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Jewett Construction completes 22,500 s/f Reynolds Subaru facility

January 05, 2018 - Owners Developers & Managers

Lyme, CT The new Reynolds Subaru waterfront automotive dealership, on Hamburg Cove is as modern as can be. But while its efficiency serves contemporary needs, the dealership's design and architecture pay homage to the town's unique history and charming ambiance.

That was the intent of the dealership's owners—Leland Thomas (Tom) Reynolds, G. Hayden Jr. Reynolds, and Kathryn (Reynolds) Wayland—the sixth generation of Reynolds family members tending to one of the town's most storied businesses. Reynolds' Subaru turned to Jewett Construction Co., Inc., out of Raymond, N.H., to help navigate the design issues, challenges, and necessary approvals. The Jewett design-build team consisted of the architects of Bruce Ronayne Hamilton Architects and the engineers at Summit Engineering.

The new 22,500 s/f integrated design-build project, completed in September 2017, required careful coordination between Subaru of New England and the town to accommodate both incorporation of the manufacturer's current image upgrades and the municipality's stringent zoning requirements.

Located at 268 Hamburg Rd., the new facility combines the iconic stone veneered Subaru tower with a historic carriage house design featuring vertical siding, architectural asphalt shingles, gabled roof lines, and New England barn-inspired accents. All of the design elements reflect the streetscape character of the town. Materials and methods were specifically chosen to retain aesthetic compatibility.

Construction of the new ground-up waterfront facility also included major site improvements, including demolition of two existing buildings. An elevator system, acoustic ceilings, and tile flooring were built to match manufacturer image upgrades. A full walk-out basement opens to an IPE-clad waterfront patio with a bluestone paver hardscape facing the waterfront. The new building's basement level houses Reynolds' Subaru's corporate offices, a conference room, employee and automotive tech break rooms, and file storage space.

The first floor deck was designed to support the Reynolds' Subaru vehicle inventory, new showroom, and office functions. The new 5,000 s/f customer-centric showroom features a customer lounge with fireplace and coffee bar, a kid's zone, and a quiet lounge for visitors. Additionally, the showroom includes sales management offices and a retail parts counter. A 9,400 s/f service department boasts a radiant heated floor slab, full-coverage automotive-grade tile flooring, a service drive-up and customer write-up area, a parts storage department, and 12 service bays with fully

recessed in-ground lifts.

It was a perfect project for Jewett, which has completed more than 100 automotive dealership projects throughout New England. The company's team of trained professionals have deep experience in designing and building modern showroom renovations to meet manufacturer's standards. Today, more than 80% of its customers are either repeat or referral clients—including some of the most well-known names in the New England auto industry, including AutoFair, Prime Motor Group, the Herb Chambers Companies, and the Grappone Automotive Group.

"I was comfortable knowing that Jewett Construction would follow through on whatever they said they would do. They assured me that what I wanted to get out of my building, I would get. And, I did," said Reynolds.

Now Reynolds' Subaru has a facility that will serve it well for decades to come. What founder Ephraim might think about a coffee bar and kids play area we'll never know. But if the company history is any indication, he'd probably approve. Changing with the times—and serving the customers—never goes out of style for this family business.

"There were certain zoning laws and regulations that we needed to incorporate to be compliant with the town," said G. Hayden Reynolds, general manager and owner of Reynolds' Subaru. "Jewett Construction, as well as the Architect, were integral in making sure we achieved the look and design that would be best for the space while gaining approval from the town."