



NICHIHA USA CASE STUDY

30North at Eden Park: A Modern Facade for Gulf Coast Townhomes



PROJECT DETAILS

LOCATION

[30North](#) at Santa Rosa Beach, FL

PRODUCT(S)

[Nichiha VintageWood Cedar](#) Architectural Wall Panels (AWP), installed vertically

PROJECT TYPE

Modern Townhome Community

BUILDER

[BluScape Homes](#)

Along Northwest Florida's 30A corridor, townhome developments tend to blur together. When [BluScape Homes](#) set out to build a community of 56 three-story townhomes in Santa Rosa Beach, just north of US Highway 98, the team wanted a clean, modern exterior that would distinguish the neighborhood from its cottage-clad surroundings. Equally important was finding a wood texture to naturally complement the pine and oak landscape. That exterior also had to survive coastal conditions: roughly 67 inches of rain a year, near-constant humidity, salt air, year-round insects, and the threat of hurricane-force winds, all less than three miles from the Gulf. For BluScape, the facade wasn't a finishing touch: it was a crucial selling point.

CHALLENGE

BluScape needed a townhome exterior that would stand out in a crowded coastal-cottage market and stand up to extreme Gulf Coast heat, humidity, rainfall, and storm exposure.

SOLUTION

By specifying Nichiha VintageWood AWP, installed vertically, BluScape achieved a distinctive modern look with the durability, performance, and low maintenance of fiber cement.

RESULTS

A nearly sold-out community where 95% buyers bought their townhome because of a modern, organic aesthetic, and builder confidence in Nichiha performance for future coastal community projects.



A UNIQUE COASTAL ENVIRONMENT

Santa Rosa Beach, FL, can expect a named storm (26%) and a nearby hurricane (11%) in a given year, paired with salt air, humidity, and year-round insect activity that punish natural wood and demand exterior material durability.

“Nichiha VintageWood was chosen for its durability, as well as its ability to provide an organic, modern look.”

The vision for 30North came from BluScape principals [Mohammed and Mughis Chaudhry](#), brothers who wanted a simple, modern aesthetic that felt contemporary without looking out of place near the water. The answer was a deep-hued VintageWood exterior accent installed vertically: a deliberate break from the horizontal lap siding that surrounds it. The vertical orientation sharpens the modern lines of the three-story design, while the wood texture and darker tones let the buildings recede into the natural pine and oak setting rather than fight it. The result reads as both modern and organic, the balance BluScape was after.

That balance turned out to be one of the strongest selling points for the community. 95% buyers pointed to the home's appearance as a primary reason they purchased: a remarkable figure in a category where layout and price usually lead. In a corridor where one townhome row can look much like the next, the facade gave 30North an identity buyers could recognize immediately.

A bold look means little on the coast if it can't last. Less than three miles from the Gulf, the homes face heat, salt air, humidity, and roughly 67 inches of rain a year, conditions that warp, rot, and fade natural wood and require maintenance over time. Nichiha's fiber cement construction gives BluScape the appearance of real wood without those liabilities, resisting moisture, insects, and the wear that punishes traditional siding in this climate. The panels also withstand 160-mph winds under the local code, and each unit is finished with impact glass, which if struck by flying debris prevents the window from breaching while protecting the home.

Two more factors carried weight with the builder. The panels are made in the United States, which matters to teams that specify with domestic supply and accountability in mind. And in a market where buyers shop hard on value, the math held up. As the BluScape team put it, the material wears like iron at a reasonable value: the combination that won the specification.



30North was BluScape's first project with Nichiha, and the outcome has made the case for future development. The community is nearly sold out, its modern exterior did much of the selling, and the developer now has a coastal-tested approach it can carry into its growing Florida Panhandle pipeline. 30North shows what the right exterior can do: set a neighborhood apart, hold up to coastal conditions, and help close the sale.

What made VintageWood right for 30North is also what makes Nichiha's AWP system a dependable choice for millions of homes globally. A hidden-fastener clip system keeps installation clean and efficient, and a broad palette of colors and textures installs vertically or horizontally to fit nearly any design. All in a non-combustible fiber cement that stands up to fire, moisture, and weather alike: performance demanded by today's builders.



"It wears like iron at a reasonable value. That's why we chose Nichiha VintageWood Cedar AWP."

RACHEL DEQUATTRO, OPERATIONS MANAGER
BLUSCAPE HOMES



NICHHA.COM

866-424-4421

6465 E JOHNS CROSSING, SUITE 250, JOHNS CREEK, GA 30097

Nichiha USA, Inc., a subsidiary of Nichiha Corporation, was established 1998 and is headquartered in Johns Creek, GA. Nichiha Corporation, an international leader in fiber cement technology for more than 35 years, has 13 plants worldwide and markets distinct patterns of fiber cement siding products in the U.S. In 2007, Nichiha opened its first U.S. manufacturing plant in Macon, GA, responding to an increase in demand for fiber cement products in the Southeast market. For more information, call 1.86.NICHHA1 or visit www.nichiha.com. © 2025 Nichiha USA, Inc. All rights reserved.