

URBAN ACTIVE



Project: Urban Active at Bakery Square - Pittsburgh, PA

Budget: \$4.5 million

The Challenge: Taking a pre-cast concrete block and creating a stunning fitness center

The Result: Through personal service, experienced leadership, value engineering, scope reductions and strong subcontractor partnerships, the project was finished on budget and one full week ahead of schedule.

The Bottom Line: Experience. Whether your project is big or small, there's just no substitute for it.

When industry fitness leader Urban Active expanded its national footprint with a flagship store in Pennsylvania, it chose Pittsburgh's East Liberty neighborhood as its location of choice. Urban Active's newest fitness facility would reside at Bakery Square (BkSq), an exciting, lifestyle center that was merging historic architecture from an abandoned Nabisco Bakery with a sleek new aesthetic. Developed by Walnut Capital Partners and scheduled to open in spring 2010, the BkSq complex would feature 351,000 square feet of office and retail space. Anchor tenants included Google, Anthropologie, the University of Pittsburgh, UPMC and Marriott SpringHill Suites, among others.

As BkSq's construction management partner, PJ Dick was involved in all aspects of this uniquely urban construction site and thus perfectly positioned to respond to Urban Active's immediate needs.

A Construction Management-At-Risk contract was agreed upon, setting a guaranteed project budget and incentives for shared savings upon the project's completion.

It was now time to get to work.

PJ Dick and its mechanical-plumbing subcontractor McKamish immediately flew to Urban Active's Kentucky headquarters to evaluate the existing plan and outline next steps. After thorough analysis, value engineering and strategic scope reductions were recommended to maximize Urban Active's \$4.5 million budget. In combination, both re-engineering efforts ultimately saved Urban Active \$300,000, almost 30% of its initial electrical and plumbing budget.

But the work – and the challenges – didn't stop there. Urban Active's BkSq space was essentially constructed out of pre-cast concrete and partially enclosed by a parking garage. "It was basically one giant pre-cast box," explained Eric Pascucci, PJ Dick Project Manager.

That 47,000 square foot pre-cast box, however, was ultimately transformed into a state-of-the-art fitness space including a swimming pool, tanning salon, racquetball and basketball courts, locker room facilities with saunas and lounges, personal and group fitness studios, as well as a mezzanine level complete with a smoothie bar and pro-shop.

The swimming pool, located on the second floor, required special waterproofing and was constructed from a unique concrete nest framed with internal piping. The pool's overall assembly needed to be perfect because any plumbing access thereafter would be extremely limited. The margin for error was: zero.

Of course, every project has its building and scheduling challenges. But working hand-in-hand with stellar contractors and craftsman like Ferry Electric, McKamish, Patrinos, Masterwood Craft and Flooring Contractors of Pittsburgh resulted in a stunning facility that was completed one full week ahead of schedule - a new record for Urban Active.

"PJ Dick was conscientious and consistent in taking the lead role in problem solving...and provided the

Continue to page 2 ...

“PJ Dick was conscientious and consistent in taking the lead in problem solving...”



on-site leadership and guidance to direct the project team, including subcontractors, smoothly and efficiently throughout project construction,” said Tood Reidbord, President, Walnut Capital Partners. “We couldn’t be happier with the results. Bakery Square is the fourth project PJ Dick has constructed for Walnut Capital and we hope to continue working with them in the future.”

“Once again our PJ Dick team rose to the challenge... and surpassed our client’s expectations,” noted Pascucci with pride. “That’s always a great feeling... for them and for us!”

