



**TABLE OF CONTENTS**

- 1** Tech Design Helping Keep Architects Busy
- 1** Industrial Tenants Take Low-Rent Road
- 1** Genzyme Building Yields LEED Gold, CoreNet Prizes
- 1** The Buzz
- 2** Merger Frees Up Elegant Liberty Lane Campus
- 4** This Week's Chart
- 7** Corporate Records

**Tech Design Helping Keep Architects Busy**



Brad Black of Black Cow Architects

By Joe Clements

BOSTON—As evidenced by a thriving interiors business whose clients include the likes of Boston Properties and Marsh & McLennan, architect Brad Black knows a thing or two about form, but there is another part of his Hub-based practice that focuses on function—data center design. While perhaps not sating any creative bent—and at times difficult to discuss due to confidentiality agreements—working in the technology trenches for a quarter-century has provided the founder of Black Cow Architects Inc. an expertise in great

Continued on page 3

**THE BUZZ**

**Fishman, Holmes, Strong Being Feted by NAIOP**

BOSTON—It will be President's Day a little early next Tuesday when the regional chapter of NAIOP unveils its 2009 slate of officers, including incoming president Kevin McCall of Paradigm Properties. There will also be a keynote address by Tufts University President Lawrence S. Bacow, and presentation of the NAIOP President's Award to longtime member and



Garry Holmes of R.W. Holmes Realty

R.W. Holmes Realty President Garry Holmes and to Colony Realty Partners director Amanda Strong. NAIOP's annual meeting is slated for Tuesday morning

from 7:15 to 9:30 a.m. at the Boston Hyatt Regency.

Continued on page 6

**Industrial Tenants Take Low-Rent Road**



Austin W. Smith, a principal at Newmark Knight Frank in Boston

By Joe Clements

BOSTON—In these unsettled times, industrial real estate users are increasingly willing to settle, according to veteran broker Austin W. Smith of Newmark Knight Frank. Whereas leasing velocity in recent years has trended towards newer product with efficient layouts and modern systems, Smith says the tight fiscal climate is sparking a comeback for aged manufacturing and warehouse buildings that seemed doomed for demolition but are now embraced as a cost-savings alternative.

"We're just not seeing that flight to quality anymore,"

Continued on page 4

**Genzyme Building Yields LEED Gold, CoreNet Prizes**

By Joe Clements

FRAMINGHAM, MA—The streets of Boston's MetroWest suburbs might not be paved in gold, but one of its newest structures has that AU hue after earning a LEED Gold designation from the US Green Building Council. Designed by ARC/Architectural Resources Cambridge, 49 New York Ave. is a 180,000-sf building on Genzyme Corporation's Framingham campus that houses laboratory and administrative functions for the life sciences giant.

Besides the USGBC achievement—making it just one of 10 laboratory buildings nationally to be LEED Gold certified—49 New York Ave. has also just been named the "Life Sciences Project of the Year" by the Massachusetts chapter of CoreNet Global. "It was really a group effort," ARC principal Jeff Johnson tells Weekly Insider in explaining

Continued on page 5



December 10, 2008

## Tech Design Helping Keep Architects Busy - from page 1

demand for new millennium real estate undertakings.

"It does give me an edge," Black acknowledged in a recent interview with Weekly Insider. Costing from \$500 to \$2,500 per sf to develop, data center space is serious business, and the importance to a client's success can never be overestimated, says Black, requiring that everyone on the design/build team be schooled on best practices. Many a data center has been disrupted simply by poor site selection, because capacity, humidity and operational aspects can fluctuate depending on placement—both in a specific building and even regionally. Facilities also have to conform to legal parameters. Sarbanes-Oxley imparted mandates that actually impact data center design, according to Black. "I've seen it evolve, and it continues to evolve," he says of the specialty. "We're always educating ourselves."

Not to mention others, for that matter. Black joined a cross-section of industry professionals at last month's Build Boston trade show for "Data Center Design 101," a roundtable program that gave attendees a soup-to-nuts review of data center precepts and trends, including the latest changes in computer and ancillary equipment; a primer on the aforementioned site location; fire suppression techniques; and efforts to secure LEED certification.

"Data Center Design 101" was a roundtable discussion moderated by Daniel Bodenski of consulting engineer Syska Hennessy. Black and Bodenski were joined by Dale Hitchcock, also of Syska Hennessey, and Mike Walsh, a construction manager at Structure Tone in Boston.

Data centers "take a very complex team to design, construct and operate," relayed Hitchcock. It is so key that "high-level people are getting very involved in data center design," said Black, who recalled the early years when such facilities were dismissed as a mere after-thought, as relevant as a coat closet or kitchenette. Today, however, 30 percent of a typical financial company's energy costs are related to its data center, says Black, while Bodenski relayed that nearly 1.3 percent of US energy use is spent by computers. "It's a huge deal," Black said of the cost implications.

The cooling of super-heated blade servers and other equipment is among the biggest challenges, Black and other panelists said. Water-based systems are becoming popular, but air-cooled units can be more efficient. In boosting the sustainability measure of a data center, power conservation is considered the most relevant issue, Black said, and the group concurred that green-building is among the goals designers hope to achieve. They also, however, stressed that keeping the data center operating is sacrosanct. "You never want to lose sight of reliability," Bodenski told the audience

during the workshop on the final day of Build Boston 2008 at the Seaport Boston World Trade Center. "You don't want to cut corners just to get that LEED certification."

During the three-day convention, the rising impact of technology on design and construction was evident in multiple workshops and special events covering areas such as computer aided design, integrated practice and digital imaging for architects. "That has become a big part of the program," agreed Nancy Jenner, deputy director of the Boston Society of Architects, sponsors of Build Boston. The 2008 conference offered 26 technology related workshops out of 240 programs versus just 11 on preservation/renovation issues, intriguing given the historical milieu of the host city.

For his firm, now celebrating its 10th year, Black says specializing in data centers leads to other assignments including office fit out projects. It is a big reason Black Cow has thus far been able to sidestep the woes being felt by other members of the region's architectural community, he says. "We're actually doing well," Black reports to WI, as evidenced by being selected last month to design a critical data center in Middleton for the Massachusetts Institute of Technology.

While relatively small at just over 2,200 sf, the high-performance research computing facility has international cache, allowing MIT researchers to process data generated from the Large Hadron Collider set to go on line in Switzerland next spring. Black Cow is designing and overseeing the renovation of a room at MIT's Bates Linear Accelerator Center in Middleton, to be run by the school's Laboratory for Nuclear Science. The center will house up to 3,000 computers, about half of which will be dedicated to the LHC project.



## SUBSCRIBER BENEFITS

- Breaking News email alerts
- The Weekly Insider - emailed right to your inbox
- Commentaries from industry leaders and observers
- The Buzz on the street • On The Move feature
- Exclusive Stories not available to non-subscribers
- New England Property Review Magazine - 2009
- Access to real estate Corporate Records
- Searchable Archives • Discounted Reprint Rates

