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Newssnotes

Man-Made Environment Will Be Stressed
By Int'l Design Conference in Aspen

William Houseman, president of Environment League, Incorporated and editor of The Environment Monthly, has been selected as program chairman for the 1970 International Design Conference in Aspen, it was announced today by Eliot Noyes, president of the conference board of directors.

The theme of the 1970 conference will be Environment By Design. The conference will be held June 14-19 in Aspen, Colorado. Conferences will include designers, architects, educators and business executives.

"Selection of the environmental theme is an attempt to encourage development of a perspective broader than the air and water pollution that has suddenly become a matter of great public concern," Mr. Houseman said. "We expect to see some sparks ignited by people who regard the whole man-made environment as an exciting challenge for the future community. We are thinking not only of design professionals but also of the banker, the business man, the behavioral scientist, and the educator. All of them and all of us have an important stake in how well or how badly the basic elements of the environment are assembled and arranged.

The roster of speakers at the Aspen conference will represent an unusually broad range of professions and disciplines, in recognition of a fast-growing and worldwide concern for the quality of our environment.

The keynote speaker will be Stewart L. Udall, former U. S. Secretary of the Interior and currently president of Overview, an environmental planning and development organization. Other distinguished speakers at the conference include:

Ian McHarg, landscape architect, author and educator
Peter Hall, British geographer-planner and educator
Carl Koch, architect and designer of structural systems
M. Paul Friedberg, landscape architect-planner
Chloethiel Woodard Smith, F. A.I.A., architect and urban planner
Richard Farson, Dean, School of Design, California Institute of Arts
Roy Lichtenstein, artist
Sim Van der Ryn, architect and member of the University of California faculty
Alan Levy and Richard Saul Wurman, architects and founders of Group for Environmental Education, Inc. (GEE)

An IDCA Film Competition, developed by filmmaker Saul Bass under Design Conference auspices and sponsored by ATT, will be judged this spring by a distinguished jury. The winning productions will be screened during this year's conference. Entrants have been guided by a competition stipulation that subject matter will treat the man-made environment as an exciting challenge for the future community.

A group of young French designers and architects selected by Roger Tallon, one of Europe's leading industrial designers, will attend the conference as guests and beneficiaries of a special Aspen Fellowship grant.

Additional information about the conference may be obtained from The International Design Conference in Aspen, P. O. Box 644, Aspen, Colorado 81611.

Letters

CONGRATULATIONS! You really did it this time on your January-February FLORIDA ARCHITECT issue. Here in Jacksonville I have heard more good comments about this issue. You should be receiving complimentary letters from others.

Keep up the good work!
Sincerely,
Ted Pappas
AIA Architect

Notice

Established Architect in Coral Gables desires to share his office space with young progressive Architect. Call 448-6596.

The United States

Expo '70 Pavilion

The American Pavilion, designed by Davis, Brody, Chernayoff, Geismar and deLarak Associates under the direction of the U. S. Information Agency, rises on a 21,000-square-meter tract near the southwestern corner of the exposition site.

Its elliptical roof measures about 140 meters by 82 meters, enclosing more than 9,920 square meters of exhibition space below. This is more than twice the exhibition area of the U. S. geodesic dome at Montreal's Expo '67.

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Hugging the shores of Biscayne Bay on Dodge Island, the new Port of Miami, lies the concrete monolith of perhaps the most modern passenger terminal of any seaport, anywhere.

The new building was born from protests of citizens and architects over a terminal design which resembled the typical time worn buildings usually built for such functions. The gain is not only Miami's but all of Florida's.

Architect Andrews has applied his usual method of functional analysis to building design and produced a structure similar to air terminals yet unique to the site and purpose. The terminal consists of five "nodes" punctured by cylindrical towers through which passengers travel from car to ship. Four vaulted custom sheds connect the nodes.

The building is a multi level street with all functions clearly separated yet related as necessary. It becomes a machine in a formal expression of concrete massing while relating successfully to scales of human, autos, and ships.

Below: examples of graphics specially designed for the Terminal.
Passenger Terminal/New Port of Miami
Prestressed concrete adapts to a variety of forms

This new high school in Ocala, Florida is another example of how prestressed and precast concrete can serve both functionally and esthetically. The unusual circular classroom building and adjacent gymnasium show the excellent adaptability of this material.

Dura-Stress, Inc. used Lehigh Early Strength Cement in the manufacture of the precast and prestressed structural units in this school. Here, as in almost any precast work, this cement benefits precaster, erector, and architect alike. Quicker re-use of forms. Earlier delivery of units. Orderly on-time construction scheduling.

Be sure to check the advantages of precast and prestressed concrete before you start plans for your next structure. Lehigh Portland Cement Company, Jacksonville, Fla. 32216.

Lehigh

Students began attending classes in this new Ocala High School in January of this year. It is designed to accommodate 1200 students.

The circular structure is 232' in diameter and 27' high. In addition to the huge single T's in the gym, the project has 113,464 sq. ft. of double T's; 4594 sq. ft. of 8' flat slabs; and 3673 lineal ft. of structural beams.

Eight Lin T prestressed beams compose the roof structure of the center portion of the gym. Beams are 108'8" long, 8' wide.
City Administration Building
Titusville, Florida

ARCHITECT
Lemon and Megginson

ENGINEERS
Beddingfield Associates,
  Mechanical and Electrical
PBR Associates,
  Structural

CONTRACTOR
Holloway Corporation
The Titusville City Administration Building houses all the service and administrative functions of municipal government typical of a city hall building in a city of 50,000 population.

The original concept for the building included the following:

1. Provide a public services lobby on the ground floor from which all heavy-traffic city services are readily available including: tax assessor, tax collections, utilities collections, licenses, building permits, city planning and zoning applications, public works, city clerk and information functions.

2. Provide a public lobby with waiting room, display,
information and switchboard facilities common to the above.

3) Provide on the second floor of the building the city's management and administrative functions including the offices of the City Manager and his staff, budgeting and finance, accounting, purchasing, personnel, and public information, all adjacent and related to a Council Chamber seating 100, and council members conference room.

The final design of the building reflects the philosophy that city manager form of government needs to remain close to the people it serves and be as equally convenient and readily accessible to the public as any of the functions and services of government. Hence, the City Manager's offices and immediate administrative staff members share the prominent ground floor location with collections, utilities, and finance, while building, public works, planning and engineering are located on the second floor level with the Council Chamber.

A lofty two story entrance and waiting lobby solution was devised to provide as near equal prominence and prestige to second floor office locations as are enjoyed by those on the ground floor.

Fronting on the busy, downtown traffic of highway U.S. #1 suggested a modest monumentality in scale would be appropriate to both the building mass and the landscape design, which are oriented towards the seven story county court house two blocks to the west, across the city's main street.
Architect-Engineer Selection Bill Introduced by Congressman Brooks

"Federal buildings and other structures must be of the highest quality and most efficient design," Congressman Jack Brooks (D-Texas) declared when he introduced legislation providing for the broadest competitive selection of architect-engineers on the basis of proven capability.

"Design costs are only a minor percentage of the overall cost of construction (not more than 6 percent of estimated construction cost under present statutory limitations)," Brooks explained. "Yet, if design is poor, construction and maintenance costs can be unnecessarily high and the structure may be inefficient to use over a period of many decades.

"In the years to come," the Congressman emphasized, "billions of dollars in construction will be undertaken by the Federal Government. Thousands of architect-engineers will be required to develop the plans and specifications to bring these structures into reality. We must do whatever we can to obtain the highest quality, the most efficient and effective architect-engineer services at the lowest reasonable cost.

"The commitment to design a complex building is different from purchasing pencils and paper clips," Brooks noted. "Architects and engineers design buildings and structures after they get a contract for the work, and not before. This means that getting the best possible design and specifications depends upon the selection of the architect-engineers of proven capability with the highest qualifications who are also willing to undertake contracts at fair, reasonable, and justifiable prices to the Government."

Under the Brooks bill, the Government agencies requiring architect or engineering services would invite all interested architect-engineers to submit data as to their qualifications and performance. The agency head would then rank those architect-engineers submitting this data according to their qualifications to undertake the particular design contract then under consideration.

The agency head would then negotiate with the highest qualified architect-engineer and, assuming a fair and reasonable price can be agreed upon, award a contract to him. If such an agreement on price cannot be negotiated, the next most qualified architect-engineer would then be afforded the opportunity to negotiate a contract, and so on until a contract was let.

This approach, which many Federal agencies have used effectively for many years, discourages the award of design contracts to lesser qualified individuals simply because they might quote a slightly lower fee, as well as architect-engineers who might quote a lower fee to obtain the contract, then cut corners in their design work to make up the loss.

Brooks emphasized, "This proposal that I have introduced would provide the Government with the highest quality architect-engineer services and also assure the broadest possible competition among architects and engineers for Government contracts. Members of these professions would compete on the basis that reflects the best interests of the Government — their qualifications.

"Federal laws limiting the contract price to be paid architect-engineers to 6 percent of the estimated cost of the construction would remain in force as an additional protection to the public," Brooks stated.
Deferred Compensation The "Insured" Plan

A. Harman Jones, Jr.
Equitable Life Insurance Co. of Iowa
Miami

One of the big problems a firm may face is to adequately reward selected key employees who are making substantial contributions to its good earnings record.

Qualified employee benefit and retirement plans, of course, prohibit discrimination in their favor. For this reason, selected key employees may not be covered adequately under a firm's present employee benefit program.

Deferred Compensation . . . A contractual arrangement between an employer and employee (this also pertains to employer/employee members as well as full partners) to pay benefits in the future . . . is a way to provide these benefits for selected executive or selected employees without regard to the non-discrimination requirements of qualified plans.

Where you as a partner, sole practitioner or an employee can apply a deferred compensation plan, will depend one or more of the following:

1. In lieu of a formal pension plan.
   Since no government approval is required, any employee can be selected to participate — the plan can be discriminatory. It can be tailored to fit the funds available: There is no tax penalty if the plan is discontinued; trust funds are not necessary; there is no initial IRS qualification to meet and no annual reports to prepare; and only simple bookkeeping is necessary.

2. To Aid in recruiting new key men.
   Deferred compensation can give the new man a fringe benefit program — many times a greater program than he left behind.

3. To Supplement a qualified pension plan.
   Some pension plans limit the benefits that can be paid the executive class of employees.

4. To retain valuable key personnel.
   A deterrent to leaving present employment if leaving means the loss of substantial deferred compensation benefits.

5. In lieu of an ownership interest.
   Deferred compensation for key employees is preferred over an interest in the firm.

The "Insured" deferred compensation plan in action — George Able, age 36 is a key architect in the firm of GOOD & ASSOCIATES, which currently has no qualified retirement plan.

GOOD & ASSOCIATES executes a deferred compensation agreement with George Able for the purpose of deterring his going to another architectural/engineering firm.

The agreement provides that Able remain with the firm for a minimum number of years.

It also provides that upon Able's reaching age 65, the firm promises to pay him a retirement income of $850 per month ($10,200 per year) for 120 months. This sum along with Able's Social Security benefits at age 65, will assure him a monthly retirement income of around $1,050 per month. Should Able die after retirement, but before reaching 75, the retirement benefits will be continued to his wife or other members of his family for the remainder of 10 years.

Should Mr. Able die before retirement, GOOD & ASSOCIATES agrees to pay his widow $850 per month for the number of months he was employed, to a maximum of 120 months.

If Mr. Able becomes disabled, GOOD & ASSOCIATES agree to pay him $850 per month for as long as he is disabled or until age 65. He will also qualify for full Social Security benefits as a disabled person. At age 65, Mr. Able will then qualify for the $850 per month retirement benefit, as above.

Tax consequences of such an "insured" deferred compensation plan:

1. GOOD & ASSOCIATES can deduct the payments it actually makes to the employee or his beneficiaries in the year it actually makes them.

2. When Able dies, GOOD & ASSOCIATES receives the insurance proceeds tax free.

3. The dividends received by GOOD & ASSOCIATES are tax-free. They can be used to purchase additional paid-up insurance or to reduce the premium.

4. Able is not taxed on the premium paid by GOOD & ASSOCIATES.

Benefits of this plan:

To the Employee — For no additional effort on his part, he and his family have been assured of at least $850 per month income should he live to retirement — die — or become disabled.

To the Employer — The cost of the plan would have been considerably greater had GOOD & ASSOCIATES chosen not to insure Mr. Able.

The firm gains a substantial key man insurance benefit in the early years of the agreement — those years when the lack of a competent successor to Able would be most acute.

The firm retains complete control — of cash value, dividends, and other benefits.

Mr. Architect: Would you like to arrange a program of attractive fringe benefits for you "Mr. Able" — and possibly even including yourself? Then a Deferred Compensation Plan may be the answer.

Recently revised AIA Documents

Handbook Chapter 1, "The AIA Handbook" — March 1970 (50¢ each)
Handbook Chapter 18, "Construction Contract Administration" — Sept. 1969 (50¢ each)
A-310, "Bid Bond" — February 1970 (20¢ each)
A-311, "Performance Bond and Labor and Material Payment Bond"—February 1970 (30¢ each)
A-501, "Recommended Guide for Bidding Procedures and Contract Awards" — No­ vember 1969 (50¢ each)

Mail or telephone orders for these and other AIA documents may be placed with:

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ELECTRICAL CONTRACTORS FOR THE PASSENGER TERMINAL BUILDING, PORT OF MIAMI.
New Tax Decisions and Rulings

Professional service corporations formerly under state professional association or corporation statutes will henceforth be generally treated as corporations for federal tax purposes.—IRS; Rev. Rul. 70-101, 3/2/70.

The Internal Revenue Service has been requested to state its position with respect to the classification of professional service organizations formed under state professional association or corporation statutes.

In the light of recent decisions of the Federal Courts, the Service generally will treat organizations of doctors, lawyers, and other professional people organized under state professional association acts as corporations for tax purposes.

A professional service organization that is organized and operated under the Florida statute listed below will also be treated as a corporation except in those instances in which it is illegal, as a matter of state law, for the professional service organization claiming corporate status to engage in the practice of the particular profession that it is organized to engage in.

FLORIDA: Florida Statutes annotated. Title 34, Chapter 621, Sections 621.01 to 621.15 (Professional Service Corporation Act) effective September 1, 1961; amended effective September 1, 1967; amended effective July 1, 1969.

Furthermore, if a corporation is organized and operated as a professional service business under the general business corporation statute of its state, it will generally be recognized as a corporation.

In addition, a professional service that meets the requirements for corporate classification under section 301.7701-2 of the Procedure and Administration Regulations, exclusive of the 1965 amendments (section 301.7701-2(h) of the regulations) made thereto, in its organization and operation will be classified as a corporation.

A professional service organization must be both organized and operated as a corporation to be classified as such.

Notwithstanding that a professional service organization is, in accordance with the revenue ruling, classified as a corporation, if it reported income as a partnership in accordance with then existing regulations for taxable years ending prior to the issuance of this revenue ruling, it will not be required to report income as a corporation for such prior years. Also, a professional service organization that qualifies as a corporation under this revenue ruling and is presently reporting income as a partnership will be permitted to continue reporting such income as a partnership for any taxable year ending on or before December 31, 1970.

The foregoing position relates solely to the issue of the tax classification of professional service organizations. Professional service organization classifiable as corporations are subject to audit to the same extent as other corporations, and nothing contained herein is to be construed as waiving the assertion of any issues against such organizations other than that of classification.

Editor’s Note: Professional Service Corporation will be treated as corporations for Federal tax purposes as reported in the AIA Governmental Affairs Review in August (issue 69-8).

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Oklawaha—The Fight Is On Again!

A Reprint from The Living Wilderness, Autumn 1969

By William M. Partington

“Cross State Barge Canal Called Pollution Horror Tale,” read the front page headlines of the Sunday, July 27 Orlando Sentinel. Earlier a lead editorial in the Ft. Myers News-Press on the barge canal proposal read, “A Boondoggle Is Recognized.” The St. Petersburg Times on August 28 said “Canal Called ‘Crime Against Nature.’” The August 24 front page of the Sunday Tampa Tribune announced “Cross-State Canal Called ‘Devastating’ In Impact On State.” With such a hue and cry, and lawsuits to boot, the question of proceeding with the Cross-Florida Barge Canal under present plans was re-opened, to the great encouragement of conservationists and environmental authorities throughout the State.

Already aboil over the proposed Everglades jetport, over insecure water guarantees for the Everglades National Park, over formation of a lobbying organization called Oklawaha—The Fight Is On Again!, and over the renewed fight to save the Oklawaha Valley wilderness, had gone far enough to prove that the Cross-Florida Barge Canal would bring.

Why the renewed furor over the Cross-Florida Barge Canal? Federal funds to the tune of $45 million had been spent on the project over the past five years. A “public hearing” on January 25, 1966, had been held at the State capitol to “let the bird-watchers let off steam for the last time so that orderly progress could be made.” (Hadn’t the largest group of Florida conservationists to get together on a Florida issue given up, no match at all for the well-heeled pork-barrelling Political-Industrial-Military Power Structure?)

Memories of the insulting treatment that intelligent, concerned and increasingly effective conservationists had received from their Secretary of State and other public officials at that 1966 hearing were not forgotten. By 1969 the disastrous project, scheduled to take aim first at the Oklawaha Valley wilderness, had gone far enough to prove that what conservationists had predicted was coming true. If anything, the predictions of damage had been based on underestimates.

The U.S. Army Corps of Engineers, the agency responsible for the feasibility studies, design, and construction of the barge canal, was receiving increasing criticism nationally for flooding out environmental treasures, channelizing meandering streams, and hedging on water agreements for the Everglades National Park. The barge canal was another example of senseless destruction, an outdated make-work project, who cost-benefit ratio details the Corps could not reveal even to a United States Senator.

More persuasive ways to get action for the protection of the environment were needed. The Environmental Defense Fund, Inc., had been established, to bring court action against despoilers, on the grounds that the citizens of the United States have a constitutional right to a healthful environment. A new attack against the barge canal was launched. A group of citizens from Gainesville who had never ceased their opposition to the rape of the Oklawaha began to work with the Environmental Defense Fund. They were joined by scores of scientists, other dedicated citizens, cooperative Congressmen, and State legislators.

The Local Action

A local committee was organized to correlate the activities of the group. Dr. David S. Anthony, a biochemist at the University of Florida, was named chairman of the scientific committee. Richard Hodge and Lee Ogden, an architect, took charge of accommodations and business details. Dr. M. Jack Ohanian watched over the local treasury and expenses. John H. Conise became fund-raising chairman, and Harvey Klein agreed to offer legal advice. Mrs. Archie F. Carr, who had held the whole effort together over the years and who had more contacts and information than all put together, became assistant general chairman. With the blessing of the Florida Audubon Society, I took leave to become general chairman.

Dr. Anthony and about 20 other dedicated scientists reviewed the available scientific reports, project plans, studies, restudies, the design memoranda, Corps news releases, the Congressional Record, and the comments of Federal and State agencies charged with coordinating activities for the project. They talked with State and Federal researchers who were sympathetic enough to offer valuable leads. On their own time, voluntarily, the scientists conducted their own investigations—

including studies that should have been made before the unfortunate project was approved in the first place.

On September 16, Victor J. Yannacone, Jr., legal counsel for the Environmental Defense Fund, filed suit in the name of the people of the United States in the United States District Court in Washington, D.C., against the Secretary of the Army and the U.S. Corps of Engineers, to restrain them from further construction on the barge canal until all evidence had been heard. The issues raised were:

—Failure of the Corps to report to the Congress and to the United States public objections of scientists and others opposing the canal.

—Underestimation of maintenance and construction costs, and overestimation of benefits.

—The impact of aquatic vegetation “largely of foreign origin” now invading the barge canal, “for which there is no permanent and satisfactory solution . . . in Florida.”

—The need for providing an additional means of distributing water weeds that are becoming a nuisance throughout southeastern United States.

—Crushing methods used to clear much of the original forest in creating the reservoirs.

—The drowning of sections of forest supposedly being preserved.

—Permitting upstream developments to connect with the barge canal, thus adding pollution damage to the ecosystem.

—Cutting off migratory pathways for fish by the construction of locks and dams.

—Failure adequately to consider geological problems in the area.

—Proposed use of hydraulic dredges for construction and maintenance, increasing pollution.

—Failure to make an appropriate assessment of the value of the original wilderness area involved.

The EDF action was complemented by other suits against the Corps and the State Canal Authority over the barge canal. A circuit court file showed that Silver Springs, Inc., a major commercial tourist attraction, was raising over 40 questions with the Canal Authority about the project’s effects on fish habitat, water purity, and fish condemnation. Ocala Manufacturing Ice and Packing Co. was recorded in court as asking for at least $2 million in damages resulting from the flooding of some 2,900 acres and the cutting off of access to another 6,000 acres containing $2.5 million worth of timber. The owner of a fishing camp on the nearby St. Johns River, to which the barge connects, was preparing to sue the Corps over its use of 2,4-D for the control of water hyacinths, on the
grounds that this was adversely affecting the fishing on the entire length of the St. Johns River.

**The Objectives**

What can be hoped for at this late date? Obviously, the controversial canal should be reexamined by an objective and highly qualified, broad-spectrum study team. It should be determined whether the project is in fact in the best public interest, or whether it is so poorly planned as to need redesigning, or perhaps to be abandoned altogether. The draining of the Everglades appeared to be a good idea to some, around the turn of the century, and the Everglades Drainage District was authorized by the State in 1905. But in 1968 it was found necessary to authorize a new plan for keeping water in the 'Glades. This plan is now estimated to cost us about $80 million!

The Cross-Florida navigational idea was conceived in the 1820's and the route laid out in the 1930's. The present barge canal was authorized during the Second World War. Has the public been railroaded into buying another make-work dinosaur that will eventually cost even more than the amount already misspent, so that the correction of another environmental error will be necessary? This is the thought that needs to be impressed upon the decision-makers.

The project must be reevaluated by the standards of the 1970's. Wilderness has become more precious, especially in rapidly developing States such as Florida. New philosophies regarding man's need for being able to explore the unknown have developed. Many believe that this project, long regarded as of shaky economic feasibility, would collapse if examined today by impartial economists, systems analysts, and ecologists. If the proponents are honestly concerned with doing for Florida what is best for Florida, they should have nothing to fear from the restudy.

We hope that our actions will encourage changes in the decision-making processes in the Corps of Engineers and other agencies concerned with imposing "improvements" on natural lands and waters. Numerous other environmentally dangerous projects have been proposed or even authorized for Florida alone that require more sophisticated treatment than the planning or engineering personnel of the Army Corps are qualified to provide. The "Missing Link" waterway, described as necessary now for the Cross-Florida Barge Canal to operate efficiently, would affect the estuaries of nine Florida counties.

Another Corps proposal for Florida is a study for the deepening of the St. Lucie Canal. Still other proposals would lace the State with artificial ditches from the Keys through the Panhandle. All these are equally frightening projects to conservationists, and should be to every Florida citizen.

The revived fight to save the Oklawaha has broad implications far beyond saving this unique wilderness. The destruction of the Oklawaha ecosystem is a classic example of mindless waste of a national treasure. By exposing the project for what it really is, we hope to avoid having to make future correctional efforts of this magnitude. The lawsuit should set a precedent of national significance by producing a landmark decision, showing that the people of the United States do have a right to a healthful natural environment.

It is hoped that competent environmental scientists will become increasingly involved, although this may be particularly difficult for those employed by State or Federal agencies or by State universities.

Saving the Oklawaha regional ecosystem from irreparable and permanent damage by the Cross-Florida Barge Canal may be a long and expensive effort. Interested persons will be glad to know that tax-deductible contributions to forward this effort are being received by Florida Defenders of the Environment, addressed to Dr. M. Jack Ohanian, P. O. Box 12063, Gainesville, Florida 32601. Checks should be made payable to the Rachel Carson Fund-National Audubon Society.

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**FAAIA Resolution CROSS FLORIDA BARGE CANAL**

Resolved that the Florida Association of the American Institute of Architects herewith requests the appropriate Federal and State authorities to order a restudy of the Cross Florida Barge Canal by a highly qualified study team consisting of members from a broad spectrum of disciplines and interests; and be it

Further Resolved that the appropriate Federal and State authorities be requested to withhold any further funding of this project until the aforementioned study team can report and all aspects of the project can be thoroughly examined and re-evaluated by the standards of the 1970's.

Adopted by the Board of Directors of the Florida Association of the American Institute of Architects on April 4, 1970.
heat it with gas!
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Don't Taint Environment

By PAT DODSON
Member, Board of Regents

It was November, 1962, and to see some property on Escambia Bay I walked behind Dick Gonzalez beneath the live oaks, robed in fern and moss. Farther on, our feet crunched the leaves of red male and sweet gum. The cool air was rich with fall.

This was the way it was, I thought, back when Maldonado first saw these shores four centuries ago. Searching for DeSoto, he probably anchored in the bay off Gabronerne Point, and while his sailors fished over the oyster beds, he'd wandered under the oaks and hickories above the cliffs. For a moment, I was almost slipping back into time with him, there breathing in the intoxication of this unsoiled land, eager to tell friends about it.

After that day for some reason I began to take a new look at the city of my birth. How we have scarred this land since the early Spanish! How rampant our ugliness. Trash and beer cans thrown from automobiles. Garbage everywhere, in gutters and alleys, on sidewalks and in yards, even in the historic Seville Square area where we once located our advertising office.

You've read many times of the litter problems that have plagued Jack Cowley at Pensacola Beach. He is not alone. Every Sunday, even now, some people with youngsters feed the mallards in our duck pond at Gabronerne and leave their yellow breadcrappers on the shore. They must think their rule for litter will dissolve. How can they be teaching their small fry the beauty of the waterfowl and then clutter their habitat?

It is even difficult to hold what one treasures. I grew up in older sections of East Hill and later North Hill, both with their own unique loveliness. It does not take clairvoyance to realize that together with other areas they face slow dispair unless they are able to protect and enhance their beauty. Such efforts will be worth it. Such an accomplishment on every street and in every neighborhood could be our claim to greatness as a city.

We ourselves constitute the basic problem.

We, as a people, largely of yeoman stock from Alabama, Georgia and Tennessee, possess some priceless virtues. We are God-fearing and hardworking, as honest as the next, respect our wives and mothers, have colorful speech, and are so patriotic we'd storm hell itself for our country.

But we have yet to develop in Pensacola a genuine and widespread sense of beauty and good taste. Apparently, we'd note, for instance, that nature does not make the squirrel with a large luminous chartreuse head. Nature does not make the squirrel with a large luminous chartreuse head. The fact that multitudes want to see a large part of Santa Rosa Island left undisturbed, and will fight you about it, is a barometer. The fact that the incredible Mary Turner Rule and colleagues raised hell over cutting the giant oaks to widen Cervantes Street, and received some support, is significant. The fact that everybody and his brother is up in arms over the pollution of our bays tells me that an attack on visual pollution could be just over the ridge.

A war against this form of filth will hurt more false pride and draw more bad blood than all the rest combined. Perhaps this is why winning it can lead to greatness. More mention of the sores and symptoms or our disease and the News-Journal probably will be flooded with admonitions for me to drop dead, mind my own business, and take other actions my friend Carl Harper would be justified in censoring.

Pensacola can never be a truly beautiful city until we cooperate with Billy Tennant and sweep dilapidated and abandoned automobiles off every street and out of residential yards; until garbage cans are moved promptly from the curbs (especially on Sundays), and industrial-type fences zoned out of residential areas; until we lock up people who throw beer cans in jails with those who drive while drunk, reinforce garbage and trash agencies for service beyond the call of their present duties, find economical ways to put all utility lines underground, and teach construction and utility crews to put their trash, including lunch and drinking cups, into receptacles.

We will be short of greatness until the taxpayer realizes that mediocre design sponsored by government cheats him, we prohibit the mass of advertising signs that stare at us endlessly, develop a grass that will thrive in sand, bulldoze (or dynamite) abandoned, unsightly buildings that pollute our highways and until we destroy and azalea blooms on a given March day equal the number of cigarette butts discarded by the people.

There are those who will cry snobbery and who will claim Pensacola is pretty enough. You need to get off your backside, my friends, if you believe that. You don't have to travel far to realize that while we have the potential, we have not touched her promise.

But there is hope.

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Most of the measures that will produce results don't require funds. Money can hardly buy the practice of order and cleanliness in one's own yard and while driving on the open road. One of the quaintest homes in Pensacola — the old Axelson place at Zaragossa and Floridablanca — was never even painted (It's heart pine and wasn't supposed to be).

Some things do cost, however, Pensacola business, especially, needs to develop a basic appreciation for and spend more money on good architecture. A well-designed store reaps a merchant more than it costs him; it pays to be beautiful. And while we're at it, commercialization doesn't have to mean ugliness. Think the Astrodome is ugly? The Gulf Power or Florida Bank Buildings? We often equate commerce with ugliness because too many businesses have cut corners and haven't given a second thought to the functional or good architecture. The Greeks and Romans 2,000 years ago were more progressive.

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Don’t Taint Environment, cont.

Ugliness, including confusion of scale and form and fabric, is inherently depressing. It breeds melancholy and futility. It is a detriment to prosperity and the health and welfare of us all.

Beauty inspires men. It breeds optimism and prosperity. It attracts good people and good industry. It stimulates dreams that great things are made of. It refreshes and renews when life looks bleak. It grows happiness with every blossom kissed by the rain and the sun.

So a sloppy house on a naturally beautiful lot is more of a crime to me than petty theft. The builder has cheated himself and robbed our sensibilities for decades. The old sofa on Scenic Highway at the curves on the left as you first meet the bluffs driving north, repulses me (and I’d move it myself were it not so interesting to see how long officials will let it sit there). Ever look at the base of the bluffs themselves and see the trash? And on and on. A truly beautiful city has a minimum of such violations and, most of all, strong men who will fight against them.

We need legions of leaders with sharp visual perception if we are to enjoy a beautiful city. Maybe the Garden Clubs can help Vick Odom with the city’s planning and maintenance, but we need more manicured parks and attractive boulevards like the city approach to the Bay Bridge. We don’t need officials on any level who believe that disposal furnaces and beautification projects are always luxuries. While we’re at it, let us make private developers beautify their developments. Voters and taxpayers should demand that all governmental bodies consider aesthetics carefully whenever they change the public landscape, which, after all, belongs to the people.

I’d like to see all Pensacola declare war on landscape polynomially become crowded and corrupted? Will the city—cherished by all and famed far and wide for her beauty—or in simply another mediocre town with people who fail to honor and cherish what God gave them.

Major battles affecting the look of our country loom before us. Will Scenic Highway become an elongated state park and retain her natural beauty, or will she gradually become crowded and corrupted? Will the city-county governmental complex have a superior design selected through architectural competition or will the “againers” force a cut-corners nothing like the Municipal Auditorium? Will the city get developers (any developers) to beautify the waterfront west of the Bay Bridge? Will this provocative idea die from frustration and inertia? Will Santa Rosa Island be preserved, at least in part, and put under an agency which will save it for generations yet unborn?

Help, thank God, may already be with us. Who doesn’t like what John Jarvis and Hilton Meadows have done with the University of West Florida campus? Isn’t 1-10 pleasing as it sweeps under Scenic Highway and reaches out over Escambia Bay? (Somewhere there breathes a competent, smiling highway designer). And don’t forget the “new” Lee Square, a vast improvement over the “old” one. The futuristic Westinghouse plant and its immaculate grounds should thrill all. And now the city has just launched a probe into the problem of dilapidated buildings. So you see, there is aid-and-comfort for a decent landscape in Pensacola. But it takes qualified professionals, horse sense and good taste, human spirit and an intense appreciation and desire for beauty.

Some people are born with good taste and a feel for form and color. Others acquire it through training. Some of us never comprehend at all and even ridicule to cover our ignorance. When we have more people who’d rather live in one of America’s truly beautiful cities than those who’d rather not, we may realize some of the greatness that lies within us.

Reprinted from the Pensacola News
Where will you be when the lights go out?

Will you be in total darkness like the last time, when much of the area was plunged into a blackout for several hours?

Fortunately, some firms were equipped with standby power generation equipment. If yours was one of the organizations that included standby power in your plans, you no doubt enjoyed "business as usual," with no interruption of lighting, computers, air conditioning, elevators and all the other vital services powered by electricity.

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Mangurian's Furniture Showcase, Miami, was designed by Engineer Bert Saul in cooperation with the owner-builder and Stresscon International, a division of Maule Industries, Inc. The contractor was Westbrook Construction Co., Inc., Fort Lauderdale.

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University of Miami Department of Architecture and Architectural Engineering
Robert G. Anderson, Chairman

We in the Department of Architecture and Architectural Engineering at the University of Miami welcome the opportunity to speak to the profession through The Florida Architect.

From my standpoint I would like to speak to two things. First, I will outline briefly the history of the Department and describe some of the things we are presently doing with respect to our plans for the future, and second I will state our plans for our part in subsequent issues of the magazine.

The universities in this country face the challenge to contribute to the solutions to the problems which confront mankind today. The opportunities for an urban university such as ours afford a very special set of challenges. The development of a program for the education of the individuals who can contribute significantly to the solutions to the problems of our physical environment in an urban setting is truly unique.

In short, a really viable educational program for the education of the architect and planner will search continually for and develop new methods and techniques of solving problems, it will develop means of communication with other disciplines, it will be unafraid to experiment, it will produce significant graduate and research programs, it will develop action orientated programs in the community, it will have a qualified and distinguished faculty, and it will take full advantage of the resources of the university and of the region. These then, are our responsibilities as educators of the people responsible for the organization of our physical environment.

This year the Department of Architecture and Architectural Engineering will complete twenty years as an official department in the University. Although the program in Architectural Engineering was accredited for a six year period in 1967 the program in Architecture is unaccredited. The Department was visited in 1968 by the National Architectural Accrediting Board and the report of the board was negative. The following is a statement from the board to the President of the University:

"The University's commitment to adequate resources and goals necessary for an accreditable program is not yet evident. It strongly recognizes the need for such a program and hopes that the University might take the necessary positive actions."

The University has taken the position of support for an accredited, viable program for the education of the architect.

Although the specific intentions of the University and the Department are to develop an accredited program in architecture, the demands of contemporary society do not allow for the education of the architect in isolation. The architect of today must work with other professionals who

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in consort are capable of solving problems of various scales and complexity within the urban environment. The education of the architect today is thus closely related to that of the urban designers and the environmental and regional planners. Without the development of a program that can encompass these areas the education of the architect is truncated and hollow indeed.

We are proposing then the development of undergraduate and graduate programs which lead to significant courses of study and research not only in architecture but in the areas of physical planning as well.

Our attitudes, that the architect is primarily concerned with the design of individual buildings has shifted in recent years. A basis for this becomes more clear when we consider what is necessary to undertake the design of the single building. If our buildings are to have any significance with respect to their environment then the concern, by some degree, must shift from the individual building, and with such a shift it becomes necessary to deal with the environment of the building in some reasonable way.

Such an attitude, if taken as a fundamental approach, represents a departure from the approach taken seriously by concerned educators, business interests, and professionals until recently. It becomes necessary then, or rather imperative for us to develop the ability to control the environment of our buildings. The environment, which we can not ignore is definable in terms of our ideas about it. We as designers concerned with the control of our physical environment are only able to make observations and to take action within the framework of such an attitude.

“One (idea) that we have begun to find useful today, because of the building problems confronting us, is that nature is purposefully differentiated. The thing about this differentiation that strikes us as being purposeful is the way in which change takes place, principally because we look for problems in the context of change. In fact, one of the things we seek today is the general theory of change. One might go so far as to say that the medium of the environmental designer is change; that what he manipulates is change. So we find it useful to look at nature today in these terms. Thus we see it all around us. What we see is what we want to see.”

Ralph L. Knowles, Architect FORM AND STABILITY

The above quote is concerned primarily with the natural environment, the areas I speak of here are the areas which deal with the political, social, economic and technological as well as the natural environment. The environment encompasses all the areas inherent to the problem. The statements however reflect a clear attitude toward an approach in the development of methods whereby we can significantly solve problems that are multi-disciplinary.

Quite frankly the education of the architect has not changed significantly in the last thirty-five years. Our educational programs have mutated slowly from the Beaux Arts to Bauhaus since the early thirties, but they have not changed significantly. In most educational programs in the country we still have what is classified as the “case study” approach. In other words a kind of project
orientated approach to design. What we must have today is a process orientated approach. The process approach is imperative because it allows us to fully access the knowledge and skills required to solve problems which involve other disciplines.

Any of us who has been through architectural education in the last twenty or thirty years is completely familiar with the case study approach. We started in the early years with a small project like a “gate house” or “service station” and progressed sequentially with more complex problems like a “boathouse”, “high school”, “office building” et al. There were some distinct advantages with this approach, especially with respect to the Beaux Arts system, however it does not fundamentally have the ability to solve the complex problems which face us today. We must then develop and search for problems which face us today. We must then develop and search for approaches to solving problems which are in context with the nature of our society if we expect to contribute as professionals.

I would like to describe a new approach that we at the University of Miami are dedicating our efforts toward. Fundamentally the intention of education is to develop knowledge and skill, and with respect to the education of the architect and planner this must be with regard to the fundamental conditions of the physical environment. The development of knowledge is an analytical process to distinguish component parts in relation to the whole by setting strict limits. Such a process aims at adding to the body of useful information in an organized way. It requires the complete involvement of the student and teacher working on the same process at different scales. Since the basic aim is to develop knowledge there is little value in repetition and the work should progress significantly for both student and instructor.

The development of skill is a synthesizing process to compose or combine parts so as to form a whole or significant part of a whole. Such a process increases the skill of combining the parts previously acquired through analysis. It requires specific evaluation of the generalized results of the previous analysis, and significantly controls the number of parts for the purposes of the problem from one part to the unlimited number making up a real problem.

Let me give some examples of how we might structure a problem, and then state some ideas about a sequential structuring for a five year program. First, let’s accept the notion that we must deal with the fundamental conditions of our physical environment. Fundamental conditions are simply stated relationships which have specific properties only with the application of limits. Horizontal to Vertical, Light to Dark, Inside to Outside, Fresh to Polluted, are a few basic relationships. Limits are the components derived from areas of general interest, Natural Environment, Man (individual, group as collective behaviour), Technology, History (the totality of another time relating to its handling of fundamental conditions), Professional action and so on. Let’s suppose that we are concerned with; Horizontal to Vertical and we limit the problem to Technology. Our concern could be the Horizontal to Vertical relationship of force and moment of force, it might also be the movement of man from the horizontal to the vertical through the elevator, stair, escalator, ramp systems and so on as we further limit the problem.

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For discussion lets limit the problem to the vertical and horizontal inter-relationships of force and moment of force. If this then is a fundamental problem, does it matter if our project is an office building or a city hall? Obviously not. This problem is then basic to both. It is a fundamental problem.

I was personally educated in the case study, project oriented curriculum, and the fundamental conditions of this approach was a functional differentiation, the user function of a wide variety of building types. I suspect also that many of you reading this article have had much the same experience. This approach could have dealt reasonably with the fundamental conditions of user function in a reasonable period of time, and then gone on to other kinds of conditions. What we had however, was repetitive with respect to most of the basic conditions to physical problems and unfortunately, from my own experience, a program that did not allow us to significantly solve fundamental problems. If we did a high school for a problem we worked hard on the function and essentially paid lip service to the structural system. If the next problem was a boat, we again worked hard to solve the functional problem and again paid lip service to the structural system and so on.

This approach is used by most of our schools of architecture today. What we at the University of Miami are doing is to deal with the fundamental conditions to problems in such a way that the student will develop the ability to articulate with other disciplines, it must give him the ability to find the alternatives for problem solutions, it must give him the ability to communicate with other disciplines, it must give him the ability to deal clearly with the environment and it must give him the ability to come to unique and reliable conclusions.

Since the visit of the accrediting board two years ago the Department has made some progress toward its goal of accreditation and the training of competent professionals. We have hired some qualified new faculty, we have added some additional space, (giving each student for the first time his own desk), we have developed an Urban Workshop in the community which has some seven projects underway, we have for this summer an exchange program for our students with three offices in England, we have received for our library significantly increased funds from the University and the profession, we have developed a standard of admissions commensurate with a professional program, we have created shop, darkroom and exhibition facilities, we have within our resources developed an exhibition and lecture program with the profession and the development of an Architectural Guild of on-going support for our program. In addition we have under development a five year plan for the implementation of new undergraduate and graduate programs for architecture and planning.

In the next issues of the Florida Architect to which we contribute we plan to explain in some detail our program. This is a unique opportunity for us and we look forward to being in the position to describe clearly our attitudes toward education to the profession in the state, with the hope that it will catalyze some creative discussion and response.

In summary then, we at the University of Miami are proposing the development of programs of study which are significantly involved in education and research at the undergraduate and graduate levels not only in architecture, but in planning as well. In this way we will have what is a richly rewarding experience in the education of competently trained professionals and make a significant contribution to the solutions to the problems facing our society.
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