

CHRIS GARDNER TO KEYNOTE 2007 SEBC



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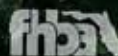
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THE RENEWED AMERICAN HOME

*Dominguez, Gidus Produce Showcases
At the International Builders Show (IBS)*



CARMEN DOMINGUEZ
New American Home



STEPHEN GIDUS
Renewed American Home



BILL NOLAN
Bill Nolan is a Past President of the HBA of Metro Orlando and has coordinated development of the New American Home and Renewed American Home as a Trustee of the National Council of the Housing Industry (NCHI).

By Bill Nolan

For almost a quarter-century, *The New American Home* (TNAH) has been the focal point of NAHB's International Builders' Show (IBS).

The one-of-a-kind demonstration house serves as a real-world laboratory to introduce the latest theories and concepts in architectural design, product development, construction techniques and lifestyle trends. In 2007 TNAH will set new standards for this renowned program.

Recognizing the national movement to urban revitalization, the TNAH task force – a committee composed of industry practitioners from around the country – decided to locate TNAH '07 in downtown Orlando to illustrate how builders could revitalize an old (and, in many cities, often run-down) neighborhood. The task force selected HBA of Metro Orlando president Carmen Dominguez (Homes by Carmen Dominguez) to build a 21st century structure in a 19th century environment ...and then things got "interesting."

The site Carmen selected was outstanding, located just a block from Lake Eola, the city's iconic

trademark. The parcel was occupied by an abandoned house that was literally beyond repair, so the decision was made to raze it and build TNAH'07 in its place. Orlando city officials approved the idea and the initial planning moved ahead.

However, at that point the neighbors, in the form of a local historic preservation committee, stepped in. They maintained the dilapidated old house had historic significance because it was built in 1909 and represented "early Orlando." The City retreated from its "teardown" position but did agree to allow Carmen to subdivide the site and relocate the old building to the newly created adjoining lot. The question now became what to do with an uninhabitable building that was located next to a soon-to-be million dollar architectural creation.

Carmen solved the dilemma by suggesting to task force officials that they include the old house in the demonstration program and then enlisting Stephen Gidus (PSG Construction), a Metro Orlando past president and a nationally known remodeler, to rebuild the house – and thus was born *The Renewed American Home* (TRAH).

In a remarkable demonstration of "doing business with members," all the creative talents in the 2007 TNAH/TRAH project are members of HBA of Metro Orlando. In addition to president Carmen and past-president Stephen, the architectural design firms – Bloodgood Sharp Buster (TNAH) and Lucia Kassik & Monday (TRAH) – and the interior designer for both houses – Robb & Stucky – are actively involved in the association.

The New American Home program is an undertaking of the National Council of the Housing Industry (NCHI), the NAHB organization of the nation's major building-material manufacturers and suppliers. NCHI members provide the products and the technical assistance to make the building an outstanding example of the best in American housing. NCHI companies use the house to support their exhibits at IBS, to promote their goods and services to the industry, to educate the general public through the year-long international publicity the house receives, and to reinforce their on-going product advertising and marketing efforts.

The result of all this planning

and effort is a unique demonstration that provides the participating NCHI companies with two distinct opportunities to carry out their education and promotion mission – and gives the nation's housing professionals a pair of classrooms full of ideas they can study for replication in their own markets.

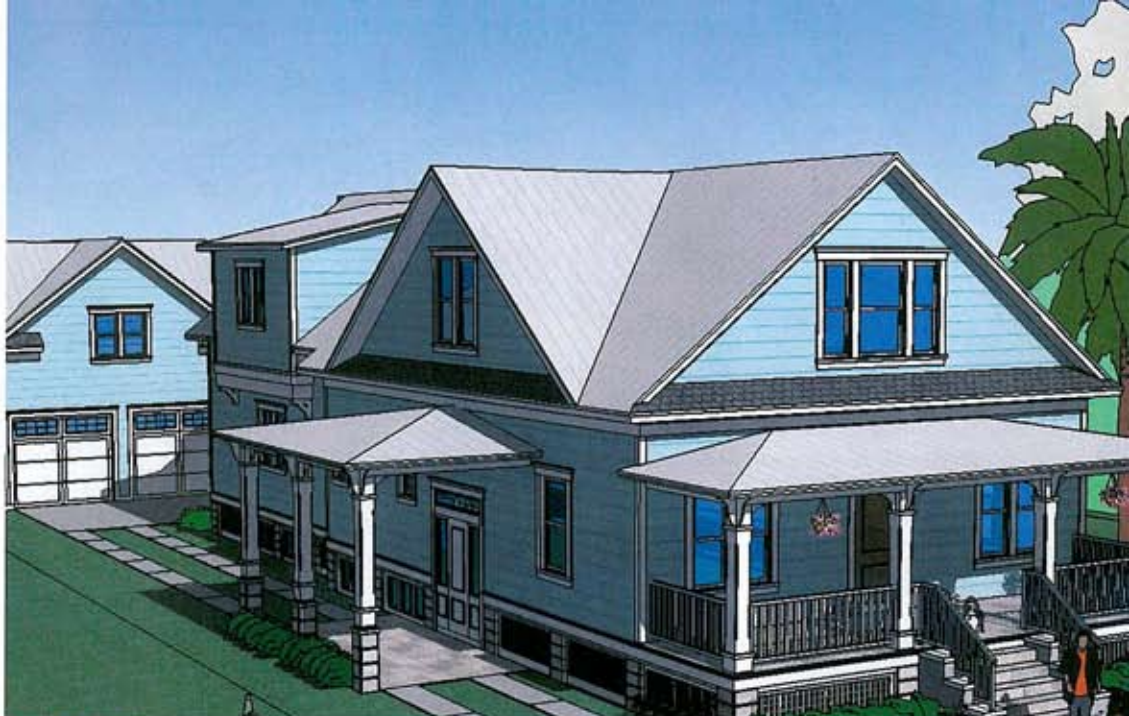
The New American Home

The New American Home/2007 is a 3-story concrete structure that introduces the urban loft to a neighborhood undergoing revitalization. Ed Binkley, the Bloodgood Sharp Buster principal for the project, explained, "We wanted to demonstrate the advantages of utilizing vertical space to support a gracious and expansive lifestyle on a tight lot." The result is an "upside down" plan that addresses the challenges of downtown living in a confined structure.

The first floor contains a home office, directly accessible from the street without compromising the privacy of the residents, a media room supported by a small kitchen for entertaining, and two bedrooms connected by a Jack & Jill bathroom. As with the entire house, this zone is handicapped accessible, providing accommodations for a round-the-clock caregiver, should the need arise. A laundry room and mudroom complete the floor plan.

The master suite fills the entire second floor. Accessible by an elevator that services all three floors, this area contains a lounge, morning kitchen, bedroom, bath, outdoor shower patio and laundry room. The lounge area, located in the front of the house, opens to a grass covered deck that looks over the neighborhood.

The top floor is completely open, providing a huge family room and a state-of-the-art kitchen for intimate family



The houses are closed to the public until the International Builders' Show, when they will be opened to IBS registrants. At the conclusion of IBS, the homes are being made available to the Mid-Florida Home Builders Foundation—the HBA of Metro Orlando's charitable arm—to conduct tours for the general public as a fund-raising venture for the organization.

use or major entertaining. A bathroom and a laundry room complete the scene. But the *pièce de résistance* is the large open, grassed deck that fronts the building. The combination of an outdoor kitchen and sweeping views of Lake Eola makes this the premier entertainment venue in center city.

The rear of the house opens to a walled, landscaped garden that features a small pool and waterfall, and provides access to the detached garage. The second floor of the garage contains a spacious apartment and a private deck that overlooks the nearby lake.

The excitement of the house, and the livability of the floor plan, is highlighted by the extraordinary interiors conceived and executed by Robb & Stucky's Rob Nowfel.

The concrete walls and floors accented with high-impact windows and doors produce a structure that is just about hurricane proof and, at the same time, the most energy efficient unit in the history of the program. It is a house that truly meets the goals of The New American Home mission.

The Renewed American Home

This unique component of the 2007 program started life in 1909 as a small, working-man's cottage. With the use of indigenous building materials and some touches of the craftsman period, the building was typical of late 19th-century housing in the semi-rural South. That it survived almost 100 years of use, abuse, multiple-use and just plain negligence is a tribute to the skill of the early artisans responsible for the initial construction. But it is in its "new life" that The Renewed American Home demonstrates the advances in products, technology, design concepts and construction techniques that have occurred in American housing over the past century.

The present edition is more than twice the size of the original structure. Prior to relocating the building from the corner site, a basement – a rare ingredient in Central Florida homes – was built of poured concrete walls and the old building placed on this new foundation; Karen Kassik, the residential designer, then lengthened the earlier footprint to dramatically enlarge the building.

The finished product is a three-level masterpiece that offers every convenience the 21st-century housing industry has to offer, presented in an authentic replication of an early-20th-century residence, and Ron Nowfel has protected that 'look' with his authoritative interior design.

From the wine cellar and safe room in the basement to the huge master suite on the second floor, the house speaks of elegance, charm and style – and it does it in a manner that supports an easy and casual lifestyle. With an elevator serving the entire building, access to every part of the house is quick and convenient. But the key to this marriage of architectural honesty and modern amenities is the utilitarian floor plan.

The library/home office is located at the front door, eliminating unnecessary visitor traffic through the house.

A fully outfitted guest suite on the first floor retains the family's second-floor privacy. The formal dining room and huge great room/kitchen, ideal for intimate family use or prodigious entertaining, complete the first floor.

