

Custom Brick™ Case Study



All Aboard! Nearly one million SF of Custom Brick Finish adorns Atlantic Station project



An aerial view of the massive Atlantic Station multi-use development in downtown Atlanta, Georgia. Dryvit finishes are used on more than 700,000 SF of buildings.

Deep in the heart of traditional brick country lays one of the best examples of how Dryvit offers a lighter weight and better performing alternative to traditional clay brick exteriors in its unique Custom Brick finish.

"It's a pretty impressive project, no matter how you look at it," says Damon Rose of CPD Plastering in Atlanta—one of two applicator firms that applied more than 500,000 square feet of Dryvit finish used on the project. While Custom Brick was not the only Dryvit finish used on Atlantic Station—there were nearly

200,000 square feet of Sandblast® finish also used at the massive Atlantic Station—it was certainly the dominant feature of the multi-use facility that covers more than 1 million square feet of commercial and residential real estate arrayed over an area larger than several city blocks (see aerial image).



The Atlantic Station community is a 138-acre environmental redevelopment and reclamation of the former Atlantic Steel Mill in Midtown Atlanta developed by AIG Global Real Estate Investment Corp. and Atlanta-based Jacoby Development, Inc. Bordered by downtown Atlanta to the south and Buckhead to the north, the redevelopment is located at the busy nexus of Interstates 75 and 85.

Project Name:

Atlantic Station
Atlanta, GA

Owner:

Atlantic Town Center
Atlanta, GA

Dryvit Finish:

Custom Brick
Sandblast

Dryvit Applicators:

CPD Plastering
Atlanta, GA

Lee Ellison Enterprises, Inc.
Dallas, GA

Architect:

Wakefield Beasley & Assoc
Norcross, GA

General Contractor:

VCC
Atlanta, GA

Just how big is Atlantic Station? Consider these facts:

Despite its incredible size now, it is actually still growing. When it is complete, it is envisioned that the project will include: Six million square feet of class A office space; 3,000 - 5,000 residential units (for-sale and for-rent); two million square feet of retail and entertainment space, including restaurants and movie theatres; 1,000 hotel rooms and 11 acres of public parks.



A view of how Custom Brick™ was used in the retail setting.

It's a big project.

"Anywhere you see what you think might be clay brick on the exterior, that is actually Dryvit Custom Brick, and there sure is a lot of it" said Lee Ellison, owner of Lee Ellison Enterprises, Inc., the second applicator contractor who worked on the project.

"It was a really great use for Custom Brick, and I know everyone is really pleased with how it came out."

Ellison said the greatest advantage Custom Brick finish brought to the job was the speed with which the product was delivered to the job site, allowing the owners and developer to meet extremely aggressive construction schedules.

The Dryvit distributor (Circle Supply) did a really great job of keeping us in material. There was never a time we had to wait more than a day or two to get material, so we were able to move **very quickly and make the owner happy," Ellison commented.**

With the massive—and massively popular—Atlanta Aquarium just a short distance away in the burgeoning downtown center also featuring an array of Dryvit exterior and Triarch® interior finishes, and a Dryvit system adorning the massive Paramount at Buckhead apartment project (which at 44 stories is the largest tunnelform project in North America), Dryvit is playing a significant role in the growth and development of downtown Atlanta – one of the fastest-growing cities in the United States.

For more information about Dryvit Custom Brick, or any of the systems and products sold by Dryvit Systems, Inc., call Dryvit Customer Service at 1-800-556-7752 or visit us on the web at www.dryvit.com.

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