

Case Study

Eagle Roofing Products



Commercial Project Retail Shopping Center (15,000+ square feet)

- Project:** Promenade at Fulton Ranch, Chandler, Arizona
- Architect:** Butler Design Group, Phoenix, Az.
- Product:** Eagle Roofing Products
- Profile:** Camino Real with 10% Boosted Capistrano
- Roofer:** Paul Rich Roofing, Phoenix, Az
- Color:** Santa Cruz



Camino
Real

Product No: SMC8402
Name: Santa Cruz
Description: Tan, Reddish Brown, Brown Blend
Category: Blends
Styles: Capistrano

A Commercial Challenge

Every large commercial project carries with it numerous constraints that it must adhere to in order to successfully design and build the property. From budgetary concerns to deadlines that must be met, a commercial property has to consider varying factors all the while ensuring that the materials used for every architectural component from the roof down to the sidewalk pavers, complement its integrated design and support the function of the project.

The Promenade at Fulton Ranch was no different. In this case, it was important to make the commercial retail project a cohesive part of Fulton Ranch,

a 520-acre, lake-based lifestyle village in Chandler, Az., which incorporates single- and multi-family homes and commercial properties. As one of three integral parts of this master-planned community, the Promenade at Fulton Ranch features a specialty grocery, men's and women's fashions, home décor outlet, high-end restaurants and specialty retail properties alongside pedestrian accesses, lush landscaping and distinctive architecture.

Promenade at Fulton Ranch, Chandler, Arizona



An Easy Decision Over Clay

Located at the NE corner of Alma School and Chandler Heights Road, the 15,000 square-foot lifestyle center was designed by the award-winning Butler Design Group. In creating the Promenade project, the architects aimed to incorporate materials that truly reflected the property's rustic Italian style.

Originally, the architect firm looked to install clay tile on the project, however they soon became dissatisfied with the extremely long lead time (16 to 28+ weeks) it would take to receive the materials. Thus began a new search for an alternate roofing material that would play into the look and feel of Old World Italian charm and would be resilient enough to withstand the extreme heat of the Arizona summer. The materials also had to be readily available in a realistic timeframe to keep the development on schedule.

A solution came from the owner of the property, Red Development, LLC, a developer and owner of shopping centers and commercial properties throughout the Midwest and Southwest. Concrete roof tile specified for the project originated from the owner's own experience in using the materials on past shopping centers. After agreeing to incorporate concrete roof tile manufactured by Eagle Roofing Products, the next step was deciding upon the right profile.

"The local sales representative from Eagle Roofing Products made extra efforts to meet with us and show us a variety of possible tile options that would appropriately enhance the aesthetic we were trying to achieve for the project," said Bret Ryan, project manager for Butler Design Group. "The Eagle representative contributed a great deal and helped us come up with a look that really achieved our vision for the center."

Installation Success:

After careful consideration, Butler Design Group selected Santa Cruz blend concrete tiles from Eagle Roofing Products' Camino Real line. A 10 percent boosted tile was added to the roof to give it the appearance of a Tuscan village. The change in roof tile specifications from clay to Eagle roof tile was easily approved by the city. Approximately 67* squares of tile were used to protect the five commercial buildings in the complex.

"The color blend, texture and pitch of the finished boosted roof really add to the overall beauty of the complex," Ryan commented. "The tile also complements the buildings' trellises and rod iron work. Overall, we couldn't be happier with the outcome of using Eagle's concrete tile. We achieved a look that was far nicer than what we had originally anticipated and the durability benefits of the concrete tile outweigh what clay tile could have provided."

Paul Rich Roofing, a Phoenix-based roofing contractor responsible for installation on the Promenade project, encountered no problems and found it easy to install the Eagle roof tile with boosted caps. Starting the early stages of the roofing process in April 2006*, the roofing company's team completed the commercial project on time.

"Having served Arizona customers for more than 11 years, we are very experienced in working with Eagle Roofing Products and have witnessed first hand that its color, texture and tile profile offerings can easily enhance the beauty of different architectural styles and projects," said Ken Stohlmann, commercial estimator and project manager for Paul Rich Roofing. "As we have on past projects, we found Eagle representatives focused on customer service and very easy to work with and their product readily available to us as needed."



A Job Well Done Generates Momentum

In Fall 2007, the Promenade at Fulton Ranch was in its final stages of completion. Overall reaction regarding the look of the property's completed roof from those involved with the project as well as the surrounding community, has been overwhelmingly positive. As a result, developers of office buildings adjacent to the Promenade's parking lot have specified the same Eagle Roofing Products' tile for use in protecting its complex. In addition, single-family homes currently under development in a neighboring Fulton Ranch site have approved Eagle's Capistrano and Camino Real concrete tile profiles as a roofing option on new homes.

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