



OHIO ARCHITECT

OFFICIAL PUBLICATION OF THE ARCHITECTS SOCIETY OF OHIO
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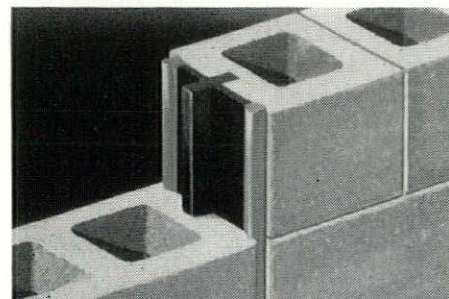
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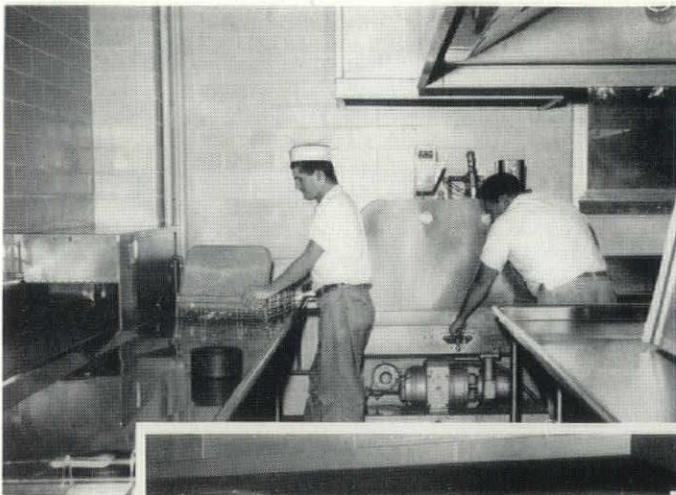
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JANUARY, 1960

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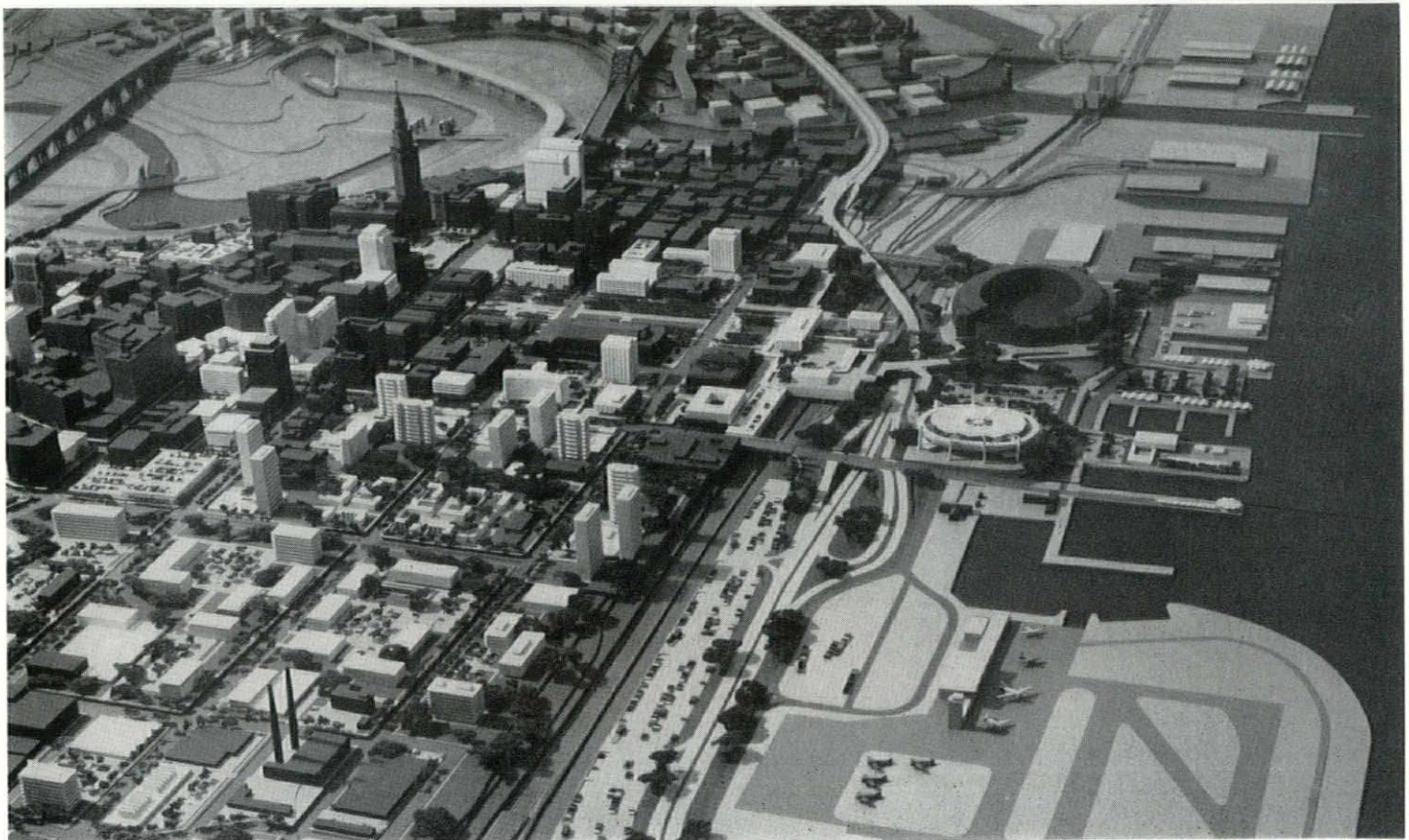
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CLEVELAND: As It Is —



CLEVELAND: As It Might Be



Cleveland's Third Downtown Reawakening

For Want of A Client And A Program

by Robert P. Madison, AIA

The year 1959 was a year of great expectancy for the citizens of Greater Cleveland. This was the year in which the city through its downtown reawakening would again compete successfully with its neighbors, such as Detroit, Chicago and Pittsburgh, in having a downtown of great vitality and importance. However as the year came to an end, much of the enthusiasm has slowly ebbed away, and we ask ourselves Why?

Two reasons seem to be foremost:

1. The client body was never carefully and thoughtfully delineated.
2. The design program was not developed with the client.

In May of last year, the Planning Director of the City of Cleveland presented his report to the City Planning Commission, the Mayor and the citizens of Cleveland. The report was made in the form of drawings, graphs, maps, a written report and a large scale model showing all of the downtown study area.

Four salient areas of concern to the success of the report are:

1. The downtown subway.
2. Downtown convention facilities and hotel.
3. The total re-evaluation and expansion of the core area.
4. The introduction of residential units into the downtown area.

In November and December of 1959 the following action was taken:

1. The City Planning Commission adopted the report.

2. The County Commissioners defeated the subway thereby rejecting one of the important areas for the success of the study.

3. The voters of Cleveland voted down the Hotel on the Mall.

4. The downtown interests have debated the issue of residential units in the core area to such an extent that there is grave doubt as to its success.

As of January 1, 1960, the report is available to be read, the model is exciting to view, public hearings have been completed, and as far as the people of Cleveland are concerned, the status of the third reawakening is rather dubious.

This was not true of the earlier awakenings and a brief examination of the first two may give us some insight as to why we have reached the present impasse.

The year 1901 is probably the key date for the first awakening, when Tom Johnson was elected mayor of Cleveland. Early in his administration he established an official board known as the Group Plan Commission, composed of Daniel H. Burnham, Chicago site planner, John M. Carrere, architect of the Buffalo Pan-American Exposition of 1901, and others. This Commission, specifically assigned to study a group of public buildings, reported its plan to the mayor two years later, and the plan was adopted by City Government. This bold and imaginative plan was to clear 40 acres of blighted area in order to create a beau-

tiful 18-acre park reaching from Public Square to the bluff overlooking the lake, and to surround the park, called the Mall, with new and imposing public buildings. By 1931 the Mall was lined with the Federal Building, County Court House, City Hall, Public Auditorium, Public Library and the Board of Education Building with the Cleveland Stadium on filled land below the bluff.

The first awakening succeeded in creating the concept of the Mall although the Union Station at the north end was not erected. This omission became a central argument in the third reawakening.

During this period of civic center development upper Euclid Avenue from East 9th Street to East 18th Street was firmly established through the construction of Halle Brothers Department Store, the Union Commerce Building at East 9th Street, and the Hanna Building at East 14th Street. Immediately there developed a rivalry between interests at Public Square and upper Euclid Avenue.

There were three important reasons for the success of this initial awakening of downtown Cleveland:

1. Able, intelligent government leadership spearheaded the movement.
2. The government leadership followed the recommendations presented by the Plan Commission, and there was mutual respect and confidence in their respective roles.

(Continued on Page 8)



3. The awakening was largely civic in its scope and was not involved with suburban areas or in competition with business interests.

The first awakening evolved out of a civic desire to erect outstanding public facilities for the City of Cleveland. Plans to achieve this were prepared, and they were followed.

Second Reawakening

The second reawakening of downtown Cleveland was accomplished through two ambitious and energetic brothers, O. P. and M. J. Van Sweringen. (What was accomplished here may be reflected in the difficulties of the third reawakening: suburbia.) The brothers acquired farm land in a nearby township; and in 1916 they opened for sale the very large allotment of Shaker Heights, which was the first totally pre-planned upper income community in the country. The successful relationship of this community to the downtown area of Cleveland depended heavily on rapid transportation to and from the suburb. Therefore, the Van Sweringens planned a rapid transit line, bought control of the Nickel Plate

Railroad in order to make use of its right of way, and cleared three and one-half acres in the heart of the city for Cleveland's largest private downtown development. By 1930 they had erected the Union Terminal for their rapid transit and other railroads at the southwest corner of Public Square, the main post office behind it, a 52-story office building above it (the tallest in the world outside of New York City), and three 18-story office buildings. Public Square developed a renewed importance, and the financial power struggle between the Square and upper Euclid Avenue was greatly intensified.

The salient features of this reawakening were:

1. Private enterprise spearheaded the total development.

2. The development of a pre-planned suburb as a place to live with the city as a place to work began to attract the residential population from Cleveland to the ideal suburb.

3. Inclusion of Higbee's Department Store in the Terminal complex brought into more uniform balance the eco-

nomic power of two sections of the business district.

The second reawakening evolved out of the desire of private enterprise to develop a suburban residential community and to link it to the city. Plans to achieve it were prepared, and they were successfully followed.

However, the success of this reawakening brought about the creation of other suburban areas. This spread of suburbia (and its requirements of the automobile and conveniently-located stores), the economic strength of these suburbs and the resultant decay of the central city are precisely what created the problems which brought about the need for the third reawakening.

The Third Reawakening

The third reawakening started in 1957 when the general public showed great concern about the doubtful economic health of our downtown area, evidenced by the lack of major investment in building since 1930, and in the relative decline in retail sales compared with the suburbs.

Also in 1957, downtown Cleveland was brought into sharp focus by two major proposals that aroused wide public interest and debate. The first was the proposed downtown subway for rapid transit use, included in the General Plan of 1949. The voters of Cuyahoga County, in November, 1953, had overwhelmingly approved a bond issue of \$35,000,000 to construct such a subway. In April, 1955, the Ohio Supreme Court approved the bond issue; but in March, 1957, the County Engineer submitted a negative report on the subway to the Board of County Commissioners; and the Commissioners *took no action on the project*. A furious public argument took place, and central to the debate was the real role of downtown Cleveland.

The second major proposal was the Mall Center. The fact here is that there was not one, but two proposals for such an exhibition hall center, each different in scope and location. Again, public argument ensued over the Mall Center. A bond issue of \$15,000,000 for the city's share in a Mall Center proposal was placed on the November, 1957, ballot; and the voters of the City of Cleveland defeated it.

The action—or lack of it—by the

County Commissioners on the subway issue and the negative action by voters on the Mall Center brought into clear focus the fact that a comprehensive plan of the total downtown area, relating the Mall Center, the subway, and other elements, was nonexistent.

The Downtown Study

A downtown study began in 1957 and was completed in May, 1959. At the very outset a very serious error was made because two important factors were not given sufficient consideration. FIRST, for whom was the report and plan being prepared? SECOND, who was participating in writing the program?

The third downtown reawakening differed from the first two in that it was supposed to be a full, active alliance of public planning with private enterprise (represented by the Cleveland Development Foundation.) Eighty-six Cleveland business and industrial corporations had joined together as early as 1954 to form this Foundation and set up a revolving fund of \$2,000,000 as seed money for redevelopment. This Foundation was supposed to represent all of the interests of Cleveland, but in fact, it could not.

The body for whom the report was being prepared is far more complex than that represented by the Development Foundation—or the administration of the City of Cleveland.

Who is the client?

It includes the smallest entity, the Cleveland voter, who defeated the Mall Center and the Mall Hotel. The Cleveland voter, like all others, has a great interest and a great stake in downtown Cleveland. However, the planning emphasized what was going to be done *for* the voter, not *with* him. Education was attempted, but not at a level that made the downtown plan much more than a map with an inner belt around it.

Included in the client body are the voters in the suburban communities, unable to cast one single vote in connection with issues involving the City of Cleveland. However, the city as a cultural, industrial and economic giant is the heart of the metropolitan area and important to them. One significant step in the planning was the intro-

duction of high rise residential units in the core area for relocation of those who wished to leave the suburbs. (The reverse of the second reawakening.)

The third element in this composite client is the County of Cuyahoga, represented by the County Commissioners. They defeated the subway issue and therefore rejected one of the big features of the Downtown Planning Study.

To complicate even further the question of the client, the Mayor's office, the City Council leadership, the Cleveland Planning Commission and the Cleveland Development Foundation presented proposals at varying times which showed little or no respect for the findings of the Planning Director.

The Mayor and the Development Foundation proposed their site and scope for the Mall Center, which differed from that of the Council leadership. Later the Hotel on the Mall was another issue supported by the Mayor and the Development Foundation, and was approved by the Planning Commission even before the Downtown Plan was released by the Planning Di-

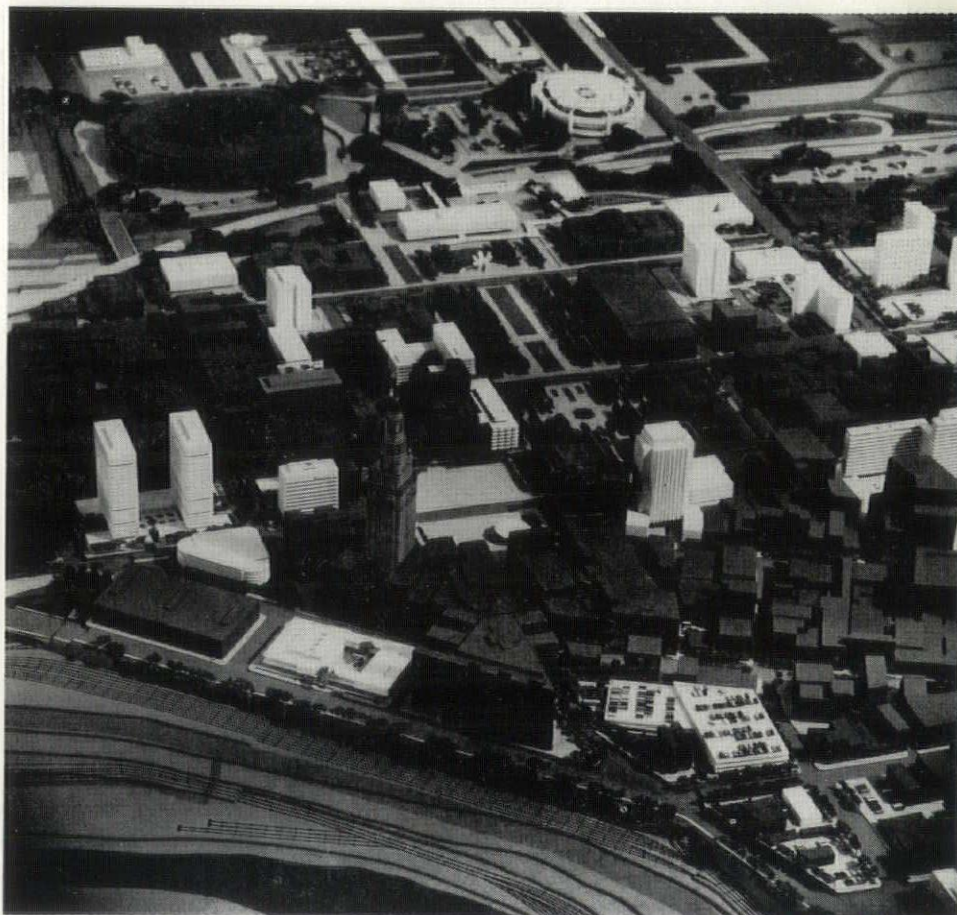
rector. (The Director's report did not include a hotel on the Mall.)

Press coverage of these differences was enormous; the electorate became alarmed and defeated both issues.

Typical of the reaction were the remarks made to the Cleveland Convention and Visitors' Bureau by the Mayor: "We're tired of coming out with plans and having them knocked down." . . . "If you want convention facilities you can have them, but let's get serious about it. You figure out what kind of facilities you want and we'll cooperate."

This reaction is understandable. The complexity of these inter-related interests and their resultant conflicts make it extremely difficult to evolve a plan that would intelligently present an acceptable solution to downtown Cleveland's problems. It requires collaborative and joint action of the administration as well as the electorate plus business and industry, acting together as a single client with a single objective—the reawakening of downtown Cleveland.

(Continued on Page 10)



The problems confronting the planning officials may be enumerated as follows:

1. A galaxy of conflicting and overlapping authorities
2. The dominance of economic mentality
3. The elected officials making decisions based on the strongest pressure interests rather than on technical or professional judgment
4. The basic lack of cultural framework and education for urban design by the voters
5. The lack of traditional and professional involvement in urban design (The AIA and the AIP did not come forward to take a strong stand on these issues as professional groups. The stature of the AIA certainly was not enhanced by its *wait-and-see* attitude when professional involvement was precisely what the city needed.)
6. The lack of mechanics for coordinating and relating the total client body—from the single voter of Cleveland to the total population of Cuyahoga County—into a single direct client.

Mr. Jose Luis Sert, speaking to the Urban Design Conference at Harvard University in 1956, stated the point very crisply: "When we ask how our cities should be designed, I think it important to bear in mind that we are not designing for the mayor or for the planning commission or for the traffic expert, but only for the people and with the people. Without them we shall never get ahead. If the people one day want good cities, and if they start seeing cities that are better than others, they will make their demands known to the Mayor."

We can build complex and beautiful communities only to the extent that the desire to do so becomes a compelling motive for the whole community, for our citizens, our developers and our public officials acting as a complex but single client.

Who were the participants in writing the program?

The Planning Director states in his

report to the 1958 National Planning Conference of the American Society of Planning Officials: "We have retained a panel of planning consultants, nationally known in their respective fields, to assist us in this program. Thus, we believe that the program will be developed under competent professional guidance, *undisturbed by the influence of various political or other vested interests*. The counsel of this consultant panel should carry a great deal of weight when the plan is ultimately presented to the people of Cleveland about six to eight months from now."

The panel of consultants were John T. Howard, head of the Department of City Planning at M.I.T. and member of the consulting firm of Adams, Howard, Greeley of Cambridge, Mass., Cleveland City Planning Director during the development of the General Plan adopted in 1949; Walter S. Blucher, former executive director of ASPO and now a planning consultant from Chicago; Edmund N. Bacon, executive director of the Philadelphia Planning Commission; Simpson & Curtis, transportation engineers from Philadelphia; and the Real Estate Research Corporation of Chicago. The credentials of these consultants are accepted without debate. "Other specialists, such as local architects, site planners, and engineers were brought in as the need arose." Conspicuously absent were persons who would be responsible for the effectuation of this plan, and their involvement from the very outset.

No doubt an excellent inventory has been conducted of the existing facilities, and sound objective proposals have been made for the future of downtown Cleveland. However, this is not enough.

It is true that a program has to be written, after a careful, analytical study of the conditions of the community. This program has to be written, not only by the people who have done the analysis, but *with the help* of those who are going to do the synthesis. Like other elements of municipal policy, the design plan and program should be developed in such a way as to enlist the participation of interested citizens and experts at each step in the process. There should be opportunities for pub-

lic review and criticism. Thus will the *special outlook*, feelings and preferences of the community be *impressed* on the plan and program. Thus, also, will the taste and sensitivity of the community be raised in quality by the very process of helping to create a purposeful plan.

Unfortunately, the programing and design activity were carried out in great secrecy. Not even the head of City Government was aware of what was taking place (so he stated) until the dramatic unveiling of a year's work took place at an impressive ceremony in the Public Auditorium. Members of the lay public attending the ceremony were counting story heights and looking at street changes on the scale-model. This, to them, was the final Plan, and there was an air of acceptance or rejection in their reactions because they were not participants in the programing process, nor were they educated through all of the media of communication as to what the plan really meant.

One other most discouraging event was the postponement of public hearings on the Planning Director's Report for a period of six months until after the municipal election (there may have been a connection.) However, the great momentum was lost, enthusiasm had slackened; and there is great fear that the third reawakening has returned to its sleep of several years ago.

The first awakening was characterized first by a compelling need to build civic buildings, served by a single client, the City of Cleveland, with a single objective. The client and the program were quite simple.

The second awakening was characterized by the development of a pre-planned community with rapid transportation as a link to the central City. This was private enterprise in total with a single objective.

However, in the third reawakening the problem was far more complex than either of the first two. The question of the client body and the writing of the program is always present in such undertakings as city planning and downtown proposals.

Scale is the key and simplification the overwhelming requirement. From the past we know that the community

was small in scale, people could comprehend its design and relate themselves to it. A respect for community, a community sense of responsibility and identification of family with place all combined to provide a pervading unity of purpose and feeling which was manifested in whatever was built in the community.

These values of scale and simplification never change, and the responsibility of those who plan and design our cities should be to reduce the client and the program to the human scale by using effectively all of the media of communication available.

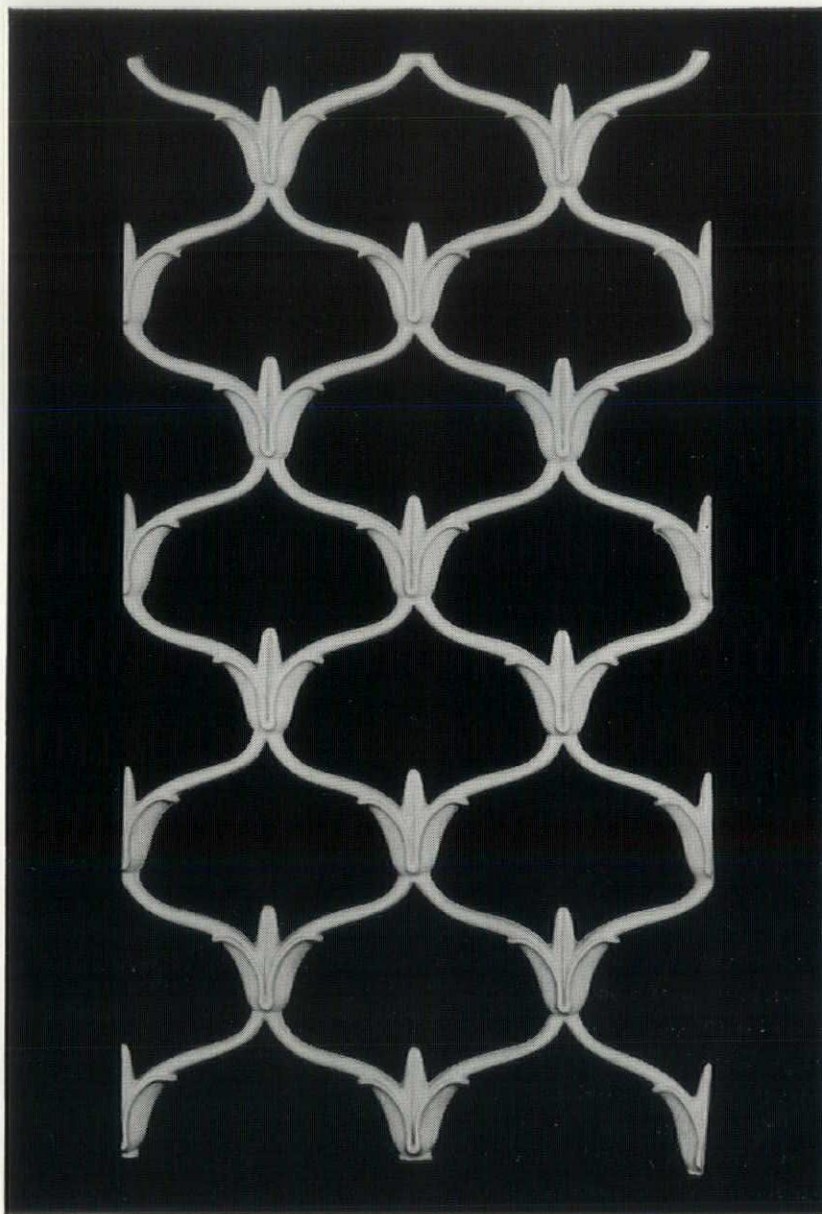
On the credit side, planning of large cities under the democratic system does not occur overnight or in a period of two years. The pressures being brought, with competition—not from suburbia—but from other great cities of our country, will compel Cleveland to reawaken and to become the great city it is capable of becoming. The St. Lawrence Seaway, the Lakefront Airport, the Freeway system, and the new decade will all contribute to a greater Cleveland.

The Mayor of the City, the City Council, the City Planning Commission, the Cleveland Development Foundation, the electorate of the city, the suburbs and of the County will eventually share in the glory of what will be Cleveland, 1975—because, despite some errors in the development of the Downtown Plan, *it must proceed.*

About the Author

Robert P. Madison, Cleveland architect, taught Architecture and City Planning at Howard University, Washington, D. C., for several years. While in Paris, France, on a Fulbright Scholarship, 1952-53, he studied prestressed concrete with Eugene Freysinet and traveled throughout the continent and England in connection with New Towns and City Planning. Mr. Madison did undergraduate work in architecture at Howard University and Western Reserve University, where he was graduated with a Bachelor of Architecture degree. He received his Masters of Architecture from Harvard University in 1952.

Presently Mr. Madison is a principal in the Cleveland firm of Madison • Madison • Associates.



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Authority of State Board Sustained In Court of Appeals

In February of last year, the State Board of Examiners of Architects of the State of Ohio initiated proceedings under Section 4703.15 (B) of the Revised Code of the State of Ohio, to consider whether or not the certificate to practice architecture in the State of Ohio issued to Charles H. Burchard, an architect of Cincinnati, Ohio, should be revoked.

In accordance with Section 119.12 Revised Code of Ohio, a notice was sent to Mr. Burchard indicating that revocation of his certificate was being considered by the State Board of Examiners of Architects of the State of Ohio and advising him of his opportunity to request a hearing.

Thereafter, Mr. Burchard indicated that he desired such a hearing and the date, time and place of the hearing was set for the latter part of April.

A short time prior to the time of the hearing, Mr. Burchard, through counsel, filed a petition with the Tenth Circuit Court of Appeals at Columbus, Ohio, seeking a Writ of Prohibition to prevent the State Board of Examiners of Architects from proceeding with the hearing.

Thereafter, a demurrer to the petition was filed on behalf of the State Board of Examiners of Architects and, after appropriate briefs were filed and oral arguments held before that court, the Court of Appeals found in favor of the State Board of Examiners of Architects, authorizing that Board to proceed with the hearing as originally attempted.

In October, Mr. Burchard, through counsel, appealed the case to the Supreme Court of Ohio, and the case is presently pending before that court. A decision is expected in March.

The opinion of the Circuit Court of Appeals for the Tenth District sitting at Columbus, Ohio, is hereafter set forth verbatim.

In the Tenth District Court of Appeals of Franklin County, Ohio

State of Ohio, ex rel.	:
Charles H. Burchard,	:
Plaintiff-Relator,	:
v.	:
State Board of Examiners of	:
Architects of the State of	:
Ohio,	:
Defendant-Respondent.	:
No. 6175	:

O P I N I O N

Rendered on September 15, 1959
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Duffy, J.

This is an original action in which a writ of prohibition is sought to prevent the State Board of Examiners of Architects from proceeding with an adjudication hearing involving the license of the relator to practice architecture. A charge was brought against the relator under the provisions of Section 4703.15 (B) of the Revised Code. The respondent board has filed a demurrer to the petition on the grounds that the petition does not state facts which show a cause of action. The petition sets forth a notice containing the charges against relator which were as follows:

"You are hereby notified that the State Board of Examiners of Architects of the State of Ohio proposes to revoke your certificate to practice architecture within the State of Ohio by reason of fraud and deceit in your professional practice, such action being a ground for revocation of certificates of architecture under Section 4703.15 (B) of the Revised Code of the State of Ohio.

"The charges against you are based upon your continued course of conduct permitting an Ohio corporation, to wit, A. M. Kinney, Inc., of Cincinnati, to unlawfully practice architecture by acting as an agent of said corporation and as such performing services constituting the practice of architecture, well knowing that such practice of architecture by a corporation, through you, was unlawful; that while so engaged in making it possible for said corporation to unlawfully practice architecture, you did fraudulently and/or deceitfully represent, and allowed and permitted representations to be made by others to the effect that you were engaging in the practice of architecture as a partner in a fictitious non-existent partnership known as 'A. M. Kinney Associates', knowing full well that you were in fact an agent of, and performing such services as, an agent of A. M. Kinney, Inc."

The relator raises the question as to whether the

respondent board is attempting to revoke relator's license upon the basis of a charge, which in substance, describes no offense for which it has statutory authority of revocation and, therefore, the respondent should have no right to adjudicate. The brief of the relator also raises the question as to whether they have an adequate remedy other than prohibition.

The writ of prohibition is a high prerogative writ to be used with great caution in the furtherance of justice and only when there is no other regular ordinary or adequate remedy. See *State, ex rel. Nolan v. Clem Denning*, 93 Ohio St., 264, and *Gree v. Ohio State Racing Commission*, 70 O. L. A., 485. It is a writ which may be invoked against the courts or tribunals possessing judicial or quasi-judicial powers in order to keep them within the limits of their own jurisdiction. Prohibition is directed to the court or tribunal commanding it to cease from the exercise of jurisdiction which it does not possess. It will not issue to restrain action where the tribunal has jurisdiction of the subject matter and of the person, nor is it to be used to keep a tribunal from deciding the question erroneously.

Has the State Board of Examiners of Architects of the State of Ohio jurisdiction to do the acts which the relator is asking this court to prohibit? Section 4703.15 of the Revised Code does give that board power to revoke any certificate of qualification to practice architecture under certain conditions, and the relator has been given notice of the charges brought, so that it appears the board does have jurisdiction to act.

The respondent State Board of Examiners of Architects of the State of Ohio is a board subject to the provisions of Chapter 119 of the Revised Code, commonly referred to as the Administrative Procedure Act.

Section 119.12 of the Revised Code provides for an appeal from the order of the agency, and further provides that the court may grant a suspension of the order, fix its terms, and, upon final determination, may reverse, vacate or modify the order or make such other ruling as is supported by the evidence and the law.

Relator concedes that it has been assumed by many that under the provisions of Section 119.12 of the Revised Code, an appeal could be made directly to the Common Pleas Court. However, he believes the Board of Review Act, Chapter 4743 of the Revised Code, adopted in 1953, alters this procedure since the law gives the Board of Review reviewing jurisdiction over the adjudicating agency's acts and decisions. Relator states that insofar as they know, the provisions of Chapter 4743 of the Revised Code have never been invoked but, in view of the decision of the Supreme Court of Ohio, in the case of *State, ex rel. Lieux v. Westlake*, 154 Ohio St., 412, he would be required to exhaust his administrative remedies which would

include relief through the Board of Review before he could appeal to the court.

Section 4743.03 of the Revised Code, provides:

*"Any person aggrieved by any act of any Board, commission or agency created under or by virtue of Chapters 4701. to 4741., inclusive, of the Revised Code may register such grievance with a board of review, consisting of the secretary of state, who shall act as chairman, auditor of state, and treasurer of state * * * ."*

The acts of this Board of Review are also subject to the provisions of the Administrative Procedure Act. It would appear that Section 4743.03 of the Revised Code is a permissive section and such a review is not a prerequisite to an appeal to the courts under the provisions of Section 119.12 of the Revised Code where the right of appeal is given *"any party adversely affected by any order of an agency * * * ."*

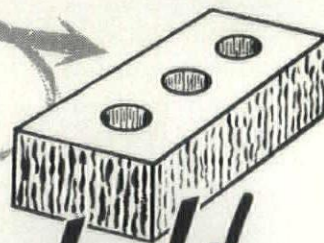
The demurrer will be sustained for the reason that the State Board has jurisdiction to do the acts complained of and the plaintiff has an adequate remedy at law. The writ will be denied.

BRYANT, P. J., concurs.

MILLER, J., not participating

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President's Sketchpad

By Harold W. Goetz, AIA
President ASO

Proposed ASO activities for 1960:



President Goetz

Just as a building project should have a comprehensive plan based on the requirements to be met, so should the Architects Society of Ohio set an objective for the coming year and lay plans for accomplishment of the goal.

Since the establishment of an office under the direction of a full time executive secretary in 1955 our Society has emerged from a passive role to an active and dynamic position under the guidance of past presidents and members who have given so freely of their time and efforts.

During this period the *Ohio Architect* was launched and nurtured as our official publication, providing the bulk of the funds required to support our expanded program. Chapter loans provided the necessary early operating capital. A number of registration law violations have been successfully prosecuted in various parts of the state. Because of our office and staff located in Columbus our efforts in legislative matters have been markedly more effective, and our position with Ohio's official family has assumed greater stature. Contract relations on state projects have been substantially improved. The establishment of the Scholarship Fund in 1958 provided a project whereby the architects of Ohio could assume their responsibility in advancing the cause of the architectural profession and at the same time improve the esteem and prestige of the profession in the eyes of the public. A revision of the minimum fee schedule was adopted.

All of these activities have been established in a remarkably short time, along with conducting the routine affairs of our organization.

Having established a well-rounded program this would seem to be the year in which we should "take stock" and bend our efforts toward perfecting the various phases of our program; acquainting the chapters and members with our activities and seeking from them, through the chapter representatives, their assistance in improving the effectiveness of our program; and improving further our relations with the public and with state governing authorities.

To accomplish these objectives it is suggested:

1. that officers of the Society be given an opportunity to appear at chapter meetings as early in the year as practicable for an interchange of ideas and information;
2. that each chapter call for a report from its representative at the first chapter meeting following each Executive Board meeting;
3. that consideration be given to co-ordinating the fiscal years and elections of the chapters with those of the Society;
4. that studies be made to establish a more orderly schedule of dues, standardized among the chapters and co-ordinated with the Society;
5. that a concerted effort be made to increase memberships in the AIA through the chapters, and a thorough check and follow-up system be established to advance members to their proper classifications as they become eligible;
6. that legislative needs and possibilities be studied in this off year of the legislature so that we may become acquainted with the new legislators and prepare our positions on matters early enough in the next year's legislative session so as not be penalized for lack of time;
7. that continual improvement in our excellent publication, *Ohio*

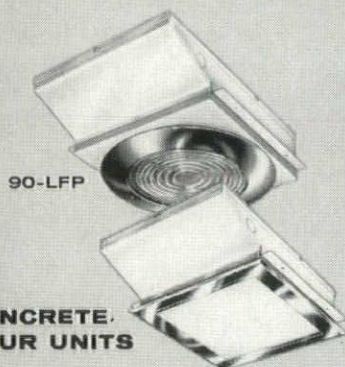
Architect, become the concern of each of us; material submitted by architects has been and continues to be our most urgent requirement;

8. that a vigorous program of registration law enforcement be established — formidable adversaries are willing to wage a substantial campaign to evade the law, our efforts and means must be pledged to uphold it;
9. that our Scholarship Fund be publicized more widely;
10. that the committee operating manual be studied and improved as experience dictates, and the workshops continued;
11. that studies be made to increase membership participation at our annual conventions, especially at the business session or sessions—plans for the 1960 convention in Dayton are already under way;
12. that we, as members, chapters and the Society, make more extensive use of the materials and information available to us from the national body, and that we participate more fully in the Regional meetings—the next one is scheduled in Cincinnati, March 3, 4 and 5;
13. that our revised fee schedule be re-examined in the light of our experience with it;
14. that our interest in the building code continue unabated to follow-up on proposed modifications;

Should we diligently pursue the above outlined proposals together with such others as may be suggested during the year it is my hope that the Society will more effectively serve not only the architects of the state, but also the general public to whose services we are dedicated.

To make this Society the dominant instrument it should be, requires a little help from each of us. With that support we shall succeed.

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Public Relations Discussed At Regional Seminar

By Donald Bostwick, AIA

Wolf Von Eckardt, public relations consultant, reviewed the Octagon's public relations program at the recent Great Lakes Regional Seminar on Public Relations in Architecture.

Architects have no choice—public relations is with us, Mr. Von Eckardt said. We must project our image of the architect. This involves professional approach, and whatever we do must be kept on a professional plane. It must be dignified and we must distinguish ourselves from the popular conception of the engineer, draftsman, artist and just plain businessman, he said.

We must impress the community to realize that architects are more than any one of these, since their training and scope of activity is much broader, Mr. Von Eckardt explained.

How then do we create this image, he questioned? We can set up a program such as Reynolds Metals or such as a movie star would use, but this would be very expensive and not too effective anyway. While it is popular

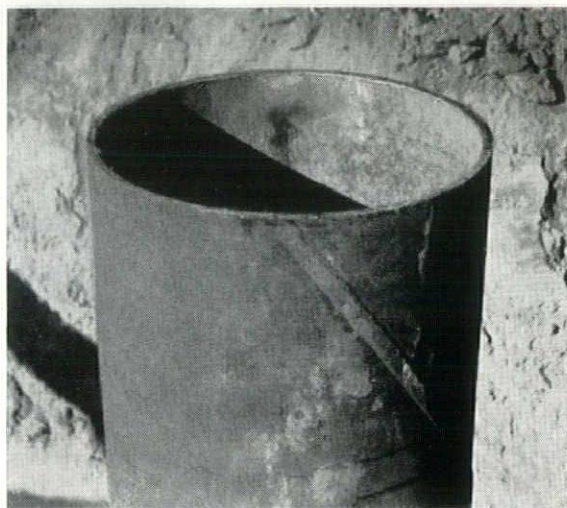
to rest your fate in the hands of the hidden persuaders, he explained, the Octagon feels that we should not sell our professional birthright to the hustlers. Our program must be a do-it-yourself sort of project, he said.

Public relations counsel can only help us do our job by providing source material and guidance. Mr. Von Eckardt emphasized that we are concerned more with community relations than with public relations. He feels that this is a much better expression and that we should all make it a part of our vocabulary.

Among the materials that have been provided by the Octagon are the Public Relations Notebook prepared by Henry J. Kaufman and Associates. It was intended to be a loose leaf sort of thing, into which could be bound the articles published in the Journal that serve as guides and aids at a local level.

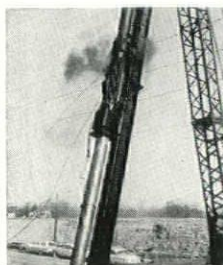
There will also be a new series on what the individual can do in community relations. A fourth community relations tool is Section 7 from the Guide for AIA Officers and Members,

(Continued on Page 18)



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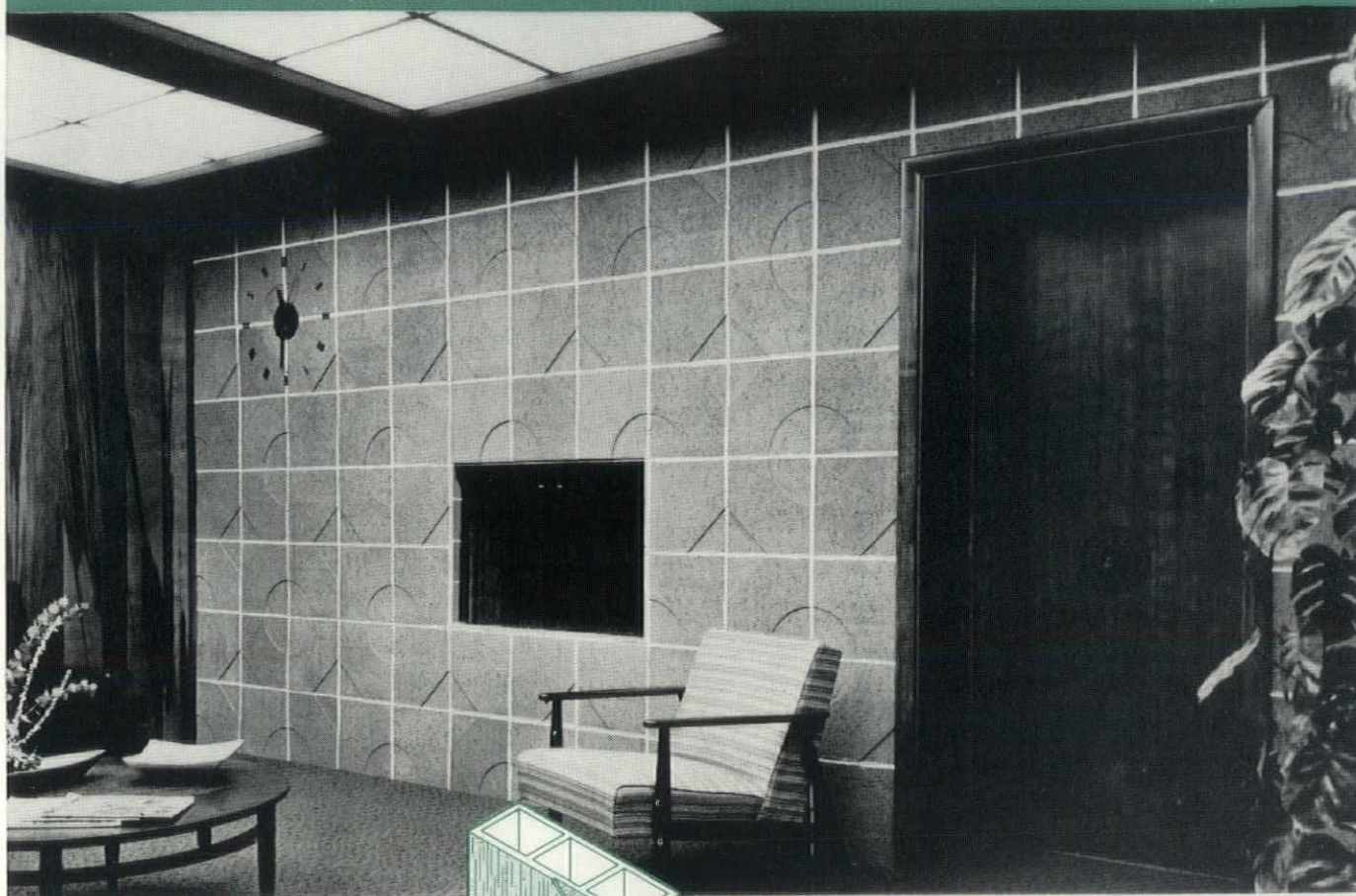
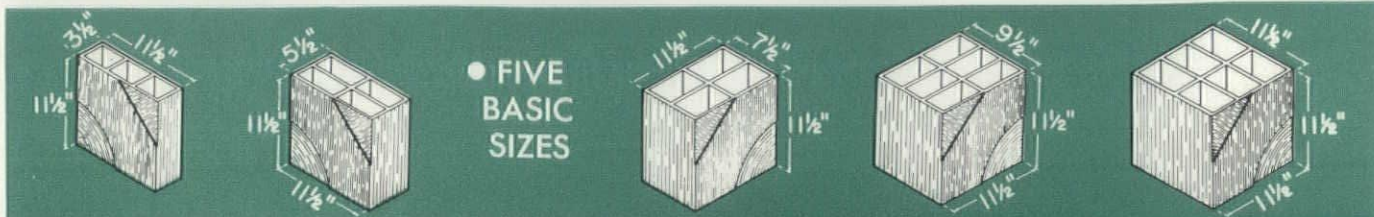


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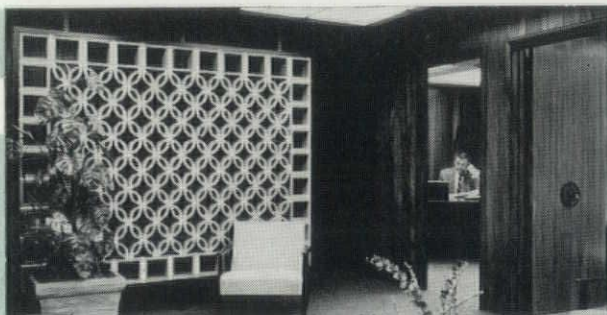
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(PR Seminar Cont.)

which deals with public relations activities.

It was also brought out that when there are special problems of critical nature in any area, the Octagon is available to step in and advise local members. An example was cited which had to do with the collapse of a brick wall in a school in which a child was killed. The representatives of the Octagon advised the local architects in this instance and helped them win back the confidence and support of the public in the particular area.

"Architects should serve on committees and boards in the community," Mr. Von Eckardt emphasized. "They should be virtuous, good and let people know about it in a professional manner," he said.

"Along with the matter of good community relations, we should keep in mind that the architect is not exactly in bad status," he continued. "The image as described in the new book *The Status Seekers* placed the architect in a very good light. Architects should be careful not to destroy this image by

resorting to unprofessional methods," he said.

Mr. Von Eckardt then reviewed the printed material available which includes free pamphlets on vocational guidance for high schools; *Facts About Your Architect*, which he said should be placed in the hands of all community leaders and sent to local newspapers, as well as opinion leaders and clients; and *The AIA, What It is and What It Does*, which should be given to all new members as well as newspaper representatives. There will also be a new series of inexpensive pamphlets for mass distribution.

Architects should volunteer to show the AIA films which are really film strips with sound and not the regular type of film, he said. These filmstrips are used because they do the job best for the least cost. They are not intended for the benefit of architects who might view them, Mr. Von Eckardt explained, but are designed to satisfy the needs of laymen, particularly service clubs, parent-teacher organizations, church groups, etc.

Their specific purpose, he explained,

is to help the harassed architect who is invited to speak and has no time for preparation, but still wants to do a good job. Too, there is now available from the Octagon a kit containing material related to the architect in community planning. Mr. Von Eckardt pointed out that the Octagon, in addition to telling architects how and providing materials to help with the community relations program, is also expending considerable effort to help the AIA on a national scale. Network TV programs and magazine articles are in the making, he said.

"Community relations involves every phase of the Institute's work," Mr. Von Eckardt said. It also attempts to indicate the interest of architects in national disasters, catastrophes and such emergencies in which the architects' counsel can benefit the public.

The session was attended by Architects Joseph Tuchman, Robert Forsythe, Donald Bostwick and ASO President Harold Goetz. It is planned to have two workshops each year at which activities will be reviewed and recommendations made.

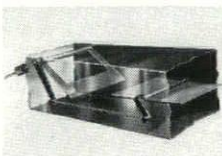
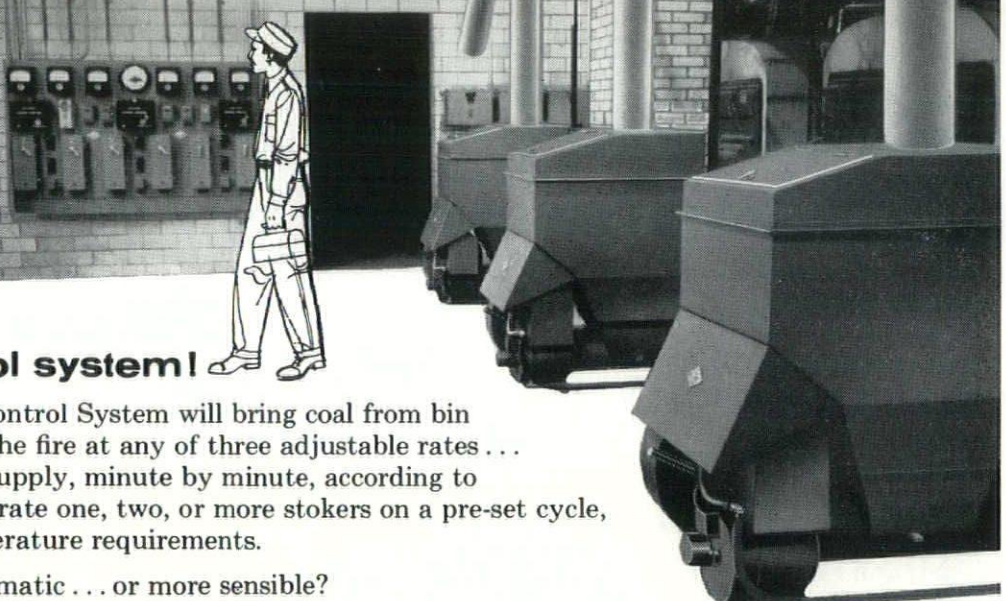
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First showing of the new Metropolitan "SCR acoustile"* featured the display of Metropolitan Brick, Inc., at the annual convention of the Architects Society of Ohio in Akron.

With this new ceramic glazed unit, it now is possible to build, finish and sound-condition a wall in one operation, according to Charles S. Erwin, Metropolitan vice president, who reports widespread interest in the acoustical properties of the new unit, including a "sound insulation" rating of 47 decibels and a sound absorption factor of 65 percent.

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Getting first-hand information from Metropolitan's R. D. Shively (right) are Architects Herman Brodrick (center), past president of ASO, of Dayton, and Michael O'Shea of Bellman-Gillett and Richards, Toledo.

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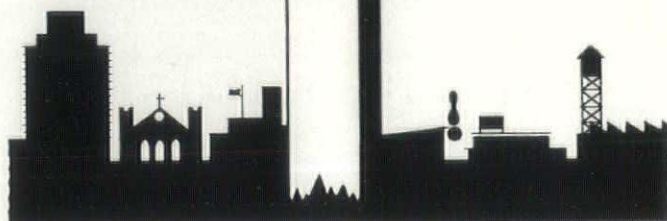
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Columbus Chapter Elects Officers



Noverre Musson, center, was elected president of the Columbus Chapter, American Institute of Architects, during the annual dinner meeting. Other officers are (left to right) James Foley, secretary; John Seidel, vice-president; Robert Myers, treasurer; and Richard Eiselt, director. Term of office is from May 1, 1960, to May 1, 1961. Loren J. Staker is past president.

Cleveland Chapter Theatre Party



Group enjoys cocktails and dinner in Green Room of Cleveland 72nd St. Play House at Cleveland Chapter Christmas party.

The Cleveland Chapter of the AIA and their "fair ladies" held a theatre party at the Cleveland Play House in December.

One hundred persons were served cocktails and dinner "backstage" before attending the performance of *Pygmalion*.

Mrs. Francis K. Draz and Mrs. Milo S. Holdstein were co-chairmen for the evening.

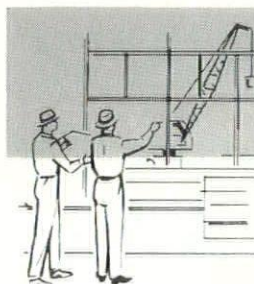
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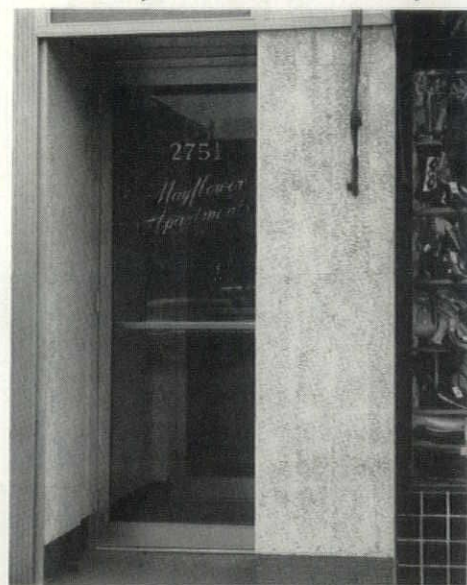
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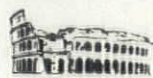
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Vacation Home Will Be Feature of Home and Flower Show

Out in front of the discernable trend for the second or vacation home for the American family, the 1960 Cleveland Home and Flower Show at Public Hall, March 5 through March 13, will feature a Vacation Home as the second show house, according to an announcement by Ralph P. Stoddard, show manager.

This Vacation Home will be designed by a student in the school of architecture of Western Reserve University. As a class competition project for the fourth year class of nineteen students, this competition will involve the design of a house by each student and the construction of a model of his entry.

The Vacation House will be constructed by members of the Home Builders Association of Greater Cleveland, as will the AIA house designed by Cleveland architect, John Terence Kelly.

The Western Reserve University architectural competition will be conducted under the supervision of Raymond Chaty, acting chairman of the Department of Architecture; Carl Droppers, assistant professor of architecture; and Fred Toguchi, instructor in the Department of Architecture.

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Architectural Enrollment Increases at Kent

The Department of Architecture of Kent State University continues to grow with an enrollment this year of 180 students.

Prof. Joseph F. Morbito, president of the Eastern Ohio Chapter of the ASO, has headed the department since it was formally created in 1956.

Architectural study at KSU has advanced from a two-year program in 1947 to the present five-year program which requires 114 quarter hours of architectural study, 35 hours of physics and mathematics, 30 hours of general requirements, 26 hours of art and eight hours of photography.

The Kent student chapter of the AIA, started in 1955, has 40 members.

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Year 'Round Boiler Use Makes Gas Air Conditioning Practical Choice for New \$1,000,000 Hospital Addition



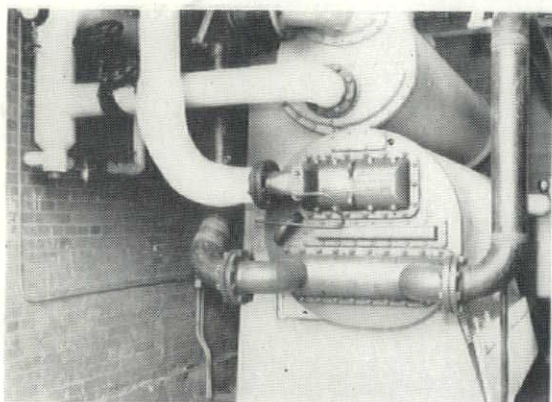
St. Ann's Hospital • 1555 Bryden Road, Columbus

A 105-ton Carrier Absorption Refrigeration Machine recently was installed to provide year 'round air conditioning in surgical, nursery and delivery areas at St. Ann's Hospital in Columbus.

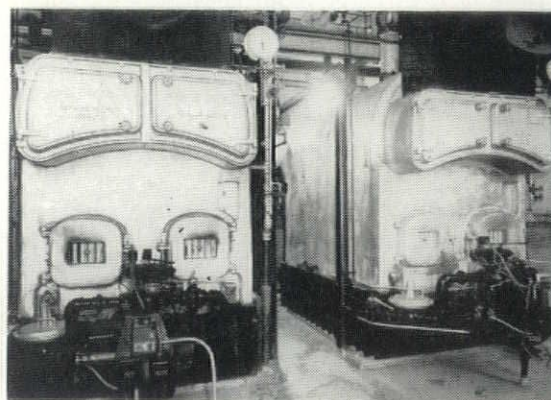
The choice was a "natural" one, according to hospital administrators, in that this particular equipment enabled them to make use of their existing

boiler plant for air conditioning, as well as for heating. In addition, the Carrier absorption machine is almost completely self-operating and maintenance-free.

A Gas-fueled air conditioning system also assures year 'round comfort with nominal cost, high efficiency, and quiet operation.



105-ton Carrier Absorption Refrigeration Machine, energized by steam from Gas-fired boilers, provides summer cooling and precise humidity control in new addition at St. Ann's Hospital.



Gas-fired boilers furnish steam for winter heating and year 'round air conditioning at St. Ann's Hospital.

ARCHITECT.....L. F. Karlsberger, Gallogly, McClellan, Columbus
ENGINEER.....R. J. Kramer, Comer & Passe, Columbus

Automatic Gas Absorption Cooling is being installed by an increasing variety of institutions and businesses today. For specific information concerning the cooling needs of your client, contact Industrial Engineers at your Gas Company Office.

THE OHIO FUEL
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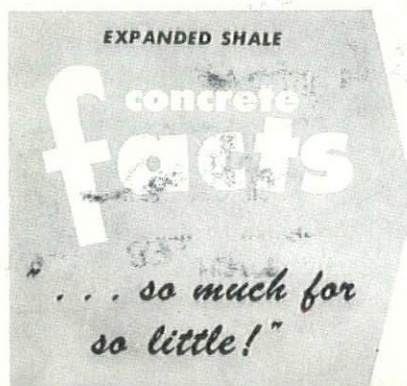
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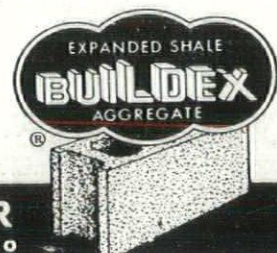
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