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how to design

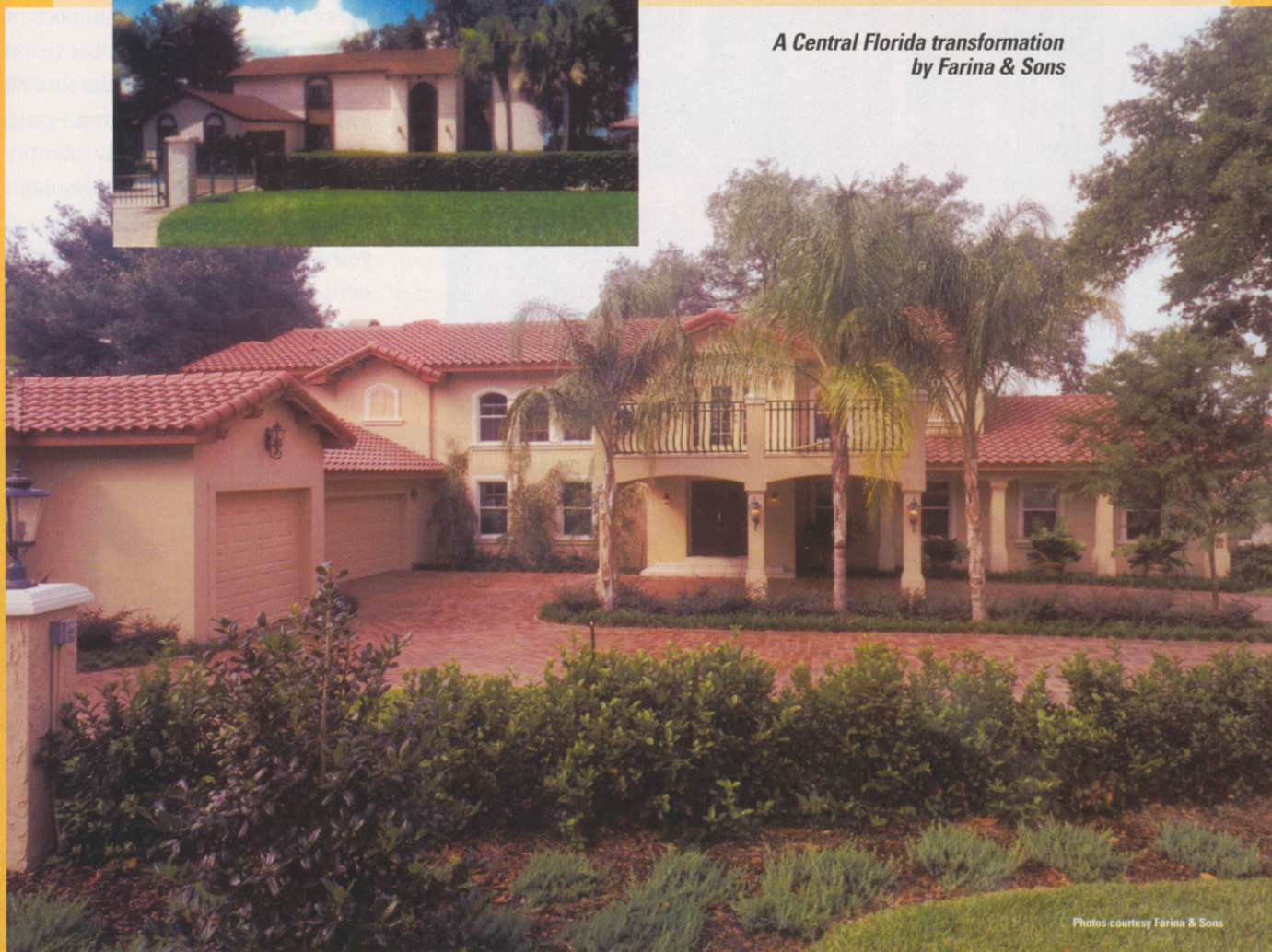
A Model Remodel

By Davina Burch

If you are considering a remodeling project, these tips and resources will help you create a room redo experience that will be the envy of all your friends and neighbors.



*A Central Florida transformation
by Farina & Sons*



Photos courtesy Farina & Sons

Question: *Which of these four home design philosophies mirrors your own?*

1 "If we keep the avocado green fridge and the harvest gold shag carpet long enough, it will come back in style (after all, bellbottoms did)."

2 "The neighbors just built an 'Old World' kitchen with imported Italian tile, a double Viking range and stainless Subzero refrigerator, so we need one, too, even though we order in five nights a week and eat out on the weekends."

3 "A little more duct tape and my recliner will last us another 30 years, besides, it matches the milk crate end-tables perfectly (they also make for handy storage when we move)."

4 "My home serves as shelter for me and my family from the harsh winds of the world and, as such, should reflect our personalities and ever-evolving tastes; comfort our bodies and souls; and be a place where we can relax, have fun and live life."

how to design *A Model Remodel*



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If you agreed most strongly with the last statement, at some point in your life you will most likely experience a remodeling project. Few homes are perfectly suited to our very individual tastes — it seems there's always a wall that needs to be painted, a floor that has to come out, or cabinets that need to be replaced before we move in. Even custom homes eventually need to be updated to adapt to changing needs and changing times.

In fact, according to the National Association of the Remodeling Industry (www.nari.org) residential remodeling and repair expenditures are at an all-time high. Total spending in 2002 was \$163 billion, compared to 2001 at \$157.5 billion and 2000 at \$150 billion.

If you are currently in the throes of a remodeling project or are just starting to think about gutting the kitchen, knocking out a wall to expand the family room, or sprucing up the bathroom, consider these tips from four leading central Florida remodelers.

Stephen Gidus and his brother, Paul Gidus, formed PSG Construction 15 years ago. Since then, the company has been named one of the top 50 remodeling firms in the country, winning numerous national, regional and local awards. In addition, PSG projects have been featured in national magazines, including *Better Homes and Gardens*, *Remodeling*, *Southern Living*, and on television, including

HGTV's *Old Homes Restored*, and *Better Homes and Gardens Television*.

Stephen Gidus handles marketing and sales, while Paul Gidus oversees the management of each project.

Gidus suggests that before you make an appointment with a remodeler, you should do the following:

- **Have a clear vision.** "It's important for homeowners to get a clear vision of what they want and make sure all the decision makers agree," says Gidus. "Clients need only identify the need, however, they shouldn't spend too much time coming up with the solution; that's what we are here for. So many times we have come up with solutions an owner never would have considered."
- **Prioritize goals.** "Again," he



PSG Construction interior remodels

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says, "all the decision makers should come to an agreement on this."

- **Set a budget.** "Perhaps one of the biggest mistakes I see people make is they consult an architect who then comes up with a fabulous vision but who doesn't consult with a builder first about the feasibility and cost of that vision," says Gidus. "If the homeowner can't afford to implement that vision, everything from there on out is a disappointment."

Gidus says PSG Construction endorses the design-build team concept very strongly.

"We recommend putting a team together from the very beginning and keeping all the players in the loop at all times throughout the project," says Gidus. "This method helps to ensure that the client's needs are being met in the best way possible and that the budget is kept in line."

Central Kitchen & Bath, professional kitchen and bath remodelers based in Winter Park, has one of the largest showrooms in central Florida. Design and remodeling expert Jennifer Dasher says space constraints is perhaps the biggest challenge for kitchen remodels.

"Many homeowners think that if they can't expand the space they are stuck with the kitchen they have," says Dasher. "We help them find ways to expand where they can, but, more importantly, to better use the space they have."

Her tips to homeowners remodeling a kitchen:

- **Research the existing space.** "Ask yourself: What elements really work? How is this kitchen used? How many cooks are there? What are the traffic patterns? What works and what doesn't?" says Dasher.
- **Research styles and colors you like.** Dasher suggests thumbing through home design magazines — or even ads from other magazines — and tearing out pictures of furniture, rooms, styles and colors you like. "You may not even know what it is exactly that you like in the picture; we'll help you figure that out."
- **Visit showrooms and talk with experts about the wide variety of options available and research costs.** Says Dasher: "Most people don't have an idea about what cabinets cost."

Before & after views of a project completed by Central Kitchen & Bath



Photos courtesy Central Kitchen & Bath



how to design *A Model Remodel*

Details are the key to this impressive new view created by Farina & Sons



Photos courtesy Farina & Sons

Award-winning remodeling company, Farina & Sons is a family owned and operated business that has been working in central Florida for more than 50 years. CEO Victor Farina offers this advice to first-time remodelers:

- **Come prepared.** When you meet with your remodeler for the first time, bring the latest survey of your property and a wish list. Says Farina, "For that first meeting to be effective, it's important for the homeowners to come prepared."
- **Be flexible.** "So many times my clients get an idea in their mind about what they want. But after we start with the planning stages it may not be feasible to accomplish that or stay within their budget. For instance, they may want a 14-foot ceiling in the family room, when actually a 10 or 12-foot ceiling might be more in proportion or the taller roof over the house will not tie into the room as well. My advice: Listen to the experts, be flexible and you will end up being very satisfied with the project when it is completed."

- **Be realistic about your budget.**
- **Always deal with the highest quality people.** "Look for people who have been in business for a long time doing what you need, renovation and remodeling," says Farina. "There are quite a few builders who have been in different phases of the construction business for many years. But I can certainly tell you that the renovation and addition business is a completely different arena than new custom homes, commercial work, etc. It requires much more attention to detail, communication of a very intense nature with the homeowners and constant supervision."
- **Communicate. Communicate. Communicate.** "The homeowner, the builder, the architect, the designer and many subs all have to come together to complete a project of this nature to the homeowners' satisfaction," says Farina. "Communication, above all, is the real key to success."

how to select *A Remodeler*

If you are looking for professional help for your remodeling project, the National Association of the Remodeling Industry recommends you interview several and ask questions similar to these. For more details and information on interviewing and selecting the right remodeler for you, log onto the NARI's web site at www.nari.org.

- How long have you been in business?
- Who will be assigned as project supervisor for the job?
- What is the time frame for starting the project?
- What is your approach to a project of this scope?
- How do you operate?
- Is your company a full service or specialty firm?
- Do you have design services available?
- Does your company carry workers compensation and liability insurance?
- Are any of your company's employees certified?
- May I have a list of references for projects you have completed which are similar to mine?
- What percentage of your business is repeat or referral business?
- How many projects like mine have you completed in the past 12 months?
- Will we need a permit for this project?
- May I have a list of your suppliers?



Julie Collier, a designer with 25-year-old S&W Kitchens, says the highest ticket remodels aren't always the most gratifying. She cites a recent project as an example.

The 80-year old bungalow in Winter Park had a 6-foot by 9-foot galley kitchen, with no windows and 50-year-old cabinets.

"You could stand in the middle of the kitchen and put your fingers on cabinets running down both sides of the room," says Collier. "It was very dark and uninviting."

S&W updated the kitchen with Mission-style cabinets and opened it up to become an extension of the adjoining family room.

"It was an amazing transformation," she adds.

Collier says it's important to remember that remodeling is supposed to be a wonderful experience. That, despite the inconvenience and seemingly endless decision-making, the process should be an enjoyable one because the homeowners are doing something that will have a very positive impact on their home and families. Her advice:

- **Don't put yourself on a tight deadline.** "When you rush," she says, "you can make poor decisions. Also, putting yourself under a time crunch increases stress."
- **Think about your budget.** "For some reason, people don't like to throw out a number during the initial meeting, but for us to do the best job we can, we need to have an idea of the amount of money you are thinking of spending," says Collier. "It's likely we can help you achieve a similar look even if you are on a tighter budget."

• **Do research before you start.** "Unless you are in the industry, you probably are clueless about the wide variety of options. Gather enough information so that you can make educated decisions.

Finally, Collier says: "Make sure you are comfortable with your remodeler because you are going to establish a relationship with them whether you want to or not."

Photos courtesy S&W Kitchens

Mission-style cabinetry marks the focus of this kitchen remodel by S&W Kitchens

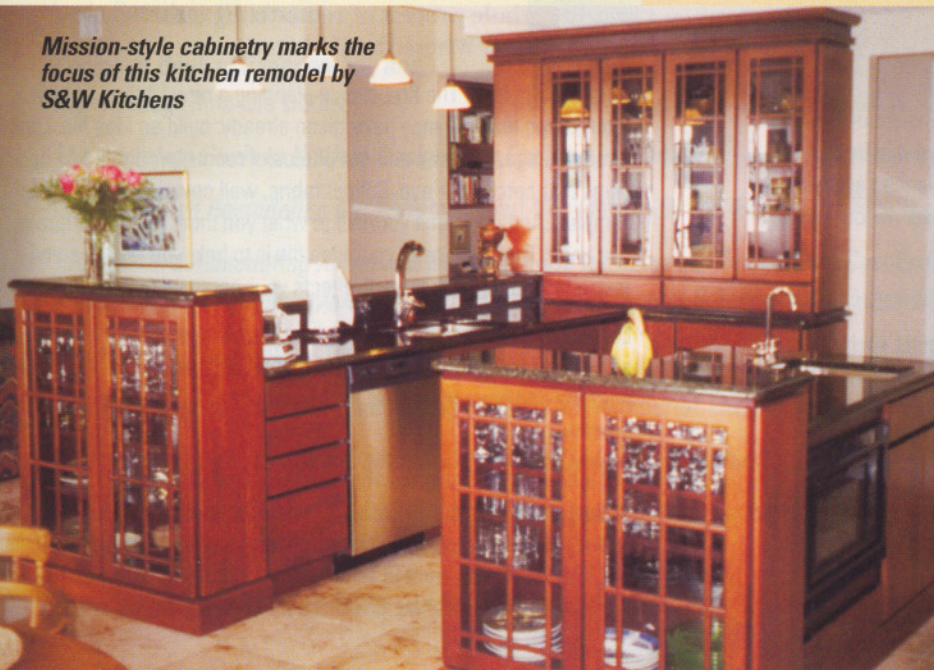




Photo courtesy S&W Kitchens

top three kitchen trends

If you want your kitchen to be long on high-tech and high-style, take note of these top three trends:

1. Commercial/Industrial Appliances

Commercial and industrial appliances are all the rage today. Commercial-grade cooktops provide great control and flexibility, and industrial refrigerators offer much more interior space (and a sleek look).

2. Space-Saving, Multi-Tasking, High-Tech Products

Combination oven/refrigerators and dual dishwashers perform multiple tasks, serving more than one master, while freeing up space. Newer, space-saving versions of appliances allow you to stash away anything that doesn't match the rest of your décor, and free up counter space at the same time.

3. Super Quiet, Energy- and Water-Saving Choices

With the trend toward "great rooms" today, quiet kitchen appliances are more important than ever. Super quiet dishwashers can be running in the kitchen while the family relaxes elsewhere in the great room. And with ongoing drought conditions and rising fuel costs, it only makes sense to buy the most efficient appliances you can.

Source: www.thisoldhouse.com

prep work:

Let the NKBA assist you in the kitchen

The kitchen continues to be the most popular room in the house to remodel. If you are considering updating your kitchen, you might want to enlist the help of the National Kitchen & Bath Association to get started.

The 35-year-old NKBA is a non-profit trade association with more than 8,000 members. Its goal is to help consumers find a qualified design professional, and to provide information on the latest trends, products and services. At www.nkba.org, you can get your questions answered and even sign up to receive a free workbook to guide you through the remodeling process. Take note of these sample questions asked by consumers and answered by NKBA professionals:

I have a very small kitchen and do not want to get rid of any walls. How can I make my kitchen appear larger?

A skylight will open the ceiling to more light and raise a portion of the ceiling, visually expanding the space. Likewise, eliminating any soffits above the cabinets, leaving it open for display space will allow the eye to follow a wider ceiling. Light colored cabinets; open shelves and glass-fronted doors also will help to lighten the space.

What are the most popular cabinet woods and finishes?

Recently, the good old standby oak has fallen into second place with consumers. At the top of the list is maple. The grain is much finer and the finished product has the appearance of fine furniture. The natural color or a pale stain is most popular, but this wood lends itself well to painted or glazed finishes. Trendy finishes and color tend to vary from one geographic location to the other. What might be very popular in Florida or the Southwest might look out of place in the Northeast.

I find the whole process of remodeling quite overwhelming. Where should I start?

- Start with an idea. The first step in planning a new kitchen or bathroom is one that you may have taken already: build an idea file. Look through magazines and tear out photos of rooms, products and floor plans that catch your eye. Collect fabric, wall covering and surface samples. And don't limit yourself to what you think you can afford at this point. The purpose of your idea file is to help you create a context, a look and feel that best reflects your personal tastes.
- Look closely at the space and map out the terrain. Start to look closely at how you and your family use the kitchen and bathrooms. Note traffic patterns and how accessible the important features are to all family members.
- Set a budget. You've seen what you like. Now you're getting a sense of how the things you like coincide with how you actually use the space. Money is always an object, so this is a good time to determine just how much you want to invest in your kitchen or bathroom. (See the NKBA web site for more information on how to set a budget).

remodel *Resources*

To jump start your remodel research, check out a few of the books and web sites listed here:

WEB SITES

www.centralkitchen.com

www.farinaandsons.com

www.hgtv.com

www.improvenet.com

www.kitchen-bath.com

www.kitchens.com

www.nari.org

www.psgconstruction.com

www.servicemagic.com

www.superkitchens.com

www.thisoldhouse.com

BOOKS

The Bathroom Idea Book by Andrew Wormer

Bungalow Bathrooms by Jane Powell, Linda Svendsen (Illustrator)

Complete Book of Redecorating and Remodeling (Time Life Books)

The Complete Guide to Kitchen Design with Cooking in Mind by Donald E. Silvers, John Reister (Illustrator)

Designing and Remodeling Kitchens by Robert Beckstrom, Jill Fox (Editor) and Rick Olson (Illustrator)

F.R. Walker's Remodeling Reference Book: A Guide for Accurate Remodeling Cost Estimates for Construction Professionals and Homeowners by Harry Hardenbrook, Robert S. Siddens (Editor) and P.J. Sammartino (Editor)

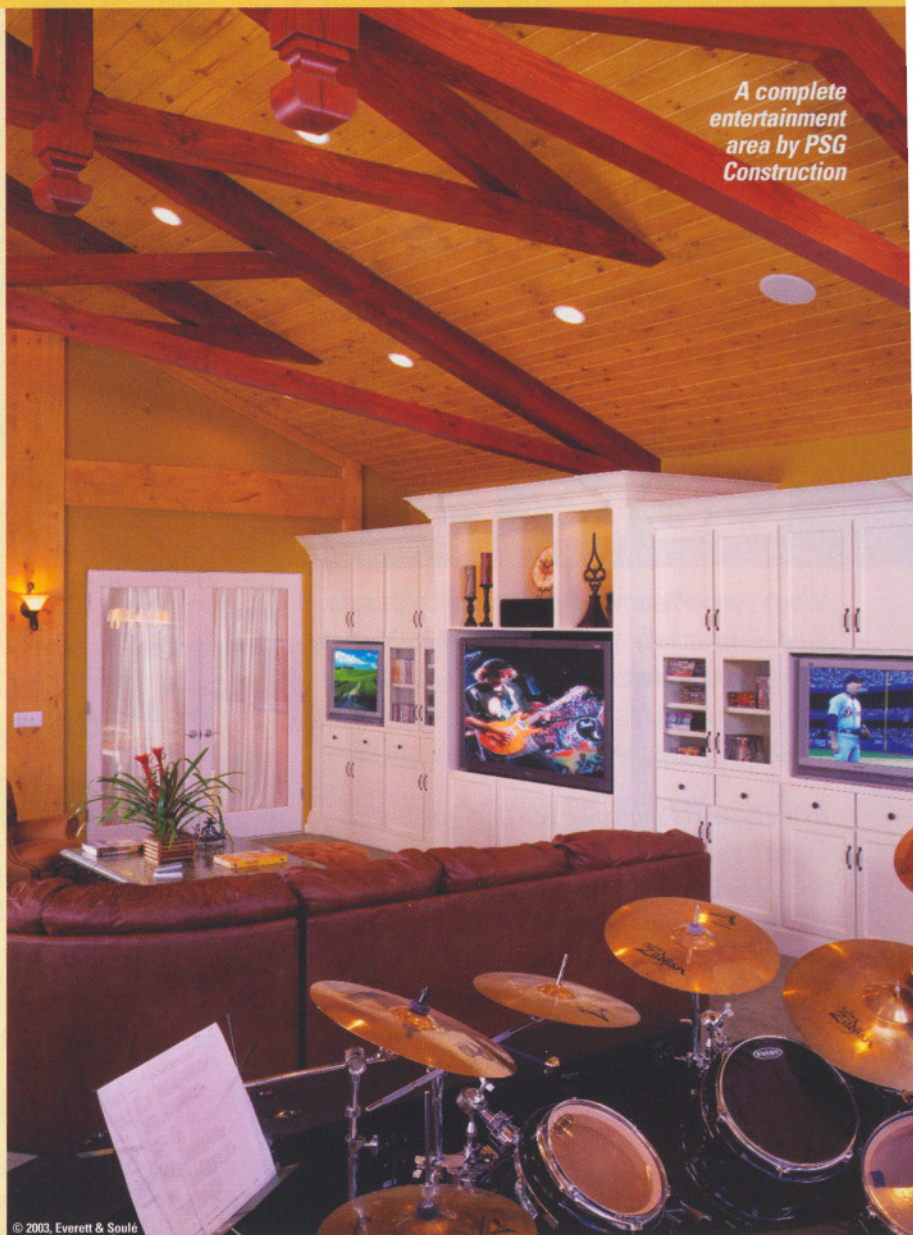
The Kitchen Idea Book by Joanne Bouknight

Ortho's All About Bathroom Remodeling by Linda Mason Hunter, Larry Hodgson, and Karen L. Johnson (Editor)

Patterns of Home: The Ten Essentials of Enduring Design by Max Jacobson, Murray Silverstein, Barbara Winslow

Remodeling Basements, Attics and Garages: Step-by-Step Projects for Adding Space without Adding On by Creative Owner Press, Jane Cornell

The Visual Handbook of Building and Remodeling by Charlie Wing



A complete entertainment area by PSG Construction

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