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New 19,200 s/f Bedford Land Rover dealership on South River Road completed

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Bedford, NH Bedford Land Rover's expansion features a new facility recently completed on South River Rd. (U.S. Rte. 3). The New Hampshire-based design-build team was led by Eckman Construction of Bedford, and included design partners Warrenstreet Architects of Concord and TFMoran of Bedford. Warrenstreet Architects provided architectural design which included brand design conformance; and TFMoran provided civil/site/traffic and structural engineering services for this new 19,200 s/f auto showroom and Land Rover service center. Working with their design consultants, Eckman Construction evaluated multiple alternative approaches for upgrading the existing outdated dealership to meet the new global "ARCH" design standards. In the end, the owner elected to move forward with a new building which became one of the first stand-alone Land Rover dealerships in North America to utilize the new Jaguar-Land Rover "ARCH" design concept. This global brand standard signifies an evolution to a contemporary brand identity with the use of modern architectural design, providing a convenient and friendly way to buy, and a brand experience customers will love for life.

The architecture of the proposed dealership is contemporary in nature with aluminum composite cladding in a dark grey and a champagne silver. The structure includes very prominent floor-to-ceiling planar glass windows to display the interior showroom.

Warrenstreet project manager Jonathan Smith said, "Collaboration among the team to address the many design elements that make up the showroom glazing was critical." Working within the tight tolerances required to implement the 61-foot glass framed opening was a challenge overcome through close coordination between architect and Eckman subcontractors. The window facing South River Rd. extends approximately 61 feet or approximately 44% of the building façade.

Although the contemporary design is unique for Bedford, the project team engaged the board with a detailed discussion related to the proposed architecture and the board expressed comfort with the proposed design in light of landscaping improvements proposed. TFMoran's professional landscape architect, Mike Krzeminski explained the landscape both highlights and complements the architecture of the building, while also balancing the town's landscape standards.

"Blending corporate design standards with municipal expectations is a delicate balance especially in a town like Bedford where they have specific architectural preferences," said TFMoran senior project manager, Nick Golon, PE. "In the end both the town and project team found an appropriate balance that delivered an exceptional project everyone can be proud of."

TFMoran structural engineers designed a custom steel truss above the glass storefront facing South River Rd. The exterior wall above the glass was designed as an 8'-6" deep custom steel truss clad with metal panels. The concept of supporting the roof framing on a clear spanning truss allowed for the design team to achieve a column free look within the showroom.

The new facility was completed in October of 2018, and has created the premium retail experience Land Rover customers expect.

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