



Fiberon® Wildwood™ Brings Durability and Natural Beauty to Hub Madison

Faced with inclement weather and above-average wear and tear from student residents, the rooftop courtyard at a housing development for students at the University of Wisconsin needed a cladding material built to last. The design team at Counterbalance knew Fiberon Wildwood's 50-year warranty and impressive performance would fit the bill.

CHALLENGE

When Hub Madison opened in 2015 as a high-rise housing option for students at the University of Wisconsin, one of the top selling points was its recreation area, complete with cabanas, a sand volleyball court, and an infinity edge pool. But when the wood on the pool deck and surrounding courtyard started to wear after just seven years, it was time for a serious upgrade.

"They used a reclaimed barn wood when they built the property, and that was all just deteriorating and falling apart. It was pretty ugly," said Clay Dehaan, director of construction at Greystar, which led the renovations of the space. "The stadium seating area in the courtyard was built of reclaimed timbers, and they were rotting away. It was very unsafe."

HUB MADISON

Completed: 2022

Location: Madison, Wisconsin

Square Feet: ~5,000 square feet

Contractor: Greystar

Specifier: Counterbalance

Product: Fiberon Wildwood Composite Cladding

Collection: Eden Collection

Color: Tupelo



Enter: Wildwood™ composite cladding from Fiberon®—a more beautiful and longer-lasting option. Or, as Dehaan put it, “the right product for the right application.”

SOLUTION

Located in Madison, Wisconsin, the rooftop courtyard at the Hub receives the full gamut of inclement weather: temperatures ranging from up to 100°F to below freezing, high winds, and precipitation in the form of rain, hail and snow. Therefore, the project’s number-one priority was a material that could withstand the elements—not to mention the above-average wear and tear from the student residents.

“I know that they get inclement weather, so we needed something that was going to be moisture-proof and be able to withstand the elements and have longevity,” said Alina Leyton, project manager at Counterbalance, Greystar’s design partner.

When specifying for the Hub Madison, Leyton thought back to a previous renovation that used Fiberon Wildwood.

“The Fiberon really took it to the next level. It was a small detail, but it improved the aesthetics of [that previous project]. So based on that experience, we knew this was a product we wanted to use at the Hub Madison,” she said.

While the reclaimed wood used in the courtyard’s original design lasted less than 10 years, Fiberon Wildwood is backed with a 50-year warranty for staining, fading and performance.

“That’s the reason we chose it,” Dehaan said. “We liked the woodgrain look, and it was maintenance-free. And now the students can actually lean up against it, and know they’re not going to get a splinter in their hand or back.”

To Leyton, Wildwood’s durability spoke for itself.

“For us, it was about performance,” she said. “We knew this was a more cost-effective option than other competitive products, so it really boiled down to performance and cost.”

Better yet, Leyton said the tones and color of the Wildwood product bring a natural warmth to the space.

“We had considered galvanized metal, as well as some other type of sheet metal. It was between the metal look versus the Fiberon, which I think gives it more of a natural look and makes it feel less sterile,” Leyton said.

“I’m a huge fan of any of the brownish woods, just because they look aesthetically very, very pleasing out in the field and they hold up. Right now, the warmer tones have been a hit.”

“[Wildwood Composite Cladding] is the **right product** for the **right application**.”

— Clay Dehaan, Director of Construction, Greystar



The tones and color of Wildwood Eden Tupelo bring a natural warmth to Hub Madison courtyard seating.

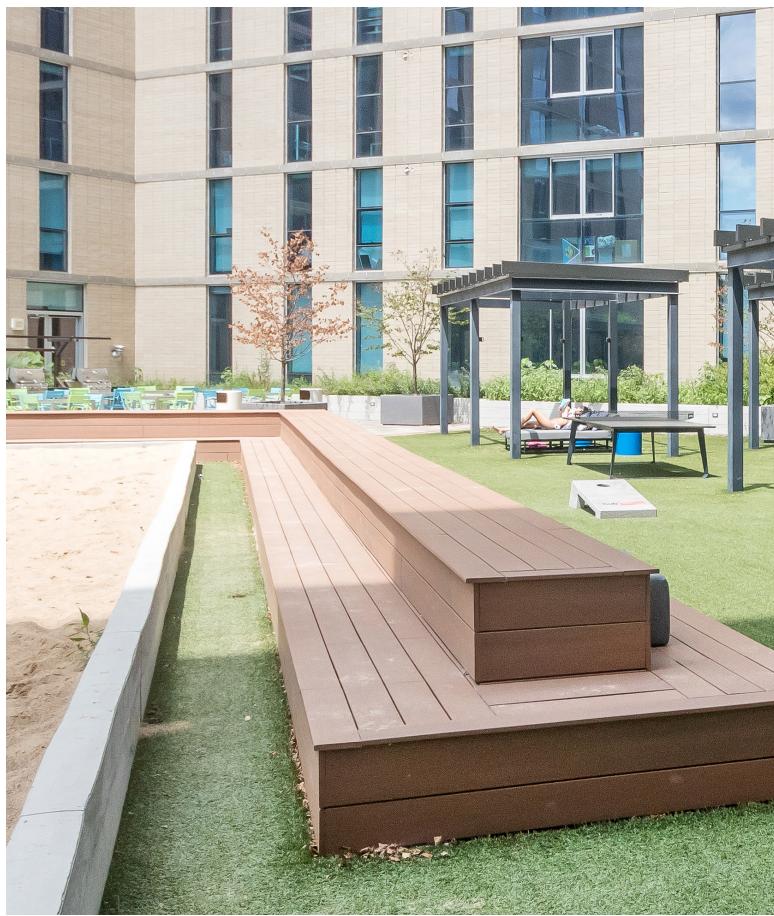
Aside from the product itself, Fiberon's team helped make the entire design and installation process run smoothly.

“They helped in the design process, and then we met on-site with them and that's where we really got educated from the install piece of it—what boards to use, what width and length of boards,” Dehaan said.

“They were available for any questions we had, and they helped the install crew. There was another guy who was on-site once or twice doing quality control. It was great working with them.”

After another successful project using Fiberon® Wildwood™, the composite cladding remains a go-to material in Leyton's design portfolio.

“We're actually working on a lot of exterior projects with Greystar, so I will definitely be specifying some Fiberon,” she said.



Hub Madison wraparound rooftop seating, featuring Fiberon Wildwood composite cladding in Tupelo from the Eden Collection.

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For more information on Wildwood composite cladding or other Fiberon products, visit fiberoncladding.com