

A Picture is Worth a Thousand Words...
 Make the First Two "Ooh" and "Aah"

Why watercolors?

Watercolor illustrations turn run-of-the-mill renderings into works of art. Vibrant and colorful, watercolors pop from the page, inspiring the imagination and illustrating your vision in a way that ordinary computer renderings cannot. They can be rendered from any vantage point, providing the viewer with an artistic (and accurate) representation of your project.

Use watercolor renderings at any stage of the development process

Renderings can be used at the approvals phase to give officials and community members a visual representation of your completed project. Use watercolor renderings at the sales and marketing phase to evoke emotions from your prospective buyers. Watercolor renderings illustrate the unique aspects of your project, like landscape design or community amenities, in a way that flat computer renderings do not.

Computer renderings are what all other builders and developers use. Stand out from the crowd, and let your pictures do the talking for you.



About the artist:

Natalya Maltseva's artistic talents got the notice of her school teachers, prompting her to attend art classes even as a young child. She attended the University of Art in Voronezh, Russia, located south of Moscow near the Ukrainian border. Natalya moved



to the Philadelphia area from Russia in 2000, and attended Arcadia University where she earned her degree in Graphic Design. Natalya joined BartonPartners in April of 2006.

Hilltop at Falls Ridge (continued)

East Falls rowhomes, the community plan provides every home with a garage to minimize demand on neighborhood parking resources. Its proximity to public transportation decreases the need to drive, and sidewalks throughout the Hilltop community encourage walking. The substantial open space in Hilltop is owned and managed by a community association.

Producing the right housing density for Schuylkill Falls was a prime concern of both the developer and the City, which has, with the help of the PHA, already developed 135 rental units and 28 single-family homes for subsidized sale to qualified lower-income buyers on half of the property. Westrum and the City negotiated density development for the remaining 17 acres of the site sufficient to yield an acceptable incentive for the developer.

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Hilltop at Falls Ridge
 Exemplifies New Urban Promise



This summer, Westrum Development Company welcomed a cast of Pennsylvania dignitaries to the grand opening of its new community Hilltop at Falls Ridge in the East Falls section of Philadelphia. "Best grand opening ever," said John Westrum, CEO of the eponymous company, after welcoming guests including Pennsylvania Governor Ed Rendell and Carl Greene, Executive Director of the Philadelphia Housing Authority (PHA), Westrum's partner in the master development of the prime 31-acre residential parcel.

In front of the BartonPartners' designed model homes in the brilliant June sunlight, Governor Rendell praised the project as a promising model for urban redevelopment: "Hilltop is an innovative project that offers a new approach to revitalizing the neighborhoods of Philadelphia." The Schuylkill Falls project is the first in city history to mix market rate homes and city-owned rental housing at one site, exemplifying PHA's strategy of attracting private developers as partners and refocusing its housing approach toward traditional neighborhood development.

The balance was achieved at a site formerly occupied by the Schuylkill Falls public housing project, a massive and misbegotten 1960s development plagued with grim, featureless buildings, which were profoundly out of character with most of East Falls, a classic middle-class Philadelphia neighborhood of 19th and early 20th

century brick rowhomes.

"We designed a vernacular mix of townhomes and stacked townhomes that accomplish a couple of important things," says Joe Monahan, BartonPartners' project manager for Hilltop. "First, the development fits into the fabric of the neighborhood, with traditional townhomes on standard 24-foot lots. The design is very Philadelphia – a predominantly brick façade with a more modern look introduced in some of the details.

"In addition, the product type allows buyers of different incomes to purchase these homes, which can range from a two-story, two bedroom home at about \$350,000 to a 3,500-square-foot, 3 ½-story townhome at about \$800,000. These will attract both 'move-up' city residents and 'step-down' buyers returning to the city," Monahan says.

The Schuylkill Falls site occupies a great location on a hillside overlooking the Schuylkill River, in a setting both private and convenient. Because the site is a few minutes' walk from the East Falls station on SEPTA's R6 regional rail line, the community offers commuters the option of using public transportation or the easily-accessible I-76 and Roosevelt Boulevard, Kelly Drive, Ridge Avenue, and Lincoln Drive.

"Westrum has done a lot of the right things," says Joe Monahan, noting that the project fits into a master plan approved by the East Falls Civic Association. Hilltop is a good neighbor to the existing residents of East Falls. Not only is the density more appropriate to the scale of

(continued on back)

Winner of 5 William Penn
 Awards of Excellence



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Plans for Expansion at BartonPartners

Summit Place

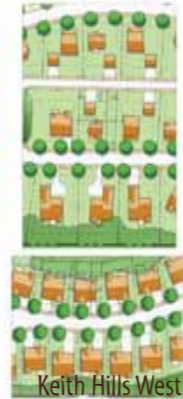


BartonPartners is targeting new geographic markets and product types in an effort to combat the negative repercussions of a flat-lining housing industry. Highlighted below are two examples of BartonPartners' many new expansion endeavors, their growing presence in the South and their strengthened involvement in designing commercial office spaces.

Migrating South...

To North Carolina

Two of BartonPartners' current projects, Keith Hills West and Angier, while located in predominantly rural regions, are less than an hour's drive south of Raleigh, the state capital and North Carolina's second-largest city. Recognizing the eclectic collection of architecture throughout the area and the consequent lack of a defined style, BartonPartners and developer Penn Wynne Homes have attempted to unite the area's modest scale, utilitarian buildings with a more attractive plan. An organized array of housing types including townhomes and small single-family homes; a broad yet complimentary color palette; a handsome blend of brick and stone, plank siding, and cedar shingle accents; front porches; and detailed landscaping will help create a Traditional Neighborhood Development (TND) that residents



Keith Hills West

and visitors find both charming and functional.

Keith Hills West, a community rich with 1,200 residential units, is advantageously located on an existing golf course owned by the local Campbell University. An 8,000 square foot clubhouse and small retail center have also been discussed as possible enhancements to the neighborhood.

Angier will house approximately 300 residential units. At less than 4,000 square feet, its community clubhouse will compensate for its slender stature with a spacious outdoor recreation area, which will include a large pool, barbeque pit, and assortment of athletic facilities.

To Florida

River Oaks, a TND adjacent to Jacksonville University, will integrate housing, shops, workplaces, and parks into a close-knit com-



DPT Laboratories

munity, alluring to residents and visitors, pedestrians and commuters, professionals, families and graduate students. In an effort to emphasize such functional beauty, BartonPartners has teamed with the AMC Delancey Group to create an architecturally consistent community and complementary landscape plan. The site will offer a mix of approximately 950 residential units including townhomes, apartments, and condominiums that will be

integrated with 100,000 square feet of retail and office space. The office and retail component of the project will be concentrated around the entrance to the site with more neighborhood-oriented retail along the St. John's River front.

At the heart of the site will be a central green spine running from the entrance of the community through to the river. Forty-five percent of the property is dedicated to open space and will include both residential and public amenities such as a clubhouse, waterfront restaurant and boardwalk, picnic grove, trail, golf center, and marina. Additional ponds and lakes have been proposed as well, both for storm water management purposes and as an attractive feature for the community to enjoy.

Taking Care of Business...

In the Cranbury Road Office Park in East Brunswick, New Jersey, the Teicher Organization asked BartonPartners to design a space for their headquarters that would convey the identity of the firm as a residential builder and developer. Project Manager Bob Cogan says, "Teicher wanted the building to have a residential quality, so we included residential 'features'

into the design, such as pitched roofs, individual punched windows with classic grille patterns, and brick. In addition, the massing is broken up into more residential-scaled elements, rather than longer walls with uninterrupted 'ribbon windows.'" To also appeal to the tastes of prospective tenants interested in occupying a more traditional office space, Barton incorporated a 2½-story glass lobby with a curved roof, which provides the building with a visual "center."

At the 13,000 square foot Lakewood, New Jersey office of DPT Laboratories, a drug development and manufacturing organization, BartonPartners was assigned to devise a consistent approach for interior space planning

and finishes. In this relatively featureless concrete and brick industrial park building, project manager Ed Mitrovich says, "Our goal for this project is to create an image that will help DPT market their services, and also produce an enhanced environment for DPT employees and corporate management." BartonPartners designers Amy Tice and Trisha McGrann,



Cranbury Road Office

and project coordinator Chris Moore concentrated on underscoring the company's identity with the qualities of innovation, dependability, and broad capabilities.

BartonPartners' design and planning work at Summit Place in Summit, New Jersey incorporates residential, commercial and parking space on one site. "The challenges," Ed Mitrovich says, "will be to create a barrier between the residential building and the parking garage, and to construct these buildings without causing too much disruption to the residential and commercial neighbors." The Class A space will become Summit's premier business hub, with a 40,000 square foot medical office building to be stripped to its structural "bones" and aug-

mented by 20,000 square feet in a four-story office building over parking. In addition, there will be two mid-rise residential buildings comprising 33 luxury units, and six duplex residences. Summit Place is BartonPartners' first LEED registered project, with environmentally-conscious recycling techniques already in use in the demolition and renovation of the

medical building, and many energy-efficient approaches and materials expected to be featured in the final "green" design and construction plan for the commercial component of the project.

BartonPartners has planned two mixed-use office buildings along the main thoroughfare at Voorhees Town Center in Voorhees, New

Jersey, an integral phase in the rebirth of the failing Echelon Mall into a mixed-use development that will also include luxury residences and high-end specialty boutiques and restaurants. Project Manager Robert E. Scorpio says that "In building 8, we are planning for a high visibility spa and salon at ground level and a cosmetology school on the floor above that will involve special design considerations." Building 15 involves more conventional office space above retail, which will be flexible enough to fit out a variety of tenants. As demolition of many old mall buildings continues throughout the country, office space design has emerged as an integral component of the total town center vision.

River Oaks



Voorhees Town Center

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