

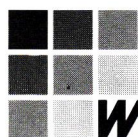
COLUMNS





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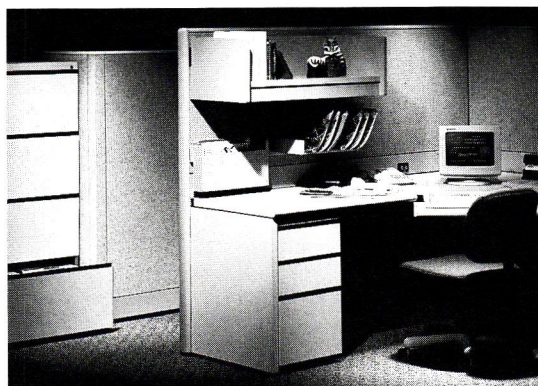
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View Point: Preservation: What's it Worth?

Douglas C. Berryman, AIA, President

I subscribe to a bimonthly magazine called *Old House Journal*, a wonderful publication containing restoration techniques, hints and a "where to find it" section for aficionados and owners of older homes. The people who most want information of this sort are adopting a somewhat purist attitude towards reclaiming and refurbishing older structures. There are seemingly limitless ends to which some people will go to restore a home to an admirable level of authenticity.

A section in each issue dubbed "Remuddling of the Month," is devoted to less fortunate attempts at restoration. Inclusion in this small corner of the magazine is a dubious distinction for the building and its owner. Examples are often humorous, and sometimes ludicrous (horizontal black and white siding to emulate a log cabin, unfortunately placed on a Queen Anne bungalow?), and leave me with a conviction that restoration and preservation can not only be done better, but at a cost at least commensurate with the monies spent on abysmal failures.

There is a fine old Victorian residence in the Shadyside area that is sadly languishing as it awaits either a wrecking crew or competent restoration. The building's fate has been the subject of much deliberation, and the final decision hinges upon the owner reaching agreement with the Historic Review Commission. Projected estimates for renovation hover around \$560,000; the owner's quandary is whether to spend that princely sum on restoration, or at least that amount on demolishing the existing structure and building a new one. The real bottom line, should demolition be permitted, will be determined by the relative marketability of the two choices.

Is there a limit on how much money we should expect someone to spend on saving a building? Clearly there are examples of architecture, both public and private, that are of such significance in their design and their place in our heritage that their permanence should be secured at all costs. The expense for doing this can and should be borne by some consortium of public and private interests. The decision to preserve buildings of lesser import must lie with the cost-effectiveness of the process, and, hopefully, with the guidance of responsible architects furnished to receptive owners.

Not every building is "significant," and I tend to think that some of the old is being saved because the public isn't sure that the new will be better. The reasons for such uncertainty are consistently paraded before us—and we, as architects, have not only a challenge, but a duty to ensure a continuum of good design, so that this argument can be laid to rest.

We also have a responsibility to ensure that the best examples of our heritage remain, so that the models of excellence are constantly in view. ■■■

In This Issue

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What's in store for the City's Historic Ordinance?

On the Cover

A lounging lion guards the entrance to Dollar Bank's historic Fourth Avenue office, restored by IAS Corp. and winner of an award from the Historic Review Commission. Photo by Jim Schafer.

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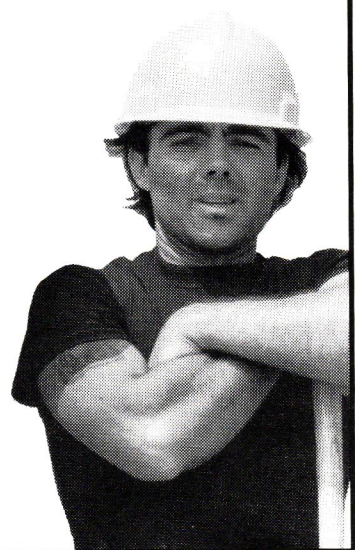
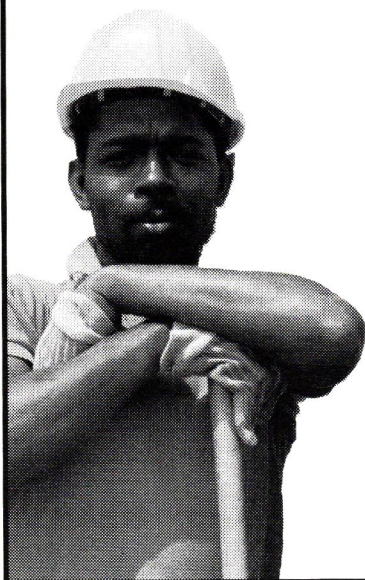
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Building America's Future: The Organized Construction Industry

A message from the Construction Industry Labor-Management 1990's Committee

Aging Gracefully

Anne Swager, Executive Director


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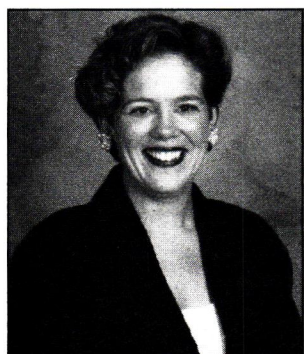
gads, my birthday month is here. Every July, the stark reality cannot be denied: I'm older. With only a few notable exceptions, birthdays don't bother me. My thirtieth birthday (feel free to tell me I don't even look that old) was one of those exceptions. It was a true dog day of summer and I was both barefoot and pregnant (and unemployed). I wasn't a particularly happy camper and I don't think the surprise party in my honor (replete with joke gifts like wrinkle cream) did much to improve my humor. This year, while at least I'm not facing a "milestone" year, I find myself having to reconcile occasional arthritis in my knee with the fact that my daughter and I use the same acne medicine. Pimples were one of the few things I looked forward to outgrowing. When the subject matter for this month's COLUMNS was announced, it was like salt in the wound. Write about old buildings and whether or not we should save them. It doesn't take a rocket scientist to figure out which side of the argument I'm likely to support.

Commenting on the relative merits of rip down and replace *versus* adapt and reuse *versus* preserve is difficult for me. Obviously, each instance is different and deserves to be considered on a case-by-case basis. Admittedly, I'm most comfortable with the "bottom line" arguments because, after all, I'm a number cruncher. The danger in this limited approach is its denial of some of the most meaningful elements of the decision. Architectural significance, excellence, and notability are all factors deserving our most serious consideration. Given my sense of inadequacy on such lofty subjects, I will defer to the experts and only comment on some of my observations on the process of preservation in our city.

Because of my involvement with a local group on the South Side, I was recently party to discussions and activities surrounding the fight to save the Macintosh-Hemphill office buildings at the foot of the 10th Street bridge. The fight to preserve these buildings is being led by grassroots community people. They have asked the Historic Review Commission to nominate the buildings for City historic designation, effectively protecting them from imminent demolition. The developer with a viable proposed alternate use has threatened to withdraw. The new development promised considerable job opportunities for the area still suffering from significant losses caused by the steel mill closings. It boiled down to a sense of place versus jobs. Sense of place won but glaringly absent were any viable suggestions for the adaptive reuse of these buildings. There are lots of culprits; loss of tax credits and continuing shortages of capital to name a couple. The results are still vacant, boarded-up buildings.

We are a city with an undeniably rich architectural heritage. The message is clear that we want to protect it. With our tax system long in need of a complete overhaul, isn't the time right to include appropriate incentives on the local and state level and move forward towards encouraging the adaptive reuse of the buildings and places important to our community?

After all, if aging people can still produce shouldn't buildings be given a chance, too? 



Anne Swager

Isn't the time right to include appropriate incentives to encourage adaptive reuse of the buildings and places important to our community?

Everything Old is New Again

Finding new uses for old industrial facilities

From Trash to Panache:

Westinghouse Electric's East Pittsburgh manufacturing plant is reborn as Keystone Commons, an incubator serving small start-up heavy and light industrial firms. Design 3 Architecture of Monroeville won the Associated Builder's and Contractor's 1990 Industrial Project of the Year Award for the renovation.

It makes a big change, doesn't it?" laughs William Snyder, AIA, delightedly showing before and after photographs of the site of the 1895 Westinghouse Electric Plant in East Pittsburgh now reborn as Keystone Commons. Better than any blueprints could, the photos eloquently tell the tale of a once-obsolete eyesore of a manufacturing facility into which new life has been breathed by clever architecture and an eye towards creating a new economic base for the valley by building on the parched bones of the community's industrial past.

The site, transformed by Design 3 Architecture, now sports a fresh decorative facade featuring exposed steel columns in shades of teal, and horizontal stucco bands highlighted by diamond-shaped louver-work set in warm red brick. The steel pipe columns with pointed structural "t's" supporting the outside porticos again reflect the diamond pattern. The effect is a tidy attractiveness rivaling that of most modern-day strip malls. It's a look which has

captured the Associated Builder's and Contractor's 1990 Industrial Project of the Year Award for the Monroeville architecture firm.

To Project Architect Snyder, Keystone Commons

represents a healthy trend towards revitalizing urban areas by salvaging old manufacturing sites for new uses. It's a concept ac-

tively promoted by Design 3's client, the Regional Industrial Development Corporation (RIDC), and the project's prospective tenant, NexTech, which will equip the site for its ultra-modern steel galvanizing process.

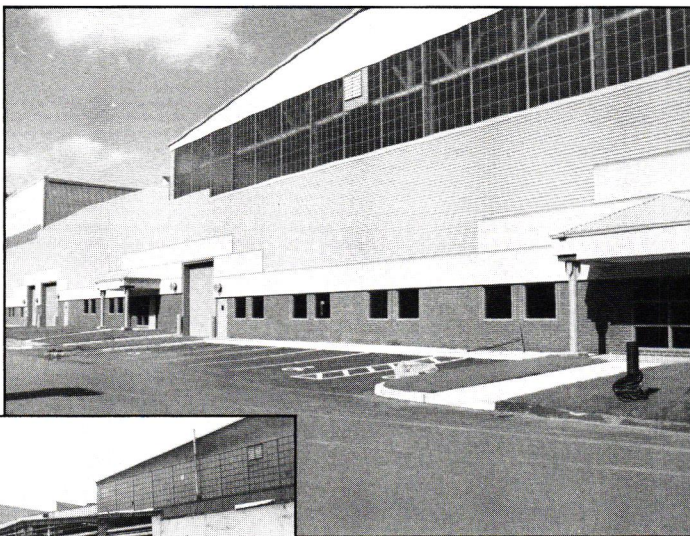
For the cost of building a new structure, Snyder explains, several old facilities like the Westinghouse site can be renovated, thereby creating less expensive urban workspaces and attracting many smaller light industrial firms which can provide a less monolithic employment source for the valley's residents.

"What I see are smaller manufacturers coming in and specializing in some segment of the industrial marketplace. Renovations like this really challenge our perception of 'what does a factory have to look like?' You see that it doesn't have to look like the factories of old. Now you can have a light manufacturing facility right next to this galvanizing works—and offices right across the way with a warehouse."

To be sure, there were particular challenges in renovating an old site to fit the requirements of modern-day industrial usage.

"[NexTech] needed so many square feet of louver area," recalls Snyder, "so we decided to break it up into a pattern [a diamond design, reflected on the lighting sconces, affixed to the front of the North Building]. And they needed to raise up the base in order to accommodate the equipment they were putting in, so we raised the roof and created towers."

"Overall, we were trying to lend it a more urban look," says Snyder of the project, the end result of which is attractive enough to serve as NexTech's new corporate headquarters.



One intriguing discovery was finding that a building connected to the NexTech building, known as the "K" Building, turned out to be the site of the world's first radio station—KDKA.

The second building under renovation, across the street from the NexTech Building, was developed for RIDC to serve as "flex space"—incubator offices for prospective tenant-entrepreneurs. Design 3 is now in the process of talking with prospective tenants about the building which includes enough office and warehouse space to accommodate three or four start-up companies.

A third building, now under partial demolition, is scheduled to become part of a garden fence with masonry at the windowsills. By retaining the building's piers and putting chain link fence with an attractive pattern in-between, Snyder hopes to provide the site with some security but still not make it seem so industrial.

"It really doesn't cost that much more to play a little bit with metal panels or to put in a couple of stripes in colors. You pay a bit of a premium, but not that much."

One example of the creative usage of everyday industrial commodities triumphing over costs are the North Building's uniquely diamond-shaped light sconces affixed to the new facade.

"They're just standard, surface-mounted light fixtures bound to a piece of steel. We took woven wire and put a frame around it and put that in front of the light fixture to carry through the diamond-shaped theme, the logo of the Keystone Commons, and the diamond-shaped louvers we'd used on the other side of the build-

ing. During the day, you see the teal green color of the sconces. But they're even nicer at night. You get a nice glow rather than harshness because the woven wire helps to diffuse the light."

For Snyder, the project has been as much a foray into urban planning and history as a design job. "It's hard to come away from such a project without having derived a sense of the admirable 'survivor' temperament of that small industrial town in the valley."

"Have you been to Turtle Creek?" he asks. "If you drive over the Westinghouse Bridge which most people do, you can practically miss it. But there's a real sense of community there and these buildings are a part of that."

"True, the employment base may never get back to what it was in Westinghouse days, but in this renovation there's room for new small companies and room for growth. The local economy should level off and the community will hopefully get a better tax base.

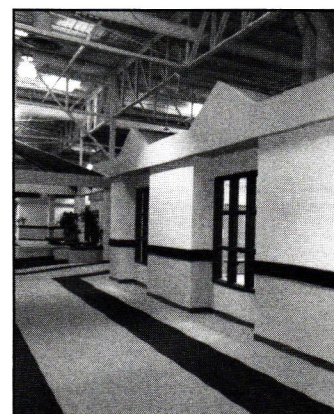
Get Out of Town

Not all old manufacturing facilities are hiding in the shadows of declining industrial towns -- many await rejuvenation in the suburbs and rural areas. For years, the Perry Forge sat empty on Rochester Road in Butler County, until it was dramatically transformed into the new Cranberry Municipal Center by Ross Schonder Sterzinger Cupcheck.

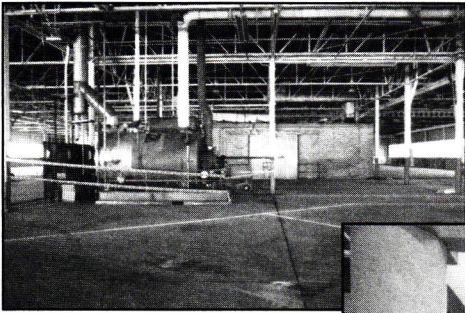
The region's fastest growing area and the first township over the Butler County line, Cranberry is accessible by Rtes 279, 19 and the Turnpike. The boom in new residents has created a



Above: Smoky blue corrugated steel and warm red brick are broken by long horizontal bands of stucco on the facade of Keystone Commons. Diamond-shaped louvers reflect the facility's logo. Below: Interior windows add light and visual interest to the Cranberry Municipal Building.



Everything Old is New Again, from page 7



Indoor gazebo and skylights grace the Cranberry Municipal Center, a former nuclear submarine parts plant.



Ralph Sterzinger, AIA, principal-in-charge likens the center to a shopping mall; housed within are not only all township administrative offices (including police and tax depart-

ment offices and conference rooms are covered by acoustic ceilings, creating a "building-within-a-building" look.

Outside, RSSC expanded the existing parking lot, but left the sloping lawns and stately oak trees as they had been for years.

The municipal center has been highly praised by township employees and residents alike. "We hope to bring the community together," says Jerry Andree, noting the lack of a true town center in this booming suburb. "The Town Square is a place for people to gather and create an identity for Cranberry." To get the ball rolling, township officials are holding a new residents mixer -- and inviting every resident to attend.

great demand for municipal services, and when the township outgrew its two-story cinderblock building, it went looking for a new home.

"We had three options," explains Township Manager Jerry Andree. "Expand our building, buy and renovate another building, or construct a new facility." Renovating the Perry Forge was the most economical and logical path: located on a main road, the building offered 64,000 sq. ft., more space than the township could afford to build new, and a 12-acre parcel of land with parking and landscaping.

A relatively "young" facility, Perry Forge opened in 1961 and began producing stainless steel couplings for Navy submarines and nuclear reactors. It ceased production in the 1980s and remained silent until the township purchased it. Five years later, the finished product is a source of pride for the entire community.

ments), but also the water and sewage authority, the chamber of commerce, the town library, a gymnasium with locker rooms, and satellite offices for the Butler County commissioners, state representative, and state senator. And the post office has its eye on the remaining 10,000 sq. ft. of unoccupied space.

At the heart of the new facility is a multi-purpose space aptly called the "Town Square." A gazebo, benches, skylights and greenery make it a park-like setting. Offices without exterior windows have corridor windows overlooking the Town Square. Here, community groups are invited to gather for meetings, art exhibits, educational programs and social activities.

The interior was primarily open space with support columns. "There wasn't a lot to tear out," explains Sterzinger. "The floor was still quite level and usable." Architects reinforced the roof steel and raised a 6000 sq. ft. section to allow basketball and volleyball in the gymnasium. Exposed steel trusses throughout the building give a sturdy-but-spacious feel, while

Is the community responding? Library membership has nearly doubled since moving into the new center, and according to Andree, "we've been bombarded with requests to use the building." He adds that the sleek design "gives a more professional image of our township to new residents and visitors. This in turn makes us more professional in our jobs."

RSSC has also benefited from the center's impressive image. "After this, they refer to us as the township architects," laughs Sterzinger. "We do many projects of this sort, and this was especially fun because it was so different."

As land and construction prices soar, renovation becomes an increasingly popular and affordable option. Finding new functions for obsolete facilities is rewarding, especially when the projects are as successful and aesthetically pleasing as Keystone Commons and Cranberry Municipal Center. And, as Bill Snyder wistfully adds, "These buildings are built so well—it's a terrible shame to tear them down." ■

Urban Design Lab

CMU Students Rekindle Vandergrift

Thirty five miles northeast of Pittsburgh, Frederick Law Olmstead designed the first industrial community owned and managed by workers themselves.

S

trolling the gently curving, tree-lined streets of Vandergrift on a summer evening, located at the northernmost border of Westmoreland County, it's difficult not to be reminded of the Hollywood set of the musical "The Music Man." Any moment, Robert Preston should appear, leading all seventy-six trombones past what residents call the grand Casino at the apex of the triangular village green. The Casino, the white-columned combination town hall, library, jail, municipal offices, police station and yes—a working theater and movie house until as recently as 1981—is festooned with red, white, and blue Memorial Day bunting. From street lights, navy blue banners rise and fall lightly in the early evening breeze, tastefully inscribed in anticipation of the town's upcoming centennial celebration.

At each prime location, where contoured streets intersect to form small parklets, one of nine beautiful churches sit, some lit with glorious Tiffany windows. Each house of worship boasts a pipe organ donated by the town's founder, industrialist George G. McMurtry.

And everywhere—townspeople. They greet strangers cordially from the verandas of turreted Victorian homes, fairly beaming with pride over their town. One marvels at buildings which curve around corners and at tales of the town's first postmaster—recruited from Salt Lake City—who lived with his two "daughters." In retrospect, townsfolk intimate with a delicious sense of scandal, they were probably his two wives!

There is little about the town of Vandergrift that does not charm—instantly. It is easy to imagine how the community would intrigue fifth-year Carnegie Mellon architecture students.

McMurtry would surely have applauded the energy which David Lewis, FAIA, CMU professor of architecture, and his thirteen students brought to the study of his town. Their suggestions on Vandergrift's revitalization, compiled in a book and presented to the citizenry of the community, includes ideas ranging from street light and park bench design, to the founding of a high tech industrial center, to the building of a water theme park down on the banks of the Kiskiminetas River which meanders through the valley.

Rather than having his fifth-year students work on fictitious projects, Lewis was intrigued when approached by a Vandergrift native about the possibility of the school becoming involved in the community's revitalization efforts. It was an opportunity to have his students work with the genuine article. And Vandergrift had all of the elements: rich history, architectural significance, and a community justifiably proud of its heritage and rather flattered that "outsiders" could view their town as an urban design laboratory.

It is obvious from the end-product, a 150-page bound book, that Lewis' students immersed themselves fully in Vandergrift's history, founding philosophy, economic realities, and potential before they ever picked up a sketchbook.

What is clear from the students' report is that the town was as much a social experiment as an urban planning project. Disgusted with what he viewed as the oppressive paternalism of other "company towns," McMurtry commissioned the firm of Frederick Law Olmsted to design the first industrial community intended to be sold and operated by the workers themselves.

Urban Design Lab, from page 9

Olmsted, famed landscape architect and urban planner, numbered among his design credits New York City's Central Park, the grounds of the U.S. Capitol, and the Stanford University campus. He had also been responsible for the founding of the National Park System.

It was Olmsted's master plan for the 1893 Chicago World's Fair which prompted steel mag-

workers—a town which *Iron Age* magazine in a 1909 edition deemed "a workingman's paradise." The letter to Olmsted, written on McMurtry's Apollo Iron and Steel Company letterhead and dated April 25th, 1895, reads, in part, "...We desire to have a town that, in many features, will be unique, and in all respects more attractive than the average manufactur-

And so it was. After extensive touring of planned communities in Europe and Russia, McMurtry emerged with the theory that men lived up to their environment. Some historians have questioned the extent of McMurtry's altruism. Having experienced labor unrest in his nearby Apollo steelworks, they claim that McMurtry, a savvy businessman, had simply determined

that a contented labor force was the key to sustained productivity.

In either case, it was the builder in McMurtry who saw to it that the steel mill and the town's infrastructure were put in place first—including



Proposed street facade for Vandergrift's commercial district envisioned by fifth year CMU students.

nate McMurtry to write to him requesting help on the design of a new industrial town for his

ing town of the present day. In fact, we want something better than the best..."

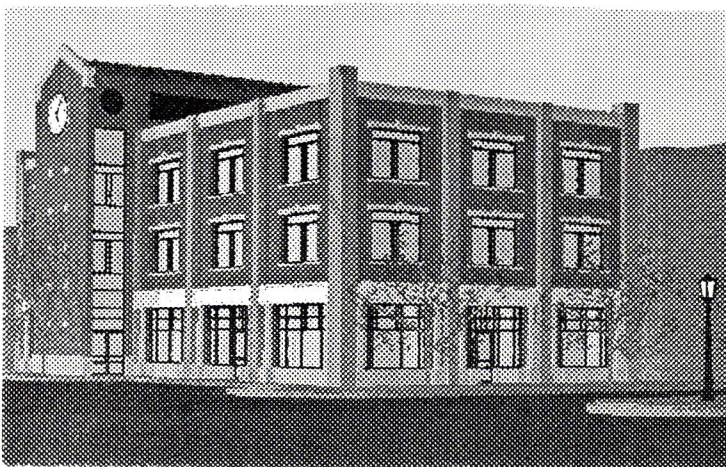
paved streets and alleys, water, gas, sewer lines, trees and streetlights—before lots were ever sold. He believed that each family had a right to own a home which reflected its own tastes. No cookie-cutter company houses are found in the town. McMurtry's only edict on the homes was that each be equipped with indoor plumbing and a bath tub!

The design of the town focuses attention on its cultural center, the Greek-styled Casino. Its Ionic columns and imposing portico loom above a triangular village green which slopes down to

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Deadline for submissions is the 25th of the month prior to publication.

the town's railroad station. The steel mill itself, now owned by Allegheny-Ludlum, sits rather unobtrusively to the right of the village green and further down the slope. To the left of the green, curvilinear streets with rounded street corners—vintage Olmsted—rise up, hugging the gentle contours of the hill.

Named for a chief shareholder in McMurtry's steelworks, Captain Jacob J. Vandergrift, the town design was a hit at two World's Fairs, winning two gold medals in the 1904 St. Louis Exposition and featured at the 1933-34 Chicago Century of Progress.

The CMU report stresses that, though the shifting sands of economic reality may have imperiled the charming little town of 6,000, the possibilities for future development are endless. To the students, the key lies in leveraging the town's history and natural charm. One of the report's key recommendations is to capitalize on the Mag Lev

mass transportation system which proposes to transect the Allegheny Kiski Valley. A Vandergrift stop on the Mag Lev route, already planned for, could mean not just a steady stream of tourists from Pittsburgh, but new residents who might welcome a spruced-up Victorian Vandergrift as a delightful alternative to homogenized suburban living.

Funding, the student report readily admits, is the biggest challenge Vandergrift faces. But the community is optimistic. Last year, local high school students raised enough money to erect a state plaque marking the town which social critic Ida Tarbell christened America's

"most important industrial town" because its homes were owned by the workers themselves. And the town's Victorian Vandergrift Museum and Historical Society, with an active membership of 200, publishes a newsletter regularly, has formulated fund-raising plans, and recently petitioned the U.S. Department of the Interior to have the nearly 100-year-old Casino listed in the National Register of Historic Places. The citizens are hopeful that CMU will continue to augment their efforts to preserve and refurbish their town.

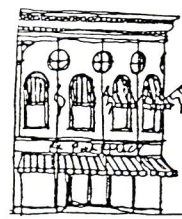
"The intention was that work that students did could be used by the people of Vandergrift to make some modifications and improvements," notes John Eberhard, FAIA, head of Carnegie Mellon University's Department of Architec-



Another proposed street scape.

ture. "Whether they will be able to or not, of course, is hard to predict. We've now done two studios on the subject, so in that sense it is an ongoing project."

If the measure of collective enthusiasm about a project means anything, Vandergrift is sure to be a western Pennsylvania treasure for years to come. ■



"A workingman's paradise," was how Iron Age Magazine described Vandergrift in 1909.

Today, local high school students have raised funds to erect a state plaque inscribed with the words of social critic Ida Tarbell: America's "most important industrial town."

Vandergrift had all of the elements: rich history, architectural significance, and a community justifiably proud of its heritage and rather flattered that "outsiders" could view their town as an urban design laboratory.



Architect: John Martine, AIA, IAS Corp.
Owner: Dollar Bank
 For the excellent restoration of the landmark Fourth Avenue Dollar Bank Building.

Historic Preservation Awards

In celebration of National Preservation Week, the City of Pittsburgh's Historic Review Commission recognized 14 outstanding preservation projects in the area. Mayor Sophie Masloff presented the awards to owners and architects at a ceremony held Wednesday, May 8, 1991 at the City County Building. Many of the honored projects were designed by Chapter members; all are a fitting tribute to Pittsburgh's rich and varied architectural heritage. 🏛️



Mayor Sophie Masloff congratulates John Martine, AIA on his award-winning work at the May 8 ceremony.

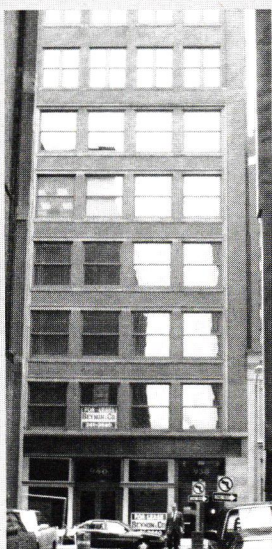


5. Architect: Brenenberg Brown Group
Owner: Philip J. Cichon, MD and George B. Sestric, MD
 For the excellent renovation to the commercial building at 4301-4309 Butler Street.

Architects: Thierry Despont and UDA Architects
Owner: The Board of Trustees of the Helen Clay Frick Foundation
 For the outstanding restoration of the Henry Clay Frick House (Clayton) at Penn and Homewood Avenues.

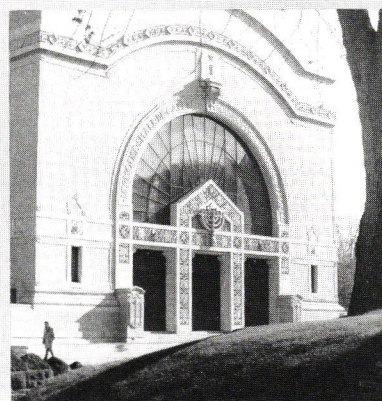


Architect: Thierry Despont and UDA Architects
Owner: The Board of Trustees of the Helen Clay Frick Foundation
 For the outstanding restoration of the Henry Clay Frick House (Clayton) at Penn and Homewood Avenues.



Architect: L.P. Perfido Associates
Owner: Fallon Properties
 For the excellent renovation of the commercial building at 938 Penn Avenue.

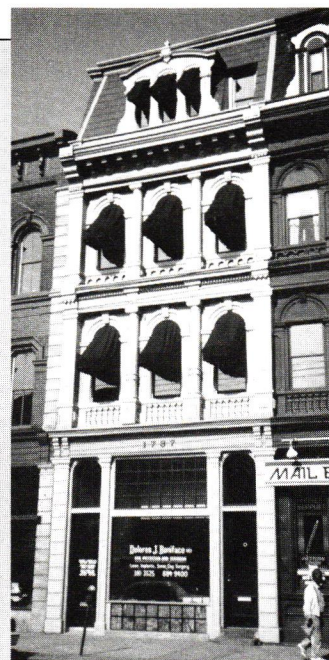
Architects: Ehrenkrantz Group and UDA Architects
Owner: Congregation Rodef Shalom
 For the outstanding restoration of Rodef Shalom Synagogue at 4905 Fifth Avenue.



Architect: John Martine, AIA, IAS Corp.

Owner: Dolores J. Boniface, MD

For the excellent renovation of the commercial building at 1737 East Carson Street.



Architect: Todd Meyer

Owner: The City of Pittsburgh and the Department of Engineering and Construction

For the outstanding renovation of Engine Company #39 at 3914 Perryville Avenue.



Architect: Henry Hanson, AIA

Owner: Dicesare Engler Development

For the excellent renovation of the commercial buildings at 2825 Penn Avenue.



Architect: Ledewitz

Owner: Ledewitz Associates

For the excellent renovation of the Penn-Highland and Highland Avenues.



Architect: Brenenberg Brown Group

Owner: Northumberland, Inc.

For the excellent renovation of the commercial building at 607 East Ohio Street.



Architect: Burt Hill Kosar Rittelmann

Owner: The Beazer Companies

For the excellent restoration of the lobby of the Koppers Building.



Architect: Gerald Morosco

Owner: Old Birmingham Association

For the excellent renovation of the commercial buildings at 1927-29 East Carson Street.

Not pictured:

Owner: Cindy Esser's Floral Shop

For the excellent renovation of the commercial building at 1122 East Carson Street.

Owner: Ben Zytnick

For the excellent renovation of the commercial building at 1735 East Carson Street.

Legislating Our Architectural Heritage

May Meeting Examines Proposed Changes to City's Preservation Ordinance



A healthy skepticism filled the air at the Chapter's May's meeting when a Chicago consulting firm presented their "preliminary recommendations" to improve the city's twelve-year-old Historic Preservation Ordinance. About fifty members and guests gathered appropriately in the Union Trust Auditorium to hear Clarion Associates' Bradford White run down the list of proposed changes his firm would like the city to adopt.

Introductory remarks from Michael Eversmeyer, AIA, city preservation planner, covered the history of the ordinance and how it serves as the basis for the economic and social development throughout the city. According to Eversmeyer, 380 historic rehabilitations have brought some quarter billion dollars to the city and has meant the addition of nearly 800 housing units.

"The City sees the ordinance as a means of improving quality of life for its citizens," said Eversmeyer. "Its purpose is to regulate, protect and retain the character of a property in a way that zoning does not."

Not made clear was precisely what prompted the City to hire an out-of-town firm to revisit the current ordinance and "make recommendations." In a later interview, Eversmeyer revealed that recent preservation controversies had prompted the city to seek an impartial party removed from the political fray. Furthermore, the ordinance had evolved over a decade into a "patchwork" of provisions and needed to be brought up to state-of-the-art.

Clarion's initial fact-finding process involved extensive interviews with city councilmen, local architects and developers, corporate heads and the city solicitor; legal review of the document; its comparison to similar ordinances for

metropolitan areas around the country; neighborhood forums and three public hearings.

"Though we had an overall positive response, we found that the ordinance was weak in some places, and in some respects it was too vague," explained White.

Clarion's recommendations include shortening the review process to a maximum of six months; clarifying the criteria for nomination of a property or neighborhood; and imposing penalties for violations of the ordinance.

More controversial proposals include adding an "economic hardship clause" with an appeals process to allow for property owners who, in good faith, are financially or otherwise unable to meet the law's requirements; limiting historic nomination powers to the owner, seven members of the historic review commission, members of the city planning commission, city council, and the Mayor; and allowing for certain interim changes to be made to structures while under review for historic designation.

Another recommendation, whose precise methodology was questioned by one AIA audience member, is a proposed "comprehensive survey of historical structures in the community." "No such survey has been done in recent days," explained White. "It would help us see what's good, what's threatened, what's easy to designate—and would serve as a basis for public education. The survey should be updated every five to ten years." Specifics on the survey's precise methodology went unspecified.

White also addressed the issue of historic districts. He suggested that the city establish intermediate levels for those areas which do not precisely fit the stricter historic district criteria. Perhaps an urban conservation district

Among the consultant's proposed changes to the historic preservation ordinance were an "economic hardship clause" with an appeals process to allow for property owners who, in good faith, are financially unable to meet the law's requirements; and limiting historic nomination powers to members of the Historic Review Commission, City Council, and the Mayor.

■ bricks and mortar: committee news

might be designated where, White explained, "there was not a critical mass of buildings which would qualify the area as a district, but where it would comprise an identifiable historic neighborhood."

Finally, the laundry list of proposed recommendations called for financial incentives to spur conservation and historic preservations. Though not remotely within the purview of the city government, these include obtaining federal tax credits, changes in the property tax structure, and loan guarantee programs for historic rehabilitation.

A shifting audience pressed for answers to questions on items unaddressed by White, such as provisions for the preservation of environmental features such as the view from Mt. Washington, and the eerie silence of the Commission on the possible demise of the 70-year-old Syria Mosque.

Perhaps the evening's presentation could best be characterized by one question posed to White, in a candid and slightly bewildered voice, from the back of the room by one audience member: "Do you think that your recommendations, after all the discussions you've had, were based on what would fly politically here in Pittsburgh, or on what you think is correct?"

Clarion Associates expects to present the final report to the City "in the near future." A series of public hearings will be held and feedback will be gathered before any of the report's many recommendations—both controversial and otherwise—would be incorporated. Any ordinance change would have to be passed by City Council and signed by the Mayor. ■

*The Chapter thanks **Mistick Construction** for generously underwriting this meeting.*

■ Historic Resources

Chair: John Martine

IAS Corp., 856-4744

Members of our committee and other fellow AIA members graciously hosted members of the Victorian Society of America, in Pittsburgh June 13-16 to celebrate their Silver Jubilee (25th Anniversary). In addition to board and business meetings, the Victorians were treated to a walking tour of Downtown Pittsburgh after a terrific brunch at the Grand Concourse. This event was a fund raiser for the Chapter for future programs.

■ Interiors

Chair: Chuck DeLisio, AIA

STUDIO DeLisio, 488-0307

All Chapter members are invited to join us at our next meeting on Monday, July 8, 5:30 PM in the Chapter office.

■ Professional Development

Chair: Dave Brenenburg, AIA

Brenenburg Brown, 683-0202

Our thanks to everyone who helped with the refresher course—it was a great success.

Our next meeting will be held Thursday, July 18 at 5:30 PM in the offices of Brenenburg Brown. All Chapter members are welcome to join us and help plan upcoming seminars. Please note, we will not be meeting in August.

■ Membership

Chair: Gwen Williams, assoc. member,

Douglas C. Berryman Associates, 363-4622

Please welcome these new members:

Michael Zanolli, AIA

UDA Architects
1133 Penn Ave.
Pgh., PA 15222

Craig C. Scott, assoc. member

The Design Alliance
5 PPG Place
Pgh., PA 15222

Gary William Betz, prof. affiliate

Allegheny Brick & Builders Supply
148 Perrysville Ave.
Pgh., PA 15229

Ralph Santarcangelo, prof. aff.
Mechanical Contractors Assoc. of W.
PA, Inc.

*Past owner/president of Ralph
Plumbing & Heating Co.*

*Married to: Alma M. Santarcangelo
Interests include: Swimming, politics
and gardening.*



Congratulations to Marilyn Lupo Young, AIA, on advancing to a registered member! ■

1991 Chapter Design Awards

The Pittsburgh Chapter AIA announces the 1991 Chapter Design Awards. Entries are invited in two categories: **Chapter Design Awards** (open to AIA members and AIA member-led teams); and **Open Plan Category**, open to all designers with architectural degrees (unbuilt work, research, academic and theoretical explorations and work in allied arts and crafts are encouraged). Jury chair is William Rawn, AIA, of Boston.

Schedule

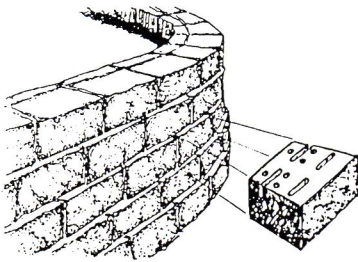
Entry packages available *August 1*

Entries due *September 20*

Awards Program *November 7*

For more details,
contact the Chapter office,
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Insites: Letter to the Editor

To the AIA Chapter:

The Carnegie Mellon University Architecture Archives gratefully acknowledges the recent gift of records from the Pittsburgh Chapter of the American Institute of Architects. These records are an important addition to the existing collection of the Chapter's records which was established at the Archives a few years ago. The Pittsburgh Chapter AIA Collection really amounts to something now!

Four groups of records were received: bound minutes dated 1908-1952; Chapter Award records dated 1977-present; records of the Re-making Cities Conference dated circa 1988; and miscellaneous Chapter records dating primarily from the 1930s through 1960s.

The minute books in particular are an extraordinary discovery, as they detail the Chapter's every move for more than forty years. Bound in with the minutes for directors' meetings, monthly Chapter meetings and annual meetings are meeting notices and agendas; Annual

Reports including membership lists and committee reports; membership application forms; resolutions; selected correspondence; Chapter newsletters; communications from AIA National and other chapters; information regarding important civic issues and architectural competitions; and materials regarding key Chapter projects such as exhibition houses and the Western PA Architectural Survey.

The Architecture Archives will properly store and preserve these records so that they may be accessible to researchers. They will be essential source material for an official history of the Pittsburgh Chapter AIA.

Thanks to the Chapter for this gift, a highly appropriate undertaking in the Chapter's centennial year.

Sincerely,

Martin Aurand, Archivist
Carnegie Mellon Architecture Archives

CORRECTION

In the May 1991 issue of COLUMNS, Burt Hill Kosar Rittelmann Associates was erroneously omitted from the Software Engineering Institute entry on the timeline. The project was a joint venture between Bohlin Powell Larkin Cywinski and Burt Hill.



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▲ breaking ground

▲ Kudos

L.P. Perfido Associates received a Landmarks Preservation Commission Award from the New York City Landmark Preservation Commission for the restoration of 575 Broadway. Mayor David N. Dinkins and Laurie Beckelman, Chair of the Commission, presented the award to **Leonard Perfido, AIA** and **Alan Weiskopf, AIA** for their restoration of the 110-year-old six-story brick and stone loft building with cast iron storefronts in NYC's Soho Cast Iron Historic District. Totaling \$12 million, the project included historic restoration of all facades and a comprehensive renovation of the building's interior. Tenants will include Brant Publications, publishers of *Art in America* and *Interview* magazines, and the Guggenheim Museum.

The University of Pittsburgh's Biomedical Science Tower, designed by **Burt Hill Kosar Rittelmann Associates** was awarded high honors by *R&D* magazine in its 1991 Laboratory of the Year competition. The eight-story 440,000 sq. ft. building houses basic and clinical research labs. The firm was also recently presented with a design award for its Fort Myers, Florida office from the Design Center of the Americas.

Robert A. Kendall, a fourth-year architecture student at Carnegie Mellon University, has won the Roy A. Hoffman Traveling Scholarship Award. Presented annually to undergraduates showing a high level of achievement in CAD, the \$2500 award is sponsored by **Johnson/Schmidt and Associates**.

▲ From the Firms

Construction is underway for Bell of PA's telecommunications switching complex at the Greater Pittsburgh Airport's new Midfield Ter-

minal. **Larsen and Ludwig** provided architectural and engineering design for the 3,200 sq. ft. facility.

Reid & Stuhldreher has designed an addition to The Medical Center in Beaver, PA. The 5500 sq. ft. addition will house the new Magnetic Resonance Imaging Suite. The MRI unit requires a radio-frequency shielded and magnetically shielded room and a floor capable of supporting its 11 ton weight. The addition will also feature inpatient and outpatient areas, computer rooms, a film processing lab and a viewing room.

Williams Trebilcock Whitehead has completed design plans for a six-deck parking garage for The Carnegie. The facility will offer more than 700 parking spaces at the corner of Forbes Avenue and South Craig Street. Project architect is **John A. Dencler, AIA**.

Johnson/Schmidt and Associates has been selected to design a regional distribution center for Westinghouse Electric Supply Company in the Thorn Hill Industrial Park. The 194,000 sq. ft. building includes 180,500 sq. ft. of warehouse space.

Burt Hill Kosar Rittelmann Associates is designing renovations and additions to East Liverpool City Hospital in Ohio, including a new three-story main entrance and renovations to obstetrics, pediatrics, emergency department, diagnostic imaging, outpatient surgery, admitting, medical records, offices and lounges. Principal in Charge is **John Brock, AIA**. The design team includes **Tim Schmida, AIA** and **Scott Hazlett, AIA**.

▲ Transitions

Paul T. Underiner has been appointed vice president and director of public relations of

the Michael Baker Corporation. **Mark A. Miner** has been promoted to public relations manager.

Hayes Large Suckling Fruth & Wedge Architects is shortening its name to **Hayes Large Architects**. The firm has offices in Pittsburgh, Harrisburg and Altoona.

▲ Business Briefs

R.E. Anderson, Inc. has changed its name to **Anderson Interiors**. ■■■

ARCHITECTS SOFTBALL LEAGUE STANDINGS (as of 6-7-91)

DIVISION A

Bohlin Powell	5-2
WTW	5-2
LD Astorino	4-2
NJC Associates	5-3
Foreman Bashford	4-4
Nobody's Lunchmeats	0-6-1

DIVISION B

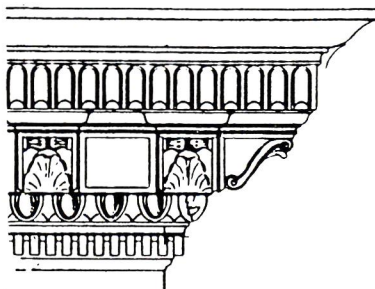
KSBH	6-1-1
Ross Bianco/MCF	5-3
Design Alliance/Perfido	3-3
Hayes Large	2-5
Johnson/Schmidt	2-5
Apostolou	1-6

Come on out and cheer your favorite team on to victory—playoffs to be held the week of August 12. Games are held Monday at 7:45 PM; Tuesday, Wednesday and Thursday at 6 PM at Manchester and Fowler Fields (Northside) and Arsenal Field. For a complete schedule and current standings, contact Commissioner John Cullen, AIA at NJC Associates, 323-0323. ■■■

Marketplace

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CLASSIFIED RATES: AIA Members: \$.75/word. Non-members: \$1.00/word. Mail or fax typewritten copy to: COLUMNS, c/o The Cantor Group, 1225 Farragut Street, Pgh., PA 15206 (FAX 412/661-6287) or call 412/661-3734. Check payable to AIA/Cantor Group must accompany copy. Deadline for Classifieds in the September Issue is August 4.



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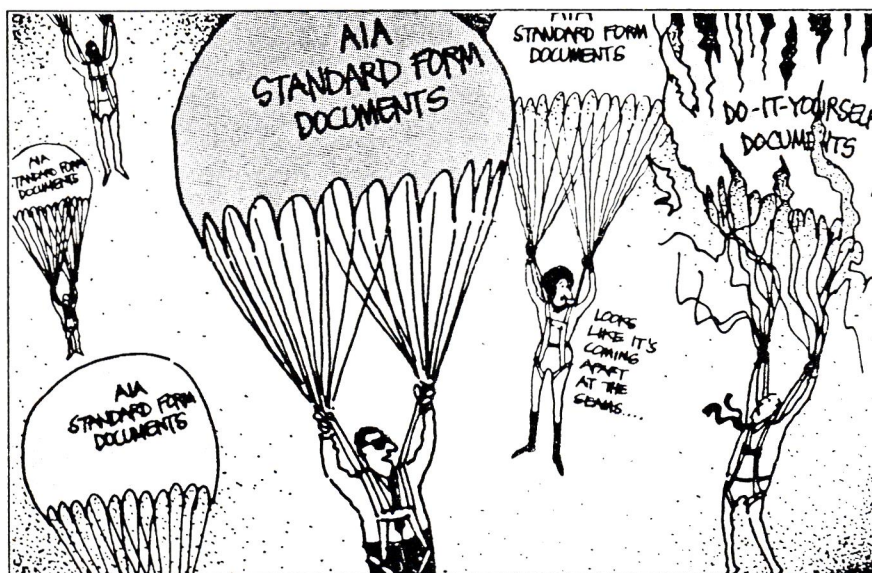
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Sugary Showdown



Cookies and cream replaced concrete and steel at the CSI New Products Show in April at the Pittsburgh Expo Mart, when six architectural firms squared off against each other in the Oreo Cookie Building Competition. Their goal? Reconstruct any Pittsburgh building in Oreos (hot glue guns gave added adhesion to the sticky centers). Officers of CMU's student AIA chapter judged the designs on how well they lent themselves to the medium. Below, the team from Williams Trebilcock Whitehead races ahead with their mouthwatering model of Fifth Avenue Place while DRS/Hundley Kling Gmitter puts the finishing touches on their chocolate courthouse, which netted them first place in the confectionery competition. Other entries were Baker and Associates' Mellon Institute, NJC Associates' rendition of The Point, and two Civic Arenas (by Foreman Bashford and Ross Schonder Sterzinger Cupcheck). Some 12,000 Oreos were provided for the event—construction (and consumption) breakdowns were not available. 🏠

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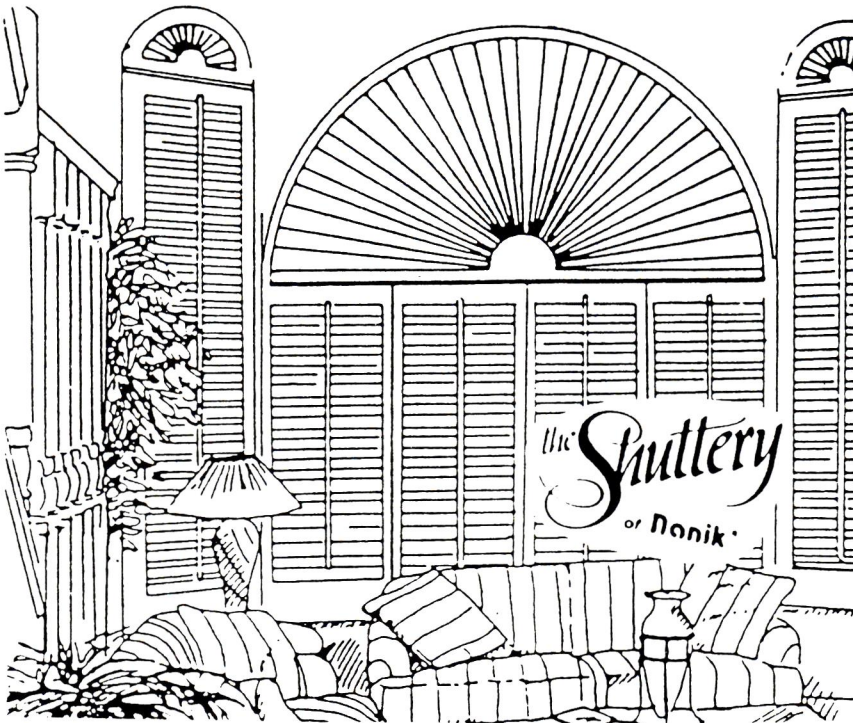
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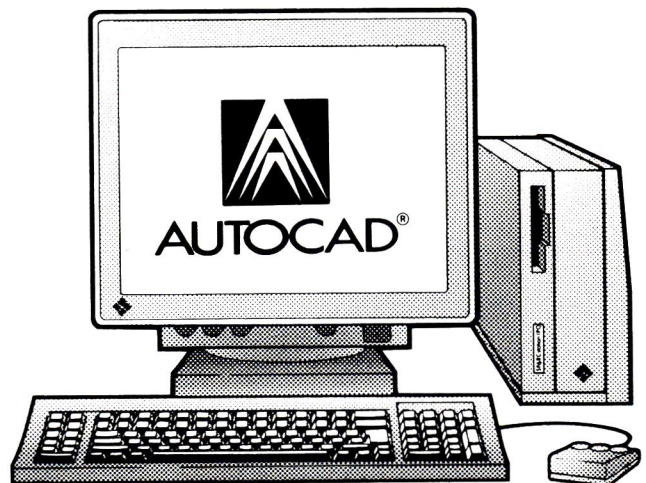
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Community Design Center Names Firms Chosen for Streetscape Revitalization

The Community Design Center of Pittsburgh has been awarded a grant of \$54,000 as part of the city's Neighborhood Business District Revitalization program. The grant will be used to provide design assistance in 11 neighborhood business districts: Allegheny West, East Liberty, East Ohio Street, Greenfield, Highland Park, Homewood, Lawrenceville, Mt. Washington, Sheraden, Squirrel Hill, and the West End.

Architectural firms selected by neighborhood representatives are: The Design Alliance, McCormick McCarthy, Gerald Lee Morosco Architect and Quick Ledewitz Architects. As consultants, these firms will work with neighborhood business associations to document existing conditions of the front facades of 75 storefronts and provide colored renderings of proposed changes. Participating business districts will each receive a marketing brochure featuring "before and after" elevations, prepared by the Community Design Center.

Exhibit Planned for Palladian Ball

In other news, the Community Design Center is preparing an exhibit celebrating "100 Years of Pittsburgh Places," to be held in conjunction with the Palladian Ball in September.

The exhibit will feature one Pittsburgh place from each of the past 10 decades that is exemplary in its design and embodies the influence of the decade on present-day Pittsburgh.

Members of the selection committee are: John DeSantis (Chair), Chairman, Historic Review Commission; Bill Bates, AIA, President of PSA; Fred Bonci, LaQuatra Bonci, Western Section Chairman, ASLA; Carol Brown, President, Pittsburgh Trust for Cultural Resources; John Herbst, Executive Director, Historical Society of Western PA; Philip Johnston, Director, The Carnegie Museum of Art; and Walter Kidney, Pittsburgh History and Landmarks Foundation. ■

J U L Y & A U G C A L E N D A R

■ AIA ACTIVITIES

MONDAY – THURSDAY THROUGHOUT JULY & AUGUST

Architects Softball League games are held nightly at Fowler and Manchester Fields on the Northside and Arsenal Field in Arsenal. Game time is 6 PM (7:45 PM Mondays). Call League Commissioner John Cullen, AIA, 323-0323, for schedule.

MONDAY, JULY 8

Interiors Committee Meeting, 5:30 PM in the Chapter office. Charles DeLisio, AIA, 488-0307.

THURSDAY, JULY 11

Exhibit Committee Meeting, noon at the Chapter office. Karl Backus, 765-3890.

TUESDAY, JULY 16

Pittsburgh Chapter AIA Board Meeting, 5 PM in the Chapter office. All members are welcome. Anne Swager, 471-9548.

THURSDAY, JULY 18

Professional Development Committee Meeting, 5:30 PM at Brenenberg Brown. Dave Brenenberg, AIA, 683-0202.

MONDAY, JULY 22

Pittsburgh Chapter AIA July Meeting, featuring guest speaker Charles Moore, FAIA, winner of the 1991 AIA Gold Medal. A cake and champagne reception will be held in honor of the Chapter's 100th Anniversary. 6 PM, Pittsburgh Public Theater. *Invitation on page 23.*

MONDAY, AUGUST 5

Interiors Committee Meeting, 5:30 PM in the Chapter office. Charles DeLisio, AIA, 488-0307.

THURSDAY, AUGUST 8

Exhibit Committee Meeting, noon at the Chapter office. Karl Backus, 765-3890.

■ AROUND TOWN

TUESDAY, JULY 9 & AUGUST 13

Society of Architectural Administrators monthly luncheon meeting at the HYP Club. Cost is \$12.50. Clark Strohm, 281-6568.

■ PLAN AHEAD

SATURDAY, SEPTEMBER 28

1991 Palladian Ball, co-sponsored by the Chapter and the Community Design Center of Pittsburgh. This year's theme is "100 Years of Pittsburgh Architecture: A Celebration of the Pittsburgh Chapter AIA Centennial." Hors d'oeuvres and dancing in CNG Tower, beginning at 9 PM. Syl Damiros, FAIA, is honorary chair. For details contact the Community Design Center, 391-4144.

NOVEMBER

Chapter Design Awards Exhibit Deadline for entries is September 20. For full details, see page 15.

1991 Editorial & Exhibit Calendar

September — Colleges/Universities

October — Commercial Interiors

Nov/Dec — Holiday Issue

Here's your chance to see your work in COLUMNS and in the Chapter Office Gallery!

All members and member firms are invited to submit projects
for upcoming theme issues and exhibits.

Projects must be designed by a member or member firm
and may be in any stage of development, but must be no more than one year old.

•

Deadline for COLUMNS submissions is the 25th of the month prior to publication.

For exhibit submission and deadline information, contact Karl Backus (below).

EXHIBIT information:

Karl Backus
Bohlin Powell Larkin Cywinski
The Bank Tower, 307 Fourth Avenue
Suite 1300
Pittsburgh, PA 15222-2102
tel. 412/765-3890

COLUMNS submissions:

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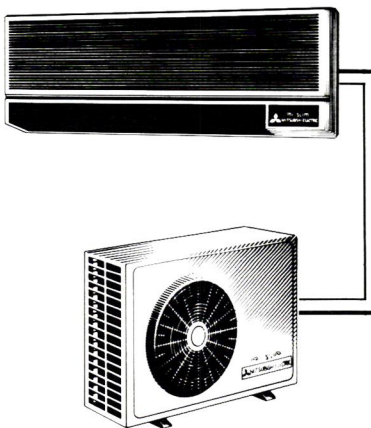
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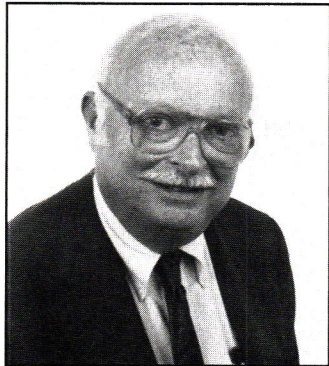
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Charles W. Moore

"He's like the pied piper," said a colleague of Charles Willard Moore, FAIA, in reference to his work with students. Forty years of teaching at the nation's top universities and private practice have earned Moore the respect of a generation of architects. On Monday, July 22, the 1991 AIA Gold Medal winner will honor the Pittsburgh Chapter AIA as guest speaker at its 100th Anniversary Celebration, to be held at the Pittsburgh Public Theater.




Currently a partner in the Austin, TX firm Moore/Andersson Architects, Charles Moore is a strong believer in collaborative efforts and has founded or co-founded seven architecture firms, including Moore Lyndon Turnbull Whitaker of San Francisco.

His educational record is impressive, both as student and teacher. He received a B.Arch from the University of Michigan in 1947 and later an MFA and PhD from Princeton. Renowned for his "soft-spoken encouragement of individual thought," Moore has taught architecture at the University of California at Los Angeles and Berkeley, Harvard's Graduate School of Design, Yale, the University of Utah, and Princeton University. He served as Department Chair at the University of California and Yale, and from 1969-71 was Dean of Yale's School of Architecture. Moore holds the prestigious O'Neill Ford Centennial Chair in Architecture at the University of Texas at Austin.

Over the past 30 years, Moore has received numerous awards and distinctions. In addition to his AIA Gold Medal, he has also won four national AIA Honor Awards, an AIA 25-year award for his northern California Condominium at Sea Ranch, four citations from *Progressive Architecture*, and three Awards of Excellence from *Architectural Record*. In 1982 he received the House of the Year Award from *Architectural Record* and in 1989 he received the Topaz Medallion for Excellence in Architectural Education from the AIA and the Association of Collegiate Schools of Architecture.

Moore was also named one of the top 10 influences on the profession today in a survey published in *Progressive Architecture*. He is considered by many to share the designation of "father of post-Modernism" with Robert Venturi, FAIA.

Moore has been a fellow of the AIA since 1968. 



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Cordially Invites You To The July Meeting

Chapter 100th Anniversary Celebration
with guest speaker

Charles W. Moore, FAIA
1991 AIA Gold Medal Winner

Pittsburgh Public Theater
Northside

Monday, July 22
6 PM

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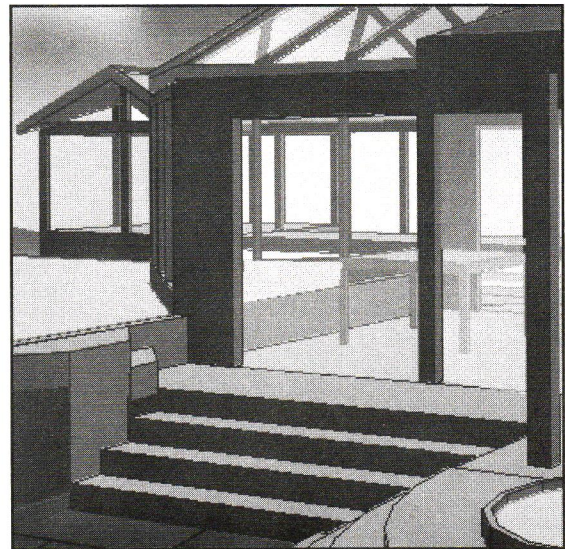
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Celebrate 100 years!

Join friends and colleagues for cake and champagne at the July meeting in honor of the Chapter's centennial. Details and invitation on page 23.



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