



Fresh Thyme Market Multi-State Program

Design for a Farmer's Market-Style Shopping Experience

Fresh Thyme Market is a natural food marketplace that offers fresh, healthy and organic foods in a farmer's market-style shopping experience. NORR began working with our client, Insite Real Estate, in 2014 to provide design and engineering for multiple expansion projects to take the Fresh Thyme Market brand to new communities across multiple states including Michigan, Ohio, Nebraska and Missouri.

Each grocery project had unique challenges and opportunities in the built environment. The marketplace in Worthington, OH, had to conform with local planning ordinances that require the facade of new developments to be visually consistent with the fabric of the downtown, where the street is lined with many historic structures. For this reason, the design team flipped the functions of the modern grocery store experience within the boundaries of the project site. The new building was constructed directly alongside the sidewalk and local roadway. The expansive parking lot and shopper entrance were located behind the building and out of view. The view from the road frontage provides a traditional multi-story building with its stone and red brick facade. Additionally, the facade incorporates stacked paned windows and metal awnings, and gooseneck fixtures. The designed building systems feature low energy; high output LED fixtures, an off-site energy management system, and rooftop HVAC.

NORR's Retail design team is skilled in integrating new developments within the landscape of older communities that seek to preserve their historic character. The project was delivered using a design-bid-build methodology from a preselected pool of contractors. The team collaborated and communicated with the developer, stakeholders and contractor throughout the lifecycle of the project. Additionally, the team provided onsite milestone site visits and a final punch list walk-through.

CLIENT	InSite Real Estate, LLC
PORTFOLIO	Retail
SIZE	30,000 SF (2787 SM)
LOCATION	Multiple States
DATE	Beginning in 2014
SERVICES	Architecture MEP Engineering Structural Engineering Interior Design

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Retail

NORR is at the forefront of innovative national and international retail design. We have a proven track record of designing vibrant and commercially viable retail environments that enable product sales and deliver maximum value per square foot. We work in collaboration with major brands to develop a retail experience that embraces consumer trends, technology advances and business imperatives.

Design Expertise Across Retail Types

NORR's retail design expertise provides specialized architecture, interior design and engineering for a variety of retail types. Our experiential designs have been realized in small single-site and multi-location retail and concepts and mixed-use environments, as well as large-scale department and anchor-focused stores and destination shopping centers. We are also actively involved in retrofit, upgrading and renovation projects that focus on maximizing return on investment, always working toward helping reposition the strategically located asset within its marketplace. Our collaborative design process adds value through clarity of project vision, market analysis and a well-defined retail experience through the eyes of the client and retail guests.

Services with Value and Impact

NORR has developed a framework to provide best value in the extremely competitive retail landscape. Every retail project is different and has different requirements. From the initial stages, we can provide essential services including feasibility studies and code audits, existing condition analysis, test fit-ups and prototype design and development. Our dedicated team of retail experts design for renovations, repositionings, rebrands and new builds. Every retail program considers sustainability, accessibility and compliance requirements. This retail framework has proven value and impact for retail projects worldwide.

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