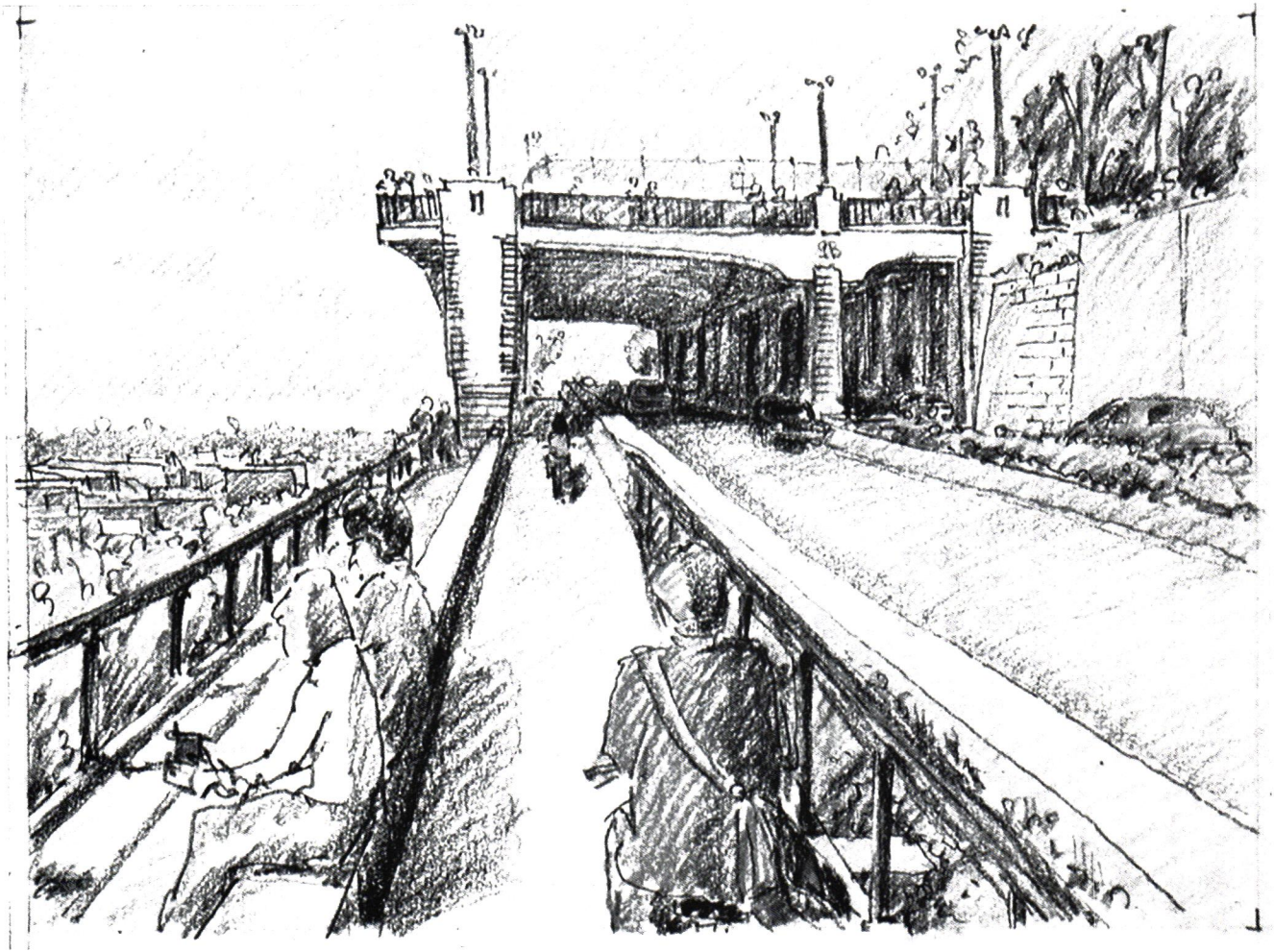


C O L U M N S



Carpenters and Architects Team Together for Better Understanding
The Business of Architecture: Managing the Information Explosion
Young Architects Design Orphaned Spaces

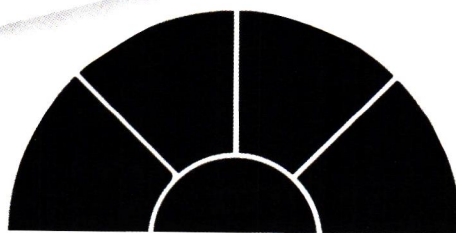
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Inspired

By Tracy Certo



There's Amory Levins, for one, founder of the Rocky Mountain Institute, who has produced one ingenious and environmentally sound idea after another.

For a recent and very interesting

writing assignment, I've been profiling Heinz Award winners in the environmental category. Started in 1993 by Teresa Heinz, the annual awards are given in many categories that were of special interest to her husband. A strong advocate of environmental issues, the late Senator John Heinz believed that the time had come for a new form of environmental protection, one that merges environmental concerns with economic realities.

The awards, which bestow a cool \$250,000, are meant to honor recipients while at the same time inspiring others. After reading through thick files of these brilliant and accomplished recipients, I was duly impressed and inspired.

There's Amory Levins, for one, founder of the Rocky Mountain Institute, who has produced one ingenious and environmentally sound idea after another. When others feared that environmentally friendly solutions would cost more, he found a way to make them cost-efficient.

There's Herbert Needleman, for another, a professor at the University of Pittsburgh who years ago developed a method for measuring lead content in children which redefined the issue of lead poisoning. He found that lower lead content once thought acceptable was in fact quite harmful to children. His relentless efforts to rectify the situation, hotly contested by several choice industries, paved the way for the removal of lead in paint and gasoline.

Another recipient and a personal hero of mine, is Peter Matthiessen, the award winning author and Zen master whose writings about nature stem from a deep love of the beauty and fragile nature of our planet. His book, *The Snow Leopard*, is a remarkable account of a spiritual journey through the Himalayas.

There are more: James Hansen who testified before the Senate on global warming (on a 100-degree day in D.C.) and Ralph Cavanaugh who saved billions in energy costs by masterminding a complex plan to reward California utility companies when their customers conserved energy. To read more about them and others, check out the Web site at www.heinzawards.net.

Want more green inspiration, from the local front? Recently I received a news release from PNC Bank about their launch of the nation's first 'green' branches. "Green has in the last few decades come to signify environmentally clean and for a much longer time it has been known as the color of

money," the release stated. Then it tied in the two ideas by announcing the first green branches, in New Jersey, which recently opened. Not only environmentally friendly but clever, too.

Along with the implemented Green Building Council's environmental guidelines such as energy efficiency and daylighting, PNC will also have electric charging stations for alternatively fueled vehicles at these two branches. What's more, their new quarters in Delaware, currently under construction, is expected to achieve a gold LEED rating (the PNC Firstside Building here was awarded a silver).

This is all very encouraging indeed, especially coming from a big Pittsburgh bank that only a few years ago removed all the (oxygen-producing, mood-enhancing) plants from their offices as a cost-cutting measure. Employees' own plants, like the awesome one I had delivered to my husband, were allowed to stay.

Bygones as they say. I'm impressed with PNC, a company I've been well acquainted with for 20-some years. They're ushering in all kinds of new ideas—even with the notable lack of oxygen—and for a major corporation, this is especially noteworthy. Hopefully it's a sign of the times. If a big bank can do it, (garnering great press in the meantime I might add) how many more companies are to follow?

In this issue of *Columns* we have spotlighted some of our own members who are making their mark. For instance, The PIYAF (Pittsburgh Interns and Young Architects Forum) members who recently teamed up with apprentice carpenters and contractors to design/build a project. The goal was to promote understanding between the two often divided fields of architecture and contractors. What better way than to work side by side and get a grasp of the others' issues?

We also showcase young architects designs for the Orphaned Spaces competition from Pittsburgh History & Landmarks Foundation. The recent show at the Mattress Factory with all 19 entries was impressive for its breadth and depth of ideas. We feature some of the ideas here with more to come in future issues. With all the bad business news emanating from this city of late, it's even more reason to celebrate the innovative new ideas and ventures. I think they all deserve awards. Maybe a big green plant would be just the ticket.

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On the cover: Proposed extension of Cliffside Park from the Hill District with an overlook and courts over Bigelow Boulevard. These form a gateway to the city, just east of downtown Pittsburgh. Part of the Orphaned Spaces competition by Carmen Gong and Marc Ford.

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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PHOTO BY TRACY CERTO

Buried in Boxes

Executive Director Anne Swager, right, has been kind of busy moving the AIA office which is why her column does not appear here this month. Also caught in the chaos are AIA staff members, Amanda Toth-Roland and Michael Leigh. Things should be back to normal sometime soon.

The new office is located in the Bruno Building at 945 Liberty Avenue.





A Preservation Award Winner

A Preservation Award winner, the Highland Park Microfiltration Plant is rendered here at eye level. Architects: Urban Design Associates; Landscape Architects: La Quatra Bonci Associates, Inc. Due to a technical glitch, this image arrived too late for featuring in the June issue.

Corrections

In the June issue, Angelique Bamberg's name was spelled incorrectly. Notified ahead of publication time (but past printing stage) Ms. Bamberg was very gracious and showed a lot of class in making the editor feel better about the mistake. We at *Columns* take the opportunity to applaud her, knowing others in the same position would have been far less forgiving.

In the June issue, the general contractor for the North Shore Parking Garage should have read Massaro Construction.

Xplorion

AIA members were treated to a cutting edge exhibition of Xplorion at the May members' meeting. The exhibit highlights the many assets of our region, from economic and cultural to artistic and recreational. Afterwards,

members gathered to hear Mayor Tom Murphy

and Bill Flanagan speak about the progress in

Pittsburgh on a number of fronts. Shown here

(clockwise from the top) are Rich Bamburak,

AIA and Richard DeYoung, AIA both of WTW

Architects; Roxanne Sherbeck, AIA of Perkins

Eastman Architects and Eric French, and Doug Shuck, AIA of WTW Architects, Deepak Wadhvani, AIA

and Robert Murray, AIA, both of Renaissance 3 Architects. This meeting was generously supported by

Technique Manufacturing and Agnew Moyer and Smith.



The Building of Better Building Teams

By Tracy Certo

PIYAF members join union carpenters in training for hands-on experience and a new appreciation for the contractor perspective



"I am really pleased to see a better partnership being built for our generation. All of the members of MBA and the Carpenter's Training Center have been very supportive and proactive in their approach to this partnership."

As anyone in the trade knows, sometimes the relationship between architect and contractor can become adversarial. To foster better relations from the start, the Carpenter's Training Center (the local Union Carpenter's School), along with the Master Builders Association, once again invited young architects to take part in free carpenter training classes this past November, December and January. And they issued an invitation to a design/build project this past May as well.

Both groups benefited: architects got the opportunity to gain first-hand appreciation of the carpentry craft and carpenters got the chance to better appreciate the importance of good design. The response? "It's been wonderful," says Pittsburgh Intern and Young Architects Forum (PIYAF) co-chair Ken Stehle, Assoc. AIA of WTW Architects. I have had several friends return from their first class and tell me

how enjoyable and informative it was. What most people have responded to is the 'hands on' approach rather than a lecture style format. I haven't heard one complaint about the classes since they were initiated two years ago."

That was seconded by Lee Calisti, AIA of Integrated Architectural Services, co-chair of PIYAF who served as class coordinator from the architects' side. "We intend to continue this relationship for a long time," says Calisti. "Understanding the construction process, the materials and the methods can give architects more freedom in design. Knowing the abilities, limits and properties of the materials we specify allows us to use that information for designing eye-catching details as well as specifying "buildable" and affordable means of construction. It also refines our expectations during construction observation yet gives us credibility when reviewing work in the field."

While the hands-on learning included everything from concrete formwork to metal studs and drywall, the sessions also counted for AIA CES credits or toward their IDP requirements.

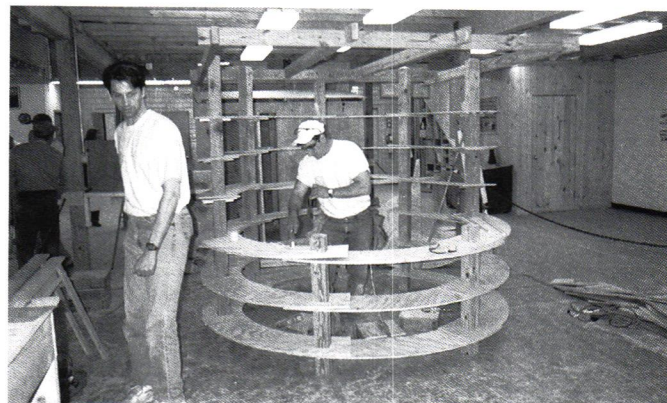
In May, the Carpenter's Training Center also invited architects and contractors to participate in their yearly construction competition. Teams composed of a union apprentice carpenter, architect and union contractor were selected in the all-day planning session on May 4th at the school on Neville Island. Each of the eight teams received a comprehensive materials/price list and a project budget. By the day's end, teams submitted a concept/design, hourly schedule and estimate. To finalize drawings and fine-tune the schedule, the teams were permitted to meet during the week preceding the contest.

On Friday, May 10, they met to complete their projects which were then judged on the following criteria: overall design, scheduling and estimating accuracy, construction quality and ease of disassembly. In addition, the teams submitted project drawings and total project cost. This year's winning team: Steve Winikoff, Assoc. AIA of Burt Hill Kosar Rittlemann Associates, Frank Stasa, Carpenter Local 142, and Adam Majcher of Turner Construction.

Steve Lee, AIA of Carnegie Mellon University, also an event sponsor, suggested that the competition generate projects that have a life beyond the contest. "This gave the competition a deeper purpose knowing that a community will benefit from it," said Calisti.

The finished products, wooden festival booths, were given to the Community Design Center, one of the participants of the event, to distribute among Pittsburgh community groups.

"The Carpenter's Training Center classes, as well as the MBA-sponsored design charrette, have been a great opportunity for young architects and apprentice carpenters to work together," says Stehle. "I am really pleased to see a better partnership being built for our generation. All of the members of MBA and the Carpenter's Training Center have been very supportive and proactive in their approach to this partnership." Stehle credits Ray Vogel, Ann Billak, Lee Calisti, AIA, and Rick Okraszewski for their efforts in organizing the classes.



Comments from Participants

"By actually working on the projects ourselves, we really got to appreciate the amount of work and skill that goes into creating a successful project. The classes were not too structured and we were allowed to suggest and change the focus of each section. This allowed each class to be more tailored to the participants of each night. As I talk to my colleagues in different cities, I realize that we have something really special and we must keep the program going. These classes are a really good learning tool for our profession and I appreciate the work the union puts in to hold the classes for us. They have taught us to feel comfortable asking questions about the building profession by giving us a place where we can mingle."

Yoko Mori

Gardner + Pope Architects

"I would take this opportunity to first of all congratulate Lee Calisti for the initiative and secondly to the dedicated people at Carpenter's Union for all the sincere efforts they put into the program. I liked the classes because of their hands-on experience. I did not miss a single one because each was so much precious as a learning process. It has also established a bond between me and the carpenters at the Union, which will pay off later on."

Aparna Patil

The Design Enclave Consultants

Comments continued on page 8



Comments continued from page 7

"I attended two separate classes, rough carpentry and a plastic laminate class, and found both to be incredibly educational and well organized. It was fairly apparent that everyone shared the same feelings about bringing together young architects and young carpenters not only for the educational purposes of the courses but also to prove to all participants that the "other" profession was not in any way hostile or being taught to look down on the other side for their lack of certain knowledge bases."

Jody Schurman, AIA, Hanson Design Group Ltd.

"The classes were fun and very informative. The carpenters and apprentices offered many ways to aid in the design of interesting details. I would definitely recommend the classes and I will go again if given the opportunity."

Amy Bradac, Bohlin Cywinski Jackson

"The classes were wonderful. What I liked about the instructors was that they did not make any assumptions about what we knew and what we did not, and were willing to start from the very basic ideas. They shared their tricks to make the job simpler, showed us many ways of doing the same thing, and then let us choose what we

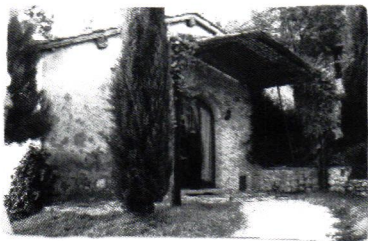
were most comfortable with. The classes helped me appreciate the skill and patience that carpentry requires, but also made me resolve more to reject substandard work. It would be great if there are more classes in the future with a broader scope."

Arati Kirtikar, Assoc. AIA, Renaissance 3 Architects.

"...It was a great learning experience, especially with the classes for the metal/studs drywall and rough framing. Between the apprentices and the architects there was an initial sense of "doubt" about what each other could do, like when we built the metal stud walls and applied the drywall, but as we worked together trying to complete the project while asking each other's questions about why and how we were doing things, we kind of surprised each other at the end about how much we knew about the process and how we just wanted the same thing. Even though we inherently train in a different way -one as the designer and one as the maker- we ultimately have the same goals, just some-what different priorities. Although the apprentices were on average stronger and definitely more agile doing the tasks, both men AND women architects stood their ground -from cutting metal studs or wood members to learning how to nail studs in just 3 shots.

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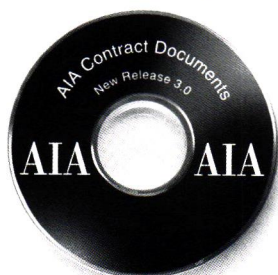
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Managing the Information Explosion

By Diana Rudoy

If you "surf the net," you know that humanity is in the midst of an information explosion. There is simply more information available to you than you can possibly process. Your firm is a microcosm of that information overload. How can you put the information to work for you?

Ideally, your firm manages its information effortlessly with a firm wide database management system that integrates project and document management, billing and timekeeping, accounts payable, contact management and marketing—and everyone in your firm has access to the database via the internet. Although the state-of-the-art in information management is fast approaching this ideal, the cost is beyond the financial reach of all but the wealthiest firms.

Your firm cannot put off managing its information until you can afford this ideal—you must get a handle on the information now. Since the most valuable information is that which helps your firm get new, profitable work, this article will focus solely on *marketing information systems*. First, though, what exactly is marketing?



Diana Rudoy, Marketing Communications Manager at L.D. Astorino Companies.

Marketing an A/E Firm

According to the Society for Marketing Professional Services (SMPS)*, the six "domains" of knowledge that a person must have in order to effectively market a professional service firm are as follows. Keep in mind that activity you undertake in any one of these domains will result in staggering amounts of information.

Market Research

Internal research helps you answer difficult questions about your firm's strengths and weaknesses, such as, "What is the dollar value of our healthcare portfolio and do we have enough resources to manage more work? How many healthcare projects have we completed in the past 5 years and did we make money on them?" External research, on

the other hand, results in information about opportunities in the marketplace and how your competitors threaten your practice.

Marketing Plan

During the market research phase, potential markets were identified and your firm has decided to focus its marketing efforts and dollars on certain activities to gain new work in those markets. Your market plan is where you plan your action—"Who is going to market to whom."

Business and Client Development

Rainmakers bring enough work into a firm to keep everyone else busy. According to conventional wisdom, rainmakers are all extroverts, but studies have shown that rainmakers do not share common personality traits. They share a reliance on "systems." They have little black books, or they have assistants who remind them to make calls, or they have contact management software that prompts them when they need to do something.

Proposals and Statements of Qualification

To prepare proposals, a sales tool, you must know your audience and why your firm is qualified to win the work. Additionally, management needs a measure of the marketing program's effectiveness, which requires that your marketer have systems in place to track wins and losses. Add to this information overload, the fact that it will cost your firm an average of \$5,000 to produce a simple proposal and you begin to understand why the proposal process must be streamlined. In other words, implement a marketing information system before you receive the RFP. If marketing at your firm consists solely of responding to RFPs, then you need to market! An effective marketing program can position your firm in the client's mind before they even issue the RFP.

Promotional Activity

Public relations is what a firm does in order to gain publicity or to respond to negative publicity. Promotional activity is expensive—it's the cost of crisis management, advertising, direct mail, websites, speaking engagements, etc. If you

plan to begin a direct mail campaign, you must have in place a system for collecting the names and addresses (and e-mail addresses) required for your mailings.

Information/Resource/Organization Management

The sixth domain of marketing includes the topic of this article—information management. It also includes the marketing organization and how important internal marketing is to the success of your external marketing program.

Knowing what's important

How do you know which information is important? If you did your homework (your research), the answer is right in front of you. The only information that is important is that which helps you win new, or repeat, work in the markets where you have experience. You can identify most of the information you will need simply by listening to your clients (past and future). Clients ask thousands of questions of your firm throughout the year in their RFPs. For example, "How many projects have you completed just like this project and were those projects completed on time and within budget?" You have to know the answers before they even ask the questions.

The "marketing information system" your firm needs will be based on its resources and level of marketing. A marketing information system is not necessarily a computerized system—and it does not have to be a database—it could be spreadsheets or tables in a Word document. If yours is a smaller firm, you should be able to track information effectively on an Excel spreadsheet without the need to purchase expensive database systems.

The critical concept is that you systematically collect the information and manage it to your advantage.

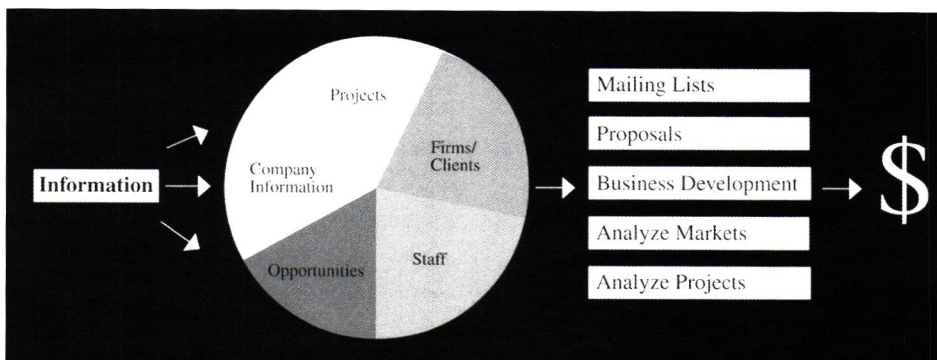
Be very selective about the projects you track for marketing. Not every project in your accounting system is marketable and, thus, not every project in your accounting system will be in your marketing system. If you are selective, you won't spin your wheels chasing down information that serves no purpose. At a minimum, if you are responding to RFPs, you should have started to gather basic information about your projects—the size of the projects and their location, assigned staff, and completion dates.

Where do you start—if you have nothing?

You probably already know that clients are demanding more and more information from A/E firms before they will give them new work. As a result, your firm does not have the luxury of having the information in the "heads" of its principals. And, it is inefficient to collect the same information over and over every time you have a new marketing person. The information must be institutionalized and managed with a marketing information system. If information has never been collected into one place in your firm, your "system" could be an Excel spreadsheet (or Word table).

Project Information. Collect every promotional piece your firm has on old projects—you start with these because you are already marketing them. To use database lingo, for every one of your old project "records," you must know certain "fields" of information: *project name and location, completed date, construction cost, gross area, services provided, client name and address, staff assigned, market*

The only information that is important is that which helps you win new, or repeat, work in the markets where you have experience.



Marketing information systems can turn information into new business for your firm.

Marketing information systems are a big investment for a firm, but they are definitely worthwhile and will save you time and money in the long run.

segment, and brief description. This spreadsheet is a very rudimentary "database" because with it you will be able to manage the information (by sorting and totaling the columns on the spreadsheet). For current projects, design a form to give to project managers to fill out that collects this information (and more). You will use that form to update the spreadsheet.

Staff Information. Determine who actively works at your firm—if yours is a large firm, this is not as simple as it sounds. For every person who works at the firm, collect their resumes and circulate them for updating. Create a spreadsheet with "fields" of basic information: *name, title, discipline, states of registration, date joined your firm, years of experience.* Implement a system to keep track of new and terminated employees.

Mailing List. If you plan to mail anything to your clients or potential clients, you will need a mailing list. If you are experienced at Excel, you could use your projects spreadsheet to create labels or you could set up an entirely different spreadsheet that collects client names and addresses. You have to be able to merge this list with documents such as letters or label templates.

Project Leads. You need to track the proposals you submitted as well as all the leads you hear about. Information required on this spreadsheet includes: *name of project, date contacted or submitted, next action date, estimated construction cost, square footage, project location, potential client name and address, staff assigned, and a column to indicate whether you won or lost the work.* Implement a system to add and remove leads from the spreadsheet. At the end of the year, you must be able to answer how many you won and how many you lost.

How do you streamline your system?

If you have been using spreadsheets to track the information, but you have noticed lately that you spend an awful lot of time entering the same information over and over into your spreadsheets, then you are ready for a real database. If you have limited human resources assigned to marketing, then you have to choose where to focus your efforts. Do you want to improve your business development (contact management) or manage

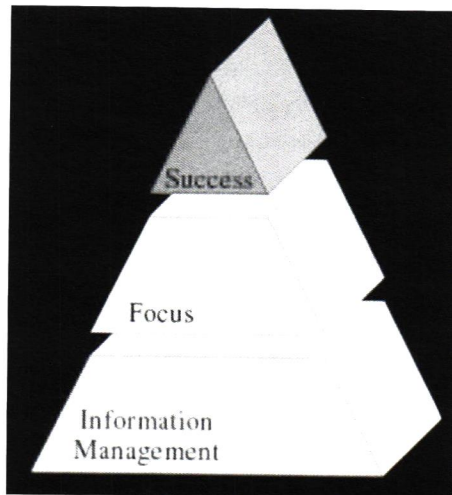
your project information? You need to manage it all, but sometimes you just do not have enough money and you have to make choices.

If you want to improve business development efforts, you should consider purchasing an off-the-shelf contact management system (also called 'client relationship management' (CRM)). Some of these programs are Microsoft Outlook, Commence, Act, or Goldmine. There are many programs that can help you manage your client relationships. However, most are not relational databases. That means that your marketing people will be entering the same contact information into different databases over and over. For instance, contact names in your CRM are not related or "connected" to your projects—i.e., you have 1500 projects for the same client and you do not want to enter the same client information 1500 times.

To eliminate duplicate data entry, you need a relational database that connects all related information into one database. If your current database cannot answer these questions, then you do not have a relational database: How many projects has our firm completed for this client or with this subconsultant? How many leads turned into real projects and which markets are we most successful in? How many projects have we completed for colleges and universities in the past 10 years in this area of the country?

Databases Available

There are a number of off-the-shelf relational databases that were custom designed for the A/E/C industry. The least expensive is "Award," owned by Wind2 and costing approximately \$7,000. It is the "Chevy" of database systems designed for our industry, meaning it can manage all of your information, but it is not easily customized for your firm. The "Cadillac" is Deltek's "CRM and Proposals." It is more easily customized, but it costs almost five times as much. Another product costing as much as Deltek's product is "MarketEdge." It has better management reports and user interface windows (they look like websites). These products can do it all—you can even produce custom proposals and SF 254/255 forms right from the database (that assumes that you get all the information into the database, of course).



Managing information is the foundation of successful marketing programs.

To save money, you may be tempted to design your own database in Access. Beware! You will need someone who understands both Access and information management to do this. The designer will need time to develop the database—probably six months—and after it is designed and tested, you will still need to dedicate a staff member to data entry in order to populate the database.

If your firm has multiple offices around the country and the world, you should probably consider a relational database that is managed offsite. Cosential developed a relational database that manages your projects, contacts, proposals, photography, and leads. The cost is nearly \$40,000 annually. If your salespeople or business developers need 24/7 access to your database via the internet, this is probably your best choice.

Words of Caution

A word of advice about electronically importing information from your accounting database: *Don't*. Unless you are sure your accounting database is well managed, you may find that the information was entered inconsistently. As a result, you may spend more time cleaning up the information than re-entering it into the marketing database. It may be more efficient to print a report from your accounting system and selectively enter the information into the marketing spreadsheet or database.

Whatever software you choose, keep in mind that there are hidden costs associated with databases. Anyone who needs access to the database will need a license from the software developer and their computer will have to meet the minimum specs for the product. You may have to purchase a more powerful server and work out computer environment issues. You should contract for technical support (it can get pricey) and you should invest in training. And, you can expect to spend a great deal of time working out glitches after you install the software. Finally, the information does not get into the database by itself. Someone must be charged with entering and managing the information, whether it is maintained in a spreadsheet or in a database system.

Marketing information systems are a big investment for a firm, but they are definitely worthwhile and will save you time and money in the long run. You will be able to run reports based on any criteria you want with just the click of a mouse.

**SMPS is a national organization with 5,000 members of marketing professionals in the A/E/C industry. The domains of practice were the topic of SMPS Pittsburgh's Six-Week Education Series conducted earlier this year. Visit the SMPS website at www.smeps.org.*

About the Author

Diana Rudoy is the Marketing Communications Manager at L.D. Astorino Companies, a firm of nearly 200 architecture, engineering and interior design professionals. She has marketed law firms and A/E firms for more than eight years and has a background in communications and information management. She was a founding member of the Legal Marketing Association and currently serves as the Chair of the Education Committee of SMPS Pittsburgh. She was the instructor for the sixth domain at the chapter's education series.

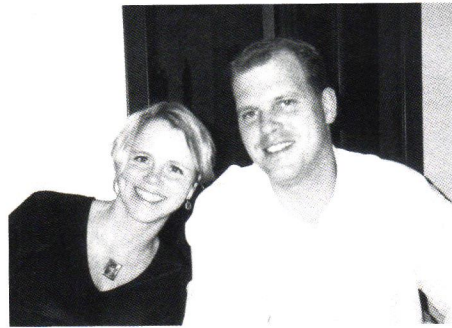
Orphaned Spaces in the Public Realm Competition

For the second year in a row, Pittsburgh History & Landmarks Foundation held a juried competition for young designers and artists, 35 and under. This year it was for the improvement of a neglected or underdeveloped but highly visible site in Pittsburgh. Nineteen entries were submitted and cash prizes totaling \$10,000 were awarded.

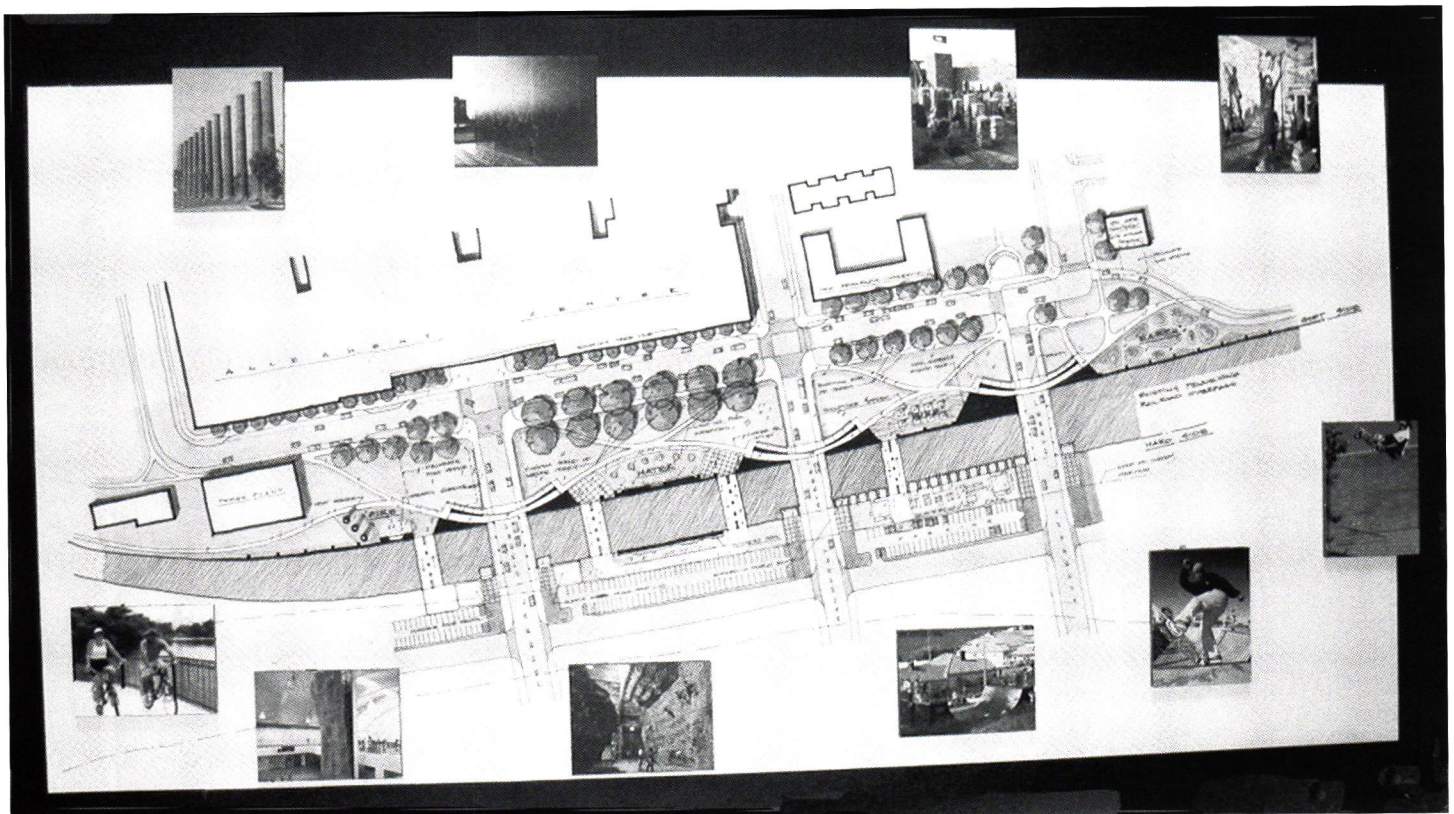
In this issue and the next, *Columns* features the entries from AIA members or member firm architects, including: Iris Gehrke and Ken Stehle, Assoc. AIA both of WTW Architects (second prize winners), Carmen Gong and Marc Ford, Aparna Patil, Holly Jordan and Sonny Sanjari of IKM, Inc. and Edward James Horey.

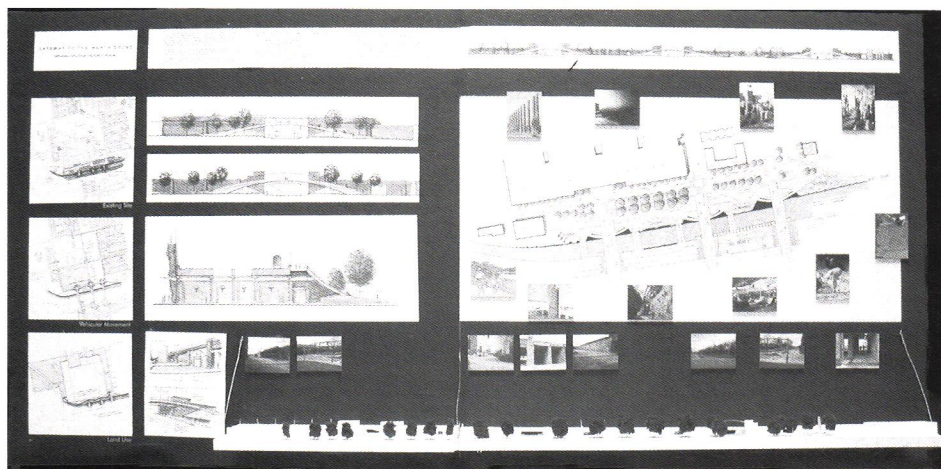
Judging was based on sensitivity to site conditions, existing and possible future use patterns, and historical context if relevant. In addition to Barry Hannegan of PHLF, the judges were: Tom Borellis, ASLA, university landscape architect, Indiana University of Pennsylvania; Anna Guzman,

AIA associate vice-chancellor for facilities management, University of Pittsburgh; Charlie Humphey, executive director, Pittsburgh Filmmakers; Vivian Loftness, FAIA, chair, Carnegie Mellon University School of Architecture; Barbara Luderowski, executive artistic director, Mattress Factory; and Gerald Lee Morosco.



Iris Gehrke and Ken Stehle, Assoc. AIA, both of WTW Architects. Pictured below and right are their plans for improvements to three underpasses on the North Shore and North Side.





GATEWAY TO THE NORTH SHORE

By Ken Stehle, Assoc. AIA, WTW Architects and
Iris Gehrke, WTW Architects

For our submission we chose the area and surroundings of the three underpasses at Federal, Sandusky and Anderson Streets connecting the North Shore and the North Side. Today, this area can be characterized as mostly abandoned, neglected and unsafe. Locals and especially visitors to Pittsburgh's North Shore who arrive from the North (I279, exit East Street) do not find a welcoming entry to the city, but instead find themselves exposed to the backside of a neighborhood.

The first goal of our planning is to make the three underpasses more attractive and safe — for pedestrians as well as drivers — and improve the connection between the two sides in order to help both parts of town in their future development.

Our second goal is to create a welcoming entrance to the North Shore for locals and visitors coming from I279. What is now a barrier can become a 'Ceremonial Gateway' that utilizes the space to improve and enrich life in the adjacent neighborhoods.

Our program includes a broad range of both passive and active recreational activities throughout the site.

Currently, Allegheny Center is enclosed with parks on its north, east, and west sides, but not on its south side. Our recommendation is to complete the ring of park area around

the center by creating a park along this southern edge, just north of the railroad tracks. Most of the "soft", passive activities occur here. This park, centered around an "Earth, Wind, Water, and Fire" theme, is a recreational park for locals, a lunch break space for employees in the adjacent buildings, a learning path for children, a playground for children in the mogul area (earth), a bike path/walkway with an outlook over the city from the top of the railroad bridges, an exhibition space for local artists (wind sculpture garden), a relaxation space for elderly people (plaza at the water) and a display of Pittsburgh's steel past (fire stacks and small amphitheatre).

Pedestrian bridges above the streets (Federal, Sandusky and Anderson) safely connect the park areas and provide an attractive Ceremonial Gateway to the North Shore.

The 'harder' south side of the railroad overpass allows for some display booths and small shops (bike rental, etc.) in the arches of the bridge adjacent to the streets. We suggest rougher, more extreme recreational activities in the longer stretches between the underpasses, like a skateboarding area with a half pipe and a climbing area with a free-climbing wall. The 'run-down' surrounding is an attraction to the youth and adds life to the area.

All of this combined would change this dark, desolate area to an attractive and safe place, as well as provide a much-needed Ceremonial Gateway to Downtown and the North Shore.

What is now a barrier can become a 'Ceremonial Gateway' that utilizes the space to improve and enrich life in the adjacent neighborhoods.

BIGELOW BOULEVARD

By Carmen Gong, Perkins Eastman Architects and Marc Ford, Urban Design Associates

With its roots in the City Beautiful, Bigelow Boulevard connects Downtown to Schenley Park, Oakland and the East End in a manner resembling a park drive struck swiftly by an interstate. Built on spectacular topography with incredible views and running through lively neighborhoods and city centers, the boulevard is depressing except at high speed. It is depopulated and featureless.

Bigelow Boulevard is a sequence of forgotten space and narrowly missed opportunities.

This sort of thing is everywhere around us. Solving problems simplistically, we reduce our surroundings to the lowest common denominator of civic life. This is, after all, the city's most compelling and dramatic boulevard and solving it for high speed through traffic has made stretches of it look like the Turnpike.

While this problem is widespread, it is not unsolvable. Boulevards in other great cities of the world routinely carry twice the number of cars that Bigelow sees daily (30,000) while maintaining vibrant, vital neighborhoods, commercial streets, parks and promenades. In fact, these other boulevards are the showpieces of their cities.

Our analysis of the boulevard in the city prompts our major areas of involvement. Each proposed intervention is shaped by these design factors:

- Density of Connections
- Neighborhoods
- Recreation
- Boulevard Space
- Identity in the City
- Traffic

We envision Bigelow Boulevard as a whole place, including the roadway, facilities, buildings, sculpture, parks, and flatirons. We have added elements that serve multiple functions: portal, playfield, connection, parking, traffic attrition, and space definition. The vision synthesizes the varied needs and existing conditions of the boulevard's different sections into a place of its own, adding the differences along the way to the experience, keeping in mind a certain complexity.

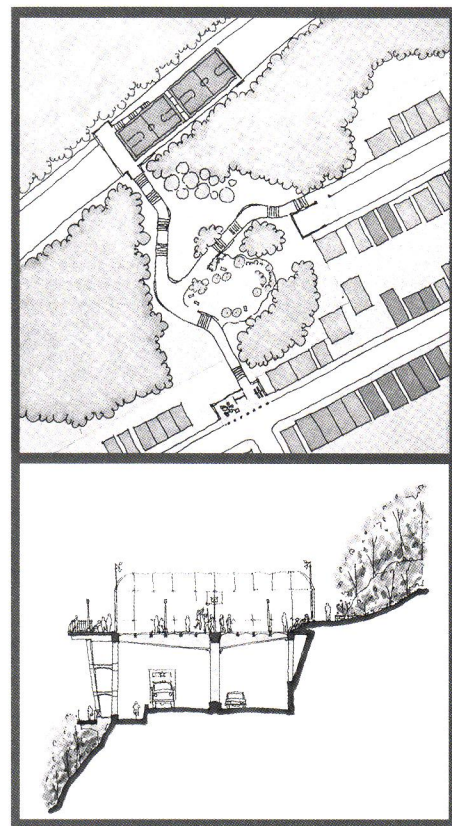
It is the anti-highway, a zone of dense experience, a counter-offensive of urbanism and landscape allied against the Grey Blight of Dullness.

In so doing, we have intensified all of the positive aspects of the boulevard that exist: the views over Bloomfield, the placid, shaded streets of Schenley Farms, the big buildings that cascade downhill, the experience of mid-air flight with skyscrapers, the sensation, driving, of winding cliffside road.

We have reduced its isolation, made it useful to its neighbors, solidified its civic presence, and allowed for and encouraged the presence of people in different ways all along its route.

Bigelow Boulevard becomes a place many can visit and stay, for many different reasons, and that is the very definition of the urban realm. It is a vision of a mid-air utopia that will never be a forgotten space again.

RIGHT: Cliffside Park is extended downhill to the cliff's edge, making an overlook with basketball courts and a connection to the promenade along the edge of Bigelow Boulevard.



Bigelow Blvd. is lowered slightly in Frank Curto Park and a new pavilion overlooks a small lake formed by water pouring off the adjacent cliff. Paths link the park to Bedford Avenue and the Strip District.

A density of connections between neighborhoods and the boulevard puts Bigelow in mind as part of the city: to walk, to drive, to picnic, to visit a store. It makes a wide range of things, events and places possible because a wide range of people is now possible here. The density of connections is perhaps the most important element of this proposal: in true urban form, separate events connected to or near one another amplify each other's effects and create more than the sum of the parts.

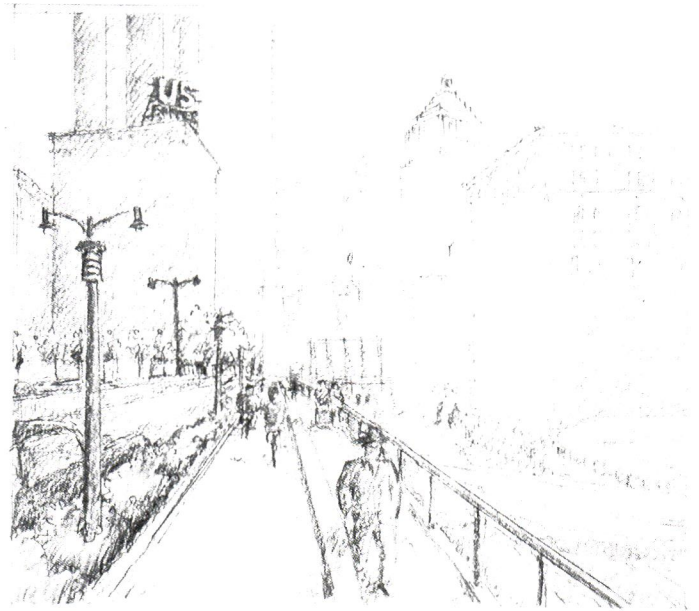
Neighborhoods along the boulevard make it a place, give it a center, add residents, make commercial viable, and slow traffic. The area lacks a neighborhood commercial focus and the boulevard provides a marketable address. An unexpectedly high level of transit service, location near cool neighborhoods and between Oakland and Downtown, and the nature of the Boulevard itself are reasons to live here. An existing typology of hillside buildings can be put to use for the future. Connecting existing neighborhoods along the route strengthens each of them.

Parks along the Boulevard bridge the gap between Schenley and Downtown and have the potential to be Pittsburgh's fifth Great Park. They make the boulevard a destination and increase its population. Given the location on a green hillside, paths and recreational facilities, and gardens and squares are sited to take advantage of the views and make the connections between neighborhoods when the neighborhoods cannot otherwise connect due to topography.

Boulevard Space varies considerably due to the dramatic topography and the speed of experiencing that space. The primary transformation is the addition of new types of space along the boulevard; nonuniform, strongly reinforced and articulated sequences of slow and stop for nonmotorists. Cliffs, promenades, overpasses, trees, roadway shifts, sculpture and big buildings shape the space. Because of these enclosures, driving much more slowly will still seem as exciting to motorists who are in fact being tricked by physics and designers.

Identity in the City is reinforced through details, connections, and use. Sculpture marks the Boulevard downtown, in Polish Hill and at North Craig Street in Oakland. The tree-lined promenade, active park spaces, street wall and repetitive sequence of flatiron buildings all set this apart as different, not just a street or leftover space. In order to make some of these changes the designation as PA Route 380 would have to go. This, too, would upgrade the Boulevard's identity in the city and as the city.

Traffic is part of a boulevard, but the current design for speed, though exhilarating for drivers, wastes the potential of the boulevard for everything else. Reducing lane width, adding curves, lateral shifts, on-street off-peak parking in the roadway, and buildings and pedestrians would reduce travel speed to 30 MPH. This allows the introduction of traffic signals to cross the boulevard at grade at every intersection and at other points and allows the chance to build a piece of city, while still allowing as many vehicles. At the western end, vehicles disperse into the grid instead of being concentrated, reducing backups. Street connections access the Hill District and downtown at multiple points, and the ramps of the Parkway North are relocated to keep that traffic from cutting off boulevard traffic as happens currently.



Entering Downtown Pittsburgh on a bridge over the Parkway North, this vision of Bigelow Boulevard is part of the city, lined with new buildings on one side and with a cantilevered promenade on the cliff.



The new square, where the Bloomfield Bridge meets the imagined Bigelow Boulevard, hosts a Greenmarket several times a week. Polish Hill and Herron Hill residents join others from near neighborhoods or those passing through.

The Conestoga Wagon

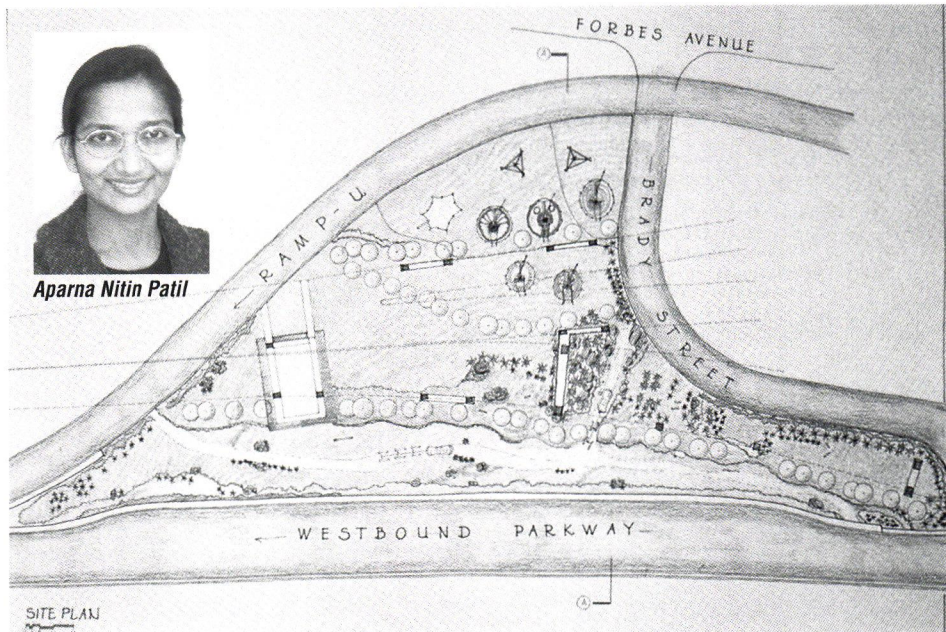
By Aparna Nitin Patil,
The Design Enclave Consultants

Theme: The Story of Conestoga Wagon

Installed on the site are two Conestoga Wagons, which are returning back to the land in the fork of Ohio after completing their trade with the Indians in the South. They will stop to rest at the roadside tavern, catering especially to them. They carry furs, pelts, robes of buffalo skins, hides, moccasins and other things from the frontier. They have exchanged gunpowder, sugar, salt, rum, beads, lead and kettles with their traders.

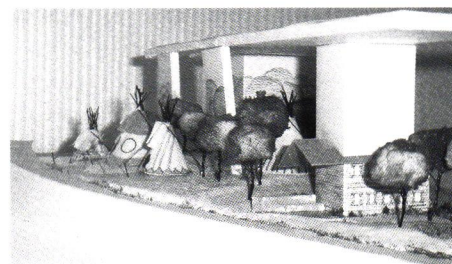
Goal: To acknowledge the contributions made by the Wagoners during early days of settlement. They are rightly placed next to the Parkway and Monongahela, rather than in the enclosure of an air-conditioned museum, a suitable gesture towards these rugged militiamen.

Argument: This site is dedicated to the Wagoners and their Conestoga Wagons rightly called "ships of inland commerce". They developed land transport in early Pittsburgh and started the custom of driving on the right hand side of the road, which we follow today. They transported all types of cargo coming from Europe to the settlements while providing transport between Philadelphia and other cities. Conestoga Wagons have certainly played an important role in Pittsburgh's commercial rise and towards her famous title, "Gateway to the West".

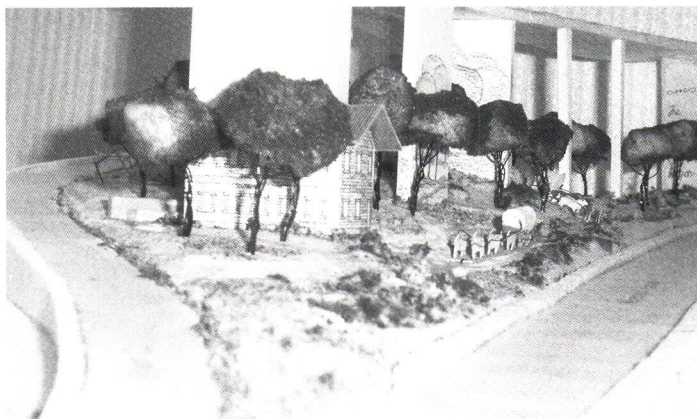


Site plan of the Conestoga Wagon story which honors our early ancestors

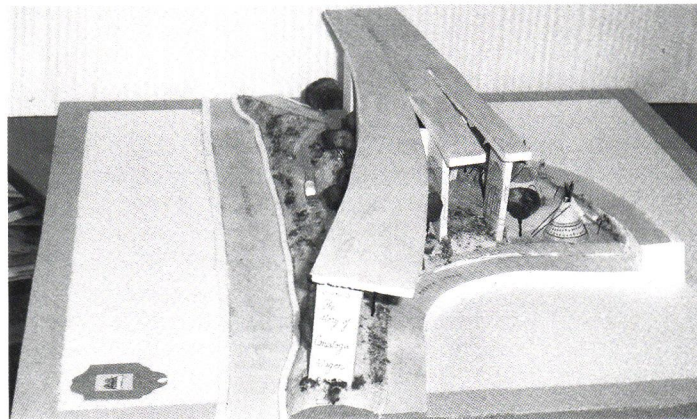
These wagons were bright blue with bright red gears and made a patriotic picture along with the white homespun canvas covers flaring on both ends. A special breed of powerful black Conestoga horses, six to a wagon, pulled them. Over the horses were hoops with bells attached to them except for the left horse where the Wagoner rode. These bells were highly prized as proof of the Wagoner's ability to take care of himself. If a wagon got stuck in the mud and the driver was forced to appeal for help, he paid the price with bells.



Teepees add an authentic touch and a draw for tourists to this orphaned space idea



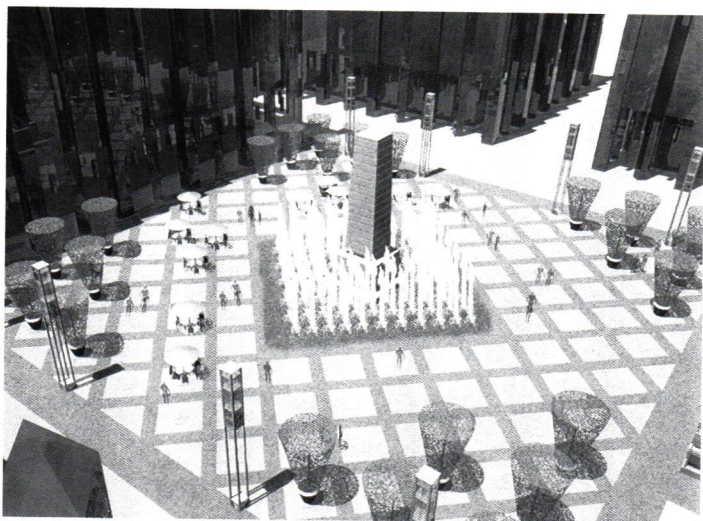
Wagoners encircle the settlement bordered by the Monongahela River, Brady Street and Ramp U.



This model shows the Conestoga Wagons upon their return after completing their trade with Indians in the South.

From the Firms

→ Carnegie Library of Pittsburgh named three Pittsburgh architectural firms as firms of record for the early phase of its \$80 million capital improvement program. The Brookline Library has been awarded to **Loysen & Associates**; The Homewood Library to **Pfaffman + Associates** and the design of visitors' spaces on the first floor of the Main Library to **EDGE studios**. The Library also retained the services of DesignGroup, library space planners, from Columbus, Ohio for storage, collection display and operational flow.



Dick Corporation has been selected to construct the new fountain in PPG Plaza in downtown Pittsburgh (pictured above). The 64' x 64' fountain will surround the 44-foot-high rose granite monument in the plaza. It will consist of 441 3'x3' granite paving stones atop 1900 pedestals and will be illuminated by 282 light fixtures set in 141 fountain heads. The fountain will be converted into the plaza's skating rink in the winter months. WET Design of Universal City, CA, the designer for the project, is world-renowned for its water feature design, including the Fountains of Bellagio in Las Vegas. They also designed the cauldron used in the recent Salt Lake City Olympics. Construction on the fountain has begun with completion scheduled for August 16, 2002.

Construction began on a 13,500 sf addition to St. Clair Hospital for a new 21-bed nursing unit atop the hospital's "E" wing. Designed by **Valentour English Bodnar & Howell**, the project will add one floor to the existing wing. This is one component of a \$30 million expansion in progress at the hospital.

Repal Construction has been awarded the Phase II renovations to The Palisades Building in McKeesport. Architect is Astorino Pellis Architects of Greensburg.

Business Briefs

→ Wendy Wedlake recently joined RSH Interiors as an interior designer after serving as an intern at the firm during her senior year of college. She is a graduate of LaRoche College. The firm is affiliated with RSH Architects.



WEDLAKE

Massaro Company announced that Joseph A. Massaro III has been named President and Chief Operating Officer. Joseph A. Massaro, Jr. will serve as Chairman and Chief Executive Officer.

Cagley, Harman & Campbell, LLC is pleased to announce the opening of its Pittsburgh area office of the Cagley Group. The Pittsburgh offices, which offer structural engineering consulting and parking consulting services, is at 700 Old Pond Road, Suite 602, Bridgeville, PA 15017; (412) 221-7850, (412) 221-7851 Fax, (412) 400-3149 mobile and by email at tcampbell@chcstructural.com

Dynamic Design Engineering, Inc.'s Pittsburgh office has relocated to Capital Hill Park, One Williamsburg Place, Suite 101, Warrendale, PA, 15086-7599. Tel: (724) 940-4344. Headquarters are in Johnstown.

Kudos

→ James M. Roberts, Ph.D., P.E., Chairman of Civil & Environmental Consultants, Inc. was made President of ASFE at the recent annual meeting in Savannah, GA.



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COLUMNS UPCOMING ISSUES

SEPTEMBER

- Legal Issues
- More Orphaned Spaces Competition Entries
- Case Studies: Bridging the Gap between Education and Professional Practice, By Megan Nash

OCTOBER

- Transportation Issues

TO CONTRIBUTE TO AN ISSUE or to submit a story idea, contact the editor at 412/563-7173 or email: tcerto@adelphia.net

AIA ACTIVITIES

July 9, Tuesday

Professional Development Committee Meeting noon at the Chapter office, 412-471-9548.

July 15, Monday

AIA Pittsburgh Board Meeting, 5 p.m. at the Chapter office. All members are welcome, 412-471-9548.

July 18, Thursday

Legislative Committee Meeting, noon at the Chapter office, Chuck Coltharp, AIA, 724-452-9690.

July 31, Wednesday

AIA Pittsburgh's Foundation for Architecture 5 p.m. at the Chapter office. Contact Ed Shriver, AIA, 412-263-3800.

August 2, Friday

Communications Committee Meeting, noon at the Chapter office, 412-471-9548.

Most AIA meetings will not take place in August due to summer vacations. See you in September.

AROUND TOWN

July 10, Wednesday

Society of Design Administrators monthly meeting at the Engineers Club. For speaker information and reservations contact Cheryl Marlatt at 412-281-1337. Lunch from 11:30 a.m. – 1:30 p.m., \$17 for members, \$19.50 for non-members.

August 14, Wednesday

Society of Design Administrators monthly meeting at the Engineers Club. For speaker information and reservations contact Cheryl Marlatt at 412-281-1337. Lunch from 11:30 a.m. – 1:30 p.m., \$17 for members, \$19.50 for non-members.

August 28, Wednesday

AIA/ASLA Social Hour, Rolands, Penn Avenue in the Strip District from 5:30 – 7:30 p.m.

September 10, Tuesday

ULI Pittsburgh: FBI Behind the Scenes Tour for members only from 4 – 7:30 p.m. Information at ULI.org.

September 20, Friday

ASLA Fourth Annual Golf Outing at the Grandview Golf Club starting at 12 noon.

September 25, Wednesday

ASLA Membership Meeting at La Quatra Bonci, 95 South Tenth Street, South Side starting at 6:00 p.m.

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 info@aiaappgh.org

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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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Architectural millwork and casework*

Larry Fabbroni

American Institute of Architecture Students, National President-elect



PERSONAL: I am the product of a childhood with four sisters. I enjoy sports, reading, and anything outdoors. I studied for a summer in heaven...or as some refer to it: Italy.

YEARS IN PRACTICE: One summer and one winter as an architectural intern. I've spent the last year as an intern at the Pittsburgh Urban Redevelopment Authority.

EDUCATION: Carnegie Mellon University, Bachelors of Architecture, 2001
Masters of Public Policy and Management, 2002

WHAT'S THE BEST PART OF YOUR JOB AND WHY?: Since I represent architecture students to practitioners and educators, my job calls for both advocacy and activism. Students, as the future of the profession, are huge stakeholders in shaping what architectural education and practice will become. The best part of the job is that I've been entrusted by the members with these responsibilities.

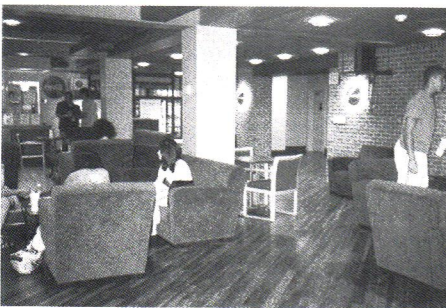
FAVORITE ARCHITECTURE BOOK AND WHY: *In the Scheme of Things: Alternative Thinking on the Practice of Architecture*, Thomas R. Fisher, University of Minnesota Press, 2000. This book gives an optimistic view of what the architectural community could strive to become. Issues the book raises include the difference between trades and professions and how we claim to be the latter while holding on to characteristics of the former. Other topics include: service to clients, connections between education and practice, and community service.

WHAT'S THE NEXT BIG ARCHITECTURAL TREND AND WHY?: Designing affordable, adequate shelter globally. I recently heard a figure that one billion people worldwide live in squatters' conditions. I hope the next architectural trend will be designing a global understanding in order to develop solutions for such basic human needs...unfortunately we'll probably spend our time and money on blobs.

A PROJECT THAT HAS SPECIAL MEANING FOR YOU: *The Underground, Morewood Gardens Dormitory, Carnegie Mellon University.* Another student and I led an interdisciplinary team in designing a campus eatery. We worked with an interior designer to spec materials and furniture. It is the first built project for which I've been a member of the design team. The Carnegie Mellon Housing Office served as a very excited client and the process included collaboration with them for the duration.

WHAT'S THE MOST ANNOYING THING ARCHITECTS DO AND WHY? We undervalue ourselves, our services and our clients. We point the finger at others instead of trying to develop ways in which we can make the difference. We complain about aesthetic issues instead of social ones. We continue to compete over the same small percentage of jobs instead of addressing the problem of so many buildings that are not being designed.

FAVORITE BUILDING AND/OR INTERIOR AND WHY: *Kresge Chapel, MIT, Eero Saarinen.* The form is so simple but the experience that the light provides is overwhelming. Both natural and synthetic light are utilized to define space and experience.



The Underground, Morewood Gardens Dormitory, Carnegie Mellon University

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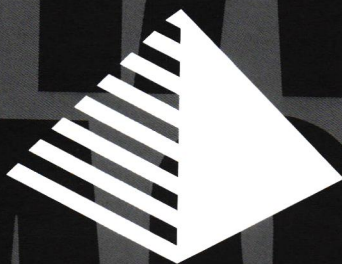
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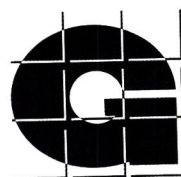
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