May 1969 / Volume 19 / Number 5

Loch Haven Art Center 3

Advertisers’ Index 7

Letter 7

Brumos Pompano, Inc. 8

Florida Architect Handbook 20

Newsnotes 21

State Fire Marshal’s Rules and Regulations 21

THE FLORIDA ARCHITECT, Official Journal of the Florida Association of the American Institute of Architects, Inc., is owned and published by the Association, a Florida Corporation not for profit. It is published monthly at the Executive Office of the Association, 1000 Ponce de Leon Blvd., Coral Gables, Florida 33134. Telephone: 444-5761 (area code 305). Circulation: distributed without charge of 4,669 registered architects, builders, contractors, designers, engineers and members of allied fields throughout the state of Florida—and to leading financial institutions, national architectural firms and journals.

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COVER:

Bold massing in brick articulates the Loch Haven Art Center in Orlando. Architects were Schweizer Associates and the dramatic cover photo is by Robert Duncan Braun.
In Orlando

Loch Haven Art Center

The proposed ultimate development of Loch Haven Art Center is to occur on the site of the present facility, located in Loch Haven Park, overlooking lakes to the east and north. It is anticipated that the center shall become the hub of cultural endeavor for the Central Florida Area.

The program established for the development of the center was extremely complex. Consideration for security, museum fatigue, lighting, receptions, educational and display functions were incorporated in the design. The design grew from the functional requirements, although the aesthetic and psychological impact of the building were of utmost importance and constantly considered.

The character, or style, of the building is one of elegant simplicity, and yet by no means sterile or severe. The use of warm brick at the building base, the entrance pool, the relief design and the intricate massing and surfaces are designed to offer an open invitation to the community to enter, inspect, and enjoy the artistic work enclosed within.

The entrance and lobby are formal in arrangement in order to establish the dignity and validity of the artistic efforts which will lead directly or indirectly to the ultimate development of this facility. Generating from the lobby are informal spaces, the type of space in which one feels free and unrestricted. Although its security measures are extremely strict the building needed to reflect man's intellectual freedom, his freedom to become aware of his world, his freedom to think, his freedom to create.

The interior spaces were not to dominate the human element or accomplishments within the building, but were designed by scale and arrangement to compliment the work displayed or the projects being worked upon. Still it was most necessary to establish a sense of permanence for this building, and all it represents. By boldly massing and utilizing elements which made positive statements, the strength of the building was insured.

Continued ➔
The character of such a building is quite difficult to define in a few short words. Because of its complex program it must possess many traits and as often happens in flexible individuals, these expressions of character can be contradictory.

The building is formal, yet flows freely, it imposes restrictions while encouraging freedom, it displays strength but will not dominate or overpower.

It is straight-forward and honest, and yet its simplicity belies the complex functions from which it grew. It is a contemporary building in so far as concept and museum technology are concerned, yet it delights in the use of traditional materials.

The building, in order to project itself into the community and fill its needs, must do many things, and gain its acceptance not through one outstanding trait but through many.
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422-1653

Charles E. Whitmore

Jennings & Jennings Construction Co.

Jack Jennings
General Contractor

1030 Wilfred Drive
Orlando, Florida
843-1840
Letter

April Issue

Just a note of commendation on The Florida Architect's presentation of Uxmal and Chichen-Itza.

Sebastian Trujillo did a beautiful job of text and photography.

Sincerely,
Russell T. Pancoast

Advertisers

BELCHER OIL CO. 16
BRUMOS POMPAÑO, INC. 22
CALLAHAN PLUMBING & HEATING 10
CHARLES E. WHITMORE 6
CONTROLLED AIR CORP. 10
DUNAN BRICK CO. 23
FLORIDA GAS TRANSMISSION CO. 15
FLORIDA INVESTOR OWNED ELECTRIC UTILITIES 12 - 13
FLORIDA NATURAL GAS ASSOCIATION 18 - 19
FREDERICK SCHILL & CO. 10
JACK JENNINGS GENERAL CONTRACTOR 6
JENNINGS & JENNINGS CONSTRUCTION CO. 6
LEHIGH PORTLAND CEMENT CO. 11
MATTHIESSEN & HEGELER ZINC CO. 7
PORTLAND CEMENT ASSOCIATION 17
R. G. COFFMAN CO., INC. 6
SLATER CONSTRUCTION CO. 10
TRINITY WHITE, GENERAL PORTLAND CEMENT CO. 14

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Mercedes-Benz-Porsche dealership, Brumos Pompano, Inc., was designed to showcase, sell and service luxury cars in luxury surroundings. This premise, while recognized by Cadillac in the domestic market, had not been attempted in the luxury foreign car field until Brumos Pompano. That this made good business sense has been borne out by the spectacular increase in sales volume since opening of the new facility.

The Owner's requirements were simple: An agency that was different from others, a personal office complex for himself, a low maintenance building, and a rigid construction budget. The resulting multi-level building brings together certain functions by plan and multi-level relationships and isolates others with the same devices.

The elevated showroom and outdoor display area occupy a mid-level between executive space on the upper level and business offices and service facilities on the lower level.

The executive or top level overlooks sales and service areas for visual control, and psychologically, authority elevated and observing has its effect. The Executive Office complex provides the owner with a satisfying environment to direct the affairs of the agency and his many and varied other enterprises. The furnishings, the result of close collaboration with the Interior Designer, deliberately avoid the office atmosphere and are evocative of the serene feeling of a gentleman's club. Necessary business appurtenances and equipment are concealed when not in use, further contributing to this mood.

The mid-level of the showroom sales area was necessary visually to provide sight lines above the top of cars parked at grade level—both used car displays, and customers' cars. The placement of the sales manager's office gives visual control of showroom and outdoor displays. The salesmen's octagon offices provide a number of sophisticated sales devices including sound movies. The contribution of carpeting to noise reduction is evident. Interior design and furnishings were thoughtfully considered for their effect on employees as well as customers.

On the lower level, the work flow in the Service Department was carefully considered. Special attention was paid to the relationship between the Office, Parts Department, and Service Department, to furnish centralized control with a small work force. The sequence of work through the Service Department, Parts Issue, and the parallel paper records determined the layout.

Seemingly extravagant materials, e.g., tile wainscots in shop areas, brick and gravel wall and flooring, it is felt will in the overall view maintain their appearance and not require periodic refinishing as would another surface.

Signs were deliberately detached from the building. Signs serve their purpose equally well for identification and do not vie with the building and its purpose to show the cars to their undistracted advantage.

In Pompano Beach

Brumos Pompano, Inc.

ARCHITECT / James E. Lynskey, AIA
CONTRACTOR / Slater Construction Company
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Fort Lauderdale, Florida
565-4951

4444 N.E. 8th Avenue
Fort Lauderdale, Florida 33308
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500 North Flagler Avenue
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...the Florida growth that Lehigh helps make happen

This spacious new two-story school complex typifies the vigor and rapid expansion of Florida. Its design reflects the growth, not only of structures, but of young minds and bodies that will mature to become the state's greatest resource.

Here, as in many new design ideas around Florida, Lehigh was able to help. The Company offers architects and engineers building products made in Florida by people who live here and know local conditions and requirements. Plus technical assistance which not only incorporates thinking based on local conditions, but experience gained from a wide variety of projects throughout the United States as well.

When you plan a new building, check the Lehigh plant nearest you for information on concrete and concrete construction.

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Board of Public Instruction, Orange County, Fla.

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Lehigh ready mix concrete and Lehigh concrete masonry units, both made with Lehigh Cements, were used exclusively in this project.

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MR. BEN L. DICK OF MIAMI SHORES: "Just a note to advise how much we enjoy the convenience in our new Gold Medallion home. This was our first custom-built home, and having been closely associated with the building industry, you can be certain we researched and chose each item very carefully. Our choice of total electric was concurred with by our architect and our builder. We especially enjoy the controlled heating and cooling with our reverse-cycle electric air conditioning system."

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14 / THE FLORIDA ARCHITECT / May 1969
Today's systems

Water heating methods have come a long way. Modern gas water heating now provides more hot water at a lower cost. Significant savings — no matter how large or small the installation. And the recovery rate is twice as fast as electric!

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For a free 11 x 14 print of the 1894 water heater/stove, send your name and address to: Patent, Advertising Department, Florida Gas Co., Post Office Box 44, Winter Park, Florida 32789.
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Like in Miami Beach particularly, and Florida generally... people planning and constructing new buildings, renovating or replacing hot water and heating systems, were warned against fuel oil equipment.

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The Association has become increasingly aware of a growing need within the architectural profession of an Annual Directory which would list the following information:

a. Building products manufacturers
b. Manufacturers' local representatives
c. Florida distributors
d. Firms offering special services to the architect and the construction industry
e. Contractors and sub-contractors.

This need has been evidenced by the many phone calls received by the FAAIA headquarters from architects and others requesting the location and telephone numbers of manufacturers' Florida representatives, regional office, or distributors.

In most cases, the architect has located the product in Sweet's Catalogue but, because of the urgency for immediate information, does not wish to contact the main office. With the Directory in his office, the information will be at his fingertips.

The second section of the October issue will contain material relevant to the architect's practice. Briefly, some of the material will include:

a. 1969 Convention Program
b. List of Building Product Exhibitors
c. National Council of Architectural Registration Boards
d. Public Relations for the Architect
e. Insurance
f. State Agencies and their Jurisdiction
g. Legislative—list of legislators and how to communicate
h. Membership Roster
i. 1969 Architectural Awards
j. FAAIA Organization
k. Speakers Bureau
l. Profit Planning for the Architect
m. AIA Standards of Professional Practice
n. Film List about Architecture & Urban Design.

The October Handbook will be distributed through normal circulation channels to over 4,000 readers of which more than 2,800 are architects. In addition, professional consulting engineers, contractors and builders, architectural students, Florida libraries and state and local public officials will receive a copy.

Since this is a reference book, the October Handbook will be continuously used by the architect for the next twelve months.
New Section for Florida Gulf Coast Chapter

The AIA Board of Directors has approved the formation of the "Southern Section" of the Florida Gulf Coast Chapter, AIA with jurisdiction in the counties of Charlotte, Collier, Glades, Hendry, and Lee.

Schedule of AIA Professional Development Program

September 6 will be the next date for the Professional Development Program established by AIA for the membership. The subjects and locations are as follows:

Atlanta—"Architectural Programming"

New York—"Project Finance & Loan Development"

Chicago—"Specification: Development & Production" (note: this program begins September 5 and continues into the next day)

Los Angeles—"The Architect & The Law"

For further information contact AIA directly or the FAIA office.

Architectural Students at University of Florida Honored

Eight students were named winners of architectural awards at the recent awards banquet of the College of Architecture & Fine Arts.

Receiving the $500 Producers’ Council Awards for being the most promising students in architectural design in the lower division were Paul Cas-silly,Ownesboro, Ky., and Jeffrey L. Barnes, North Palm Beach.

The $600 Reynolds, Smith and Hills award to capable, promising and needy students went to Sol. J. Fleischman Jr., of Tampa, and Robert Munson III, of Miami.

Gregory Uzdevenes, Pensacola, was recognized for winning the Portland Cement Association’s $1,500 trip to study this summer at the Fontainebleau School of Fine Arts in Paris.

Three students received recognition from the American Institute of Architects. Miss Lourdes de Counsue, Gainesville, was granted a $1,500 scholarship for graduate study. Derek Bland Donley of East Palatka and Jonathan Richard Toppe of Daytona Beach each received certificates of merit.

Notes about the State Fire Marshal’s Rules and Regulations

It is believed that every architectural firm which prepares plans and specifications for structures to be built in Florida should have for ready reference a copy of the State Fire Marshall’s Rules and Regulations. Free copies are available from Broward Williams, State Treasurer and State Fire Marshall, Larson Building, Tallahassee, Florida 32304.

These Rules and Regulations have been promulgated under the provisions of Chapter 633, Florida Statutes, in order to effectuate the enforcement of the State Fire Marshal’s duties and responsibilities which include (but are not limited to) the following:

(1) Prevention of fires;

(2) Storage, sale, use, keeping, manufacture, handling, transportation or other disposition of combustibles, explosives, flammables, gunpowder, carbide, and crude petroleum or any of its products and may prescribe the material or receptacles and building to be used for such purposes;

(3) Installation and maintenance of fire alarm systems and fire-extinguishing equipment;

(4) Servicing, recharging, marking, and tagging of portable fire extinguishers and shall provide standards of operation for those engaged in such activities;

(5) Construction, maintenance, and regulation of fire escape;

(6) The means and adequacy of exits from all buildings in event of fire;

(7) Suppression of arson and the investigation of fires; and

(8) Transportation of radioactive materials intrastate by private carrier, and may prescribe the handling and storage procedures during such transportation and the marking of vehicles engaged in such transportation.

From time to time these Rules and Regulations are, after a public hearing, amended to conform to new circumstances that have developed. The last such revisions were effective October 18, 1967. At that time, a rule was adopted which reads as follows: “Plans for new construction or major alterations of all state owned buildings should be submitted to the State Fire Marshal’s Office for approval of fire safety provisions before construction commences.”

Already this provision has resulted in closer rapport between the State Fire Marshal’s Office and a number of architectural firms and in the process has enhanced fire safety. It is recognized that the architect is almost invariably faced with a dilemma over how to stretch the dollars available for a given job so as to meet esthetic requirements and still cover all the functional demands made upon him. On the other hand, both legal and moral obligations in the matter of fire safety are likewise coming to be recognized as a problem for the designer of a building—particularly if it be a building intended for public use.

In any event the State Fire Marshal’s Office stands ready to make its highly specialized technical knowledge available to any architectural firm desiring it.
New Design Awards Program Announced

Distinguished community and junior college facilities which respond to the needs of the educational program and goals of the college are the subject of a new design awards program.

Sponsored by the American Association of Junior Colleges' Office of Facilities Development, The American Institute of Architects, the U.S. Office of Education's Office of Construction Service, and the Educational Facilities Laboratories, Inc., the program will cover four categories: 1) comprehensive campus master plan; 2) new facilities; 3) facilities catalytic of community improvement, and 4) converted or remodeled facilities.

All entries must be submitted by registered architects and will be limited to projects of two-year institutions of higher education. Projects submitted must have been occupied by Sept. 30, 1969, but not prior to Sept. 30, 1959.

Entries will be judged by a jury of three architects and two educators, and awards will be given in two categories: Honor Award and Award of Merit. Certificates will be presented to the winning architect and institution's president at the A.A.J.C. convention in Honolulu, March 1-6, 1970.

Entry applications are due Sept. 2, 1969, submissions of projects are due Nov. 3, and the jury will meet Nov. 10-11. The registration fee is $20 per project.

For further details, contact AIA Headquarters, Washington, D.C.

Architects Chosen for AIA Headquarters

The Architects' Collaborative, a Cambridge, Massachusetts architectural firm, has been selected to design the new national headquarters building in Washington, D.C. for The American Institute of Architects. Norman C. Fletcher, FAIA will be the principal-in-charge for the development of the program for space requirements, economic feasibility studies and schematic concepts for planning and design.

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the 55th Annual Convention
Florida Association of the American Institute of Architects

October 24, 25, 26, 27 1969

Grand Bahamas Hotel & Country Club, West End, Grand Bahama Island