



Globally Proven  
Construction Solutions

# 7000 CENTRAL PARK

## Project Spotlight



Photograph courtesy of Fred Gerlich Photography

**INSTALLER:**  
David Allen Company  
Birmingham, AL

**GENERAL CONTRACTOR:**  
Hitt Contracting Inc.  
Atlanta, GA

**ARCHITECT:**  
tvdesign  
Atlanta, GA

**BUILDING OWNER:**  
7000 Central Pkwy  
Sandy Springs, GA



Photograph courtesy of David Allen Company



Photograph courtesy of David Allen Company



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# Sky-High Office Building Undergoes Dramatic Front Lobby Makeover

## The Situation

At 18-stories high, Atlanta's 7000 Central Park office tower occupies a prominent position in the city's central perimeter skyline.

To reposition the tower as a top-tier office building, former building owner CBRE Global Investors revealed ambitious renovation plans in June 2017 for the 30-year old tower, including a front lobby renovation, a full-service and high-tech fitness center, a collaborative co-working space and conference center, an expanded café area, meeting space and a trendy outdoor "living room" to provide a gathering space for tenants to socialize.

With architect tvsdesign leading the way on the front lobby design, which included 2,000 square feet (approximately 186 square meters) of large format panels climbing 30 feet (9 meters) up the walls, general contractor Hitt Contracting Inc. enlisted the help of installing contractor David Allen Company to get the job done.

"Immediately when we landed 7000 Central Park, we decided to use LATICRETE® products for the installations. For years, we've worked with LATICRETE and can always rely on their quality of product and high-end customer service," said David Allen Company Project Manager Eric Knight. "The products we used were instrumental in making sure the large and heavy panels specified for the walls of the lobby would hold up."

## The Challenge

Defying Gravity: Not only did the large format panels extend 30 feet (9 meters) up the walls, the enormous panels themselves were 5 feet (1.5 meters) by 10 feet (3 meters) in size. To make this installation possible, David

Allen Company needed the specified LATICRETE products to deliver superb bond strength.

Installation Interference: During the renovation process, 7000 Central Park remained open for tenants to conduct business, requiring David Allen Company to work during the night. Products used needed to be formulated with fast return-to-service properties to be able to withstand the high traffic of the office building within hours, rather than days, for public use.

## A LATICRETE Solution

To adhere the large format panels to the wall in the front lobby, David Allen Company chose 257 TITANIUM™. Selected for its strong bond and ease of use to work out air pockets, 257 TITANIUM exceeds ANSI A118.15, the industry's highest performance standard for a cementitious-based adhesive mortar, providing durable, worry-free installations. For added security to ensure the installation would cure in time, 257 TITANIUM utilizes LATICRETE HYDROMATIC CURE CHEMISTRY™ which accelerates the hydration process to rapidly consume water in the system – allowing the material to cure in a predictable manner and providing peace of mind for David Allen Company.

The stairs used LATAPOXY® 300 Adhesive, a chemical-resistant epoxy adhesive that is easily spread and cleaned with water while fresh. The floors utilized 4-XLT, a multi-use, polymer-fortified adhesive mortar. 4-XLT boasts a smooth and creamy consistency, making applications of this product faster and easier.

Customer-favorite PERMACOLOR® Select<sup>^</sup> was used to grout tiles throughout the lobby. This advanced high-performance cement grout offers the industry's first dispersible dry pigment solution and offered David Allen Company increased productivity and time savings on the jobsite, thanks to a faster time-to-grout and foot traffic permitted in as little as three hours.

All of the products used received UL GREENGUARD Gold Certifications for low chemical emissions for sustainable building.

## Outcome

“Adam Marks, the local LATICRETE representative, was with us every step of the way. At any given time we were able to meet with Adam onsite, resulting in yet another job well done for both our company and LATICRETE.”

7000 Central Park was recognized as Georgia's 2018 Outstanding Building of the Year.

<sup>^</sup>United States Invention Patent No.: 6,784,229 (and other Patents)



Photography courtesy of David Allen Company



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“Just as expected, the LATICRETE® products selected for the 7000 Central Park lobby renovation worked like a charm”

– Erik Knight,  
David Allen Company



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