



Coastal Complex

THE CASE STUDY

PROJECT DETAILS

Location
Orewa

Project Type
Multi-unit residential

Architectural Designer
Centreway Star Development

Builder/Developer
Graver Construction

FEATURED PRODUCTS

- ExoTec™ Facade Panel
- Oblique™ Weatherboard

Helping to address Auckland's need for affordable homes, this multi-unit development balances durability with contemporary coastal aesthetics.

PROJECT OVERVIEW

Located in the heart of Orewa, this carefully planned multi-unit project blends construction pragmatism with the coastal appeal of the Hibiscus Coast. Consisting of nine dwellings built as two blocks, the homes range in size from 48 to 152m². Eight of the nine are three-storey buildings, offering expansive views designed to attract new homebuyers.

Led by Shane Chen, founder and director of Graver Construction, the project team knew from the start that the cladding would need to withstand the harsh beachside environment, where extreme weather, salt air and high UV levels can

prematurely age materials. Durability, however, was not their only focus; they also aimed to make the homes visually appealing to buyers.

"We wanted to create contemporary homes that complemented the coastal vibe of the area, but it was equally important to ensure they were durable and low maintenance," Shane reflects on the project's vision.

The developer's original vision was to create high-end terrace houses with a smooth, natural flow, inspired by the movement of waves. Shane knew that achieving this type of look would require the creative use of various exterior wall materials.

"I use James Hardie's products in almost every project. I love combining them to create visual effects - it's fun and makes our work enjoyable."

The final result met everyone's expectations: a blend of Exotec™ Facade Panel and Oblique™ Weatherboard, enhanced by classic brick and metal accents, creating a bold, layered aesthetic with texture and modern flair.



EXOTEC™ FAÇADE PANEL

ExoTec™ Facade Panel is designed for low-rise, high-rise and commercial building facades, fascias and soffits. It is a smooth-sanded compressed fibre cement (CFC) panel that works with a top-hat system to create geometric designs with 10mm express joints.



OBLIQUE™ WEATHERBOARD

Oblique™ Weatherboard is a ship-lapped weatherboard with a splayed edge. Available in two profiles, it can be used in both horizontal and vertical applications, enabling a variety of designs and styles.



“The geometric shape of the Exotec™ Facade Panel adds a strong sense of modernity. From a distance, it looks like a piece of modern art,” Shane explains. “It blends with the surrounding seascape without being intrusive.”

Another visual advantage of this cladding combination is how the materials interact—the horizontal Exotec™ Facade Panel meets the vertical lines of the Oblique™ Weatherboard, creating dynamic shadow effects that shift throughout the day. This facade feature gives the buildings a constantly changing, eye-catching character.

“Our goal was to evoke the feeling of flowing waves. To achieve this, ExoTec™ Facade Panel was used extensively in neat rows, creating an angled fold in the middle of each unit. This folding effect captures the rhythm and movement of waves, avoiding the rigid, stagnant feel often associated with terrace houses. I believe the use of Exotec™ Facade Panel was successful, adding a unique simplicity,

sophistication and elegance to this beachfront development.”

Given the location, the complex will likely face harsh weather year-round—from wind and rain during tropical storms to the intense heat of summer droughts. For the project to succeed in the long term, it was essential that the cladding withstand these climate conditions without losing its integrity.

“Considering the project’s proximity to the sea, we needed cladding that was easy to maintain, durable, and provided peace of mind in extreme weather. Based on these criteria, Hardie™ fibre cement cladding was the clear choice.”

This Orewa project shows how consumer demand aligns with forward-thinking development concepts, high construction standards and modern materials. By using Hardie™ fibre cement products, Shane Chen and his team have delivered homes that enhance the local landscape, appeal to buyers and are built to last.