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OF
ARCHITECTS

JUN 27 1975

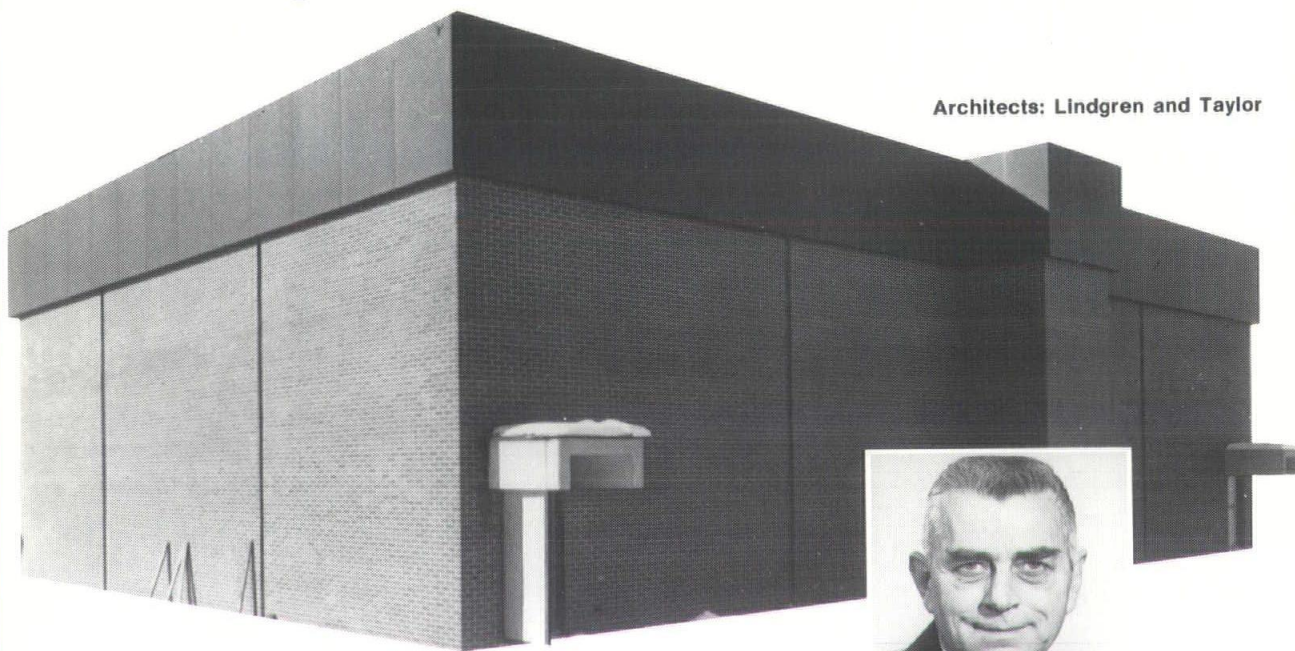
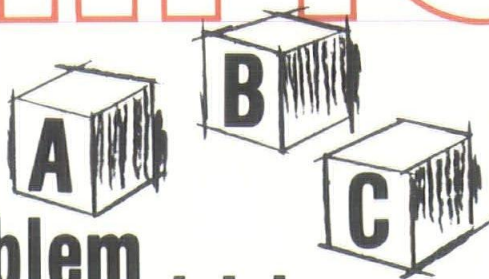
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IOWA ARCHITECT

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Jan/Feb/Mar 1975

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President's Address:

Glenn Lunblad, 1974 President of the Iowa Chapter, A.I.A., outlines the scope of the new and challenging concerns that are confronting the profession of architecture today and expresses the expanding need for the profession to become more actively involved.

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1975 Design Awards:

The 1975 Design Awards, selected by an outstanding jury, reflect the high level of accomplishment attained by the architectural profession in Iowa. Presented in this issue are the awards and comments from the jury participants.

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Awards Discussion:

After presentation of the Design Awards, Bob Marquis, FAIA, discussed aspects of the jury process with those attending the convention.

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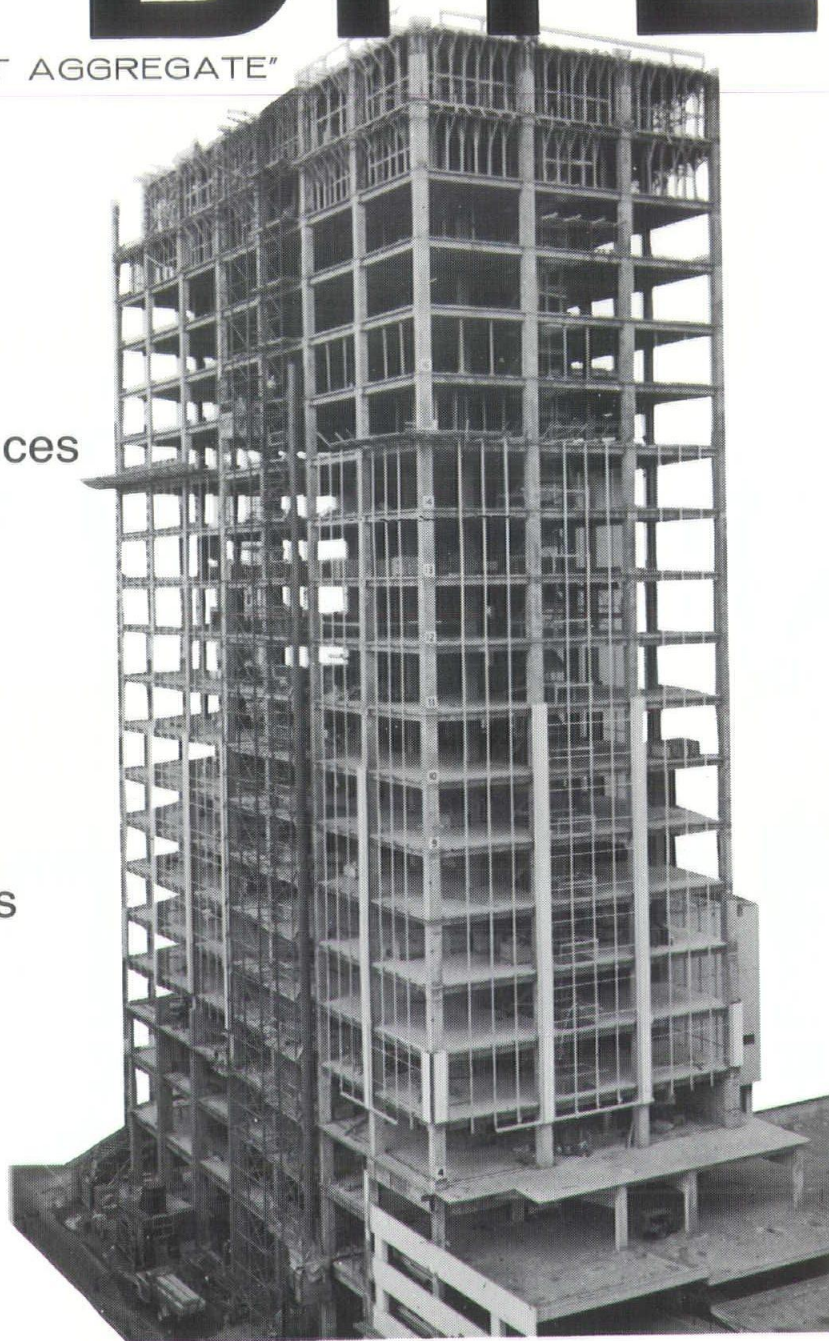
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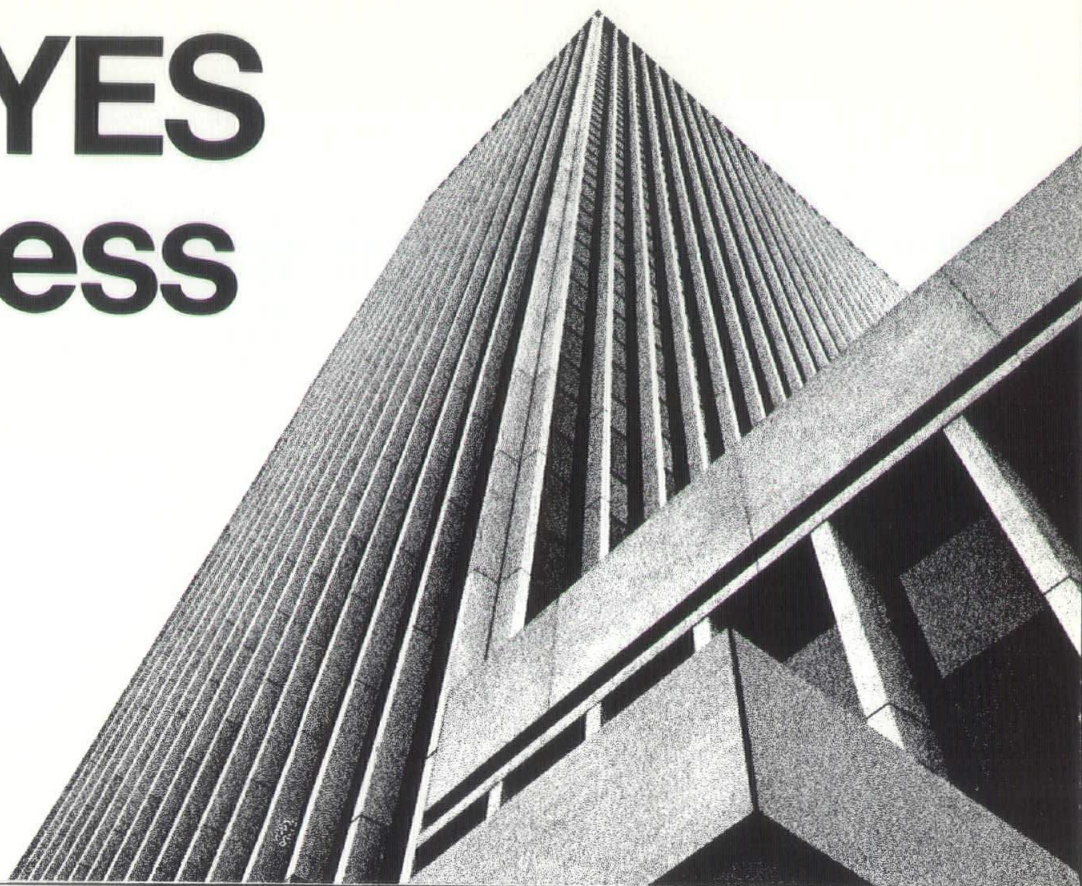


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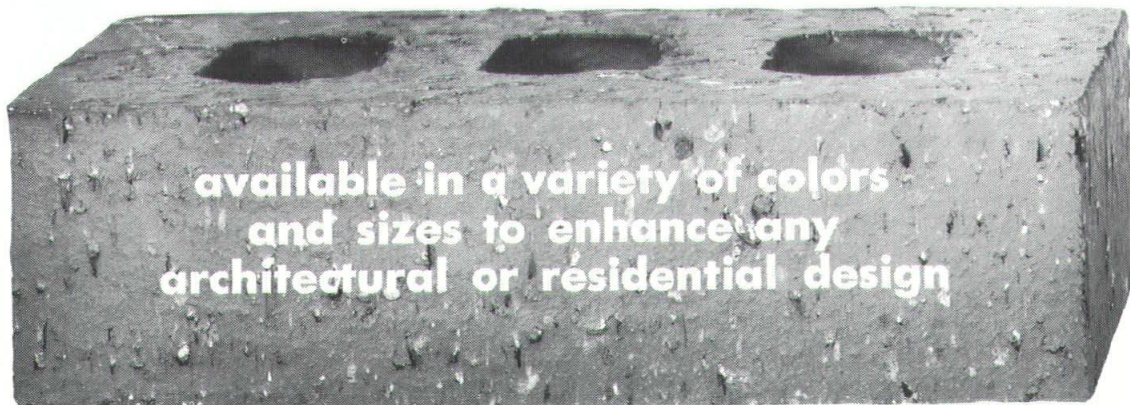
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President's Address to 1975 AIA Convention

Glenn Lunblad, President

Challenging days for profession of Architecture; indeed for all people. It is not a time, however, to change our concern:

for things beautiful,
for quality as well as efficiency in building structures,
for conserving our resources, land, fuel, power, etc.
and for all people.

I fear that we will be faced with numerous opportunities to provide poor solutions to real problems under the pressure of smaller dollars and higher product costs.

The profession of Architecture and the professionals who practice within it, generally enjoy considerable stature in the mind of the general public. They look to Architects as well educated and talented professionals. They don't really know the depth of concern, which I believe architects have, for parks, recreation, vehicle movement, transportation, art, people needs, etc.

I have developed a high regard for the AIA and what it is and can be doing for us. We are currently enjoying the result of efforts at the National level as our National office identifies and organizes to solve problems that we, in the hinterlands, haven't even identified yet. Our National officers and committees are being sought out by Congress and Federal agencies as they ponder National problems.

Architects are bad mouthed — by other Architects. The image that others have of us is better than we have of ourselves. We are a group of individuals with diverse **and** common interests bound together by a single professional Code of Ethics, in order to serve our clients specifically and mankind in general. We cannot become shoe salesmen competing over the price or style of a pair of shoes and retain a professional outlook. We must learn to talk to one another and jointly solve our common problems, out of respect for each other and the profession we share.

Each man among us must become involved in his own community — with the City Council, Planning Commission, Park Board, Chamber of Commerce, church, school, or various boards and commissions.

We presently have four Sections within the Iowa

Chapter (NW, CR/IC, DSM, Eastern). It is at the Section level that I see our greatest challenge — the opportunity for input into the system. It is a most logical step in the communication system between the National office and the individual practitioner. It represents the opportunity to speak to the community out of group strength at a time when it might compromise an individual practitioner's position were he to speak out alone.

In closing — for the good of the profession and each of us practicing within it:

1. Get involved in community
2. Talk to one another — communicate
3. Each man make his field of interests known at Section and State level.

It's our profession, and I'm proud to be a part of it.

The paper flow from the Octagon to the State Chapter is staggering — and impressive. Some material is distributed by the Octagon directly to each member, but I fear it is not always digested as well as it might be. The Executive Committee and our Executive Director have tried to flag certain information in the Addendum and through committees. Next year, through the proposed By-law change, we will have one representative from each Section on the Executive Committee. This should also improve the communication process.

We have a real good beginning for an active legislative program this year. It will certainly fail, however, if we don't each get involved in it.

Even though Architects are self-starters, individual thinkers and "doers", we have been willing to leave the solving of many problems to others. We have not really made much of an effort to influence either State or National legislation. Other groups have, and to a very effective extent. We're not really a part of the power structure within our communities.

I firmly believe that we are at a crossroads in our profession. We can continue to hope that others will make the right decisions in Congress, State legislature, City government, committees and boards at all levels, OR, we can decide that we, as individuals and as a collective body, must become a part of the decision making process. I hope it will be the latter, for it is the only chance for a future in our profession.

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gathered to
strike their
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attack by
Americans in
the Revolutionary War.
Nothing would ever be quite
the same, after "the shot
heard 'round the world."



think
independently,
think of



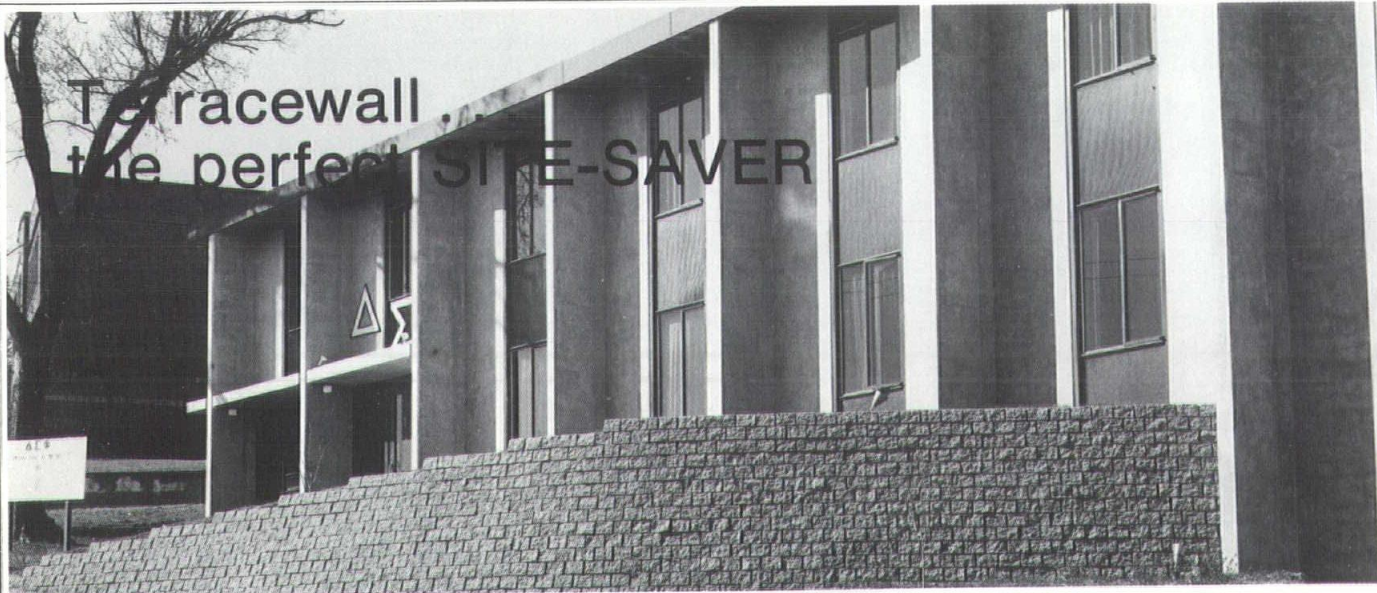
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		R factor	5.0	
	at 35°F	K factor	0.18	
		R factor	5.5	
(1) Density, standard, lbs./ft. ³			0.7	ASTM E 96-66 (Proced. B)
Fresh Weight, lbs./ft. ³			2.5	
(2) Linear Shrinkage, normal, per cent			1.8 - 3.	
Moisture Absorption, 24 hours in wet cavity wall, percent by weight			2.	
Water Vapor Transmission, 24 hours in wet cavity wall, perms			32 - 38	ASTM C 355
(3) Combustibility, Noncombustible below °F			1208	ASTM E 136-65
Surface Burning Characteristics (foam exposed)				ASTM E 84-70
Flame spread			25	
Smoke Density			0 - 5	
Fuel Contributed			10	

(1) Density can be varied from 0.6 to 1.0 lbs./ft.³

(2) Rapid or forced drying may cause shrinkage in excess of 3 per cent; slow drying will hold shrinkage to 1.8 per cent or less.

(3) 1208°F heat causes material to decompose, releasing water vapors and, from a 2-gram sample in 5 cu. ft. cavity, 177 parts per million CO, 52 ppm HCHO, 7 ppm HCN, 59 ppm NH₃ and 8 ppm NO₂.

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1975

DESIGN AWARDS

DESIGN AWARD

DESIGN AWARDS

DESIGN AWARD

The Jury consisted of: Robert B. Marquis FAIA
Charles Moore FAIA
Gerald McCue FAIA

The Address was Given by Robert B. Marquis at the Afternoon Session of the 1975 American Institute of Architects Convention

Some juries are very painful and some juries are very pleasurable, interesting and stimulating. This, fortunately, was a very stimulating experience with stimulating competition.

The three jury members are very diverse people. The other two jurors are distinguished architects and very talented. Jerry is an excellent large scale worker, a teacher at Berkeley, an intellect, very precise, very refined, and a very fine architect. Chuck is flamboyant, likes super graphics — is a "let it happen" sort of person. I am a middle ground person. A kind of social humanitarian. I want to know what does it feel like, who is the real user here, how does it serve the people who use it, how does it serve the community?

It was interesting, except in a few cases, how much the jury agreed on which projects should be permiated or which shouldn't be.

We had to assume a great deal because we cannot see the buildings. They were viewed by slides. We discussed philosophy and purpose — was this an ego trip for entrant and jurors? We agreed that the purpose is to stimulate design among architects. If chapter and architects publicize, it is to stimulate desire among the clients. The client has a great deal invested, both emotionally and financially, and it is nice to know that your confidence has been confirmed. It also encourages other clients who have not been using design talented architects to do so.

The purpose of this is not to discover a Frank Wright or Louis Kahn or the genius among you. He is going to emerge in spite of juries. The purpose is to recognize projects that solve the problems in a way above the

standard way. Thereby raise the sites of both the profession and the clients.

Unless it is really unusual, the house entered has a difficult time in competition. Moreso because it is not as challenging as a gorgeous slaughter-house or drive-up car wash. The guy who designs an award winning car wash will win every design award in the country. This is because one of the purposes the jury has is to focus on how this building type can be done well. Several buildings were premiated because we thought they were excellent design, moreso even because they showed that a homely building type need not be a homely building type.

The jury was very careful not to judge just by furniture — not to confuse interior finishes with furniture. We realize that all too often furniture is out of the architects control. When you look at interiors, look for finishes consistent with exterior. Look for type of detailing, sensitivity of detailing, kind of fixtures specified, etc.

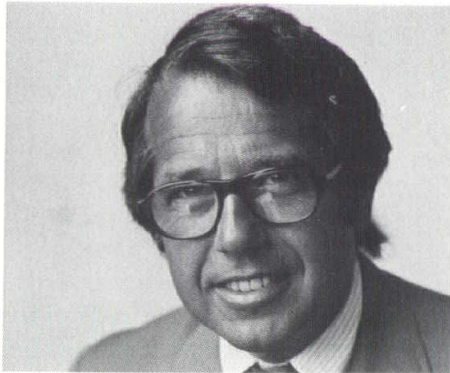
I must explain how the jury worked so that there will be no question about the level of integrity of the jury.

Fifty entries were received; 11 commercial, 12 educational, 10 banks, 6 medical facilities, 5 religious, 3 residential, and 3 miscellaneous.

After we had a philosophic discussion, we ran through the slides without any discussion, . . . , except for an occasional snicker!hThdnhwehooook a yhezt-mofhpwpdr jndmmjdehtgreenvolmnnx. Ejvhnjkror marked down yes, no, or maybe. Any project that got three no's was automatically eliminated. All the judging was done by letter; the jury had no idea who the architects were. Out of this first step 32 entries received an immediate no.

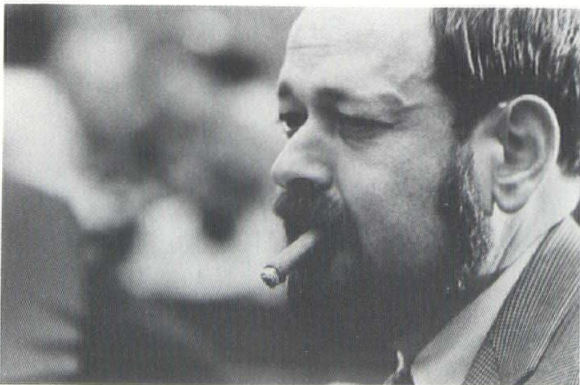
Next, we ran through and discussed the remaining 18, rating them in secret from 1 to 5. Finally, the division between Honor and Merit awards was discussed. There were a few arguments on this.

The Jury Members



Gerald M. McCue

As President of McCue Boone Tomsick, he serves as chief administrative officer of the corporation. Mr. McCue has been a member of the faculty of the College of Environmental Design at the University of California at Berkeley since 1953. He has been active in the American Institute of Architects. He was elected to the College of Fellows of the AIA in 1968. He served three years on the jury of the College of Fellows, and as Chairman in 1973. Currently he is on the National Task Force on Housing Policy and the State of California Land Use Committee.



Robert B. Marquis

has been in private architectural practice in San Francisco since 1953. From 1956 to 1974 the firm of Marquis and Stoller Architects has been recognized for their achievements in the fields of low-cost housing, university and college buildings, and private residences. The firm has recently been reorganized as Marquis Associates Architects and Planners. Bob Marquis has served as a juror for many design competitions and this year has been asked to be a member of the AIA Louis Sullivan Award Jury.

Charles W. Moore

has, until recently, been associated in practice with the firm of Moore, Lyndon, Turnbull and Whitcker. The firm gained national prominence for their work in the mid-sixties which produced an indigenous shacklike architecture in the San Francisco Bay region. Sea Ranch; a residential development north of San Francisco is probably the most well-known and publicized of their work.

Dwinell Residence, Des Moines, Iowa

Charles Herbert and Associates, Inc.

Owner: James I. Dwinell

Project Architect: James I. Dwinell

Builder: James I. Dwinell

Photographer: James I. Dwinell

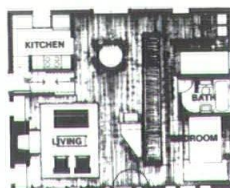
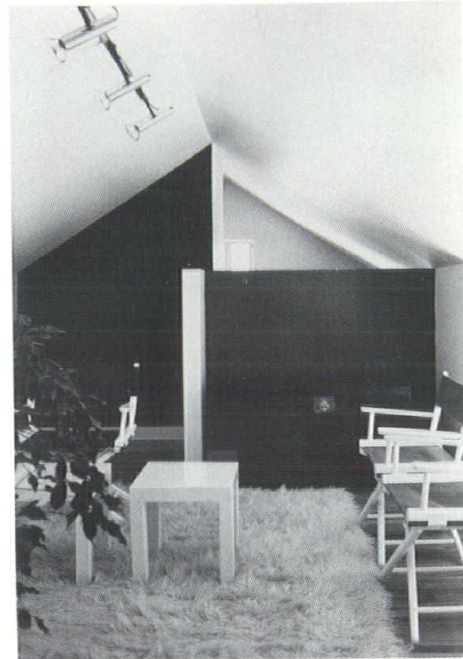
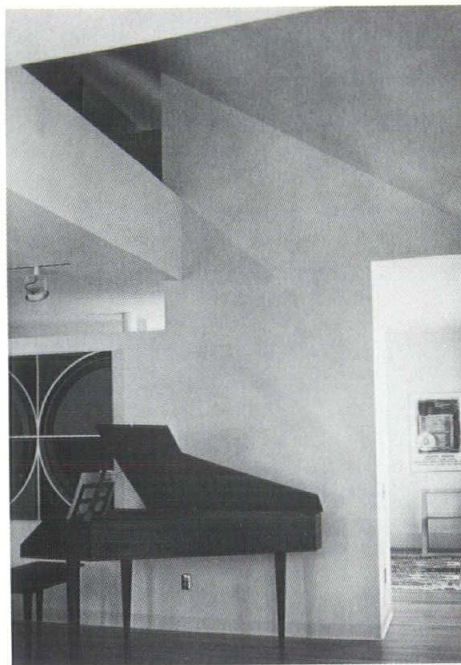
Architect's Comments:

The architect/owner who is a single man, chose to buy this small, two bedroom house in an older neighborhood, fix it up, and live in it as an alternative to apartment living. With the exception of mechanical and electrical work, all of the renovation was done by the owner.

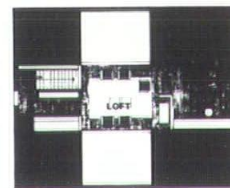
The house is located in a neighborhood of 50 year old tract houses sited on small 50' x 130' lots. Other houses in this neighborhood are generally larger, but similar in character. Because the owner chose not to alter the character of the neighborhood with his house, most of the renovation work was confined to the inside of the house.

Because the owner is single and does not require room-like privacy for each of his living spaces, the inside of the house was opened into a single large living space. As much as possible, this living space was allowed to be defined by the outer shell of the house. To express this shell, the upper floor was opened to the lower living areas so that the sloping roof could be expressed as a continuous plane. This opening to the lower floor also had a practical advantage in that it eliminated the need to build dormers to let in light to the upper floor. Besides having a storage area, the upper floor is used as a place to study, work on hobbies and watch television.

On the other side of the storage wall, the living and dining spaces are allowed to flow into each other. A sliding glass door was cut into the dining room wall which opens onto a deck that overlooks the backyard. The kitchen was updated with new cabinets and plumbing.



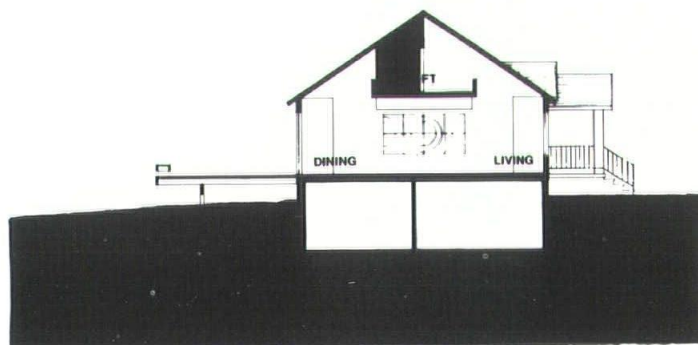
FIRST FLOOR



SECOND FLOOR

Jury Comments:

This is interesting because the jury reverses itself completely! The exterior **does not** reflect what is happening on the interior, but the jury liked this. The project received an Honor Award because the architect **did not** do anything to the exterior. This is an existing building in a neighborhood, that is decent and fits in with its neighbors. There was no reason to dramatically change the outside to do what he wanted to do on the inside, and he had the good sense and taste to not destroy the fabric of the neighborhood. Some of us felt that it would be nice if he would have left just a little of the ghost of the inside. All in all it is a very nice, restrained job. It does nice things spacially — the way he opened up the loft is a proto-type of what should be done to old houses and still respect the neighborhood.



SECTION LOOKING EAST

Honor Award

Prestige Jewelers and Distributors, Des Moines, Iowa Charles Herbert and Associates, Inc.

Owner: Daniels Investment Co.

Architect: John Locke

Structural Engineer: Vanderlinden & Assoc.

General Contractor: Arthur H. Neumann & Bros., Inc.

Photographer: Charles Herbert & Assoc., Inc.

Architect's Comments:

The owner's program required: (1) 15,000 square feet of warehouse space and 35,000 square feet of showroom for a tenant who operates a chain of catalog discount stores; (2) 25,000 square feet of speculative space to be rented to other retailers; (3) a 15 foot wide corridor between the new building and an existing discount store to the north (required by a lease agreement made several years ago); (4) a total project construction budget of about \$16.00 per square foot.

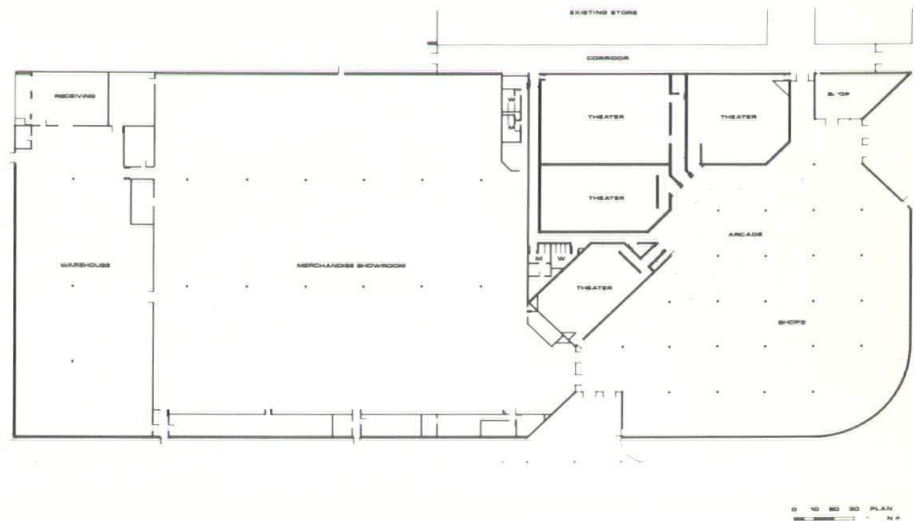
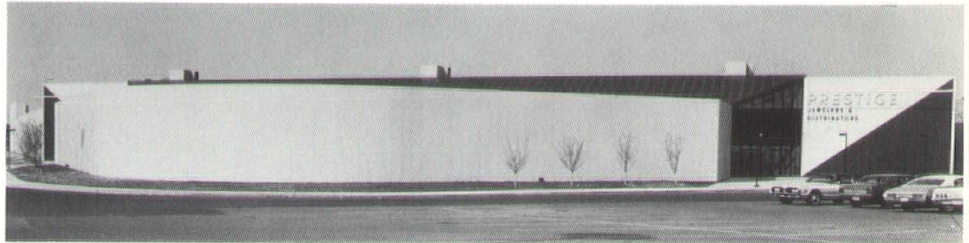
The site is part of a large (100 acre plus) tract containing a major regional shopping center developed by others and the existing discount store mentioned above.

The final building solution places the warehouse and major showroom spaces at the west and rental spaces at the east adjacent to a wide pedestrian mall which angles through the building. This mall connects the large parking area to the east with the one to the south. The southeast corner of the building is rounded to a 48 foot radius to improve the connection between these two parking areas.

Midway through construction the owner negotiated a lease for the entire area northwest of the mall with a theater operator. Removal of several columns and the addition of some substantial roof beams enabled this tenant to plan four theaters in the area. Leases for the balance of the rental space have not yet been negotiated.

Jury Comments:

The jury liked this job very much. Here we have a case of a homely building type done well. A building that normally is concrete tilt up with mansard type roof, is done by an architect who designs the exterior plain and then puts all his eggs in one basket by making this street and entrance clearly reflect what happens with this street. The fact that merchants on the street are putting in their own hideous store fronts, clearly shows what happened on this street. The fact that the building accepts this makes it a better building. We thought it was a very nice job.



Honor Award

Squaw Creek Elementary School, Cedar Rapids, Iowa Brown Healey Bock and McConnell Steveley Anderson Associates Architects of Cedar Rapids

Owner: Cedar Rapids Community School District

Architect: Brown, Healey, Bock — McConnell, Steveley, Anderson

Contractor: Cook-Rowley Construction Co.

Photographer: Julius Schulman

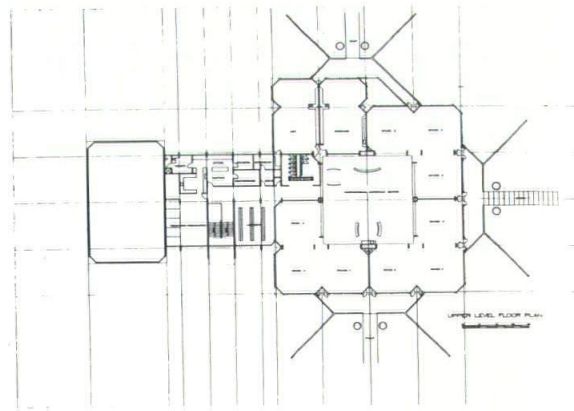
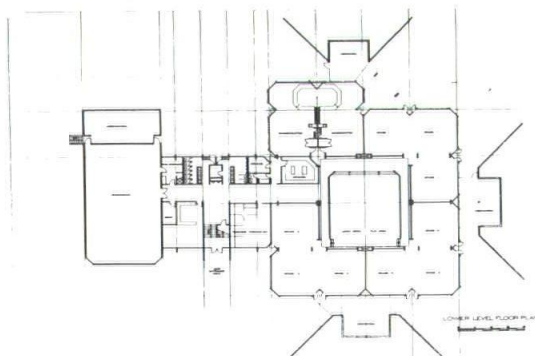
Architect's Comments:

The problem was to provide a three section elementary school to accommodate an instructional program of flexible design with all classrooms capable of exiting directly to grade.

The open plan concept was employed with the use of mobile storage/work cabinets used as area dividers. The use of earth berms provided all classrooms with grade exits. The building is a two story structural form marked concrete frame with the second floor of precast concrete Lin Tees and Spandeck. The roof construction is of wood trusses, fiber decking and built-up roofing. Exterior and interior walls between structural columns are of wood stud construction insulated with horizontal rough-sawn cedar board siding. All cedar boards are unfinished. Most floors are carpeted except gymnasium and lunch-room/playroom which is vinyl asbestos tile. Restrooms have ceramic tile floors and walls.

Jury Comments:

It is a good plan, although a little formidable on the outside. You begin to get a feeling of a special building, that something is going on inside. The solution of the kids having access to the second floor by way of the berms would be dynamite if only it had trees. It begins to give a hint that it is really a nice job inside. It is a super job! If you look at the treatment of the ceiling with lights reflecting off of the ceiling and treatment of joists, it creates a different mood. The character of the hallways with light open space appealed to the jury.



Honor Award

Home State Bank Drive-Up Office, Jefferson, Iowa Charles Herbert and Associates, Inc.

Owner: Home State Bank, Jefferson, Iowa

Project Architect: Tom Clause

Structural Engineer: Vanderlinden & Assoc.

Mechanical Engineer: Stevenson & Schilling

General/Mechanical Contractor: Shriver Construction Co.

Electrical Contractor: Durlam Electric

Photographer: Tom Clause

Architect's Comments:

When a bank in a community of 5000 people was faced with increasing automobile service needs, the directors purchased a six acre parcel of land situated on a commercially strip zoned highway at the edge of the community. The program called for two active and one future drive-up station, a walk-up window, a lobby and a multi-use office, totaling only 1000 square feet.

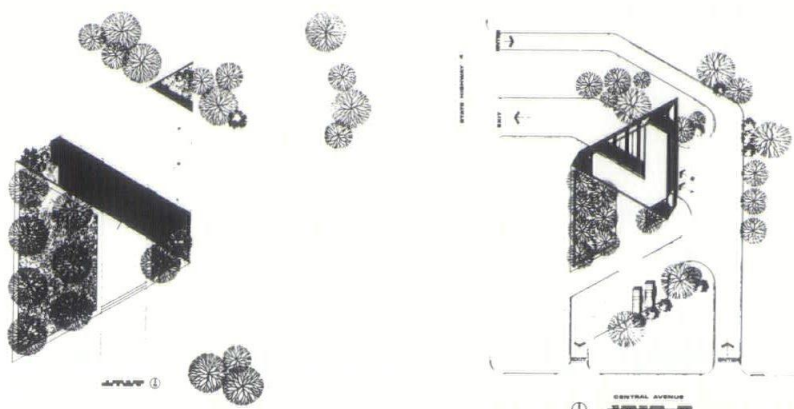
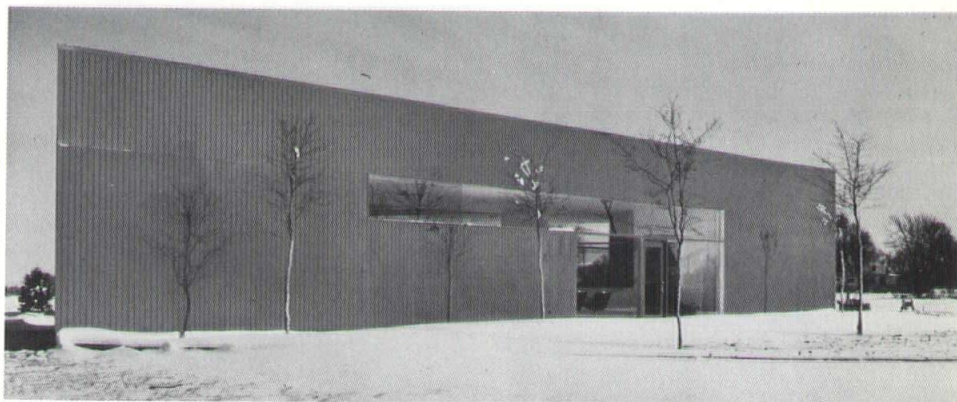
After dealing with automotive circulation patterns on the large, meadow like site, the solution seeks to create an architectural image that is in scale with the larger environment and in contrast with the neighboring development.

The triangular form expresses an efficient relationship between teller, and auto, and lobby functions and permits one person operational capability.

The formally planted entrance podium enlarges the scale of the building. Beyond this formality, the meadow is preserved.

Jury Comments:

The Jury liked this very much, thought it was very clear and very nicely detailed for its commercial use, even the fire-engine red "kind of does the job". We like the interior detailing of this. It is the type that the jury tries to do himself — careful, sensitive, with clear, simple geometry. One comment was that it is a good way to make a small building visible. Another said "who knows, maybe if we premiate it, if we come back to Iowa in a few years, all the buildings will be painted fire-engine red!"



Office Suite for Equity Dynamics, Des Moines, Iowa Charles Herbert and Associates, Inc.

Lessor: David H. Murdock Development Co.

Lessee: Equity Dynamics, Inc.

Project Architect: Tom Clause

Contractor: H. C. Beck

Photographer: Tom Clause

Architect's Comments:

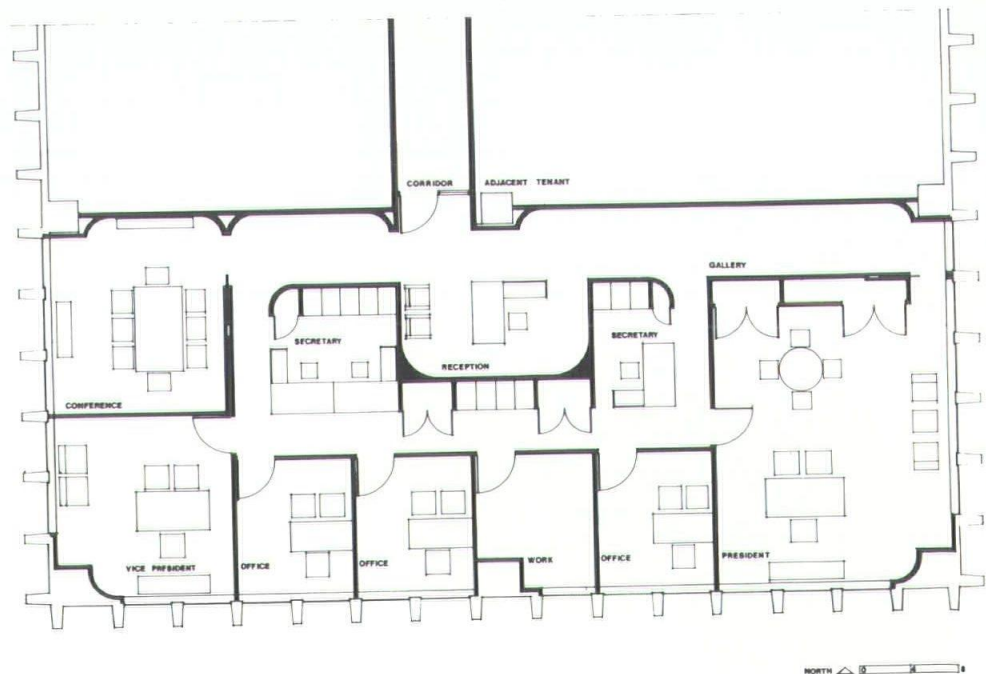
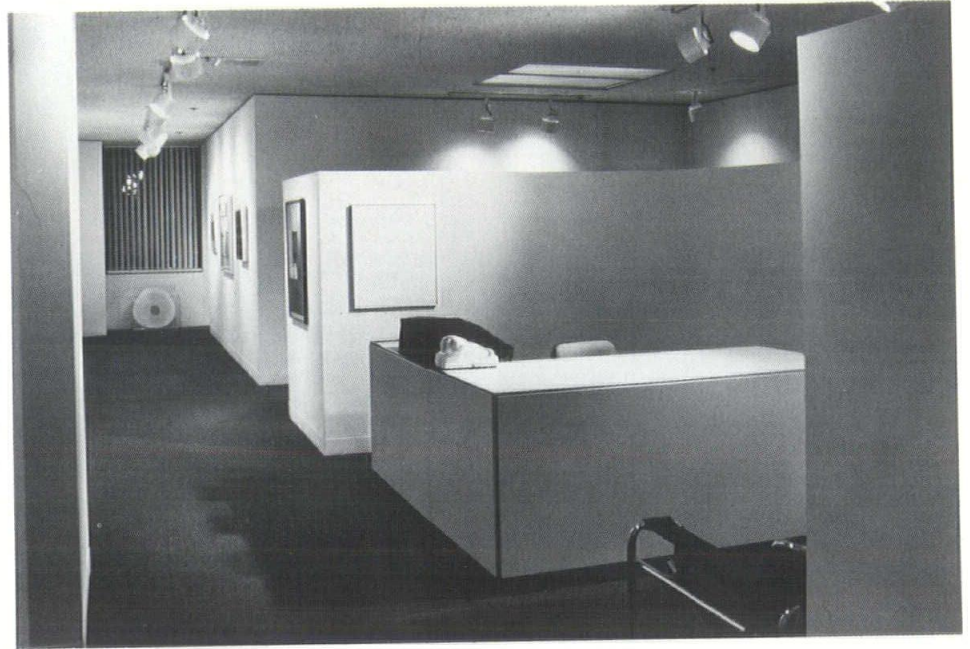
The client, a financial consulting firm, leased 2,000 square feet of space on the 21st floor of a new speculative office building. The program called for two executive and three additional offices, a conference room, and secretarial areas. The owner wished to hang part of his extensive art collection in the spaces. This program had to be met within the constraints of the building structure, fenestration, ceiling height, and building standard construction materials.

Separate circulation spaces were developed for visitors and for inter-office traffic. The public space reaches visually to the exterior walls and the view. Low wall forms define areas for two secretaries and a receptionist, and screen in inter-office traffic from the visitor's area.

Window openings are treated with vertical blinds to create, as much as possible, a continuous surface with adjacent wall areas. Office furnishings, are not completed at this time, but will be similar to those in the receptionist's area.

Jury Comments:

Materials and surfaces are complimentary to the art collection. Rounded forms are a nice contrast to the rectangular. Furnishings are clean and simple. While two jurors liked the project, one felt that the environment became somewhat plastic.



Merit Award

Bivouac, Iowa City, Iowa Wehner, Nowysz, and Pattschull

Owner: David Levin

Architect: William Nowysz

Contractor: Burger Construction Co.

Photographer: Roland Wehner

Architects Comments:

This corner has been used as a drugstore retail location for some 80 years, serving mostly university students. The new use, that of a functional clothing and mountaineering equipment store, required substantial changes, primarily to the interior.

The requirements set forth by the new owner stated two primary objectives: The project had to be completed in 45 days, and a budget of \$15,000 could not be exceeded. This gave us a \$7.23 per square foot working budget since the floor area is 2074 square feet. In order to stay within this budget and to obtain the most out of the existing space, careful demolition was undertaken to remove, expose, refinish and restore existing turn-of-the-century surfaces.

Since store fixtures were to be part of this budget, simple detailing and inexpensive materials were used.

Mechanical and electrical equipment was used as part of the total environment and was designed to serve as both functional and visual elements within the existing space.

Jury Comments:

We were not too excited about the exterior, but when we got inside we really liked it. It is a nice job and a delightful job. The architecture was detailed in a nice way. It was consistent with the merchandise. Had rugged detail. The architect also knew what to keep inside and what to throw away, but he did not get carried away. The handling of ducts, etc. was liked.



Martin Luther King Elementary School, Des Moines, Iowa Charles Herbert and Associates, Inc.

Owner: Des Moines Independent Community School District

Architect: John Locke, Mike Smith, Scott Stouffer

Structural Engineer: Vanderlinden & Assoc.

General Contractor: Breiholz Construction Co.

Photographer: Michael L. Smith, Thomas Baldwin

Architect's Comments:

Educational specifications for this inner city elementary school were prepared during a two week charrette involving citizens of the served area, members of the school board and its staff, a number of government agencies, and other interested groups. Specs called for an innovative and flexible curriculum with special emphasis on enrichment programs in the arts, life science, and home economics, and included extensive commitments to welfare and education in the neighboring community. The building program asked for: an open plan educational space containing three flexible general instruction areas for approximately 200 students each and a media center; special instruction areas for art, life science, and home economics; a kindergarten; a pre-school day care center with a separate entrance and a covered outside play area. Other facilities, such as the gymnasium, meeting rooms, welfare agency rooms, and cafeteria were to be designed for use in the educational program and to be available for community use.

The large volume of the educational space is modulated by a grid of 8 foot wide "corridor" volumes defined by the structural system, with light monitors at the intersections. The resultant ceiling areas, 36 foot square, imply classroom-sized subdivisions, and tend to impose a sense of order on a rather chaotic collection of furnishings, equipment, and student projects.

Jury Comments:

We liked the school from the exterior with the nice brick detailing, although it seems somewhat formidable. We wondered what a child going to school for the first day would think when approaching the building. A nice solution as a result of a Charette process. It was really fun when we got inside. Had nice display of spaces, and interesting ceiling arrangement which was a deviation from continuous rows of fluorescent lighting. Liked the clutter of objects and furnishings. It gave the appearance of working well and that it was actively used.



Merit Award

Central College Learning Resource Center, Pella, Iowa Charles Herbert and Associates, Inc.

Owner: Central College

Architectural Design Team: Charles Herbert,
Tom Clark, Al Miller, Mike Smith

Structural Engineer: Vanderlinden & Assoc.

General Contractor: Roth & Assoc.

Photographer: Douglas Frey, Michael Smith

Architect's Comments:

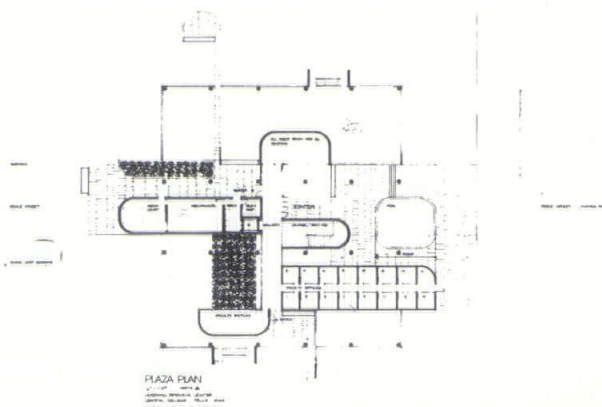
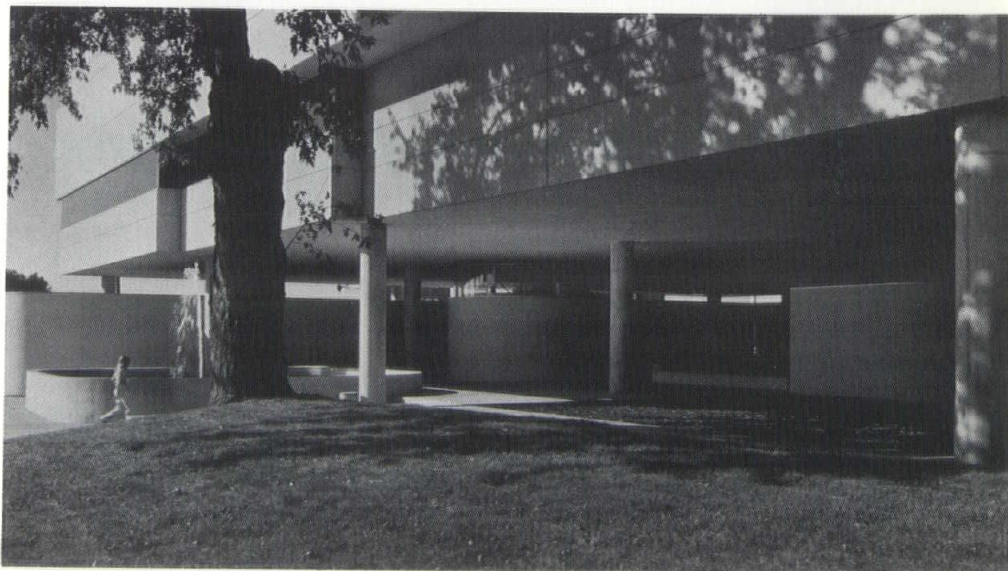
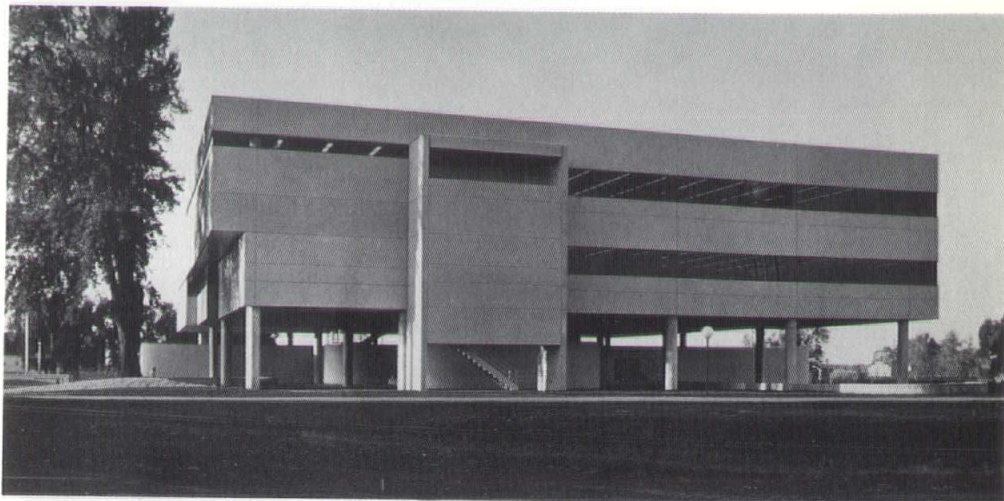
The owner's program placed this building at the heart of a changing educational program including fewer lectures, greater individual responsibility, and increasing use of electronic media, which could enable upward of 50% of all future campus instruction to take place in this one building. It also provided an opportunity to establish a new direction for the master plan, which contemplates a group of academic buildings to the southwest after the athletic field is relocated, and expansion of the existing housing facilities to the northwest. In this context, the resource center can become a new physical center of campus life.

The building is located on the axis of a street which is being converted to a pedestrian mall. Major functional elements are elevated above an entry plaza through which pedestrians may pass when traveling between other parts of the campus. Enclosed spaces at plaza level are visually disconnected from the structure above.

Economy dictated a composite floor system and a fireproofed steel frame resting on caissons. Smooth concrete grade beams form a podium. Soil materials available on the job site provide sufficient fill to form the compacted base upon which the plaza level structure rests. Exterior skin materials are lightly textured, pre-cast limestone concrete above, and painted cement plaster below. Glass is set in dark aluminum with silicone joints. Interior wall surfaces and ceilings of circulation areas are gypsum board. Continuous air is delivered through ceiling diffusers via zoned ductwork with return air collection through fluorescent and incandescent light fixtures. Concealed spline acoustical ceilings afford accessibility to ceiling/floor plenums.

Jury Comments:

A very beautiful building. Nicely detailed. Because we liked it so much we dug in and took a close look. We questioned somewhat how the building works with circulation through, students above and faculty below. A good progressive image for a small campus. Perhaps future campus development will strengthen street concept.



Fax 111, Des Moines, Iowa

Engelbrecht/Rice Architects

Owner: Hubbell Development Corp., Inc.

Architect: Engelbrecht/Rice Architects

Engineer: James Wilson, P.E.

General Contractor: Prairie Development Corporation

Photographer: David Mathiasmeier, Carol Metcalf

Architect's Comments:

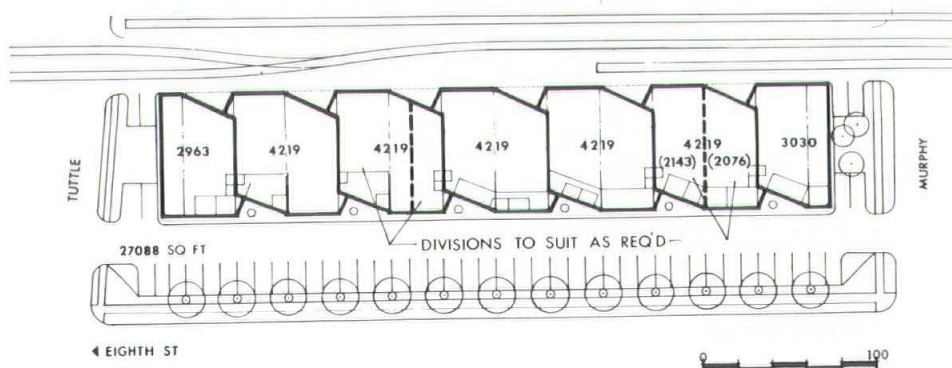
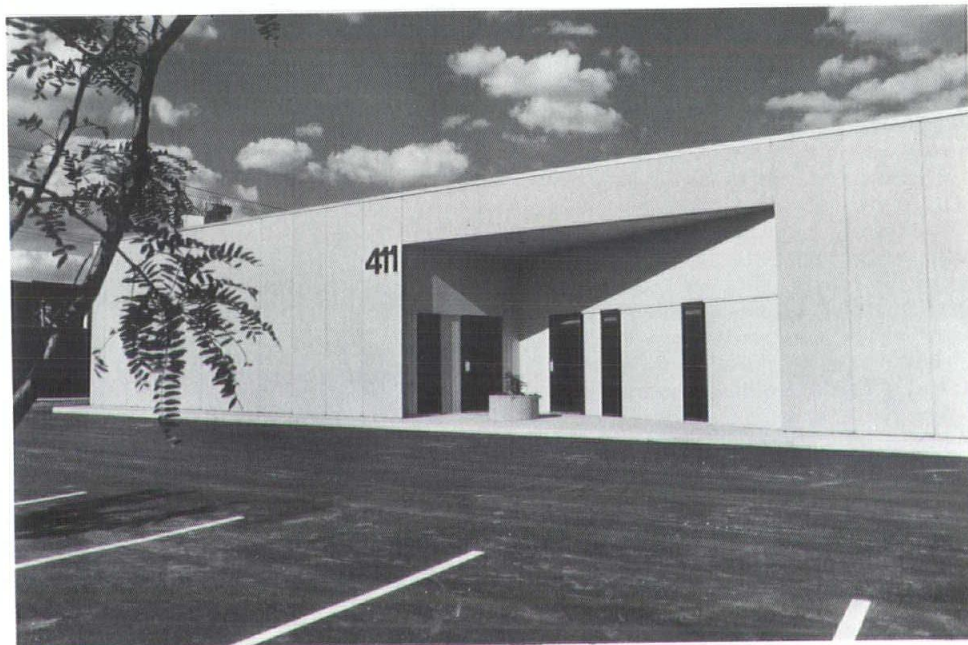
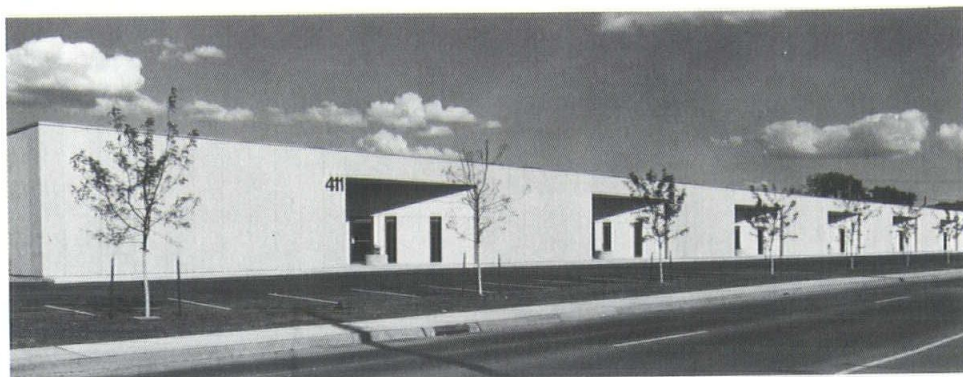
The program was to identify and develop alternative uses for an isolated site resulting from razing obsolete buildings in an old decaying industrial/warehouse district known as the Factory Addition. The entire district will become available by 1983 as ground leases expire / start "turning it around" now / private renewal.

The solution; the third alternative (Factory Addition experiment - III). A subdividable tube or strip with ordered pre-determined "fronts" and "backs" — arranged to receive signs, visitors, trucks, and whatever — with corresponding and generous tree lined parking area.

Construction: Pre-engineered steel with touch blasted cor slab concrete sidewalls, removable "fronts", and fixed space for painted signs.

Jury Comments:

We really liked the job. Thought it was very interesting. The architect was also the developer. It is an almost speculative office/almost warehouse building where tenants can move in. It is in a neighborhood and is a building type that is usually despised. The architect turned out a job that would usually be handed to an engineer or a Butler Buildings salesman, and did something with it. The jury felt that the entrances could be a little more exciting. Maybe this is only because it is new, and the tenants haven't splashed their graphics on those indentations yet. It is really unusual to see this building type handled with this much restraint. It is very economical, in very good taste, and is the kind of thing we want to encourage. As architects we want to make a case to the community that architects are not just for churches, banks, etc., but that there are other purposes in which architects can well be put.



American Federal Savings and Loan Association, South Des Moines Office, Des Moines, Iowa Charles Herbert and Associates, Inc.

Owner: American Federal Savings and Loan Association

Project Architect: Cal Lewis

General Contractor: Bergstrom Construction, Inc.

Photographer: Calvin Lewis

Architect's Comments:

The owners purchased an existing building and adjacent land on a busy strip zoned commercial thoroughfare. The building consisted of an old two-story house engaged at the northwest corner of a 40' x 80' single story concrete block and steel frame structure with unpartitioned 20' square column bays.

When investigation determined that the old house could be removed and the main building was both structurally sound and readily adaptable to the program requirements. It was decided to renovate rather than demolish and rebuild. This decision, reinforced by the fact that applicable zoning requirements for front and side yard setbacks could be waived if the building was retained, permitted a more spacious solution to the small site with its required parking buffer to the east. Vehicular access occurred from the main thoroughfare to the west.

The existing rectangular building was retained and sheathed in T1-11 Plywood with the only breaks in the form occurring at two diagonal voids cutting through the building to define and differentiate the pedestrian and drive-up access. The resultant incised diagonal surfaces were reinforced by graphics identifiable with the owner.

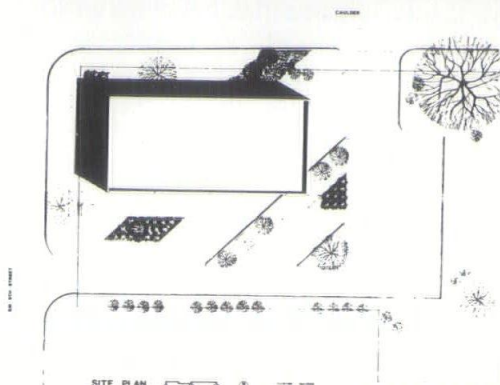
Simple white walls and varied reflective surfaces at the interior contrast and highlight the graphics, which continue inside.

Fenestration was limited to locations where either orientation or overhang provided the only necessary sun control.

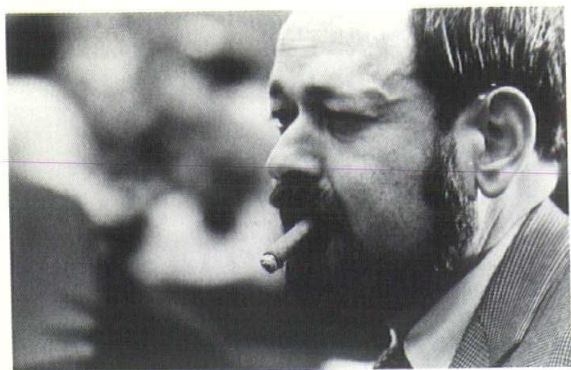
Landscaping was used to play against the simple wall surfaces and to reinforce the diagonal geometry of the plan.

Jury Comments:

Mr. Moore did not like these graphics, but said they were just like some he had done, so he could not fault the project on them! The jury tended to like the plans and thought they were a clear statement or a clear geometry. We have a facade with a drive-in function and a walk-in function and a plan that gives these almost equal importance. Most of the jobs we have seen the drive-in function seems a tail or an appendage. We liked equal emphasis on the walk-up and drive-up. The interiors are consistent with exterior. We are looking for a type of detailing sensitivity. The kind of fixtures specified and the detailing done are sensitive.



Discussion After the Slides



Robert B. Marquis FAIA

Q. Did the jury feel that many of the projects and their solutions were designed not in context with their environment, but rather objects in space?

A. The Jury is somewhat handicapped by judging them from long distance to see how it fits into the environment. We could talk about them not as just objects in space but as objects for their use, i.e. Prestige — it was very clear that it was a shopping center complex. We knew what they were dealing with. We talked about what it would be like to walk into. Is it pleasant, is it nicely detailed? On other projects it was much more difficult. One bank that was a runner up on a hillside gave the impression that it was an object from mars. The same is true of the red bank that we liked so much. On balance though you tend to make fair judgement some of the time. You just do the best you can. The most important thing is to see the purpose of competition in its true light. If you see this kind of competition as not trying to identify the great piece of architecture done last year, but really trying to bring up the client demand to encourage the profession. Who the jury is really trying to address themselves to is the guy that has never been a near winner. He has either got to think that 10 or 15 juries are either crazy or he has got to go out and get himself some good designers. If we agree that the purpose of this design competition is not to play God, not to say who is a great architect, or who is a SCHMOO, if this is the purpose, it is full of holes. The purpose is to say that we are all architects, that we have a bunch of guys who have pretty good design sense from out of town, and they have picked these. Now lets look at them and see why they are good and then lets use them to get publicity from the community so that the clients will start to demand good design. If they see what we are doing here today in that context, who gets **what** award is not that important. Otherwise it is just a self ego trip. I would like to see these award competitions as a valuable way to get us and especially clients to think about design.

Q. How does Iowa architecture stack up against west coast architecture?

A. The good ones are just as good and the bad ones are just as bad? But about the jury system in general, it is not good to have it every year and it is not good to have one only every 5 years. I think there would be better results in a sense of what is submitted and distribution of awards if it was held every two years. If you can get juries more from the area maybe you can get a better job because they can view the projects.

Q. Since the theme of the Convention is Ecology, how would you judge these in terms of ecological consideration?

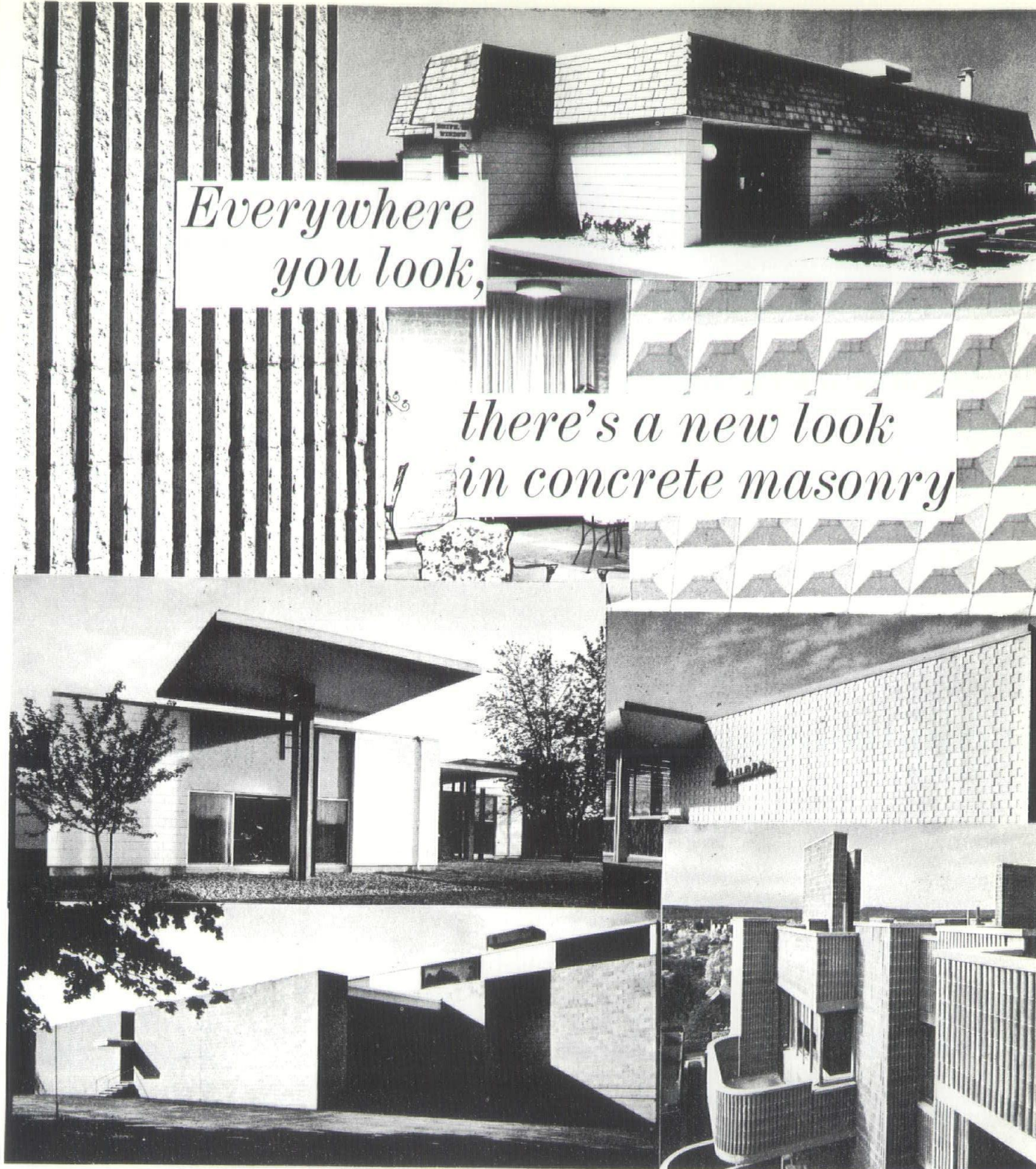
A. I would judge the whole profession as having failed completely in ecological consideration, in the broadest sense. I think architects do not know how to deal with these problems yet. But I think we could be coming into a very exciting period where ecological considerations really change the forms of our buildings.

Q. Did you consider economy in the solution of the judging?

A. If you look at the schools, for example, much of these are one scope. When looked at economy wise it was pretty obvious, like the warehouse project.

Q. Can you comment on the number of slides and the presentation technique?

A. I do not want to turn this into an eye wash contest. In general, from the juries stand point, we start with the slide that shows the whole environment and then go to the building and through the building in some sort of logical sequence. Slides can be taken by anyone with a little patience and money and this will do a respectable job. I do not think that you need a professional photographer.



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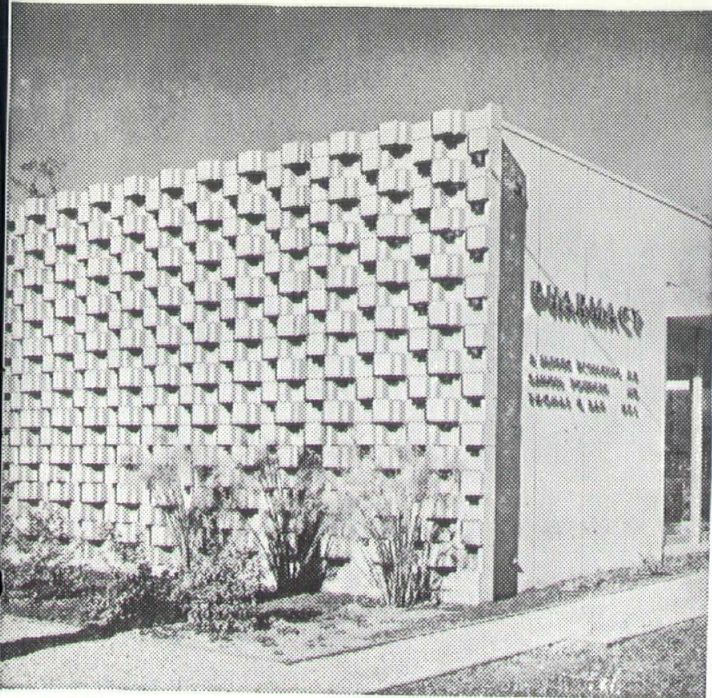
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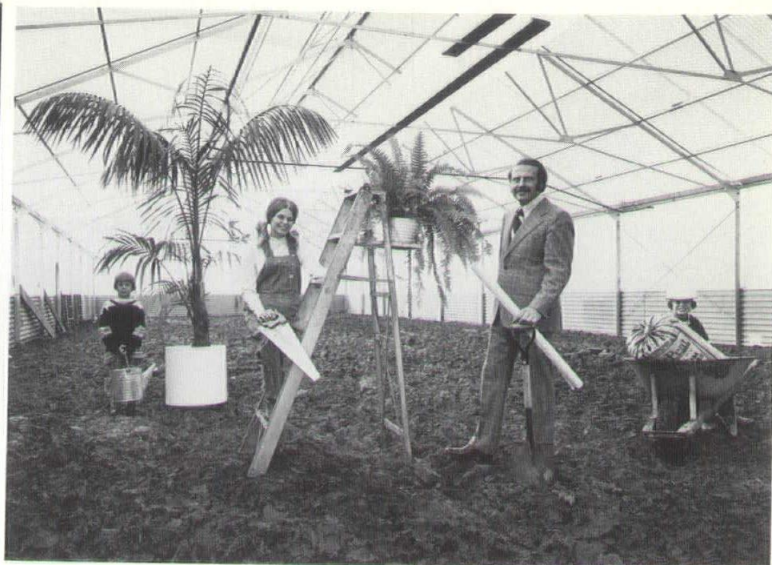
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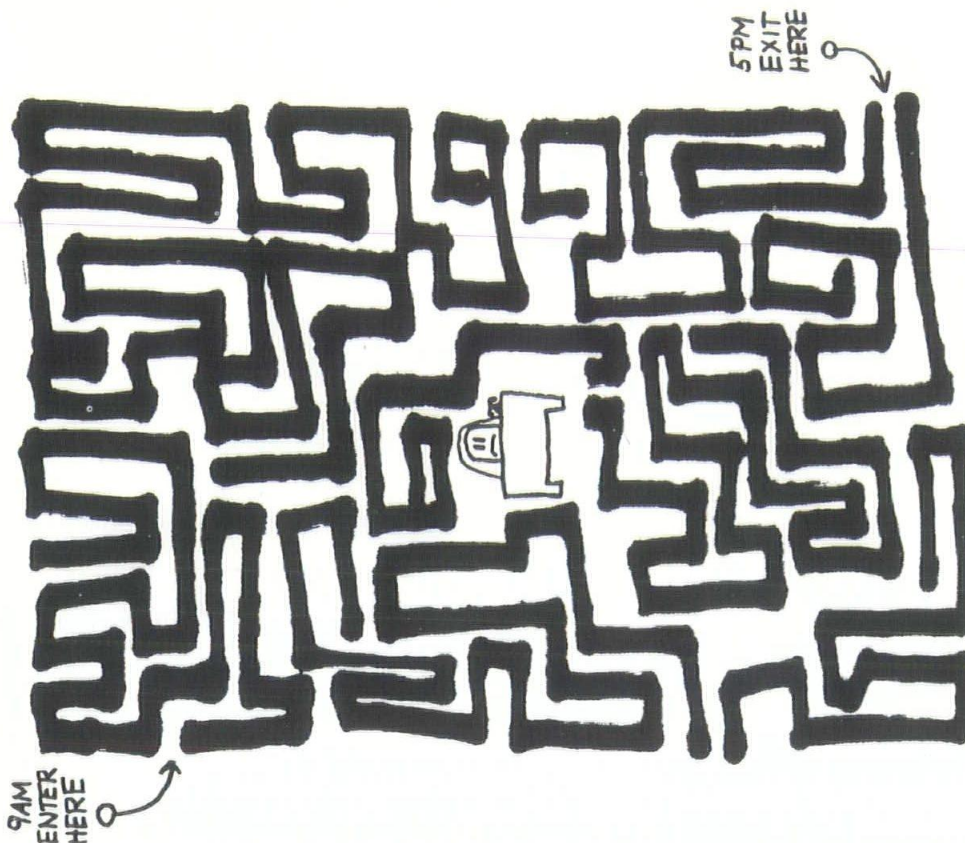
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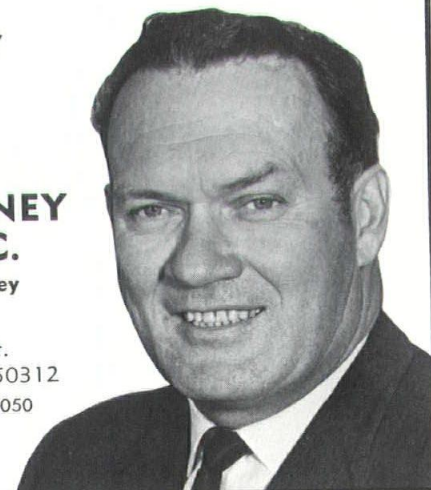
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