

Multifamily Development

By Dan McCauley, Martin Architectural Group

Fishtown lands a big catch at Northbank

Northbank, is a \$300 million residential community under development in the Fishtown neighborhood of Philadelphia which will include a mix of apartments, condominiums, and townhouses. This development is positioned on 30 acres along the Delaware River.



Dan McCauley

Several development teams have joined together as the prime developer: including



Northbank rooftop terraces offer breathtaking views.

Concordia Group, D3 Real Estate Development, and Remark Cos. In addition, national luxury home builder, Toll

Brothers, purchased a portion of the site to develop high-end condominiums.

Toll Brothers and The

Martin Architectural Group have worked together over the years on condominium buildings, single-family, and townhouse products. The connection runs deep, as Martin principal, Dan McCauley, began his career at Toll Architecture. From the first days running the print room, through drafting houses, to becoming the Studio Leader of a 12-person team responsible for \$600 million dollars in construction per year, Dan's work with the production builder led to a strong contractor-based understanding of design implications.

Toll Brothers reached out to Martin when they decided to bring their high-quality stacked townhomes to the Northbank development. Stacked townhomes can be quite versatile for higher density sites, providing four-story townhomes consisting of two, two-story residences. Martin has designed stacked townhomes for developers in multiple locations, and the understanding of the Toll Brothers' process was vital to its success. Together this team documented and permitted 52 individual buildings, providing 104 condominium units, which rounded out the entire Northbank product line. Contemporary elevations with open floor plan concepts and rooftop decks are now commanding \$600 thousand as a starting point.

As a community, the development team worked alongside the Delaware River Waterfront Corp. to expand the trail systems for the enjoyment of the waterfront. The location of this site provides a perfect blend of proximity to the center city and neighborhood authenticity. One of the most sought-after communities to live in the country, Fishtown Philadelphia provides walking distance living to Penn's Landing, The Fillmore small concert venue, the River Casino, and dozens of one-of-a-kind eateries and bars. Center City Philadelphia is less than 5 miles away, and access to New Jersey couldn't be more convenient.

The Martin Architectural Group proudly worked to make this vision a reality for our client. The success of this development matches our experience with other projects both within urban settings, as well as suburban projects. The connectivity, neighborhood amenities, and authenticity of the designs most often make for the most successful outcomes.

Over Fifty-Five years ago, The Martin Architectural Group started on the premise of providing high-quality designs for home builders. With massive success in that arena, the firm expanded to large density multi-family projects, retail centers, and mall transformations, adding various other sectors, and still, the home builder DNA lives within the firm.

Dan McCauley is partner at Martin Architectural Group. MAREJ

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The Martin Architectural Group was established in 1967 with a commitment to client service and design excellence. Our diverse portfolio includes mixed-use, multi-family residential, senior living communities, retail and office designs, transit-oriented developments, and sustainable projects. We are award-winning architects and planners committed to delivering the highest quality professional services to private sector real estate development.

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