









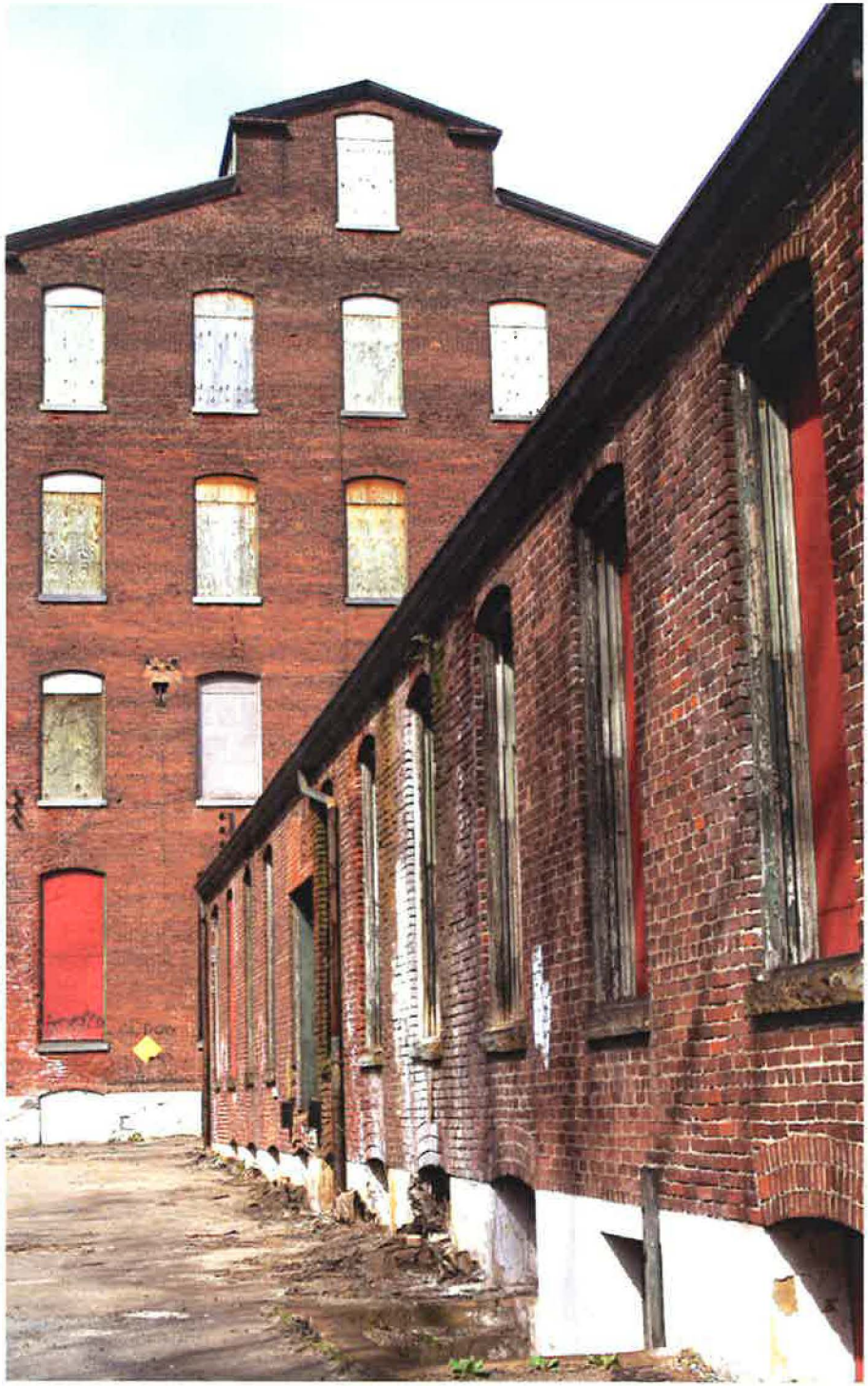
SILK

A CREATIVE COMMUNITY

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For more information on Silk, including partnership and investment opportunities, contact:

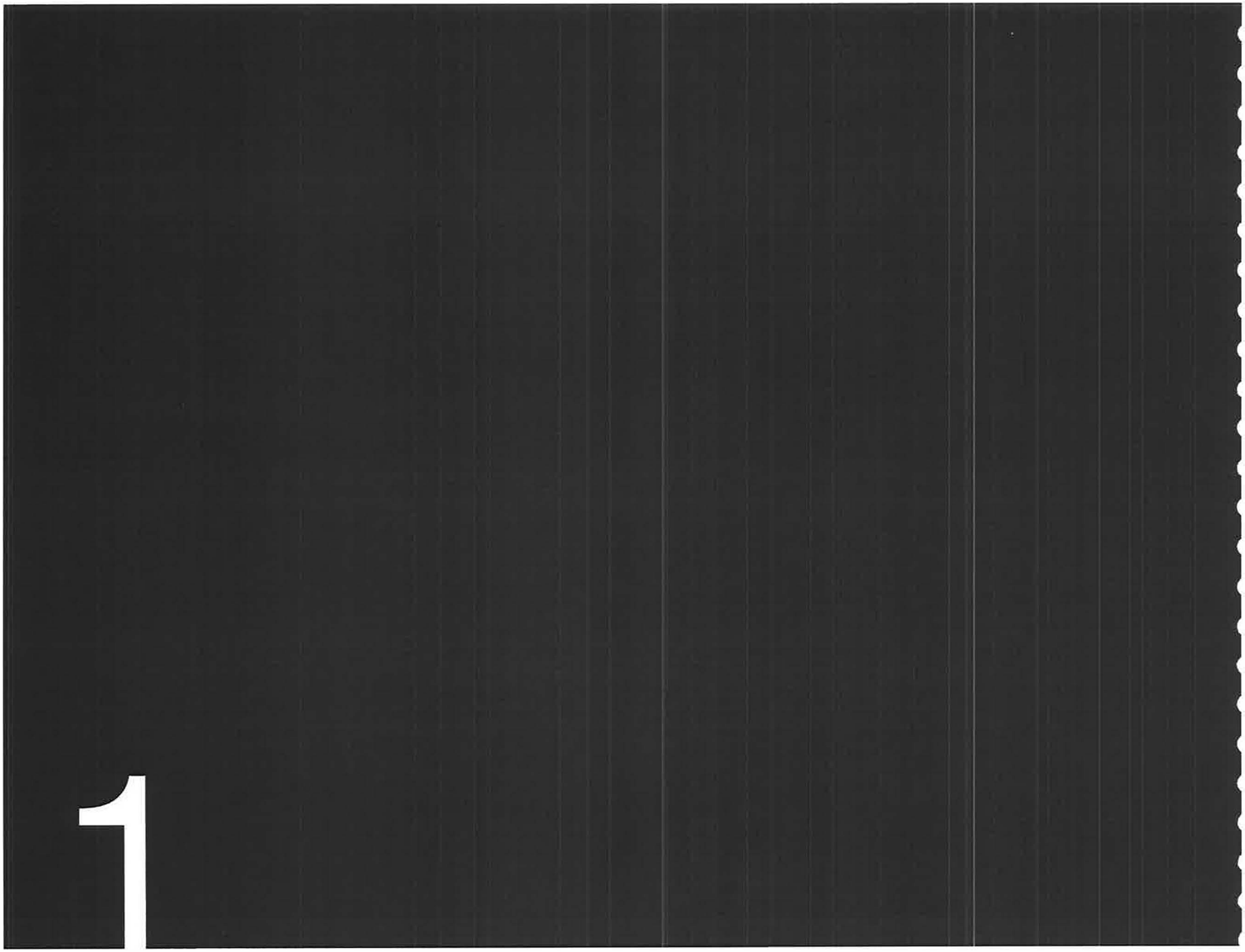
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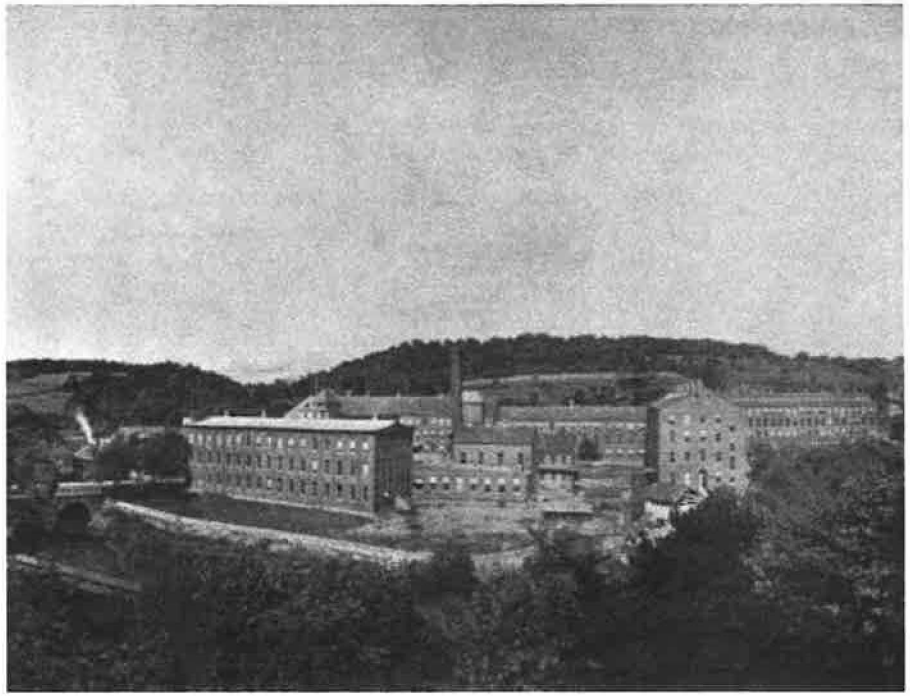


SILK

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1. EVOLUTION

1883
The City of Easton forms its first economic development initiative, the Industrial Association, to stimulate business development and opportunity for the city's youth. That same year, the Association convinces the R&H Simon Company, already a successful manufacturer of silk in New Jersey, to build several mill buildings in the City.

1901
Robert Simon, partner in R&H Simon Company, dies.

1913
"Commercial and Financial World" heralds R&H Simon as "...the largest individual silk ribbon and velvet manufacturer in the world. The plants at Union Hill [New Jersey] and Easton rank among the model establishments of the world, whether as regards construction, equipment or administration." That same year, co-founder Herman Simon dies.

1933
The Silk Mill complex is taken over by the Onondago Silk Company. The site, under a variety of owners, continues to spin out textiles through the 1970s.

2004
Bushkill Creek Corridor Study is completed by Land Concepts. The study examines the revitalization of properties along the Bushkill Creek, which includes, among other projects, the Simon Silk Mill site.

2006
The Silk Mill property is acquired by the Redevelopment Authority of Easton (ERA). Prior to acquisition, ERA completed the Phase I environmental site assessment as well as the baseline Phase II environmental site assessment of the property.

2007

A "Conceptual Feasibility Analysis for Arts Development in Easton" is completed by Artspace USA, a Minneapolis-based not-for-profit arts space developer and consultant. After an extensive study that included an open public meeting in downtown Easton, Artspace issues its findings related to the viability of Easton to host a successful arts-based real estate development project. The analysis examines the concept, local leadership, market, site potential, and financial considerations for such a project. One of Artspace's primary recommendations is for the completion of a detailed market study.

2007

ERA completes a Historic Resources Survey of the site with the assistance of a professional historic preservation consultant, Artefact, Inc. The findings are submitted to the Pennsylvania Historical and Museum Commission (PHMC). The following year, PHMC finds that the Mill is eligible for listing on the National Register of Historic Places.

2008

A detailed market study of the Silk Mill development concept, entitled "Market Feasibility of the Simon Silk Mill Complex as a Cultural Redevelopment Project" is completed by ArtsMarket Inc. The extensive study included 1) numerous interviews and community roundtables with a wide range of Easton and Lehigh Valley arts organizations, design professionals, individual artists, economic development professionals, and educators; 2) tours of existing arts facilities in Easton and throughout the Lehigh Valley; 3) case studies of previous successful arts/creativity complexes at older/historic sites; 4) market and prospective user analyses to determine the potential financial viability of such a complex; and 5) a public meeting in front of Easton City Council. The report finds that 1) a high quality mixed use creative complex (one that can draw visitors both locally as well as from beyond a 60 minute radius) could potentially draw between 80,000 and 120,000 visitors a year; 2) there is a market of artists and creative venture owners interested in the complex; 3) a high quality mixed use creative complex would likely support the development of a boutique hotel with as many as 60 rooms; and 4) that potential uses might include an installation/museum exhibit center, a community arts education center, a public market, visual and performing artist studios, a small black box performance center, a boutique hotel/conference center, at-market-rate office and residential space, artist live work spaces, TV/video/sound stage and/or recording studio, restaurants and other outdoor cafes/coffee shops.

2009

Spillman Farmer Architects is selected through a competitive process to complete a physical facilities analysis and site master plan for the Silk Mill. Their team includes consultants CMX Engineers and Li/Saltzman Architects, consultants who are completing the infrastructure analysis and historic context analysis, respectively. Li/Saltzman is also advising on grant and tax credit opportunities for the historic structures. The objective is to marry the redevelopment goals of the Bushkill Creek Corridor project, the conceptual analysis of the Artspace USA study, and the market study completed by ArtsMarket with the bricks and mortar (and topography and geography) of the historical R&H Simon Silk Mill site. The project includes measuring and drawing floor plans and elevations, analyzing structural conditions of buildings, examining existing utilities, completing a geotechnical analysis, assessing site access and parking, analyzing the potential for sustainable design and renewable energy, and developing preliminary site plans and space allocations. This analysis culminates in the Silk Master Plan.

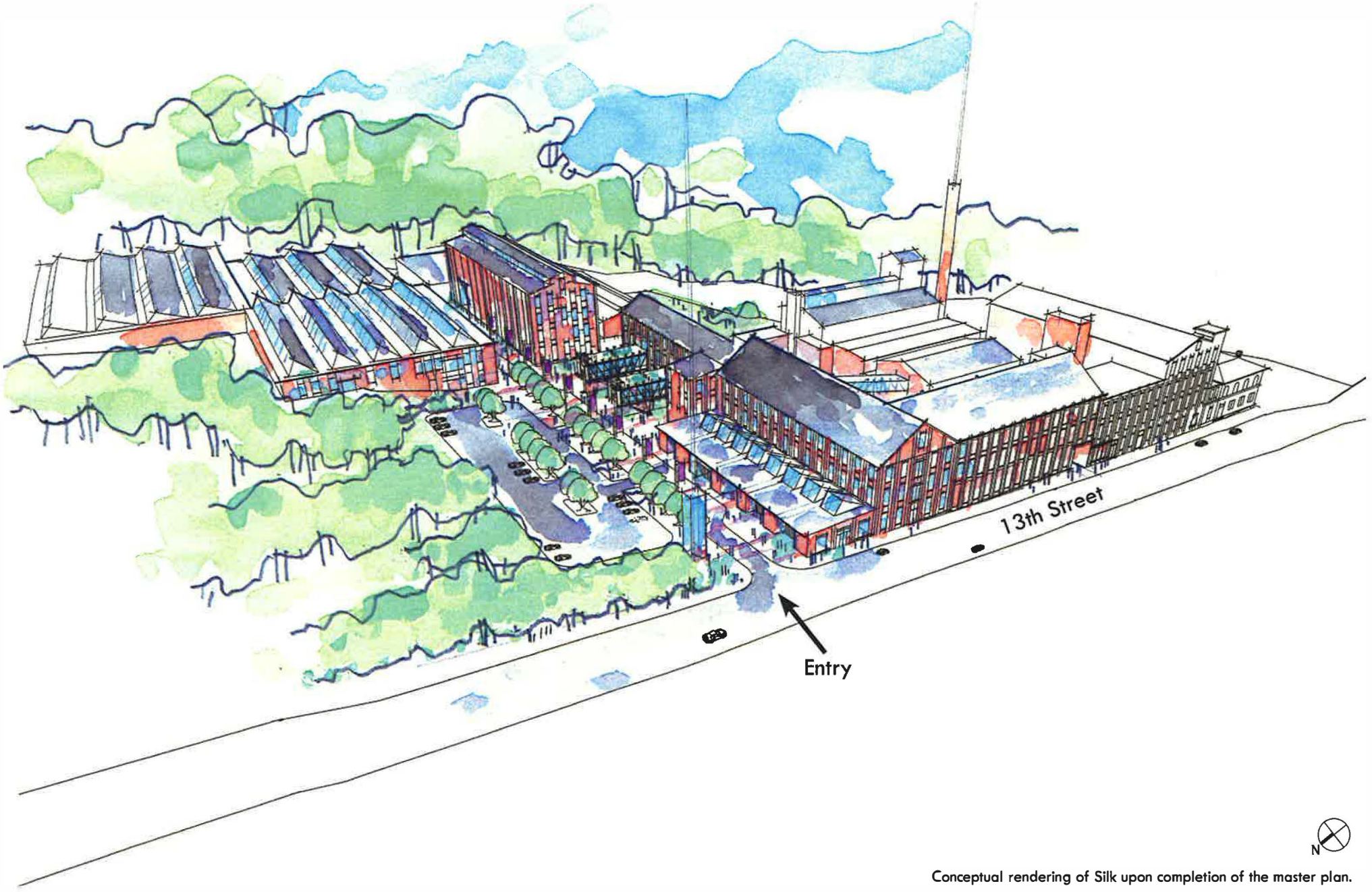




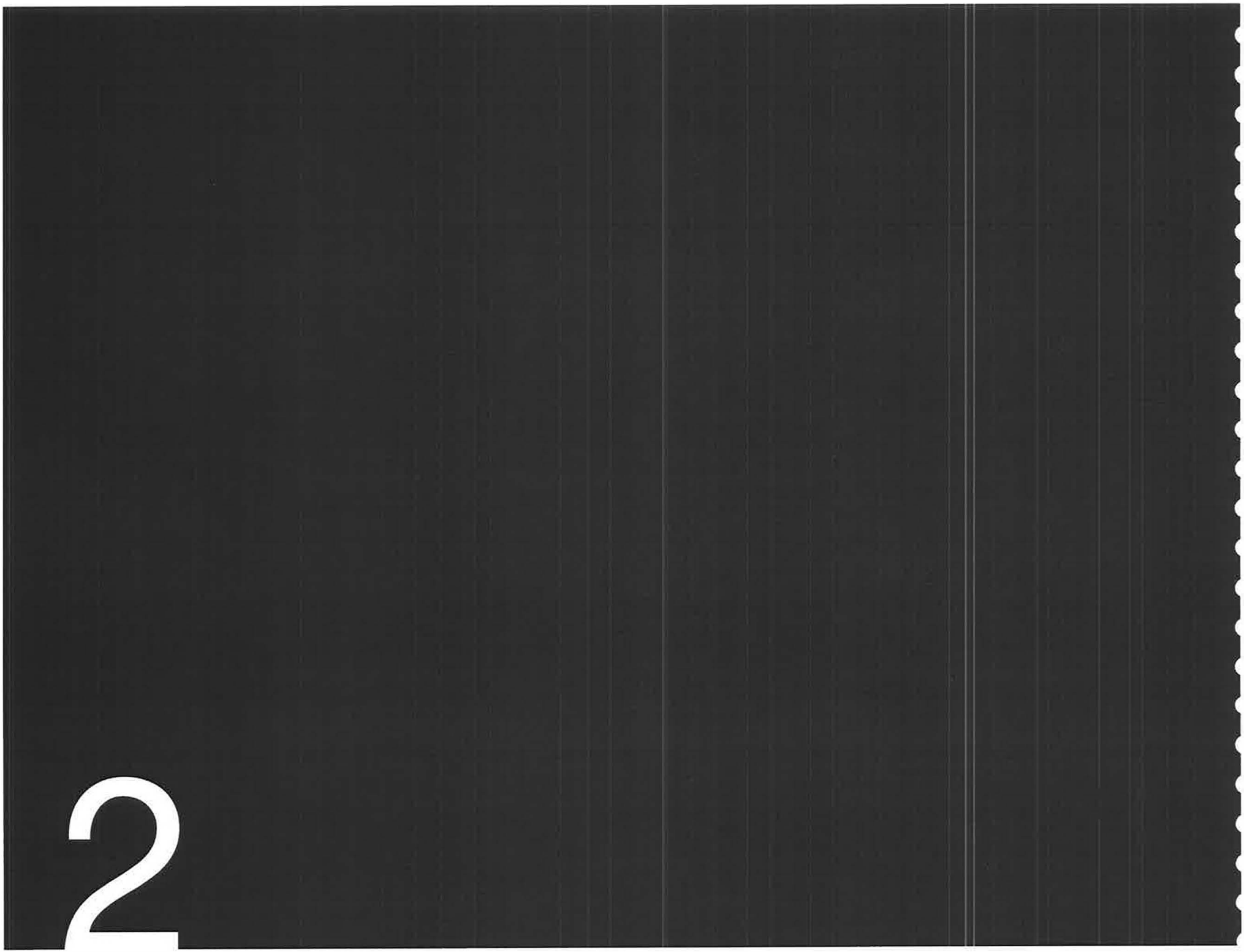
The prominent location of Silk along one of the City of Easton's major transportation corridors offers many opportunities for branding and promotion.



The existing site.



Conceptual rendering of Silk upon completion of the master plan.


2



2. KEY CONCEPTS

An integrated complex of buildings and open space dedicated to the development and advancement of the creative and cultural industries.

A self-sustaining community that generates creative, intellectual, and economic capital.

A place where creative people want to be.

A mix of market rate residential, retail, commercial, office, production facilities, and food services that cater to the creative industries.

- advertising
- architecture
- computer animation
- culinary arts
- fashion design
- film, video
- graphic design
- interior design
- performing arts
- photography
- publishing
- software design
- television & radio
- visual arts

A variety of education and cultural venues that nurture and allow the expression of the creative industries and draw visitors.

- artist galleries
- community arts center
- performance venues
- meeting facilities
- hotel and overnight accommodations

Silk Building Inventory

BUILDING	DESCRIPTION	FIRST FLOOR		SECOND FLOOR	
		SIZE	USE	SIZE	USE
A	1 story brick	7,448	retail/parking		
B1	3 story brick	7,788	commercial	7,788	residential units (3)
B2	3 story brick	4,555	commercial	4,555	two story residential units (4)
C	3 story brick	7,200	boutique hotel lobby services	7,891	boutique hotel rooms
D	4 story brick	7,960	commercial	7,960	residential units (4)
E	2 story brick	1,253	office / administration	1,253	office / administration
F	2 story brick	4,290	gallery / environmental education	1,887	gallery / environmental education
G	1 story double-height	7,218	convention / multipurpose event space		
H	2 story concrete extra height with balcony	6,159	theater / black box	4,318	theater / black box
J	1 story brick	8,586	shared artist flex space		
K	4 story brick	11,070	2 story residential units (12) with corridor	11,070	(residential without corridor)
L	2 story with skylights	23,760	commercial / gallery / parking	23,760	artists' lofts (12) / gallery
M	1 story brick	4,818	central energy plant		
N	1 story with skylights	30,085	light manufacturing		
P	1 story with skylights	39,748	light manufacturing		
Q	1 story stone	528	retail		
R	1 story brick	728	retail		
S	3 story brick	1,684	undefined	1,684	undefined
TOTAL	18 buildings	174,842		72,166	

THIRD FLOOR		FOURTH FLOOR		TOTAL SF	TOTAL RESIDENTIAL UNITS	PARKING SPACES
SIZE	**USE**	**SIZE**	**USE**			
				7,448		15
7,788	residential units (3)			23,364	6	26
4,555	(residential units - second floor)			13,665	4	16
7,891	boutique hotel rooms			22,982	28	28
7,960	residential units (4)	7,960	residential units (4)	31,840	12	32
				2,506		7
				6,177		7
				7,218		73
				10,477		105
				8,586		22
11,070	two story residential units (12) with corridor	11,070	(residential without corridor)	44,280	24	24
				47,520	12	60
				4,818		n/a
				30,085		30
				39,748		40
				528		2
				728		2
1,684	undefined			5,760		15
40,948		19,030		306,986	28 hotel rooms 58 residential units	504 total 111 phase 1

Easy Access

- Conveniently located next to US Route 22 and near Interstate 78
- Easily identifiable site and entry points
- Central vehicular and pedestrian boulevard connecting the site's "neighborhoods" and buildings
- Abundant parking
- Access to/from public transportation bus routes
- Numerous development opportunities



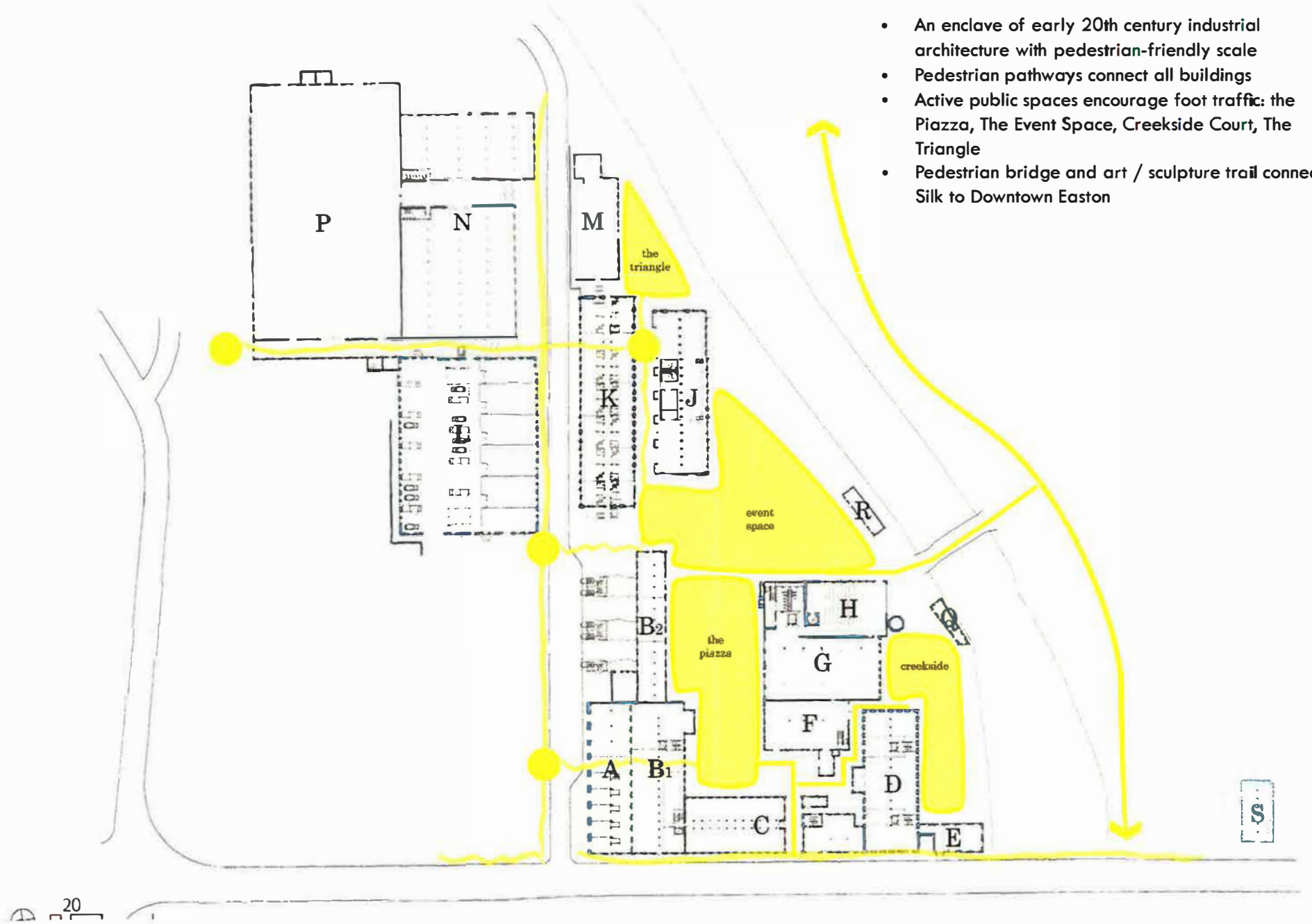
A True Mixed-Use Community

- The Mix – an intimate and active mixed-use district, with street-level commercial space and restaurants, up-scale loft residences, and boutique hotel
- The Cultural Core – a complex of facilities in support of arts and culture, including a theater, performing arts venue, and multi-use convention/display/meeting space
- ArtHome – loft residences with private and shared studio, educational, and display space
- The Think Tank – small and large technology/business incubator space optimally located to allow access and foster innovation
- Site Amenities – small stand-alone spaces suitable for café/restaurant and sports equipment rental
- Central Energy Plant



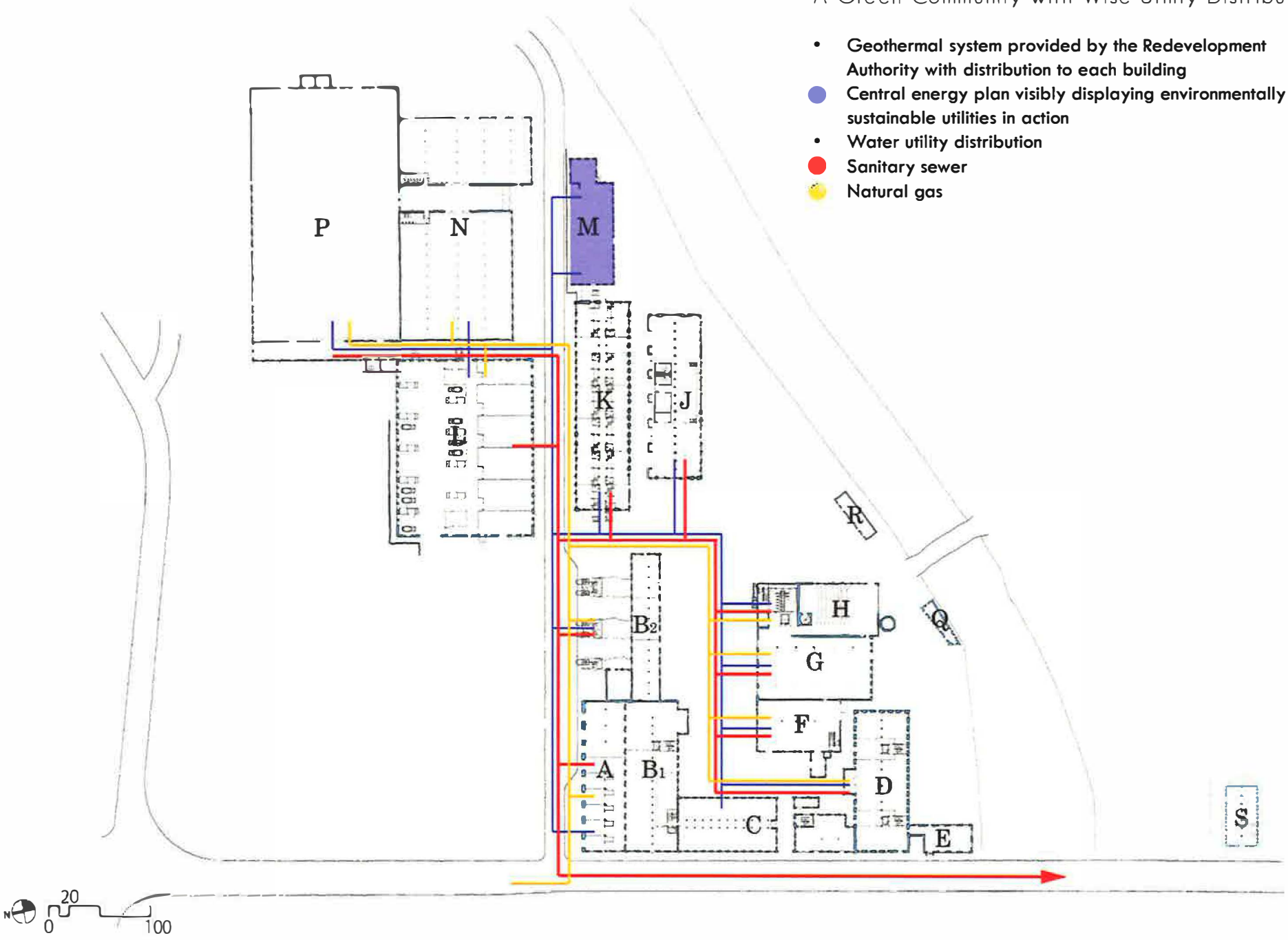
A Walkable Community

- An enclave of early 20th century industrial architecture with pedestrian-friendly scale
- Pedestrian pathways connect all buildings
- Active public spaces encourage foot traffic: the Piazza, The Event Space, Creekside Court, The Triangle
- Pedestrian bridge and art / sculpture trail connect Silk to Downtown Easton

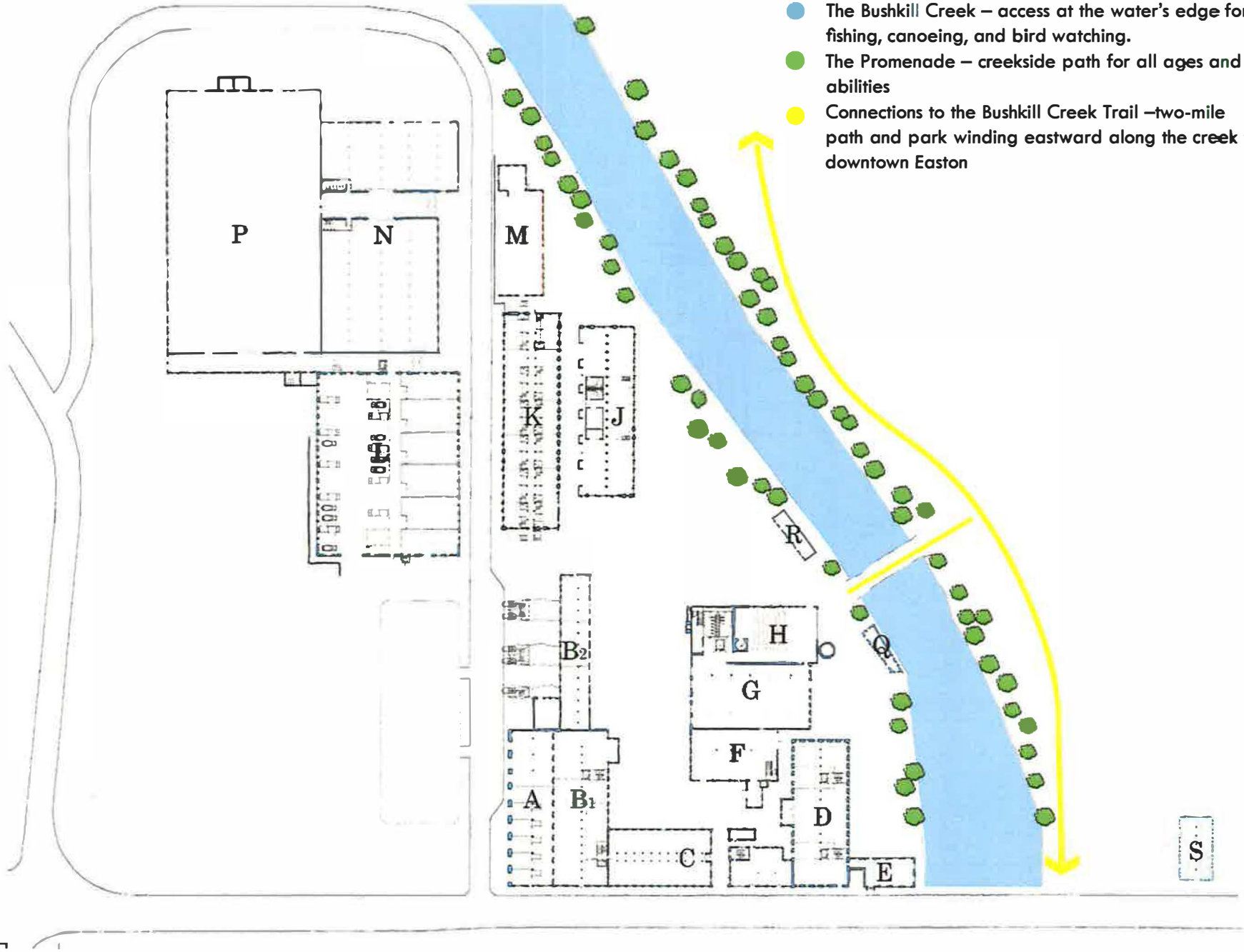


A Green Community with Wise Utility Distribution

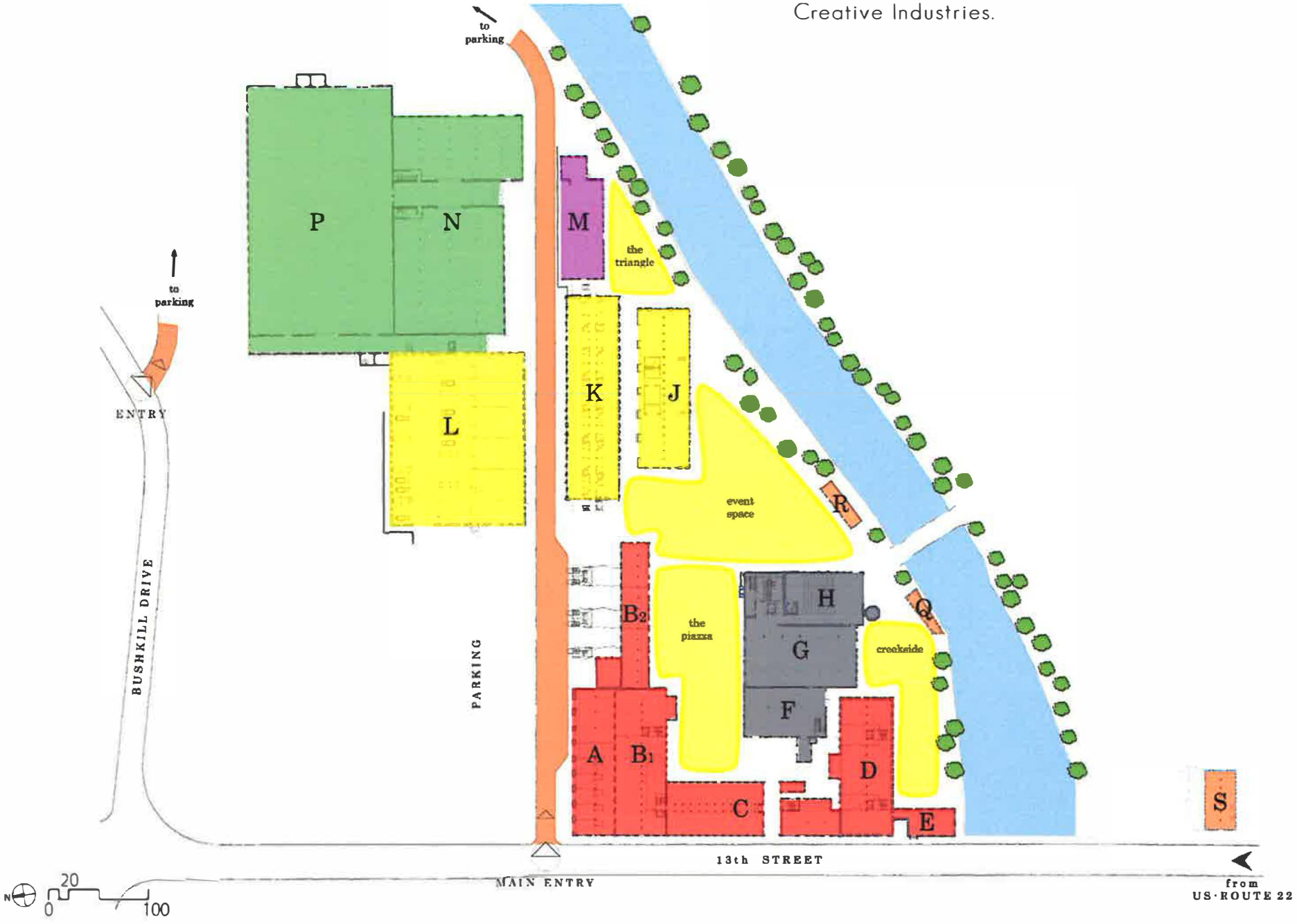
- Geothermal system provided by the Redevelopment Authority with distribution to each building
- Central energy plan visibly displaying environmentally sustainable utilities in action
- Water utility distribution
- Sanitary sewer
- Natural gas

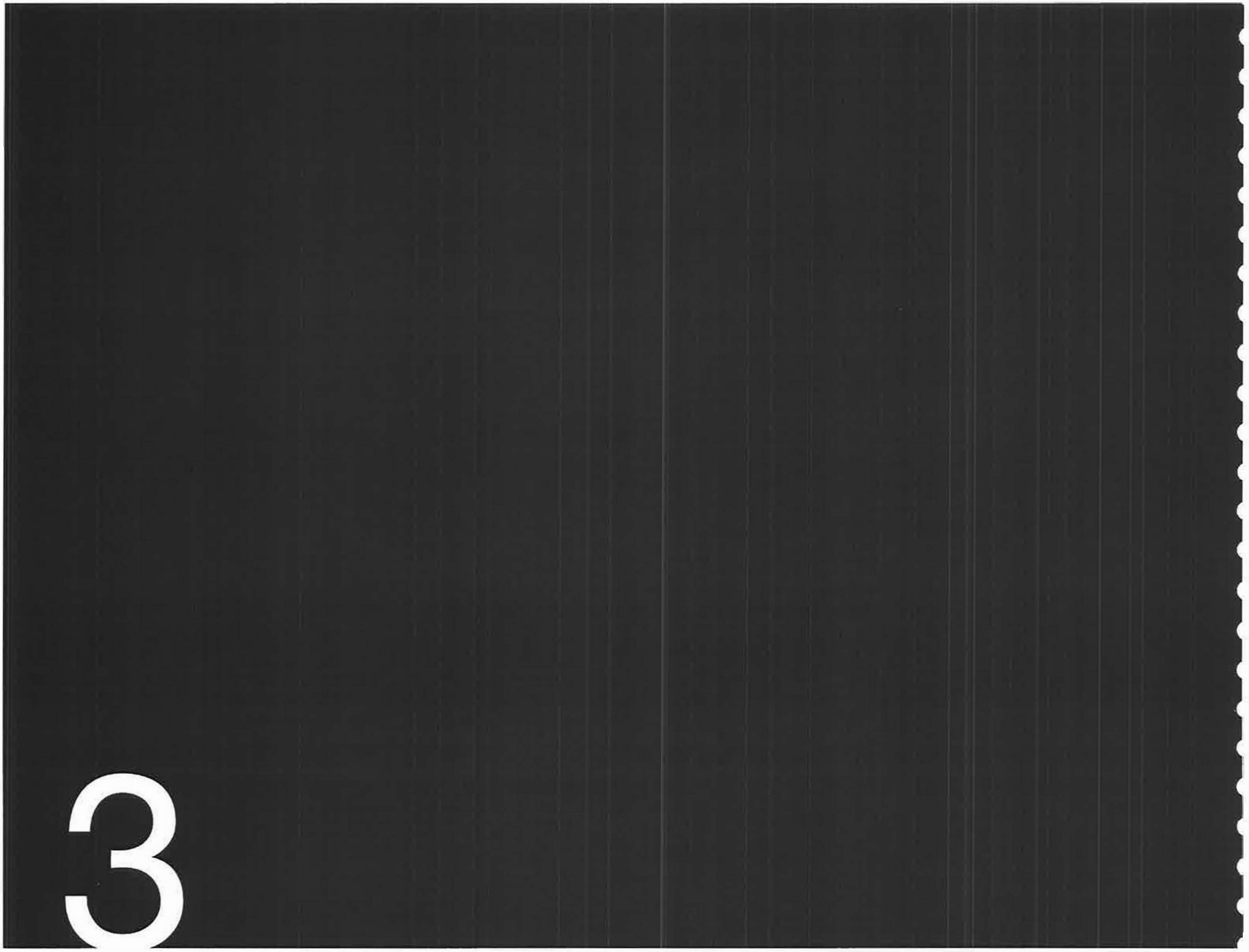


- The Bushkill Creek – access at the water's edge for fishing, canoeing, and bird watching.
- The Promenade – creekside path for all ages and abilities
- Connections to the Bushkill Creek Trail –two-mile path and park winding eastward along the creek to downtown Easton



Weaving Together the Urban Fabric for the Creative Industries.




3



3. DETAILS

In developing the Master Plan for Silk, the planning team's goal was to marry the redevelopment goals of the Bushkill Creek Corridor project, the conceptual analysis of the Artspace USA study, and the market study completed by ArtsMarket with the bricks and mortar (and topography and geography) of the historical R&H Simon Silk Mill site.

The Plan presents a series of six zones or districts comprised of buildings and landscape/open space:

- The Gateway
- The Mix
- The Cultural Core
- ArtHome
- The Think Tank
- The Central Energy Plant

In establishing these zones, the team first considered each building individually: its physical characteristics, potential marketable use(s), proximity to other buildings, and overall location on the site. The team then considered the compatibility of uses among groups of buildings, the development potential of groups of buildings, as well as potential implementation phasing opportunities or issues inherent in the grouping scheme. Further details on each zone, and the buildings and open space within, are presented in this section.

the gateway


SILK





The Gateway

Silk is prominently located at the corner of 13th Street and Bushkill Drive in Easton. However, in spite of its prominent location, the Silk site feels isolated from the surrounding neighborhoods. This sense of isolation results from the historical evolution of the site: the R&H Simon Silk Mill was, in its heyday, a self-sustaining community that essentially "focused inward." The buildings' arrangement on the site reflects the tight-knit, people-friendly atmosphere established by the Simon brothers nearly a century ago. However, this inward focus presents a challenge for modern day uses where neighborhood connectivity and public involvement on site will now be encouraged. Therefore, one of the key elements of the master plan is the creation of a prominent and welcoming gateway that establishes a strong, defining sense of place for Silk and also links this enclave with its urban neighbors: the West Ward and downtown Easton.

To create this gateway, the planning team recommends demolishing the former Frances Building, a non-descript late 20th century warehouse structure, and constructing a paved east-west boulevard that is perpendicular to 13th Street and bisects the site. The removal of this building, which has no historic value, allows effective vehicular access to the site in a way that neither affects the historic structures nor interferes with the inherently walkable nature of the site and the pedestrian scale of the buildings and open space.

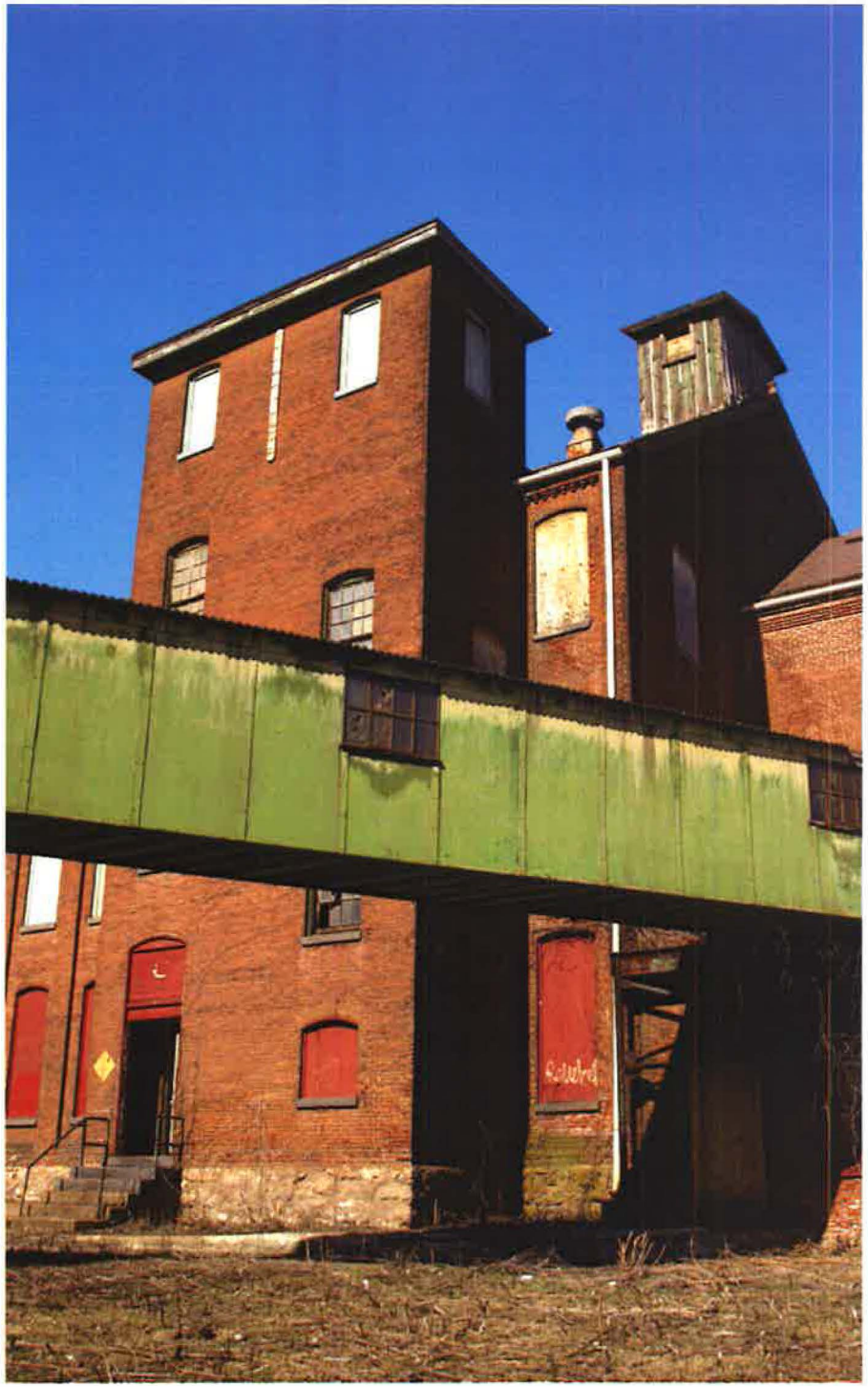
This move will also have the effect of visually and physically opening up the site along one of the City's major transportation corridors, providing the visibility and connectivity that will be essential to the success of this redevelopment initiative. The north side of the boulevard, along 13th Street, will also offer an ideal opportunity for prominent signage that identifies the site, highlights this gateway, and helps define the connection to and transition between adjacent neighborhoods and Silk.



View looking East from the new Boulevard toward Building B (the artists' lofts). Here, modern elements are gracefully appended to compliment the historic brick buildings.

the mix





The Mix

The Mix is an active mixed-use district featuring street-level commercial space and restaurants, with a variety of apartment-style residences determined by the results of the market study, including one-story, two story, loft-style, and garden apartments. Also located here is a distinctive three-story boutique hotel, prominently situated along 13th Street. The Mix is anchored by the Piazza, an open public square that will be one of the centers of public life at Silk. Here residents can mingle over coffee from a street level cafe, visitors can meet friends to browse the retail shops or enjoy an open-air performance, and everyone can spend a few minutes or a whole afternoon seeing and being seen.

In The Mix:

Building A
commercial space and private parking

Building B1
commercial space (first floor)
one-story apartments (second and third floors) and private parking

Building B2
garden apartments (first floor)
two-story apartments (second and third floors) and private parking

Building C
boutique hotel

Building D
commercial/restaurant (first floor)
one-story upscale apartments (second and third floors)

Building E
administration office for Silk

The Piazza
outdoor public gathering space



Building A
Commercial Space and Private Parking

Building A, bordering 13th Street, is a one-story building with concrete slab floor on grade, a steel column structure, and masonry bearing walls. The roof is flat with a wood deck / steel beam structure and north facing skylights. The façade features a brick exterior with integral brick pilasters and 6-over-6 wood double-hung windows.

The conceptual plan for this building takes advantage of the structure's location at the corner of 13th Street and the new Boulevard with 2070 SF of commercial space as well as private parking for the apartments in Building B1. The plan envisions a pedestrian arcade through the building (continuing through Building B1), which serves as a welcoming pedestrian entrance to the Piazza and the other amenities at Silk.





Building B1
Commercial space and One-story Apartments with Private Parking

Building B1 is a three-story building with brick masonry exterior bearing walls and integral brick pilasters. The floors are concrete slab on grade, with wood floor decking on wood floor planks with wood beams and columns. There is a gable roof supported by wood roof trusses and wood deck. Throughout the building are dramatic 12-over-12 wood double-hung windows.

The conceptual plan for Building B1 offers commercial space (2745 SF and 2524 SF) at street level. The first floor continues the commercial/retail ambiance established in Building A and engages with the public through the pedestrian arcade. Both spaces have visibility from the public Piazza as well.

The second and third floors of Building B1 are presented as large, expansive single-story apartments with private parking available in Building A. The architecture of Building B1's second and third floors – the structural load capability, column configuration, and potential room depth – is particularly suitable for residential space. The massive windows and abundance of natural daylight enhance their appeal. These apartments can also take advantage of the original architecture of the structure by featuring exposed wood columns and beams. The conceptual plan also takes further advantage of the building's original architecture by repurposing the four story brick masonry stair tower to bring additional light and ventilation into the apartments.

Note: Building B1 can also support commercial / office space on the second and third floors according to market demand.

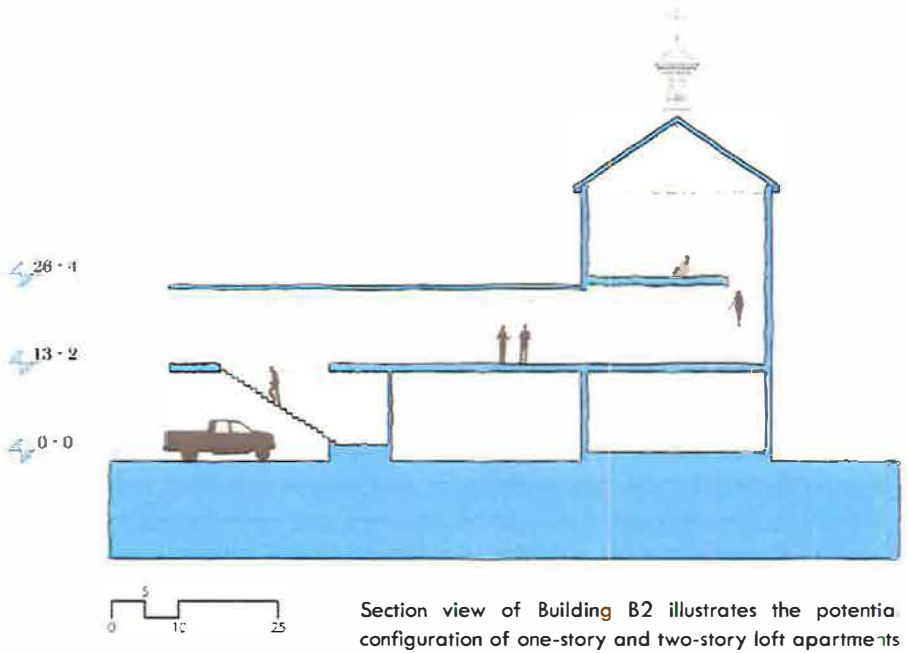
Building B2
Garden Apartments and Two-story Apartments with Private Parking

Building B2 extends from the east wall of Building B1. It is similar to B1 in that it is three stories and has exterior bearing walls of brick masonry and floors of concrete slab on grade with wood floor decking on wood floor planks with wood beams and columns. There is a gable roof supported by wood roof trusses and wood deck. This building has 12-over-12 wood double-hung windows and also features a distinctive roof cupola.

The conceptual plan for B2 offers two different residential options: one-story garden apartments on the first floor and two-story loft apartments on the second and third floors. This building is well suited for residential space due to the structural load capability, column configuration, potential room depth, and fenestration of the original building. The upper-level loft apartments can also feature the exposed wood columns and beams of the original architecture.

Note: Building B2 can also support commercial / office space on the second and third floors according to market demand.





Section view of Building B2 illustrates the potential configuration of one-story and two-story loft apartments with private parking.



Inspirational images of a former industrial building renovated into loft apartments illustrate how modern interventions (here the staircase and exterior corridor) can compliment historic architecture.





Building C
Boutique Hotel

Building C, a three-story brick masonry structure with a gabled roof, is prominently located along 13th Street and anchors the Piazza. Its façade is distinguishable from the neighboring buildings by its fenestration: 16-over-16 and 4-over-4 double-hung wood windows.

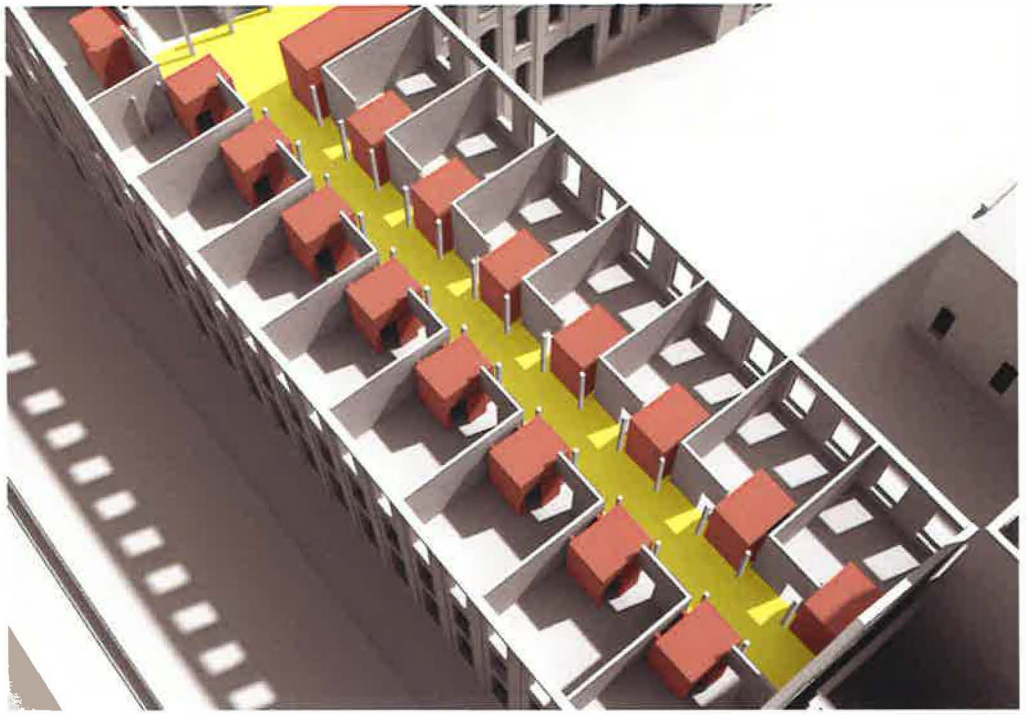
To take advantage of its location and visibility from both 13th Street and the Piazza, Building C is conceptualized as a boutique "arts" hotel. The first floor of the building is configured to offer the more public hospitality spaces, including the lobby, meeting rooms, restaurant, and spa. There is also breezeway access from 13th Street through the hotel into the Piazza. The second and third floors accommodate 30 to 50 guest rooms, depending upon the size and layout of each room. The heavy-timber columns that naturally divide the space and abundant windows/fenestration repetition make this building ideal for adaptive reuse as a hotel.

Boutique hotels offer intimate, distinctive hotel environments and differentiate themselves from larger chain / branded hotels and motels by providing unique interior designs and specialized services or facilities. Notably, there are regional, national, and international models for a boutique "arts" hotel. For example, the Lancaster Arts Hotel in Lancaster Pennsylvania is a 63 room hotel in a former industrial building. Here art takes center stage, with revolving collections that are exhibited in the first floor gallery and individual pieces and handcrafted furnishings that add life to the guest rooms. There are also meeting rooms and a restaurant on site. Other notable art hotels include the Gladstone in Toronto (a renovated Victorian mansion) and the Henry Jones Art Hotel in Tasmania (an adaptive reuse of an abandoned jam factory). The



Gladstone's 37 rooms are designed by local artists while the 51-room Henry Jones is a de facto art gallery for the art school located next door to the hotel, with every guest room .... and every other room in the hotel ...featuring works created by the students. (See Appendix for additional information and research on boutique hotels.)





Conceptual floorplan of Building C (the boutique hotel) illustrates how individual hotel rooms can be configured to reveal the existing historic building structure in the common hallway (yellow).



Building D
Commercial / Restaurant and One-story Apartments

Building D is a four-story building with brick masonry exterior bearing walls and integral brick pilasters. The floors are concrete slab on grade (with a partial basement), and wood floor decking on wood floor planks with wood beams and columns. There is a gable roof supported by clear-span wood roof trusses. Throughout the building are dramatic 12-over-12 wood double-hung windows. (This architecture is similar to buildings B1 and B2.)

Building D, which abuts Building C (the boutique hotel), is conceptualized as a mixed-use building offering commercial space on the first floor and residential apartments on the second, third, and fourth floors. Here, the commercial space is particularly envisioned as restaurants, as the building's location allows opportunities for outdoor dining along the Bushkill creek. As the building encloses the south end of the Piazza, there are also opportunities for additional outdoor dining (café tables) on the north side, as well.

The upper three stories of this building are envisioned as upscale residential apartments with elevator access. As in B1 and B2, the architecture of Building D is particularly suitable for residential space. The large windows and natural daylight enhance their appeal, as do the views to the Bushkill Creek on the south and the Piazza on the north. These apartments can take advantage of the original architecture of the structure by featuring exposed wood columns and beams. The fourth floor apartments can also take advantage of the cathedral ceilings afforded by the clear-span wood trusses.







Inspirational image demonstrates how an old building can be transformed to provide compelling spaces for modern activities.

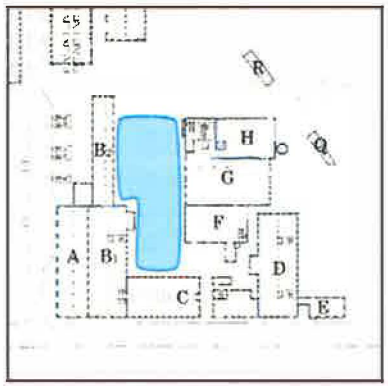


Building E
Administration Office for Silk

Building E originally housed the offices for the R&H Simon Silk Mill; in fact, the second floor of the building was Herman Simon's own private office suite. This two-story brick building is set apart from the mill buildings by its decorative elements such as articulated cut-stone quoining at windows and doors and decorative Flemish bond masonry.

As this building was originally designed as an office building it can be quite easily updated to continue this usage. Building E's historical connection to the Simon brothers, as well as its location along 13th Street and the Bushkill Creek, make it a perfect location for Silk's own administrative offices. Here, the remarkable history of the site can be honored, the natural environment of the site can be showcased, and the exciting future of the site can be orchestrated.





The Piazza

Buildings B, C, and D (as well as F, G, and H discussed later) create closure and define The Piazza. Much like the great piazzas of Italy, this outdoor, pedestrian-scaled space is the public heart of Silk. Commercial zones located at the base of all buildings and a variety of apartment options above populate The Piazza with shoppers, café-goers, and residents. Pedestrian access from both 13th Street and the Boulevard enhance this space's connectivity to the main thoroughfares while maintaining its cloistered nature and inherent walkability. Festivals, art markets, outdoor cinema shows, and farmers' markets can also be programmed here to make this a vibrant year-round place.



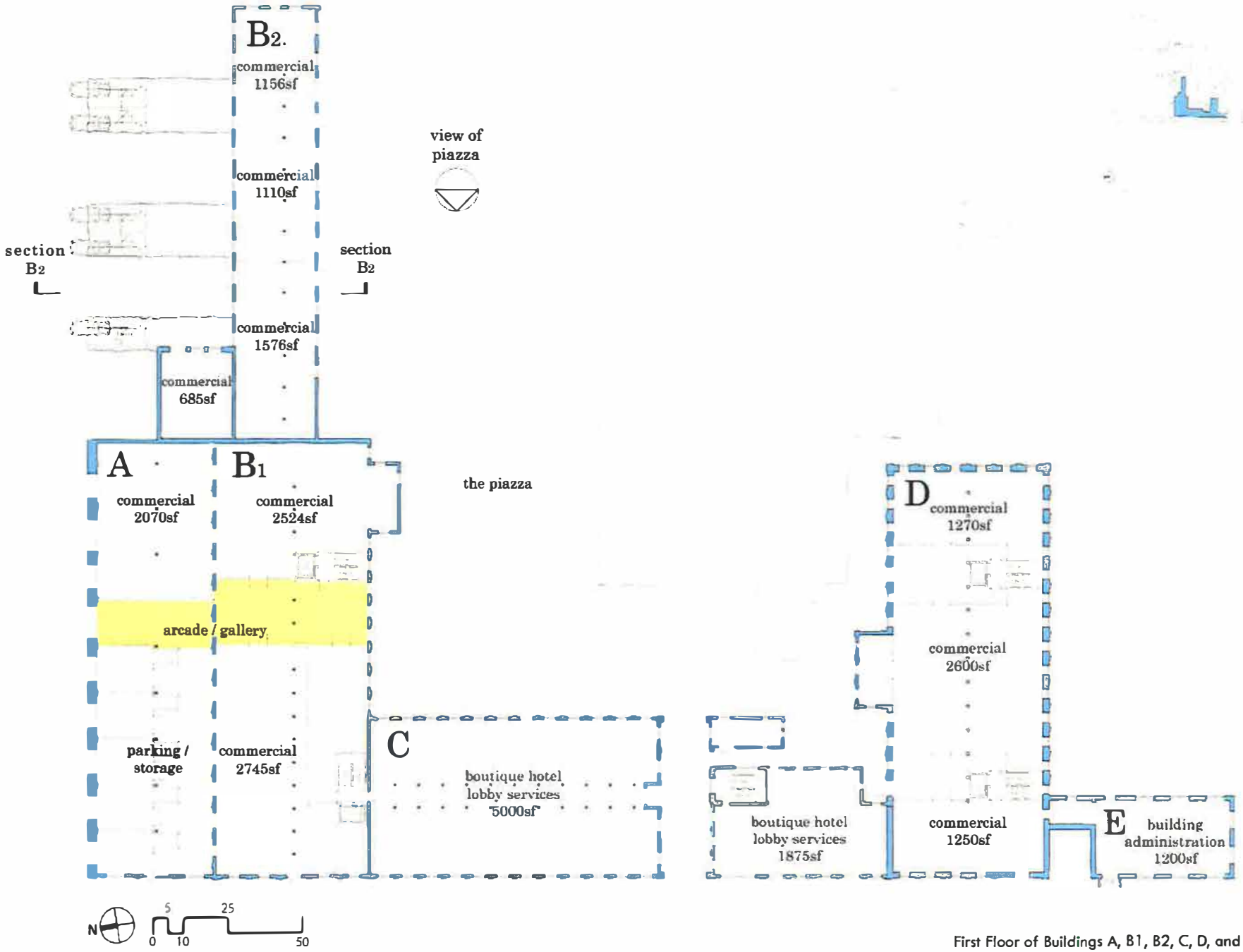



PARK

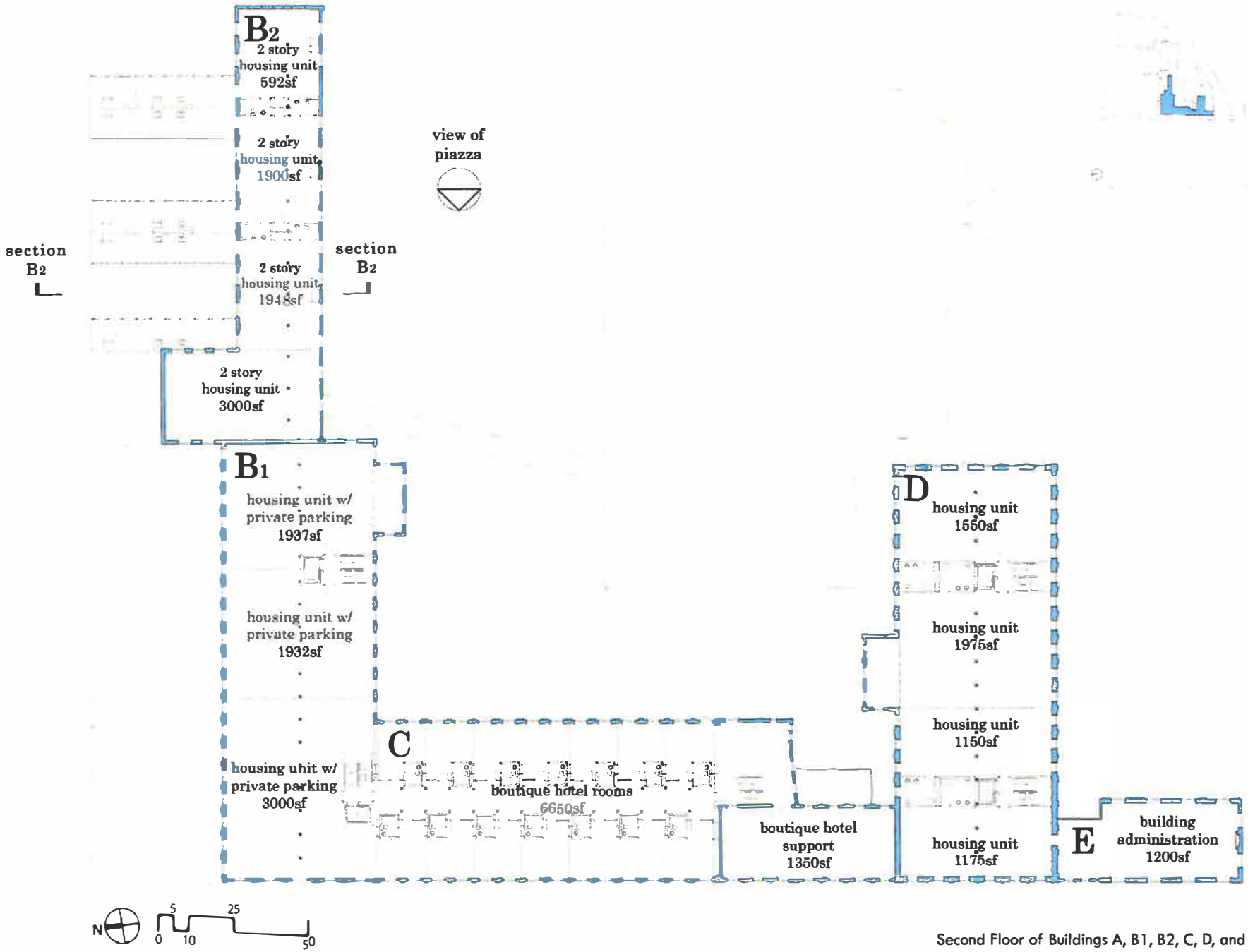




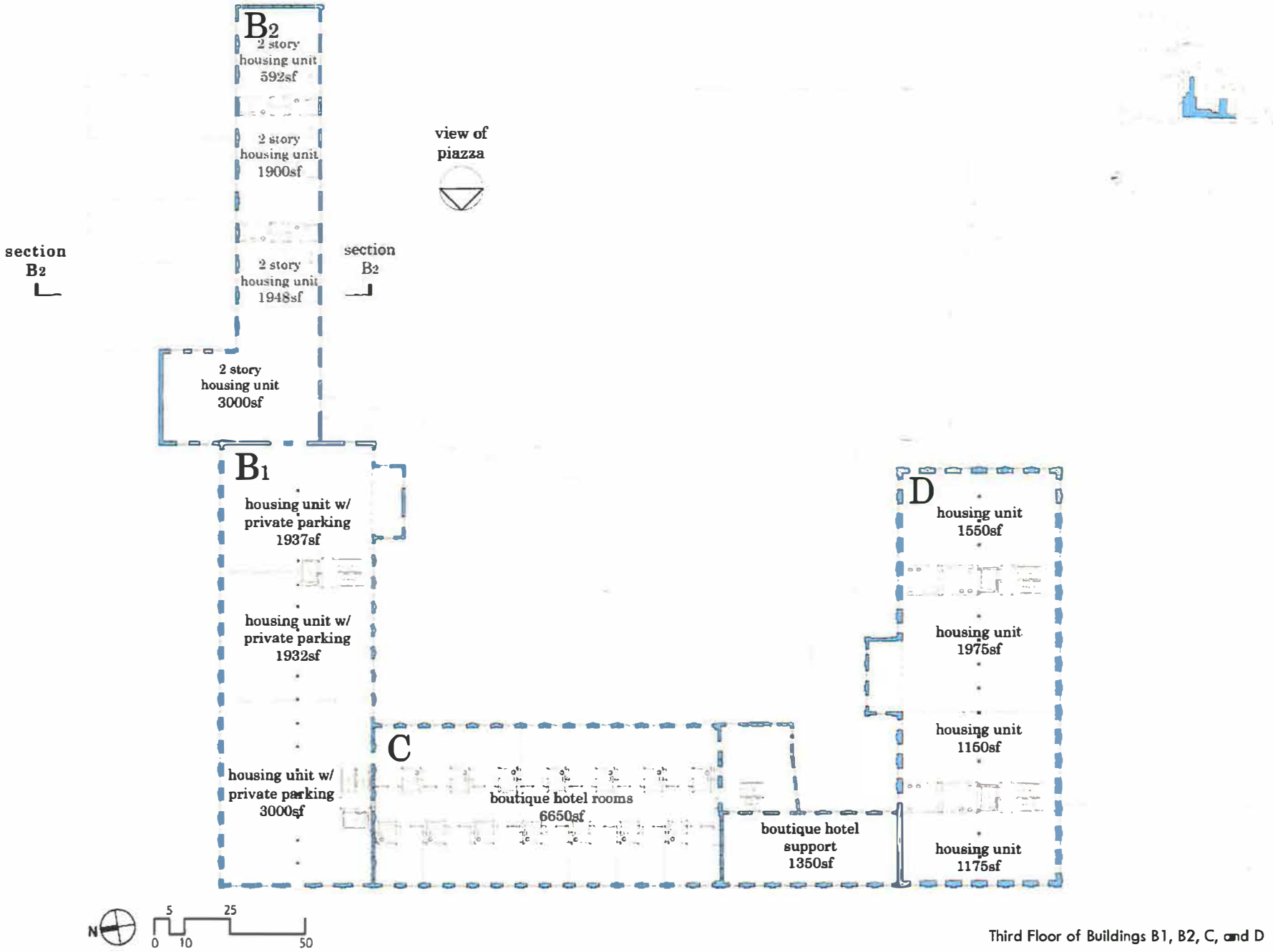
Conceptual rendering of The Piazza, viewed from the East. This multi-use open space is the public heart of Silk and can host festivals, art markets, outdoor cinema, and farmers markets to draw visitors year round. Building B (the artists' lofts) is seen on the right.



First Floor of Buildings A, B1, B2, C, D, and E



Second Floor of Buildings A, B1, B2, C, D, and E



Third Floor of Buildings B1, B2, C, and D



the cultural core





The combination of natural amenities and industrial architecture create wonderful opportunities for recreation at Silk.



The Cultural Core

The Cultural Core is a complex of facilities that support a vibrant center of programmed arts and culture, including a theater, performing arts venue, and multi-use convention/display/meeting space. In addition to sharing part of The Piazza, the Cultural Core includes two outdoor spaces along the Bushkill Creek: the Event Space and Creekside Court.

In The Cultural Core:

Building F
gallery / education space

Building G
large-group meeting / assembly space

Building H
performing arts venue

Building Q
café or other site service / amenity

Building R
café or other site service / amenity

The Event Space

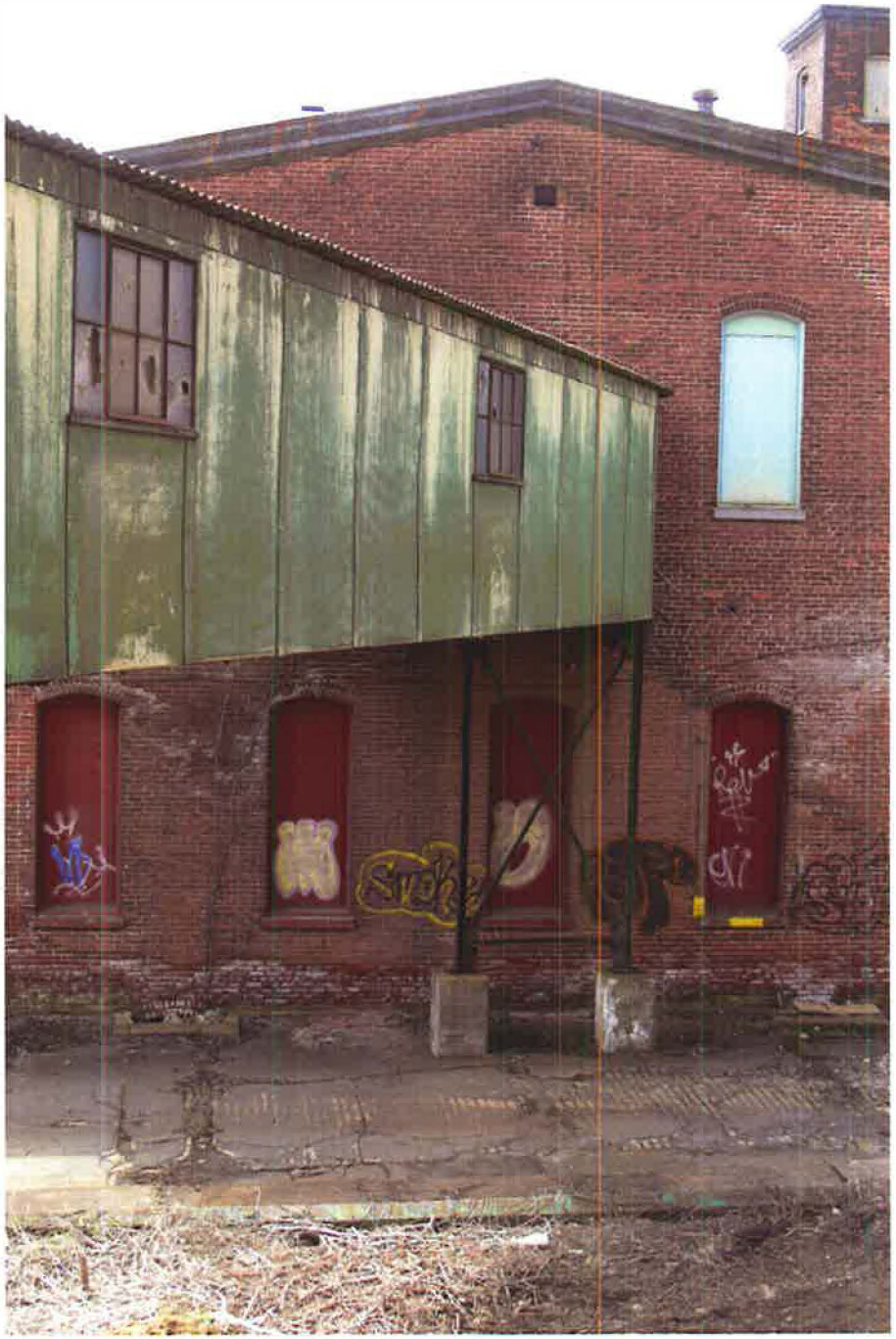
Creekside Court

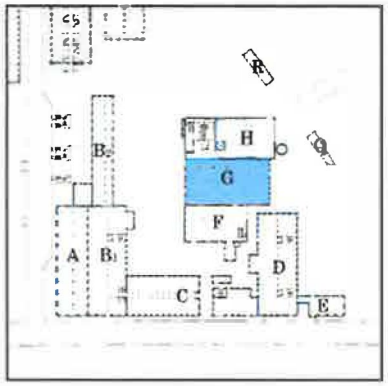


Building F
Gallery / Education Space

Building F is a 3965 SF two-story structure with a small one-story addition that borders the Piazza and, with Buildings D and G, creates an intriguing pedestrian passage from The Piazza to Bushkill Creek. The building is brick masonry with gable and 9-over-9 double-hung wood windows.

This building could be configured for a number of potential uses but here is envisioned as a large destination-type art gallery, exhibit, or education space where its expansive, large-volume space is advantageous. The conceptual plan makes the most of this volume by removing part of the second floor to create a dramatic double-height space in a portion of the building. The one-story addition offers the opportunity for a food venue or shop (gift shop) that compliments the programming in the larger space.





Building G
Large-group Meeting / Assembly Space

Building G is a dramatically large (6715 SF), one-story brick masonry structure characterized by a raised clerestory gabled roof constructed of wood and steel beams on steel columns. It features abundant natural light through multi-paned arched (lower level) and paired (upper level) windows. There is also an interesting industrial artifact within this building: a center bay overhead steel crane, which gives the space a distinctly industrial ambiance.

The building's size – the biggest open floorplate of any of the buildings on the site – as well its architectural features, industrial aesthetic, and convenient grade-level access make Building G ideal for a large-group assembly space. Its location between two other buildings in the Cultural Core is also ideal as Building G can provide additional overflow gathering space for activities within Buildings F (gallery / education) and H (performing arts venue).



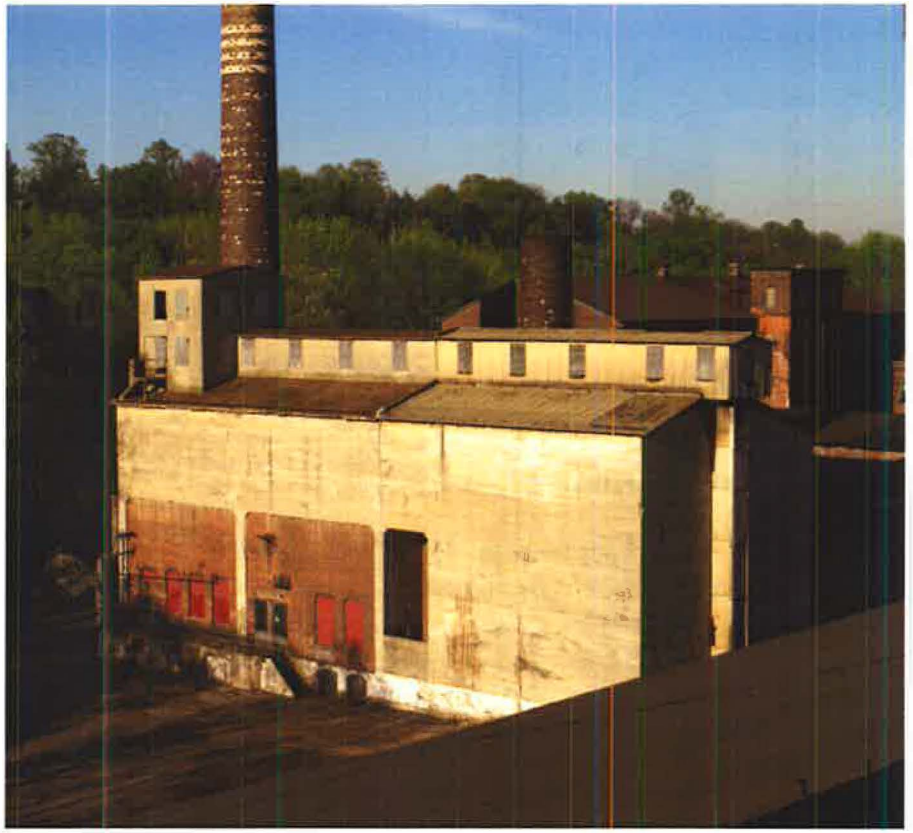




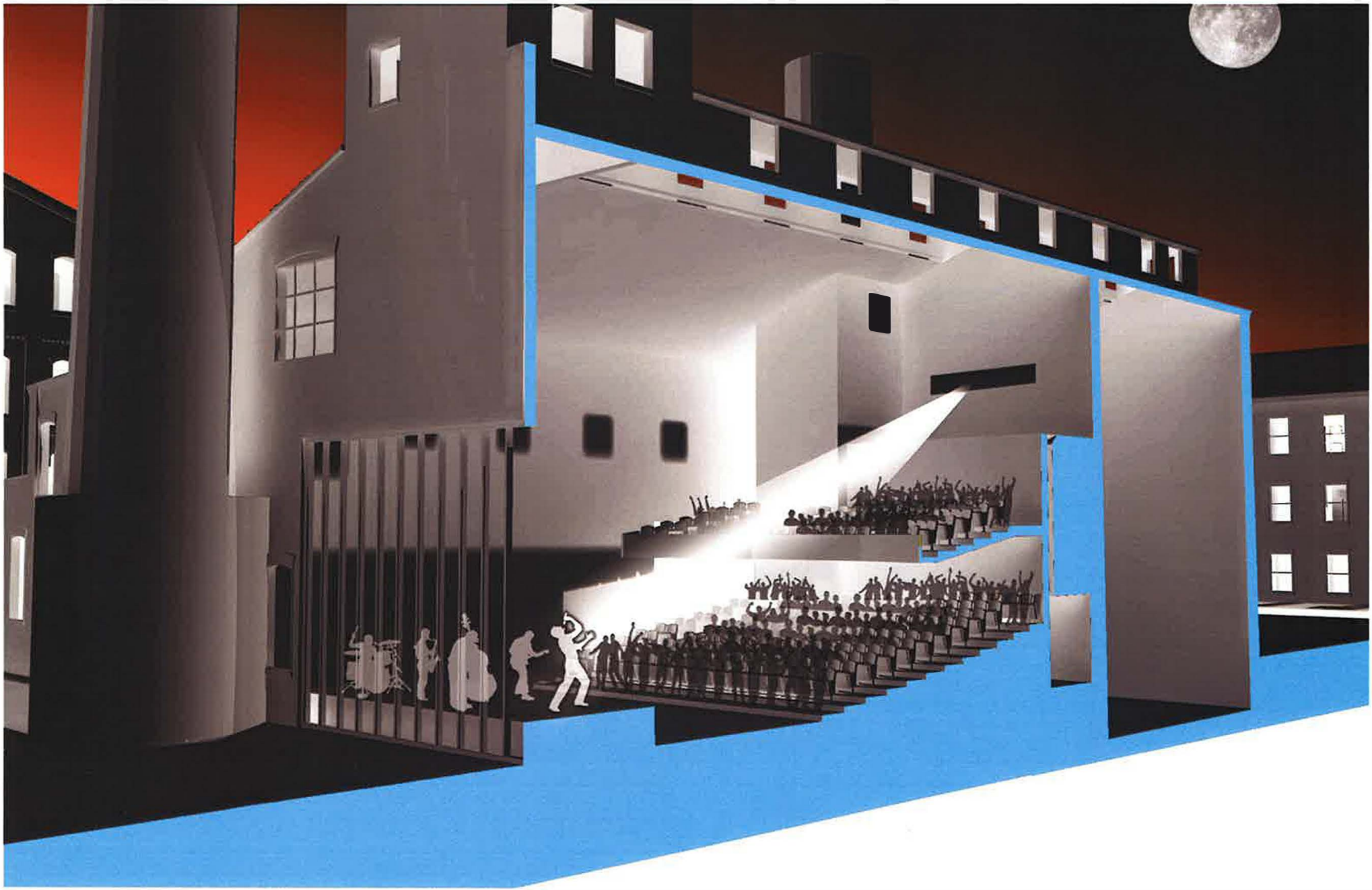
Building H
Performing Arts Venue

Building H is the former boiler / power plant building for the R&H Simon Silk Mill. This large-volume, high-bay building is incredibly sturdy, with reinforced concrete exterior bearing walls, and reinforced concrete gabled roof slab supported on steel beams. The building is one story but is extremely tall, with a partial mezzanine supported by steel beams.

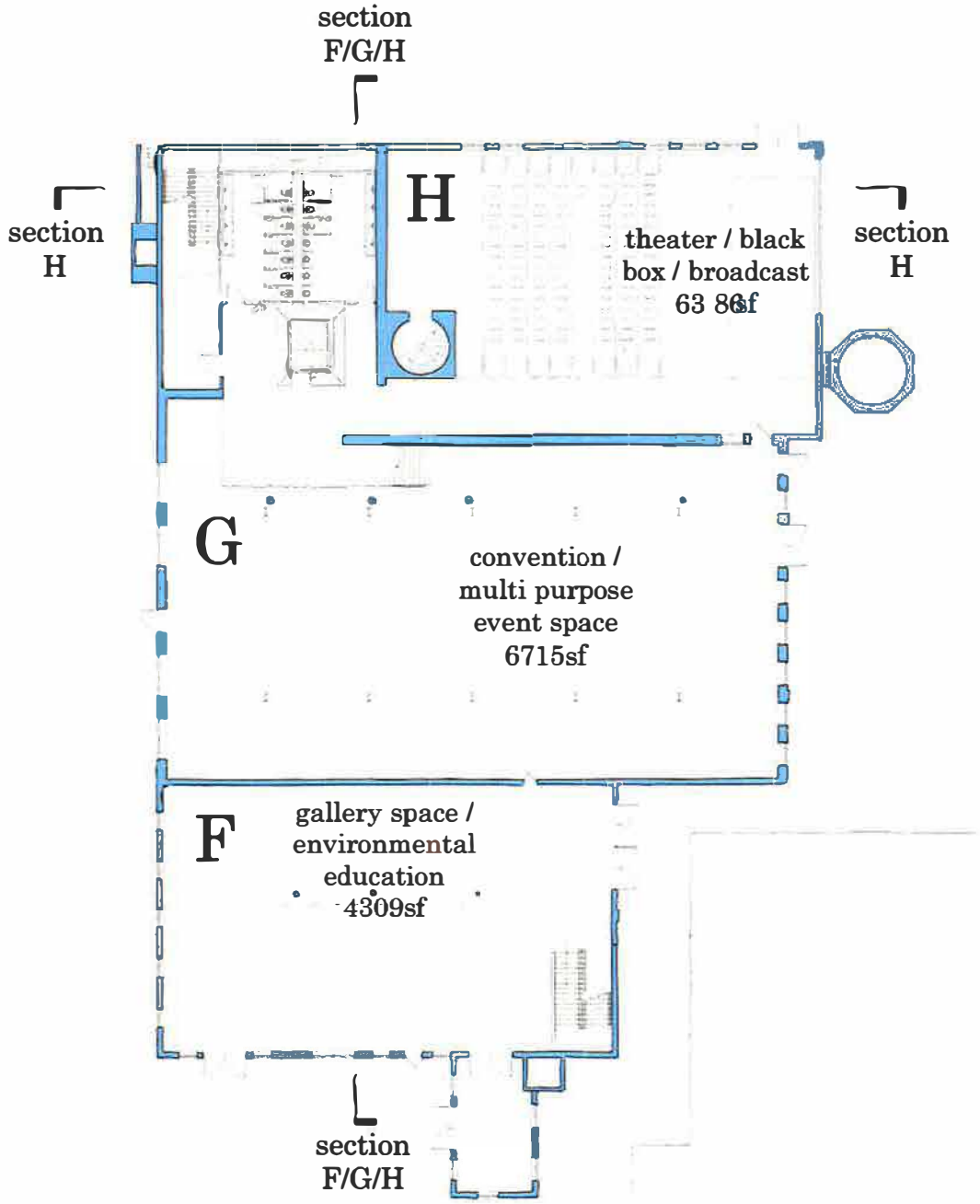
The large (6386 SF), open, robust structure is ideally suited for uses where expansive volume and acoustic mass are an advantage, such as a soundstage or recording studio for the broadcasting, film, or theater industries. The sturdy structure could easily accommodate balcony seating. In the conceptual plan, Building H is specifically envisioned as a venue for the performing arts, a use that has the benefit of bringing the public into Silk and also enlivening the cultural core with visitors both day and night. In this concept, the building could provide seating for over 200 patrons.



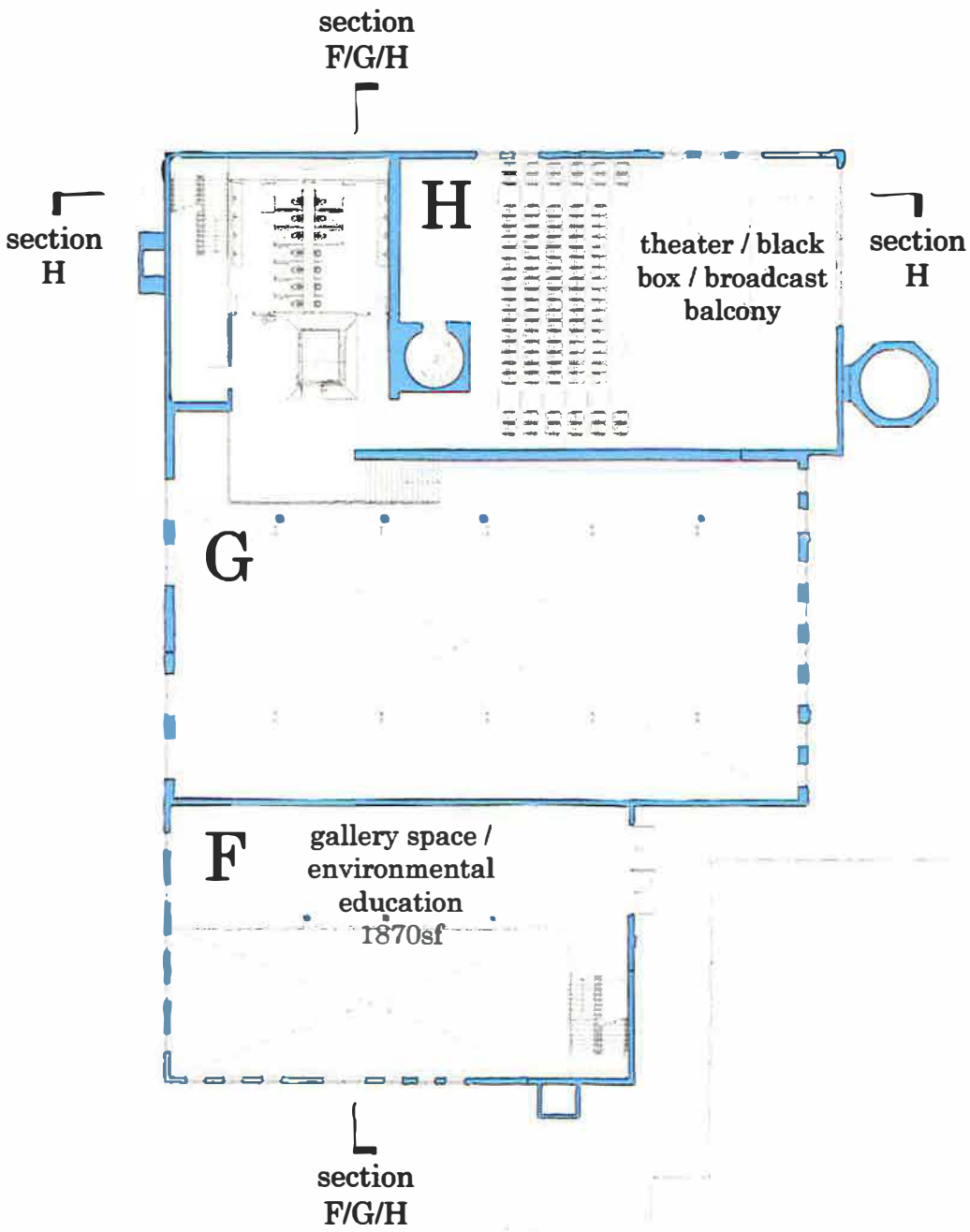




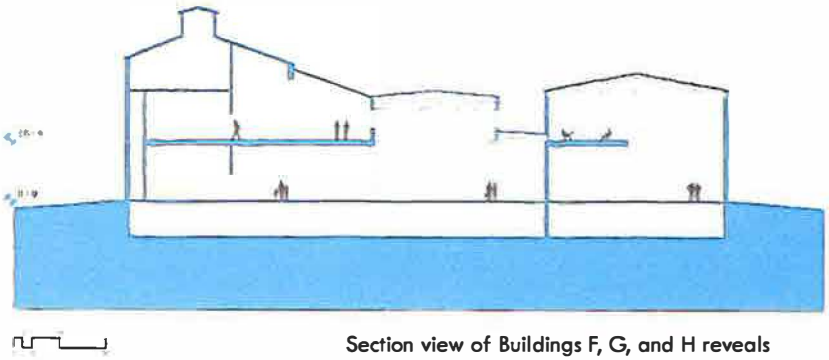
Cut-away perspective of Building H showing the performing arts venue in action.



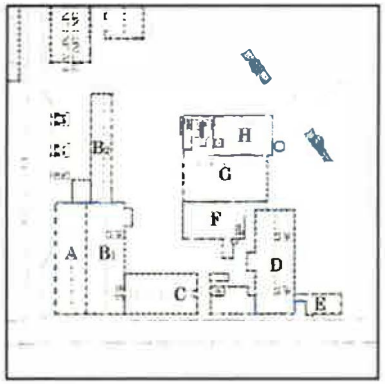
First Floor of Buildings F, G, and H



Second Floor of Buildings F, G, and H



Section view of Buildings F, G, and H reveals the large volume spaces in the Cultural Core.

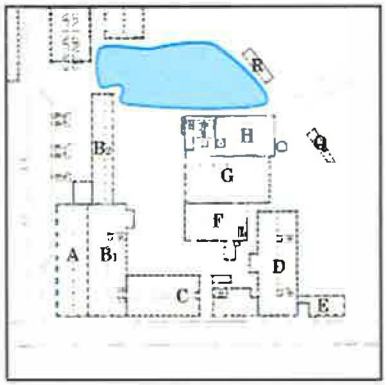


Buildings Q and R
Cafés or Other Site Services / Amenities

Buildings Q and R are small one-story, stand-alone buildings. Although very small, these structures have great character and charm as well as wonderful locations along the Bushkill Creek and steps from Building F (gallery), Building G (large-group space), Building H (performing arts venue), Building C (boutique hotel), and the public Event Space. Their size and central location make them ideal for food venues such as a take out coffee shop or ice cream parlor. The creekside spot might also make these buildings natural locations for rental shops for sports equipment such as fly fishing gear or perhaps even the home base for a Segway tour operation.



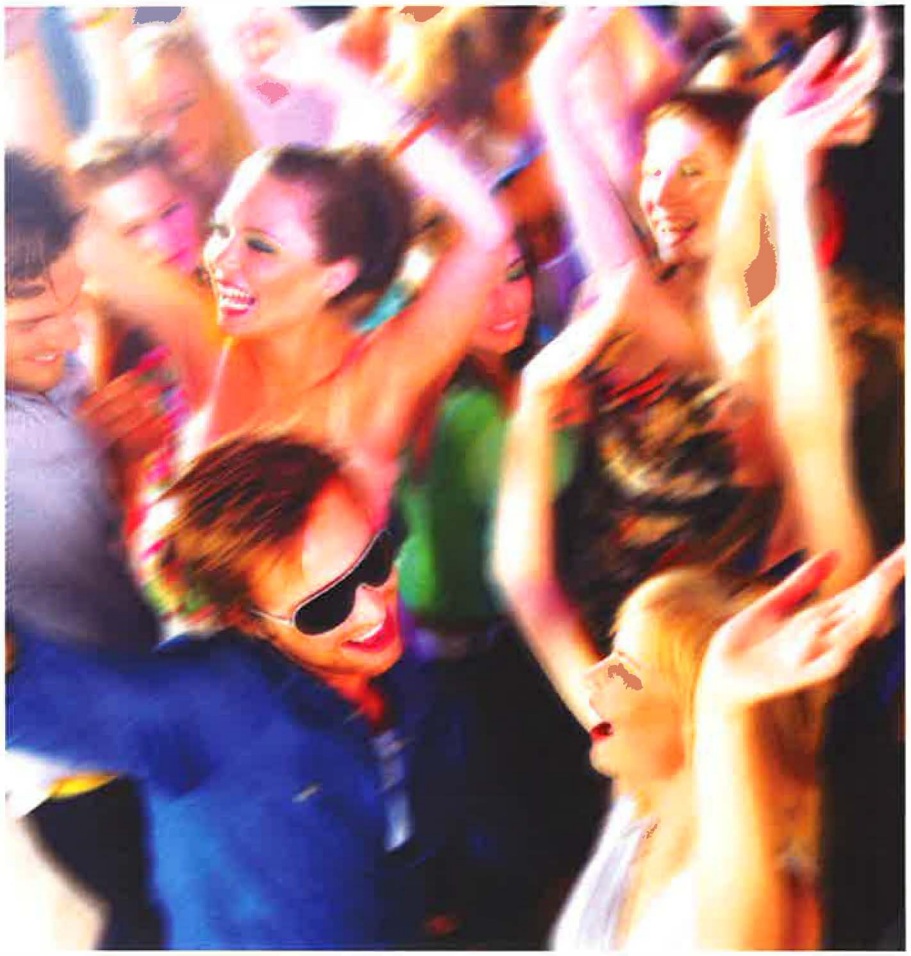




The Event Space

The Event Space is located on the east side of Building H. Although it connects to The Piazza on the west, the Event Space has a different ambiance as a result of its much larger and more open scale and vistas across the Bushkill Creek. The location is well suited to large-scale public gatherings where wide open space and long visual openness is desired, such as a large-scale music concert or outdoor film festival. The space can also be used in conjunction with The Piazza to support multi-venue events.







Creekside Court

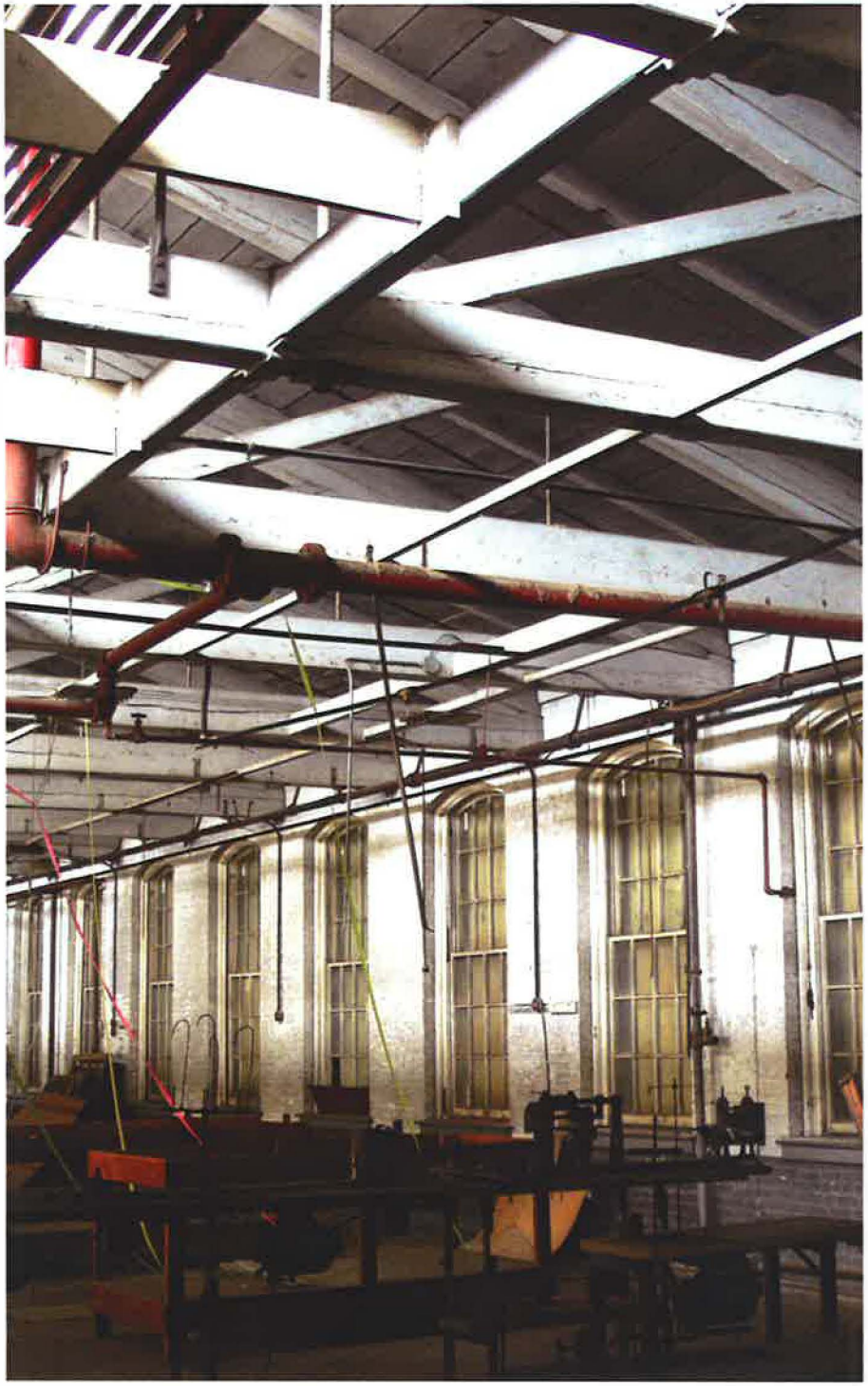
While the Cultural Core's front yard is the Piazza, its back yard is the Bushkill Creek. Creekside Court is an intimate outdoor venue distinguished by the natural ambiance created by the flowing waters of the Bushkill Creek. The space is bordered, primarily, by Buildings D and G. Building D is programmed for commercial and ideally restaurant use on the first floor; the restaurant(s) could make great use of this creekside location for quiet outdoor dining unlike anywhere else in the Lehigh Valley. Building G is programmed for large-group assembly space and can also make use of this sheltered venue for events such as private parties and weddings.



art home







ArtHome

ArtHome is a live/work community geared specifically to artists and offers loft residences with private and shared studio, educational, and display space. The indoor and outdoor spaces here are conceived as raw live/work environments that can be creatively transformed by the artists to meet their own visions for living and working space. This neighborhood brings together artist housing and studio space – and offers artists privacy but also community. ArtHome has its own outdoor space, the Triangle, which, like the buildings, is a raw space that can be transformed by the artists.

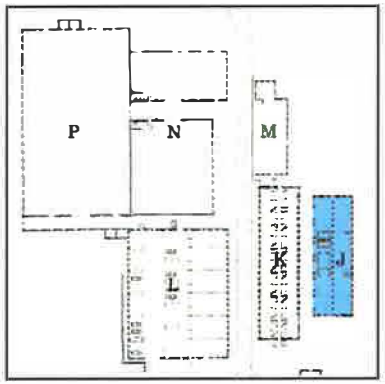
In ArtHome:

Building J
artist support space

Building K
artist live/work space

Building L
retail/parking/housing/gallery space

The Triangle



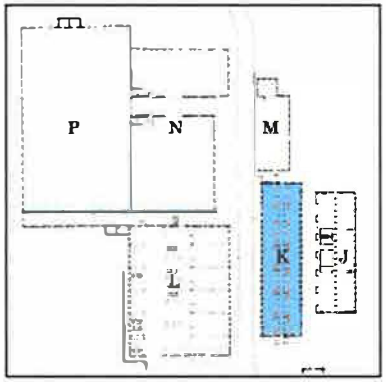
Building J
Artist Support Space

Building J is a large (8170 SF) one-story brick masonry building with a distinctive raised clerestory gabled roof of timber planks on wood trusses supported by wood columns. This expansive, low building is extremely deep, but the clerestory structure brings natural daylight into the space. One-third of the main floor is slab on grade; two-thirds of the floor is wood frame over a partial basement.

Given Building J's architectural characteristics, as well as its proximity to the outdoor public space of the Event Space and Piazza, and to the artist live/work space of Building K, this structure is an optimal location for support functions related to the arts. For example, large-scale artworks could be produced here and large-scale equipment such as pottery kilns, glassblowing furnaces, or metalworking / fabrication space can be housed here. Although there are many possibilities for Building J, the planning team has resisted over-programming this space. Instead it is envisioned as an organic space that will be created by the artists for the artists; they will determine its ultimate use or its many uses over time.







Building K
Artist Live/Work Space

Building K is a four-story brick masonry building with distinctive 12-over-12 arched windows. Similar to Building J, this building features a gable roof with clerestory monitor that architecturally pairs it with its neighbor. The floors throughout are wood decking on wood floor planks supported by wood beams and columns.

The height and depth of this building, as well as the repetition of fenestration and the interior timber structure, make this building an ideal candidate for division into residential units, specifically live/work space for artists.

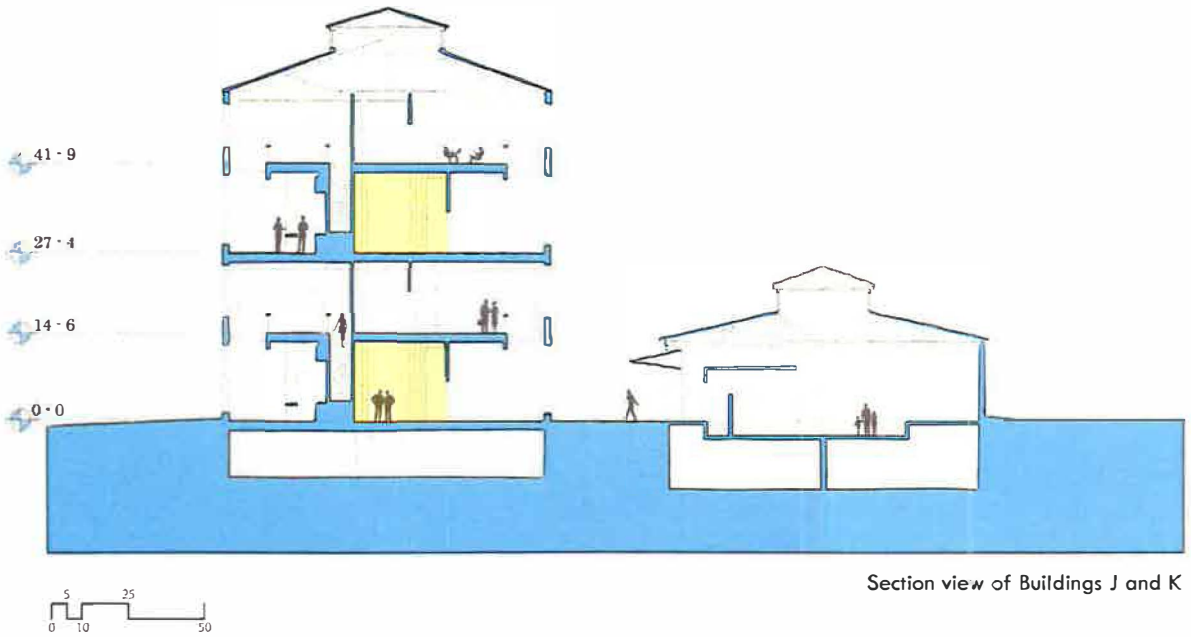
The conceptual design of Building K utilizes a skip-floor corridor to maximize the square footage of the living space. The units are envisioned with open floor plans with living space below and sleeping lofts above. Services extend from the central circulation spine aligned with the roof monitor above, which is ideal for passive ventilation. Emergency egress is provided by new open stair towers added to the exterior of each end of the structure.

The rustic nature of Building K lends itself to keeping the interior spaces raw – not imposing a particular aesthetic but instead allowing the artists to create their own spaces.

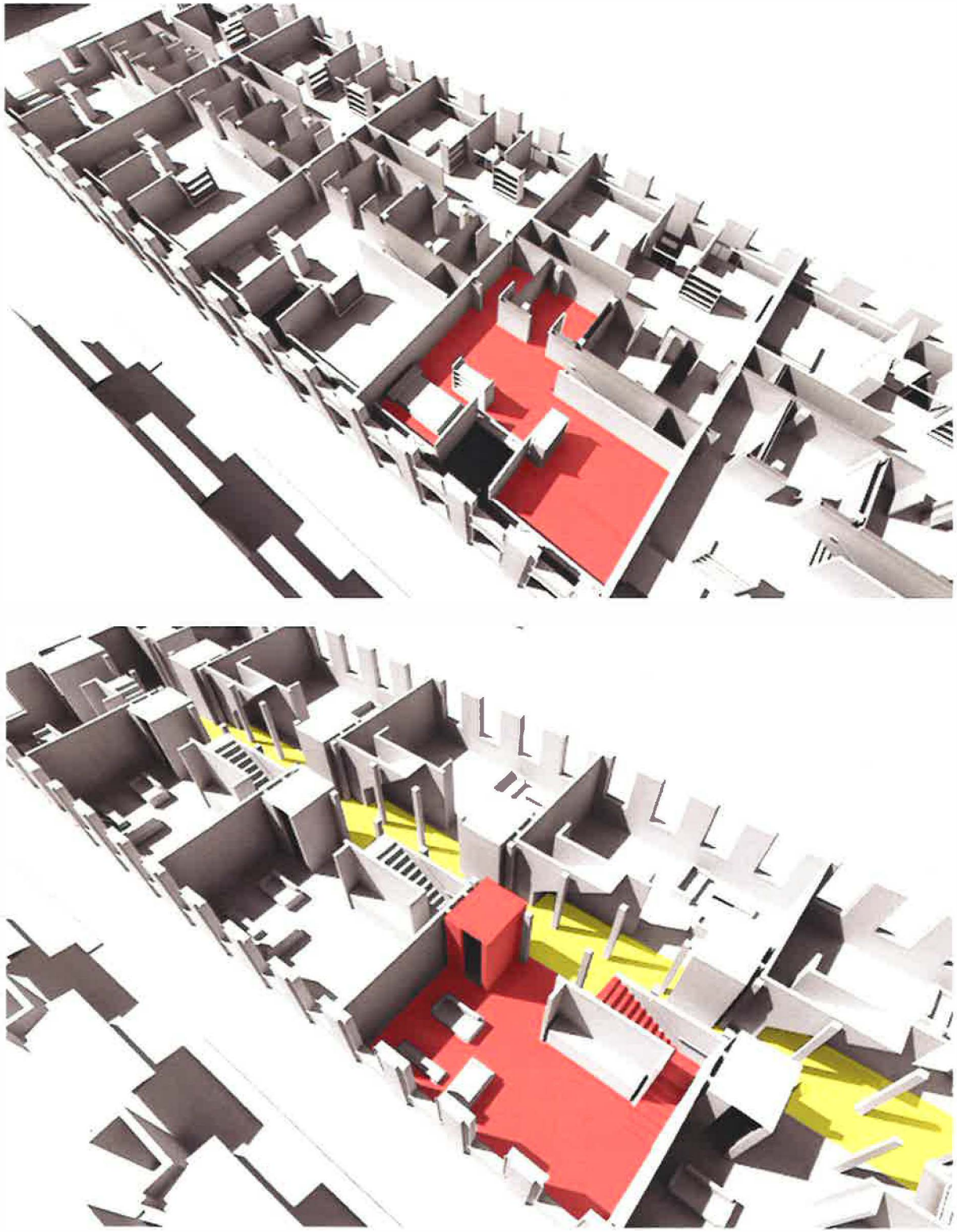




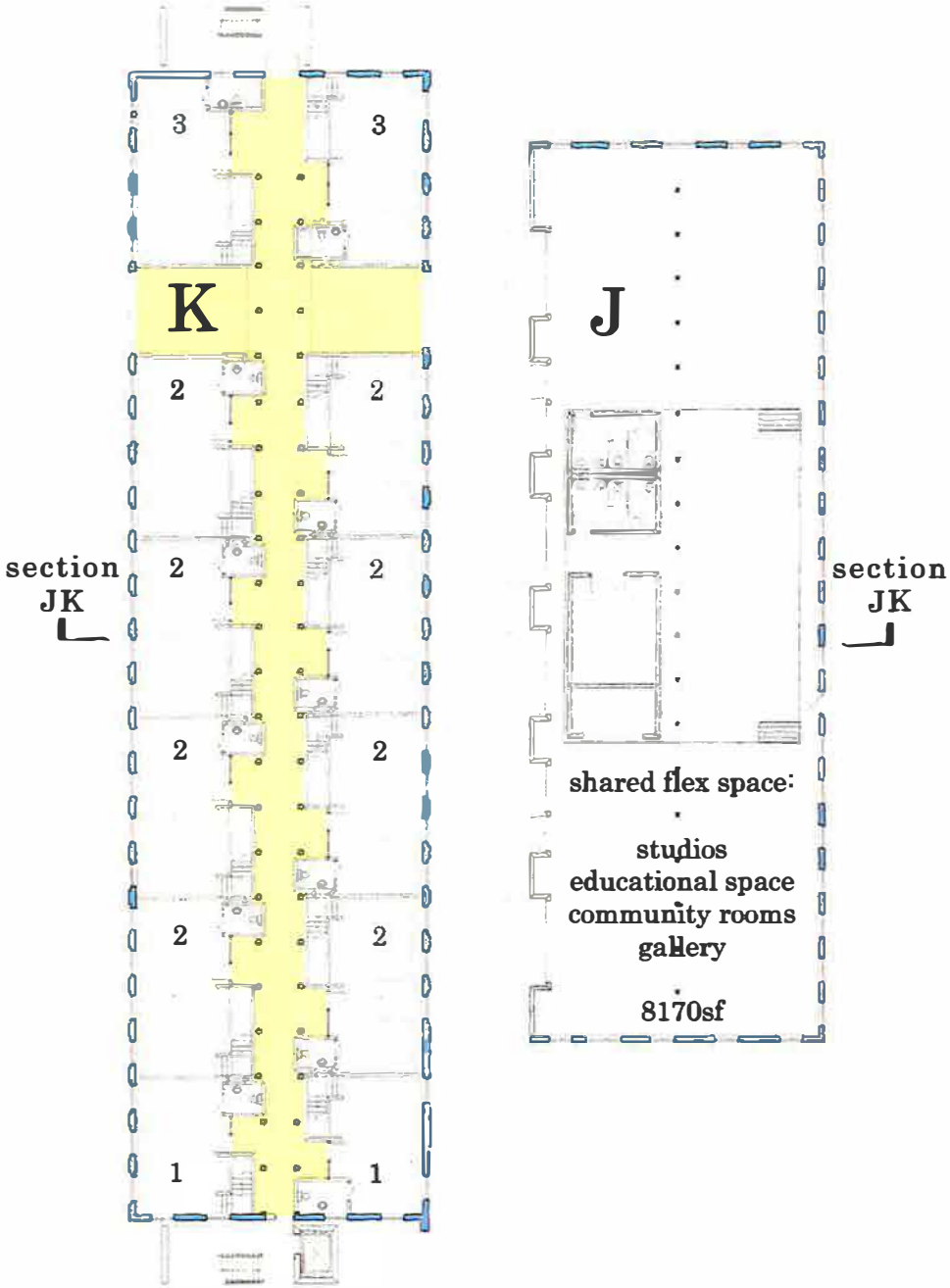
Cut-away perspective reveals Building J (artists' lofts) on the left and Building K (the single-story artist flex space) on the right, with the pedestrian passage between.



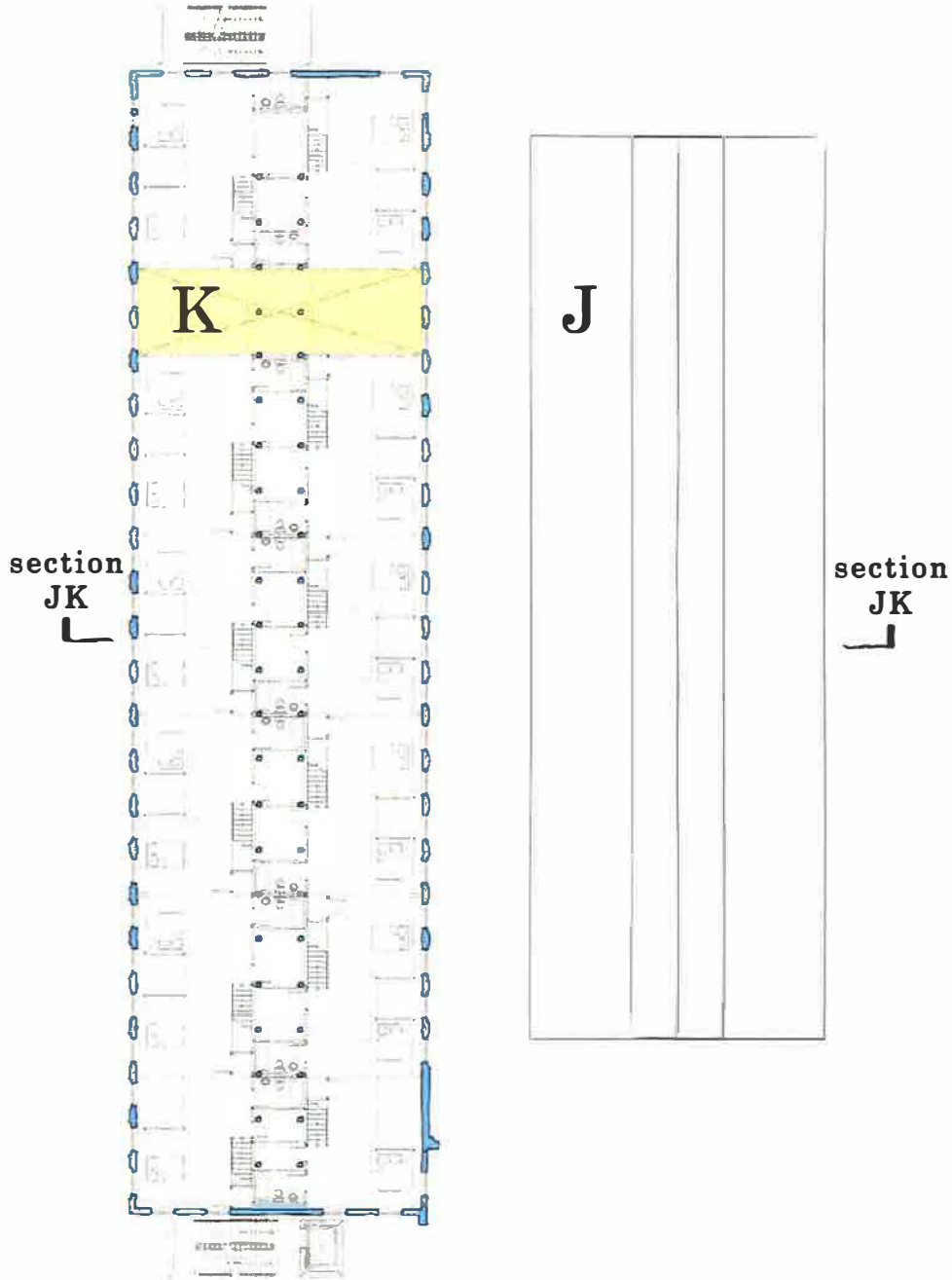
Section view of Buildings J and K



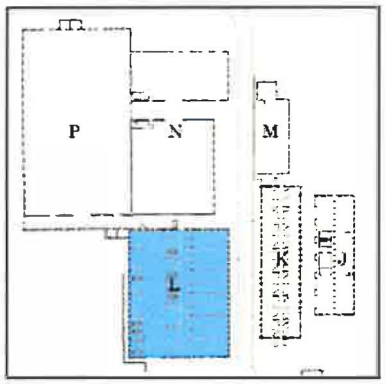
Conceptual floorplans of Building K first floor (bottom) and second floor (top) illustrating the "skip floor corridor" configuration of apartments, where the first floor has both a public corridor (yellow) and private living space (red) and the second floor is all private living space (red). The third and fourth floors have a similar configuration.



First Floor of Buildings J and K



Second Floor of Buildings J and K



Building L
Retail/Parking/Housing/Gallery Space

Building L is a solid two-story concrete structure distinguished by its sawtooth roof with north facing skylights. Unique among the buildings on site, this building is integrated with the geography of the site: the south end of the Building, along the Boulevard, is at grade while the north end of this building is below grade and buried in the landscape. Further complicating this building's use is its substantial footprint (22,611 SF) and square configuration.

To make the most of this building's attributes and overcome its challenges, Building L is envisioned as a mixed-use structure. Commercial space, sheltered parking, and storage occupy the first floor. Here, commercial space is programmed for the south end of the building fronting the Boulevard where access is at grade. On the north end, where the first floor is below grade, the building is configured to accommodate sheltered parking (for the residents of the apartments on the upper level) as well as storage and the building's utility core.

Building L's second floor is complicated by its square shape. The high ceilings and steady northern light permitted by the skylights on the sawtooth roof create appealing living and studio space; however, the building is too deep for residential units alone. To use the deep center space on the second floor more effectively, loft apartments (with living space on the first level and sleeping lofts above) are arranged around the perimeter while a central gallery space (an open, flexible support and exhibit space) is located at the core. Similar to the other structures in ArtHome, this dynamic live/work environment is envisioned as raw space where the artists inform what the space will become.



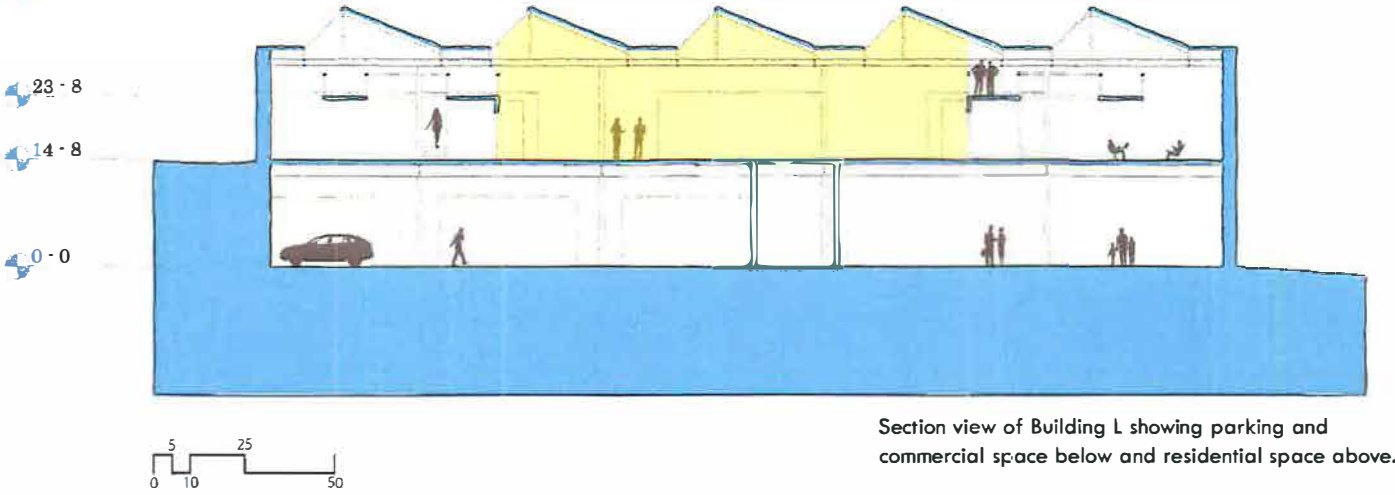




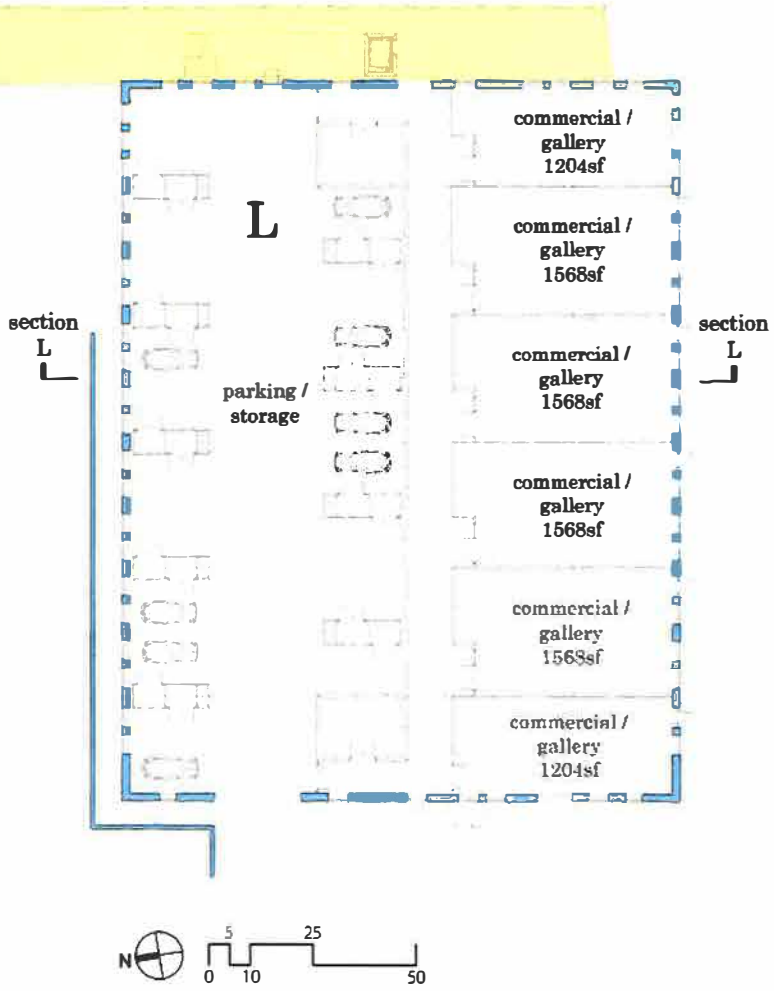
Inspirational image of a former industrial building renovated into loft apartments.

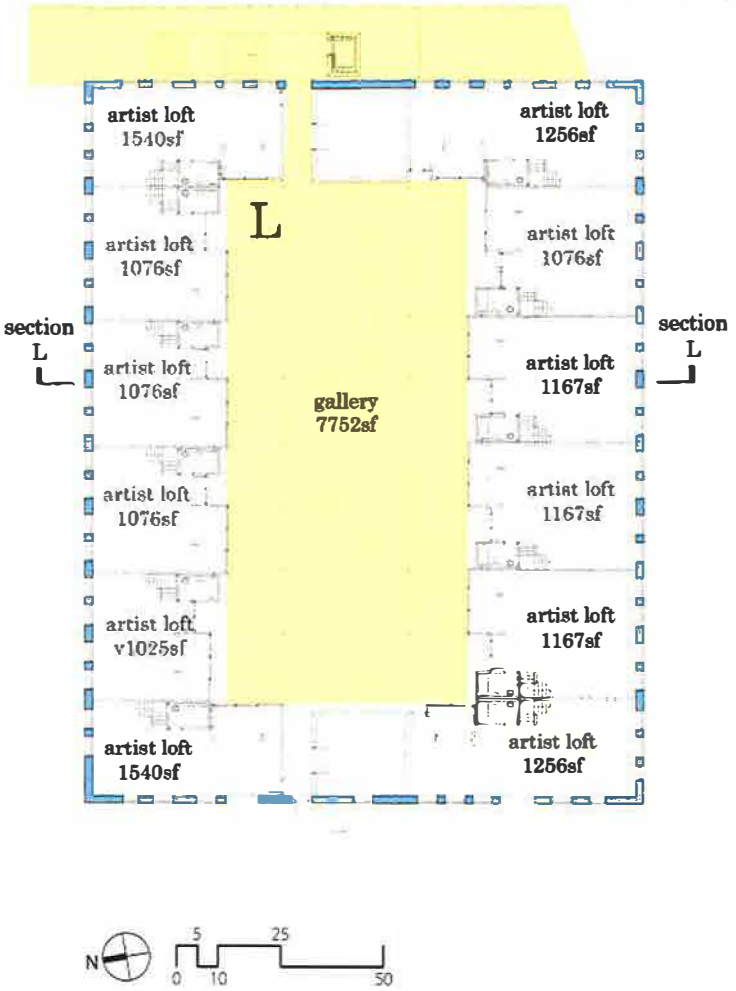


Cut-away perspective of Building L



Section view of Building L showing parking and commercial space below and residential space above.

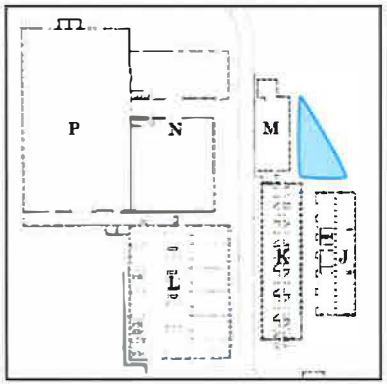




First Floor (left) and Second Floor (right) of Building L



Interior perspective of the upper-level gallery space in Building L

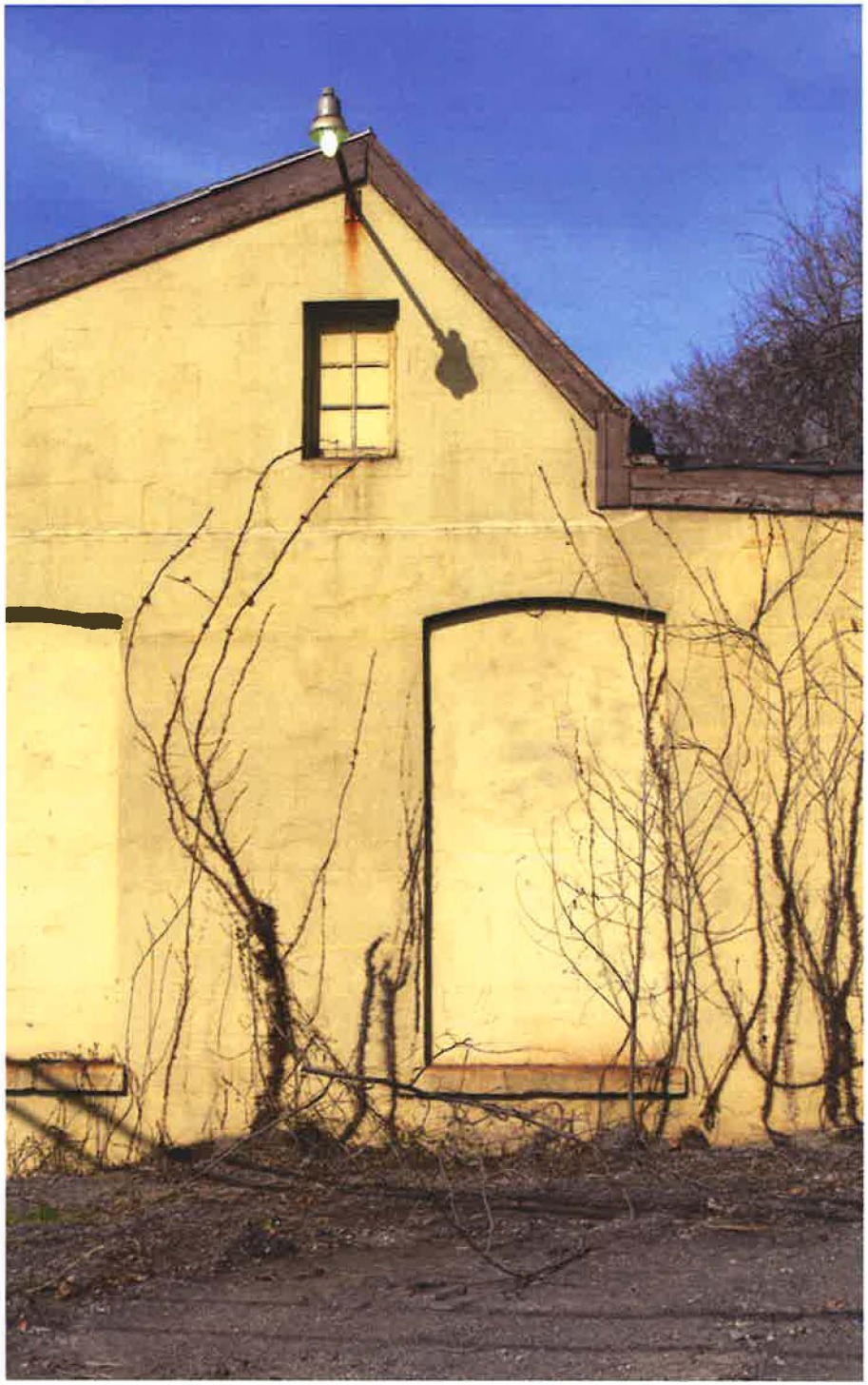


The Triangle

The Triangle is an intimate outdoor enclave bordered by the artist live/work space (Buildings J and K), the new Central Energy Plant (Building M), and the Bushkill Creek. Like the buildings, the space is envisioned as one that is kept raw and transformed by the artists – inspired by Isaiah Zagar's transformation of a portion of Philadelphia's South Street into the Magic Garden. The Triangle is an outdoor space for the artists to envision and shape, and re-envision and re-shape as time passes.



the think tank



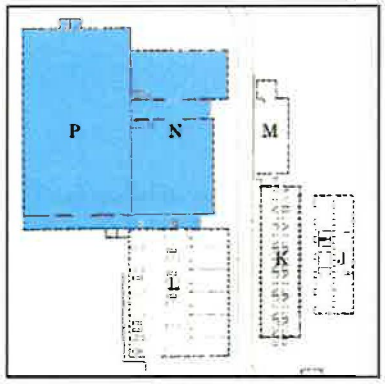
The Think Tank

The Think Tank offers both small and large flex-type space suitable for light manufacturing or technology/business incubator ventures. The buildings in the Think Tank are optimally located to allow access from major transportation corridors while benefitting from and fostering further collaboration among the creative professionals and industries on site.

In The Think Tank:

Building N
flex manufacturing/research space

Building P
flex manufacturing/research space



Buildings N and P
Flex Manufacturing / Research Space

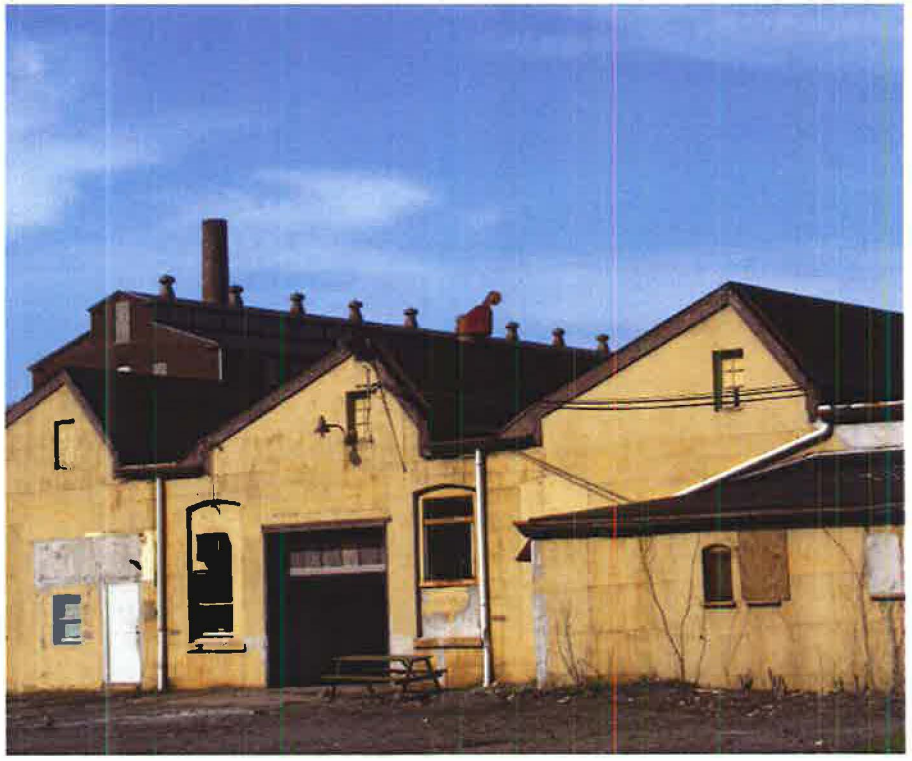
Buildings N and P are expansive (27,942 SF and 38,970 SF respectively) one-story buildings characterized by wood and steel framed sawtooth roofs with north facing skylights. These buildings are extremely deep and best suit uses where direct window access is not essential, although the sawtooth roof does flood the building with natural light. Both buildings have exterior loadbearing masonry walls concrete slab on grade floors. Along the western wall of both buildings, there is a north-south corridor that connects the two buildings through a long space. (This corridor also connects to the eastern wall of Building L, effectively linking Buildings L, N, and P.)

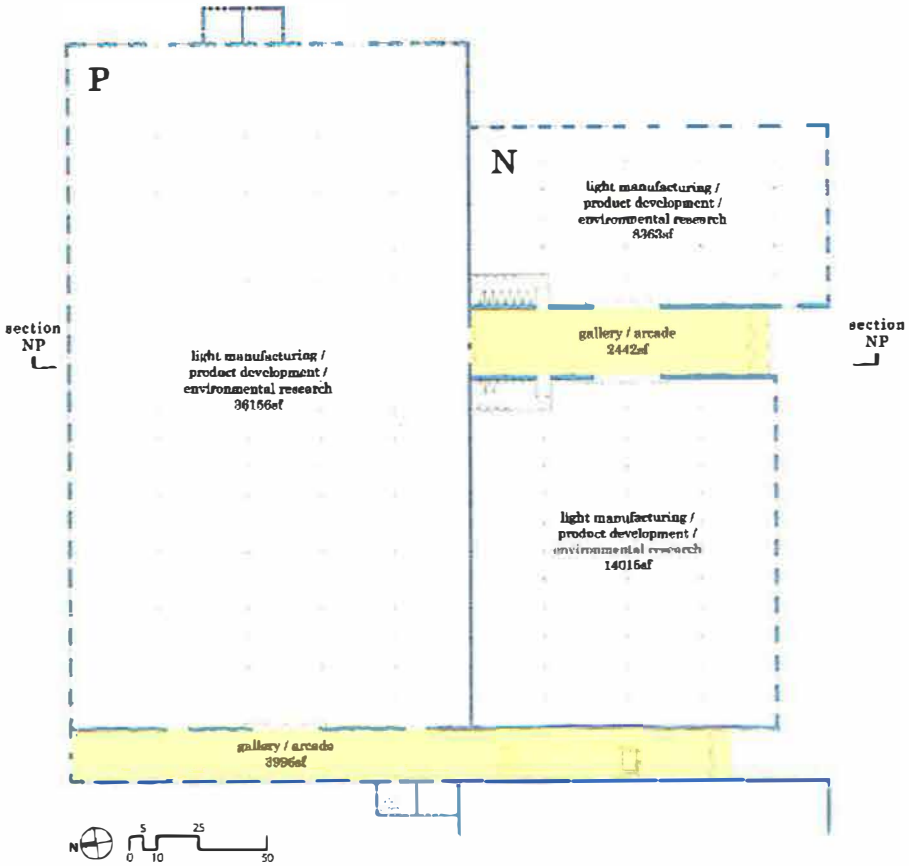
These buildings are well suited for flex-type usage such as light manufacturing or technology incubator space due to their large floorplates, one-story structure, and their location on the north side of the Boulevard, with direct vehicular access off the Boulevard. The concrete slab on grade floors can support the large loads required for manufacturing or research equipment.

Notably, the sawtooth roof is a classic shape in the history of industrial architecture. This roofline was a common feature of many manufacturing and warehouse buildings through the turn of the century and well beyond. When it was originally applied, this design minimized the need for artificial light in places where it was inconvenient or cost prohibitive to have such an amenity. Form follows function as banks of skylights allow natural daylight to enter the interior of the building. Today, this design continues to have its virtues as a green strategy that takes advantage of the many benefits of natural daylight: energy efficiency, cost reduction, and occupant's wellbeing.

The corridor connecting Buildings N and P (as well as Building L) also offers an intriguing opportunity to create a unique common space or gallery that would foster community among the buildings' occupants.

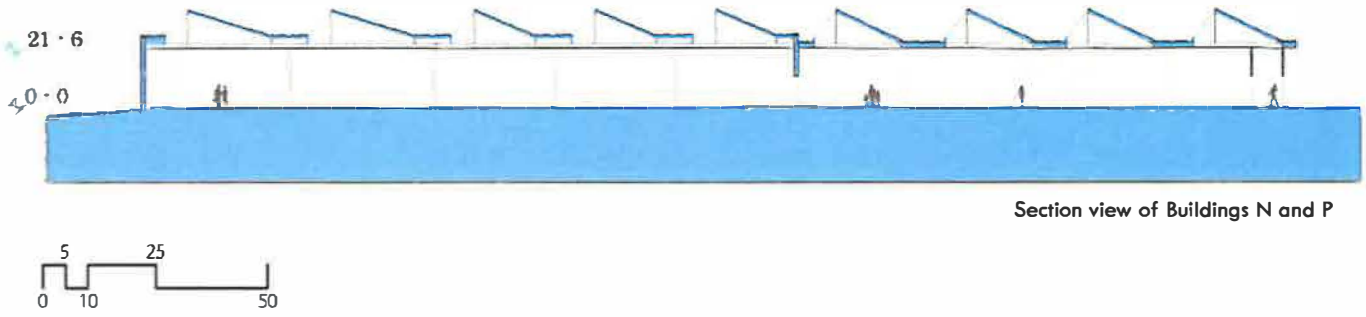






First Floor of Buildings N and P





Section view of Buildings N and P

central energy

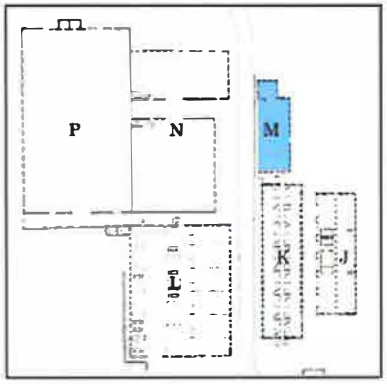




Central Energy

Site Support facilities are the backbone of the essential services on the Silk site. Although these facilities might be regarded as simply functional space, the industrial architecture and rich industrial history of Silk inspire buildings that honor the past while embracing the future.

Historically, the thermal energy for the R&H Simon Silk Mill complex was generated by a central energy plant. The master plan draws on this history with the creation of a new central plant – one that reflects the sustainable vision of Silk through the application of renewable energy technology.



Building M
Central Energy Plant

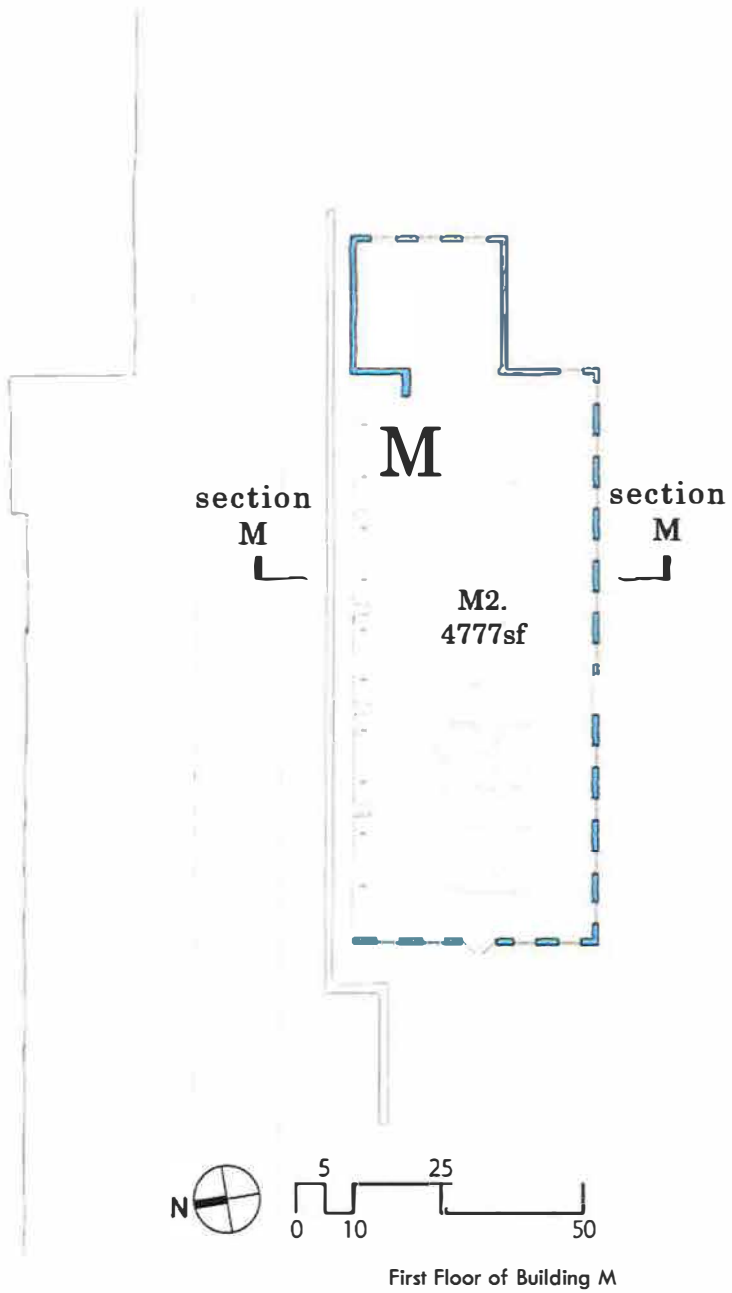
Building M, a one-story, wood and steel framed building with a sawtooth skylight roof, is located at the eastern end of the Boulevard and borders the Bushkill Creek. The structure is in serious disrepair; in fact engineering consultants CMX Engineering recommend demolishing it due to the potentially high cost of rehabilitating it.

Complete demolition is certainly one option for Building M. However, rather than simply demolishing the structure and removing all traces of it from the site, the master planning team suggests an alternative scenario that can take advantage of the still-appealing attributes of this historical building: taking down the majority of the structure but leaving – almost as an archeological ruin – the walls and footprint. Within these walls, a new structure could be inserted and the building could be repurposed as a modern central energy plant for the site.

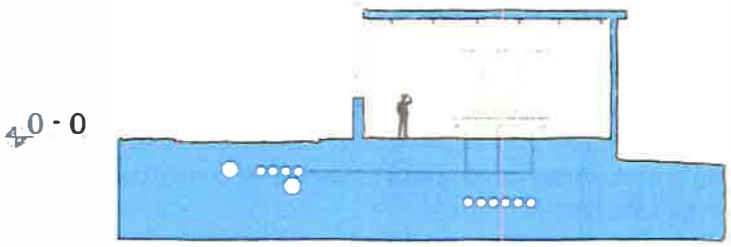
The conceptual design of this building plays up the juxtaposition of historic and modern usage with a conceptual design that honors history while joyously celebrating modernity. Here the design retains the original brick walls of the building but introduces contemporary materials – a metal veil that at once shields and reveals the historic structure.

As a way of achieving and highlighting the sustainable vision of the Silk site, this central energy plant is conceptualized to utilize a variety of sustainable and renewable energy sources using, for example, solar photovoltaic and geothermal technologies. The building could thus be transformed into a highlight of Silk, where visitors can learn about the sustainable vision of Silk through alternative energy technologies in action.

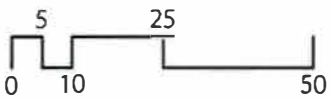




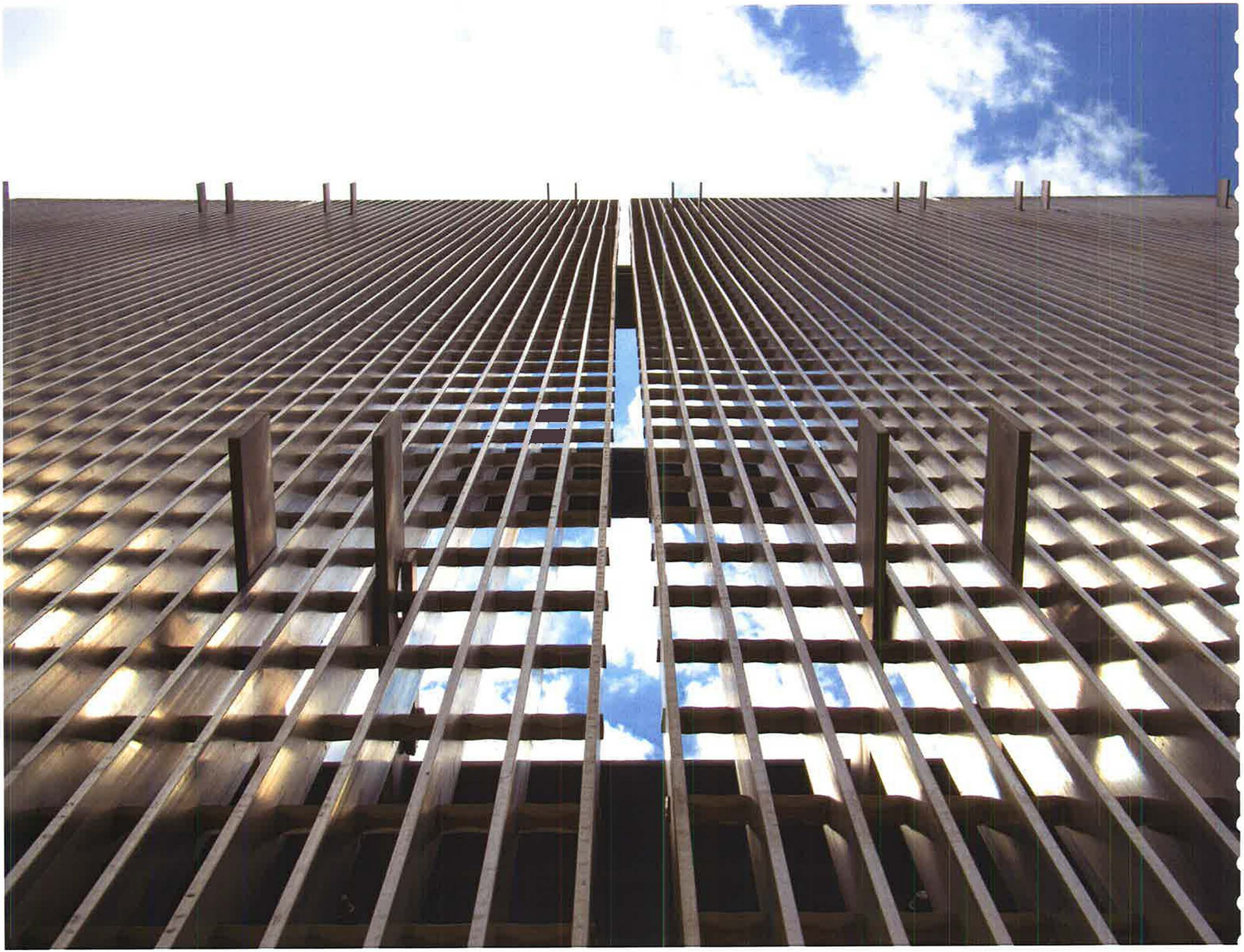
First Floor of Building M

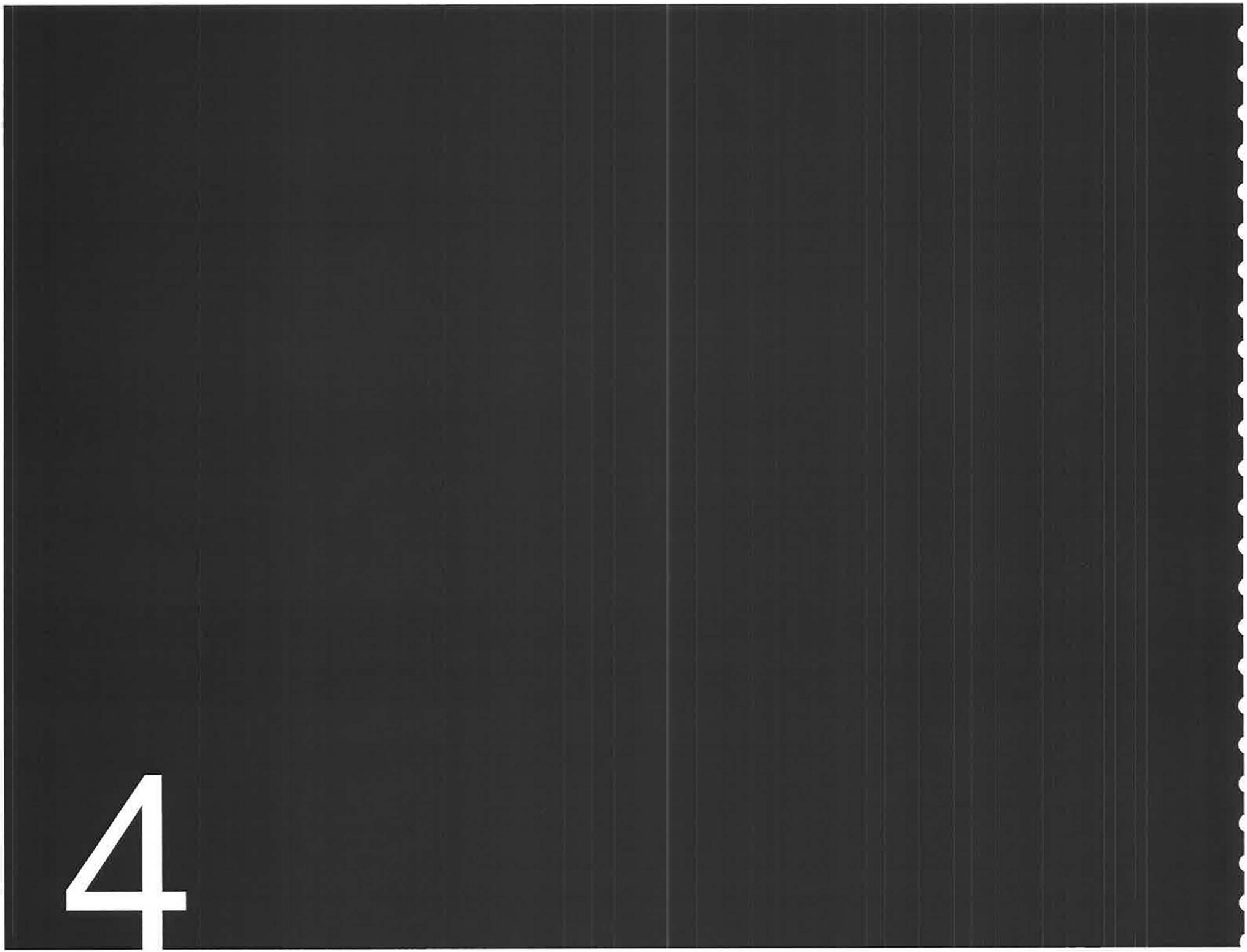


Section view of Building M








4



4. IMPLEMENTATION

The Silk site has 23 buildings on its 15 acres, many of which are connected or part of a larger group. In order to facilitate development, the plan outlined in the previous section presents the site and its buildings as separate and individual projects that may be developed alone or in conjunction with other adjacent or similarly themed projects. In this section, we offer a proposed phasing plan based upon the Redevelopment Authority of Easton's interest in developing the first phase to provide access, site identity/branding, and central utilities, which in turn will entice future development.


Phasing Plan
Phase I A
Phase I B
Phase II A
Phase II B
Phase II C
Phase III
Phase IV A
Phase IV B
Phase IV C
Phase V A
Phase V B
Phase VI A
Phase VI B
Phase VI C
P
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M
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Phase I A
Entry & Infrastructure

- Demolish the former Frances Building (circa 1960) to create a site entry / gateway from 13th Street
- Develop and install entry signage and parking
- Construct the site's main Boulevard linking the main entry to access on Bushkill Drive
- Install site amenities including light and banner posts, street furniture, and landscaping
- Create the Central Energy Plant at Building M and site utility distribution

Phase I B
Design Theme

- Develop Buildings A and B with first-floor commercial/artist spaces and upper floor residences with private parking

Phase II A
Artists' Lofts & Vision Implementation

- Develop Building K as four floors of artist live/work lofts to reinforce the core of the site and the Boulevard

Phase II B
Artists' Studios & Educational Space

- Develop Building J as a artists' shops, community studios, and classroom space

Phase II C
Artists' Studios, Shops, & Gallery

- Develop Building L as artists' live/work lofts with central gallery space, artists' commercial space to reinforce the pedestrian portion of the Boulevard

Phase III
Cultural District & Public Gathering Spaces

- Develop Buildings F, G, and H as theater/performance space, large multi-purpose meeting/performance/convention space, and artist gallery space

Phase IV A
Hotel

- Develop Building C as a unique boutique hotel with meeting spaces and restaurant(s)

Phase IV B
Residences

- Develop Building D as upscale residences with first floor restaurant and commercial use

Phase IV C
Offices

- Develop Building E as creek-side "Class A" office space

Phase V A
Think Tank

- Develop Building N for business/technology incubator or light industrial use

Phase V B
Think Tank

- Develop Building P for business/technology incubator or light industrial use

Phase VI A
Site Amenity/Commercial

- Develop Building Q as a sports equipment venue

Phase VI B
Site Amenity/Commercial

- Develop Building R as a food venue

Phase VI C
Restaurant

- Develop Building S as a stand-alone restaurant (*could be completed at any time)

Various Phases
Site Amenities

- Complete site improvements, internal walkways, creek-side stabilization, and outdoor performance venues. It is presumed that these projects would be completed by the Redevelopment Authority of Easton as the individual projects adjacent to these areas are completed. The goal would be to reinforce the site design and amenities as specific areas of the site are developed.




5



5. DESIGN GUIDELINES

The design guidelines presented here have been developed to promote cohesive architecture and landscape design throughout Silk.

The prevailing architecture of Silk is typical of 19th Century and early 20th Century industrial buildings: multi-story bearing wall construction of brick, timber post, and truss with multi-pane, double-hung windows. Later one-story buildings are steel columns and beams with saw-tooth roofs and north-facing skylights. Foundations are rock-face stone and generally finished with a parge coat and whitewash or smooth stucco.

By respecting these architectural precedents during rehabilitation and by strengthening the connections between the historic buildings and new architecture, the Silk campus will create its own unique spirit of place. This "place" will play an important role in honoring the rich architectural and industrial history of Easton and the United States, but it will also carry this legacy forward through the 21st century.

The intent is to guide future rehabilitation, adaptive reuse, and new construction efforts to ensure that these efforts respect the historic context (and do not affect historic tax credit opportunities) without stifling creativity or unduly hampering effective development of the site.

Governing Committee

Design is a complex process that involves balancing many competing factors on each and every rehabilitation, adaptive reuse, or new construction project. The process of creating and maintaining Silk's sense of place requires a shared sense of vision and consistent application of the design guidelines over time. In order to achieve this consistency, it is suggested that the Redevelopment Authority of Easton establish a governing committee comprised of individuals who understand the goals and principles of the guidelines and together have the authority to ensure that new development, infill, and adaptive reuse projects are designed to a high standard and contribute to a cohesive sense of place at Silk.

General Principles for Rehabilitation

The Pennsylvania Historical and Museum Commission has determined that the buildings at Silk are eligible for listing on the National Register of Historic Places. In the United States, the Secretary of the Interior has established Standards for Rehabilitation, guidelines for rehabilitation and adaptive reuse of historic properties.

The Secretary of the Interior's Standards for Rehabilitation were originally published in 1977 and revised in 1990 as part of Department of the Interior regulations (36 CFR Part 67, Historic Preservation Certifications). Initially developed by the Secretary of the Interior to determine the appropriateness of proposed project work on registered properties within the Historic Preservation Fund grant-in-aid program, the Standards for Rehabilitation have been widely used over the years, particularly to determine if rehabilitation qualifies as a Certified Rehabilitation for Federal tax purposes.

The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and interior of the buildings. They also encompass related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction. To be certified for Federal tax purposes, a rehabilitation project must be determined by the Secretary to be consistent with the historic character of the structure(s),



Example of a historic building with new structures inserted within.

and where applicable, the district in which it is located. As a result, these Standards must be considered when evaluating any rehabilitation, renovation, or adaptive reuse of the existing structures at Silk.

The Secretary of the Interior's Standards

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1) A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

2) The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3) Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

4) Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5) Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

6) Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

7) Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8) Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

9) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

10) New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

General Principals for Sustainable / Green Design

The vision for Silk is of a vibrant, sustainable community incorporating and showcasing emerging "green building technologies" and serving as an example of how older historic structures can be rehabilitated using sustainable techniques. Site-wide, the Redevelopment Authority of Easton plans to develop a geothermal central energy plant, as well as a solar power and/or solar hot water system at the site. Site landscaping will also be developed by the Redevelopment Authority in a sustainable and environmentally and ecologically sound manner.

Respecting this vision, development on the Silk site should follow standards for sustainable and "green" design, with the United States Green Building Council's LEED rating systems as the primary standard for both building rehabilitation and new construction. LEED, which stands for Leadership in Energy and Environmental Design, is an internationally recognized standard for what constitutes a "green building." As most of the existing buildings will be undergoing major renovation and incorporating new HVAC systems, the most applicable LEED rating system will likely be LEED for New Construction and Major Renovation (LEED NC).

For all renovations, including LEED projects, historic materials should remain in place to the fullest extent possible; where this is not feasible, historic materials should be salvaged for reuse.

Architectural Massing and Scale

The size and shape (silhouette, roof slope, etc.) of the buildings contribute to the sense of place at Silk. Buildings should relate to each other in height and distance apart to maintain the character of Silk:

- At Silk, existing buildings range from one story to five stories. New structures should maintain this scale, with three stories as the typical height.

- Existing structures are in some places tightly massed to create an intimate, almost European, village ambiance. Building additions and/or new structures should not overly crowd existing pedestrian corridors and outdoor rooms; however they may be close together to reflect existing conditions and to create additional small, intimate spaces between them.

- The architecture at Silk has a marvelous human scale throughout: windows, doorways, steps, railings, decorative features, walking distances are all proportionate to the average human being. The traditional-sized brick and multi-pane windows that dominate the existing buildings contribute significantly to the sense of scale. This human scale should be retained in the existing structures and continued in new additions and/or new structures.

Walls

The structures at Silk reflect the development of the architecture and building technology over time. The majority of the buildings feature masonry walls of red, sand-molded brick – a common material in 19th and early 20th century American industrial architecture. Later buildings on the site (characterized by their saw-tooth roofs) feature concrete walls with a plaster finish. When the later buildings were constructed, concrete was the industrial construction material of choice as it was economical and practical to use.

In accordance with The Secretary of the Interior's Standards, for existing masonry walls where there is evidence of deterioration, the masonry should be repaired and repointed, matching the original wall material and duplicating the original mortar in strength, composition, color, tooling, and texture. Existing concrete walls with evidence of deterioration should be repaired: damaged concrete should be cut back to remove the source of deterioration and new concrete should match the historic concrete in strength, composition, color, tooling, and texture.

For all existing walls, cleaning should only be performed to halt deterioration or remove heavy soiling. Tests should be performed to ensure that cleaning is performed with the gentlest method possible, to avoid damage to the historic fabric.

New work or alterations, in accordance with The Secretary of the Interior's Standards, should be compatible with the massing, size, scale, and material of the historic structure yet should be differentiated – making clear what is historic and what is new. Character-defining historic features should not be removed, damaged, or obscured. New additions should be reversible such that, if removed in the future, the essential form and integrity of the historic property would be unimpaired.

For new additions or interventions on the red brick buildings, we suggest connecting old to new by using traditional sand-molded brick on masonry walls or building bases. For new structures, we suggest that the architecture acknowledge the industrial aesthetic of the site by using either traditional sand-molded brick or, where more economical materials are desired, modern industrial-type materials such as metal, glass, and concrete. In all cases, we would advise against using thin-set and veneer-set brick or jumbo brick as they are not in keeping with the authentic industrial nature and human scale of the site.



Modern industrial materials with character in keeping with the industrial history of the site.





New interventions might use contemporary materials such as corrugated metal, or traditional materials such as sand-molded brick, in unconventional ways.

Windows

The majority of buildings on site feature multi-pane wood windows. If replaced, windows in these buildings should be similar to the original, with multi-pane double-hung windows that are true to the opening, with historic profile muntins. Should new window openings be desired in an existing building, they should be respectful of the rhythm, proportion, and scale of the historic fenestration.

New additions have more freedom to depart from the prevailing historical standard. Here, variations such as large expanses of glass (curtain walls) can compliment the historic structures if the rhythm and scale of the existing buildings is respected.



Historic window with true divided lights.



New windcw openings can incorporate modern materials while respecting the rhythm and scale of the existing building.

Entrances

When the buildings at Silk were originally constructed, they were "interior focused" – the activities of building occupants were focused in the interiors, and the building openings (entrances, exits) were simply a means of egress to and from work spaces. However, many of the new uses anticipated for the Silk buildings are "exterior focused," where building openings will offer not only egress but also announce ("market") or define a particular space for a particular purpose.

Existing openings should be retained as much as possible. Where new openings are required to accommodate new activities, they should be appropriate to the scale, proportion, and placement of the historic openings, as well as respectful of the prevailing human scale on site.



An entrance is marked with new materials in a way that respects the scale, proportion, and placement of the original openings.

Entrances may be marked with signage that is compatible with the massing, size, and scale of the historic structure. Entrance canopies, if desired, should be in keeping with the unique industrial aesthetic of the site; here industrial materials such as metal are encouraged rather than the fabric awnings more typically appended to buildings. In accordance with The Secretary of the Interior's Standards, character-defining historic features should not be removed, damaged, or obscured to permit the placement of signage or entrances. Any new entrance features, such as a canopy, should be reversible such that, if removed in the future, the essential form and integrity of the historic property would be unimpaired.

Roofs

The roofs at Silk, like the other building details, reflect the development of architecture and building technology over time, varying from sloped to flat to saw-tooth depending upon the age and original use of the structure.

The existing sloped roofs, notably those on the brick buildings, were originally slate but have, over time, been replaced with slate-like asphalt shingles. Where feasible, original roof materials should be replaced or repaired in kind. Where original materials have been lost, compatible substitute materials may be used to generally convey the appearance of the original material.

New structures may feature any of these roof silhouettes and still maintain the character of the site. For new additions where the roof pitch is 5:12 or greater, the use of slate-like asphalt shingles is encouraged. For new structures with roofs having a smaller pitch, the use of typically industrial materials such as corrugated metal is encouraged.

Gutters and Downspouts

The original gutters and downspouts on many of the buildings have been replaced over time with poor quality materials suited to a residential, not industrial or commercial, application.

When a building is renovated, it is advisable to replace these poor quality materials with ones that are in keeping with the historical and industrial nature of the buildings: half round gutters and round downspouts terminated with cast-iron boots.

Interior Design

The existing buildings on the Silk site offer expansive spaces that, when constructed, accommodated the various industrial processes taking place within. Many of the building interiors are characterized by post and beam structural systems with a regular structural grid and load-bearing exterior walls.

This Master Plan has attempted to map each building's size and structure onto potential uses that can take advantage of and respect existing features of the building; for example, a performing arts venue is suggested for Building H due to its large volume, high-bay ceilings, and massive masonry walls (which are great for acoustics).

Unfortunately, other feasible contemporary uses such as apartments, hotels, and retail shops do not need such wide open spaces and in fact may require the larger spaces to be divided into much smaller spaces. To remain in accordance with The Secretary of the Interior's Standards, character-defining interior spaces, features, and finishes should be preserved. Spaces requiring new floors and partitions to accommodate contemporary uses should retain as much of a sense of the original volume and character as possible. For example, the conceptual design of Building C, the Boutique Hotel, suggests how the existing structure can be retained and highlighted in the lobby. The conceptual design of Building C also demonstrates how the building's structure can be revealed on the upper floors through the careful insertion of program spaces (hotel rooms) within the existing timber-frame structure.





Interior structures can be revealed in creative ways that respect and honor the distinctive character of historic buildings.

For all interior design, it is recommended that major interior spaces and public circulation spaces have natural light and visual connection to the outdoors. Careful consideration should also be given to sound transmission between floors and walls.

Building Utilities

The Silk site will have a central energy plant (also called a district heating and cooling system or DHC) that produces and distributes thermal energy for space heating, air conditioning, and industrial purposes from a central site for the buildings at Silk. While some of the energy needs of the buildings will be met through the central plant, individual HVAC (heating, ventilation, air conditioning) or MEP (mechanical/electrical/plumbing) units may be required. In the event that individual units are necessary, it is recommended that they be carefully integrated into the existing architectural fabric or any new intervention so as to be respectful of the rhythm, proportion, and scale of the historic structures.

It is also possible to incorporate additional sustainable/green energy with the use of solar photovoltaic systems on individual buildings where its design does not adversely affect historic features. For example, photovoltaic panels may be applied on the saw-tooth roofs (with the panels placed on southern side of the sawtooth) to provide supplementary energy in harmony with the sustainable nature of the site.

In building interiors, the expression of utilities through the exposure of ducts and plumbing is encouraged when in keeping with the industrial nature of the site.

Landscape

In the broadest sense, landscaping should unify, extend, and enhance the architectural strengths and underlying planning of a campus. On the Silk site, the architecture of the existing buildings establishes a powerful sense of place that should be complemented by site landscaping (plantings and hardscape). Notably, there is little precedent for landscaping here due to the industrial nature of the site, although the Simon Silk Mill at one time did have an on-site greenhouse that grew produce for the workers to eat!

To ensure a cohesive vision for Silk, it is suggested that the Easton Redevelopment Authority be responsible for hiring a landscape architect, experienced in repurposing industrial land, to develop a comprehensive landscape plan for the site. Individual building owners/developers will not be responsible for major landscaping decisions and will only be expected to integrate perimeter landscaping with the larger site design.



For each building, the perimeter landscaping should be integrated with the overall site design.

In general, the landscape for Silk should achieve a number of overarching goals:

- Respect and acknowledge the industrial history of the site
- Respect and maintain the human and pedestrian scale of the site
- Integrate and embrace the natural amenities of the site including the Bushkill Creek and Bushkill Trail and Arts Walk
- Support the United States Green Building Council's LEED guidelines related to landscape (as discussed in LEED categories including Sustainable Sites, Water Efficiency, and Materials & Resources).



Gabion walls convey a modern industrial aesthetic while serving a practical purpose for transitioning grades and integrating retaining walls.



Landscape design should incorporate quality materials that maintain the pedestrian scale of Silk.

Parking

Similar to the Central Energy Plant, parking at Silk is a central function and will be developed by the Redevelopment Authority of Easton. In this Master Plan, parking has been concentrated in a number of strategically located surface lots and within buildings to minimize its intrusion on the pedestrian-oriented site. The surface lots are conceptualized as integrated with topography as smaller islands terraced within the landscape.

Neighborhood Connectivity, Wayfinding, and Branding

A comprehensive program of carefully designed signage and wayfinding will not only clearly communicate directional information to those navigating to and around the site but also play a critical role in establishing and reinforcing the Silk identity and brand through consistent graphic style and materiality. Signage can also help to strengthen connections between Silk and the West Ward through a coordinated program of wayfinding and branding that visually and physically link the two areas.

The key to a successful branding and wayfinding program will be the creation and use of a strong, unified graphic identity (logo and typestyle) that can be applied throughout the site as well as on other marketing material (including the website and electronic and print/broadcast media). It is suggested that all signage be designed to reflect the dynamic and contemporary nature of Silk, perhaps mirroring the modern interventions planned for the site.

Silk's wayfinding system should be based upon a hierarchical approach to wayfinding: directing motorists from the highway into areas of the site and then into parking lots, then directing pedestrians around the site to individual buildings and site amenities. The signage system will also help define the connectivity and transitions between adjacent neighborhoods and Silk and highlight key site gateways. As a result there are multiple sign types reflecting each sign's purpose and application. These types are listed below to help guide the development of a cohesive wayfinding system at the initial stages of site development (as it is much harder to achieve cohesion after the fact).

- Highway Identification Signage – Along the Route 22 corridor.
- Primary Gateway Identification Signage – Along 13th Street at the western terminus of a new east-west boulevard.
- Perimeter Identification Signage – At the south end of 13th Street at Bushkill Creek (just south of Building S), the intersection of 13th Street and Bushkill Drive, and the east end of Bushkill drive (at the edge of the Silk site).



Gateway signage serves to not only identify the site but also create a sense of excitement and anticipation for what is to come. (Concept by Petagram)



Attractive and enticing banners are ideal tools to identify the site's perimeter. (concept by Pentagram)

- Perimeter Identification Tools (Banners or Flags) – Along 13th Street and Bushkill Drive.

- Vehicular Wayfinding Signage – A hierarchy of signage strategically placed along the new boulevard (the primary vehicular artery on site) and at key decision points (turns, etc.) to direct vehicles to designated parking locations.

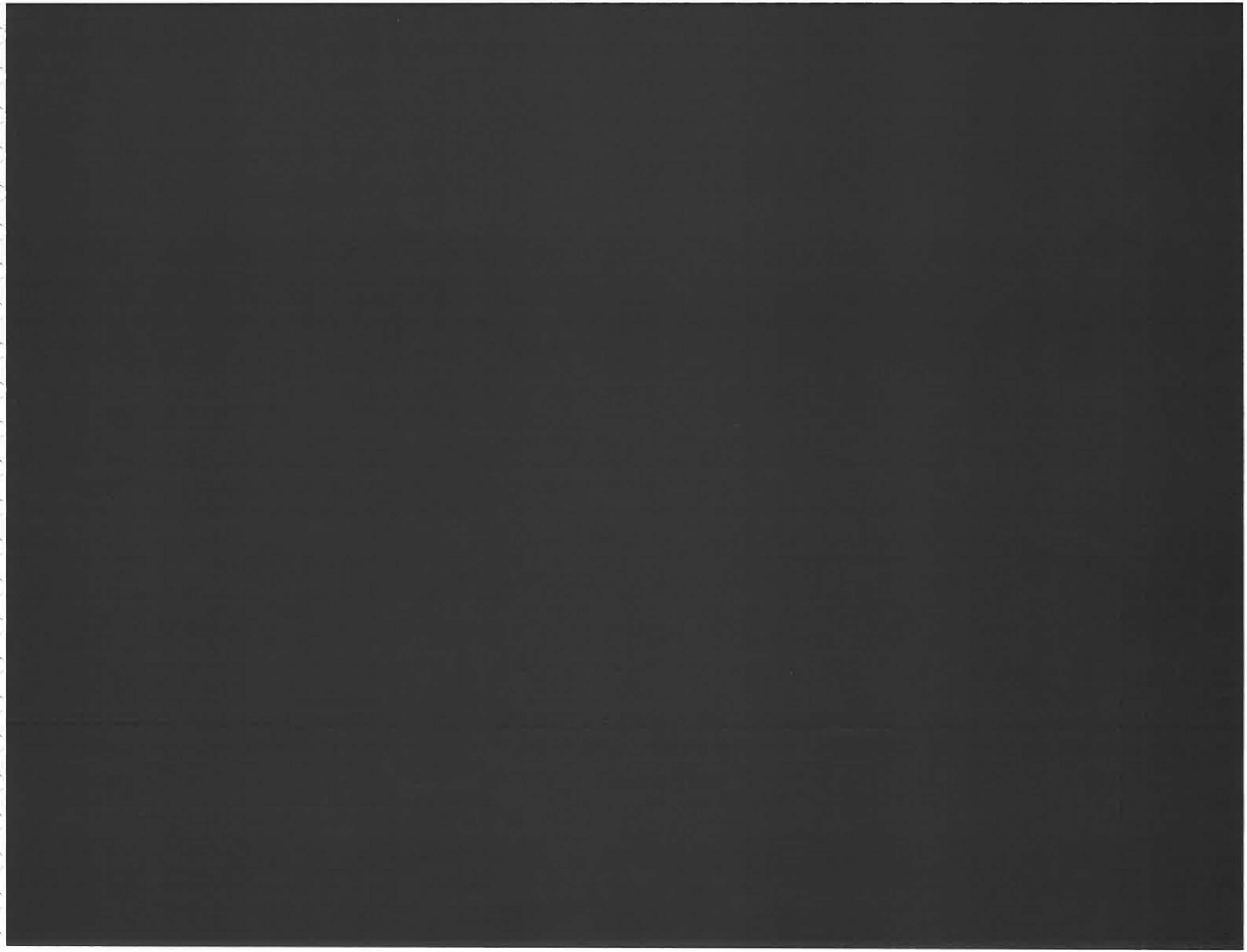
- Parking Lot Identification Signage – At the entrances to each parking lot / location.

- Pedestrian Wayfinding – A hierarchy of pedestrian signage encompassing information maps, directional signs (including identification of connections to the Bushkill Trail etc.), and building/outdoor space identification.





A cohesive wayfinding program of directional signage and maps can be seamlessly integrated into the site to enhance the visitor experience.




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6. HISTORIC STRUCTURES REVIEW

Li/Saltzman Architects visited the Silk site and assisted Spillman Farmer Architects in aligning the master plan and initial design concepts with the Secretary of the Interior's Standards for Rehabilitation. The firm also reviewed the design guidelines included in the Master Plan with respect to these standards, with the understanding that it is the owner's goal to apply for federal tax incentives for historic preservation. This review is included in the appendix as the "Review of the Master Plan with Respect to Historic Structures." The comments were also integrated into the design guidelines presented in Section 5 of this master plan.

Li/Saltzman has advised Spillman Farmer that the plan as presented is generally respectful of the historic site and structures. However, no guarantee can be made regarding the acquisition of Historic Preservation Tax Credits, since specific documentation, procedures, and details of design and construction must be submitted for governmental review; and approvals are subject to interpretation by the various agencies, including the Internal Revenue Service. Early coordination with the Pennsylvania Historical and Museum Commission is encouraged. Special care needs to be taken with any modern interventions regarding scale and material in relation to the historic fabric.

The most up-to-date information about Federal tax incentives for Historic Preservation is available on the National Parks Service website at:
www.nps.gov/history/hps/tps/tax/brochure.
A copy of the current published document is included in the appendix. Also included in the appendix is the original Pennsylvania Historical and Museum Commission Application (completed prior to the master plan), which documents the historical background of the Silk structures.

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7. ENGINEERING REVIEW

CMX Engineering assessed the existing conditions of the engineering systems (mechanical, electrical, plumbing, and structural systems) in each of the buildings at Silk. The firm also reviewed the site civil and geotechnical conditions extant on the property. A summary of their analysis is presented below and further detailed in the Appendix.

Structural Investigation

The results of the structural condition assessment and analysis of the Easton Silk Mill buildings indicate that the majority of the existing structures, including the Pedestrian Bridge, are in relatively fair to good condition. In addition, the majority of the buildings that are in fair to good condition appear to have adequate structural floor load carrying capacity to enable their adaptive reuse as either residential, office, retail, light storage warehouse, or light manufacturing facilities. However, some buildings are in poor to extremely poor condition and require immediate repairs in order to mitigate any further deterioration or prevent partial collapse. The structures that require immediate repairs include the attic and roof framing of Building D and the site retaining walls located along Bushkill Creek and around Building L. In very few cases, some structures are in such poor condition that demolition rather than repair is economically practical.

The existing buildings will require a considerable amount of structural repair work to assure their safe use and continued service life. The total estimated cost to complete the structural repairs recommended by this report (including the demolition of certain structures) is $3,140,000. This cost estimate does not include the removal of any existing equipment, replacement of existing roof coverings or strengthening and upgrades to the existing structures.

Geotechnical Investigation

CMX performed a cursory, initial on-site geotechnical investigation on at Silk. Eight standard earth borings were performed across the site. Sub-surface conditions identified consisted of fill and two distinct natural soil strata. Carbonate bedrock was identified at various depths across the site, reflecting a pinnacled bedrock surface. Buried concrete obstructions and organic debris were identified within the fill. The potential exists for sinkholes on the project site. Any proposed structures can be supported utilizing a shallow foundation system, consisting of strip and/or spread footings and should be designed for a maximum bearing capacity between 2,500 to 3,000 psf, provided the recommendations outlined within the Geotechnical Engineering Report are followed. Additional test borings should be performed at the location of any proposed structures, in order to confirm the applicability of shallow foundation systems and provide lateral earth pressures, and also to investigate for sinkholes within specific building footprints. In addition, any proposed access roads, parking lots, and utility alignments should be investigated.

MEP Investigation

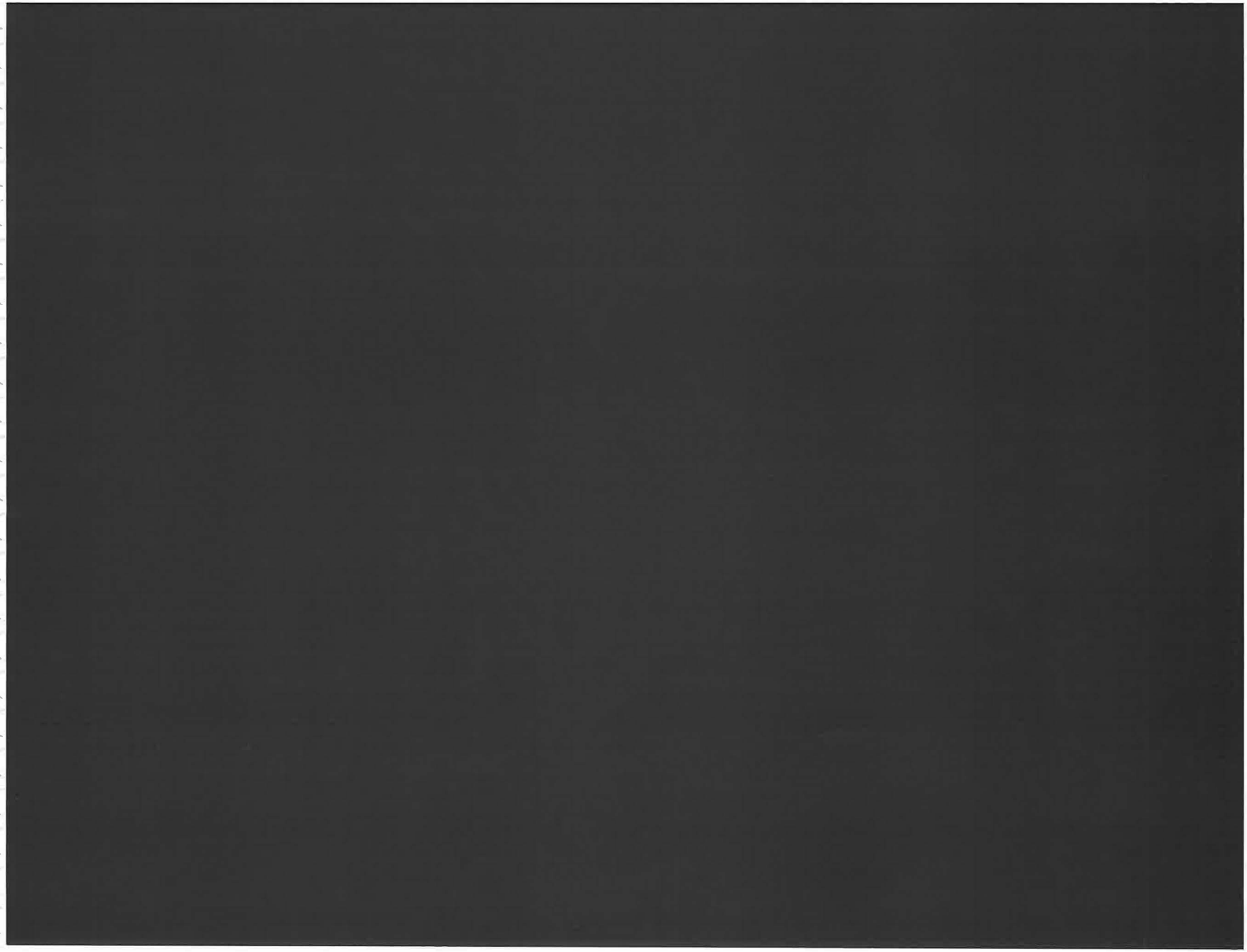
CMX performed a condition "due diligence" assessment of the mechanical, electrical, and plumbing (MEP) systems within the existing 22 buildings on the Silk site. The total area of the buildings is approximately 350,000 square feet. CMX performed a walk-through visit of the site in May 2009 and made observations of the conditions and major system components that were readily accessible and exposed to view.

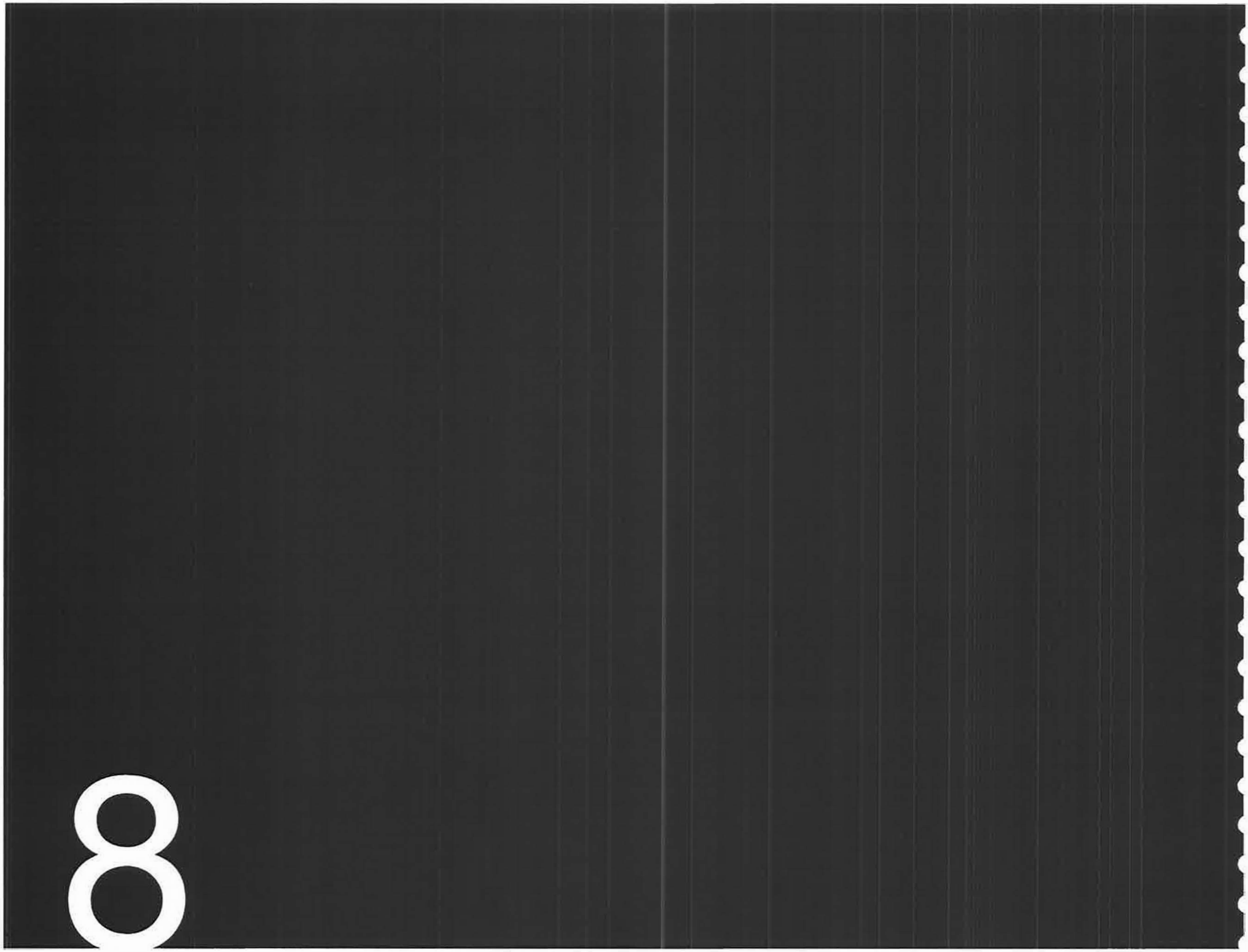
The buildings were heated by a central steam heating plant and a network of piping installed in tunnels. The steam plant has been abandoned and is not in operation. Likewise the water supply and the electrical systems were observed to be vandalized or in deteriorated condition. It does not appear that any part of the existing MEP systems can be salvaged.

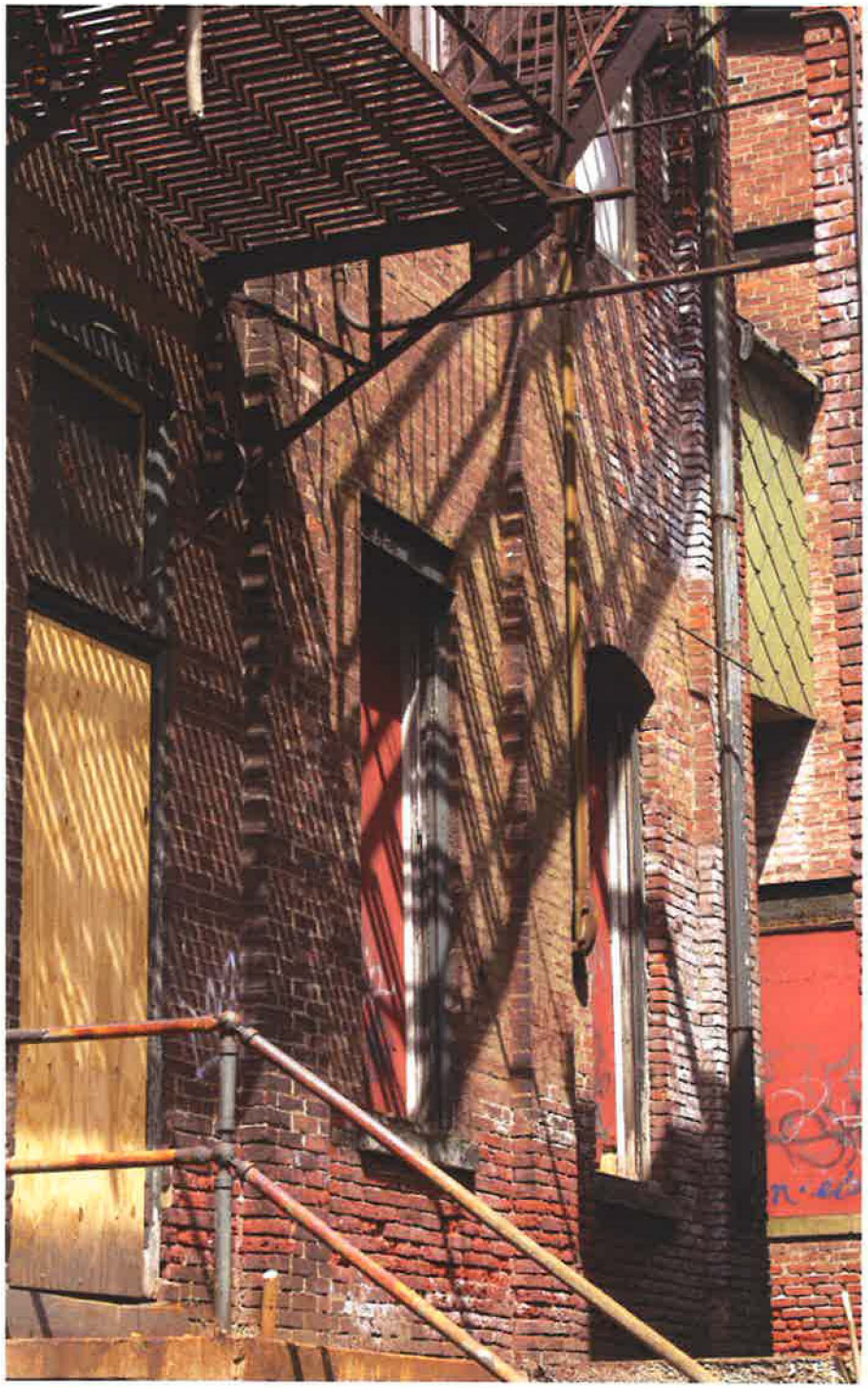
If the buildings are to be reused, then new MEP systems appropriate for the new use will have to be provided. Further details of the investigation are provided in the detailed report in the Appendix.

Civil/Site/Land Development

CMX performed a site assessment of the Silk property, surrounding roadways, and utilities. A detailed report included within the Appendix outlines the firm's findings related to the existing topography, floodplain, utilities, site access and circulation, anticipated traffic volumes, parking requirements, potential stormwater management requirements, and zoning assessment. Also included in the Appendix are maps showing existing conditions, utilities, buildings, and aerial photos of the site. The site will require approximately 500 parking spaces for ultimate build-out. The site will also require all new internal utilities to serve the project. Ample access to public utilities from 13th Street exists except for sanitary sewer. Sanitary sewer may require a pump station to connect to existing sewer lines either in Bushkill Drive or across the Bushkill Creek. PADOT permitting will be required for access to 13th Street. The access drive to 13th Street will be considered a medium volume driveway by PADOT. More than likely, new zoning requirements will be needed for the site to reflect the intended use most accurately.




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8. APPENDICES

Existing Plans – completed by Spillman Farmer Architects

Review of the Master Plan with Respect to Historic Structures – completed by Li/Saltzman Architects

Pennsylvania Historic Resource Survey Form – completed by Artefact, Inc. (Note: This study was completed in 2007, prior to the Master Plan. It is included here as it is a reference document for future planning efforts.)

Historic Preservation Tax Incentives – published by the National Parks Service and referenced by Li/Saltzman Architects

Mechanical Engineering Report – completed by CMX Engineering

Structural Engineering Report – completed by CMX Engineering

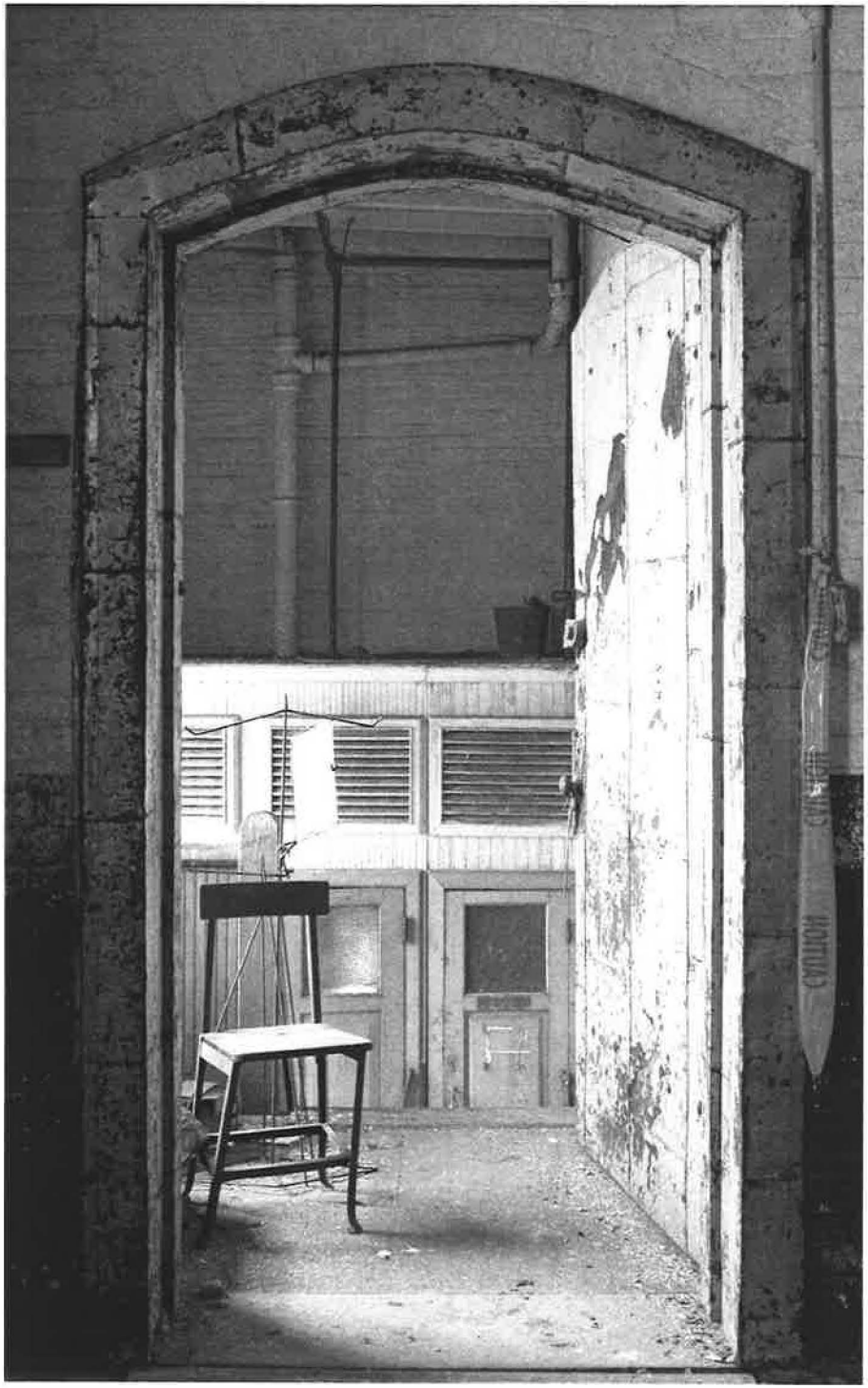
Site Civil Engineering Report – completed by CMX Engineering

- Silk Mill Existing Features Plan 11 x 17
- FEMA Floodplain Map
- Bushkill Creek Act 167 Map
- Silk Mill Aerial Plan 11 x 17
- Pertinent Zoning Ordinance Sections
- Silk Mill Feasibility Report

Geotechnical Engineering Report – completed by CMX Engineering

Boutique Hotel Research – completed by Spillman Farmer Architects





9. ACKNOWLEDGEMENTS

The Redevelopment Authority of Easton, PA thanks the following individuals and organizations

For Your Tremendous Dedication to the Redevelopment of the Silk Mill

City of Easton
The Honorable Salvatore Panto, Jr. – Mayor

Lafayette College
Dr. Daniel H. Weiss – President

For Your Ongoing Commitment to the Success of this Project

Arts Community of Easton
Bushkill Stream Conservancy
Easton City Council
City of Easton Staff
City of Easton Environmental Advisory Council
City of Easton Planning Commission
City of Easton Historic District Commission
City of Philipsburg New Jersey – The Honorable Harry L. Wyant, Mayor
College Hill Neighborhood Association
Delaware & Lehigh National Heritage Corridor
Easton Area Industrial Land Development Company
Easton Main Street Program
Easton Business Association
Greater Easton Development Partnership
Lehigh Valley Land Recycling Initiative
Lehigh Valley Planning Commission
Lehigh Valley Arts Council
Lehigh Valley Economic Development Corporation
Greater Lehigh Valley Chamber of Commerce
Lehigh Valley Convention and Visitors Bureau
Nature Nurture Foundation
Northampton Community College

Northampton County Department of Community and Economic Development
Northampton County Industrial Development Authority
Northampton County Conservation District
Pennsylvania Department of Environmental Protection
United States Environmental Protection Agency
West Ward Neighborhood Partnership

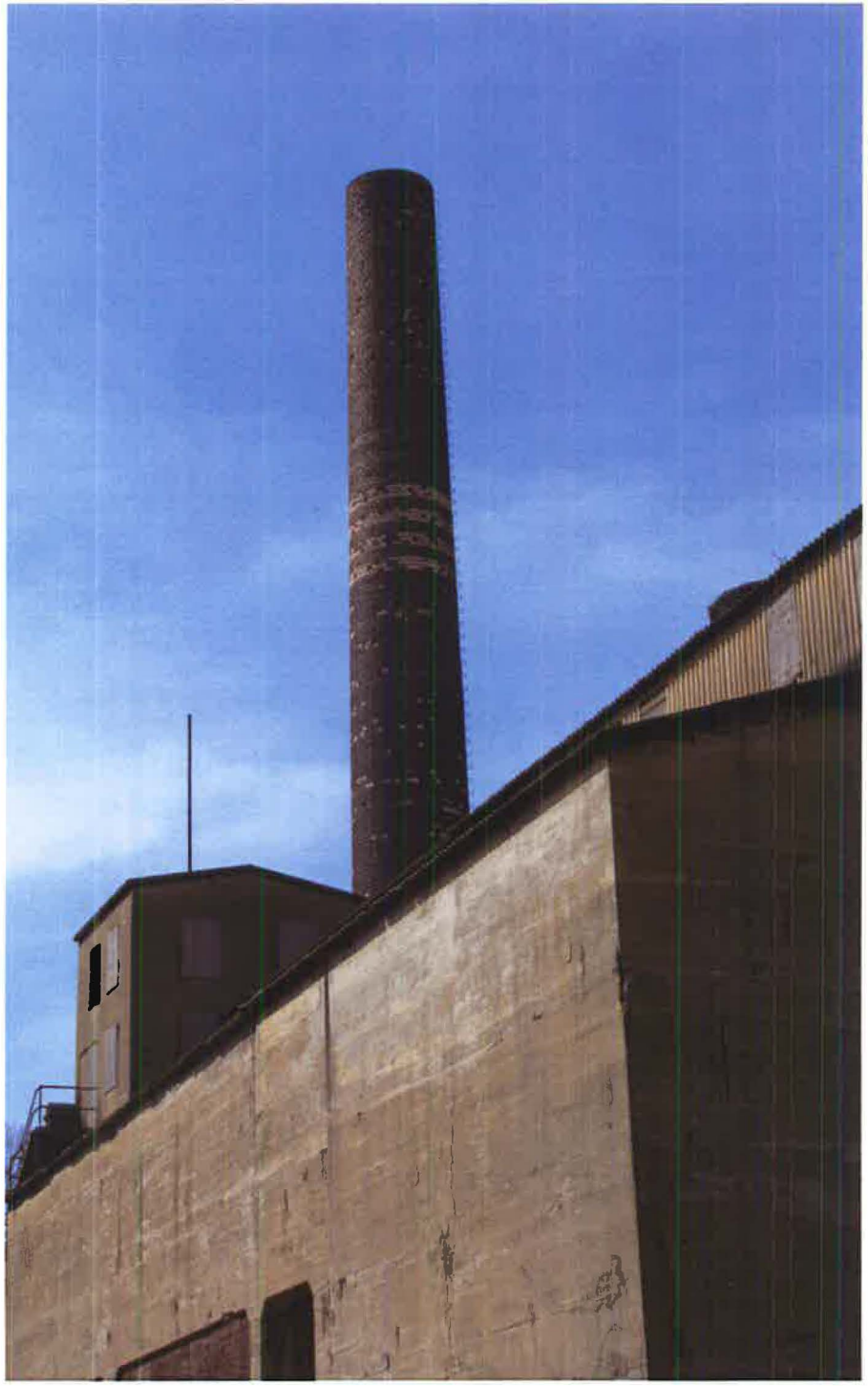
The many interested citizens and business owners of Easton Pennsylvania

For Your Leadership and Vision

Governor Edward G. Rendell and Staff
Senator Arlen Specter and Staff
Senator Robert P. Casey Jr. and Staff
Congressman Charlie Dent and Staff
State Senator Bob Mensch and Staff
State Senator Rob Wonderling and Staff
State Representative Robert L. Freeman and Staff

For Your Energy, Enthusiasm, and Passion for the Arts throughout the Lehigh Valley

Allentown Arts Museum
Allentown Symphony Hall
ArtsQuest
Baum School of Art
Governor Wolf Athenaeum Project
State Theatre Center of the Arts



For more information on Silk, including partnership and investment opportunities, contact:

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