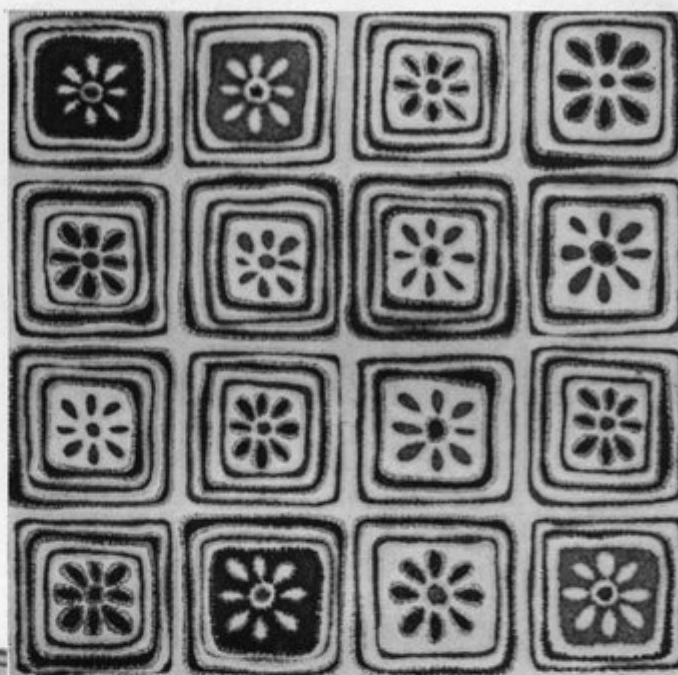
These various plans for many cities of the nation, it seems to me, might be a weapon for a successful counter-attack in the technological blitzkrieg. If we use the weapon and if we can create large numbers of these cluster-like centers, we will be able to raze the then tenantless strings of shanty towns along our roads. When the rubble is cleared away, we will plant trees and shrubs and grass and flowers where the suburban slums stood. We will gain space to widen strangled thoroughfares, space for picnic grounds, playgrounds, parks; we will get rid of wide stretches of sub-cityscape.

These are not lofty plans; this is practically reality. The fact that these nuclei of a new cityscape are being created by and for the same forces which were always accused of being the representatives of rugged individualism, is a hopeful sign.

For success on a grand scale we will need more than plans and energy. We will need the legal weapons to fight the battle; we need more effective legislation for condemnation proceedings; we need better zoning laws and zoning practice; and we need a liberal policy of federally guaranteed loans. We need educational programs for our architectural schools stressing the needs of planning. Most of all, we need understanding and action in our profession.

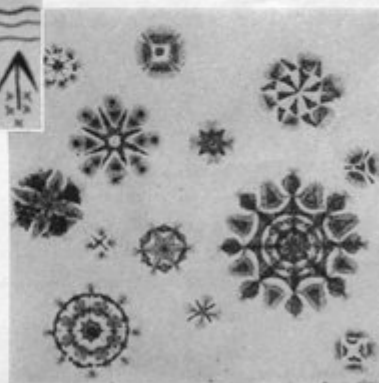
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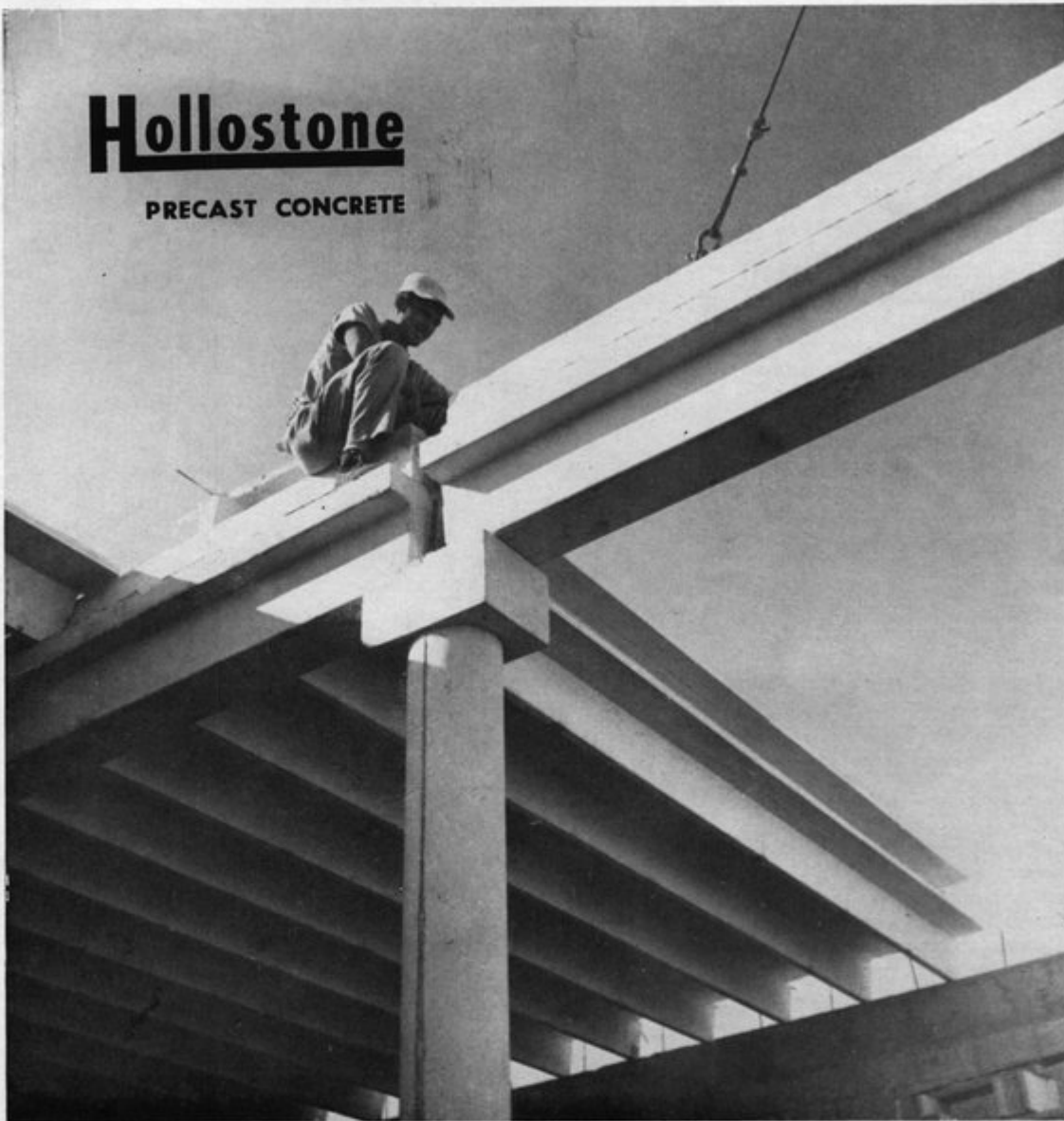
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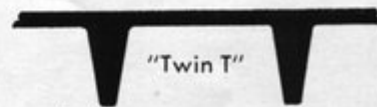
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New "Prevailing Wage Rate Law"

Adds to Architects' Responsibility

To all architects concerned with any type of public work in Florida, the provisions of Senate Bill No. 497 of the 1955 Sessions of the State Legislature have special application. As of August 6, the date that these provisions become operative, specifications covering practically all work for the State, a county or a municipality, must contain a schedule of prevailing wage rates for the locality in which the project is to be built.

The bill that makes this mandatory was signed by Governor Collins June 3, 1955 and is now known as the "Prevailing Wage Rate Law". Specifically this law is an amendment to Section 215.19, Florida Statutes, 1953, which relates to the rate of wages for laborers, mechanics and apprentices employed on public works. In effect the new law does these things:

1. Makes mandatory the payment of prevailing wage rates on all public works contracts where the contract exceeds \$5,000. This includes bridges on public roads and highways with contract prices exceeding \$50,000 or which are located in a metropolitan area — defined as a county having a population of 100,000 according to the last census. But this provision does not apply to the construction, repair or maintenance of public roads or highways themselves.

2. Designates the Florida Industrial Commission as the agency that will set wage rates to be regarded as "prevailing" in any locality. It further charges the Commission with the job of furnishing rate information to appear in specifications — as well as responsibility for administering the law.

3. Requires the contracting authority — state, county or city, school board, etc. — to provide the Commission with advance notice of the nature, magnitude and location of any contemplated public project.

The particular portion of the new law that materially affects architects

is paragraph 1 (b) which reads as follows:

"The provisions of this section shall be called to the attention of all prospective bidders on public contracts of this nature by a notice in the specifications, and by the insertion in the specifications of a schedule of prevailing wage rates in the locality or area where the work is contemplated furnished by the Florida Industrial Commission, and such schedule of prevailing wage rates shall for the purpose of the contract and for the duration of the contract be deemed the prevailing wage rates as contemplated by this act regardless of any previous or subsequent determination by the Florida Industrial Commission."

In effect the new law saddles the architect with a double duty. He must see that his public works client — state, county, municipality or whatever — properly notifies the Industrial Commission as to the character of the contemplated project. Then he must obtain from the Commission full data on local wage rates for insertion in specifications.

Heretofore many public works contracts in the State have carried a general clause providing that "the contractor shall pay prevailing wage rates". Such a generality is no longer legal. After August 6, 1955, specifications for all public works covered by the law must stipulate rates as furnished by the Commission prior to release of contract documents.

Information on wage rates are now being compiled by the various A.G.C. chapters throughout the State. The Commission will be furnished with this information as quickly as possible. According to A.G.C. spokesmen, most areas will be covered. But it is possible that rates in some localities may require study and subsequent decisions on the part of the Commission. For such reasons it is possible that contracts for certain public works projects may be held up pending full compliance with provisions of the new law.



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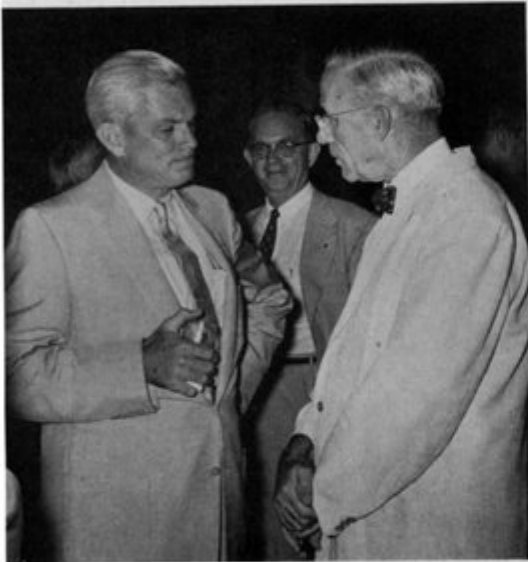
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The Central

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Above, Secretary Ernest T. H. Bowen, II, and President Richard E. Jessen talk over what seems to be a matter of importance in a secluded corner of the University Club.



Eliot C. Fletcher, left, the Chapter's able chairman on arrangements, ponders a point raised by Archie G. Parish, education committee chairman, while Elliott B. Hadley, behind them, watches the cameraman work.



Relaxing at the University Club party are J. Bruce Smith and Blanchard E. Jolly, both of St. Petersburg, and E. Frank McLane, Jr., Tampa. Smith was last year's F.A.A. director for the Florida Central Chapter.



The newly formed Women's Auxiliaries Central Chapter was represented by M secretary, Mrs. T. V. Talley, vice-pr E. B. Hadley, treasurer.

THE FLORIDA ARCHITECT

Chapter Holds Its Quarterly Meeting

of nineteen counties, this active group has grown almost four-fold in two years
st of having the first organized F. A. A. Women's Auxiliary in the entire state.

the Florida Central Chapter. Because the Chapter area is so large—it embraces 19 counties at present and stretches from east to west coasts—meetings are held only quarterly. They are representative as to location—the April one was in Lakeland, the very center of the Chapter's territory—and in each an evening of fun has been wisely included as an aftermath of the afternoon's business.

For the Chapter's executive board the meeting starts with a business luncheon; and agendas of both board and general business meetings cover the full range of A.I.A. activities at the local level. Possibly because of the very infrequency of these gatherings, reports of committees are more than usually complete. Not all of them are accepted with rubber-stamp approval, either. Apparently, the extent of discussion on some of them is a measure of the Chapter's overall vigor.

Certainly the membership representation and interest shown has had a remarkable effect on Chapter growth. During the last two years membership has increased from 32 to a current

110, including corporates, associates and junior associates. Growth has been particularly heavy in the last two classifications, a sure indication that younger professional men are finding Chapter affiliation to be socially attractive as well as of practical advantage in their work.

New members voted on at this meeting include: *Corporate*, JAMES A. HEIM, JOSEPH L. MILLS, JR., *Associate*, RICHARD P. JONES, JR., BOLTON McBRIDE, DONALD J. WEST; *Junior Associates*, JOHN WARREN HAYES, BRUCE A. RENFREE, JR., THEODORE J. STUTOWICZ, CLIFFORD W. WRIGHT.

Chapter influence and activity has grown in other directions, too. Recently formed (last April at the Lakeland meeting) is the first F.A.A. Auxiliary in the State. Organized "to promote unification and advancement of the profession, friendship and unity within the group and to stimulate greater public interest in the work of the architectural profession," the new group is open to wives of all Chapter members; and plans for vigorous committee action are already under way.

The Auxiliary of the Central Chapter developed from the devoted interest of a group of "architectural wives" in the Tampa-St. Petersburg area. Officers elected at Lakeland include: Mrs. A. WYNN HOWELL, president; Mrs. T. V. TALLEY, vice-president; Mrs. A. G. PARISH, secretary; and Mrs. E. B. HADLEY, treasurer. In its January editorial, *The Florida Architect* said this about formation of F.A.A. Women's Auxiliaries: "Once launched, the idea would grow rapidly, we think." There is every reason to think the statement will prove out as the program of the first F.A.A. Auxiliary develops.

On the public relations side of Chapter activity, ELLIOTT HADLEY reported that arrangements had finally been made for presentation of a TV program over Tampa's new station, WTVT. RICHARD SMITH succeeded in finding available time for a regular Wednesday noon presentation; and HORACE HAMLIN will act for the Chapter as program chairman. Broadcasts are scheduled to begin the first week in August on channel 13.



President of the Florida Central Chapter, Mrs. A. W. Parish, and Mrs. A. G. Parish.



Joseph M. Shifalo and Mrs. Shifalo represented architects in Winter Park. During business meeting he spoke of new Chapter plans for Orange County area.



Mr. and Mrs. Clinton L. Andavall were hosts at the pre-dinner cocktail party. Later he entertained with slide films and discussed new applications of plywood.

AUGUST, 1955

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News & Notes



Lights being what they are at the Pine Tree Inn, scene of the Florida South's July 12th meeting, Trip Russell, pinch-hitting as chairman for President Sam Kruse, obligingly helps Secretary H. George Fink to read the minutes. With them is Russell T. Pancoast, F.A.I.A., who told some 70 members and guests about the background of fabulous Miami Beach.

Florida South Meeting

As was the June meeting, the July 12th gathering of the Florida South Chapter membership was held at the Pine Tree Inn — where last month the food merited a special note in President Sam Kruse's Chapter Summary publication. This month the dinner wasn't *rouladen* — "stuff rolled with meat". But it was solid fare and enjoyed by all.

Enjoyed, too was the real highlight of the evening — the amazing background against which the growth of Miami Beach appears as a modern miracle. The background was skillfully sketched in an informal and intensely interesting talk by RUSSELL PANCOAST who illustrated portions of it with a series of slides that showed tangled mangroves where plush hotels are today. As one of the few professional men who knew and lived on the Beach during boyhood, he told, with first-hand knowledge, of "the first house", "the first avocado grove", the "first bridge to Miami" and the "first coconut plantation" from

whence has come the thousands of palms that mean South Florida to so many tourists.

There were a few reports. And after some discussion it was voted to hold the next meeting, August 9th, at the Hofbrau House in company with members of the Broward County Chapter. It will be ladies night as well; and the outlook is a good time for everyone who can attend.

Daytona Chapter Busy

Understandably enough, members of the Daytona Beach Chapter are concentrating all their collective energies to perfect plans for the F.A.A. 41st Annual Convention. Though probably already marked on the calendars of most F.A.A. members, it will be held at the Princess Islena Hotel in Daytona Beach November 17, 18 and 19.

Indications already are that attendance will be particularly heavy. Thus the registration committee, chaired by JOEL W. SAYERS, urges early reservations to assure the type of hotel

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accommodations desired. As soon as details of the Convention program are available, they will be published in detail here.

The Daytona Beach firm of SPICER AND GEHLERT, Architects, announces removal of offices to 159 Broadway. The firm's new telephone number is Daytona Beach 3-5491.

University Needs Teachers

Dean William T. Arnett has announced that the College of Architecture and Allied Arts has vacancies on its teaching staff for both instructors and assistant professors. Instructors' salaries for 10 months range from \$2,900 to \$5,700 with a bachelor's degree required. For assistant professors 10 months' salaries range from \$3,600 to \$6,500, with a master's degree or equivalent experience required. Those interested should write directly to Dean Arnett at the University of Florida, Gainesville. Application forms for positions will be mailed at once.

Vacations at Palm Beach

From HILLIARD T. SMITH, JR., secretary of the Palm Beach Chapter comes news that regular chapter meetings have been discontinued during the months of July and August. But the regular July dinner dance for members and their wives was held at the Palm Beach Cabana Club on Friday evening, July 22.



One Florida South member who didn't get to eat his July meeting dinner was C. Robert Abele. That grin was his reaction to a phone call saying he was a new father—his third child and second baby girl.

AUGUST, 1955

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Executive Board Holds Third Quarterly Meeting

Eighteen Vice-Presidents, Directors and Chapter officers, including a representative from the Student Chapter at Gainesville, met July 23 at the Coral Gables Country Club for the Executive Board's third quarterly meeting of 1955. First order of business, not on the official agenda, was luncheon; and with that done, President CLINTON GAMBLE called the meeting to order to consider a number of committee reports.

The group heard BENMONT TENCH, JR., and FRANKLIN S. BUNCH present a highlight report of legislative action (see box in this column). Then JEFFERSON N. POWELL discussed needed changes in the F.A.A. Constitution and By-Laws. He presented the Board with a fully detailed set of changes, so extensive, in view of such matters as re-districting, committee realignment, etc., that it constituted virtually a complete revision. Since all such changes require both due notice via

Legislative Report

The report on the F.A.A. Legislative Program, promised for publication in this month's issue, has been necessarily delayed. Both Benmont Tench, Jr., F.A.A. legal counsel, who represented the Association at Tallahassee, and Franklin S. Bunch, chairman of the F.A.A. Committee on Legislation, devoted an extraordinary amount of time and energy in following the interests of architects through the devious paths of legislative action. It has not been possible, thus far, to clearly present the results of such action. However a comprehensive legislative report is now in the process of preparation and will be published in the September issue.

publication and convention action for ratification the Board directed that they be published in the September issue of *The Florida Architect*, thus giving the full F.A.A. membership opportunity for comment and suggestion for further revision in time for final action in November.

On the basis of a letter-report from SANFORD W. GOIN, chairman of the Education and Registration Committee, the Board approved a plan for awarding a \$250 scholarship for a

(Continued on Page 16)

AUGUST, 1955



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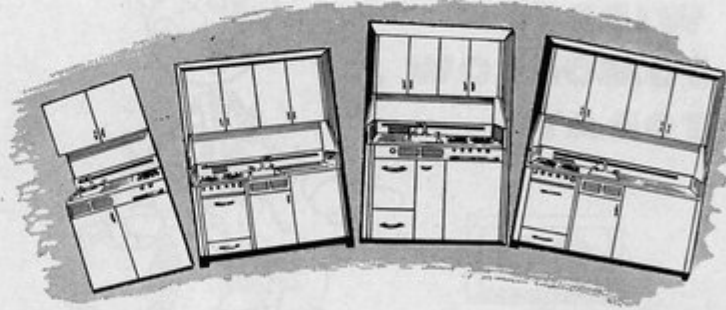
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Executive Board Meets

(Continued from Page 15)

College of Architecture and Allied Arts student on the basis of a design competition to be completed by, and judged at, the November Convention in Daytona Beach.

The Board heard FRANCIS WALTON, who, with DAVID LEETE, represented the Daytona Beach Chapter, present a progress report on 1955 Convention plans. Theme will be "Planning for Education;" and many of the Convention activities will be centered on the problems of Florida schools and advances currently being made in both planning methods and construction techniques applicable to local school buildings. (A complete pre-view of the 1955 F.A.A. Convention program will be ready for publication in the September issue of *The Florida Architect*.)

ITEM: Exhibitor booths for the Daytona Beach meeting are being

Dues Are Due Again!

To Chapter Treasurers and Chapter members alike: The Treasurer's report to the F.A.A. Board of Directors showed that a substantial proportion of 1955 dues had not yet been paid. Like every other organization program, that of your F.A.A. depends on association dues. If your dues as an individual haven't yet been paid, please, says your Treasurer, pay them now!

rapidly sold. Of the 50 planned for, only 16 are available at this writing; and some of those have been tentatively reserved. If you know of firms wishing to obtain exhibit space, urge them to contact immediately, William R. Gomon, P. O. Box 1671, Daytona Beach, in charge of arrangements.

President Gamble reported on his discussion with A.I.A. officials at the Minneapolis Convention relative to the integration of State Associations with the A.I.A. national organization set-up. Of the 11 state organizations now in existence, Florida is the strongest and best organized. There seems to be a good chance that the F.A.A. will shortly be used to test the practicality of bringing state associations into closer integration with the A.I.A. via regional chain of authority. Study of the subject is now under way.

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State Board Announces New Registrations

Registrations issued by the Florida State Board of Architecture total 52 for the period from February 6 to June 11, 1955. Of these, only 19 were to residents of Florida who had taken the Junior examination. The remaining 33 were issued to architects practicing in other states. Of these latter, New York architects numbered 8, Illinois 7, No. Carolina 4, Massachusetts 3, Connecticut 2, and Ohio 2, and one each from Alabama, Arizona, Georgia, Maryland, Michigan, Minnesota and New Jersey.

Following are the new Florida registrants:

Ft. Lauderdale

GILBERT S. UNDERWOOD

Gainesville

GORDON DIRKES

Gulf Breeze

ROGER C. WEEKS

Jacksonville

EMIL G. BALL

ROBERT A. WARNER

ROBERT D. WILSON

Lakeland

RICHARD P. JONES, JR.

Miami

DONALD L. BROWN

JAMES E. FERGUSON, JR.

GEORGE C. HUDSON

EMORY L. JACKSON

WRAY G. SUCCOP

HECTOR V. TATE

Miami Beach

ERNEST WOLFMAN

Orlando

RODERICK DORSEY

Perrine

HENRY E. BROWN, JR.

St. Petersburg

WALTER H. MELODY

Stuart

RICHARD E. PRYOR

Tampa

CHARLES L. CRUMPTON

A.G.C. Chapters Now Total Nine

The new roster of the A.G.C. membership lists a total of 151 for Florida as of last month. The Florida A.G.C. Council now comprises nine chapters with memberships as follows: North-eastern Florida, 18; South Florida, 43; Florida West Coast, 19; North-west Florida, 10; Florida East Coast, 29; Florida Central East Coast, 10; Tallahassee, 9; and Central Florida, 13. Five chapters are served by managers or executive secretaries.

AUGUST, 1955

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"Designing for The Community"

(Continued from Page 4)

in the midst of our new technological opportunities, and see what we can salvage from what we have in the light of that. In other words, a bold approach.

In still other words, we can no longer afford to grow by continuous accretion. Maybe we must in some cases make the drastic decision that continuing expansion is unhealthy, that growth must be in new units, and that to salvage a maximum, there must be drastic limitation and restructuring of our present set-up of growth which happened more or less by accident. Bear in mind that even the smaller city is no longer just a city, but a Region, and that whether it is a political unit or not, the effective area of a city has grown from a few square miles at the beginning of the century, to many hundreds of square miles today.

Second, as to *method*: Let us plan by combined operations and expertise, and let not the single solution or the single project fascinate us and pose as the answer. We must use creatively and jointly the very same tools we now use piecemeal and futilely. We will not solve traffic only in terms of traffic. If we first explore by drastic functional and land use rearrangement, what the minimum of traffic is that we require, then our ingenious and brilliant solutions will need to be used only sparingly to make a good plan even better; and not as now in a wholesale way, to make up for bad planning.

We require a thorough-going and unprejudiced Regional-Metropolitan approach and plan and authority and execution. The City Plan is too small a basis, because the automobile has made the political boundary meaningless. The disorder is regional. The new order must be regional.

What other tools must we put together and create? We need drastic density reductions *especially at the center*, where opposition will be greatest, not only for more humane conditions that are acceptable to those who are now abandoning it for distant points, but to avoid choking the city to death with excessive traffic. In other words, a vital new zoning dimension and concept.

We need a public land acquisition policy that is not just a hand-to-

THE FLORIDA ARCHITECT

mouth affair making purchases for each separate project as it arises. Only in that way can we plan ahead, can we have continuous open green breathing spaces that separate one built-up area from another, instead of the deadly continuous metropolitan build-up that drives us further and further afield for release.

We have got to exercise much more than minimal control on the private developers who can build just about anywhere they please, still further stretching and confusing traffic requirements; and he unbearably stretches our utility requirements. Our tool of FHA could be of commanding help in this because it makes these operations possible. But it also works in isolation.

And we've got to see to it that the industrialist who decentralizes has more definite civic and social responsibility in his new location than merely to buy land and build his factory. Recently, you may have seen, General Electric published a pamphlet indicating what it expects of a community before it will consider settling there. It seems to me there should also be a code governing the minimum to be required of the industry.

Now: how to energize? We need Planning Bodies regional in scope, but we need also to give them strength and guts, to really plan boldly and above all to be really in control. This requires the backing of citizens who are on fire and who also closely understand.

I was recently in England. It was a thrilling experience, for there, it seems to me, is a prototype demonstrating *A Way Out*. For one thing, the kind of planning we are discussing here is a live burning topic, with active citizen participation and understanding. Analysis of big cities led to the conclusion that certain ones were already too big and too overcrowded and that the solution lies in a combination of New Towns, city limitations by green belts, and inner-city re-building. Of course, such a bold program is bound to have headaches, such as, for example, not yet enough economic cross-section in the population of the new towns. But in its main objectives it is working really well. There we have fully rounded planning, with no one specialist gone wild. This is creation.

(Continued on Page 20)

AUGUST, 1955



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(Continued from Page 19)

The Architect's Stake

Obviously, if we can achieve a less helter-skelter environment, a sense of serenity and of community, varied and integrated functional requirements, green open spaces and less density that will permit buildings to stand out as really 3-dimensional, the stimulus to creative architecture is enhanced. However good and effective overall planning may become, unless there is stirring quality in the visible texture, our cities will continue dull.

The individual architect can make another important contribution which in general he does not yet do, it seems to me. Within limits he can affect his client's program more than he generally does. He can propose and prove out elements and functions that the client does not visualize. However radical zoning laws may become, they will never be as stringent as good architecture and good urbanity require. I know from experience that one can get some hard-boiled clients, even in hard-boiled New York, to make some sacrifice in favor of a green space or a private park. And one can do it in the client's own economic terms, in terms of enhanced prestige of the enterprise, in terms of better rent and less turnover.

So much for the architect's opportunity and duty in affecting his client's program and the city's texture, in the case of individual buildings. It is even more the case in community building, whether for a private developer client or for a public authority. For the sterility of most of these projects is appalling, particularly in the light of the opportunity that theoretically exists.

I would raise two points here. If the architect wants to play a really creative role at this level, he has got to achieve a better understanding of community and urbanity and their social and economic and administrative implications than I believe most of us have, in addition to architectural gifts and conviction. And secondly, when we reach this scale, the chapter should play an important role in creating a public atmosphere, and in powerfully influencing public bodies.

Producers' Council Program



New president of the Miami Chapter of the Producers' Council beams a greeting at the July dinner meeting of the South Florida Chapter, A.I.A. Right, Gosper W. Sistrunk, who takes over the reins from retiring president Frank R. Goulding, extreme left. Between them is Charles Coffin, A.I.A., long-time South Florida member.

At the last meeting of their fiscal year, members of the Miami Chapter of the Producers' Council, Inc., elected a new slate of officers for the coming year. As president, the group chose GOSPER W. SISTRUNK, president of Sistrunk, Inc., and representing the Hunter Douglas Corp. He succeeded FRANK R. GOULDING, Aluminum Company of America.

NICHOLAS NORDONE, Richmond Screw Anchor Co., last year's program chairman, was elected vice-president.

The new secretary is O. CABOT KYLE of the Peninsular Supply Company, representing the Celotex Cor-

poration. He succeeds ALLEN KERN of the Mosaic Tile Company who was chosen to replace last year's elected secretary, FREDERICK H. SMITH of the Roddis Plywood Company. Smith was transferred by his company some four months ago.

Last year's public relations chairman, FRED W. CONNELL, Florida Power and Light Co., representing the Edison Electric Institute, was elected treasurer to succeed OTIS E. DUNAN. Dunan, of Dunan Brick Yards, Inc., represents the Hanley Company and has served the Producers' Council as treasurer of the Miami Chapter for the past two years.



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Townsend Sash, Door & Lumber Company.....Haines City, Fla.
Florida-Georgia Brick & Tile Company.....Jacksonville, Fla.
Strunk Lumber Yard.....Key West, Fla.

Townsend Sash, Door & Lumber Company.....Lake Wales, Fla.
Grassy Key Builders' Supply Company.....Marathon, Fla.
Gandy Block & Supply Company.....Melbourne, Fla.
C. J. Jones Lumber Company.....Naples, Fla.
Marion Hardware Company.....Ocala, Fla.
Townsend Sash, Door & Lumber Company.....Sebring, Fla.
Tallahassee Builders' Supply.....Tallahassee, Fla.
Burnup & Sims, Inc.....West Palm Beach, Fla.

DUNAN BRICK YARDS, PHONE 80-1525, MIAMI, FLORIDA
INCORPORATED

CONVENTION CITY...1955



NOVEMBER 17th, 18th, 19th
DAYTONA BEACH

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