

Texas Harley-Davidson Dealership

Location:

Bedford, Texas

Size:

71,166 SF

Owner / Developer:

Texas Harley-Davidson

Role:

Design/Build Contractor

Building Type:

Retail



About This Project:

- Provides 71,000 SF of space to Texas Harley-Davidson, one of the ten largest dealerships in the United States.
- Exterior crafted with textured tiltwalls, finished in Harley-Davidson's signature black and orange. A large metal awning with black trim spans the building. Metal panels and sections of glass curtainwall showcase the motorcycles within.
- Interior retail space provides a dynamic blend of old warehouse and industrial styles. Suspended catwalks and on-floor stages display motorcycles. Stained finish concrete accented with wood taken from old wine and whiskey barrels accent the showroom.
- The walls feature extensive Harley-Davidson artwork with sections of old brick. Overhead, the steel structure, duct work and piping were left raw and exposed to enhance the industrial feel.
- Facility also features a technologically advanced service facility with epoxy-covered floors, indoor wash and detail bays.

