

Custom-Engineered Building

McGough Mazda, in Montgomery, AL, is the first of many high-concept automobile dealerships incorporating a custom-engineered metal building system. Mazda intends to use this same design on many more dealerships throughout the U.S.

Metallic Building Co. manufactured the metal building system, as well as metal wall and roof panels on the project. DLM Architect Inc., Montgomery, was the architect, and Design Forum Architects, Irvine, CA, was the designer. Montgomery-based Marshall Design-Build LLC installed and erected the approximately 12,000 sq. ft., \$1.2 million dealership.

The three building design includes a modular single-slope building with framing dimensions of 116' x 44'-4" x 25', a single-slope 67' x 80' x 25' building, and a lean-to 28' x 52' x 16' building. Construction began in May 2004 and was finished in November of the same year.

The facility was originally designed as a structural building, but the Mazda design group ultimately opted for a custom-engineered metal building system to accommodate the form and function of the facility. The dealership is the first to use a metal building system in the U.S. and will serve as a prototype for what Mazda representatives call its "Retail Revolution" facilities.

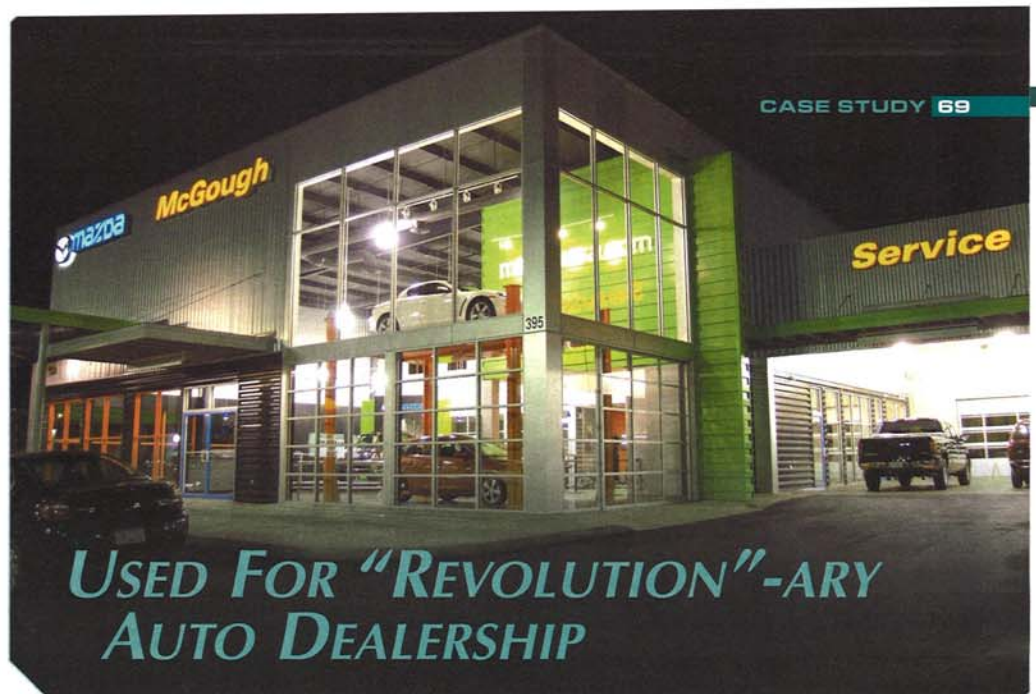
Project requirements were simple. The project was to be finished on-time, on-budget and be aesthetically pleasing. So how did the pre-engineered steel help meet these requirements?

"The pre-engineered building sped up the delivery, erection and was the obvious economical choice for the Mazda dealership," said Lee Ingram, project manager at Marshall Construction. "Being cost-effective was our primary goal of this project. This was the first pre-engineered building used for Mazda's new Retail Revolution design concept. The design architect had previously used either structural steel or tilt-up concrete walls."

Roger Erickson, regional sales manager for Marshall, explained that the economy of the proposed system played a crucial role in the decision to use a custom-engineered metal building solution.

"Once we communicated the benefits of prompt delivery and lower long-term maintenance costs, we were able to persuade Mazda's project leaders that selecting a metal building system was the best," said Erickson. "In fact, the construction and outcome of the project was so successful that Mazda has noted our company as a preferred contractor for future dealerships."

Other factors, such as weathertightness and maintenance costs were considered when choosing to use a Metallic building system. In addition, exposed insu-



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lation resulted in effectively decreasing noise levels within the building.

One of the Mazda dealership's most notable custom-engineered metal solutions is the use of horizontal panels, rather than just vertical, to enhance the aesthetics of the facility. The use of glass, bold colored panels and an elevated car lift add to the overall look of the building.

The panels were a single skin, with tradition vinyl-reinforced insulation provided by the contractor. For the walls, Metallic manufactured the 26-gauge PBR panels in Signature 300 Almond color. MBCI manufactured the 26-gauge Supra-Rib panels, in Signature 300 Metallic and Coal Black colors. Approximately 17,500 sq. ft. of the panels were used on the walls. The roof panels were 26-gauge PBR panels formed from bare Galvalume. ATAS International manufactured the Zoom Green Design Wall panels featured prominently in the showroom out of .032" aluminum with a PVDF finish.

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