

Architectural firm designs to grow

The company plans to boost revenues by 50 percent to \$15 million

By **ANDREA DECKERT**

SWBR Architecture, Engineering & Landscape Architecture P.C. is looking to take its expertise across the country, targeting annual sales of \$15 million by 2020.

That goal is up more than 50 percent from projected revenues of \$9.5 million in 2015. To get there, the area's largest architectural firm is looking to replicate elsewhere the work it does locally in urban areas.

The company already has branched out. Twenty years ago, Upstate New York made up 95 percent of its business, company leaders said. It now makes up roughly 80 percent.

"We have turned the volume up on



Rendering courtesy of SWBR

SWBR sees opportunities to expand geographically using the expertise it has developed here.

great design," said David Beinetti, SWBR president and principal. "We are poised for significant growth."

SWBR has been able to use its experience to help St. John Senior Services Inc. develop stand-alone residences

for small groups of senior citizens in communities. SWBR is completing similar projects in other areas, including Rhode Island and Oregon, and sees additional opportunities in places such as Missouri and New Hampshire.

The firm is being sought out for its knowledge in the arena, said Robert Simonetti, senior associate and design director.

"We're at the right spot at the right time," SWBR principal Joseph Gibbons added.

Another area where SWBR is looking to expand geographically is mixed-use projects in urban spaces.

The company is working with Home Leasing LLC on its Charlotte Street re-

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development project downtown, which consists of 72 upscale apartments and 14 for-sale townhomes, as well as commercial space.

Donald Naetzer, SWBR's planning manager, said the firm wants to use the Charlotte Street project as an example that could be replicated in larger urban areas. He has been approached by a Canadian developer looking at a similar project in Toronto.

"We aren't just talking about ideas and concepts," Naetzer said. "We have the tangibles to back the ideas up."

The company's areas of expertise include affordable housing, skilled nursing and the industrial arena. In the affordable housing industry, the firm focuses on life services. Such projects include Brickstone at St. John's, a \$30 million housing and commercial development in Brighton.

An example of affordable senior housing is the \$23.5 million overhaul DePaul Community Services Inc. opened in the city called the Carriage Factory Apartments. The project renovated one of Rochester's oldest factories into a 71-unit residential apartment building for income-eligible individuals, some with special needs. SWBR was able to help secure financing from multiple agencies for the project.

The firm also is seeing more sustainable design projects across the board. Mark Maddalina, senior associate and sustainable design director noted. SWBR helped design the Golisano Institute of Sustainability at Rochester Institute of Technology.



Rendering courtesy of SWBR

The company worked on the \$23.5 million overhaul DePaul Community Services Inc. opened in the city called the Carriage Factory Apartments.

Currently, the company is working on a sustainable design project at Roberts Wesleyan College that consists of a new building and renovations to an existing structure. The new 43,600-square-foot building for science and nursing will house laboratories, teaching classrooms and support spaces for the growing sciences and nursing programs at the college. A groundbreaking for the \$13 million project is scheduled for this month.

The project also includes \$4.5 mil-

lion worth of renovations to the 44,000-square-foot Merlin G. Smith Science Center, which is targeted for completion in 2016.

Richard Greer, director of facilities at Roberts Wesleyan College, said the college has worked on several projects with SWBR since the mid-1990s.

"They really listen to their customers," Greer said. "In the end, we get a building that not only looks good, but also meets the program requirements."

In addition to expanding its national

portfolio, Beinetti said SWBR may find new prospects downtown.

There are a number of opportunities in the works: the development of the Inner Loop and Parcel 5 on the Midtown site, plus the potential of growth at the University of Rochester-owned Block F, across from the Eastman Theater and adjacent to the Eastman School of Music Campus.

"There is development potential in the city now," Beinetti said.

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