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Building Strength

Spectrum Orthopaedics modernizes operations with new ambulatory surgical center in North Canton

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Building Strength

Turnkey development approach re-invents physician practice for Spectrum Orthopaedics

By Christopher P. Trotta, AIA | Photos by Jim Maguire

Spectrum Orthopaedics, a Canton-centric private physician practice, elected to re-invent its community brand and step out of the shadow of co-location within Aultman healthcare properties in the region. The facility strategy included the recent consolidation of its Canton, Hills and Dales, North Canton and Massillon locations into a newly constructed, \$12 million comprehensive medical office building in North Canton.

The two-story, 51,500-square-foot building is located at 7442 Frank Avenue NW, just south of the Akron-Canton airport. Structurally, the facility is steel-framed, featuring an exterior composed of deep-ribbed, corrugated metal panels, flat aluminum panels and brick, plus aluminum and glass storefront.

Functionally, the project equips the physician practice for the future with a cutting-edge, centralized home base.

“Spectrum Orthopaedics, Inc. has opened a state-of-the-art facility to

accommodate our patients in all services that we offer with affordable orthopaedic services, a surgery center, PT/OT and MRI under one roof,” says Michael Lykins, board-certified orthopaedic surgeon and president of Spectrum Orthopaedics, Inc.

Spectrum Orthopaedics, Inc. is a state-of-the-art adult and pediatric orthopaedic clinical practice offering an inclusive approach to orthopaedic surgery. As the largest orthopaedic practice in the area, Spectrum Orthopaedics, Inc.

has provided quality care in Ohio for over 30 years. Staffed by 12 orthopaedic surgeons and over 100 staff members, the practice offers specialized treatments, including arthroscopic surgery, joint replacement surgery, spine surgery, foot and ankle surgery, hand surgery, sports medicine, reconstructive surgery and interventional pain management.

“Our physicians utilize the latest technical advances to ensure that patients receive the most effective care possible,” Lykins says. “Our specialists are commit-



ENTRY AND ACCESSIBILITY Ease of access for ambulatory and non-ambulatory orthopaedic patients served as the basis for the functional planning and overall building organization.

ted to providing timely and complete personalized care combined with maximum comfort, convenience, and privacy.”

The strategic vision included developing a progressive facility that reflects the quality of care provided to 5,000 monthly patients.

Retaining existing patients and attracting new was foremost in the mind of the medical group as project leaders planned the facility and understood the risk in relocating.

Two of the top tenets that guided site selection and building design were access and identity. They also guided identification of services provided within the building, as Medical Clinics, MRI, Therapy & Wellness and Surgery are the four main modalities that anchor the medical group’s comprehensive service line and continuum of care model.

Turnkey development approach

Signet Development, Ltd., the Spectrum project developer, is one of the country’s premier providers of turnkey public and private real

estate development, finance, construction management and project management services. Headquartered in Akron and with additional offices in Jacksonville, Florida, and Shanghai, China, Signet creates project and management solutions for healthcare providers, institutions of higher education, and public-private partnerships. Signet has successfully managed, and currently has in progress, more than \$3.5 billion in real estate development, finance and construction throughout the country.

“Providing a comprehensive, customized approach to each project allows us to meet the needs of each individual client, all while ensuring the most timely, cost-effective delivery possible,” says Signet Enterprises President and Chief Operating Officer Mark Corr. “We look at each project and each partner independently, and structure the method of delivery, financing structure and project design based around the goals and objectives of each client and each project.”

Signet was responsible for every aspect of the Spectrum project, including leading the site selection process, providing debt and equity funding for the entire project, medical planning and design, leading the architectural, engineering and construction teams, and now serving as the long-term owner and property manager for the entire building. Signet’s single-source development approach enabled the project to be delivered on time and on budget, constructing the project in just over nine months, during one of the coldest winters in decades.

“This project wouldn’t have been possible without the leadership team at Spectrum providing a clear vision and decisive decision-making,” Corr says. “We are honored to have them as a partner, and this state-of-the-art facility reflects Spectrum’s ongoing commitment to providing the best possible care to their patients.”

Signet Development worked closely with Signet Equity Partners and Signet Capital to provide funding for the

project. The equity advisory work performed by Signet Equity Partners was led by its president, Ed Matuszak. Signet Equity Partners, LLC, a subsidiary of Signet Enterprises with over \$330 million in assets under management, provides capital raising and other financial advisory services to divisions of Signet Enterprises, and companies seeking assistance in the financing of growth and development capital.

Signet Capital, LLC provides comprehensive financial advisory services to a broad array of clients that require complex financing solutions. Through its various debt and equity financing programs, Signet Capital leads and manages the entire process from identifying the proper financing structure and funding sources, to working with borrower and lender counsel, developing appropriate documentation, closing and funding. Transaction execution is provided by Signet Securities, LLC, a FINRA, SIPC and MSRB member broker dealer.

Signet Equity Partners, in coordination with affiliate Signet Capital, advised on the entire funding for the development. The debt advisory work by Signet Capital was led by its managing director, David Fumi. The facility is now managed by Signet Management, which manages over 1.1 million feet of real estate nationwide.

Construction management

Signet Development partnered with Welty Building Company, Ltd as the project's construction manager for the Spectrum project and met the aggressive schedule for doctors to see their first patients on the scheduled day in October 2014. The collaboration of the owner, developer and design team was instrumental in developing the comprehensive facility to serve Spectrum Orthopaedics' growing needs.

"We are honored to have completed our fifth successful project with the Signet Development Team," says Donzell S. Taylor, president and CEO of Welty Building Company.

The Welty team credits detailed project planning, scheduling and execution with bringing the project in



GUIDING GRAPHIC The Spectrum Orthopaedics logo inspired details of the facility's design. For example, ceiling planes, linear lighting and contrasting finishes allude to the horizontal laser light beam that bisects the Spectrum name and originates from the fractured "E."

under budget and on schedule despite challenging weather conditions. Welty also had to seamlessly manage the fit-out of the second level surgical suite, which had a separate construction manager, sub-contractors, schedule and completion date.

Efficient site management, plant layout, project safety and critical path controls were all crucial measures necessary to successfully implement the medical office building project.

Planning and design approach

Medical planning, architecture and interior environments are such a critical part to delivering a successful brand, a positive patient experience and effective medical workplace that Signet brings that expertise in-house through partnering with levelHEADS, Inc. for its healthcare projects. levelHEADS serves as the bridging architect for site planning, building



LOOKING INSIDE The new building is equipped with a magnetic resonance imaging room (top), surgical and clinical suites (center), as well as a physical therapy and wellness floor furnished with a range of exercise equipment (bottom).



design and interior architecture from project initiation through the schematic design phase. After schematic design phase approvals, levelHEADS transitions to an advisory designer and manager of the design team.

Working only with Spectrum's logo, due to Spectrum not having its own buildings and branding image to work with, Signet and levelHEADS evolved the new facility's design from this single graphic. That included specific recognition of the horizontal laser light beam that bisects Spectrum's name and originates from the fractured letter "E." This logo translated into the design approach, relating to imagery of precision, progressive care, light flashes, horizontality, contrast and a high-tech impression. The building's shape, use of varied textures, inclusion of a two-story connecting gallery, ceiling planes, linear lighting and contrasting finishes are a few of the precedents that guided the design, originating from Spectrum's logo.



The entry and connecting gallery served as the main design feature that links access to all of the clinical and surgical suites. Intuitive wayfinding and ease of access for ambulatory and non-ambulatory orthopaedic patients served as the basis for the functional planning and overall building organization. Decentralized waiting areas, clinical exam pod concepts, centralization of shared imaging and casting services, on-stage/off-stage access for physicians, and use of art work and timeless interior colors and materials all contribute to a refined design that creates the atmosphere and efficiencies desired by the practice's 12 doctors and collective nursing and support staff.

CBLH Design was hired by Signet at the onset of the design development phase as the architect of record, due to its experience in delivering successful healthcare projects and its collaborative mindset. With multiple



ASSISTING ORIENTATION Wayfinding within the facility is maximized with ample use of glass throughout, including aluminum and glass curtainwall on the exterior, clerestory windows and interior, floor-to-ceiling glass walls.

bid packages required, this role required careful coordination with all the design and planning consultants. This was all done on an accelerated design and construction schedule.

“CBLH was able to take a great design and develop it further, following it along through construction administration,” says Jeff Valus, project manager with CBLH.

In addition, CBLH was responsible for the interior design services.

“Natalie Symon, our interior designer for over 35 years, selected the finishes to complement the design of the facility,” says Principal-in-Charge Marc Bittinger. “We were able to create an interior design setting that lends to the healing environment that patients seek.”

“We’re not building a hospital” was the directive communicated to H.F. Lenz, the project’s MEP engineer. The engineering challenge for the ambulatory surgery center/medical office building was to match the project budget and keep operating rooms and other “hospital grade” spaces in compliance with healthcare construction standards. Energy efficiency and backup power also were guiding design principles. Gas-fired VAV DX rooftop units zoned to serve specific areas provide maximum comfort conditions and use minimal energy resources. A single generator powers up the operating room and critical support in emergencies.

As a result, Spectrum is a sustainable, efficient, reliable, comfortable and compliant outpatient facility.

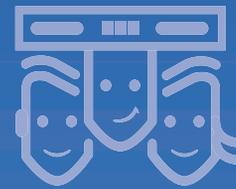
Additional consultants on the project included Barber & Hoffman for structural engineering, Michael Benza & Associates for civil engineering, Osborn Engineering for technology, and Richards for signage and way finding.

Affordable healthcare under one roof

Signet Development implemented a comprehensive approach to deliver a project that provides the most cost-effective building and associated rents and a patient experience and affordability of services that make Spectrum a service provider of choice in the region.

As a result, Spectrum Orthopaedics will be able to take its unified practice to the next level and have the brand recognition necessary to successfully practice in the highly competitive Ohio healthcare market. **P**

Chris Trotta is president of levelHEADS, Inc. and serves as lead design architect for Signet Development. levelHEADS is a full-service consulting firm focusing on design, owner’s representation, strategic planning and team integration. Trotta can be reached at 216.308.9178 and chris@levelHEADS.us This article was reprinted with permission from the December 2014 issue of Properties, Northeast Ohio’s Monthly Realty, Construction & Architecture Magazine (www.propertiesmag.com).



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- Interior Design
- Facility Assessments
- Integrated Project Delivery
- Master Planning
- Signage & Wayfinding*
- Medical Equipment Planning
- Logistics Planning
- Diversity/Supply Chain

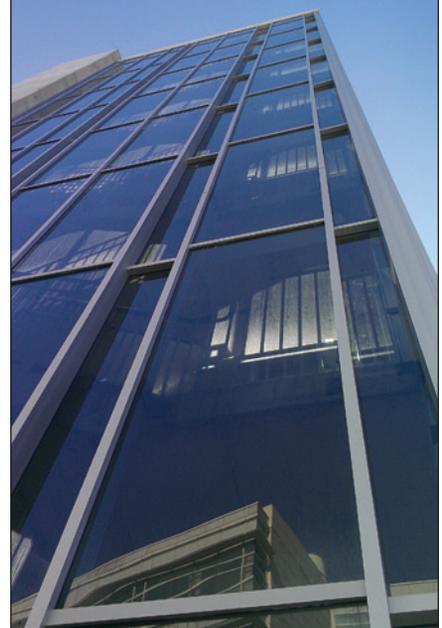
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