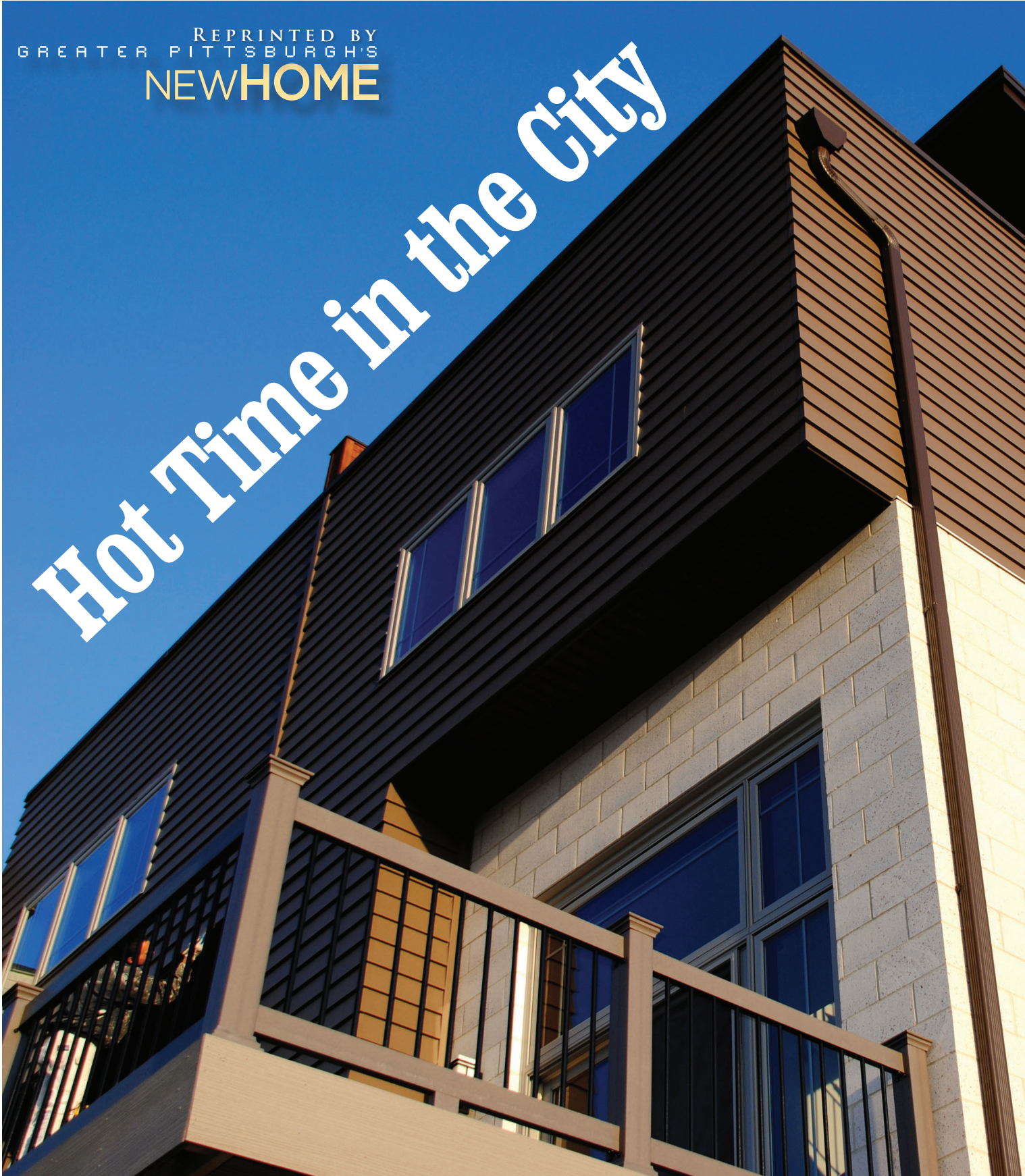


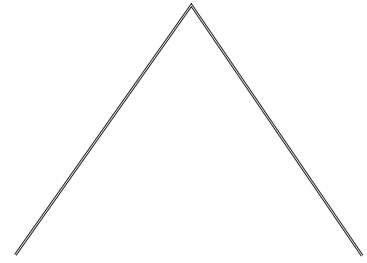
REPRINTED BY  
GREATER PITTSBURGH'S  
**NEWHOME**

# Hot Time in the City



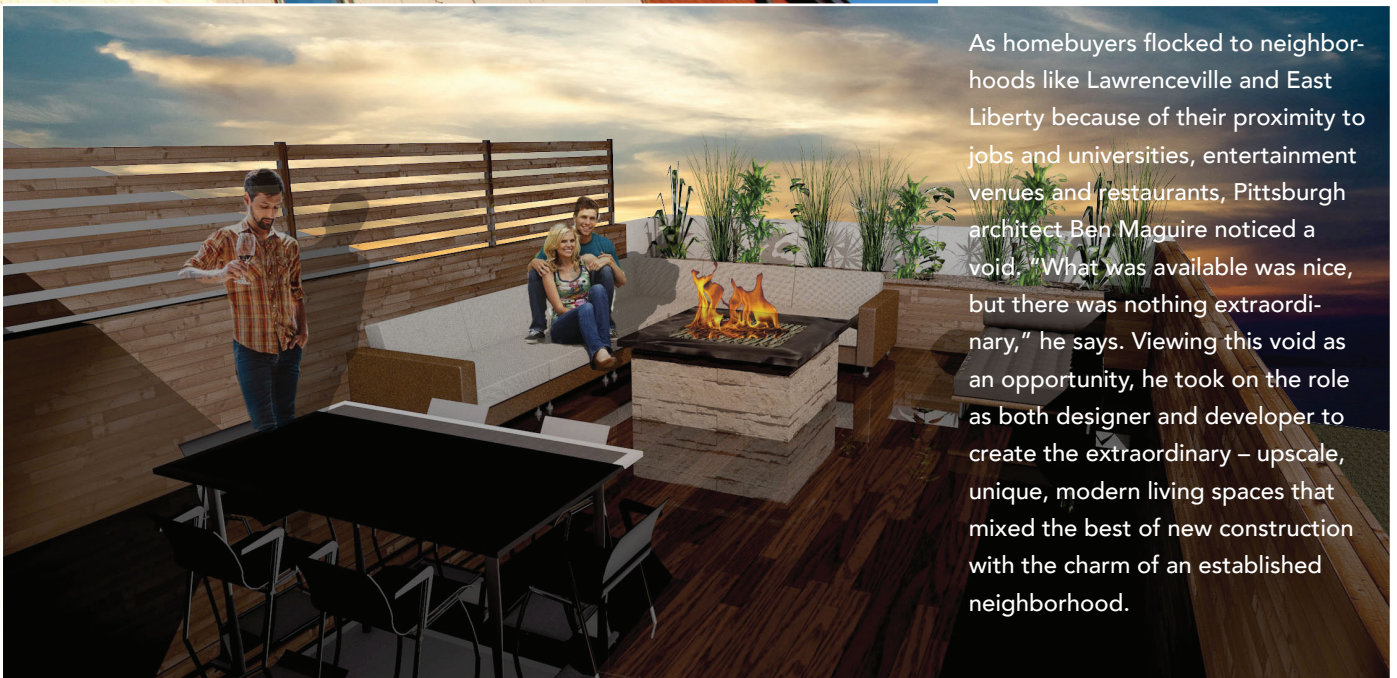


# Urban Residential Construction Reaches New Heights



While many residential projects in Pittsburgh's urban regions are rehabs, renovations and flips, a talented architect teamed up with a seasoned builder to bring high-end custom homes to some of the city's hottest neighborhoods.

These days, it's hard to find a top 10 or best city list on which Pittsburgh doesn't appear. From Huffington Post and Money Magazine to Travel+Leisure and Zagat, publications continue to sing our city's praises. With thriving colleges and universities, an influx of tech companies like Google and Uber, plus a lot of start up activity, one can argue that Pittsburgh is no longer "up and coming;" it has arrived.



As homebuyers flocked to neighborhoods like Lawrenceville and East Liberty because of their proximity to jobs and universities, entertainment venues and restaurants, Pittsburgh architect Ben Maguire noticed a void. "What was available was nice, but there was nothing extraordinary," he says. Viewing this void as an opportunity, he took on the role as both designer and developer to create the extraordinary – upscale, unique, modern living spaces that mixed the best of new construction with the charm of an established neighborhood.



To accomplish his goal, Maguire partnered with Pittsburgh-based builder PWCampbell, a leader in the field that's been in business for over 100 years. "A lot of people can do mediocre work, but I knew PWCampbell would bring to residential construction a level of professionalism and quality I usually only see at the commercial level," Maguire explains.

Together, they would go on to create a number of upscale urban homes, including a duplex they call "47 Hatfield Street" in Lawrenceville, and most recently, "Kula Living" in East Liberty – a two-phase development of nine contemporary stand-alone homes.

"Ben had a clear vision and while other contractors tried to direct him to cheaper materials, we met his vision," says Doug Van Haitzma, PWCampbell's Vice President of Real Estate Development & Consulting. "He had a dream and we knew we could translate that dream into reality."

Take one look at the duplex in Lawrenceville and it's clear the dream was realized. With its breathtaking modern design and unique use of materials, 47 Hatfield is unlike anything else in the neighborhood. Sweeping glass and concrete exteriors and an angled bump-out transform the building into one of great architectural interest. Inside, the endless natural light from the oversized windows highlights the open floor plan, high ceilings, and excellent materials.

"The design is outstanding," says Anton Plantz who moved into their duplex in October with his wife, Katelyn. "It was perfect for us because, the plans were mostly complete, but we could add our own touches. It was like 'custom building lite,'" he laughs.

The location was a draw for the couple as well. After all, Lawrenceville is arguably one of the hippest addresses in town, with a booming business district where tattoo parlors, bars and coffee shops coexist with trendy restaurants, shops and art galleries. "We love that we're steps away from

everything. But it's also quiet here," says Plantz, from their peaceful rooftop deck. Though their home is in a city setting, he says the deck provides a serene oasis above the hustle and bustle of Lawrenceville.

Realtor Sarah Madia, of RE/MAX Select Realty, knows the value of these types of amenities. "A roof top deck gives a homeowner the full urban living experience," she explains. "Not only does it offer magnificent views, but also provides incomparable entertainment space." She adds that many homebuyers in this market find a roof top deck appealing over a back yard because it's easier to maintain.

Madia, who comes from a long line of homebuilders – her family owns Madia Homes Inc. – recognizes that Maguire's thoughtful design and PWCampbell's building experience make her job selling urban new construction easier. "Having a wonderful team behind these homes gives me a level of comfort selling them – not just because of the design," she explains. "This team doesn't just bring beauty, but brings high quality to custom urban residential that is unmatched. This team is integral to having a successful new construction."



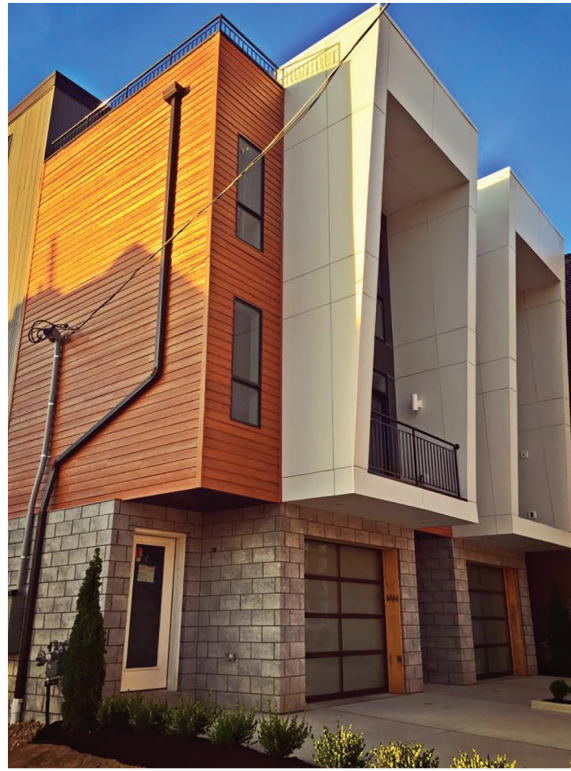
Kula Living Development Team; (L to R) Doug Van Haitzma, Dante Fusaro and Rege Makowski Jr. from PWCampbell with Ben Maguire (middle right) from B+M Architect LLC.

*Kula Living is a "micro market" in the heart of booming East Liberty comprising nine stand-alone homes on a cluster of lots along Hays Street and North Euclid Street. These lots were purchased from East Liberty Development, Inc., (ELDI), a non-profit community development corporation with a mission to foster the revitalization of the East Liberty community.*

It's no wonder then, that their most recent project – Kula Living – is finding success. A new twist on their previous developments, Kula Living is a “micro market” in the heart of booming East Liberty comprising nine stand-alone homes on a cluster of lots along Hays Street and North Euclid Street. These lots were purchased from East Liberty Development, Inc., (ELDI), a non-profit community development corporation with a mission to foster the revitalization of the East Liberty community.

“ELDI has been pivotal in the positive changes in housing in the area,” Van Haitsma says. “They are able to acquire troubled properties, clear them of liens, and sell them to development teams like ours that are dedicated to making Pittsburgh neighborhoods exciting and diverse.”

From the outside, Kula's design is unmistakably Maguire's. The striking contemporary façade combines polished concrete block with vertical Hardie panels and cedar siding. Large sloping windows



connect the outdoors with the interior, which features materials like granite, stainless steel, and natural stone.

Each of the Energy Star homes include features that renovations in the area simply can't offer – like nine foot ceilings,

open floor plans, large backyards, and garages. Optional upgrades include rooftop decks, back decks off of the living room, and rooftop solar panels.

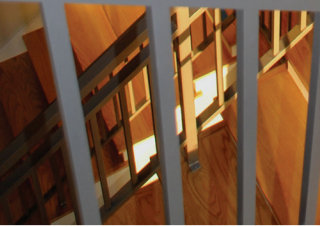
Maguire admits it was a risk to build such high-end homes in this growing region. In fact, before Maguire, ELDI was under agreements with other developers that fell through. “[Those developers] had plans to build something at a low cost to sell at a low price point, but there was nothing special about them, no wow factor,” he explains.

“It was a risk, but we took it and found a whole lot of buyers who want top quality amenities and features and are willing to pay for them.” One such homebuyer is Ben Campbell (no relation to the builder) and his wife, Becky.

“We knew we wanted something different,” explains Campbell, days before moving into their Kula home. “As soon as we saw the plans, we got in right away. We were an easy sell,” he jokes. And they are not alone. Already, all of







the homes built during phase one have been sold, and the first house of Phase 2 is under agreement even before they started marketing the properties.

Buyers like the Campbells often fall in love with an overall plan but enjoy having input on the details that make a house their own. “We made some minor changes, like adding a custom mantel, but also a larger one,” he says. The alteration he’s referring to is the decision to add 200 square feet to



the home, a feature that became standard in the designs that followed. “These people bent over backwards,” he says of the PWCampbell team, headed up by Dante Fusaro, the company’s Director

of Residential Construction. “Ben Maguire’s imagination plus our execution is what sets these homes apart,” Fusaro responds.





*“It isn’t a subdivision. It’s part of the community, part of the neighborhood. We want East Liberty to be attractive and affordable for all levels of income.”*

Moving forward, PWCampbell and ELDI are working together to ensure long-term affordability in Pittsburgh’s urban neighborhoods. “High-end developments like Kula Living are only part of a bigger vision for a diverse, mixed income neighborhood,” says ELDI Director of Land Recycling Kendall Pelling. “It isn’t a subdivision. It’s part of the community, part of the neighborhood. We want East Liberty to be attractive and affordable for all levels of income.”

To that end, ELDI hired PWCampbell to create 20 affordable homes on nine properties scattered throughout the neighborhood. “We recognize that diverse neighborhoods are naturally more interesting than mono-cultural neighborhoods,” Van Haitma points out. “We are all excited about this next phase.” NH



*Making Design Ideas Reality*



109 Zeta Drive, Pittsburgh, PA 15238

412.963.0100

[www.pwcampbell.com](http://www.pwcampbell.com)

As a leader in residential construction, PWCampbell specializes in totally customized new and renovated homes. Through our wide array of services, we provide superior quality and craftsmanship in all residential projects.