

Fields Land Rover, Jaguar
6624 Seybold Drive, Madison, Wisconsin



Client: Fields Auto Group
Architect: JRB Group Architects
Role: General Contractor

As one of ICI's most ambitious automobile projects, this \$3 Million dealership with decorative finishes and state-of-the-art systems, was completed within 24 weeks.

The building exterior includes Alucobond aluminum panels and clear-anodized, "low-E" aluminum storefront and curtainwall elements as well as a demonstration course, pond feature, 24' tall concrete retaining wall system and auto display pads.

The interior is of wood, glass and stainless steel finishes including cherry paneled ceilings and solid surface countertops throughout.

In the service area, data connections were run to each technician center and the area was heated with infrared units. Each service bay is equipped with telescopic ventilation attachments to evacuate car exhausts. HVAC for the facility is provided by three roof-top air units with a VAV control package.

Value engineering alternatives saved the client over \$50,000. They included adjusting excavation depths; changing retaining wall specifications; specifying alternative retaining and metal wall finishes; and choosing alternate HVAC and lighting controls. All were accomplished without compromising the functionality and soundness of the facility.



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