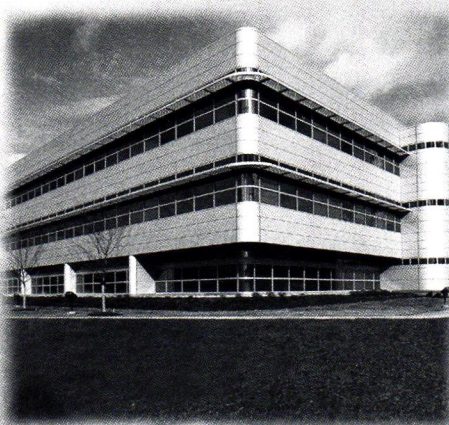


C O L U M N S



Remaking the City



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GENERAL CONTRACTORS BUILDING SUCCESS

Frequently Asked Questions

by Cheryl Towers

Answers to frequently asked questions (FAQs)

are the coin of the realm this month, so here goes:

• What is Columns' circulation? Who receives it?

AIA Pittsburgh prints about 2400 copies each month. They are sent to members of the Pittsburgh, Middle PA and NW Chapters, all registered architects in the Chapter's service area, advertisers, the CMU Department of Architecture, policymakers, the media, Contractors and other selected individuals interested in architecture.

• Why doesn't Columns discuss "hot" topics, e.g. the Fifth and Forbes development controversy, more often?

Because *Columns* is issued on a monthly basis, we cannot respond to news items in a timely fashion. Our copy deadline is six weeks in advance of publication, so by the time we generate an article, the ground has shifted. In addition, any article or column in the magazine that reflects an official Chapter position must be developed and ratified by the Board. Consequently, it's generally more effective for the Chapter or individuals to address these kinds of topics through opinion pieces in the daily print media where architects can reach many more readers in a timely fashion.

We are trying, however, to use *Columns* as a tool for helping people understand the development process and how that process can be improved. This month's featured article, *Remaking the City: A Case Study*, is one example.

• How do you make editorial decisions?

An editorial schedule is developed several months in advance by the editor and discussed by staff and the Communications Committee. There is often a theme covering several issues, and this will drive the lead story. Staff, the Committee, and readers suggest other stories. We try to strike a balance between issues that appeal specifically to architects and stories that have a broader interest. All stories help to showcase the profession to our readership.

• How do I know what topics will be in future issues?

We usually provide a list of Upcoming Issues in the back of the magazine with submission deadlines. A more complete version of the editorial schedule is available by contacting either the editor or Joan Kubanek at the Chapter office. However, be aware that stories are frequently shifted among issues or changed for a variety of reasons.

• How do you decide what goes on the cover?

The cover image is usually taken from the lead story. Often, it's a matter of deciding which available image is strong enough to carry the cover position. We also try to balance representation on the cover among firms, types of projects, geographic area, etc.

• What is the role of the Communications Committee?

The Communications Committee is an advisory group that meets monthly and reviews the editorial schedule with the

editor and staff. Committee members suggest story ideas, discuss possible approaches to topics, report news leads, offer other ideas and suggestions, serve as a sounding board and sometimes contribute to the magazine by writing book reviews and other content.

• May I write for Columns?

We encourage members to contribute to the magazine. If you have story ideas, contact the editor to gauge interest and discuss guidelines. Because the magazine is published by the AIA, articles by AIA members are given preference.

• How do I contribute information to Columns?

General information such as press releases and announcements for the news page, calendar, continuing education opportunities, and breaking ground should be sent to *Columns* at the Chapter office. Fax to 412-471-9501 or email to aiaapgh@aiaapgh.org.

• Do you ever run reprints of articles from other publications?

Rarely. If you have written or read an article that you think would be of particular interest to our readers, bring it to our attention and tell us why. While it is unlikely that we will reprint it, we may reference it on the news page.

• How can I be a dossier subject?

You must be an AIA member to be a dossier subject. Contact Joan Kubanek at the Chapter office, and she'll send you a dossier form.

• What if I'm a Middle PA Chapter member?

You're encouraged to submit to *Columns* just as Pittsburgh Chapter members do.

• How can I find out about advertising in Columns?

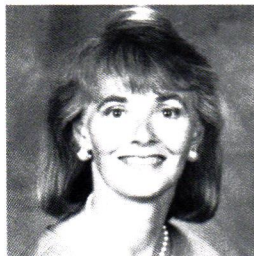
Call the Chapter office for a rate sheet and various advertising and listing options. Because *Columns* is read by nearly every architect in the region, it's a great place for contractors, engineers, and suppliers to be noticed. Call 412/471-9548 for more information.

• Why isn't Columns on the website?

The website currently features information that is time sensitive and/or of a database nature. In addition, *Columns* is an important marketing tool for the Chapter and goes to many readers who would probably not visit the website. The magazine provides exposure for members by existing in a print format that can be passed on to others and left in public areas for casual viewing. It is possible that *Columns* may be posted on the website in the future.

Does every AIA chapter publish a magazine?

Most chapters send out a newsletter of some sort, but only a very few publish in magazine format. *Columns* debuted in 1987. (See p. 12 *Benchmarking the Chapter* for more comparisons to sister chapters.)



We try to strike a balance between issues that appeal specifically to architects and stories that have a broader interest.

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On the cover: South Side Works (left) and Pittsburgh Technology Center (right) sites prior to construction of the Parkway East and current re-development. Photo courtesy of the Pittsburgh Department of City Planning.

AIA Pittsburgh serves 12 Western Pennsylvania counties as the local component of the American Institute of Architects and AIA Pennsylvania. The objective of AIA Pittsburgh is to improve, for society, the quality of the built environment by further raising the standards of architectural education, training and practice; fostering design excellence; and promoting the value of architectural services to the public. AIA membership is open to all registered architects, architectural interns, and a limited number of professionals in supporting fields.

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Opinions expressed by editors and contributors are not necessarily those of AIA Pittsburgh. The Chapter has made every reasonable effort to provide accurate and authoritative information, but assumes no liability for the contents.

For information about AIA Pittsburgh, AIA Middle PA and the Northwest PA Chapter, call 1-888-308-9099.
Online: www.aiapgh.org
email: aiapgh@stargate.net

Musings from Down East

by Anne J. Swager, Hon. AIA

As I sit writing this column on my laptop,

I'm glancing out the window at the St. George's River which is a tributary of the Atlantic Ocean flowing from Port Clyde to Thomaston, Maine. My family is so from Maine that my Dad used to claim we were only visiting Cincinnati when, in fact, we lived there for more than 25 years. Maine has long been a tourist destination. But, for me, coming "home" is always a mixture of the glorious beauty of the landscape with the reality of the pervasive poverty in most of the small villages.



It is the time to grab the opportunity to be heard and shout....good design — and good planning — are good business!

Port Clyde is a perfect case in point of the "quaint fishing village" phenomenon. It has become quite a tourist attraction but remains in reality a village, which relies on lobstering year round as its livelihood. Lobstering is not a sport. It's a seriously dangerous way to make a living. Most of the lobstermen who grew up with my parents are either dead or minus some part of their anatomy. None of them have ever made enough money to retire. The business is very competitive and contentious lobstermen vie for the best spots to drop their pots.

The tourist trade has brought a new found level of prosperity to Port Clyde. Many of the pre-civil war, paint peeling structures have been transformed into attractive bed and breakfast establishments. People actually go to the Oceanview House, which mostly looked like a flophouse when I was growing up, for Sunday brunch. Best of all, the stinky rambling sardine factory is gone. Trust me, when the sardine factory was in its glory, "going down to the Port" was a trip for only those with the strongest of constitutions. The stench was unbearable.

The biggest driver of the tourist trade is the boat to Monhegan Island, immortalized in Andrew Wyeth's paintings. The Laura B is loaded to capacity every morning with anxious folks perhaps hoping for a glance of Andrew (Mom says he is really quite boring). While the tourist trade has brought a welcome revitalization to a village most of us thought would never be "discovered", it has also brought a common problem — parking. Many visitors leave Port Clyde for a day, a week, up to a month at a time. Their cars stay at the Port.

Ironically, the state of Maine spent a great deal of money a decade ago to build a bypass around the coastline and straight into the Port. The "raceway" was considered by the locals to be sheer folly. After all, who would forsake the ocean view to hurry to Port Clyde? Now, however, the raceway holds the best resolution to the parking problem. Several well-placed parking lots out on the raceway (which no one takes except the tourists and the trucks) could free up valuable property with ocean views in the Port for local parking needs and further development. Sadly, there is no governmental body in Port Clyde that even vaguely resembles a planning or zoning commission. At this juncture, continued citizen pressure on the Laura B's owner appears to be the only option.

In this month's magazine, Cheryl Towers has done an insightful piece on the development of the South Side Works. While it may seem absurd for me to compare development in the city of Pittsburgh with the village of Port Clyde, many of the problems and pressures are the same. Like Port Clyde, there were some really long dry spells in Pittsburgh when little to no development was happening. Now that we are moving forward so strongly, the art is to figure out the appropriate mix of laissez-faire developer self will and governmental/community oversight.

The efforts of the Riverlife Task Force is setting a new paradigm on how we can move forward with development in our region. While the process is still far from perfect, the effort to discuss and mitigate the design issues is inclusive and collaborative. Architects, owners, developers and interested parties are all at one table understanding each other's issues and working toward better resolutions. Over and over again, good design and land use planning solutions are emerging as the answer to a better economic future.

Now is not the time to point fingers for past mistakes. It is the time to grab the opportunity to be heard and shout....good design — and good planning — are good business!



COLUMNS is printed on recycled paper.

Mayors Address Design Challenges

Pittsburgh's Mayor Tom Murphy and six fellow mayors attended the 27th Mayors' Institute on City Design as reported by *AIArchitect*. The seven participating mayors spent two days in intensive consultation with design and development experts at the University of Virginia, Charlottesville. More than 460 mayors have attended the program and taken home practical advice on how to deal with urban planning and design issues.

LEED™ Workshop to Be Held at Duquesne University

Steve Keppler, energy and environmental professional and LEED™ program manager for the U.S. Green Building Council, will present a workshop at Duquesne University on September 6. LEED™ (Leadership in Energy and Environmental Design) workshop participation provides the background needed to become an accredited LEED™ professional. To register, call Resource Dynamics, Inc. at 215-

4128-9652 or email leed@rdinc.net. The cost is \$325 for a USBGC member and \$450 for a non-member. For more information, visit the website: www.usgbc.org.

ABC and OSHA Sign Partnership Agreement

The Western Pennsylvania Chapter of the Associated Builders and Contractors Inc. (ABC) in Pittsburgh and Erie, PA, and the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) recently entered into a three-year partnership agreement. The agreement provides incentives for participating contractors to voluntarily improve their safety and health program under high performance guidelines set by the partnership. In return, OSHA will recognize contractors who have established exemplary safety programs. The agreement does not exempt employers from investigations.

MBA Launches Drug Free Partnership

The Master Builders' Association (MBA) contractors and

Carpenters, Cement Masons, Laborers and Operating Engineers business managers recently launched a new Drug Free Partnership. The drug-free testing and certification program will serve over 100 union contractors and nearly 10,000 tradespeople in 33 Western PA counties.

Corrections:

The Millvale Master Plan project detailed in the July issue should have included the firm of LaQuatra Bonci as consultant/collaborator. The top two photos of the Riverlofts project in the same issue were not of the barge, but of a house used to illustrate the use of garage doors to open the interior outwards. In both cases, our apologies to Pfaffmann + Associates for the errors.



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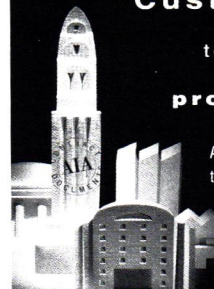
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In Memorium

Arthur H. Schultheiss, AIA passed away on August 9 at his home in Bradford Woods. Memorial contributions can be made to Camp Lutherlyn, Prospect, PA 16052.

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Remaking the City

A Case Study

Background

The gaming industry and various political allies were lobbying hard in favor of riverboat gambling during the early 1990's. Pittsburgh was a prime spot, so much so that Hospitality Franchise Systems (HFS) loaned the City's Urban Redevelopment Authority \$9.3 million to purchase the former LTV/South Side Works site. In exchange for the loan, HFS received a two-year option on 55 of the site's 130 acres.

Not everyone was enamored, however. South Side residents were strongly opposed, and there was organized opposition in play. The ultimate irony was that (then) State Rep. Frank Gigliotti was a strong supporter of passing legislation to allow riverboat gambling in Pennsylvania, but not in his own district, since his voters didn't want it. One wag described the situation in the pages of the *Pittsburgh Post-Gazette* as a "bizarre concept — one that has been seized upon by many Pennsylvania politicians like piranhas to a cow carcass."

Part of the City's agreement with HFS included hiring Sasaki Associates Inc. at HFS's expense to develop a master plan for the site, and to do so through extensive public involvement. The South Side Community Development Corporation and the South Side Community Planning Forum were intensely involved.

A combination of politics, community opposition, cooler heads prevailing and an improving economy killed riverboat gambling as an option. In 1995, the City retired the HFS loan.

The general concept as proposed by Sasaki involved residential and retail development on the western portion of the site abutting the existing neighborhood. This area was to maintain street patterns, elevations and usages compatible with South Side. Moving eastward, development was to become more of an extension of the Pittsburgh Technology Center on the River's opposite shore, incorporating the new economy, light industry and warehouses and

utilizing a similar architectural archetype. From the first, the community was adamant in opposing "big box" retail on the site, instead advocating mixed-use development.

Special zoning for the plan establishing design and development goals was enabled in 1997.

The key component for the Sasaki plan to succeed rested on finding a master developer for the site, but that did not happen. No single developer was interested. Once it became clear that multiple developers and architects would be involved, it also became clear that guidelines in the Sasaki plan were inadequate to address this. Consequently, Loysen + Associates Architects was retained to develop new guidelines for the site clarifying and simplifying issues addressed by the Sasaki plan, and also incorporating realities of the site that had not been originally known and/or considered. These were adopted by the City Planning Commission in 2000.

According to the Pittsburgh Department of City Planning, four public policy objectives were developed as guidelines for the South Side works:

"The development of the South Side Works is intended to promote:

- The creation of a district within the existing fabric of the South Side that has characteristics which engender a sense of neighborhood and community.
- The creation of new development patterns that permits a greater mix and layering of land uses than allowed by conventional zoning standards. Such mixed land uses link housing with employment, transportation and retail opportunities.
- The creation of an urban environment that is built at a human scale, is pedestrian friendly and is not dominated by the requirements of the automobile.
- The creation of a unique development framework which promotes pedestrian activity while accommodating flexible economic opportunities."

In the meantime, the Heinz Endowments in cooperation with the University of Pittsburgh's McGowan Center and the URA commissioned a Planning Workshop and report. The workshop was held in January 2000. The report states that, "It is intended to give guidance to those who wish to achieve the quality of development necessary to foster a knowledge-based industry in the Pittsburgh region and on the South Side Works site."

Stakeholders who participated in this workshop "identified issues, opportunities and the following actions that would be necessary to achieve the goals for the site:

- Create an institutional framework for stakeholders interested in the direction of the site to unite and participate in future design and development decisions.
- Integrate 'new economy' economic development and green building strategies with the current design guideline revision process.
- Promote the physical vision and economic development potential of the site."

The Challenge and the Lessons

The current City administration has jump started development in Pittsburgh after an era that can only be described as stagnant, and congratulations are in order. However, like many cities, Pittsburgh has neither unlimited resources nor an overheated rate of growth. Through that lens, the South Side Works provides an interesting study of development in Pittsburgh, highlighting the weaknesses of the development process.

There is general agreement among the majority of those with whom we spoke that South Side Works could be a much better development than what has so far emerged. Fortunately, there is an opportunity to achieve higher quality as remaining portions of the site are developed, most notably the western end that will border the South Side residential and commercial district. George Fechter, associate vice chancellor, Health Sciences, External Relations, University of Pittsburgh spoke at the January workshop on behalf of the McGowan Center. In his remarks, he stated that "We have been able to elevate our building from an ordinary building to an extraordinary building — a LEED gold rating. Following that achievement, we asked our-

selves, "Do we really want an extraordinary building on an ordinary site in an ordinary neighborhood?" We're here today to see if we can have an extraordinary building on an extraordinary site in an extraordinary neighborhood."

How do we accomplish that and also turn the rest of the City and region's developing sites into extraordinary ones? Here are the ideas that we uncovered in talking with almost two dozen individuals, many of them close to the development of the South Side Works.

Develop a strong master plan and stipulate all standards upfront.

- Development should not begin until all standards are stipulated. The City then needs to adhere to these standards, or, if changes are made, make certain that any adverse effects are adequately mitigated.
- A strong master plan can supercede the need for a single developer.
- Be willing to spend political capital to make *good* urban spaces happen.

Strengthen the Department of City Planning.

- City Planning is the only office specifically charged with examining the long-term impact of development, and seeing past the first user. It is the only office skilled in setting appropriate land use policy. Unfortunately, the Department is seriously understaffed: the approximately 60+ employees in the late 1980's has dwindled to 40. It should be fully staffed and empowered with the role that it was meant to have: that of defining a vision, getting people to see what's possible, and setting policy.
- Fund the full range of planning — it's an investment that no progressive community can afford not to make. The Department has been extremely successful in securing outside funding as evidenced by convincing HFS to fund the SSW master plan. More recently, the Department successfully obtained funding from the Heinz Endowments to hire Environmental Planning and Design to develop signage guidelines for the site, and is seeking outside funding to develop parking guidelines. This points out the seriousness of the situation: signage and parking are fundamental to a site and cannot be left dependent upon the beneficence of private funding agencies, or occur after project implementation.

- Strengthen the Department's ability to monitor implementation. This is currently left largely to community groups.
- Fund more technical assistance to involve the community in the development process, and fund research capacity into best practices.
- Adequately train and equip building inspectors.

Better define and improve the Urban Redevelopment Authority's role, especially in relation to City Planning.

- City Planning should set policy and monitor progress. The URA should implement that policy, and not push for unwarranted leniency toward developers.
- Many observers strongly feel that the URA has an "any

deal is a good deal" mentality, rather than taking the longer view of achieving high standards and long-term sustainability.

- Use TIFs and other subsidies judiciously. Don't heavily subsidize retail at the expense of higher quality investments.

Respect the urban archetype.

- Avoid spec developers. Urban areas are more dense than suburban areas. Negotiating directly with owner/users gives the City far more leverage in managing trade-offs (e.g. numbers of parking spaces) than in dealing with speculative situations where the developer is optimizing for the unknown.

- Standard big box retail generally doesn't work well in an urban setting; other kinds of "big box" architecture produces similar outcomes vis á vis sprawl and should be limited or carefully sited. The eastern end of the SSW site is meant to reflect the Pittsburgh Technology Center on the north side of the river; however, it, too, suffers from a suburban rather than an urban feel.

Contain parking.

- The treatment of parking is critical in an urban area, and public transit must be an early and integral portion of any development plan.
- Don't overbuild parking. (The standard suburban retail

PROJECT SUMMARY	
Type of Development:	Major Site
	<p>Mixed Use Development</p> <p>450 Residential (400 Multi-family/50 Townhouse) 545,000sf Entertainment Retail Development</p> <p>240,000sf Entertainment Retail 135,000sf Mixed Use Office 70,000sf Hotel (130 rooms) 100,000sf Cinema/Restaurant</p> <p>1,620,000sf Flex/Office (R&D) 180,000sf Flex/Distribution Five (5) Acres of New Waterfront Park</p>
Total Development Cost:	<p>\$300M Private Development \$100M Public Development</p> <hr/> <p>\$400M Total Development Costs</p>
Neighborhood:	South Side
Location:	25th Street to 34th Street Tunnel/East Carson to Waterfront
Project Summary:	<p>Redevelopment of 110 acre former LTV site as a 2.8Msf urban mixed use project with over a mile of waterfront access and frontage on the Monongahela River. 1998 projects include the renovation of the Monongahela Connecting RR (MonCon) Bridge for vehicular traffic and demolition of the LTV Steam Plant (by LTV) along with private construction of the new UPMC Distribution Center. Other projects include the SSW Venture Development and the new Life Sciences Center.</p>
Project Impact:	<p>6,000 employment opportunities \$7.6M annually in real estate taxes</p>

Information supplied by The Urban Redevelopment Authority of Pittsburgh

model is to overbuild by 40%, largely to accommodate the Christmas holiday shopping season. This is simply unrealistic in an urban environment.)

- Plan other uses for parking lots during "down" times, e.g. farmers' markets, festivals, street fairs, etc.

Look to the community for ongoing involvement.

- Community involvement is a source of energy and ideas. Don't close the door once the formal planning process is over.

Review past projects.

- Establish a formal mechanism for reviewing past projects and to learn from them.
- A graduate student should be encouraged to determine how much money has been spent on master planning studies that were never implemented. Another determination is the number of overlapping plans that are not orchestrated. Perhaps revealing these numbers would encourage better coordinated efforts.

Be patient.

- Public-private ventures are exciting and have proven very successful in this region. However, many projects occurring concurrently that require significant public

monies is not necessarily a good situation. City Planning is understaffed and can't keep up with the pace. The market can't absorb all of the available sites. There is a conflict between competing interests for outside funds, especially at the state level. In the case of the South Side Works, City money was required for all infrastructure costs. At Washington's Landing, 75% of those costs were covered by the state. Consequently, the City has less money available for infrastructure such as parking garages, parks, trail amenities and completion of the MONCON Bridge at the SSW, although all of these are in the master plan.

- Communities must also learn patience. The South Side community badly wanted development on the site, in spite of strong opposition to riverboat gambling and big box retail. However, speed and good development rarely go hand in hand.
- Take the time to review and prioritize all of the City's development opportunities, especially on the riverfronts. Sites that are truly special should be held back for the best — rather than the quickest — development.
- Invest more in smaller businesses. There is always the temptation to go for the "big hit", but, in fact, most people are employed by small businesses. Their work sites are smaller, and therefore easier to re-cycle for later users.

What do you think?

What else can we learn from this case study?

What can the AIA do to help? Comments received by September 22 will be published in a future issue of Columns.

MASTERPLAN DETAILS	
PROJECT	FIRM/DEVELOPER/CONTRACTOR
300 Unit Multi-Family Residential	Out for RFQ/Continental Communities
Office and Retail Complex	IKM (office)/The Soffer Organization/PJ Dick ¹
UPMC Sports Performance Complex	Oxford/LDA/PJ Dick Corp.
UPMC Distribution Center	Charles L. Desmone and Assoc./Rubinoff Co.
UPMC Insurance Division Office Bldg.	LDA/Oxford Development Co.
IBEW Regional HQ	IKM/IBEW
UPMC/The McGowan Center	IKM/PEIDC ² /TEDCO
FBI Regional Offices	DRS Architects/Oxford Development Co.
MONCON Bridge (opened to vehicular traffic in 2000)	URA
Waterfront Park and Trail Masterplanning & Design	LaQuatraBonci/City of Pittsburgh/UPMC

¹ IKM and PJ Dick were retained to design and construct the first office building. Other development in this parcel, including a cinema, are expected to follow.

² Pittsburgh Industrial and Economic Development Corporation

The Design Pittsburgh Ambassadors by Michele Margittai

Spreading the news about Design Pittsburgh.

Have you heard about Design Pittsburgh? The Design Pittsburgh Ambassadors are going to make sure that you do!

The Ambassador Committee is AIA Pittsburgh's latest effort to increase awareness within the architectural community about Design Pittsburgh, a series of events held in October that celebrate architectural design in the Pittsburgh region. This year, six events will be held to raise public awareness of the architectural community and the importance of quality architectural design in our region.

"The involvement of architects and architect interns is critical to the continued success of Design Pittsburgh," said Paul Ostergaard, AIA Design Pittsburgh 2000 Chairperson. "We are very grateful to the construction companies, engineers and other members of the built industry who have supported Design Pittsburgh events in the past. It is now time for the architectural community to step up and really get involved."

Design Pittsburgh Ambassadors' mission is to "get the word out" about Design Pittsburgh. The goal of the committee is to recruit at least one representative from each firm to be that organization's point of contact. To date, 52 volunteers from 50 different firms have agreed to be De-

sign Pittsburgh Ambassadors. The Ambassadors Committee kicked off with an event at Dowe's on 9th on August 1. More than 37 volunteers from 35 different firms attended this gathering to learn more about their mission.

"We were really pleased that so many people volunteered to be Ambassadors," said Victor Curti, Ambassadors Co-Chair. "Their commitment demonstrates that the architectural community is ready to actively promote quality design in Pittsburgh. AIA Pittsburgh is giving them a way to do this!"

The role of the Ambassadors is to promote Design Pittsburgh events to members of each firm. This will be done by sending emails, hanging flyers and posters on firm bulletin boards, and, of course, through one-on-one conversations.

"We understand that many firms are really busy right now," said Arch Pelley, AIA, Ambassador Co-Chair. "But we, as an industry, must still find the time to raise the level of awareness that quality architectural design is important."

For more information about Design Pittsburgh Ambassadors, please call Arch Pelley, AIA or Vic Curti at 412-456-0900 or Michele Margittai at 412-488-3666.

AIA Pittsburgh is very grateful to all of the Design Pittsburgh Committee Members, including the Design Pittsburgh Ambassadors:

David Alessi, AIA	Mike Maiese, AIA
Alexandra Apostolou	Peter Margittai
Lisa Baker	Sarah Martz
Jennifer Beck, Assoc. AIA	Christine Mondor
Kurt Beres, Assoc. AIA	Marc Mondor
Joel Bernard, AIA	Richard Moninger, AIA
Teresa Bucco	Dorothy Moyta, AIA
Lee Calisti, AIA	David Noss, AIA
Rebecca Campbell	Richard Oziembowski, AIA
Tom Cihil, AIA	Arch Pelley, AIA
Michael Clark	Todd Peters, Assoc. AIA
Sandy Closson	Bruce Pollock, Assoc. AIA
Martha Cross	Julie Reker, AIA
Victor Curti	Ellis Schmidlapp
James D. Kling, AIA	Anthony Scruppi
Jeff Davis, AIA	Edward J. Shriver, AIA
Chas DeLisio, AIA	Ken Stehle
Kelly Docter	Kent Suhrbier
Sonya Ford	Rich Sunyoger, Assoc. AIA
Jackee Ging	Peter Szymanski, Assoc. AIA
Brian Greene, Assoc. AIA	Walter Tien
Tami Greene, Assoc. AIA	Jennifer Tolner
Nate Hart	Jeff Tsuda
Robert Katchur	David Wells, Assoc. AIA
David Kent	Jack William
Lisa Kozar	Cindy Zajec
Brian Leet	



Design Pittsburgh Ambassadors enjoy a kick-off celebration at Dowe's on 9th.

MARK YOUR CALENDAR NOW FOR

Design Pittsburgh 2000!

Design Pittsburgh offers something for everyone – AIA Members and Professional Affiliates, non-members, architecture students, and the general public.

OCTOBER 9 – NOVEMBER 3

Pittsburgh Looking Up, an AIA Gallery exhibit of local architects' sketches detailing their favorite spaces and places. (Free)

OCTOBER 14

Architects' Saturday, a tour of six downtown architecture firms. \$8/person; \$4/student; \$10/day of tour.

OCTOBER 16-26

Carnegie Museum of Art Exhibit of all entries in AIA Pittsburgh Design Awards. Vote on your favorite entry for the Columbia Gas People's Choice Award!

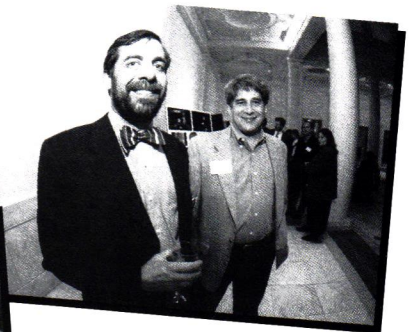
OCTOBER 19

Opening Night Gala, 6 to 9 pm, Carnegie Museum of Art, \$60/person.

OCTOBER 23

AIA Pittsburgh Design Awards Ceremony and Remarks by Lead Juror Alex Krieger, FAIA 6 to 9 pm, Carnegie Museum of Art, \$10/person.

For more information on any Design Pittsburgh event, contact AIA Pittsburgh 412-471-9548 or check out www.designpittsburgh.com.



Architects and friends enjoy the 1999 Design Pittsburgh Gala at the Carnegie Hall of Architecture.



Benchmarking the Chapter: Comparisons with Four Sister Chapters

	AIA PITTSBURGH (POPULATION 369,879)	BALTIMORE (POPULATION 736,014)
PAID STAFF	3 (FT)	3 (FT)
MEMBERSHIP: ARCHITECTS MEMBERSHIP: PROFESSIONAL AFFILIATES	575 73	643 135
ANNUAL BUDGET	\$400,000	\$300,000
PUBLICATIONS — TYPE NUMBER PUBLISHED PER YEAR NUMBER OF PAGES CIRCULATION COST TO PRODUCE COST TO MEMBERS COST TO NONMEMBERS	magazine 10 28 pages 2400 circulation \$7,000/issue free free	newsletter 10 12 - 20 pages 1200 NA free \$10 annual mailing fee
PHYSICAL SPACE	rent 3,000 sf	own 4,400 sf
GALLERY SPACE — SIZE NUMBER OF EXHIBITIONS ANNUALLY	1,500 sf 6	800 sf (2 spaces) 16
BOOKSTORE: MERCHANDISE ANNUAL GROSS SALES	no	yes books, publications, original artwork, cards \$10,000
NUMBER OF EVENTS SPONSORED ANNUALLY ATTENDANCE/ENROLLMENT	10 1,500	35 - 40 3,000
PLACEMENT SERVICE: ANNUAL LISTINGS — INDIVIDUALS ANNUAL LISTINGS — FIRMS	50 60	job book only 30 20
DESIGN AWARDS PROGRAM	yes	yes (special residential awards in addition to standard design awards program)
DOCUMENT SALES — IS THE CHAPTER A QUALIFIED DOCUMENT CENTER? ANNUAL SALES	yes \$60,000 gross	yes \$15,000 gross
DO YOU COMMUNICATE REGULARLY WITH MEMBERS VIA EMAIL?	yes/broadcast and individual	as individuals, not as a group
WEBSITE	www.aiapgh.org	www.aiabalt.com

¹ There are also 22 Emeritus members.

² There are an additional 69 allied affiliates.

³ Chapter does not maintain a formal bookstore. However, it does sell building and fire code books, Handbook of Professional Practices, hospital guidelines, etc.

⁴ 5 statewide meetings annually plus 12 brown bag seminars. One of the statewide meetings is a combined trade show with engineers and contractors (6,000+ attend)

⁵ Projected sales for 2000. Sales in 1998 were \$98,000.

⁶ Baltimore was the first AIA component including national to establish a web site.

CLEVELAND (POPULATION 505,616)	COLUMBUS (POPULATION 632,958)	WEST VIRGINIA (POPULATION 1,807,000)
2 (FT)	2 (FT)	1 (FT)
600 75	643 29	99 26
\$230,000	\$264,000	\$178,450
newsletter 12 12 - 16 650 \$1,250/issue NA NA	newsletter 6 8 1,000 \$1,400/issue NA NA	newsletter 5 NA NA NA NA NA
rent 2,225 sf	rent 1,000 sf	rent 2,000 sf
no	no	no
no	no	no
15 1,350	26 1,300	17 6,5004
25 - 30 50	6	resumés kept on file
yes	yes	yes
yes \$85,000 gross	yes \$66,000 gross	yes \$63,000
yes	yes/broadcast and individual	yes
www.aiacleveland.com	www.aiacolumbus.org	none

Hope Renewed

by Donald G. Zeilman, AIA

A review of Mark Perrott's latest photographic project.

The fact that Charles Dickens visited Philadelphia's Eastern State Penitentiary in 1842 was probably a surprise to many readers of a 1992 Herbert Muschamp article. Muschamp, architecture critic for the *New York Times*, was writing about the abandoned (and virtually forgotten) 1829 prison that was once considered an American landmark. It was this same article that first inspired photographer Mark Perrott to arrange for a tour of the abandoned facility and to eventually photograph it.

Dickens wrote of his experiences at Eastern State and included his observations in the book *American Notes*. Many of Perrott's photographs of the prison (taken between 1992 and 1996) have now been published in a recent book, *Hope Abandoned*. Although separated by 120 years, there is a remarkable similarity of approach in both Dickens' and Perrott's essays. Both observers employ the idea that our experience of a place involves much more than understanding the physical environment.

Dickens' essay certainly contains passages describing the architecture of the prison: he comments upon the perfect order of the building, the thickness of the walls, and the arrangement of the cells. Ultimately, though, his opinions on the success or failure of the institution are informed by visiting the prisoners.

In a similar way, Mark Perrott's photographs explore the experience of Eastern State from more than an architectural viewpoint. Perrott, too, is drawn to the human stories that contribute to the prison's sense of place. Readers familiar with his previous book, *Eliza: Remembering a Pittsburgh Steel Mill*, will also recognize the emphasis that he places on the power of time and nature to transform the things that we build.

Hope Abandoned contains a number of architectural views: photographs that capture the long perspectives of the cellblocks or the massive quality of the great enclosing wall. Details such as window openings, doors and gates



Cell Door, Cell Block 14 ©1992 Mark Perrott



Barber Chair © 1994 Mark Perrott

are also carefully recorded, allowing us to consider the significance that these common architectural elements may have acquired in the prison. Most of the photographs, though, purposefully integrate a sense of people and of use.

The long history of human occupancy at Eastern State is subtly portrayed in the photographs. Artifacts that were used by prisoners — razor blades, soap, shoes — establish direct connections to former inmates. Sick beds and a barber chair, though less literal connections, remind us of the cycles common to all human lives — even those contained within prison walls. The image of a refined classical door casing shifts our attention from the former prisoners to the other occupants of the prison. From views of the warden's quarters, to an image of a guard's office, there are photographs that remind us of the prison staff who were also part of the human presence at Eastern State.

During the 142 years of its operation, the prison had been the setting for an ever-changing cycle of human history. Elements of the physical space changed as well. Wear, decay and renewal are all a part of the places that we create and inhabit. The power of time and nature to transform is important to Perrott's interpretation of place. After its closing in 1971 (when human intervention at the prison ceased), time and nature continued to shape Eastern State. The photographs capture the results of this process and show the prison assuming an almost timeless quality.

To further establish the reader's connection to the prison, the book includes quotes from filmmaker Hal Kirn's Eastern State oral history project. Kirn began the project some years after finishing his documentary history of the prison, *Let the Doors Be of Iron*. The quotes — taken from inmates, guards, wardens and neighbors — help ground the photographs in human experience. Typographically, the quotes are set with minimal line spacing and wide page margins. The effect is one of words in a kind of confinement on the page. All of the book's elements, designed by Landesberg Design Associates, complement the photographs and add to the experience of viewing and reading.

One of the more unassuming images in the collection is that of a small charm — an anchor, symbol of hope. Easy to pass by, it may be the most appropriate image for the future of Eastern State. Through the efforts of many individuals, including Herbert Muschamp, Mark Perrott and Hal Kirn, there may indeed be renewed hope and life for this national historic landmark.

To help maintain the history, presence and memory of Eastern State, all proceeds from the book go to support preservation of the site as a historic and educational facility. Copies of the book may be obtained directly from Howell Press at 800-868-4512 or through AIA Pittsburgh which will offer autographed copies.

Donald G. Zeilman, AIA is with UDA Architects.

HOPE ABANDONED
ition • photo exhibition • pho

AIA Pittsburgh and The Eastern State Historic Site, Inc. are co-sponsoring this exhibition based on photographs taken by Mark Perrott at the Eastern State Historic Site from 1992 - 1996. The exhibit also includes filmed interviews of former inmates, guards, and neighbors from the Oral History Project, directed by noted documentary filmmaker Hal Kirn, as well as Mr. Kirn's film "Let the Doors Be of Iron." Vicky Clark, exhibitions curator at The Pittsburgh Center for the Arts organized the exhibition.

"Hope Abandoned" runs through September 29 at the AIA Gallery, 211 Ninth Street.



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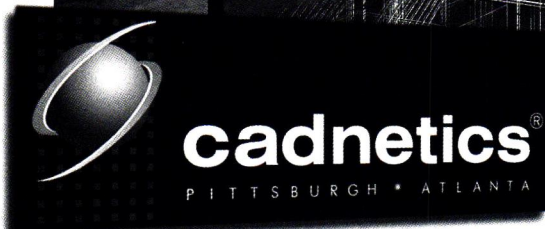
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From the Firms

► **Baker & Associates** designed a 63,000 sf flex building at the Airside Business Park for the Elmhurst Group and the ERECT Fund. TEDCO Construction Corp. was the contractor.

Burt Hill Kosar Rittelmann Associates has been selected by four Pennsylvania school districts to design a series of major projects with a collective construction value in excess of \$44 million. The districts are State College, Butler Area School District, South Butler County Schools and Frazier Area School District. In addition, the firm has been retained by Mitsubishi Electric to provide architecture and engineering design services for an 18,000 s.f. addition to their existing facility in Cranberry Township.

Hayes Large Architects and strategic New York partner, Ashley McGraw Architects, were selected to develop two campus capital plans for the State University of New York System at Cortland and the College of Technology at Delhi.

MacLachlan Cornelius & Filoni, Inc. was selected by Sewanee — The University of the South to complete a master plan for the entire 10,000 acre campus.

Renaissance 3 Architects, P.C. is in the process of designing a 156,000 s.f., \$22 million wing for the Fed Ex Ground corporate headquarters in Moon Township.

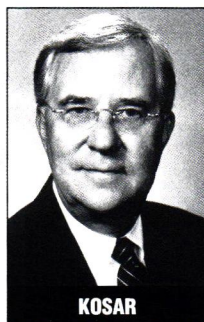
Weber Murphy Fox has been selected to assist the Ruthfred Lutheran Church in additions and renovations to the existing facility. The firm also recently exhibited at the Association of College and University Housing Officers' International.

WTW Architects designed lobby renovations at Liberty Center for Forest City Management. TEDCO Construction Corp. was the contractor. The firm is also doubling their space on the first floor of Timber Court in order to increase staff by another dozen professionals.

Business Briefs

► **John Martine, AIA, Alan Cuteri, AIA, Michael Stern, ASLA and Ed Shriver, AIA** announced the formation of **STRADA architecture + interiors + landscapes + urban design**.

Burt Hill Kosar Rittelmann Associates announced the election of **John E. Kosar, AIA** to chairman of the board and **P. Richard Rittelmann, FAIA** to vice chairman. **Peter H. Moriarty, AIA** has been



KOSAR



RITTELMANN

named president and chief executive officer, and **Harry T. Gordon, FAIA** has been named senior vice president and chief operating officer. In addition, Karen L. Pappas was named chief financial officer and assistant treasurer, and Lois Roth as secretary. The firm added eight new staff members in Butler and twelve in Pittsburgh. The Butler appointees included James E. Wright, Natalie E. Marsili, Laura B. Permuko, Kevin T. McCormick, Amy B. Sockaci, Erik M. Raithe, Jerri J. Slagle, and Kimberly G. Dykes. In Pittsburgh, the new additions are Nicholas L. Unverferth, William S. Pope, Thomas W. Cenna, Vicci Riede, Veronica M. Ruff, Eden Mack, Lynn M. Sherry, Krista Sietam, Francine M. Lorber, Shannon C. Byrnes, Jared P. Winchester, and Carrie N. Haase.

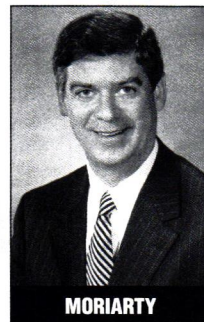
The Design Alliance has made several staff appointments, including Marc Fleishman; Dawn Cindric, AIA, Gary Kulka, Antony Mustachio, Ronald Bernhardt, Donna Gobble, Andrea Mastrandrea and Allyson Geiger.

Mathew Fineout, AIA has joined **EDGE architecture**.

Jan Brimmeier, AIA has been named executive director of **Fanning/Howey Associates'** Pittsburgh office.

Robert J. Kobet, AIA has been named partner and vice president of **Hanson Design Group, Ltd.**

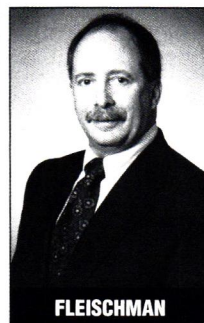
Hayes Large Architects announced that **James R.**
(continued on page 19)



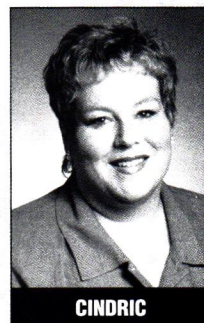
MORIARTY



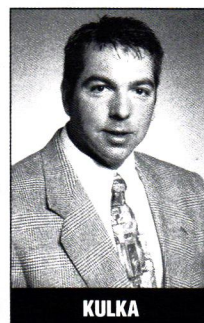
GORDON



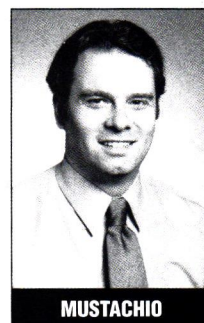
FLEISHMAN



CINDRIC



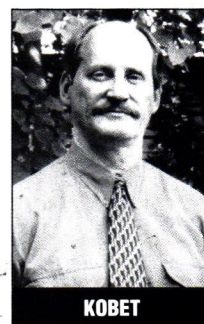
KULKA



MUSTACHIO



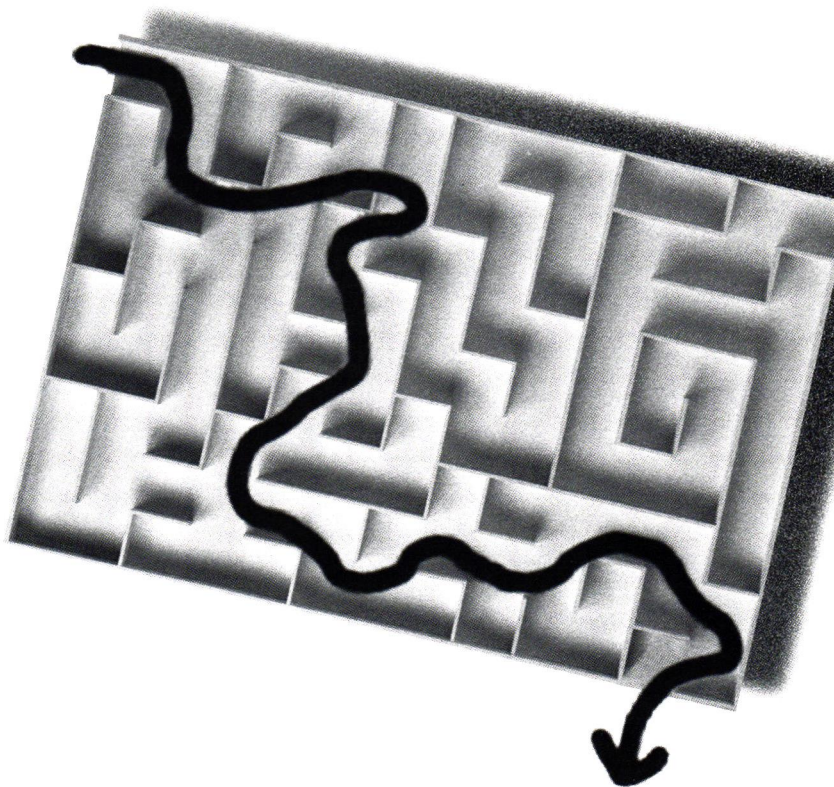
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INTERIORS

Discover the Possibilities

Thompson, AIA joined the staff as an associate and project manager, while David Brown, construction contract administrator, transferred to the Pittsburgh office from Altoona. The firm's managing partner, **John A. Missell, AIA** was recently invited to address graduate students at the University of Pittsburgh's School of Education.

LDA Architects hired Randy L. Snell as a residential interiors project manager, Philip M. Freeman as an intern architect, and Tyrone L. Glover as a PC technician.

Kimberly A. Barthelmes joined **Weber Murphy Fox** to head the Interior's Division of the State College and Erie offices.

Hilda Mohseni is now on the professional staff at **WTW Architects**.

John Deklewa & Sons, Inc. has reorganized. The leadership now includes John E. Deklewa, chairman of the board; Donald Dempsey, president; David Deklewa, vice president/secretary-treasurer; James Deklewa, vice president; Greg Fleck, construction management; Ken Faux, vice president of estimating; Pete Huntington, controller; and Karen Rizzo marketing director.

Jendoco Construction Corp. announced the appointment of Thomas J. Murphy as chief executive officer, Domenic P. Dozzi as president, and Dwight E. Kuhn as executive vice president.

Kudos

► **Charles Desmone, AIA, Desmone & Associates**, and **General Industries** have been honored by VP Buildings, one of the nation's largest manufacturers of metal buildings, for the new Levin Furniture retail center in Robinson Township. The award named the design build project to VP's 2000 Hall of Fame.

Douglas Hoffman, AIA will head the jury for the Religious Art and Architecture Design Awards this month.

Congratulations to Conservation Consultants, Inc., recipients of The Audubon Society's Trustee Award for outstanding efforts to further the cause of conservation in Pennsylvania; The Governor's Award for Environmental Excellence for CCI's environmentally-designed CCI Center; The Three Rivers Environmental Award for ClearCorps, a lead risk reduction program; and the American Institute of Architect's recognition of CCI Center as one of the top ten environmental buildings in the nation.



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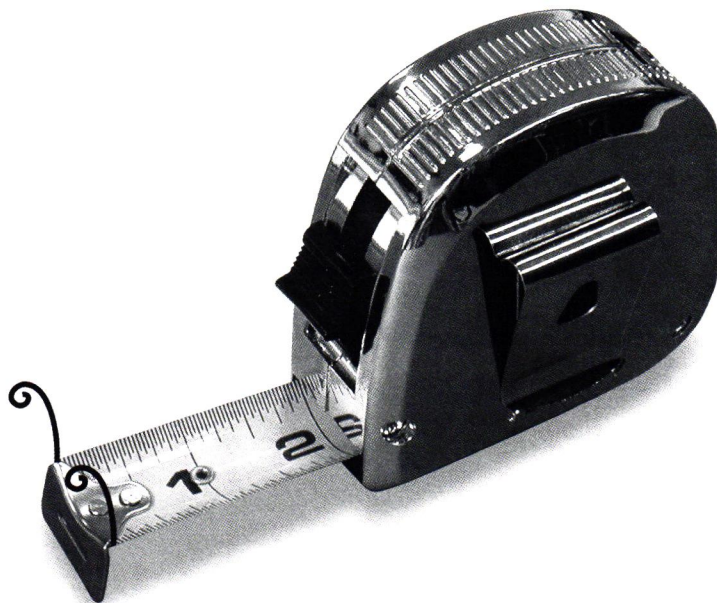
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September 19, Tuesday Building Showcase 2000.

Seminars by Jerry Laiserin, FAIA
SESSION 1 (Morning) 10 am to 11:30 am
Technology Strategy for Design Managers
This intensive management strategy will help
you select a technology strategy and define a
road map for successful implementation.

(1.5 L.U.'s)

SESSION 2 (Afternoon) 1:00 pm to 2:30 pm
Communication-Aided Design In the Internet Age,
it's not "who you know" but "who you're connected to."
New challenges —working across incompatible
hardware/software platforms, multiple time zones,
and diverse cultural boundaries.

(1.5 L.U.'s)

David Lawrence Convention Center
Reservations by September 10.
Call 412-471-9548. Free.

October 5, Thursday "Imagine the Possibilities"

A mini show featuring a speaker and
highlighting unique uses of Corian. Carnegie
Museum of Art, 9:30 am to 2:00 pm. No Charge.
Reservations by September 21. Call Kathy Fotta
800-696-5608 ext. 49

(LU's given)

Please send your information to the attention of Joan Kubancek, AIA Pittsburgh, 211 Ninth Street, Pittsburgh, PA 15222, or fax it to Joan at 412/471-9501. The deadline for inclusion is normally six weeks prior to publication. If you would like information describing qualified continuing education programs, please call the AIA office at 412-471-9548.

Welcome New Member!

Jerome Maritzel, Sr.

(pictured with his wife Natalie) is a new professional affiliate who serves the Port Authority of Allegheny County as a project



manager. A Penn State grad, he is also the father of Jerome, Jr., a brand new PSU architect graduate, and Andrew. He's into muskie fishing, golf, music, and, of course, Penn State sports. Jerry is interested in learning more about the Committee on the Environment, and the AIA/MBA Committee. Welcome to AIA Pittsburgh!

AIA Pittsburgh is using e-mail to keep our members informed of the chapter's activities. If you would like to be included and are a member, please send your address to aiapgh@sgi.net.

AIA ACTIVITIES

September 12, Tuesday

Professional Development Committee Meeting noon at the Chapter office, 471-9548.

September 8, Friday

Committee on the Environment, noon at the Chapter office, Gary Moshier, AIA, 252-1500.

September 12, Tuesday

AIA Pittsburgh Board Meeting 5 p.m. at the Chapter office. All members are welcome, 471-9548.

September 21, Thursday

Legislative Committee Meeting, noon at the Chapter office, Chuck Coltharp, AIA, 252-1500.

September 27, Wednesday

AIA Pittsburgh's Foundation for Architecture Meeting, 5 p.m. at the Chapter office, David Vater, AIA, 431-4245.

September 8, Friday

Communications Committee Meeting, noon at the Chapter office, 471-9548.

AROUND TOWN

Through September 29

HOPE ABANDONED, Artifacts, Photographs and Film from Eastern State Penitentiary Historic Site. Photography by Mark Perrott. AIA Gallery. Free.

September 10 Sunday

Mexican War Streets House and Garden Tour 2000. 11:00 am to 5:00 pm \$12 advance. \$15 day of tour. For information call 412-323-9030.

September 13, Wednesday

Society of Design Administrators. Monthly meeting at the Engineer's Club. 11:30 am to 1:30 pm. Lunch \$17 members \$19.50 non-members. Reservations call Cheryl Marlatt at 412-281-1337

2 C O L O R E N D A R

AROUND TOWN

September 16, Saturday

Art Deco School: Marion Steen's Pittsburgh Legacy, a tour by Pittsburgh History & Landmarks Foundation of significant art deco schools in Pittsburgh. Meet at the Shops at Station Square entrance across from the parking garage. 9:30 am to 1:00 pm. \$20 members, \$40 non-members. Mary Lu Denny 412-471-5808 or email marylu@phlf.org

September, Wednesdays

History & Landmarks Downtown Walking Tours. Penn-Liberty Walk, Discover how one of Pittsburgh's most historic commercial districts is being revitalized through the arts. Meet at Katz Plaza. 12 noon to 12:50 p.m. Members Free. \$3.00 non-members.

September, Thursdays

Fifth/Forbes Walking Tours. Hear about the development plans for downtown's Fifth/Forbes area. Take a closer look at the richly diverse commercial architecture built between 1875 and 1940 in and adjacent to the Market Square Historic District. Meet at the clock in Market Square. 12 noon – 12:50 p.m. Free.

November 1, Wednesday

The AWPI Project of Distinction entry deadline for projects that demonstrate innovative, significant ways that pressure treated wood helped create something beautiful, fun, useful, particularly well-crafted, creative, affordable, durable, and of benefit to society or the environment. For information call 800-356-2974 or visit www.awpi.org.

Design Awards 2000

SCHEDULE OF EVENTS

SEPTEMBER 4

Binders due by 5:00 p.m.

OCTOBER 9

Boards due by 5:00 p.m.

OCTOBER 16 THROUGH OCTOBER 26

Entries will be displayed at Carnegie Museum of Art Hall of Architecture.

OCTOBER 19

Opening Night Gala at the Carnegie Museum of Art

OCTOBER 23

Jury critique and presentation of awards at Carnegie Museum of Art

CONTRACTORS' DIRECTORY

A LISTING OF AREA CONTRACTORS AND THEIR PROFESSIONAL SERVICES. To include your firm in this directory, call AIA Pittsburgh at 412-471-9548.

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■ FLYNN CONSTRUCTION, INC.

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Personal life: I walk my dog.

Years in practice: 8

Education: M.A., University of Michigan; Associate — Architecture, San Bernardino Valley College, CA; Associate - Civil Engineering, Community College of the Air Force,

Favorite Project: Gateway Centre Office Building in Holidaysburg, because it was one of my first commercial projects. The challenge was to create a contemporary office in a historical context on a constricted site. I borrowed various motifs from the surrounding architecture and used materials that related by color and texture. The owner was the builder and was a pleasure to work with.

What's the best part of your job and why? Coloring. It's the most mindless of all activities. It's a nice rest now and then. I could do it all day long.

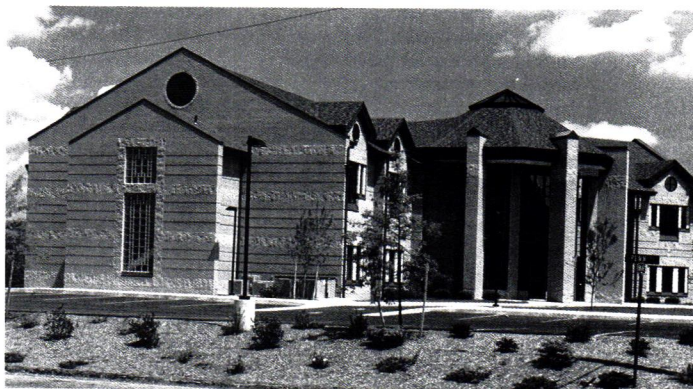
The thing I would change about my job and why: I don't mind the heat, but I would like to get rid of the pressure cooker.

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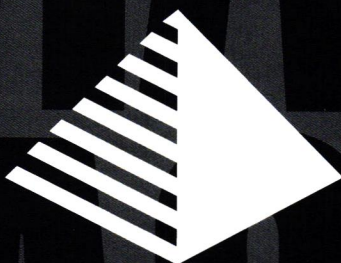
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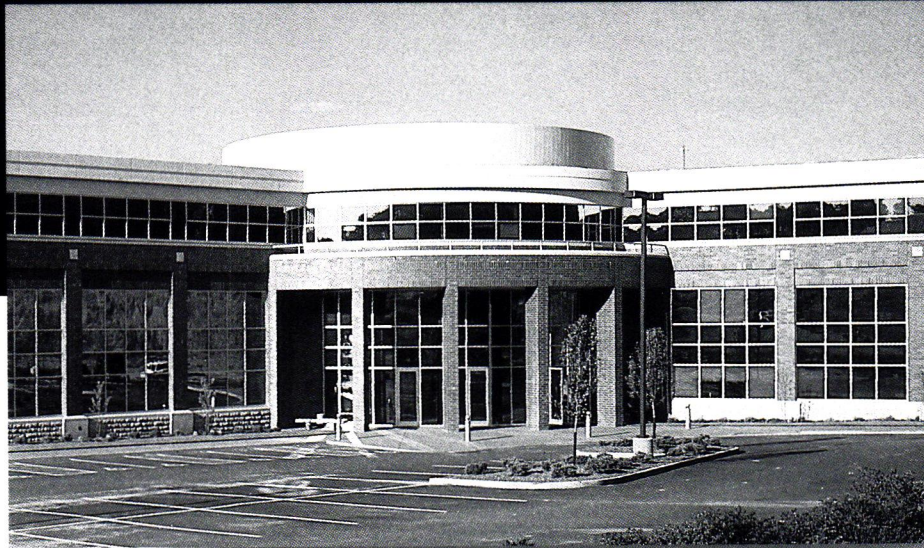
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