

Bikers flock to Harley's new \$6.5M dealership

By Burl
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Richmond Harley-Davidson celebrated the opening of its new facility in Northlake on Saturday. *Photos by Burl Rolett.*

Leather and chrome were the order of the day last Saturday in Hanover.

Richmond Harley-Davidson unveiled its new 56,000-square-foot dealership over the weekend with a grand opening bike rally and concert at Northlake near Ashland. The new shop will replace the company's former location at 10441 Washington Highway.

Company President George Wills said last year the Northlake dealership [cost about \\$6.5 million](#) to build and is about 20,000 square feet bigger than the former Washington Highway dealership. The property includes an elevated concert stage and an asphalt training space for new riders.

Balzer & Associates handled the architectural work, and Haley Builders was the general contractor on the building.

Richmond Harley-Davidson, which also owns Steel Horse Harley-Davidson in Midlothian, bought its seven-acre Northlake plot in 2007. Since then, a massive [Bass Pro Shops store opened](#) at the nearby Winding Brook development, and plans for an expansive [Northlake outlet mall have taken shape](#). Blue Bell Creameries also recently [scooped up land](#) in the area for a new distribution center.

Interstate proximity was the location's biggest draw, Wills said last year, adding that he expects the Northlake store will bring in much more business from riders passing through on Interstate 95.