

COLUMNS

Vol., 2 No. 9

American Institute of Architects, Pittsburgh Chapter

October 1988

BREAKING GROUND FIVE STORIES UP

How do you break ground for a 1.6 million square foot complex five stories in the air? That's what 35 architects from Burt Hill Kosar Rittelmann have been asking themselves for the past two years as they design five major building projects atop Presbyterian-University Hospital. This \$250 million construction and renovation program, the largest ever attempted in the county, is sponsored by the Partnership for Medical Renaissance. The Partnership, founded in 1986, joins the University of Pittsburgh, through its Medical and Health Care Division (MHCD), with Presbyterian-University and Eye & Ear Hospitals. Ron Forsythe, Vice President of the MHCD is the owner's project executive. According to Forsythe, The Partnership for Medical Renaissance Master Facility Plan "will not only alter the skyline of the city's Oakland section but it will change the face of medicine in Pittsburgh."

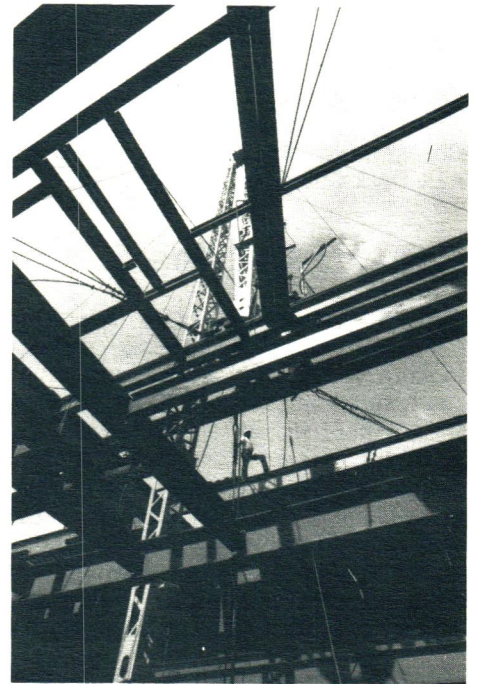
BHKR Principal-in-charge, Dick Rittelmann, FAIA, comments on the sheer size and complexity of the project. "The planning process has just been phenomenal. None of these buildings are really independent projects; rather, they are linked. Flow charts for design and construction were so involved that we hung them on all four planning room walls, a space 7 feet high and 120 feet around."

The Biomedical Science Tower

Basic and clinical research laboratories will be housed in a new eight-level facility begun in 1988 with occupancy starting in 1990. This is an air-rights building, constructed over an existing eight-level parking garage on Lothrop and Terrace Streets. Although foundations for the garage were designed to accept ten additional stories, the column grid is set in regular bays of 60 by 18 feet, while the bay spacing above goes to 36 foot centers. To accommodate the new building, a large truss was designed to transfer the load of the grid for the research building onto the grid for the garage. Each of the four huge transfer trusses is 22 feet high and weighs approximately 115 tons.

The floor plan was laid out to maximize the amount of laboratory space. The building is designed with identical halves on the east and west sides with a ring of labs around a central core. Conference and office space was also required, so the new structure is cantilevered outside the footprint of the garage. That in turn increased structural requirements on the existing columns, so some were actually stripped of concrete and reinforced.

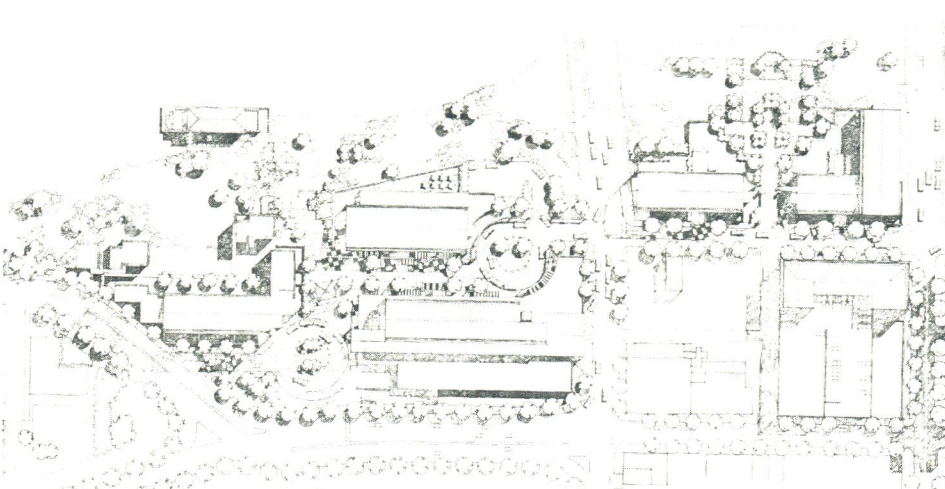
The building was conceived as a "fast-track" project. Architects started design work in 1986 and by November of 1987 a



Steel goes up on the Biomedical Science Tower, the first of five major projects at the Presbyterian-University Hospital complex in Oakland.

package of 6500 tons of steel was on the street. One way this fast-tracking was accomplished was by developing generic labs, postponing the time-consuming programming process now underway. The labora-

(Continued on page 8)



"This site is probably one of the best urban waterfront housing sites left in the country. By creating exciting and imaginative destinations, we believe we can attract residents, shoppers and visitors to the North Shore community." Jim Brown, AIA.

Asian Trade Center Wins North Shore Design Competition

"We believe that housing on the North Shore is not going to work unless we create a 24-hour destination," says Jim Brown, AIA, James D. Brown Associates. Brown's firm has been selected as the master architects for the North Shore Place Project in a lengthy competition sponsored by the Urban Redevelopment Authority. Brown has been working with businessmen from Pittsburgh and Hong Kong for nearly three years to plan the Asian Trade Center, a mixed-use development for the riverfront land east of Allegheny Landing and North Shore Center. Key to the success of the project was the active

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BREAKING GROUND

Kudos

Actually it's *double kudos* for **Hugh Hachmeister AIA**, Principal Architect for the Allegheny County Department of Aviation, who was honored twice this month by separate organizations. The **American Association of Airport Executives** awarded Hachmeister one of its five annual prizes for Terminal Signage Change/Revision. Hachmeister is also a winner of the **AIA Photo Contest** sponsored by the St. Louis Chapter. His photo *Canals*, taken in Prague, Czechoslovakia, will be featured in the 1990 AIA Desk Calendar. Watch for it!

Call for Entries

Better Homes & Gardens is looking for better homes! Specifically, they are looking for quality starter, mid-range and luxury homes from 1200 to 4000 sq. ft. to publish in a new quarterly publication *Home Plan Ideas*. Selected designs will be developed into a marketable kit sold through the magazine. The architect will receive a 30% commission on each plan sold after development costs have been recovered. Editor Jeff Abugel asks that architects forward a

floor plan, slides or snapshots of their entries directly to him at Better Homes and Gardens, Locust at 17th Streets, Des Moines, Iowa 50336. He promises a quick reply.

A \$1000 dollar honorarium will be awarded to proposals that best exemplify collaboration between visual artists, engineers, architects and landscape architects in the design of public works projects. Sponsoring the competition is the national conference, **Art, Architecture and Engineering: A Blueprint for Change** to be held April 13-14 in Minneapolis. The conference will bring together nationally and internationally recognized planners, architects, artists and engineers to develop strategies for collaboration in the design of public places. Entered projects should be team designed and should visually express the concerns of at least two professions. Both built and unbuilt submissions are acceptable. Send 8-20 labeled slides along with a brief narrative statement describing the project to: Department of Studio Arts, 216 21st Avenue South, University of Minnesota, Minneapolis, MN 55455. Deadline is December 15.

Here and There

Williams Trebilcock Whitehead has been selected by the project developer, Ruef & Associates, Inc., to design the new district office for Siemens Medical Systems, Inc. The building, located on Gamma Drive in the RIDC Park in O'Hara Township, will have a brick and acrylic cement plaster exterior, a flat bal-lusted member roof with a large skylight at the entry lobby and high bay clerestory windows in the warehouse area.

WTW has also been selected to design 300 Oxford Drive, a \$7 million complex in Monroeville. John R. Hess Inc. is the general contractor.

Glen-Gery Brick is offering six technical seminars at its Brickwork Design Center in Philadelphia. The company will also schedule seminars for groups of 20 or more in your office by advance reservation. For more information, call 215-732-6600.

Pittsburgh Corning Corporation has published a four-page technical report, *Glass Block Fire Rating Facts: Window Assemblies Wall Assemblies*. The report documents testing procedures, makes comparisons of window vs. wall fire rat-

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UPDATE

Women In Architecture

ings and clarifies the current confusion over glass block fire ratings. In addition, the Pittsburgh Corning literature provides pertinent code information. For a copy, write: Pittsburgh Corning Corporation, Technical Systems, 800 Presque Isle Drive, Pittsburgh, PA 15239, or call 800-992-5769.

A new consulting firm, **Specialized Helath Care Consultants, Inc.** provides hospital and medical facility planning services to architects and designers. Owner Peter M. Vercilla, Registered Respiratory Therapist, brings his clinical user experience to health care facility design. For more information, call 412-444-6915.

Members' Corner

by John Nolan, Associate

When did you decide to become an architect? Many of us reached the decision at a young age; others are still trying to make up their minds.

Making a career decision is not easy. It can be very scary, especially for a high school student preparing for college. The Pittsburgh Chapter, AIA sponsors an award winning **Career Exploring Post** for high school students interested in architecture. The students meet twice a month to explore various aspects of architecture and to get a feel for what it is like to be an architect. The program includes presentations, tours, design problems, sketching and hands-on-work. This exposure has helped many of these young people choose architecture as their profession. It has also given them a greater sensitivity to the built environment.

Several students from the program have worked in local offices during the summer. At the end of this school year, a number of students from the Post's first program will graduate from architectural school.

This year's activities begin in October. **Volunteers are needed to present an architectural topic of their choice at one of the meetings.** The one night commitment involves minimal time yet offers great rewards. These eager students are our future colleagues. They benefit from your interaction with this worthwhile program. If you would like to become involved or wish to know more about the Career Exploring Post, contact John Nolan, Associate, Westinghouse Electric Construction Department: 642-3640.

The results are in! **Karen Madigan, AIA**, Pittsburgh Chapter Liaison to the AIA Women in Architecture Committee, thanks all who filled out the *Women in Architecture Survey* for their valuable input. The survey (below) grew out of an informal reception Karen hosted last spring for more than 60 women architects and students in the Pittsburgh area.

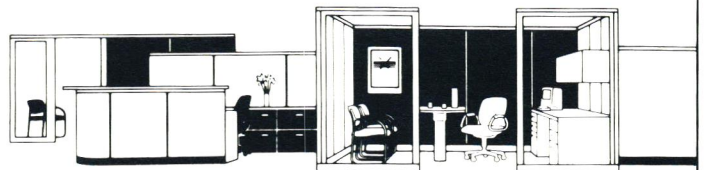
Possible Activities:	Poor Idea	Interesting Idea	Very Exciting Idea
•Form WIA Committee in Pittsburgh	8%	38%	54%
•Serve on chapter committees	4%	58%	38%
•Sponsor events	12%	40%	48%
•Organize regular meetings	4%	36%	60%
•Form a speakers bureau	16%	60%	24%
•Develop relationships with other professional women's organizations	10%	24%	66%
•Write a column in COLUMNS	7%	44%	39%

Since the majority of those surveyed expressed an interest in forming a task force or committee, there will be an **Organizational Meeting on Tuesday, October 4, 1988 at 5:30 PM at the office of Poli & Madigan, One Market Street (Corner of Fort Pitt Boulevard) third floor:** The purpose of the meeting is to set goals, establish a time frame, select a chairperson, define a framework or structure (i.e. committee versus task force, etc.) and to establish a budget. If you would like to attend, please call Karen Madigan at 471-8008.



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REVIEW

The AIA Marketing Architectural Services Survey

by Janet McCarthy, Vice President, Marketing, IKM, Inc.

Ninety percent of the nation's architecture firms consider a marketing program essential to new business development, yet fewer than half have a marketing plan in place or expect to prepare one in the future.

This finding is one of many revealed in the first nationwide survey of architectural marketing practice recently published by the AIA Press. The AIA Marketing Architectural Services Survey was conducted by the AIA's Office of Research and Planning in collaboration with Georgia State University's College of Business Administration. Sent to 4,000 of the nation's 15,500 AIA member-owned-firms, the survey questioned principals/partners about their marketing efforts and attitudes. The final report represents a 16% response rate from 639 architects.

Below, IKM Vice President of Marketing Janet McCarthy shares with us her review of the AIA report. Janet has been involved in the architectural profession for more than twelve years, and has been a member of the Society for Marketing Professional Services for the past seven years. She is one of the founding members of Pittsburgh Design Marketing Professionals.

"Where are we now?" This question is the genesis of any marketing plan or marketing strategy. It is the first question that must be asked before an effective planning process can begin.

Yet this question, "Where are we now?"

is also the essence of a benchmark survey recently conducted by the AIA. The intent of this major undertaking was to understand how architects market their professional services. With this knowledge, others in the profession could assess where they stand in comparison to firms of similar size, firms in nearby geographic regions, and the industry overall. Survey results were seen not only as a means to comparatively evaluate one's position, but as a tool to propel one's marketing efforts. A noble idea. A comprehensive survey. Reliable and valuable data.

The report is not a dry assemblage of facts and figures. Not only is it organized to provide a balanced view of how marketing is conducted now, it also includes comments from four marketing gurus: Weld Coxe, Stuart Rose, Gerry Jones and Joan Capelin. Their remarks are insightful and reflect years of hands-on involvement with marketing architectural services.

The Introduction is much more than the title implies---it covers the history of architectural marketing, marketing strategy, marketing planning, and those all-important and often-confused definitions: Marketing vs. Selling vs. Public Relations vs. Advertising.

The three chapters which follow---

Marketing Activities in Architectural Firms, The Economics of Marketing, The Role of Professional Marketers---are the crux of the study. Twenty-seven statistical charts illustrate the survey response.

Patience is important here to allow a careful review of the data. The temptation is to focus only on the column identifying your firm's size, to seek out your geographic region or to focus on the line item that strikes a controversial chord. Is our firm on target/in line? Are we over/under the statistical norm? Are we ahead of the pack, with it, or falling behind? One can only gain a complete picture however, with a thorough, comprehensive review. A few interesting examples:

- Of 11 factors leading to new client development, "Referral by current and former clients" was rated extremely important by 77% of respondents, well ahead of "Social contacts and friends" (23%) and "Fee structure" (8%). **Comment:** The conclusion here appears to be: DO GOOD WORK.

- Of firms with more than 10 employees, only 31% had a formal public relations program, yet over 50% of them distributed brochures or newsletters, published articles for exposure, and distributed reprints.

(Continued on page 16)

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