

CASE STUDY

BlazeMaster® FIRE PROTECTION SYSTEMS

ATLANTIC STATION

Atlanta, Georgia

TYPE OF CONSTRUCTION:

Housing and Business Complex

INSTALLATION TYPE:

New

SCOPE OF PROJECT:

Hotel and Office Buildings, Over 1,000 Residences and One Million Square Feet of Retail Space

CONTRACTOR:

Affordable Fire Protection

BLAZEMASTER® HELPS MEET TIGHT DEADLINE WITH LIVE-WORK-PLAY CONCEPT PROJECT

In the 2000s, the city of Atlanta was witnessing an unprecedented real estate boom. One project that rose above the rest in terms of size, scale and appeal was Atlantic Station: a \$2 billion development that is credited with launching the live-work-play concept that remains popular throughout the United States.

With Atlantic Station, Atlanta residents were given unprecedented access to amenities never seen before in one complex: a mini city of more than a dozen office buildings, a convention hotel, more than 1,000 residences and in excess of one million square feet of retail space. At the time, the 138-acre development was considered the largest construction site in the Southeast.



The developer of the project, Lane Co., reaped the benefits of the concept before construction even began. Demand for the project's first residential condo unit were so overwhelming that Lane staged a lottery to qualify residents. Condo prices started in the \$300,000s and rose above \$600,000 for the initial sale of the 1,800-square-foot units. More than 95 percent of the office space also leased before completion.

With this type of unprecedented demand, construction schedules needed tightened wherever possible, while still maintaining

the high standards and integrity of the project.



That's where BlazeMaster® Fire Sprinkler Systems came in, making it the material of choice in terms of speed of installation as well as reliability. "Whenever we're facing a tight deadline, we recommend a BlazeMaster Fire Sprinkler System," said Milton Crosswy, president of Affordable Fire Protection, the fire sprinkler contractor chosen by Lane Co. for the residential portion of the Atlantic Station project.



"The Lane housing units have wood construction, which made the labor savings with the BlazeMaster CPVC system even greater than it would have been using a steel frame," said Crosswy. "The inconsistencies of a wood frame necessitate the use of CPVC. We wouldn't attempt wood construction on a tight schedule with a metallic fire sprinkler system. It just doesn't make sense."

"I can't remember a time when either Affordable or BlazeMaster didn't meet our expectations, even with the tightest deadlines."

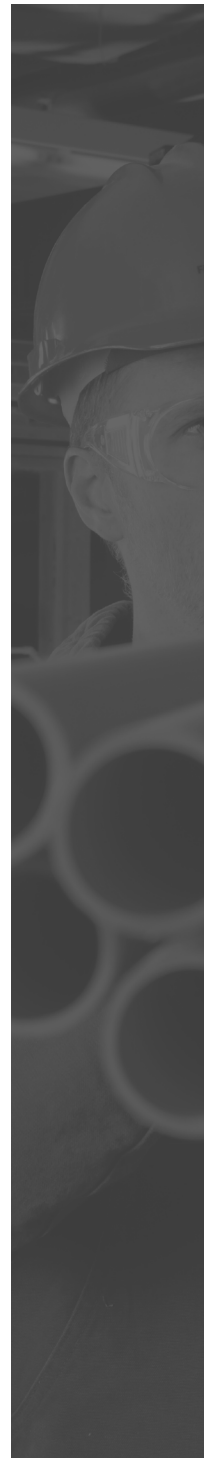
- Paul Hutchinson



BlazeMaster CPVC pipe and fittings are faster and easier to install because they are joined with a solvent cement bonding system. No soldering torches or heavy equipment are required for installation. Labor savings can be as high as 50 percent, depending on the size and nature of the project. Since the CPVC pipe weighs less (approximately one-sixth the weight of metal), it is also easier to maneuver on the job site. Last-minute sizing changes and adjustments can also be accommodated quickly and easily right on the job site with BlazeMaster. Pre-fabrication is also not necessary. "This was one of the largest projects we've handled," said Crosswy of the Atlantic Station development. "We were installing more than 16,000 sprinkler heads and that was just in Phase I. We needed a product that could keep up with us and the schedule."

Given the high profile nature of the project, issues such as reliability and safety were critical at Atlantic Station. The BlazeMaster system has more than a 30-year track record in the field. Since the pipe and fittings are completely immune to the effects of Microbiologically Influenced Corrosion (MIC), the system offers a longer, low-maintenance service life. And its superior flow characteristics mean that the pipe can be downsized without compromising water flow. BlazeMaster pipe and fittings are the only piping system that is pressure rated by the Plastics Pipe Institute (PPI). This gives even more credibility to long standing quality that BlazeMaster pipe and fittings bring to the market.

"We have worked with Affordable in the past and rely on their expertise in selecting the system that best fits our needs," said Paul Hutchinson, vice president of construction at Lane Co. "I can't remember a time when either Affordable or BlazeMaster didn't meet our expectations, even with the tightest deadlines. In the case of Atlantic Station, demand certainly out-paced what we ever thought. We could hardly build the units fast enough. I can't imagine having to wait on the fire sprinkler system being installed and, luckily, we didn't have to. The BlazeMaster CPVC system allowed us to accomplish what would have otherwise been impossible."



BlazeMaster®

FIRE PROTECTION SYSTEMS

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