

## UPTOWN SERVICE SUPPORTS DOWNTOWN DEVELOPMENT PROJECT.

### Think Green.®

**L**arge-scale construction projects inevitably require equally top tier coordination of multiple service providers. When such developments are sited in bustling urban areas, the challenges are multiplied exponentially, demanding truly expert advice, service and cooperation from every contractor involved—including waste service providers.

Brasfield & Gorrie is a full-service general contracting, construction management and design/build service provider that has been serving the southeastern United States for more than 40 years. Headquartered in Birmingham, Alabama, the company has a diverse portfolio that includes healthcare facilities, manufacturing plants, office buildings, retail centers, schools and water treatment plants.

In summer 2007, Brasfield & Gorrie began construction of 12th & Midtown, a 2.5 million-square-foot mixed-used development spanning three city blocks in downtown Atlanta, Georgia. Key to keeping this three-phase, \$1.1 billion project on schedule was the timely delivery and service of multiple

temporary waste containers. Not only did such containers need to be delivered and removed as needed to prevent the accumulation of construction & demolition (C&D) debris from slowing—or even suspending—other activities, service had to be performed in accordance with strict noise and traffic regulations imposed by the City.

Fortunately, the superintendent in charge of the project had previous experience with such challenges and knew who to call: Waste Management. In consultation with Brasfield & Gorrie construction managers,



Waste Management worked out a plan to ensure roll-off containers are dropped off and removed at times that are compliant with City residential noise ordinances. Service schedules are followed strictly to avoid back-ups of trash that could impinge the customer's ability to perform efficiently. To make sure the project superintendent knows exactly what hauls are taking place, Waste Management has implemented a "Daily Haul" email, which includes the time, location, nature and ticket number of each pickup from the previous day.

Since Waste Management has been working with Brasfield & Gorrie on the 12th & Midtown project, waste stream management has been conducted exactly as anticipated, freeing the project superintendent to focus on other pressing concerns. Construction of this three-phase development, which is planned to include retail, hotel, dining, office and residential space, is expected to continue for the next several years. And Waste Management is expected to be part an integral part of that effort.

**When building in urban centers, Waste Management towers above the competition.**

*From everyday collection to environmental protection, Think Green. Think Waste Management.*

*"WM's expertise has been invaluable to helping us keep the 12th & Midtown schedule on schedule while complying with Atlanta's noise and traffic ordinances. I hope to use them on the future buildings of this continuing project."*

**Lynn Walker, Superintendent  
Brasfield & Gorrie**

