



# Tasty Baking Bakery & Distribution Center

## *Designing the Tasty Baking experience*

Tasty Baking, makers of Philadelphia's famous Tastykake snack cakes, had chosen a 25-acre brownfield site at the Navy Yard for its new headquarters. Not only was it to be the production facility of the future, it had to provide an educational visitor experience. Our design team drew on NORR's multi-sector knowledge to bring this vision to life.

The design elements were complex and managed to highly automated state-of-the-art baking equipment tied into new base building systems, a straight-line flow from production to packaging to warehouse, increased capacity for future production and innovation, as well as achieving appropriate indoor air quality for the separate facilities. The mezzanine level is the launch point for tours and features historical memorabilia, wall of fame, theater and gift shop. Visitors are able to see the parts of the facility rarely viewed by the public. To earn LEED® Silver certification, NORR used local materials with recycled content, water-efficient fixtures and a number of sustainability features including heat island reduction and a rainwater collection system to irrigate the site's landscaping.

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<b>CLIENT</b>	Tasty Baking Company
<b>PORTFOLIO</b>	Industrial
<b>SIZE</b>	345,000 SF (32,052 SM)
<b>LOCATION</b>	Philadelphia, PA, US
<b>DATE</b>	December 2010
<b>SERVICES</b>	Architecture Structural Engineering Interior Design

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# Industrial

We design industrial projects of all scopes and sizes. The integrated thinking of our architects, master planners, engineers and project managers, enable efficient space utilization with planned flexibility from initial concept and feasibility stages to detailed design. The result: high-quality schemes that optimize a project's potential and maximize the client's return on investment.

## The Art of Industrial Design Success

The success of any industrial project is underpinned by a holistic understanding of the vision, technical requirements and manufacturing process—not only from the client but also the other occupiers, planning constraints and the investment markets. NORR's planning and design services include site utilization and infrastructure integration, which is undertaken at initial feasibility stage. Our dedicated experts also consider elements such as the appreciation of potential future adaptation; many of our projects have involved fitting out complex industrial processes into previously constructed space. We listen to our clients' needs to ensure that we deliver a quality architectural solution with added value at all stages of the project.

## The Industrial Design Opportunity

The design opportunity for industrial is to create a structure and space that meets today's needs while building in capacity with a scalable solution to meet future needs. At NORR, we design industrial projects from start-ups to custom manufacturing plants and large-scale logistics warehouse and distribution centers that are flexible, efficient and technologically sophisticated.

## CONTACT

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