



# Modern By Design Show Home

## in San Francisco, California

This 7,700 s.f. home in San Francisco's Pacific Heights neighborhood was built in 1904 and is an area landmark. The original single-family home was a World War II boarding house, then a popular area guest house. A local developer purchased the foreclosed home to restore it to achieve California's GreenPoint Rated Existing Home criteria. Metropolitan Home magazine selected it to be their annual Modern by Design show home; 14 interior designers were chosen to each design a room within the house. The completed home highlights significant energy-savings solutions in a modern design setting.

To achieve a GreenPoint rating the developer had to fulfill many sustainability measures. GreenPoint Rated is a third-party green building verification system by Build It Green, a California green homebuilding non-profit organization. Given the home's location, the humid, windy bay environment made interior moisture and temperature control a problem. The developer also feared the possibility of mold within the walls. Numerous renovations

to the home over the years also challenged the team due to varying façade materials and construction techniques.

The developer selected spray polyurethane foam insulation (SPF) to address the challenges within the building envelope. SPF contractor SDI Insulation worked directly with RDR Development to determine the best application of the SPF insulation given the complexity of the existing structure. SDI ultimately used a combination of Bayseal® Open Cell (OC) and Closed-Cell (CC) SPF insulation. SDI applied Bayseal® CC in all exterior walls and the attic. The attic SPF application achieved the higher energy performance the developer wanted and enabled the designers to retain maximum height in the vaulted ceiling of the top floor. The self-adhering nature of Bayseal® CC allowed it to be applied seamlessly behind the brick and stucco façade, including points where the materials intersected.

The completed home received a GreenPoint rating of 109 points; it is estimated to

conserve 28% more energy than a comparable home built at the current code. It also meets the statewide Green Building Standards Code CALGreen – Title 24, Part 11, which requires increased energy efficiency for all new and renovated homes.

Aesthetically, because SPF insulation can be formed to fit any size or shape of space, it gave the interior design team the flexibility they wanted for the custom design in each room. Designers also selected Bayseal® OC SPF in the interior walls around the media room and children's playroom because of its sound mitigation properties. And in addition, though not part of the structural design for the house, Bayseal® CC SPF added stability to the perimeter walls. The home drew wide attention thanks to public tours and extensive local publicity through Build It Green, and it offered homeowners a hands-on educational experience to see the practical application of sustainable building products. More information about Build It Green is available at <http://www.builditgreen.org/>.

### Project Name

Modern By Design Show Home

### Owner

RBR Development

### Architect

N/A, 14 different interior designers

### General Contractor

RBR Development

### SPF Contractor

SDI Insulation

### Insulation System

Bayseal® Open Cell (OC) and Closed-Cell (CC) SPF Insulation

### Project Schedule

Substantial Completion  
9/19/2012

### Project Cost

Withheld by Owner





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\*Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power. Actual savings may vary depending on type of home, weather conditions, occupant lifestyle, energy prices and other factors. No specific guaranty or warranty of energy or costs savings is being given and all such guaranties or warranties are expressly disclaimed.



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