

# The Philadelphia Regional Produce Market Project



**Big jobs usually go to the men  
who prove their ability to outgrow small ones.**

– Theodore Roosevelt, 26th President of the United States (1901-1909)

*Every once in a while a job comes along that is so big and so bold that you just have to tell the world about it. This article is about one of those jobs. ID&OI will follow this story through to completion providing you, the readers, updates in subsequent issues of the magazine.*

### Here's how the story begins...

The Philadelphia Regional Produce Market is a \$218.5 million public-private project that is forecast to employ up to 1,500 people and ring up \$1.6 billion in sales annually when it opens in Southwest Philadelphia, Pennsylvania in the fall 2010.

The new bulk produce market will be 686,000 square feet—nearly twice the size of its current facility—with 20 acres of vendor spaces, loading platforms and offices. It will be the first of its kind in the United States with a 100 percent fully refrigerated facility throughout the entire building. The facility will maintain the cold chain from truck transport to loading docks to cold storage at the distribution center. The building's construction is steel, concrete and five-inch thick insulated metal panels.

The new facility will feature 228 enclosed and fully refrigerated 50 foot wide dock areas, 40 foot ceiling heights, a skylight running the length of the quarter mile long building, a central walking concourse open to the public, and second floor office space. Thirty-two vendors will relocate into the new 68 units, and each vendor will have independent access and control of its own refrigeration. The Market's goal is to set the worldwide standard for best practices in the food distribution industry.

The Philadelphia Regional Port Authority owns the 48-acre site and will serve as the market's landlord for at least 40 years.

**Next:** It was "two years in the making" for the team for what has been called the "Gigantic Mall for Produce." Learn how the job was put together and about the bidding process and the onsite management.



### What's Involved...

With a project of this stature you can expect there are many dock levelers, overhead doors, and curtains involved. Below is the breakdown of equipment necessary for the job:

- 227 Blue Giant Hydraulic Dock Levelers
- 227 Fairborn Soft Sided Dock Shelters
- 235 Overhead Sectional Doors
- 117 Overhead Door Rolling Steel Security Grills
- 10 Overhead Door Fire Rated Rolling Steel Doors
- 136 Albany Hi-Speed Doors
- 47 Berner Air Curtains
- 46 TMI Strip Curtains

Delivery on the above equipment started in October 2009 and will continue through mid-February.

### Who's Involved...

The principal players from the door and access systems industry include:

- Mike Struempfler (President) Warehouse Technology, Inc and Overhead Door Company of Greater Philadelphia (a division of Warehouse Technology)
- Joseph Swope, Jr (President) & Joey Swope (Vice President) American Overhead Door & Dock

### Manufacturers:

- Albany Door Systems, Blue Giant Equipment Corporation, Overhead Door Corporation, Fairborn USA, Berner International, & TMI

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