

Firm Profile



General Information

Schroeder and Holt Architects
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Type of Organization: Wisconsin Registered Corporation
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General Statement of Qualifications

Schroeder and Holt Architects, is a full service Architectural, Engineering, Design and Planning firm. We currently have a staff of 25 Associates including 5 registered Architects. Our engineering team includes an additional 19 employees including 4 P.E.'s. We are a local firm with the ability to do work nationally. We are currently registered in 37 states and with our NCARB certification can be licensed in the remaining states should the need arise.

Our firm specializes in commercial architecture, with an emphasis in retail developments, motion picture cinemas, and office environments. We have LEED accredited professionals on staff and believe in sustainable design. Additionally, our subsidiary studio, Architecture 2000 has expertise with assisted living facilities and liturgical design.

Firm History

The firm is a descendent of Rasche, Schroeder and Sprancy; a firm that grew to prominence in Milwaukee during the 1960's. Howard E. Schroeder originated this firm in 1954 as Howard E. Schroeder Architectural. His first employee was Donald R. Holt, a young draftsman just out of college. In 1977, after the departure of Bob Rasche and Jack Sprancy; Don was asked to become a partner, thus forming the firm Schroeder and Holt Architects. Over time Schroeder and Holt Architects developed a prominent and loyal client base while working on many distinctive and successful building projects.

Schroeder and Holt Architects is currently operated by David C. Baum and Jeffrey M. Stowe. Ten years ago they became managing partners after working under the direction of Howard and his partner Don Holt for many years. Following the guidance of their predecessors, they are dedicated to maintaining the long standing relationships that were founded years ago.



Firm Profile



Philosophy

Our mission is simple: Always deliver a successful project to our client. Successful projects are not only about great design but also about providing outstanding service throughout the lifespan of a project. This starts with informing the client at the start of what to expect during the life of a project; and keeping them informed along the way until the building's grand opening.

This strategy is simple and is based on the belief that: "You are only as good as your last project". This is not merely lip service, but an everyday promise. We feel this is a significant reason for our growth. As we've grown we have not lost sight of what we did to get here; our clients get the personalized service of a small firm with the resources of a large firm. Further evidence of this is that most of our new customers are through "word of mouth" or personal referrals, rather than by an extensive marketing department.

Distinguishing Our Work

- Our management approach is to maintain continuity of a small and select group of personnel throughout an entire project who have direct contact with the owner. Our companies growth model is based upon providing the best service in the industry on an individual and personal level. Our next project comes from the relationships our employees individually nurture with each client.
- Registered to provide Full Design Services in 37 States and Canada; we can be licensed in any state should the need arise.
- We strive to be highly responsive and aggressive at resolving all issues. Our modern era of technology and construction depends upon timely responses and prompt solutions.
- We maintain a well-developed process for meeting project schedules and budget.
- Our staff is comprised of individuals who offer a common sense practical design approach while providing unique and imaginative design within the restrictions of the budget. We excel in designing a project that exceeds the owners expectations and provides immediate results.
- Our construction drawings are well detailed and accurate. Our internal management structure maintains a high level of quality control. This in turn reduces the possibility for cost overruns and extras during construction.

Professional and Civic Involvement

Our involvement in Professional and Civic organizations ensures that we stay in touch with the ever changing issues of our profession. Our memberships in the American Institute of Architects, the National Fire Protection Association, the National Council Architectural Registration Boards and the Building Officials and Code Administrators organizations maintain our knowledge of the building practice. While our participation in community functions such as the Broadway Condominium Architectural Review Board, the Germantown Historic Preservation Commission and the Variety Club of Wisconsin allows us to understand people's needs. Our participation in these establishments is our way of giving back to the community that has enabled us to prosper.



Project Experience



Kohl's Department Store Corporation

Over 150 stores throughout the country

Retail

New Construction, Additions,
Interior Alterations

Distribution Centers

Corporate Offices

Photo Studio

Schroeder & Holt Architects has been working with the Kohl's Corporation since Max Kohl developed the first arched grocery store in 1966. During the past 36 years we have helped Kohl's to grow into a National leader in the retail industry. Our initial involvement in Kohl's Grocery Stores expanded into the development of Department Stores. As the two divisions separated, and the Grocery Store Division of Kohl's was sold, we focused our efforts on the Department Stores.



Our work with the Kohl's Department Stores Corporation has required us to be a National Architectural Firm. Currently we are working on projects from coast to coast.

The scope of our retail projects includes interior & Exterior remodelings, expansions of existing stores and the complete development of new prototype stores and distribution centers. Although Kohl's is considered to be a prototype store, rarely do two stores get built alike. Our challenge throughout the country is to maintain the Kohl's corporate identity while meeting the requirements of the local communities.

Another continual challenge for our staff across the country has been the variety of code interpretations from building code officials. The same building being constructed in three different locations will result in three different code requirements. It is our main responsibility to work through these code discrepancies with the local officials.



Project Experience



Walgreens
21 stores throughout
Wisconsin and Northern Illinois

Retail
New Construction and Alterations
Square Feet: approximately 14,490

Completion Date: Projects date over
the past 4 years

Schroeder & Holt Architects is the Wisconsin and Northern Illinois Site Adapt Architectural firm for our client, The Kaspar Murphy Companies. KMD is the Landlord / Developer / Owner for various Walgreens stores across the country. Our responsibilities as Site Adapt Architect involve the generating of architectural construction documents and specifications for individual Walgreens stores based on a footprint dictated by Walgreens. Our further responsibilities include coordination with the construction manager, the municipality and our team of consulting engineers from the beginning of the project through completion of construction.



Project Experience



Roundy's
Midwest

Grocery Store
New Construction, Addition,
Alteration

Square Feet: 44,000-100,000

Completion Date: Projects date over
the past 2 years

Schroeder & Holt Architects is pleased to enjoy a close relationship with Roundy's Supermarkets, Inc., a major grocery retailing enterprise with stores located throughout Wisconsin, Minnesota, and Illinois. Recently we have worked with the entire planning department at Roundy's to develop three new stores, several remodeled stores, and a number of store additions, meeting tight commercial deadlines, satisfying demanding local regulatory officials, and helping them save several hundred thousand dollars in construction costs. In addition to preparing plans for six more stores in the upper Midwest, we have been asked by Roundy's to review and reorganize their project development and construction standards. A relationship of trust continues to grow in our work with Roundy's, enabling them to delight customers with new store designs, to streamline scheduling of new store project schedules, and to improve the quality of construction while continuing to reduce costs.

Roundy's sets the bar of their expectations high, we are proud to continue to meet and exceed those expectations.



Project Experience



Marcus Theatre Corporation Midwest

Theatre
New Construction, Addition,
Alteration

Square Feet: 60,000

Completion Date: Projects date over
the past 35 years

Schroeder & Holt Architects has been working with Marcus Corporation for over 35 years. Our primary relationship has been with their Theatre Division. We recently assisted Marcus to reinvent the theater experience for their customers.

The new movie experience is more than just a box of popcorn and a movie. They have become entertainment destinations. Marcus' new theaters in Brookfield and Mequon also include restaurants, coffee shops, cocktail lounges and multi-purpose auditoriums featuring live performances.

We continue to add "Ultra Screen" auditoriums to new and existing facilities. These auditoriums feature the largest screens in the Midwest, state of the art digital sound and lavish stadium seating.

The continued relationship between the Marcus Theatre Corporation and Schroeder&HoltArchitectsisatestament of our primary goal of customer loyalty and client satisfaction.



Project In Design



Citgo Station Group Midwest

Service Station
Alteration

Square Feet: 2,000-5,000

Completion Date: Currently In Design

Schroeder & Holt Architects has been working with CITGO to revitalize their aging convenience stores. After we analyzed the facilities it was noted that the station Owners were missing out on tremendous sales opportunities. The reason was because the customers at the pumps were unwilling or afraid to enter the convenience store. Why? Due to the run-down condition of the facilities.

Faced with falling revenues and limited budget, Schroeder and Holt Architects have put together a three phase alternative design solution. This approach allowed the Owner to do as few or as many improvements as they could accommodate. The base model was an exterior face lift that would bring an immediate identity change to their location. Our approach was found to be more economical than systems that were utilized on other franchise facilities. Our solution also brings a contemporary image to an outdated location.

