

# Custom Brick Case Study



## Dryvit's Custom Brick™: No Vacancy Sign Posted at Revitalized Retail Shopping Center

The Golf Point Shopping Center was more than beginning to show its age. Located in Schaumburg, Illinois, the shopping center had not been renovated since 1984.

"It was a distressed property. We needed to spend some money to make it a success," recalled Glida Garza, the property manager for Golf Point.

According to Ms. Garza, approximately 50 percent of the 90,000 square feet of retail space in the shopping center was not occupied when RMS Properties purchased Golf Point in 1997.

An extensive renovation project soon commenced. Dryvit's Custom Brick Finish was selected for use across the façade of the entire property covering some 20 different stores.

Custom Brick is a unique system that incorporates patented templates. Custom Brick is versatile as it can create the look of



**Project Name:**  
Golf Point Shopping Center  
Schaumburg, Illinois

**Dryvit Finish:**  
Custom Brick

**Dryvit Distributor:**  
E.F. Wood/C.A.S.H

**Applicator:**  
E.B. Stucco

**Architect:**  
Maemar P.C.

**Owner:**  
R.M.S. Properties

brick, stone, slate, and other natural finishes. It can be used over a prepared Dryvit E.I.F.S. base coat, new or existing concrete, stucco, or other compatible substrates

According to Erik Norman from E.F. Wood/C.A.S.H, two custom brick templates were selected. Approximately 2,800 square feet of Dryvit's Norman Cobbles pattern was applied to the base of columns around the store's doors and windows. Additionally, 10,000 square feet of Dryvit's Utility brick pattern was used above the Norman Cobbles pattern and throughout each store's façade.

"It looks beautiful. It's great. There is a lot of detailing. Everyone loves it," said Ms. Garza. Apparently everyone does. Ms. Garza reports that the new Golf Point Shopping Center, outfitted with Dryvit's Custom Brick Finish, now enjoys nearly one hundred percent occupancy rate.



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](http://www.dryvit.com).

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**BRICK**

