

# 4/4

# ARCHITECTURE

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## COMMUNITY CONNECTION

SPRING 2022

### /COLLABORATION & PARTNERSHIP

Hello Friend,

The best projects come about through team effort, and I'm a big believer in bringing all of our resources to the table. One of the things I enjoy most about being an architect is the interactions we have with our community, from clients, to builders and suppliers, to code officials, and consultants. I'm grateful for all of our partnerships!

2021 brought a variety of projects through our door. There have been some larger projects such as the design and construction administration of 160 high-end units for two apartment buildings in Allentown. More often, we have provided design services and

guidance to community members - both business and multi-family residential owners - who wish to improve their properties and make them safer for tenants. Recently, an excited property owner reached out to us in a quandary. The code official said that they needed a one-hour separation for the circa 1920's two-family home they recently purchased. We did some research, spoke to the code official and found an economical way to keep the project moving!

Our greatest satisfaction is bringing value to a happy client. In this issue of the newsletter, I thought it would be informative to feature one of the consultants in the community with whom we collaborate. Enjoy!

Sincerely,  
Gary Lader, AIA LEED AP  
4/4 Architecture



*A view of the sunrise in West Bethlehem from the 4/4 Architecture office. We get an early start here!*



#### INSIDE:

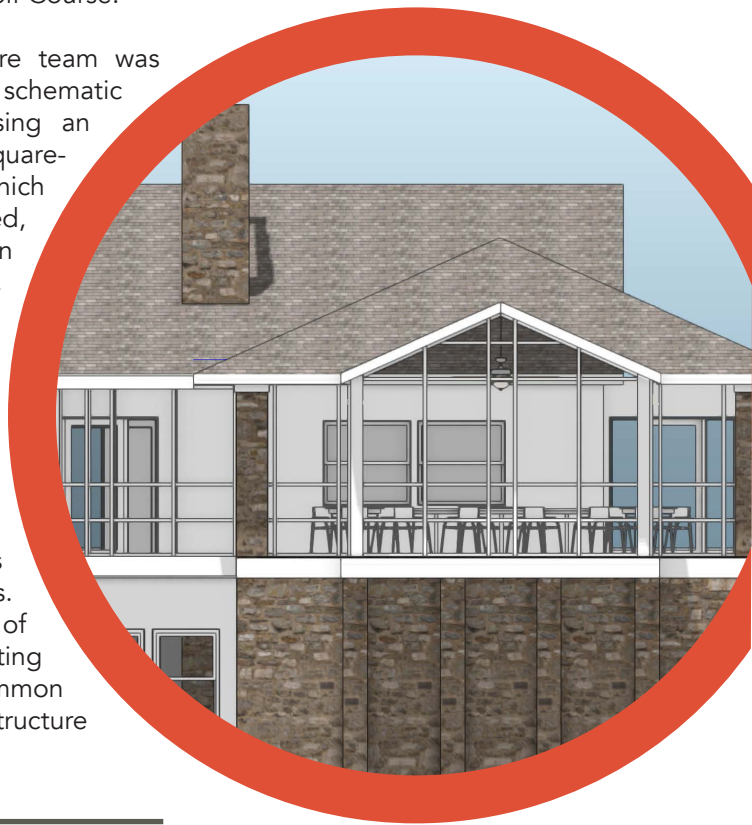
- A View to Drive For
- Necessary Tools for Growth
- Made in the Shade
- Exploring Possibilities
- A Best-in-Class Living Experience



## /A VIEW TO DRIVE FOR

The Clubhouse Grille is a family-friendly sports restaurant located in Bethlehem on the Municipal Golf Course.

The 4/4 Architecture team was engaged to prepare schematic drawings for enclosing an existing 1,100-square-foot outdoor patio, which was not being utilized, to create a four-season dining area. This space, located on the south side of the building, allows the restaurant



to accommodate more guests year-round; plus, it has beautiful views of the main entry drive and golf course

The design of the new outdoor space is inspired by the pavilions at the nearby Monocacy Park. Developed in the late 1930's as part of the Works Progress Administration, the

prior improvements to Monocacy made it one of the first parks for Bethlehem's Northside residents. The stone at the base of the Clubhouse's existing building is used as a common element to tie the new structure into the existing.

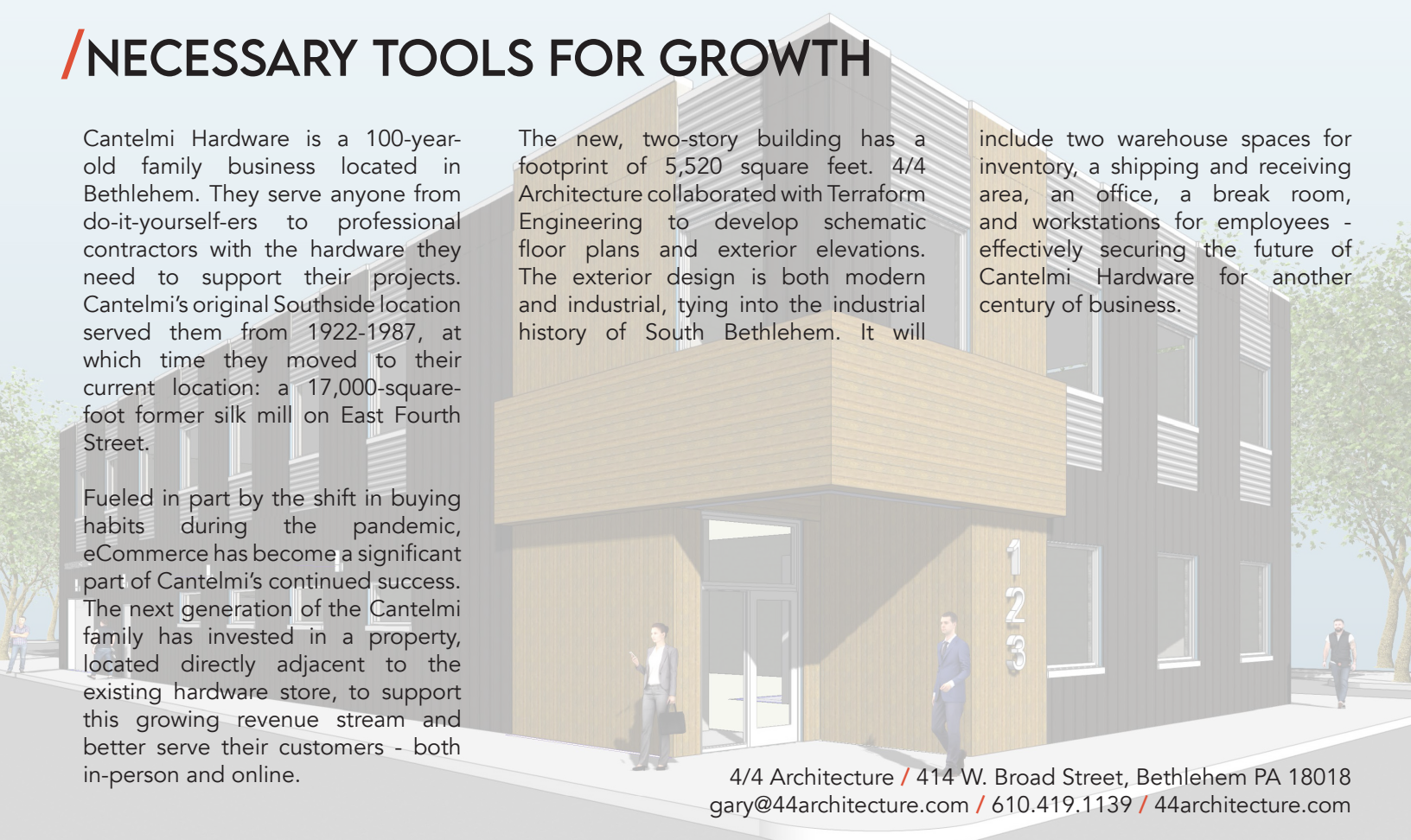
## /NECESSARY TOOLS FOR GROWTH

Cantelmi Hardware is a 100-year-old family business located in Bethlehem. They serve anyone from do-it-yourself-ers to professional contractors with the hardware they need to support their projects. Cantelmi's original Southside location served them from 1922-1987, at which time they moved to their current location: a 17,000-square-foot former silk mill on East Fourth Street.

Fueled in part by the shift in buying habits during the pandemic, eCommerce has become a significant part of Cantelmi's continued success. The next generation of the Cantelmi family has invested in a property, located directly adjacent to the existing hardware store, to support this growing revenue stream and better serve their customers - both in-person and online.

The new, two-story building has a footprint of 5,520 square feet. 4/4 Architecture collaborated with Terraform Engineering to develop schematic floor plans and exterior elevations. The exterior design is both modern and industrial, tying into the industrial history of South Bethlehem. It will

include two warehouse spaces for inventory, a shipping and receiving area, an office, a break room, and workstations for employees - effectively securing the future of Cantelmi Hardware for another century of business.



# /MADE IN THE SHADE

4/4 Architecture was introduced to Wesley West through our previous collaborations with Austin's Auto and Howard Lieberman / Business and Community Financing Solutions. The proprietor of Austin's Auto purchased a commercial property (the former Coca-Cola bottling plant), which is currently undergoing a \$2.5 million renovation to become a state-of-the-art office complex: the West Broad Street Commons.

West's business, Made in the Shade Film Pros, was the first new tenant in the complex. Opening a business was fulfilling his dream, decades in the making. Made in the Shade is the Lehigh Valley's premier window tint expert, specializing in automotive, commercial, and residential window film applications. While many think of window tinting as being meant strictly for privacy, there is film designed to block UV rays, reduce glare, prevent break-ins, and shield properties from storm damage.

West has decades of experience in the industry, having subcontracted for automotive tinting shops over the last 20 years. Finally, he decided to venture out and build his own shop.

"Before we swung the first hammer, I had a vision for what I wanted to do," West said. So, he began designing his ideal shop. He developed branding, a color scheme, and preliminary space layouts. Eventually, he needed an architect to assist with preparing official plans. That's where 4/4 Architecture came into the picture.

"Gary was easy to work with and extremely efficient. He listened, understood my vision, and made insightful architectural suggestions that supported the design concept," West said.

In addition to drawing up the plans for the space to ensure feasibility and compliance with code, 4/4 Architecture suggested some adjustments to the floor plan to help with the flow of the overall space. For example, 4/4 proposed moving the location of the sales desk to assist with wayfinding and clearly delineate the boundary between public areas and private workspace.

Aside from fulfilling his dream of opening a shop, one of West's favorite parts about the building is the location: across the street from his childhood home.

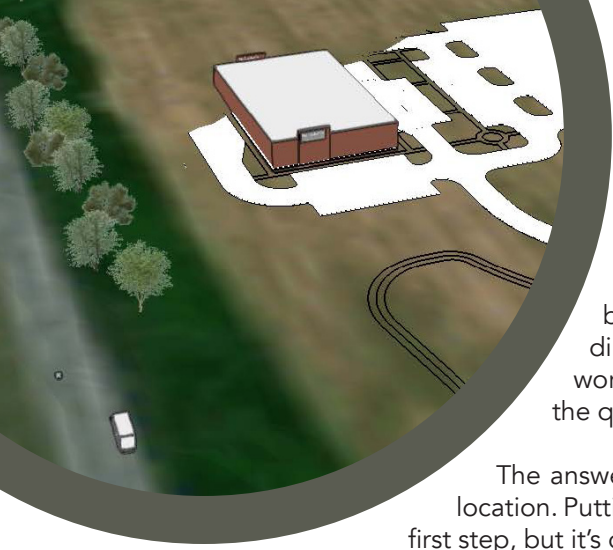
"I spent most of my life looking across the street at the Coca-Cola building. Now, as a grown adult with a family and business of my own, I look out my window and see my former home. It feels like I've come full circle..." West said.



Made in the Shade opened for business in June 2021. To learn more about Made in the Shade, you can visit their website, [www.mitsfilmpros.com](http://www.mitsfilmpros.com).

Could you use a design expert to help you build the business of your dreams? Contact us at [gary@44architecture.com](mailto:gary@44architecture.com)!





## / EXPLORING POSSIBILITIES

Our mission at 4/4 Architecture is to serve clients by providing creative, healthy, and high-quality design that solves problems, brings joy to its users, and contributes to the greater good. Many of 4/4's clients are current or prospective business owners; they're considering purchasing property and completing due diligence, or they own land and want to identify the best way to make their business work. With this in mind, one of the first problems clients need us to solve is answering the question: "Is my project feasible?" Of course, this is a bit of a loaded question.

The answer depends on a myriad of factors – including budget, schedule, program, and location. Putting a commercial project on hold to explore feasibility may seem like a superfluous first step, but it's one of the smartest things clients can do. We've seen clients purchase properties only to find the parcel is not zoned for their intended use. While variances are possible, they're not a given. Knowing barriers up front enables educated decisions, prepares you for the road ahead, and reaps massive savings.

4/4 collaborates with engineering partners to get a comprehensive understanding of a site or building. One of our trusted partners is Civitas Regio, a civil engineering firm. "Our goal is not to take big, clumsy leaps but fast, strategic baby steps," Matthew Malozi, President of Civitas Regio, said. "Whether the answer is 'Yes' or 'No,' we want to get you there quickly and inexpensively."

In addition to documenting technical considerations and their implications, 4/4 utilizes BIM and VectorWorks to create 3D images to assist clients in visualizing a project. The process begins with a site plan, which 4/4 imports into our

programs. Using a database of existing topography and GIS capabilities, we can overlay a proposed site onto existing topography to show the site from different vantage points. In the past, developing renderings was an artistic process. While there is still an element of art, there is an equal amount of technology to provide real and accurate information.

"Development can be personal because it affects the landscapes of people's neighborhoods," Malozi said. "Without a visual, your mind goes to the worst scenario. With one, people can quickly understand and have an informed discussion."

While the rendering (top left) is relatively basic, it communicates: building size and positioning on the site, location in proximity to the road, visibility of signage, accessibility, and views.

If you are an existing or would-be property-owner, consider engaging 4/4 to explore the feasibility of your project! Also, consider our friends at Civitas Regio for your civil engineering, land development, and environmental needs.

Matthew Malozi  
Civitas Regio  
610-999-9983



## / A BEST-IN-CLASS LIVING EXPERIENCE



A new living experience is coming to Allentown! The new Terrain Apartments, located in Allentown, will offer a best-in-class living experience featuring picturesque views of the Lehigh Parkway trail.

For this project, 4/4 Architecture served as a consultant to Bonsall Shafferman and provided design development services, permit drawings, and construction administration. The \$35-million development complex consists of 160 high-end apartments,

including studio, one-, two-, and three-bedroom apartments. The complex also incorporates lounge rooms for socialization, a fitness center, a pet wash, bike storage, electric vehicle charging stations, and club room with a coffee bar and kitchenette.

The 189,000-square-foot project is under construction with Serfass Construction and Scully as developers. Terrain Apartments are anticipated to be complete in the second quarter of 2022.