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Seattle's Calendar for Architecture and Design

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April 1981

One Dollar

Learning from Gerald Gerron

by Susan Boyle

Gerald Gerron of the McKinley Architects spoke at the University of Washington last month to an audience of students, teachers and professionals. A lengthy question/answer period followed the slide lecture. When it ended, many in the audience felt that Gerron had advanced the cause of contextualism and the idea of downtown zoning reform further than all the speakers at last Fall's Urban Block Symposium.

Gerron was one of four Winterend celebrities invited by architecture students to present public lectures on their work. The invitation may have been extended to Gerron due to his position as a designer of commerical development work in Seattle (John Fluke, KING Broadcasting, the 1111 Building). It's more likely that he was invited due to the notoriety of the proposed CARMA Towers, two blue highrise crystals designed for the block at First and University, now occupied

by the Arcade Building.

Gerron's own local reputation comes from his view of Seattle's future, articulated in a Seattle Times article last fall and in an interview in The Seattle Business Journal. His frank condemnation of Seattle (" . . . if you look closely you can see it has no personality,") and of its architecture (as "vanilla pudding") put many on

the defensive. His implication in the SBJ interview, that local architects were somehow gutless, sent waves of indignation through Seattle's design community. So while some people may have come to Gerron's lecture to hear him speak of his work, most came to hear his views refuted. Mental tomatoes were prepared for throwing.

What happened, however, was not a refutation. Gerron stood firm in openly defending his role as a formgiver and as a tool of his clients. He continually referred to himself as a realist who creates clear images for the newly-arrived developer, who logically relates his work to an eternal context of natural phenomena - sky and clouds - rather than an ever-changing physical neighborhood. And as he had done earlier, Gerron provided quotable quotes:

On Contextualism: "Of course (buildings) don't relate to one another (due to) the lack of a definition of relationship or urban fabric . . . Contextualism is an abstract and unachievable idea . . . The urban fabric is transitory . . . The context of the past is

gone forever.

On Seattle's future: "Mediocre legacies will no longer be tolerated in this city . . . The continued on Page Four

R/UDAT Update: Giving Downtown that "Lived-In" Look

by Don Miles

April 30-May 3 the Seattle Chapter of the American Institute of Architects (AIA) will sponsor with community groups an AIA Regional Urban Design Assistance Team (RUDAT), entitled LIVING DOWNTOWN, focusing on downtown residential land use and development. The out-of-town team members donate their time and pledge not to accept commissions which may result from their recommendations. Consequently, they can be unbiased and objective in their assessment of Seattle's needs. Expenses for the team visit (approximately \$20,000) including travel, accommodations and production are funded by local contributions. Co-chairpersons for the Seattle RUDAT are Don Miles, Jerry Ernst and Rolf Preuss. A local steering committee of Chapter members and community, governmental, and business representatives has been formed.

The Seattle AIA Chapter applied to the National AIA RUDAT Taskforce in January. In March, Taskforce member, Ben Cunningham of Minneapolis visited Seattle to evaluate our proposal. During a two-day visit, Cunningham met with community, business, design and governmental

Cunningham and his Taskforce have

approved the Seattle RUDAT application and are now selecting the team and team leader. The team leader will make a reconnaissance visit to Seattle in mid-April.

The following focus has been suggested as a result of his visit:

- 1-Housing Definition. Communicate the variety of potential housing types, price ranges and use-relationships in both narrative and graphic form. Produce visual images of appropriate housing including rehab and infill.
- 2-Role Definition. Define the appropriate roles of the public and private sectors in creating new housing stock and managing potential social and economic impacts.
- 3-Process and Regulation. Describe a development process that provides for neighborhood participation while offering an acceptable level of predictability for the developer and the city. Examine related design controls and other regulations.
- 4-Implementation Tools. Examine the financial and development tools available to the private and public

continued on Page Four

Anti-Aircraft Requirements for Highrises: **Dateline April First**

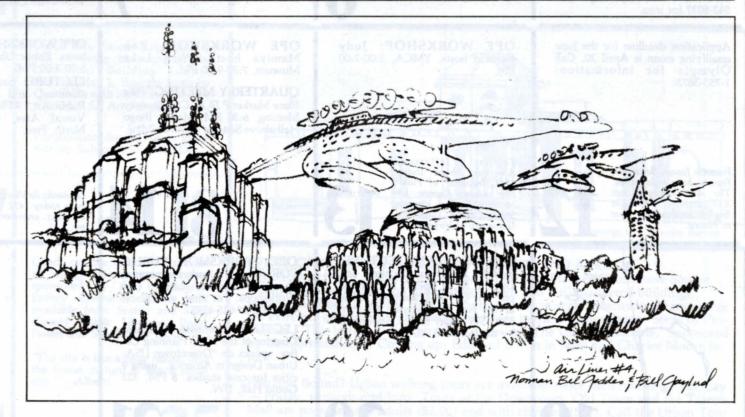
In the wake of a highly-publicized incident last month, in which an Argentinian Airlines jet narrowly missed New York's World Trade Center, the Seattle Department of Constriction of Land Use is preparing strict new rules governing aircraftimpact resistance in highrise struc-trues. William Just-One, director of the Department, confirmed that the action is forthcoming.

Cause for the concern, he said, was the frequency of low-level approaches to Sea-Tac and Boeing Field passing over downtown Seattle and the "temptation some pilots must feel to smack into a few of these buildings." Just-One added that, "At times I'd like to smash some of them myself. Luckily I'm not a pilot.'

Provisions of the new code, which could go into effect as early as this summer, include:

-A substantial increase in lateral bracing requirements for buildings over 300 feet in height, coupled with additional strength in curtain walls. These requirements would ensure that impacting aircraft would not do major structural damage to the building or interrupt normal office procedures.

-Nozzle outlets covering the building exterior which would coat the building with a layer of foam immediately following a collision. Officials have suggested the use of a soapy foam (something like shaving cream) so that the



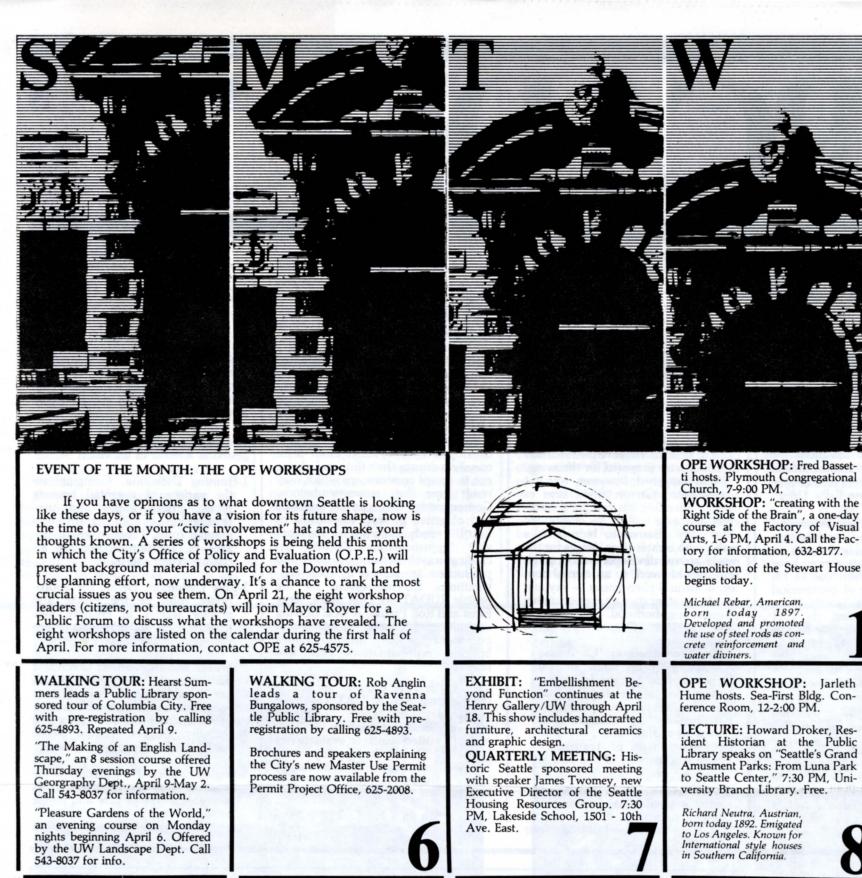
windows could be cleaned at the same time.

-An FAA-trained flight controller in each building, equipped with radar and the necessary radiocommunication equipment. Developers are apparently adamantly opposed to this portion of the code. Martin Ceiling, whose 75-story Columnar Center will be the city's tallest building yet, is reported to be negotiating a compromise solution. "This is just not economically feasible," he commented. "We'll give them the flight controller, but we think it's enough to give him a pair of binoculars and let him resort to shouts and arm-waving." Flashlights would be provided for night-time use, he said.

-The Department is also considering an injunction against blue glass buildings, although, as an official pointed out, "It's not the blue glass by itself, but the glass in combination with the grid of the window frames. That surface grid denies the third dimension and lessens the impact of the building. It makes it practically disappear; pilots wouldn't be able to see it."

Another official said that the Department has not yet examined all possible solutions to the problem, but that most other solutions offered thus far presented insurmountable difficulties. One person suggested not building the skyscrapers so high, he said, but this was quickly dismissed as unrealistic. "What we really need," said a local architect, "is a force field that would make planes bounce away if they get too close." He said that this solution was probably too "high-tech," and that a less costly method might be "some kind of automatic system" that would detect when a plane was on a collision course for a building and then shoot it down.

Alan Razak punctuates the ordeal of finishing his M.Arch. thesis by producing occasional inflamatory outbursts on the current state of architecture. (o.i.o.s. on the c.s.A.).



OPE WORKSHOP: Jarleth Hume hosts. Sea-First Bldg. Conference Room, 12-2:00 PM.

LECTURE: Howard Droker, Resident Historian at the Public Library speaks on "Seattle's Grand Amusment Parks: From Luna Park to Seattle Center," 7:30 PM, Uni-versity Branch Library. Free.

Richard Neutra, Austrian, born today 1892. Emigated to Los Angeles. Known for International style houses in Southern California.

OPE WORKSHOP: Ann Hirschi

hosts. Public Library Auditorium, 5:00-7:00 PM. LECTURE: Sandra Percival on

"Control and Controversy in Public Art," 9 PM at the Factory of Visual Arts, 4649 Sunnyside North. Free.

Leonardo da Vinci, Italian, born today 1452. Painter, architect, engineer, inven-

Jules Hardouin Mansart, French, born today 1646. Official architect for XIV's

OPE WORKSHOP: I

patrick and the Planning

sion host. Seattle Cen

ference Room B, 3r 7:30-9:30 PM.

SAH PROGRAMS

posiums on "Architectu Pacific Northwest - The

Myth or Reality," "Renais banism," "West Coast I Architecture"

OPE WORKSHOP:

Kent and the Planning sion host. Pike Place

Senior Center, 2:30-4:40

LECTURE AND E

Mark Boyle at SAM

Park Auditorium, 5:30

lecture introduces an exl

site pieces by the Englis

between traditional pai

LECTURE: Charles Q.

Bay Area Planner and Ed

"Embarking on a Regional Economic Development. 322 Gould Hall, UW.

Comments are due toda

EIS for the 76-story Colur ter Office Building.

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whose work

site/earthworks."

"Canadian Archit

Application deadline for the June qualifying exam is April 20. Call Olympia for information: 1-753-3873.

Francois Joseph Berlanger French, born today 1744. The most elegant Louis

XVI architect. Brought English landscaping ideas to France.

OUT-OF-TOWN LECTURE: Rodolfo Machado, Architect and Dean at RISD, speaks in Portland on "The City in Transition." 8 PM at the First Presbyterian Church, 1200 SW Alder Street. Sponsored by the Portland AIA.

SEMINAR: "Promotion and

Public Relations," a seminar lead

by Ronald Stickney and sponsored

by the Architectural Secretaries

Association. 7:00-9:00 PM. Call

Mary Vruwink for registration in-

OPE WORKSHOP: Judy

Runstad hosts. YMCA, 5:00-7:00

Jefferson,

American, born today 1743. Importer of Palla-dian ideas. Known for

Monticello, the Virginia

State Capitol, and the University of Virginia.

Thomas

OPE WORKSHOP PUBLIC FORUM: Civic leaders summarize the Downtown Land Use Workshops. For time and place, call OPE at 625-4575.

OPE WORKSHOP: Ron

QUARTERLY MEETING: Pike

Place Market P.D.A. Constituency Meeting, 6:30 PM, Market Bingo

Hall above Soames Dunn Building.

Luke

Mamiya hosts. Wing Museum, 7:30-9:30 PM.

LECTURE: Kenneth Halpern, Director of the NYC Planning Office, speaks on "Downtown USA: Urban Design in America," using 9 cities for case studies. 8 PM, 322 Gould Hall, UW.

According to Newsweek's March 16th issue, million dollars the Administration proposed cutting from the arts endowment is in fact less than the Defense Department will spend this year on military bands!! Write your congressmen to show your con-

LECTURE: "Speculation on the Development of Urban Form in Brazil" by ASLA member John Charles Coe. 8 PM, 322 Gould Hall, UW.

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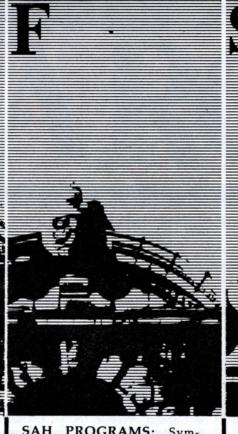
Frederick Law Olmsted, American landscape architect, born today 1822. Central Park in New York City, and many other large urban parks

Norman Bel Geddes, American stage designer, born today 1893. Also designed gas stations, airplanes, and the General Motors Pavilion for the New York World's Fair in

formation, 454-5723.

court. Versailles.

EXHIBIT: 'What Plan People," demonstrations hibits by the NW Orname ticulture Society, Mu History and Industry, to 10:30 AM.



SAH PROGRAMS: Symposiums and lectures on "Housing Design and Public Policy," "Ar-chitecture of the Intermountain "Designs for the Dead: eries, Tombs and Cemeteries, Tombs and Mausoleums," and other topics.

Henri van de Velde, Belgian, born today 1863. Art nouveau work in Germany; School of Arts and Crafts in Weiman

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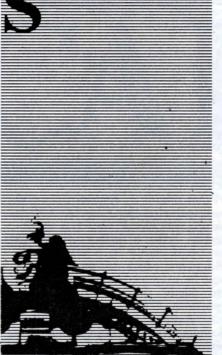
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THE SAH SYMPOSIUM on "Recent Trends in Architecture" includes lectures by Reyner Banham on "The Persistence of Func-tionalism," Marc Treib on "Signifi-cant Fragments: Meaning in Post-Modernism.

THE UBC COURSE FOR ARCHITECTS, taught by William Justen, offered by the UW Continuing Education Office. It runs 10 Wednesday evenings, beginning April 8. Call 543-9511 for information. for information.



OPE WORKSHOP: Tom Walsh hosts. YMCA, 12-2:00 PM.

EXHIBIT: "Time Pieces" at the Northwest Gallery of Fine Woodworking," 115 S. Jackson. April 3-May 2.

EXHIBIT: David King: Drawings from his European Travels. Through April 11, Coach House, 3617 E. Harrison St., 1:00-4:00, Mon-Fri.

EXHIBITS: Photographs not to be missed: Adrienne Salinger's at Glover Hayes through April 18; Robert Weyrick's at Equivalents Gallery through April 12; Gregory Minaker's at Procopio on the Pike Hillclimb.

The Pilchuck School offers four Summer sessions of instruction, including a class on Architectural Glass. Classes start June 22. For information call 621-8422. Preferential registration to those who apply before April 15.

ARCADE

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EVENT OF THE WEEK, April 1-4

The Society of Architectural Historians and the Society for the Study of Architecture in Canada are co-sponsoring a Joint Annual Meeting at the Empress Hotel in Victoria, April 1-6. Their programs, some of which are mentioned on the calendar left, are both diverse and impressive. Registration for SAH members for the entire meeting is \$20.00, \$30.00 for non-members and \$5.00 for single sessions. For attendance to only one morning or afternoon session, register at 9-10:30 AM at the Empress Lobby the day of the symposium.

The slide presentations listed on the calendar are only a few of those available. If we are lucky, speakers at this conference will be enticed by local architectural groups to speak also in Seattle. If that's the case, it may be too late for our press date, so keep

On April 9, three professors from the UW, Norman Johnston, Grant Hildebrand and David Streatfield, will present their papers given at Victoria, and report on the conference. 322 Gould Hall at UW, 8 p.m.

THE RAVENNA BUNGALOWS WALKING TOUR

The Ravenna Bungalows walking tour will cover examples from the first two decades of the twentieth century when this new and innovative type of housing flourished in Seattle. The tours will explore earlier Craftsman houses in the area and how this style influenced the detail and use of materials in the later Seattle bungalow. Tickets are available at no cost from the Seattle Public Library at the main downtown branch.

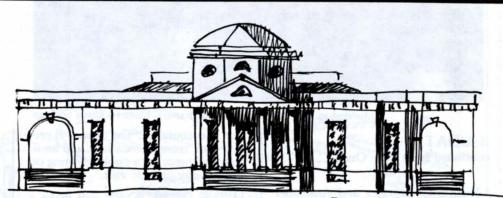
According to the Governor's request level budget for the Washington State Arts Com-mission, each Washington Citizen will spend 14 cents a year for support of the arts, ranking Washington 42nd in the nation in per capita support of the arts. Write your legislators to show your con-

Heroic City Planner Ralph Doid is still exhibiting his wares at the Municipal Building Lobby, through May 1. Brought to us by Carl Chew with assistance from the City's 1% for Art Program.

Participation depends upon information: Subscribe to ARCADE.

Check out the extensive calendar of Energy Information Lectures, sponsored by the Washington Energy Extension Service and available from Seattle and King County Public Libraries, Puget Power and Seattle City Light.

The city is like a large house, and the house in turn is like a small city." -Alberti.



WHAT'S HAPPENED TO WESTLAKE? King County Superior Court Judge Frank Howard recently ruled that a city loan of public credit to private enterprise would be illegal if Seattle were to go ahead with this downtown development proposal. City officials say they plan to appeal this ruling, as well as an earlier one. The former judgment denied the City's right to condemn private proterty. It ruled that the design concept of a "public focus" was too vague to act as a rationale for condemnation.

EVENT OF THE WEEK: MACHADO IN PORTLAND APRIL 20

Rodolfo Machado, a finalist in last year's Portland Pioneer Courthouse Square Competition, will speak on urban magic, civil and well-mannered buildings, ideology and public spaces, and the myth of human scale. Machado is famous for the extremes of imagery in his design work, as in the award-winning "Steps of Providence." This lecture is the third in a series on "The City Pleasurable," sponsored by the Portland AIA. Coming up: Edmund Bacon in May and Charles Moore in June.

Portland Bound? Urban walking tours are available twice each morning, Tuesday - Friday, through mid-June. Tours of the Downtown, Old Town and the Transit Mall are popular with adults (\$2.00) and with children (50¢). Call the Urban Tour Group for advance reservations, (503) 232-7241.

State U. at Pullman, "Celebrate the Sun — Passive Solar and Daylighting Design," sponsored by W.S.U. Department of Architecture's annual "Interact" Program.

SYMPOSIUM: Washington

Russell Pope,

American, born today 1874. A graduate of L'Ecole des Beaux Arts and

a die-hard classicist.

Speakers include David Scott, Marietta Millet, Rod Knipper, Ralph Knowles, John Allen and Gary Larson. Cost: Students \$10, Others \$25. Rooms for out-oftowners may be arranged in dorms. For info contact Gary Roberts, Chairman, (509) Roberts, Chairman 747-5498. May 8, 9, 10.

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Gerald Gerron continued from Page One

crisis is in not seeing the city as a whole . . . Pieces are too small to deal with the deep underlying issues . . . The big plan is the realistic plan."

On Highrises: "Singlemindedness gives highrises their drama . Dramatization is as justified a goal as solving the predicament (of human scale) . . The unavoidable clash of scales must be accepted in the public realm."

On His Designs: "The base is dedicated to the pedestrian. (It's) a rich ground-level contribution to the city . . . an explosion of space on 2nd Avenue . . . The buildings will complement adjacent buildings when practical . . (The blue glass) reflects the sky . . . The surface grid denies the third dimension and lessens the (visual) impact of the building.

Gerron is an interesting figure, but he is quoted here at some length not because his views are unusual. Rather, he articulates some very commonly held and persistent attitudes toward the city and its architecture. Audience reaction to these views was as ex-

pected. Gerron was questioned about his seeming antagonism to history. His response: "We don't live in a Cotswold village." He was challenged by those who favor a lively physical record of cultural continuity, a hierarchy of meaningful buildings and spaces, and preservation of the traditional streetscape. These notions he dismissed as idealistic, academic and unachievable in the economic reality of downtown. Gradually the evening dissipated into a clash of two separate realities. Each viewed by The Other, they became "The Ivory Tower Idealist" vs. "The Shlock Designer of Flash and Dash.'

People who had anticipated that there might be a real dialogue left the lecture frustrated. "Diversity" and 'richness" were concepts tossed about by both sides, but to one these meant economic and social diversity, to the other a diversity of skyline and built containers. One vision is based upon a total sum of experiences of being in the city; the other a separate perception, a glance of admiration of the city-asbeautiful-object. Thus there was none of the exchange of ideas that one would expect from an encounter about civic architecture or from a lecture on the CBD. The evening was arid and polarizing and I suspect that this is due in part to Gerron's personal misunderstanding of what city life, as civic life, is all about. In an earlier interview, he claimed that "anything a building looks like comes out of my head." Hearing him speak, and seeing his work, I believe that for Gerron this

Contextual designers believe something quite different. They trust specific physical surroundings to provide them with clues in creating new forms, forms that can accommodate the human mix that makes up an urban environment. They know that economic and social diversity are signs of a long-term healthy place. This assumption underlies their notions of inclusiveness and diversity.

What urbanists, contextualists and preservationists don't know, if their evening with Gerald Gerron is any indication, is that to further their vision, they must clarify it. If an inclusive ethic is one which can be realized, it must be examined against the forces and ideas that Gerald Gerron represents. Clear definitions are in order and clear answers must be forthcoming. We should be thankful to Gerron that he clarified a position, ironically, by his blind opposition to it. But other questions remain: Is contextualism simply a formal view of architecture — a mimicry of surrounding scale? If there is a social or economic component, how can this too be achieved in a private sector economy? Can there be an "appropriate hierarchy" of spaces and buildings that users and clients will recognize and accept? Are there examples of these kinds of places in Seattle, or must we rely on historic or

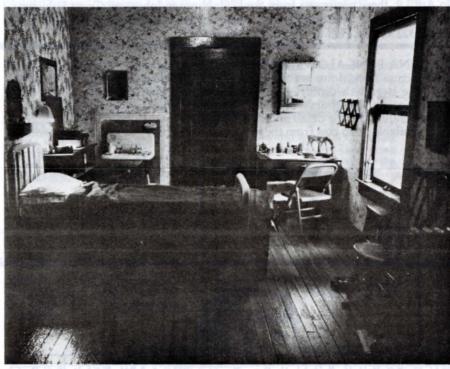
foreign prototypes? And if so, are these examples appropriate to the here and now? How can these ideals, of context and diversity, be translated effectively into zoning tools?

These questions are the subject of more and more public and professional discussion with the rapid development of Seattle (see Peter Staten's "Downtown Seattle: Getting Uglier and Working Worse," The Weekly, 3/10/81). The questions will arise again this month during the OPE Workshops on Downtown Planning. Those of us who believe in a give-andtake sort of city and who envision contextual architecture as a container for diversity, had better examine the ideas of Gerald Gerron. We will meet them again.

For more thoughts on contextualism,

see the following: Colin Rowe and Fred Koetter, Collage City, Stuart Cohen, "Including it All" in Oppositions 2, Fred Koetter's "Notes on the In-Between," in the re-cent Harvard Architectural Review, Graham Shane on the subject, AD, 11/76. Look also to the slotted entry on Second Avenue to the Exchange and Norton Buildings, First Avenue between Pike Street and Virginia Street, at the square at Pioneer Square, at the Pike and Virginia Building, at Westlake.

Susan Boyle is a graduate of the University of Washington's Masters Program and is presently working at Olson Walker Architects.



Model of an SRO dwelling by Heather Ramsey. Photo by Randy Erickson

R/UDAT continued from Page One

5-Residential Services and Amenities Framework. Examine the kinds of service and amenities required to stimulate and nourish downtown living. Many are in place in Seattle but others are needed, and the texture and character needs study and illustration.

6-Explore the "Urban Village" and reinforce mixed-use concepts.

The RUDAT team will consist of the following specialists: an Urban Designer, a Housing Architect, a Citizen Advocate, a Government Official, a Process/Regulation person, (such as a land use lawyer), and a Developer or Finance Expert. The ground floor of the Fairmont Hotel in the Pike Market has been selected (tentatively) as RUDAT headquarters.

A hallmark of the RUDAT program, since its origin 14 years ago, has been a "hands on" approach to community participation. Approximately 70 groups have been contacted in Seattle to respond to a questionnaire and form an advisory committee. Representatives from these groups will present their ideas to the team during their four-day visit. All the sessions are open to the public and participation is encouraged. The team will present their recommendations and an illustrated report at a public meeting on the last day of their visit.

LIVING DOWNTOWN will make a contribution to the formulation of policies by the City's Office of Policy and Evaluation under their current Comprehensive Plan Revision. RUDAT programs nationally have a track record of accomplishments. Nearly 70 RUDATs have been sponsored in cities like Denver, St. Louis, Kansas City and Honolulu. Four RUDATs have been hosted in Washington: Redmond (1969), Van-couver (1975), Tacoma (1977) and Olympia (1979). Olympia's program, focusing on downtown development opportunities, is probably the most successful. This program has led to an ongoing Olympia RUDAT organiza-tion which is concerned with implementing the RUDAT recommendations that have been adopted by the Olympia City Commission.

RUDATs are successful when community and political leaders get together and are ready to do something. Your participation in LIV-ING DOWNTOWN will make a difference. Seattle can look more lived in.

Don Miles is a practicing architect and urban designer with offices in Pioneer Square. He is Vice President of Project for Public Spaces, a national environmental research organization.



Pike and Virginia Condominium. Photo by Dick Busher. ©

THE A.R.C.A.D.E. ACRONYM CONTEST

or April Really Can Assist Dreary

The Acronym Contest made a big hit with some readers. We received a fairly wide range of clever responses, proving that architects have a sense of humor. We also got several WITHOUT a subscription check, prochitects have lot of confidence! Why pay for a subscription when you can win one?

There were some pithy questions: Ain't Real Cool Architecture Damn Easy?

Are Rational Caring Architects Dying Everywhere?

Are Rude Competitive Architects Dreadful Elitists?

Some design observations:

Architects Routinely Converse About Design Environments. Architectural Realism Can Affect Design Environment.

All Round Corners Are Dubious Edges.

A flattering description of the newest architectural publication in town:

'The Seattle design community looks to ARCADE for Astute Repor-Calendars, and Discerning (Delightful? Delicious?) Esoterica.

But, after a month of editing this paper, with no money and no sleep, we chose the winning entry, by Arthur Perkins:

Any Reason Crazy Architects Die

International News

Professor Hermann G. Pundt, of the UW Departments of Architecture and Art History, has just returned from Berlin. This visit was in honor of the 200th birthday of the German neoclassical architect Karl Friedrich Schinkel. Professor Pundt, along with three former students from Chicago, went to Berlin to present the Mayor

with a gold-embossed first copy of the new facsimile edition of Schinkel's work, originally published in 1866. The new edition has a preface by Philip Johnson and essays by Professor Pundt, who also wrote Schinkel's Berlin. The new volume is published by Exedra Books and is limited to 1000 copies.