

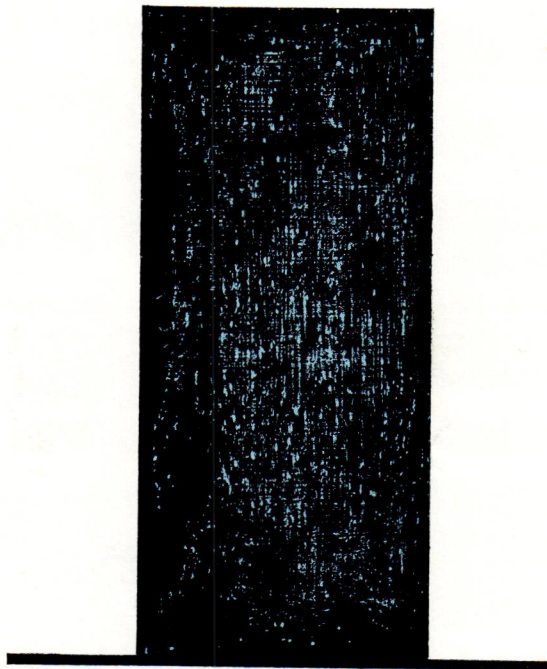
# LOUISIANA ARCHITECT

JANUARY

1965

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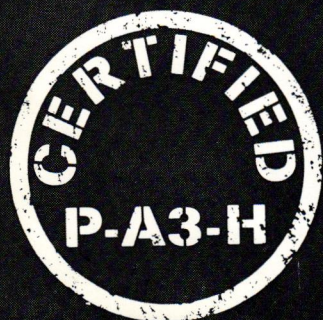
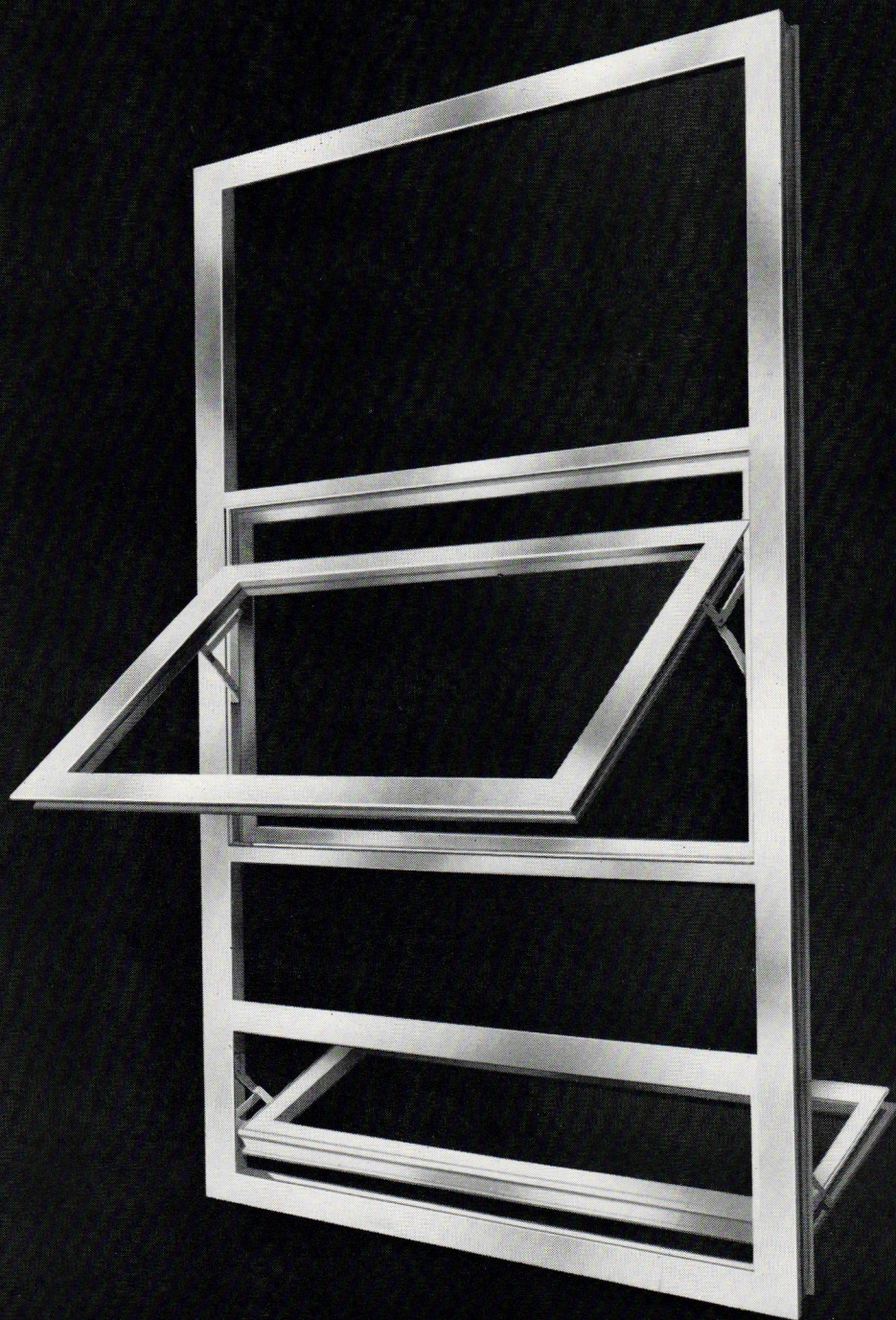
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The producers of cement, today, do far more than supply the basic ingredient of concrete. Through cooperative effort, they sponsor a large-scale service program to help architects, engineers and builders in achieving new successes with concrete—the most versatile of all building materials.

A staff of 375 field engineers of the industry's Portland Cement Association are in daily contact with cement users, large and small, throughout the U.S. and Canada. They provide expert advice and authoritative information on con-

crete technology, newest construction methods and research and development. A typical day may find field men helping a ready-mixed concrete producer design a high-strength mix for a special project—or consulting with highway engineers on pavement designs for a modern expressway.

Later, they might be discussing applications of prestressed concrete with the architects for a new office building—or attending a citizens' meeting about a proposed new sewage plant.

Backing these field men are

engineers and specialists at PCA's engineering headquarters and its \$10 million Research and Development Laboratories. Extending this service program, too, are more than 500 publications and 85 films covering every modern use of concrete.

The work of PCA in the United States and Canada is supported by competing manufacturers of portland cement. This service program each day benefits practically everyone in providing better, more economical and imaginative construction of every kind.



Helping to change Louisiana's skyline. The versatility and economy of modern concrete are reflected in an increasing number of high-rise structures designed by Louisiana architects. PCA field representatives such as Ashby Gibbons provide engineering data to architects on the manifold uses of concrete.

### Portland Cement Association

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*An organization to improve and extend the uses of portland cement and concrete*



# LOUISIANA ARCHITECT

OFFICIAL JOURNAL OF THE  
LOUISIANA ARCHITECTS ASSN.

No. 4

Vol. IV

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## THE Jambalaya WE LIVE IN

A State Senator approached the writer recently to boast of a new building in his District which had impressed him profoundly. It's unusual indeed for the public to take note of a fine, functional structure, and simply wonderful when the citizen taking note is an elected official . . . a molder of opinion.

Besides being good public relations for the profession, this building, and others like it, can form a beachhead in the American Institute of Architects' "War on Community Ugliness," which the Louisiana Architects Association has pledged to help fight.

LOUISIANA ARCHITECT magazine enthusiastically shares the AIA and LAA vision for a prettier America, and will, in its inconsequential way, join the fight and work for its fulfillment in the issues ahead. "The Jambalaya We Live In" will be shown in the editorial columns of this publication as waker-uppers of an apathetic citizenry.

You need but to have been reared among neat rural cottages and barns, precision-plowed fields, rolling meadows, and steep, green coulees . . . you need but to have traveled the winding, billboardless country roads, framed with cypress-lined bayous, to make this effort an effort of the heart.

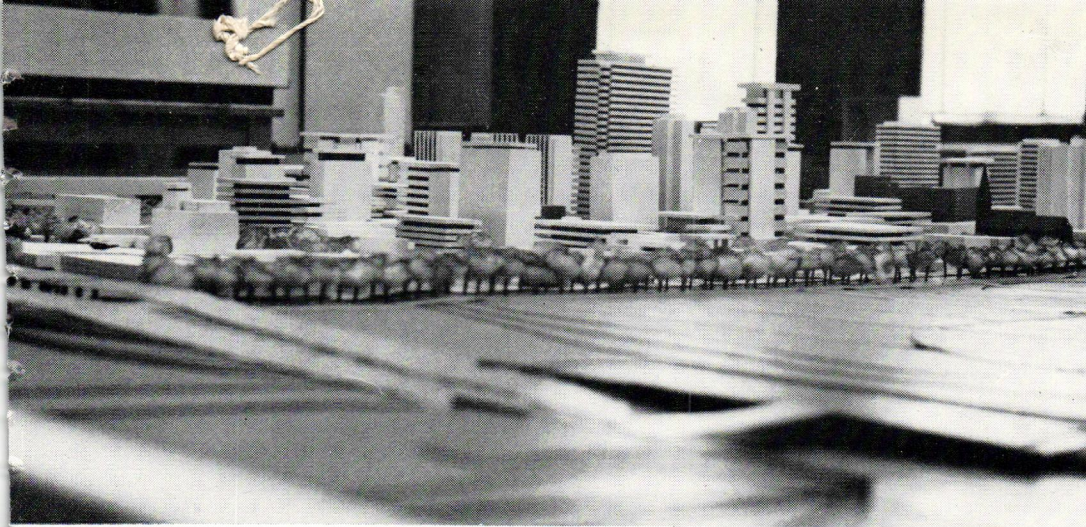
Come! Join the offensive! Let us do battle for beauty! (EDITOR)

## IN THIS ISSUE . . .

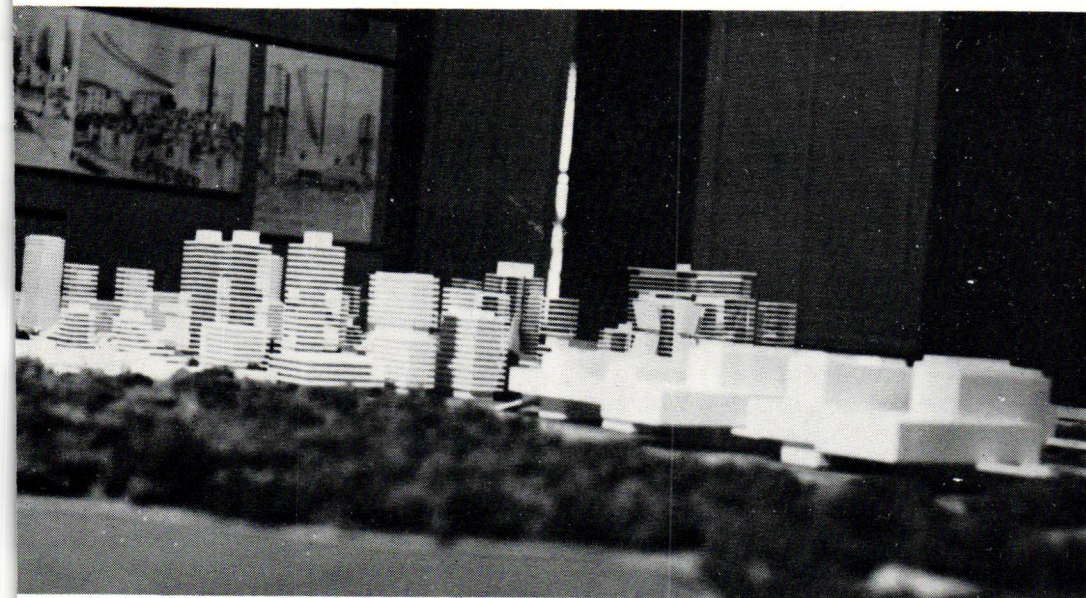
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THIS MONTH'S COVER: Architectural? Perhaps. Remember which month it is and then submit your interpretation of John Schaeffer's rendition for presentation in the March issue.

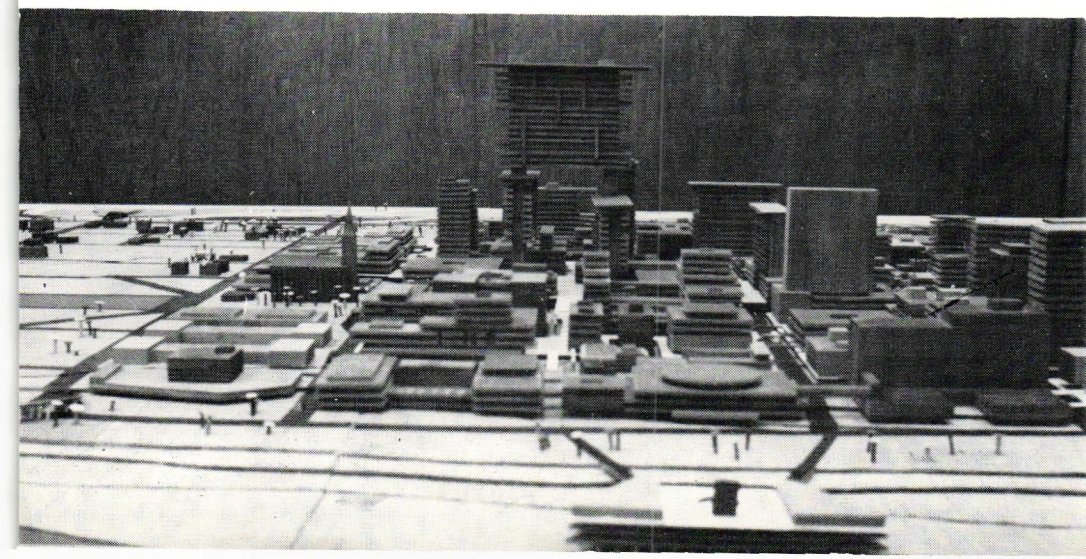




# ...up-town



# baton rouge



It is impossible to imagine another area in the United States with the development potential of the 130 acres we call "UP-TOWN BATON ROUGE." Today, with our existing road network, Baton Rouge is the center of a trade area with a population in excess of 500,000. If the interstate system were completed this year, 750,000 people would find UP-TOWN BATON ROUGE the fastest, easiest, most accessible spot to get into and out of in the entire region. When the interstate system is finished the population potential will be in excess of one million. People from Denham Springs and Gonzales will be able to get up-town faster than people from the Broadmoor area are able to do today. Hammond will be 40 minutes and Lafayette less than an hour away from a parking space up-town.

The population of Baton Rouge outstripped its commercial development in the 30's and the imbalance is even more severe today. The lack of development in the up-town area has been a source of amazement and consternation for years, but this very fact may, if we are alert to our opportunities, be a blessing in disguise. No other comparable city has so little invested, so little to tear down or remove or change, to modernize their core area. In truth, our up-town district is a development rather than a redevelopment area.

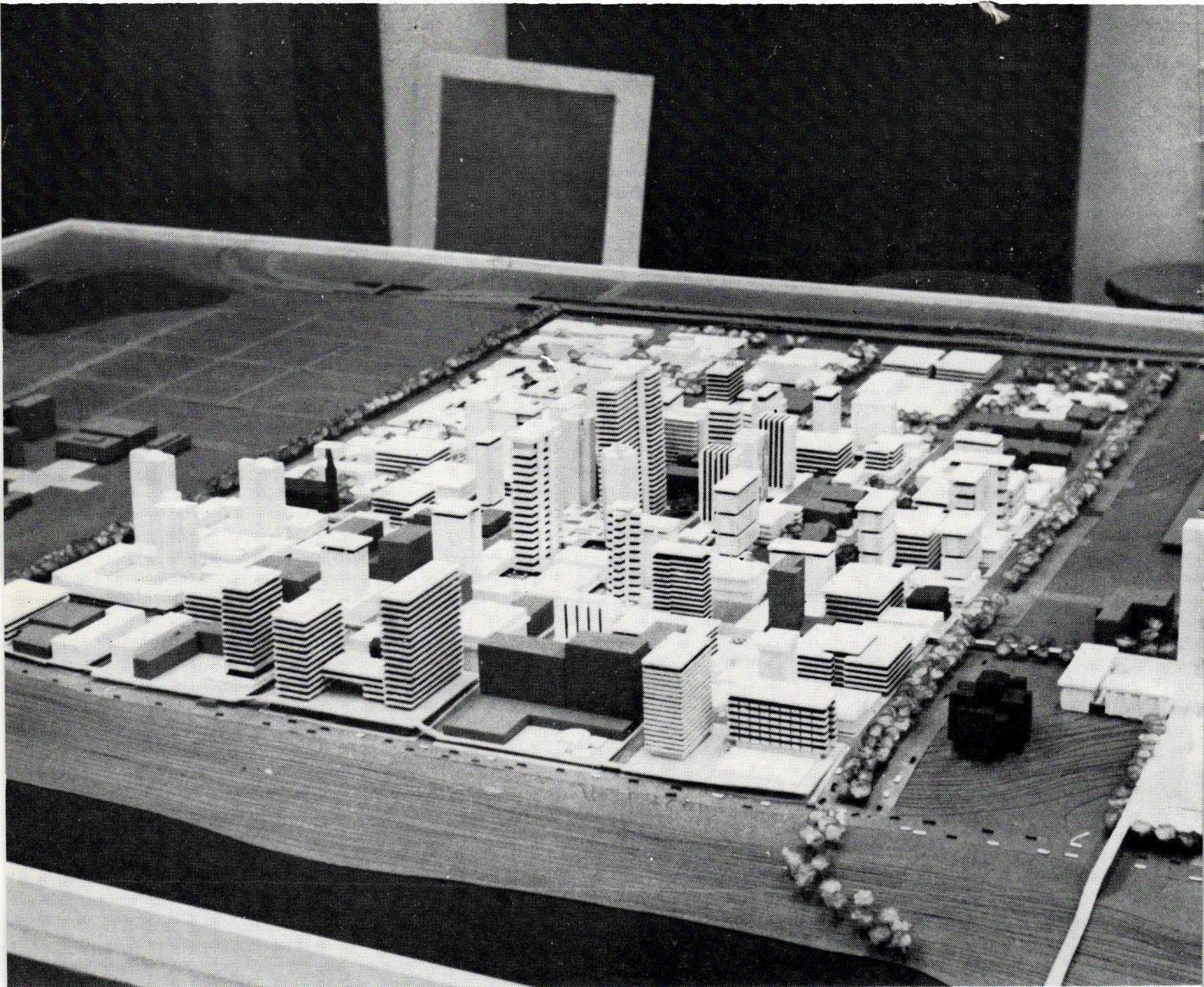
Our research has convinced us that no matter how apathetic our approach, how little we promote this vital area, or even if we actively discourage its development, it will develop despite all. The real problem is HOW it will develop. Shall we take a "topsy" attitude and let it just grow, or shall we make plans so that the development can be efficient, beautiful, and an inspiration to our citizens and to the people of the nation.

It has been with this in mind that our terminal students (fifth year) have approached the "UP-TOWN BATON ROUGE" project. Their hope is that their research, planning, and design concepts can stimulate the business, professional and political leaders to produce their own concepts and plans. These leaders are the only ones with the know-how, power, and prestige and position to do the job.

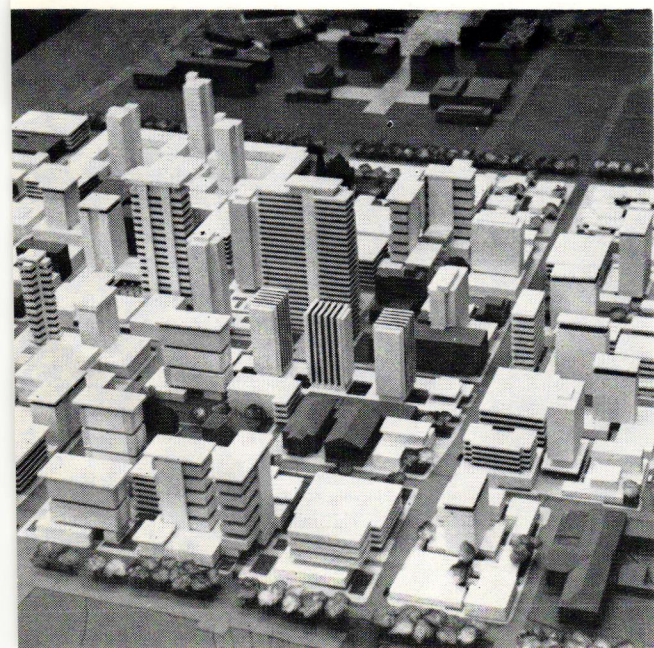
The twelve students of the terminal class were arranged in three teams of four men each. They spent four weeks in research and seven weeks in design and presentation of the project. The ruinous expense of the large scale model was mitigated somewhat by the generous donation of one hundred dollars to each team by the Louisiana National Bank.

A public presentation was held on December 18 for the benefit of some of the prominent figures of the Baton Rouge area. This presentation was accepted with a great deal of interest and enthusiasm by the twelve-man jury, members of which included Mayor-President Christian and Mayor-President-elect Dumas; also present were members of the Planning Commission, prominent businessmen and attorneys from the downtown area. A great deal of interest and concern was revealed by the questions, remarks and criticisms made by the jury. All criticisms and suggestions were readily accepted by the team members and the result was a very stimulating discussion which created a great deal of interest as well as exposing quite a few problems and possible solutions. The students' models are presently on display in the lobby of the Louisiana National Bank Building on Third Street, downtown Baton Rouge. (R. N. S.)





..... a development in character"



TEAM "A"—Richard Barron, Captain; J. Granville Taylor; Vernon Hicks; Tom Montero.

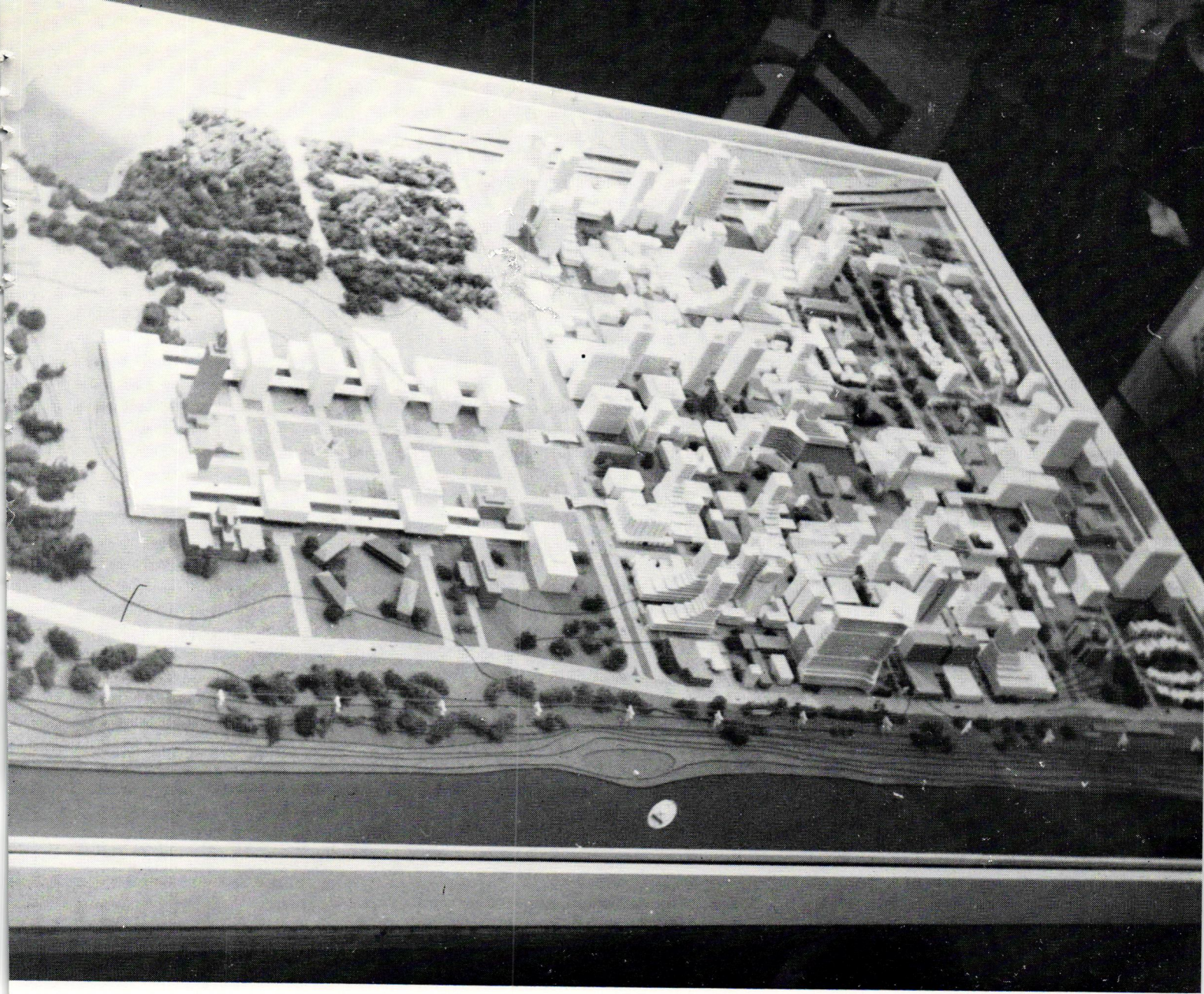
SYMBOLIC TITLE—"A DEVELOPMENT IN CHARACTER"

MAJOR OBJECTIVES: (A) Achieve maximum economy through utilization of all existing facilities; (B) Increase population density in core area; (C) Clarify circulation systems. Separate for efficiency and safety; (D) Bring clarity to the core structure; (E) Transportation center for inter and intra-city transport; (F) Development of water front and convention center.

DESIGN DECISIONS: (A) Orientation to river as major vista; (B) Development of spaces in scale with use; (C) Double level shopping in areas of high density pedestrian circulation; (D) Unify core with pedestrian paths; (E) Use of historic structures as design elements within the core.

UNIQUE FEATURES: (A) Leaving automotive traffic on existing streets and moving the pedestrian circulation to the center of the block.





## ..... axes of concentration"



TEAM "B"—I. J. McNeilly, Jr., Captain; Bill Howell; D. W. Johnson; John Mixon.

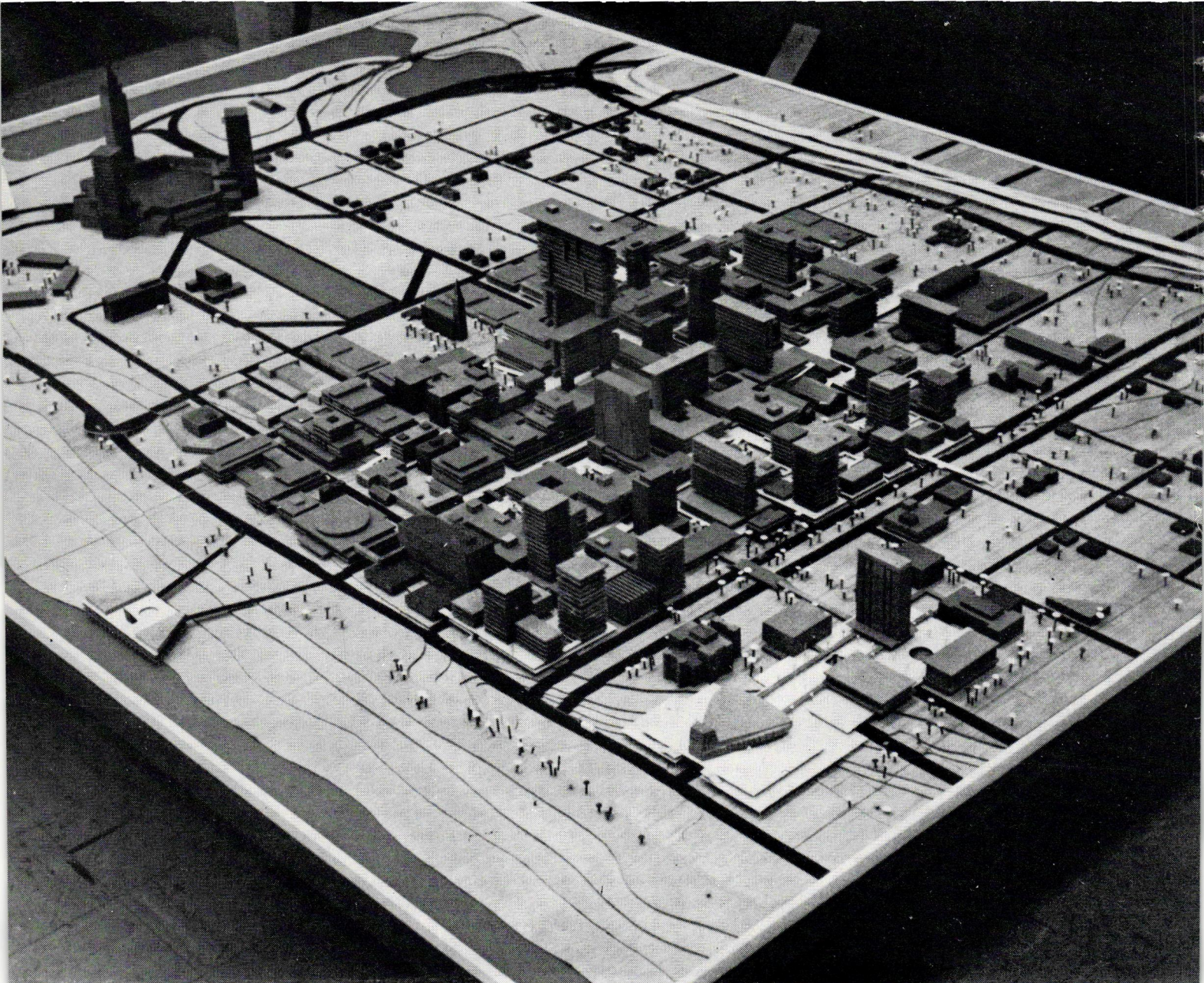
SYMBOLIC TITLE—"AXES OF CONCENTRATION"

MAJOR OBJECTIVES: (A) Clarify circulation systems so that pedestrians, autos and public transportation travel efficiently, conveniently, and safely; (B) Provide for increased resident population for built-in customers; (C) Provide sufficient parking, conveniently located; (D) Unify the natural diversity into an aesthetically pleasing and stimulating whole.

DESIGN DECISIONS: (A) Maintenance of the State Capitol as the dominant vertical element; (B) Create a sense of orientation through development of a hierarchy of spatial sequences; (C) Define each axis by parking towers and end with a strong structural statement; (D) Controlled expansion from axes; (E) Marked the visual center of the city with a space rather than a structure.

UNIQUE FEATURES: (A) Combined parking and apartment towers; (B) Monorail for regional inter-city travel and chair lift for uptown convenience; (C) Unified public structures along North Boulevard into a municipal complex; (D) Municipal auditorium located in eastern section for ready access from interstate.





## ..... core of diversity"

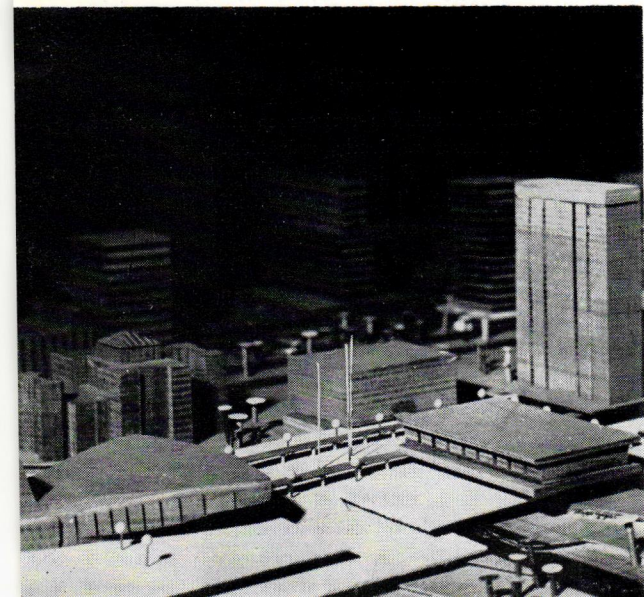
TEAM "C"—John Messina, Captain; Robert Smith; Peter Rice Byrne; Roland Diez.

SYMBOLIC TITLE—"CORE OF DIVERSITY"

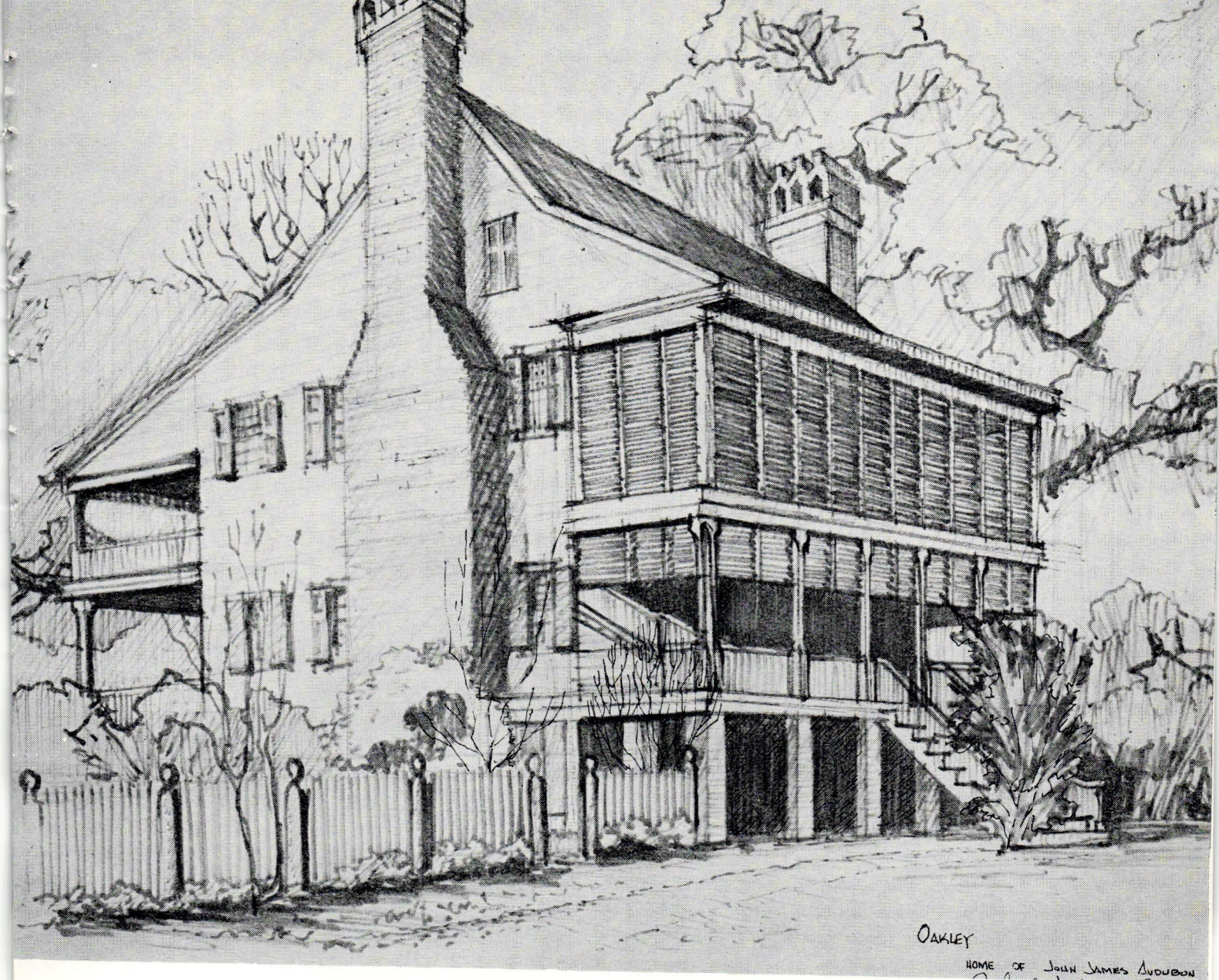
MAJOR OBJECTIVES: (A) Separate vehicle and pedestrian circulation; (B) To create a concentrated, multi-use, pedestrian core with complementary functions so that night and day activities produce a twenty-four hour return on investment; (C) To produce spaces in scale with the human, a skyline in scale with the city; (D) Preserve structures of historic significance.

DESIGN DECISIONS: (A) Focal point of the city will be a structure 500' high containing offices and apartments. Below the pedestrian deck at this point will be shops, department stores, parking and intra-city transportation depot; (B) Pedestrian raised on system of decks—auto moves on grade; (C) Create unity by relating public spaces to each other and to the mode of movement of people through these spaces.

UNIQUE FEATURES: (A) Pedestrian deck system; (B) Focal building is super architecture; (C) Intracity transport system.







OAKLEY—Built in 1799 near St. Francisville, La. in the West Indian style of architecture. The dining room and plantation offices are on the cool ground level of the house. The louvers on the second and third galleries gave the house the name of “the shuttered house” in the early part of the century. Famed as the plantation where John James Audubon first became acquainted with the wild life of the Feliciana country, Oakley has been restored as it was when he stayed there in 1821-1830.

This sketch by Richard S. Caldwell, architect, is the twelfth in a 12-part series to be featured in LOUISIANA ARCHITECT. The drawings are part of a large collection to be presented in a forthcoming book illustrating the basic form of Louisiana architecture.

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Courtesy of  
Louisiana Wood Council

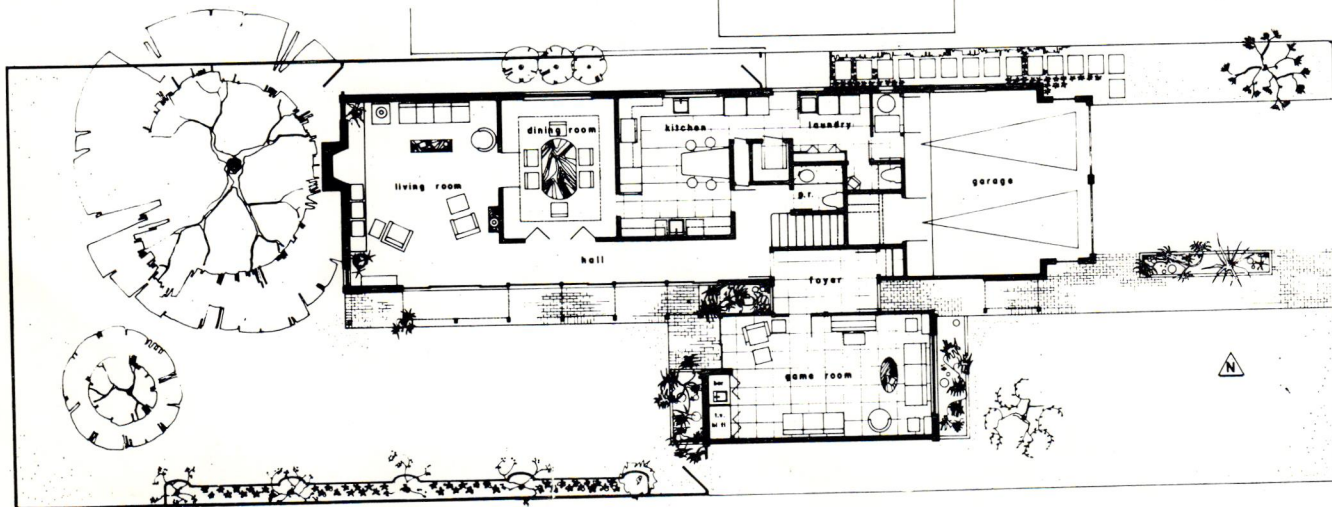
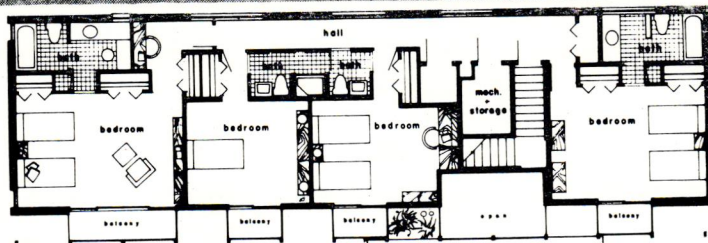
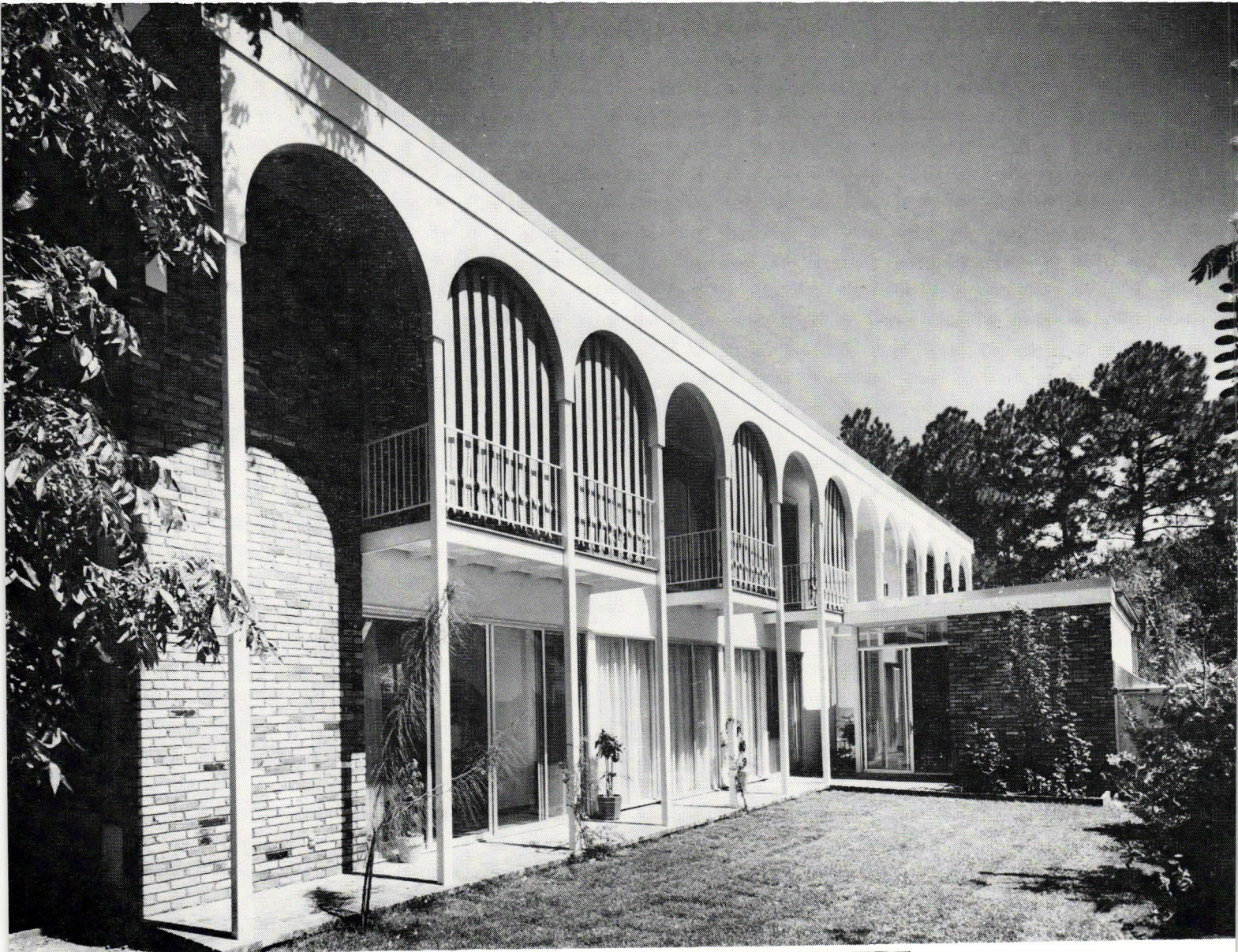
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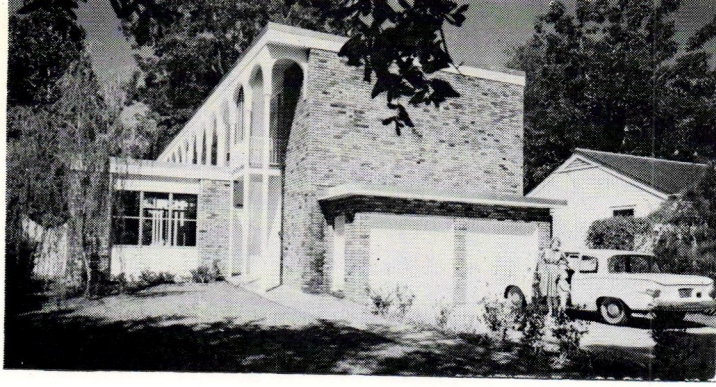
Century, Florida

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Frank Lotz Miller, Photography

The basic requirement and primary problem was to squeeze a spacious four bedroom town house onto an urban site only 50 feet wide with a "buildable" width—because of code requirements—of 40 feet. The depth was ample, and therefore a long one room wide scheme developed.

The orientation is to the south which affords maximum privacy since the adjoining house has no "facing" windows. All rooms except the kitchen face the south side or have a view into the garden.

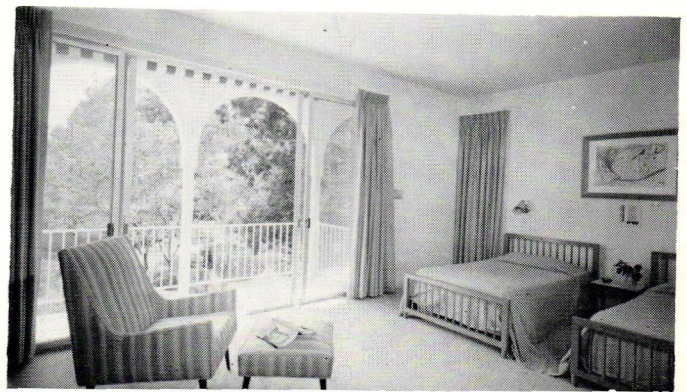
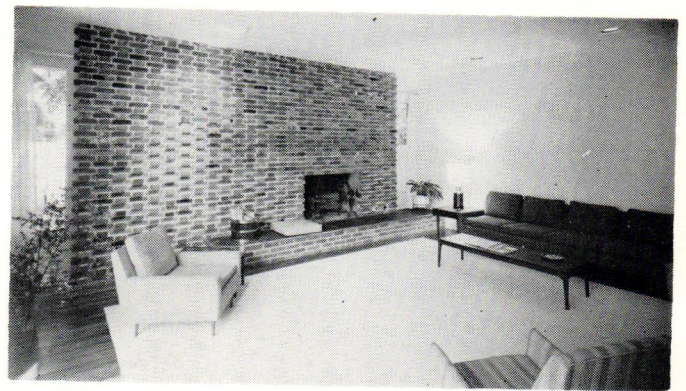
The house is designed for a family of five with children 18, 15, and 3. The game room is for their primary use and is almost completely separated from the rest of the house. This assures privacy and quiet in the living room and other areas of the house. From the living room, teenage parties can be inconspicuously chaperoned without undue interference of either age group. The first floor can be used as separate rooms, living, dining, etc., or can be easily opened up for large parties with the kitchen being used to serve the game room and living-dining area with equal efficiency.

The second floor is designed with individual privacy in mind, and each bedroom is entered through a small foyer. The balconies at each bedroom give a feeling of openness and the drop awnings afford privacy in the room.

The awnings are of bright blue and white acrilon, which shade the rooms and set off the rich dark red-orange old brick and oriental finish white stucco arches and spandels. The overall effect is one of grace and gaiety.

Basic construction is conventional residential frame and brick veneer.

GEORGE M. LEAKE





## NEWS, NOTES, ZIP CODERS

Earl Mathes, Seymour Van Os, Patrick Allison, Ralph Bodman, Hugh Parker, Joseph Brocato, David Perkins and Myron Tassin received the following letter on February 2.

"I take great pleasure in informing you that you have been appointed to serve on the Advisory Committee to the State Board of Architectural Examiners.

"Your interest in the work of the Board is a credit to the profession of architecture, and we feel that it would be remiss to fail to take advantage of this selfless interest.

"We hope you will make every effort to attend some meetings of the Board, to familiarize yourself with the work of this Body. We also invite you to call on the Department of Occupational Standards when the need arises.

"Thanks for your continuing cooperation."

"/s/ H. D. Ruffin

"Director,

"Dept. of Occupational Standards"

Attention:

Dept. of Occupational Standards  
Baton Rouge, Louisiana

Since moving my practice to East Tennessee four years ago, and confining my work to a limited area, it is no longer practical for me to maintain my registration in Louisiana.

I, therefore, would like to terminate this license, and should I find in the future that I would require it, I will then contact you regarding reinstatement procedure and fees.

I would like to compliment the Examining Board, and the Architects of Louisiana for the high standards of professional practice they have established and maintained. My experience in working with them in the past was most pleasant.

Tom A. Windrom, AIA  
Gatlingburg, Tenn.

Dear Mr. Windrom:

This refers to your letter of January 2, 1965 advising this department of the discontinuation of your architectural registration in the State of Louisiana.

Should you wish to renew your license at some future time, please be advised that the failure to renew your license in proper time shall not deprive you of the right of renewal thereafter. However, the fee to be paid upon the renewal of a license at any time after the month of January in the year when such renewal fee first became due shall be thirty-five dollars. Refer to the attached Licensing Law, as amended through 1964, Sec. 153. Renewal of license; renewal fees.

Also, the failure to renew your license each year shall not deprive you of your license No. 529 which is your permanent number whenever renewed.

In behalf of the Louisiana State Board of Architectural Examiners, and this department we wish to thank you for complimenting the Board for its high standards of professional practice it has established and maintained.

Please be assured of our desire to be of every service possible.

H. D. Ruffin

Director

Dept. of Occupational Standards



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Nashville, Tenn.

Gentlemen:

Our firm receives your monthly publication. I am most impressed with Richard S. Caldwell's sketches. Is there any way individual sketches or prints can be obtained? I look forward to receiving your answer.

Sincerely,

J. W. McDougall Co.

Dear Mr. McDougall:

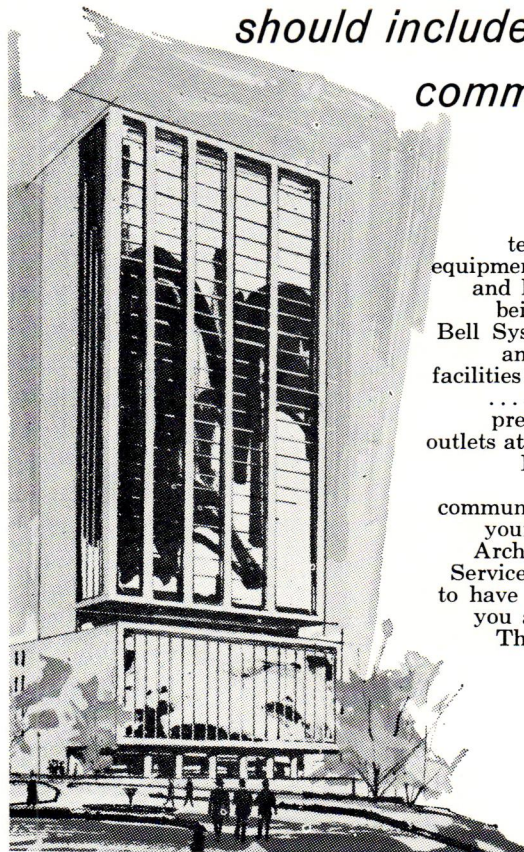
The LSU Press will soon publish a book with approximately 50 of Caldwell's sketches. I would recommend that you purchase a copy of that book.

I am sorry to report that the February issue of LOUISIANA ARCHITECT will present the final sketch of the 12-part series. We hope to substitute a similar series in the place of Caldwell's sketches.

Most sincerely,

Myron Tassin,  
Executive Director

*the modern building  
should include a modern  
communications  
system*



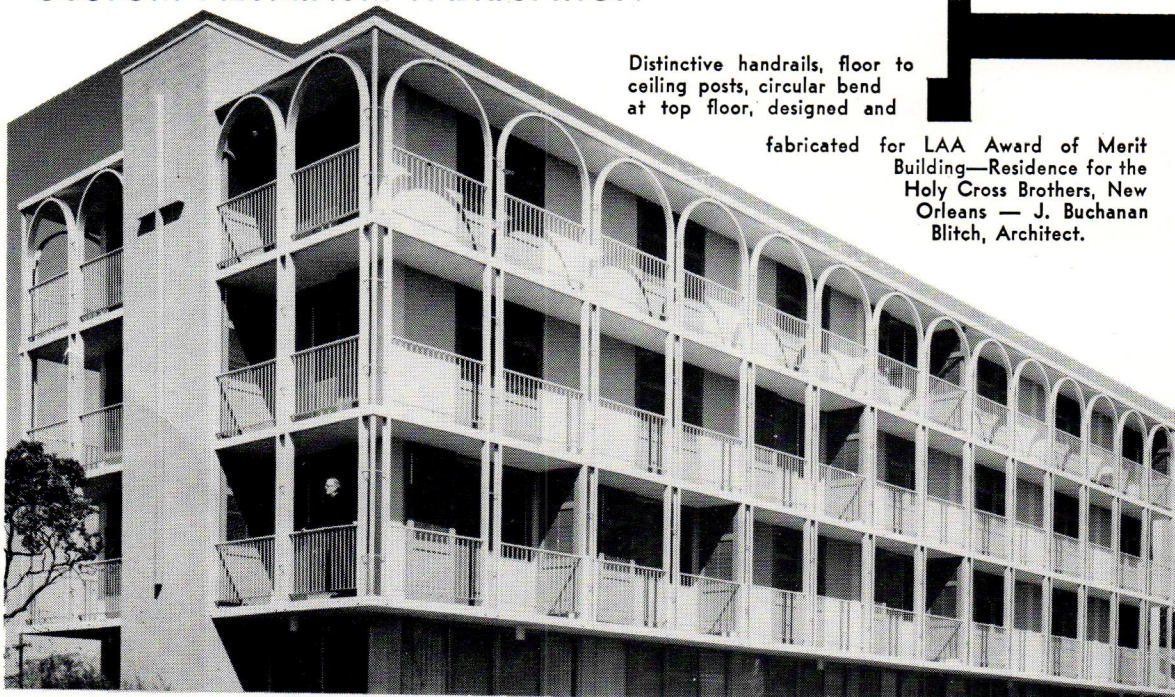
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## ARGUS HEADS COUNCIL

W. L. Argus, Sr., of New Orleans, has assumed duties as president of Distributors' Council, Incorporated. He was elected to the post at the annual business



meeting recently held in Colorado Springs. Argus succeeds Alan Cassidy of Washington, D. C.

Distributors' Council is an international association of construction specialty distributors who are engaged in the fabrication, sale and erection of architectural

products. With membership limited to one distributor from each trade area in the United States and Canada, this group accounts for sales of architectural products in excess of \$100 million annually.

Argus is president of Alumaglass Corporation, a New Orleans firm engaged in architectural aluminum fabrication, lamination of panels for partitions and window walls, distribution of numerous nationally advertised products, and installation of these products. A 1936 graduate of Tulane University, College of Engineering, and a native of New Orleans, Argus formed Alumaglass Corporation following duty in the U. S. Navy during World War II.

## BUSINESS IMPROVING

The *Louisiana Business Review's* end of the year report shows an increase of 59.3 per cent in building permits when November, 1964, is compared to October, 1964.

The brightest news comes from comparison of November, 1964, figures with November, 1963. A tremendous 152.6 per cent increase was experienced during this 12-month period.

## UH ONE, UH TWO

In 'light-headed' spirit, the following "Battle Hymn for the Republic's Beauty" is recommended:

Mine eyes have seen the horror of the billboards and the signs,

They are hiding and obscuring our very best designs,

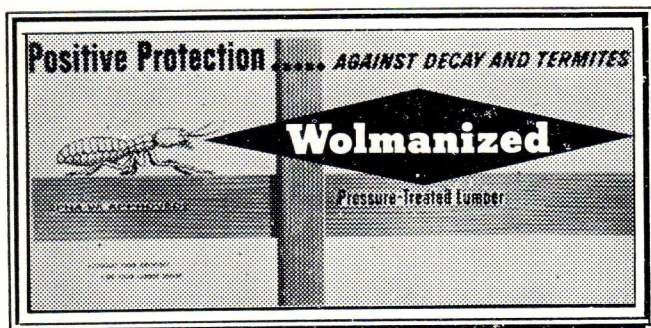
They are hiding and obscuring our glorious country-side,

With shame we should go hide,

Glory, Glory, architecture; Glory, Glory, architecture,

Glory, Glory, architecture, In beauty we can abide.

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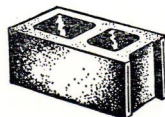
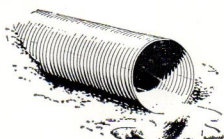
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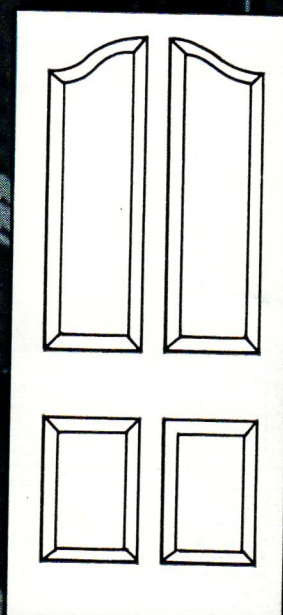
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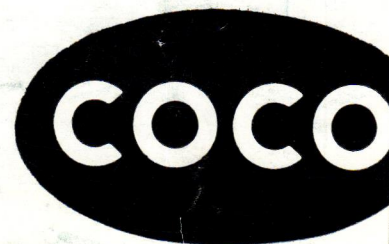
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