

# SUBURBAN SAVINGS

Designing and equipping Salt Lake City JOA headquarters and plant

BY JIM ROSENBERG

**N**EWSPAPER AGENCY CORP. IS MOVING AHEAD WITH decisions for its new suburban headquarters and plant in West Valley City, southwest of the current offices of the company that manages *The Salt Lake Tribune* and the *Deseret Morning News* under a joint operating agreement.

Hired to provide full architectural and engineering services under the direction of architect David Ehrhardt, Dario Designs Inc. also is aiding NAC in selecting materials-handling, packaging and, with consultant Chuck Blevins, pressroom equipment.

Beyond being the first to buy TKS's 4-by-1 press and the largest

with such a one-around doublewide (*ESP*, June 23, Aug. 11), NAC considered lining up reelstands alongside its three in-line presses — units and towers of which would be erected at 90° from their customary orientation to allow straight reel-to-unit paper paths.

Directly side-feeding a web, said Dario Designs President Dario D. DiMare, affords better tension and register control than angling paper into a press from same-level right-angle reelstands. In the arrangement considered by NAC, angle bars would be used only to bring printed webs to the folders. A TKS site in Japan operates a side-fed, 4-by-2 press.

DiMare said putting all the equipment within sight on one floor should reduce time and staffing. "There's no up and down, with the exception of putting plates on towers' upper cylinders," he noted.

Though the letter of intent is for bottom-fed presses, TKS (USA) Inc. National Sales

Director Mike Shafer said NAC did "take a hard look at" the side-fed option, but that it is now "pretty much out of the equation." Still, though the matter "is 99.9% decided" in favor of printing over the reelstands, "we've left that open," said NAC General Manager Fred Temby.

A final decision, expected in a week or so, will come down to "weighing the difference between operational savings and building savings," said DiMare. The area's seismic potential, he added, figures into the calculations, owing to design issues and extra steel required to erect towers over rather than alongside reelstands.

"There's some cost justification to be done on it," said Temby, explaining that while side-feeding may yield a better return on investment with respect to manning (and eliminate the cost of a press tabletop), the right-angle configuration adds to expenses "because the footprint of the building is bigger." In any event, a decision will not be based solely on cost, Temby said.

Contrary to *ESP*'s earlier report, the tower TKS ran at Nexpo will not go to NAC, and the ColorTop 5000UD uses conventional, not metal-backed, blankets.

Automated storage and retrieval may do double duty by moving and holding up to 1,200 rolls of newsprint and 300 pallets of ad inserts on racks almost 600 feet long and 100 feet high, according to DiMare.

Temby said NAC will replace one of four planned inserting lines with a collator for Sunday packages, a decision DiMare said will affect the size of the building, which "is designed for any department to double in size at any time without disruption."

Beyond that, DiMare said he tries to balance the aesthetic concerns of those using the building and those living or driving near it, taking into account the local topography, building design, views of Salt Lake City and the Wasatch Range beyond, even an ugly neighboring electrical substation.

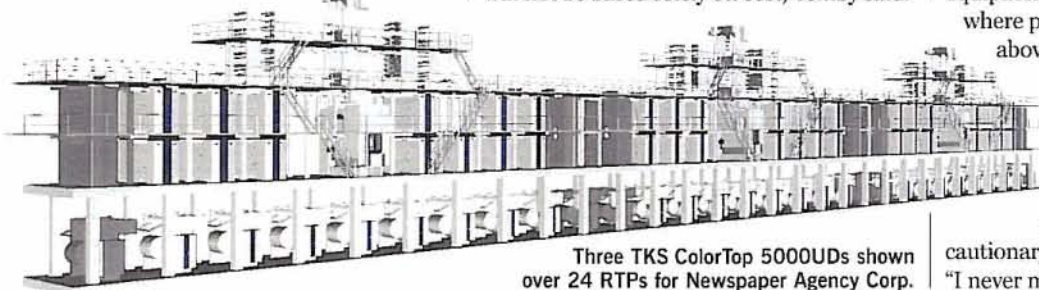
Truck docks will disappear into an excavated hill behind the building, which itself will hide the substation. In offices across the front of a long, curved structure, "all the windows face the mountains," DiMare said. That big curve's 600-foot radius, he explained, allows use of straight, 8-foot panels to achieve the overall effect because, measuring from the same starting point, a curve with that radius and a straight line are barely 3/16 of an inch apart after 8 feet.

By building on a grid, with the smallest unit measuring 4 feet, almost everything can be bought for lower cost at a standard measure, and networks and services can be laid out rationally and changed easily later, according to DiMare.

A precast concrete facade was chosen for its durability, low maintenance, and a familiarity to the contractors. DiMare said it will be tinted in sections using six or seven colors to look like pixels in the background of a low-resolution digital photo taken at the site. From a distance, it will simulate the mountains that the building will obscure. Parapets and screens for air conditioning and other rooftop equipment can extend the simulation where peaks would otherwise appear above roofline.

Calling it an attractive but inexpensive solution, DiMare insisted that good design does not necessarily cost more.

Good thing, too, given *Tribune* owner William Dean Singleton's cautionary comment to him (and others): "I never made a... dollar on a brick." \*



Three TKS ColorTop 5000UDs shown over 24 RTPs for Newspaper Agency Corp.