



Harwood International

Dallas, Texas

Summary

Originally hired to consult for AZURE Marketing Center than retained to assist with the Joule Hotel and Farmer Branch's Redevelopment

AZURE Marketing Center

- Responsible for the Construction Management of the Marketing Center
- Team member for Pre-Construction design and material selections for AZURE
- Participated in the General Contractor selection for AZURE

Joule Hotel

- Supervised the handling of the Downtown Connect Tax Increment Financing packages
- Oversaw Federal Preservation Historic Tax credits

City of Famer Branch's Redevelopment Master Plan

- Worked with Cityand Humphrey's Architecture to develop a phased plan

Full Project Submergence

The AZURE Marketing Center was a state-of-the-art 5,700 square foot facility designed to assist in the sales of condominium homes for AZURE, an upscale high-rise condominium tower planned for Dallas' uptown area. The Marketing Center was located on the 16th floor, which also housed the Development and Construction offices of Harwood International. The Marketing Center was constructed over the course of 16 weeks - 7 days a week, 24 hours a day. The driving force was the installation of a full scale mock-up. The mock-up was built for two reasons: to assist with sales and to serve as trial construction for the future condominium units. Time was of the essence in order to capture the market share of presales. Once construction began on the mock-up, a floodgate of changes opened. The changes originated from "bugs" that were found in the design as well as preferential changes in color, texture and function of the finishes and amenities. It was extremely important to meticulously document all of the changes. It was equally as important to communicate these changes to the client, architect, and contractor promptly so educated decisions could be made to avoid major delays. After the many modifications, adjustments and trials, the Marketing Center, including the mock-up, turned out to be as magnificent as the AZURE condominiums. The Marketing Center proved to be a success with 80% homes presold.

The Joule Hotel project consisted of restoring and renovating the historic building at 1530 Main, demolition of an adjacent building at 1526 Main, and construction of a new eight-story structure adjacent to the hotel. The Joule met the requirements of the Texas Historical Commission, making it once again a landmark on Main Street. The meticulous restoration of the original exterior façade was complemented by The Joule's chic, modern interior, designed by architect Adam Tihany. The boutique hotel is now bringing nightlife and business to downtown Dallas.

