



Majestic Bethlehem Center

Engineering expertise for a massive logistics center

Majestic Bethlehem Center is a 441-acre master planned logistics center that will contain eight million square feet of prime industrial warehouse space when fully built out. NORR's structural peer review for one of Majestic's existing warehouse designs led to a much more robust client relationship involving several more industrial warehouses on the site.

NORR provided structural design, documentation and construction administration for a massive built-to-suit warehouse – one of the largest e-commerce fulfillment centers for Walmart, featuring state-of-the-art automation and warehousing systems. NORR provided similar services for five more buildings at the Bethlehem site, ranging in size from 340,000 to 1,000,000 million square feet (81,587 to 92,903 square meters). Our engineering team continuously provides structural design services on the Bethlehem site, as well as extensive budget pricing assistance for additional properties. NORR has completed projects nationwide for Commerce Construction, a subsidiary of Majestic Realty, including peer review for facilities in California and fit outs and tornado shelters in Wisconsin.

CLIENT	Majestic Bethlehem Center
PORTFOLIO	Industrial
SIZE	Various
LOCATION	Bethlehem, PA, US
DATE	July 2012
SERVICES	Structural Engineering

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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.

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