

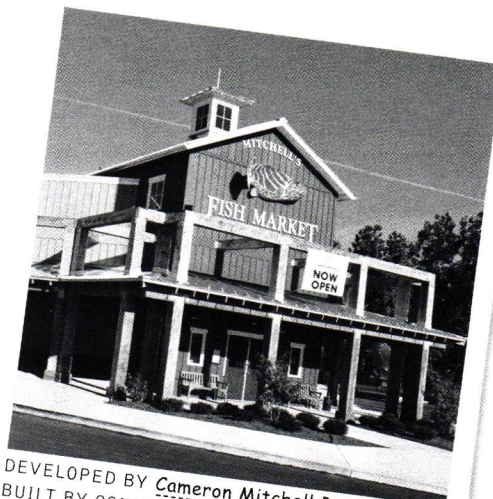
C O L U M N S

An aerial photograph of McKeesport, Pennsylvania, showing a dense urban grid. A large, rectangular industrial or commercial building complex is visible in the upper left quadrant. The rest of the image shows a typical city street layout with various sized buildings and parking lots.

Can McKeesport Be Saved?

*The Proposal for the Region's
First Eco-Industrial Park*

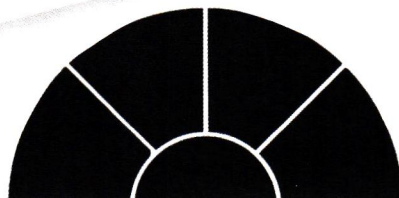
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Big Ideas

By Tracy Certo, Editor



It's cool, it's cutting edge and it's getting the right kind of support here in Pittsburgh.

In response to a question by a prominent

Pittsburgher about what I did on my summer vacation, I mentioned a wonderful trip to Montreal and Quebec City in July during peak festival season.

The streets pulsed with an irresistible rhythm and the many free performances held throughout the cities, more Cirque du Soleil than Barnum and Bailey, were genuine crowd pleasers, I told him. Best yet, there wasn't a smoky food stand or funnel cake in sight. Instead, people frequented the many cafes that line the wide boulevards closed to traffic. The string of festivals in both cities takes place all summer long, greatly benefiting hotels, restaurants, and store owners. Pittsburgh, I suggested to this person, should stage a summer festival like the Canadians do.

His response? "Pittsburgh doesn't like festivals," he said. I repeat: Pittsburgh. Doesn't. Like. Festivals.

Sounds like he's out of possibilities said my husband later when I repeated the conversation. As in, not in alignment with a common goal; as in being a naysayer, negative, dismissive. (And yes, I did call him on it.)

In any case, that's why I found it so refreshing to interview Mary Del Brady and Richard Pearson days later about their ambitious plan, ripe with possibility, to revive the City of McKeesport.

McKeesport? you say. I hear you. When Anne Swager suggested this story to me, I said the same thing.

Think about it, said Anne. Two kids from McKeesport, Mary Del and Richard, who connect at their 25th high school reunion, marry, and go into business together. Each alone has proved highly successful. She's a "serial entrepreneur", he's a real estate developer with interests in sustainable design and energy. Together they formed Bio Space Development where they were approached by the County to come up with a plan for a 100-plus acre brownfield in McKeesport.

McKeesport? they say. *They* light up.

What they propose—an eco-industrial park—is a big sweep of a plan that encompasses the brownfield site and beyond. If they pull it off, it would not only put McKeesport on the map again but the name would be in large font with a big green star next to it.

In featuring a story of this magnitude it's only appropriate to aim for a balanced piece, ferret out the bad along with the good, and find someone who is opposed to the project. Except, interestingly, I haven't found anyone. Everyone I talk to is gung-ho. And they tell me they don't know anyone who's against it.

Just this morning I sat in on another energizing meeting, of a visiting architect who talked about a specific project here in town. Throughout, he only talked big ideas. He profiled the urban planner/architect, Jaime Lerner, once the mayor of the now famous city of Curitiba in South America. Lerner designed a highly efficient mass transportation system (used by 70% of the population) and created his own community currency while ramping up the quality of life dramatically. If citizens didn't have the money to pay for transportation, they could work the community garden in exchange for transit passes. As one example of his resourcefulness, when Lerner saw abandoned school buses, he asked the people what they wanted to learn and then converted the buses into classrooms for sewing and computer learning.

The Curitiba example was a springboard for discussing the possibilities of doing things in Pittsburgh that have never been done before. The logic went like this: Here's what Lerner did in a third-world city. And you're saying *what* can't be done in Pittsburgh?

Whether it's mass transit, an eco-industrial park or a first-class street festival, the question isn't, can it be done? The question is who's going to do it? And yes, of course, pay for it. But maybe the biggest limitation we place on ourselves isn't financial restrictions but our own out-of-possibility attitudes.

If all goes well, Pittsburgh could one day soon have an eco-industrial park because someone said it could be done and is leading the charge. Its exciting stuff, says Connie Yarris, executive director of the Regional Business Alliance. It makes sense, says Bill Strickland of Manchester Bidwell, who's "planting" a greenhouse on the site. It's a sound idea and approach, says Art Baldwin of the National Energy Technology Laboratory.

It's cool, it's cutting edge and it's getting the right kind of support here in Pittsburgh. When it's up and running, I say let's hold a big first-class street festival to celebrate.

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On the cover: Proposed Development Zones for the McKeesport Eco-Industrial Park. Rendering by BioSpace.

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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New AIA Contract Documents Software Releases You From Old Frustrations

The American Institute of Architects (AIA) earned a solid reputation for the best intellectual content available in the contract documents arena. Now, it has reason to boast about a new delivery platform for this content. On October 1st, the AIA released a new and entirely redesigned AIA Contract Documents software based on the widely-accepted Microsoft® Word platform that is causing a buzz of enthusiasm and a collective "finally!" among current 3.0 PLUS users.

The new AIA Contract Documents software provides world-class functionality and ease of use. In addition to switching to the near universal technology platform of Microsoft® Word, the new AIA Contract Documents software also includes the capability to generate PDF files. These changes alone allow for vastly-improved drafting, editing, and collaborating options. And, the new software goes even further to streamline the contracting process.

Here are a few of the areas of improvement:

Special dialog boxes help users create documents faster and easier. When you first create a project, you are prompted to enter data about the project — such as the various team members and their respective roles. These details can be used throughout a project because they can be automatically incorporated into related documents and forms. After the project data is entered, a Document Dialog opens, prompting you to enter pertinent data such as dates, financial figures, etc. When you have finished entering data in the Document Dialog, it is inserted into the document in the appropriate places. In a matter of minutes, you now have a Working Draft.

Editing a draft document in the new AIA Contract Documents software is now akin to editing a Word document. All the Microsoft® Word functionality is available. When collaborating, users can choose the version they'd like to share—an unlocked version of the document; a track changes version, that captures every change made by the other team members; and a variance checked version in PDF format, locked to prevent further editing.

The new software platform also allows for easier collaboration among team members involved in the project. Users can share drafts with team members on their network or outside their network by e-mail in Microsoft® Word or PDF formats.

There are more options when it comes time to print a final version of a contract or form. Users can print either a "clean copy" or a comparative copy. In the "clean copy," all the additions to and deletions from the original AIA language are indicated by a small mark in the left margin, parallel to where the changes occur. The details of the changes are appended to the final in an Additions and Deletions Report at the end of the document. The comparative copy marks changes where they occur in the document. Additions are underlined and deletions have a line through the deleted text.

And last, but certainly not least, the new software makes it possible to customize AIA Contract Document templates. For those who spent time and effort crafting language that exactly meets your needs, the days of having to retype these favorite clauses are over. Welcome to the new AIA Contract Documents software. Check aia.org for details on the date of release.

A LONG HISTORY OF EXCELLENCE

■ The first AIA contract documents were published in 1888. Today, there are more than 75 contracts and administrative forms available from the AIA.

■ The AIA Contract Documents have been finely tuned during their 150-year history to reflect the latest changes in law and the construction industry. As a result, the comprehensive contracts and forms have been tested by the courts and are widely considered the industry standard.

■ The AIA Contract Documents are developed and revised based on a set of Drafting Principles assembled by the AIA. Therefore, the AIA documents are drafted to assure that industry opinion is solicited from all parties whose interests are significantly affected by a particular document. Given this, the AIA Contract Documents enjoy a wide reputation for fairness to all parties.

■ All AIA Contract Documents are revised on as appropriate to ensure that users have state-of-the-art legal tools to be more productive and profitable.



PIYAF News

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AIA PENNSYLVANIA

AIA Pennsylvania Annual Meeting and Leadership Conference Yorktown Hotel on Friday, November, 21 and Saturday, November 22. All interns and young architects are encouraged to participate in this very important event.

“Masonry Day” – Friday, November 21st – The AIA Pennsylvania Associates Committee is planning a masonry workshop for architectural students and interns to take place in conjunction with the Annual Meeting and Leadership Conference. The International Masonry Institute has agreed to provide a mix of lectures and hands-on activities to help educate students and interns on the intricacies of using masonry. Stay tuned for more information.

2003 PIYAF & AIAPA Architectural Photo Contest

PIYAF and American Institute of Architects Pennsylvania present the AIA Photography Competition. The top entries will be exhibited at the AIA Architects Day to be held in June of 2004. The entries will be displayed in the Capital Building for all elected officials to view.

This competition is open to all Associate members of the AIA, and student members of AIAS in good standing. Professional Affiliate or Allied members are not eligible. Entries submitted by ineligible individuals will not be processed. The details of the competition are still being “developed” and we’ll keep you notified. If you have a particular project or detail that you want to submit, start to think about photographing the image.

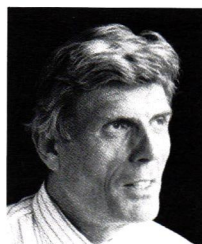
Second Annual David Lewis Lecture

The Second Annual David Lewis Lecture will feature Fred Koetter and Susie Kim, AIA of Koetter Kim & Associates, Inc. on “Cities and Buildings”. It will take place on October 6th at 6:30 p.m. at Kresge Recreation Hall at Carnegie Mellon University.

The talk, which is free and open to the public, will explore the inseparable relationship between architecture and urbanism through such projects as:

- University Park, Cambridge, Massachusetts
- TEDA Administrative Center, Tianjin, PR China
- Canary Wharf, London, England
- NATO Headquarters, Brussels, Belgium

The lecture is sponsored by Urban Design Associates and Carnegie Mellon University.



Fred Koetter



Correction

In the September issue of *Columns*, it was not made clear that IKM designed the atrium of the Hillman UPMC Cancer Center. Radelet McCarthy did the interior spaces of the clinical pavilion, not the atrium, which links the clinical pavilion to the research pavilion. IKM designed the atrium, research pavilion and exterior of the Hillman Cancer Center and were overall architects for the project. Alan Fishman, AIA, was the principal-in-charge.

Franklin Toker

speaks about his new book:

“FALLINGWATER RISING”

at

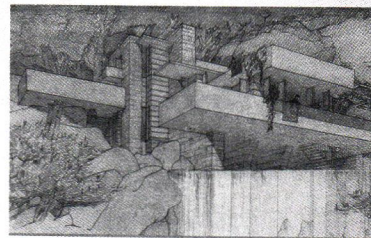
CARNEGIE MUSIC HALL

SATURDAY, OCTOBER 4, 2 p.m.

Reception and book-signing following the talk

Frank Toker has worked 18 years on his monumental history of what may be the greatest house on earth. His book, *Fallingwater Rising: Frank Lloyd Wright, E. J. Kaufmann, and America's Most Extraordinary House*, has just been published by the prestigious Knopf division of Random House.

Please come to this important and lively event (the first scan will feature Mrs. Kaufmann of Fallingwater without a stitch of clothing): admission is free to anyone entering the Music Hall directly (right-hand doors of Carnegie Institute, Forbes Avenue corner of Schenley Plaza). Information: 412.648.2400; website: www.franklintoker.com.



FALLINGWATER RISING

FRANK LLOYD WRIGHT, E. J. KAUFMANN, AND
AMERICA'S MOST EXTRAORDINARY HOUSE

FRANKLIN TOKER



Can McKeesport Be Saved?

By Tracy Certo

The Proposal for the Region's First Eco-Industrial Park

The challenge is formidable: to attract business to a brownfield site in McKeesport, a former industrial heavyweight of a city that has been on the decline for decades. When 15 years of previous attempts to infuse new life into the city have failed, where does one begin?

In the spring of 2002, the Redevelopment Authority of Allegheny County approached BioSpace Development Company, which specializes in urban development and adaptive reuse, to help formulate a plan for the former National Tube site in McKeesport. It wasn't simply a matter of luring business to a brownfield, says BioSpace CEO Richard Pearson; rather, it was a question of how to make the 120-acre site an economic engine for renewal for the city.

"To be competitive is to be able to compete in the world marketplace. That's what called for—and what we term—a breakthrough strategy," says Pearson.

"It couldn't be incremental," says President Mary Del Brady, who notes the abundance of old steel mills up and down our rivers. "In the absence of strategy for the overall site, you're still going to have a rough time attracting people into the middle of an old steel mill. BioSpace recommended developing a strategy that would provide a compelling commercial advantage for the site. In addition to offering low cost land and tax incentives available on brownfield sites throughout the region, provide a competitive advantage that would differentiate this site from all the others."

The idea? An eco-industrial park, a sustainable design development utilizing industrial ecology and industrial symbiosis—including a byproduct's exchange where one company's waste product becomes another company's raw material.

Key to the concept is an onsite community energy system which will not only provide a secure and low cost source of power for participants but will also incorporate a waste-

to-energy system for the site, converting any unusable waste to fuel.

At the heart of the plan is the establishment of a Sustainable Development District (SDD) that includes a large swath of the commercial and industrial land in the City.

Five new development zones are under consideration for the SDD, including the eco-industrial zone as well as recreation business, pedestrian retail, boulevard commercial, and the medical center and gateway zone.

If the plan is ambitious, and by all measures it is, the advantages to the companies locating to the EIP—not to mention the City of McKeesport—are plentiful. "Using principles of industrial ecology—industrial symbiosis—we can improve overall performance of companies, reduce their costs and improve their profitability. That's ultimately the goal," says Pearson.

The success of the EIP would in turn provide a host of benefits for McKeesport, including attracting an estimated \$70 million in capital investment, along with state and federal funding for renewable energy systems, new tax money generated from the companies and the creation of new jobs. The city also stands to benefit from lower electricity costs



throughout the SDD from the community energy system. Another plus? A reduced demand on landfill sites and reduced tipping fees and waste disposal costs.

Thus far, support is strong from all quarters—local, state and federal—for the developers, which includes the BioSpace team, RIDC, the Allegheny County of Economic Development (ACED), and a large and impressive group of stakeholders. The question is: is it viable?

"It's a good idea and a sound approach," says Art Baldwin, regional manager of the National Energy Technology Laboratory which is playing a key advisory role in the energy system. Everyone they have encountered not only supports the plan, he says, but strongly encourages their involvement.

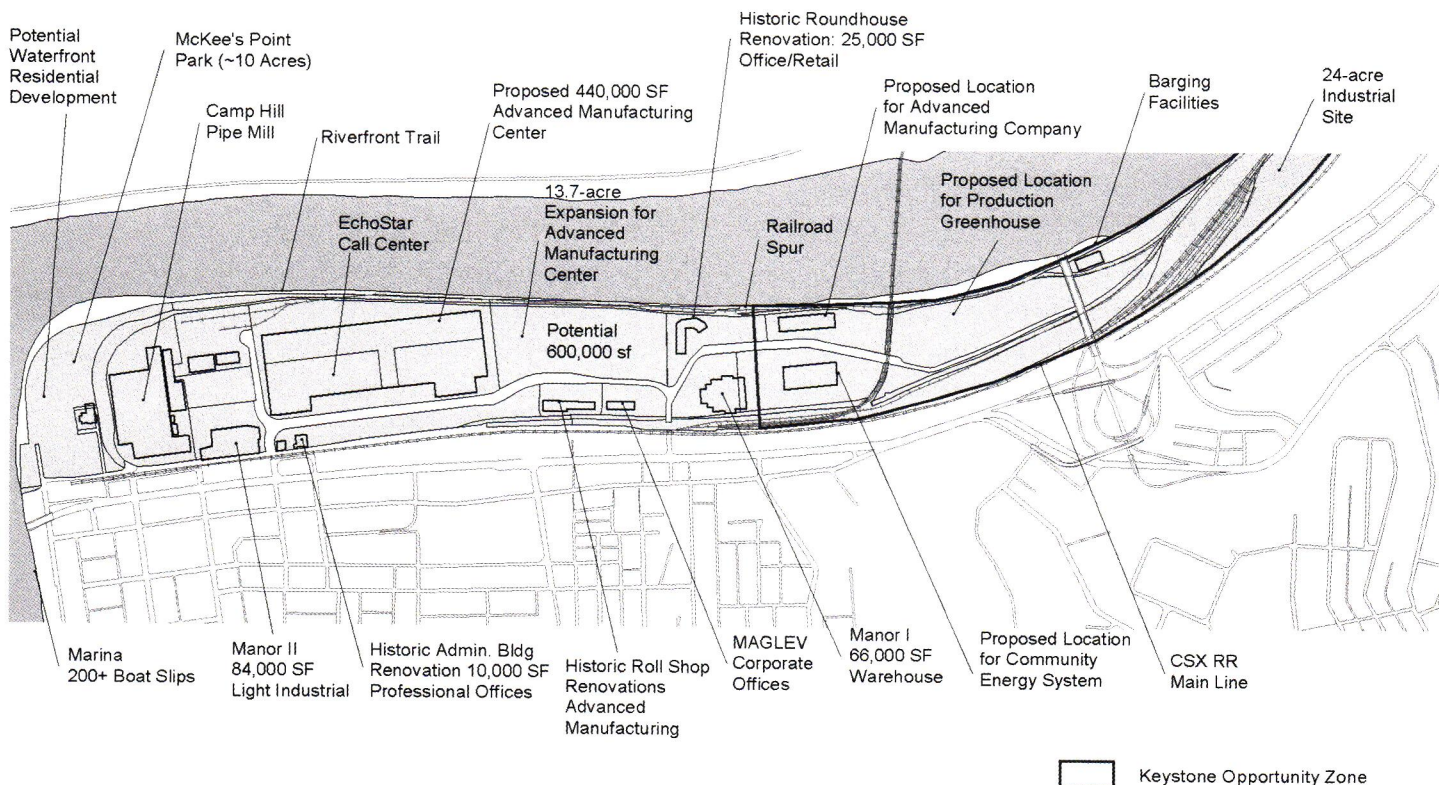
"Mary Del Brady is the most capable person I know," says Anne J. Swager, Hon. AIA, executive director of AIA Pittsburgh. "If anyone can do this, she can." With a nod to

Brady's successful business history, Swager adds that she has a genius for raising money for projects.

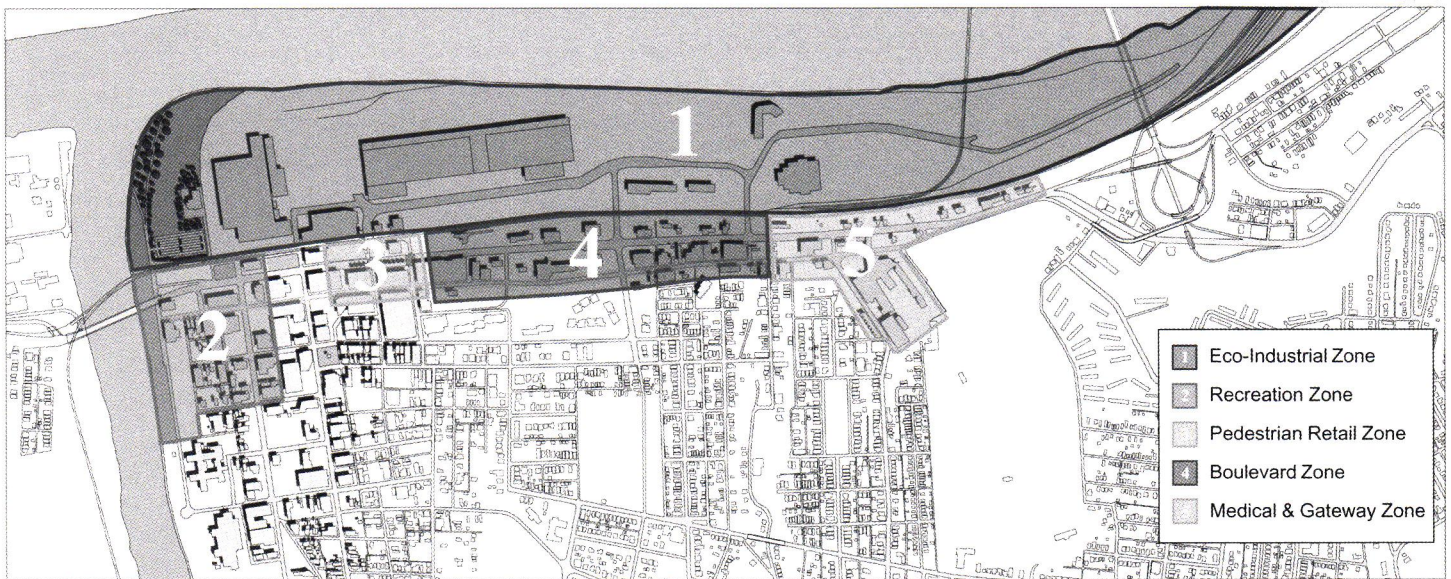
"It's exciting and creative and just the thing to revitalize the McKeesport area if it is done right", says executive director of the Regional Business Alliance, Connie Yarris, one of the stakeholders. She believes it will be done right, and McKeesport will reap the many benefits. One of them is changing its image.

An eco-industrial park like this one is cutting edge for Pittsburgh, most certainly, but also cutting edge anywhere. Only 26 eco-industrial parks exist worldwide, and of those only a dozen or so are in the U.S., most in the early stages of development. Berks County in eastern Pennsylvania is ahead of Allegheny County in its planning of the first EIP in the state. With the construction of a new ceramic tile plant, the Berks County EIP will use landfill waste for manufacturing.

McKeesport Eco-Industrial Park: Preliminary Development Concept



Proposed Development Zones



The prototype for eco-industrial parks is Kalundborg in Denmark. "It is the model for industrial symbiosis, where they manage to take the waste stream from one company and use it as the feed stock for another company," says Pearson. As the world's first eco-industrial park, with five complementary industrial enterprises and the municipality as participants, Kalundborg generated savings of \$120 million over five years after the initial \$60 million in its network infrastructure.

For the McKeesport Eco-Industrial Park (MEIP), economics is as vital a part of the plan as ecology. The goal is not only to build a sustainable community, "the nice thing to do", but to also make it economically attractive at the same time. "It's really important to stress that the focus of this thing is to make this alternative way of doing things an *economic benefit*," Pearson says. "If we are asking companies in the eco-industrial park to recycle waste, then there has to be a direct benefit to them by reducing their waste disposal costs."

That system is highly dependent on the rest of the world providing markets for recycled material, encouraging companies to be more environmentally responsible and providing those kind of incentives, he adds.

Although the plan is contingent on many factors, one thing is for certain. A successful EIP of this caliber would vault McKeesport from its current role as an industrial has-been to an exalted position of model sustainable development and management. "The idea of integrating industry and commerce together with community development is the wave of the future," says Bill Strickland of Manchester Bidwell who plans to build a hydroponic greenhouse on the site.

Wave of the future? In McKeesport? "To differentiate it from all the other industrial sites in the region, we wanted something to really make McKeesport stand out as an industry leader as it was through the 1900s when it was a thriving industrial center of the Mon Valley," says Brady, who happens to know the community history well. Both she and Pearson grew up in McKeesport. They reconnected at their 25th high school reunion, and got married in Italy two years ago. It was a merger as well as a marriage, dovetailing her lifelong career as an entrepreneur, most recently as a co-founder of TissueInformatics, Inc. with his 30 years as a developer with interests in sustainable design and urban planning. "From the time they said, hey can you help us with something in McKeesport?, we were already hooked," says Brady with a smile.



PHOTO BY TRACY CERTO

Mary Del Brady and Richard Pearson of BioSpace Development, in the model of their modular and flexible laboratory at their Carnegie office.

"Think about it," says Swager. "In this no-can-do city, two people from McKeesport have a cutting edge plan to bring the city back to life."

To ensure the success of the plan, the team needed to hook others as well so, together with ACED, they reeled in a large group of key stakeholders.

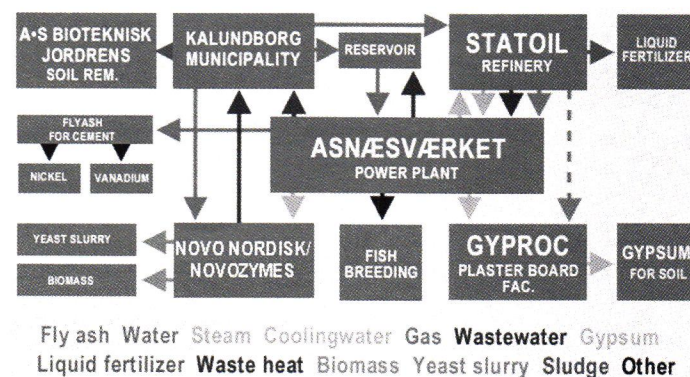
National Energy Technology Laboratory, a lab owned and operated by the U.S. Department of Energy, is leading the team of advisors on what energy systems to utilize. Art Baldwin, regional manager for the NETL based in South Park, says that as a national lab they are required to have an impact on their regions. It's being a good neighbor, he explains, which translates into providing, free, expert analysis and advice.

"We help them to look at the alternatives, not only the energy supply but the technological alternatives to minimize the impact on the environment. Anything is possible at this point with gas pipelines already in place and coal available and the possibility of utilizing fuel cells on a limited basis.

"We're looking at gas, coal, municipal solid waste, rubber tires, everything that might go in there," he says, adding

that "it's very environmentally friendly technology." The trick is determining who needs what in the way of energy needs. So far, Echo Star, with a thousand employees, needs high-quality electricity while UPMC McKeesport utilizes steam, says Baldwin. The pipe finishing plant needs high-voltage peak electricity and Strickland's 12-acre greenhouse will require steam and CO₂. As for future needs, it's not yet known who's going to occupy the site and what their energy needs will be. It's one of many factors in an ongoing process.

Kalundborg





RIDC prepares an historic roll shop for advanced manufacturing at the site of the planned McKeesport Eco-Industrial Park.



Think Globally Act Locally

This much is certain: A plan of this magnitude requires a public/private partnership to launch it, says Brady, and the underlying philosophy has helped secure unanimous approval.

"Think about Pittsburgh as a region," she suggests. "We value the fact that we pay attention to sustainable design and we're becoming a regional leader in sustainable design. To me, this is the next step. It's not enough to just build in a sustainable way but we have to operate in a sustainable way."

As sustainability becomes more mainstream, with large corporations such as the Gap, Herman Miller and Nike making strides, "they look to these kinds of things," Pearson says. In the meantime, it's up to people like Pearson and Brady to educate companies who might want to take the plunge as well as others unfamiliar with EIPs. It's a new concept, complex to the uninitiated, and not without its risks, perceived or otherwise. So it's encouraging to hear some companies, such as the European company that recently contacted the Pittsburgh Regional Alliance, request an eco-industrial park setting. "The European companies are way ahead of us," notes Pearson.

Whether in Europe or the U.S., providing such an environmentally avant-garde setting could be lucrative to the host community. Any companies locating to the McKeesport Eco Industrial Park are already in an opportunity zone where

they can receive various tax credits. And the group may attract other government funding, and possibly foundation and other grant monies. It is, says Brady, "a real investor opportunity".

It's also wildly promising for an aging town which has lost 50% of its population in the past three decades and where only 52% of its population 16 and over are employed.

Other communities across the country are taking a stab at it. In Civano, a sustainable community in Tucson, Arizona, the City's \$3 million infrastructure investment is reaping \$500,000 in annual savings associated with roads, landfills and potable water, says the BioSpace team.

A number of eco-industrial parks were first hatched during the Clinton administration, under the President's Council of Sustainable Development. That flurry of activity resulted in some progress, such as Civano, although Pearson cautions that they are in the early stages and he clarifies that it is a process.

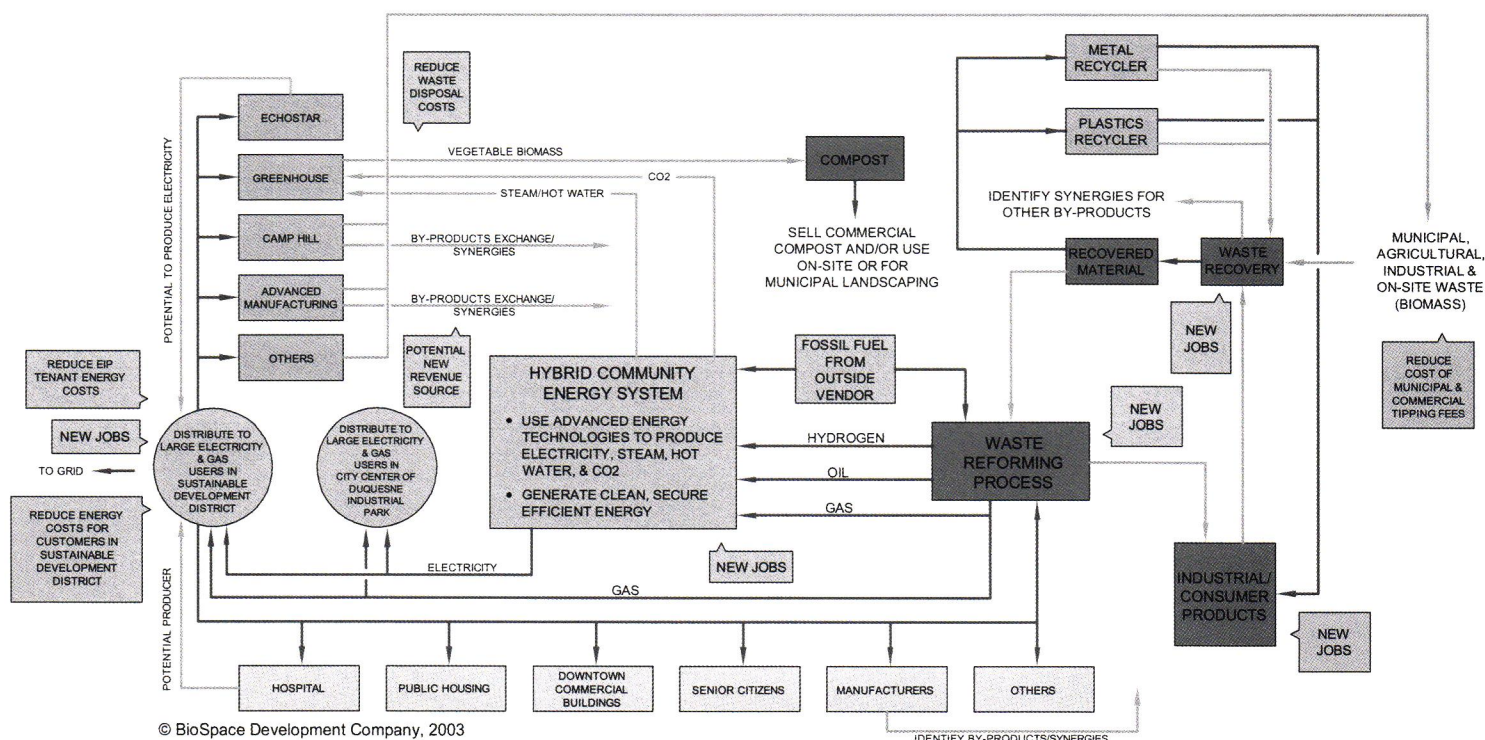
"It's not your typical development," says Pearson dryly, adding it is not without risk. "One of the biggest obstacles in terms of energy, is we still have artificially cheap energy and the provider of energy doesn't pay for the environmental impact. Society picks up the cost.

"The cost of externalities is a problem for all emerging fuel sources. The current administration has exacerbated that problem because they recently reduced pollution standards

He was looking for a “cheap, reliable source of energy” for his greenhouse where he will grow tomatoes, cucumbers

In developing a project of this size and complexity—"a strong regional asset capable of attracting worldwide attention"—the group is hunting down various funding sources, including those from "the security pot". Along

Industrial Symbiosis with Community Benefits



Waste-to-Energy Fast Facts

Waste-to-energy is an effective waste management tool that reduces air pollution, landfill costs, and fuel expenditures while increasing energy production efficiency.

- There are 102 waste to energy plants operating in 31 states within the U.S.
- They generate more than 2,800 megawatts of electricity, powering over 2.5 million homes.
- They serve the disposal needs of more than 37 million people
- Waste-to-energy plants represent a national capital investment of more than \$10 billion
- A recent survey in 70 U.S. cities indicates that three-quarters of Americans believe waste-to-energy plants are vital to the nation's economic and environmental future.
- Waste-to-energy plants employ 6000 Americans nationwide, yielding total annual wages in excess of \$150 million.
- The value of energy produced annually at waste-to-energy plants in the U.S. exceeds \$850 million.
- Solid waste is very dependable as a fuel supply.
- New Clean Air Act rules ensure that waste-to-energy is one of the cleanest sources of power in the world.
- The Los Angeles District Sanitation Department concluded that the nearby Commerce, CA waste-to-energy plant created less pollution than the trucks used to haul trash to a nearby landfill.
- The U.S. Department of Energy has labeled waste-to-energy technology as a major part of a plan to reduce carbon dioxide emissions and reliance on foreign oil.

the way, they are seeking enlightened investors and policy makers as well who are interested in supporting an advanced technology.

"If we tried to do this without doing the energy system first, it would be like swimming upstream," says Brady. "By putting the energy system in, —the juggernaut, and then the greenhouse— it immediately establishes a see/touch/feel picture for other industries we're trying to attract because the closed loop will be evident."

Another issue for the development team is workforce development. A committee headed by Lou Ann Caliguiri of Penn State McKeesport and Sandra Philips of Manchester Bidwell, is already underway to manage that. "You can't put a biotech company in the middle of McKeesport and expect the scientists are going to come to work. You want to be able to manage and help develop the workforce that's

there and bring in the talent to complement," says Brady.

Pearson notes that one concern brought up in a recent team meeting is the capabilities of the manufacturing facilities in the region. "What are they trained to do that we can incorporate in a system that will really help create something—we haven't come up with a name for it yet but a kind of Mon Valley Manufacturing Consortium, a virtual way of linking companies with various capabilities together so they can compete in a world marketplace. The idea is to take advantage of the resources we have, to optimize the capital resources and reduce the waste factors in the manufacturing process so we can improve performance and profitability," says the developer.

The crux of the matter, says Baldwin of the National Energy Laboratory, is, how do you wrap it all together? "Everybody is being conscious about buildings that are eco-

logically sustainable. The question is, how do you bring technology to bear to make it work? A greenhouse with a company that's making steel?

"It's the process," he insists. "How do you put them together so you really accomplish that broad goal of making it much more economical for everyone?"

Brady concurs. Their goal, she says, is to be as efficient as Mother Nature. "She uses closed loop symbiosis all the time. It's not that complex. But it does tell me how far away we've come."

At some point in the process, BioSpace's leading role will end. "One of the reasons why Kalundborg is so successful is because of the agreements between those companies," says Brady. "We want to facilitate dialogue and be aware of each other's requirements and byproducts, etc., but we have to step out of it then because it's based on free enterprise."

To smooth the way, a Web-based byproducts exchange information system which will keep people connected, is under development.

Currently the team has finished the Phase One planning and is awaiting agreement between the ACED and RIDC on the transfer of the undeveloped portion of the brownfield site and approval by the County to proceed. Next steps are already formulated while clusters of industries such as advanced manufacturing, robotics and bio-tech companies are being targeted.

"They're trying to make a significant shift in how development is done and I think for the better," says Gary Gardner, AIA, principal of Davis Gardner Gannon Pope Architecture. His firm has worked with BioSpace on other projects. His belief? "They have a great idea and a great commitment to do it. They're confident it's going to be."

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Architects in Retirement:

Stephen A. George, FAIA By Tracy Certo

On a brilliantly sunny day, the kind made for glorious views, Steve George, FAIA, is directing workers at his apartment building on Grandview Avenue. He's retired now but it seems some things never change. George bought the red and brown brick structure right after graduating from Carnegie Tech in the sixties. Back then, he was one of only two architects doing any kind of renovation on that street. "People asked me *why* are you doing this? and I said,"— George stops to point to the stunning view of downtown— "That's why."

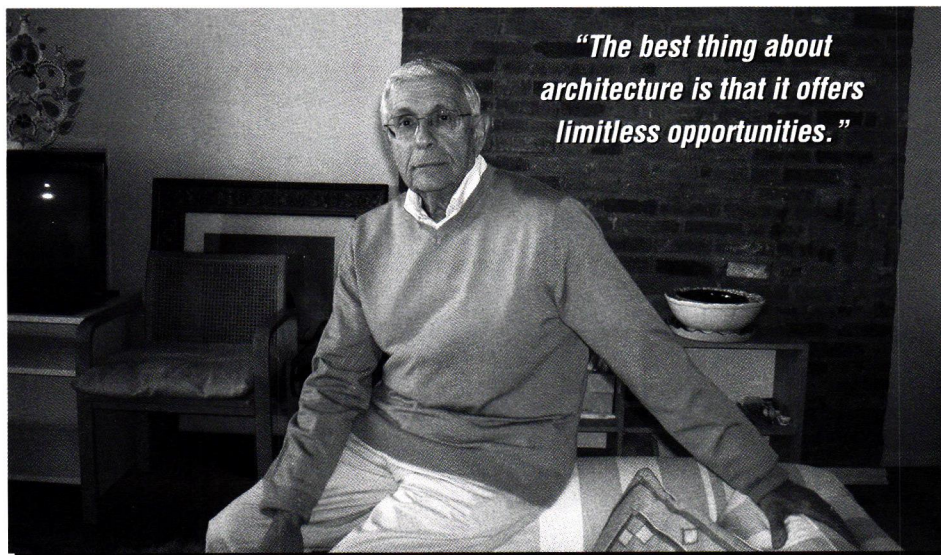
Smart move and it served him well. He moved into the renovated building, in the third floor apartment with his wife, Lynn, where they stayed until their son Greg (now an architect with Pfaffmann + Associates) was at the age better suited for a backyard than a sensational view.

Decades later, Steve George has come full circle, moving into the building once again but this time on a part-time basis when he's in town visiting. His permanent home these days is historic Bedford, PA, where he retired. Not only does it remind him of small bucolic Vermont towns, he says, but he's also enamored with the location: an equi-

distant two hours from Pittsburgh and the Baltimore/DC area.

What does an architect do when he retires? Many things, if George is any benchmark. Or maybe the answer is, whatever he or she wants. So it seems with George, who is active on many committees and task forces in the Bedford area, including the historic review board. "By law, they have to have an architect on the board," he explains with a laugh, "And I'm the only one in town!"

Following a rich and varied career—"I was blessed", he says, "with the opportunity to do so many things"— George, along with Lynn — is embarking on another new adventure with his B & B called The Chancellor's House. He and Lynn had maintained their second home in Glade Springs in Bedford and eyed this brick Victorian building for years. When it went up for sale, they were ready. It was an easy conversion to a B & B and it will easily convert to a single-family dwelling—which it does handily now when they don't have guests.



Steve George in his Mt. Washington residence. Along with his wife Lynn, George operates the Chancellor's House B&B in historic Bedford, PA. Visit: www.thechancellorshouse.com

George, a genial and spirited man, is enjoying it, just as he seems to have appreciated every phase of his life, from executive director of the URA to director of airport development during the critical years of the new Pittsburgh airport.

His career began in private practice first at the Stotz firm then at Deeter Ritchie Semple. From there, George was the first architect to become director of Land and Buildings when Pete Flaherty was elected mayor in 1970. In '73 he was named executive director of the Urban Redevelopment Association where he worked on the PPG building with Philip Johnson ("You can't imagine how much fun that was," he said). In that time, they also saw the restoration of Manchester "back then it was a disaster and today it's a jewel" as well as the rebirth of the North Shore.

He left the position in '82 but missed public service. So when Flaherty became County Commissioner in '84, George, much to his delight, was named Director of Aviation, a position usually filled by a pilot or engineer. As an architect, he helped divert some disasters during the design of the new airport. One example was the lack of a canopy at the departure area. "What happens when cars pull up to drop off passengers in the rain?" he asked the architect Tasso Katselas. Consequently, passengers are protected from the elements today, with sweeping canopies that run from the building to the curb.

In July, '87 they broke ground and the airport opened on time and under budget in 1992. It was, says George, the highlight of his career.

From there he served as director of business development for the airport corridor, charged with the formation of a new Airport Areas Development Committee. Their mission? To capitalize on the airport as a major economic generator.

Throughout his career he has been active in the AIA and was honored with the fellowship designation in 1988 in recognition of his many contributions to both architecture and the community. He served as board member of AIA Pittsburgh for many years and as president in 1984.

He hasn't let up much in retirement. In Bedford he's serving on a number of committees including the Design Committee for Main Street and the airport authority. "The re-

sponsibilities are similar but he scale is different," he says with a chuckle. Bedford's population is 3,000.

George was initially attracted to the area when he saw Glade Springs, a rural development of 26 properties with a minimum of 10 acres per property. Two D. C. Architects developed it, with stipulations that no subdivisions would be tolerated nor would any motorboats in the 14-acre lake. "It was a model on how to develop second homes in rural communities," said George who bought one property in 1972 and then another in '76 when a neighbor sold.

In September of 2002 he opened the Chancellor's House, named after John Bowman, the chancellor at the University of Pittsburgh who had lived there until his death.

That same month, the Washington Post published a front page travel section article on Bedford, with his business featured, resulting in bookings that sold out the three-room B & B for weeks in advance.

It's been a good experience, if only a year old. "We've met so many great people," says George. Once, when an elderly couple came to celebrate their 50th anniversary, George invited them to dinner with his wife and two friends from New York. They decorated the dining room and prepared a feast. "It was an absolutely marvelous night," enthused the architect.

Would he recommend this life to other retiring architects? "Why not?" he said. "It's fun. The question is, do you mind having people in your house?" he added with a laugh.

If nothing else, it ushered in some new experiences. "I'm a modern architect," he proclaimed. "Glass, steel, chrome. I never in my life worked with wallpaper, crown molding or Victorian anything. But I've never had more fun." The B & B offered him the opportunity to delve into another world, of antique dealers and auctions and heirloom furniture.

It's one of many opportunities bestowed on him in his lifetime. He credits the field of architecture with giving him so many. "The best thing about architecture is that it offers limitless opportunities," he said emphatically.

He highly recommends it as a career. Now he gets to watch his son, Greg, in action and also Greg's wife, Kate Tunney, Assoc. AIA, of Rothschild Doyno Architects.

A Four Star Review

Words of Praise for The Urban Design Handbook

Earlier this year, Urban Design Associates published *The Urban Design Handbook*, a valuable resource for architects and urban planners that sprung from the training manual for new employees. *Columns* read it and was impressed but we wondered: what did the public think? To find out, we logged onto Amazon.com and found five customer reviews that favorably praised the four-star (out of five) rated book. Because their remarks are insightful, we thought we'd run a few here:

★ "The architects at Urban Design Associates use war stories and bold illustrations to provide detailed instructions on how to transform a blighted urban area into an aesthetically pleasing community. This Pittsburgh-based (sic) firm created the architectural plans for city redevelopment in communities from Cincinnati, Ohio to Winston-Salem, North Carolina to Riverside County, California. The book shares UDA's time-tested, 10-part "charrette process... Using the existing community's "best addresses" as an ideal, UDA produces a unique pattern book that describes preferred neighborhood building arrangements and architectural styles. The plans emphasize the area's natural features by making parks and public space an integral part of each project... The book is stuffed with specifics—everything from consensus building tips to digital filing guidelines. Architects, engineers, planners and developers are the obvious target audience for this trade book. But, new urbanists and city enthusiasts everywhere will also enjoy it as an entertaining and instructive reference.

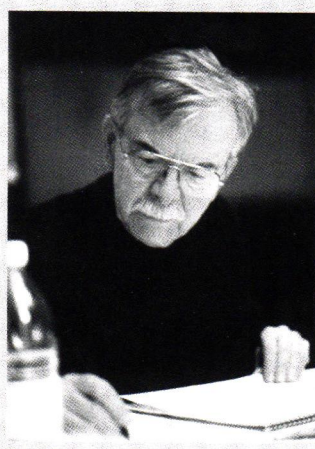
★ "...This is UDA's in-house training manual, polished and augmented for public use. If you are starting out in the urban design field, or are just curious about the methods

of a successful firm, this is a good place to begin your investigations... The first section introduces some basic principles and organizing concepts. Ideas like the "Urban X-Ray" and "Urban Assembly Kit" are easy to understand but at the same time provide a powerful means of evaluating locations and organizing the design process... The Urban Design Manual delivers the goods in a concise format, focusing on UDA's methods rather than trying to en-

compass a variety of possible approaches. The illustrations are a treat to look at, and convey at least as much information as the text. The writing is clear and professional, yet also conversational and even a bit lighthearted. Mini "war story" vignettes in the margins bespeak the writers' understated humor. It is the first step-by-step manual of urban design (hopefully the first of many by various authors), and is a valuable resource for students and practitioners.

★ "...The book presents an excellent framework for design work at several scales, from the individual building through the building blocks of great neighborhoods, the street, the block, the public spaces..."

★ "Folks who are in this business will appreciate the step by step approach which extends right down to UDA's conventions for organizing slides and computer files—always a challenge in a collaborative work environment... The book grew from the firm's internal training material. If your approach to design differs from UDA's, the Urban Design Handbook is still a valuable framework for developing your own tools for communicating the mechanics of your firm's technique and vision to new employees effectively."



Author Ray Gindroz, AIA garners good reviews for the *Urban Design Handbook*

The Urban Design Handbook is available at bookstores nationwide and, of course, at www.amazon.com.

lookout! Design Pittsburgh

Warren Schwartz, FAIA

Design Awards Lead Juror



Warren Schwartz, FAIA, will be the Lead Juror for this year's AIA Pittsburgh Design Awards. Mr. Schwartz is Principal of award-winning Schwartz/Silver Architects located in Boston.

Mr. Schwartz received his Bachelor of Architecture at Cornell University and his Master of Architecture in Urban Design at Harvard University. In 1972, he met Robert Silver while working at Charles Hilgenhurst Associates. From there, they founded Schwartz/Silver Architects in 1980.

Many of Schwartz/Silver Architects' projects have won awards, including several AIA National Honor Awards for the Tanglewood House, an AIA/ALA Library Award for the MIT Rotch Library of Architecture and Planning, and an AIA National Honor Award for the Newburyport Firehouse Civic Center. Most recently, the firm won another AIA National Honor Award for the Hyde Park Branch of the Boston Public Library.

Mr. Schwartz and two colleagues will jury this year's entries, and Mr. Schwartz will make remarks at the AIA Pittsburgh Design Awards.

Design Pittsburgh

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For the past 6 years, AIA Pittsburgh has developed Design Pittsburgh into an effective means of educating different audiences about the value and importance of quality architectural design in the Pittsburgh region.

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- 9,000 visitors to the AIA Pittsburgh Design Awards Exhibit at Photo Forum Gallery in the U.S. Steel Tower.
- 5,000 visitors to the AIA Pittsburgh Design Awards Exhibit at the Carnegie Museum of Art Hall of Architecture.
- 700 business leaders and A/E/C professionals who attend the Design Pittsburgh Gala and AIA Pittsburgh Design Awards.
- And, if your project receives an award, 3,000 readers of the feature article in *Columns* magazine.

lookahead! Save these Dates

October 9 DESIGN PITTSBURGH GALA

6 to 9 pm. David L. Lawrence Convention Center, \$65/person

October 13 through October 24 EXHIBIT

Photo Forum Gallery in the U.S. Steel Tower

Exhibit of all entries in AIA Pittsburgh Design Awards

Vote on your favorite entry for the Columbia Gas People's Choice Award!

October 18 ARCHITECT'S SATURDAY

A tour of Downtown offices of architects

1:30 to 4:30 pm. \$10/person; \$5/student; \$12/day of tour

October 28 AIA PITTSBURGH DESIGN AWARDS

Ceremony and Reception. 6 to 9 pm.

Carnegie Library Lecture Hall, \$15/person

October 28 through October 30 EXHIBIT

Carnegie Museum of Art

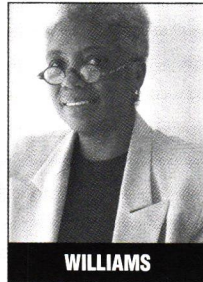
Exhibit of all entries in AIA Pittsburgh Design Awards

Vote on your favorite entry for the Columbia Gas People's Choice Award!

To purchase tickets or for more information on any Design Pittsburgh event, please contact AIA Pittsburgh at 412-471-9548 or visit our website at www.aiapgh.org.

From the Firms

► **Ai** of San Francisco, CA was awarded the African American Cultural Center of Greater Pittsburgh (below). The architectural concept for the center is a product of the creative leadership of **Allison G. Williams, FAIA**, principal and director of design firmwide for **Ai**. This \$32.7 million project represents the most significant commission in the Pittsburgh region for an African American woman architect.



WILLIAMS

Michael Baker Jr., Inc., of **Michael Baker Corporation**, has been selected by the Fayette County Airport Authority (FCAA) to provide engineering and architectural services for the construction of a new General Aviation terminal building at the Connellsville Airport in Lamont Furnace.

The Pennsylvania State University and its Applied Research Laboratory have selected Jendoco Construction Corporation as developer/builder for a new facility in Armstrong County that will serve as the future home for its Electro-Optics Center (EOC).

CelentoHenn has designed the new Vespa dealership at 3800 Forbes Avenue in Oakland and urges everyone to check it out.

Massaro Company is currently finishing work for the University of Pittsburgh and Point Park College totaling over \$3.5 million. The six projects include: updated offices and class-

rooms in Wesley W. Posvar Hall, a new Einstein Bagels food counter, renovations to Posvar Plaza and additions/renovations to the Forbes Avenue Storefronts, Copycat Center and Pitt Shop.

Glance & Associates, Inc., announces the completion of the new Education Center for the Westmoreland County Conservancy (below). This project relocated and renovated a 100-year-old barn for use by the Westmoreland County Conservancy and its partnering agencies such as the State Department of Environmental Protection and the Sewickley Watershed Committee.



Perfido Weiskopf Architects has been awarded the new Sports & Exhibition Authority garage on Pittsburgh's North Shore. The new garage, situated between Heinz Field and PNC Park, is scheduled to open in 2004.

CCAC South Campus in West Mifflin has retained **Glance & Associates, Inc.** to lead the masonry repairs for their main building.

Rothschild Doyno Architects PC is collaborating with William McDonough + Partners of Charlottesville, VA, on the historic Sarah Heinz House Boys and Girls Club, a 75,000 sf project on Pittsburgh's Northside. The design will incorporate ecologically intelligent strategies throughout, falling under five primary categories: water, air, light, earth, and well-being. The project includes a new gymnasium, swimming pool and fitness facilities clustered around a "Town Hall," renovation of the existing facility, and integration into a new park-like landscape. Construction is scheduled for Spring 2004.

Business Briefs

→ **Charles C. Coltharp, AIA** joined **Indovina Associates Architects, LLC**, Shadyside, as principal. He has 20 years experience of architectural practice in the Pittsburgh region.

Indovina Associates, LLC also promoted **Brian P. Roth, AIA** to principal.

Gary Moshier, AIA has joined **Cherie H. Moshier, AIA** at **Moshier Studio**, an East End architectural firm.

Massaro Company recently hired Gregory Jack as a mechanical, electrical, and plumbing (MEP) coordinator.

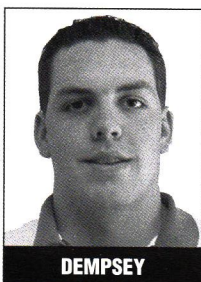
Celli-Flynn Brennan Turkall has just hired Rebecca Schwartz as architect and Ed Williamson as graphic designer.

Ragnar Benson, Inc. has appointed Adrionna Weigand as assistant project manager.

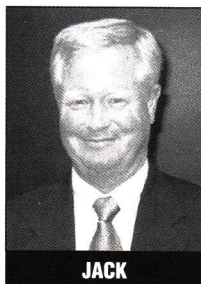
John Deklewa & Sons, Inc. has hired Grace McGee as assistant project manager for the Special Projects Group and Jason Dempsey as intern project engineer in the construction management department.



McGEE



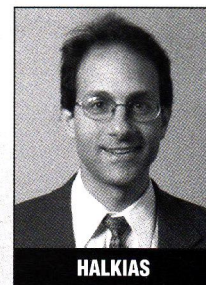
DEMPSEY



JACK

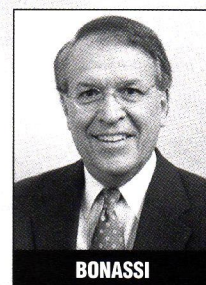
Kudos

→ **George D. Halkias, AIA**, associate and project manager in commercial architecture at **Astorino**, was recently appointed to serve as the co-chairman of the Pennsylvania Chapter of the American Institute of Architects Committee On The Environment (COTE).



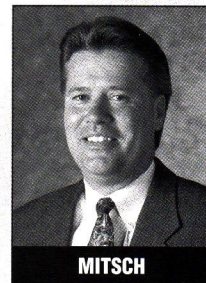
HALKIAS

John Bonassi, principal and vice president of business development at **Astorino**, was elected president of the Board of Directors for the local youth service organization, the Sarah Heinz House.



BONASSI

Paul Mitsch, vice president of design/build at **Astorino**, was recently elected to serve as chairman of the Board of Directors for the US Airways Federal Credit Union, a member-owned and operated financial institution.



MITSCH

Renee M. Matthews, an interior designer with **Radelet McCarthy Architects**, recently received The National Council Interior Design Qualification (NCIDQ) certification.

John Martine, AIA and **Alan Cuteri, AIA** of **Strada** will both speak at Restoration & Renovation Chicago 2003, the nation's premier conference and trade show dedicated to the rehabilitation of building exteriors, interiors, landscapes, streetscapes and traditionally inspired new design and construction. This event is produced in collaboration with **The American Institute of Architects**.

John C. West, Jr. electrical engineering project manager and lighting specialist with Tower Engineering, Prof. Affil., earned his Professional Engineer registration.

Daniel Rothschild, AIA and **Kenneth Doyno, AIA** of Rothschild Doyno Architects PC of Regent Square have accepted teaching positions at Carnegie Mellon University's Department of Architecture. They will be teaching Design Studio to Fifth Year students, also known as the Urban Lab. The Urban Lab matches students with real-world community planning and architectural issues, modeling the firm's practice.

Lou Astorino, FAIA, and his firm, **Astorino**, are featured in the November issue of *Healthcare Design Magazine* for their "Deep Design Process" as used in the design of Children's Hospital of Pittsburgh. They also received mention in *AIArchitect* the week of 9/15. The research technique, described in the September issue of *Columns*, uncovers thoughts about design through visual metaphors.

Shawn Ulery, Assoc. AIA, of **Celli-Flynn Brennan Turkall Architects** recently received his LEED accreditation from the U.S. Green Building Council. — By Maya Haptas

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AIA ACTIVITIES

October 3, Friday

AIA Communications Committee
Meeting Noon at the Chapter office.
412-471-9548

October 14, Tuesday

AIA Pittsburgh Board Meeting 5:00 p.m.
at the Chapter office. All members are
welcome 412-471-9548

AROUND TOWN

October 8, Wednesday

SDA Meeting. Engineers Club, 11:30 -
1:30 p.m. \$17/members, \$19.50/non-
members. Speaker to be announced

October 14, Thursday

CSI Tour. Plant tour of Forms + Surfaces in
Etna. \$5/tour, \$25/dinner and tour. Contact
Deborah Merges at (412) 855-0928 to register.

DESIGN PITTSBURGH 2003

OCTOBER 9

Design Pittsburgh Gala, 6 - 9 p.m.
David L. Lawrence Convention Center
\$65/person

OCTOBER 13 – OCTOBER 24

Exhibit of all entries at Photo Forum
Gallery in U.S. Steel Tower

OCTOBER 18

Architects' Saturday, 1:30 - 4:30 p.m.
Downtown, \$10/person; \$5/student;
\$12/day of tour

OCTOBER 28

Design Awards Ceremony, 6 - 9 p.m.,
Carnegie Library Lecture Hall, \$15/person

OCTOBER 28 – OCTOBER 30

Exhibit of all entries at the Carnegie
Museum of Art

*For more information on any
Design Pittsburgh event, please call
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VISIT: www.nello.net

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VISIT: www.sotaconstruction.com

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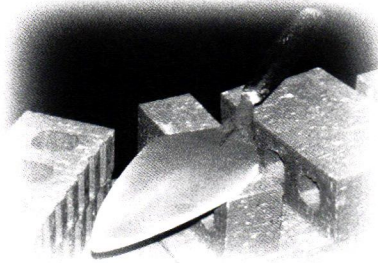
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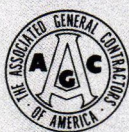
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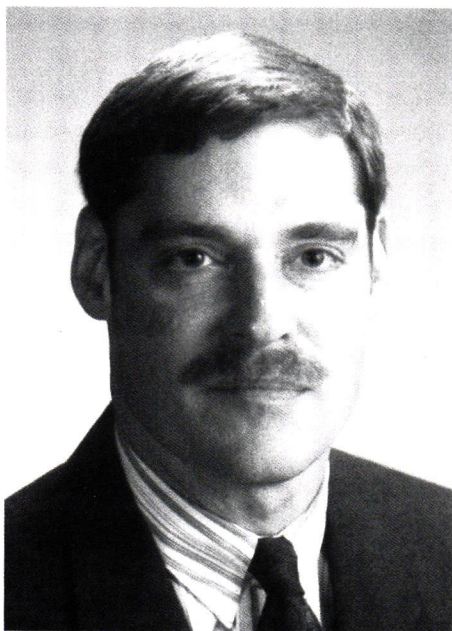
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PERSONAL: Married for 19 years to Gretchen with two wonderful kids: Stephen, Jr. (18) and Jennifer (14)

YEARS IN PRACTICE: 26

EDUCATION: Bachelor of Science in Civil Engineering from Lehigh University

REGISTRATIONS: Professional Engineer, Professional Land Surveyor

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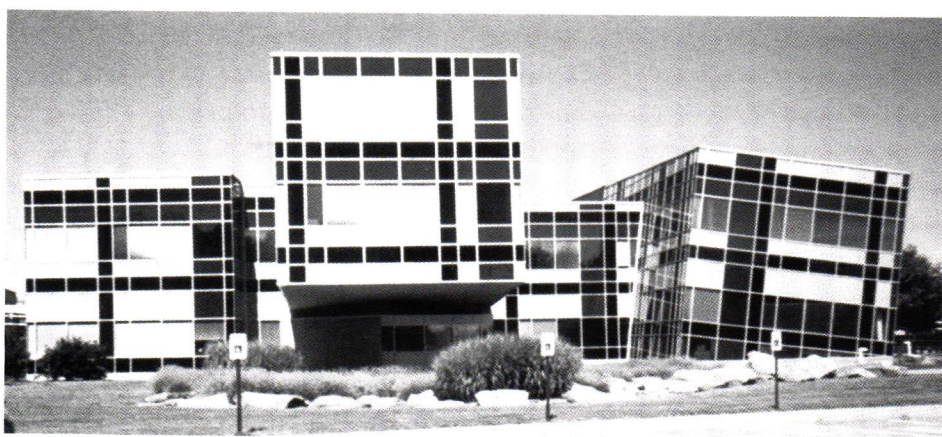


WHAT'S THE BEST PART OF YOUR JOB AND WHY:

I thoroughly enjoy the diversity that my job offers. Every project is different, always with challenges to overcome. My daily routine (which is never routine) consists of project management, firm and staff management, business development, etc. I find my job both challenging and rewarding.

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Marconi Communications, LLC Headquarters; aerial view above

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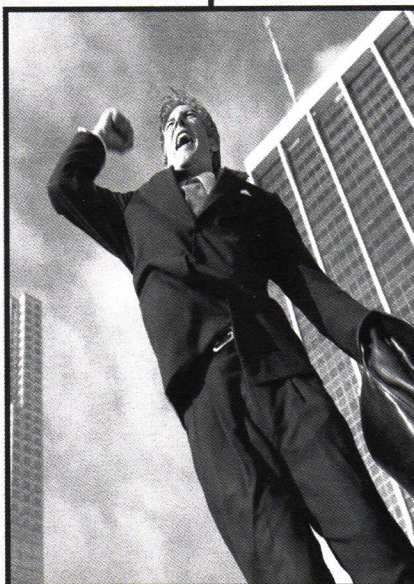
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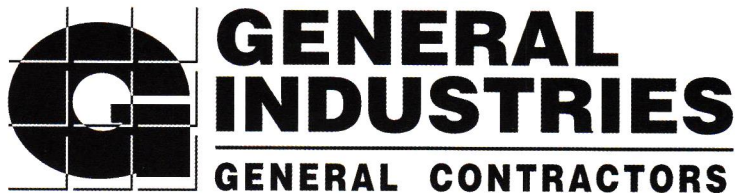
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