



Filling a Need

Modern amenities, contemporary design give tenants reason to smile at Landerbrook Dental Office Building

By Linda Bloom | Photos by Scott Pease

Winning on any level is exhilarating. In this case, the victory was the completion of the new Landerbrook Dental Office Building. The “dream team” was comprised of Munsell Realty Advisors, Inc., The Krill Co., Inc., and Vocon, Inc. Their collaboration resulted in a two-story medical office building in Mayfield Heights. The 30,400-square-foot building, on a 2.56 acre site, was completed in January 2008, at a cost of \$3.2 million for the building shell and site improvements. The project is a novel approach to a medical building, grouping 11 solo dental practices in their own facility.

The design was developed from a focused approach to the building aspects, a careful study of the relationship of the materials and how each element became a part of the formal presentation, according to Michael Christ, project architect with Vocon, Inc. The goal was to maximize the building size, per city guidelines and host a group of 11 dental practices, he says, adding that in addition to his

own work, other Vocon staffers were involved in varying degrees, including Julie Trott, Matt Heisey, Angela Rosati, Stephanie Swarner, and Jean Currier.

“I have not seen another building on this scale with the number of dental practices being in one building,” Christ says.

The site is bordered on three sides by access drives to adjacent properties and the main office park road. The

ultimate square footage of the building was determined by the site and its subsequent parking count. The building displays several design elements into the complete composition including a curtain wall, two different types of masonry, metal panels, an entry canopy and reflective glass throughout.

“We were trying not to make it like a typical office building,” Christ says. “We were trying to use some of the more

modern materials like the metal panels, and the large expanses of glass. I think they are the most striking features of the project with great visual impact.”

The building’s center is the tallest and most prominent portion of the project. It also possesses the most immediate visual element of the building, a vertical spine of red metal panels, which extend higher than its adjacent parapets. The metal panels are framed on its sides by a 38-foot-high glass curtain wall and cream-colored burnished block masonry. This entire ensemble translates across the top of the building to the rear, on the north face. This central area, on the south side, is the main entry and meets the site with a steel-framed, glass canopy. The left side of the main elevation, encompassing the entire southwest corner, is a two-story aluminum and glass curtain wall, topped with an aluminum sunshade. The panels of glass are vertically butt-glazed, with horizontal, clear anodized mullions.

The remainder of the main façade, at the east end, consists of two levels of 20-foot-long glass panels within a 32-foot-high mocha-colored brick wall. Darker bands of the masonry are located in lines concurrent with the window mullions. At the far right is another masonry projection with punched openings in the cream-colored burnished block masonry. This formation is mirrored on the rear of the building to the north. The northwest portion of the building is formed of the mocha-colored brick, with punched openings and some cream-colored block banding.

“[The project] was educational, trying at times,” Chris says. “In the end everyone has been pleased with the final product. The owner and tenants are pleased with the building. I’ve heard nothing but good things.”

Mark R. Munsell is president and sole owner of Munsell Realty Advisors, Inc. and the authorized managing partner of Landerbrook Dental, LLC, which was responsible for construction of the project, construction of tenant improvements, negotiation of construction and permanent loan documents, daily management of the project, and asset management.

Munsell was approached by three dentists, Dr. Anthony Bastulli, and practice partners Drs. Alperin and Fried about buying a building or pos-



FORWARD FORMS “We were trying not to make it like a typical office building,” says Michael Christ, project architect with Vocon. “We were trying to use some of the more modern materials like the metal panels, and the large expanses of glass.

sibly developing a building. Well aware of Munsell’s expertise in medical and dental office building development and management, the dentists asked him to find a piece of land and come up with a development plan, which he did. They showed it to their colleagues who also had interest in a building in which they would have an ownership interest. A condition of the deal was that each practice that came in had to be a participant in the equity. Some dentists would need to move in quickly, due to their lease terms expiring in their existing locations.

“I knew of the land in Landerbrook Corporate Park, because I had built two

other buildings in the park,” Munsell says. “It was one of the few available parcels that was large enough to contain the 30,000 square feet we felt we needed to build. It was strategic. A number of the dentists were previously located in Mayfield Heights and wanted to stay close geographically to where they were. It would result in less patient disturbance. The Park is recognized as a growth and business area, and it was logical to locate in a business environment.”

Munsell and the parcel owners agreed to terms in several weeks and entered into a purchase agreement. Munsell told them that they needed to close within three to four months,

because the project needed to get up and running, and he then engaged Vocon as the architect.

"I trust the Vocon people, and I trust Paul [Voinovich, the firm's principal]," Munsell says.

He told Voinovich that he needed Vocon to design a building that maximizes the square footage precluding variances from the City of Mayfield Heights.

The City of Mayfield Heights was very receptive to the project, and they approved it at the initial Planning and Zoning Committee meeting and at the next City Council meeting. Final approval occurred two weeks later.

"Within three months time, I had a design, site plan approval and City Council approval," Munsell says. "I



Photo by Ken Krych

PIECE OF PROPERTY Each of the 11 dentists has an ownership interest in the new facility, which is a unique arrangement in the medical field, according to Mark Munsell, of Munsell Realty Advisors.

brought the dentists in and explained the financial model, showed them what their returns were going to be, what the rent was, which was less than what

they were paying at their existing locations in which they had no ownership interest. I was able to do all of this in a very short period of time."

Construction began four months later with The Krill Co. acting as construction manager and was delivered 12 months after that.

"We've got a great building and a great investment for everybody involved," Munsell says, noting that a common goal for the dentists from the beginning was to have all new modern facilities and to invest in the building for their own long-term financial benefit. "Each dental tenant is pleased, happy and excited to be in such a wonderfully designed building with all of the amenities and technology they need to run their practices in the 21st century."

A tour of the various suites reflects the wide spectrum of personalities in the building. Dr. Anthony Bastulli's suite, decorated in earth tones, sports fresh flowers every two weeks. Dr. Marie Calabrese's suite, with interior decor executed by Vocon, is full of color.

We congratulate Landerbrook Dental Clinic and The Krill Co. on a job well done!

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"It's wonderful to be in this building," Calabrese says. "There is much more light, and everything is open and new. We were offered the opportunity to be in an all-dental building and to be part owners. It's a good feeling to know that in the future there will be some security."

Munsell notes that a spirit of cooperation made the project run smoothly.

"It is unusual to pool 11 distinct practices together with 11 distinct personalities in each practice and to be able to get them to work together and cooperate for a common goal," he says.

From the construction manager's standpoint, it was a very successful project: the job was completed on time and under budget, says Dan Audia, project manager for The Krill Co., Inc.

"Starting this project at the right time of the year, in late spring, really set the project off on the right tone," Audia says. "We completed the pre-construction process in three months, so the construction start was in April, which was ideal."

As many Northeast Ohio owners know, time of year has a lot to do with minimizing potential winter condition challenges, according to Audia.

"It's a real cost, and starting at the right time of the year can minimize a lot of that," Audia says. "We stayed proac-



NEW VIEW Mark Munsell, of Munsell Realty Advisors, says each dental tenant is "pleased, happy and excited to be in such a wonderfully designed building with all of the amenities and technology they need to run their practices in the 21st century."

tive with the procurement of materials on the job focusing on the building skin, roofing, and the mechanical system. In doing that, we were able to enclose the building, and more importantly, utilize the permanent building conditioning system to minimize temporary winter condition costs. If we did not have the systems operational, we would have had

to provide heat in the form of temporary heater units and temporary fuel that can be costly in today's market."

Audia says about the construction process, "There was great communication and a great team effort among construction manager, architect/engineer of record, and the owner. There were timely answers to questions. Everyone just worked well together. If we had a question and needed an immediate answer, we got it. That's a sign that everyone on the team is participating."

Krill Vice Chairman Jeff Gliebe says about the Landerbrook Dental Office Building, "Mark Munsell entrusted The Krill Company to orchestrate and manage this project, and that to me is a very high compliment. If everyone goes in with an open mind, the project not only goes smoothly, but also there also usually cost and schedule benefits. Krill and Vocon had a past relationship, and this project elevated our interest to continue to partner with Vocon on future projects. In working together you create a bond, teamwork, a framework where there are no personal objectives. The collaborative approach is for the benefit of the project, which ultimately relates to success. Everyone is working together and not on a personal agenda, for the benefit of one, in this case, Munsell Realty Advisors, Inc." **P**

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