



PROJECT PROFILE:

Monon Crossing
Westfield, Indiana

Challenge

Monon Crossing was a new-build retail space in Westfield, Indiana. The city wanted a unique building to stand out on the busy roadway. The architects, Leech-Hensley Architects and Peterson Architecture, designed the structure for the look of brick and stone but found the costs associated with traditional masonry products were higher than anticipated.

EIFS were a consideration for the facade, but the owners, Midland Atlantic, were reluctant to use NewBrick® on this project as they did not think it would have the durability or visual versatility requested.

Together with the distributor, Marshall Building Specialties, Inc., the contractor, Little Construction, and Dryvit Systems, Inc., the team came up with a custom solution that would provide the look desired with a lighter structural load to save money, labor and time.

The project began construction in the fall of 2019 so weather challenges were anticipated. In the end, the building was up and running in spring 2020, the facility was fully occupied, and the tenants' businesses were all open to the public.

Completion	2020
Building Type	Retail
Project Size	1 Story; 12,000 square feet
Project Type	New Construction
Products Used	NewBrick®, Outsulation® Plus MD



Dryvit's products offer a cost- and energy-efficient route for customizable cladding solutions.



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





The Monon Crossing project exemplifies the visual possibilities capable with a NewBrick facade.



NewBrick affords the look of brick with a durable acrylic finish and utilizes traditional type N or S mortar.

Solution

To lighten the structural load and create the custom rustification the city desired, NewBrick®, a light-weight insulated veneer, was the perfect solution. Its unique composition makes it 1/12th the weight of traditional brick and can downsize structural steel and footers. It also eliminate steel lintels, wall ties, and mortar net use, which results in a lower whole wall cost and speeds the installation. Despite initial apprehension with NewBrick®, Midland Atlantic's Kelly Boyle stated, "We were very surprised, happily surprised, at the variation in material that you could achieve and the weight of that material . . . that would've been much more costly and heavier with a traditional masonry product."

The Monon Bridge pedestrian walkway spans overtop of the roadway adjacent to the Monon Crossing structure so passersby would have complete aerial visibility of the retail space. For durability and clean aesthetics at this roof-to-wall condition, Dryvit's ReflectIt™ coating was prefabricated in a factory setting, providing insulated pearlescent panels which look like real metal.



Ultimately, Dryvit's customization capabilities and the use of their Outsulation® Plus MD system and NewBrick® enabled the design-build team to experiment with various colors, textures, sizes and thicknesses to find the perfect rustification combination for the building. These innovative offerings can provide the look of brick, granite, wood grain and metal panels, with proven compatibility, continuous insulation and seamless building envelope protection.

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