



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

638 East Fifth Avenue  
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[www.mcrservices.com](http://www.mcrservices.com)

**BACKGROUND**

Motorsports Management, Inc. owns and operates motorcycle & RV dealerships in Naples and Fort Myers, Florida. In early 2005, they were looking at property on Morse Road and enlisted a local realtor, who introduced them to MCR.

After conducting a thorough inspection of the property, we provided a cost analysis and put together a working budget. With this due diligence, Motorsports was able to negotiate a sale price and closed on the property in May 2005, retaining us as the Design-Build contractor for the work.



**TEAM**

- Shawn McAllister Architect, Inc.
- Lewis Engineering, Inc.
- Innerspace Interiors
- Hills Blacktop, Inc.
- DendCo, Inc.
- Mill Tech, LLC
- J.G. Smith Construction
- McKee Door Sales of Columbus, Inc.
- Fairfield Insulation & Drywall
- Focus Floors, LLC
- Summit Industrial Maintenance, Inc.
- VFP Fire Systems
- Freeland Contracting Company
- Custom Air Conditioning & Heating Co.
- Mid-City Electrical Construction

**CHALLENGES**

**Full Services for Out-of-Town Buyer**

The building, constructed in 1983, had been a Furrows Lumber, Hammond Electronics and finally Arena Motor Sales:

- ⊙ Taking working “fact-finding” visits to Florida to gain better understanding of their needs
- ⊙ Complete interior demolition
- ⊙ Investigating floor techniques— even resurfacing our own floors as a test—before selecting a method of floor rehabilitation
- ⊙ Sending daily updates and pictures to client
- ⊙ Working with Owner’s electrician

**FEATURES**

**Fine Flooring and Finishes Installed—Even in the Repair Shop**

- ⊙ 35, 700 square foot Motorcycle Showroom & full Service Facility
- ⊙ Improved street access and resurfaced parking lot
- ⊙ Indoor Café area with large display windows onto the repair shop
- ⊙ Extensive mechanical repairs and upgraded roofing
- ⊙ New bathrooms, kitchen and all new interior finishes
- ⊙ Specialty floor finishes, new ceilings and extensive lighting
- ⊙ Entry façade refreshed with new graphics and signage to create high visibility from Morse Road

**RESULT**

**A Great Showroom & Service Facility**

Before the work was completed, Motorsports acquired the neighboring dealership and done additional work.

This project required a lot of investigation and due diligence—at all levels of project development. The damaged concrete floors were rehabilitated, sealed and ground down to a glass-like luster. The upscale finishes and amazing specialty lighting throughout the facility have completely transformed the space. It’s a true showplace—and cycle hobbyist destination—for their customers.



**MOTORSPORTS OF COLUMBUS**  
— SHOWROOM & SERVICE CENTER —  
2631 MORSE ROAD  
COLUMBUS, OH 43231-5931

**PROJECT PROFILE**

**# 2005.067**