



Case Study

4th & Park at Pinecrest

Mannington
COMMERCIAL



"There's a trust between Mannington Commercial and me. I get the pricing that I need and the service that I need. It makes my life easier."

Brice Hamill
VP, Design + Planning, Fairmount Properties

Case Study:

4th & Park at Pinecrest

Fairmount Properties sought to craft a luxury apartment community with extraordinary efficiency. Mannington Commercial provided the single-source solution.

Challenge

Cleveland-based Fairmount Properties is a small firm creating award-winning, \$200-million-plus developments. With Pinecrest, a 58-acre mixed-used district in the Cleveland suburb of Orange Village, Fairmount knew they would be setting the bar even higher for themselves.

Pinecrest was designed to offer 400,000 square feet of upscale retail and chef-driven restaurants, 160,000 square feet of class-A office space, a boutique hotel, and 3 stories of luxury apartment homes known as 4th & Park. The 87 apartments were to include high-end 1, 2, and 3-bedroom units ranging from 900-1,700 square feet.

With a project of this scale, and for a firm of fewer than 20 people, the key to execution was an extraordinarily streamlined, efficient design process. "Because we are a small group, efficiencies are huge," says Brice Hamill, Vice President of Design and Planning at Fairmount.

Although their process was streamlined, their aim was to create anything but a cookie-cutter environment. As Hamill explains, "You always want to build something that feels authentic – because people want to go to authentic places."

For 4th & Park at Pinecrest, the apartment homes needed to deliver the luxury and authenticity that higher-income residents demand. The flooring had to be high-style with excellent performance, and all flooring types had to work together across public and private spaces.

To achieve the efficiency demands of Fairmount's process, as well as his design vision of stylish authenticity, Hamill needed a single flooring provider that could work with him seamlessly to meet the needs of every space in the residential building, quickly and efficiently.

Location:

Orange Village, OH, USA

Facility Type:

Multi-Family, Mixed Use

Size:

250,000 ft²

Products:

Spacia Collection LVT
Intrinsic Collection Modular
The Portland Project Modular
Customized Broadloom
Color Anchor Collection Rubber
Edge Effects Wall Base
Fusion Transition Strips

Certifications:

EPD, HPD, mindful MATERIALS,
FloorScore®

Floors crafted for **Multi-Family**

By working with Mannington Commercial, Fairmount received high-quality flooring for every space and flexible, quick-turn service.

Solution

Says Hamill, "Before beginning this project, we did a lot of due diligence on vendors. If we were going to single-source, we needed to make sure we had a company that was large enough to deliver. I've followed Mannington Commercial for a while, and I knew they offered a great variety of products. So we called Mannington and proposed using them as our single-source flooring vendor."

Mannington Commercial worked directly with Fairmount to select flooring solutions for the entire apartment building. Bundling the products ensured seamless service and maximum value, with no compromises on quality.

Spacia Collection LVT was chosen for the public spaces as well as private living areas. The LVT's Quantum Guard® Elite construction provides incredible ease of care and durability for all types of traffic. Hamill shared the design strategy: "By using certain flooring in the community room and furnishing that space to be very sophisticated, and then you walk into your apartment and it's the same flooring, we reinforce that there's a continuous standard of high quality here."

Carpet styles were chosen for the leasing office, public areas, and bedrooms, infusing warmth and style while adding comfort. Selecting carpet with Antron® Type 6,6 Nylon, industry-leading in durability and cleanability, provides a lower lifecycle cost. "Mannington has fantastic carpet," explains Hamill. "For the bedrooms, we were even able to tailor the carpet specifically to our needs."

Overall, Hamill shares, "I needed flexibility and the ability to move quickly. With Mannington, I got the efficiencies of being able to trust that I'm getting a good price, know that I'm getting a great material, and know that it's going to show up on time. And our rep is phenomenal to work with – so the process was a joy."

"Every aspect of 4th & Park speaks to a luxury lifestyle, and Mannington flooring is a large part of this."

Brice Hamill

VP, Design + Planning, Fairmount Properties

Every Detail Matters

In addition to stylish LVT and carpet, Mannington Commercial provided professional-grade rubber tile for the gym, wall base for all spaces, and innovative Fusion Rubber Transition Strips to transition from LVT to carpet with minimal visual disruption.

Crafted with Purpose



Color Anchor Collection: ColorSpec Rubber Tile – Thatch 861
Custom Broadloom

Floors crafted for **Multi-Family**



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In its opening year, 4th & Park was 100% leased. The Pinecrest property was entered in the 2019 ICSC North America Design and Development Awards and won Gold among the nation's new development mixed-used projects.

Results

With flooring and service by Mannington Commercial, Fairmount Properties was able to achieve the aesthetic, performance, and streamlined process they needed to make 4th & Park a reality.

"We have a high-income clientele here," explains Hamill. "We wanted the residential building to be contemporary, but we also love detail. We love texture and character. The flooring has helped us create that authentic, sophisticated feel."

More than a year after opening, "We've had 120 people move in, had more projects and construction, and the flooring has worn very well – we haven't had to touch attic stock," notes Hamill. "It's because of the quality of the product, and the fact that Mannington worked closely with us to put the right kind of flooring in each space."

The ease of working with Mannington Commercial made a true difference in bringing 4th & Park to fruition. As Hamill says, "I was able to tell my design and architecture team, 'Don't show me 50 options. These are the prices and products that Mannington and I put together. Choose from this, and go.' And that goes a long way."

Benefits

- > Coordinating hard surface and carpet in luxurious styles bring contemporary sophistication
- > LVT with proprietary Quantum Guard® Elite technology offers superior durability and ease of cleaning for long-term beauty
- > Carpet with Antron® fiber gives unbeatable performance and stain resistance, lowering lifecycle costs
- > Personal service ensures that every flooring choice works to meet the specific goals of the project



"Working with Mannington Commercial was a phenomenal experience – just what we needed. Whenever a retail or office tenant at Pinecrest reaches out to me for recommendations on flooring, I send them to Mannington."

Brice Hamill

VP, Design + Planning, Fairmount Properties

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