

Intermark Group

**Location:**

Birmingham, Alabama

Submarket:

CBD

Developer/Owner:

CRD (Corporate Realty Development)

Architect:

Garrison Barrett Group

Square Footage:

40,000

Value:

\$6,000,000

Completion:

January 2007

Awards:

2007 BBJ Deal of the Year:
Renovation

Opportunity:

The Intermark Building is a redevelopment of the former Ford Car Dealership and Rogers Trading Company into an office space for Intermark Group and Vazda Studios, Inc. Vacant for 11 years, the project offered the opportunity to create a marquee historic location that would serve as a gateway form the Highway 31 entrance into the CBD.

Result:

The design team worked diligently to maintain the historic integrity of the exterior while the interior was stripped to the bones to bring up to date. All systems required modernizing. The renovation allowed Intermark Group to move approximately 100 jobs downtown from the outlying area and positioned this asset as a dominant building on the 2nd Avenue North entrance to downtown Birmingham.