

PRINT & ONLINE

PENINSULA PUBLISHING

BUILDER AND DEVELOPER

TM

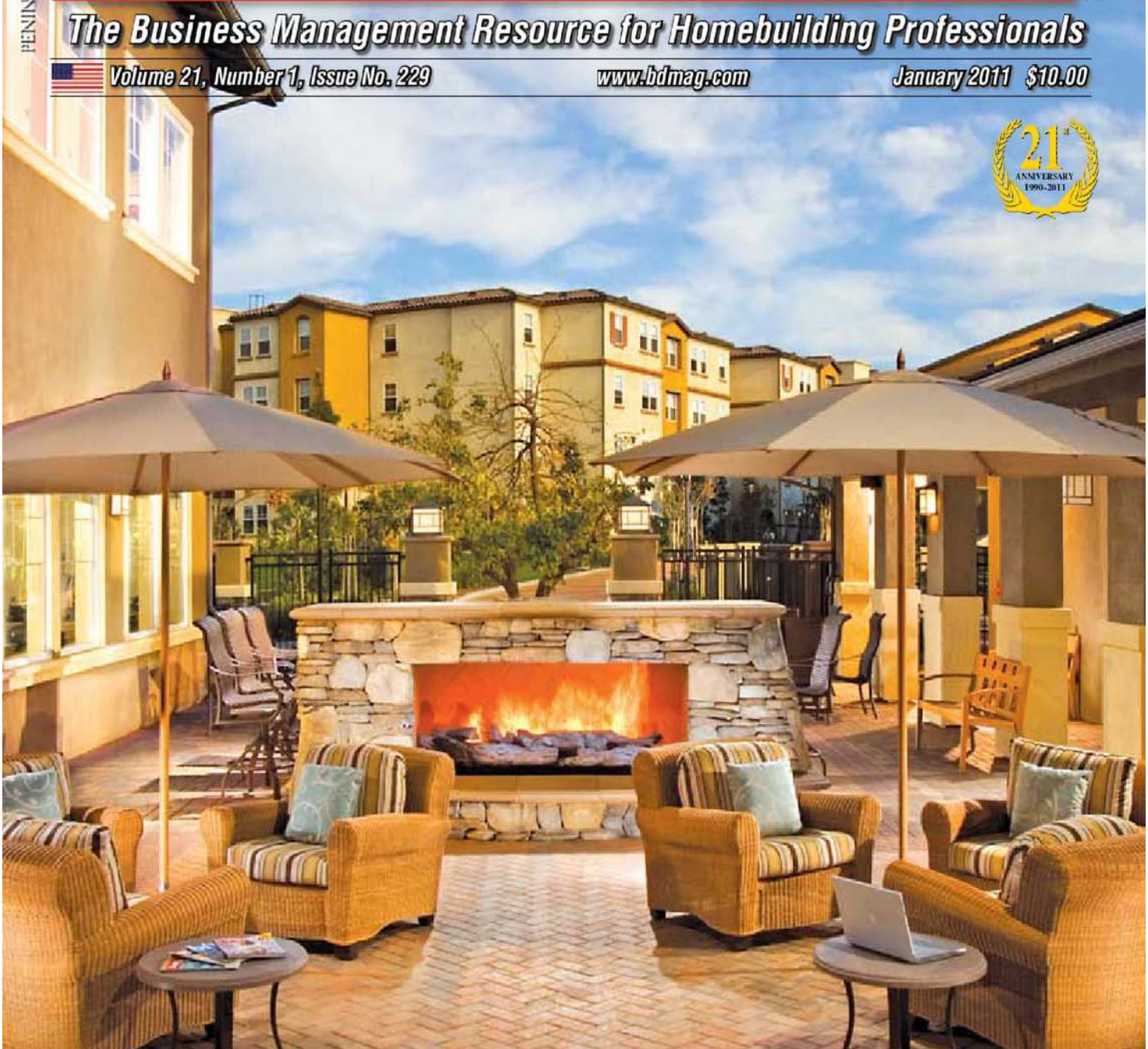
The Business Management Resource for Homebuilding Professionals



Volume 21, Number 1, Issue No. 229

www.bdmag.com

January 2011 \$10.00



Multifamily Issue

IBS Show Issue • NAHB Pillars Awards • Housing Outlook 2011



A Catalyst for Metro Modernization

Award-winning Park Place at Petworth Metro revitalized a Washington, D.C., district with its modern mixed-use apartments.

By Evan Lancaster
Photography by Chris Spielmann



The National Association of Home Builder's 2010 Pillars of the Industry award winner for "Best Mid-Rise Apartments" is centered amidst the hustle and bustle of one of Washington, D.C.'s Metro districts. Park

Place Apartments at Petworth Metro is a uniquely designed mixed-use multifamily complex that offers residential units and 17,000 square feet of retail space.

By incorporating the slope which the community was built on, Donatelli Development Inc., a commercial real estate

developing company established in 1973, built the retail space and six townhomes on the first floor. Chris Donatelli, president of the development firm, said the site was chosen not only for its exposure to the surrounding areas but also for the prominence these types of projects are having in the area. As the fourth high-rise built along the same metro line, these projects like Park Place are seeing success because people are not forced out of their way to incorporate these facilities into their lives, according to Donatelli. "It's on a heavy traffic corridor in the district, and it is in close proximity to other neighborhoods," he said.



◀ Park Place Apartments at Petworth Metro in the District of Columbia is a mixed-use, six- and seven-story building that won "Best Mid-Rise Apartment" from the 2010 NAHB Pillars of the Industry Awards.



▲ Stepping away from traditional designs, the lobby is the pinnacle of modernism. Architect and designer were inspired to create a unique design that was out of the ordinary.

◀ The living room features natural light, wood flooring and easy access to the kitchen, creating a perfect environment for relaxing or entertaining.

PROJECT TEAM

Architect: Torti Gallas and Partners
Builder / General Contractor: S.E. Foster
Developer: Donatelli Development
Interior Designer: Hickok Cole Associates
Landscape Architect: Parker Rodrigues Inc.



Donatelli reached prospective tenants through the developer's strong Internet marketing and social media presence. With its 161 units fully rented as of mid-December 2010, Park Place includes a mix of students, young professionals and families working in and around the Metro area. "It's a diverse

rental make up, with 20 percent set aside for affordable housing. It's a nice mixture, and we wanted to deliver something that was respectful to the community and excels in physical characteristics," Donatelli said. The design reflected the young, hip, urban professional with its modern boutique

design, according to Eric Inman, RA, IIDA, associate of Hickok Cole Architects, interior designer of Park Place.

Starting in 2005, the development process took a total of two years, and the physical aspects of the site itself created challenges for both builders and financial backers.



▲ Offering several floor plans and a choice of one-, two- or three-bedroom units, Park Place caters to many different lifestyles.

► The contemporary-style kitchen fused with modern design features stainless steel appliances, a separate island and dark wood cabinetry.

“We were going into a neighborhood that had not seen significant development in nearly 40 years.”

— Chris Donatelli, president, Donatelli Development Inc.

Donatelli mentioned that initial financing was tough to solidify, mostly because the area lacked new developments. “We were going into a neighborhood that had not seen significant development in nearly 40 years,” he said. The team was able to enter into a partnership with Canyon Johnson Urban Funds by Magic Johnson, coupled by a loan from Citibank.

Inman credited this project for playing a specific role in the modernization of the entire area. “The project was intended to act as a catalyst project, if you will, for the redevelopment of the Petworth neighborhood. It is a transportation orientation development project at one of the newer Metro stations in D.C.,” he said. As a result, it has caused other projects to be



developed in the area.

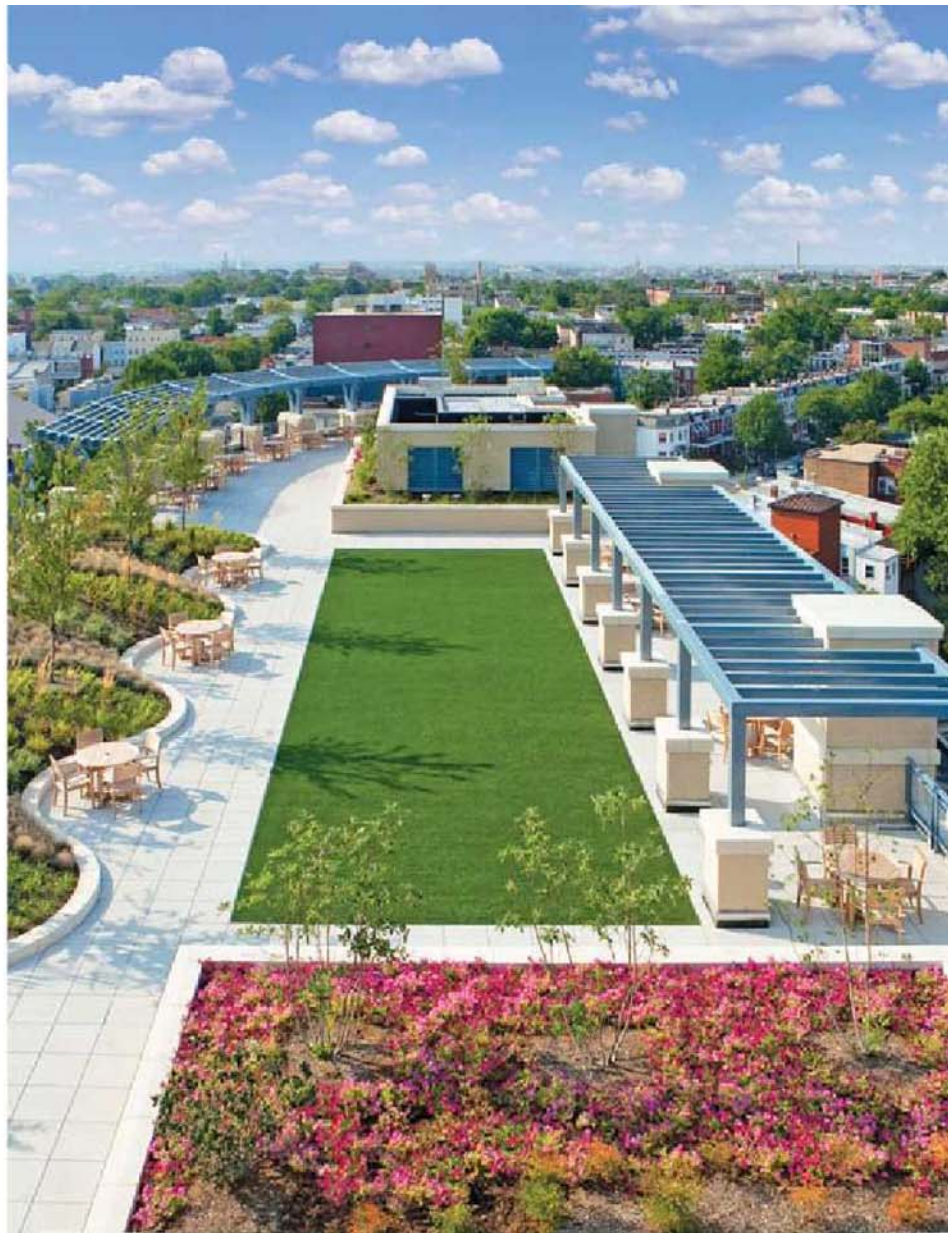
With construction completed in 2009, David Whyte, executive vice president of S.E. Foster LP, the builder and general contractor responsible for overseeing construction operations on Park Place, said this is a remarkable build for the area of Petworth.

“It is an upscale, landmark building for the neighborhood,” Whyte said. “Some of the city officials were excited about it and positive towards development; it was beneficial to the entire community.”

Brian E. O’Looney, AIA, LEED AP, associate principal for architecture firm

ARCHITECT'S FREQUENTLY USED PRODUCTS

Acoustical Ceilings: USG
Appliances: GE
Asphalt Shingle Roofing: GAF Materials Corp.
Batt Insulation: Johns Manville Corp.
Brick: Potomac Valley Brick
Carpet: Shaw Industries, Inc.
Casework: Armstrong
Cast Stone: Arban Precast Stone, Ltd.
Ceramic Tile: Dal-Tile Corp.
Door Hardware: Schlage/Ingersoll Rand
Elevators: Otis
Fiber Cement Siding: James Hardie Building Products, Inc.
Flooring: Armstrong **Green Roof System:** American Hydrotech, Inc.
Gypsum Board: USG
Insulation Board: Dow Chemical Co.
Low-Slope Roofs: Sika Sarnafil, Inc.
Metal Roof and Wall Panels: American Buildings Company
Paint: Sherwin-Williams Co.
Sheet Air Barriers: DuPont Tyvek
Steel Studs: ClarkWestern Building Systems
Storefront and Curtainwall: Kawneer Company, Inc.
Waterproofing: Colloid Environmental Technologies Co. (CETCO)
Windows: Marvin
Wood Doors: Millennium Doors



Torti Gallas and Partners, explained that by incorporating already present aspects of the surrounding area, Park Place fit in well and provides a sense of motivation to both architects and developers. "Like all of our D.C. infill projects, we found inspiration from both the immediate context and the city overall," O'Looney said. "The Paramount Apartments building directly to the north had a historic character that influenced the northern end of our building."

Sarah Alexander, AIA, LEED AP, associate at the architecture firm, expressed that there were challenges to designing in such close proximity to the metro station elevator and escalator entrance. "The main solution to this problem was to divide the building into two facade types," she said. "This

along with additive bays and balconies allowed the building to not appear overly long and tiresome."

According to Whyte, having to compete with the layout of the Metro area was a major challenge. "One of the things that made this building have a longer duration than a typical building of the same size was the way we had to do the foundation. Since it was configured around the metro, it has a unique shape." Whyte also added that the entire building had various amenities for the different floor plans, and the lobby had a large amount of high-level finishes that required specialty items, which extended the project's end date.

Those involved attribute the success of this project to an organized and dedicated

▲ The top of Park Place offers fantastic views of the entire D.C. metro district, in which the area of Petworth has not seen development in 40 years.

work ethic from design to construction. In response to the award, Inman commented by saying, "This is a wonderful achievement for Donatelli Development and the design and construction teams who contributed to the project. Park Place has raised the 'design bar' in Washington, DC, giving residents quality, modern alternatives for living in D.C."



Evan Lancaster is an editorial assistant at *Builder and Developer* magazine. He may be contacted at elancaster@penpubinc.com.