



## 340 Mount Kemble Repositioning

*A repositioning of a vacant office building in New Jersey*

Onyx Equities, a real estate investment firm, acquired the former AT&T regional headquarters known as 340 Mount Kemble in Norristown, NJ. The original 1980's building required major renovations and upgrades to modernize the 400,000 square-foot, 3-story office structure. The design vision was to create a Class A suburban office destination that would attract new tenants at market rents.

NORR was engaged by Onyx to develop a concept design using cost/benefit analysis to inform design decisions. The focus was the exterior skin, main atrium and amenities. NORR developed marketing renderings that led to a major tenant pre-leasing of the 200,000 square-foot north wing of the building. The design featured a dramatic new glass façade, providing several improvements to the 4-story atrium, including a wood slat ceiling and glass film to prevent glare and overheating. The 25,000 square-foot amenity wing considered tenant usability and wellness in the design of a full-service cafeteria, conference center, game room, fitness center with classrooms and lockers rooms and a coffee bar with lounge seating. Corridors were enhanced with graphics to provide visual playfulness. To manage sustainability and performance, separate HVAC systems for each building wing were implemented to bring improved air quality and circulation.

The result was a repositioning of 340 Mount Kemble from a vacant and end-of-life office building into a premier suburban office destination with modern amenities. This project adds to Onyx's successful portfolio of Class A suburban office buildings that continue to attract tenants seeking to establish satellite offices. The combination of design, materials and amenities work to create a healthy and productive environment in downtown Morristown, NJ.

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<b>CLIENT</b>	Onyx Equities LLC
<b>PORTFOLIO</b>	Commercial
<b>CATEGORY</b>	Repositioning
<b>SIZE</b>	400,000 SF (37,161 SM)
<b>LOCATION</b>	Morristown, NJ, US
<b>DATE</b>	April 2021
<b>SERVICES</b>	Architecture Interior Design Mechanical Engineering Electrical Engineering Structural Engineering

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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.

## CONTACT

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