Preservation and Conservation

As Florida develops a more sophisticated system of renewal of its physical environment, the architecture of the past must stand a test of its historic significance. As the population of this state doubles and redoubles, the scenic beauty must verify its necessity as an amenity. We are developing and redeveloping lands at a race-car-speed, transported by the bulldozer which is wiping out the full length of its blade and always scaring at the edges. A constructive future for preservation and conservation must be developed if we are to stop the exploiting of our heritages.

Activity for preservation and conservation has increased in this state at an unprecedented rate during the years since the second World War. Previous to this time, historic parks and museums carried the burden of protecting significant achievements associated with important events or people. Those buildings representing the best of our past, as exemplifying our architectural achievements, were rarely given attention unless their current use was productive.

Except for a few tourist attractions with questionable credence, private enterprise has not been an active method of preservation or conservation.

The first records of preservation in the United States date to 1850 when New York State acquired General Washington’s headquarters at Newburgh. The most significant single preservation project yet undertaken has been Colonial Williamsburg, started about 1928. This restoration is still in progress and its number of visitors now exceeds one million persons a year. This project demonstrates how much we could lose by failing to recognize the historic and aesthetic significance of fine buildings in time to preserve them.

The Historic Sites Act of Congress in 1935 declared preservation of historic property a national policy. In 1933, the American Institute of Architects and the Library of Congress conducted the Historic American Buildings Inventory-Survey, naming 6400 buildings of historic significance. Acceleration of preservation activity and a great broadening of its range commenced with the founding of the National Trust for Historic Preservation. The Trust has published objective criteria for evaluating preservation projects as to historical and cultural significance, suitability and integrity, educational value, costs and administrative responsibility. They recognize that museums and restorations alone cannot begin to meet the needs and that ways to preserve continued economic usefulness must be developed.

As Florida begins its renewal and highways accelerate through the land, concern must be given to our historic buildings and natural resources. Once we relax this concern, we lose all traces of our past. The implementing of preservation and conservation activities must stay abreast of the rate of destruction for highway and renewal projects. The developers of these programs haven’t given attention to these needs. The philosophy has been that everything new will better anything old.

Programs for identifying areas for preservation and conservation rest with the architects, historians and others with qualified knowledge. The activity from this identity will bring forth necessity of private and public protection from destruction. Some buildings may be appropriate to adapt to uses other than museums. Still others will require protection by laws governing their use and appearance. Special conditions for the use of eminent domain and remission of taxes may be necessary. Direct economic assistance to owners of the most significant properties would assure immediate restoration and continued preservation.

Man-made ugliness of roads and cities may reflect our aesthetic illiteracy. But the preservation and conservation movement, which is part of our growing maturity and confidence in matters cultural, may yet swing the scales in our favor.
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MAY, 1966
Marblecrete plus imagination... that's your formula for a distinctive building. Study the outstanding example shown here: the new St. John Bosco Church in Chicago.

The vertically tapered panels of the building's facade are of Marblecrete. Colorado Milky Quartz (#1 and #2 sizes) was gunned into a 3/8" bedding coat of Trinity WhitePortland Cement. There are 84 of these panels—each 18 feet tall. To avoid joint lines, three crews of two men each worked simultaneously—at three different levels. The result is a uniform distribution of color and texture that enhances the entire architectural effect.
In April, 1963, the First National Bank in Lake Worth, Florida, moved into a modern-as-tomorrow, Total Electric banking home.

Exterior of the building features a marble facade enhanced by louvers on all four sides. The north- and south-facing louvers are stationary; those on the east and west are operated by the sun's rays. An electric motor closes the moveable louvers on nights and weekends. “This is a very practical feature,” says President Roy E. Garnett.

Inside, the lobby is illuminated by a total of 24,000 watts. It has two ceilings, the lower being a luminous ceiling with gold anodized finish which completely conceals all air-conditioning ducts. Air-conditioning and heating are evenly distributed by an all-electric system.

Other convenience features of this All-Electric structure include TV communications systems for four of the outside teller windows; and a pneumatic tube system throughout the bank.

Architects, engineers, builders and owners are SOLD on “Total Electric” commercial construction. For your next project specify ALL-ELECTRIC.
L. Grant (Jack) Peeples has been appointed legislative counsel for the Florida Association of the AIA. His appointment was announced by President James Deen, effective March 1.

A partner in the Tallahassee firm of Fokes, Peeples & McClure, Jack was reared in Miami. He graduated from Miami Edison High School and entered the University of Florida in 1948. Jack enlisted in the U. S. Army in 1950 and received a commission as a Second Lieutenant in the Airborne Infantry. He served in the Korean War as a Rifle Company Commander and earned the Purple Heart, Combat Infantryman's Award and the Bronze Star. After release from active duty in 1953, he returned to the University of Florida and graduated from the University of Florida College of Law in February of 1958.

While attending the University, he served as president of Phi Delta Phi, Legal Fraternity; was a member of Sigma Alpha Epsilon, Social Fraternity, and was the author of the U. of F. law review article entitled "Stock Transfer Restrictions in Closely Held Corporations."

Upon graduation from law school, our new counsel practiced law in Tallahassee, Florida until appointed Legislative Counsel to Governor LeRoy Collins during the 1959 session of the legislature. At the end of that session, he was appointed State Beverage Director and served until January of 1961.

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CONVENTION-ally Speaking

The FAAIA Convention Committee — composed of J. Arthur Wahlberg, chairman; Donald I. Singer, Robert J. Boerma, Henry A. Riccio, and Hilliard T. Smith — has announced the theme of the 52nd Annual Convention and Building Products Exhibit to be held October 5-8 at the Deauville Hotel, Miami Beach.

The theme is FOCUS: COMMUNITY.

An architect is many men. He is a man of the arts. Because of his artistic skills and vital awareness, he is a man most important to his community. It is the duty of an architect to focus his attention on the pulse of that community — its urban planning, educational opportunities, good government. It is the responsibility of the architect to be involved, to express himself — to lead the way — to see creative ideas become part of major community decisions.

The overall theme sessions, in three parts, will explore the areas of urban planning, education and government — and seek to relate them to the architect and his responsibility to provide proper leadership to the community. The Convention Committee is presently negotiating for top speakers, nationally-known, who will offer challenges to the architects and demonstrate positive results that can be obtained in our theme areas.

Program features will include business and professional sessions; a gala party sponsored by the Host Chapter, Florida South; the 3rd Annual Craftsmen Dinner; the Annual Banquet; as well as an interesting Ladies’ Program. Scheduled for the Exhibit Area will be two buffet luncheons, refreshments and awarding of special prizes.

The Building Products Exhibit Area layout has been prepared with design in mind. You will note that straight aisles and the usual turnpike booths have been eliminated, and we have added a Social Lounge. Approximately 40% of the available exhibit space has already been reserved since the first announcement 3 weeks ago.

For the first time in the history of the FAAIA, an Exhibitors Committee was organized and has already held a meeting. The members of this committee are: Jack Torbett, Concrete Products Inc.; George Haas, Formica Corp.; Phyllis L. Finney, Houdaille-Duval-Wright Co.; Paul W. Christie, Libbey-Owens-Ford Glass Co.; Allen Kern, Mosaic Tile Co.; J. Velma Lamb, Pittsburgh Plate Glass Co.; Edmund Burke, Reflectal-Borg-Warner Corp.; Carl C. Caskadon, United States Steel Corp.; C. S. Breslauer, Zonolite Division, W. R. Grace & Co.; and Leonard Waldman, Miami Window Corp.

This committee approved the new concept of the exhibit layout and requested that specific exhibit hours be established which would not be in conflict with Convention sessions.

Advance reservations, architectural exhibit entry forms, room reservation requests and other preliminary information will be mailed out during June. Manufacturers who have not received the Exhibit Prospectus may do so by contacting the FAAIA office.
by Philip H. Hiss

(THIS ARTICLE IS REPRINTED FROM THE ST. PETERSBURG TIMES, NOVEMBER 14, 1965. THE AUTHOR IS A FORMER MEMBER OF THE SARASOTA SCHOOL BOARD AND PRESIDENT-ELECT OF THE FLORIDA ARTS COUNCIL.)

How fares Florida in the architectural rat race? Poorly, I fear. Certainly the state has not lived up to its promise of the early 1950's. Since Florida is the fastest growing state of the United States, tremendous opportunities existed to provide better buildings and a better environment for millions of people. This fact made the state an architectural frontier and talented practitioners flocked to the state following World War II. Unfortunately, other architects not so talented were equally attracted by the promise of easy money. The battle is not yet over, but many of the preliminary skirmishes already have been lost.

The United States generally is conceded to lead the world today in architectural design (though a minority of English dissenters insist that we are overrated). American architects and American-trained architects have designed many of the major buildings in Europe, Asia and Africa. Unfortunately opportunities sometimes exist abroad to do better work than at home for the reason that Americans generally have not valued esthetics as highly as they have "practical" considerations. I have put the word "practical" in quotation marks because I think we too often have out-smarted ourselves by thinking we were being practical merely because we ignored esthetics. Unfortunately, the best work provides very little insight into the caliber of our total environment.

The answer to the problem is extremely complex. It is sufficient to say here that all blame (or credit) should not be assigned to city planners, architects, or landscape architects; the client is equally important in the design equation. It is possible to paint or play the piano though starving in a garret, but it is NOT possible to erect a building, reconstruct a city or landscape an area, without a patron. We have too few patrons of good design in Florida.

Who are the patrons of architecture and planning today? Government and business. Government — federal, state, county and city — often bases its decisions on political rather than professional considerations. This has been particularly true of Florida where a rural bloc has dominated the State Legislature and where county and city governments often have remained in the hands of an entrenched bureaucracy because of apathy on the part of new residents. The best designers are seldom considered for jobs most rewarding artistically and financially, and on the few occasions when they have been appointed, they more often than not have not been harassed by the bureaucracy and otherwise prevented from doing their best work.

In other states, the phenomenal growth of state universities has provided opportunities for city planning and architectural design. The most outstanding examples today are California and New York, which have offered their most gifted designers unparalleled opportunities to prove their worth on billion dollar building programs. The same thing is true to a lesser degree in some of the Midwestern states. Not so Florida.

One of the biggest environmental design problems in any state is the highway program, and in this Florida has not progressed so far in the wrong direction as California — probably because it has not built that many roads. In California the road department continues to wield almost unlimited power to destroy both cities and stands of virgin redwoods. We would do well to make sure this does not happen here. Furthermore, although Florida has been developed almost entirely since the advent of the automobile, there is nothing to suggest in the planning of most of its cities and towns that this is the case.

House design probably is the most difficult and least financially rewarding job an architect can undertake, which probably explains why it has largely abandoned the profession; but it has a disproportionate impact on the environment. The very least architects can do is to come to the best elsewhere — though it certainly is no worse than much that is being done. There is scarcely a decent shopping center or a chain store in the state. The design of gas stations, of course, is a national scandal. And very little has been done to neutralize the acquisitive instincts of the outdoor advertising people. Yet these are areas where a great deal could be accomplished by relatively few people.

One of the few bright spots has been construction of a number of headquarters buildings for life insurance companies in the Jacksonville area.

Talent always will seek out the greatest expression in the areas where such expression is appreciated and encouraged. The best designers continue to flock to California and New York, whereas in the past few years Florida has lost some of its most creative people and is about to lose more. The reasons for this exodus are varied and complex, but the overriding one is that Sarasota no longer represents architectural opportunity.

...I do not mean to suggest that there are not still talented designers at work in Florida, merely that some of our brightest luminaries have left — that we have driven out people who at very least would have liked to have retained a foothold here.

The best work that has been done in recent years — a park here, a bank there, a subdivision house, a college building — usually has been the product of extreme effort on the part of an individual architect to educate an individual client. I suggest that those of us who are in a position to influence our environment do our homework a little better, that we realize fully that if we default on this obligation to become better clients, we most likely will destroy the very things that attracted us to Florida in the first place.
This is the first presentation in a new series which will be an important part of The Florida Architect. We plan to run articles and features of interest to architects — as often as possible. We feel this is a bold step toward seeking a better 'climate' for the profession in which to fulfill its objectives. What is said in these articles is not necessarily the opinion of the editorial staff of this publication, but each article will be written by respected, responsible people.

We feel that their comments and opinions — whether plaudits or criticism — will help architecture to flourish. Your comments and reactions are invited in "letters to the editor."

by Frederic Sherman
(The author is a well-known writer and serves on the Editorial Board of the Miami Herald. A well-versed layman in the field of architecture, he has long been interested in and worked for advancement of the profession.)

One of those sentimental ballads of years past mourned over the fact that "you always hurt the one you love."

Truth is that Philip Hiss of Sarasota admires architects. The trouble is that he is disappointed that the architects of the state are not better than they are, or at least they don't do as well as Mr. Hiss thinks they should.

He is like the father who just knows his son could make the football team and/or honor roll if only he would try harder.

Yet, in the article written by Mr. Hiss for the St. Petersburg Times, which is reprinted here as a companion to this one, it would be possible to substitute California, Idaho, Louisiana or any other state in the opening sentence, "How fares Florida in the architectural rat race?" And the answer from many professional critics and a good percentage of laymen would be the same, "Poorly, I fear."

Isn't it a safe assumption that those who mourn the most about the state of architecture or any other profession are those who have led themselves to expect too much? There are members of the bar who should not have been allowed out of law school. Are all lawyers considered eligible for the judiciary?

The doctors bury their mistakes. The best of the architects can only paint theirs a neutral color. The worst of the architects don't even know they have cluttered up another piece of real estate.

Here we come to the taproot of the trouble in Florida. Mr. Hiss acknowledges that a rural-minded Legislature and a cracker viewpoint in courthouse and city halls have combined to close the door on the most talented within the architectural profession.

The exceptions to this rule are few. One of the outstanding exceptions was contributed by Mr. Hiss when he was a member of the school board in Sarasota and simply demanded and got his own way on the selection of architects. In Miami, the level of urban sophistication among school board members rose to the point where it was possible to root out a piece of entrenched bureaucracy and turn over the job of supervising school design to a private firm of high professional competence.

In both Sarasota and Miami, those with new-found authority to select the best of architectural talent did not find that talent in short supply.

Certainly not all of the political influences can be flushed out of the good old American system, but in the case of Miami today, there is better school design because of the pressure that builds up in the interaction between the commissioned architect and his fellow who has the responsibility to both the taxing public and the profession.

If there is one great fault to find with the architects of Florida, it is not their lack of design talent. It is instead their lack of real public service. The architects have set themselves apart from the people. They have been years at talking to each other, telling themselves of their own special talent for dealing with the problems of man's environment.

And while the architects have been talking to each other, the lawyers and others politically oriented have just about made a complete mess of America the Beautiful.

Urban renewal and other Federal housing programs are to the point of national scandal because the architects have ignored their responsibility. Expressways have strangled the cities they were supposed to save. The corruption of zoning boards continues because the architects do not speak out against what they know is wrong. Is it possible that the noble profession of the master builders suffers from the same malignancy that forbids a real estate man from speaking out because he might knock a fellow broker out of a commission?

Is the profession of architecture incapable of self-criticism? It is certainly possible and probable that another journalist will complain in the print of next month's issue that this article on the state of Florida's architects is poorly conceived, badly written and rambles to an inconclusive ending.

But where is the criticism of the countless public buildings throughout Florida that are the product of thick-headed and political contribution? If professional code prohibits such criticism, then those architects of Florida who want something better of their state will have to start serving their state by moving closer to the seat of power.

It is a disgrace to the Florida South chapter of the AIA that not a single architect offered himself as a candidate for the reapportioned Legislature that gives Dade County nine seats in the Senate and 22 in the House. And this despite the remarkable influence that Earl Starnes has achieved as an architect setting on the Dade County Board of Commissioners.

What happened to the indignation that swept the profession statewide when the 1965 Legislature knocked the single-family residence out from under architectural supervision?

This then is the real indictment of Florida's architects, not any measure of their creative genius.

Philip Hiss would have the state filled with airports that look like the ones in St. Louis and Washington. He wants college buildings like the ones built at Yale and Wayne. He wants office buildings like those in Houston and San Francisco.

But it will never be until architects get into the political arena and prove to the voters that they have something better to offer than the lawyers and political hacks who have done so poorly with this state.
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further reading:
- the florida architect
The year 1924 — a great year for men of vision.

Such a man was George Merrick, who envisioned a sprawling building of Mediterranean design which would be a civic and cultural center — and would be a magnificent entrance to attract visitors to "the world's most beautiful city."

As the sun beamed benignly upon South Florida's Gold Coast, a fort-like structure began to take shape. Developer-dreamer George Merrick, creator of Miami's Master Suburb, watched as La Puerta del Sol (Gate of the Sun) became a living reality ... a "calling card" for Coral Gables.

Newspaper ads of 1924 touted the million-dollar Douglas Entrance as "the finest of all Coral Gables' great gateways ... its 10 acres of glorified architecture in a picturesque Spanish note. Stretching out in artistic groupings, yet as one harmonious unit, apartment houses, stores, homes, antique shops and all the delightful scramble of the minor Spanish town in its Old World setting ..."

Designed to create the feeling of a village square, La Puerta Del Sol featured a central plaza 250-feet in diameter built around a striking tower 90 feet tall. The tower served as water tank for the city of Coral Gables, complete with belfry and town clock. The main arch curved proudly 40 feet high.

No one could deny the beauty and magnetism of the old tiled roofs, shaded terraces, quaint balconies, shadowed galleries and winding stairs. Men and women admired the cloistered walls and quiet rest-seats ... children happily explored the sunken gardens and inviting archways.
The street-floor shops were busy with the activity of the creative people George Merrick so loved — artists, doctors, architects, antique dealers. In the apartments above, people with the discerning good taste to appreciate Puerta del Sol enjoyed their lives set amidst wood-burning fireplaces, high-beamed ceilings, wrought iron balconies, and stairways in unexpected places.

A community library was set up for all residents of Coral Gables . . . the two-story-high Great Hall resounded with the voices and laughter of festivity . . . and the third-floor Ballroom was the site of Masonic meetings and lavish dances.

Merrick called for investors to buy the adjoining land around his magnificent Puerta del Sol . . . land “so inviting that no one at all awake to such a chance will care to pass it by.”

La Puerta del Sol was part of the very fibre of life in Coral Gables.

They were idyllic years — but short.

The hurricane of 1926 arrived with all its blustery force, followed by the devastating Depression. George Merrick lost his dream — and Puerta del Sol lost its luster. The property at Douglas Road and Tamiami Trail changed hands often through the years of recession. Even its romantic name bowed to the conservative “Douglas Entrance.” Only a few tenants remained loyal to Merrick’s dream and stayed on. The laughter of past years was a hollow ache . . . the stream of life coursed elsewhere . . . and the beauty of Puerta del Sol faded like an aging Southern Belle.

But some of the magic stubbornly clung to the building. Through the years, tradition-steeped residents of the area would pause — just a moment — to admire the still-stately grandeur of the building, and children still found their way to the enchantment of the drab archways and paths.

Generally, though, apathy was the name of the game. The pigeons claimed the tower room at the top of the circular steel stairway. And the years folded slowly over La Puerta del Sol.

Then, sleeping feelings and loyalties were awakened after 40 years with the rude news that a firm had declared its intention to buy the building and tear it down to make way for a supermarket! Gables historians were indignant; former residents shook their heads sadly; and youngsters mourned the loss of a friend. Fierce love and dedication for an old building were aroused. But feelings seemed to swirl around in circles — no course of action was to be taken, until a group of architects dramatically appeared upon the scene to provide the sorely needed leadership.

It was architect James Deen who led 60 of his colleagues — architects, engineers, decorators — in the attempt to uphold the zoning regulations and thus save the Douglas Entrance. They fought not only to save a building but also to preserve a monument of historical heritage for the people. People who loyally remembered the structure in her earlier days of glory and others who never knew La Puerta del Sol in her grandeur scanned the papers daily for news of the struggle to save her. Finally, word came that the Planning

THE FLORIDA ARCHITECT
and Zoning Board had vetoed a zoning variance requested for the market. And in 1964, the Coral Gables City Commission failed to approve the appeal. The new owners were warned, however, that they must raise the necessary funds or the building would have to be razed to cut heavy land taxes. Thus, the Douglas Village Corporation was formed, headed by Mr. Deen, and the purchase price was met.

Like fair Belinda snatched from the railroad tracks, La Puerta del Sol was rescued in the nick of time.

And now the Douglas Village Corporation is already hard at work on the herculean task of restoring the Entrance. Merrick's dream of a cultural and civic center will yet be realized.

Eventually, half-a-million dollars will be spent on improvements and expansion. But the atmosphere will not be altered . . . not a single stone will be modernized. Everything will be restored, repaired and lovingly cared for. Regrettably, only the pigeons must go, for their majestic Grand Ballroom home will be developed into the Douglas Village Club—a social and business center for members of the construction industry.

New tenants are already breathing new life into the old building—art studios, architectural firms, antique shops, a cabaret theatre. All 27 apartments are occupied. The Greater Miami Philharmonic Orchestra is headquartered there—with plans to hold open-air concerts in the future under the imposing Douglas arch and on the Douglas Village green. Social and business groups are planning to hold their events in the long-vacant Great Hall. The Grand Ballroom, 80 feet long, will be freshly refurbished and air-conditioned for social and after-the-theatre functions.
The ground floor of the East Wing has already been established as an exciting Galerie of Building Products. Because of its historical and architectural significance, its charming atmosphere, its ideal location, and its superb facilities, the building is a perfect site for this much-needed center.

Already 50 of the first 100 exhibit spaces have been reserved by the nation's best-known manufacturers, suppliers and distributors — an interesting, informative, permanent exhibit of the latest products and developments for South Florida's $600-million building construction industry.

Considerable international interest has already been expressed because so many of the architects and engineers in the area direct countless foreign projects each year. Under the expert direction of Howard J. Doehla, executive director of the Douglas Village Corporation, the Galerie of Building Products will be an indispensable aid for all those concerned with the arts and crafts of buildings.

It is also being supplemented by a unique Information Center. This Center will be a fully-stocked library of architectural and building engineering texts, periodicals, technical data and catalogues. Thus, the architect, for example, seeking information regarding fireplaces in Florida, need only call the Center to get all the data he wants on this or any one of a thousand other building details!

The sun shine brightly again upon the Douglas Village. The building is filled with life and laughter. She is once again pampered with loving care — and even if the pigeons are gone, old dreams have come home to roost. Forty-two Rip Van Winkle years later, the historic landmark has awakened. George Merrick would be proud.

The year 1966 — a great year for men of vision.

MAY, 1966
Photographs by Richard Shield, Kurt Waldmann, and City of Coral Gables.
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MAY, 1966
AMENDMENT

(The State Board of Architecture has clarified the Re-Examination rule to parallel the National Council of Architectural Registration Boards recommendations.)

40-2.01(5) Junior examination "A", general information

(5) Re-Examination:
Each applicant for registration by taking the Junior (written) examination, shall have a maximum of three years from the date he first takes his examination, within which he must successfully pass all of the written examinations required for registration; provided, such applicant shall not be permitted to take parts of such examinations more than five times within said three year period; and provided further, if such applicant shall re-take all written examinations which he has not yet passed and unless all of such written examinations are taken at each re-examination, no credit shall be given the applicant for any examination successfully passed at that time.

Should any applicant for registration be unsuccessful in passing all parts of the written examinations within said three year period, such applicant shall not be permitted to take any other written examinations under his pending application. And such applicant who has not successfully completed his examinations within said three year period shall not be eligible to file or be permitted to file a new application for registration by examination within one year thereafter.
“Operator! There's a fire at 109 Ams.
“O.K. Harry. Now there's one m-
“Hi, Honey. I'll be on time. Pick me
“Doctor! This is Mrs. Parkinton—p-
“And then I'd like to increase our order o-

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Southern Bell
OFFICE MANAGEMENT WAS TOPIC

“When economic conditions are favorable as they are now in Florida, professional firms and small businesses all too often fail to realize their full potential,” one of the nation’s foremost management consultants believes.

“Proprietors or principals do not properly plan, budget and control,” says D’Orsey Hurst, who heads the New York management firm that bears his name.

He offered his views — and some suggestions — to the Consulting Engineers Council of Florida at its February meeting in Orlando. Joining him in exploring office management was a panel of Florida architects and consulting engineers: Robert L. Crain, Crain & Crouse, Inc., Miami, president of the Consulting Engineers Council of Florida; Robert Jaffer, Robert P. Jaffer, Inc., Tampa; John A. Bedingfield, Bedingfield & Associates, Inc., Tampa; Francis Telesca, AIA, Greenleaf-Telesca, Miami; and the guest speaker. The all-day session was a part of CEC’s continuing series of “Programs for Profit”.

YOU’LL HEAR THEM IN DENVER

John Kenneth Galbraith, distinguished economist and social philosopher, will be the keynote speaker at the 98th annual convention of The American Institute of Architects in Denver.

Announcement that the Harvard University professor would head the inaugural ceremonies on June 27 was made by Institute President Morris Ketchum, Jr. FAIA. He also disclosed the names of speakers who will address the convention’s first two theme seminars.

Isidor I. Rabi, winner of the Nobel Prize in Physics, will address the convention on “Technology” at the first theme seminar on Tuesday, June 28. The seminar on “Environment” two days later will be addressed by Robert C. Wood, Under Secretary of the Department of Housing and Urban Development.

CONVENTION HIGHLIGHTS

Dr. Nathan M. Pusey, president of Harvard University, has been selected to deliver the second annual Purves Memorial Lecture at the annual convention of The American Institute of Architects.

The Purves Memorial Lecture, inaugurated last year by Lewis Mumford and named after the late executive director of the AIA, will be delivered Wednesday, June 29, at the Air Force Academy, where the convention will spend the entire day.

Theme of the 1966 convention is “Technology, Environment and Man,” designed to provide a broad approach to practice of interest to all architects, regardless of the size of their firms. There will be a major theme session on each of the three aspects of the convention title and a series of 10 workshops devoted to specific aspects of contemporary practice.

Dr. Pusey, who became president of Harvard, his alma mater, in 1953 after having served nine years as president of Lawrence College in Wisconsin, heads a faculty of more than 5,000 scholars teaching and doing research in every major field of learning.

Other AIA convention highlights include the annual producers’ exhibit opening Sunday, June 26; the AIA president’s reception at picturesque and historical Central City; professional exhibitions and a wide variety of Colorado Chapter events. Convention headquarters will be the Denver Hilton Hotel.
Introducing...G-P’s Style IV Paneling — the handcrafted look of 4” planks...

Designed to satisfy the increasing demand for a panel which expresses the true appearance of handcraftsmanship. The elegant, individualized look of Style IV was achieved by placing grooves approximately four inches apart. This creates a planking effect — a distinctive pattern possible before only with custom carpentry where each plank had to be cut, fitted and installed individually.

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G-P Style IV Paneling

EASY TO INSTALL—Style IV panels are lightweight and easily installed in either new or old construction with 3-d finishing nails or G-P Panel Adhesive. GUARANTEED*—G-P Factory-Finished paneling is guaranteed against structural defects for the life of the installation. EASY MAINTENANCE—Along with luxury, G-P Style IV paneling features built-in economy. G-P's Acryglas® Family-Proof Finish protects the wood so maintenance is no longer a problem. TESTED—Georgia-Pacific's new exclusive Acryglas Family-Proof Finish meets rigorous government tests for institutional furniture.

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At the 1965 FAA Convention, a panel of outstanding architectural design experts awarded an Honor Award—tops in competition—to the new Federal Office Building in Tampa, Florida.

Consisting of seven stories and a penthouse, the building is of reinforced concrete construction. It utilizes Solite lightweight structural concrete in floors, roofdecks and columns. Use of lightweight construction reduced dead load and effected substantial savings in time and materials. In addition, Solite lightweight masonry units, left exposed for interior walls, greatly contribute to the quiet and comfort of the building.

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---

*Florida’s Electric Companies Taxpaying, Investor-Owned*
By WILLIAM T. ARNETT, AIA

Fourteen counties use the Southern Standard Code, three the South Florida Code, and one the National Code. The study reveals another unfortunate situation in Florida. In our eight largest cities, three different building codes are in use. And in two of these cities, the surrounding county — where much new development is taking place — had no building code at all.

Florida architects, whose practice generally extends over a reasonably large area, have on the one hand neither building code to guide them, or on the other no less than three different local codes. I suggest that it would be to the advantage of building owners, and to other segments of the construction industry, if Florida had one all-inclusive building code.

Furthermore, I suggest that we ought to explore the possibility of using competent design professionals in nearby cities to examine project drawings on a contract basis, rather than attempt to provide a well-paid staff of competent building officials in each county and town.

Lack of Enabling Legislation

The Florida Association of the AIA is seeking enactment at the earliest possible time of appropriate enabling legislation for urban development, zoning, subdivision regulation, and related subjects. Florida cities and counties have long needed proper tools to improve their physical environment.

Who is an Architect?

Is an architect a person who engages “in the planning or design . . . of buildings for others” or is he something else? The answer depends on whether or not you happen to live in Florida.

For more than 50 years, this state has had an orderly procedure, through Chapter 467 of the Florida Statutes, for evaluating the qualifications of those engaged in the practice of architecture.

But the 1965 Florida Legislature was persuaded to amend Chapter 467 over the objections of the Florida Association of the AIA. Section 467.09, as amended, now exempts all one- and two-family residences from regulation under the state laws regulating the practice of architecture . . . .

Our Explosive Growth

President Randol Johnson reminds us that in the remainder of this century — in less than forty years — urban population will double, city land will double, and we will have to build in our cities as much as all that we have built since the first Colonists arrived on our shores. It is as if we had 40 years to rebuild the entire United States.

The question is not whether we will build. It is rather how well we do it. We can either create a new nation of high purpose, efficiency, and beauty, or we can erect the most chaotic and wasteful urban civilization which man’s capacity for folly can devise. The choice is up to this generation of Americans.

Improving our Regulatory Tools

Florida architects, deeply concerned about those things which control and regulate their task of building a better human environment, are at work through the Florida Association of the AIA to improve the regulatory tools of government. Will we have the gumption in Florida to provide the necessary framework of regulatory acts to safeguard public health, safety, and welfare with respect to our physical environment?

Will we have wit enough to bring some order into our chaotic building code situation? Will we — at long last — have the courage to pass statewide planning enabling legislation, so that cities and counties may have the necessary tools to improve human environment? Will we have sense enough to provide an orderly procedure for evaluating the qualifications of all those who engage in the planning or design of buildings for others, instead of just some of those so engaged?

Our Foremost Regulator

As professionals deeply involved in the making and remaking of cities, architects are determined that in our maze of urban complexity we shall not lose sight of what should be foremost among the regulators — the fulfillment of human aspirations and purpose in our surroundings . . . . How can I summarize all this? Two ancient Greeks, caught up in the first struggle of free men to build worthy cities within the framework of democratic government, summarized it many centuries ago.

One said that “the problem of human society is to combine that degree of liberty without which law is tyranny, with that degree of law without which liberty is license”. And the other, with equal wisdom, reminds us that “not houses finely roofed or the stones of walls well-built . . . make the city, but men able to use their opportunity”. 

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See Panelfold on display at the Galerie of Building Products, Douglas Village.
Winner of the competition to select an architect for the new Fort Lauderdale City Hall is William Parish Plumb, AIA! The entry submitted by Mr. Plumb; Paul Robin John, AIA; and Edward D. Stone Jr., Landscape Architect, was unanimously chosen by this top-flight jury: Russell T. Pancoast, FAIA, Miami; Pietro Belluschi, FAIA, Boston; Mark G. Hampton, AIA, Tampa; Robert H. Bubier, Fort Lauderdale City Manager; and E. L. Patterson, City Engineer, Fort Lauderdale. Professional advisor was James M. Hartley, AIA, Hollywood, Florida.

Jury comments included: "The plan is excellent from any point of view... Circulation and relationship of the functions are logical and generous... the general character of the building seems to be in harmony with the concept of a City Hall."

The architects' comments were: "Rather than a self-conscious monumental form, we felt that the human scale should be significant in developing the spatial relationships, the character of the site, and the selection of materials... at the same time maintaining the dignity necessary to a civic building which hopefully will become the nucleus of a revitalized downtown neighborhood."
the new ft. lauderdale city hall

FIVE VIEWS of the prize-winning design: exterior perspectives, site plan, floor plan and the east elevation. "The interplay of the landscaped courts and passageways is very well done," the jury commented. Base budget is $1.6 million for 80,000 square feet.
George Rockwise, FAIA, well-known San Francisco architect and urban designer, will be the featured speaker at the forthcoming seminar, "The Small Office and Urban Design," scheduled on June 3 at the Colony Beach Resort Club, Longboat Key, Sarasota, Florida.

In addition, several other architects will serve on a panel which will discuss this important seminar topic, for the purpose of making Florida's architects more aware of urban design — specifically in the small-office field. This seminar will provide detailed information on the method of assembling an urban design team — the real nuts-'n-bolts.

Mr. Rockwise recently completed the site planning for urban design of the NASA Space Center, Monterey, California. He serves as urban planning consultant for Salem and Tacoma, Washington, as well as other Western cities. At the Sarasota seminar, he will present slides illustrating the history of planning and will present a case history. Architects attending the seminar will have the opportunity to discuss problems and question the panel.

The seminar is sponsored by the FAAIA and the Florida Gulf Coast Chapter. Registration fee is $6 for FAAIA members and $10 for nonmembers. This includes refreshments and lunch. Non-members may pre-register by writing the FAAIA and enclosing a check covering the registration fee. FAAIA members will have a pre-registration form in the next issue of The Florida Architect. Architects can invite as their guests city planners, city and county commissioners, and newspaper personnel who have an interest in this vital subject.

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MAY, 1966
An Editorial

LET'S BE HEARD!

Take the case of “the forgotten rules.” Chapter 40-7 of the Florida State Board of Architecture rules is concerned with ‘Approved Style of Names for Practice of Architecture.’ Chapter 40-7.02, Partnerships . . . provides the name of a partnership must include the name of at least one architect. Chapter 40-7.06, Names of Retired or Deceased Architects . . . prohibits the use of architect’s name in any way to indicate he is practicing architecture . . .

It seems the State Board over the past years has not enforced these rules for one reason or another. This is certainly unfortunate since rules are established for a purpose rather than just to take up space in print.

According to reliable sources, legal counsel advises the present State Board not to take court action against those firms violating Chapter 40-7 since the past years have established a precedence. Perhaps this hands-off advice is the crux of the dilemma now facing the membership of the State Board.

A recent meeting of the State Board brought about a deadlock vote on this matter—2 for, 2 against and 1 abstaining on the motion to enforce Chapter 40-7. It seems that several of the firms violating this rule will abide by Chapter 40-7 if the other firms will do the same. The latter are the firms who have flatly stated, “Take us to court.”

Since the State Board is presently deadlocked, it seems this would be an ideal time for the voices of the architects of Florida to be heard on this vital matter.

Every registered architect in the State is asked to give his opinions on the following questions — and to send these opinions to the President of the State Board of Architecture, P.O. Box 2185, Elinor Village Station, Ormond Beach, Florida.

1. Should the State Board actively enforce Chapter 40-7?

2. Should the State Board revise or eliminate Chapters 40-7.02 and/or 40-7.06?

LET'S BE HEARD!

Fotis N. Karousatos
NEW OWENS-ILLINOIS PLANT SELECTS NATURAL GAS!

"We specify Natural Gas because it's easier to use, easier to control and it's more economical," said Mr. James Sommerville, manager of Lakeland’s new Owens-Illinois glass plant. Constant temperature control is of the utmost importance in the glass manufacturing process and Natural Gas provides this control. "Our giant furnaces melt the raw materials at an even 2700°," Mr. Sommerville added. "Then the bottle machines go to work at 2100° followed by a slow, evenly controlled cooling process back to room temperature. This temperature control prevents our glass containers from becoming brittle." Investigate the many profit-making advantages NATURAL GAS can offer . . . you'll find versatility, economy and dependability waiting when you call your local NATURAL GAS Utility!

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May 20
FAAIA Public Relations Committee meeting — 10 a.m., International Inn, Tampa, Fla.

May 21
Council of Commissions meeting — 10 a.m., International Inn — Tampa, Fla.

May 26 - 27
Seminar: Designing for Patient Care — Today and Tomorrow. Sponsored for architects and engineers by the Florida State Board of Health. 8:30 a.m. Florida State Board of Health Auditorium, Jacksonville, Fla.

May 27
Mortgage Bankers Association of Florida, Annual Convention. Seminar with Alfred Browning Parker, FAIA, and James Deen, AIA, participating. 9 a.m., Diplomat Hotel, Hollywood, Fla.

June 3
FAAIA Seminar — "The Small Office and Urban Design." 10 a.m., Colony Beach Resort Club, Longboat Key, Sarasota, Fla.

June 4
FAAIA Board of Directors meeting — 9:30 a.m., Colony Beach Resort Club, Long Beach Key, Sarasota, Fla.

June 26 - July 1
AIA National Convention—Denver, Colorado.

July 30
Council of Commissions meeting — Miami, Florida.

August 13
FAAIA Board of Directors meeting—Tallahassee, Fla.

October 5 - 8
52nd Annual Convention, Florida Association of the American Institute of Architects — Deauville Hotel, Miami Beach, Fla.
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MAY, 1966
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DESIGNING FOR PATIENT CARE

A second seminar for professional architects and engineers on functional design of medical care and related facilities will be held in the Auditorium of the Florida State Board of Health, 1217 Pearl Street, Jacksonville, Florida, Thursday and Friday, May 26-27. It is being co-sponsored by the Florida State Board of Health, Florida Association of the AIA, Florida Engineering Society, Florida Hospital Association, Florida Nursing Home Association, and the J. Hillis Miller Health Center, College of Architecture and Fine Arts, and College of Engineering at the U. of Florida.

The purposes of the seminar are to discuss modern concepts and trends in patient care and the important implications they have in design; to bring to attention difficulties experienced in project plans submitted for hospitals, nursing homes and related facilities; and to consider mutual problems and approaches for solutions in connection with design of medical facilities.

The registration fee is $10.00, which may be forwarded to Walter B. Schultz, c/o Reynolds, Smith and Hills, P. O. Box 4850, Jacksonville.

Thursday, May 26
8:30 A.M. Registration
9:00 Welcome C. L. Nayfield, M. D.
Introduction to the Seminar E. Russell Jackson
9:45 The State Mental Health Plan R. C. Eaton, M. D.
10:05 The Impact of the Milieu of Therapy on Psychiatric Care W. C. Ruffin, M. D.
10:45 Design for Psychiatric Care Alston Gutterson
11:15 Discussion — Panel of Morning Speakers
12:00 Lunch
2:00 Concepts of Automation Gordon A. Friesen
3:25 Air Conditioning for Asepsis Richard P. Gaulin

Friday, May 27
9:00 A.M. Modern Medical Concepts Jack Evans, M. D.
9:20 How Nursing Relates to Trends in Patient Care Lucille Mercadante, R. N.
9:40 Relationship of Administration to Trends in Patient Care Dan Olsen
10:05 Systems Engineering and Trends in Patient Care Ronald Gue
10:35 Trends in Patient Care and Architecture Implications — Speaker to be announced
11:00 Discussion — Panel of Morning Speakers
Moderator William C. Grobe
12:00 Lunch
2:00 Planning for Efficient Food Service John D. Fellers
3:15 Areawide Planning — Speaker to be announced
4:30 Adjournment

This is Europe's largest clear span structure — 198' wide, 527' long. It's the Motta Candy Factory in Verona, Italy.

The roof, fabricated in the United States by Behlen Manufacturing Company, has a dead load of less than 10 lbs. per sq. ft. It is composed of parallel chords of bolted steel panels, stressed to serve as load-carrying members, and connected by a lightweight strut system. The top chord forms a weather-tight, maintenance-free exterior. The bottom chord, shown above, can simply be painted for an attractive finished ceiling. Electrical conduit, mechanicals and insulation can be hidden from sight between the chords.

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Design your own . . . or choose a sculptured pattern from the CV DURATHIN Design Series. You can select a gloss, satin or unglazed finish and specify unit sizes up to 17⅜" by 23¾" with a uniform thinness of three-eighths of an inch.

Samples of CV DURATHIN are easily available to you. A new brochure "Fifty Favorite Colors" is available.
An Association of Certified Master Plumbers and Certified Journeymen, members of Plumbers Local 519, who indicate through their contribution of time and money that they are concerned with the proper installation of plumbing for the protection of Public Health and Safety.

See Our Display at the Galerie of Building Products, Douglas Village.