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President's message

The Wisconsin Architect has returned home. The Wisconsin Chapter has assumed the responsibility of publishing our official magazine. The Wisconsin Architect has reached high levels during the past years under private publishers. However, because of increased commitments in other fields, Schmidt Publications Inc. has requested termination of the publishing of this magazine. The Executive Committee has concluded that publishing of the Wisconsin Architect, should become a function of the Chapter.

The challenge of developing the potential of this magazine now stands before the membership of this Chapter. Is the Wisconsin Architect to become a strong voice of our profession? Other Chapters are publishing highly successful magazines. Are we as a Chapter interested enough to meet this challenge?

The Primary Officers have proceeded to organize the publishing of this magazine. Mrs. Ello Brink has been retained as a most capable Editor of the Magazine. Mr. David Radbil has been engaged as Business Manager. An Editorial Committee will establish the editorial policies and provide guidance in furthering this magazine.

We welcome the stimulated support, ideas, suggestions and criticism of our membership, our advertisers, our affiliates, and our readers. The Wisconsin Chapter now has a voice for the Architectural profession.

Leonard W. Reinke
merit award
Children’s Treatment Center
Weiler and Strang
and Associates, Architects
Children’s Treatment Center, Madison

The jurors of the 1964 Honor Awards Program, sponsored by the Wisconsin Chapter, The American Institute of Architects, were impressed with the general character, scale and the architectural solution of The Children’s Treatment Center, located on a wooded terrain near the shores of Lake Mendota in Madison.

They commended the architects, Weiler and Strang and Associates for their restraint in design and found their solution “modest and tasteful.” Ingredients in design preventing buildings from becoming “dated.”

Obviously the architects were successful in providing a pleasant, cheerful yet highly functional place for the young patients to live and work in, carefully avoiding any ‘institutional’ characteristics.

The architects decided to keep the scale of the project residential. They designed three buildings. Two residential cottages, the third one housing the school, occupational therapy, staff and administrative offices. It was decided to have no more than 15 children in a cottage and no more than 8 or 10 children in a classroom, thus providing as home-like an atmosphere as was practical.

Interiors and furnishings were designed to be colorful, simple and easily maintained. The architects made provisions for additional buildings to be added in the future as needs may arise and funds become available.

For the past several years there has been a growing concern in the State of Wisconsin over inadequate facilities for emotionally disturbed children needing in-patient treatment. The pressing need for such facilities was brought into sharp focus with the establishment of the Wisconsin Diagnostic Center, the increasing number of admission of younger children to mental hospitals and the recognition on the part of child-care agencies of emotional disturbances in children. It became apparent that a beginning would have to be made in the establishment of in-patient treatment programs for those children whose individual or family pathology precluded treatment on an out-patient basis.

Legislative action in 1961 made possible this beginning — a 30 bed facility for training, research and treatment in child psychiatry, The Children’s Treatment Center. Construction of the Center was completed late in 1962. The first children were admitted in March of 1963.

Weiler and Strang and Associates produced a functionally successful scheme. Their concept and design provided an environment with a tranquil atmosphere essential to the purposes of The Children’s Treatment Center.
The project required construction of a 54 bed special services building with all related medical care, nursing care, group living and recreation areas. This three story and basement building is situated between and linked at the first floor level to the original Saint John's Home on the south and Bethany House on the north, all three properties facing on north Cass Street in Milwaukee.

The existing four-story Georgian Colonial Episcopal Home at 1222 north Cass Street, offering 50 beds, was inadequate to serve the growing need for the housing and medical care of elderly residents in the Episcopal community.

Equally pressing, advances in Geriatrics and the Philosophy of the care of the aged called for many improvements and innovations in living quarters, in recreation areas as well as medical facilities, over what was available.

Instead of moving out of the near-downtown area, and a neighborhood that is crowded and deteriorating, Saint John's Home elected to become part of the City's rebuilding effort by expanding within its present location and by renovating existing property as well.

Before plans were drawn for the new building, a four-plan program of care of residents was formulated by Saint John's. Architect Charles Haeuser, A.I.A. geared the design and operations of the new Special Services Building to serve the phases of this flexible program.

Besides providing for physical care the new addition was designed to meet the patients' psychological needs for work and play. The lowest level of the new building includes occupational ther-
apy rooms, a gift shop, a large recreation room and a beauty shop. Elevators make all areas of the building easily accessible.

To provide the maximum light and exterior view on a very small site, the new Special Services Building was designed in the round. It consists of 31,500 sq. ft. of area. The addition fits in between and unites the conventional rectangular buildings, the original Saint John's Home on the South and Bethany House, now under Saint John's administration, on the North.

Corridors (360 degrees) separate the residents' rooms on the periphery of the building from the Therapy, Medical, Administrative and other non-living quarters on the inner side. Because of the circular corridor only a small section of the hallway is visible at any one time. Consequently the corridor is snug and intimate rather than long, barren, and institutional in feeling. The nurses' stations are situated in the center area to enable the nurses to oversee their patients readily. A nine-foot central shaft provides a vertical core of the building and is the conduit space for ductwork, utilities and laundry chutes.

To achieve greatest economy the floors of lift slab construction were poured at ground level and hydraulically-jacked into position. This was one of the first instances of lift slab construction for a round building ever attempted.

Extensive use of window wall on the periphery gives the residents airiness and a good view. To provide a feeling of security and privacy, however, and to add to the exterior of the building, vertical cast aluminum screens have been cantilevered out beyond each resident's window. These sculptured screens do not impede view but tend to reduce sun glare and cast delightful and changing shadow patterns within the rooms. There are 14 such screens around the circumference of the building. Paul Yank, Milwaukee sculptor was commissioned by the architect and Saint John's Board to design the screens.

Interior design was based upon the functional requirements of elderly people in terms of both physical and psychological needs. Charles Haeuser departed from traditional institutional design by creating a homelike, cheerful atmosphere.

He selected furniture for both comfort and beauty and some antiques from the older home have been used in the new addition. The architect believes good antiques are thoroughly compatible with contemporary buildings and in a home for the aged they are symbols of security for many residents.

To assist in the interior decoration the architect retained Mr. Allen Bushnell and Mr. Donald Hay, industrial designers. Bright color was used to provide a pleasant atmosphere. In general the colors behind the patients' beds and in public areas are vivid while the colors on the walls which the patients see from their beds are more subdued. Colors are stimulating where seen for short periods of time and more neutral where seen for long periods of time.

Patterns in different colors are silk screen on the residents' doors so each resident has a pattern and color that is his own. Since many elderly residents have failing eyesight, all exits are painted red, all medical doors are in blue, baths and toilet doors are in gold, these color schemes depart from the clinical monotony of buffs and greens — the so-called "institutional colors".

In the renovation of the older home, some modernization of furnishings was undertaken in order to bring that section more in line with the new addition. No great departure was made in either area from the comfortable, tried and true furniture which older people like.

Because elderly people dislike coolness or even a suggestion of draft, no air conditioning has been employed in the residents' rooms of the new addition. Air conditioning, however, is furnished in the administrative, dining and ancillary rooms.

Charles Haeuser achieved an environment of dignity and beauty for the aged residents of Saint John's home.
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Primer

The title PRIMER has two pronunciations and two meanings, both applying to the intent of this article.

Primer — (with a short i as in “it”) — meaning a small elementary textbook.

What is the purpose of Wisconsin Architects Foundation?
Generally, to promote education in architecture in the State of Wisconsin.

What is its ultimate aim?
To establish a curriculum of architecture in the University of Wisconsin.

What progress has been made?
See September and October issues.

What is its interim program?
Providing Tuition Grants to qualified Wisconsin architectural students to offset the added tuition cost of education out-of-state.

Which students are eligible?
Those who have completed satisfactorily two years or more of training in an accredited school of architecture. Must have high potential, actual financial need, and the recommendation of the dean of the school attended.

How do students apply?
By a comprehensive letter of application and a snapshot for publication purposes, sent to the Foundation at 4685 North Wilshire Road, Milwaukee 11. Personal interview if possible.

What is the amount of a Tuition Grant?
Currently $200 a semester, $400 a year.

How many students receive consideration each year?
An average of 8. This year, 1964-65, because of the unprecedented number of worthy qualified applicants, the number was increased to 11.

How much money has been expended for the first semester 1964-65?
$2200.

What amount is needed for the second semester?
$2200.

Does the Foundation have this money on hand?
No. (Its investments are for emergency purposes only.)

Where does the money come from?
FROM YOU. The State A.I.A. members and their friends. From contributions, memorials and fund-raising by W.A.L.

Primer — (with a long i as in “finer”) — meaning as in pump-primer.

Not to waste words, the Foundation’s Directors wish that the State Architects would cultivate a “finer” understanding of the intents and purpose of Wisconsin Architects Foundation.

With this accomplished, the Executive Secretary would not continue to receive requests for information concerning “Scholarships” from students referred by the members. Neither the Foundation nor the Wisconsin Chapter has ever awarded scholarships. PLEASE, apply the proper term TUITION GRANT or TUITION AID. Mail intended for the Foundation should be sent to the address shown in each issue of this publication, namely 4685 North Wilshire Road, Milwaukee 11, and not to the Chapter office.

With further saving of words, we use “pump-primer.”

The Directors and their anxiety-ridden Executive Secretary have reached the conclusion that Foundation funds can no longer depend on contributions or memorials given on impulse by the State members. Sustaining Contributions which have been appealed for at the time the State A.I.A. dues notice is sent out (to save postage) have received less than 10% response. Twice Holiday Greeting Card fund-raising was tried with similar percentage acceptance and poor profit.

From a business viewpoint and for all practical purposes, the Foundation should have a Capital Fund from which to draw interest for the expenses of its program, estimated at $5000 a year.

Consequently, the Directors, and former Directors, of the Foundation, who are spread over the State, are determined to contact personally all the Corporate Members to extract a yearly pledge. Contributions from associate members will continue voluntary.

Each of these gentlemen is as busy as you are. Why not be considerate and send your check to the Foundation now and beat the punch, because a punch it will be, thus saving your time and his.

The nine Foundation Directors are appointed by the State A.I.A. Executive Committee. Each serves a 3-year term, and no more than two consecutive terms during a given time.

WISCONSIN ARCHITECTS FOUNDATION
4685 N. Wilshire Road Milwaukee 11
Vocational Rehabilitation Center and Elementary School
Wisconsin School for the Deaf, Delevan
Darby, Bogner and Associates, Inc., Architects — Engineers
The new school additions consist of two separate components, the Vocational and Rehabilitation Center and the Elementary School. The location and site orientation of the new buildings was dictated by the limited site available, its topography and necessity of tying the new facilities with that of the present school.

The Vocational and Rehabilitation Center with its high school shop training departments has been attached to the present Walker Hall which houses a home economics department, and science and academic teacher stations. This arrangement integrates the present high school facilities with that of the new addition.

**Vocational Rehabilitation Center**

The vocational rehabilitation, evaluation and adjustment center for the deaf provides the following work areas with related equipment:
- Print Shop
- Upholstering and Power Sewing Shop
- General Shop
- Hearing Testing Room
- Cleaning and Pressing Shop
- Woodworking Shop
- Business Training Department
- Coordinator Office

**Elementary School**

The Elementary School with its covered passage link to the Vocational and Rehabilitation Center has been curved around the top of the bluff like hill and is terminated in the uniquely expressed Multipurpose Room.

The physical shape of the building, sun control problems and exterior views have logically placed the classrooms on the east side of the building and the wash rooms, storage rooms and offices on the west side.

The two story elementary school has eight classrooms, including two specially equipped rooms for preparatory age children (Kindergarten) — Multipurpose Room, Library (combined elementary and high school use) and related storage areas.

**Design Features**

The new school complex which has been literally wrapped around the brow of the hill provides a dominating view of the City to the east, stimulating to the student from the interior and eye catching to the passing viewer.

The covered terrace design feature between the two schools provides an outdoor teaching and recreation area with privacy for the primary students.

Throughout the design, emphasis has been employed on the use of color, in material selection and plan arrangement to provide an environment which will stimulate the handicapped children and improve the teaching and learning process.
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For further information on this all-important service to you, please phone the Sheet Metal Contractors Industry Fund of Milwaukee, Area 414, 258-8176, or write to the Industry Fund office, 7635 West Blue-mound Road, Milwaukee, Wisconsin 53213.

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State revises “General Conditions”

On Monday, September 28, the Milwaukee Chapter of Construction Specification Institute and the Southeast Section, Wisconsin Chapter, the American Institute of Architects, held a joint meeting at the Coach House Motor Inn in Milwaukee.

The topic for a round table discussion was a much speculated on subject, the revision of the “General Conditions” by the State Bureau of Engineering. Approximately 100 members of both organizations attended. Members of the Panel were introduced by Richard Schweisberger, President of the Milwaukee Chapter, CSI. They were Ralph D. Culbertson, Director of the State Bureau of Engineering, James E. Galbraith, State Architect and Stephen E. Gavin, Manager and General Counsel of the Wisconsin Chapter of the Associated General Contractors, Inc.

Thomas Eschweiler, moderator, asked Mr. Culbertson to open the discussion. Mr. Culbertson explained the necessity of revision of the General Conditions with three major reasons. The greatly increased number of projects, the increased size of these projects; varied methods of financing, and different conditions to contracting procedures. All of which contributed to discrepancies and inconsistencies necessitating revision.

He assured his audience that the revision was undertaken with the attempt to make the General Conditions applicable to all of the State's projects. He explained further that this revision started nearly two years ago and that there are "unresolved basics" and nobody should expect this revision to be "anywhere near the final form."

Following Mr. Culbertson, Stephen Gavin presented his views as to what the revision should provide for. The AGC had been invited in 1963 to discuss the first draft of this revision. Since then the AGC has presented 500 proposals. A sub-committee was formed to work with the State Bureau of Engineering. Mr. Gavin presented the view that all matter not covered by the technical section of the Specifications should be contained in the General Conditions, Supplementary General Conditions or Special Conditions.

Mr. Galbraith reviewed several items of the 38 articles in the new 18 page draft of the General Conditions. He construed that the draft had not been published or made generally available because it is still a preliminary document.

Both Mr. Culbertson and Mr. Galbraith stressed the fact that the State Bureau of Engineering is willing to receive cooperation and constructive criticism on this revision. The WISCONSIN ARCHITECT will observe and report future developments in this matter.
Basic change in concept of Proposed Milwaukee Zoning ordinance

NOW is the time for each and every architect who intends to work in Milwaukee to attend the scheduled Public Hearings on the new Proposed Milwaukee Zoning Ordinance, according to Sheldon Segel, AIA, who attended the first hearing on Monday, Oct. 5th, 1964.

The new ordinance — in first draft form — if adopted could radically affect land use and land planning by architects. This type of ordinance varies considerably from past ordinances. It follows basically the general trend of type of ordinances adopted by Minneapolis, Chicago, etc.

Assuming that the Milwaukee Proposed Ordinance, if adopted, might become a precedent and thus affect other communities in the State, here are for your information the "Highlights of First Draft", as prepared by Frederick T. Aschman, Barton-Aschman Associates, Inc.

The proposed Milwaukee Zoning Ordinance — a comprehensive revision of the original and frequently-amended regulations first adopted in 1923 — is based upon the city's experience in planning and development and draws upon the newest of techniques in zoning as developed across the nation in recent years.

The proposed ordinance retains, but in a different format, many provisions that have been tried and proven over the years. At the same time, a number of new provisions would, if adopted, be applied to Milwaukee for the first time. In every case, however, the aim today is as it was in the past:

- To protect and preserve desirable existing land uses, and
- To help guide the growth of the city control their own nuisance-generation, in conformity with the city plan.

Here are the highlights of the proposed new ordinance:

In General
The proposed ordinance is arranged and organized so as to make it easier to use. It is much longer and more detailed than the present ordinance, but this is due to its being made more specific, with its terms made more explicit, and with new provisions to cover conditions that previously have not been dealt with directly. A single map would replace the present three-map system. A new administrative section is designed to aid in orderly administration and sound interpretation. "Cumulative" lists of permitted uses are abandoned, for these result in poor mixtures of use in many districts. Instead, only compatible uses are allowed in each district, so that each district has the fullest protection possible.

In Residence Districts
In the residence districts, the basic patterns of density control would be retained, but protective controls would be added so that residential areas would benefit from more adequate restrictions on such features as signs and bulk controls and from requirements for the provision of adequate off-street parking.

In Business Districts
Nine business districts would replace the present three business and two commercial districts. These are based on the same principles of compatible arrangement to be found in modern "centers" whose developers know that business can be more profitable and shopping more convenient if different kinds of activities can be grouped together without conflict. The nine new districts would promote such healthy grouping, with some districts exclusively for shopping, others for service, and still others for commercial uses.

In Industrial Districts
A major innovation — proven successful in several major cities — is introduced in the industrial provisions. Instead of being regulated by type of activity or product, industry would be regulated according to standards of performance. Where industry might be located in the three proposed industrial districts would depend mainly upon the degree to which an activity produces noise, vibration, smoke and particulate matter, toxic or noxious matter, fire and explosive hazards, glare and heat, suspended dust, and dustfall. The benefits of three-fold: residential and business districts would be better protected from industrial nuisance . . . industries producing little or no nuisances would be protected from adverse effects of other industry . . . and greater flexibility in industrial location would be granted to industries willing to better

Balk Controls
A new system of controlling the bulk of buildings is introduced in the proposed ordinance. "Floor Area Ratio" or "F.A.R." rather than rigid height controls, would permit greater flexibility in architectural design and would make administration much simpler, while offering reasonable control over bulk and intensity of use. Floor area ratio would be determined by the simple ratio of floor-area-to-ground area, and would be supplemented by rules for minimum lot sizes and yards. The greater the bulk, the greater would be the amount of land area required. In the Central Business Districts, "premiums" would allow greater bulk if still greater amenities of light and air are provided.

Off-Street Parking and Loading
Requirements for providing off-site loading and parking facilities are greatly broadened and made more specific. All uses in each district are regulated to a practical and effective degree, so as to assume that the parking and loading needs of the various activities are accommodated on the sites or in connection with the activities they serve and so do not add to congestion or detract from the full use of public streets or impair access to other properties. The new regulations would also help assure that parking and loading facilities (and such appurtenances as signs and fences) are not located or designed in a way that produces hazards, unsightliness, or nuisance.

Signs and Billboards
A comprehensive set of detailed regulations is proposed to control signs and billboards in each district, not only in residential zones as in the present code. Correlated with the city's sign code, the ordinance would make a distinction between "business signs" having to do with a business being conducted on the premises and "advertising signs" such as billboards.

Administration And Enforcement
The proposed ordinance is to be administered and enforced by three offices of the City of Milwaukee — The Board of Appeals, the City Plan Commission, and a new office in the Department of City Development to be headed by the "Zoning Administrator." The Zoning Administrator is to be vested with the responsibility of receiving, reviewing, and approving applications and plans for new uses or buildings. The Board of Appeals will hear and decide requests for variances of the ordinances requirements and will hear and decide appeals from decisions of the Zoning Administrator. The City Plan Commission is empowered to review conditional uses and proposed amendments and make recommendations thereon to the Common Council.

For Nov. dates of Public Hearings contact: Carl Quast, 271-2978, Dept. of City Development.
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This warm cocoa brown to rust to coffee colored brick has increased charm due to the small flecks of buff clay that appear on the wirecut face. Also available in Hackberry texture. Regular modular and norman sizes.
The Executive Committee of the Wisconsin Chapter, AIA, met on September 18, 1964 at the Simon House in Madison with the following members present: Leonard H. Reinke, Mark A. Pfaffer, Emil W. Korenic, Lawrence Bray, Robert C. Cashin, Paul Graven, Charles Haeusser, Robert P. Potter, Donald M. Schoepke, Norman Sommers, Allen J. Strang, William Wenzler and Robert Yarbro.

Attorney Ray A. Tomlinson conferred with the Executive Committee on the legal aspects of the School Buildings, brochures, due for publication this fall. The brochure will be co-sponsored by the Chapter, the Wisconsin School Boards Association, the State Department of Public Instruction, the University of Wisconsin, Department of Education, and the Wisconsin School Administrators Associations.

Lester Seubert, AIA, Chairman of the Chapter AIA-CSI Committee, reported on the progress of the Institute sponsored revised Specification format. This material should be available to all members before the end of 1964. Mr. Seubert also made several recommendations to be considered in the proposed revisions in the General Conditions of the Bureau of Engineering.

By unanimous vote, the Executive Committee decided to assume full responsibility for publication of the WISCONSIN ARCHITECT. The magazine will be under full control of the Executive Committee and will be mechanically developed from space in the Chapter Office.

William Wenzler, Chairman of the Chapter Church Committee, reported that all final arrangements had been made for a Church Architecture Conference in Milwaukee on October 24, 1964. The competition, held as a part of this conference, has been judged and displays have been prepared. All of the Chapter's four Sections will begin their full sessions in September or October. All program chairmen are encouraged to schedule their dates and programs well in advance. There are two reasons for this: advance publicity through the WISCONSIN ARCHITECT and more notification of meetings for the membership.

Correlation between the Chapter Arts and Crafts Committee and Friends of Art winter program has been achieved by William Wenzler. Mr. Wenzler would like to see a Friends of Art membership program initiated among the architects.

Leonard H. Reinke, President and Emil W. Korenic, Secretary-Treasurer, had recently attended the North Central State Region Conference in Minneapolis. A report of current activities in Minnesota, North Dakota, South Dakota and Wisconsin was presented.

The meeting was adjourned at 5:10 p.m.

Primary Officers Jury Design Competition

Primary officers, Leonard H. Reinke, President, Mark A. Pfaffer, Vice-President, Emil Korenic, Secretary-Treasurer and Allen J. Strang, President Ex-Officio of The Wisconsin Chapter, AIA juried entries of this year's DESIGN COMPETITION, sponsored for their members by the NORTH DAKOTA CHAPTER, The American Institute of Architects, on Tues. Sept. 22.

The judges were impressed with the general caliber of the work submitted by their colleagues in North Dakota. They awarded six Grand and five Merit Awards, based on the allover solution to the problem of each project.

Welcome

CORPORATE
Clark Forest Butts
Born: September 12, 1933
Resides: Fort Atkinson
Firm: Ajango & Butts, Fort Atkinson
Degree: B. Arch., University of Illinois

Achilles N. Chaconas
Born: February 26, 1907
Resides: Milwaukee
Firm: Achilles N. Chaconas, Architect, Milwaukee

New member
Norman E. Minster
Born: November 24, 1922
Resides: Sheboygan
Firm: Norman E. Minster, Architect, Sheboygan
Degree: B.S., Arch. Eng., University of Illinois

ASSOCIATE
John T. Nichols
Born: January 29, 1923
Resides: Green Bay
Firm: Nichols and Brummel, Green Bay

Rali Albright
Born: October 20, 1922
Resides: Milwaukee
Firm: Donald L. Grieb Assoc., Archts., Milwaukee
Degree: B.S. Architecture, University of Cincinnati

Robert L. Horn
Born: April 24, 1939
Resides: Milwaukee
Firm: Donald L. Grieb Assoc., Archts., Milwaukee

Producers' Council Annual Golf Outing

The Milwaukee Chapter of The Producers' Council held its annual golf outing on Sept. 29th at the Merrill Hills Country Club in Waukesha. This event, designed to promote and develop a familiar relationship between The Council and the membership of the architectural profession is a state-wide affair open to all levels of membership of The Wis. Chapter, AIA.

Prominent among the guests was James E. Galbraith, State Architect. 114 members and guests attended the popular all-day "fun" occasion. Bob Flannery of Formica Corporation, President of The Producers' Council attended the golf outing for the last time in this capacity. Mr. Flannery in the meantime has been transferred to Chicago.

Russell Sandhoechner of Owens-Corning Fiberglas Corporation succeeds Mr. Flannery as Acting President.

At the banquet, door and golf prizes ranging from golf clubs over appliances to clothing were distributed to the appreciative guests.

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