



Project Profile

Project

Hallmark Resort
Newport, OR

Owner

Hallmark Inns & Resort, Inc.
Lake Oswego, OR

Roofing Contractor

Umpqua Roofing Company, Inc.
Eugene, OR

Roofing Consultant

Schaber & Associates
West Linn, OR

Roofing System

Décor Roof System, Adhered,
using lead grey, 60 mil G410
Feltback membrane

Project Size

42,300 square feet

Completed

February 2005

Sika Sarnafil Décor Roof System Keeps Oregon Resort "INN" Business

With three strikes against it, it wasn't too surprising that the roof on the Hallmark Resort in Newport, Oregon was failing after less than 10 years.

The roof featured complex details and multiple slopes and pitches which, while making the roof aesthetically interesting, were also a roofer's nightmare. A second problem was that the roof consisted of heavyweight dimensional shingles, which were the wrong materials for this particular application. Finally, the roof was on the Oregon coast, where it was exposed to "the absolutely worst weather that the Northwest can throw at it," according to Kirby Blankenship, vice president and director of operations at Hallmark Inns & Resorts of Lake Oswego, Oregon.

As a result, this five-story building, which houses 85 guest rooms, a lobby, swimming pool, public space, and meeting areas, suffered numerous roof leaks, especially after one of Oregon's brutal storms.

"The weather here can be nasty – almost every year we get a storm with 125 mph winds and horizontal rain," Blankenship said. "This building is on a 60 foot bluff, which means the winds hit the building's walls and go up over them."

The chimney chases were especially vulnerable to problems, Blankenship explained.

"The water would blow in and pool on the roof, and then leak into the chimney chases as well as into the stepwalls between multiple roof slopes. In addition, the roof was also flashed incorrectly where the roof and wall met, so there was quite a bit of leaking there, as well."

He added, "This resulted in significant rotting in the underlayment, and the rafters were also beginning to rot."

Portions of the roof were repaired, but those areas also failed eventually. Blankenship realized that the only permanent solution was to replace the entire roof. "In the resort industry we want people to feel comfortable, and so we needed a roof we could trust."

Sika Sarnafil Offers a Risk-Free Roofing Solution

Hallmark hired Schaber & Associates, roofing and exterior envelope consultants based in West Linn, Oregon, to help with the process of selecting a new roofing system.

"We wanted an unbiased opinion," Blankenship explained. "Keith Schaber is a very knowledgeable guy with experience in high wind areas, and in the end we felt very good about his recommendation."



Sarnafil®

The system Schaber recommended was Sika Sarnafil's Décor Roof System. This system combines Sika Sarnafil's proven, single-ply thermoplastic vinyl membrane with Décor Profiles or Battens to mimic the look of a standing seam metal roof. The Décor ribs come in ten-foot sections that are connected and permanently fused to the membrane using the Sika Sarnafil Sarnamatic hot-air welder and a patented welding kit.

The result is a roof with the appearance of a metal roof, but with the watertight integrity of a hot-air welded membrane.

"Originally we looked at metal roofs, but we found there were too many problems with the intricate flashing issues on this roof," Schaber explained. "We also found that traditional materials such as metal, stainless steel, and aluminum didn't stand up to the salt air as well as the Sarnafil vinyl membrane."

Avoiding Problems of the Past

Schaber added that using an adhered membrane would solve the wind resistance and flashing problems because "the membrane and flashings are continuous. We didn't have mechanical joints that had to be caulked or could be opened up or exposed to the wind and salt air problems in that area. We did everything we could to eliminate the details that caused the previous roofs to fail."

The appearance of the Sika Sarnafil Décor system was another big plus. "The monochromatic system looks like a metal roof and the lacquer finish really sets it apart and keeps it looking like new. The real beauty of this decision is that the Décor



The Hallmark Resort was a challenging roofing job, due to a variety of slopes and drop-offs. An outbreak of rain made the membrane somewhat slippery, as well, which prompted Umpqua Roofing to make safety even more of a priority.

system has both street appeal and yet also solved problems that other roof systems couldn't address."

Schaber was also impressed with Sika Sarnafil's reputation for quality and technical service. "I have used Sika Sarnafil products in the past and have always had positive experiences with them," he said. "I think their quality control is significantly higher than with other manufacturers, and we appreciate the technical support they offer. Our firm and our clients are never at risk for choosing Sika Sarnafil."

A Slippery and Scary Installation

Umpqua Roofing Company, Inc. of Eugene, Oregon was chosen to install the Décor System on the Hallmark Resort — a sometimes daunting and challenging project. "This was a very scary job, due to the different slopes and drop-offs of the roof," Bob Tidrick, president of Umpqua Roofing stated. "Some of these roofs had 3 and 12 inch pitches. The membrane can be slippery when it's wet, so safety was very important. Especially since we did this job in the fall and early winter, which is the rainy season here."

Making sure the resort's guests were not inconvenienced was another important consideration. "We had to coordinate our

schedule with the front desk to make sure we didn't interfere with the guests. We also had to be as quiet as possible and make sure the ground below us was clean. We even assigned one man to be on the ground at all times sweeping the walkways and making sure the grounds, porches and stairwells stayed clean."

Fortunately, Tidrick said he found the Décor system "very nice to install. It welded nicely and the membrane gives you a nice sense of quality."

Blankenship said he appreciated the extra efforts the Umpqua crew made to address the resort's concerns. "They worked very well with us and did a very good job of accommodating us."

An Impressive Solution

Tidrick said that the roof attracted a lot of attention from some roofing contractors attending a local convention. "They were amazed at how much it looked like a metal roof. We got a lot of good feedback."

Blankenship seemed equally impressed. "Selecting the Sika Sarnafil Décor system was the best decision we could've made. I would make the same decision again."

To learn more:

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