



MOTORCYCLE DEALER RISES FROM ASHES TO REBUILD \$3 MILLION SHOWCASE IN FLORIDA.

Award-winning store design team incorporates innovations such as fabric duct HVAC system, themed show floor and an in-store.

St. Petersburg, FL. (President Ray Hempstead will always remember June 25, 2000, the day when lightning struck his **BARNEY'S MOTORCYCLES** here and the 17,000-square-foot dealership burned to the ground for a \$2 million loss.

In only a few days afterward, a large white circus tent became the temporary Barney's while Hempstead and his partner/ operations manager, Beverly Newton, began drawing up plans for a new mammoth 63,000-square-foot, three-story headquarters with a 25,000-square-foot, state-of-the-art showroom. "I didn't have time to run a dealership and manage a rebuilding, so Beverly created a design team that we entrusted them with the facilitation," Hempstead recalls.

Spearheaded by Newton, the design team included experienced retail general contractor, R.J. Bunbury, Clearwater, FL, architects, Collman & Karsky, Tampa, FL, and architecture/ interior design veteran, Massaro Associates, Dunedin, FL. With ownership's encouragement to innovate and a \$3 million budget, the design team created a state-of-the-art indoor air comfort system featuring fabric ductwork, a five-theme show floor, kid's play area, local motor sports museum with multi-media displays, and other revolutionary ideas that create retail excitement and customer comfort.

Barney's stunning interior design has already caught the attention of the motorcycle industry. Last February, DealerNews, a

BARNEY'S MOTORCYCLES



Santa Ana, CA-based power sports trade magazine covering North America, issued the 57-year-old Barney's its prestigious category.

Hempstead and Newton's ideas revolved around indoor air comfort and visual excitement—two elements that subliminally retain customers longer and increase the opportunity for sales. "Our foot traffic is up over 25 percent versus the old store," confirmed Hempstead.

Both the functionality and aesthetics of the HVAC system were crucial store design elements. Dirk Heller, vice president of R.J. Bunbury, thought the concept of fabric ductwork would not only present state-of-the-art air dispersion and indoor air comfort, but would also lessen roof load bearing, reduce duct surface dust and condensation, and cut duct labor installation and material costs by nearly 50 percent versus metal duct.

Initially Hempstead was unaware and skeptical of fabric duct. However when Heller showed fabric duct used at nearby Home Shopping Network's headquarters office, Hempstead okayed the concept. Project consulting engineers, Engineering Professionals Inc. Tampa, FL, which has previous retail HVAC experiences with supermarket chains, Shop Rite and Kash n' Karry; apparel retailer Ross Stores; drugstore chain, Walgreens; and car dealerships for Lexus, Honda and Acura; specified DuctSox, Dubuque, IA, white fabric duct air dispersion.

Supplied by four Trane TCD-24 6,400-cfm rooftop packaged units, Bunbury specified the placements toward the back quarter of the store to hide them from street view. Each air handler has a bottom discharge to a ceiling plenum that supplies a 103-foot length of 22-inch-diameter to the front and a 36-foot length of 12-inch fabric duct to the back of the store. Because store aesthetics are critical, DuctSox combined its top-of-the-line material—Sedona with its Comfort-Flow airflow, the latter which is factory engineered to allow 10 percent of the air to flow through the fabric's porosity. The remaining 90 percent of the airflow is dispersed evenly and gently through 1/8-inch linear mesh vents that run the length of the ducts at the 4 o'clock and 8 o'clock positions. "At our previous store we had dust collecting on the ducts, but with the sight lines high from our mezzanine offices, I can see no dust is collecting on the fabric duct because some of the air flows through it," said Hempstead.

Both the dyed fabric duct and matching open ceiling architectural design of Collman & Karsky and Massaro create a white deck that allows the colorful motorcycle and watercraft lines of

Yamaha, Aprilia, Honda, and SeaDoo, stand out. "We like the fact that it blends in well but also softens the industrial look of the open ceiling," said Bryan Karsky, partner, Colman & Karsky. "The airflow noise is much less than metal, which is important to the ambiance of a retail sales floor."

Besides the HVAC system, the winning store design also included a five-themed sales floor. Contrary to the racetrack style of design, Newton opted to provide incoming shoppers a branch system of walkways that lead to: 1) Route 66 area of cruiser style street motorcycles; 2) Sport Bike section that's anchored around a start/finish line; 3) Motocross terrain area complete with a motocross champion Bob Hannah memorabilia; 4) All Terrain Vehicle corner with woody natural outdoor interiors; and 5) Water Sports area where shoppers approach product via decorative docks and piers. Parts and accessories shoppers can reach their destination with a main artery that leads directly to the back of the store.

The design team also innovated: 1) a 35-locker storage area where patrons can lock up helmets and other gear while shopping; 2) a 500-square-foot play area that occupies children while their parents are shopping; 3) a 500-square-foot interactive multi-media museum with interiors constructed from remnants of the retailer's first store in Bloomington, IL; 4) the use of ECOearth™ flooring manufactured from recycled tires by Dodge-Regupol, Lancaster, PA, which complies with U.S. Green Building Council standards; 5) four bathrooms and two kitchens for hosting events.

The store lobby is adorned with motor sports sculptures by W. Curtis, who is most known for his artwork commissioned by recording artists, The Charlie Daniels Band.



Another innovation contributed by Bunbury and Collman & Karsky is the structural design of the building, which was purposely constructed with an underground parking garage that not only provides ample parking, but also prevents the store from flooding since the property sits on a floodplain.

The resurrection of Barney's after a devastating fire has created a state-of-the-art motor sports retail outlet that caters to the shopper's indoor comfort and excites the visual senses. "Shoppers subliminally stay longer in an atmosphere where they feel comfortable," said Heller. "The longer they stay, the better the chance for a sale to occur." ■

DUCTSOX[®]
Fabric Air Dispersion Products

4343 Chavenelle Road ■ Dubuque, IA 52002-2654
866-382-8769 ■ www.ductsox.com
563-589-2754/FAX