Cachet Homes Craftsman Ranch uses a combination of stucco, HardiShingle® Straight-Edge panel and one-inch thick Harditrim® planks.

In the arid landscape of Arizona, the use of innovative building materials is driving demand for architecturally diverse communities.
Ashton Woods uses HardiPlank® Straight-Edge panel, one-inch thick HardiTrim® planks around windows, doors and as decorative accents for true 4-sided architecture.

It used to be in Phoenix that the only building material you could rely upon to withstand the baking hot, dry sun was stucco. So for miles and miles in any direction, stucco houses dominated the skyline.

“Verrado isn’t only attracting praise from city hall. National media are featuring the community in their editorial coverage. One of Verrado’s most distinctive homes was commissioned by Sunset magazine to be used as a model home.”

Ashton Woods uses HardiPlank® Straight-Edge panel, one-inch thick HardiTrim® planks around windows, doors and as decorative accents for true 4-sided architecture.

Ashton Woods uses a combination of HardiPlank® Straight-Edge panel, one-inch thick HardiTrim® planks, stucco and stone to achieve this popular design.

LOCATION
Phoenix, Arizona

FEATURED DEVELOPMENT
Verrado

DEVELOPER
DMB Associates

PLAN
8,800 acres with 9,500 architecturally diverse homes situated in a mixed-use neighborhood that includes community parks and a million sq ft commercial space

RECOGNITION

Houses have appreciated by $50,000 in the first year. Bestselling author Patricia Schultz has included Verrado in a sequel to her book 1,000 Places To See Before You Die

When DMB Associates, the developer of the Verrado community, had a vision for the neighborhood they wanted to create, they knew the look of the homes would play an integral part in achieving it.

Verrado’s director of Community Design JT Elbracht says enduring small towns are an artful collection of several different types of houses, styles, colors and materials.

“Homes should ideally reflect the variety of personalities of the people who live there. This is why the opportunities for color, texture and pattern through the use of siding supports the harmonious quality of our town-like concept.”

DMB is committed to developing enduring communities of which the residents can be proud. The company takes seriously its stewardship of the land and are renowned for designing thoughtful, regionally appropriate neighborhoods such as Ladera Ranch, California and DC Ranch, Arizona.

Verrado’s 25-minute commute from downtown could have been a deterrent to attracting home buyers. Instead, new residents from Illinois to California are drawn to Verrado for its authentic architecture – something a little different from the standard stucco box.

Verrado is a community spread across an 8,800 acre site. The initial planning phase has allowed for 9,500 homes with a number of community parks and four million sq ft of commercial space.

Elbracht says the use of non-traditional building materials is a contributing factor in the community’s widespread appeal.

“At Verrado, we required every builder to have at least three, non-stucco dominant elevations. We didn’t say they had to use siding, but I think most – if not all – did.”

This approach to design has earned praise from Buckeye mayor Dusty Hull.

“DMB is creating an innovative community that will set new standards, not only for the West Valley, but the entire state.”

As Ashton Woods, we’ve found that James Hardie products enable us to successfully introduce more vibrant exterior colors than what we’d typically offer with stucco homes.”

DAVID KITNICK, PRESIDENT, ASHTON WOODS HOMES
Architect Dale Gardon is widely credited with spearheading the movement away from stucco in the Southwest. The first time Gardon used James Hardie siding was on his own home in DC Ranch in 1987. His mission was to achieve a rural western regional ranch exterior, with front porches and rusted corrugated metal roofs. The project has since gone from curiosity to acceptance in the building community.

"I'm interested in creating a regional style of architecture that reflects its environment. In several communities that I've worked in, this has only been possible by using a reputable siding product." Aside from its aesthetic appeal, Gardon likes the fact that James Hardie siding is waterproof, crack-proof and termite resistant. It is also backed by a 50-year warranty.

His company, Dale Gardon Design, was commissioned by Sunset Magazine to design their 2004 Southwest Idea Home. Its traditional farm house design has become one of Verrado’s most distinctive homes with a rustic board-and-batten exterior of James Hardie siding.

"What makes communities great is a large diversity of housing types - it's not just stucco blah."

JT ELMBRACH, VERRADO

VISONARY - DALE GARDON, SCOTTSDALE, ARIZONA

William Hernandez Architects designed this home for Cachet Homes. Hardishingle® panels accent the gables.

Their 2004 Sunset Southwest Idea House. Architect Art Sturz of Alliance A Design designed the Ashton Woods Homes for Verrado. He says siding adds another dimension to stucco and stone.

“If you look at European elevations, there’s variety, texture, color, shadows - it’s visually more interesting. Using James Hardie siding we’ve achieved that level of detail.”

Elbracht believes that architectural diversity does more than just provide curb appeal – it fosters communities and encourages people to celebrate individuality.

“A home is the biggest investment most of us make in our lives. It should be an expression of our individuality,” he says.

For further information visit the website www.dmbinc.com.