

Harley-Davidson of North Texas

Location:

Carrollton, Texas

Size:

50,000 SF

Owner / Developer:

MS&S Real Estate

Role:

General Contractor

Building Type:

Retail



About This Project:

- Exterior is clad with a brick façade to match the look of the original Harley-Davidson manufacturing plant.
- The showroom features bands of brick veneer with additional bands and accents of dark wood on all walls. Structural columns are clad with steel and brick veneer.
- The sales offices are set apart from the showroom visually with a brick veneer façade.
- Wall- and column-mounted LCD panels show videos and information downloaded by satellite from Harley-Davidson's corporate offices.
- A large staircase leads to the H.O.G Room, a relaxation area with couches and a big-screen television for Harley Owners Guild members. The second floor also includes training facilities and administrative offices.
- The 20,100 SF service area includes 26 cycle lifts, a dynamometer room and trolley-based exhaust rail system.

