



SWBR expands with 3tarchitects acquisition

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Rochester, NY SWBR acquired Troy-based 3tarchitects. The acquisition will allow SWBR to expand geographically into the growing Capital Region and will allow 3tarchitects to deepen their impact by expanding the size and scope of their projects.

“Over the past 50 years, we have maintained a proud heritage of designing memorable places and buildings while establishing trusted relationships with our clients,” SWBR president Tom Gears said. “From day one, we have kept partnership, trust and innovative problem solving at the forefront for our clients, and we will continue this philosophy into the future with the acquisition of 3tarchitects.”

“This union is a natural fit—our businesses truly complement each other, allowing our firm to use our design talents to pursue larger projects while allowing SWBR to expand geographically into a growing market,” 3tarchitects partner Scott Townsend said. “We are confident that this acquisition will be a success for both companies, and we look forward to seeing all of the growth and opportunity that lies ahead.”

3tarchitects is an eight-person firm known for higher education, multi-unit residential, retail and hospitality, offices, mixed-use and planning. The firm has a strong foothold in the Capital Region and has completed significant projects throughout New York, including work in Syracuse and Canton, as well as in Massachusetts and New Hampshire.

This summer, 3tarchitects completed Mosaic Village, an affordable, supportive complex created to provide safe, communally focused housing for families and individuals. The firm recently completed Troy’s Riverfront North Park and initiated and was instrumental in creating the Franklin Alley improvement project.

For more than five decades, SWBR has created environments that positively impact lives through meaningful design. The firm has become nationally known for consistently providing award-winning design, market expertise, innovation and entrepreneurial thinking. As a design firm, SWBR offers a range of services, including architecture, interior design, structural engineering, landscape architecture and graphic design. Its portfolio continues to grow with education, housing, industrial, corporate and municipal projects locally, regionally and nationally that have earned nearly 150 industry awards.

Over the years, SWBR has had successful projects in the Capital Region. Some of the firm’s more recent projects include the DePaul Joseph L. Allen Apartments, DePaul Amsterdam Apartments and

the renovations at the Troy City Court/Police Department. Additionally, SWBR has worked on the Nixon Peabody offices in Albany, Liberty Ashfield Apartments in Latham and Baptist Health in Schenectady. These projects whetted SWBR's appetite and, upon completion, the firm saw an opportunity for its team to expand into a region they really enjoyed.

The first year will be a transition year; 3tarchitects will become 3tarchitects, an SWBR Co. 3tarchitects partners Geoff McDonald and Scott Townsend will become principals of SWBR and president Tom Gears will remain in his role.

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