

Seventh Midtown condominiums – Atlanta, GA, USA

Project overview

MAPEI systems for tile and wood-flooring installation were used to put the finishing touches on 20 condominiums in the upscale Midtown section of Atlanta. As part of the elegant design, installers set 5" (12,7 cm) wide wood planks with *Ultrabond ECO® 975* adhesive.



Project information

Project category:	Residential – Condominiums
Period of construction:	2015-2016
Years of MAPEI involvement:	2015-2016
MAPEI coordinator:	Darin Weisemiller
Project owner:	The Loudermilk Companies
MAPEI distributor:	L. Fishman & Son, Inc. and Specialty Tile Products Inc.
Architect:	Lord Aeck Sargent
General contractor:	Brasfield & Gorrie
Surface-preparation contractor:	Dalton Carpet One Floor & Home
Tile and stone installer:	Dalton Carpet One Floor & Home
Floor-covering installer:	Dalton Carpet One Floor & Home
Project manager:	Brasfield & Gorrie
Photographer:	Darin Weisemiller
Project size:	100,000 square feet (9 290 m ²)



MAPEI products used

- *ECO Prim Grip™*
- *Ultraplan® M20 Plus*
- *Ultrabond ECO 975*
- *Ultraflex™ 1*
- *Ultracolor® Plus*
- *Kerapoxy® CQ*
- *Keracaulk® S*

Seventh Midtown condominiums – Atlanta, GA, USA

MAPEI products at the heart of beautiful Midtown condominiums

After the severe collapse of the Atlanta real estate market in 2009, property development has begun to make a comeback. Because financing has been challenging, some developers have started with smaller projects. As always in real estate, location is everything; stylish luxury in the heart of Atlanta's second largest business district has a definite attraction for investors.

About 6 million tourists a year visit the Midtown district in Atlanta. This area's attractions include the Ferst Center for the Arts, the Fox Theatre, Woodruff Arts Center, the High Museum of Art, the Museum of Design Atlanta, the Atlanta Symphony Orchestra, the Center for Puppetry Arts, and 14th Street Playhouse, in addition to retail shopping. The Georgia Institute of Technology, the John Marshall Law School and the Atlanta division of the Savannah College of Art and Design draw nearly 27,000 students to the area.

Midtown houses almost one third of the city's high rises, which are served by a number of mass transit options. However, with a workplace and student population of almost 110,000 and a resident population of around 40,000, apartments and condos in this urban cultural setting command premium prices.

In order to give owners value for their money, the Loudermilk Companies developed Seventh Midtown – 20 spacious condominiums spread over eight floors above a retail/commercial space on the ground level at 7th Street and Peachtree Street. The first four floors house three condos on each floor, while the next four floors are devoted to two residences each. Two penthouses occupy the top floor.

General contractor Brasfield & Gorrie, with five multifamily residential projects already completed in Atlanta over the past two years and another five in the works, took on the Seventh Midtown project. The company's mission was to deliver luxury residences with high-end finishes, including site-finished hardwood floors in the living areas and the latest in large-format tile for bathroom walls and floors.

MAPEI products on the jobsite

Dalton Carpet One Floor & Home of Athens, Georgia, performed the installations of both wood and tile in the condos. Work began with proper surface preparation before flooring was installed. Some areas on each floor were not completely flat and level.

The Dalton Carpet One team primed the concrete with **ECO Prim Grip** to enhance the bonding of the 5,000 square feet (465 m²) of **Ultraplan M20 Plus** self-leveling underlayment that was poured in these areas. By using **Ultraplan M20 Plus**, the team eliminated the need to shotblast the concrete substrate, saving the project the cost of additional labor and reducing the time that would have been necessary for surface preparation.

The site-finished 5" (12,7 cm) wide wood planks were glued down with **Ultrabond ECO 975** adhesive. The adhesive's low-odor formula, which is based on rapidly renewable materials and has negligible volatile organic compound (VOC) content, made it the ideal product for use in a residential setting. The wood flooring was installed in living rooms, dining rooms, kitchens, bedrooms (optional), hallways and foyers. In all, the team

installed 30,000 square feet (2 787 m²) of wood flooring.

The kitchen backsplashes were tiled with white porcelain tile using **Ultraflex 1** mortar and **Ultracolor Plus** grout. The same white tile was used in some of the condo bathrooms. In other condos, a cream-colored 12" x 24" (30 x 61 cm) tile was placed on the walls and floors of the bathrooms. These tiles were also set with **Ultraflex 1**. The bathroom floors were grouted with **Ultracolor Plus**, while the bathroom walls were grouted with **Kerapoxy CQ** 100%-solids epoxy grout to resist wet conditions. MAPEI's **Keracaulk® S** caulk was used to seal all of the transitions and 90-degree angles in the showers.

The balconies that add to the ambiance of each apartment were also tiled. The tiles were set with **Ultraflex 1** and grouted with **Ultracolor Plus**.

