

**The Mother of All Roads ©  
U.S. Design Concept**

DATE: 9 February 2016

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“Client”

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CONCEPT: **A Year-Round Commercial, Retail, Entertainment and  
Phase 2 Stay-over Destination**

**Design Objective:** Principally to attract the local and regional motorcycle riding community and to fulfil as much as possible all of their riding, charitable, motorcycle equipment, entertainment, stay-over and retail needs.

To create ‘WOMP’ word-of-mouth-potential much like the iconic Arizona destinations of the past, i.e. Rawhide, Pinnacle Peak Patio, Rustler’s Roost, Greasewood Flat, The Hideaway, Tortilla Flats, the Billet Bar and The Full Throttle Saloon in South Dakota, etc.

**Theming:** To be mid-century Route 66 experiential “Mother 66’ ©.

**Design Narrative:** This unique venue will play host to regional and national rock bands, artisans, retailers and vendors. Mother 66 is a place to see and be seen and most important to bring new guests.

**Curb Appeal:** Along with the exterior fencing that will be accentuated with simple highway graphics. RGS has created a nostalgic and memorable sense of entry with a mid-century desert modern design thus continuing the vintage Al Beadle design that exists on the current Eagle Rider building.

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The marquee and entrance portico will complement the simple lines of the existing cantilevered eaves casting a warm golden glow from 1000 leds. This space frame of light weight metal will be a memorable structure approximately 18' wide x 24" thick x 90' long. Copy is yet TBD however, Mother 66, Route 66 and The Mother of All Roads U.S. seems appropriate including the Route 66 icon and center lines.

The north east exit gate will be left unobstructed to accommodate larger trucks. Guests will arrive and exit beneath a heroic scaled structure that will create a feeling of exclusivity and welcome and will evoke a positive emotion for both arriving and departing the venue.

**Mother 66:** Is a place where everyone will get to know your name (your biker name that is). A place new guests will feel welcome, a place to get great food for a reasonable price. In fact, price will be a qualifying factor in accepting tenant retailers and food vendors. An affordable destination where everyone feels at home.

All graphics and signage will follow the Route 66 theme, authentic in its mid-century iconography. Neon, leds and wall wash theatrical lighting will play a role as well as an abundance of fast growing plant material.

**Signature Focal Point:** 'Barr 66' © is center stage. Conjuring memories of those mid-century filling stations. The bar & stage level #1 will be ground zero, a feat of exhibitionism unmatched, a place to show off your bike, your babe, or your guy and your bling.

Ground level bar will accommodate 60 to 80 guests. The roof deck of the Bar 66 level #2 will accommodate another 80 to 100. The roof of Barr 66 will be open to the entire outdoor venue as well as directly below to the bar on ground level. As if the 3 giant structural arrow columns are not enough, the bar features a one-way 15' wide exhibition bike route separating the stage at level #1, 3' above grade. Level #2 of Barr 66 (the roof deck) will be shaded by a huge Native American style shade screen.

The vantage point from the ground level bar will ensure standing room only for bikini bike washes, bike auctions, smaller vocal and week day evening entertainment acts.

The stage #1 is set directly under a 30' opening accommodating a 3 level spiral staircase to levels 2 & 3 of retail. Stage #1 will be used as a more intimate entertainment venue between major events.

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**BarterTown 66 ©:** The retail component of Mother 66 is a collection of restored vintage travel trailers and mobile homes (off their axels and wheels). The restoration process will remove all plumbing and divider walls leaving an open (non-livable) space to be tailored to the needs of the tenant retailer. I.e. electrical, lighting, displays, hvac, furnishings and work space. These units will be leased out to various qualified tenant entrepreneurs. Each unit will receive exterior signage, theatrical accent lighting, canopies, humidifiers, deck chairs and plantings.

All perimeter hand railings north, east, south and west will also have drink-bar railing and swing-out event bar stools. Decks and walkways will average between 8' to 12' wide for ease of traffic flow.

(4) Exterior fire-pits will be included to enhance night time drama and for warmth.

During Events: The remaining parking lot will be cleared of motorcycles. Event exhibitors to include:

(1) 20' x 30' Main Entertainment Stage

(1) 16' x 24' Tom's BBQ

(10) Porta-Pottys

(1) 18' x 36' Beer Truck

(1) 15' x 66' Top Spoke with Canopy

(1) 12' x 30' Space next to Tom's BBQ, TBD

(6) 10' x 24' Outer-north parking area exhibits. I.e. US Military, USS Arizona 10' x 26'

(15) Vendor tents (5) on each deck level. The permanent retail space will include (20) vintage and restored travel trailer and mobile homes, teepees with odd-ball architectural elements populating all 3 levels of retail; each truly one of a kind in nature. ADA Compliant HC ramps will access the stage #1 as well as all retail on level 1. (1) HC ramp will access level #2 bar roof & retail. No HC access is available to level #3.

The permanent Barter Town 66 © will have restrooms to code. Bike parking during non-event periods will be approximately 400+ bikes.

The following is a list of Potential Tennant Retailers, Concessioners and Artisans:

Cannabis Dispensaries

Night Rider Jewelry

Tattoo Studio

Leather Smithing

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Knife Shop

Florence Prison Inmate Art Outlet

Barber Shop

Law Tiger Offices

R. Garth Studios sculpting studio

Fortune Telling

Helmet Shop, i.e. GoPro, Bluetooth, GPS and Communications equipment

Lady's ware boutique

Airbrush Studio for helmet painting, burial urns and pin stripping

Custom Motor Works

T-shirt Shop for Route 66 memorabilia, plus more

Gun Shop and accessories for Women

After-market motorcycle parts

Nail salon

A rentable clubhouse space for riding clubs named **'It's Club Business'** ©, café racer clubs, women's riding clubs, trike clubs, hot rod clubs, sportster clubs, trip planning, singles clubs, hog clubs, vintage bike clubs, etc.

Spiral staircase for weddings (and photo ops)

Internet, café, coffee shop and muffins

Cigar shop,

Photo booth

Face painting

Stitch shop

Leather & lace boutique

**'A cold day in Hell'** ©will sell evaporative clothing for summer

Title loans

Chiropractor & massage

Retro clothing & accessories boutique

Bob's cycle parts

Bike magazine publisher office

Dyno tune shop

Personal protection classes

Lava lamp shop

Pole dancing classes

3 food carts (tacos, brats, sliders, bbq)

Book signings (Chuck Zito & Sonny Barger)

BFD Food Drop Station

Riding Optics & Custom-Protective Eye wear salon

Movie Night-Old biker movies

All things vintage (parts & such)

Rock a Billy boutique

Silversmithing boutique with silver spoon jewelry creations

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Recreational Mary Jane space ship with music and city views  
(reserved by appointment)

Poster Shop 60's, 70's, 80's and memorabilia from that era

Cook your own fire pit

Outside pool tables and darts

Indian motorcycle apparel and accessories

Custom glove boutique

Shipping department for t-shirts and other items

Jacuzzi and cold plunge

Zip line from north east corner to level #2 of retail

Bikini Bike Wash

### **Target Audience:**

The local riding community within the Phoenix metroplex.

The regional destination riders.

The national and international riders coming to Arizona to ride Route 66 and the National Parks & Monuments.

Out of town tourists both domestic and international.

Local convention visitors

Local hot rod & vintage clubs

Bike show promoters

Swap meet promoters

Charitable organizations

Local tenant retailers and businesses that fit well with Mother66 ©

**Phase II** Stayover will be located at the south of the Eagle Rider property and will consist of 50 stay-over units in the same Route 66 theming with quality restored vintage trailer homes and travel trailers.

The space frame will be structural steel with 3 levels of fully functional and plumed stay-over units complete with outside booms and lifts to accommodate guest baggage and guests transport to levels #2 & #3.

Phase II will also have a late hours cantina and bike repair/wash shop as well as data business center with high speed internet connection and shipping office.