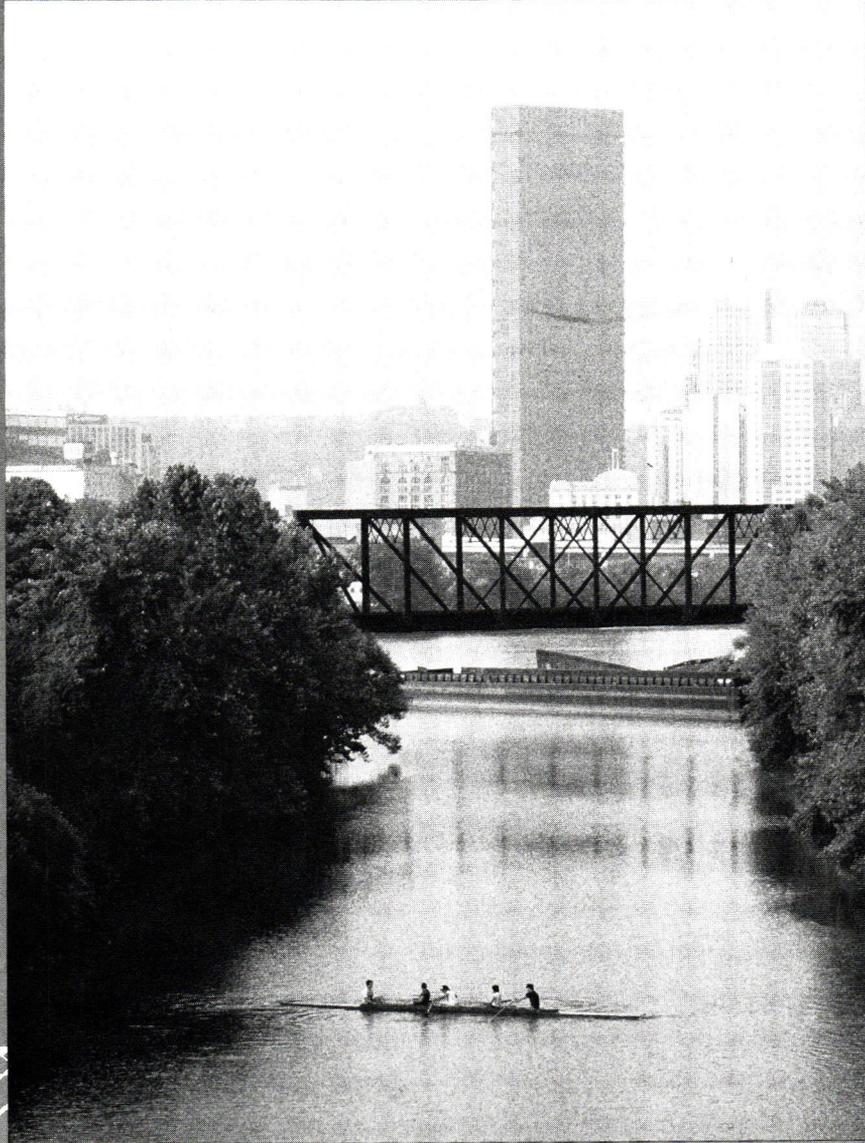
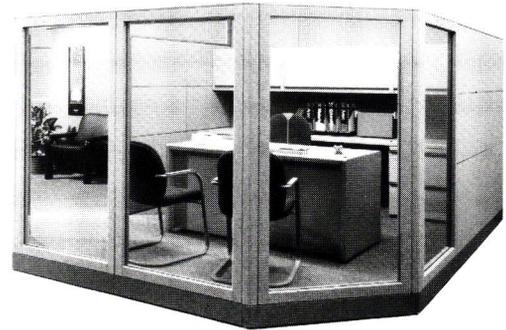


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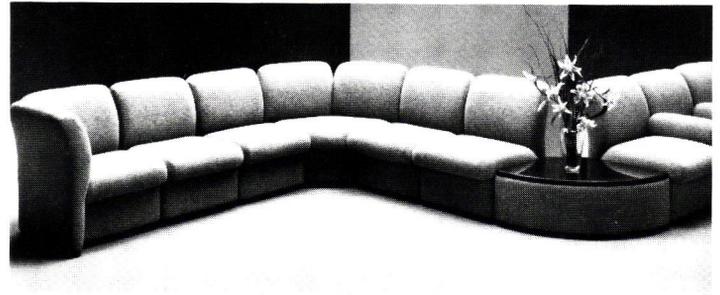




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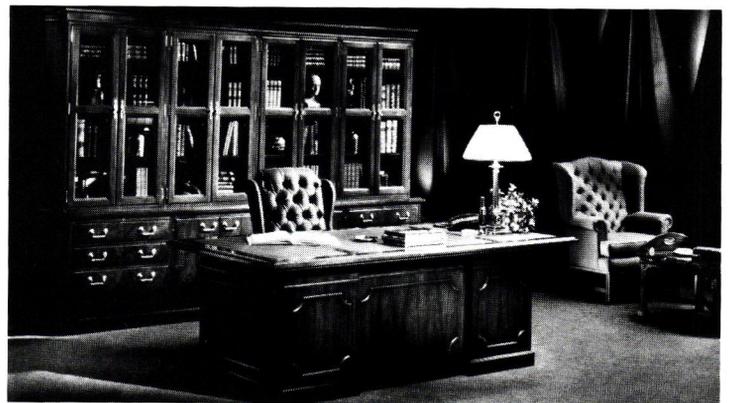
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View Point

Notes from the Editor of COLUMNS

Welcome to winter and the last issue of COLUMNS for 1990. Inside, you'll notice a new look to our pages. We've opened up the magazine visually and editorially, in response to your comments. As always, we welcome your suggestions for further improvement.

This issue focuses on Riverfront Development from the architect's perspective. You'll find many views on this topic, from a provocative call to action by David Lewis, FAIA, to details of the latest riverside projects by member firms. In the coming year we will continue to publish theme issues. We invite submissions from all Chapter members and member firms, especially those we don't hear from that often (small firms, take notice!). Projects and buildings are the most popular contributions, but opinion pieces, technical articles and book reviews are welcome, too. If you think pictures are worth more than words, why not submit photographs, drawings, even cartoons! In 1991, we will feature the following theme issues: **January — Art and Architecture:** Local artists working with architects; art designed for specific architectural spaces; plus the new AIA National logo. **March — Retail/Commercial Architecture:** All types of facilities, from storefronts to supermarkets. **May — Preservation:** Our annual look at historic preservation and adaptive reuse. **July/August — Women in Architecture:** Designs by Pittsburgh's growing community of women architects. **September — Schools & Universities:** Designs for educational achievement, from athletic facilities to classrooms and lecture halls. **November/December — Commercial Interiors:** Inside the offices of the business community.

To include your firm in any of these issues, send your project descriptions with photographs/drawings (good quality, preferably black and white) to: COLUMNS, 1225 Farragut St., Pittsburgh, PA 15206. Or call us at 412/661-3734. Sorry, we cannot return artwork without a self-addressed stamped envelope.

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On the Cover

Row, row, row your boat gently down the river... Members of Pitt's crew team slice through the placid waters of the Allegheny, past lush riverbanks heavy with foliage. On their left is Herr's Island, the site of several major riverfront renovations taking place in the city. See "On the Waterfront," page 6 for more.

Photo by Jane Freund.

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Opinion

David Lewis, FAIA

P

ittsburgh is a water city. We love to talk about our great rivers. No city in America has more bridges! No inland waterways have more registered pleasure craft! We even call our stadium Three Rivers!

Anyone would think we loved our rivers. Yet I can think of few cities which treat their waterfronts with less respect than we do.

Wind your scarf around your neck, button up your overcoat, and choose a fair fall evening to take a ride on the upper deck of the Gateway Clipper. The corporate towers will sparkle with a myriad golden and silver stars in the gathering dusk, casting reflections on the rivers as romantic as Venice as you glide under the lacework of our bridges.

But lower your sights. Look at the river banks. Discover an essay in neglect and unexploited opportunity unmatched even by such scorned urban rivers as Cleveland's Cuyahoga and the Chicago River. Cast a cold eye on banks severed from the city not just by highways and railroad lines, but weeds and rotting garbage.

Architects! In the nearly 30 years I have lived in this city I have heard from you no wail of despair, no coming together to turn things around.

I'm sure everyone is tired of hearing about Baltimore. I am too. But look what Portland has done. And if Oregon's too far off, and the Battery in New York City is too grand, how about closer to home? Go and look, just north of us, and see what Cleveland has done over the past ten years with the Flats. Talk with Hunter Morrison and Bob Bann at City Hall and hear what those folks are planning to do next, now that the Cuyahoga doesn't catch fire anymore.

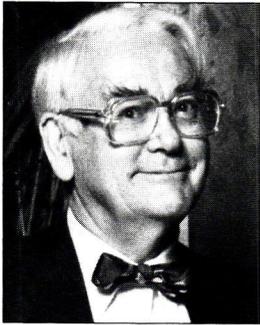
Yet ours is much more of a water city than theirs is. Once lake floor, our famous hills and valleys were molded by the action of erosion, by earth being worn away by water, not by earth's upheaving. In every valley, even the smallest, lies a stream. In our mightiest valleys flow mighty rivers. And below us lies a lake.

O yes, everyone in the world knows that until the past decade Pittsburgh's rivers were lined with steel mills. Carrying the largest tonnage of any inland waterways our rivers were the workhorses of the greatest concentration of heavy industrial power in the nation. But this is past history. It isn't true anymore.

What is true today is that no other major city, not just in the United States but anywhere in the world, has 50 linear miles of developable river frontage, now that the mills are silent. Fifty miles! Yet we, whose profession is the creation of visions, who stand at the intersection of heritage and opportunity, who understand the worlds of planning and development, who have a comprehensive wisdom honed by the examples of history—sit on our hands and do nothing.

Do we believe that the embankments of the Seine in Paris or of the Thames in London came about by happenstance, by *laissez-faire*? Are we content, in our own city, to allow our riverfronts to rot while our metropolitan area expands mercilessly into the woodlands and farms which represent our most splendid inheritance?

Architects? Where is our pride? Where is our leadership? 



*Look at the river banks.
Discover an essay in
neglect and unexploited
opportunity unmatched
even by such scorned
urban rivers as
Cleveland's Cuyahoga.*

On the Waterfront: City officials and architects planning for a riverside renaissance

M

any people believe the city's most significant natural resources are the three rivers that form its very distinct boundaries. City Council President Jack Wagner has likened the Allegheny, Monongahela and Ohio rivers to "the blood that flows through the city's veins" and Mayor Sophie Masloff believes they are so vital a lifeline that the next renaissance will occur along the riverfronts.

To guide the evolution of the 35 miles of shoreline in Pittsburgh, city officials have devised "The Plan for the Pittsburgh Riverfronts," a strategy they say will create a "third generation" of use.

"Pittsburgh was founded for its military and trade advantage along the three rivers and that was followed by a second generation of industrial use by steel mills. The third generation we hope to create is a high-amenity use to lure people to the water," says Paul Farmer, assistant director of city planning.

Specifically, the plan's credo has four major points. It encourages a balanced mix of waterfront land uses, increases public river access,

maintains environmental quality and promotes a strategic use of limited public resources.

Waterfront land uses included in the strategy are commercial, industrial, residential, recreational and resource preservation. According to Farmer, the city's rivers are an ideal size for the development of amenity use.

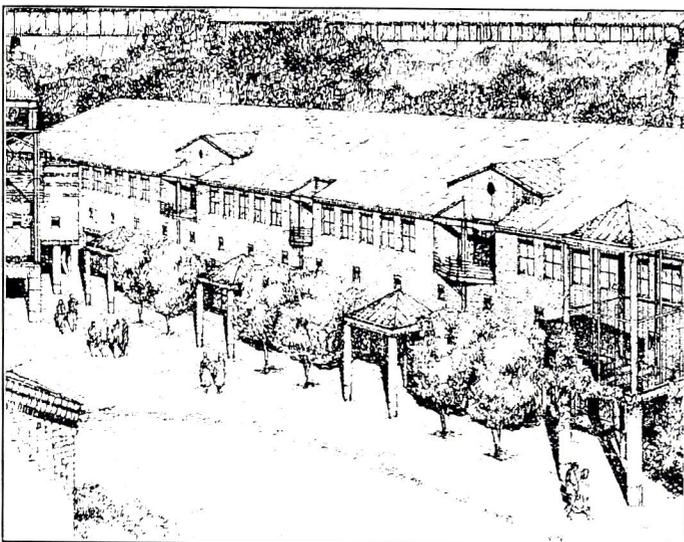
"Pittsburgh is one of the few cities in this country that has what I call European-sized rivers, like the Rhine in Cologne, the Seine in Paris and the Thames in London," explains Farmer. "It's easy to relate development from one side of the river to another, unlike the Mississippi or Hudson where the rivers are truly barriers." He talks about "knitting" the rivers together with pedestrian walkways, water-taxi fleets and private development.

Recognizing the wealth of potential in riverside development, the Urban Redevelopment Authority is working with several AIA member firms on a number of waterfront projects.

Bohlin Powell Larkin Cywinski has developed a master plan for the Washington's Landing project on Herr's Island. Here, industrial, commercial and residential land uses will be incorporated with recreation, park and marina components to convert a blighted area to a riverfront amenity with significant public access provisions.

Project architects Kingsland Scott Bauer Havekotte Architects provided full-service, full-scope programming, master planning and architectural design services for the first building to be constructed on Herr's Island. The 40,000 sq. ft. facility was designed as a flex space to meet office and warehouse needs, including 15,000 sq. ft. of office space and 25,000 sq. ft. of light manufacturing, distribution or warehouse space.

*Kingsland Scott Bauer
Havekotte Architects have
designed a 40,000 sq. ft.
flex space to meet office
and warehouse needs
on Herr's Island.
Project architects are
Dave Bauer, AIA and
Ken Kuligowski, AIA.*



Also, because the building is situated on a curve, the exterior features a procession of spaces which make a dramatic yet inexpensive statement as the building is approached from the ground level. Dormers were included for prospective tenants.

The interior spaces will be designed and finished as tenants move in. Progress is being made towards completing the building after a year-and-a-half delay when toxic wastes were discovered on the site.

Other projects on the island include a boat-house by The Design Alliance Architects (completed last year) and a marina by Burt Hill Kosar Rittelmann (photo on page 9).

Another URA riverfront project is the development of the Pittsburgh Technology Center (PTC), a research and light industrial park on the old J&L Second Avenue Plant site just east of the Birmingham Bridge.

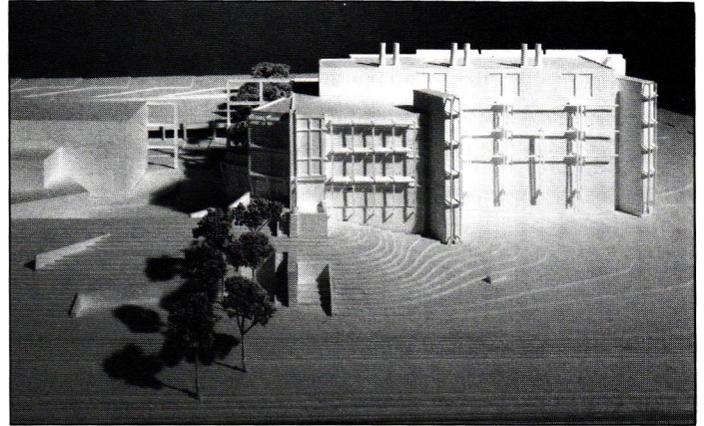
UDA Architects provided a master plan of PTC and in January 1988, Bohlin Powell Larkin Cywinski was selected by the state to provide design services for the University of Pittsburgh's Biotechnology and Bioengineering Center, the university's first facility on the site.

The center is expected to draw researchers from a broad spectrum of current biomedical research programs providing a new national center for genetic engineering and allied research fields. It is also hoped the center will be a catalyst for additional private-sector investment in bio-medical research, development and manufacturing.

Budgeted at \$11.6 million, the new 75,000 sq. ft. Biotechnology Center will include genetic research laboratory space outfitted to the specifications of individual researchers as programs are funded. Thus, an exceptionally high degree of flexibility in the building's ventilation and plumbing systems is needed. Common support facilities such as administrative offices and an animal colony will also be included. Construction is scheduled to begin this year with occupancy expected in 1991-92. The City's public heliport project just west of the Birmingham Bridge will complement PTC.

Bohlin Powell Larkin Cywinski also participated in the planning of the areas around Three Rivers Stadium. Development there includes the new Buhl Science Center expansion of Clemente Park. Across the river, Point State Park will be enhanced by riverfront viewing areas for activities centered there, including horse-drawn carriages, aerial trams, water taxis, inclines and river walkways.

To improve access from downtown to Three Rivers Stadium, DRS/Hundley Kling Gmitter Architects/Planners is working with city planners to design a pedestrian bridge cantilevered off the main span of the Fort Duquesne Bridge and attached to the new podium at the stadium and landing at Allegheny Overlook in Point State Park.



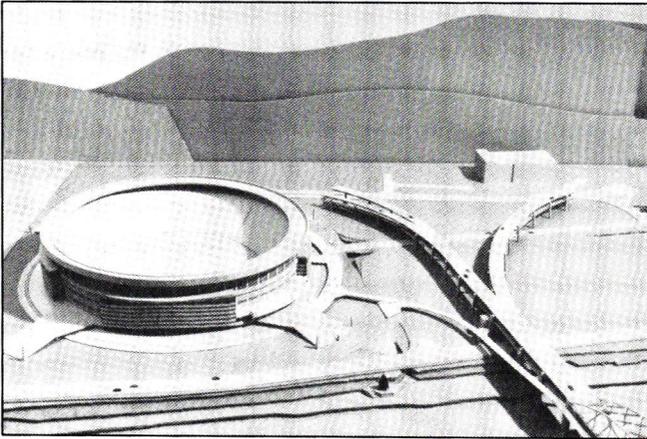
Flexible lab space and a grand stairwell with a view of the river lie in the heart of this model for the Center for Biotechnology and Bioengineering, Pitt's contribution to the Pittsburgh Technology Center, designed by Bohlin Powell Larkin Cywinski.

The pedestrian bridge will be wider and better lit than the present walkway. Since it will be attached to the highway bridge only at the main arch and then span to either shore, the walkway will be separated from the noise and danger of vehicle traffic.

A new stairway at the stadium side of the pedestrian bridge will link the overhead walkway and podium to the main plaza, providing further pedestrian access improvements to and from the parking lots as well as the underpass to the riverfront. Construction is scheduled to begin next fall.

In the past, the city assisted private riverfront commercial development at Station Square through grants which enabled the Gateway Clipper Fleet to relocate there and facilitated the development of the Commerce Court Office and a retail shops project.

On the Waterfront, from page 7



DRS/Hundley Kling Gmitter designed this pedestrian bridge to be cantilevered off the main span of the Fort Duquesne Bridge and connected to a new podium at Three Rivers Stadium. Project architects are Nicholas Unverferth, AIA and Michael Bernard.

In 1984, the URA completed implementation of the first phase of the city's North Shore plan between the Sixth and Seventh Street bridges on the North Side. The phase included a riverfront park, Allegheny Landing, as well as office and commercial development. Additional office, commercial, housing, light industrial and public riverfront access opportunities are identified in the North Shore Plan and are being pursued. Another goal of the plan is to enable residents to reclaim access to the riverfronts.

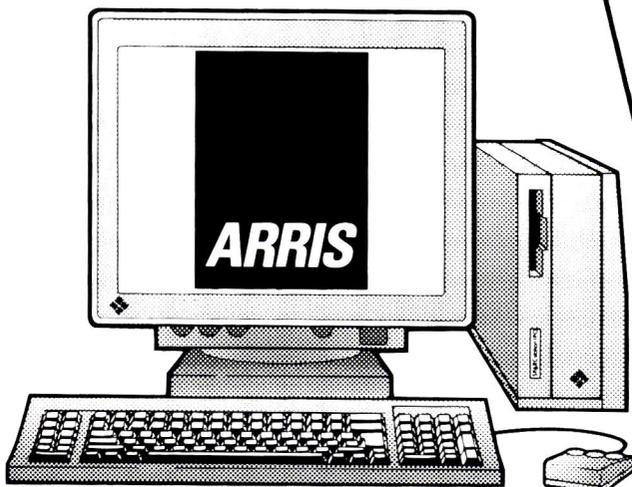
"There will be more physical access gained back. It used to be you had to be a barge operator to be on the river before the Gateway Clipper. For the past 150 years, steel mills walled off the communities from the rivers. We hope to restore this access," says Farmer.

According to the city plan, most of the existing riverfront access in the city is located downtown. To serve other neighborhoods, the city is proposing three new major riverfront parks: Nine Mile Run, Washington Boulevard and Chartiers Creek, and a three-mile-long linear park linking Herr's Island with the North Shore and Clemente Park.

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The city's riverfront plan is not without its opponents. According to State Representative Tom Murphy, the city plan falls short on several fronts.

"The city is not interested enough in linear parks. Their plan calls for one isolated park and the rest of the riverfront property is up for development. A number of us disagree with this approach," Murphy explains.

As a member of a local Sierra Club riverfront committee, Murphy would like to see all 35 miles of the city's riverfront property be accessible to the public for walking, jogging and biking.

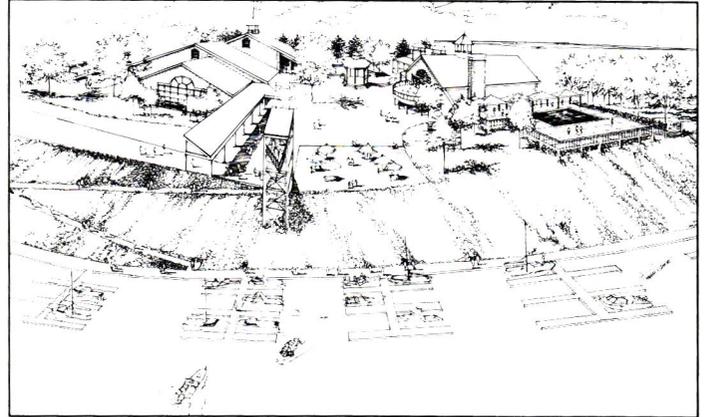
Murphy says linear parks may only be as wide as the railroad right of way but they can run for miles and are a catalyst for commercial and housing development.

"This is where the city is missing the boat," he says. "These greenways can help private citizens and non-profit groups develop a sense of ownership, but there isn't any mechanism where they or other creative thinkers can fit in. There's no doubt this is a project for the people. It could be a volunteer effort just like the recent tree-planting project along 279 in the North Hills."

Murphy says developers are cautious about building on the riverfront because they're not sure what will happen there. Getting neighborhood groups involved in linear parks will help reassure developers they're making a sound investment.

In addition to the city plan, the state is also addressing riverfront development. House and Senate bills have been introduced to establish a Ports of Pittsburgh Commission to encourage public and private capital investment along the rivers. This commission would promote adequate docks, railroad, truck and intermodal facilities as well as improvements to terminals, warehouses and other facilities necessary for commerce on the rivers.

"Right now there is no one entity responsible for marketing our ports," says Murphy, who is one of the sponsors of the House bill. According to him, Pittsburgh is the sixth largest port in the country, receiving 70 million tons annually, a figure twice as high as Philadelphia's tonnage. 🏠



Washington's Landing Marina, designed by Burt Hill Kosar Rittelmann, will give boaters greater use of the Allegheny River. Located near the 31st St. Bridge, the 250-slip marina will feature a members' lounge, toilet and changing facilities, bar and snack bar, space for sales of boating supplies and accessories and attendant office space. Dry storage for 300 boats is provided in two buildings. Provisions for future retail and restaurant development are also planned. The marina is scheduled to commence operations in March, 1991. Project Manager is Robert Noah, AIA.



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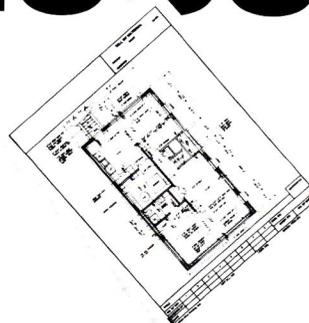
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Believing in Santa Claus

Anne Swager

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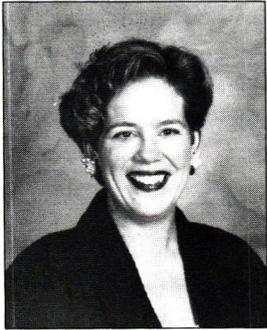
enry, my seven-year-old son has spent the better part of this year trying to get me to admit that there really is no Santa Claus. Last Christmas, he added ten new requests to his gift list on Christmas Eve. He accepted my explanation the next morning that Santa could only fit a few toys for each child in his sleigh but he remained suspicious. His new tact has been to question me on the practical logistics of Santa's job. How can a sleigh fly without a jet motor? How does Santa get in our house when we don't have a chimney? What if Santa gets sick? Will someone else be able to deliver all the loot? The easy way out would be to explain that his Mom is his Santa but I can't. I don't want to give him a logical, pat explanation for the wonderment that his expressive face reflects. I am delighted that each year he becomes more civilized, logical, and wise in the ways of the world but I hate to see his innocence fading. I want him to always revel in the magic of this time of year and believe in the spirit of Santa.

Despite my delight in the season, every November 1, I find myself beginning to fill with excitement, anticipation, and sheer dread. Life goes into high speed. There are so many things to do, places to go, and tasks to accomplish. Thanksgiving, Christmas, and the business year end are all crammed into two short months. There are gifts to be bought and wrapped, packages to be sent, holiday cards, cookie baking, and party going. At some point, every member of my family will move into my very small house for an extended visit. In the office, we have to organize the Design Awards bash, the President's reception, and long range planning. Dues notices go out and payments come in. The workload is enormous and seemingly never ending.

The holiday crush I experience is hardly unique. I am sure you all feel similar panic facing year end deadlines and a myriad of other tasks. So... where is the magic in this scenario? Last year, my kids chose all our ornaments and I found bubble lights (a definite throwback to the 1950's) to put all over our tree. I can only imagine what our neighbors thought of our tree prominently displayed in the living room window. The kids loved its sparkle and I delighted in the kitsch. My whole family came to visit and in between waiting in line for the one bathroom we made time to do things together. The living room was constantly littered with toys and the kitchen was always in varying stages of disarray but mostly we had fun. We reaffirmed the many bonds that make us a family.

The year end for the Chapter is a time to take stock of what we have done and why we did it. The Design Awards submissions are positive proof of the impact of the profession on the built environment. This year, we will exhibit all the entries for a month at the University of Pittsburgh to share our accomplishments with the community. The President's reception is a time to celebrate and have fun with many of the people we work with throughout the year. Year end summations and long range planning sessions are tedious endeavors but the end result can focus our attentions on where to head next. The process is hardly magical but the results of renewal and focus are the gift.

Feeling pressured and panicked is probably an inevitable part of this time of year. Instead of overwhelming us, I hope all of us can feel gratified over a year's work well done and from time to time catch a glimpse of the magic that is Santa. 🏠



*Anne Swager is
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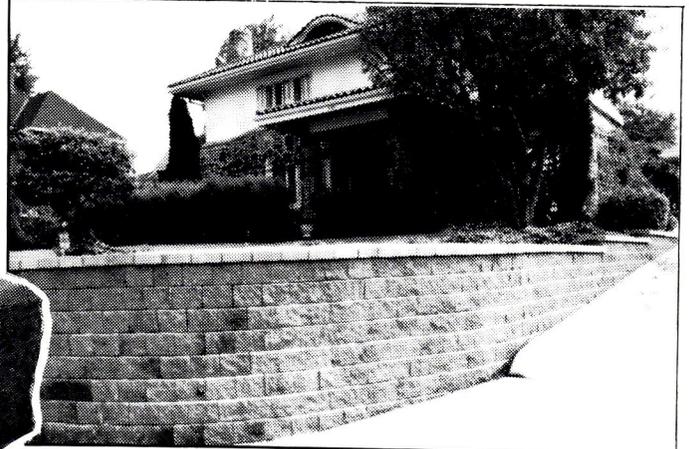
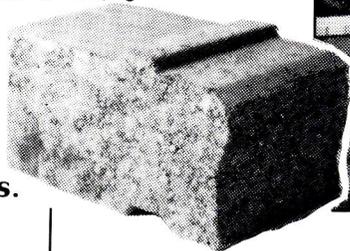
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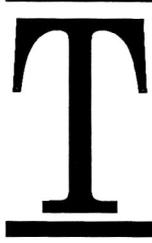
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Hugh Newell Jacobsen, Architect

Book Review by Robert J. Bailey, Williams Trebilcock Whitehead



Hugh Newell Jacobsen, Architect
*design, editing and foreword by
 Massimo Vignelli; photographs by
 Robert Lautman; introduction by
 Vincent Scully, Hon. AIA; text edited
 by Kevin W. Green; The AIA Press,
 1988, \$35. Available through the
 Chapter office. Autographed copies of
 Mr. Jacobsen's book will be on sale at
 the Chapter's awards ceremony on
 November 14, at which he will be the
 featured guest speaker. See page 23
 for details.*

his books seems much like Hugh Newell Jacobsen and his work. I don't know Jacobsen, but the photo near the end of the book gives me the impression of a laconically elegant individual, head slightly nodded, showing a wryly amused smile. I get the sense of confidence, not vainglory. Like his photo, Jacobsen's architecture is described in the introduction by Vincent Scully as clean, elegant, well-mannered; similarly, the AIA Press, publisher of *Hugh Newell Jacobsen, Architect*, has assembled an orderly compendium in which no part overwhelms another.

The book is a catalog of Jacobsen's major projects constructed over the past 30 years; three-fourths are houses. Not surprisingly, Massimo Vignelli begins the foreword by noting that the thrust of Jacobsen's work is the study and development of houses (curiously, Scully notes that Jacobsen's publications refer to them as residences), which are typically pavilions set upon podiums. One of Jacobsen's most publicized projects is the University of Michigan Alumni Center, completed in 1982. The strength of this unquestionably modernist building is the witty contextualism that uses traditional campus materials within abstract traditional vocabulary, which can be traced to Jacobsen's similarly successful manipulation in his houses.

Scully affirms the considerable influence of Louis Kahn and Phillip Johnson, and lesser influence of other notables, on Jacobsen's work.

His portfolio is not readily cleaved into periods or phases; Scully asserts that all of Jacobsen's work, even where masked by abstract stylistic trappings, has the International

Style as its essence. He believes that Jacobsen's most recent work is the logical progression of an architect who has refined and honed the essence of his style.

An illustrated chronology of major projects comprises the main body of the book, beginning with the Thoron House of 1959, through the Waddell House of 1988. Each project is accompanied by a brief description (written by Jacobsen and edited by Kevin W. Green), simple drawings (usually plans, most without a hint or orientation such as a north arrow; most—for some reason—poorly reproduced), and several photographs (predominantly color, many full- or two page). Robert Lautman has photographed Jacobsen's work and shared his friendship over the 33 year span of these projects. The photographs are expert but the book doesn't quite seem to "celebrate their life's work together," as we are promised in the dust jacket copy.

Hugh Newell Jacobsen, Architect is not a critical study of architectural work. If you admire Jacobsen's designs, the book encourages you to admire them all the more. It is generous in size and handsome in appearance. Perhaps the most genial portion of this book is a collection of thirteen details (hand-lettered by Jacobsen) that follow the major projects. These details, as Jacobsen writes, "form a glossary as they are the language of the buildings herein." Through his commitment to the development and refinement of this "glossary," Hugh Newell Jacobsen has been deservedly honored by the AIA Press. ■

Let it Flow: Architects talk about riverfront development



“Whatever development occurs, it should not cut off pedestrian access.”

James Brown, AIA

“The Chapter has to make its voice heard. Rather than act as individuals, we must be recognized publicly as a group ... we have to become part of the public process.”

Arch Pelley III, AIA

“More boating destinations are needed: places to go and things to do, more docks and restaurants by the water.”

Leonard Perfido, AIA

“[Waterfront projects] are most successful where there is a strong tourist base.”

Glen Schultz, AIA

special focus of this issue is riverfront development. COLUMNS talked with four member architects for their views on the subject. Excerpted below are the questions and responses from Arch Pelley III, AIA, MacLachlan, Cornelius & Filoni, Inc.; Glen Schultz, AIA, Williams Trebilcock Whitehead; Leonard Perfido, AIA, L.P. Perfido Associates and James Brown, AIA, Damianos Brown Andrews Inc.

COLUMNS: The mayor has said that the next renaissance in the city will occur along the riverfronts. Do you agree?

Perfido: I do. The downtown riverfront is an untapped urban amenity. I think some of the most exciting things coming up are the recommendations of the Pittsburgh Trust for Cultural Resources on the north side of the triangle along Ft. Duquesne Boulevard and the development of a park along the river's edge.

Brown: The riverfronts are the most underused resource in the city. I don't know that I predict the next renaissance there but the property certainly can be developed for a higher and better use.

Schultz: I don't know if I'd call it a renaissance but I'd certainly call it an opportunity. It is obvious a land evolution from industrial to recreational use is taking place along the riverfronts. There is a golden opportunity to look at this comprehensively and integrate the neighborhood needs as well as city-wide and regional aspirations.

Pelley: I agree that a renaissance has to happen with the riverfronts but not exclusively. It should happen in conjunction with downtown commercial development. Downtown Pittsburgh lacks a viable shopping area and large residential community. Neighborhoods have access to the rivers but we need a stronger link to tie the rivers to downtown.

COLUMNS: Aren't the rivers already linked to downtown?

Pelley: With few exceptions, we've mostly placed highways along the rivers in Pittsburgh. One lane in Fort Duquesne Boulevard may have been used as a walkway with trees but traffic always gets public priority. The problem is that we've not made our rivers more accessible. The county is planning to build a jail near the 10th Street Bridge. That won't make our rivers more accessible. In great cities such as Vienna, when they had this opportunity, they built an opera house—not a jail.

Plans for the riverfronts are too short-term. People must realize things won't happen overnight. It may take 25 years but lay the plans now. We shouldn't build up our riverfronts with development that doesn't fit just to fill them up.

COLUMNS: What are the key considerations in a long-term riverfront plan?

Pelley: More pedestrian and subway links. Our existing traffic patterns create more links to the suburbs than within downtown. We need less focus on vehicular traffic and more on public transportation and pedestrians, for example, the city's plan to create a pedestrian walkway from the Point to the stadium. The city would not only look different but function differently.

COLUMNS: Which urban design considerations do you feel are important in riverfront development?

Perfido: Urban amenities. If I'm downtown on a lunch break, I should be attracted to the water's edge. Other than the Point, there is nothing on the northern and southern edge of downtown. This will be more challenging a task along the Mon because of the maze of highways. On the North Side, roads are positioned so that both the water's edge and the street level can be developed. That's more problematic along the Mon.

More boating destinations are needed: places to go and things to do, more docks and restaurants by the water.

Brown: Another urban design concern is that the height and bulk of any building not destroy the view corridors from the river to the neighborhood and neighborhood to the river. Whatever development occurs, it should not cut off pedestrian access.

Schultz: The first consideration is the global issue of balancing needs and opportunities. What should remain to serve the riverfront's industrial function and what could be developed for recreational activity? One extreme is going from a steel plant to a marina, but there are plenty of uses in between. Not all land needs to be used for industry and not all needs to be used for recreation. It's a question of finding the proper balance.

Another consideration is infrastructure: highway access, water, sewage. How does transportation along the waterfront—the highways and railroads—relate to the land use?

A third consideration is design control and establishing criteria for coordinating development, taking into account the continuity of hiking and biking trails, how the landscape relates to the natural vegetation along the riverfront, how urban design relates to history. Establishing a sports history trail where Exhibition Field used to be on the North Shore or an industrial heritage park along another river or a natural history trail tied into the Buhl Science Center are all ideas that promote this continuity. Developers have to work with each community to establish goals and controls.

COLUMNS: How should architects be involved in the riverfront planning process?

Pelley: The Chapter has to make its voice heard. Rather than act as individuals, we must be recognized publicly as a group. We could spend a Saturday forming charette teams to come up with ideas, maybe for the Strip District, the 10th Street Bridge, and the North Shore, and demonstrate our ideas and design solutions to the public to let them see the potential. We have to become part of the public process.

Schultz: The primary role of the architect is a design role but to do this, someone has to facilitate—someone who knows the interest of the community and can lead it from a feasibility study to the funding stage. Once the community finds funds, the master plan can begin. Architects can become involved by suggesting how to bring all the players together.

Brown: I don't know that the profession can be more involved than it has been unless architects help make development happen. We have many fine examples where architects were proactive and became part of a development team. They didn't wait to be called upon to design a building, they got involved in the planning process. In the end, the market dictates what gets built. For example, everyone wants to see housing on the riverfront but is there a market? Surveys show that there is a desire to live along the river but people aren't willing to pay for it. It will take a significant subsidy to lower the rental rates to attract people to that location.

COLUMNS: What, in your opinion, is a successful riverfront development in Pittsburgh?

Pelley: Point State Park. It's been there for 25 years and many events are centered there.

Schultz: We don't have a lot to draw from. North Shore Park is one waterfront area that works. It is used during the day when people have their lunch around the art sculpture. South Side Park is used quite a bit for boat launching. That shows there is a demand for more activity of this kind.

COLUMNS: Could you give an example of riverfront development in another city that you'd like to see duplicated in Pittsburgh?

Pelley: Boston's Esplanade (along the Charles River). Concerts are held there, a marina is located there—it invites activity.

■ bricks and mortar: committee news

■ Professional Development

Chair: Dave Brenborg, AIA
Brenborg Brown, 683-0202

The Professional Development Committee is planning a seminar for late January. "Optimizing a Small Firm: Streamline Your Management to Refocus on Architecture" will be presented by James R. Franklin, FAIA. Franklin, who joined the AIA in 1985 after 30 years in practice, has written an excellent book on small firm management which will be distributed as part of the seminar. Sylvester Damianos, FAIA, has told us that Franklin is an excellent speaker with an exciting presentation. This seminar will be presented in other areas of the country at a cost of \$195 per attendee — please don't go elsewhere to hear it! We are looking for a sponsor, which will allow us to present the seminar at a considerable

discount to members. Date, location and time will be announced in the January issue of COLUMNS.

John Nolan, assoc. member has been doing an excellent job with the Architectural Explorer Post. He is excited about his group of 40 high school students who are interested in learning more about architecture. The Post is looking for members who would be interested in meeting one night with the group to discuss different aspects of architecture or personal/firm specialities. Volunteers willing to provide office tours are especially welcome. Meetings are held two Wednesday nights a month from 7 to 9 PM. John is presently scheduling meetings through May, 1991 — let's try to get each office to make a presentation on a specific topic or host a meeting. Call John at 642-3640.

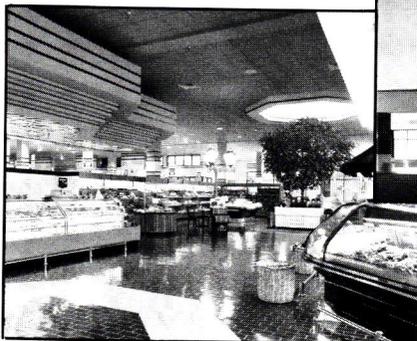
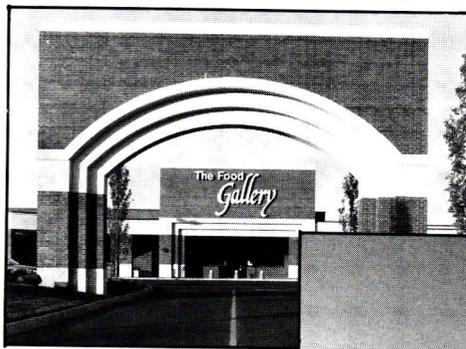
The Professional Development Committee meets the last Thursday of each month at 5:30 PM at the Chapter office in CNG Tower.

■ Women in Architecture

Chair: Marilyn Lupo, assoc. member
Burt Hill Kosar Rittelmann, 394-7000

The WIA Committee's November meeting will feature a special presentation and brief workshop with professional renderer Tom Demko. The meeting is open to all interested parties, and will be held Tuesday, Nov. 6 at 5:15 PM at the offices of Burt Hill. The Committee hopes to hold similar presentations in the future. For more information, contact Marilyn.

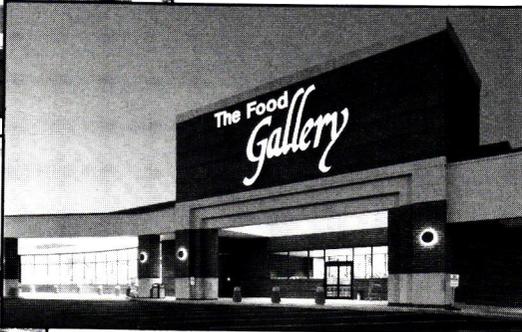
Committee member and Chapter president Marsha Berger, AIA, recently attended the



Above: The New Food Gallery located in McMurray. Johnson/Schmidt & Associates, Architects.

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■ bricks and mortar: committee news

National WIA Regional meeting in Boston, where she presented an opinion on pay equity and reported on the Committee's activities.

The WIA Committee meets the first Tuesday of each month at 5:15 PM at Burt Hill.

■ Legislative

Chair: Chuck Parker, AIA
Trimark Engineers, 471-5900

Paul Rona, AIA, has stepped down as chair of the Committee due to other commitments. He has been selected as representative to the PSA Task Force, formed in response to input regarding interior designer title registration. Chuck Parker, AIA, is the new chair.

At the Board's request, Committee members

discussed the issue of allowing non-members to join committees, and suggested that a time limit of one year be placed on their joining the AIA (for architects and architectural graduates).

■ Membership

Chair: Gwen Williams, assoc. member
Douglas C. Berryman Assoc., 363-4622

On September 22, 60 architecture students from Carnegie Mellon University met at the Chapter office for a day of "Discover Pittsburgh." During the morning, member architects led them on walking tours of the city. After lunch in Market Square, seven member firms opened their doors for Open House Tours. The weather was perfect, as ordered,



CMU architecture students

"discover Pittsburgh" with a little help from the Membership and AIA/CMU Liaison Committees and tour guide Rob Pfaffmann, AIA (in rear).

and (as they say) a great time was had by all (see photo for further proof!).

Many, many thanks to the tour leaders: Marsha Berger, AIA, Sheldon Goettel, AIA, Jimmy Goldman, AIA, John Martine, AIA, Rob Pfaffmann, AIA, Tony Poli, AIA, David Ross, AIA, David Roth, AIA, and Jeff Slusarick. And the offices that participated: L.D. Astorino & Associates, Damianos Brown Andrews, Design Alliance Architects, IKM, Inc., MacLachlan, Cornelius & Filoni, L.P. Perfido Assoc., and Poli & Cuteri Architects.

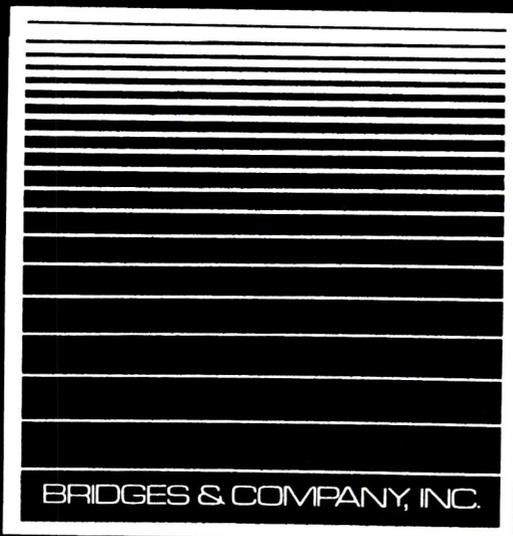
Please welcome these new members:

Susan Tusick, AIA
Burt Hill Kosar Rittelmann
Windsor Road
Pgh., PA 15215

Diane Labelle, assoc. member
Interarc
6101 Howe St.
Pgh., PA 15206

Michael P. McDonnell, assoc. member
Quick Ledewitz Architects
5528 Walnut St.
Pgh., PA 15232

COLUMNS misspelled the name Raymond Schinhofen, AIA in the October issue. 🏠



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▲ breaking ground

▲ Kudos

A Monroeville hair salon designed by **Design 3 Architecture** has received the Electric League of Western PA's "Outstanding Commercial Lighting Award." The award was given for the originality of the lighting scheme devised for the Philip Pelusi salon.

▲ From the Firms

Construction is underway on a research facility designed by **Larsen and Ludwig, Inc.** The two-story, 40,000 sq. ft. development center of Elkem Metals Company will include laboratory and office space for 40 employees and will be located at the 79 North Industrial

and Research Park in Aleppo Township. Construction cost is estimated at \$4.1 million.

Kingsland Scott Bauer Havekotte has completed the design and construction phase services of a \$4.7 million renovation of the Federal Correctional Institution in Loretto, PA. The prison was upgraded from minimum to medium security. KSBH designed a new sally port, segregation unit, reception building, maintenance garage, security system and perimeter fence and road.

Johnson/Schmidt and Associates has been chosen architect and interior designer for new offices of Robinson Township. The retrofitted building on Church Hill Road will be shared by the Township and the Community College of Allegheny County, West Campus. **Raymond McCaughey, AIA**, is the project manager.

The Washington, DC office of **Williams Trebilcock Whitehead** designed a new facade, entryway and lobby for an eight-year-old building in that city. Plans included a revamped pedestrian plaza and a two-story high glass front canopy. WTW principal and former Pittsburgher **Jon Grant, AIA**, is project director.

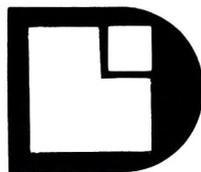
The Washington office of WTW is providing space planning and interior design services for two other buildings. A 7,500 sq. ft. physicians' suite, including laboratories, x-ray and exam rooms and offices, was designed for Washington Oncology in the University Medical Building at 2141 K Street. At Pacific House, 1615 New Hampshire Ave., WTW is designing tenant offices and renovating the lobby. 🏠

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Let It Flow, from page 15

Schultz: Baltimore's Inner Harbor and Boston's Faneuil Hall were pioneering projects for waterfront development. Ben Thompson designed waterfront projects in Toledo and New York City, so you can see the diversity in locations. They are most successful where there is a strong tourist base.

Perfido: Most major American cities that have opportunities for waterfront development have capitalized on them—St. Louis, Boston, Baltimore, etc. Pittsburgh is a little behind them. Unfortunately, this city does not have the growth pressures which enable this to happen more quickly.

Brown: Markets in places like Cambridge, Mass., Washington, D.C. and New York City have permitted exciting mixed-use developments along riverfronts. This leads to a 24-hour destination and the use of riverfront property to its maximum. 🏠

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Town Meeting Review

T

he Chapter's Town Meeting, held September 18, was an exercise in fall cleaning. Elections brought new faces to the Board of Directors, the Executive Director unveiled her plans to revitalize the Chapter financially, and discussions led by members cleared the air on several policies and practices, paving the way for re-evaluation of the organization's role in the architectural community at large.

But first, a word from our sponsor

F.W. Dodge, a division of McGraw-Hill Information Systems Company and sponsors of the meeting, hosted a pre-dinner reception and door prize drawing in the lobby of the Engineer's Club. Three lucky attendees (drawn at random) won one-, two- and three-months' worth of access to Dodge Data Line, an interactive system for construction information retrieval. Congratulations to winners Steve Moody, AIA, Jorge Del Fierro and Tony Poli, AIA.



Steve Moody, AIA, Jorge Del Fierro, and Tony Poli, AIA, winners of Dodge Data Line are congratulated by Kathryn Chatfield, News Manager for F.W. Dodge Reports, sponsors of the September meeting. Photo courtesy of F.W. Dodge.

Congratulations also to the new Board members elected at the meeting: Brooks Robinson, AIA, Alan Weiskopf, AIA, and Deepak Wadhvani, AIA. Chapter president Marsha Berger, AIA, was elected to the PSA Board of Directors, and James Brown, AIA, was named Institute Director.

Down to Business

After dinner, Executive Director Anne Swager presented a year-to-date financial report and outlined a three-pronged approach to maximizing income and services.

First, Anne is encouraging Chapter members to purchase AIA Press books and publications (at discounted members' prices) through the Chapter (call the office at 412/471-9548 for information on titles and ordering.) In addition, the Chapter is selling the 1991 AIA Calendar, an attractive full-color desk calendar featuring entries from an AIA photo contest, for members to give as gifts to clients or keep for their offices. Calendars are available for \$10 each and may be ordered by phone or mail.

Second, to offset the costs of Chapter programs, Anne is seeking assistance from major corporations, in the form of underwriting and sponsorship. F.W. Dodge sponsored the open bar at the September meeting; Duquesne Light underwrote the Chapter's July lecture by Faye Jones, winner of the 1990 AIA Gold Medal; and a grant from PPG Industries will bring Hugh Newell Jacobsen, FAIA, to the Chapter's November meeting. In return for their support, a sponsor may set up an information table at the meeting and distribute literature. Please make them feel welcome at our meetings.

Finally, by relocating from the Bank Tower to the CNG Tower, the Chapter has doubled its office space to 800 sq. ft., efficiently designed to increase service to members. The new office has ample space for committee meetings, AIA exhibits, and a library, as well as separate work areas for the Executive Director and Administrative Assistant. Three phone lines and call waiting (hurray!) mean members spend less time listening to busy signals. And a fax machine is arriving soon: members will be encouraged to fax in their document orders and meeting reservations (good news for you last-minute types!)

Treasurer Steve Quick, AIA, added that some of the Chapter's financial burden is being shifted to committees as they hold more events. By creating "mini-budgets" for each committee, the Board is asking committee chairs to become more financially responsible, while giving committees more freedom for programming. New accounting procedures will track the incomes and expenses of these committees.

Anne also clarified the current arrangement with the Cantor Group for publishing COLUMNS. The magazine, supported by advertising, requires no financial investment from the Chapter beyond postage and mailing. While the Cantor Group assumes full responsibility for production, Chapter members are urged to make a special point of thanking advertisers whenever possible, for they are the ones who truly foot the bill for COLUMNS each month.

Question & Answer

Following Anne's report, Kent Edwards, AIA, took the podium to moderate the town meeting.

Fred Fargotstein, AIA, opened discussion with a question about the new Chapter office—how were the site and furnishings selected? Marsha and Board member Rob Pfaffmann, AIA, explained that the old Bank Tower office was considered inadequate in size and accessibility. Not only is the new office twice the size, but its location on the mezzanine of CNG Tower is more visible to the public (the office's all-glass front wall overlooks the escalators).

The Board conducted their search throughout the city and suburbs and chose the downtown Cultural District for its central location and affinity with the architectural profession.

Jim Johnson, AIA, Second Vice President, negotiated a special escalating lease with Lincoln Properties, CNG Tower's leasing agency, under which the Chapter leases the space rent-free for the first six months. Capital that would have gone towards rent was put into the office instead. Marsha pointed out that the Chapter was able to secure this favorable arrangement because "Having the AIA in CNG Tower is considered a plum for Lincoln Properties. We are a prestigious organization and we're learning how to use this for our benefit."

Rob designed the space on his own time, as part of his Board responsibilities. Furnishings were donated by Franklin Interiors, and Don Van Ollefen, AIA, of MicroAge gave the office a Macintosh IIfx at cost.

New member Maureen Guttman, AIA, raised a question about how Chapter committees should approach the Board for direction and policy.

Kent replied that any member may contact a Board member to discuss an AIA issue. In addition, members are welcome to contact Anne and have their issue put on the agenda for discussion at monthly Board meetings.

Marsha reminded the crowd that Anne will attend all committee meetings and will act as a liaison, giving every committee a direct voice on the Board.

First Vice President Doug Berryman, AIA, then brought up the manner in which the *Pittsburgh Business Times* ranks architects. Currently, *PBT* tallies its annual listing of largest architectural firms by gross billings supplied by the firms, but is open to other suggestions from the Chapter. "How else should firm size be recognized?" he asked. After a humorous exchange of "height" (offered by James Brown, AIA, arguably the tallest Chapter member) and "age" (suggested by Nate Levenson, AIA, Emeritus), serious suggestions were made to rank firms by other criteria, including number of registered architects, number of AIA members, and number of awards won (local, state and national). Members debated the importance of the rankings to clients, and after an informal show of hands, agreed to let the rankings continue under the current criteria.

The next question put to members was from Marsha Berger: Should AIA committees be open to non-members and non-architects? Currently, the Women in Architecture (WIA) Committee is the only one that allows non-member participation. Charles Parker, AIA, chair of the Legislative Committee, said that his committee would like to invite building inspectors to join on a limited-time basis. WIA does not set any time limits for non-members.

Membership Committee chair Gwen Williams, AIA, said that while she favored outside involvement, she didn't feel it was fair that non-members be granted the same rights and privileges enjoyed by dues-paying members. She suggested that non-members be given the opportunity to join committees with limited privileges.

In the discussion that followed, many of the younger members said they favored allowing non-members join on a trial basis of not more than one year, perhaps with limited privileges, because it would afford them the opportunity to “test drive” the organization. Many felt that this would open the AIA to the community at large and encourage membership, especially among young architects. The general consensus was that the AIA should not be considered a closed organization.

Kevin Silson, AIA asked about the future of the Chapter, noting that this meeting was a positive sign the organization was listening to its members. He also mentioned that he felt the airport development meeting in March was the best program of the year, because it showed how heavily the AIA is involved in the community.

Ivan Santa-Cruz, AIA, chair of the Program Committee, said in the past year his committee has strived to provide stimulating meetings on a variety of topics, and attendance has been quite promising. Several members, including Al Cuteri, AIA, suggested that committees give brief reports on their activities at Chapter meetings.

Marsha talked briefly about the upcoming Chapter design awards and exhibit, emphasizing that *all* entries received will be exhibited to show the talents and diversity of local architects. Two categories in the competition, Professional Entries and Open Plan, were opened to non-members as an act of public outreach—to show that what architects are doing in and outside of the field is interesting to the general public.

Doug Shuck, AIA, chair of the Communications Committee, encouraged all members to submit information to COLUMNS, whether in press release form for Breaking Ground or project photos and descriptions for theme issues. He also encouraged color photo submissions to *Pennsylvania Architect*, PSA's quarterly magazine. For information on the submission procedure, call Doug at 321-0550.

In closing, James Brown told members not to sell themselves short; by many standards, the Pittsburgh Chapter is the most active in the state. He claimed our chapter is very highly respected throughout the nation, and is more active than the Houston Chapter, a group he worked closely with as Director of the 1990 AIA National Convention in that city.

And the Survey Says ...

Members attending the meeting were asked to complete a survey of COLUMNS to let the editorial board know what they were most interested in. The first question listed twelve regular features and asked readers to check all that they read. According to the responses we received, the most popular features in COLUMNS are:

1. Profiles of Members and Firms
2. (tie) Feature Stories and Monthly Calendar
3. Breaking Ground
4. Monthly Meeting Information
5. Executive Director's Column
6. (tie) Bricks and Mortar and View Point
7. From the Archives
8. Insites (Letters to the Editor)
9. Best Bets
10. Book Reviews*

*Despite their low ranking, one respondent (Robert Bailey) offered to write more of them! (His review of *Hugh Newell Jacobsen, Architect* appears on page 13 of this issue).

Nearly everyone offered topics for future COLUMNS coverage. Suggestions covered business practices (marketing, accounting insurance/liability, legal issues, growth management, professional and intern development) design-oriented issues (environmentally- and socially-conscious design, city building codes, design quality, and building profiles) and AIA issues (Chapter objectives and the 1999 AIA National Convention, to be held in Pittsburgh). One member requested that we print a schedule of the southern expressway and airport terminal construction. Another asked us to delve into the scarcity of architect-designed structures among newly built houses in the area. Other suggestions included topics COLUMNS has covered or will cover in theme issues, such as healthcare (June 90), art and architecture (January 91), preservation (May 90, May 91), and retail design (March 91).

The question, “Would you change anything about COLUMNS?” elicited many constructive comments. ‘More photos’ was the most frequent suggestion for improvement, followed by ‘more issues-oriented articles,’ ‘more opinions’ and ‘better quality photos.’ Two members said “Don’t tilt photos” and one called for a more “architecturally-inspired design.” This issue responds to many of these requests with a cleaner layout; better photo reproduction; an opinion piece by David Lewis, FAIA; and an issues-oriented feature story on Pittsburgh's riverfronts. And, we have banned the tilted photo from COLUMNS forever!

We were pleased to read the answers to the fourth query, “Which COLUMNS advertisers do you patronize?” Members use quite a few of these goods and services—several people told us they support ALL of our advertisers, and that makes us happiest of all. 🏠

NOVEMBER CALENDAR

■ AIA ACTIVITIES

TUESDAY, NOVEMBER 4

Women In Architecture Committee meeting, 5:15 PM at Burt Hill. Presentation and brief workshop with renderer Tom Demko. Call Marilyn Lupo, assoc. member, 394-7000.

TUESDAY, NOVEMBER 13

Project Administration Workshop Sponsored by AIA National Professional Development Committee. 8:30 AM - 5 PM, Hyatt Regency on Washington Place. Call Meryl Friedman, 202/626-7348.

WEDNESDAY, NOVEMBER 14

Pittsburgh Chapter AIA 1990 Awards Ceremony with guest speaker Hugh Newell Jacobsen, FAIA. Mr. Jacobsen's talk is underwritten by PPG Industries. A representative from PPG Industries will also give a brief presentation. A reception and the official opening of the awards exhibit follow. *Invitation at right.*

THURSDAY, NOVEMBER 29

Professional Development Committee meeting, 5:30 PM at the Chapter office. Call Dave Brenenberg, AIA, 683-0202.

■ AROUND TOWN

TUESDAY, NOVEMBER 13

Society of Architectural Administrators (SAA) monthly lunch meeting at the HYP Club. Cost is \$12.50. Call Clark Strohm, 281-6568.

TUESDAY, NOVEMBER 13

Construction Specifications Institute (CSI) monthly meeting, "How Finish Carpentry is Learned and Executed." 5:30 PM, Sgro's Restaurant. Cost is \$14, \$18 at the door. Call Robert J. Bailey, 321-0550.

THURSDAY-FRIDAY, NOVEMBER 29-30

Building a Better Bottom Line: Cost Estimating, Analysis and Control for Architects Program at Penn State University, co-sponsored by Middle PA Chapter. Cost is \$265. Call Donna Ricketts, 814/863-1743.

THROUGHOUT NOVEMBER

Industrial Hygiene Training Programs, including asbestos practices and procedures, radon, PCB's and more. Offered by Volz Training and Meeting Center, 3010 William Pitt Way. Call Gregory S. Ashman, 826-3150.

■ PLAN AHEAD

TUESDAY-THURSDAY, DECEMBER 4-6

AEC Expo "Reach New Heights in Building Design and Construction Automation" show and conference. Jacob Javits Convention Center, New York City. Call 800-766-EXPO.

TUESDAY, DECEMBER 18

Pittsburgh Chapter AIA President's Reception CNG Tower, 6 PM. Invitations will be mailed soon.



The Pittsburgh Chapter AIA
Cordially Invites You To
The November Meeting

1990 Chapter Awards Program
with special guest speaker
Hugh Newell Jacobsen, FAIA

Wednesday, November 14
5:30 PM Hugh Newell Jacobsen
(PPG Architecture Lecture)
In Ballroom of William Pitt Union
University of Pittsburgh campus
Reception to follow

7:30 PM Official opening of Pittsburgh
Chapter AIA awards exhibit
In the Frick Fine Arts Building
Across from Carnegie Library

Members: \$25 Guests: \$35
RSVP by Friday, November 9



RSVP

1990 Awards Program
University of Pittsburgh campus
Wednesday, November 14

name _____

firm _____

address _____

city/state/zip _____

telephone _____

_____ No. of Members @ \$25

_____ No. of Guests @ \$35 each

Name of Guest(s): _____

Clip/copy this form and send with your check (payable to "Pittsburgh Chapter AIA") to: Pittsburgh Chapter AIA, CNG Tower, Suite 200, 625 Liberty Avenue, Pgh., PA 15222 by Friday, November 9.

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Remember —
there is no COLUMNS in
December! Enjoy the holidays
and look for us again in January.

PITTSBURGH CHAPTER AIA
CNG Tower
625 Liberty Avenue
Pittsburgh, Pa. 15222

ADDRESS CORRECTION REQUESTED

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