



Approximately 800,000 square feet of Hardiplank fiber-cement siding was used for the Schooner Bay retrofit project.

MULTI-FAMILY COMPLEX RESIDES WITH HARDIPLANK® TO ENSURE WATER-RESISTANT, DURABLE EXTERIOR

Project Name:
Schooner Bay

Project Description:
Retrofit project due to failure of hardboard siding

Project Date:
1997

Project Location:
Foster City, CA

Property Management Company:
Equity Residential Properties

Installation Contractor:
Paragon Services, Inc.

Project Situation:
Property owner wanted a water-resistant, low-maintenance siding product with long-term durability and curb appeal

Project Solution:
Hardiplank® fiber-cement, 8" Colonial Roughsawn lap siding with 6³/₄" exposure

Hardipanel® fiber-cement, 4' x 8' vertical siding used for soffits and fencing



Located in Foster City, California, Schooner Bay is an upscale multi-family complex adjacent to San Francisco Bay. A small pond winds throughout the 311-unit complex that includes a clubhouse, leasing office, two pools, Jacuzzis and miniature playgrounds. It is an ideal community for young professionals and families who don't want the bustle of a crowded city, but still want the proximity.



Schooner Bay demands top dollar for these amenities, but looking at the apartment buildings a few months ago, the high rents required were hard to justify.

The 10-year-old complex was originally sided with hardboard siding. After a few years in this moisture-rich, ocean-bay environment, the hardboard siding began to separate at the nail heads. This situation, coupled with extensive moisture infiltration around the windows and doors, caused the hardboard to swell, rot and split.

Equity Residential Properties, one of the largest multi-family property management companies in the nation, bought Schooner Bay and had a major dilemma on its hands—how to reside an entire complex with a siding product that wouldn't result in the same situation again. Equity needed siding that would provide both long-term durability and curb appeal.

“We realized the importance of our siding purchase and decided to strongly evaluate our options,” said Stuart English, senior vice president of capital projects for Equity. “We really wanted to give people a better community to live in

so we did extensive research into what was the best product in the market for this project. We found it was Hardiplank® fiber-cement siding manufactured by James Hardie.”

English, who previously worked for a structural engineering firm for 10 years, conducted the research himself. After thoroughly investigating Hardiplank, English flew down to Florida to review two 9-year-old projects sided with Hardiplank fiber-cement lap siding.

“I felt that Hardiplank was the best English said. “It resists moisture, fungus and was incredibly durable.”

“The buildings still looked great after 9 years while subjected to the Florida coast, which is about the toughest environment you can find,” English said. He also took a sample to a paint manufacturer who submerged Hardiplank in water for 90 days and then painted it. “We still didn't experience any problems.”

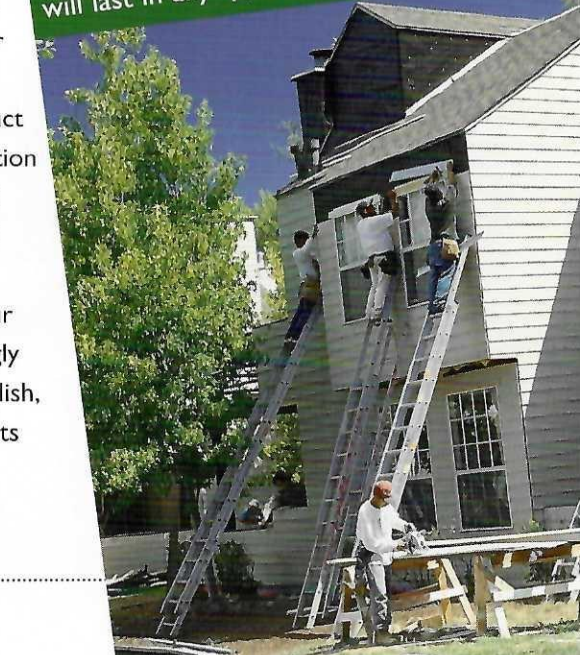
“I felt that Hardiplank was the best product out there for this project,” English said. “It resists moisture, fungus and was incredibly durable.”



BEFORE



Bryan Brown, the installation contractor who said the end result looks no different than what will last in any type of environment where w



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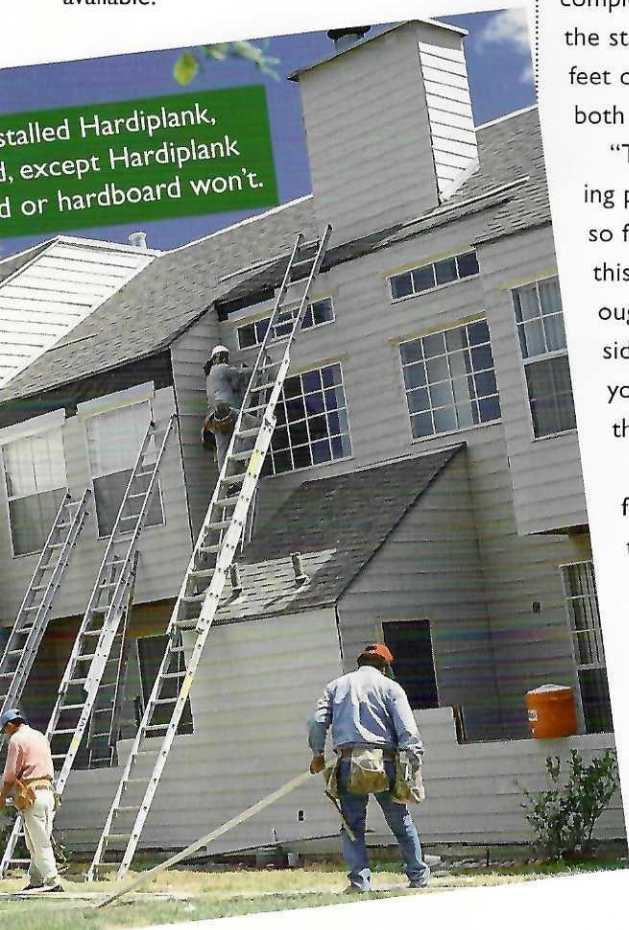
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He explained that wood could easily rot in a moisture-rich environment and that a Department of Energy study indicated vinyl siding can sometimes act as a vapor barrier that traps moisture inside the walls making the situation worse.

Once Equity decided to use Hardiplank, English chose 8" Colonial Roughsawn because it matched the existing siding and passed the city's approval. He also used 4' x 8' Hardipanel vertical Cedar-mill for soffits and 4' x 8' Smooth panels for fencing.

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Bryan Brown, owner of Paragon Services Inc., installed Hardiplank on the Schooner Bay complex. Paragon is the national contractor for Equity and plans to complete 12 additional residential and new construction projects within the next two years—all with Hardiplank. He has worked with different fiber-cement siding products and said that Hardiplank is definitely the best product available.



"Other boards are either brittle or split when you blind nail them. Hardiplank is easy to cut and easy to install."

Brown claims that Hardiplank installs exactly like wood when using a carbide tip blade to cut the siding. He added that Hardiplank fiber-cement siding has an authentic wood texture, minus the knots, holes, cracking and warping of real wood or wood-based products.

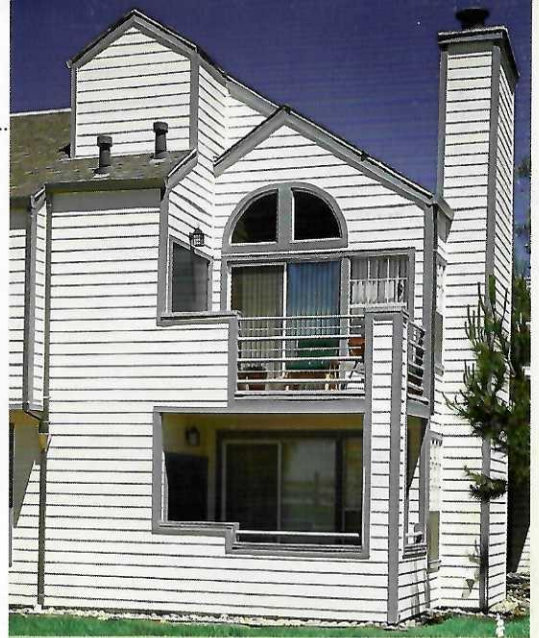
"The end result looks no different than wood, except Hardiplank will last in any type of environment, where wood or hardboard won't."

When installing Hardiplank, Brown blind nailed the siding at 1 1/4" intervals leaving a 6 3/4" exposure. He also took extra precautions and used ring shank nails to add increased holding power. He then painted the siding with one coat of 100% acrylic primer and two coats of 100% acrylic finish paint.

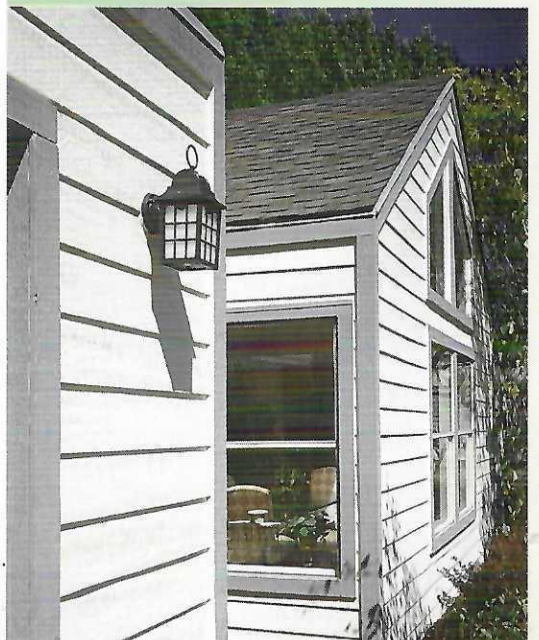
Brown is also installing Hardiplank on Lantern Cove, another multi-family complex owned by Equity located down the street. Over one million square feet of Hardiplank will be used on both complexes.

"This is definitely the largest residential project that we've implemented so far," English said. "In a project of this magnitude you need to thoroughly investigate the different siding products available because you definitely want to do it right the first time."

When the residing project is finished, residents will appreciate their new and improved community. "We have created a community with obvious drive-by appeal," English said. "As a result, we will be the nicest looking property around for some time to come."



AFTER





Hardiplank 8" Colonial Roughsawn lap siding was chosen for its moisture resistance, long-term durability and curb appeal.

 **James Hardie™**

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Remodeling Project Breakdown

Schooner Bay:
311 units
clubhouse, leasing office,
two pools, two Jacuzzis,
playgrounds

Lantern Cove:
232 units
clubhouse/leasing office,
pool, Jacuzzi, playgrounds

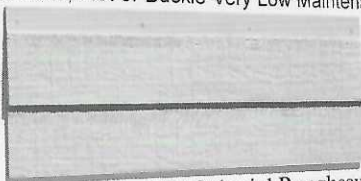
Total Hardiplank used:
Over one million sq. ft.

Products used:
8" Colonial Roughsawn
with 6³/₄" exposure
4' x 8' Hardipanel Smooth
4' x 8' Hardipanel Cedarmill

Schooner Bay **REMODELING PROJECT**

 **EQUITY**
RESIDENTIAL PROPERTIES TRUST

James Hardie Fiber-Cement **HARDIPLANK** Exterior Siding
Won't Burn, Rot or Buckle-Very Low Maintenance



Sample of **HARDIPLANK** Colonial Roughsawn Pattern



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