

Eastbanc
22 West Residences
Case Study
Topic: Integration Successes with 22 West
Submitted: 5/29/09

EastBanc, builders of *22 West*, the new 92 unit luxury condominium building located at 22nd and M St. in Washington, DC, specialize in the acquisition, development and management of prime real estate assets. With a focus on urban, mixed-use investments, its developments include upscale retail, luxury residential, Class A office and luxury hotel property types. The company has earned a reputation for revitalizing Georgetown's retail market and for producing luxury condominium housing. Furthermore, EastBanc is known for producing properties which enhance the community and provide the users with striking architecture and interiors while preserving, where applicable, the historic nature of the neighborhood.

EastBanc, together with its partners, has become the most prolific investor in Georgetown, having redeveloped over 30 historic retail properties which have been leased to tenants such as Ralph Lauren, Baker Furniture, Waterworks, Lacoste and BCBG/Max Azria. Additionally, EastBanc has been a leader in bringing luxury living to Washington DC, having co-developed both of the Ritz-Carlton Hotel and Residences projects and most recently having developed 3303 Water Street.

Challenge: Find a turnkey integrator that can handle all of the MDU's technological needs

When Eastbanc began the building process of the multi-dwelling unit, *22 West*, they were looking for an innovative turnkey solutions company to provide them with state of the art Audio/Visual, Infrastructure, Tele-data, Concierge systems, Access Control, Security, CCTV, DirecTV Systems and Broadband.

Solution: MCW Solutions, LLC

MCW Solutions, LLC was founded in 2003 to meet the demand for a single integrator to provide turnkey systems in support of Telecom, Security and Audio/Video applications. MCW's methodology starts at the physical layer on the technology stack with telecommunications wiring and moves through all phases including the transportation and application layers providing Security, Access Control, Closed Circuit Television, and Pro-Audio/Visual Systems.

From January 2007 to July 2008, MCW Solutions ran fiber to each unit, installed Unit Networking, Audio/Video Pre-wiring, Condoplex Access Control and Concierge System, Pelco CCTV, DirecTV and Broadband Services, and bundled DirecTV and Broadband at a discount rate for residents. These turnkey solutions made it easy for Eastbanc to encompass the luxurious, new-age feel of *22 West*.

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