



WOOD TRUSSES SAVE \$10/SQ. FT. IN SHOPPING CENTER

GOOD JOB!

WOOD...
A VIABLE
ALTERNATIVE
TO STEEL

Converting commercial projects from steel to wood offers greater promise than ever, as Jim Smith of Better Living Components recently discovered. Jim's customer, developer Wendell Wood, had been unable to "make the numbers work" on an expansion to his successful Hollymead Shopping Center. Leases on Mr. Wood's new construction had to be competitive with all the vacant commercial space in town, and bids on the steel truss system specified for his new space were out of sight.

Jim designed an arched truss system to replace the intricate steel structure, saving \$10 per square foot, and enabling the project to come in under budget. Mr. Wood is incorporating this design into six of the new buildings adjacent to Kohl's Department Store to provide unique architectural appeal that is already attracting new tenants.

Now more than ever, wood is the most versatile, economical, and architecturally adaptable material. Since 1990, wood prices have risen only half as much as steel. As Mr. Wood further attested, installation labor is also considerably more attractive.



(L to R) Jim Smith, VP, Better Living Components, Wendell Wood, and Hunter Wood



Using wood trusses in the Hollymead Shopping Center expansion project saved the developer \$10 per square ft

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