

# OVERCOME CHALLENGES WITH READING ROCK SOLUTIONS

Once a quiet town, Bowie, Maryland is making noise with its innovative and eco-friendly City Hall. With the creation of the Bowie Police Department and the town's expanding population, Bowie needed an upgrade from their out-of-date and undersized City Hall. Reading Rock and Bowie were faced with creating a new building that embodied the Green Bowie initiatives surrounding energy efficiency and conservative strategies.

## The challenge

When designing and planning for their new City Hall, Bowie's main goal was to pursue energy efficiency and LEED certification. LEED (Leadership in Energy and Environmental Design) is a green building certification program that is transforming how buildings are built and operated around the world. By achieving LEED certification, Bowie City Hall would be recognized as a best-in-class development by the U.S. Green Building Council. To earn this honor, the building must pass and excel in inspection of six categories; sustainable sites, water efficiency, energy and atmosphere, material and resources, indoor environmental quality, and innovation and design.

Not only did the city wish to gain LEED certification, they also wanted a customized color of stone that exemplified the city's rich history.

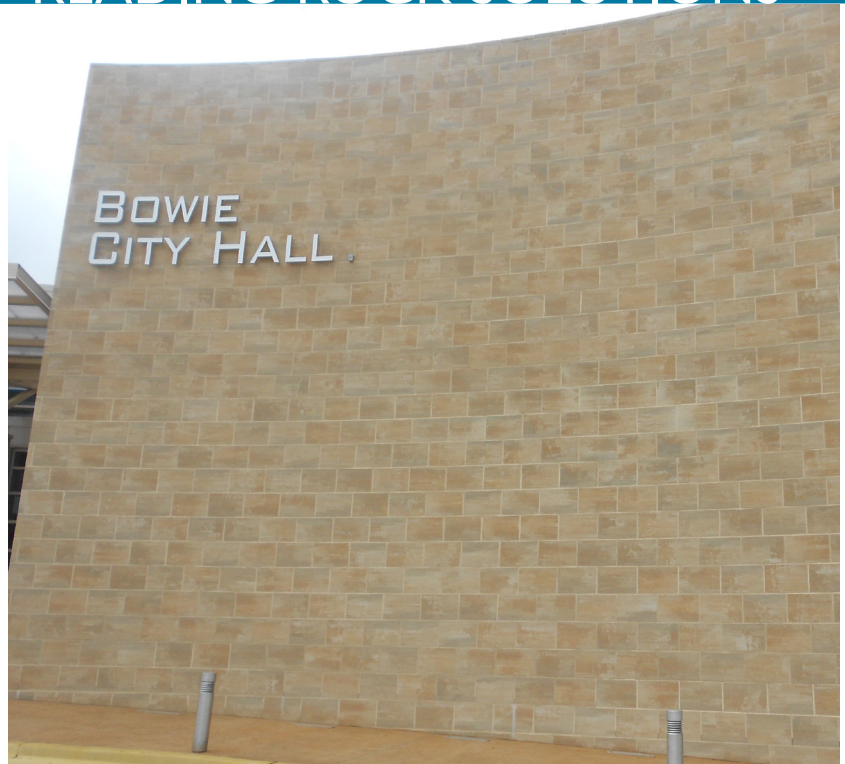
## The solution

As the need for environmental responsibility has grown, Reading Rock has applied resources to produce products of not only the best quality but products that are also best for our environment. Reading Rock proudly supports the fundamental values of green design and building. Bowie was provided local products that used recycled content. Reading Rock uses bi-products of other resources as additive in stone, limiting the amount of natural resources extracted from the Earth. All products for this project were excavated and manufactured within a 500 mile radius of the project site. This cut down freight costs and other negative environmental impacts related to transportation.

Reading Rock leads the way in implementing new green practices and uses low albedo in mix designs to obtain a lighter color palette, reducing the heat island effect. The light reflective quality of Reading Rock's stone, as well as the naturally occurring color series, made it a perfect choice for Bowie. To deliver a unique color that Bowie could call their own, Bowie Blend was created. Bowie Blend, a modification of the Savannah shade, is a 4-color blend generated to match a sample of Earth extracted from Bowie.

## The results

With help from Reading Rock's LEED certified team, Bowie achieved their goal when the new City Hall earned LEED Gold Certification. Through innovative design and material combination, Bowie was able to save \$10M in construction costs. City Hall was made with more than 20% recycled material, including reprocessed masonry and veneer products. In March of 2013, Bowie became the eighth city in the state to become Sustainable Maryland Certified in part because of City Hall's Gold Certification.



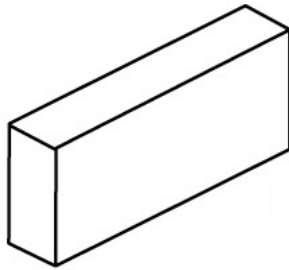
“The new city hall includes sustainable design features that will not only conserve taxpayer dollars for the lifespan of the building, but also will serve to inspire future green development in the City of Bowie.”

[www.cityofbowie.org](http://www.cityofbowie.org)

### QUICK PROJECT FACTS

<b>Project Location</b>	Bowie, Maryland
<b>Project Size</b>	80,000 sq. ft.
<b>Product Used</b>	Architectural Masonry Veneer Series
<b>Time to Complete</b>	1.5 years
<b>Project Owner</b>	Bowie Municipality
<b>Architect</b>	Grimm & Parker Architects
<b>Mason</b>	Nicholson Masonry & Improvements Inc.
<b>Distributor</b>	Potomac Valley Brick & Supply Company





## Your challenge. Our solution.

Since 1947, Reading Rock has had a passion for manufacturing quality masonry products and is currently one of the country's largest cast stone producers. RockCast is a groundbreaking cast stone masonry product offering great versatility in application for use with exterior or interior masonry walls, as a veneer, or as architectural features, trim, or facing for buildings. With a classic look and texture, RockCast offers the structural integrity of natural limestone, sandstone, and granite and can withstand extreme weather conditions.

The RockCast Architectural Masonry Veneer Series is a superior-quality, highly durable cast stone product that can be used at grade for the best performance. The product exceeds ASTM test specification C90 and was the first cast stone product to be manufactured on a machine.

This exceptional product is simple to install using standard masonry practices. Produced with an integral water repellent (IWR), the Architectural Masonry Veneer Series requires little maintenance and is easy to clean.

- ◆ Design options
- ◆ Ready, Flex, Plus, Merit & Quick Ship
- ◆ Backed by experience
- ◆ NPCA Plant Certification
- ◆ Cast Stone Institute
- ◆ Lifetime Warranty

Learn more. Ask an associate how Reading Rock can help you overcome a challenge with one of our Architectural Stone Solutions. Contact us at 800.482.6466 or online at [www.readingrock.com](http://www.readingrock.com) to request additional information.