Company Overview
Hyper-sustainable architecture, technology, and development for urban housing
Case Studies

E+ 226-232 Highland St
Completed in 2013 in collaboration with Urbanica & BPDA
4 Sustainable Townhouses
3 Beds 2.5 Baths
1,850 sqft

Fort House
Completed in 2020
9,700 sqft total
5 Townhouses
3 Beds 2.5 Baths
1,600 - 2,000 sqft

Madison Melnea Cass Apartments
Completed in 2020
89,000 sqft total
76 Units,
3 Beds to 1 Beds,
764 - 1,336 sqft

201 Hampden “Model C”
Under Permitting
20,000 sqft total
14 Condominiums,
Ground Floor Commercial Studios to 3-Beds,
450 - 1,350 sqft
Local Community First

If the people who build the houses can’t afford to live in them, then there’s a massive problem. This sentiment perfectly encapsulates Placetailor’s commitment to local neighbourhoods and people. From locals-first hiring, to setting the standard for equitable compensation – a unique co-op business model allows the focus to shift from mindless cost cutting, to investing in communities.
Integrated Practice Model

An innovative process delivers multiple benefits for project, outcome, and stakeholders.

01 One stop shop
02 Influence and input from the entire team
03 Integration is the antidote to fragmentation
04 A uniquely optimized, hybrid operating system
05 Formal integrated reviews at every project stage
Passive House is Where We Start

All of Placetailor’s projects are meeting or exceeding the energy reduction targets for AIA’s “2030 Commitment.”

For Placetailor, Passive-House is a starting point for all projects. Placetailor has been designing and building passive house for over ten years. Placetailor can create a Passive House development at no premium above standard construction. We are able to do this by carefully considering energy, comfort, aesthetic, and cost implications of every decision. Beyond energy, our buildings provide healthy indoor environments, utilize non toxic materials with lower embodied energy, are water efficient and tend to be transit and community oriented.
Katherine Faulkner, FAIA
Director of Technologies

Colin Booth
Managing Director

Nick Elton
Principal, PTEH Design

Juliet Borja
Senior Associate

Bradford J. Prestbo, FAIA
Director of Operations

Evan Smith
Director of Real Estate Development, President PT Co-op Board

Bruce Hampton
Principal, PTEH Design

Minkoo Kang
Design & Development Manager
Current Design
Recent Design Revisions

- Removed false windows & added vertical bay
- Added window trim detail
- Horizontal siding
- Setback parapet cornice and emphasized
- Additional landscape elements

213 Harvard Street
Municipal Design Review
INITIAL MEETING COMMENTS
- FACADE IS TOO MONOLITHIC
- TOO LITTLE GLAZING
- TOO LITTLE DETAIL
- DISSIMILAR TO CONTEXT

CURRENT DESIGN REVISIONS
- FACADE BROKEN UP WITH SIDING & TRIM
- ADDITIONAL WINDOWS & REGULARITY
- ADDITIONAL PLANTINGS
- ROOF COPING DETAIL
- SIDING & MATERIAL CLARITY
- GARDEN LEVEL CLARITY
- IMPROVED RENDER QUALITY TO SHOW DETAIL, TEXTURE
- FULL CONTEXT RENDERED FOR CLARITY
1. Contextual Massing

TRIPARTITE VERTICAL BAYS WITH CENTRAL ENTRANCE SETBACK

TRIPARTITE VERTICAL BAYS WITH PATIOS & ENTRANCE CUTOUTS FOR MORE OPEN SPACE PER RESIDENT
2. Apertures & Articulation

WINDOW BAYS FRAMED BY DEEP HORIZONTAL FINS, WHITE TRIM
WINDOW BAYS REPEAT IN REGULAR, ORDERED PATTERN

WINDOW MODULES FRAMED BY DEEP HORIZONTAL FINS, METAL TRIM

WINDOW BAYS REPEAT IN REGULAR, ORDERED PATTERN
2. Apertures & Articulation

ABUTTER'S ELEVATION (208 HARVARD)

1. ACCENT: WIDE WINDOW TRIM WITH ACCENT COLOR
2. ACCENT: FRAMED OPAQUE PANEL
3. SHADING: OPERABLE EXTERIOR SHUTTERS
4. VENTILATION: OPERABLE WINDOWS

213 HARVARD ELEVATION

A. ACCENT: DEEP WINDOW TRIM WITH ACCENT COLOR
B. SHADING: OPERABLE SLIDING PANEL
C. VENTILATION: OPERABLE WINDOWS
In order to achieve maximum passive house insulation measures Placetailor uses tilt/turn windows in place of the double hung model (which has poor airtightness).

This project features two types of windows: full and half. The half window has an operable opaque shutter that can be manually operated by the user to achieve more privacy or passive shading in the summer.
The garden level of our building receives natural light through several generous light wells. Each one is minimum three feet wide. The exterior wall that fronts the street is raised in order to mitigate rising floods per the Cambridge resiliency plan.

One of the units will be occupied by a member of the trust who is satisfied by the design and light levels.
All three existing trees will be preserved in the construction of this project. We will seek the city to plant an additional tree in an available well on the south corner.

Additional plants will be used as an edge buffer and to soften the building as it hits the ground. Several integrated planters and climbing plants will be designed as a part of the building.
5. Materials

- **Element:** Thin protruding metal cornice
- **Contextual Precedent:** Protruding flat cornice
- **Element:** Parklex veneer wood panel cladding
- **Contextual Precedent:** Wood clad entrance
- **Element:** Painted fiber cement cladding (Aspyre Design Artisan Lap)
- **Contextual Precedent:** Horizontal siding colored to match original building
- **Element:** Resilient concrete foundation
- **Contextual Precedent:** Raised brick/stone foundation
6. Details

- Painted Metal Window Articulation & Facade Banding
- Sliding Window Shutters
- Entrance Canopy
- Articulated Metal Railings
- Contextual Precedent: Double Hung Window Details
- Abutter Moving Panels at 212 Harvard St.
- Entrance Canopy
- Low Yard Railings
213 Harvard Street
Municipal Design Review
To Whom it may concern,

My husband and I live in basement Unit B/L of 213 Harvard St. Over the 10 years we’ve lived there it had very small windows and no window walls or sunken patio. Between the increased number of windows, size, window walls, and sunken patio that Placetailor has proposed, we will have considerably more light than we had previously (or would have if we had to go back to the original footprint/layout) and are happy with the improvement.

We hope you’ll consider letting us move forward to rebuilding our home and thank you.

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Be well,
Amanda Marcus