

Bloomfield/Schon + Partners redefine 'the bottom line'

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Through inspired design, sustainable building practices and community engagement, developers Bloomfield/Schon + Partners are redefining "the bottom line".



The best example can be seen emerging from the ground at 2801 Erie Avenue, Hyde Park.

The clean, contemporary architecture of José Garcia is being coupled with the interior design work of DIGS to boost the "wow" factor of Hyde Park Square.

Jared Wayne of Bloomfield/Schon + Partners says that the building represents a "lifestyle change".

"No longer do you have to drive to take care of daily tasks, now you can walk," he says. "And walking vs. driving is an important point."

Wayne says he believes that the 13 units at 2801 Erie will be the only truly green, LEED-certified condos on the market, reducing energy consumption by 20 to 30 percent and water consumption by 30 to 40 percent.

Another Bloomfield/Schon + Partners project, Factory Square in Northside, is being designed to complement the surrounding community.



They plan a renovation of the vacant American Can building that will create 96 market-rate, loft apartments and over 27,000 square feet of retail space. A new medical arts building, a new retail building, and 30 new townhomes will also be added to the 10-acre site to tie it into the surrounding streets.

Wayne says that his firm is doing it the right way because they want to - not because they have to.

"It's all about the bottom line for us," he says. "We just have a different way of looking at the bottom line."

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Source: Jared Wayne, Bloomfield/Schon + Partners

Rendering provided by Bloomfield/Schon

Photography by Scott Beseler