

Systems

Solutions

CASE STUDY

New Corporate Headquarters Is Paradise by the Bay

When the owners of Bay Industries Inc. in Green Bay, Wis., concluded several years ago that operating the company from three separate locations was inefficient and costly, they decided to consolidate into a single new facility.

The owners not only wanted to combine all manufacturing, warehousing and office functions under one roof, but also to stay in Green Bay, where the firm has operated since 1940. Bay Industries is the holding company for numerous wholesale building and contractor manufacturing and sales divisions around the nation.

Requirements of the facility were not only that it had to be functional and economical, but a true aesthetic showcase. That's because Bay Industries President Arnie Schmidt wanted to be housed in the "most attractive building in Green Bay." The new headquarters also would have to accommodate the company's growing space needs well into the 21st century.

Design of the building was based on meeting four primary objectives: function and efficiency, cost, aesthetics and expandability.



Wisconsin facility is a dream come true for company president

Offers many features

The new \$13 million facility makes extensive use of limestone, masonry and glass. It features a horseshoe-shaped driveway, large diagonally shaped fountain with two smaller satellite fountains on each side and octagonal entrance with a glass-domed ceiling. Plush landscaping and extensive exterior lighting help showcase the building.

Two 30,000-sq.-ft. office buildings flank a 5,000-sq.-ft. lobby with water falls in a 58-ft.-high atrium. A 130,000-sq.-ft. manufacturing and warehouse



building extends off the south wing of the office buildings. Acreage is sufficient to add a 200,000-sq.-ft. manufacturing/warehouse structure with an additional 30,000-sq.-ft. office building.

The design/build general contractor that made the dream possible is Keller Structures Inc. of nearby Kaukauna, Wis. When Larry Anderson, a design and project manager for Keller Structures, learned of Bay Industries' plans to build, he contacted Arnie Schmidt and his son Dan, who is vice president of operations. Anderson described Keller Structures' capabilities and some of the projects it had completed. The Schmidts liked the fact that the firm specialized in design/build construction and had previously erected a facility similar to the one they envisioned.

"Keller Structures has been in business since 1960 as a construction firm," says Wayne Stellmacher, the company's vice president of marketing and sales.

Keller Structures erects more than 100 buildings of various sizes in a typical year, with projects in the commercial, industrial, financial, and retail sectors making up the mix of work.

After selecting Keller Structures as the designer, and general contractor, the Schmidts purchased 26 acres of land in the Interstate 43 Business Center on Green Bay's East Side. Keller Structures architect Steve Klessig then began the programming process to determine what specific features were desired by the owner.

Because more than half of Keller Structures' overall work is metal building systems construction and one of Bay Industries' firms is a custom manufacturer of insulation products for the metal building systems industry, this option was a strong one from the beginning. Nonetheless, the Schmidts had some reservations about whether a metal building system could meet their aesthetic requirements.

Examined many options

"We looked at all the various methods of construction, including conventional steel, precast concrete, masonry systems and some panel



systems," says Klessig. "We recommended a metal building system not only because it was the most economical system, but because it offered the greatest flexibility in creating custom designs and architectural elements. The Schmidts became convinced once we showed them some of the metal building systems projects we had built."

One of the project's challenges was meeting Green Bay's strict zoning requirements, which differ in various sections of the office park.

"We selected several materials that met these requirements and whose use didn't significantly alter the structure's design," says Keller Structures President Tom Berghuis.

"Synthetic stucco and masonry limestone were used extensively on the warehouse and manufacturing area."

Soon after construction began, the Schmidts decided they wanted to enlarge the original warehouse section by 62,000 sq. ft. Fortunately, the use of a metal building system made the process extremely simple.

"Since the structure was already designed for future expansion, all we had to do was order additional framing and roofing materials," points out Klessig. "It was easy to duplicate the frame design because the width of the building hadn't changed. All the engineering was already done. It just became an additional fabrication job for the metal building systems manufacturer."

Selection of a metal building system also permitted the introduction of different aesthetic treatments to accomplish the overall objectives. Klessig and the Schmidts concurred that a facility with a wide range of exterior elements would best create the traditional yet timeless appearance they sought.

Key objectives

"Achieving symmetry and balance throughout the building was very important," says Klessig. "The building's front lobby, which rises nearly three stories high, has different sized bands of color and glass that illustrate how stringently we adhered to these concepts."

Plum brick and limestone were partnered for the office area's exterior. A window framing system with a metallic beige color that complemented these colors was also installed.

Metal building systems traditionally feature a standing seam metal roof that may or may not be visible, depending on the preference of the building owner and architect. In this case, the Schmidts and Klessig decided on a combination approach.

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"We didn't want the silver-colored roof to be visible, but thought we could create an interesting look if we emphasized certain parts of the roof," recounts Klessig. "So we accented the canopy, the hipped roof on the octagonal entranceway, and two front building corners and the middle sections of the office wings with a concrete tile roof. This technique created a dynamic contrasting appearance via the use of different materials."

The foundation for the structure was poured in February and the project was completed in late December—on time and within budget.

The Keller Structures team concurs that the combination of design/build construction and a metal building system was a vital factor in the project's success.

"We had single-source responsibility for the project, and our group worked closely with the metal building systems manufacturer and its structural engineers from the very beginning," says Stellmacher. "Because everybody knew early on what their responsibilities were, we were able to follow through on every detail of the project. We can't emphasize enough how Arnie Schmidt and his son Dan simplified our lives and expedited the construction process by always being available to make decisions."

"The headquarters has exceeded all expectations," says Schmidt. "It's amazing how many people drive past and look at it. We're so pleased with the results that we're now specifying metal building systems for our other facilities around the nation."



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