Toward Action For Quality Design

Excerpt from “Form, Design and a More Attractive City,” a U.S. Chamber of Commerce Publication.

There are many opportunities to improve the design of our surroundings. Some involve public decisions and others involve private decisions. Public projects of any kind establish standards. If results are consistently mediocre, a low level of community-wide commitment will exist. On the other hand, if a high level of achievement is attained in public projects, this will influence all related and surrounding projects.

The businessman (just as much as his public counterpart) needs to seek out the best professional talent available for his project. In some cases he might ask the designer to help program the project, to seek the proper location and even determine a budget. The commitment must be realistically matched with the means. Too often decisions to cut back are made too late in the game and at the expense of design.

The private businessman can play two significant roles in achieving quality design in public and private development. On one hand, he is the builder of large segments of the community. On the other hand, he is a large taxpayer and civic leader who can influence key city decisions.

As a builder, he should understand and believe in long-term benefits. With this knowledge, the businessman can set the pace and do a quality job in his own enterprise, and he can demand equal quality for the public sector. He can influence his friends and associates and demonstrate to the community, as only the entrepreneur can, that quality designs is good business. Not only should this pay off in terms of his investment, but his company's reputation will be enhanced as well. There are many such examples throughout the United States — IBM, Seagram’s, Chase Manhattan Bank, General Motors, among others. When the businessman uses his own projects to demonstrate quality design, both he and his products benefit from a reputation for quality.

Businessmen can also play a major role in promoting good design in city development.

The businessman can promote his own accomplishments with emphasis on the design features. There have been a number of noteworthy cases, particularly of major office buildings, which have won architectural awards and which were proudly displayed by the client-owner and developer.

The businessman can do much to expand this approach through his community activities.

He can work through his chamber of commerce or other business organization and arrange conferences or seminars which would feature speakers and discussions about the benefits of quality design. Sometimes a chamber of other group can bring attention to design by issuing awards for achievement in quality design of public and private buildings, squares, malls and plazas. In any event, many roles are open to the businessman in furthering better design in all aspects of the community.

Other actions the businessman can take include inviting architects to talk about and show their work at business luncheons and community and organization meetings, encouraging classes on the environment in elementary schools, sponsoring trips to particularly fine buildings or neighborhoods, serving on municipal boards and introducing the quality of design as an “issue” for consideration, and sponsoring design exhibits at local museums or displays in lobbies of banks and large office buildings.

To the enlightened, the benefits and positive factors of good design are overwhelming. Nevertheless, the awareness of and respect for good design is still too low. The average citizen has not taken the time or trouble to analyze his reasons for enjoying one area or product more than another. An understanding and appreciation of good design is not something with which people are born.

A concerted effort should be made to bring design issues continually to public attention. This makes the question important and increases the public curiosity. Schools should be encouraged to include courses in their curriculum which deal with design issues, so that future adults will have a better understanding of, and appreciation for, design.

Major exhibits at local museums, schools and libraries, and even in lobbies of large office buildings and city halls will add to enlightenment.

Design competitions for public projects are controversial. However, when competitions are held and widely publicized, as were the Boston and Toronto City Halls, a large audience is made aware of the project and results. Even if some people do not like the results, they are informed about the process and the professional considerations demanded by quality design. As this attitude grows, the public demand for good design increases and both public and private developers become sensitive to popular appeal. Many variations exist for holding such competitions and the local office of The American Institute of Architects can be helpful in organizing them.

One of the best methods to bring public attention to outstanding buildings and projects is through recognition awards. They reward the client and designer for their commitment and their effort to help define good design publicly and visually. This serves as an invaluable educational tool.

Constructive criticism is important for raising the level of design. Civic leaders should seek out a local architectural critic and encourage the leading newspapers to run articles written by him about major buildings and projects. The articles should be fair, comprehensive and candid. They should describe the good features and criticize the bad, and in this way help people gain a better understanding of design. Particular effort should be made to point out the specific benefits of such buildings or projects to the community and to the user, as well as the economic benefits to the developer. The articles should be carefully written and include appropriate photographs.

A myriad of equipment clutters city streets, plazas and parks. Signis, benches, trash receptacles, street lights, sidewalks, and street pavement are all part of the visual image of a city. For this reason, design standards for public signs and street furniture are essential.
The Florida Architect

THE FLORIDA ASSOCIATION OF THE AMERICAN INSTITUTE OF ARCHITECTS

FAIA OFFICERS FOR 1971

Robert J. Boerema, AIA, President
550 Brickell Avenue
Miami, Florida 33131
(305) 371-9781

Richard E. Pryor, AIA, Vice President/President Designate
1320 Coast Line Building
Jacksonville, Florida 32202
(904) 336-9491

John Edgar Stefany, AIA, Secretary
Exchange National Bank Bldg., Suite 1020
610 No. Florida Avenue
Tampa, Florida 33602
(813) 229-6115

Jack West, AIA, Treasurer
P.O. Box 1539
Tallahassee, Florida 32378
(813) 955-2341

1971 BOARD OF DIRECTORS

Rudolph M. Arsenicos
Carl N. Atkinson, Jr.
John W. Bennett, Jr.
Thomas H. Daniels
John Wesley Dyal
Lyle P. Fuglberg
Stanley Glasgow
Robert G. Graft
Leonard A. Griffin
Martin C. Gunderson
Donald R. Hampton
Oscar A. Handle, Jr.
Walter S. Klements
C. Frazer Knight
David A. Leete
Robert H. Levison, FAIA
Ronald Joseph Masten
Richard E. Mauney
James D. McGinley, Jr.
Frank Robert Mudano
James C. Padgett
Wiley Moore Parker
Roy L. Ricks
Craig Homer Salley
Frank D. Shumer
Charles F. Toth
William R. Updegrove
Francis R. Walton

DIRECTOR
Florida Region,
American Institute of Architects
Hilliard T. Smith, Jr., FAIA
P.O. Box 1169
Tallahassee, Florida 32302

EXECUTIVE DIRECTOR
Florida Association of the American Institute of Architects
Fotis N. Karousatos
1000 Ponce de Leon Blvd., Coral Gables, Florida 33134

GENERAL COUNSEL
L. Grant Peeples
Peeples, Smith & Moore
P.O. Box 1169
Tallahassee, Florida 32302

PRESENTATION COMMITTEE
Ted P. Pappas
Charles E. Pattillo III
Richard J. Veenstra

THE FLORIDA ARCHITECT
Fotis N. Karousatos / Editor
Howard Doehla / Advertising
Kurt Waldmann / Photography

NOTE TO READER

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 bi-monthly at the Executive Office of the Association, 1000 Ponce de Leon Blvd., Coral Gables, Florida 33134. Telephone: 444-5761 (area code 305). Editorial contributions, including plans and photographs of architects’ work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of the AIA. Editorial material may be freely reprinted (unless specifically restricted) by other news media, provided full credit is given to the author and to THE FLORIDA ARCHITECT and copy is sent to publisher’s office . . . Individuals or firms may not reproduce any part without written permission from the publisher . . . Controlled circulation postage paid at Miami, Florida. Single copies, 75 cents, subscription, members $2.00 per year, industry and non-members $6.50 per year. 1971 Member Roster available at $10.00 per copy. 1970 Directory of Architectural Building Products & Services available at $1.50 per copy. McMuray Printers.
The Roney Plaza — elegant, majestic. A modern tribute to its opulent past. The world's largest apartment complex under one roof. And Cather was chosen to finish the interior — from the walls in. Because that's our business. Steel studs. Sound control partitions. Fireproofing. Ceilings. Trim carpentry. Hardware. Everything it takes to finish faster. Better.

Cather capability is constantly proven in a variety of projects. Our materials, cost analysis and pricing are computerized to keep us competitive. We are throughout Florida to better serve the construction industry. Next time you plan to begin a project Call Cather. We're ready to finish for you.
Architects Call For Design
Professions to Unite Research Efforts

The housing industry should give low and moderate income groups a wider range of choices, not more box-like structures. This conclusion was repeatedly stressed at the Architect-Researchers meeting in Cincinnati. The conference was co-sponsored by the Department of Architecture at the University of Cincinnati and The American Institute of Architects.

Edward Allen, of the Massachusetts Institute of Technology, who spoke on “Breaking the Box Barrier in Industrialized Housing,” said that instead of the government’s “Operation Breakthrough” concentrating on more box-like arrangements, it should be pioneering in new shapes and sizes of buildings. Some 200 architects, engineers, teachers, researchers, sociologists, and others attended the three-day conference. Twenty-eight papers were presented covering wide-ranging subjects in the building and construction industry.

The keynote address was given by the 1971 President-Elect of The American Institute of Architects, Robert F. Hastings, FAIA, of Detroit. He called for all the design professions and schools to begin working in unison to create a physical environment that meets the needs and aspirations of the users of those environments. This new emphasis on man will require entirely different types of research programs. In addition Mr. Hastings urged that research be undertaken, not only on technology, but also to streamline the management process.

“As designers, we are not doing our job to solve the problem of the cities and the housing crisis unless we find a way to save on time involved from design to completed construction,” he said. “This is a job for research, for if we find a way of reducing the extended time now needed to build a hospital or school, and then repeat this process, we can reduce construction costs and save the clients’ money by getting them into the buildings much earlier.”

Mr. Hastings also called for the researchers, design professionals, and educators to push for a “HEW of the building industry.” Such an organization could make research grants to schools and institutions to enable them to establish criteria for creating an environment responsive to man’s goals,” he said. “A more livable and humane environment for people is the goal.”

He concluded by saying that the AIA, which represents 24,000 of the nation’s 32,000 registered architects, is clearly committed to a major research effort. “The AIA alone cannot accomplish what needs to be done, but we hope we’re at the point in history where all concerned professions can work together to bring it off.”

At the closing luncheon, Bill N. Lacey, Chairman of AIA’s Joint Committee on Architectural Research, and Vice President of Omniplan, of Dallas, reported for the Committee. He said, “The architectural researcher, like the planner before him, may be doomed to develop. He exists outside a profession that, while expounding broad comprehensive interests, excludes admission to the architectural profession of these critical and related fields.”

His presentation called for: (1) establishment of an information network linking researchers in universities and architects in practice, (2) creation of a high-level government agency for funding research and environmental design, (3) publication of a scholarly journal as an outlet for architectural and related research, and (4) promotion of more extensive research training in the graduate schools of architecture.

James McFarlane of the University of Florida’s Department of Architecture, peers through his model for testing lighting systems and reproducing lighting designs. McFarlane, an assistant professor of design, constructed the model for use by his students. With it they can reproduce accurately lighting systems they design on paper by combining vivid imaginations with geometry. McFarlane is interested primarily in “task-oriented” lighting systems for businesses and public buildings. “Too often,” says McFarlane, “lighting is an afterthought rather than a part of the initial design. But people have to perform tasks. Lighting sets the mood and is a major part of their setting.” McFarlane’s model can be used as an aid to architects who want to visualize the space they design as it will be lighted. Built with government surplus materials entirely in the professor’s spare time, the model represents as much as a year’s work in planning and execution.

DOD Test Bites The Dust/GAO Overruled

Congress approved the Military Construction Authorization bill for Fiscal Year 1971 (H.R. 17604). The battle with GAO has been won and the DOD test was scotched of new A/E procurement procedures in one stroke.

The bill contains this language:

“... contracts for construction (except architect and engineering contracts which, unless specifically authorized by the Congress, shall continue to be awarded in accordance with presently established procedures, customs, and practice) shall be awarded, insofar as practicable, on a competitive basis to the lowest responsible bidder ... .”

The conference report explains this language in these terms:

“... and Conferees agreed to add language excepting architect/engineer contracts from being awarded on a competitive basis unless specifically authorized by the Congress and stating that such contracts should continue to be awarded in accordance with presently established procedures, customs, and practices.”

Both of the above statements were adopted by the House and Senate. Therefore: (1) a Congressional clarification, as requested by the GAO, i.e. Congress has gone on record in favor of the existing A/E procurement practices; and (2) a Congressional directive to DOD to procure A/E services as they have been unless specifically authorized by Congress.

The architect of this solution to the GAO problem and the DOD test was Congressman L. Mendel Rivers (D-S.C.).

This legislation is a one-year authorization bill. It is still necessary to press for the Brooks bill which is a more permanent clarification of the law.
GREETINGS and Best Wishes for a Very MERRY CHRISTMAS and a Creative, Constructive and Prosperous NEW YEAR

FLORIDA PORTLAND CEMENT
Division of General Portland Cement Company
PLANTS AND OFFICES IN TAMPA AND MIAMI
Appreciation

The Special Citation given me for serving as attorney, an unexpected surprise, is appreciated by me and by my partners. I have written Harry Burns as the Past President of my appreciation.

Please inform the Association of my thanks for the Citation.

It was pleasant to see you at the meeting.

Very sincerely yours,
Harry T. Gray

Convention

The 1970 Annual Convention of the FAAIA in Sarasota last week was the best meeting as far as exhibitors was concerned, that I have attended. We had excellent traffic in our booth area and the schedule was such that we were able to talk to everyone during the course of the meeting.

The motel accommodations were excellent and the service was very good.

You and your staff are to be congratulated on such a fine meeting and I am looking forward to the meeting in Miami next year.

Very truly yours,
J. Velma Lamb

My grateful appreciation to you and your staff for a fine convention.

How they seem to be better and better each succeeding year is a record that speaks for itself, and one in which you and your organization can be proud.

As one of the exhibitors, I have only praise for so much activity taking place on the exhibition floor. We wanted good architectural exposure, and that is exactly what we received.

Many thanks for a well-organized and well-planned convention.

Yours very truly
Norman P. Owen

Panel Discussion

KOR-HOF panelized wall systems can save you up to $1.00 per linear foot on interior, non-bearing partitions.

How?

These gypsum/honeycomb panels feature STUDLESS construction! Eliminates interior framing, saving you dollars on labor and material.

Only 2½” thick, these wall systems provide superior strength over costly conventional types due to the honeycomb core. Also adds more useable living area. They’re rigid, lightweight (3#/ft.) and offer STRAIGHT, TRUE and FLAT walls.

KOR-HOF wall panels are available in 472 different finished facings... or in regular drywall or plaster finish. All standard sizes. Custom sizes made with wood or cement asbestos facings with foam or honeycomb cores. Moveable partitions also available for commercial or industrial applications.

Have a panel discussion with our wall systems engineers. Call or send in the coupon, below. No obligation, of course.

CONTEMPORARY BUILDING SYSTEMS, INC.

Panel Division
A subsidiary of Florida Gas Company
P. O. BOX 415 / CASSELBERRY, FLORIDA 32707
TELEPHONE (305) 838-8911

☐ Please send information Kor-Hof panelized wall systems.
☐ I’m interested in Kor-Hof moveable partitions.
☐ Send a wall systems engineer for a panel discussion.

Name
Address
City State Zip
heat it with gas!

Gas pool heaters add months to the swimming season.

POWER FUEL OF THE 70's

FLORIDA GAS
TRANSMISSION COMPANY
Winter Park, Florida

For all the specifics, call your local Gas Utility. Check the Yellow Pages.
This convention didn't point with unflinching confidence to the future of architecture in the 21st Century - only thirty years distant. This was expected - for a profession which has not produced a common 20th Century vernacular in architecture, which still is baffled and fumbling in the current rash of social and environmental problems, could hardly be expected to define the future architecture, practice or product, with any certainty. But it did indicate a confidence in current preparation for the uncertain future.

President Rex Allen led the discussions by describing the salient points of the AIA's look into the future and how the 1971 program of AIA activities prepares architects for fast footwork needed for the dynamism of present and future developments.

Some of the anticipated characteristics of the future society and building industry are: 1) The public will expect to buy their building needs in larger units from sources offering comprehensive services. 2) The many functions of the building industry will become integrated, very much as General Motors, and professionals will be more concerned with what to do rather than how to do a technique. 3) The profession will have a greater involvement in a broader spectrum of roles and management will be the prime consideration in all phases of the building process. This will require broad understanding of all aspects of relationships - social, political, economic and technological. 4) Decisions will not be made unilateral and architects will have to know how to productively and cooperatively work with a great variety of disciplines and talents.

Mr. Allen stated that the AIA leadership believes that the first step to preparing for the future of the profession, is the solution of the problems of today, or there might not be a 21st century for architects.

Through such agencies as the human resources council and the planning committee, the AIA has a program for the development of professionals, tools, climate and clients for the present and emerging roles of architects. In these roles the architect is assumed to be the professional - who places public service above personal concerns - who sees the urban problem, not just a matter of decent housing, but also a force field of dynamic, spiritual and physical human interactions which must behave within a balanced ecology.

In this program Grady Poulard described in pragmatic and spiritual terms the way of AIA's social responsibility. In fact Grady personifies the AIA social conscience. When many students believe that architects are motivated only by monetary rewards, perhaps Grady is the practitioners' link with the younger generation, who in their turn is defining in moral terms some of the issues the elders thought were economic and political, rather than moral. The student rap session emphasized this dichotomy.

Victor Lundy, with passion and sensitivity, begged understanding of the artists, that the mystique, the spirit of a fresh concept in the design of things is not lost in the process of execution. Victor decried the lack of communication between the generations of artists, is frightened yet envious of the unity of feeling the younger generation seem to have in irreverence for current values and establishments.

But Victor's artist is an involved man, a man in the thick of the developments of his civilization. Only such a man can give love, life and humanity to things.

Paul Rudolph gave us a peep at the shape and scale of the emerging architect utilizing the 20th century brick, the prefabricated 3-dimensional unit, transported and hoisted into megastructures which are giant complexes of transportation, services and many uses. In this way the two-fold problem of human scale and motor-age scale is accommodated; the structures becoming unto the environment as mountains, hills and valleys, while human scale units became small scale entities in the sky, rather than cubicles in a large block.
Harry Gray, Attorney for Florida State Board of Architecture since 1922 receives Certificate of Appreciation from President Harry Burns, Jr.

Francis R. Walton, AIA, accepting FAIA's highest award—Gold Medal, from Hilliard T. Smith, Jr., FAIA, Regional Director AIA.

James E. Garland, AIA, accepting Anthony L. Pullara Memorial Award—State Member, from Harry Burns, Jr.

Charles Toth, AIA, President of Palm Beach Chapter, accepting from Richard Pryor the Anthony L. Pullara Memorial Award—State Chapter.
Nils M. Schweizer, AIA, accepting FAAIA "Award of Honor."

Rex W. Allen, FAIA, speaker on program and at annual banquet.

Robert J. Borema, AIA, accepting FAAIA presidency from Harry Burns, Jr., AIA at banquet.

Kurt Waldmann, recipient of Architectural Photographer Award, from Tom Daniels, AIA.

Ellis W. Bullock, Jr., AIA, receives Architect-Community Service Award from Robert J. Borema, AIA.

Booth display Award Excellence in Design and Education Value. Walt Dittmer & Sons, Inc.
1970 "Craftsman of the Year" award to an individual was presented to Donald Garber, stonemason, of Altamonte Springs for his work on the Stubbs residence. Architect: Frank T. Sheehy, AIA.

1970 "Craftsman of the Year" award to a company was presented to Hedrick-Brown Construction Company, Inc., of Palm Beach, cited for the Fire Station #5 project. Architect: Schwab and Twitty, AIA.
Designing a total-electric building today means designing for ever-growing electrical needs. Needs that grow as fast as the families and businesses you house. Today's world depends on more electrical help-mates than ever. And they need more outlets to plug them in. Give your buildings plenty of electric outlets in convenient places. That's the kind of wall plan that builds satisfaction.
Outstanding roof deck. Handsome ceiling.

Permadeck is both!

Look into Permadeck®,
1. Your choice of plank, tile or board—made of mineralized cement-fibers.
2. Structural strength.
3. Water resistance.
4. Fire resistance.
5. Insulation, with a K value of 0.51.
6. Sound control, with an N. R. C. up to .80.
7. High light reflectivity.
8. Certified application.
9. Economy.

Outstanding roof deck. Handsome ceiling. Permadeck is both. Get all the facts—specifications, design data, installation information, etc. Without obligation. Call in your Zonolite or Permadeck man. Or write us.

Just say Grace.

Jose R. Casanove, Jr.
DEGREES:
Bachelor in Architecture
EXPERIENCE:
6 years experience as a Draftsman
ACTIVITIES:
Gargoyle
AIA
PERSONAL:
Birth Date: 12/19/41
Marital Status: Married
Military Status: Preferre as to Location: Florida and Atlanta, Georgia

Ernesto Gonzalez-Chavez
DEGREES:
Bachelor of Architecture March 1970
M.A. in Architecture
EXPERIENCE:
5 years varied experiences in Architectural offices
ACTIVITIES:
S.A.I.A.
Interact
Phi Kappa Phi
PERSONAL:
Birth Date: June 11, 1941
Marital Status: Married
Children: 1
Military Status: Completed Preference as to Location: South and Central Florida

Gareth N. Eich
DEGREES:
Bachelor of Architecture Dec. 1970
EXPERIENCE:
½ year Architect office
2 years varied experience with Architect and engineer
ACTIVITIES:
Gargoyle Honor Society
Skiing
Chess
PERSONAL:
Birth Date: March 16, 1947
Marital Status: Single
Military Status: Completed 3 months active duty obligation Preference as to Location: Orlando Area

Robert Cullen Foreman
DEGREES:
Bachelor of Architecture Dec. 1970
EXPERIENCE:
15 months experience in architects offices
Experience in working drawings, presentation work, models, rendering — color and pencil
ACTIVITIES:
Gargoyle Honor Society
Tau Sigma Delta Honor Society
Phi Eta Sigma Honor Society
Interact
PERSONAL:
Birth Date: January 22, 1947
Marital Status: Single
Military Status: ROTC Commission 3 months active duty obligation Preference as to Location: Sarasota, St. Pete, Clearwater, Tampa, Orlando, Winter Park
This is the December graduating class of the Department of Architecture. Except where noted, these graduates are seeking employment in architectural offices. Additional information is available through the FAAIA Job Placement Bureau, Dept. of Architecture, University of Florida.

Gerald Richard Gross

DEGREES:
Bachelor of Architecture Univ. of Fla. 1970
Aviation Degree S.I.U. 1967

EXPERIENCE:
Construction work 9 years
Brick Layer 6 years
Southern Illinois Architects 4 months
4 months in Architects office
6 years field work

ACTIVITIES:
Gargoyle Honor Society
Skiing
Flying

PERSONAL:
Birth Date: September 6, 1946
Marital Status: Married
Children: 3
Military Status: 2 S
Preference as to Location:
Denver
Atlanta
West Palm Beach Area

Arthur Dubose McVoy III

DEGREES:
Bachelor of Architecture
(5 year program)
University of Florida

EXPERIENCE:
4 years varied experience with Architecture, Engineering, and construction

ACTIVITIES:
Photography (1 year in art school)

PERSONAL:
Birth Date: April 1, 1939
Marital Status: Married
Children: Daughter, 6 yrs. old
Military Status: II A, 31 yrs. old
Preference as to Location:
Gainesville, 1st choice
any large city with a junior college and university - i.e. Miami, Tampa, St. Pete, Ft. Lauderdale, etc.

Ramiro R. Palma

DEGREES:
Bachelor of Architecture, March 1970
Master of Arts in Architecture, Dec. 1970

EXPERIENCE:
5 years varied experience in architectural offices

ACTIVITIES:
Gargoyle
Phi Kappa Phi
A.S.T.M.

PERSONAL:
Birth Date: 12/20/41
Marital Status: Married
Children: One
Military Status: not applicable
Preference as to Location:
Florida
Caribbean

Charles S. Partin

DEGREES:
Bachelor of Sculpture F.S.U. 1965
Bachelor of Architecture U.F. 1970

EXPERIENCE:
3 years varied freelance experience with several architects, contractors, and builders; some field experience

ACTIVITIES:
Corresponding Secretary - S.A.I.A. 2 years
Chairman and founder of S.A.I.A. Job Placement Bureau
Student A.I.A. Representative to State Board of Directors, AIA 1 year;
Student Representative to Architecture Guild ½ year

PERSONAL:
Birth Date: March 25, 1943
Marital Status: Married 5 years
Children: 2 ½ year old daughter
Military Status: Florida National Guard - Enlistment ex. December 1971
Preference as to Location:
Central Florida

Edmond J. Schoppe III

DEGREES:
Bachelor of Architecture, Dec. 1970

EXPERIENCE:
7 years diversified experience in the offices of Architects registered in Florida

ACTIVITIES:
Gargoyle Honor Society
Photography

PERSONAL:
Birth Date: April 11, 1940
Marital Status: Married
Children: 3
Military Status: III A
Preference as to Location:
None

Ralph Lewis Reeger, Jr. shall receive a degree of Bachelor of Architecture in December. At that time, he plans to join Campbell, Salley, and Associates, Architects, Inc., Gainesville, Florida.

Billy D. Savoy shall receive a degree of Bachelor of Architecture in December. At that time, he plans to move his family to Tampa, Florida, where he shall join Watson and Company, Engineers and Planners.

Bob Taylor shall receive a degree of Bachelor of Architecture in December. At that time, he plans to join Moore, May and Harrington Architects, Gainesville, Florida.
A carefully-controlled rotary kiln process fires Solite aggregates at 2300° F. Heat expansion traps air inside tiny cells throughout—resulting in extra lightness. Solite masonry units are 1/3 to 1/2 lighter than units made with ordinary aggregates. This savings in weight can speed up construction and reduce labor costs. Ask your Solite representative for test data and ratings on fire resistance, insulation values, structural strength and other superior qualities of Solite lightweight masonry units.
the instant wall comes to the Southeast
the instant wall

USS HOMADAY Interior Wall Panel
with USS Homaday panels
you don’t build walls,
you erect them...
in hours instead of days.

USS Homes Division pre-builds walls for you, in ready-to-erect modular form, in Orlando, Florida. The basic modules are precision-made 4' x 8' steel-framed panels. Loadbearing and factory-insulated, USS HOMADAY Exterior Wall Panels are available solid (without openings), with exterior door openings, and optional exterior doors, or with factory-installed windows. Interior panels are nonloadbearing and available with or without insulation, solid, or with door openings and optional interior doors.

USS HOMADAY Wall Panels provide an efficient system of building without a "systems" look. With these field-tested panels—and other USS HOMADAY Standard Building Components (pre-assembled roof trusses, pre-hung doors, etc.)—you can build anything from a fine-quality one- or two-story home to apartments, townhouses, nursing homes, schools, dormitories, motels and various special-purpose buildings without being limited to standard plans (although these, too, are available).

You can build whatever elevations and plans are popular in your area and finish them inside and outside, just as you would "custom" designs.

Construction time is greatly reduced with USS HOMADAY Panels, and there’s no need for special equipment or many skilled laborers. You don’t even have to carry an inventory... USS Homes Division will ship the exact number of panels and other USS HOMADAY Standard Building Components you need right to your job site. The result is faster, more economical construction with an earlier return on your investment. Why build walls when you can erect them faster—and save? For more information, fill out and mail the coupon. USS and HOMADAY are trademarks.
Located on the site of a former landscape nursery, this 3,000 square foot residence was built for an attorney and his wife who are planning for a family of four. The area abounds in plants, shrubs and a variety of trees which form buffers on the sides and the rear of the house. A small pond divides the structure from a main road on the front.

Privacy and retaining the natural setting of the property were the major desires of the owners. To satisfy these requests, a foot path approach was designed from the main road (with impaved on-site parking at its origin) and a private auto entrance was provided from the rear on a paved access road. An area where only three palm trees existed was chosen for the construction site and these trees were transplanted to the front of the house. The reed growth around the perimeter of the pond will remain to give additional privacy.
Better environmental control, greater design flexibility.

Make Zoning Controls More Effective
Clear polyester film with microscopic metallic coating rejects 80% of the sun's heat energy when permanently applied to windows. Lessens temperature peaks in "hot side" of buildings.

Reduce Air Conditioning Loads
Every 90 sq. ft. of sun exposed window treated with Solar-X® Film turns back radiant energy that otherwise would require one ton of air conditioning to off-set.

Improve Building Appearance
Windows become bright, uniform, mirrored to enhance the beauty of the building. From inside the view is clear, undistorted, with glare softened.

Guaranteed For Five Years
Solar-X® Film, properly installed, is guaranteed for five years against loosening, cracking, discoloring, fading, peeling or crazing. Can be installed on all types of glass.

RVA SOLAR CONTROLS CORP.
Subsidiary of

The Newest Editions of AIA Documents are available from FAAIA

Contact by mail or phone:
FAAIA
1000 Ponce de Leon Blvd., Coral Gables,
Florida 33134
(305) 444-5761

The Newest Editions of AIA Documents are available from FAAIA

RVA Solar Controls Corp. Dept. A
4395 N.E. 12th Ave., P.O. Box 33008
Gentlemen:
Please send me more information about Solar-X® Film.
Name
Company
Type of Building
Address
City, State
Zip Phone

Reprinted from The Miami Herald

NEWS/Continued

Builder Must Face Change
Expert Says

Laurin Magee, of Washington, executive vice president of the Housing Guidance Council, Inc., says that "the builder's ability to recognize and accept change is the key to his success."

She says in a report from Washington that the building industry to keep pace must change its product.

"Housing needs less rigidity and more excitement," she says. "People are so bored by square boxes they buy A-frame or octagonal vacation houses to get away from their 'real' house.

Another change, the consultant said, is needed in the field of structural variety. "Undoubtedly we can glily assign this field to technological updating. But it hasn't happened yet. There is still no such thing as the non house or the non apartment. Any eight-year-old child can walk down a street and say 'that's a house and that's an apartment' and be correct 90 per cent of the time. But is it necessary to maintain this distinction?"

Also needed, she says, is containment and privacy. The European concept, the villa attitude, is obvious in all the homeowner's surveys. People want walled courts and landscaping that contributes to their privacy, she stated.

Miss Magee added that there is a definite need for more comprehensive land planning.

"We're seeing the beginning of a great change in land planning now, but we must carry out new ideas to their logical conclusions, one of which is the cluster concept."

She said that houses with new designs and ideas can't be sold or rented "unless we produce new financing methods compatible with altered attitudes. This cannot be left solely to financiers. The housing industry has an integral role to play here."

The housing industry must re-evaluate its current marketing and merchandising programs, she adds.

"It seems every swimming pool is olympic size, every golf course is a championship course, every lot is a ranchette and every house is designed for gracious living."

Young people are not fooled by misrepresented products, she pointed out. "If a builder has put together a reasonably good product the best sales tool is the truth."

The young buyer responds to the "tell it like it is" approach, she said.

Reprinted from The Miami Herald

ADVERTISERS

AUTOMATED BUILDING COMPONENTS, INC.
27
CATHED INDUSTRIES
4
CONTEMPORARY BUILDING SYSTEMS, INC.
PANEL DIVISION
FLORIDA GAS COMPANY
9
CONCRETE PRODUCTS,
PERMADECK
W. R. GRACE & CO.
18
DUNAN BRICK YARDS
31
FLORIDA GAS TRANSMISSION CO.
10
FLORIDA INVESTOR OWNED ELECTRIC UTILITIES
16 - 17
FLORIDA PORTLAND CEMENT DIVISION
8
RVA SOLAR CONTROLS CORPORATION
26
SOLITE CORPORATION
20
UNITED STATES STEEL
21 - 22 - 23
KURT WALDMANN
32

26 / THE FLORIDA ARCHITECT / November/December 1970
a dramatic new roof treatment for Cocoa High School

DECRAMASTIC® ROOF TILE

Architects specify Decramastic Tile for all types of buildings for a variety of reasons - here are just a few: "Natural, warm earth colors blend with architectural color schemes"..."After several years, the tile looks as good as new, without maintenance of any kind"..."The deep shadow lines give the appearance of heavy and expensive tile and an area of interesting pattern"... Architects like the economy of application of lightweight sheets directly over batten strips, without need for sheathing, and the code approvals including Class A fire rating and hurricane tests. More and more architects choose Decramastic because it is so distinctive and naturally good looking. Let us send you a color brochure today...just write or call (305) 696-0930.
The educational requirements express three basic concepts not ordinarily programmed for the traditional Central Florida high school: the Campus Plan, Independent Study, and Food Service.

The campus plan is reconciled into 12 separate buildings connected by covered walks.

The Administration Building is located adjacent to the public and faculty parking area at the base of a three-acre, twenty-foot high hill. The Learning Center is placed on the hill at an elevation twelve feet higher than the remaining buildings establishing the north-south line of symmetry with three vocational buildings surrounding the student court. The east-west line of symmetry is likewise based at the Learning Center through three academic buildings surrounding the student commons.

A covered student area is located at the eastern extremity of the site surrounded by the Gymnasium, Music Building and a supplemental Administrative Building.

The Multi-Purpose Building houses large group instructional areas convertible to indoor dining, and the food preparation and dispensing areas.

Independent Study is accomplished by departmental clusters of space, the core of which is a carrel area surrounded by classrooms of various sizes, a teacher's work room, seminar and conference rooms. Essentially, the independent study area is an expanded corridor with direct access to all other spaces in that department.

Special facia treatment is obtained by the use of decramastic roof tile.
Architects, Students Help
Nantucket Keep Its Style

Nantucket, once the whaling capital of the world, has survived fire, depression and plague and with the help of architects, students and citizens is battling to survive 20th Century urbanism.

A University of Florida professor and six students last summer completed a six-year architectural survey of the famous port, called by Indians "the land far out on the water."

Thirty miles southeast of the Massachusetts mainland, Nantucket is a serene island in time as well as the piece of U. S. real estate farthest in the Atlantic. Architects agree with tourists and residents — some of them descendants of 19th Century sea captains — that the island's unique setting of white and gray houses on a sailboat-shaped ledge of sand and rock should be preserved.

The Nantucket project was one of seven surveys conducted by the Historic American Building Survey (HABS), co-sponsored by the Department of the Interior, The American Institute of Architects and the Library of Congress.

The careful recording of Nantucket's wharves, shops, churches and homes by HABS "has helped make people here aware of what we have and supported our efforts to save it," noted Edouard A. Stackpole, editor of "The Nantucket Inquirer and Mirror" and president of the Nantucket Historical Association. The Association's 1,100 members (Nantucket has a permanent population of less than 4,000) are asking the Massachusetts legislature to establish design and zoning control over the entire island. Since 1955 the city has been declared a historic zone and has had a review board with powers to control new buildings.

"Nantucket represents an important period in the building of this country. But even a historic district is subject to ravages of change — to weather and calamity. So it is important to record it as a practical guide to what we have and wish to preserve," noted Walter Beinecke, Jr., Trustee of the Nantucket Historical Trust which is assuming the cost of the HABS survey.

"Nantucket means so much to America," points out F. Blair Reeves, AIA, project supervisor. He is a University of Florida professor of architecture who has worked on HABS jobs for 12 summers.

"It figures in the Revolutionary War, the War of 1812, the Civil War, in the growth of American business, in the development of the Quaker faith, as a laboratory of wildlife and plants and as a repository of craftsmanship, architectural design and town planning," noted Reeves. "So we want now to show some of this fabric, the consistency that retained its unique flavor all these years."

Some residents fear subdivisions, shopping centers and new large-scale resorts could damage the island. They welcome the HABS work as another effort to reinforce the value of careful development. "We want to stop the pests from devouring the landscape and we want to keep the distinct style of Nantucket architecture that has persisted here longer than any other place in New England," said Stackpole.

In five years, HABS summer crews have measured, drawn and photographed 64 individual buildings in the tree-lined port. The 1970 HABS team documented two Nantucket neighborhoods, recording India Street and portions of Union and Orange Streets. Street layout, surfacing and curbs, fences, landscape and a total of 44 houses were drawn and photographed. "To me, Nantucket is house tied to house by streets, fences and landscape. That's why we are recording environment as well as walls and roofs, said Reeves. "These streets show the accumulated tastes of a succession of people that lived here," he added.

Reeves' apprentices were Benjamin Walbert III of Allentown, Pa., who will begin graduate architectural restoration studies at Columbia this year and is a 1970 U. of Florida graduate; Ellis Schmidlapp of Piqua, Ohio, a 1970 Carnegie-Mellon U. graduate who will work for the Pittsburgh History and Landmarks Foundation; Martin J. Rosenheim of Brooklyn and James D. Skelton of Plainfield, Ill., both University of Illinois students; and Richard C. Crison of Santerre, Puerto Rico and Frank D. Allison of Jackson, Tenn., students at the U. of Florida.

Summer HABS crews encounter snakes, spiders, rusty nails, dust and mystery.

"I've never measured two buildings that were the same, even when built by the same carpenter," said Reeves. "You may discover some of the houses, like these in Nantucket, were moved from another location. Or it might be that this is an old house," he said, pointing to a rooming house on India Street. "But an awful lot has happened to it. In time, the crews can distinguish when houses have been remodeled and what is hidden as well as what shows. "It's fun to sleuth these things. It can be a detective story," added Reeves.

Crews use 100-foot tape measures, carpenters' rules, molding profilers and cameras to detail buildings. Fire truck ladders and airplanes are sometimes employed to capture details by camera, and equipment is often borrowed from local engineers or road departments and utilities. "We sometimes make tools we need," said Reeves. It takes two days to two weeks to measure the average building. The crew leader normally uses information supplied by local authorities but also gathers written documentation, from neighbors, old diaries, wills and court records, while the crew measures. Documentation also includes a description of the surrounding landscape and a history of the structure.

Nantucket surveying has revealed fine detailing in textures, finishes, corner posts, beams. The rather spartan-looking clapboard and shingled houses occupy the old town in an orderly, refined manner. But individually they show such flourishes as captain's walks on the roof, handsome doorways, colorful sundials and weather vanes, mermaid figureheads and other mariner reminders of the town's golden whaling era of the 1830s. Reeves notes "the joinery is excellent, probably because of the skills that were here in shipbuilding." The overall impression of Nantucket is of a serene setting, allowing expressionism that doesn't intrude. "

---

30 / THE FLORIDA ARCHITECT / November/December 1970
This Is Red River Rubble...

It's a hard, fine-grained sandstone from the now-dry bed of the Kiamichi River in Oklahoma. In color it ranges from a warm umber through a variety of brownish reds to warm, light tan... Face textures are just as varied. Over thousands of years rushing water has sculptured each individual stone with an infinite diversity of hollows, ridges, striations, swirls — and has worn each surface to a soft, mellow smoothness... The general character of this unusual stone suggests its use in broad, unbroken areas wherein rugged scale and rich color are dominating factors of design... Age and exposure can do nothing to this stone except enhance the mellow richness of its natural beauty...
kurt waldmann
architectural photography