



# Fast Track Travel Center

## Best Original Travel Center

Madison, Fla.

**F**ast Track's Madison Travel Center is located on a major interstate in Florida — but unlike other travel centers it also serves local rural shoppers. So the goal was to provide an auto- and truck-friendly destination with easy access, great food choices and an upscale environment, which would be welcoming to the local clientele while also accommodating the needs of long distance truckers whose patronage is the bread and butter for such travel centers.

The owner, Richard Rentz, hired MRP Design Group and Sheer Impact LLC and construction was completed in late May with the store opening in early June. Rentz wanted to be sure auto travelers didn't feel they were stopping at a truck stop

and an easily navigable store that encouraged customers to flow freely between the restaurants and the store, with great eye-appeal and visibility from the major nearby roads.

“Accommodating the layout and traffic pattern of each indi-

ing canopy. MRP developed a site layout that separated the auto and truck traffic, providing easy access to both the auto and diesel fueling islands, as well as to the drive-thru area for the Wendy's restaurant. The interior layout provided food court seating to all three restaurants and maximized product exposure in the convenience store, while creating an inviting self-serve area for

nates, combined with modern metallic details to capture attention and draw shoppers to important dollar-generating departments. In addition to the design work, Sheer Impact fabricated and installed the signage as well as completed the décor by selecting complementary glass mosaic tiles and bold paint colors to unify the interior design.

“After opening, we are certainly achieving the traffic volume that we anticipated and seem to have the mix of both local customers and travelers that we believe is necessary for the long term success of the



and that truckers didn't feel like they were stopping at a local c-store. He wanted the location to be more appealing than the typical interstate fueling choices, and desired a spacious and amenity-packed trucker area with its own showering and restroom facility, as well as Wi-Fi, laundry, a truckers' lounge and a game room. For the locals, he required large and clean restrooms, an alluring selection of restaurants,

**Fast Track Travel Center, located in Madison, Fla., serves both motorists and local shoppers.**

vidual business to flow well,” was the main challenge, said Rentz. The plan included a food court with several restaurants, including a Dairy Queen, Wendy's (with drive-thru) and Subway, as well as a 14,000-square-foot travel center with eight auto canopies and a five lane mater/satellite diesel fuel-



higher margin items. Trucker amenities were located in the rear, while a common access game room was provided for truckers and family customers.

Sheer Impact created the interior imaging, including department and way-finding signage. The interior design employs warm-toned lami-

project,” said Rentz. “It is entertaining and satisfying to watch the expressions on customers' faces as they enter the store and to overhear them tell companions that this is one of the nicest stores they have been in.”

*For more of Fast Track Travel Center, see Store of the Month feature, page 80.* ■