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ARCHITECTURE | PLANNING | INTERIORS

**ARCHITECT-LED
DESIGN + BUILD**
PROJECT DELIVERY



THE CLEAR ADVANTAGE

THE INTEGRATED ARCHITECT-LED DESIGN/BUILD APPROACH offers clear advantages to owners by addressing both the intrinsic problems with traditional design-bid-build process and with common Contractor-Led Design/Build Approach.

Entrusting a project to our Architect-Led Design/Build Team limits the time and effort required of the Client and the range of entities necessary to contact. It allows busy owners to focus their core activities, and to rest assured that the project is being handled in the most professional way possible while reducing their risk and exposure.

With the Architect providing Program Management to monitor the construction process, tighter controls over all aspects of the project are possible, from the preservation of the design intention to a close adherence to a budget and construction schedule.

Some of the main advantages of an Architect-Led Design/Build project delivery are:

- Earlier and more accurate budgeting and cost control
- Fixed Construction Cost or Guaranteed Maximum Price after design
- Earlier and more accurate scheduling and shortened design and construction time
- Team-based collaboration with a non-confrontational relationship between architects and contractors, resulting in a reduced chance of claims or litigation
- Complete continuity throughout the process, resulting in better preservation of the design intent
- High level of quality control with the architect monitoring the construction while representing the owner's interest
- More direct communication and few involved parties
- Complete integration of design, construction and technical infrastructure

WHEN CENTRAL TEXAS BEER wholesalers Capitol Beverage Company and Wright Distributing Company announced their merger, they knew they were going to need a central distribution facility. It would need to reflect not only an expanded number of territories and SKUs, but the rapidly changing dynamics of the modern adult beverage industry as well. Capitol Beverage, the larger partner of the deal that created CapitolWright Distributing, had operated three warehouses in Austin, while Wright was bringing multiple locations in Bastrop, New Braunfels and Taylor, Texas. Capitol Wright Distributing now services 14 counties across Central Texas.

But even before the Capitol team explored the merger, the company had far outgrown its main facility. “We were renting space in two other warehouses about a block away from our current facility and we had to move beer back and forth,” recalls William “Matt” Harriss, chief financial officer. “It was starting to become somewhat of a logistical nightmare.” Additionally, the 40-year-old central site was designed for the beer market of a very different era.

In their first step to develop a solution, Capitol Wright selected St. Louis, Missouri-based HDA Architects for its extensive experience in beer facilities design and its Design-Led Approach to projects.

“An architect is an agent for the client and will always put the best interests of the client first.”

-Tyson Pyle, Senior Designer, HDA Architects

It was that dynamic in addition to other beverage-distribution-specific issues that prompted Capitol Wright Distributing Company to enlist the professional services of an architect that understands the nuances of the industry and could take the lead on such a significant expansion program. The Design-Led Approach contrasts greatly with older, more traditional construction concepts like the Design-Build construction approach seen occasionally on warehouse projects, but has become far less-suited for the specific demands of beverage distributors.

Design-Build projects often encounter conflicts of interests when the general contractor/designer has to figure whose interests should come first: the client’s or the Design-Build contractor’s? An architect is an agent for the client and will always put the best interests of the client first.

According to the team at HDA Architects, that is due to a number of factors: First, it’s a simple matter of expertise. Most Design-Build Contractors are, understandably, better builders than they are designers. Their designs tend to lack creative influence and they often neglect elements that are very specific to the Beverage Distributor. The Design-Led Approach applies solutions for both today’s and tomorrow’s beverage distribution demands, incorporating growth in the facility design. It is imperative that the Designer understands what ‘growth’ means to the Wholesaler; not just an increase in sales year-



Capitol Wright Distributing, Austin, TX

to-year, but anticipated SKU growth year-to-year, while building in a safety valve for a potential new brands or ‘game changer’.

Not only does the new warehouse at Capitol Wright cover 375,000 square feet, about the size of all of Capitol Wright’s previous facilities combined, but HDA designed the site in such a way that there’s room for a ten-year projected growth both horizontally and vertically. Once the tenth year projection is met, the site allows for an additional 250,000 square feet quite easily. A Design Architect, experienced in the beverage distribution market, understands that the best way to accommodate an exponentially increasing number of new products is to design “up,” not just “out.” Racking, high-reach pickers, and ASRS have enabled Distributors to stack products much higher than in the past, allowing for greater density in the same footprint, which saves the bottom line.

“Our new facility is not much bigger (than the old ones combined), but we can go much taller now,” says Harriss. “And we’re able to do racking effectively in this one, where we can’t do it in any of our other facilities.”

There are a number of other practical advantages with the design-led approach. With the Architect overseeing the entire project, budgeting details get ironed out earlier and with greater accuracy, enabling better cost control throughout the Design-and-Build process. The approach also allows for earlier and more accurate scheduling of the work to be completed, as well as a shortened design and construction time.

With a complete integration of design, construction, and technical

infrastructure, there are fewer parties involved and more direct and efficient communication. There’s also seamless continuity through every stage of the project, as well as team-based collaboration between the Architects and Contractors. That means the Architect is better able to optimize quality control when it’s monitoring construction

and representing the Beverage Distributor’s interests first and foremost.

The Distributor is able to have greater peace of mind and focus more attention

on day-to-day business operations. That’s one of the key elements that attracted Dundas, Minnesota’s College City Beverage to the Design-Led Approach when it was looking to add another 75,000 square feet to its 154,000-square-foot warehouse.

“HDA handled everything right from the start:

“For us, the biggest thing about working with HDA is that they understood our business...”

-Keith Bergseth, GM & VP, Bergseth Bros.



College City Beverage, Dundas, MN



“We said, ‘Okay, we’re out of space,” Bergseth reveals. “So we started getting serious then, and in essence said, ‘Okay, we need a new facility.”

Three years later, Bergseth moved into its new 116,000-square-foot facility, which includes 10,000 square feet of cooler space.

“For us, the biggest thing about working with HDA is that they understood our

permits, explanations, meetings with the City and even dealing with Contractors: selecting the General Contractor and dealing with them,” notes Christopher Sawyer, president of College City Beverage. “It made everything so seamless.”

“I could focus on my business and work on my business rather than oversee a construction project that I really know very little about,” Sawyer says. “That way, it was in hands that we could trust and we knew that they were going to take care of everything and do it right, the way we wanted. They knew what we wanted; they knew what our visions were.”

College City faced a common scenario: increasing sales, especially involving a fast-growing number of new SKUs necessitated a facility expansion sooner rather than later. “We just had product all over the place, it wasn’t organized, so we needed to redeploy our existing space and plan an expansion,” Sawyer recalls.

Bergseth Bros. of Fargo, North Dakota was experiencing similar steady sales growth, especially from the exploding craft brewing market, when the company decided it was time to move out of the distribution facility it had been in since 1975.

“Back in 2003, we kind of knew we were going to have to do something,” remembers Keith Bergseth, General Manager and Vice President. “So, my father, who just retired after the job was completed, was exploring the pros and cons between adding on and a whole new building. That’s when exploratory conversations with HDA began”.

Flash-forward to 2012 and Bergseth Bros. was bursting at the seams.

business,” Bergseth says. “With an architecture firm, you don’t always get that. They understood what beer distributors do.”

Before the facility was designed, the architects brought a menu of beer distributor-specific options for Bergseth Bros.

“They knew the logistics of receiving and loading and what we need for our sales staff and point-of-sale,” Bergseth explains. “They in essence came to us with a list of beer specific questions that provoked a lot of thought and best practice decisions. They looked at some current volume and projected growth numbers and, really, without a whole lot of input from us, they were able to come up with a building (design) that we had to do no more than tweak a little here and there.”

And, as with Capitol Wright and College City, the design included room for future expansion. The company very easily will be able to add another 27,000 feet on the north end of the building should the need arise through potential mergers or acquisitions.

“If we were to decide to do it all again,” Bergseth muses, “we would go the exact same direction.”