

**FINFROCK®**

**MAA ROBINSON**



 **Central  
Florida**  
Associated Builders and Contractors



# Contents

SEC  
01

PROJECT  
INFORMATION

SEC  
02

PROJECT  
SCOPE

SEC  
03



PROJECT  
NARRATIVE



SEC  
04

LIST OF  
SUBCONTRACTORS

SEC  
01

## PROJECT INFORMATION

**Entry Type:** General Contractor

**Category Entry:** Residential/Multifamily

**Name of Project:** MAA Robinson

**Owner:** Mid-America Apartment Communities Inc.

**Address of Project:** 310 N Orange Ave, Orlando, FL 32801

**General Contractor:** FINFROCK

**Architect of Record:** FINFROCK

**Engineer of Record:** FINFROCK

**Percentage of Work Performed:** 100%

**Project Category:** \$50–\$100 Million

## PROJECT TEAM PERSONNEL

**PROJECT DEVELOPMENT:** Daniel Helmick, Adam Meek, Jacob Lucky

**DESIGN:** Jorge Arboleda, Jim Carten, David Tabor, Colin Barbish, Carlos Molieri, Angela Kruth, Jin Wang, Mike Thedieck, Brad Bowman

**CONSTRUCTION:** Giuseppe Solina, James Gabbard, Stan Jones, Jeff Harrison, Jonn Hoffman, Chad Lytton, Doug Mangino, Thomas Holliday, Brad Wilson, Trip Tressler, Jacob Cuellar, Christopher Williams, Andy Ramirez, Matt Anderson, Ben Caldwell, Rodney Newell, Mayra Valez Reyes

## WE MAKE IT HAPPEN, NO MATTER WHAT

From design to completion, FINFROCK was excited and driven to design, construct, and execute this luxury multifamily apartment in the downtown Orlando community. Despite the project facing a multitude of challenges at the height of the Covid-19 pandemic, the entirety of the MAA Robinson project was delivered on time and on budget to the delight of the owner—an accomplishment we are confident is only possible with FINFROCK's determined project teams.

### ABOUT MAA ROBINSON:

- ☐ Located on 2.1 acres at the intersection of Orange Avenue and Robinson Street in downtown Orlando
- ☐ Eleven-story luxury apartments featuring 369 units
- ☐ 725-stall attached parking garage with electric charging stations
- ☐ Luxury rooftop salt-water pool with city views
- ☐ NGBS Gold Certification
- ☐ 2022 PCI Design Award Winner – Harry H. Edwards Industry Advancement Award and Special BIM Award
- ☐ Utilizes our proprietary DualDeck Building System
- ☐ 22 months from start to final unit turnover

### WORK PERFORMED:

Structural Engineer of Record

Architect of Record

Design-Build General Contractor

Structural Manufacturer



### ABOUT DUALDECK®

At FINFROCK, all our finished buildings are designed and constructed with the DualDeck Building System—a modular construction technology developed by our in-house engineering teams and made with our own manufacturing crews. The DualDeck is created by attaching two 2.5-in.-thick precast, prestressed concrete slabs with high-strength reinforcement and steel angles. The DualDeck consists of a composite truss designed for long spans of column-free support.

Unlike typical construction methods, this building system is highly customizable with the flexibility to adapt to most any design criteria. The DualDeck also reduces construction time significantly by allowing our subcontractor partners to work on the project in concurrent phases.





SEC  
03

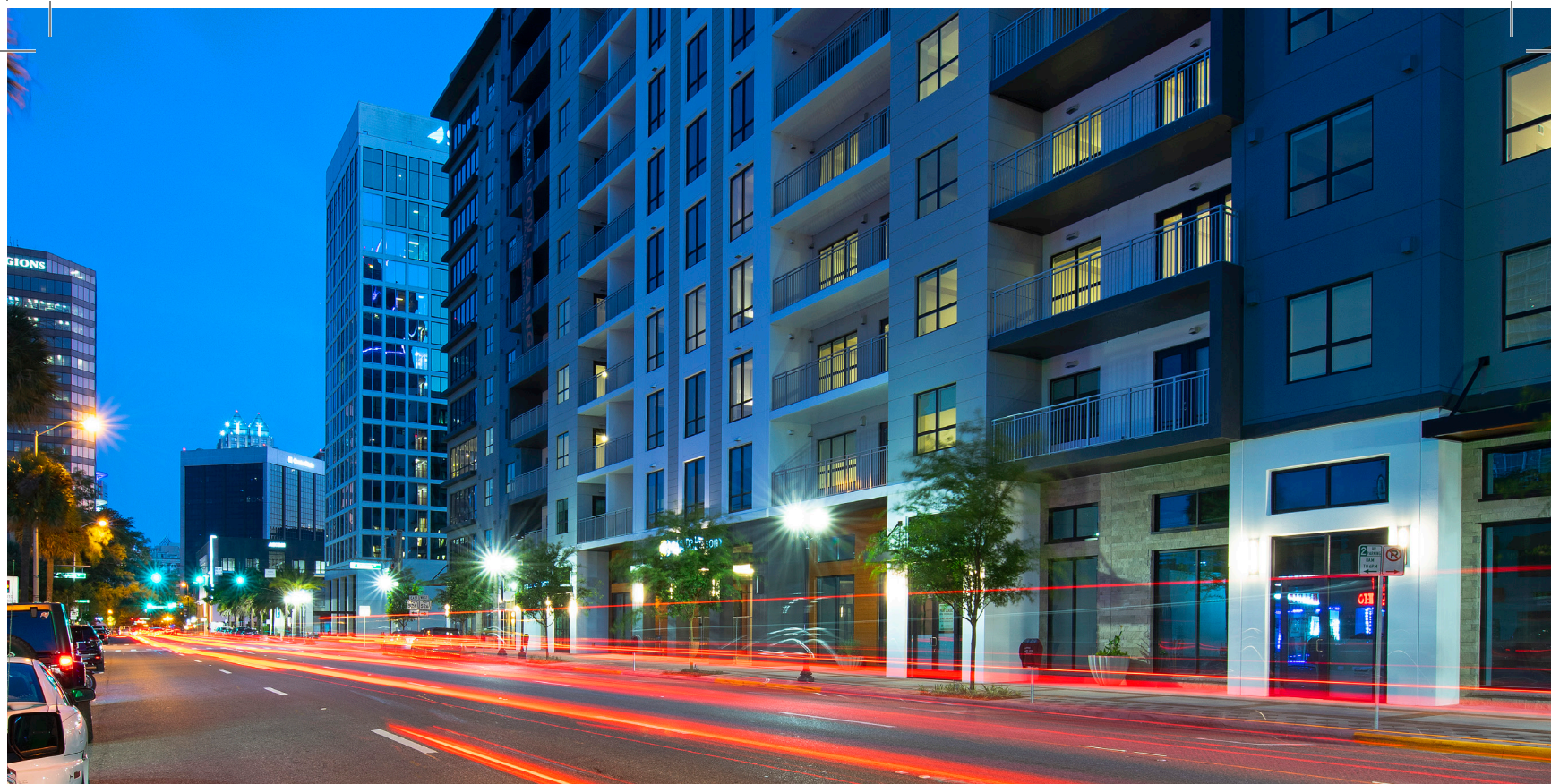
## Project Narrative

### GIVING OWNERS THE BEST BUILDING EXPERIENCE POSSIBLE

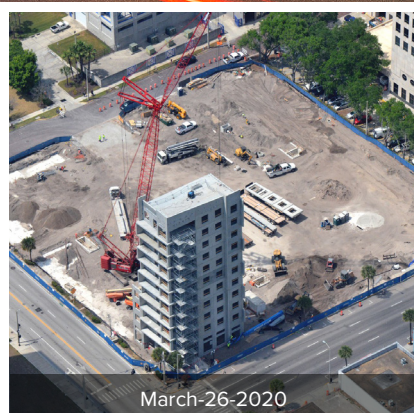
The MAA Robinson Apartments were designed and built to transform the available housing opportunities for residents in downtown Orlando. That's why Tennessee-based multifamily apartment developer Mid-America Apartment Communities Inc. (MAA) selected FINFROCK as the architect of record, engineer of record, precast concrete manufacturer & installer, and GC for the 11-story, 369-unit apartments. The mixed-use luxury structure features an attached 725-stall parking garage and 3,898 square feet of restaurant and retail space for a total of 640,445 square feet. The community features a combination of one-, two- and three-bedroom floor plans, as well as studios. Exceptional amenities like an elevated pool deck, kitchens with high-end finishes and a cardio training center with an added yoga studio allow for luxury living, all while remaining accessible to many retail and dining options within walking distance.

**FINFROCK**

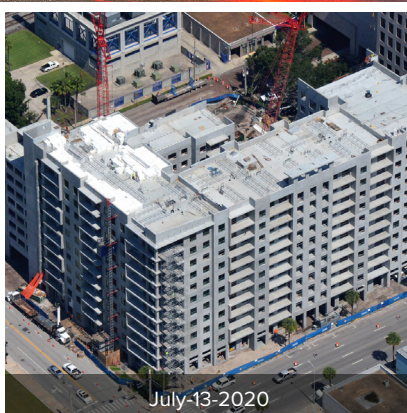




January-10-2020



March-26-2020



July-13-2020



Decemebr-20-2020

We are proud to say that our teams met every contractual deadline for the client, proving that FINFROCK's vertical integration is a true win for developers. While MAA has not typically pursued the Design-Build method, FINFROCK's offsite modular approach proved to be highly successful when it came to timely construction during the toughest months of the Covid-19 pandemic.

The following pages highlight the core elements to our creativity and project approach to help us make this a success for MAA, challenges during the apartment construction, innovative technology, value engineering, and a timeline of apartment and amenity construction.

## UNIQUE CHALLENGES: SITE LOGISTICS

Space is always a factor when looking for an Architect, GC, or Design-Builder who can meet the needs of your site –especially when your development is in a building hot-spot for luxury apartment construction like downtown Orlando. Faced with a difficult site for any developer to utilize, the conditions to build included the requirement of an additional 200 extra stalls in the attached parking garage to be occupied by a church group who previously owned the land and relied on the space for parking. With our in-house



architects and experienced pre-construction team, FINFROCK was able to create and price a project that included the additional requirements that fit the cost needs of MAA while meeting the needs of other stakeholders.

During the construction phase, our project teams worked within a footprint of downtown Orlando with both city-owned roads and FDOT-owned roads surrounding the site. This included the popular Orange Avenue that acts as the lifeline connecting Colonial Drive through downtown's Central Business District. The unique footprint meant the edge of the property line was extremely close to a high-transit area.

Rather than having the crane staged where there would be road delays, FINFROCK's transportation and construction teams set the crane in the middle of the site and leased a small brick-paved road from the city of Orlando so trucks carrying our precast product could pull behind the project site and unload. Working in phases and using the site itself for precast storage, our innovative site efficiency meant traffic lanes on each side of Orange and Robinson could remain operational. Our solution led to no fully-closed roads or delays for the entire 22 months of construction.



## UNIQUE CHALLENGES: SUPPLY-CHAIN DELAYS

A great amount of weight is placed on apartment communities when it comes to delivering beautiful spaces for tenants to live and play. One of the most important amenities in this case is the courtyard area. Channeling a lush and zen tranquil atmosphere,

space design for MAA Robinson called for the use of opulent, ornamental tiles for the courtyard flooring. The tile chosen to be used had to be imported from Italy and with shipping delays impacting the entire world, it seemed that the tile would experience an extreme delay with a delivery estimate of 6-7 months by ship, impacting the turnover timeline. To solve this, FINFROCK chose to air-freight the tile instead, which



drastically shortened the delivery time to 4 weeks and allowed for installation in under 3 weeks.

In another case, Whirlpool appliances experienced an extreme delay in production and delivery. FINFROCK construction teams were faced with the challenge of having no appliances for the

Quality is  
never an accident.  
It is always the result  
of intelligent effort.  
-John Ruskin

remaining units in the building.

Choosing to persevere, our construction managers flooded local retailers like Home Depot and Lowes themselves to purchase the units in mass. This led to the installation of 92 33" refrigerators and 34 36" refrigerators across the last four floors – and a timely unit turnover for the client to begin leasing.



## VALUE ENGINEERING: CONSTRUCTING (AND OPENING) DOORS

With architects, engineers and construction personnel all working together as one, challenges faced with long lead times for materials and difficult installations during the pandemic were solved with teamwork and pride. In one instance involving the construction of the leasing office and the paseo, FINFROCK teams took ownership of a labor shortage problem and found a way to deliver. During ongoing construction of the apartment lobby, a vendor shipped a flatbed full of steel to the job site but were unable to provide installation due to supply-chain delays and a labor shortage.

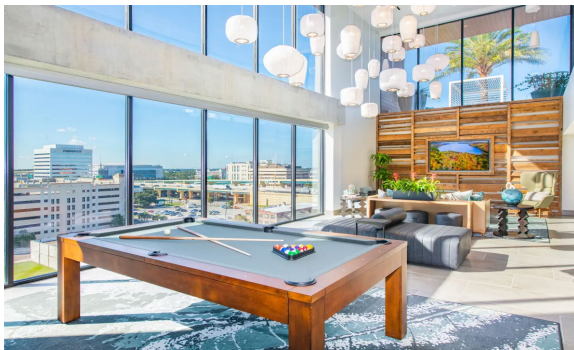
This steel was to be used for the elegant exterior windows and doors facing Orange Avenue and the courtyard, and a separate system was included within the Paseo as well. To remedy the issue, our Project Engineers and Architects came out to the site and drew out the details to facilitate the final fabrication and installation. Next, our erection crews stepped out of their comfort zone to weld and fabricate the doors and windows. Finally, our subcontractor partner Altamonte Glass, came to the site and installed the glazing for the windows and doors. While other contractors could have written a delay notice for the supply-chain issues inherent with Covid-19, FINFROCK teams combined their talents to see it through.



## VALUE CONSTRUCTION: NGBS GOLD CERTIFICATION

The National Green Building Standard® (NGBS) is an ANSI-approved, third-party certified, residential building standard that provides a flexible and affordable way to verify green construction practices in single-family, multifamily, remodeling and land development projects. The NGBS Green certification demonstrates high-performance building in six areas: Lot Design and Development, Resource Efficiency, Water Efficiency, Energy Efficiency, Indoor Environmental Quality, and Building Operation & Maintenance.

Four levels of certification are available: Bronze, Silver, Gold and Emerald. FINFROCK was contracted on this project to earn the Bronze Level certification for MAA. However, with thorough work installing low-flow appliances and monitoring our construction waste, FINFROCK's project teams earned a higher rating—the Gold Level certification.











SEC  
04

## List of Subcontractors

Aero Photo

Spartan CS LLC

Tampa Service CO, Inc. d/b/a Pacesetter Personal Services

JJ's Waste & Recycling LLC

Florida Firetop Systems LLC

United Site Services of Florida, LLC

McConnie Fence Company

Howe Commissioning Company

Taurus Chutes, Inc.

Dennaoui, Inc.

Goss Foundations, Inc.

Pro-Bel USA, Inc.

Turner Masonry, LLC

Glass Block Warehouse LC

Tucker's Machine & Steel Service, Inc.

Sundance Architectural Products LLC

GRECO Aluminum Railings (USA), Inc.

Triton International Woods LLC

Starceovich Systems, Inc.

P&A Roofing and Sheet Metal, Inc.

JLK Constructors Company, Inc.

Central Florida Lumber & Supply Co d/b/a Mills & Nebraska

National Millwork Inc

B&H Door Group, LLC d/b/a Overhead Door Company of Daytona Beach

Rytec Corporation

Durango Doors

J Newton Enterprises, Inc.

Altamonte Glass & Mirror, Inc.

Doers Windows Manufacturing, LLC

Platinum Drywall South, Inc.

SJS Painting and Waterproofing

TAG Flooring Solutions, LLC

Structural Contractors South

PermaStripe of Florida Inc.

Package Concierge

Associated Building Specialties, Inc.

A & W Acquisitions, Inc. dba Signature Designs

Contour Cabinets

Central Florida Specialties, Inc.

The Container Store Inc

CQ Insulation

Southeast Steel Sales Company Inc.

Whirlpool Corporation

Republic National Industries of TX , LP

ATB Renovations dba Absolute Marble and Granite

CE, LLC D/B/A Contract Shades & Blinds LLC (FL Division) D/B/A CE Contract

Theisen Brothers Pools

Thyssenkrupp Elevator Corporation

Precision Fire Systems, Inc.

Think Utility Services, Inc.

J.A. Croson, LLC

Armstrong Air and Heating Inc.

Power Design, Inc.

Earth Tech (DE), LLC

Brightview Landscape Development, Inc

Spectra Flooring



Forms & Surfaces

Alen & Company

Emerald

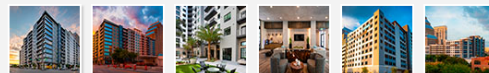
Artisan Panel

Southern Development and Construction (SDC)


Sign In  [About](#)[Design](#)[Certification](#)[Education](#)[Publications](#)[Directories](#)[News/Events](#)

## MAA Robinson

Orlando, FL



 Building Information Modeling (BIM) Award  
2022 PCI Design Awards Winner: MAA Robinson  
Harry H. Edwards Industry Advancement Award  
MAA Robinson  
Orlando, Florida

Watch on 

PCI-Certified Precast Concrete Producer,  
Precast Concrete Specialty Engineer,  
and Architect  
FINFROCK  
Apopka, Florida

PCI-Certified Erector  
FINFROCK Industries  
Apopka, Florida

### Project Overview

Located in the heart of downtown Orlando, Fla., MAA Robinson is a mixed-use structure that offers residents a luxurious state-of-the-art space to work and live. The project features 369 luxury apartment units in 11 stories, an attached 725-stall parking structure, and 3898 ft<sup>2</sup> of restaurant space. The residences offer high-end amenities such as a private dog park, clubhouse, rooftop pool deck, fitness center, and walkable access to retailers.

The designer chose a DualDeck precast concrete building system to achieve many of the financial and aesthetic benefits sought by the owner. "Using precast concrete for this project delivered significant benefits in terms of this project's speed and site restrictions," says Jorge Arboleda, architect at Finfrock.

The use of precast concrete allowed Finfrock to premanufacture the superstructure off the critical path, which accelerated the turnover of units to the client. "This approach allowed the owner to lease units faster and begin to see a return on their investment sooner," Arboleda says.

### AWARDS

#### 2022 PCI Design Awards

Specials Award: Harry H. Edwards  
Industry Advancement Award

#### 2022 PCI Design Awards

Special Award: BIM

### PROJECT TEAM

#### Owner:

MAA Robinson, Atlanta, Ga.

**PCI-Certified Precast Concrete Producer  
and Precast Concrete Specialty Engineer:**  
Finfrock, Apopka, Fla.

#### Architect:

Finfrock, Apopka, Fla.

#### Engineer of Record:

Finfrock, Apopka, Fla.

#### General Contractor:

Finfrock, Apopka, Fla.

#### PCI-Certified Erector:

FINFROCK Industries, Apopka, Fla.

#### PCI-Certified Associate Supplier:

FINFROCK Technologies, Apopka, Fla.

#### Project Cost:

\$66 million

#### Project Size:






640,445 ft<sup>2</sup>

### KEY PROJECT ATTRIBUTES

- DualDeck Building System delivers a total precast concrete solution.
- Spans are more than 60 ft long with depths of 24 in. or less.
- The modular approach minimized the presence of trades on site during the COVID-19 pandemic.

### PROJECT/PRECAST SCOPE

- Build an all-precast concrete apartment building and parking structure in Orlando, Fla.
- The project included 2393 precast concrete pieces.
- Precast concrete erection was completed in nine months.

Share this Project     





Our picks for you



Shop now

## &lt; CRANE WATCH

Residential Real Estate

## Moss walls, dog spa and sparkling water machine: Step inside downtown's newly opened MAA Robinson building



Share



Share



Tweet



Share Article



Print



Order Reprints

By Jack Witthaus – Senior Staff Writer, Orlando Business Journal  
Jul 2, 2021, 10:21am EDT

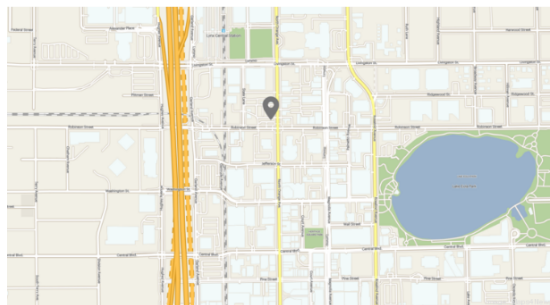
## IN THIS ARTICLE

Construction  
Topic

Jennifer Eid  
Person

Downtown Orlando's newest apartment complex may not be completely finished, but the 11-story tower already has seen strong leasing activity in the few weeks it has been open.

So far, Memphis-based apartment developer Mid-America Apartment Communities Inc.'s (NYSE: MAA) MAA Robinson at 310 N. Orange Ave. has leased 57 of its 365 apartments, while several of its upper floors still are under construction, Property Manager [Jennifer Eid](#) told *Orlando Business Journal*.



It even has seen strong demand for its most expensive two-bedroom unit that's available for \$3,900 a month, pointing to the demand for [luxury apartments in the urban core](#). "They're going pretty fast," Eid said.

The apartment complex is the latest new construction near Creative Village in the northern part of downtown Orlando, as developers seek to connect the southern urban core with the \$1.5 billion, mixed-use project west of Interstate 4.

MAA Robinson features a bevy of attractive amenities not normally seen in Orlando luxury apartments. For example, residents have access to a sparkling water machine, which is next to the resident coffee machine, in the apartment building's lounge. Meanwhile, the gym features an Echelon Reflect fitness screen, which retails at about \$1,500.

*Click through the slideshow below for a look inside MAA Robinson.*

Our picks for  
you

Shop now

## RECOMMENDED

SPONSORED CONTENT by BizEquity

**Business Owner Planning Survey: What impacted their business and how they will approach planning**



## MANUFACTURING

**Report on China 737 crash offers few new clues to accident's cause**



## GOVERNMENT &amp; REGULATIONS

**Carolina Panthers ending HQ agreement in Rock Hill, leave door slightly open for more talks**



## SPORTS BUSINESS

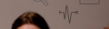
**Moody Center breakdown: Sizing up a huge addition to Austin**

SPONSORED CONTENT  
by The Business Journals Content Studio

**How to tell your brand story through content marketing**



For all things HR,



THE BUSINESS JOURNALS | Select a City ▾ | Member Account ▾ | mmitchum@finrock.com

**ORLANDO BUSINESS JOURNAL** | MEET 21 LEADERS BLAZING TRAILS ACROSS THE CENTRAL FLORIDA LANDSCAPE | 2022 Women Who Mean Business > | UPGRADE MEMBERSHIP | Access 40+ Cities

Latest News | Lists & Leads | Commercial Real Estate | Banking | Technology | Health Care | Residential Real Estate | Travel & Tourism | Orlando Inno | Events | Nominations | 🔍

← Ads by Google | Stop seeing this ad | Why this ad? ▸

< CRANE WATCH

Commercial Real Estate

## Here's the latest on this 10-story, \$90M downtown apartment project

Email | f Share | in Share | Tweet | Share Article | Print | Order Reprints



By Jack Witthaus - Senior Staff Writer, Orlando Business Journal  
Nov 20, 2018 Updated Nov 21, 2018, 10:46am EST

### IN THIS ARTICLE

**Construction**  
Topic

**Atrium Management Co.**  
Company

**Matt Smith**  
Person

**Adam Wonus**  
Person

A planned 10-story, \$90 million downtown apartment project could start construction next year on a site currently used for a church parking lot at the northwest corner of Orange Avenue and Robinson Street.

Memphis-based apartment investor Mid-America Apartment Communities Inc. (NYSE: MAA) expects to close on a 2.09-acre land deal in early 2019 for the [Orange and Robinson Apartments](#), said [Matt Smith](#), senior vice president of investments at Mid-America Apartment Communities. The Diocese of Orlando currently owns the land, which has a value of \$5.1 million or \$2.4 million an acre, according to Orange County records. The land is used as the parking lot for the nearby St. James Catholic Cathedral.

The parking lot isn't going away – the Diocese of Orlando still wants 200 spaces available to the church. Mid-America Apartment Communities is mulling other ideas for project's planned street-level retail space, which would require parking and could interfere with the church's parking. “(Retail) works better when you're doing it in bulk like the guys two doors down,” Smith said in reference to the 41,000 square feet of retail planned with the [Golden Sparrow project at 434 N. Orange Ave.](#)

Acrobat Pro DC  
Perfect your resume as a PDF.  
Try free

### RECOMMENDED

SPONSORED CONTENT  
by The Business Journals Content Studio  
3 ways to grow your online brand identity



COMMERCIAL REAL ESTATE  
Buc-ee's gearing up to expand original full-fledged travel center in Caldwell County



COMMERCIAL REAL ESTATE  
Shuttered Raleigh hotel sold for \$18M; buyer plans apartments on site



RESIDENTIAL REAL ESTATE  
\$20.6M Kohanaiki home sale breaks neighborhood record



SPONSORED CONTENT  
by The Business Journals Content Studio  
How to get the most traction out of your press releases



with the Citi Custom Cash™ Card  
Apply Today | Citi Custom Cash™ Card | citi