



650 Swedesford

Repositioning results in renewed headquarters building

Liberty Property Trust, a commercial real estate company and publicly traded REIT, relocated its headquarters to 650 E. Swedesford Road, a four-story building totaling 100,000 SF in Wayne, PA. The vacant building created the perfect opportunity for Liberty to launch a redevelopment project with the goal to renew tenant space in the market to lift rents, refresh amenity spaces and create its own innovative space on the top floor. Liberty hired NORR to design its vision.

NORR increased the amount of glass on the building from five feet in height to nine feet in height. Window lines are separated by charcoal metal panels and light-colored stone distinguishing where the entrance is located. The shape and materiality of the natural stacked stone of the canopy were designed to accent the area and architecturally identify the building's entrance. The stacked stone comes into the interior of the building several feet on every floor showcasing the integration between exterior and interior. The building lobby is small, so Liberty wanted to focus on creating a gallery space, something tenants could walk into and admire, using white oak flooring and white walls allowing collections of art to pop.

NORR's collaborative design process delivered Liberty's vision. The resulting amenities featured a cafe with indoor and outdoor seating, a new courtyard between the neighboring building, as well as a bocci ball court. The cafe area was designed to facilitate operations by Fooda, a company that brings a rotating variety of restaurants into the workspace managing food quality and convenience for tenants.

CLIENT	Liberty Property Trust
PORTFOLIO	Commercial
CATEGORY	Repositioning
SIZE	100,000 SF (9290 SM)
LOCATION	Wayne, PA US
DATE	June 2018
SERVICES	Architecture MEP Engineering Structural Engineering Interior Design

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Commercial

NORR's focus on high-performance buildings is supported by our integrated design approach, with architects, interior designers and engineers working in unison to create optimum solutions. Our project experience extends across the entire spectrum of services, from master planning to workplace strategies. We take a client-centric approach to every project to deliver on business objectives and long-term value and efficiencies.

Designing to Meet Business Objectives

Our commercial architecture design approach is to create impactful, creative and sustainable projects to respond to our client's very specific goals and business objectives. We design for the future by creating state-of-the-art office structures and interiors that support healthy environments for the workforce. This enables higher employee productivity and lower operating costs. We do this through research and selection of mechanical, electrical, life safety, elevator and communications systems, sustainable materials and programs for each and every design project. The result is measurable performance against business objectives.

Creating for Long-Term Value and Efficiencies

We also know that it is critical that office buildings, workspaces and systems, be designed for flexibility, to accommodate the changing demands of tenants, and their workforce, over time. Expectations of the work environment and the rapid advance in technology are major factors in design. Building owners and employers

need to offer a gamut of completely-wired, flexible floor plates, collaborative and hoteling workspaces and employee amenities to remain competitive for tenants and skilled talent respectively. At NORR, we design for today, and tomorrow, to ensure our clients realize long-term value.

Sustainable building practices are also relevant when considering resiliency in the designs of building envelopes and reducing the environmental footprint, resulting in cost and energy savings. We've partnered with our clients to realize efficiencies on everything from brownfield projects to renovations to adaptive reuse structures. In every instance, we embrace the vital role that design plays in our lives and communities.

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