The site of this five level house is a one hundred foot wide clearing in a northeast Florida jungle half a mile from the Atlantic Ocean. The dense surrounding jungle obscures any view of the house as one approaches from the west. A circular drive leads to the main entry and carport, with wood privacy walls extending to the north and south and unbroken second floor masses projecting on either side of the two story high foyer. One enters the foyer and ascends the stairs ahead or turns right to the dining room.

Glass walls open onto the exposed aggregate patio and present a panorama of the jungle surrounding the east yard. The raised hearth projects from the coquina faced fireplace. Moving around the fireplace one ascends two feet to the firecove, and two more feet to the living room. The study balcony opens into the upper living room overlooking the east lawn. From the living room one may walk out on to the porch, or ascend the foyer stairs to a bridge leading right to a bedroom, the study or to two bedrooms on the left. From the master bedroom a porch leads to the sundeck set down into the roof over the firecove below. Ceiling heights vary from 16' at the foyer, 12' in the living room, 7'4" in the family room and 6'8" under the bridge and in halls.

The structure is pressure treated southern yellow pine posts, beams and exposed tongue and groove floor and roof decking. Exterior walls are rough sawn fir plywood lap siding preservative stained to match structural members.
Residence One

Residence of Mr. and Mrs. A. P. Ballantine, Atlantic Beach
William Morgan, AIA Architect

Photos: Alexandre Georges
Ballantine Residence
Cover

Feature

2 Residence One
Ballantine Residence

7 FAAIA Membership Roster

17 Letters, Newsnotes

24 Advertisers Index

34 Effective Construction Procedures
Francis R. Walton, AIA

35 The Right Architect Pays Off
Harvey Rinzler, M.D.

36 Residence Two
Gory Residence

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McMurray Printers.
State Board Officers

The Florida State Board of Architecture, at its Annual Meeting, held at the Statler Hilton Hotel, Fort Lauderdale, Florida, on 31 January 1969 elected the following officers for the coming year.

Mr. Donald R. Edge, A.I.A., Palm Beach, Florida—President (re-elected)

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6 / THE FLORIDA ARCHITECT / February 1969
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8 / THE FLORIDA ARCHITECT / February 1969
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12 / THE FLORIDA ARCHITECT  
February 1969
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14 / THE FLORIDA ARCHITECT / February 1969
That old gasser about fuel oil causing air pollution has been laughed right out of Miami Beach.

Somebody tried three years ago to prohibit use of economical fuel oil in Miami Beach. Tests showed no pollution—so the “somebody” warned of pollution “in the future.” Recently, they tried to prohibit it again. A series of tests by the Pollution Control Board again established no pollution from fuel oil. In fact, the air is just about the cleanest in America. Only two cities measure lower—and that is because they have no salt solubles.

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Letter

I greatly appreciate your sending me a copy of "Architecture for Florida Living". I enjoyed looking through it especially since we are in the process of building a house. I have passed it along to my wife who will, I am sure, get some ideas from it.

I also appreciate your attitude relative to legislation pertaining to your industry and will assure you that I stand ready and willing to assist your association in any way possible.

Again, thank you for sending me the book. I remain,

Sincerely yours,
Roy L. Hess
Representative, 1st District

Three new AIA films available at ASO

The FAAIA has purchased the three (16mm) color, sound movies produced by the AIA as key segments of the expanding Public Relations program. Chapters have exclusive rights to loan distribution until April 1, 1969, so that they can control, coordinate, and participate in local use of the films on TV and with other groups. The films deal with highway planning, suburbia, and outdoor graphics, and are approximately 14 minutes length each.

"Right of Way" makes a strong plea for balanced transportation systems and planning by design concept teams composed of Architects, engineers, sociologists, government leaders, and others concerned with environment.

"The Best We Can Do" portrays the wastelands of ugliness created by many large housing developments and explains the process for accomplishing the corrective good design in new towns and villages. "The Noisy Landscape" shows how good signs and well planned graphics can add to the beauty of the community, shows the difference between good and bad graphics, and describes a sensible process for sign control.

These three films are available to chapters and FAAIA members from the FAAIA office on a "first-come, first-served" basis. Since but one print of each film is available, scheduling problems are anticipated. The FAAIA office will make every effort to comply with requests for these films, but asks that those wishing to use the films place their request in advance. Films will be loaned at no charge, other than shipping expenses.

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BUILDER FRANK SUAREZ of Suarez Brothers, Inc., Tampa, says: "The Suarez family has been in the home building industry in the Tampa area for 20 years. We have installed all different types of heating and cooling equipment. Considering our experience, when a customer asks about central heating and air conditioning for an existing home, I recommend electric reverse-cycle. I prefer it because one unit that both heats and cools can be located more conveniently in an older home than two separate pieces of equipment. Homeowners prefer electric reverse-cycle because it is cleaner, safer, economical. In addition to remodeling, we are involved in construction in two areas of Tampa. We build 'Total-Electric' in both areas."

HOMEOWNER VICTOR M. KNIGHT lives with his family in this handsome Gold Medallion Award home in Delray Beach. "Our reverse-cycle electric air conditioning provides comfortable living regardless of the outside temperature—maintains healthful humidity control—and very economically, too," says Mr. Knight. "Our home stays remarkably clean of outside dust. Heat-caused fatigue and tension are eliminated...we relax better, sleep better and feel better. During the heating season, we are sure of delightful warmth—no soot, no fumes and no odor. We are completely satisfied..."
Remodelers prefer air conditioning?

prefer it...and say so!

The wise builder or remodeler is glad to provide what his prospects want. For him, electric reverse-cycle air conditioning is easier to install—requires less space—than separate heating and cooling systems. He knows he'll have satisfied customers. Simple maintenance and low operating cost will keep his buyers happy.

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CHANGEOVER IN PINE CASTLE: Mr. and Mrs. Axel W. Johnson “felt our old heaters weren't doing the job so we decided to switch to electric heating and cooling...and are we glad we did! We have had no problem keeping our home comfortable winter or summer. There's no smoke or dirt or bad odors.” Mrs. Johnson is enthused because electric reverse-cycle is so clean, and also says, “I like the convenience—just switch it on and it's cool or warm all over the house.”

SMALL COST FOR A BIG HOME is what convinced Warren Briggs, owner of this 2-story frame home in Century. “My total electric bill for everything—including the comfort of year-round electric air conditioning for coolness in summer and snug warmth in winter—averaged $31.54 for the past 12 months. I'm so pleased that I have ordered the same type of electric reverse-cycle system for a new home I am building in Pensacola.”
Bold, elegant landmark

Gulf Life Insurance Company, Jacksonville, Florida, Owner; Welton Becket and Associates, Architects & Engineers; Kemp, Bunch, & Jackson, Associate Architects; Richard R. Bradshaw, Inc., Structural Engineers; The Auchter Company, General Contractors; Capitol Prestress Company, Prestress Concrete

Reaching for the blue Florida sky above Jacksonville, the new Gulf Life Tower becomes an exclamation mark to the architect's purpose.

Tapered columns support a net of sculptured beams, each with 14 elements of precast lightweight aggregate concrete. Strung like beads on cables and post-tensioned to cantilever 42 feet to building corners, the beams permit free corners of glass meeting glass, sweeping views.

Prestressed double tees, also of lightweight aggregate, span 41 feet from these beams to a cast-in-place structural core 53 feet square. Using Solite's strength and reduction in dead load added up to 27 stories of office space free from interior columns.

A dynamic, functional landmark evolves from this bold design—using advanced engineering and construction techniques to project the desired corporate image.
MY DADDY KNOWS ALL ABOUT GAS. HE SAYS IT'S THE COMING THING FOR AIR CONDITIONING AND HAS LOW YEAR-ROUND RATES IF YOU USE IT FOR HEATING, TOO.

I KNOW... MY DADDY IS IN THE GAS BUSINESS AND HE WANTS YOUR DADDY TO RECOMMEND GAS IN HOMES HE PLANS FOR HIS CLIENTS.

IT'S A PEOPLE... THEY HIRE YOUR DADDY TO PLAN HOMES AND APARTMENTS AND FACTORIES AND ALL THAT STUFF. MY DADDY WANTS YOURS TO TELL THE PEOPLE THAT THEY SHOULD USE NATURAL GAS.

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IT WILL KEEP HER SWIMMING POOL NICE AND WARM, TOO.

MY DADDY LIKES GAS COOKING. HE SAYS NINE OUT OF TEN RESTAURANT MEALS ARE COOKED WITH GAS. HE SAYS THAT MAKES MY MOMMY A REAL "PRO"...

... AND JUST ABOUT EVERYBODY UP THERE USES IT...

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26 / THE FLORIDA ARCHITECT / February 1969
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Francis R. Walton, AIA Architect of Daytona Beach, Ponders More Effective Construction Procedures for the State of Florida

First, we accept the fact that there must be red tape and prescribed procedures for obtaining construction for the State.

Second, we accept that there are many well qualified architects and engineers and that there are also competent contracting organizations and subcontractors available in the economy.

Thirdly, we can establish that the government agency or department that grows to the point of need for a building project may be well operated and managed without having developed within its staff persons knowledgeable in construction planning and also that after they have obtained this building they would have no need to have gained such knowledge in order to continue their agency tasks.

Into this setting I would introduce what I would call the contracting officer. He would be one of a group of several equals, who would have offices together and compare notes, share library and data files. They would discuss their clients problems to strengthen their understanding and expand their usefulness. These persons would have as clients the agencies of government who would need to prepare for and carry out building projects. They would do the following:

1. Work with the agency or bureau and consult on the development of needs for construction. They would advise on probable outlays required to accomplish the purpose and would work with department heads to distill the program or needs to be met.
2. In the next phase: aid in the selection of an architect and would assist him in developing a grasp of the needs and program limitations.
3. Assist the architect in the handling of the procedural requirements, obtaining approvals and preparing acceptable contract documents to suit the regulations of the state and the agency.
4. Maintain contract with the construction phase and act as the owner in handling payments, change orders and review of architect's reports. Get the most from the architects and contractors.
5. When the building is turned over for use the services would become that of a maintenance consultant to the using agency.

Who could play such a role?

a. An experienced senior architect from private practice.
b. An engineer with many years construction experience.
c. A contractor with suitable educational background.
d. A lawyer with construction experience.
e. A management person with both education and experience in construction.

How would these people be employed?

They would be a separate agency or bureau and keep up with the construction industry ratings of firms and standing of professionals and the reported costs of construction of all types.

What would be the advantage?

1. Agencies would develop realizable programs for work to be proposed.
2. Architects would confine their efforts to that which they normally do and not develop staffs to handle red tape.
3. Contractors would be insulated from procedural confusion and protected from prolonged procrastination by agency heads when they do not really know what they must do to make a decision.
4. The cabinet would have records and documents developed at uniform standard levels and information and reporting would be at all times lucid.
5. Public reporting would be meaningful — not misleading.
6. Performance standards for architects and contractors would be realistic.
7. Eventually procedures could be improved and speeded.
Some months ago MEdICAL ECONOMICS published an article about a fellow New Jersey doctor and his wife whose misadventures with an architect led them to plan their own house and to warn others of the hazards of working with architects. Their experience was indeed a painful one. My own experience in home construction, however, was quite the contrary. I found that working with an architect of originality, imagination, and experience could be a dramatic rather than a traumatic experience.

My wife and I had some very definite ideas about the house we wanted, but executing them was beyond us. The site itself gave us some special problems. It was a hillside that sloped off to level ground and ran to the edge of a river. We'd have to build high on the hill—and into it. The logical step, we felt, was to find an architect. Of the three we considered first, one was known to prefer the traditional design and lacked imagination, the second was a man who re-used his own “original” plans for new clients, and the third was a prima donna. Since we wanted our ideas to be interpreted with originality, we chose the prima donna, who also had a reputation for creativity.

A few interviews with him, however, saved us from the disaster that overtook our New Jersey colleague and his wife. This architect was disdainful of our suggested budget, indifferent to our inclinations, and incorrigibly preoccupied with his own artistic emergence. When we heard from others that his estimates of cost were usually at least 50 per cent short of reality, we dissolved our relationship, probably saving ourselves a good deal of difficulty.

Then it occurred to us to get in touch with a former acquaintance who was practicing architecture in a different part of the state. To our delight, he was not only willing to discuss our plans with us but was actually working on other commissions in our area.

On his first visit to our three-quarter acre home site, this architect sniffed around our naturally landscaped hill like a hound dog on a scent. Then we talked—about those who would live in the house and those who would sleep there on occasion, about the habits and tastes of the immediate family, about the limited area on which the foundation would have to stand, and about how much money we could spend.

About a week later, our architect returned with sketches for five structures, all of them interesting, none exactly right for us. We listed the good and bad points of each. On his next visit he brought sketches of two buildings we considered more suitable. We chose one, with minor changes. From this point onward, the creative process moved smoothly and easily ahead, absorbing all of us.

The architect handled the entire process of putting the plans out to bid, and not without difficulties. We found that builders generally avoid unusual contemporary houses. A reasonable bid was accepted after amendment, however, and our architect supervised the construction of the building from start to finish. Any questions or complaints we had were directed to him, and through him to the builder. His knowledge of materials and his desire to help us choose the most fitting fabrics, electrical fixtures, harmonizing papers, woods, tile, cabinet styles, and so on resulted in a unique home.

He located a carved door in Los Angeles, stone for the fireplace in Miami, rough-sawn cedar in Seattle for the siding, a chandelier from Spain, an outdoor lamp from Sweden, slate from Vermont. We could never have done this alone. We disagreed on occasion, sometimes yielding to his professional wisdom, sometimes asserting our own taste.

We moved into our new home exactly one year after first meeting its designer. The house satisfies all our needs and hopes. It also came within 4 per cent of our estimated budget.
Residence Two

Mr. & Mrs. Frank Gory
Residence
Hallandale, Florida
Philip Braden, Architect
The site for this residence is typical of many in South Florida: a long narrow lot facing a waterway. To take advantage of this the majority of rooms open in a large screen patio facing the water, providing privacy from the street.

The entry foyer is centrally located to provide access to rooms on each floor. The plan is zoned on two floors with the master suite and living room being set above family spaces.

Elevations were designed to feature floor areas and shapes which utilized the owners roofing product. Other exterior materials were selected to compliment the roof.
Never underestimate the power of good architecture.

—Like Saarinen’s unbelievably graceful, appropriate TWA Terminal at Kennedy. See it, walk into it, and indeed you are already Up, Up and Away.

—Like Liberty Mutual’s enormous new Chicago edifice, towering, yet graceful, which dominates the whole Chicago skyline dramatically but not oppressively.

—Like the new General Motors Building and the Seagram Building and the Lever Building in New York City, rarities among the glass-slabbed boxes that have been plunked all over midtown Manhattan since World War II.

There are some—not yet many—beautiful factories here and there around the country; and on rare occasions some college campuses have come up with inspired architecture, such as Yamasaki’s Woodrow Wilson School of Public & International Affairs at Princeton.

When you think of it, it’s fabulous how much architecture can achieve over and above providing shelter.

Design concretely reflects the caliber of the management who executes it—their imagination or their dullness, their broad awareness or their limited vision. It provides a tangible pile of intangible morale factors for those who work within. The value of a good structure grows with time, while that of the ordinary and the second-rate declines.

For the men and the companies who grow and believe they have a future, what they build reflects their confidence. They avoid the boring banality of so much that is superficially less expensive. It’s not.

If you plan to build, get an architect.

A good one.