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March 1994 was an historic month for Wisconsin architects and allied professionals. So, let the celebration begin!

After many years of unsuccessful attempts, the Wisconsin Legislature approved important remedial legislation that restores the Statute of Repose for the design and construction industry. The new law bars actions for damages against architects, engineers, surveyors, contractors, material suppliers and owners after ten years from the date of substantial completion of a building project. It was supported by a broad-based coalition of Wisconsin’s leading design and construction organizations.

While the vast majority of claims are made prior to or within the first few years of substantial completion, the Statute of Repose limits the “long tail” of liability exposure. Prior to this new law, architects were literally on the hook forever.

This issue of Wisconsin Architect includes a special insert with all the details on the 1994 AIA Wisconsin Convention. Mark down the dates, June 7 & 8, and plan to participate in REBUILDING THE FUTURE.

William M. Babcock
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Bruce Kieffer began with the best of intentions. The Madison architect sought to incorporate recycled and resource-efficient construction materials in the five homes in Sun Prairie he was designing for the Wisconsin Partnership for Housing Development. But when Kieffer and the Partnership sought bids, they discovered that building “green homes” collided with the project’s overriding aim: affordability.

“With the recycled building materials, availability is a problem and price is a problem,” Kieffer says.

Some recycled products, such as Louisiana Pacific’s FiberBond wallboard, weren’t available locally, and other cost substantially more than traditional building materials geared for affordable homes, he says. In some cases, subcontractors bid high because of their unfamiliarity with the specified recycled materials.

Kieffer and the partnership ended up with one home that he says is “reasonably green” and four that use more traditional building materials but are designed to conserve energy and minimize construction waste.

His experience represents a rather common encounter with the fledgling recycled building materials market, says Gopal Ahluwalia, director of research for National Association of Home Builders (NAHB). While interest in such materials is growing, manufacturers lack the technology necessary to economically produce them and contractors are unfamiliar with them, preventing the materials from gaining a bigger slice of the residential construction pie.

But private and public research programs are targeting those problems. Some of these initiatives are unfolding at the USDA Forest Service’s Forest Products Laboratory (FPL) in Madison. Laboratory researchers are developing technologies to allow housing products with up to 50 percent recycled wood and paper to be available by the year 2000. Now, less than an estimated 5 percent of building products use recovered wood and paper. FPL’s program is expected to provide markets for up to 15 million tons of waste paper and wood waste.

“‘The biggest rationale for the project is to reduce the volumes of wood waste destined for the landfill,’” says Bob Falk, the FPL research engineer who heads the recycled building materials program. He notes that paper constitutes about 38 percent of wastes going into the landfill and wood about 6 percent. “We also expect that the use of recyclables will ease impact on the existing timber supply.”

William A. Edgerton, a member of the steering group for the AIA’s Committee on the Environment and of the FPL program’s technical advisory committee, is thrilled with the program’s direction, and is only concerned about the health effects of formaldehyde-based adhesives in some potential recycled products.

“The exciting thing to me is they’re taking the waste stream that’s choking us, and not only reducing the waste...
FPL SpaceBoard, an FPL-developed technology that creates lightweight, honeycombed panels from recycled paper and other wood-based fiber, holds promise as a housing material. The technology, the panel and product that Gridcore Systems International produces using the technology, was named by Popular Science magazine as one of the top 100 innovative products of 1993.

stream, but developing products that put less stress on our natural resources," he says.

Laboratory researchers are modifying the program to respond to the technical advisory committee’s suggestions. They have set short-term and long-term goals in three areas: assessing the waste and its sources, developing technologies to allow recycled materials to be used in existing manufacturing processes and building practices and devising technologies to allow wood waste to be used in innovative processing and building systems.

"As a government agency, part of our role is to take the longer, more tedious route of studying the relationships between process variables and the basic performance properties of the developed products," Falk says. "Then we’ll carry the feasible processes and products into standards development and to the private sector for commercialization. We want society to end up with products that really work."

The program’s first thrust calls for laboratory scientists to identify the types and volumes of wood wastes flowing into landfills, from where they come and in what recycled products they would work best. Such information is important for manufacturers who need a steady, uniform source of raw materials.

The second thrust aims to develop technology to allow manufacturers to reduce the wood-based wastes to the uniform, raw materials they can use in their existing machinery and products. This raw material will be incorporated into products that architects and builders are familiar with: studs, joists, trusses, flakeboards and particleboards.

Transforming this raw material into a uniform feedstock can be difficult because wood wastes range from lumber salvaged from razed buildings to tree trimming, and are comprised of different sizes and tree species, says Ted Laufenberg, FPL supervisory research general engineer.

Finding ways to process this waste material and to remove lead paint, preservative, nails and any other contaminants will be a major effort throughout the research program.

"We have to make the recycled materials so clean and seamless and cost-effective to the manufacturers that they will want to use this instead of virgin materials," Laufenberg says.

The third thrust will process concurrently with the second, but will take a longer-term view. It seeks to develop new building systems that in many cases will require manufacturers to modify their equipment and contractors their tools and building practices. Panelized systems and molded headers, windows and door frames are examples of the resulting products. These products will exploit the ability of recycled materials to be molded, extruded and wound around forms to create curves and other geometric configurations that give architects more flexibility in their designs and optimize engineering performance.

A key component of the research program is the testing laboratory researchers will conduct on all products developed from FPL technology. The tests will determine such characteristics as durability, structural performance and fire resistance, Laufenberg says. Re-
searchers also will help develop manufacturing, testing and design standards that can be used in the industry to assure and measure the performance of building products from recycled materials.

"One of the concerns we now have with recycled materials going into construction is we don't have a track record for them," Laufenberg says.

Establishing that track record will be important for the ultimate success of such FPL-developed technologies as SpaceBoard, which can turn recycled paper and a wide array of wood fiber wastes into a three-dimensional honeycomb panel that is lighter and stronger than conventional corrugated paperboard.

The laboratory has licensed Gridcore Systems International (GSI) of Carlsbad, CA, to bring construction and industry panels to market.

*Popular Science* magazine in December named GSI's panel product, Gridcore, and the FPL technology that produced it as one of the top 100 innovative products of the year. GSI is now working with several companies to develop housing materials, including ceiling tiles, door cores and panels for office systems, says David Saltman, GSI's vice president of marketing and sales.

Other FPL-developed wood and wastepaper materials have potential as interior or exterior home construction materials, and many are incorporated into four scale model homes that the laboratory commissioned from Bouril Design Studio of Madison.

The scale models feature products ranging from roof system components with reconstituted wood particles in sheathings, trusses and rafters to loose-fill cellulose batt insulation made of shredded demolition wood mixed with fiberized waste plastic, to siding materials with recovered wood fibers and particles along with plastics and inorganic binders.

Falk cautions that the scale models now only show the potential for widespread use of recycled materials used in housing. "It's a big research step moving from laboratory test samples to full-sized building components that have structural requirements."

But Falk and fellow FPL researchers think their program can allow recycled building materials to evolve from examples in scale models or a few experimental homes to mainstays in the mass market.

*EDITOR: The author is a public information specialist for Forest Products Laboratory.*

Four scale model homes crafted by Bouril Design Studio, Madison, showcase some potential building materials produced by FPL-developed technologies. The materials include interior wall coverings and sheathings of composites made from wood particles, gypsum, recycled fiber and recycled plastics, roof system components with reconstituted wood particles, and subfloor, underlayment and finished floor made only with materials such as demolition wood, recovered plastics and recovered paper fiber.

*Photography: Steve Schmieding*
Renovating for
Unique Job Training

A
n outdated substation belonging to Wisconsin Electric Power Company and located in a central Milwaukee area has become an important training center for students. The utility company recognized two factors—the 4,000 square foot structure would have been expensive to tear down and there was a need for more workers in the field of line maintenance.

The existing building was a 1930s substation, filled with rows of concrete cubicles housing switch gears. Railroad tracks lead into the east end of the building for delivery of the large gears. While many substations have become outdated due to technological improvements, the architect has transformed this building into a useful training center.

The Wilson Firm Architects/Engineers, Milwaukee, was selected to address the architectural changes required for this project. First, the railroad tracks which entered the building through an overhead door at the northeast corner of the building were removed, as well as the overhead door, to create space for the main classroom. Wall partitions were added to separate space for the front entry and an instructor's office. Concrete cubicles were removed to provide space for a kitchen, locker room and restrooms. Another area was converted into a hands-on training room with life-size utility pole tops and wires. A new overhead door was created at the northwest corner of the building.

Another important aspect of this project is the training program itself which was designed to introduce women and minorities into the utility line mechanic field in which they were previously under-represented. Wisconsin Electric Power Company, the state's largest utility, has 392 line mechanics throughout its service territory, none of whom are women. The company wants to increase minority and female employment in this position so it can create a diverse work force which will reflect the communities it serves. The completed facility is now the training site for a new Milwaukee Area Technical College course designed to give students utility pole climbing and electrical line mechanic skills.

Currently, sixteen students are enrolled in the two-semester, nine-month course. The training will include pole climbing, installation of hardware equipment, wire stringing, operation of trucks and power equipment, high voltage wire splicing, underground cable, basic electricity, math, report writing and more skills necessary for the line mechanic position. The students will be in training five days a week and are required to participate in upper body strength training for a minimum of two days a week. Wayne Lohr, the course instructor, emphasizes two main factors in considering a line mechanic position: comfort with

Photography: Chris Duzynski

A room with "cut-off" utility poles provides a unique training area for student power line workers. They can concentrate on the job at hand without also worrying about height and weather conditions.
heights and ability to work outside all year long. Some people do not realize they are afraid of heights until they get to the top of a utility pole, and others do not know if they will enjoy working all year long until they try it. In the past, companies might hire and train someone only to find out they could not handle working outside through the winter. Now this can be determined in the course which runs from August to May of the next year.

Upon completion of the course, the graduates receive a certificate and become eligible to apply for line mechanic positions at Wisconsin Electric or any other utility in the country. Cable and telephone companies also need workers trained in this field as do unions that contract to do this type of work.

Wisconsin Electric Power Company is providing the training facility which they will rent to Milwaukee Area Technical College for one dollar per year. They will also take care of the maintenance and snow plowing, provide tools, materials, trucks, a pole climbing trailer and a lab assistant for the first year. The YWCA of Milwaukee is aiding in the recruitment and pre-training of students through its Non-traditional Employment Training program. Voss Jorgensen Schueler Company was the general contractor for this project.
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Building for a solid future.
Over the years this dealership of European-made cars had expanded and was in need of updating services and customer amenities. The existing building had to be reused in the most economical manner and an addition put on without disturbing public exposure of the outdoor sales lot. A curved setback on the new addition accomplishes this. Brushed aluminum fascia with black pinstripe accent evokes images of precisely engineered European industrial design. Managers are able to oversee several showrooms while maintaining a degree of intimacy within each.

One unique feature of this dealership is the boutique-like parts accessories center. Customers can relax in the lounge, view videos in the sales lounge or scrutinize the large display of specialized products. The expanded service area now has three lanes of traffic for expedient customer service.

Photography: Eric Oxendorf
From 1991 to 1993, the total number of staff of the architectural offices of Kahler Slater nearly doubled in size, necessitating a move to larger quarters. In response to the ever-changing nature of the architectural profession, a setting for flexibility and function became the program for the development of this new office space that occupies the entire top floor of the classic, modern building designed by Harry Weese in 1965. The highly architectural building structure, windows, ceiling system and HVAC system provide a perfect envelope for a disciplined arrangement of more than 60 workstations for architects, interior designers, client services, personnel and administration.

Paying tribute to the clean and concise design attributes of the building, the design team chose to reduce all design components to their simplest forms. All interior permanent walls and workstation partitions are painted or laminated in white and, by virtue of the regularity and placement, became part of the entire building system. The concrete building core that houses elevators, stairs, all services and a unique and almost futuristic system of air delivery cones is colored a deep, warm charcoal. A permanent collection of framed project photos is hung on these building core walls.

The energy of the reception area is derived from the carefully positioned angled walls, wedge-shaped kiosks, stainless steel arc-shaped reception desk and freestanding metal-framed glass block screen. These architectural components interrupt the natural rhythm of everything else in the perpendicular setting. Generously sized white laminate workstations with built-in bookshelves and space for interchangeable file cabinets provide a perfect backdrop for the most kinetic components of the entire space—the people, the equipment and the work in progress.

*Photography: John Nienhuis*
Far left: All furnishings in the reception area and conference rooms are black leather contemporary classics. A sliver of honed marble floats above the burnished stainless steel reception desk.

Left: Six deep-toned, chrome yellow, tackable and mobile display wedges “float” around the office, providing a temporary viewing space for current projects in progress. Informal team gatherings and critiques happen around these kiosks on a regular basis.
World-Class Performer

Home to the U.S. Olympic Speedskating Team, the 200,000-square-foot Pettit National Ice Center is enclosed by 217 precast Spancrete Insulated Wall Panels. Cast off site and installed at a rate of 20 per day, Spancrete panels helped the Center streak from start to finish in record time. The panels are 38 feet high and 8 feet wide and feature a sandblasted sandstone exterior with horizontal reveals—a beautiful blend of texture and color.

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A wetland preserve adjacent to the west of the four-acre site was considered in the location and design of this state headquarters. The western span houses private offices with continuous windows. An entrance tower identifies the entry area to visitors and the circle detailing on the exterior is repeated inside, following through to the reception desk.

Owner needs and designer options had to conform to a rigid set of codes. Special planning requirements of the facility were traffic movement and complicated space needs. All departments had to stand alone, with some required public involvement as well as integration with other departments. The volunteer area can be locked off from the rest of the building to remain open around the clock when necessary. Future expansion is planned to the north.


Photography: Ed Purcell
Stokely USA had selected a highly visible, flat and featureless site for their new facility. At the architect’s suggestion, they purchased additional adjacent unbuildable property containing two Indian burial mounds within the corridor of wetlands. Native plant species and prairie grasses link the natural with the built environment. The clients had diverse opinions. One favored a no-nonsense company image continuing to reach for new growth in the future. Other opinions reflected a need to show a strong work ethic, like the vegetable farmers on whom they are dependent and who work the land for a living.

The architectural design recognizes the clients’ feelings. Sculpted corners accent the building’s shape, visually turning the roof line downward, planting it firmly in the ground, giving it the sense of having grown from the corn field which previously occupied the site. Sculpted glass towers reach for the sun and are steeply sloped to reflect low winter sun deep within the building.

Interior spaces are planned so most people can enjoy the environmental benefits of the site.

Photography: Charles Slater, AIA
The corner site for this building was on a busy street and had a major drainage swale running through it as well as difficult grade changes for an industrial facility. The company develops and produces electronic automotive components, a competitive field. The facility had to convey an image of quality within a limited budget and tight time constraints.

Careful siting of the building has the parking lot to the east, with front entrance toward a busy street on the north. This allows for lawn and landscaping on the west and north sides and future expansion possible to the south.

A feeling of openness extends from entrance lobby to the offices. Extensive use of glass partitions, skylights and dramatic changes in ceiling heights gives a comfortable feeling to workers and visitors alike. A groomed garden embraces the north and west elevations, providing an exterior focal point and private garden views from windows of executive offices.

Dark brick was chosen to downplay the size of the building, which is adjacent to a residential development. A pattern of brick bands gives horizontal contrast.

Photography: Joe Paskus
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The structure is designed with an economy of means to appear as an attractive, well-scaled "normal" building, while still expressing its nature as a parking structure.

Exterior elevations are kept horizontal by placing level decks along the outer bays. At the upper levels, where the sloped floors might otherwise be exposed to the north, horizontal panels are interlocked and detailed to maintain a more normal appearance.

The bearing of spandrel beams on haunches is carefully articulated and proportioned, and helps set up the rhythm of the building. Solid panels (needed for lateral shear resistance) at the articulated corners of the structure create a sense of solidity and of a complete building. Stair and elevator towers add vertical emphasis with slots of glass and shallow barrel vaulted roof forms.

The large spandrel beams are split horizontally by an inset band of brick with decorative rotated square panels at the center of each beam. The brick matches that used on the hospital itself as accent panels.

Finally, the building is designed to catch light. The faceted haunches, V-grooves and joints, varied textures of concrete, and articulated mass all create visual interest under varied light conditions.
Researcher interaction in a creative lab environment was the primary design goal for this company, which is a leader in children's vaccine research. The new facility utilizes a glass-lined service corridor flanked by labs and lab offices, to enhance researcher interaction and provide distant views through the narrow building. This central spine also provides access to the overhead mechanical system adjacent to the flexible lab space.

The brick and stone building is situated firmly on a pastoral site. As a gesture to the visitors' approach, an outstretched arm reaches inward to the site, embracing the entry and focusing views onto the second floor clerestory library.

Photography: Hedrich Blessing
This new office building, for a prominent law firm, is located on a five-acre parcel fronting on a major state highway. The site afforded the development strong visibility and public exposure.

The design focused on a symmetrical floor plan divided into two major zones: the inner sanctum or bullpen (private staff offices and support) and client (public) spaces. Connecting these two elements is the translucent skylight extending above the entry through the transition "neutral zone" to the inner support spaces. The vaulted ceiling reflects the client's desire for natural light and visual excitement not dependent on an exterior window view.

The law library is visible from the waiting room with privacy achieved by incorporating window within, creating an outside/inside space.

*Photography: Greg Gent*
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As we approach a new century, the year 2000 is becoming more than a simple historic moment or cultural focal point. It will mark the beginning of a new period in American architectural history when the era of building shifts to the era of rebuilding.

The trend of national statistics indicates that additions, alterations and extended use projects will comprise more than 50% of the total construction volume by the year 2000. This trend also is mirrored in Wisconsin, with interest in the reuse of existing facilities expected to grow well into the next century.

The issue of recycling existing facilities extends beyond market driven factors such as over supply of commercial space, slow economic growth or zero population growth. The reality is that our nation’s values are changing. We are realizing our social and economic limits, placing a greater emphasis on the past and embracing recycling, environmental sensitivity and resource management. We, as a nation, are finally attempting to nurture a “Green” society and create livable communities.

Our youthful vision of a futuristic gleaming city on the edge of forever is being replaced. We are REBUILDING THE FUTURE with a more pragmatic vision of a diverse landscape rich with old and new structures, a multicultural society and a goal to be sensitive to finite resources and the environment.

How will Wisconsin architects face the era which will challenge our long held assumptions and aspirations? James Marston Fitch said it well: “No doubt it will be painful, but architects will have to learn to be more curators, rather than creators, of the built environment.”

Susan Maxman, FAIA, 1993 President of The American Institute of Architects, recently said, “The profession pays far too much attention to little gems of new buildings. If we are to survive, let alone prosper, we must fundamentally retool. We must equip ourselves with new kinds of knowledge, skills and attitudes which support our work as renovators.”

The 1994 AIA Wisconsin Convention welcomes you to embrace the new era of REBUILDING THE FUTURE.

Charles J. Quagliana, AIA, Chairperson
1994 AIA Wisconsin Convention Committee
TUESDAY, JUNE 7

Annual Meetings
8:00-9:45 a.m.

Join local, state and regional leaders of The American Institute of Architects for an update on AIA programs and activities. Learn more about how the Wisconsin Architects Foundation is helping to build a better Wisconsin through architectural education and enhanced public awareness. A continental breakfast is included.

This is your chance to share your questions, comments and suggestions on AIA and WAF programs and to provide valuable input on government affairs, public awareness, continuing education and other initiatives.

Andersen Windows is sponsoring a presentation by architectural curator Terence Riley on the Frank Lloyd Wright: Architect exhibition at The Museum of Modern Art.

Opening Keynote Addresses
10:00-11:50 a.m.

A Vision of Architecture of the New Era
C.G. Schmidt Keynote Address
Thomas Fisher
Progressive Architecture & Building Renovation

What is your vision of the future of architecture? What role will architects play as Wisconsin and the nation enter the era of rebuilding? How do we learn to be better curators of our built environment? Must the profession fundamentally retool?

The opening keynote address by Thomas Fisher will provide an introductory review and discussion of these issues as well as other ideas and trends related to architecture, society and culture in the next millennium. This opening general session is made possible through the underwriting support of C.G. Schmidt, Inc.

Thomas Fisher is the award-winning Editorial Director of Progressive Architecture and Building Renovation. He will present his vision of the challenges and opportunities facing the profession in the era of rebuilding. In a Building Renovation editorial on the preservation battles between pragmatists and purists, Fisher concluded that when architects attempt to maintain and reuse existing buildings "[...]the best solutions [...] are almost always those that respect and reuse as much of the structure's original fabric as possible, which appeals to the pragmatist's eagerness to get things done and the purist's desire to get things right." His recent cover story in P/A, "Can This Profession Be Saved?" has generated considerable discussion.

Place, Community & Economic Development
Donovan D. Rypkema
The Real Estate Services Group

This keynote address will present a model for successfully rebuilding the future that ties together place, community, economic development and preservation. Building renovation and the effective recycling of built resources is being recognized more frequently as having greater potential than new development. Its growing popularity is not only due to conservation and psychological reasons, but also because reuse makes economic sense.

Donovan Rypkema will describe why sense of place, spirit of community and historic preservation are crucial for successful economic development. In fact, Rypkema argues that sustainable economic growth will not happen without historic preservation: "Economic growth requires quality of life. Quality of life is place and community. Historic preservation is where place and community come together. We are the ones laying the foundation for the economic survival of our towns and cities into the next century, not some strip center developer whose building won't last as long as its twenty-year mortgage."

Rypkema is principal of The Real Estate Services Group, a real estate and economic development consulting firm based in Washington, DC, involved in downtown revitalization and historic preservation. He is the author of several publications, such as Community Initiated Development and The Economics of Rehabilitation. Over the past ten years, he has had an ongoing consulting relationship with the National Trust for Historic Preservation and its National Main Street Center.

A special opening slide presentation, "Geопonic Patterns," created by Madison architect Mark A. Henrichs, will introduce the 1994 AIA Wisconsin Convention theme of REBUILDING THE FUTURE.

Golden Award Luncheon
12:00 - 1:50 p.m.

The Difference It Makes Being Different
Richard Thieme
LifeWorks

You are cordially invited to join in the celebration and the official presentation of the 1994 AIA Wisconsin Golden Award to John P. Jacoby, FAIA, of Menomonee Falls. The Golden Award represents the highest honor AIA Wisconsin can bestow upon one of its members. It is awarded in
TUESDAY, JUNE 7

recognition of most distinguished leadership and service to AIA Wisconsin and the profession of architecture over an extended period.

Richard Thieme will provide an insightful, thought-provoking and entertaining presentation on the challenges of diversity as we begin REBUILDING THE FUTURE. He established LifeWorks to assist organizations improve morale, increase productivity and customer service, and reduce conflict. His "mind-stretchers" have been applauded for stimulating creative thinking by integrating the ethical and spiritual domains with the practical exigencies of dealing with the "nitty-gritty" of real life as it is fired at us at point blank range.

Professional Development Seminars
2:00 - 3:30 p.m.

Select from three concurrent professional development seminars that will focus on the role of architects in REBUILDING THE FUTURE in Wisconsin.

- Main Street Makes Good
  Alicia Goehring
  Wisconsin Main Street Coordinator

This seminar will present an overview of the successful National Main Street Program ... and examine the positive impact that the Wisconsin Main Street Program is having on local communities. The session also will explore the unique needs, challenges and opportunities facing downtown commercial districts in Wisconsin.

Alicia Goehring has been the Coordinator and Program Manager of the Wisconsin Main Street Program since 1988. Over the past five years, the Main Street Program has fostered the revitalization of downtowns across Wisconsin, helping to spur the creation of 3,000 jobs and $95 million of reinvestment. The Wisconsin Main Street Program includes some 22 communities which have demonstrated strong public-private commitment, financial capacity, organization and historical identity.

- Synergy in the City
  Robert D. Cooper, AIA
  Eppstein Keller Uhen Architects, Inc.
  Diana Finn
  Campus Circle Project

You've read about it on the front page of The Wall Street Journal ... and this professional development seminar will provide an insiders' view into the Campus Circle Project, a comprehensive urban revitalization program initiated in 1991 by Marquette University in cooperation with private business, community organizations, area residents and the City of Milwaukee. This bold neighborhood initiative involves both rehab and new affordable housing, rehab and resale of properties which do not contribute to a positive neighborhood environment, and upgraded and new commercial development within a 100-square-block area in downtown Milwaukee. It offers an example of how community-building partnerships can help to create healthy urban neighborhoods.

Milwaukee architect Robert Cooper, AIA, with Eppstein Keller Uhen, and Diana Finn, commercial property manager for the Campus Circle Project, will provide an overview of the issues and challenges involved in such an urban revitalization project. Topics include planning strategies, community involvement, economic impact and the realities of rebuilding affordable housing and viable retail developments.

- Our Legacy of Old World Culture: Reading the Architecture & Landscapes of Rural Wisconsin
  William H. Tishler, FASLA
  University of Wisconsin - Madison

What does REBUILDING THE FUTURE mean for the architecture and landscapes of rural Wisconsin? This seminar will provide an overview of the rich legacy of vernacular architecture in our state's countryside, with an emphasis on ethnic traditions in building and shaping the land.

William Tishler is an award-winning Professor of Landscape Architecture at the University of Wisconsin-Madison, where his teaching and research have focused on historic preservation, landscape history and developing a better understanding of rural Wisconsin's rich variety of cultural resources. He prepared the master plan for Old World Wisconsin and the historic preservation study for the City of Bayfield. He is the author of the highly-acclaimed book, American Landscape Architecture: Designers and Places.

Construction Industry Reception & Building Products Exposition
3:30 - 8:00 p.m.

For the grand opening of the Building Products Exposition, AIA Wisconsin and our 1994 exhibitors are hosting the annual Construction Industry Reception. Everyone is invited to this extraordinary display of products and services for the design and construction industry ... and registration is FREE for this special event in the Trade Center.

The Building Products Exposition is sure to be one of the highlights of the 1994 AIA Wisconsin Convention. It is your opportunity to find the answers to all of your questions from representatives of the leading manufacturers and suppliers of design and construction industry products and services in Wisconsin.

1994 AIA WISCONSIN CONVENTION
A special attraction at this year’s show will be a Virtual Reality display by Trans-Phonics Inc., a Madison-based Virtual Reality systems integrating company. Virtual Reality, or 3D Simulated Environments, is now coming of age. This display of special computer hardware and software will demonstrate how architects and other users can become immersed in and interact with 3D graphics. You won’t want to miss this Virtual Reality display!

And that’s not all! AIA Wisconsin, in cooperation with the Department of Public Instruction, is sponsoring a special exhibit of drawings depicting what Wisconsin students think buildings will look like in the future. Door prizes, a display of award-winning architecture, music, beverages and delicious hors d’oeuvres are just a sampling of the other special events you’ll discover in the Trade Center.

Post-Reception Reception
8:00 - 10:00 p.m.

▲ Whad’Ya Know?
Michael Feldman
Wisconsin Public Radio

Join fellow architects and exhibitors in the Ballroom for a strictly social event featuring Michael Feldman, nationally syndicated public radio personality and host of Whad’Ya Know? In its ninth year, the Madison-based Saturday morning public radio show maintains an irreverent and “wickedly funny” standard, with Feldman earning comparisons to everyone from David Letterman to Groucho Marx. Stop in for some jovial conversation, healthy social interaction, musical entertainment, and side-splitting fun with the one and only Michael Feldman!
**WCMA “Excellence in Masonry” Awards**
The awards breakfast sponsored by the Wisconsin Concrete Masonry Association will recognize the winners of this year's “Excellence in Masonry” design competition. One lucky attendee will be the winner of a vacation for two valued at $1,500.00! Call (800) 722-4248 to make your reservation.

**Preservation Breakfast**
Robert Burley, FAIA, executive director of the Taliesin Preservation Commission, will be the featured speaker at the breakfast hosted by the AIA Wisconsin Historic Resources Committee. Contact Robert Corbett, AIA, to pre-register for this breakfast; phone: (608) 283-6300.

**Professional Development Seminars**
Select from the following array of fast-paced, one-hour workshop sessions that will focus on specific design and practice issues that will help you in REBUILDING THE FUTURE. Three different concurrent workshop sessions are scheduled each hour.

**9:00 - 10:00 a.m. Workshops**

- **Once is Not Enough**
  Michael Chusid, AIA
  Chusid Associates

  This seminar session will help us learn more about salvaging our future by discussing sustainable architecture, energy conservation, recycling of building materials and the environmental consequences of building material selection.

  Michael Chusid, AIA, is a contributing editor of Progressive Architecture and the principal of Chusid Associates, a building product consulting firm based in Reseda, California. In a recent article in Building Renovation, he describes why and how more architects and contractors are reusing building materials. According to Chusid, “Waste isn’t waste until it is wasted — and most construction materials can be recycled.”

- **Desperately Seeking Inspiration**
  Wilbert R. Hasbrouck, FAIA
  Hasbrouck Peterson Zimoch Sirirattumrong

  This session will explore the spectrum of issues involved in the restoration of and additions to older buildings. The pros and cons of a variety of approaches will be discussed and illustrated through examples of actual projects.

  As a principal of firms in Chicago since 1970, Wilbert Hasbrouck has become a nationally-recognized leader in the preservation and restoration of historic buildings. His practice includes consultation on preservation issues, analysis of historic structures, report writing and expert testimony. Examples of his firm’s work include restoration projects such as The Robie House, Delaware Building, Manhattan Building and The Rookery Building in Chicago and serving as restoration architect for the Dana/Thomas House.

- **Older Buildings and the ADA**
  Carol Ann Nelson, AIA
  Design & Conservation

  This seminar session will facilitate discussion on the impact of the Americans with Disabilities Act upon rehabilitation and adaptive use projects. Several actual projects will be examined to illustrate the challenges encountered in the successful integration of barrier-free design into older buildings.

  Carol Ann Nelson is a principal of Design & Conservation, an architecture and historical preservation firm in New Bedford, Massachusetts, specializing in maintenance and repair of buildings of every size and age. She is responsible for the firm’s architectural and conservation projects, including a series of major restoration projects at four Charles Brigham designed buildings in Fairhaven.
WEDNESDAY, JUNE 8

10:00 - 11:00 a.m. Workshops

Archaic to Perfection
Harry J. Hunderman, AIA
Wiss, Janney, Elstner Associates, Inc.

If you're interested in REBUILDING THE FUTURE by learning more about the repair, rehabilitation and conservation of older buildings, then this session is designed for you. It will cover the selection of qualified consultants, team building, methodology and actual construction work using projects from around the country.

Since joining Wiss, Janney, Elstner Associates, Harry Hunderman has specialized in the repair, rehabilitation and conservation of existing and historic buildings. He has expertise in materials conservation and the investigation and repair of archaic construction materials. Hunderman is a vice-president of the Association for Preservation Technology International. Current and recent projects include the investigation, testing and repair design for the Kennedy Center in Washington, DC, and the investigation of the dome and exterior walls of the Wisconsin State Capitol.

Peak Performance
John G. Waite, AIA
Mesick Cohen Waite Architects

This seminar session will present case studies on several recent preservation and restoration projects. You will gain a better understanding of the steps involved in carrying out successful historic preservation projects.

Jack Waite is a principal of Mesick Cohen Waite Architects, an Albany, New York, firm specializing in the preservation and restoration of historic buildings. Some of their recent and current projects include The Octagon, Mount Vernon, Monticello, the buildings designed by Thomas Jefferson at the University of Virginia, the UW-Madison Armory/Gymnasium and the state capitols of New York, Vermont, Pennsylvania and Tennessee. Waite is the author of numerous publications on the preservation and conservation of historic buildings.

Desperately Seeking Inspiration II
Wilbert Hasbrouck, FAIA
Hasbrouck Peterson Zimoch Sirirattumrong

If you were unable to participate in Hasbrouck's seminar during the first round of workshop sessions, he'll present a repeat performance on the pros and cons of various approaches to the restoration of historic buildings.

Building Products Exposition, Birthday Party & Free Lunch
11:00 - 2:00 p.m.

This exhibit session provides a unique opportunity to learn first-hand the latest information on product research and technology breakthroughs that will shape the future of design and construction in the era of rebuilding. It will be your last chance to tour the displays in the Trade Center and gather valuable information on products and services that you can use on all of your projects.

Registration is FREE... and we're even providing lunch plus a party to celebrate Frank Lloyd Wright's birthday! Invite your friends, colleagues, consultants and business associates to join you in the Trade Center at the Holiday Inn Madison West.

Closing General Session
2:00 - 3:15 p.m.

Planning the Future
Staff Electric Keynote Address
Peter Calthorpe
Calthorpe Associates

This closing keynote address will focus on issues of planning, community and place which may be the key elements of REBUILDING THE FUTURE. It is made possible through the underwriting support received from Staff Electric Co., Inc.

Peter Calthorpe has been named by Newsweek as one of twenty-five "innovators on the cutting edge" for his work on redefining the models of urban and suburban growth in America. He is one of the leading figures in the new movement calling for an alliance between architects and ecology. In his most recent book, The Next American Metropolis: Ecology, Community, and the American Dream, he defines a new direction in planning and provides the means and principles for change in our pattern of building. His approach demonstrates how America may better deal with housing, traffic, environmental and social problems inherent in urban sprawl.

In 1983, he formed Calthorpe Associates in San Francisco. The central focus of his practice is mixed-use master planning with a concern for creating communities which are environmentally sound, economically diverse and socially progressive. He has developed material for HUD and provided advice to the Clinton Administration on the relationship between land use, transportation and community design.
WEDNESDAY, JUNE 8

Wrap-Up Panel Discussion
3:15 - 4:00 p.m.

Rebuilding the Future
Michael Chusid, AIA
Carol Ann Nelson, AIA
John G. Waite, AIA

This panel of featured speakers will wrap up this year's AIA Wisconsin Convention by discussing the key concepts and major issues identified and how they relate to the practice of architecture in the era of rebuilding.

Following brief introductory comments by the panelists, this closing general session will be opened up for some lively dialogue. So bring your questions, comments and suggestions for REBUILDING THE FUTURE.

Special Workshop Sessions
4:15 - 5:00 p.m.

The following special workshop sessions will be offered on a first-come, first-served basis. Pre-registration is required ... and transportation will be provided between the Holiday Inn and the sessions at the State Capitol and First Unitarian Society Meeting House.

Condition Assessment — An Overview
Carol Ann Nelson, AIA
Design & Conservation

Recent projects will be used as case studies for developing comprehensive condition assessments for older buildings. The workshop will include a step-by-step methodology for success.

Selective Removal & Demolition Document Preparation
Robert R. Corbett, AIA
Jeffrey T. Neidorfler, AIA
Kahler Slater Architects

This workshop providing a case study of appropriate methodology for this important component of construction documents will be held at the State Capitol. Corbett and Neidorfler have been actively involved in the renovation and restoration of the West Wing. Computers were used throughout the survey and subsequent design and production work to help document and track much of the historic fabric of this project.

Digital Documentation
MasterGraphics

MasterGraphics of Madison is sponsoring this workshop on using simple but sophisticated technologies and strategies for documenting existing buildings. Representatives of Softdesk will demonstrate how architects can take advantage of available technology by selecting affordable equipment that can be put to use on your current projects.

Saving the Prow
Peter Szotkowski, P.E.
Flad & Associates
Jonathan Lipman, AIA
Prairie Architects, Inc.

Was Frank Lloyd Wright a genius at structural design ... or did he knowingly court building failures? A multi-disciplinary team recently analyzed Frank Lloyd Wright's First Unitarian Meeting House in Madison (designed in 1947) and developed recommendations to restore failed structural and roofing systems. An innovative three-dimensional computer analysis of the building's unconventional structural system was used to determine the causes of its failures and to model appropriate interventions. The original design and design intent were documented to assure that remedial work would not violate the building's historic fabric.

Peter J. Szotkowski, project manager for Flad & Associates, and Jonathan Lipman, AIA, of Prairie Architects of Fairfield, Iowa, will display the team's 3-D structural analysis of the building as well as the insights gained into Mr. Wright's unorthodox design and construction methods.

1994 Convention Sponsors
The underwriting support received from the following sponsors has enabled this year's Convention Committee to assemble an outstanding schedule of programs and special events that otherwise would not have been possible.

C.G. Schmidt, Inc.
C.G. Schmidt, Inc., is the sponsor of the opening keynote address by Thomas Fisher. C.G. Schmidt, with offices in Milwaukee and Racine, has been a leader in providing top-quality professional construction services since 1920.

Staff Electric Co., Inc.
Peter Calthorpe's closing keynote address is made possible by Staff Electric Co, Inc, one of the largest electrical contractors in Wisconsin. Staff Electric has been involved in electrical construction, maintenance and repair of industrial, commercial and institutional structures since 1911.

Wisconsin Concrete Masonry Association
The Wisconsin Concrete Masonry Association is hosting its annual breakfast to recognize the winners of this year's "Excellence in Masonry" awards. The WCMA also will be offering breakfast attendees a chance to win a $1,500.00 vacation for two.

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Convention Registration
The 63rd Annual AIA Wisconsin Convention would not be possible without the strong and consistent support of the companies exhibiting in our Building Products Exposition. The 1994 Convention will feature Wisconsin's largest display of design and construction industry products and services.

The 1994 Building Products Exposition will take place in the Trade Center at the Holiday Inn Madison West. The Trade Center will be open to the public from 3:30 - 8:00 p.m. on Tuesday, June 7, for the annual Construction Industry Reception and from 11:00 - 2:00 p.m. on Wednesday, June 8.

Registration is FREE for the Building Products Exposition and other special events in the Trade Center. Ample free parking is available.


Convention Hotel
The Holiday Inn Madison West in Middleton is the official hotel for the 1994 AIA Wisconsin Convention. It is easily accessible from the West Beltline (Hwy. 12), Take Greenway Blvd. exit (#252) and you can't miss it.

A block of rooms has been reserved for Convention participants at $69 single/$77 double per night. Suites are available for $79 single/$87 double. Room reservations must be received by the Holiday Inn Madison West by May 6. Please return the reservation envelope or call (608) 831-2000.

1994 Convention Exhibitors
The 63rd Annual AIA Wisconsin Convention would not be possible without the strong and consistent support of the companies exhibiting in our Building Products Exposition. The 1994 Convention will feature Wisconsin's largest display of design and construction industry products and services.

1994 Convention Committee
The following individuals contributed their time, creativity and energy to make the 1994 AIA Wisconsin Convention possible:

Charlie Quagliana, AIA, Chair  Richard Maleniak, AIA
Russell LaFrombois, AIA  Jeffrey Neidofler, AIA
Tacitus Bond, AIA  Gretchen Pfleibling
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Ken Dickert  Pat Schmitt, AIA
Mark Henrichs  Rob Swedeen, AIA
Ronald Howard, AIA  Robert Swedeen, AIA
Mark Kruser, AIA

Questions?
For additional information on the 1994 AIA Wisconsin Convention, please call or write:

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An Interview with Peter Calthorpe

Peter Calthorpe, of Calthorpe Associates, San Francisco, is widely known for his work with transit oriented development. His book *The Next American Metropolis: Ecology, Community and the American Dream* was recently published by Princeton Architectural Press. The following interview is reprinted with permission from *The Urban Ecologist*.

The Urban Ecologist: You’ve thought about the concept of sustainability for more than ten years, and co-authored the book *Sustainable Communities* with Sym Van der Tyn in the early 1980s. How much closer have we gotten to understanding what “sustainability” really means?

Peter Calthorpe: I’m not sure if in the United States we’re getting closer to it. I think in most of the rest of the world sustainability is becoming a more profound necessity and also a more attainable goal. But the affluence of America still creates too much of a sense of entitlement. In America a very small ideological niche is willing to be serious about sustainability, and the rest of the change is going to be incremental.

In the rest of the world, sustainability is becoming a necessity. For example, we are currently designing a project in the Philippines that includes allotment gardens, which would be a lifestyle choice here in America but are a very important component of the household economy there.

I do believe that in the long run concerns for sustainability will come into play in the industrialized West, because the middle class is going to become less affluent. As we begin to accommodate that, sustainable economics will come into play in a way that’s more than aesthetic or ideological. I think the benefits are that people will have a more profound sense of community and potentially a finer life. But in terms of gross consumption it will be a more frugal life. Some appropriate development is already starting to happen here.

Architects have to stop seeing themselves as just architects. They need to see themselves as environmentalists, as citizens, as community members, as planners.

Transit-oriented development (TOD) is becoming a well-known idea. You’re not watching a wholesale shift in lifestyle of the middle class yet, but you are looking at a middle class that’s ready to live in walkable neighborhoods and on smaller lots.

UE: To what extent do you see the current interest in sustainability filtering through to mainstream developers?

PC: I think the public sector, especially in urban planning, is getting up to speed with certain dimensions of it, such as transit-oriented planning and mixed-use neighborhoods. The more biological dimensions of sustainability, such as progressive water
treatment and some type of relationship between productive agriculture and urban zones—I see that as way behind.

Strategic alliances between groups are very important. It’s important that the environmental community get very clear about land planning issues and join forces with progressive planners to move ahead as a unified front so you don’t have groups like the Sierra Club complaining about development and forcing densities down and development sprawl farther to the periphery.

The Natural Resources Defense Council (NRDC) took one of my projects to court. The plan was to redevelop the Atlantic Terminal in Brooklyn, which is the largest transit node in this country, larger than Grand Central Station. It’s where the Long Island Railroad comes in and meets up with all the subways from Manhat-

The American Dream is built on an Ozzie and Harriet nuclear family that just doesn’t exist anymore.

tan. We wanted to put about three million square feet of jobs there, as opposed to having it spread around New Jersey, and the NRDC came in and sued the project for local air quality impacts. My client went in and confronted them and said, “Look, what are the air quality impacts of taking this three million square feet of office space and spreading it across New Jersey?” Their response was, “That’s not our airshed.”

It’s that kind of piecemeal thinking on the part of environmentalists that is the problem, where they have been categorically against development and have not been willing to say we endorse transit-oriented development and we’re willing to stand up to NIMBY’s [Not-In-My-Backyard neighbors], and instead we’re going to take the easy route of being anti-development all the time.

UE: In your book you say that it’s time to redefine the American Dream. Is such a transformation possible?

PC: I think it’s not only possible, it’s overdue. Part of it is because of the economic situation. I don’t think this recession is going to end for many people, and they’re going to have to find another way of living.

But also, the American dream is built on an Ozzie and Harriet nuclear family that just doesn’t exist anymore. You have double income households, you have smaller households. The whole idea that there’s a woman at home to run around and do all the errands in her station wagon is no longer the picture. We don’t have a form of community that really matches the reality of the everyday family today.

Neighborhoods where kids don’t have to be driven around, for example, are really terribly important to a contemporary family, because both parents are at work and the kid comes home alone. I mentioned in the book that there’s this great study that looked at a ten year old’s life in a small Vermont town versus in an Orange County suburb. It turns out that the kids in the Vermont town had three times the mobility to get around on their own, while the kids in Orange County watched four times more television on a per hour per day basis. They had no place to go, no autonomy; they were in a cul-de-sac and couldn’t get anywhere. And there was cable TV in the Vermont town—it wasn’t like the selection was so marginal you couldn’t watch TV.

UE: What key steps could local governments take to make transit-oriented development easier?

PC: Well first of all, I’m sad to say that I think every general plan in the state needs to be redone. Because they’re all based on arterial networks connecting isolated land uses.

If cities build out the way they are today, they’ll be what we have now, without any possibility for the pedestrian. Without the pedestrian there is no viable role for transit. People are not going to take transit if they need the car at their destination. People aren’t going to take transit if they have to park and ride, because a lot of people are not going to be willing to—or can’t afford to—just leave a car sitting around all day.

Strong pedestrian-oriented neighborhoods are key. Most general plans need to be revised just to get the land-use adjacencies correct. Cities also
need to add an urban design element to their general plans that begins to stipulate the way these neighborhoods are treated so they really are pedestrian-friendly.

You can get the correct adjacencies, and the correct densities, and still have a plan that is totally unpedestrian. For example, we got to do a redesign of a site called University City in San Diego. It had high density housing, low density housing, offices and retail all together—the right densities and the right mix—but nobody walked anywhere. They even spent money on pedestrian bridges over the arterials, but these led into huge parking lots so nobody ever used them. We did a redesign of that area emphasizing a new light rail stop, pedestrian scale areas, and parking lots that were converted into mixed use. So it really comes down to urban design quality, which includes the scale of the streets, the streetscapes, and the fundamental relationship of the buildings to public spaces.

UE: How about parking?

PC: I think it's too early to radically reduce parking requirements in mixed-use neighborhoods. I think we have to do more subtle things that can actually go a long way.

Number one, parking should be behind buildings whenever possible. Number two, on-street parking should be counted towards parking requirements. We are laying down a lot of asphalt that is not being used, because we are doubling up the parking requirement. You have one hundred percent off-street parking, and then you have on-street in many neighborhoods that's never used.

The third thing is joint use of parking spaces, which means that if you screen time-of-day or time-of-week discrepancies say between cinema and office or between housing and some retail, you can share parking spaces between different users, and you get a parking reduction.

Another important element of the streetscape is trees. We should see all of our urban design projects as reforestation. Laguna West has 15,000 new trees going into over 800 acres, more intensive reforestation than just about any other site. Trees have a social impact—they reduce the need for air conditioning.

UE: What advice do you have for architects who would like to do innovative projects but feel constrained by their clients?

PC: First of all, architects have to stop seeing themselves as just architects. They need to see themselves as environmentalists, as citizens, as community members, as planners.

The changes have to come at a much larger scale than an individual project can ever deliver. By this I mean changes in public policy, changes in the perception of the private sector and what the marketplace wants, and changes in community perception of what a good life is. So I encourage everybody to get involved as a citizen in their community, and not just use their projects or their professional life as a way of fulfilling these goals. But if you've got a progressive client, and you can get him to do something, that's great. Not very many architects have that opportunity.

What it boils down to given current lifestyles is that people need a stronger sense of community.

UE: Do architects have a responsibility to educate clients?

PC: Yes, but I think they also have a responsibility to go into their communities and be a catalyst for change as a community member. The client is operating under constraints that the larger society has framed. So until the regulations and incentives change, the client is laboring under a situation which is not particularly conducive to the kind of change we would like to see.

What is really needed is a bottom-up, top-down simultaneous transformation. There's got to be some top-down changes. For example, in Washington D.C. we need the Department of Transportation to say that federal dollars for transit and highways are going to be tied to coherent regional plans. There's no reason for the feds to throw money at a region that's
doing a bad job of land use planning and therefore creating a transportation dilemma that they have to keep bailing it out of by adding more freeway capacity.

Oregon has a “benchmarks” program, where at a state level they are mandating that each region reduce its VMT [Vehicle Miles Traveled] by 10 percent per decade, which doesn’t sound like a lot, but when you compare it to a doubling of VMT every 20 years it’s a huge reduction. And so the various jurisdictions have to do their comprehensive plans, or their general plans as they call them in California, to comply with that. So guidelines and policies from the

[Architects] have a responsibility to go into their communities and be a catalyst for change . . . .

top down are terribly important, whether we want to acknowledge it or not. When the feds make a billion dollar investment in a light rail system, such as they’re doing through West Side Light Rail in Portland, they should be able to expect that the local land use that surrounds that is going to support it. Otherwise it’s not a good investment. That should be one of their criteria for how they select which transit projects to support and which not to.

At the same time we need a grassroots situation in which neighborhood groups understand that their quality of life is going to increase if they get street trees and narrower streets and planning director about this just the other day. He was saying that for four years you get all apartment construction, and then for another four or five years you get nothing but trade-up—expensive middle-class housing—and then here we are now in another four year period with nothing but small entry-level lots.

The problem is, under normal planning and zoning regulations, each one of those forms a separate community, so you have huge enclaves of apartments, and huge enclaves of middle class and upscale stuff, and they don’t get layered together. The point of plans like Laguna West is to reserve site for all the different types. They don’t all build out at the same time.

UE: What kind of urban environment did you grow up in, and how did you come to want to reshape the American community?

PC: Well, I grew up all over the place, but Palo Alto was if anything by home base, which was a traditional town with a main street. So I got a good feel for what that was like. And then simultaneously I got to watch the Peninsula explode with subdivisions as I was an adolescent. I used to hate it. I kind of had an ingrown animosity to the whole thing. WA

EDITOR: Paul Okamoto and Stephen Wheeler are the president and the editor, respectively, of The Urban Ecologist. For more information or to subscribe to this journal of urban ecology, please contact: The Urban Ecologist, P.O. Box 10144, Berkeley, CA 94709; (510) 549-1724. Peter Calthorpe is a featured keynote speaker on June 8 at the 1994 AIA Wisconsin Convention.
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The limited budget necessitated creative uses of inexpensive materials and careful designing of space. Glass block, corrugated metals, painted drywall, etched glass, concrete stone and maple hardwoods eventually provided an inspiring work environment and a natural backdrop for a fine art collection.

To make spaces as dramatic as possible, a large angular pedestrian thoroughfare was established. This eliminated long boring corridors. All spaces share natural exterior light; some have windows, others have borrowed light. Indirect ambient lighting is standard to support tasks.

Each department is identified with one of four color groupings, which also give individuality to each department.

Spacing of columns and exterior windows of the building determined much of the final design of spaces. Drywall partitions at different heights give visual and audio privacy. Customized staff work-stations all have windows. Freestanding pedestal storage and U-shaped work surfaces contributed to the success of the final design.

Photography: Ed Purcell
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Due to the competitiveness of the banking industry, research on current banking trends preceded the design plans. The focus for this facility was to make it as accessible as possible and to create a comfortable atmosphere for doing business. The interior layout and signage were planned to simplify and speed up the business process.

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Photography: Jay Kresheck
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The Architect’s Responsibilities Under the ADA

A recent article in a well-known newsletter about insurance and liability issues gave the impression that compliance with the ADA is a “legal matter, not a design responsibility.” Our legal advisors have pointed out, however, that ADA compliance is a mixed issue of design and legal matters with no clear boundary between them.

First, it must be clear that ADA is not a building code or standard but rather a civil rights law with several requirements; some of these may affect design and some do not. An architect can assist a client by recommending reasonable design solutions for making the client’s facilities accessible. However, a client has other choices. In a restaurant, for instance, the owner may choose to instruct waiters to offer blind persons guided assistance to a mezzanine eating area in lieu of constructing an expensive and space-consuming ramp. The architect’s duty is to exercise reasonable care when providing advice and design solutions. The architect has no power—or right—to control the client’s ultimate choice for making a “readily achievable” barrier-free environment.

Well-meaning suggestions for contract language designed to encourage discussion with clients may actually backfire, especially when the language is overly protective. The newsletter article proposed a waiver of any legal action by the client against the architect “(w)ith specific respect to ADA design requirements or certified state or local accessibility regulations.” Under certain situations, such a waiver may not be legally effective, especially in cases in which the architect’s advice was the sole cause of the damages. To date, the Justice Department has not certified any state or local accessibility regulation as an acceptable standard for ADA compliance. Moreover, few clients would accept such a broad waiver without first discussing the matter with their legal advisers.

In return, an architect may receive contract language from the client’s attorney requiring the architect to guarantee compliance with “all applicable laws, codes, regulations and statutes.” That goes well beyond the expected standard of care. Indeed, by placing a harsh contractual waiver before a client, an architect may inadvertently encourage this sort of harsh counter-offer. Setting up a bargain based on extremes seldom achieves a good working relationship.

The ADA mandates present both opportunities and risk. An architect can provide a public service by pointing out where barriers can be removed. However, an architect under contract with a client is expected to exercise a level of learning and skill ordinarily possessed by architects in that same locale under similar circumstances. This is what defines the standard of care, and it typically includes sufficient knowledge about local building codes and standards so that the architect can non-negligently perform his or her services. The standard is implicitly applied to all architectural service contracts and does not need to be reinforced, reinvented or modified to deal with ADA compliance.

EDITORS: The author is the AIA’s Senior Director of Documents. This article is reprinted from the AIA Building Codes and Standards Professional Interest Area newsletter. For information and technical assistance concerning the ADA Accessibility Guidelines, contact the ATBC at (800) 872-2253.
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Wisconsin Architect March/April 1994
Dealing With Client Resistance

When you suspect that resistance is taking place, listen more carefully to your own messages to prevent becoming defensive or aggressive. Then, use "I messages": state the effect of the behavior in terms of your reaction to it. Here are some indications of client resistance and what you can do about them:

- If the person is giving you too much detail, you can say, "I'm getting more detail than I need. Can you describe it in a short statement?"
- If the person is giving you too little detail: "You are giving me very short answers. Could you say more?"
- If the client is constantly changing subjects: "It seems to me that the subject keeps shifting. Could we focus on one area at a time?"
- If the client is totally compliant: "You seem willing to do anything I suggest. I can't tell what you are really feeling."
- If the client just sits there and says nothing: "You are very quiet, I don't know how to read your silence."
- If the client attacks: "You are questioning me a great deal. It seems to me you are angry about something."
- If the client is inattentive or otherwise not involved: "I have the feeling that you have other things on your mind."

By taking this approach, you avoid accusations. The client can respond to your interpretation rather than defend against your assertion.

Norman Kaderlan
The Kaderlan Group

Shifting From A Sales Culture To A Marketing Culture

A key to getting into the client's head and becoming more client need responsive is to shift your firm away from a sales orientation to one that is marketing focused. I find most architectural firms to be predominantly sales driven. This translates to positioning statements like: look how great we are, we're unique, we're different from the competition, you really need us, look at all our awards, we're the biggest, let me show you my portfolio, and similar internally motivated and self-serving notions.

The need to make the fundamental sales/marketing shift was articulated by Regis McKenna, a widely recognized marketing consultant, in the Jan-Feb 1991 issue of Harvard Business Review.

He said: "The 1990s will belong to the consumer. And that is great news for the marketer. Technology is transforming choice, and choice is transforming the marketplace. As a result, we are witnessing the emergence of a new marketing paradigm—not a do more marketing that simply turns up the volume on the sales spiels of the past—but a knowledge- and experience-based marketing that represents the once-and-for-all death of the salesman."

Richard G. Jacques, AIA

AIA Wisconsin P.R. Resources

Want to send out a press release but don't know who or where to send it? AIA Wisconsin has a list of editors for most newspapers in the state. Call 1-(800)-ARCHITECT.

Do you enjoy speaking about architecture or planning? Do you know a group that would enjoy hearing about architecture or planning? Call Mike Ciofani, AIA, to find out more about the AIA Wisconsin Speakers Bureau at (414) 453-4554.
The following letters were received in response to the special feature on the new School of Architecture and Urban Planning building at the University of Wisconsin-Milwaukee published in the January/February 1994 issue of Wisconsin Architect.

Dear Editor:

There has been quite a lot of reaction to the various articles written about the new School of Architecture and Urban Planning building and, upon reflection, I think this is unavoidable. When an important new state building is finished a free expression of ideas and opinions will occur and provides feedback to all concerned as to how the process was perceived by some.

However, I would like to clarify the School’s position with regard to those involved in the project, as I fear that some comments may be misconstrued by those who deserve our thanks and praise. The delays and procedural complexities referred to in Professor Van Oudenallen’s letter were frustrating and problematic—the building is still incomplete, and furniture orders still undelivered—but it is important to separate the process of building construction administration from the individuals involved. Larry Witzling and I, who spent a great deal of time on procedural matters, believe that those involved, particularly Project Manager Helmut Seaman, really went the extra distance for us in ensuring a first-class building. We have an excellent facility that will soon be fully functional and was made possible by the commitment and hard work of all involved.

So while I share some of Professor Van Oudenallen’s frustration in dealing with issues that have affected our teaching duties, we both agree that Mr. Seaman and his colleagues—Ron Blair, Art McClure, Bob Brandherm and Bill King—were fair-minded and professional in all our dealings with them. Yes, there were problems, but we appreciate that the process was, for the most part, very kind to us, and that it is due to the concern for quality shared by all of us—architects, officials, faculty and students—that our current situation is possible.

Robert C. Greenstreet, Dean
School of Architecture and Urban Planning
University of Wisconsin-Milwaukee

Dear Editor:

We have read the article on the SARUP Construction Process in the January/February issue of Wisconsin Architect and take strong exception with many of Prof. Harry Van Oudenallen’s opinions.

As architects for the new School of Architecture and Urban Planning who were intensively involved with the building process from conceptual
design to building occupancy, we found our relationship with the State to always be constructive and productive. This is particularly true for the two individuals who most often represented the State on this project, Mr. Helmut Seaman and Mr. Ron Blair.

Throughout the process Mr. Seaman always acted as a strong advocate for the project, insisting that both the quality and integrity of the building be maintained. When Mr. Blair joined the team during the construction of the building, he continued the process of clear communication, full coordination, and timely response to all issues.

In our opinion, both individuals did an outstanding job of working through an inherently difficult process. Their performance should, in fact, be commended.

James W. Baird, AIA
Holabird & Root

David Dell’Agnese, AIA
Eppstein Keller Uhen

Dear Editor:

I am writing to correct inaccuracies in a recent Wisconsin Architect article by Professor Van Oudenallen on his perspective of the construction process of the new UWM School of Architecture & Urban Planning Building.

1. “Construction management” is a delivery system which was not used on this project, although this was inferred by the article in reference to J.H. Findorff & Son. The State of Wisconsin statutes require that projects like the SARUP building be bid as separate prime construction contracts. Findorff was awarded the general construction contract based on their low bid, and their performance was indeed excellent. The other prime contractors also cooperated and contributed in equal share to the success of the project. Those companies were Downer (mechanical and plumbing), Staff (electrical), Wenniger (fire protection), Magaw (telecommunications) and Johnson Controls (digital controls and security).

2. The author states that the project “went out to bid severely scaled back . . . at the insistence of the State.” As is normal procedure, the pre-bid construction cost estimate of the actual design was developed by the consultant architects, incorporating the State of Wisconsin’s standard bidding guidelines. The State typically allows only Add Alternate bidding options. With this knowledge of State policy, the design architects recommended several major program reductions to the final design in order to balance the project budget before the bidding documents were issues. Construction cost estimating can be more art than science, especially in a recessionary climate, and the low base bids were significantly lower than expected. Add Alternates had been identified and bid, and the State immediately accepted these Add Alternates totaling $540,000, restoring 15,000 gross square feet of program area to the design. The sidebar next to the article incorrectly lists the building area at 123,000 square feet. It is 143,425 gross square feet, only 3.6% less than the original program area.

3. Following the low construction bids, the University began the process of identifying and prioritizing program reinstatement items for presentation to the State Department of Administration. This took several months of discussions and investigations to develop our proposals with the necessary cost estimates. The article states that “the window of opportunity was soon passed by the construction schedule.” This is simply not true. It is inaccurate and unfair to the State’s project representatives to be charged with an “attitude” that the “author can only describe as an intentional delay to avoid restitution.” From our perspective on campus, the State Department of Administration was patient and supportive of the University’s desire to restore and upgrade finishes and equipment. This support has been evidenced by the number of additional construction and equipment items that were in fact returned back to the project.

Claude R. Schuttey, Director
Department of Planning & Construction
University of Wisconsin–Milwaukee
New Statute of Repose!
The Wisconsin Legislature, in the final weeks of the 1993-94 session, approved a new and improved Statute of Repose for architects and allied professionals involved in the design and construction of improvements to real property. This important remedial legislation, Senate Bill 314, now awaits the Governor's signature to become law.

Wisconsin's previous Statute of Repose was ruled unconstitutional by the Wisconsin Supreme Court in February 1989. The new law includes the following provisions:

- Establishes a ten-year statute of repose period from the date of substantial completion to commence an action for damages arising out of defect in an improvement to real property.

- Contains special provision for damages occurring in the 8th through 10th year after substantial completion that extends the period for commencing an action for damages to three years from the date on which damages occurred.

- Clarifies that the legislation does not preclude an action for damages under state worker's compensation act nor an action against the manufacturer or producer of a defective product incorporated into a building.

- Applies to owners, occupiers, designers, surveyors, planners, contractors and material suppliers involved in the design and construction of improvements to real property.

- States that improvements substantially completed prior to, on or after its effective date are covered by the new statute.

This Statute of Repose legislation was supported by a broad-based coalition of Wisconsin's leading design and construction industry organizations, representing architects, engineers, land surveyors, interior designers, general contractors and home builders.

AIA Wisconsin members worked hard and long to get this remedial legislation approved, including countless letters and phone calls to state legislators. The Board of Directors even invited Assembly Majority Leader David Travis (D-Madison) to discuss SB 314 at its February meeting in Madison. The accompanying photograph shows AIA Wisconsin President Lisa Kennedy, AIA, doing some serious legislative arm-twisting with Rep. Travis.

The Wisconsin Senate approved SB 314 on a 20-13 vote in October. The Wisconsin Assembly unanimously approved the bill on March 16 after a compromise was reached with the trial lawyers and organized labor.

Congratulations to everyone who participated in this successful legislative campaign to limit the liability exposure of architects!
Rebuilding the Future
The 1994 AIA Wisconsin Convention & Building Products Exposition on June 7 & 8 at the Holiday Inn Madison West will focus on the opportunities and challenges facing architects and architecture as we approach that point in American architectural history when the era of building shifts to the era of rebuilding. This new era of rebuilding will place greater emphasis on the past and embrace sustainable design, recycling and resource management.

This year’s Convention will open with keynote addresses by Thomas Fisher, editor of Progressive Architecture and Building Renovation, and Donovan Rypkema, a real estate and economic development consultant to the National Trust for Historic Preservation and its National Main Street Center. They will set the stage by introducing the issues, ideas and trends related to the practice of architecture in the next millennium.

The closing general sessions will feature keynoter Peter Calthorpe, architect and author of The Next American Metropolis: Ecology, Community and the American Dream and Sustainable Communities, and a wrap-up panel discussion featuring architects Jack Waite, AIA, Michael Chusid, AIA and Carol Ann Nelson, AIA.

Seminars, special sessions and other events will build upon the 1994 AIA Wisconsin Convention theme by addressing the effect of these emerging trends on firm practice, office technology, our communities and the entire profession of architecture. Seminar leaders include Wilbert Hasbrouck, FAIA, Harry Hunderman, AIA, Alicia Goehring, Robert Cooper, AIA, and William Tishler, FASLA.

Mark your calendar and plan now to participate in REBUILDING THE FUTURE, the 1994 AIA Wisconsin Convention. You’ll experience:

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AIA Convention
Mark May 13-16 on your calendar for an architectural event you won’t want to miss. Those are the dates of the 1994 AIA National Convention & Expo in Los Angeles. The Convention, with the theme, “Edges; Succeeding Through Change,” will help give you the edge you need to succeed in a constantly changing business environment.

If you are planning to attend the AIA National Convention and want to be an official voting delegate, please contact the AIA Wisconsin office in Madison for information on obtaining a delegate card.

LLCs
Earlier this legislative session, Governor Thompson signed into law 1993 Wisconsin Act 112 which authorizes the creation of limited liability companies (LLCs). LLCs are being promoted as a way for businesses to gain the tax benefits of a partnership and the limited liability protection of a corporation. LLCs may not be right for everyone, but you may want to consult with your legal and accounting advisors.

AIA Wisconsin requested an opinion from the Examining Board of Architects, Professional Engineers, Designers and Land Surveyors on whether there are any statutory provisions or administrative rules that would prevent architects in Wisconsin from organizing as limited liability companies. Wayne Austin, an attorney from the Joint Examining Board, provided the following response:

“The corporation laws in Wisconsin are administered by the Secretary of State, and the Examining Board of Architects, Professional Engineers, Designers and Land Surveyors therefore does not have jurisdiction to construe or interpret the statute in terms of persons and firms who may qualify to organize under those laws. Having said that, however, it may also be said that there is nothing in the board’s statutes or administrative code which would dictate or determine the manner in which an architectural firm wishes to organize, and the practice act clearly anticipates that licensees may practice as ‘firms, partnerships or corporations.’”

“There is an Opinion of the Attorney General at 75 OAG 200 (1986) which concludes that members of the ‘learned professions,’ defined by the A.G. as medicine, law and dentistry, may incorporate only as service corporations, that business corporations offering these services are guilty of the unlicensed practice of the licensed profession involved,
and that licensees participating as employees of such corporation are guilty of fee splitting. While not addressing the question of acceptable organizational forms for firms practicing the other licensed occupations, it seems clear that the opinion would not limit business entities such as architectural firms from organizing in any manner consistent with chapters 178–183, Stats.

"Accordingly, and because there is no restriction on organizational form imposed by the board’s practice act or administrative code, there would seem to be no impediment to an architectural firm’s organizing as a limited liability company."

Celebrate Architecture
A reception and presentation of this year’s AIA Wisconsin Design Awards will be held the evening of Thursday, May 5, at the Broadway Theatre Center, 158 N. Broadway, in Milwaukee.

Invitations will be mailed to all AIA Wisconsin members. The Call for Entries for the 1994 AIA Wisconsin Design Awards Program indicated that the awards celebration would take place on May 20.

New AIA CEO
Earlier this year, the national AIA Board of Directors named Terrence M. McDermott as the new Executive Vice President/CEO of The American Institute of Architects. He succeeds James P. Cramer, who led the Institute staff since 1989.

McDermott is a publishing executive with 20 years of experience in building and design magazines. He has identified the following priorities for the AIA: increased public awareness and appreciation for architects, increased resources and technologies to enhance members’ skills and the return of the architect as leader of the design and building team.

New Rules for Fair Housing
On January 31, proposed State Building Code changes on access and useability in multi-family housing moved a major step forward when they cleared the Legislature and were adopted by the Department of Industry, Labor & Human Relations. An effective date of May 1 is now anticipated. An earlier emergency rule (1-12-92) had adopted federal design standards, and the revisions will tailor those to Wisconsin.

Highlights of the changes are:

- Scope to include all developments of three or more dwelling units, including remodeling of existing buildings and the rescinding of the previous “condominium exemption.”
- Adoption of the same seven design standards as federal law, with substantially the same requirements.
- Adoption of ADA Accessibility Guidelines for public and common areas, for uniformity with anticipated Code changes for commercial and public buildings.
- On steep sites or those restricted by zoning, such as in floodplains, where physical access would be difficult, DILHR can only waive exterior access requirements; interior design features must still be provided.
- Provide a higher level of accessibility in parking and a greater level of useability in bathroom design, particularly regarding access to tub and shower controls.
- Assigning responsibility for retrofits of door and plumbing hardware for useability to the property owner.


The following participants of the Study Committee stayed active during the entire legislative and rule-making process: Gerald Wuebben, Wisconsin Builders Association; Tom Hlavacek, Wisconsin Coalition for Advocacy, Thomas Hirsch, AIA, Heartland Properties, Inc., and Richard Meyer and Diane Meredith, DILHR Division of Safety & Buildings.

For copies of the adopted rule, contact DILHR at (608) 266-8982.

People & Places
Governor Thompson has nominated Roger D. Roslansky, AIA, La Crosse, to the Examining Board of Architects, Professional Engineers, Designers and Land Surveyors. The nomination requires Senate confirmation. Roslansky will succeed Arlan Kay, AIA, Oregon, who has served the maximum two terms. Roslansky is president and senior principal of HSR Associates, Inc., and served as the president of AIA Wisconsin in 1992.
Lisa L. Kennedy, AIA, Whitefish Bay, has moved her firm, L.L. Kennedy, Inc., to 1616 South 108th Street, Milwaukee, WI 53214; phone: (414) 256-4826; fax: (414) 454-0452. Sometimes it’s difficult to keep track of your president!

Dennis E. Miller, AIA, Cadott, reports that his firm, Smith Miller Architects, has moved to 411 North Bridge Street in Chippewa Falls. The firm’s mailing address, telephone and fax numbers remain the same: P.O. Box 787, Chippewa Falls, WI 54729; (715) 723-2816; fax: (715) 723-4647.

Warner Pfaller & Associates, Milwaukee, has announced that Randy R. Morrison, AIA, has been promoted from associate to partner of the firm.

Sauter Seaborne Architects/Engineers, Ltd., Appleton, reports that it has combined the resources and professional services of its staff with those of Dana Larson Roubal and Associates, a member of the DLR Group with offices in Minneapolis, Omaha and eight other locations. DLR’s Wisconsin office is located at 4000 West Spencer Street, Appleton, WI 54914; phone: (414) 738-3506; fax: (414) 738-3519.

H. James Gabriel, AIA, Sheboygan, and Russell R. Sprengle, Jr., AIA, Monona, have been approved for Member Emeritus status by the AIA Congratulations!

Douglas Ryhn, Associate AIA, has been selected by the Association of Collegiate Schools of Architecture as one of only five educators nationwide to receive its Distinguished Professor award for 1994. Professor Ryhn was recognized for his sustained contribution to school, profession and community in his tenure at UWM SARUP. The ACSA award recognizes his creation of the UWM Small Towns Program as well as his “continued caring, spirit and energy” on behalf of generations of students, alumni and practitioners.

As well as being state IDP coordinator, George Owen, AIA, Milwaukee, also assisted the Wisconsin Youth Apprenticeship Advisory Council establish an Engineering Technician apprenticeship program. Owen believes that this new program, which will concentrate on facilities management, design and construction, will appeal to students who "want to make a mark on the environment through the visioning, shaping and designing of things."

Professional Affiliate member Bill Young reports that Madison Reprographics, Inc., has moved into its new corporate offices and production facility at 2010 Pinchehurst Drive in Middleton. The phone number is (608) 836-8890.

The Wisconsin Center for Demand-Side Research and AIA Wisconsin are sponsoring another lighting seminar...this time at the Hyatt Regency in Milwaukee on Thursday, May 5. For further details, contact the WCDSR at (608) 238-4601.

The School of Architecture & Urban Planning is offering a wide array of continuing education programs this spring. Several of the programs (i.e., "The Project Manual: The Brains Behind the Drawings," "ARE Prep Sessions & Mock Building Design Exam," and "Office and Financial Management for Young Practitioners") are being offered in cooperation with AIA Wisconsin. Other topics include facilities management, construction contract administration, uniform dwelling code, residential renovation, AutoCAD and more. For information, contact Janet Tibbetts at (414) 229-4016.

The Wisconsin Trust for Historic Preservation and State Historical Society of Wisconsin will be presenting the 1994 Heritage Preservation Conference on May 5-7 in Neenah. For information, contact Larry Reed at (608) 264-6500.

AIA has developed a Yellow Pages advertising program with the George Alban Company that allows architect members to use a uniform graphic identity for public awareness at base rates that are identical to those of local companies. However, the more members who participate, the cheaper the rate becomes. Watch for an announcement in your mail from the George Alban Company.

Membership Action
Please welcome the following new AIA Wisconsin members:

AIA
Richard Blum, SE (Advancement)
Andrew J. Boer, SE
Kelly Denk, SE
Janet F. Grau, SE
Walter S. Johnson, SE
Wesley K. Johnson, SE
Stephen Mar-Pohl, SW
Kenneth E. Martin, NW (Transfer)
John T. Miller, SE
David A. Petrusis, SE (Advancement)
David H. Plank, NE (Advancement)
Scott A. Ramlow, SE
Steven Rifkin, SW
Timothy J. Tyskiewicz, SE
Andrew S. Weber, SE

Associate
Edwin Cordes, NE
Edward Haydin, III, SE
United Plastics Corporation is now offering standard and custom colors including Metallic Gold to its line of over forty traditional and contemporary designs. These opaque and translucent ceiling panels are available in two sizes and are Class I rated and approved for use under fire sprinklers.

The Vinyl Ceiling Panels range fromflush mounts to several inches deep and designs that resemble nostalgic tin ceilings to modern linear designs. The panel can be installed using standard one-inch face T-bar.

For more information and samples please contact Donald Jower at (510) 569-6700 or by fax at (510) 638-9100.

The energy efficiency of halogen bulbs plus a variety of contemporary fixture styles are the hallmarks of a new line of halogen low voltage landscape light introduced by Intermatic.

Available in angle, bollard, pyramid and tier styles, the architectural-grade fixtures are made of heavy-duty cast aluminum for optimum performance. They’re perfect for driveways, walkways, patios and a multitude of other outdoor locations. Designed for nighttime beauty, the lights also improve safety and security around homes and yards after dark. In addition, their halogen illumination effects and styling provide an exceptionally elegant look, both at night and during the day.

For additional information, contact Intermatic, Inc., Intermatic Plaza, Spring Grove, IL 60081-9698. Request Form CL200M.

Wausau Metals has released their 1994 Acoustical Windows Brochure, which highlights their Milco Line of acoustical product line includes horizontal rolling, double-hung, projected, fixed and fixed removable windows and curtainwall systems with South Transmission Class (STC) ratings as high as 54. Wausau Metals' Milco Line of acoustical windows are ideal for sound proofing noise-sensitive structures such as schools, hospitals, nursing homes, offices, airports and transportation terminals.

For more information, contact Wausau Metals, 1415 West Street, PO Box 1746, Wausau, WI 54402-1746; phone (715) 845-2161; Fax: (715) 847-6750.

Conforming to ADA requirements for wheelchair access, Landscape Forms' 3-Seat Carousel Table provides a practical, secure, colorful solution.

The special table features three attached seats and a fourth position with no seat that offers ADA specified wheelchair knee clearance. The base is formed of durable tubular metal which connects to the metal seats. Seats may be specified as metal grid or perforated metal; with or without backs. A metal or fiberglass table top may be specified; both materials are offered in a selection of standard colors and a wide variety of optional colors. The fiberglass may be specified with a matte, granite or orange peel finish.

For more information, call (800) 521-2546 or write to Landscape Forms, Inc., 431 Lawndale Avenue, Kalamazoo, MI 49001.
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