Marriott Residence Inn, Gilbert, AZ
Project Spotlight

LOCATION: Gilbert, AZ
INSTALLER: The Masonry Company
Gilbert, AZ
ARCHITECT: Richardson Design Partnership
Salt Lake City, UT
GENERAL CONTRACTOR: Porter Brothers
Gilbert, AZ
LATICRETE DISTRIBUTOR:
Arizona Stone & Architectural Products
Phoenix, AZ
MASONRY DISTRIBUTOR:
Brickstone Inc.
Arvada, CO
Cladding the exterior of buildings with full-cavity wall type brick veneer façade systems has been an accepted, traditional construction process for centuries. Like any other time-tested building procedure, however, it does have its shortcomings. As a result, there was a call for something new and innovative to be used as an alternative. And that “something” was direct-adhered barrier wall type masonry veneer facades.

The popularity of direct-adhered masonry veneer facades was almost immediate, but ultimately left the industry absent of cutting-edge installation materials and detailed specifications. There unquestionably was another industry need, one for a proven technology that would provide permanent, high-strength direct-to-building installations that also would be freeze-thaw stable… and, protect the building from water intrusion. After more than five decades of re-writing the book relative to the best ways of installing ceramic tile and natural stone via a “system approach,” following an extensive R&D program, LATICRETE stepped into this new arena. The LATICRETE® MASONRY VENEER INSTALLATION SYSTEM (MVIS)™ brought to the industry new solutions for the installation of direct-adhered masonry veneers along with ironclad warranties delivered by a reliable, globally proven source which would stand 100% behind any installation.

Clearly, one of the peak overall success stories regarding this relatively new venture into the field of masonry, took place at the brand new Residence Inn by Marriott in Gilbert, Arizona.

The project involved 36,500 square feet of exterior cladding. After comprehensive planning sessions, the product chosen to be used as the finish façade material was ARRIS·tile Renaissance®, a calcium silicate recreation of natural limestone which maintains the look and beauty of full-bed stone installations with all of the benefits of thin-clad systems. From a green aspect, these “units” reduce transportation (4,500-5,500 square feet can be loaded on a truck compared to 1,100 square feet of full bed-masonry), installation and structural costs, and this allows for a more cost-effective project when compared to traditional cavity wall, full-bed masonry or stone applications.

According to Craig Swirzon, CSI, Thin-Clad Product Manager of Cambridge, Ontario-based Arriscraft, “For 65 years, our company had been providing full bed masonry veneer products for exterior cladding projects. We saw the need… and, the opportunity to manufacture an all-weather tile that could be adhered to a suitable solid substrate. So we developed the Arris-tile range and jumped into the thin veneer marketplace. However, not until we began partnering with LATICRETE, were we in a total comfort zone relative to installations. Using our tile materials in combination with the LATICRETE System with its powerful warranty, the Residence Inn project was without a doubt, the nail in the coffin.”

Swirzon worked together with Mark O’Keefe, LATICRETE Technical Representative; Specialty Products Division, Bob Duke, LATICRETE Technical Support and Training Specialist, Specialty Products Division and Brad Bashford, owner of The Masonry Company of Phoenix, AZ, collectively putting together the optimal installation system with which to install the Arriscraft tiles.

O’Keefe stated, “This project was completed by The Masonry Company using cement board, LATICRETE Air & Water Barrier, LATAPOXY® Waterproof Flashing Mortar, LATICRETE Masonry Veneer Mortar, LATICRETE Premium Masonry Pointing Mortar and, of course, the Arriscraft cladding. Our products were applied in a number of exterior areas including those acting as an accent along the lower levels and at the grand entrance. Everyone was so impressed with the overall performance of the LATICRETE MVIS system, that the hotel’s interior fireplace was built using it, as well. Without question, this job has been a large focal point for contractors in the Phoenix marketplace.”

O’Keefe went on to describe the LATICRETE MVIS products which comprised the system used. “An active load-bearing material which protects buildings against water intrusion and the effects of extreme weather conditions, LATICRETE Air & Water Barrier has been engineered for installation behind exterior wall claddings. Contractors have the option to roll, brush or spray-apply it. Not only does it produce air and water holdout with vapor permeability, it can improve energy efficiencies and indoor air quality as
well. We’re proud that LATICRETE® Air & Water Barrier is evaluated by the Air Barrier Association of America (www.airbarrier.org) as a fluid applied breathable membrane and listed within the ABAA master specification for code compliance to ASTM E 2357 and ICC ES AC 212.

“LATAPOXY® Waterproof Flashing Mortar,” continued O’Keefe, “is an epoxy-based waterproofing, and vapor barrier membrane used to waterproof seams, gaps or joints between a variety of substrates and metal and PVC pipe penetrations or flashing. It has been designed to be used with stone or brick for rapid installations which require a fast curing waterproof flashing. It worked great around the hotel’s windows, in particular.

“LATICRETE Masonry Veneer Mortar is a patented, versatile polymer-fortified mortar designed specifically for the installation of adhered masonry veneer, stone and thin brick. This was an ideal choice for the hotel, as it provided maximum non-sag performance for this vertical installation, and also offered optimal bond strength to the substrate.

“And last,” added O’Keefe, “LATICRETE Masonry Pointing Mortar, designed to be mixed with water or LATICRETE Mortar Enhancer, is formulated from a blend of high-strength Portland cement, graded aggregates and color-fast pigments. This product provides a mortar joint that is dense, hard and durable, as can be witnessed firsthand at the Residence Inn.”

The Masonry Company is a full-service masonry contractor, licensed to complete all phases of masonry construction with an area of specialization adhering stone and brick veneer to the exteriors of large commercial projects. The company’s Rolodex includes a number of clients who are the who’s-who of retailing and hospitality. Owner Brad Bashford stated, “When we were hired by the General Contractor, Porter Bros., for this project, we knew we would be facing some challenges. This was the first time we had ever seen a specification with LATICRETE Air & Water Barrier used with a thin stone veneer; usually a waterproofing product like that is used being the building’s exterior insulating and finish systems (EIFS - A synthetic alternative to natural stucco, a cement-based material used for finishing the exterior of buildings.) And, this was the first time we were ever called on to use this Arriscraft product, as well. It is absolutely amazing that this project turned out exactly as the two manufacturers, LATICRETE and Arriscraft, advertise the performance of their products. And, we love the 15-year warranty offered by LATICRETE. Up until this job, we never had a project requiring installation materials backed up with this type of performance assurance,” exclaimed Bashford.

“The building looks great with its combination of flat and split-face tiles (which were used as accent bands). And as far as overall waterproofing goes,” continued Bashford, “we joked that if it were to be dropped in a lake, it would probably float!”

Fiber-mesh flashing materials were used around all windows before the LATICRETE waterproofing was applied. Before the actual installation began, Bashford and a team of his skilled masons attended LATICRETE MVIS training sessions to get as familiar with the products as possible.

“Once we got into this project, we saw the incredible potential the LATICRETE MVIS SYSTEM offers to companies such as ours… and, to our customers. Using materials that perform at this level combined with the warranty, gave us peace of mind and certainly justified the expense.

“In particular, the property’s ownership was extremely happy with the way the Arriscraft tile and the LATICRETE MVIS material in the 3/8” grout joint worked side-by-side… they seemed to match perfectly,” stated Bashford.

O’Keefe added, “By using the LATICRETE MASONRY VENEER INSTALLATION SYSTEM, contract labor costs were reduced by one-third.”

“This was really our first LATICRETE MVIS job,” exclaimed Bashford, “but it won’t be our last! We’ve already been contracted for two more large projects which will be using this system since we completed the Residence Inn. And most importantly,” concluded Bashford, “I highly doubt any piece of stone will come off of that building, which is something all masons lose sleep worrying about. Mortar failure can mean great liability. But we don’t see that happening at the Gilbert Residence Inn. The whole project worked out beautifully from start to finish. And we’re very confident this hotel will keep its good looks intact for a long, long time.”