

# UNIQUE BUILD REQUIREMENTS FOR A MUSEUM PROJECT

Successfully Met with a Concrete Construction Management Process



## CUSTOMER PROFILE

*Company:*  
**Reinforced Structures, Inc.**

*Industry:*  
**Concrete**

*Corporate Headquarters:*  
**Tampa, Florida**

*Website:*  
[www.rsiconcrete.com](http://www.rsiconcrete.com)

*Country:*  
**United States**

*Number of Employees:*  
**90**

## PROJECT PROFILE

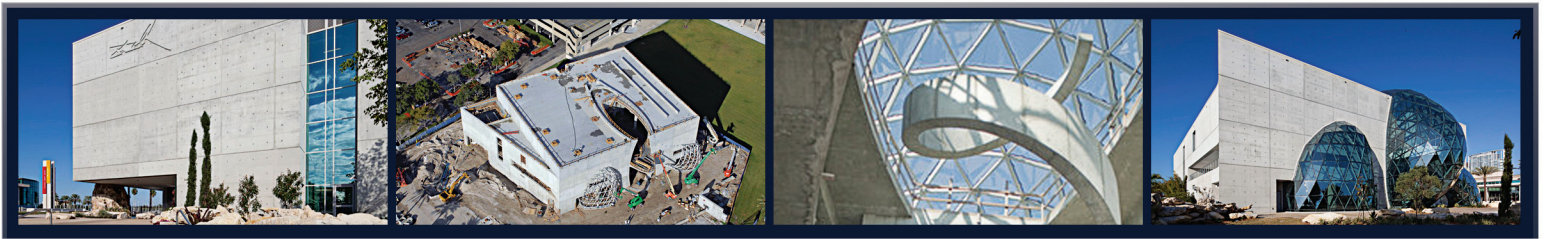
*Project:*  
**Salvador Dali Museum**

*Project Location:*  
**St. Petersburg, Florida**

*Project Length & Value:*  
**2 years, \$5.2 million**

*Project Scope:*  
**Concrete Construction and  
Design Assist**

*Software Solution:*  
**On-Screen Takeoff®**



Reinforced Structures, Inc. (RSI) of Tampa, Florida was started in 2003 by Steve Whitely. RSI is a full service concrete subcontractor that works throughout the state of Florida and has been branching into Maryland. RSI excels in dewatering, excavation, formwork, reinforcing, hoisting, and concrete placement. RSI's experience and knowledge enables them to deliver projects on time and within budget. RSI's concrete construction management package starts with the pre-construction phase of the project which includes planning, estimating, and plan review. The team of experts successfully handles a variety of structures including post-tension, pre-cast joists, flat slab, composite construction, standard reinforcement, and hollow core.

## MUSEUM PROJECT

The concrete construction of the Salvador Dali Museum (SDM) in St. Petersburg, FL was a huge undertaking for RSI. This was RSI's first project using self-consolidating concrete (SCC). SCC is a typical concrete mix doused with superplasticizer admixtures to make the mix highly flowable while maintaining proper aggregate segregation. SCC's lack of bug holes and smooth texture after the forms had been removed left a pristine finish that the architect on this project desired. Another challenge was to ensure that the structure could withstand Florida's unique weather and ocean front environment. Before being officially selected as the concrete contractor by the general contractor, The Beck Group, RSI started the pre-construction planning phase for the museum. Such pre-construction services and value engineering makes RSI the

premium choice of contractors. During the pre-planning phase, it was determined that SCC was the best choice for the project. Due to the complexity of SDM, RSI had to take tremendous pre-planning and quality assurance measures. Consistency and organization is what made the RSI crew so successful on this project. The same amount of SCC was poured every day and three crews were always at the job site—forming, tear down, and forming up. The vice president and head field superintendent, Miguel Tellez, kept the same workers on each crew every day in order to have the same people forming, the same group pouring, and the same people on reinforcing. The result was a structure that is as breath taking as the artwork it houses. At the end of the project, the 60,000 square feet building can withstand a category 5 hurricane. It has 18-inch thick concrete walls, was built with 10,000 yards of concrete, and includes 1,000 tons of reinforcing steel.

## GUARANTEED SUCCESS

RSI president, Steve Whitely, contributes the success of the projects the company undertakes to teamwork. The careful planning of the projects involves suppliers of concrete, formwork, and reinforcing as well as the structural engineer, general contractor, and architect. All aspects of the projects are weighed to ensure the best possible solution is utilized to guarantee the success of the concrete construction. RSI uses On-Screen Takeoff® (OST) from On Center Software in their pre-planning phase to generate various scenarios for the general contractor to come up with the optimum choices. OST allows RSI to handle change orders expeditiously. Such on time delivery makes RSI the ultimate partner for any general contractor.



*On Center Software, Inc., is a privately held company providing software and training to construction industry professionals for over 24 years. Located in The Woodlands, Texas, the company's mission is to transform the estimating, takeoff, and labor-tracking experience with comprehensive software solutions that turn winning bids into profitable projects. On Center Software solutions include On-Screen Takeoff®, Quick Bid®, and Digital Production Control™. Customers in the United States, Canada, Australia, New Zealand, United Kingdom, South Africa, and 60 other countries around the world leverage On Center Software's internationally recognized solutions. For more information about On Center Software, call 866.627.6246 or visit [www.oncenter.com](http://www.oncenter.com).*