

Plenty of Parking Space for Chevy 2I

Chevy 2I of Bethlehem, Pa., is the most aggressive dealership in the Philadelphia zone, handling the largest volume in the region. The secret to being both the biggest and the best, according to Chevy 2I President Jerry Horst is “flow.”



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“There’s a lot going on here every minute of every day,” he explains, “and it all has to flow smoothly. Customers ... sales staff ... service people ... vehicles ... and paperwork — it all has to flow smoothly through this building.”

When the dealership needed larger facilities, Horst determined that the perfect new location was just down the road. However, the property was not without challenges. Horst explains, “Basically the job was to take an existing concrete structure, integrate that with modular systems for the service area and standard construction for the showroom, insure enough parking for our huge inventory ... and accomplish all that over a steep slope that drops off a cliff.”

From the back of the property, you can see a huge retaining wall that was built to facilitate storm-water runoff and provide an extra 30 feet of usable parking area. The retention pond is under the parking lot, tied in to a pre-existing drainage culvert. The lower story of the building, accessible at the back, houses the service facility and wash bays. And on the first floor, at street level, is the showroom and offices. From the front, you see a beautiful, spacious, modern dealership perched behind a row of glistening, brand-new Corvettes.

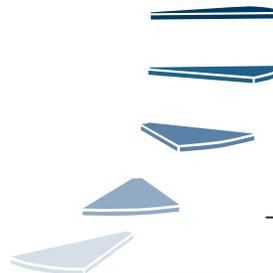
According to Horst, “Cornerstone fit about 10 pounds of development into a one-pound package. They developed every inch of property, and got it approved. It looks fabulous and it works like a charm!”

“Chevy has specific criteria for the front façade,” Horst explains. “Behind that, we worked with Cornerstone’s architects to design what you see. Working with Cornerstone every step of the way had advantages I didn’t realize until we were well underway,” he adds. The fact that the architects, engineers and even the surveyors were working together from the start solved a lot of problems. “I was working with someone else at first, and a lot of mistakes were made. The city was not happy, and I needed the project done — and done right.”



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— Chevy 2I President
Jerry Horst



“When they wanted the wall redesigned to new specs, I called Cornerstone. They had a surveying team out here the next day, sent the new plans to the city and they were approved in an hour.”

On any given day there are hundreds of new vehicles on-site. And a dealership that is growing the way Chevy 21 is, needs every square foot of available space for parking vehicles.

“There was no extra space to deal with a stormwater pond, so the basin had to go underground. A huge amount of engineering went into that project, and they were up to the challenge,” he adds. “I’ve worked with other engineers, and it’s not the same quality of expertise.”

“The guys at Cornerstone really did a great job,” Horst says. “They came into a difficult situation on two fronts – challenging physical requirements, and a project that was underway and needed fixing – and they came up with feasible, cost-effective solutions to resolve those issues.”

“The quality of their work is excellent, and from a time standpoint, they were always right on it. And time is money! I wouldn’t recommend anyone else.”



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