



# PROJECT PROFILE:

William W. Brashear Tower  
*Livonia, Michigan*

## Challenge

The 9-story Brashear Tower is a senior living apartment complex in Livonia, Michigan. When new owners, Silver Tree Residential, took over, they inherited the building envelope failures and asbestos. They decided it was time for the much-needed exterior restoration.

They contacted Saylor's Inc. in 2018 to begin work on the design and implementation of the new façade. "We had to basically create our own curtainwall assembly, our own stud assembly, outbound of the existing asbestos panel because the remediation of all the asbestos on the building would have been astronomical," said Jess Saylor, President of Saylor's Inc.

The city of Livonia was initially hesitant to permit any exterior plastering on the first floor of the structure, which ruled out any of the Dryvit products.

Completion Date	2020
Building Type	Apartment
Project Size	9 Stories; 5000 sq. ft.
Project Type	Restoration
Products Used	NewBrick, Outsulation Plus MD



By using Dryvit's superior EIFS products, the owners will save on long-term heating/cooling costs.



NewBrick® decreases installation time and equipment needs compared to traditional clay brick.





Before the renovation, the facade was drab, uninviting and had building envelope failures.



With the restoration, the building achieved a fresh aesthetic with high-performance waterproofing.

## Solution

Saylor had worked with Dryvit since the 1980s, so he knew of their reliable products and service. In the proposal for NewBrick, they took a mockup to a city council meeting. The city could not believe it wasn't traditional masonry brick. In 2019, the city approved the plans and construction could begin.

In the end, the first floor of the building was clad in NewBrick and the upper eight stories used Outsulation® Plus MD System with Custom Brick™ and Sandpebble® finishes. The Outsulation Plus MD system incorporates a liquid-applied, air- and water-resistive barrier and the insulation is applied with vertical adhesive beads to facilitate moisture drainage.

Although this was Saylor, Inc.'s first time using NewBrick on an actual jobsite, their team found it was very easy to install. Plus, the time and financial benefits far outweighed traditional clay brick. "If you took all the building components...all that time out of the building schedule, this would be way faster," Saylor explained.

"[NewBrick] could actually have a place on almost every project if the owner is looking for the traditional masonry look." - Jess Saylor

NewBrick eliminates the need for miscellaneous steel and larger foundations due to the light weight of the insulated masonry veneer compared to clay bricks. "It [NewBrick] could actually have a place on almost every project if the owner is looking for the traditional masonry look."

The owners, residents and the city love the results. Saylor concluded, "The city's building department can't believe the transformation. And they think it's now one of the nicest looking buildings in their community versus what was, no argument, the ugliest building."

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