



ATAS



**Featured Project:
Britt Motorsports
Wilmington, N.C.
Rigid-Wall
Bone White**

Britt Motorsports is a family-owned business founded in 1976 as a motorcycle dealership. The company still focuses on motorcycles, but it also now sells ATVs and watercraft from several locations and branches. Scott Britt, the company owner, asked architect Philip Sharpe to design this facility in Wilmington with a focus on its showroom and retail. “A lot of time was spent designing that [retail] area, including the lighting and flooring,” Sharpe said. “We worked with a retail consultant, and I like the high ceiling because you have the sense of being in a very large space.” The mezzanine building includes offices, a showroom and a service area.

While the interior focus was retail, the exterior of the building reflects the core of Britt Motorsports—speed. “[Scott] was looking for a high-tech look and something associated with motorcycles. We felt metal was a natural pick because metal is expressed on motorcycles in so many ways.”

The building features 10,645 square feet of Rigid-Wall (MFR160) panels from ATAS International, Inc. The 22-gauge steel panels are in a bone white color. Sharpe pointed out that the panels were installed horizontally to make the building look larger and give the appearance of speed. The metal panels were chosen because of these aesthetics, as well as the panels’ cost-effectiveness, ease of installation and light weight.

General Contractor: Lee F. Cowper Inc., Wilmington, N.C.

