

A01.01

Project Summary / Program Statement:

Relocating PBS 39 to the Steel Stacks campus (formerly the site of now defunct Bethlehem Steel) was an opportunity to contribute to the creation of an arts and entertainment core in downtown Bethlehem. Working within a relatively modest budget for a broadcast studio, the building needed to reflect the modern character of its program while embracing the history of its surroundings.

The new 2-story broadcast facility contains administrative functions and two television recording studios with their associated editing, sound, and control rooms. Part of the program was to permit the community to participate in studio events and visualize the mechanics of broadcasting. This was accomplished by creating a community meeting space on the front of the building and prominently displaying the broadcast Master Control Room and Tech Core as part of both the interior and exterior ambience. These typically “back-of-house” functions become part of the public realm which, in turn, embraces the level of change placed over the existing context by its new partner.

Using industrial materials such as precast concrete and expanded metal to skin the building indirectly implicates the history of the site. Insulated concrete panels reflect the harshness of its context, both then and now. In contrast, the charred cedar delineating the public front of the building adds a softer, more refined quality. Its detailed texture creates a bold gesture and a human tactile scale which has a jarring yet appealing effect akin to the feeling the design team experienced seeing the Steel Stacks for the first time.

The project is the cornerstone of a new arts district that will undoubtedly be a catalyst for additional revitalization and mixed use development. Located on one of the largest brownfield sites in the country, the project is LEED certified.

Submission Type:

Architecture Award

Project Location:

Bethlehem, Pennsylvania

Project Completion Date:

September 2011

Project Type:

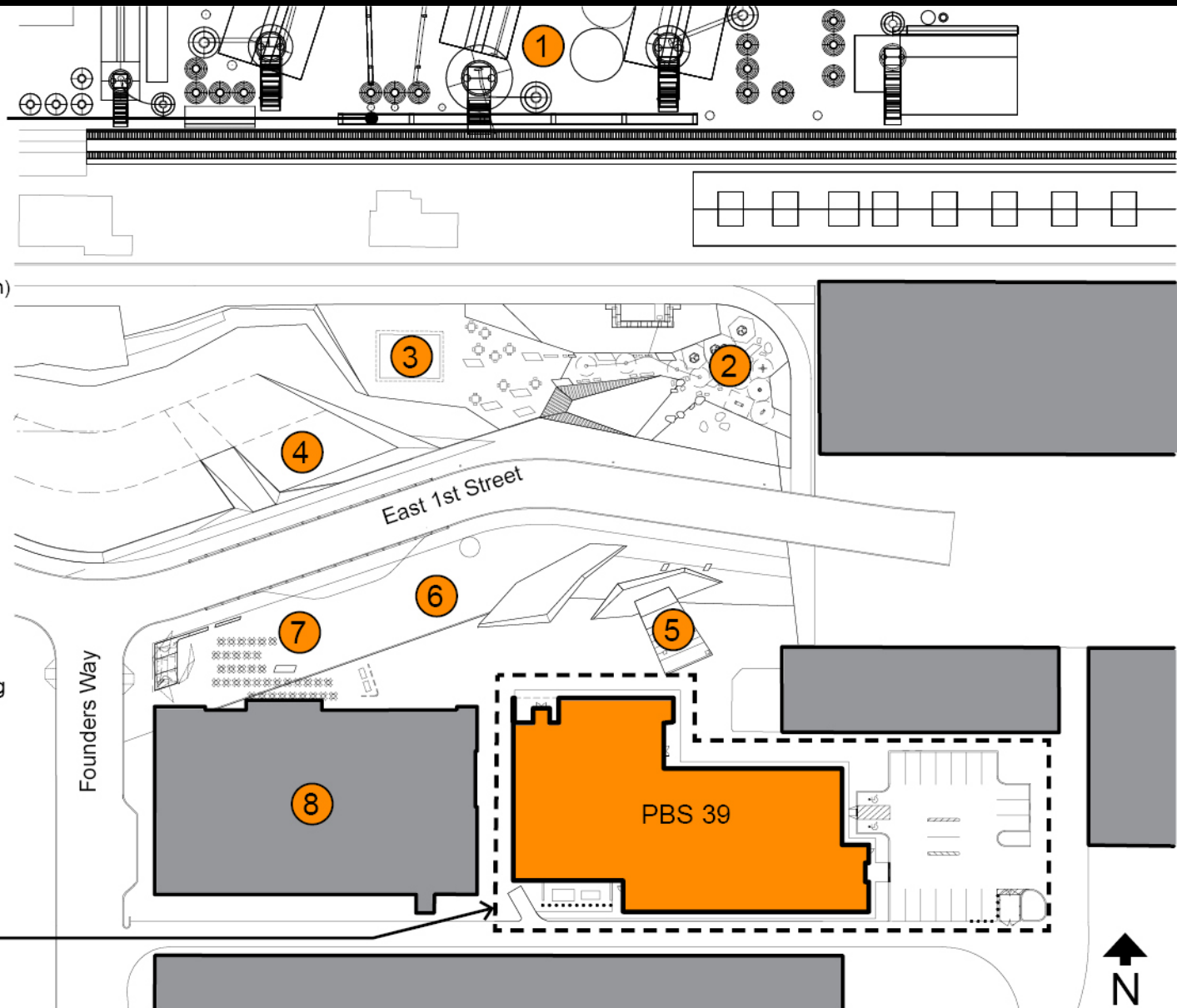
New Construction

Use Type:

Commercial

- ① Steel Stacks (120' high)
- ② Play Area
- ③ Restored Blower Motor
- ④ 'Tilted Lawn' Area
- ⑤ Future Pavillion
- ⑥ Public Plaza
- ⑦ Outdoor Seating
- ⑧ ArtsQuest Performing Arts Center

Limits of Project Site
(Shown Dashed)



Site Plan

PBS 39 is a prominent component of Bethlehem's revitalized arts district

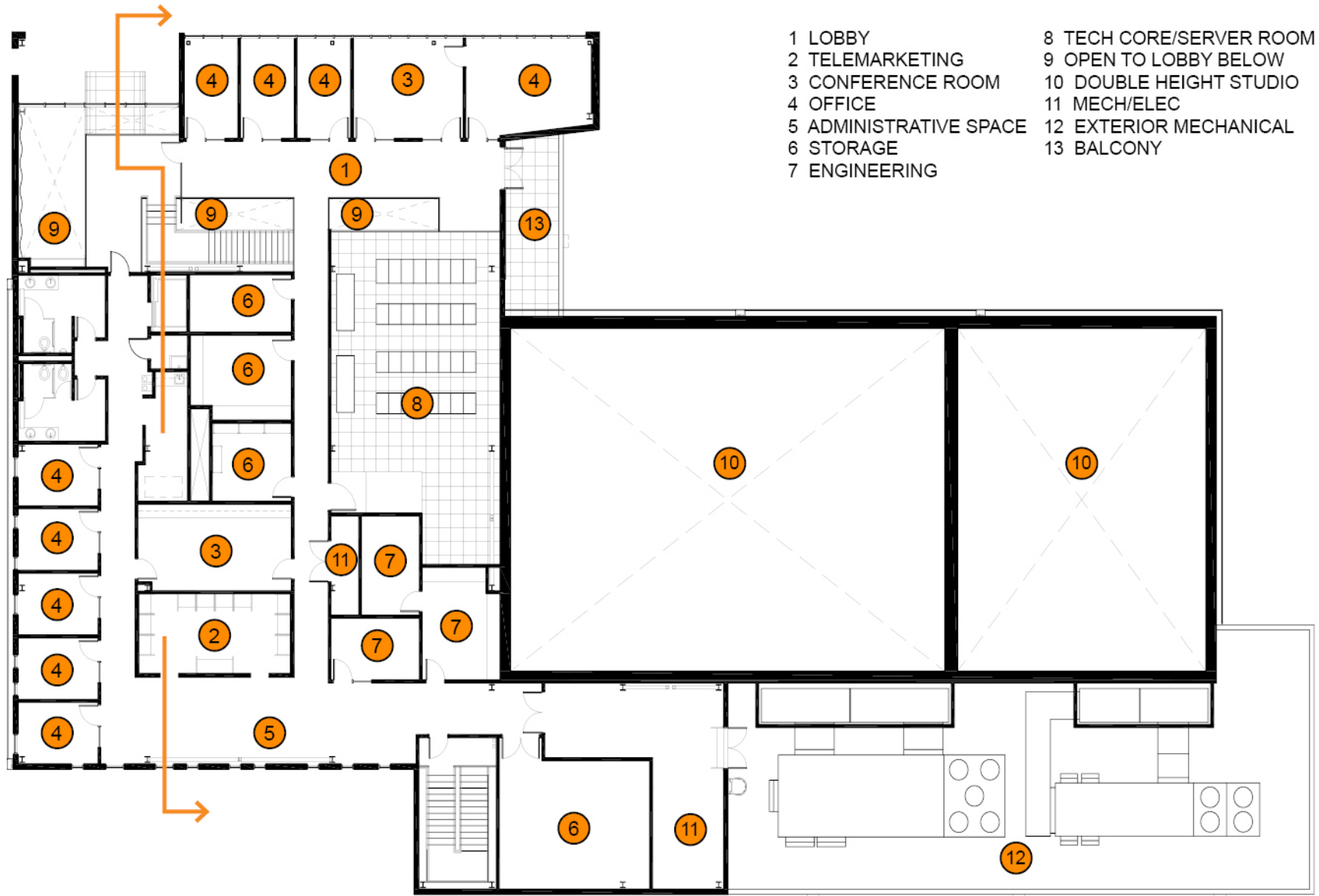


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First Floor Plan





Second Floor Plan





- | | |
|------------------------|------------------------------|
| 1 ENTRY 'PORTAL' | 7 COPY ROOM |
| 2 PUBLIC LOBBY | 8 CONFERENCE ROOM |
| 3 ELEVATOR | 9 TELEMARKETING |
| 4 WORKROOM | 10 BROADCAST STUDIO (BEYOND) |
| 5 ADMINISTRATIVE SPACE | 11 GRAPHIC DISPLAY PANEL |
| 6 BREAK ROOM | 12 ILLUMINATED PBS LOGO SIGN |



Building Section

Sectional connections between floors activates the public lobby space





North facade

Metal mesh, precast concrete, and charred cedar reflect the site's industrial heritage

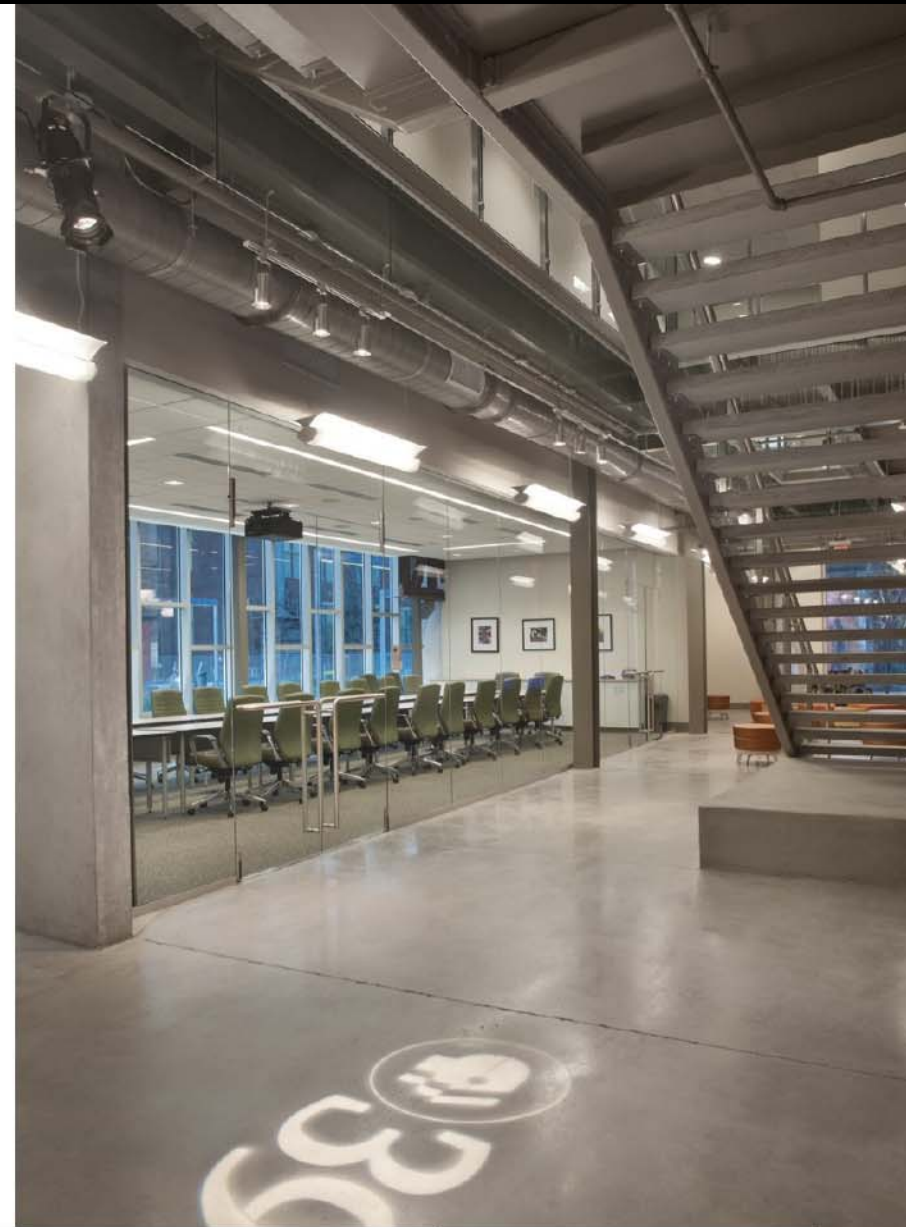




Charred cedar cladding detail

Charred cedar adjacent to precast concrete creates a delicate material juxtaposition





Reception desk (left) & Community Room (right)
Public spaces are cleanly detailed, open, and inviting





Public lobby looking east

Punched openings in the floor create a connection with the lobby above



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The Tech Core

Typically a 'back of house' space, the Tech Core is displayed instead of hidden





Second floor lobby looking east

Punched openings accentuate the volume of the lobby space





Master Control

Typically a 'back of house' space, Master Control connects with the public realm



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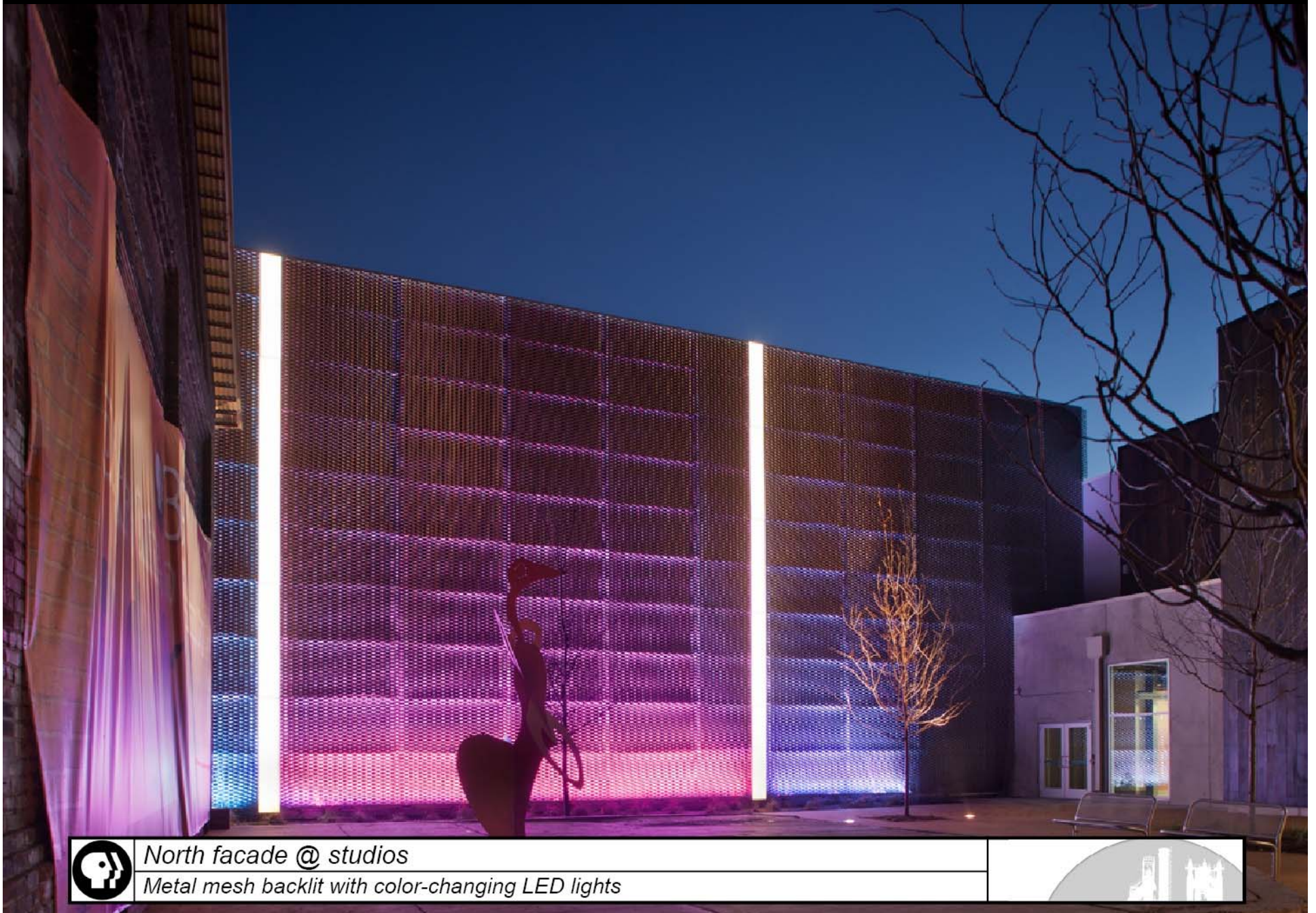


View north toward Steel Stacks

Once destined for demolition, the Steel Stacks serve as the backdrop for the plaza



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North facade @ studios

Metal mesh backlit with color-changing LED lights





North facade looking southeast

PBS 39 is a catalyst for revitalization in the Steel Stacks arts district

