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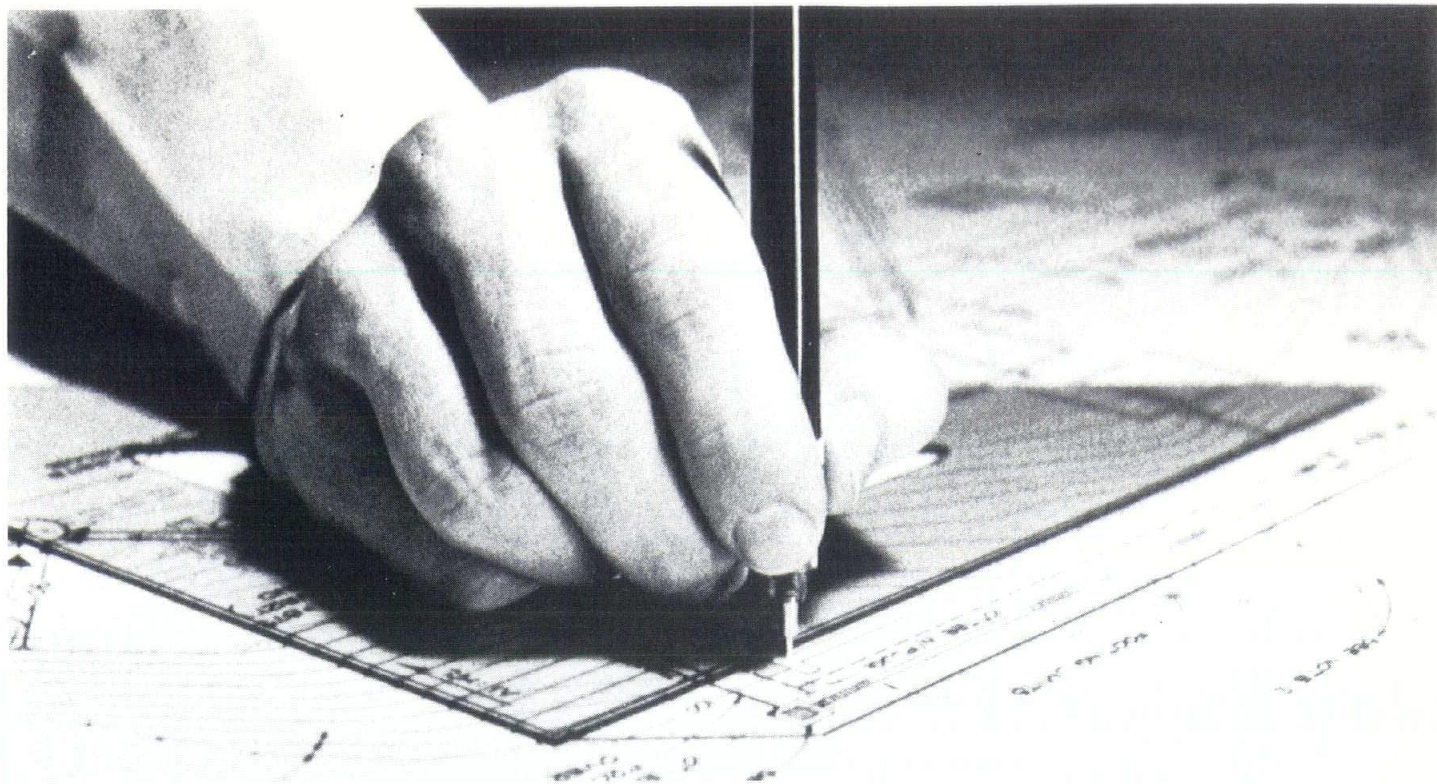
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Volume 7, Number 3



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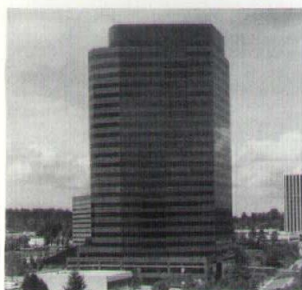
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NORTHWEST ARCHITECTURE

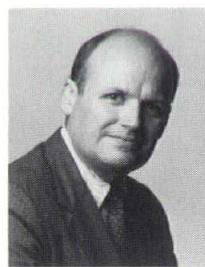
Eight Elected Fellows, American Institute of Architects



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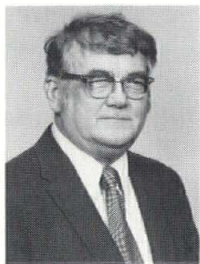
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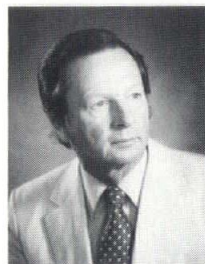
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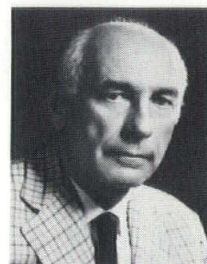
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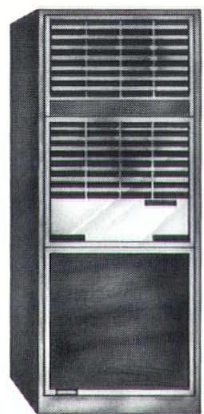
WHISENAND

Eight architects from the Northwest Region were named to the College of Fellows, American Institute of Architects at the 1983 annual convention. Those invested were: from Washington - Robert A. Eckert, FAIA, Tacoma and Moritz Kundig, FAIA, Spokane; from Oregon - Jon Richen Schleuning, Portland;

from Idaho - Charles F. Hummel, FAIA, Boise; from Alaska - Kenneth Douglas Maynard, FAIA, Anchorage; from Montana - John N. De Haas, Jr., FAIA; from Hawaii - Donald Douglas Chapman, FAIA, Honolulu and George Whisenand, FAIA, (deceased) Honolulu.



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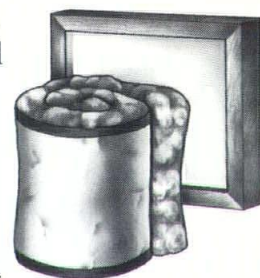
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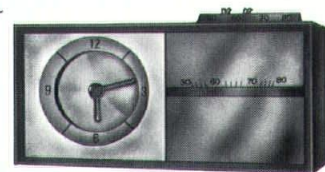
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Office Buildings

Skyline Tower, Bellevue

TRA's design of Skyline Tower brings to Bellevue answers to many of the controversial issues about big buildings and development. At 24 stories, Bellevue's tallest building responds to the city's new emphasis on higher density in the central business district. It maximizes the investment of the client, The Prudential Insurance Company of America, by providing a 94% efficient plan. At the same time it contributes to Bellevue many of the amenities of a vibrant urban center. In balancing investment and amenities it establishes a model for urban design as well as architecture in Bellevue.

Many of the urban elements of architecture, transportation, and pedestrian movement have been planned but not yet put into place in Bellevue's CBD. Recognizing the timing of this development, the design of Skyline Tower responds to its locale in three different ways.

First, the tower faces Mt. Rainier, it introduces a salmon-colored granite to the skyline, and greets people arriving at the front door with a generous, glass-covered arcade. These elements bring some color to typically grey skies, and light and protection to the entrance, acknowledging the realities of the Northwest's climate and views.

Second, a major public plaza joins Skyline Tower and the existing 400 Building. Each building gains "front door" access to the

proposed NE 4th Street connection to I-405. The plaza acts as a major node in Bellevue's mid-block walkway system. It also

provides one amenity unique to the Northwest: it mixes people and cars in a predominantly pedestrian space. Clustered planters shelter



Skyline Tower, Bellevue



seating areas among trees and shrubs while also guiding visitors to a gracious covered auto drop-off at the front door.

Finally, the building changes shape to accommodate the street. The tower, which is prismatic and angular when seen from a distance, resolves into a rectangular base. It maintains the street grid and extends the liveliness of retail activity out to the sidewalk.

As an investment grade or speculative office building, Skyline Tower includes a number of features such as an expansive lobby, first-class elevators, and column-free floors which have come to be expected in today's market. A sophisticated composite column structure in the core eliminates the need for diagonal bracing and allows continuous windows and views.

Floor by floor mechanical systems and multi-function card keys (for security, HVAC, parking and elevators) continue the direction of today's market of doing more and more for the individual tenant. A two-story atrium with mezzanine and roof terrace at the 24th floor respond to the desire for something "special" at the top. Finally, lobby and elevator finishes combining granite, cherry paneling, stainless steel banding and custom carpeting bring to Bellevue many of the materials of a "downtown" office building, but in a way which reflects Bellevue's suburban-city way of life.



Project	Skyline Tower
Owner	PRISA
Developer	The Prudential Insurance Company of America Priscilla Strong, Investment Manager, Real Estate Operations
Architect	TRA Arthur B. Sirjord, Partner-in-Charge, Ross Atkinson, Structural Paul Dias, Mechanical John Haskell, Electrical Tim Nordin, Civil Doug Geniesse, Acoustical
Interiors	TRA Sandy Campbell, Designer
Landscape	TRA Richard Ramsey, Designer
Graphics	TRA Kelly Brandon, Director
Contractor	Sellen Construction Company
Photographer	DHY/Herb Franklin

Chapter News

New Officers For Spokane Chapter

New officers and board for the Spokane Chapter of the American Institute of Architects have recently taken office. New Chapter president is *G. Jeffrey Larsen* of the Larsen Associates, Spokane. President Elect is *Bruce Mauser* of Environmental Concern, Inc. Chapter Secretary is *Steven*

C. Ronald of Steve Ronald Associates, and Chapter Treasurer is *A. Fred King* of Northwest Architectural Company.

Board members for 1984 are *Benson Nielsen* of Northwest Architectural Company, past president; *Ritch Fenrich* of Adkison, Leigh, Sims and Cuppage; *Glenn Davis* of WMFL; *James A. McArthur*, *Gerald Winkler* of WMFL, and *Dorothy*

Trogdon of Northwest Architectural Company.

Pocatello Architect Heads Idaho Chapter

Pocatello architect *Paul Jensen* is serving as president of the Idaho Chapter of the American Institute of Architects for 1984. *H. Tom Myers*, another Pocatello architect, is president-elect of the organization.

Office Buildings

State Office Tower, Boise

The basic philosophy was to design a building that is not only functional and pleasing, but one that is highly energy efficient. The building will ultimately become two 10-story towers connected by a central core which will contain all elevators and toilet facilities for both towers, thus providing for a savings in construction cost as well as pro-

viding a more efficient building.

Lombard-Conrad, Architects, approached the problem of solar control by looking back at the way this problem was dealt with until electric air conditioning became so popular, namely providing shade to the exposed glass areas during the time of year that the building is being cooled. We conducted an extensive solar

study and devised a system of brick solar screening panels that are part of the building's structural system. The building's columns are exposed on the outside providing more open space inside and allowing the glass to be recessed. By using such an arrangement, shade is provided on the glass 87% of the time during a normal 8-hour day when the building will be occupied (based on August 25th, the most severe heat load day of the year). Conversely, during winter months when the sun angle is low, this will help heat the building.

The building's entries are shielded away from the prevailing winds and have vestibules to prevent the loss of air when doors are opened. The building floor spaces are designed for maximum flexibility and to make good use of natural lighting. The building envelope will be highly insulated. The walls will have a view factor of .08; the roof will have a view factor of .044 (Proposed state energy standards are .08 for roofs and .35 for walls.) All glass will be double glazed. A monitoring system will be provided on the mechanical system to assure that it is operating at peak efficiency.

By combining all the energy saving features incorporated by both the architecture and the electrical/mechanical systems, the total energy savings over a typical office building will be in the area of 50% and when the geothermal can be incorporated, the savings will be even more dramatic.



Architects

Lombard-Conrad, Boise

Office Buildings

US Bancorp Tower, Portland

The US Bancorp Tower is a 42-story office tower which is located on a consolidated 2½-block parcel shared with a seven-story operations center. The parallelogram shape of the tower responds to the site configuration produced by the intersection of Burnside Street, a major thoroughfare, with the gridiron pattern of streets of the central business district.

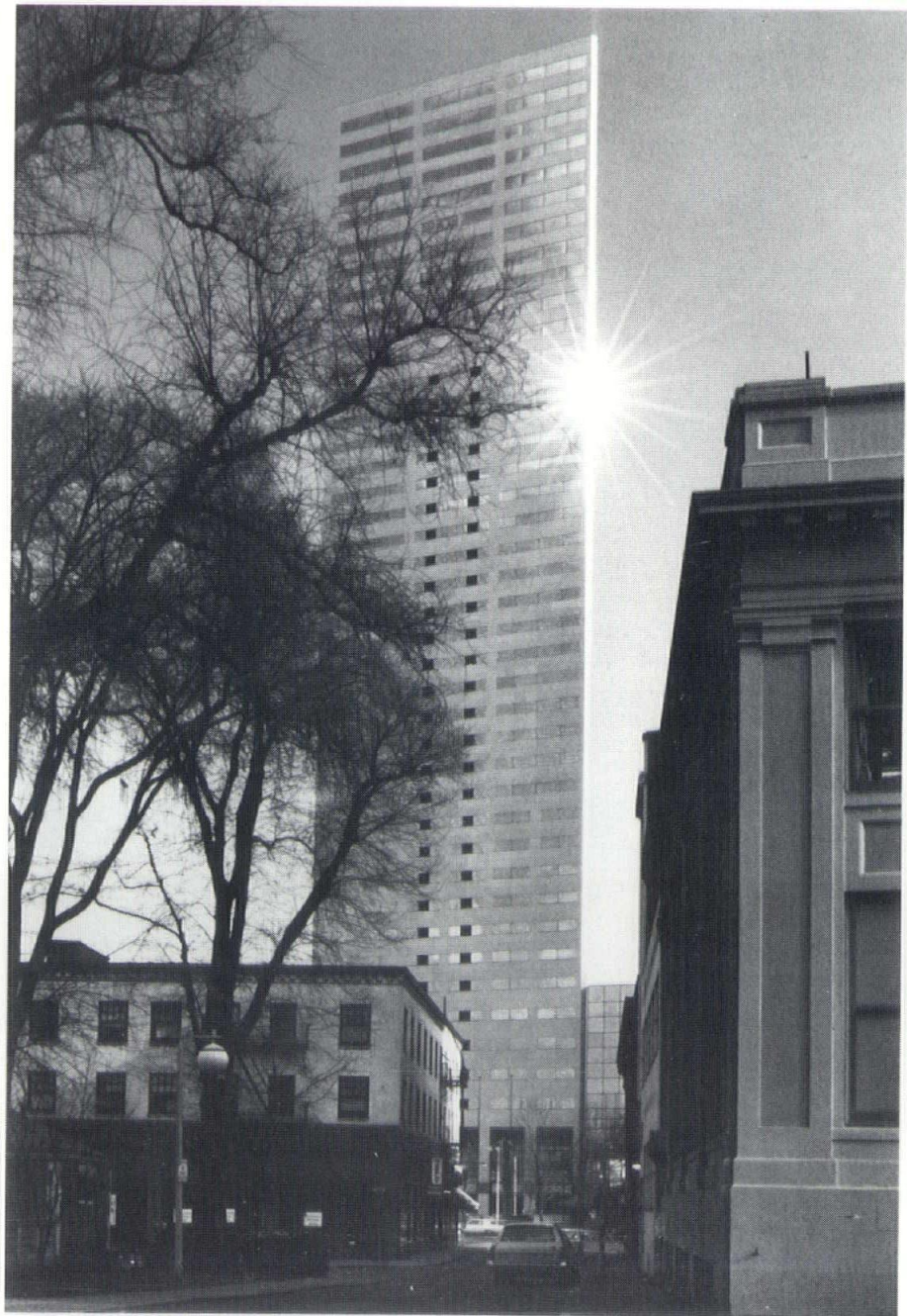
The most prominent design feature of the steel-framed building is the dramatic change of material that begins at the 27th floor. Granite cladding steps back in four-floor increments on the north and east facades and is replaced by a mirror-like sheath of glass.

Reflective insulating glass is used above the third floor in different amounts on each side of the tower, with the majority of glass on those facades least exposed to solar gain. The light copper hue of the windows enhances the warm pink tones of the polished granite. Dark window frames underscore the tower's color scheme and graphic organization.

A seven-floor glass-enclosed structure links the US Bancorp Tower with the existing operations center. It contains an atrium that rises to a height of four floors and

is open to the lobby of the tower on one side and the interior retail Galleria of the Plaza building on the other. The top four floors of

the connecting structure provide additional office space and join offices in the tower with those in the operations center.



Architects	Skidmore, Owings & Merrill
Principal in charge	James W. Christensen
Project Manager	Thomas J. Houha
Project Designer	Paul Engels
Contractor	Howard S. Wright Construction Co.
Consultant to US Bank	Pietro Belluschi
Photographer	Greg Hursley/Bruce Forster

Office Buildings

Gateway Tower, Seattle

Sixth & Columbia Associates are developing a world-class commercial office building on a full city block in the central business district of Seattle. The project is sited on the block bounded by Columbia Street on the north, Cherry Street on the south, Sixth Avenue and Interstate 5 on the east and Fifth Avenue on the west.

Above all a skyscraper should look tall and proud. It should speak of its site and its city with verve and eloquence, but it should not seem arrogant.

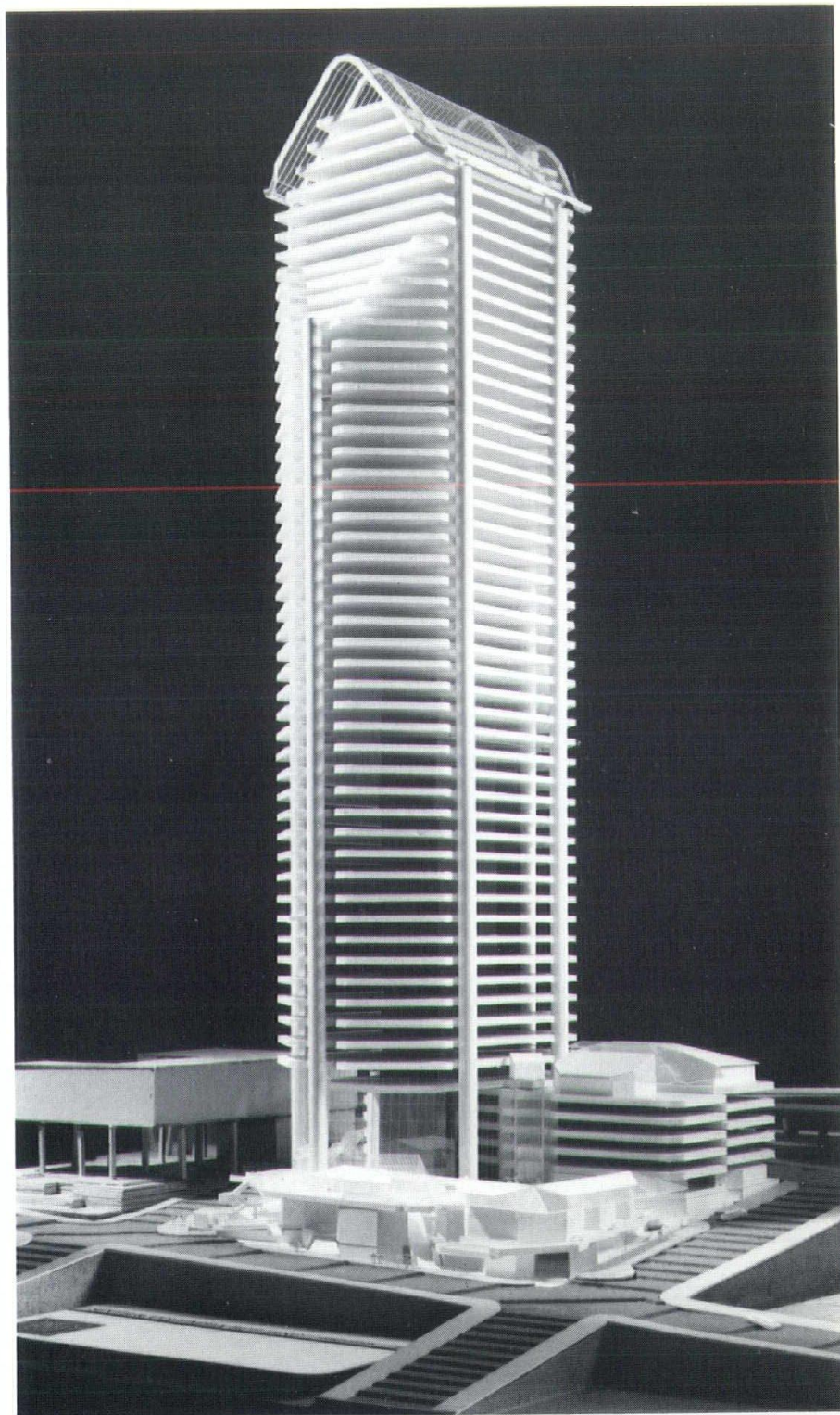
Gateway Tower meets these objectives and, the architects believe it will be outstandingly beautiful as well. It is expected to be the first tall building in Seattle to avoid environmentalists' negative criticisms and to instead be regarded as a friendly, handsome building by critic and public alike.

Project areas are:

950,000 SF	Office Space
35,000 SF	Commercial, Service/Retail Uses
30,000 SF	Athletic Club/ Conference Center
45,000 SF	Internal Public Lobby Atrium and Arcade
18,000 SF	Building Services
290,000 SF	Parking Structure
50,000 SF	Exterior Land- scaped Public Plazas and Arcades

Civic Space: The Southwest quadrant of the site is dedicated to a major civic space taking advantage of a sunny outlook and surrounded by commercial/retail functions. This space is designed to foster public involvement and the staging of civic and social events.

Service oriented retail spaces are arranged at various levels on public plazas and arcades as well as along internal malls and



atriums. These shops are located along pedestrian routes through and around the building to attract shoppers and create pedestrian movement.

An exclusive athletic club combined with conference facilities including auditoriums and exhibition spaces will be on the floor between the parking structure and the office tower. Food service and catering will be made available to these facilities. Pedestrian access to these functions permits operation beyond normal business hours.

Walking through the site is by means of a system of plazas and arcades. An elevator and escalator system gives access from the main building lobby to shopping arcade, plaza, conference center, and all parking levels. This system will be phased differently from the main office elevators. The tower itself is served by three sets of "state of the art" elevator banks giving direct service to low, mid and highrise sections of the tower.

The structural concept reflects the latest thought in the design of tall buildings, using a combination of structural steel and concrete in their most effective way.

This system employs two large three-sided braced-steel space frames. At the corners of these space frames are large composite, very high strength, concrete columns distributing the building mass to the perimeter. The columns together with the braced steel frame are exceptionally effective in reducing wind sway. The combination joins an outstanding weight carrying capacity with an unusually high reserve for safety.

The heating ventilating and air conditioning (HVAC) system that has been devised provides a pleasant, comfortable environment with maximum energy efficiency in

minimum space. Major mechanical components, such as pumps and air conditioning chillers are located in the below grade structure. Cooling towers and building life-safety pressurization fans are located on upper floor levels.

The HVAC system for the office tower floors is served by modular air handling units located at the outside wall on alternating floors, each unit serving two floors.

An Energy Management and Control System (EMCS) is incorporated to optimize the functions of all systems. This controls start-stop of mechanical equipment, temperature regulation and set back, load shedding and demand limiting of electrical power to minimize electrical power costs. Lighting control, fire and life safety and building security is also monitored and/or controlled by the EMCS system.

The building will use the most complete and up-to-date life safety systems available including fire alarms, smoke detection, and emergency communications. These systems interface with mechanical emergency operation modes, automatic fire extinguishing systems and emergency power generation. Security systems will utilize audio visual and electronic surveillance.

Three entrances are provided for parking while freight and service vehicles share the Sixth Avenue entrance. Legal limit freight vehicles can be accommodated on site. Convenient freeway access is available from the three entry points while a control system can be activated to respond to destination characteristics of the building population.

The project is designed to minimize long-term operating costs and maximize ease of maintenance.

Outside air and building exhaust requirements are served from these mechanical rooms without the need of space consuming vertical air shafts. The location of the air handling equipment and the absence of the shafts also allows the system to achieve unusually high operational efficiency. The air handling system distributes tempered air through medium pressure ducts on each floor to individually controlled terminal units. Each unit serves individual zones as required. Public and retail areas of the building are served by systems independent of the office tower.

The HVAC system is a modified Variable Air Volume (VAV) concept. During cooling mode, energy is used as needed to cool the zone being served. For heating, air is transferred from warm areas of each floor to the zones where heat is required. Perimeter zones use supplemental heat at night and during cold weather. The system has an "Economizer Cycle" to fully utilize cool outside air.

Owner/Developer	Sixth & Columbia Associates, Limited Partnership Seattle, Washington
Architect	Bassetti/Norton/Metler, Architects, Inc., P.S. Seattle, Washington
Structural/Civil Engineer	Skilling, Ward Rogers, Barkshire, Inc. Seattle, Washington
Mechanical Engineer	Engineering Consultants Incorporated Seattle, Washington
Contractor	Howard S. Wright Construction Seattle, Washington

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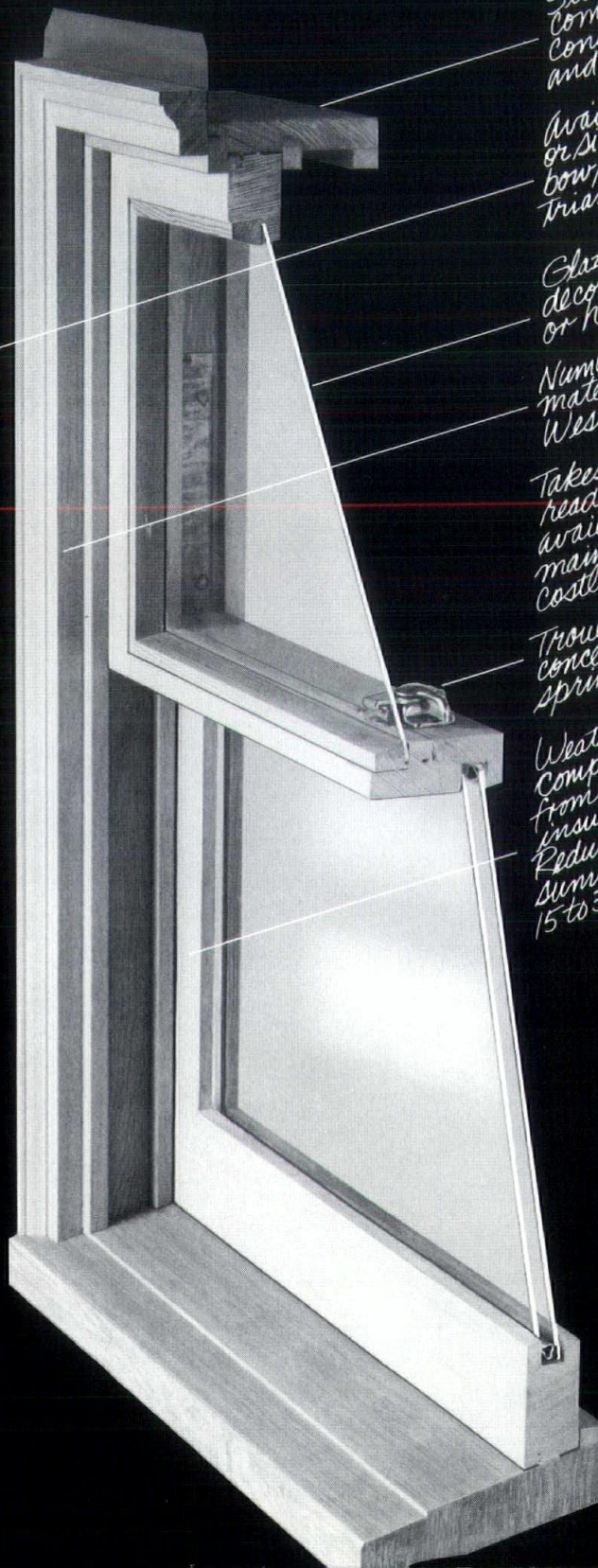
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Mastering Management

Winning the Market Game: Shrewd Investment or Blind Chance?

By William K. Bryant

The 80's have been a tough teacher. The deepest recession in recent history has left us with some lessons we won't quickly forget.

Among the keenest is this one: competitors are getting smarter—and so are clients. The result is that good architects can no longer depend solely upon good design to bring work in the door.

Firms who want to become successful and stay that way must bite the marketing bullet, like it or not. And let's face it, most architects *don't* like marketing.

For decades, marketing has been the nuisance factor in most professional practices. Something which was viewed with a little skepticism. Something which habitually wound up on the bottom of the 'to do' list. And something which, at its very best, was someone else's responsibility.

All that has changed. And as firms face the inevitable importance of marketing in a recovering economy, they must face one more firm, hard truth: successful marketing costs money.

Unfortunately, many people never see beyond that fact. Marketing costs are closeted in the expense column; viewed as a necessary evil. Too often, the same principals who agree that smart marketing is the key to successful practice fail to recognize the real role of the marketing budget.

William Bryant is an associate with Martin-Simonds Associates which offers a full range of business consulting services to the design profession, including marketing, long-range planning, financial and organization.

For today's economic and competitive climate we need to rewrite an old axiom. Change "You've got to spend money to make money" to this: You've got to *invest* money to make money.

The marketing budget should be viewed with the same perspective as an investment made in any asset. Ask the same questions about your marketing investment you would ask of a broker who wanted you to invest in a company or commodity.

From the broker, you expect to find out at least these basic background items:

- What product or service does the proposed company offer?
- What market segment does it serve and what is the market's profit potential?
- How big is that market and what is its long term attractiveness?
- Why do consumers choose this company's product or service or its competitors?
- Why have others invested in this company rather than its competitors?
- Who are their competitors and what are their capabilities?
- These few questions will give you the minimum amount of information you'd probably be comfortable with in making a financial investment.
- Why, then, do so many managing principals seem willing to invest much more in marketing with so much less preparation of information?

A typical marketing budget for most design firms equals five to eight percent of billing—a heftier sum than most of us regularly invest personally. At the very least, you should ask these questions:

- What is our market—its size, prospects for growth, trends, profit potential, and overall attractiveness?

- Who are our clients? What do they need? How and why do they select services? How do they like to be approached?

- Who are our competitors and how do we stack up against them—both in our capabilities and in our clients' perceptions?

- Do our capabilities match our market?

Be no less stringent in gathering information for your marketing investment than you would be for your personal investments. It is the research you do and the strategies you develop from its results that move your marketing dollars from the expense column to the investment category.

Make sure your firm sees marketing as an investment, governed by solid information and managed for high return, rather than a blind lottery governed by random chance.

Next time: The 'Triple A' approach to marketing.

Miscellanea

News

Judges Selected For Masonry Awards

A panel of judges has been selected for the Masonry Institute of Washington's "Architectural Excellence in Masonry" awards program, which is open to architects throughout Washington State. Winners will be announced at a presentation banquet November 15 in Seattle.

The jurors include Donald Chapman, FAIA, of Honolulu; Norman Zimmer, FAIA, of Portland, Oregon; Prof. Norman Johnston, FAIA, of Seattle, Washington; Michael Johnston, of Tacoma, Washington; and James Amrhein, CE, SE, of Los Angeles.

Awards will be given for projects in several categories: commercial, institutional, residential, interiors and renovation/restoration. The projects must be within the state of Washington and must have been designed and built within the state.

Entry forms and complete rules are available from the Masonry Institute of Washington, 925 116th Ave. NE, Bellevue, Washington 98004.

Robert Hugh Ross Wins CSI Award

Robert Hugh Ross, co-owner of Specifications Northwest, has been selected for an Honor Award from the National Construction

Specifications Institute for his work on the new Tacoma Financial Center.

People

The Bumgardner Architects, a Seattle firm, has named three new principals, who have been with the firm from 9 to 13 years. They are Robert H. Schneider, AIA, Alan Grainger and Madora Lawson, IBD, ASID.

Gary W. Chandler, AIA, has been promoted to associate in the architectural firm, McGranahan, Messenger Associates and Patricia Woodruff joins the staff as manager of the Interior Group.

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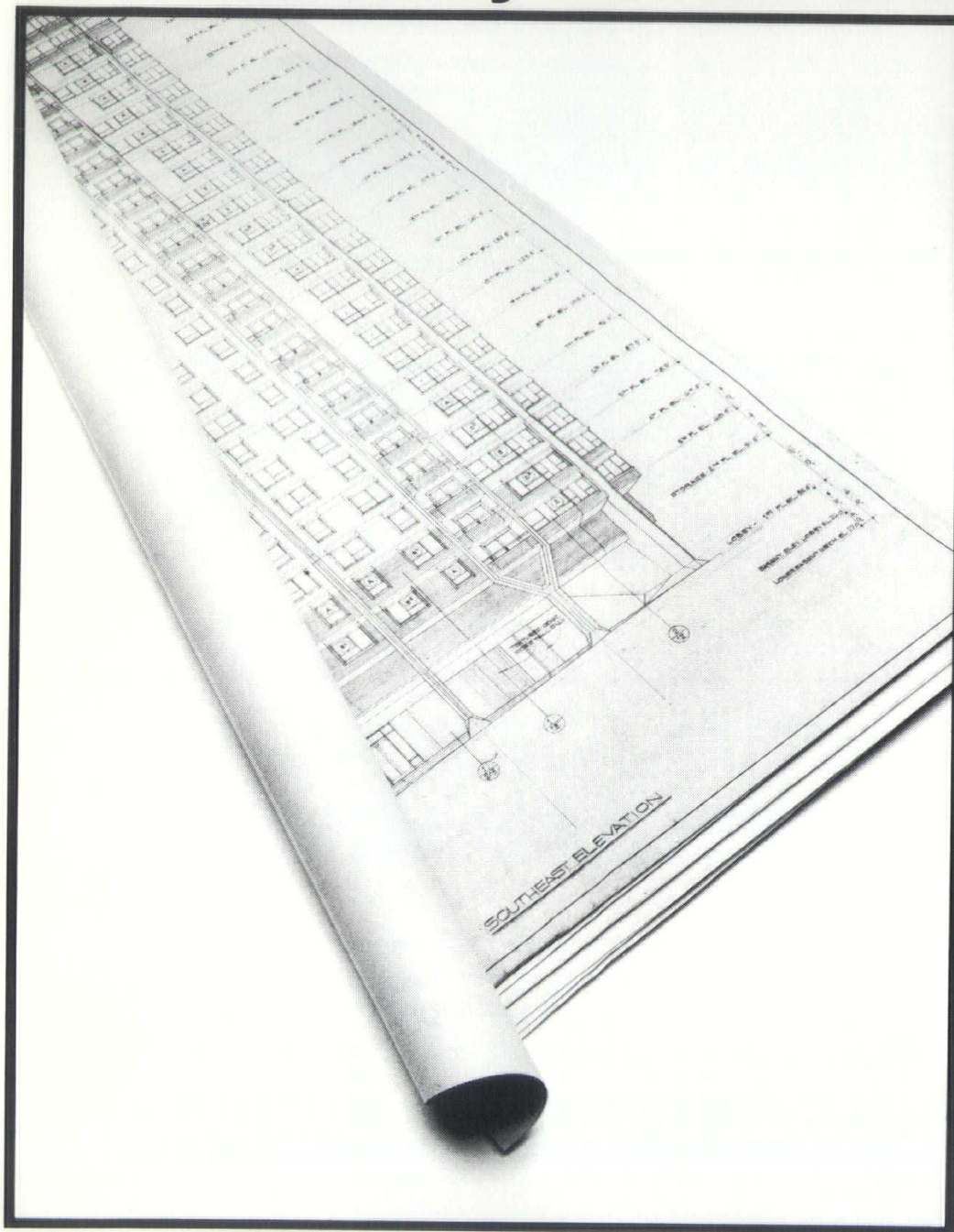
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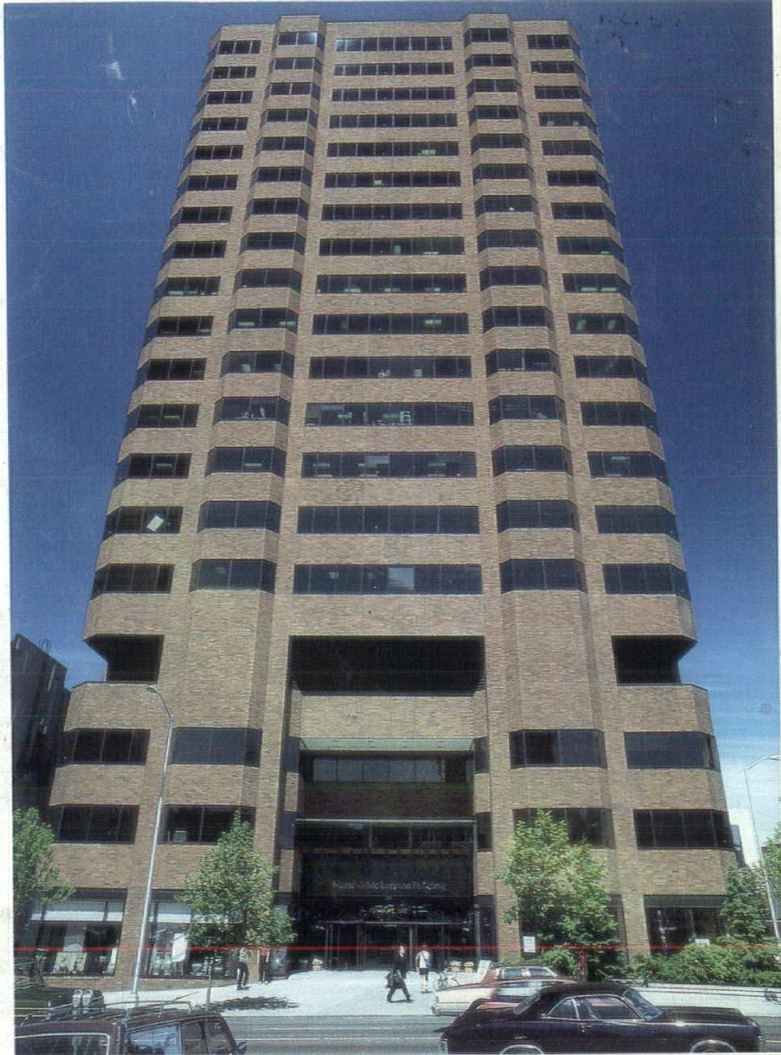
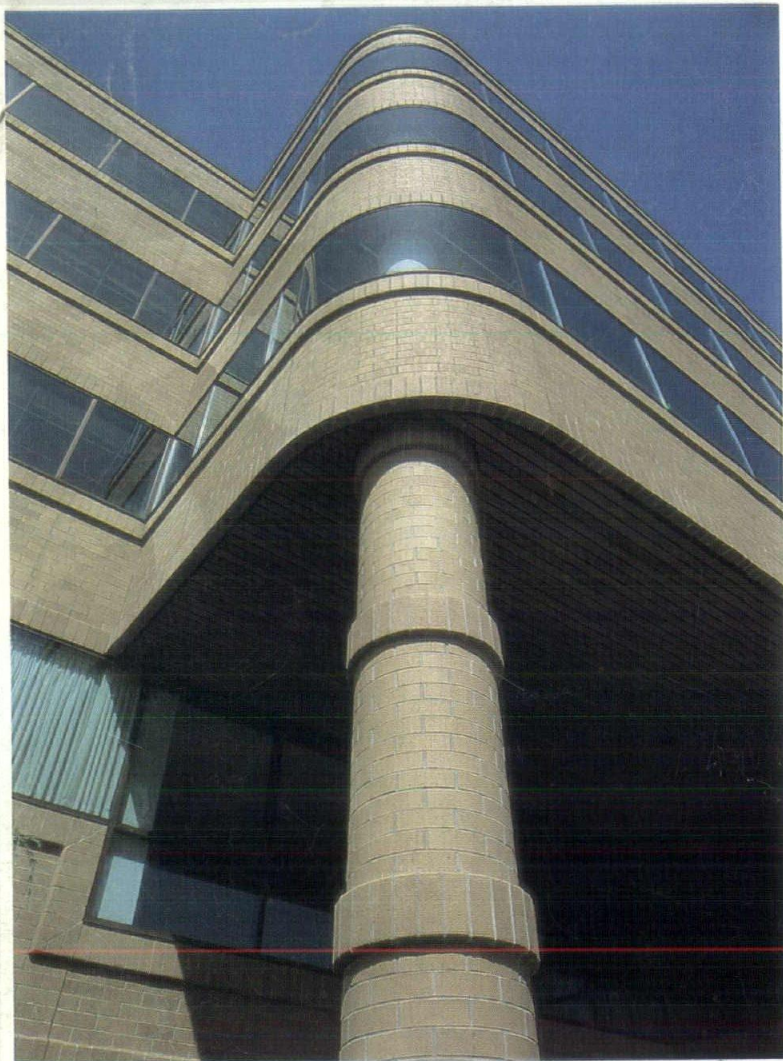


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