



Concrete Half-Highs, LaJolla Restaurant, Montgomery, Alabama

CONCRETE ARCHITECTURAL MASONRY:

Half-High Adds Color and Flexibility Other Construction Products Cannot Duplicate

Approaching the LaJolla Restaurant and Bar in Montgomery, Alabama, you can't help but notice the distinctive building and entryway that greets you. Designers chose an architectural masonry unit called a half-high to create instant eye-appeal.

The scale and color of the half-high works well with other materials used in the restaurant's exterior construction.

This is an excellent example of how the half-high unit can be used to achieve a distinctive look that is so important to today's retailers.

The colorful half-high is also used

as a primary wall unit throughout the Shoppes at East Chase, home to the restaurant.

Patton Creek, an upscale retail center located in the busy Galleria area of Birmingham, Alabama, incorporated the half-high unit in the construction of their new complex.

The size and shape of the half-high unit are a perfect complement to the center's boulevards lined with street lamps and wide walkways. This combination defines the front entry of each shop, making them inviting to the visitor and helping to set the mood for a pleasant shopping experience.

In a totally different setting, architect Brian Barrett used the half-high when designing a large family worship center for the Church of Brook Hills in Birmingham, Alabama. He says that his firm's design called for a single-width wall of enormous scale.

"Ordinary brick would have simply been lost. The half-high gave us great color range and a great-looking, strong finished product. It has the look of traditional rectangular brick but costs much less," he says. The unit's color is integrally mixed in the concrete during production, ensuring that the finished wall maintains its beauty.

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Benefits of Half-High Masonry

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This factor made building with the half-high an easy choice for Barrett. "Some of the benefits of the half-high concrete units would be the color range that you get. They are unique from brick."

Durable, attractive, and load bearing, the Half-High Architectural Masonry block is fast becoming recognized as the ideal solution for many building projects that benefit from a traditional brick-shaped layout.

Half-highs are available in several sizes and come in standard and custom colors. This design flexibility allows the units to be used as an accent or primary wall unit.



That means they work well as a simple veneer or can become a single width wall that provides structural strength.

Half-high masonry balances structural strength, beauty, design flexibility, price, and long-term cost savings as well as any construction material available in today's marketplace. When building a school, church, retail shopping center, or

commercial center, the half-high is a flexible, functional product that adds beauty and value.

"Our clients, including the congregation of the Church at Brook Hills, have been pleased with the finished product. They're very excited with the look that they have been able to achieve for the cost," Barrett says.

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Half-Highs work well in projects requiring a traditional brick-shaped layout