

# A luxury home builder delivers the QuietHome®

## A QuietRock application story

PROJECTS	Palasage Townhomes, Livermore, CA: 2003 – 90 units Tralee Village Condos and Townhomes, Dublin, CA: 2006 – 130 units Silvera Ranch Villas, Dublin, CA: 2007 – 108 units
BUILDER	Pinn Brothers Fine Homes - One of the top 130 homebuilders in the U.S. - Over 4,000 units built since 1974
PROJECT MANAGER	Dale Garren, Vice President, East Bay Division
ARCHITECT	SDG Architects, Inc.
QUIET SOLUTION PRODUCTS	QuietRock acoustic drywall QuietWood QuietHome Windows QuietSeal
OBJECTIVES	Replace costly, failure-prone resilient channel with a more reliable soundproofing solution  Choose a strategic soundproofing solution that is easier, more cost-effective and more reliable than previous methods.



*Tralee Village in Dublin offers urban convenience and a place to call home all under one roof. Conveniently located near BART, this new neighborhood features upscale townhomes and condominium homes, a pool and spa complex, and restaurants and retail shops right inside the community.*

In 2003, Dale Garren, Vice President of Pinn Brothers Fine Home's East Bay Division, searched for a soundproofing solution for their Palasage project, a 90 unit townhome property in downtown Livermore, California. "We no longer wanted to use resilient channel in our walls. That system is so easily ruined that it just doesn't make sense. In the field, if something can be compromised, it will be," Garren explains. Due to the building's design, they were locked into a single plate with staggered stud construction. According to Garren, this configuration "makes it very tough to get to an STC 50." Garren searched for a better solution and found QuietRock. Pinn Brothers used one layer of QuietRock acoustic drywall on both sides of the party walls. "When we did the field test, we achieved an STC's in the 60's and that shocked everyone, especially with a single plate, staggered stud wall." More importantly, Garren says, "A high percentage of the homeowners, to this day, still comment on how quiet those units are. We were using resilient channel before QuietRock and everything we touched failed. We did not have this problem with QuietRock."

**using resilient channel... everything failed... not with QuietRock.**

### THE VALUE OF A QUIETHOME

Garren and the team at Pinn Brothers were so happy with the results of QuietRock at Palasage Townhomes that they were

one of the first major builders to embrace Quiet Solution's QuietHome program for their future projects. This program, in concert with the builders, helps provide a more comprehensive approach to acoustic design issues and the use of Quiet® products throughout a project to deliver a superior result. "We sell QuietHomes. The concept is simple and makes sense to buyers – and they value Quiet," Garren explains. "This reflects well on Pinn and has been moving our properties faster." Pinn Brothers is deploying the QuietHome program at two additional properties, currently in development: Tralee Townhomes and Silvera Ranch Villas, both in Dublin, California. For both projects, Pinn Brothers has installed one layer of QuietRock to each side of the walls, QuietHome high-STC Windows. At Tralee Townhomes, they are even installing a specially designed floor/ceiling assembly that uses QuietRock and QuietWood in order to substantially reduce the annoying "tap-tap" or high-heel footfall noise from above.

**The QuietHome program has added a lot of value.**

Already confident about QuietRock, Garren had no worries about sound transmission through the walls. However, he had no previous experience using QuietHome Windows, and found himself pleasantly surprised. "In a multifamily environment they [QuietHome Windows] make a substantive difference. You can tell, they really are quieter." During a recent visit to the

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Tralee site Garren describes, "I was amazed. The townhomes are right there on Dougherty Road and near the freeway. I walked into the model and opened the window and couldn't believe a) how quiet it was with the window closed and b) how much noise is really out there. I was impressed. The difference was dramatic." Garren was also new to the Quiet Solution floor/ceiling system. He remembers, "Before QuietHome floor/ceiling, we did the same thing people always did. We used lightweight concrete which is a nightmarish mess. Then we put resilient channel on the bottom of the joist, which similar to a wall system, is typically undermined." Pinn avoided headaches with mold risk and scheduling risk, and got a better acoustic result. Garren adds, "With our current and future properties, we obviously want to have a quieter home. We prefer to exceed the basic code requirements. In addition, it's a good feeling for homeowners, en masse, to say, 'Wow, these are really quiet!' At the end of the day, the QuietHome program, has added a lot of value."

### **it's hard to make a mistake with [QuietRock]... it is THE QUIET SOLUTION.**

#### THE BENEFITS

Garren admits that using Quiet Solution soundproofing products is "Definitely cheaper than facing litigation" and that is a strong incentive. "Leaks and noise will get you in trouble in townhomes and the building industry as a whole. If the homeowner is listening to the conversations next door, that is not good. The cost is irrelevant. You want to pay to do it right with an outcome that is predictable—that is the value of using

QuietRock, QuietWood and QuietHome Windows in our properties." He continues, "The great news was that the total cost was lower using Quiet products than any other combination of materials and construction techniques would have been—plus it was simpler and more reliable too." In fact, Garren doesn't think twice about dealing with acoustics from the very beginning.

Regarding the cost of remediation work if acoustics are not treated properly, Garren states, "I wouldn't even want to contemplate it, I mean, the cost is staggering, I'd say 20 times more! It's a situation I don't want to be in, ever." The product has saved Pinn Brothers a lot of money, because, as Garren says, "we are not getting sued. And the people that live there remark at how quiet it is... all of them." Using the QuietHome suite of products has also helped Pinn Brothers take on the challenge of developing in what would've been more challenging locations. Knowing that the noise from railroads and freeways will not affect their residences, they are now building in areas not considered before. Garren adds, "Talk about green building - the best thing you could possibly have is a BART train running right by your building and not having to worry about the noise problems."

"As homeowners have come to realize, quiet is an asset, in addition to a code requirement. 12 times out of 10 you will exceed it with QuietRock. I am telling you, it's hard to make a mistake with these products. As Pinn Brothers quickly did, more and more people will see the value in that. It is THE QUIET SOLUTION, plain and simple."



Quiet Solution is the leading manufacturer of advanced soundproof materials including our award-winning QuietRock soundproof drywall. With 25 million square feet installed, the latest generation of QuietRock products continue to exceed builders expectations in ease of use and proven lab and field results in over 25,000 projects.



QuietRock replaces older techniques such as resilient channels, clips, sound board and mass loaded vinyl and offers lower cost solutions than other methods for equivalent STC ratings. From 1/2" residential to 1-3/8" THX professional products, there is a model for any project. QuietRock hangs and finishes just like standard drywall and is fully lab and field-tested to STC 80, depending on model and assembly.