



**MCR SERVICES, INC.**  
MANAGEMENT • CONSTRUCTION • RENOVATION

638 East Fifth Avenue  
Columbus, OH 43201-2965



(614) 421-0860

(614) 421-0865

[www.mcrrservices.com](http://www.mcrrservices.com)

### BACKGROUND

Conrad's College Gifts, at 316 West Lane Avenue, has long been a fixture on the OSU campus. For thirty years, they have been the source for OSU memorabilia. Conrad's needed extra room for their burgeoning business, but the lack of a staging area and their location on a main OSU-area artery presented unique challenges.

In 2002, MCR was invited to submit a bid for this expansion. After meetings with the owner and architect, Conrad's gave us the work and we began mobilization.



### TEAM

Meyers-Welsh Architecture + Design  
Precision Site Work Company  
Dri-Lok Corporation  
Oxley Concrete Contractor, Inc.  
Ralph Rhodes Masonry, Inc.  
Buckeye Steel, Inc.  
Wanner Metal Works, Inc.  
Fifth Avenue Lumber Company  
Richardson Glass Service  
MacArthur & Associates Roofing  
Cary & Son Plumbing  
Custom Air Conditioning & Heating Co.  
Mouser & Associates, Inc.

### CHALLENGES

**Crowded Staging Area & Bad Weather**  
Thanks to excellent communications with the owner and supplies, we were able to finish within the schedule & budget:

- ⊙ Compressed work schedule to beat the fall college sales season
- ⊙ Progress remained on schedule despite bad weather
- ⊙ Lack of staging area and tight workspace
- ⊙ Carefully coordinated delivery schedule
- ⊙ Master construction plan that minimized disruptions to ongoing store operations

### FEATURES

**High Store Visibility Delivers an Extra Impact Along Busy Lane Avenue Corridor**

- ⊙ 819 square foot gable addition
- ⊙ Additional interior and exterior retail improvements
- ⊙ 500 square foot high-impact storefront extension & canopy
- ⊙ New, pedestrian-friendly arched stone & stucco façade
- ⊙ ADA-compliant access ramp
- ⊙ Four different types of masonry block used to realize the architect's vision
- ⊙ Project finished well ahead of schedule—4½ month duration

### RESULT

**Project Team Delivers Goods**  
Thanks to great communications with the owner, architect and subtrades, we were able to successfully compress the schedule and turn over the completed project prior to the busy Fall season.

The finished addition plays up the scarlet & gray OSU colors. Their new "hi-impact entry" from Lane Avenue—complete with ADA ramp—gets them noticed.

Along with the other improvements, Conrad's found the elbow-room they really needed.



**CONRAD'S COLLEGE GIFTS**  
— OHIO STATE UNIVERSITY —  
316 WEST LANE AVENUE  
COLUMBUS, OH 43201-1002

**PROJECT  
PROFILE**

**# 2002.024**