

A Legacy Move to a Legacy Location

It was 1959... and Ed Fiore had an idea. Some called him brave, others called him foolish. The son of Italian immigrants, working from his home on a piece of land that he homesteaded in 1936, Ed launched Ed Fiore Trucking...with only 1 truck. Determined and gritty, little did he know that his vision and doggedness would create a legacy known today as Fiore & Sons Inc.

A third-generation, family-owned civil construction company, Fiore & Sons, Inc. corporate office expansion to the former ‘Home of Wonder Bread’ site, a legacy property in the Welby area, an Italian-immigrant farming community, was historically significant to stay “home”. Bringing the iconic structure “back to life” required a vision of civic, social, historic, and economic priority.

Little did Ed Fiore know in 1959, when he set his sights on the future of his lineage and of an heirloom organization he loved so well, that Fiore & Sons, Inc. would come to celebrate the historic intersection between the Fiores (“flower” in Italian), a legacy family and the “Home of Wonder Bread”, (formerly owned by the Flowers family) a legacy location... and that’s the “greatest thing since sliced bread.”

Historical or Long-Range Value to the Community - A Candidate for the Wrecking Ball

From outside looking in, most investors viewed the Hostess Bakery (Wonder Bread) as a candidate for the wrecking ball. (Photo 1) In 2016 the old Bakery was owned by Flowers Baking Company of Georgia, who downsized occupancy to only 20% of the building with the remaining 80% consisting of dusty, ghostly remnants of a once aromatic and bustling bakery operation.

About that time, Fiore & Sons, Inc. was searching for 20,000 sq. ft. of new office space near their existing campus for their new corporate headquarters. Because the Fiore family had lived and worked in the area for over 40 years, they had no desire to leave and thus set out to negotiate the purchase of the Hostess Bakery.

Impact on the Community - No Marvel of Architecture but a Monument of Americana

There are few buildings in the Denver metropolitan area that everyone recognizes...and the Wonder Bread building is one of them. (Photo 2) Some recognize it for its wavy roofline, some for the neon signs, and others for the tour they took as a kid. Some say the Wonder Bread factory is

no marvel of architecture, erected in 1962 and made almost entirely of concrete, but it meant enough that the Fiore family believed it should be preserved.

On first visit to the old Wonder Bread factory, the Fiore family found a dusty maze filled with miles of piping, conveyors, bread trays, and narrow pathways. In the operations offices were pencils still neatly arranged on desks with calendar pages resting on October 2013, the last month of operation. In other darker corners were immense boilers and asbestos lined air handlers, all needing to be abated and removed. In the front office the dripping roof had sagged the suspended ceiling on to the circa 1980's office furniture and carpeting. (Photo 3) The mechanical boilers and electrical systems were dead and the plumbing had been patched with duct tape.

Committed to this monument of Americana, the first step was to design a solution for the Flowers Baking Company to maintain uninterrupted business while consolidating them into one functional location. Once Flowers Baking Company was relocated to the newly remodeled Suite 102, the Fiores began the renovation and entire gutting of their 22,000 sq. ft. future home.

Special Needs Met - Focus on Construction

As the Fiore family's team proceeded with demolition, the process of discovery, design and planning took place. The senior project manager sketched design solutions, utilized the expertise of an architect, and engaged a handful of design-build mechanical, electrical, plumbing, drywall, interior and graphic designers to apply their best solutions.

The design goal was to raise the office glazing and ceilings to a maximum possible height to allow natural light, making sure all office personnel had a clear view. (Photo 6 and 10) The east wall was raised to 10'0" and ceiling to 10'3" by taking advantage of structural rib space between precast roof panels. The raised ceiling provides sound attenuation, interior mass, and abundant natural light.

Important to the Fiores was the exterior. The existing, original roof was a multi-colored patchwork and the landscaping was, for lack of better terms, dead. The Fiores replaced the entire roof with a single color material, increased the insulation for greater energy efficiency and hired a design-build landscaper for the design and installation of a stunningly beautiful garden.

Large-scale, full-wall photos murals of Fiore equipment (Photo 8) were added to conferencing areas and a milestone “history wall” in the main lobby now allows visitors to observe scenes from almost 60 years of Fiore’s work in civil construction. (Photo 9)

Company and Employee Participation and/or Donation of Manpower - A Community of Involvement and Celebration

The design team, with design-build subcontractors, created interconnected designs with efficient plan reviews, and facilitated a seamless budget management process where the construction team was able to promptly make and document changes along the way. Transparency and clarity of design were paramount as building problems were discovered and solutions drafted. This collaborative process allowed each subcontractor to quickly adjust to changes and unforeseen conditions. A community project, with every participant giving their best, was not done at a monetary discount. In fact, the overall investment was very substantial. Despite this, the Fiore family remained committed to its preservation.

A collaborative discovery was made when a former, local medical supply firm moved out of a large office space, leaving over 100 lightly used, “previously enjoyed” cubicles behind. A used furniture mover contacted Fiore and with the help of a quality furniture mover and furniture consultant, the entire group of systems furniture was disassembled, cleaned, refinished, and re-assembled in Fiore’s office. The furniture configuration was designed and arranged to maximize natural light and provide clear view to the exterior from every seating location.

(Photo 10) The resulting office environment, today, is open, interactive, and highly productive.

The daunting task of relocating a busy office was simplified by having each employee pack their own desk and belongings, and move to their new workspace. With a focus of safety #1, the entire office was relocated over a 2 week period with minimal work disruptions.

Environmental/Safety - The Last of Bread Factory Relic and Legacy Jewel to Value

As the Adams County I-25 corridor and urban core continued to become heavily populated over the past few years with new warehouse, commercial, retail, and distribution facilities, the Hostess Bakery was the obvious target for demolition and replacement and the demand and location for the property grew increasingly widespread. By preserving this significant,

momentous landmark, the Fiore family reduced the environmental impact of demolition, disposal, and the use of new materials to create an impressive, notable Class A office environment... for the cost of a less elaborate facility. (Photo 4)

With the constant discovery of asbestos materials, environmental testing occurred almost daily as Fiore family's specially trained crew called for sampling on any suspect surface and took no shortcuts to abatement. Existing floor tile was abated, along with nearly all existing boiler piping and hot water systems throughout the structure. Disposing of acres of bakery process equipment was an ominous task but made easier through contact with equipment dealers in Central and South America and architectural collectors and decorators in the Denver metropolitan area.

Although the baking equipment was over 40 years old, it had been kept in near pristine condition and the cleanliness and organization of the factory was second to none. And, after three years of dormancy, only a thin coat of dust had settled there. Numerous stainless steel mixers and dough troughs were shipped to South America for the continued use of making bread products. Bread trays were repurposed into decorative shelves and remaining items, while not being reused or repurposed, were eventually carefully sorted into recycling bins instead of being disposed in a landfill. Only one mixer and the tunnel oven exist in the building today, and the oven will soon be sent to the recycling yard as well.

Every day, each work crew participated in a Daily Safety Huddle (DSH) where the planned activities for the day were outlined, tasks, hazards, and controls to safely execute the work. As part of the cooperative Construction Health and Safety Excellence (CHASE) Program with AGC and OSHA Fiore & Sons, Inc. project sites are audited with OSHA in a partnership platform. Fiore & Sons, Inc. is a founding member of the Construction Stormwater Excellence Program (CSEP)



#1
Before



#2
After



#3
Before



#4
After



#5
Before



#6
After



#7
Before



#8
After



#9
After



#10
After