

**BRICK**  
**SOUTH EAST**  
*a Brick Industry*  
*Association*

Southern Community  
Bank and Trust  
Corporate Headquarters  
Winston-Salem, NC

Architect:  
Lambert Architecture, PA  
Winston-Salem, NC

General Contractor:  
Wishon & Carter  
Yadkinville, NC

Masonry Contractor:  
M. Williams  
Kernersville, NC

**BRICK**

*works*



## New Financial Headquarters Banks on Brick

Trust plays a critical role in the success of any financial institution. Southern Community Bank and Trust wanted its new corporate headquarters building to enhance its position as a trusted neighbor that would serve the citizens of Winston-Salem for years to come. Brick was selected to project a feeling of confidence, welcome, and permanence.

“Just like most towns in the Piedmont region of North Carolina, Winston-Salem has a rich masonry tradition,” says Lenny Caudill, project architect for Lambert Architecture. “We needed to design a corporate headquarters

“The modular and flexible nature of brick allowed us to create a sense of depth in a small dimension, making the building more visually interesting.”

Lenny F. Caudill II, AIA, Lambert Architecture, PA





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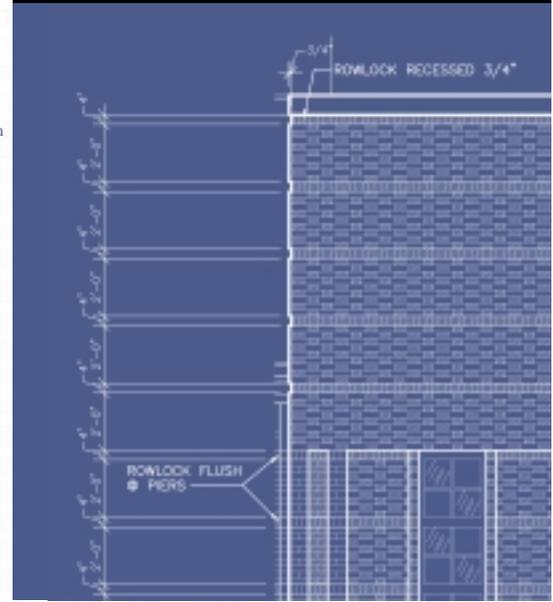
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 28262

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## THE DETAIL FILE

Take a closer look at how the Architect detailed this section.

Of course, this depiction is not to be construed as an exact detailing recommendation by the Brick SouthEast.



for a rapidly growing business that was both flexible and affordable. Brick was the obvious choice for this project.”

The two-story, 27,000-square-foot headquarters was built within a few inches of property setbacks on three of four sides to allow maximum square footage. For economy and flexibility, the building structure was framed with steel, and the veneer utilized both standard and special-shaped brick. Using traditional materials, the building’s progressive design serves as a transition between residential development to the east and commercial development to the west.

In response to steep natural site grades, the headquarters was designed to appear as a one-story building from one side and a two-story building from the other. A brick retaining wall, which utilizes the same brick detailing as the main building, allows light to penetrate the west side of the building.

APS.2 5.05

The façade of the building was articulated by stepping back the brick in 3/4-inch increments, thus creating a vertical and horizontal pattern. A field of American Antique brick was laid in traditional running bond. A slightly darker Winchester Handcrafted brick was used in rowlock courses every 2 feet 8 inches to add depth and visual interest. Reveals are aligned with major column lines, giving an added level of depth and detail to the suggested pilasters. These pilasters utilized a special 4"x4"x4" brick every 2 feet 8 inches to coincide with the rowlock course.

“The ability to articulate the brick in small increments allowed us to create a sense of depth and texture,” says Caudill. “A typical bay has five different planes within a depth of only four inches.”

Pre-cast concrete provides the visual base for the building. The curtain wall and storefront openings were fenestrated with a

square motif that mimics the window design that bank customers recognize from the bank’s branches. The eave design and color, like the fenestration motif, was modeled after the branch design. Metal standing-seam roofing was used on the headquarters to place it in context with the surrounding buildings.

“The two-story vaulted entry really gives this project presence,” says Caudill. “I’m especially pleased with the pilaster coursing and the corner windows that have Flemish bond coursing above.”

Since its grand opening, the Southern Community Bank corporate headquarters has received praise from bank personnel and their customers. Its blend of modern construction with time-honored masonry techniques ensures that this building will be a solid and trusted community partner for years to come.



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