



Handshakes, not Headshakes:

Manufactured Offsite Construction as a Building Methodology.



By Chris Burke, DIRT

Owners are focused on their business, not the construction business. To them, construction is a means to an end. They need the expertise of partners to help build facilities to meet their needs and achieve the desired outcome.

Construction projects continue to become more complex while often facing cost overruns and schedule delays. In fact, as an industry, construction labor productivity has continually declined and is now lower than in the previous 25 years, according to data from various federal agencies and studies published by the National Society of Professional Engineers and FMI.



Above: conventional construction process

As construction productivity has declined, manufacturing productivity has increased 5% - 6% annually.

These conditions, combined with the ongoing exit of skilled labor due to more workers retiring from the building trades than entering them, are forcing the construction industry to re-examine methodologies.

Offsite construction - which includes prefabrication, modularization, or

offsite multi-trade fabrication - has been widely used for building exteriors, MEP components, and bathroom pods and is emerging as a critical construction method for building interiors to deliver projects that are faster, safer, cost competitive, and sustainable.

Various methods of offsite construction have been successfully implemented across a broad range of projects and markets, but there remains a reluctance in the U.S. to fully embrace this project delivery approach.

Ask owners embarking on a capital construction project what concerns they have, and invariably the biggest challenges will revolve around cost, schedule, and quality.

Ask construction professionals to describe the primary benefits of offsite construction and they will list reduced construction schedules, reduced construction costs, and improvements in quality and workplace safety.

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Volunteer Spotlight

Audrey
Fedele Hartwell

Spectrum,
A Certified Herman Miller
Dealer, Consultative Sales



CoreNet Volunteer Position... CoreNet Events Committee

I chose to join CoreNet because...

It provides an opportunity to connect with thought leaders in my industry.

The 2018 CoreNet event I am most looking forward to is... The Summer Social, because its outdoors.

My most unique real estate assignment has been... Working around Porto Johns for furniture installation at the new Aramark space.

When I'm not at work or at CoreNet events, you'll find me... Hanging out with my 4 year old son Luca.

I am originally from... Rome, Italy

The best piece of advice I ever received is... You can't find balance by standing still.

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Don't Miss These Events!

Jun. 28: **Summer Social**
Philadelphia, PA

Jul. 30: **Annual Golf Outing**
Philadelphia, PA

August **Trolley Tour**
TBD

Visit the [events](#) section of the chapter website for more information and to register.

CoreNet Global Knowledge Center and Research

The CoreNet Global Knowledge Center is the single source for corporate real estate research. An important benefit to our members, the library contains original research, member organization publications, market reports and industry specific research reports and white papers. Search for what you need, browse the knowledge topics and simply ask the Librarian if you need assistance.

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CoreNet Global

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Atlanta, GA 30303

Letter from the President

Dear Fellow CoreNet Philadelphia Members,

It's hard to believe that we are fast approaching the summer months and the midpoint of our year. Earlier this year, I shared with you the goal to improve our real estate end user engagement and young professional involvement in the chapter. To that end, our Young Leaders hosted a complimentary informative happy hour in March. 24 attendees learned more about the chapter in a relaxed atmosphere resulting in 2 people becoming members. The first End User Only dinner of the year was held on April 30 with 11 attendees who dined at the Fork Restaurant in Center City. My special recognition to Nate Barnes from Penske in Reading who came into Center City to moderate a very lively and intimate end user discussion touching on local, national and international topics. In May, our Education committee hosted a dynamic panel discussion on Schuylkill Yards. 77 attendees learned about the short and long-term plans for this transformative development and how it and other growth in the surrounding neighborhood will impact the greater Philadelphia region.

As we look ahead to summer, we have many exciting events on the horizon. Our annual Summer Social will take place at 325 Chestnut on June 28th. This will be a can't-miss networking event with great views of the city. Our annual golf outing, being held on July 30th, will also be expanding to include a fun tennis tournament/clinic and will feature two 18-hole courses at the sought-after Philly Cricket Club. We will then wrap up summer programming with our second annual trolley tour in August. Keep an eye on your inbox for these informative and fun events.

As I am writing this, the torrential rains of late May seem to be waning and the hint of summer being just around the corner is finally in the air. Wishing you all the very best for a successful, fun and family-filled summer. Hope to see you at some or all of our Chapter's events.



Yours truly,

Mark Golboro, AIG

President,

CoreNet Global Greater Philadelphia Chapter

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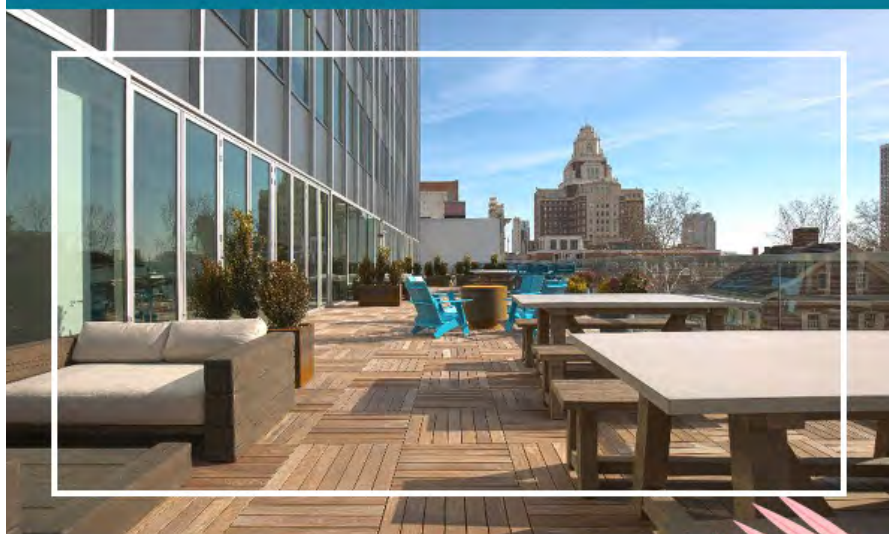


YOU ARE CORDIALLY INVITED TO THE 2018
SUMMER SOCIAL

JUNE 28, 2018 • 5:30pm–8:30pm

325 Chestnut
325 CHESTNUT, PHILADELPHIA, PA 19106

\$85 for members • **\$105** for non-members.



Join CoreNet Philadelphia for hors d'oeuvres, drinks and networking as we kick off the summer season.

[REGISTER HERE](#)

For more information and to learn about sponsorship opportunities, please contact **Valery Koontz** at philadelphia@corenetglobal.org

Annual Golf Outing

July 30, 2018

Philadelphia Cricket Club
6025 West Valley Green Road
Flourtown, PA 19031



Outing will feature two 18-hole courses, golf clinic, and new this year a tennis tournament.

Volunteer Spotlight *continued from page 1*

My favorite thing about Philly is...

It's rich and diverse history - which is reflected in its architecture.

If I had to take a tourist to one Philly area destination, it would be...

Rittenhouse Square

Growing up, I wanted to be... A clothing designer.

My favorite vacation destination is...

Home to see my family in Gaeta.

The best book I've read is...

Nope – that's like asking my favorite song or favorite food...too many great options. But my favorite book of the moment is *Tropic of Cancer* – Henry Miller is a genius. And my favorite children's book of the moment is *The Day the Crayons Quit*.

Event Recap: Schuylkill Yards



Close to 100 professionals gathered on May 10th to hear industry leaders discuss Brandywine Realty Trust and Drexel University's Schuylkill Yards development project and the booming University City market. Steve Rush, Brandywine Realty Trust's Vice President, Leasing, opened with an overview of the project followed by a panel discussion led by Matt Bergheiser, President of University City District, with guests Jim White, Corporate Facilities and Engineering Lead with Spark Therapeutics, Keith Orris, Senior Vice President, Corporate Relations and Economic Development with Drexel

University, Paul Sehnert, Director of Real Estate with Pennsylvania University, and Jerry Schiano, Chief Executive Officer with Spring EQ. Although each speaker had his own, unique perspective on University City, all agreed that the constant supply of talent and unparalleled access to public transportation were the main drivers for their success. The push for live, work, play communities has Brandywine and Drexel developing their 14 acres of land to accommodate for open, green space, office, lab, retail, and residential uses. Orris hopes that University City will become the next Cambridge over the coming 10 years.



Brian Edmonds of SVN | The Concordis Group and Sunny Patel from Comcast represented the University Relations Committee of CoreNet Philadelphia in attending a meeting of Penn State alumni and students from the real estate interest group on Friday, April 5th at The Marriott Courtyard City Ave

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Reread those last two sentences, the very concerns regarding conventional construction methodologies are the same as the accepted benefits of offsite construction, so why isn't offsite construction broadly utilized as a process for building interiors?

"The biggest challenges to offsite construction for building interiors are all people related" states Chris Burke, responsible for DIRT's manufactured interior construction for healthcare in the eastern half of the U.S. "People are reluctant to change, they are afraid of perceived risk, and this has led to a lack of practical knowledge in the construction industry regarding how to effectively implement manufactured offsite construction for building interiors".

DIRT's Construction Tech provides an integrated ecosystem that impacts design and construction, people and workflow, technology and systems, operations and maintenance, and sustainability goals.

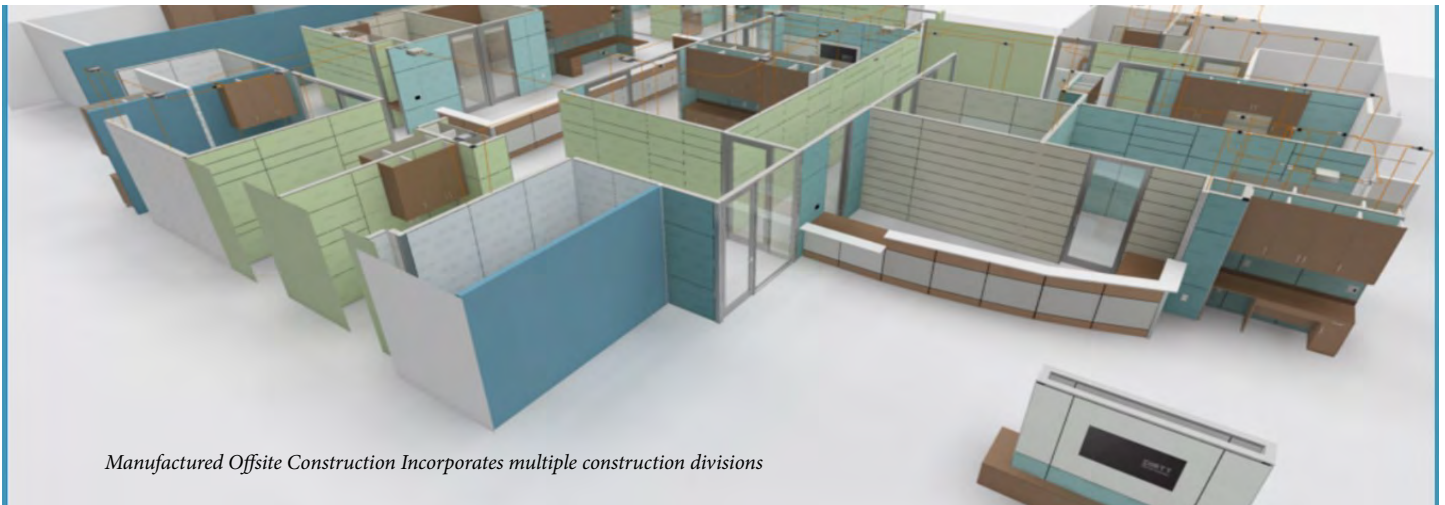
To achieve success; owners, real estate professionals, architects and designers, contractors, and manufacturers must all work together to reimagine the delivery of projects from inception to completion.

Manufactured offsite construction is a process, not a product, and must be evaluated early in preliminary design to be effective. It impacts construction scope across multiple trades and must be properly understood and documented. In turn, this impacts construction sequencing, estimating, mobilization, and schedule.

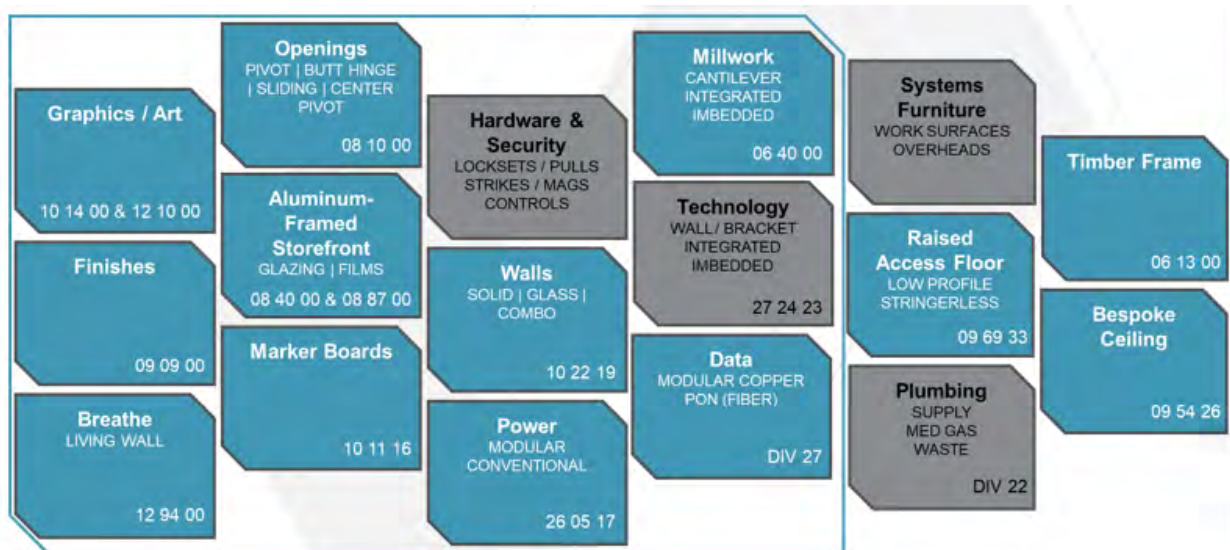
To increase construction productivity, we need to transform the way we deliver projects, and manufactured offsite construction is a critical first step in a paradigm shift that enables higher quality construction to be faster, safer, cost-effective, and sustainable.



Above: DIRT manufactured offsite construction process



Manufactured Offsite Construction Incorporates multiple construction divisions



Call for Volunteers!

CoreNet Philadelphia is looking for eager volunteers! There are many ways to get involved such as helping a committee, hosting an event at your facility, speaking at an event, writing an article for the newsletter, and more. Please [let us know](#) if you are interested!

NOTE: You must be a CoreNet member to volunteer for a committee.



Welcome New Members

Paul Begin	• Vanguard
Meg Holden	• Janney Montgomery Scott LLC.
Benjamin Paranzino	• Office Environments, Inc.
Anthony Pell	• CBRE
Lynne Pierce	• Ballard Spahr LLP
James Potts	• JLL
Megan Spagnolo	• Janney Montgomery Scott LLC.
Lori Strasser	• NELSON Co
Michael Wade	• Novo Nordisk Inc
Jason Waksman	• Chubb

CoreNet Global Events:

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Workplace Strategy Methodologies (MCR Elective / Required for MCR.w / SLCR)

June 25 - 26, 2018 • New York, NY US

In-depth knowledge and application of the Workplace Strategy (WPS) process and best practices. Designed for the WPS practitioner to develop their competency level within the field.

Enterprise Alignment (Required for MCR)

June 25 - 26, 2018 • New York, NY US

Align CRE functions to business strategy, objectives, and priorities. Improve strategic relationship management and implement proactive change management.

Financial Leadership and Decision Making (SLCR)

June 25 - 26, 2018 • New York, NY US

Connect portfolio performance to the corporate business model, create financially valuable CRE strategies and develop business cases for recommending solutions to senior management.

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