

JANUARY 2003



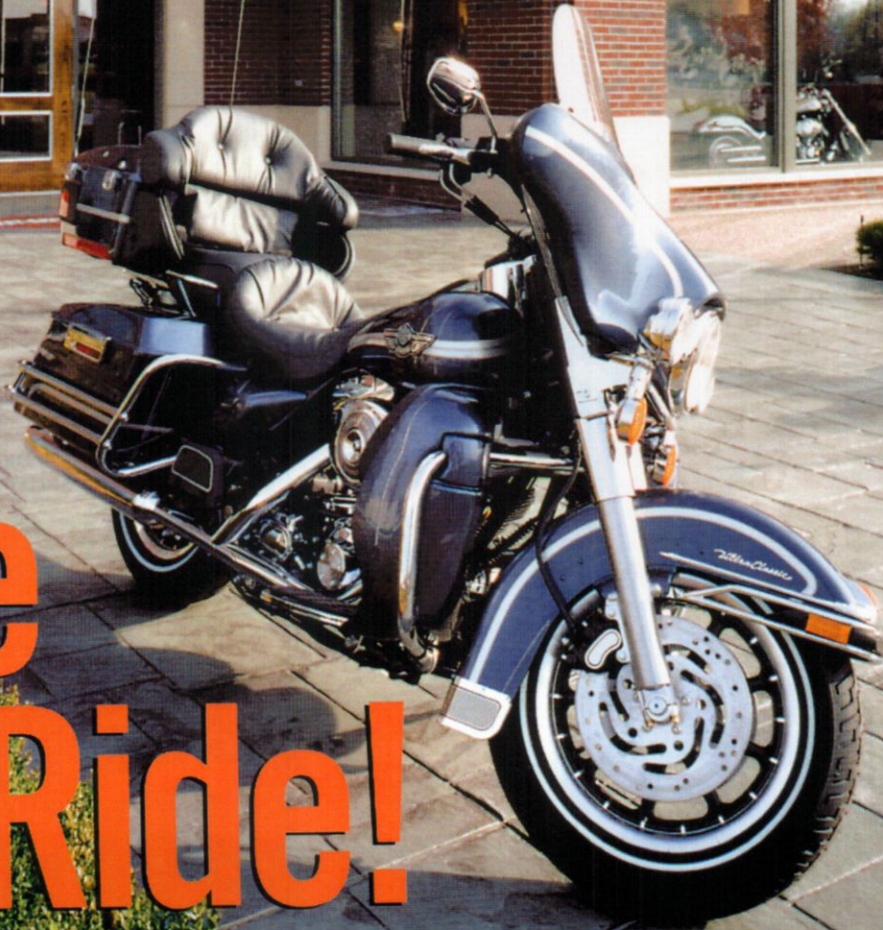
# CAM

M A G A Z I N E

PUBLISHED BY THE CONSTRUCTION ASSOCIATION OF MICHIGAN



WOLVERINE  
EST. 1993



# Live to Ride!



LASELO PEBOS PHOTOGRAPHY COURTESY ATTYS/CAP ARCHITECTS INC

# Wolverine Harley-Davidson at Full Throttle for 2003 Centennial Celebration

By Mary E. Kremposky, Associate Editor



PHOTO BY MATI AUSTERMANN, CAN-MAGAZINE

**W**hy reinvent the wheel? Harley-Davidson answered that question in 1903 with the manufacture of its now legendary line of motorcycles. The venerated Harley has been freewheeling through America's wide, open spaces for the last century. Rembrandt Construction, Inc. built the new Wolverine Harley-Davidson dealership - one of the ten largest in the country - just in time for the famous manufacturer's centennial in 2003. **Designed by Cityscape Architects, Inc.**, the showroom is a celebration of leather, chrome and rock 'n' roll; the building itself pays homage to the original Harley-Davidson factory in Milwaukee.



Rembrandt and Cityscape have built a facility worthy both of the craftsmanship and the speed of the Harley, itself. Rembrandt kick-started the project in January 2002 and finished the job – complete with fixtures and accessories – only seven months and two days later. Building at full throttle, the entire project team worked as one well-oiled machine. “The subcontractors teamed up with a common goal, and that was to get the building opened,” said Jeff Black, president of Rembrandt Construction, a St. Clair Shores-based general contracting firm that has built several automotive dealerships, including Rinke Toyota, Pointe Dodge, Lexus of Lakeside, and Lincoln Mercury Jeep of Lansing.

Owner Charles Riley was awarded the Harley franchise July 15, 2001 and had only one year to buy property and build a facility in time to offer Harley’s centennial cycle, a special edition anniversary bike only available from 2002 to 2003. “We had to be open for business and have a certificate of occupancy by Sept. 20, 2002,” said Riley.

Thanks to Rembrandt Construction’s adept project management skills, the dealership met the deadline and can now join what Harley-Davidson bills as the world’s largest birthday party. Harley-Davidson will celebrate its 100th anniversary this summer with the ultimate road trip. Called the Ride Home, convoys of bikers, riding along four different routes across the United States, will converge in late August at the Milwaukee factory for three days of festivities. One route begins in New York and will pass through southeastern Michigan, hopefully stopping at the Wolverine Harley-Davidson dealership for a weekend of barbecues and live bands. The party already began in July 2002 with the beginning of the Open Road Tour, a ten-city global traveling



The showroom is filled with vintage photographs of Harley-Davidson’s early history.

PHOTO COURTESY CITYSCAPE ARCHITECTS INC.

festival that includes big name entertainment and events in Los Angeles, Barcelona, Dallas, Tokyo, and Sydney, Australia.

“Rembrandt was just fantastic to put the building up and get a certificate of occupancy in a little over seven months,” said Riley. “Cityscape did an excellent job in design. They know my taste, and they designed the building to my taste.”

### DRAG RACING AGAINST TIME

From the township to the subcontractor on the scaffold, the project team banded together in a race against time. “Clinton Township moved the project through the approval process as quickly as they possibly could,” said Tony Dellicolli, AIA, principal of Cityscape and a Harley enthusiast himself. “Clinton Township Supervisor Robert Cannon coordinated all of the department heads to meet with us. Highly cooperative, the township was looking for new construction along the Gratiot corridor. They wanted new development, and they were enthusiastic about the centennial celebration of Harley-Davidson.”

After township approval, Rembrandt demolished four existing houses on the site and began site preparation in January 2002. Working hand-in-glove with Rembrandt Construction, Cityscape designed the structure in segments, issuing separate bid packs carefully plotted to maximize the speed of construction. Cityscape first issued the foundations and steel package; Rembrandt preordered the steel and started construction of the foundations, said Derrick J. Mroz, CSI, CDT, senior project manager for the Novi-based architectural firm.

Mild winter weather allowed Rembrandt to begin swift installation of footings in mid February. Steel began three weeks later. Preordering of brick, steel and other materials helped move the job along at the needed pace.

**“ Cityscape (Architects, Inc.) did an excellent job in design. They know my taste, and they designed the building to my taste.”**

*Charles Riley, Owner  
Wolverine Harley-Davidson dealership*



In celebration of the world’s most popular bike, a motorized hoist lifts a stand-mounted Harley above the showroom floor.

WAGHN GURGANIAN PHOTOGRAPHY, COURTESY REMBRANDT CONSTRUCTION INC.

"We had a mild winter, so there was no hold up on the footings," said Rob Hammond, Rembrandt's project superintendent. "We had a long lead time for preordering steel, so there was no hold up on the preordering of decking and joists."

Hammond and crew poured tremendous energy into building this well-crafted, 42,000-square-foot building. While bikers live to ride, the crew lived to build – at least for the duration of this intense project. "I ate, slept and lived this building for seven months," said Hammond.

Black compliments Hammond's skill and dedication. "Rob Hammond did a phenomenal job," said Black. "Rob gets the credit. He was the man who was instrumental in putting the project together. He was organized, had all the information, and was ahead of everybody else."

Both contractor and architect worked two steps ahead of the game in a synchronized flow, resulting in on-time delivery. "Rembrandt exercised foresight and recognized what the lead items were going into the job," said Dellicolli. After issuing foundations, steel, and shell, the next priority was issuing the HVAC bid pack for sheet metal, ductwork and the building's six rooftop mechanical units.

"We worked with the mechanical engineer to get that package together ahead of the rest of the building," continued Dellicolli. "We issued it, and then Rembrandt soon returned with the shops. ... The mechanical rooftop units are always a long lead item. If we don't know what mechanical rooftop units will be used, we can't engineer the loads for the roof or engineer the miscellaneous steel openings for the ductwork and units in the main roof framing. Rembrandt recognized that early on."

The electrical, plumbing and interior bid packs were not issued until late



Exposed steel columns and metal deck lend the showroom a raw industrial edge.

PHOTO COURTESY CITYSCAPE ARCHITECTS INC.

original plant. Cityscape's design mirrors the basic configuration of the famous midwestern factory: two brick structures connected by a glass-enclosed pedestrian bridge. Cityscape replicated the look of the bridge on a smaller scale via the creation of an expansive glass and patina green steel entry that arches over the entrance doors of this two-story facility.

The country's industrial heritage is brought to life in the dealership's expansive windows, suspended steel window canopies, and window mullions fabricated in the

same proportion and size as turn-of-the-century factories. "Mullions were even applied on the outside of the upper windows to make them look like the true divided windows of the old-fashioned factories," said Riley. The mullions and exterior steel are painted a patina green to complete Riley's vision of a contemporary dealership that has the presence of an historical structure.

Likewise, the dealership's dark brick replicates the brick façade of the original Harley plant and was actually manufactured following the same production method called iron spotting. "Iron spotting is a type of manufacturing process in which pieces of iron are actually placed in the clay molds," said Dellicolli. "When the clay brick heats up, the iron explodes, producing a flash of iron that is emblazoned into the brick surface. This produces a richly colored brick. ... Riley even elected to use a dark gray mortar to make the façade appear even more aged and authentic."

The brick detailing and stone accents also mirror the home plant. The facades of both factory and new facility have the same large rectangular sections of corbeled brick soldier coursing with cast stone accents at each corner, said Dellicolli. (Corbeled brick projects out beyond the course below, while soldier coursing refers to brick laid upright and vertical like a series of books on a shelf.)

March, over two months after the first set of drawings. "We were basically designing the building while it was being constructed," said Dellicolli.

## HOME TO MILWAUKEE

The end result of this race to the finish is a building that pays homage to the original Harley-Davidson factory, a well-loved landmark to all Harley riders. Bikers from across the country attend annual H.O.G. (Harley Owners Group) meets at the old Wisconsin plant in a type of pilgrimage to the "mother factory." The Harley engine is still built in the old brick, turn-of-the-century factory on Juneau Avenue; the bikes are assembled in a modern facility built roughly ten years ago, said Dellicolli.

The Harley-Davidson mystique began in a tiny wooden shed in the backyard of the Davidson brothers' house. Joined by their friend Harley, the four built the bike that one hundred years later is still rolling off the assembly line and into the garages of millions of motorcycle aficionados across the globe. As part of Motown's Harley history, the first motorcycle ever sold for police duty was delivered to the Detroit police department in 1908.

Riley visited the historic Harley factory to create a dealership that embodies the turn-of-the-century feel of the

Like the original factory, the new facility has true limestone sills below each window, added Hammond. The only significant deviation from the materials of the original façade is the use of cast stone for the base of the building columns and the creation of an EIFS cornice and decorative medallions in lieu of the Milwaukee plant's simple brick cornice.

### A DOUBLE STRUCTURE

Despite the predominance of masonry on the exterior, a structural steel frame rather than a masonry load bearing structure was deemed a safer bet to meet the compressed schedule and avert any weather-induced delays. "If the weather was severe, we wouldn't have been able to continue with a masonry building," said Black. "... To avert any possible delay, we elected to do the steel erection but still maintain the masonry infill on the back half of the building."

Load concerns also determined the selection of the frame. "For speed of construction and the ability to carry loads, the front of the building is stud construction with brick veneer," said Mroz. "We had originally toyed with the idea of making it a masonry building just because the owner wanted the block look on the inside and brick on the outside. In order to do that and keep all of the glass on the façade – we were spanning 16 to 20 feet – we would have needed to support all that block with added steel."

Minus the elevator shafts, the masonry on the structure is not load bearing, but does serve two utilitarian functions. The masonry infill wall serves as the sheer wall that makes the building resistant to lateral loads from winds and



Stained concrete flooring helps recreate the look of an early twentieth-century factory.

VAUGHN GURGANIAN PHOTOGRAPHY, COURTESY REMBRANDT CONSTRUCTION INC.



PHOTO BY MATT AUSTERMANN, CAM MAGAZINE

Heaven On Earth for the Harley fan, the showroom displays a full complement of Harley accessories.

other forces, explained Mroz. Secondly, the masonry block wall at the rear of the showroom interior provides a fire-rated wall, added Hammond. The remainder of the basic building structure features trench foundations and a corrugated rubber roofing system composed of three inches of insulation on a 60 mil rubber roof with ballasted rock, Hammond added.

Beyond the building's structure, the final touch to the building exterior is the famous Harley bar and shield logo emblazoned across the face of the entrance. Likewise, a section of the building's concrete flatwork near the entrance is embossed with a full-color Harley Davidson insignia made from a custom stamp tool manufactured by Increte Systems, said Black.

The Increte stamped concrete surrounding the logo resembles a greenish gray slate. A relatively new product, only recently introduced into Michigan by Architectural Concrete Corporation in St. Clair Shores, Increte stamped concrete gives basic concrete the appearance of tile, granite, brick or slate. This transformation is achieved by coloring and then imprinting the concrete with a series of stamp tools that have been cast from natural materials, said Black.

Black explains the stamped concrete process: Wet concrete is pigmented with color hardener, which not only colors but also boosts the surface strength of the concrete from a typical psi of 3500 to a more durable concrete product with a psi of 8000. A secondary color, the release agent, is applied after the color hardener is floated into the concrete. The release agent not only gives the concrete a more natural variegated appearance, but also prevents the stamp tool from sticking to the concrete. The concrete is then

stamped in the desired pattern.

Increte Systems' stamped concrete was used to form the cobblestone streets at Universal Studios in Florida. "It's very big in Florida and the southern states, and it is just now becoming much bigger in the northern states," said Black.

### BORN TO BE WILD

On the interior, the finished showroom with its cranked up stereo and black leather clothes could drive the most sedate person to slip on a jacket, strap on a helmet and take a ride on America's magical flying machine. The showroom shines with the glint of chrome and four neon Harley logos attached to a steel grid over the cash and wrap counter. Filled with Harley memorabilia, accessories and clothes, the interior celebrates the roots of Harley-Davidson and all things mechanical. With its exposed metal roof deck and ductwork and faux-painted block wall, the showroom has a stylized industrial edge and the same feel of an early twentieth-century factory as the exterior. The stained concrete flooring is exposed and coated with a two-toned, pigmented sealer to mimic an old concrete floor. "A solid surface color would not give the flooring an authentic, historical look," said Dellicolli.

Historical sepia photographs of the Harley factory and life on a Harley at the turn of the twentieth century are displayed on the support beams and walls and are suspended above the clothing racks full of black leather vests, jackets, chaps, and yes ... even underclothes. To catch the eye of the buyer and to celebrate this mechanical wonder, a motorized hoist lifts a stand-mounted Harley above the showroom floor at regular intervals. Located directly behind the hoist, the elevator's working mechanisms are exposed through a glass wall.

Power Systems Electric wired the



**Brightly colored and diamond plated in sections, the service area is an efficient and spotless space designed to service the undisputed king of the road.**

VAUGHN GORGANIAN PHOTOGRAPHY, COURTESY REMBRANDT CONSTRUCTION INC.

motorized hoist and highlighted all the clothing racks with indirect, subtle lighting. The MC cabling was carefully camouflaged by tie wrapping, painting or hiding the cabling behind a bracket, said Gary Rzewnicki, president of Power Systems. Likewise, conduit for the entire showroom had to be artfully hidden in a facility with exposed structural elements. "It required hand work and bending of conduit to keep it flush with the surfaces," Rzewnicki continued. "Because the entire job is exposed ceiling, we had to follow the lines of the building and hide the conduit. We couldn't just install it by following the easiest route from one point to another."

The Macomb-based electrical contractor installed the dealership's specialty lighting, including a half dozen fixtures on the showroom's back wall that actually resemble a moving flame. Blowing a draft of air across a soft cloth, backlit with a hidden lighting source, produces the illusion of a flickering flame. Power Systems has installed specialty fixtures in a number of venues throughout metropolitan Detroit, including Industry in Pontiac, the Bleu Room in downtown Detroit, and the upscale Village of Rochester Hills Shopping Center.

In the main showroom, Power Systems and all of the subcontractors worked in close quarters and often out of the traditional sequence of construc-

tion to ensure the doors opened in mid September. "We literally had clothes on one side of the showroom and lifts on the other to continue working," said Black. "One trade was hanging fixtures as others were finishing painting. ... The trades worked in unison, united in the fact that we knew what we had to get done. This would never have happened if the subs didn't team up."

Rembrandt credits Riley's power of positive thinking for motivating the team and the

crew. "He would come in and crank the stereo system up and get everybody hopping and moving," recalls Black. "Instead of coming in and complaining, he is a motivator. He is not a negative person. If he is upset, he will boost you in a positive way. That is why I think he is successful."

The facility contains two customer lounges for die-hard Harley fans. Located on the mezzanine level, the Wolverine Den is the ultimate "hang-out" for Harley lovers. A definite cut above the average biker bar, the den has mahogany raised panel walls, oak flooring, coffer ceilings, and a warm fireplace. Power Systems installed fifty lighting cans in the den, placing a light at each corner of the den's sixteen coffered ceiling recesses to highlight the beautiful woodwork. Backlit by hidden fiber-optic lighting, a stainless steel Harley-Davidson logo glows from the center of the fireplace mantel. Power Systems also illuminated two stainless steel rods that flank the logo and edge the mantel. "I don't think there is another dealership in Michigan with such a facility," said Dellicolli. A second customer lounge houses a more basic kitchen.

Beyond the den and customer lounge, the mezzanine contains a gallery of classic Harley bikes displayed on a balcony with an open steel grid. One display model is one of only a hundred ever built



LASZLO REGOS PHOTOGRAPHY, COURTESY CITYSCAPE ARCHITECTS INC.

**Harley fever is still running high after one hundred years of production. The parking lot will soon be filled with Harley aficionados celebrating the firm's centennial in August 2003.**

by Harley-Davidson – a true feast for the eyes of any Harley enthusiast. Both Dellicolli and Riley have been riding Harleys since the '70s. "I have an affinity for these bikes, which gave me quite an enthusiasm for the project," said Dellicolli. "...The styling of the bike makes the Harley special. But what I think is truly unique to a Harley is the sound of the bike. I could tell a Harley two miles down the road by the sound alone."

At Wolverine Harley-Davidson, Cityscape has designed a showroom and service area that rivals others in size and style. Cityscape opened its doors in 1999 as a specialty retail design firm. The firm's work ranges from inline stores at Somerset Mall to Ford Motor Company's corporate offices and dealership in midtown Manhattan. Another feather in the firm's cap, Cityscape's design of the Jaguar dealership in Novi will be used as the background in promotional materials for the global launch of the luxury car's new design.

#### **KING OF THE ROAD**

At Wolverine Harley-Davidson, the Harley – the undisputed king of the road in the world of motorcycles – gets the royal treatment. The service area even has diamond-plated steel pieces on the floor to prevent the tips of the kickstands from being scratched or damaged, said Black. The dealership is among the 25 percent of Harley outlets in the country with a dynamometer, a testing apparatus that simulates freeway speeds and conditions, added Riley.

The service section is designed for ease and efficiency in transporting the bikes through the facility. Riley toured thirty Harley dealerships across the country and incorporated the most appealing service features and the most efficient staging process. "It just flows beautifully," said Riley.

A mere glance through a specially placed window allows the service writer to note the arrival of any biker. A touch of the button and the overhead doors open and the bike enters a stall with a

trench drain designed to accept any moisture dripping from a bike. The bike moves into a temporary staging area before entering the main service area. The service area, with its diamond-plated steel around the column bases and bright red and yellow accent colors, is a fitting pit stop for the parade of Harley Sportster Huggers, Fat Boys, Night Trains, Low Riders and Road Kings that are serviced in the interior.

"The biggest design challenge of the interior was ensuring the functionality of the overall plan," said Dellicolli. "We focused on how to facilitate the movement of the bikes and how to move people through the building." A wide opening visually links the customer service entrance with the showroom, enticing the customer to browse through the vast array of Harley bikes, accessories and motor clothes.

Another consideration was carving adequate space for the building's diverse sections, which include a parts section and a second-floor winter storage area



PHOTO BY MATT AUSTERMANN, CAM MAGAZINE

Harley's famous bar and shield logo marks the concrete flatwork at the entrance to the Wolverine dealership.

for 300 to 400 bikes. To save space and reduce handling, the freight elevator is designed to double as a truck well. "The freight elevator was converted into a type of shipping and receiving dock," said Black. Added Dellicolli, "A truck can back into the freight elevator. A nearby hi-lo can go through the freight elevator right into the back of the delivery truck. In this way, the bike, still on the hi-lo, is taken directly to the storage area on the second floor without having to handle the bike anymore than once."

**THE LEGEND CONTINUES**

The Harley mystique – that chemical bond of human adrenaline with the power of the machine – attracted hundreds of people to the dealership, even before it opened. "Two days before they opened the store, there were people with their noses on the window begging to come in," said Black. "The day they opened, they had a hundred people sitting out front wanting to walk into this store on Monday morning."

After opening for just a few short weeks, Riley harnessed Harley mania for a good cause. In September, a fundraiser for Care House of Mt. Clemens attracted 1,650 bikers for a 60-mile charity ride for abused children. The parade into Richmond and Armada townships spanned five miles with the police department shutting off Gratiot to direct bikers into and out of the Harley parking lot. Riley provided food and a band for the crowd of bikers.

Future plans call for placing an old-fashioned water tower next to the deal-

ership that will mirror the old tower perched on the original Harley factory. The final step in transforming the site will be the creation of a one-acre park for parties, barbecues and special events, said Riley.

The dealership awaits the centennial parade of Harley bikers in late August. Designing and building one of the largest Harley dealerships in the country,

Rembrandt, Cityscape and the team of subcontractors have created a paradise for Harley lovers. The stylized showroom and state-of-the-art service area transport motorcycle lovers to their true paradise – the open highway with the wind in the rider's face and the entire continent unwinding beneath two rubber tires and all that bright chrome. ♡

**CITYSCAPE PROFESSES A TRUE COMMITMENT FOR THE PRACTICE OF ARCHITECTURE, BY PROVIDING CLIENT-TAILORED SERVICES.**

40850 GRAND RIVER AVE., SUITE 200 NOVI MI 48375  
 p 248.471.7877 info@cityscape.us f 248.471.7868

*Commercial · Retail · Automotive · Office*