

DESIGN ■ *partners*

Fall 2006



TOP PHILADELPHIA ARCHITECTURAL FIRMS

An annual ranking of the most successful corporations, the Philadelphia Business Journal “Book of Lists” is the City’s version of the Fortune 500. Each year, organizations representing various industries are surveyed and positioned against their competitors. Top contenders earn a spot in the “Book of Lists” status. No stranger to the rankings, BartonPartners was named amongst the Top 25 Architectural Firms for 2006.

BARTONPARTNERS
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A Town Within a Town, Within Reach of the City *CityHomes at Essex Park / Belleville, NJ*

Ten miles west of Manhattan and three miles east of the Garden State Parkway; well served by both bus and rail transit, Belleville, New Jersey is an attractive location for professionals who work in New York City or commute to the tech and pharmaceutical centers of northern Jersey. Though land costs in the area are very high, in this suburban enclave BartonPartners has delivered to developer Centex Homes a design that includes features more often found in higher-end housing.

In this neck of the woods, Essex Park’s \$359,000 base price virtually qualifies as affordable housing. “These homes are designed for first time homebuyers, as well as older buyers who are downsizing from larger suburban homes,” says Bob Scorpio, BartonPartners’ project manager. All of the homes are two bedrooms with two and a half baths. Starting at nearly 1,100 square feet, the offerings include relatively compact and efficient floor plans, but three-story models with dens are as large as 2,020 square feet.

Challenge:

Build affordable homes in a pricey area

Solution:

Increase profit by clustering townhomes

continued

The Sophia Promises Revitalization of a South Philadelphia Neighborhood

Sophia / Philadelphia, Pennsylvania

From the time Mt. Sinai Hospital opened in 1927, the infirmary was an anchor of its solidly working class South Philadelphia neighborhood: a major employer, and a source of pride and security. Other facilities took up the slack in providing health care following its closure in the 1990s, but nothing filled the void left by the shuttering of the Mt. Sinai site at Fourth and Reed Streets. Now the Sophia, a multi-family residential community, promises to revitalize the neighborhood in a way that few urban development projects can.

BartonPartners planned and designed the project on behalf of Polygon Partners. Through the neighborhood consensus-building efforts of Barton and

the law firm of Klehr Harrison Harvey Branzburg & Ellers LLP, zoning approval has been obtained for the main parcel, where 201 condominium units will be built in the rehabilitated hospital buildings. A construction budget is in place, and the project should be completed two years after financing is secured. Among 228 units in the total development plan, 186 flat condominium units and 15 penthouse “sky villas” will be situated in the former hospital towers. The plan also includes

27 new multi-story townhomes in clusters fronting each street bounding the site.

Jeff DiRomaldo, Barton’s project manager for the Sophia, said that “The planning imperative was to better relate to the fabric of the neighborhood, address parking concerns and change the character of the building complex from institutional to residential.”

Both the original 1927 high-rise tower and a 1987 brick addition will remain at the center of the Sophia, though both buildings required substantial attention. The original 11-story 1927 building will receive new windows and masonry repairs, and will be restored to its original character with the removal of ancillary structures added over the years.

While the six-story 1987 addition is also clad in brick, DiRomaldo said “The façade of the later tower is severe. Our design modifies it to harmonize it with the Beaux Arts character of the earlier building, and creates a more residential flavor while adding three stories of living space.”

The Sophia project exemplifies an enlightened approach to urban renewal. Several hundred new homeowners will certainly add vitality to the neighborhood, but beyond that, DiRomaldo says, “The design of the residential block is aesthetically uplifting, and by eliminating derelict buildings and dead spaces, the Sophia will improve the quality of life for everyone who lives nearby.”

Challenge:

Change the character of an existing building complex

Solution:

Modify design and eliminate dead spaces



In recognition of the best new residential designs in the tri-state area, the Community Builders Association of New Jersey, in conjunction with the Builders and Remodelers Association of Northern New Jersey and Central Jersey Builders Association, presented the 2006 Awards of Excellence at its annual awards ceremony in Parsippany, New Jersey. BartonPartners won the award for Best Architectural Plan (New Construction) for the design of Liberty Court, an infill development by AFC Realty Capital, Inc.



BartonPartners and developer Fieldstone Associates received the good news—their project, Towne Center at Haddon, was recognized by the Delaware Valley Smart Growth Alliance (DVSGA) as having met the organization’s Smart Growth Criteria. “High density, good design aesthetics, and great location” were three elements cited by the DVSGA during their recent jury review of the proposed project, the first New Jersey venture to meet the association’s distinguished expectations.

LEED, and They Will Follow

by Douglas Olsen, LEED AP

Developers, architects and builders are increasingly interested in seeking certification of their projects under various LEED standards. The LEED (Leadership in Energy and Environmental Design) program represents expectations and processes developed by the United States Green Building Council to objectively evaluate the realization of green building principles. Long before their codification, these principles have guided the work of BartonPartners. For years, clients have looked to the firm for its expertise in developing the potential of their sites in ways that contribute not only to the vitality of the project itself, but also to the quality of life in the surrounding areas.

Intelligent site design and planning greatly contribute to obtaining LEED certification. LEED 2.2 NC (New Construction) standards deal with site issues, water, energy and atmosphere, materials, the building’s environmental quality, and innovation, but just the first section – “Sustainable Sites” – can account for one-quarter to one-half of the credits required for baseline LEED certification. Below is a brief overview of site design elements in which LEED credits can be earned:

- Site selection
- Development density & community connectivity
- Brownfield redevelopment
- Alternative transportation
- Site development
- Stormwater design
- Heat island effect
- Light pollution reduction

Whether or not a developer is trying to attain LEED certification, BartonPartners typically considers nearly all standards endorsed by the USGBC. In addition, careful consideration is given to concepts that are reinforced but not measured by LEED standards, e.g. siting a building to take maximum advantage of daylight and passive solar gain opportunities. The firm has worked consistently over the last several years with the ideas that LEED standards codify, and we look forward to expanding and sharing our knowledge of these credits and working closely with our clients to develop projects that embody and express these ideals.

Why go “Green”?

According to Tom Barton, AIA there are three significant reasons:

1. Green design can help you differentiate your project.
2. It helps you build a positive reputation and expedite approvals.
3. LEED compliant site design is not only inexpensive but it’s also the responsible thing to do.

Planes, Trains, & Automobiles:
Understanding TOD
Thomas C. Barton III, AIA
William Warwick
Thursday, November 2
4:30-6:00 pm

Street Scene: Planning and
Design for Urban Communities
Thomas C. Barton III, AIA
Jeremy Greene, AIA
Friday, November 3
8:30-10:00 am

ARCHITECTURE EXCHANGE EAST

November 1-3, 2006



BartonPartners recently launched an updated Web site that beautifully integrates elements of sustainability with architecture. In addition to the site's improved look, enhanced navigation methods and several new features allow clients to easily access our product portfolio, join virtual meetings, and securely retrieve and transmit project information. Having experienced several positive changes throughout the year—new partners, a new name, a new space, and now a new presence on the web, www.bartonpartners.com, the firm looks forward to its continuing growth and diversification.

RECONNECTING PHILADELPHIA THROUGH DESIGN



PRESENTERS

THOMAS C. BARTON III, AIA
JEREMY GREENE, AIA

THURS NOV 9 2006

SESSION 2 11:10AM-12:10PM

SHERATON PHILADELPHIA CITY CENTER HOTEL



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CityHomes at Essex Park (continued)

Barton's design helped Centex achieve an economically feasible density by clustering homes in sets of back-to-back buildings. The townhomes are "stacked", with living space on the lower floor and bedrooms above. Each unit has a fully landscaped entry at ground level, and its own one-car garage accessible from a back alley.

The appealing exteriors and scale of the homes, along with Essex Park's clubhouse and neighborhood center, encourages foot traffic and provides a sense of community. Outside the complex, shopping in the town center of Belleville is just a mile away.

In the Essex Park venture, BartonPartners continues its long and successful relationship with Centex. Bob Scorpio says "Centex engaged Barton at the outset. We have worked on site planning, design of homes and obtaining zoning approvals for the first new construction in Belleville for years." Of the 262 total units, 156 have been completed and 106 were sold. The community continues to take shape as new residents move in.



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