

## **Fellowship: ☒** **National YAF Spotlight:** **A Letter From the Chair**

By Sean Stadler, AIA, LEED AP

# YAF CONNECTION 2010

*Sean Stadler, AIA, LEED AP, currently serves as Design Principal and is an Associate Principal of the firm WDG Architecture. He focuses on elevating the firm's stature in design, with particular emphasis on enhancing the civic realm in redeveloping communities. He is currently the 2010 Chair of the AIA National Young Architects Forum (YAF) Advisory Committee.*

**I am happy to say that the YAF is making progress addressing the issues that face young architects the most. For the first time since the Young Architect Forum's inception, a YAF representative was invited to address the AIA Executive Committee and the National Board of Directors. It was apparent that the Institute understands the contributions that young architects bring to their firms, the profession and the organization.**

The YAF was invited to address the question of how the Institute can further support the Emerging Professionals. In an agenda item titled the 'Emerging Professional Blue Sky Discussion' current AIA President George Miller, FAIA directly asked "What can we do?" For years the YAF has tried to help the Institute understand who the young architect is and how they fit into the category of Emerging Professionals. So many times when the discussion of Emerging Professionals is discussed the conversation always takes the tone of interns and licensure. This board meeting allowed us the platform to remind our leaders that there are over 40,000 emerging professionals and 60% of those individuals are registered architects.

**What is of interest to me is that we have identified that of the 23,000 members of the institute that are within ten years of being licensed only 800 members have checked the YAF**

box in their profile at AIA.org. There is quite a debate as to why this is. One argument is that there is an objection to being identified as "young" and the other argument is that it is too difficult to find the location to check the box. Whatever the case, it is a curious discussion, one in which I hope gets more attention.

The topic of mentoring was also a lengthy discussion. When you consider that young architects are in a stage of their careers where they are stepping into leadership positions it is imperative that they are confident to take on responsibilities for project management, firm management or principal level positions. There are also a significant amount of young architects that want to or have ventured out on their own to create their own firms. How do we groom our young architects to move into areas of leadership? How do we provide them opportunities to grow and gain confidence in running a project, developing a client? Being an owner of a firm and being a leader in the community and of the Institute. How do we encourage our young architects to excel? How do we groom the next generation of leaders? All these questions were acknowledged as essential for the future success of the profession and institute. I felt comfortable that the members of the board and the members of the executive committee genuinely care about these issues and feel a responsibility to groom the next generation of architects and leaders.

As a member, you should be aware that in answer to all these questions, one of the main priorities from the YAF Advisory Committee has been geared toward developing a "tool-kit" to help local chapters improve their mentoring programs.



# YAF CONNECTION 2010



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We have made substantial progress up to this point in collecting roughly 60 mentoring programs from across the country with the help of the Regional Liaison network which represents you. Through our efforts we are compiling a resource that local chapters can access to see what programs other chapters are doing that have been successful. We are also collaborating with the National Associates Committee to make sure that we approach this “tool-kit” collectively and holistically to include all Emerging Professionals.

There are three main areas of mentoring that we have identified and have been focusing on. They are:

- Training – training to do the job you have today, similar to IDP mentoring
- Development – training to advance to the next level of responsibility
- Career Guidance – training, and mentoring to help make decisions to steer your career for future success

It is my hope that the Emerging Professional continues to be a priority of the Institute and that the opportunity for the YAF to be acknowledged at the board meeting will become an annual event. I also hope that we are able to encourage more young architects to run for board positions at all levels of the AIA; I was reminded that it is not “you-guys” versus “us-guys.” We are one and have the all the rights and privileges to serve in any position of the Institute. Let’s take the opportunity and lead!



**Leadership Profile:** ☒  
**Dan Edgell, AIA, NCARB**



# YAF CONNECTION 2010

**Variety, as they say, is the spice of life. And no one agrees more than Rochester, New York architect Dan Edgell. Between his education, projects, skills, and interests, a constant challenge and change of pace keeps Dan going, both at home and at work.**

Dan grew up in Canton, Ohio, and attended Kent State University, where he earned both engineering and architecture degrees. Always mechanically inclined and interested in drawing, Dan says architecture was a “natural choice.” He began his career designing churches but his dream to someday design a skyscraper sent him looking to branch out. Since then, he’s worked with a variety of building and client types, ranging from office complexes and retail outlets to classroom buildings and libraries.

**This diversity is exactly what fuels Dan’s passion for architecture, and he’s made it a point to focus on projects that engage different facets of his experience and personality. It’s when he can be creative, analytical, political, and civic-minded, all for the benefit of the project, that Dan feels he’s truly giving it everything he’s got.**

An example he’s especially proud of is the Park Point development at the Rochester Institute of Technology (RIT). Dan managed the design of this mixed-use complex of 32 buildings spread over 60 acres, including everything

from housing and recreational features to dining and shopping venues, all built within an arduous 12-month timeframe. “This project demanded long hours and some stress,” he says, “but at the end we were all proud of our accomplishment as a team.”

With challenging and stimulating projects like these, colleges and universities have become some of Dan’s favorite clients. Their ever-changing needs, projects, and users—and their typically more progressive vision—allow him to work on a dozen different projects for the same university, all with their own problems, solutions, and quirks.

Last winter, one of those projects turned out more exciting than Dan had anticipated. What started as a somewhat routine addition to the RIT men’s hockey team locker room became a roller coaster ride as the team skated its way into the Frozen Four, collegiate hockey’s national championship. “I could not be more proud of the coach and the team,” he says. “The excitement is not always in the building, but with the people involved.”

People are another of Dan’s passions, thanks in large part to example set by Dan’s own mentors early in his career. As a new college graduate—the first in his family to do so—Dan gravitated toward colleagues that went above and beyond to give their clients the best design and service they possibly could, and he has emulated and honed that approach ever since. With those positive influences informing his own practice, Dan felt obligated to share his insights with other budding architects and, thus, became an active member of the AIA.



# YAF CONNECTION 2010



*I began as a volunteer to help those who were travelling down the same path to licensure that I had already been down. In the process I found many other rewarding ways to get involved, for both my profession and my community.*

He began volunteering with mentoring and young professionals committees in his local chapter, which quickly led to a number of leadership positions, from convention committee member, to associate member director, to ultimately president of AIA Rochester. And as the new president, Dan already has an ambitious agenda. He wants to focus the chapter's efforts not only around updating their strategic plan to better align with regional and national AIA goals, but also in driving proactive campaigns to lobby legislators, promote architecture in the media, and volunteer—what he considers the finest reward.

"I began as a volunteer to help those who were travelling down the same path to licensure that I had already been down," he says. "In the process I found many other rewarding ways to get involved, for both my profession and my community."

Dan extends that spirit of giving back to a number of local Rochester organizations, such as Junior Achievement, which visits schools to teach kids basic business skills, and the Downtown Next Steps Committee, which is helping guide the redevelopment of downtown Rochester. Towards this same goal, Dan has also helped lead the renovations of an abandoned downtown building to create a new Rochester office for his firm, Stantec, retrofitting the historic building into a LEED-certified, modern office for the 125 employees.

As if all of these undertakings weren't enough, Dan spends whatever time he has left in the great outdoors. Again, drawn toward the

many opportunities life has to offer, Dan hikes, camps, jogs, bikes—you name it. As he puts it, "loving and enjoying life" not only improves his own quality of life but imparts a definite benefit to his practice.

As for his future, Dan sees himself continuing along the generalist path, which itself is full of promise. With the advent of BIM, he says, the lines between architecture, manufacturing and building engineering will only further blur as budgets and schedules become even tighter. "Buildings are, in a sense, large machines," he explains, "so it's only natural that their design will follow suit in forms, systems, and work flow processes driven to further and further optimize."

And if that evolution continues to lead Dan down the path from churches to skyscrapers, then he's ready to go along for the ride.

*Would you like to write or nominate someone for a Leadership Profile? If so, please contact the YAF at [yaf@aia.org](mailto:yaf@aia.org)*



**Mentoring and Design: ☒**  
**Working With**  
**Charles Gwathmey**  
By Jack Baumann, AIA

# YAF CONNECTION 2010

*Jack Baumann is the Ohio Valley Young Architects Regional Liaison the 2011 AIA Akron President, and a registered Architect and an Associate at Braun & Steidl Architects in Akron, Ohio.*

The world lost Charles Gwathmey, one of the greatest architects of the twentieth century, on Monday, August 3, 2009, and with his passing, we also lost one of the worlds' greatest mentors. In early 2006, my firm partnered with Gwathmey Siegel and Associates Architects for designing the new Student Center at Cleveland State University, in which, I became the Project Manager. The project is completed and had its grand opening on September 8, 2010.

As a young architect going through school, I never thought that I would be able to work with a renowned office such as Gwathmey Siegel, or for that matter, with Charles on a one-on-one basis. While working with him through intermittent meetings, both in New York and Ohio, I found an architect who was passionate about his art and a very compassionate human being. He came across tough at times, and was never shy about telling others what he thought. He had an incredible way of explaining why he stood firm on his concepts, but never too close minded not to listen to others. In one meeting, during a pause in the discussion, he slapped me on the leg and asked, "Jack, what do you think?" I never thought that Charles Gwathmey would be asking me, a young architect, barely in his 30's, for advice. What did I have to add to his design? It was like being asked by Matisse of what color blue he should use. This showed me the type of person he was and how he understood the contributions of others, and that one is never too young or old to be a part of his process.



When our meetings would end, we would go out for dinner and drinks. This unveiled a side of Charles that you don't read about in text books or magazine articles. While having dinner with Charles and his wife Bette-Ann at their favorite Italian restaurant on the Upper East Side in Manhattan, I got to see Charles in his world, interacting with people in his neighborhood and joking with the staff. We had a wonderful dinner, full of great food and conversation, which lasted hours. He told us about body surfing with Jerry Seinfeld in the Hamptons and going to Spielberg's 60th birthday party in LA. During the course of the conversation, he asked me if I had finished my architectural exams and if I had become registered yet. Luckily, just two months before, I had. With this news, he ordered a round of drinks, and held a toast at the table congratulating me on becoming an architect.

**For a laugh, he told me of the story of taking his exam and one of the questions on it was the house he did for his parents in Amagansett. Charles told me the correct answer to the questions was not his parent's house, but Fallingwater by Frank Lloyd Wright. I told him none of my projects were on my exam.**





# YAF CONNECTION 2010



*When I found out that he was in treatment for cancer, somehow I felt that he would pull through it.*

When not in face to face meetings, I would often get phone calls from Charles. Before I would pick up the phone, I would take a deep breath and wonder why he was calling me. Did I do something wrong? Did he have a new idea about that sculptural stair? Did he have second thoughts about something? Once I picked up the receiver, like I did many times before, I would still tremble at the knees. There would be a pause and then in his stern voice, I would hear, “Jack – how are things going...I haven’t heard from you in a while”. It took a second to realize the purpose of the call, but through the receiver I could see that he was smiling, and just wanted to ruffle my feathers. We would discuss the topic of the day, schedule what I needed to do and the call would be over in a matter of minutes. He entrusted me with the project and knew that I would follow through. He taught me to stand firm on my ideals about design and how to be a better listener.

From time to time, he would have to come to Cleveland to present the project to either the



University or the City. He had such an eloquent way of presenting design and process with non-architects during the presentations. When he spoke, it made those in the room feel like he was speaking directly into their souls and he had the ability to pull those into his world of design and details. He didn’t talk in architect’s lingo, but in terms everyone understood. He was able to paint the picture for those in the room so they experienced the building like he saw it. For the architects in the room, it was like reading “The Five Architects” all over again, but this time, in person. It was all too surreal.

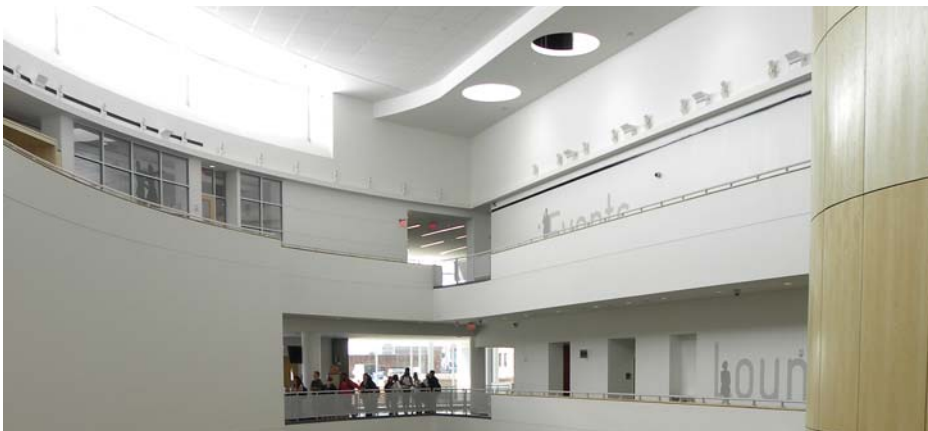
When I found out that he was in treatment for cancer, somehow I felt that he would pull through it. Charles was tough. This was



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*Even though I may have not known Charles like others, and only worked with him for a brief three years, I am truly grateful that our paths crossed.*



During this time, in October of 2008, Charles was extremely gracious to come to Akron, Ohio and be the keynote speaker for AIA Ohio's state convention. I was at his office when I asked him if he would be interested, and without hesitation, he said yes. When I inquired on how much the fee would be for the lecture, he looked at me, grabbed my shoulder, and said, "Anything for you." What a wonderful and generous man knowing the difficult treatments he was going through. That was the Charles Gwathmey I knew so briefly.

I have many fond memories and stories about my time knowing Charles, but I have to say my fondest memory I have was on the car ride to the airport after the AIA Ohio Convention. I picked him up at the hotel early Saturday morning, put his tweed duffel bag in the trunk and began to drive the 40 miles to the airport. During the trip, we talked like two friends, not business acquaintances. He asked me about my family, gave me advice about my role at the office, and inquired about my aspirations as a young architect. He had just met my wife Renee the night before, and told me to "treat

her well" and to not lose sight of the important things in life like family. We didn't talk about architecture per se, but really just our experience throughout our project together and what makes successful projects and happy clients. When we arrived at the terminal at the airport, he got out of the car, shook my hand, gave me a smile and said, "Take care Ace. You'll do fine. Tell Renee I said goodbye and it was great to finally meet her."

Even though I may have not known Charles like others, and only worked with him for a brief three years, I am truly grateful that our paths crossed. I will never forget my experience working with his firm and the valuable knowledge I have learned. My relationship with Charles shows that a mentor in one's life does not have to be arranged, nor someone you have daily contact with, but can be a short experience with someone who give you guidance at key points in your life.

*Do you have a story or program about mentoring that you would like to share? If so, please contact the YAF at [yaf@aia.org](mailto:yaf@aia.org)*



## Feature Article: ☒ Why Submitting is Everything.

By Kevin deFreitas, AIA

*Kevin deFreitas, a native of San Diego, began his collegiate studies at the University of San Diego, ultimately graduating cum laud with a Bachelors of Architecture from the University of Arizona in 1992. His interest in urban architecture and planning led to a year of study at the University of California Berkeley and University of Syracuse's study abroad program in Florence, Italy. He is a licensed architect with his own practice, Kevin deFreitas Architects, AIA.*

# YAF CONNECTION 2010

**“Why submit”, or more aptly, “Why not submit”? If you find yourself with a few, or a lot, of extra hours in your daily schedule as a result of the downturn in the economy, invest this time in yourself. Submitting your work for awards programs is an excellent opportunity to accomplish this, with several worthwhile benefits you may have not contemplated, regardless of whether you win or not.**

While the majority of design related awards programs require entry fees ranging from \$125-\$250, many are absolutely free, such as the local chapter's Young Architect of the Year award. The national version of Young Architect of the Year (YAYA), Assoc. of the Year, and Fellows are also without charge. You have already done the lion's share of the hard work, designing and constructing your projects, investing just a bit more of your own time to submit your work can reap huge rewards that are personally gratifying and can actually lead to new commissions.

Professionally, you/your firm are a Brand. You are far more familiar with what you do and the value you can offer clients than anyone else, effectively connecting with and communicating these skills to the public is vital to securing new commissions.

•**If you win** a professional award or recognition there are obviously many benefits.

•Creates PR buzz- most clients don't know an architect and never think about it until they actually need one. Getting your name out there creates opportunities for potential client's to seek you out and creates name recognition and familiarity when they might be looking for a design professional in the future.

•Getting free ink - Here, the winner of YAYA, is guaranteed to get acknowledgement in the AIA's San Diego Chapter newsletter, and it often leads to coverage in the Union Tribune, Daily Transcript, and other media outlets like an Alumni newsletter. This coverage is free advertising for your business.

•Professional credibility-It is implied that if professionally juried organizations think you are worthy of recognition, clients will as well.

•Awards breed other marketing opportunities-historically the Friends of Architecture in San Diego has invited the YAYA winner to speak as part of their lecture line up. It may also lead to an invite to serve on other awards juries, again, allowing you expand your professional base of contacts.

•Professional credibility-It is implied that if professionally juried organizations think you are worthy of recognition, clients will as well.

•**If you don't win**, the effort is usually not wasted, but can in fact be very useful.

•Create useful graphics-submitting for YAYA or the an Associates awards program, which focuses on a body of work and professional accomplishments, offers a unique opportunity





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*Regardless of whether or not we are currently being financially enriched by the pursuit of the vocation of Architecture, it still is an amazing profession.*

to update your portfolio, which in my case had suffered years of neglect due to being so busy and focused on other tasks.

- Resubmit-Juries change every year, each having an agenda or personality. You have already done the work, resubmitting thus becomes very, very easy and like in dating-persistence often pays off.

- Multi-purpose graphics – aside from being used for the actual awards submission, the newly created graphics can be uploaded to your web site, Facebook page, or inexpensively bound into a Snapfish book which is a great way to share your work during interviews.

- Enlightenment & clarification- assembling a submission package often allows you to experience a project or body of work abstractly; themes emerge and it allows you to take stock as to whether you are doing the kind of work you had hoped to-it is never too late to make adjustments.

Regardless of whether or not we are currently being financially enriched by the pursuit of the vocation of Architecture, it still is an amazing profession. I read this philosophical statement by Room11, a Tasmanian design firm, and it struck me as so simple and true; *"We are the makers of architecture. We make buildings. We explore the force of form imposed onto site. We explore bluntness. We explore the psychological and physiological need for protection from the elements. We explore human interaction with object at all scales from pen to landform and back again. We are human beings engaged with building fabric and client. We are the*

*lovers of material; of earth; of light."* Share what you have accomplished; it's ok to be proud, especially these days!

*Do you have a topic of interest that you would like to write about? If so, please contact the YAF at [yaf@aia.org](mailto:yaf@aia.org)*



## **Article of Interest:** ☒ **Risk Management Tools**

# YAF CONNECTION 2010

*CNA/Schinnerer offers the AIA Commended Professional Liability Insurance Program as well as Business Owners' coverage to member firms through the AIA Trust. As part of the commendation, the CNA/Schinnerer program meets all criteria as established by the AIA Board of Directors. For more information about all AIA Trust risk management programs and resources, go to [www.TheAIATrust.com](http://www.TheAIATrust.com).*

**In its role as a risk management resource for members, the AIA Trust works with a wide variety of important participants in the risk management arena—ranging from the AIA Risk Management Committee and allied organizations such as the National Society of Professional Engineers (NSPE), to brokers and administrators such as Schinnerer and AGIA, as well as independent consultants and experts to advise the Trust on important risk issues.**

Often, the result of these working relationships is reports and resources on vital topics of interest to AIA Members—ranging from the annual survey of the professional liability insurance industry to white papers on vital topics of architectural practice.

Architects confront risks daily – at many levels. From working with employees and maintaining your own office space to working with clients and contractors on job sites – along with all the regulatory and legislative requirements that frequently change – the risks are real and substantial.

The AIA Trust is comprised of AIA members just like yourself - who work to help the AIA member architect understand these risks, how to avoid them, and how to deal with them.

How does the Trust do that? The AIA Trust...

- Offers educational seminars through AIA components on risk management issues – and sponsors AIA Convention seminars on current topics. Members may earn LU's through the Trust web site.
- Commissions White Papers by subject matter experts on cutting edge topics pertaining to the changing risk issues of architectural practice – such as using new 'green' products, managing your electronic data, and how technology is affecting the perception and reality of the Standard of Care.
- Identifies and makes available timely information vital to architects making wise business decisions – such as the impact of healthcare reform on employers, the survey of professional liability insurers, an insurance guide for those starting a firm – even a summary on Professional Employer Organizations (PEO) and how they may assist an architect in managing a small firm.
- Offers incentives – including discounts, free insurance coverage, and free reports – to new 'starter' firms via the new webinar on the AIA Trust website.
- Summarizes current risk management issues in brief, easy-to-read format in quarterly, electronic newsletter articles, sent to firm owners & managers.
- Assists those starting new firms to identify and resolve risks by providing an overview of insurance coverage issues & solutions in Making the Transition to Running Your Own Firm.



# YAF CONNECTION 2010



*The AIA Trust website is a comprehensive resource to help AIA members identify and manage risks – before the risks manage them.*

- Works with independent consultants and approved criteria to identify & select the best possible insurance programs aimed at small firms that don't have the staff to evaluate and administer benefits.

- Develops specialized benefits to address member needs, such as offering a 5% membership premium credit to eligible firms for professional liability insurance, First Dollar Defense coverage to defend small firms without additional expense, and multi-year policies for firms with revenues under \$250,000 annually.

- Provides through the CNA/Schinnerer Business Owners Insurance program general and property liability protection for architectural offices including off-premises business property; coverage for computers, laptops and cell phones worldwide; and coverage to recreate lost drawings, plans, valuable papers, and records.

- Customizes legal information for architectural firms by offering LegaLine, a legal information service at a minimal annual cost (equivalent to a few hours of billable legal time) that enables the member to access an attorney-architect who offers critical information for managing day-to-day risks such as contract negotiation, dispute resolution, profitable joint ventures, incorporation, and employment matters.

- Offers a turn-key program with low cost opportunities for the small firm or sole-proprietor to plan for retirement with the AIA Members Retirement Program through AXA/Equitable. In addition, the Trust website offers retirement and financial planning guides.

- Covers members, their employees and their families through a wide variety of excellent

individual and employee insurance options, including health, dental, life, and disability insurance. In addition, personal coverage for auto, home, and identity are available – and many other options. The AIA Trust reviews each program regularly to ensure it offers competitive rates and a high level of coverage, service and reliability for AIA members.

The AIA Trust website is a comprehensive resource to help AIA members identify and manage risks – before the risks manage them. Review all the Trust can offer you and your employees – by visiting The AIA Trust today – or call 202-626-7376 for more information or questions.

## AIA Trust



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*Would you like to be a sponsor for the YAF Connection? If so, please contact the YAF at [yaf@aia.org](mailto:yaf@aia.org)*







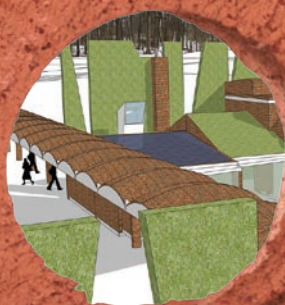
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<b>Geoff Manaugh</b>	Senior Editor at <i>Dwell</i> magazine, editor of <i>Archinect</i> , and the creator of BLDGBLOG
<b>Martin Vachon</b>	International Civil Engineer, Essroc Corporation

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**March 31, 2011**

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### Tickets:

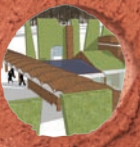
\$75 – Professional tickets  
\$40 – Student tickets  
\$500 – Table of eight

### The Schedule:

<b>July 15, 2010</b>	Registration Opens
<b>October 31, 2010</b>	Question Period Closes
<b>November 15, 2010</b>	Registration Deadline
<b>December 15, 2010</b>	Submission Deadline
<b>February 15, 2011</b>	Winners Announced
<b>March 31, 2011</b>	Awards Program

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**Book Review:** ☒  
**Green Metropolis**  
**By David Owen**

By Denise Thompson, AIA, LEED AP BD+C

# YAF CONNECTION 2010

*Denise Thompson is an Associate at Francis Cauffman in Philadelphia. She also is the current YAF Regional Liaison for Pennsylvania and on the AIA Philadelphia Board of Directors. She may move back into the center city area after reading this book despite the author's poor rationalization as to why he doesn't move back to NYC!*

**The author poetically opens the book describing a utopian society, and as he narrates, you picture some nature scene out of a Woodstock era farmland with hippies everywhere. When you open your eyes, he writes: "The utopian community was Manhattan."**

New York City stars as David Owen's hero in this non-fictional epic and he provides a multitude of facts to prove that The Big Apple is the greenest city in the country. Owen criticizes anti-urban environmentalists who only look at the big numbers but forget to break them down to the per person number when talking about statistics such as energy usage and gasoline consumption. Population density is the main reason New York City is so naturally green, and sprawl (and later in the book population growth) is touted as the greatest detriment to our nation's and world's future. At first glance it is hard to digest the overwhelming love the author shows for Manhattan, but as the facts keep rolling off the pages, he convinces the reader how the residents of NYC consume less energy, live in smaller homes, drive less, and don't even realize how green they are.

In relating to the architecture that makes up cities like Manhattan, Owen does a thorough job of writing about the inherent sustainability of high-rises that he calls as having "embodied efficiency" that is greater than opponents arguments of too much wasted "embodied energy." He justifies his retaliation to environmentalists that fight against large buildings as construction material hogs by

applauding the greenness of a tall building over its lifetime rather than just at its initial creation. For example, anyone in a high-rise apartment building could explain how sharing walls, floors, and ceilings with your neighbors lowers your own energy use as witnessed through less expensive heating and cooling bills every month.

Owen states that architects, who consider themselves as deeply committed to environmental issues, "are necessarily concerned with individual buildings rather than with the efficient functioning of entire neighborhoods, cities, or regions." With this statement the author makes it clear that he has a profound concern about the focus of architects on individual buildings, rather than thinking about the interconnected system of urban fabric that the individual building is inevitably a part of. I appreciate his point, but I, like many architects, strive to think systemically, and, given the choice and the focus of the client, design for the long-term benefit of the building in its urban context.

In that regard, Owen is not the first one to think of the theory of urban density as a utopian society, and can quickly think of some architects who may truly agree with the author that cars are the problem and get reminded of some of architects who designed urban utopias that actually celebrated the car. The author notes that architects such as Frank Lloyd Wright celebrate the car and incorrectly romanticized driving and urban sprawl as solutions rather than problems. Wright also had strong thoughts about society and utopia as exemplified in his Broadacre City plan that could be proved to be flawed within the context of this book but not discussed and maybe worth the author's time to research further.





*I begin to question myself and my own commitment to sustainability, am I green enough?*

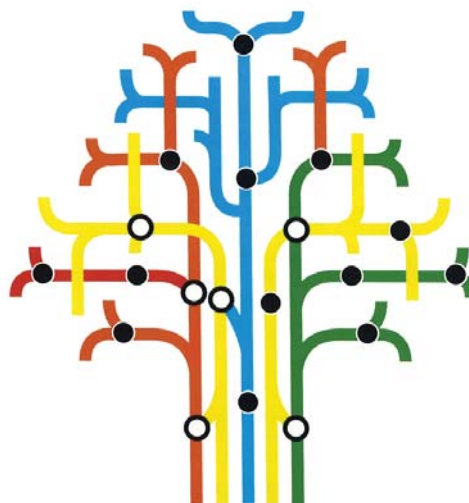
One area where I feel the author touched on too briefly is the issue of zoning laws. He shares his own experiences on a neighborhood board and describes how current zoning laws encourage automobile use and discourage pedestrian friendly areas in many cities throughout the country. Some of our towns try to preserve their pedestrian friendly town squares with zoning laws that may inadvertently encourage more vehicular use by requiring clearances between buildings, lower density in those areas and not as much mixed use development that would truly sustain an integrated walk able community.

David Owen continues to point out the obvious in a fresh way about how although there has been some positives to our society's growing awareness to living green, we are also being inundated with "green washing" that focuses on what new green products one can add to their oversized McMansion, rather than just living simply with less he notes that this current atmosphere often puts people in a "truly unsustainable level of self-delusion."

After the quote above, my second favorite quote of the book is introduced where the author showcases his research on the shortcomings of LEED. Owen actually finds other authors whose view he agrees with for once and recycles their passionately coined phrase "LEED brain" as the best description of "what happens when the potential PR benefits of certification begin driving the design process... regardless of whether they add environmental value."

I am an Architect and LEED AP who feels passionate about designing environmentally

friendly buildings, but I begin to question myself and my own commitment to sustainability, am I green enough? I commute to Philadelphia every morning by walking to the train station and I think that not removing the asbestos shingles from my 70 year old house is the greenest renovation I can do, but I can't help but ask myself: am I in that state of self-delusion too?



## GREEN METROPOLIS

*Why Living Smaller, Living Closer, and Driving Less  
Are the Keys to Sustainability*

*Would you like to write a book review? If so, please contact the YAF at [yaf@aia.org](mailto:yaf@aia.org)*

