

Baby Boomers Settle Down

Retirees looking for durable roofing solutions

As the baby boomer generation reaches retirement, the housing market adjusts to meet demand. One strong trend is the need to downsize as younger family members move out. Many are looking for a final home that will fit a lifestyle of travel and retirement. One such development that is meeting the needs of this group is Harbour Point, a gated community outside of Atlanta, GA.

Perched on the banks of Lake Lanier, Harbour Point is a community that attracts attention. With 12 building phases and 180 homes out of 325 already built, it lends itself to everything a baby boomer lifestyle would need: access to boating, golfing, year-round lawn maintenance, security and ease of living.

Harbour Point's newest villa called The Peninsula, will feature 23 new homes upon completion. Although the Peninsula's prime marina location has attracted several baby boomers, it

also attracts people for other reasons.

"The architecture is fascinating," said Steve Eiberger of the Harbour Point Development team. "The Peninsula features a Nantucket style exterior to create a New England feeling."

Located on 3.5 miles of shoreline, the exterior of the 23 buildings feature premium products to create this distinguished look that is desired by incoming retirees. The homes in the Peninsula area range in size from 3,000 to 6,000 feet.

A key point for many of the homeowners was the long-term durability of the homes, especially the roofing. With that in mind, John Wieland Homes, the builder for the development, choose a roofing product called LifePine premium Classic pine roofing shingles.

"It was a joint decision by developer and builder to use LifePine," said Eiberger. "We felt it gave it an authentic look with durability



and less maintenance. We first tried it on the Yacht club and liked it; it was a natural fit.

"The pine will age to a weathered gray while the cedar siding offers multiple colors so it provides great versatility," Eiberger continued. "People want individuality, yet we wanted a consistent look that this roof offered. The roof on the Yacht club still looks great."

It was not only important to choose an excellent roofing shingle, but to reduce long-term maintenance. Thus, prior to roof installation, a 30# felt was used as the underlayment and copper flashings were used to create a refined finish.

The Classic pressure-treated wood shingle installed over the underlayment features a sawn look rather than grooved and ranges from 9/16" to 15/16" thick. Like all other LifePine shingles, the classic shingle fades to driftwood gray, offering a unique appearance both before and after weathering.

"The products used on the buildings make The Peninsula the focal point," said Eiberger.

Aside from the Peninsula, there are two other sections of Harbour Point—Overlook and The Cove. These homes differ in size and building components to create a variety of styles throughout the community.

"The LifePine wood shake roof accomplishes the look," said Bart Conneen, project manager for Colonnade Custom Homes in Atlanta. "The product has aesthetic appeal, but it is also durable enough to withstand the elements."

With nearly all the lots sold in the Peninsula section, the homeowner's first question is, "Will it last?" Baby boomers, as well as other homeowners throughout the country, are looking for premium roofing products that offer integral durability. Like all other LifePine roofing shakes and shingles, its Classic shakes command a 50-year warranty.

"There is no maintenance involved," said Conneen. "The product lays flat, looks good and is guaranteed to remain that way for years to come. The product also offers better wind and hail ratings than cedar because the pine is harder."

Although Harbour Point spans 300 acres, the Peninsula area is the only section where all homes reside along the shore. "The breeze blows right over the roof and it doesn't affect it at all," said Conneen.

The baby boomer generation offers roofing



An 8,000 square foot club house and pool is featured at Harbour Point in Atlanta. The roofing is premium Classic pine shingles. (Photos courtesy of LifePine Products LLC.)



A new generation of retiring baby boomers is looking for low maintenance roofing alternatives.

contractors and developers a profitable opportunity to accommodate new lifestyles. This age group typically knows what they want and even if it costs a little more, they want the convenience, along with a desired look that does not require maintenance. In this case, LifePine was the answer. **RSI**