



Douglas Friedman Restores A Historic Home With BRAVA

A BRAVA Historic Property Case Study





THE PROJECT

Renowned and celebrated photographer Douglas Friedman came to Brookhaven, Long Island, to look for his latest project. After having designed and lived in his custom desert home in Marfa, Texas, for more than a decade, Friedman was ready to move on. He found what he declared to be the house he'd live in for the rest of his life in Brookhaven's Historic District: the 150-year-old estate known as "Fireplace Farms," a secluded sanctuary tucked away on a single lush acre of land that Friedman fell in love with on first sight.

As idyllic as the home seemed to him, it would nevertheless require a tremendous amount of work to restore it to its original glory, which Friedman was resolved, and excited, to do. But he was unfamiliar with the constraints of doing business with a community that has a highly dedicated historic preservation board. Friedman was suddenly facing not only the demands of a very ambitious restoration but also the task of surviving the scrutiny and earning the approval of Brookhaven. The roof would need to preserve the estate's historic character while meeting modern standards for durability and performance.

THE CHALLENGES

The restoration project presented a slew of construction obstacles from the get-go. Previously concealed structural deficiencies in the underlying bones of the property surfaced that would require much more extensive work than anticipated. The foundation was a mess; the sunroom collapsed when the old windows were removed; the landscape needed a complete overhaul.

The greatest challenge, however, proved to be the new roof, both the material and the installation.

Originally built circa 1870, the estate was often referred to as "The House of Seven Gables" due to its seven steep and sharply peaked triangular roof projections. This distinctive architectural feature posed greater difficulty for the roof installation. Every increase in pitch would prevent the roofing crew from standing safely or moving about freely, and the roof's complexity with its numerous ridges, valleys, intersections, and transitions would make the tear-off more physically demanding. Installing on multiple gables, which soon included two additional gables

that Friedman decided to have constructed, would require more care and detail, and therefore greater skill.

A staunch believer in and supporter of historic preservation, Friedman was determined that all portions of the restoration would honor the home's heritage. When it came to the roof, he wanted to be certain it would not only provide maximum protection from the elements but also accurately depict the look the original roof would've had when the home was first built.

This led Friedman to initially select traditional cedar shakes, which is what he submitted to the town's historic board. As the restoration began, however, Friedman became aware of the extensive drawbacks to natural cedar, from its vulnerability to leaks and high flammability to its susceptibility to damage and the need for frequent maintenance. So he took it upon himself to research and select an alternative roofing material, but his failure to inform Brookhaven's board before the installation brought the entire project to a grinding halt. Without the board's approval, Friedman's labor of love was dead in the water.

"I was introduced to BRAVA and its incredible roofing system. It looks just like old-growth cedar shake. It's incredible. It's sustainable. It's made out of recycled materials. It'll last for hundreds of years."

— Tom Cunningham, President, VillageWalk HOA

THE BRAVA ADVANTAGE

After abandoning his decision to use natural cedar shakes, Friedman's research to find a superior roofing alternative led him to BRAVA. He discovered that a beautifully authentic high-performance roof could be had in the form of a composite tile.

Through long discussions with the roofing manufacturer, Friedman learned about all the incredible benefits of a BRAVA roof, from its true-to-life look of hand-split cedar shakes to its long-lasting durability.

BRAVA tiles are manufactured by combining synthetic polymers with compression molding to produce a much stronger and more reliable roofing product. They uphold the highest quality control standards and perform in the harshest weather conditions. BRAVA's Cedar Shake composite roofing is Class A fire and Class 4 impact rated, and can withstand hurricane-force winds up to 211 mph. It even has inherent UV resistance to provide the best protection against sun damage and fading.

The varied textures of BRAVA tiles was a standout feature for Friedman. Every tile is unique in its shape and design, so there's never the appearance of a repeating pattern; this creates a beautiful and natural-looking silhouette. For less than the cost of traditional shakes, Friedman's historic home could still have all the rustic beauty of old-growth cedar — without its extensive weaknesses.

In addition, Friedman was impressed with the lifespan of a BRAVA roof and the lack of maintenance.

Even after all this, Friedman was still a bit unsure. So he had his team build a small-scale mockup of a BRAVA roof with product sent to him by the manufacturer, to see firsthand how the tile would hold up against the elements and enhance the appearance of the different areas of the roof. He showed it to friends and acquaintances, and all were extremely impressed with BRAVA's performance, as well as surprised at how great looking a composite roof could be.

Leon's Construction Service of Riverhead, New York, was brought on board for the install. Having prepared for the challenge of this particular roof by employing additional PPE and fall protection systems to ensure the crew's safety, the roofer immediately saw the difference that working with BRAVA tile would make on such a complex installation. The composite material of BRAVA Cedar Shake roofing makes it more flexible and lightweight, and therefore much easier to cut and carry.

This was a gamechanger when it came to navigating the roof's gables and steep slopes. After installing underlayment and waterproofing, the roofer used BRAVA Starter at the eaves and Field Shake on the slopes, noting the ease of working with the tile at such angles.

To improve drainage, open valleys were constructed with BRAVA Solid Shakes, giving the roof a more realistic appearance at cut edges. BRAVA Hip & Ridge (Steep - 90°) was also used to better seal and protect the peaks and edges where the separate roof planes met.

And making the entire installation even easier was the extreme walkability of the new roof. Unlike fragile natural roofing materials such as cedar shakes, BRAVA's durable composite tile does not crack, split, or break when walked on, which allowed for more secure footing when installing on such steep roof pitches.

The chimney and bathroom vent pipe penetrations required a more detailed flashing solution. By skillfully integrating the BRAVA tile with lead-coated copper, the roofer made custom



cuts to create apron, step, and counter flashing and ensure a watertight seal, all while providing a clean look — the perfect finishing touch for the incredible new roof.

But one final challenge still remained: winning over Brookhaven's historic board. Having become aware of the BRAVA installation post-completion, local preservation officials were less than pleased with the unfamiliar and unapproved roofing material and issued a stop-work order on the entire restoration project.

An emergency hearing was called, at which Friedman faced the herculean task of reversing the board's demand that he have his brand-new BRAVA roof removed and replaced with either natural cedar or asphalt. His hopes that negotiation would be possible dwindled quickly, as the board members held their ground in enforcing their requirements.

Friedman found his saving grace in the Brookhaven commissioner, whom he invited to the estate to see and discuss the roof in person. The commissioner was so impressed that he himself brought in the county commissioner, and together they determined that the BRAVA roof was both a remarkable and acceptable solution for a community with such strict guidelines. The new roof was mercifully spared demolition, and the home's restoration continued to a successful conclusion.

RESULTS

The new House of (Nine) Gables now stands proudly on its beautifully relandscaped acre of land, exuding a warmth and personality fitting of both Friedman's tastes and of Brookhaven. Both his neighbors and the community at large have reacted to its BRAVA composite roof enthusiastically, openly sharing their admiration. All the rich, deep shades in rustic cedar are present across the roof, with both their shadows and their reflection of light enhancing the beauty of the home.

The BRAVA tile is performing as promised, shielding the home from the elements while retaining its gorgeous look, developing a patina that mirrors how natural cedar shakes age. It was a gamble that Friedman has never regretted, one that not only helped him to preserve centuries-old architecture but also moved a historic community to reevaluate its restrictions in favor of a more modern, superior roofing alternative.



PROJECT OVERVIEW

PROJECT

Douglas Friedman "Fireplace Farms" Home Restoration

LOCATION

Brookhaven, Long Island, NY

PROJECT TYPE

Reroof

ROOF AREA

28.2 SQs.

ROOFING PRODUCTS

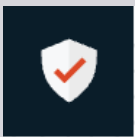
BRAVA Field Shake, BRAVA Solid Shake, BRAVA Starter, BRAVA Hip & Ridge

Accessories: Underlayment, ice and water shield, and copper flashing

CONTRACTOR

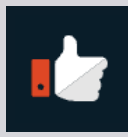
Leon's Construction Service, Inc.

THE BENEFITS OF BRAVA



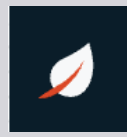
Durability

BRAVA's composite roof tiles create a natural cedar shake appearance, with a 50-year warranty. Longevity and low maintenance offer an excellent ROI.



High Wind Resistance

BRAVA tiles meet high quality standards, endure extreme weather, and pass wind tests up to 188 MPH with nails and 211 MPH with screw installation.



Environmentally Friendly

Our sustainable polymer roofing, crafted from recycled materials, outlasts natural cedar shakes, offering durability without the maintenance of traditional shakes.



Ease of Installation

Our Cedar Shake tile roofing system with installation accessories requires no additional structural support, which is ideal for new construction and re-roofs for various projects.



Build with **BRAVA**

BRAVA Roof Tile

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