

Premium Roofing Enhances Appeal of World-Class Resort

For nearly 20 years, the beautiful scenery and world-class amenities of Semiahmoo Resort in Blaine, Washington have beckoned visitors from near and far. Nestled against the northern Puget Sound shoreline overlooking Semiahmoo Bay and Drayton Harbor, Semiahmoo Resort offers a multitude of activities located in an exceptional setting. Featuring two world-class golf courses, a first-rate spa and some of the area's best restaurants, Semiahmoo Resort is the ideal location for a quick getaway or an extended vacation.

While the resort and spa offer tourists a chance to relax and escape the daily grind, what truly makes Semiahmoo a unique place are the people who call this four-star resort home. Featuring a number of individual communities, Semiahmoo is a master-planned community where full-time residents get to experience the surrounding beauty 365 days a year.

There are currently 375 single-family houses and 156 multi-family town homes in Semiahmoo. In addition to the existing homes, 100 single-family and 278 multi-family houses have been approved and will soon be under construction. With a combination of single- and multi-family homes, it is obvious that the permanent residences scattered throughout Semiahmoo vary in size and form, but one thing is the same – nothing gets done to a house without prior approval from the master community's board of directors.

Homeowners are not allowed to paint, landscape, or alter their house in any way unless the board of directors first approves the work. Houses must be made of specified materials, painted a certain color at designated times, and until last year all roofs had to be shingled with cedar shakes. That's because last year Gleneagle Villas at Semiahmoo Resort, an individual community within the master community, decided to break away from the norm. Realizing that the availability of quality cedar shakes is dwindling, Scott Brown, president of the Gleneagle Villas homeowners association, and Colin Dalzell, Gleneagle's facilities director, began looking for

alternatives to the traditional roofing material. They knew it would take a quality product with a natural look to win over the community's master review board.

After a thorough search, Brown and Dalzell decided to present EcoStar™ Seneca Shake™ to the board as a possible alternative to traditional shakes. EcoStar's Seneca tiles are made of recycled rubber and plastic and manufactured in varying widths of six, nine and twelve inches. They feature a thick profile, offering unique architectural opportunities with the distinctive look of real wood shakes.



Brown and Dalzell said they chose EcoStar over a number of other options because EcoStar was the only manufacturer that offered a durable, lightweight tile that looked like real cedar shake and was resistant to mold, moss and mildew. Unlike traditional shake roofing tiles and various other alternatives, EcoStar's Seneca Shake offers superior durability, easy maintenance and an industry leading 50-year Gold Star Warranty.

"The 50-year warranty is what sealed the deal for the homeowners here in Gleneagle Villas," said Brown. "We needed 85% approval from Gleneagle's homeowners to present the idea to the board. We ended up with 100% approval."

Before Brown and Dalzell presented the EcoStar tiles to the other Gleneagle homeowners, and the master review board, they did their homework. According to Brown, there is only a small amount of quality, old-growth cedar shakes available, resulting in low-quality roofs that require constant replacement.

"We did a long-term cost analysis and found that EcoStar tiles provide a much more cost-effective solution than traditional cedar shakes," said Brown. "In the 50-plus years that EcoStar's Seneca tiles will last, you would have to replace traditional shakes at least two or three times."

Aside from the 50-year warranty and long-term cost benefits, EcoStar's Seneca tiles offered Gleneagle Villas a number of other advantages compared to

Semiahmoo Resort

Location:

Blaine, Washington

Application:

EcoStar™ Seneca Shake™

Authorized Applicator:

Classic Restorations

traditional cedar shakes and other alternative roofing options. Gleneagle sits on the 15th hole of the Arnold Palmer-designed Semiahmoo Golf and Country Club, a dangerous location for roofing tiles that are not up to the challenge of defending themselves against the daily storm of golf balls.

“We needed a roofing product that was durable,” said Dalzell. “It is not uncommon for golf balls to hit the roofs of our houses at Gleneagle Villas. Most other roofing options we looked at would not have been able to hold up to the constant barrage, but EcoStar tiles can.”

Made from the finest recycled EPDM rubber and TPO plastic, EcoStar’s Seneca Shake offers a more lightweight and durable roofing option than traditional wood shake tiles. All EcoStar tiles come with UL class 4 impact-resistance ratings and a 100 mph wind warranty upon request.

EcoStar’s Seneca tiles also offer easier maintenance than traditional wood shakes. Because of its close proximity to the water and mountains and its constant rains, Semiahmoo has issues with bothersome rooftop problems such as mold, mildew, moss and insects, just to name a few.

These problems lead to deteriorated and unsightly cedar shake tiles, a problem Brown and Dalzell did not want to deal with any longer. EcoStar tiles provided the perfect solution since they can be easily cleaned with a power washer, while traditional, half-inch cedar shakes weaken and fall apart when exposed to the high pressure of a power washer.

“Many of the roofs in Gleneagle Villas were becoming unsightly, but there was not much we could do about it because the cedar shakes are so delicate and difficult to clean,” said Dalzell. “EcoStar offered the perfect solution to our problem.” When Brown, Dalzell and the rest of the Gleneagle homeowners association went in front of Semiahmoo’s master board to present their case for EcoStar tiles they were not alone. According to Brown, EcoStar, Steve Weller of Weller Associates in Seattle and Mike Krause of American Building and Roofing in Mount Vernon, WA were with them every step of the way.

“The people at EcoStar bent over backwards to help us out,” said Brown. “They helped us with the specifications and details and they even brought us samples of their products so we could distribute them to the master board.”

According to Brown and Dalzell, even with the many benefits that EcoStar roofing tiles provide, convincing the master board to end a 20-year tradition was not easy. “They have been using cedar shakes for a long time and they had gotten used to them. They liked the way they looked, even if they weren’t lasting as long as they should have,” said Brown.

Brown said the Gleneagle homeowners association met with the master board two or three different times to discuss the EcoStar tiles and answer any questions



either party might have had. The board also wanted to see the EcoStar tiles in use before they made a final decision. So, they drove 45 miles north to a house near Vancouver, Canada, that had EcoStar tiles on the roof.

“Once they saw the EcoStar tiles on that house and heard all of the benefits we presented to them, they were sold on the idea of using EcoStar tiles as an alternative to real cedar shakes,” said Brown.

After receiving approval from the master board, Dalzell asked Jeff Alton, owner of Classic Restorations in Bellingham, Washington, to install the EcoStar tiles on some town homes in Gleneagle. Alton has been in the roofing industry for nearly 20 years and has owned Classic Restorations for the past 13 years, giving him the experience the Gleneagle homeowners association was looking for in a roofing installer.

In order to receive the 50-year Gold Star Warranty, an EcoStar project must be installed by a certified applicator. So before Alton started the project, the Gleneagle homeowners association sent him to an EcoStar training seminar where he received his certification.

Once he was certified, Alton and his crew began installing EcoStar’s Seneca Shake Tiles on 10 Gleneagle town homes that encompassed three buildings. Alton installed the tiles on the 6:12-sloped roofs using EcoStar-approved, one-and-a-half inch stainless steel nails. According to Alton, the installation was simple and the final product looked fantastic.

“It’s difficult to get a quality cedar shake roof anymore,” said Alton. “I think Gleneagle Villas made the right choice by installing EcoStar shake tiles. They look like regular shakes, but they’ll perform a lot better.”

Brown and Dalzell think so too. According to them, the number of town homes with EcoStar roofs in Gleneagle Villas will double by the end of this year – going from 10 to 20. Brown said a number of other communities in the Semiahmoo resort are also considering turning to EcoStar. “EcoStar is just a good product for Semiahmoo,” said Brown.

