



# ASCEND® MAKES DECADES OF DIFFERENCE FOR MARYLAND COMMUNITY

CASE STUDY PROFILE

**Project:**

Dorsey Place & Dorsey Hall Properties  
260+ Condominium and Townhouse  
Units; Ellicott City, MD

**Property Manager:**

Victory North Management, LLC

**Building Services:**

Albert J. Jackson, Inc.

**Siding Solution:**

ASCEND® Composite Cladding



## '90s NOSTALGIA

Built in 1989, Dorsey Place offers cozy homes for Ellicott City, Maryland, residents. Dotted by its winding streets are condominiums that, for a long time, appeared stuck in time with worn, dated siding. Seeing the potential for a modern makeover, Victory North Management, LLC, assumed control of the 30-year-old neighborhood in 2019 and contracted Albert J. Jackson, Inc. to coordinate renovations.

"The siding stood out for all the wrong reasons," said Shannon Conrad, president, Victory North. "Large, broken sections and panels that were badly discolored or places where leaks started — everything that makes a property look older than it should.

"It really put everything into motion — the need to breathe new life into these homes to recapture their charm."

## SOMETHING BETTER

Conrad consulted with the Albert J. Jackson team about siding options that would deliver a high-end aesthetic without the premium price tag. The home improvement company recommended ASCEND Composite Cladding as a convenient way to give units fresh curb appeal. With tall exposures and the deeply grained look of real wood, ASCEND combined the beauty, performance and on-trend style Victory North was searching for.

Project review board members were surprised by the product's strength compared to "flimsier" options. Though partial to fiber cement siding, the board quickly rallied behind the composite cladding solution that also carried an attractive warranty.

Victory North selected Harbor Blue, one of 21 contemporary colors in the ASCEND line, for Dorsey Place condominiums. Pleased with the upscale appearance of its properties and receiving glowing reviews from residents, Victory North expanded renovations to nearby Dorsey Hall, an adjacent neighborhood of townhouse units also in need of updates.

"We initially estimated the projects together because today's lower interest rates offer incentive to pay outright for major updates like siding, roofing, sidewalks, landscaping and structural improvements," said Conrad. "In a rolling plan where you'll do two buildings at a time, when you add that up every year, you might be looking at material and labor increases 15% to 20% higher by the time you get to the last buildings. Because of the longer time frames involved, we look to create economies of scale wherever possible."

“It's so night and day where the cladding has gone up that you're in a time warp. It might be 1991 on one side of the street and 2021 on the other — it looks completely refreshed.”

SHANNON CONRAD, PRESIDENT  
VICTORY NORTH MANAGEMENT



Albert J. Jackson crew members estimate ASCEND planks saved about 20 minutes of installation time per hour compared to a typical fiber cement panel.



## MORE TO LIKE

A striking new exterior is not the only benefit for Dorsey Place and Dorsey Hall homeowners, many of whom have reported utility bill savings resulting from the insulating design of ASCEND.

For Victory North, minimal maintenance and reduced energy spending\* are big advantages. The team appreciates that ASCEND planks save time and money compared to ordinary panels as they do not require painting and are engineered to maintain their high-end, just-installed look for years to come.

Managing multiple properties is challenging, but ASCEND Composite Cladding simplifies re-siding projects. An eye-catching and economical option that performs better than wood or fiber cement products can help community association managers see all the possibilities.

See for yourself at [ASCENDCompositeCladding.com](https://www.ASCENDCompositeCladding.com).



## WHY ASCEND?

Composite cladding can take projects to new heights thanks to:



### LOWER TOTAL INSTALLED COST

Lower total installed cost versus fiber cement, engineered wood and other hard lap products



### PROVEN PERFORMANCE

Industry-leading lifetime limited warranty\*\*



### VIRTUALLY MAINTENANCE-FREE

Color palette of 21 on-trend shades with no need to paint and repaint

## THE SCIENCE BEHIND ASCEND COMPOSITE CLADDING: EXCLUSIVE (GP)<sup>2</sup> TECHNOLOGY<sup>®</sup>

ASCEND's exclusive (GP)<sup>2</sup> Technology<sup>®</sup> – Glass-Reinforced Polymer and Graphite-Infused Polystyrene – is the science behind this next-generation cladding. The integration of glass fibers adds strength to the tall 7" exposure and increases the dimensional stability. Other elements of the unique formulation provide a Class A Fire Rating, add windload resistance and achieve an R-value of 2.0 for energy efficiency.



“Some communities are still living in decades gone by, and here’s a product that can bring them right up to the present. Of course, new siding can drastically improve a property’s value, and with ASCEND, we’re not investing in paint and repairs year after year.”

“Lower maintenance costs are a value-add to our portfolio that makes it easier to achieve ROI on these renovations. The ASCEND solution was the best choice for everyone.”

SHANNON CONRAD, PRESIDENT



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