PROJECT SPOTLIGHT

JW Marriott Phoenix Desert Ridge Resort & Spa

PROJECT SUMMARY

LOCATION
Phoenix, Arizona

PROJECT SIZE
1,000,000 Square Feet

ARCHITECT
Morse & Associates

GENERAL CONTRACTOR
PWI

APPLICATOR
MKB Construction

SENERGY DISTRIBUTOR
Seneca Architectural Products
www.senecaapi.com

SYSTEMS & PRODUCTS USED
- Senerflex Classic PB System
- Stucco Resurfacing System
- Color Coat

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PROJECT OVERVIEW
The JW Marriott Phoenix Desert Ridge Resort & Spa is a AAA 4-Diamond Resort which includes 316 acres of hotel, meeting and conference spaces.

PROJECT CHALLENGES
- The first challenge was to restore over 1 million square feet of existing exterior wall surfaces of the resort. The primary issue was extensive cracking of the existing cement plaster. Thousands of cracks were prevalent along every wall of every building. Additionally, the original cement plaster, which was finished with an acrylic finishing product, had become unsightly.
- Another challenge was the Hotel, Conference Center, Golf Clubhouse, the Lazy River, and multiple pools needed to remain in full operation during the repair process. This required the systems by BASF to be installed without any disturbance to the occupants of the buildings or surroundings.
- Finally, the owners required assurance that the repairs would be executed successfully, the cracking issue be resolved and the repairs would perform long-term.

PROJECT SOLUTION
Senergy Stucco Resurfacing System - Over 1 million square feet were applied successfully on this project.

Notable services performed by BASF during the process:
- BASF was contacted and made aware of the challenges. A representative from BASF met with the architect and General Contractor on site to review the building and observe conditions.
- Upon a review of the conditions, the representative from BASF provided a written report, including a detailed description of the observed conditions.

CONCLUSION
The project challenges were met and the objectives accomplished. The results was a project team who were ecstatic with the outcome. BASF was able to confidently provide the look the owner wanted, with the science they needed at a cost that was competitive. As a result, the team plans on specifying BASF Wall Systems and product on projects to come.