



Custom Brick Case Study



Custom Brick provides “Weighty” Solution To Ohio Shopping Plaza Design

In the hyper-competitive world of retail, owners are always seeking unique designs and improved aesthetics to lure shoppers to their facilities. In the upscale suburban outdoor mall called Legacy Village in Lyndhurst, Ohio, Custom Brick™ played a role in the aesthetics designed to attract affluent shoppers.

In the case of Legacy Village, a project in which almost all of the exterior cladding was done with EIFS, important decorative chimneys were made a part of the design to create a more residential feel in the buildings.



“We structurally couldn’t afford to use brick at that elevation, but we wanted the chimneys to be incorporated in the project design because they fit what we were trying to do with the project,” said Alex Espinoza of Dorsey Hodgson & Partners, the project architects. “The Custom Brick option really was the perfect solution because we were able to get the look we wanted without all of the costly structural considerations we would have had with brick.”

Because so much of the project exterior was clad with EIFS, trained EIFS applicators were already working on the site and easily handled the Custom Brick application on the chimney columns.

“It made a lot of sense for us to go with Custom Brick because we had tradesmen working on the project who could handle the application of the Custom Brick,” Espinoza explained. “They had no trouble with the Custom Brick and we were exceptionally pleased with the result.”

In addition to the structural loading advantages, the ability to match the color, texture and pattern the designers wanted was a big part of the Custom Brick advantage. So, too, were the cost differences between Custom Brick and traditional brick for that application.

“The owner realized significant savings by using Custom Brick over traditional brick, particularly at that elevation,” Espinoza said. “It was a very cost-efficient solution that also allowed us to achieve the look we wanted for the project.”



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.

dryvit *Custom*
BRICK

