



FAIRFIELD INN & SUITES BY MARRIOTT® IN DAYTON, OH SAVES TIME, MONEY WITH NEWBRICK®

CHALLENGE:

A brand-new Dayton, OH, hotel proved an exciting addition to an historic revitalization project in the heart of downtown. It represents the first hotel in approximately 30 years to be opened along the riverfront. The key challenge was which veneer(s) to select for this new hotel. The primary factors for final consideration: need for lightweight cladding options (this is a six-story hotel), material cost to stay within the project budget and the desire to have a “brick-look” to fit in with the surrounding buildings.

SOLUTION:

Enter NewBrick, offering a solution to all three challenges: the need for a lightweight alternative, the requirement to fit within the project budget and a criterion for an aesthetic to blend-in with the existing brick-clad neighborhood.



This brand-new Fairfield Inn & Suites is located right in the center of vibrant downtown Dayton, OH. With easy access to Dayton Children’s Hospital, Dayton VA Medical Center and The National Museum of the United States Air Force, the hotel is a focal point of the downtown area.

Directly by the RiverScape, visitors can enjoy kayaking and other river activities or take a stroll or bike ride in the nation’s largest network of paved recreation trails. There’s plenty of live theater and performing arts or even the chance to catch a Dragons Baseball game at Fifth Third Field. This hotel in Dayton, OH is perfectly centralized and needed to have an attractive cladding to make it a strong focal point.

Michael Hoying, of Brackett Builders, explained that they really leaned on their architect, Meyers + Associates Architecture out of Columbus, Ohio to take on the challenge. “They did a great job. They knew that we had to break up the building, six stories right on the corner of two roads. They’re very prominent elevations.” Having the hotel look good and standout was critical.

Enter NewBrick, a perfect solution to help the architect achieve just the right balance of claddings to ensure that this hotel would be a dominant point in the center while also being delivered on time and on budget.

PROJECT TEAM

DEVELOPER:

Crawford Hoying / Woodard Development

ARCHITECT:

Meyers + Associates Architecture

NEWBRICK INSTALLER:

Specialty Shapes & Services, LLC

DISTRIBUTOR:

Interior Supply Dayton

GENERAL CONTRACTOR:

Brackett Builders, Inc.



“NewBrick was an important and deciding factor on selecting the material for this hotel. We knew we needed to have a veneer finish on the hotel itself. And weight was a concern structurally. In going up six stories on this hotel, we knew that we had to come up with a thin veneer. And, we looked to NewBrick for that solution. It turned out great.”

— Michael Hoying | Bracket Builders

According to Steven Cordero, with Specialty Shapes & Services, LLC, who oversaw the installation, the NewBrick product exceeded everyone’s expectations.

“NewBrick is great. It’s a good, lightweight system. It’s fast. It’s very easy to assemble. And, my guys like it better than the conventional thin brick system because it’s lighter, cleaner, and easier to cut.”

When asked to elaborate a bit more about these very critical points, Cordero said that NewBrick just has so much variability. For instance, the assembly portion of it and the amount of NewBrick that he could get on the scaffolding to do the work was a big benefit.

“Being able to stock our scaffolding with an overabundance of NewBrick, was enormous for us because we were able to put probably 300 units plus

on the scaffolding, versus if we were using conventional brick, you can only stack up maybe 96 bricks at a time. And then, you need to tote it up! So, it takes probably two or three hours to get that stocked up versus the 20 minutes it took with NewBrick,” Cordero said.

The general contractor was pleasantly surprised to see that the product looked like traditional clay brick as it was going up.

“We’ve seen other competing products, different stencil brick, different real brick that were cut and, if not executed perfectly, just don’t look real,” Hoying said. “And it was a breeze to install. It went up fast.”

Cordero echoed Hoying’s comments and added that the NewBrick solution was not only faster to install, but also easier to order and acquire.



"All of the other products out there involve too much labor, tracking down lead time, just enormous amounts of different obstacles that you have to jump through to get their finishes up." The overall process working with NewBrick was so simplistic and efficient. "We made just one call, presented it the architect, let him choose a color and texture and then it was on its way!," Cordero said.



So, what does the hotel, all the stakeholders and visitors think now that the hotel is completed? "They actually think it's conventional clay brick. They are amazed at how fast we got it up, and because we did it all within three weeks, everyone is amazed," said Cordero.

Normally a job this size would take Cordero and his team two months using conventional brick primarily because of set-up time. That's a drastic advantage of building with NewBrick.

What's next for Cordero and Hoying? Hoying explained that they are underway with a multi-family project around the corner facing the Dragon's Baseball stadium, a projected five-story building that will also feature the NewBrick product on the exterior.

"I'm a general contractor and NewBrick helped maintain our energy ratings on the outside of the buildings. That provides value. They keep a lightweight product, so we can avoid larger foundations, structural steel and go up higher and more stories without relief angles. And it just overall simplifies our building and our details. We can look to one exterior installer, and they can essentially provide the entire envelope, which is great for us," Hoying concluded.



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