Sterling Celebrates Victory in 2023 Mass Timber Competition

Sterling Structural provided TerraLam CLT to the Affordable Housing project, Via Emma, in NW Arkansas- one of this year's winning projects

PHOENIX, ILLINOIS, UNITED STATES, October 24, 2023 /EINPresswire.com/ -- Sterling Structural, a prominent Chicago-area manufacturer of TerraLam® cross-laminated timber (CLT) panels, is honored to announce that the Via Emma project has secured victory in the prestigious 2023 Mass Timber Competition. Sterling will be supplying approximately 37,000 SF of floor and 18,000 SF of roof CLT panels for two buildings utilizing hybrid structural systems. Sponsored by the Softwood Lumber Board, this competition spotlights innovation and excellence in the use of forest products in construction.

View of Via Emma Breezeway in a rendering by Modus Studio

View of Via Emma Interior in a rendering by Modus Studio

The winning project, Via Emma, is a collaborative effort between Blue Crane, a Bentonville, Arkansas-based development company; and several outstanding architectural and engineering firms. It stands as a testament to the remarkable potential of mass timber solutions in modern construction, and Sterling is proud to play a crucial role in the success of this project.

Yume Rudzinski, of Blue Crane, commented on the project's significance, "We are searching for innovative ways to speed up the construction process in order to accommodate the increasing demand for housing driven by unprecedented population growth in this region." Sterling's robust manufacturing and logistics solutions will be key to expediting construction and addressing the ongoing housing shortage in Northwest Arkansas with domestically produced solutions.

Via Emma, located in the heart of Springdale, Arkansas, consists of four distinct buildings housing 132 new apartment units and street-level retail spaces. This project distinguishes itself by comparing cutting-edge CLT/hybrid technology in two of the four buildings, demonstrating the versatility and economic benefits of this approach.

Sterling's collaboration with the project team for Via Emma and their commitment to sustainable, regenerative forestry aligns perfectly with the vision of the Mass Timber Competition. Sterling sources 100% of its Southern pine from US forests, which is shipped to its production facility largely using low-emissions rail transportation. This dedication to environmentally conscious practices ensures that their CLT panels contribute to a more sustainable construction industry.

The winning team behind Via Emma includes innovative structural design by Tatum, Smith, and Welcher Structural Engineers, as well as the expertise of Aspect Engineering in the design of the mass timber structures. Project success would not be possible without the contributions of Modly, Buf Studio, Modus Studios, Bathsystems, Inc., and HSA Engineering. Sterling's active participation in the project throughout the pre-construction design coordination and logistics planning process highlights its dedication to driving innovation and promoting the use of CLT in construction.

As site work progresses on Via Emma with projected completion in the Summer of 2025, Sterling anticipates the continued success of this pioneering project and looks forward to further collaborations that will push the boundaries toward scaling sustainable construction.

For more information about Sterling and the TerraLam® Difference, please visit our website.

Michaela Harms
Sterling Structural
+1 708-388-2223 ext. 2164
michaela.harms@sterlingsolutions.com
Visit us on social media:
LinkedIn