The success of this project required the cooperation of the City of San Diego, the community and a local developer as part of a master plan for the area. The center needed to fulfill strict budgetary restraints, a commitment to environmentally sensitive design and conservation while exploring new technologies and architectural solutions.

The two faced, ground faced masonry was chosen, not only for its energy efficiency, but also for its aesthetic properties of texture and color, as well as its low maintenance. Block modules were repeated in the rust red windows, the exterior steel trellis, and in the tile pavers inside and outside the building. The steel trellis module casts a shadow repetitive of the block as well as the overhead, translucent Kalwall panels. The use of these insulated, translucent panels in the gymnasium provided an energy efficient daylighting solution and, at night, becomes a community beacon.

The result was an award winning, 10,600 square foot recreation building with a regulation sized basketball gymnasium, storage rooms, a small kitchen, activity room, public toilet rooms and, offices for staff. Both the users and the staff feel the recreation center fills a practical and aesthetic need for the area, and has become a landmark building in a bedroom community.

**Architect:**

Linda Moreland, AIA, Project Architect
Mark Bolen, AIA, Project Architect
MCG Architects
San Diego, California
In a suburban environment with gang violence, this Senior Center/Alzheimer Day Care facility provides a presence that is secure and uplifting for its elderly users. The project is conceived with a large interior court around which its functions are organized.

The design instills pride in its users, provides open, airy interiors and safe, containing indoor and outdoor rooms for Alzheimer patients to spend their days. Rather than corridors, the design employs connected, centralized lobby spaces which allow an easy comprehension of, and access to, all parts of the building. The various roof elements reveal themselves on the interior as open volumes which provide natural light through skylights and indirect artificial lighting.

Concrete masonry units served many purposes in the success of this project. “It needed to be vandal proof”, explained Rebecca Binder, FAIA. “Concrete masonry doesn’t burn and is strong for impact resistance. Because of its modularity, we were able to animate the facade with different textures and colors in a building program that did not allow for any windows. Finally, concrete masonry provided durable variety in visual appeal and flexibility in taking on form”.

The Northeast Valley Multipurpose Senior Center is a 16,000 square foot structure that is central to the daily well-being of many of the community’s elderly and houses innovative and essential programs such as counseling, hot lunch, and daycare for the elderly with Alzheimer’s disease. It has also won the coveted 1992 Mayor’s Award.

**Architect:**

Rebecca L. Binder, FAIA
Kim A. Walsh, AIA
R.L. Binder, FAIA, Architecture & Planning
Playa del Rey, California
This project is a 29,000 square foot split-face masonry shell for gourmet, natural foods market on a little over one acre urban corner site with rooftop parking. The challenge was to make a large market pedestrian friendly. “Concrete masonry units offered the scale and texture that gave this project a pedestrian quality”, says Scott W. Thomas, Partner.

Working with a 5 foot site gradient, the main level of the store sits below the street on University Avenue, allowing pedestrians to look in and over the interior activity. A café at the corner is raised to the street level and spills out onto the public sidewalk.

To address the problem of parking in this dense area of the City, rooftop parking was designed to minimize the impact from the street while making it convenient to use for shoppers.

The whole foods market is reminiscent of European markets. A masonry and steel building was selected as the prototype for the shell. Because of its texture, structural properties and economy, split face block was chosen as the major wall material. Its texture comes alive in the brilliant sunshine of San Diego. Storefronts with stucco parapets and trellis members serve to define the entries, add color and separate the walls from the towers. Colorful tile bases on the bay windows add color at the pedestrian level and recall similar tile bases in Hillerest & Uptown.

**Architect:**
Scott W. Thomas, Partner  
Zagrodnik & Thomas  
San Diego, California

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**PROJECT:**  
Whole Foods Market Shell  
San Diego, California

**Architect:** Zagrodnik & Thomas  
San Diego, California
This institutional project was built to handle emergencies and needed to be extremely durable over a long period of time. The design and construction also needed to be cost effective.

Before designing this project, Daniel E. Clark, AIA, frequently visited older stations in other parts of the country to get a feel of the traditional firehouse. He also spent a 24 hour shift with firefighters to learn more about their specific needs for this station. A few late calls coupled with trauma incidents made him realize how important quiet spaces were for the facility.

Station 3 is timeless and uses concrete masonry units, one of the most creative materials readily available today. A random ashlar pattern was used for its variety of sizes and shapes. Different color blocks were used to accent the pattern and then sandblasted to reveal the richness of the aggregate materials inherent in every block. The precast concrete caps and trim give this project a timeless institutional look that says to the community: “This building will be here for a long time.”

**Architect:**

The Hill Partnership, Inc.
Newport Beach, California
The project goal was to create a building with a sense of permanence and stability appropriate for a bank, as well as a building that is welcoming and accessible. There is also an intention that the building, like the company, should be looking to the future.

The site for this bank is a fast moving commercial strip along Woodside Road as well as a suburban shopping strip. In this context, it was desirable to make a building both visually and physically accessible not only for the automobile in motion at 10 to 40 miles per hour but also for the pedestrian.

The building is composed of two long solid masses, which anchor the building to the earth and give it the sense of solidity appropriate to a bank. The two solid masses frame the lighter more articulated central volume. The horizontality of the building and windows capture the speed of Route 84 and the clerestory windows in the central volume light the interior to give the building a sense of transparency and to allow the passerby a clear view into the interior of the bank.

Concrete masonry units were critical to the success of this project because of their strength, durability, variety and flexibility.

Architect:
Paulett Taggart, AIA
Robert Corser, AIA
Paulett Taggart Architects, AIA
San Francisco, California

Photographer: Jane Lidz
Concrete Masonry Association of California and Nevada (CMACN) a nonprofit professional organization established in October 1977, is committed to strengthening the masonry industry in California and Nevada by providing:

• Technical information on concrete masonry for design professionals.
• Protect and advance the interests of the concrete masonry industry.
• Develop new and existing markets for concrete masonry products.
• Coordinate members’ efforts in solving common challenges within the masonry industry.

The members of CMACN appreciate the financial support given by the California Cement Promotion Council towards the cost of producing the CMU Profiles in Architecture.

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Profiles in Architecture

Concrete Masonry is timeless in its function and purpose in so many ways. Especially with new UBC approved engineering system, Strength Design, which provides additional economies along with the benefits of an aesthetically pleasing, fast-track wall system.

Test results show that use of block wall systems compared to other competing wall systems resulted in money savings. Projects were finished sooner meaning extra revenues in shorter loan periods and additional revenues for tenants.

The cost and scheduling advantages of block are proven. The UBC now recognizes that Strength Design produces an economical masonry wall design with superior quality control to the old Working Stress design approach.

Concrete block masonry also offers a myriad of design possibilities. Masonry products can be made in hundreds of shapes and sizes to meet design requirements. Special aggregates and mixes create many surfaces, textures and colors. There are also a growing number of units with scored, fluted and ribbed faces as well as popular split and slump units.

Finally, the rigidity of block is ideal for retaining walls and provides resistance to damages from wind, water and even vandalism. Like the pyramids, block enhances our environment, providing lasting architectural performance.