

STONE

TRENDS

Mix and Match

THIS YEAR'S
TOP LOOKS

Sustainable
SOLUTIONS

Plus
OTTAWA'S
WESTGATE
SHOPPING
CENTRE
REBORN





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BLENDING DIFFERENT SHADES
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CENTRE GETS A NEW LEASE ON LIFE**



Welcome TO THE LATEST EDITION OF STONE TRENDS.

This is our opportunity to ask industry experts like yourself to share their thoughts about the most popular styles and materials for exterior finishing on the market, and share their insights with architects, builders and masons across the country.

As you'll likely have noticed, this issue looks a lot different from ones we've produced in the past. It's all part of a major rebranding process we've undertaken. It starts with our name, which we've shortened slightly to Shouldice Stone. We also have a new logo, see below, and a completely revamped website.

But while we may have changed our name and look, you can rest assured that we'll continue to provide our customers with the same top-quality products and service that they've been able to rely on for generations.

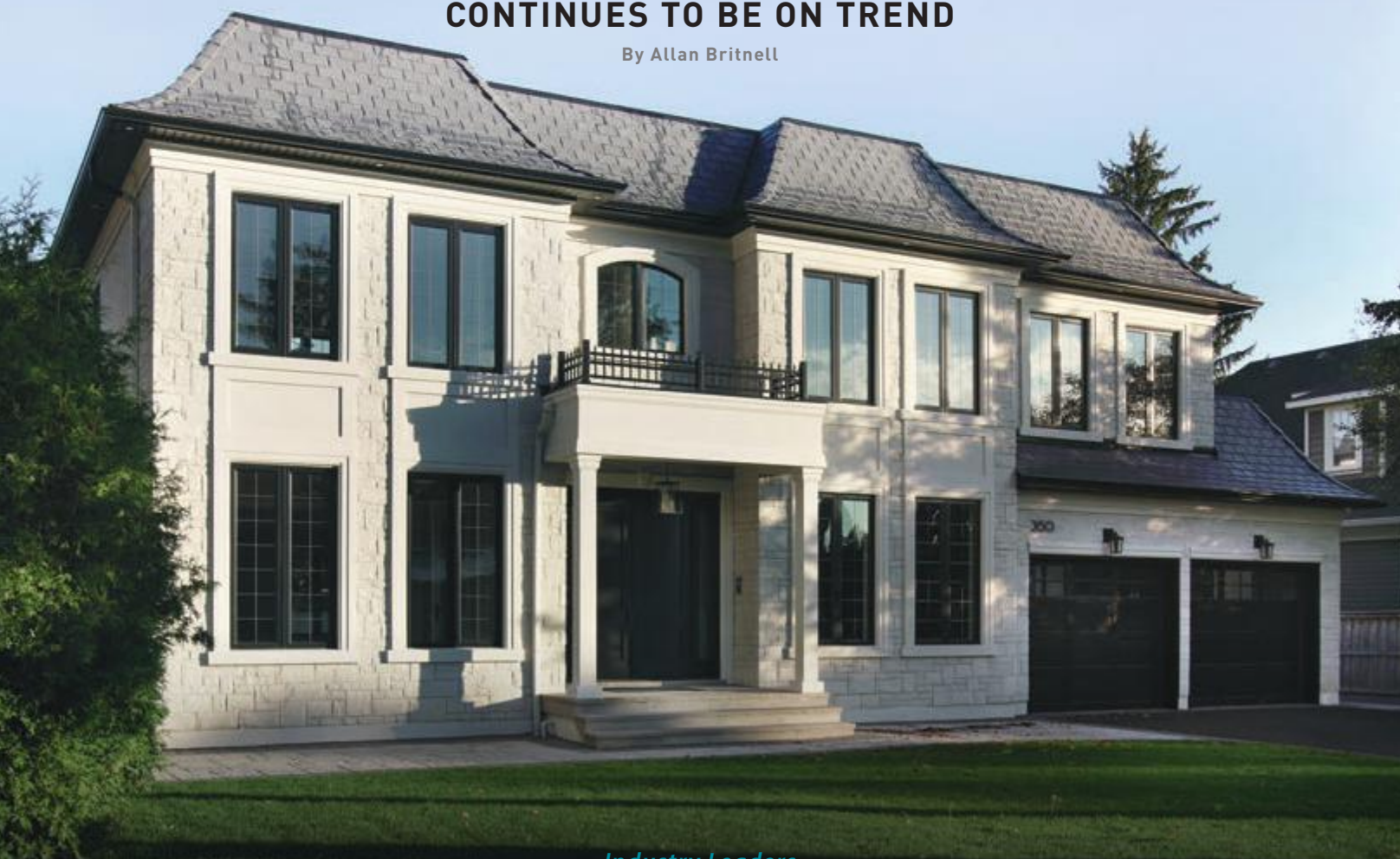
We hope you enjoy this new and improved edition of Stone Trends.
— **Steve and Brad Shouldice**



Mix AND MATCH

WHETHER YOU'RE DESIGNING A TRADITIONAL OR CONTEMPORARY BUILDING, MIXING DIFFERENT SHADES AND MATERIALS CONTINUES TO BE ON TREND

By Allan Britnell



Industry Leaders

Erik Bilkey
Home designer with
Thomasfield Homes
Guelph, Ontario

Stephen Mawdsley
Principal Architect for
A+Link Architecture
London, Ontario

Dan Caster
Owner of
Caster Homes
Windsor, Ontario



“With a contemporary style home, it’s not uncommon to see four or five different materials on the exterior – masonry, siding, EIFS, large glass windows.”

– Bob Sanders, Shouldice Stone’s Director of Sales

When it comes to designing a home, condo or commercial building, there are two basic options for the exterior aesthetic: traditional or contemporary.

With either style, masonry is often the starting point for exterior finishing. “Stone is really popular right now, by a long-shot,” says Erik Bilkey, a home designer with Thomasfield Homes, based in Guelph, Ontario. “Masonry is fantastic,” agrees Stephen Mawdsley, principal architect for London, Ontario’s A+Link Architecture.

In some cases, builders or their clients choose to cover their entire home in masonry. In others, masonry is one of several exterior components used to achieve the increasingly popular trend of mixing-and-matching different materials.

“With a contemporary style home, it’s not uncommon to see four or five

different materials on the exterior – masonry, siding, EIFS, large glass windows,” says Bob Sanders, Shouldice Stone’s director of sales.

Case in point: “Almost everything I’m doing is a mix of different materials – brick, stone, stucco and siding,” says Dan Caster, owner of Caster Homes in Windsor, Ontario.

Traditional designs, by contrast, may just feature two different materials such as stone paired with a matching wood or metal siding. “Stone combined with wood timber columns or board-and-batten siding is becoming popular,” says Bilkey.

Contemporary styles are what catch people’s attention – and stand out from the neighbouring buildings. But most



On trend: Contrasting light and dark shades and using different materials continues to be popular for exterior finishing.



homeowners are fairly conservative when it comes to curb appeal.

“Traditional looks still command the lion’s share of the market,” says Sanders. “Traditional looks good today, and it will look good in 30 years.” Today’s ultra-contemporary looks, on the other hand, may stand out as products of a bygone era decades down the road.

“I like that Shouldice Stone is local and that they have supply in stock, which is something many others don't have.”

– Stephen Mawdsley,
Principal Architect for
A+Link Architecture

COLOUR THEIR WORLD

Masonry manufacturers are continually expanding the colour palettes of their products to meet market demand. “From a colour standpoint, it still tends to be the whites; soft off-white to very bright whites,” says Shouldice’s Sanders.

“It’s easy to find a subdivision filled with contemporary style homes. White and black lend themselves very much to that contemporary style because they’re very bold,” says Sanders.

For that look, it’s often white or grey masonry that provides the lighter side of the equation, with other exterior components providing the darker tones.

“We used to do black windows once in a while,” says Caster. “Now, they’re probably 50 per cent or more of every house I build. Everyone wants black – black windows, black soffits, black roofs.”



Bilkey agrees: “Dark colours are very popular. Everyone seems to want dark siding, black windows, a black roof and trim with a darker grey stone.”

Different textures of stone offer further options for refining a specific look. Smooth, almost featureless textures are best suited for contemporary designs with their clean lines, while finishes that reflect a more natural appearance are ideal for maintaining a traditional look.

Of course, “Everything is cyclical,” says Sanders. “Brown tones never go away, and we’re starting to see them used more often in the colour palette.”

In some cases, homeowners may ask for a splash of colour to stand out with, say, bright red siding. “I wouldn’t recommend that,” says Caster. “That’s a trend that’s going to come and go. If someone wants to do an accent on their house, I’d suggest they paint their front door red. That’s easily changeable.”

“Most people are not bold enough to do something different. They want to be safe,” says Bilkey. Breaking that mold, Bilkey admits he opted for red siding on his own home. “My whole street is full of grey and white and beige. My wife and I wanted something different. It looks quite good.”

FINAL FEATURES

Property owners always appreciate products that are durable and low maintenance. Shouldice Stone products offer both of those key traits with a virtually maintenance-free finish that's backed by a lifetime warranty.

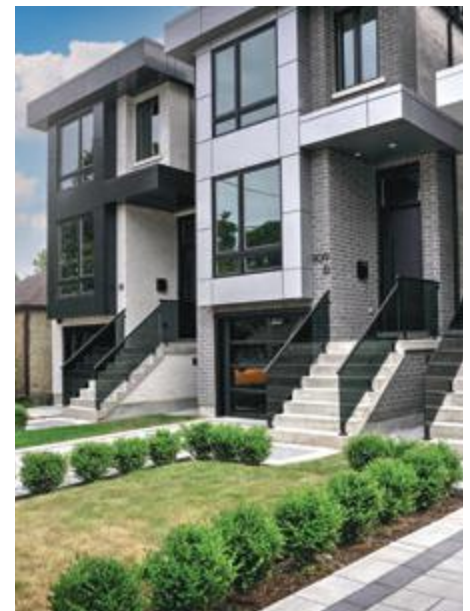
Home and building owners are also increasingly seeking out materials that are sustainable and can help improve their home's energy efficiency. In fact, in the Canadian Home Builders' Association's 2022 Home Buyer Preference Survey, energy efficiency related features took the top three spots for 19,000 recent homebuyers who ranked their top 10 most desired features in a home.

Stone has high thermal resistance, meaning that it acts like a natural insulation. As a result, a building will not feel as cold in winter or hot in summer as it would with many other exterior finishes. Homeowners and property managers also appreciate lower heating and cooling bills while also reducing their carbon footprint. (See also, "Sustainable Solutions," on page 7.)



Exterior Finishing

Masonry suits any style, from traditional homes and retail spaces to ultra-modern designs.



Finally, locally sourced materials offer two benefits: a lower overall carbon footprint and less uncertainty when dealing with supply chain disruptions. "I like that Shouldice Stone is local and that they have supply in stock, which is something many others don't have," says Mawdsley.

Whether your client is looking for classic or contemporary, know that when you build with masonry you're building for life. ■



SUSTAINABLE *Solutions*

**FROM LOCALLY SOURCED MATERIALS TO
CONTINUOUS INNOVATION, SHOULDICE STONE
HAS ENVIRONMENTAL RESPONSIBILITY
AT ITS CORE**



Here's a fun eco-friendly fact: 90 per cent of all the concrete, sand, limestone screening and other ingredients used in the production of Shouldice Stone products is sourced with 25 km of the company's manufacturing facility in Shallow Lake, Ontario. The other 10 per cent is accounted for by two specialty aggregates that come from 300 km away.

From day one, Shouldice Stone has focused on building sustainable, long-lasting materials. Stone and brick are the most durable exterior finishing options on the

market. Unlike some materials that need to be replaced or refinished with paint and toxic cleaners every few years, if you build with stone and brick, you know that the façade will last a lifetime.

Masonry structures are more energy efficient than those clad with stucco or siding, resulting in lower heating and cooling costs – and carbon emissions. Architects and builders also appreciate that every Shouldice Stone product is LEED-certified.

Here are five other ways Shouldice Stone supports sustainability.

“From day one, Shouldice Stone has focused on building sustainable, long-lasting materials. Stone and brick are the most durable exterior finishing options on the market.”



CONTINUOUS INNOVATION

The team at Shouldice Stone are constantly looking for ways to reduce, reuse and recycle the materials used in their manufacturing processes. Through analysis, retooling and employee education, the company was able to achieve a two per cent reduction in scrap waste, reducing the amount of raw material needed for production.

In 2020 they installed an Energy Management System throughout operations that provides real-time energy consumption data. Through monitoring and employee feedback, the company has been able to reduce electrical consumption by six per cent.

One of Shouldice's latest products was based on feedback from a customer. The team developed a new hollow core brick with narrow slit openings at the top. This design prevents mortar from falling through the gaps, reducing the amount needed for every project.

PASS ON GAS

Moving materials around the company's three manufacturing plants requires some heavy equipment. In the fall of 2019, they retired two propane- and two diesel-powered forklifts from their fleet and replaced them with electric models. Each of the three electric forklifts runs at least 40 hours a week, meaning the new equipment eliminates more than 120 hours of diesel and propane emissions released into the atmosphere every week. That's more than 6,000 hours a year.

ENHANCED WATER TREATMENT

In 2020, the company's newly installed water treatment facility went online. This system recycles 100 per cent of the water used in cutting operations. That saves 76,000 gallons of water a day, and nearly 20-million gallons every year.

REUSING WOODEN SKIDS

Shouldice Stone products are shipped on wooden skids. After delivery, skids usually end up in landfills or are used as firewood. Shouldice asks their customers to save and return the skids. Any repairs needed are made in-house and each skid can be reused up to three more times.

Recycling water, switching to electric forklifts and repairing and reusing wooden skids are just some of the sustainability measures Shouldice Stone has undertaken.

REPURPOSING WASTE SLAG

Slag is a stoney waste by-product from the production of steel. Shouldice Stone uses approximately 3,000 tonnes a year of slag as part of the mix for their wet-cast Fusion Stone product. This keeps the slag out of landfills and reduces the amount of virgin raw materials needed to produce Fusion Stone.

Shouldice Stone, a third-generation, family-owned company is constantly on the lookout for opportunities to improve the efficiency and sustainability of their products. Sustainability is truly at the core of every Shouldice Stone brick, block and veneer. ■



Westgate REBORN

SHOULDICE STONE
FEATURES
PROMINENTLY
ON A MARQUEE
OTTAWA
REDEVELOPMENT



When the Westgate Shopping Centre officially opened on May 12, 1955, it was an instant landmark for the nation's capital. Located in the west end of Ottawa, the complex was the city's first shopping mall.

Publicity materials announcing the opening boasted of parking "for more than 1,200 cars" – free, of course – and a "wide protective canopy" that ringed the structure for all-weather shopping. There was even a futuristic gamma-ray device used for the official opening in lieu of a standard ribbon cutting.

Skip forward nearly seventy years and the mall's lustre had long-since faded despite several renovations over the years, with newer malls and big box centres drawing away customers and marquee retailers.

A multi-phase redevelopment project is reviving Ottawa's dated Westgate Shopping Centre into a modern mixed-use commercial and residential complex.



In 2015, property owner RioCan Real Estate Investment Trust submitted a proposal to the City of Ottawa to replace the existing mall with a new mixed-use community. The approved plan calls for the site to be redeveloped in multiple phases, adding a mix of commercial and residential space.

The recently completed Phase 1 component is a striking addition to the cityscape. It consists of a four-storey base, a 24-storey tower with 213 rental units, and 20,000 square feet of retail space on the southeast end of the nearly five-hectare property. Residents and retailers started occupancy in December 2022.

Ottawa-based RLA/Architecture was selected to create the design for the first phase of the redevelopment. As with any major project, there was a lot of back-and-forth on the design between the developer and its team and the municipality's Design Review Panel (DRP).

Glen Vaillancourt, a managing partner at RLA/Architecture, explains that the challenge for any architect is to "animate" what are essentially boxes. Colour is a key tool in helping create that animation.

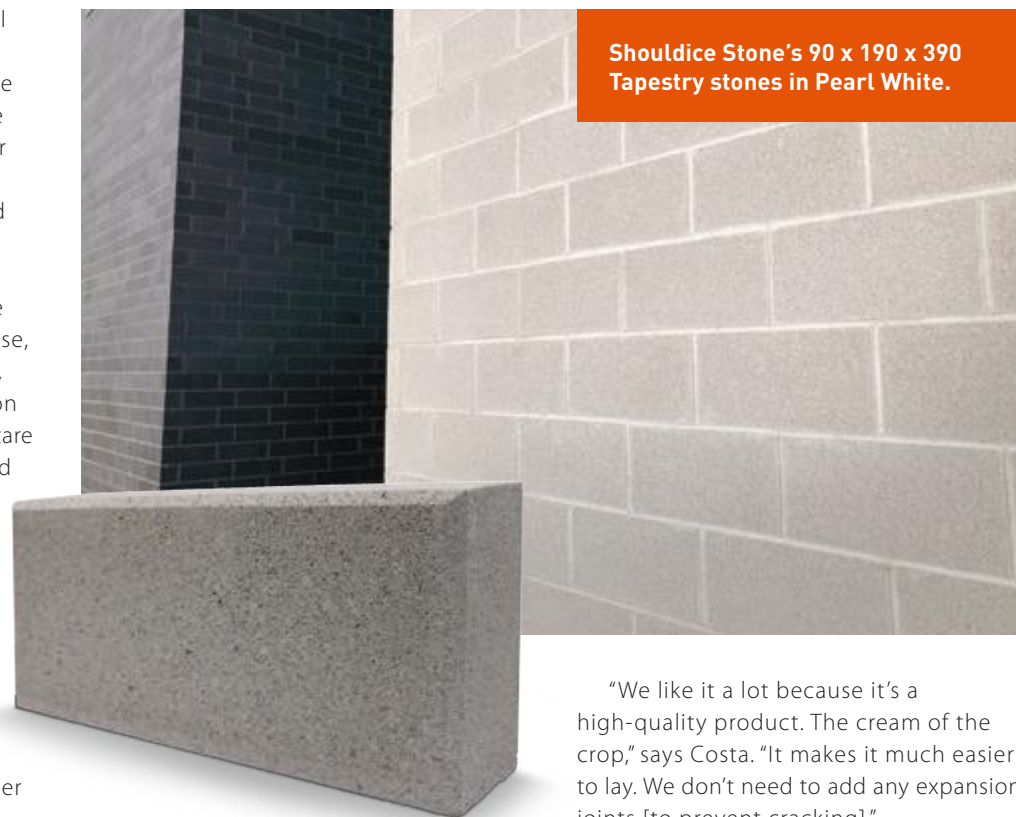
"What we're looking for is how the materials are combined to try to create a sense of depth by using one colour against another. It enlivens the elevations when you have a couple of materials to work with. And that's what we were trying to do with this building," says Vaillancourt.

"Our initial proposal had more striking colours in the tower," he adds. "The DRP suggested that we should approach it with more subtlety, which we did. It's a collaborative process really."

Ultimately, the team landed on a contemporary and fashionable style that contrasts dark and light materials. (See also, "Mix and Match" on page 3.)

The light tone was achieved using Shouldice Stone's 90 x 190 x 390 Tapestry stones in Pearl White. The contrasting dark bricks were from a competitor.

The large windows, manufactured by State Window Corp. in Vaughan, Ontario, feature a yellow hue in the spandrel panel system. These are the panels between



Shouldice Stone's 90 x 190 x 390 Tapestry stones in Pearl White.

window units that cover up floor slabs and other unsightly elements that are best hidden from the street view. "The yellow colour in the spandrels gives [the overall look] a softer feel so it's less contrast and more complimentary," says Vaillancourt.

Finally, there are metal panels by Mississauga, Ontario-based Flynn Canada.

The masonry was installed by the Gatineau, Quebec-based branch of G A Masonry. Branch manager Joe Costa was happy to be using Shouldice Stone on this job as it's a company whose products he's worked with for more than 20 years.

"We like it a lot because it's a high-quality product. The cream of the crop," says Costa. "It makes it much easier to lay. We don't need to add any expansion joints [to prevent cracking]."

Other elements used to help animate the structure include the balconies, a rooftop terrace and the penthouse floor.

Showing how much the times have changed since the mall first opened, the new complex features almost as many parking spots for bicycles (200) as for cars, 192 spread over two underground stories and 32 at street level.

With its mix of residential and commercial space the newly revamped Westgate Shopping Centre is set to be a hub where people come to live, work and shop for decades to come. ■

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– Architect Glen Vaillancourt



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