THE CUBA FAMILY ARCHIVES FOR SOUTHERN JEWISH HISTORY AT THE BREMAN MUSEUM

MSS 250, CECIL ALEXANDER PAPERS

BOX 1, FILE 18

FABRAP,
UNDATED

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Southern Bell's new headquarters tower, The Coca-Cola Company's headquarters building and office campus, the Richard Russell Federal Office Building, and MARTA's Five Points rapid transit station! Five Points rapid transit station! What have the following in common:

Cecil Alexander, Barnes, and Alexander, Architects Southern tower.

What have the following in common:

Paschal, Roth, and Alexander, Architects Southern tower.

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Paschal, Roth, and Alexander, Architects Southern tower.
families are...
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Finch Alexander Barnes Rothschild
and Paschal, Inc. is a contemporary architectural firm, offering a full range of comprehensive services required by today's discriminating client.

FABRAP is design oriented: We believe good design is the architect's first function and most positive contribution. We consider sound engineering practices, economic feasibility and the meeting of close schedules to be an integral part of our design concepts.

FABRAP has pioneered the concept of total architectural design by combining architecture, land and urban planning, space requirement analyses, interior design, engineering coordination and development consultation under one management.

As a result of this plan, two affiliate organizations have been set up: Associated Space Design, Inc. (ASD), which is involved in interior architecture and space planning; and FABRAP-Head, Inc., a real estate and development consultant firm. In addition we have a Department of Planning under the direction of an experienced professional.

Services not furnished directly are assigned to expert consultants.

This new management pattern has been used effectively in meeting special requirements. Our wide-ranging practice has involved us in a great variety of building types in many areas of the country, with special competence in major public structures such as stadiums, auditoriums, sports arenas and expositions.

The firm's principals have been involved continuously in civic affairs, and serve on many local, regional, state and national committees. They are experienced in coordinating the interests of private, institutional and public sectors.

FABRAP has been shaped to meet the exacting requirements of today's building industry, without sacrificing excellence in design.
Client Relationship

Our client is an integral part of our design team. We believe the client's contributions of requirements and preferences are necessary for the completion of a successful project.

FABRAPP's team members represent all phases of projection of the building documents. A Project Principal and a Project Architect control and remain with the project through its completion. These highly trained personnel are responsible for the work and for maintaining direct contact with the client.

The team approach builds high morale, assures every member of creative participation, and produces a building of high quality, which truly reflects the client's desires. It further assures the continuity of the concept from beginning to end.
FABRAP Services

FABRAP's services are available to the client in accordance with specific needs. These stem from our three principal entities, all located in our home office:

1. Finch Alexander Barnes Rothschild and Paschal, Architects and Planners

Architecture
Our personnel are experienced in the design of many types of buildings. Senior members have worked together through many projects, and together with our review committees coordinate our total knowledge on any given problem.

While FABRAP has performed many large-scale projects, size is not our primary concern. We also welcome smaller challenging assignments and give them concentrated attention.

Planning
FABRAP's planning department, directed by a qualified professional planner, provides comprehensive urban and regional planning consultation to state, regional and local government agencies, as well as to private organizations and land developers.

We are experienced in urban design; site selection analyses and land use planning, regulation and administration; planning for regional growth, urban redevelopment and economic development; planning for social service delivery, capital improvements and program budgeting; planning for land and water resource management, environmental impact, housing, educational systems and manpower development.

Engineering Coordination
FABRAP's highly competent engineer selects the best qualified consultants for a specific job and serves as liaison with them throughout the project.

Estimating
This service is performed by our staff throughout the development and design of a project. We keep our client informed of the projected costs throughout.

Computer Services
The client is further served by a modern, up-to-date retrieval system, which gives us access to computer databanks pertaining to project information.

Some of the benefits derived from this system include:
- Reliable budget analysis and programming aids, generated on demand;
- Savings in time and expense as computers yield valuable research, based on preliminary project definitions;
- Backup information, kept readily available through comprehensive microfilm collections of manufacturers' product literature, specifications, drawings and details, which are continually updated with the latest information.
Scheduling
In order to serve the needs of the client under exacting time requirements, FABRAP works with "fast track." By working with a reliable contractor, construction may be started prior to completion of drawings, and crucial materials may be pre-ordered.

Research & Program Writing
Extensive research is performed by FABRAP's experienced personnel, through studies of similar projects, extensive review of documents, consultation with clients, and computerized data.

A detailed program is then developed using all these resources and the required budgetary limitations. After review and acceptance by the client, this program becomes the basis of the design.

2. Associated Space Design, Inc. (ASD)
ASD, Inc. is an architecturally oriented interior space planning and design firm and an independent affiliate of FABRAP. Its purpose is to assist the client in making the best possible use of his physical facilities by offering the following services:

- Facilities Requirement Analysis—An in-depth study to program for the need and use of physical facilities, present and future.
- Interior Planning and Design—The development of a total "interior space concept," creating an environment for the client's specific needs, highly functional, humane and aesthetically appropriate.
- Product and Graphic Design—The design of architectural/interior graphics, and product design for specific needs.

3. FABRAP-Head
The main purpose of our real estate and development affiliate is to bring together professionals in real estate development and management with architects, engineers and planners, in a limited partnership.

Development Activities
- zoning
- site selection
- programming
- economic analysis
- architectural contract negotiations
- general contract negotiations
- obtaining construction and permanent loans
- developing operating budgets
- construction management and management upon completion
- marketing

In addition, FABRAP-Head oversees certain undeveloped lands that are owned by the various limited partnerships for resale or later development.
Comprehensive Architecture: A FABRAP Example

Increasingly, complex construction demands call for comprehensive services, their skilled organization and management. An example of how this sort of service works is visible in a program which FABRAP performed for The Coca-Cola Company.

The program undertaken was an expansion of the international firm's corporate headquarters in Atlanta. The project included selection of an appropriate site, total design of an initial office building, and a pattern for growth and development.

Land Planning
FABRAP examined all possible locations for the client, considering relationships of proposed new facilities, parking and special use structures to existing buildings. Also considered were projected neighborhood and city growth patterns.

Traffic
Neighborhood and internal traffic patterns were analyzed; proposed developments in surrounding areas were investigated; and the entire future traffic patterns were diagrammed and presented to the client in model form.

Space Analysis
A Facilities Requirement Analysis was conducted by Associated Space Design, Inc., determining size and arrangement of the initial office building. This study indicated present, future, and long-range uses, as well as inter-departmental relationships. After numerous corporate and staff interviews, recommendations were presented in understandable chart and model form, with tabulations and diagrams.

Programming
A definitive architectural program was next outlined, explaining in detail the many requirements which the plan would have to accommodate.

Use of Models
An exploded diagrammatic space model was used to further illustrate departmental locations within a multi-story building. Extensive use was made of additional models in studying and presenting designs. Cardboard mass models, a detailed scale building model, and models of special interior spaces and features all contributed to design development. Final determination of interior finishes and office sizes was aided by construction of full size mock-up offices with the interior completely finished and furnished.

Schedules
Overall schedules from design through construction were developed to guide in project execution, and comparative budget analyses determined quality standards.

Coordination
During the development of design and preparation of construction drawings and specifications, one project architect acted to coordinate the diverse elements and the many consultants. Included were specialists in construction, interior planning, food services, stage layout and equipment, traffic, acoustics, waterproofing and landscaping, as well as normal structural, mechanical and electrical engineers. The number of consultants naturally varies with each project.

Estimating
A budget was established early in the development of the project. Continual in-house estimating and consultations with a construction management firm kept the costs in line with the initial budget.

Management of the Project
Continuity and balance were maintained in this complex job by continuing involvement of one Principal-in-Charge and the Project Architect. Periodic meetings were held with the client together with the contractor, architect, engineers and consultants. Thus the client was constantly informed and the efforts of the construction team kept thoroughly within prescribed plans.

Construction
Architectural services and coordination were maintained throughout the construction. Highly qualified field personnel assured proper execution of construction documents. Finally, at the time of occupancy, the client was given advice on operational procedures and a continuing maintenance program was outlined in order to complete the complex assignment under one unified architectural management.
Scope of Work

SHOPPING CENTER
1. PHILLS PLAZA SHOPPING CENTER
   Atlanta, Georgia

GARDEN APARTMENTS
2. THE OKIS APARTMENTS
   Jacksonville, Florida

SPECIAL USE OFFICE BUILDING
3. REDSTONE FEDERAL CREDIT UNION
   Huntsville, Alabama

INDUSTRIAL
4. NATIONAL DISTRIBUTING COMPANY
   Atlanta, Georgia

LARGE OFFICE BUILDING
5. FIRST NATIONAL BANK
   Atlanta, Georgia

MEDIUM SIZE OFFICE BUILDING
6. FICKLING-WALKER BUILDING
   Macon, Georgia

ACADEMIC FACILITY
7. CHEMICAL & CERAMIC ENGINEERING BUILDING
   Georgia Institute of Technology
   Atlanta, Georgia

HIGH RISE APARTMENTS
8. PALMER HOUSE APARTMENTS
   Atlanta, Georgia

PUBLIC FACILITY
9. CINCINNATI RIVERFRONT STADIUM
   Cincinnati, Ohio

THEATER
10. WEIS CINEMA #1
    Savannah, Georgia

Ms 250, Cecil Alexander Papers, The Cuba Family Archives for Southern Jewish History at The Breman Museum.
Officers

Finch Alexander Barnes Rothschild and Paschal, Inc., created as a partnership, was incorporated in 1971 with James H. Finch, FAIA, President; Cecil A. Alexander, FAIA, Chairman of the Board; Miller D. Barnes, AIA, Senior Vice President; Bernard B. Rothschild, FAIA, FCSI, Senior Vice President and Secretary; and Caraker D. Paschal, AIA, Executive Vice President and Treasurer.


Vice Presidents are Laurent deGive, P.E.; J. Starke Hamilton, AIA; William L. Pulgram, AIA, who is also President of Associated Space Design, Inc.; William F. Mabe, Attorney; Corporate Business Manager; and Richard C. Robert, AIA, FCSI.
Partial List of Clients

Adair Realty & Loan Company
Atlanta, Ga.

Atlanta Braves, Inc.
Atlanta, Ga.

Atlanta Housing Authority
Atlanta, Ga.

Atlanta-Fulton County Recreation Authority
Atlanta, Ga.

Barwick Mills
Atlanta, Ga.

Cincinnati-Hamilton County Stadium Authority
Cincinnati, Ohio

Citizens and Southern National Bank
Atlanta, Ga.

City of Atlanta
Board of Education
Parks Department
Police Department

City of Rome/Floyd County
Georgia

DeKalb Board of Education
Decatur, Ga.

Eastern Airlines, Inc.
Atlanta, Ga.

Equitable Life Assurance Society
Atlanta, Ga.

Erie County
New York

Fickling and Walker, Inc.
Macon, Ga.

First National Bank
Atlanta, Ga.

First Montessori Class of Atlanta, Inc.
Atlanta, Ga.

Fulton County
Board of Education
Dept. of Public Works

Gammon Theological Seminary
Atlanta, Ga.

General Cigar Company
New York, N.Y.

Georgia Education Authority
Georgia Institute of Technology
Atlanta, Ga.

Georgia Kraft Company
Rome, Ga.

Georgia Power Company
Atlanta, Ga.

Georgia State University
Atlanta, Ga.

Georgia Theatres, Inc.
Atlanta, Ga.

Georgia World Congress Center
Atlanta, Ga.

Gulf States Paper Corporation
Tuscaloosa, Ala.

David Head
Atlanta, Ga.

Huntsville Board of Education
Huntsville, Ala.

IBM Corporation
Huntsville, Ala.

Lord and Taylor
New York

Frank B. Lowndes and Son
Atlanta, Ga.

Marist Society of Georgia
Atlanta, Ga.

Martin Theatres
Columbus, Ga.

Methodist Center
Atlanta, Ga.

Middle Georgia College
Cochran, Ga.

Mississippi Southern University
Hattiesburg, Miss.

NASA
Huntsville, Ala.

Raymond D. Nasher
Dallas, Texas

New York State
Urban Development Corporation
New York, N.Y.

Northcreek Development Co.
Atlanta, Ga.

Oakwood College
Huntsville, Ala.

Phipps Land Company
Atlanta, Ga.

PPG Industries
Huntsville, Ala.

Polk County Schools
Georgia

Redstone Federal Credit Union
Huntsville, Ala.

Regents of the University System of Georgia
Rich's Inc.
Atlanta, Ga.

Rockdale County, Ga.
Board of Education

Sea Pines Plantation Company
Hilton Head Island, South Carolina

Southern Bakers, Inc.
Atlanta, Ga.

Southern Bell Telephone and Telegraph Company
Atlanta, Ga.

State of Georgia
State Bureau of Facilities Management

Wayne County Stadium Authority
Detroit, Michigan

Weis Theatres
Savannah, Ga.

West Georgia College
Carrollton, Ga.

West Point Pepperell, Inc.
West Point, Ga.

F. W. Woolworth Co.
Atlanta, Ga.

Young Men's Christian Association
Atlanta, Ga.

Storey Theatres, Inc.
Atlanta, Ga.

U.S. Air Force
U.S. Department of Health Education and Welfare

U.S. Department of Interior
Bureau of Sport Fisheries and Wildlife

U.S. Engineer District
Savannah, Ga.

U.S. General Services Administration
U.S. Navy

University of Kentucky
University of South Carolina

University of Virginia
University of Wyoming

Wayne County Stadium Authority
Detroit, Michigan

Weis Theatres
Savannah, Ga.

West Georgia College
Carrollton, Ga.

West Point Pepperell, Inc.
West Point, Ga.

F. W. Woolworth Co.
Atlanta, Ga.

Young Men's Christian Association
Atlanta, Ga.

Officers

JAMES H. FINCH, F.A.I.A.
Chairman of the Board, FABRAP, ASD
Fellow, American Institute of Architects
Board Member, Atlanta Chamber of Commerce; Central Atlanta Progress; United Appeal; Clark College Advisory Council; Atlanta Regional Commission; Vice President, Atlanta Symphony; Past Chairman, Citizens Advisory Committee for Urban Renewal; Housing Resources Committee
Past Vice Chairman, Atlanta Metropolitan Planning Commission
National Honor Awards Jury, AIA, 1973
Chairman, Ga. Art Commission
Director, Atlanta Arts Festival
Ivan Allen Award
Col. U.S.M.C.R. (Ret.)
Education: Georgia Institute of Technology, B.S., Architecture; Princeton University School of Architecture, graduate study; Georgia State University School of Urban Life

CECIL A. ALEXANDER, F.A.I.A.
Vice President, FABRAP
Member, American Institute of Architects; Constructions Specifications Institute; Atlanta Art Association; The Commerce Club; The Georgia Architectural & Engineering Society; Cherokee County Chamber of Commerce
Former Mayor of the City of Woodstock, Georgia
Education: Georgia Institute of Technology, B.S., Architecture

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Former Mayor of the City of Woodstock, Georgia
Education: Georgia Institute of Technology, B.S., Architecture

BERNARD B. ROTHSCHILD, F.A.I.A., F.C.S.I.
Senior Vice Pres./Secretary, FABRAP
Fellow, American Institute of Architects
Member, The Construction Specifications Institute
Director, South Atlantic Region, AIA, 1965-68
President, Georgia Association, AIA, 1972
President, Construction Sciences Research Foundation, 1971-72
Member, National AIA Documents Board, 1967-72, Chairman, 1969-71
Member, National AIA Nominating Committee, 1972, Chairman, 1973
Member, Editorial Board, "Architectural Graphic Standards," 1966-69
Chairman, 1973-76
Edward C. Kemper Award, AIA, 1973
National President's Plaques, CSI, 1963, 65
Lt. U.S.N.R. (Ret.)
Education: University of Pennsylvania, B. of Architecture

CARAKER D. PASCHAL, A.I.A.
Executive Vice Pres./Treasurer, FABRAP
Member, American Institute of Architects; Atlanta and DeKalb Chambers of Commerce; American Correctional Association; National Council on Crime and Delinquency
Design Critic (2 years), Georgia Institute of Technology
Lt. U.S.N.R. (Ret.)
Education: Georgia Institute of Technology, B. of Architecture, B.S., Architecture
Senior Vice-Presidents

ROBERT D. AHLSTRAND, R.A.

Chief Project Architect, FABRAP
Master Planner, Atlanta Arts Festival
Member, Board of Directors, Arts Festival
of Atlanta, Atlanta Art Institute;
Board of Trustees, Community Services
for the Blind, Inc.
Education: Alabama Polytechnic Institute,
Auburn, Ala., B. of Architecture

H. KING McCAIN, P.E.

Senior Vice President, FABRAP
Past President, Georgia Society of
Professional Engineers, Atlanta Chapter
Member, National Society of Professional
Engineers
Charter Member, Georgia Engineering
Society
Charter Member, Past President,
Atlanta Chapter, ASHRAE
Past President, Harvard Club of Atlanta
Member, Atlanta Area Council, Boy
Scouts of America; Grand Jurors
Association of Fulton County; Atlanta
Civic Design Commission
Education: Harvard College, cum laude,
B.S., Mathematics

HENRY H. TEAGUE, R.A.

Chief Designer, FABRAP
Education: Georgia Institute of Technology,
B.S., B. of Architecture,
M. of Architecture
Vice-Presidents

LAURENT deGIVE, P.E.

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WILLIAM F. MABE, Attorney

WILLIAM L. PULGRAM, A.I.A.

RICHARD C. ROBERT, A.I.A., F.C.S.I.

Construction Phase Chief, FABRAP
Member, Georgia Society of Professional Engineers
Past VP/Secty., Brookwood Rotary Club
Past VP/Treas., Ga. Branch, Associated General Contractors
Former member Round Table, Atlanta Branch, National Conference of Christians & Jews
Lt. Cmrdr., Civil Eng. Corps., US Navy
Education: Massachusetts Institute of Technology, Georgia Institute of Technology, B.S., Civil Engineering

Project Architect
Formerly partner with Toombs Amisano and Wells
Member, American Institute of Architects
Instructor of Design, Georgia Institute of Technology
Lt. Commander, U.S. Navy (Ret.)
Education: Georgia Institute of Technology, B.S., B. of Architecture

Corporate Business Manager
Member, Georgia Bar Association
Education: High Point College, High Point, N.C., B.S.; Business Administration; East Carolina University, Greenville, N.C., M.A., Business Administration; Atlanta Law School, Atlanta, Ga., LLB

President, Associated Space Design, Inc.
Member, American Institute of Architects
Member, National Task Force—Standard Form of Agreement between Owner and Architect for Interior Design Services
Secretary, South Atlantic Regional Conference, AIA
Member, Industry Advisory Board
CONTRACT Magazine
Education: Realschule, Vienna, Austria; Georgia Institute of Technology, B.S.; Architecture; Ecole des Beaux Arts, Fontainebleau, France; B. of Architecture; First Prize in Architectural Design, 1951

Chief Specifications Writer
Fellow, Construction Specifications Institute
Member, American Institute of Architects
Education: Georgia Institute of Technology, B.S., Architecture