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OCTOBER 2010

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Materials and massings break up square footage, while an open interior allows surroundings to sink in

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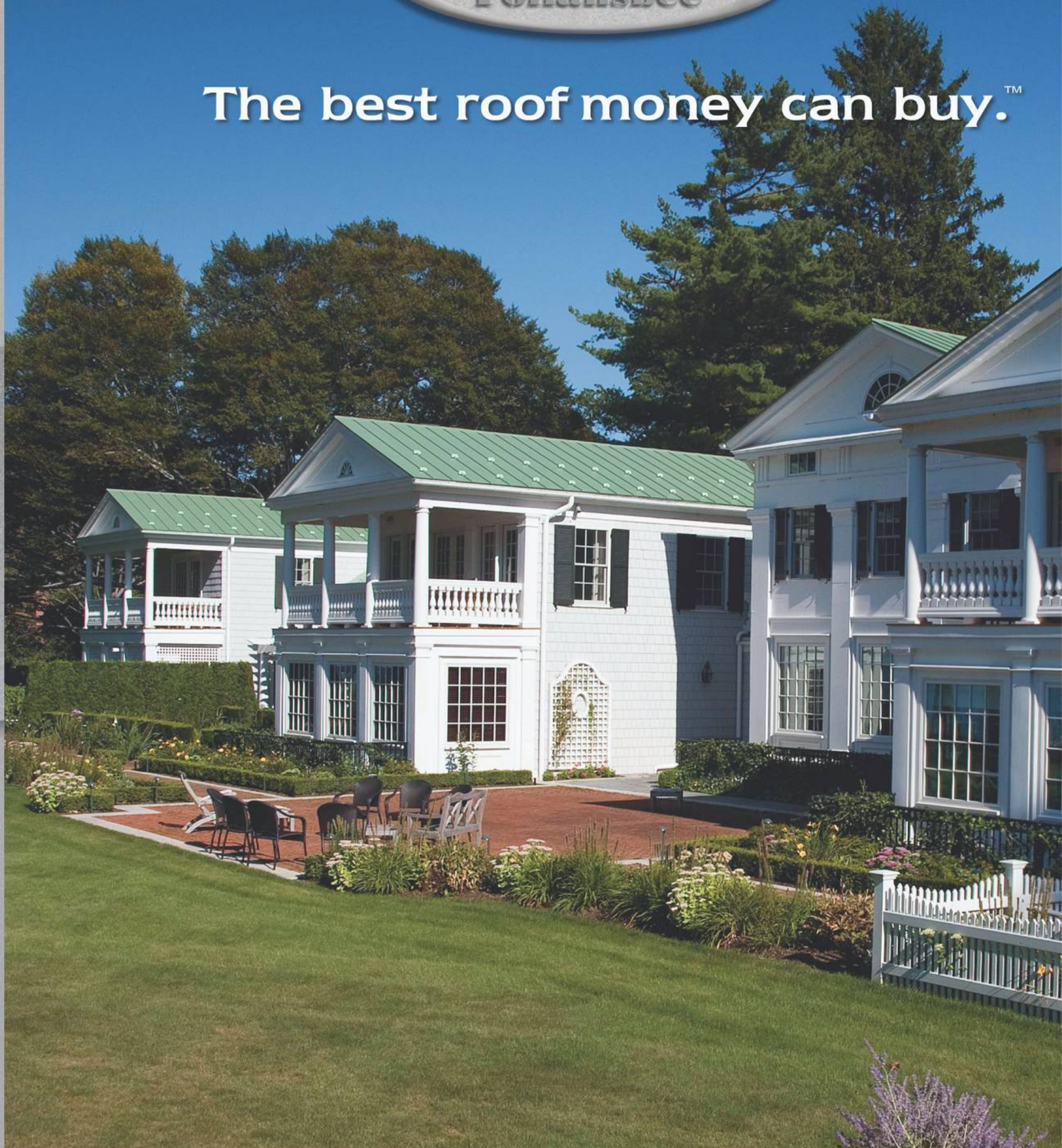
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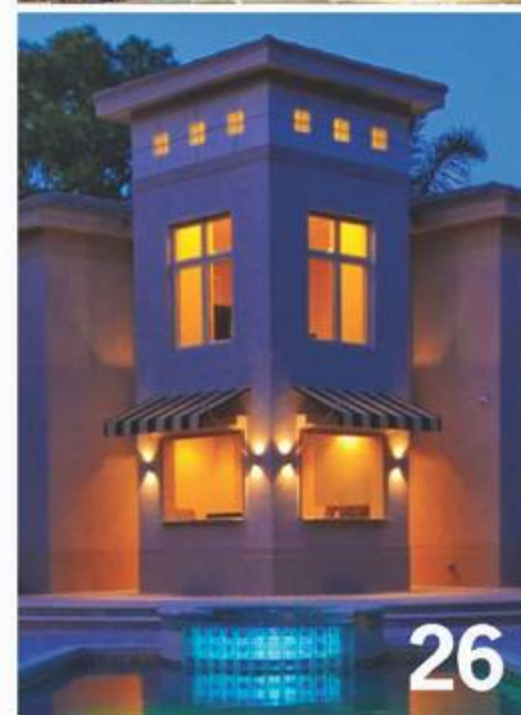
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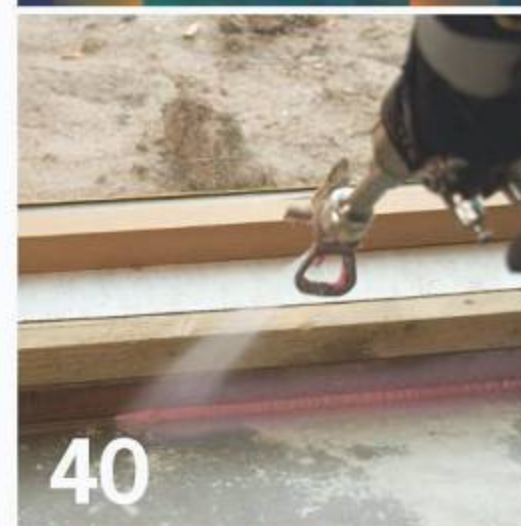
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Filling life's jar of priorities

Life lessons can be learned anywhere at any time, including a convention years ago where I picked up a lesson I still remember. The motivational speaker at this convention used an analogy to explain the importance of prioritizing life's to-do list. The explanation was helpful, and I've used it as a guide in my life, especially when feeling overwhelmed with my to-do list. I hope it's useful to you, too.

The analogy involves a glass jar and a bunch of rocks, and it goes like this. Think of the jar as your life, and the rocks are items on your to-do list. As you knock off each item on the list, a rock is placed inside the jar. The rocks come in two sizes: the larger being the size of a golf ball, and the others being tiny pebbles. The sizes represent the magnitude of the items on the to-do list — the larger the rock the more important the task.

Spending one's life tackling the tiny pebble-sized tasks will result in a jar full of completed tasks, but there won't be any room for the larger rocks. However, if the larger rocks are placed in the jar first, there will be room for the tiny pebbles to filter down and fill the spaces between the big rocks, resulting in a jar — and a life — filled with a balance of both large and small accomplishments.

This life lesson is one I've been reminded of occasionally over the years, including recently. Never before has it been clearer to me exactly which tasks must be accomplished first, either in my personal life or in the office. It's easy these days for me to determine what the most pressing issue is, and more importantly to tackle it immediately. For some people like me, one benefit of stress is a clearer vision when it comes to establishing priorities.

For most of us, the priorities are generating new business and maintaining current revenue streams. The tasks, then, would be reviewing the marketing plan and adjusting it as necessary, or making daily phone calls or site visits to current and past clients to ensure their needs are being met with satisfactory customer service. Maybe the task is to arrange a brainstorming meeting with company leaders to discuss the direction of the business, and again, make adjustments if needed.

On a day-to-day level, do you know what your priorities are? Are you focusing your efforts on tasks that matter? Are you working efficiently; spending time wisely?

Look at your to-do list, or think of what must be done today. What's the one task you'll feel happiest about when it's done? Drop everything and start working on it right now.

Do you even have a to-do list? If not, create one. Start writing down every task that needs doing, and enjoy scratching them off as you get them done.

Are you filling your life's jar with nothing but pebbles, or are you filling it with the larger stones, too? ■



By Rob Heselbarth, editorial director



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For more info circle #48

Architects should be leading design/build projects

Architect-led projects create a win-win solution for all involved

Having led a design/build firm for nearly three decades, I am the first to sing the praises of the design/build model. The advantages to the client, as well as to the architect/builder, are so many that it is indisputably better than the design/bid/build standard.

Design/build models are unquestionably still in the minority within the industry. However, I am convinced that it is time for it to become the industry's model of tomorrow.



THE age-old-question of “Who should I hire first” still remains, and the response depends on who is being asked.

The concept of a design and build team is one that is getting a lot of traction, and not only with the design or construction industry. It is also sought by the end consumer. The old model of design/bid/build keeps rendering mixed results and is on its way to becoming antiquated.

Architects still working within this model should avoid pushing the checks-and-balances misconception. The design-only industry has been successful at marketing this premise. While this is a palatable concept to the consumer, the reality falls short of the promise and ultimately undermines the success of the project and the architect-owner-builder relationship.

I've lost more than one major project in my career due to this fallacy. The reality is, there is a lot of back scratching going on in the industry between architects/designers and builders. Each party inherently relies to some extent, at some

point, on the other for new work and referrals.

It is unrealistic to have one entity policing the other. Checks and balances often is mistaken for this kind of overseeing. But the reality is neither architects nor builders step on the toes of professionals on whom they may depend for future work.

Architects should emphasize the concept of working together with people they know, people they trust, and move forward in an alliance of mutual respect and trust among archi-

tect, builder and owner. Similarly, the interior designer should be incorporated by the architect in the same fashion.

Another misconception of design/bid/build is that it ensures optimized bidding results. In actuality, it most often renders negotiations either with the low bidder or the next to lowest because you can't trust the lowest. Worst yet, the lowest might be nowhere near the original budget.

On the other hand, design/build teams lead to better cooperation from architects and builders to keep projects on budget. All of this leads to a quicker, more successful path to construction start, in contrast with the pitfalls of the old model.

The age-old question of “Who should I hire first, the architect or the builder” still remains,

and the response depends on who is being asked. There is only one correct answer and it's the architect.

Builders have garnered status as the most appropriate leader of a team, but I don't think the builder putting together the team is an ideal scenario. It lends itself to too many compromises in design, and relegates the design team to playing second fiddle.

The residential architectural community is moving fast to regain this leadership position it has lost over the past few decades. We will see architect-led design/build teams as the preferred direction in the near future.

Builders should prioritize working with talented architects rather than those who will compliantly play second fiddle to them. Similarly, architects should decline working with a builder whom the architect feels does not meet certain standards of quality and professionalism. Regardless of who recommends whom, the builder should yield the leadership of the project to the architect.

Ultimately, an architect-led design/build team will render the best results for everybody involved. Whether it's a team of independent design and build professionals or one integrated design/build company, this approach to team building and project leadership becomes a win-win situation for everyone involved, particularly the client. ■

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For more info circle #1

Anatomy of an initial sales call

Know how to get the necessary information within a 10-minute call

The phone rings. The caller identifies himself: “Hi, this is Joe, is there anyone available to discuss building a custom home?” What’s the first thing you do?

I reach for my hands-free headset, grab a pen, notebook and turn to a blank page. I want both hands free so I can write easily and take a lot of notes. I take control by asking my opening question: “Do you own a home site?” My prospect, Joe, says yes and I answer with genuine enthusiasm: “I will be happy to help you; what questions are on your mind?”

Joe replies: “Actually, we are in attorney review for acquiring a lot. It has an old house on it and we want to tear it down.”

Now, I have established his sincerity to proceed with his project and I do a little bit of sales and marketing research: “How did you hear about Grant Homes?” This is an important question so that you can judge where your leads are coming from.

Joe replies: “My wife saw the home you are building on Mountain Avenue and she told me to call you!”

My site signs are fairly expensive. They are not traditional realtor-type metal signs. If your company sign costs you under \$100, replace it today. My sign is wood, sandblasted, with easy-to-read colors and only my logo and phone number. It is mounted on a 4x4 wood post. They cost approximately \$300 each.

You want to gather information using a friendly, conversational approach. You want to keep the call to between 10 and 15 minutes at the most, less if you get what you need to know.

Joe asks if it’s a good idea to take title before he has a building permit. Regardless

of the nature of your prospect’s specific question, it is critical that you take full advantage of the opportunity he has thrown out to you, namely, to show off your expertise and demonstrate that you are willing to be quick to educate him. This is your golden opportunity



THIS is your golden opportunity to establish your knowledge and experience.

to establish your knowledge and experience. Be generous with your response but cut it off as soon as you achieve your purpose ... to establish credibility.

I tell Joe that for a nominal fee, he can hire me to obtain a building permit. I also tell him that I have bought more than 200 properties over the past 20 years so I am qualified to assist him. However, I am quick to point out that although I would charge him, I do not make a living securing permits, and that my sole reason for offering this service is because I would really like to build his house. At the risk of stating the obvious, I am clearly telling him: “I want your business and I am willing to work to get it.”

Joe says he wants to build as soon as possible and he does not have plans yet. My next two questions are: “Have you been to my website? When can we get together?”

Joe replies, “No, I have not seen your website and yes, I would be happy to plan a meeting.” Rather than try to schedule while we are

on this initial call, I state that I would like to meet as soon as possible with him and his wife. I ask him for his e-mail and cell phone number. I tell him I will send him a link to my site and suggest he write back with a date and time that both he and his wife are avail-

able to meet. I have accomplished enough on this initial call and now I want to quickly but politely end the call.

Within 10 minutes of hanging up, I send Joe an e-mail. He replied that he and his wife are available either tonight or later in the week.

Although I am tempted to cancel my tennis game to meet him this evening, I elect not to because I do not want to appear over-anxious, or worse, desperate for a deal. Although in reality I am quite anxious and I would love to make a sale. ■

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For more info circle #2

New formaldehyde regulations are headed your way

Get ahead of the regulations by offering formaldehyde-free alternatives now

If you think that the focus on the health risks of formaldehyde is for sissies, I beg you to reconsider. Formaldehyde is a “probable human carcinogen,” according to the U.S. Environmental Protection Agency. Now, new, stiffer formaldehyde regulations are coming down the pike that will affect you and the price of items you spec and install, especially cabinets. You will be required to use products with proscribed, reduced formaldehyde levels. These new regulations are even more aggressive than the last wave in 2008.

Besides being a carcinogen, formaldehyde is also a volatile organic compound, or VOC. A VOC product is volatile because it evaporates at room temperature, and organic because it’s carbon-based. For example, gasoline is a VOC because it’s a hydrocarbon and evaporates if you set it out in open air.

Formaldehyde is widely used in glues and adhesives; it’s a preservative in paints and

ucts contain formaldehyde in the binder that holds the glass fiber together, but the formaldehyde is mostly locked in and will not off-gas at harmful levels. This condition is called “low-emitting,” and some companies have gone to great lengths to get that low-emitting status certified by third parties. However, consumer fear of formaldehyde has driven companies like Johns Manville and CertainTeed, among others, to offer formaldehyde-free insulation.

NEW FORMALDEHYDE LAWS

In July 2010, President Obama signed a new law that limits formaldehyde levels in wood. This will affect the types and cost of cabinets available to anyone who designs, builds or remodels houses. The law will be phased in but this is a clear trend to limit and eventually eliminate formaldehyde in building products as much as possible. Today, you can show your awareness of formaldehyde’s health risks by offering

The new federal Formaldehyde Standards for Composite Wood Act effectively sets national emission standards at 0.09 PPM by Jan. 1, 2013. You will first see this take effect in plywood, particleboard, and MDF. You may see prices rise as much as 15 percent, as manufacturers turn to more costly compliance adhesives.

Some wood suppliers and cabinet companies aren’t waiting for the new standard, and they already offer formaldehyde-free products. Years ago, Columbia Forest Products went to soy-based adhesive, and now offer no-formaldehyde-added sheetgoods. Many cabinet companies already offer product lines that address the formaldehyde issue, with varying types of claims, such as formaldehyde-free lines from Greenline Cabinets, Green Leaf Cabinetry, Henrybuilt, Neil Kelly Cabinets and Pacific Crest Industries, to name a few.

You will see various claims on product labels about formaldehyde, ranging from “formaldehyde-free,” and “no-formaldehyde-added,” to “no added urea-formaldehyde,” which leaves open the possibility that phenol formaldehyde was used instead.

If you want to offer a formaldehyde-free product to your clients in advance of the new laws, carefully read the cabinet product literature, and call the company’s tech-rep to ask which laws the cabinets comply with, voluntarily or not. That’s the only way to have real confidence that you are offering a non-toxic product. ■



SHOW your awareness of formaldehyde’s health risks by offering no-added formaldehyde or formaldehyde-free products in advance of the new laws.

finishes, too. It’s also found in products like insulation, cabinets and furniture. When formaldehyde reacts with phenol, urea or melamine, it produces phenol-formaldehyde resins (PF), urea-formaldehyde resin (UF) or melamine resin. PF “phenolic” resin emits less formaldehyde than UF “urea” resin. Products are labeled “urea-formaldehyde-free,” implying it’s the lesser of two evils. Also, some insulation prod-

no-added formaldehyde or formaldehyde-free products in advance of the new laws.

The law follows the lead of the strict California law that limits formaldehyde content in some plywood and particleboard products. If you work in California, or design for California clients, you may already be subject to state-specific laws that supersede the new federal standards.

JOHN D. WAGNER is an award-winning author of many books and articles about construction, and a frequent contributor to the industry’s leading trade magazines. A sought-after speaker for industry events, he can be contacted at JohnDWagner.com. Read past columns at rdbmagazine.com.



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For more info circle #3

The return of 'tin men'

Business model may compromise systems developed over past 10 years

The year was 1987. Professional designers and builders struggled to make a living, and the residential remodeling and housing markets were headed for another recession. All projects came to a screeching halt and work dried up like a water hole on the plains of the Serengeti.

Also in 1987, the movie "Tin Men" starring Danny Devito, Richard Dreyfus and Barbara Hershey hit theaters. The movie was set in the year 1963, in the world of aluminum siding salesmen. Their desperate attempts at sales provided comic fodder but hit a bit too close to the mark with current-day sales efforts.

Over the past six months, we have seen a dramatic shift in the design/build business model. This shift compromised many of the design/build business systems that were developed and refined over the past 10 years. This shift in thinking has set us back to the year of the tin men.

The new business formula is simple: Low-ball prices to secure the work — keep busy and make little to no money. But it makes no sense. Low-ball pricing means low-ball craftsmanship because there is no money to pay for skilled labor in a shrinking pool of skilled labor. And forget about customer service because there is no money left for the niceties we tried to implement as a staple of our businesses. The corruption in the marketplace is running rampant and it will be here for the foreseeable future. Many talented people closed their doors and were forced out of the industry to look for a different way to make a living.

Building a new design/build business model to fit the economic times is truly a great business challenge. Offering low entry-level services and then nickel-and-diming clients for every extra is simply the way of the tin men.

Do you want to be sold a product in increments, by nickels and dimes? Remember the last time you were audibly exhausted by listening to

an unprofessional salesperson? Remember the first eternal sales meeting that wouldn't end or the iron-clad promises that nothing would go wrong on projects?

Not qualifying your customers upfront will only delay the business discovery process. Those who are unqualified to pay for services over the phone will continue to be unqualified in person.

Selling low-priced services to get your customer to buy more service is a good plan if your services can meet your potential customer's expectations. Letting a well-trained nurse perform brain surgery may not turn out well for the patient, even though the cost looks good to the insurance company.



OFFERING low entry-level services and then nickel-and-diming clients for every extra is simply the way of the tin men.

Likewise, running numbers based on history is nothing more than an educated guess based on experience. What we know about design/build is that all projects are different and require careful investigation to ensure measurable results.

Giving away your talent, ideas and the shop have never been a good idea in any business. And taking the easy way out has never proven to be a good way to run a business. Making a choice to take the tin men sales approach will be transparent to your new customers. I understand people need to pay bills and put food on the table but at what cost? Your business reputation is everything and is in direct proportion to your perceived value in the marketplace.

You have worked hard to build your company brand and more importantly your business reputation. Acting like a tin man will cause

your future customers to form a completely different opinion about you and your company, and add more confusion to your marketplace. Low-balling your goods and services gives the balance of power to consumers who think they are getting a great deal but are unaware of the ordeal they are about to embark on.

In the end, the consumer loses and the builder gains little, if anything. The project will underperform in a short period of time and certainly will not be environmentally friendly. The uncertain economic times have caused unprofessional business behavior to enter the design/build community.

The last thing we need is to expose the design/build industry to the typical tin man's transparent techniques, behavior and attitudes in desperation to secure future projects. It may work for a short period of time, but in the end it will cause poor business perception.

We need to band together to provide professional services to our clients. Listen to your clients and meet their needs — not yours. Seek to understand — not to be understood. ■

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Second home, first class

Mix of materials and massings breaks up the square footage, while an open interior allows the surrounding beauty to sink in

By Chuck Ross

When the owners of this new South Carolina lakefront home were first confronted with what 10,000 sq. ft. can look like laid out on paper, they were taken aback at the potential scale of their future residence. The family-focused second home they'd been dreaming about looked more like a grand chateau.

"Their initial reaction was, 'Wow, this looks like a big hotel,'" says Matt Tindall, AIA, project architect with Neal-Prince Architects of Greenville, S.C. So the architect went back to his drawing board and focused his ongoing iterations on ensuring Carolina comfort — not high style — as the predominant theme. "A lot of the decisions were born out of that reaction."

SHINGLE-STYLE SOLUTIONS

Although it's difficult for a house with five bedroom suites not to appear grand, Tindall's choice of the shingle-style motif certainly aids the effort. Like a latter-day Stanford White, Tindall used the approach's mix of materials and massings to break up the square footage and create the multiple large and small spaces the owners' entertaining needs required. And that historical style's emphasis on opening a home's interior to its surroundings also proved a perfect fit for this project, which makes the most of its stunning location.

Visitors who approach by car are given teasing glances of the expansive Lake Keowee vistas the home's site provides, thanks to an open-sided breezeway that connects the home's two wings.

A photograph of a dining room with a large window. The window is divided into several panes, showing a view of a green lawn and a white picket fence. The room is furnished with a dark wood dining table and four light-colored upholstered chairs. The table is set with white plates, glasses, and a vase of white flowers. The text "We're all about" is written in white over a red horizontal line at the top left. The word "HIGHER" is written in large white letters across the middle of the image, with a red horizontal line passing through it. The word "STANDARDS." is written in large white letters below "HIGHER". The text "So we're ready for the new ENERGY STAR® criteria." is written in white over a red horizontal line at the bottom left.

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↑ An open-sided breezeway connects two wings, and provides a view of Lake Keowee in the distance.

When they walk through the domed foyer and into the main living space, however, the house seems to explode outward toward a rear façade that really is the home's more public-facing exposure.

"This house embraces you and then just opens itself up to the lakeside," Tindall says, noting the experience his firm has had on numerous other homes in the same development. "[They] are building on the lake for a reason. A lot of entertaining and visiting is done by boat — so a lot of times, the lake elevation is the front elevation."

The site brought challenges along with its charms, though, with the peninsula's point forcing a somewhat idiosyncratic layout into the plans. In addition, Tindall and contractors Sexton-Griffith Custom Builders also had to work with some existing site conditions. Significantly, the lot had been cleared and a septic system installed by a previous owner. Changes were required because the new home's footprint was larger than the lot's previous owners had planned. While the pump-based drain field stayed in place, the main tank had to be relocated to ensure appropriate clearance.

To address both the site's shape and septic needs, Tindall tucked the house, L-fashion, into a corner, with the main body of the house facing the approach and the garage at a right angle. The breezeway connects the two structures, and

+ Company Specs

Neal-Prince Architects
Greenville, S.C.
neal-prince.com

+ Project Stats

Name: Top Ridge
Location: Lake Keowee,
Sunset, S.C.
Size: 9,895 sq. ft.

+ Exterior:

Roofing: Greenstone Slate
Structural panels: LP TechShield
Siding: Cedar Valley
Doors: Eagle Windows and Doors
Windows: Eagle Windows
and Doors
Insulation: Johns Manville
HVAC: Carrier

+ Interior:

Doors: Woodharbor
Locksets and hardware:
Rocky Mountain Hardware
Tile: Walker Zanger
Fireplaces: Isokem
Elevator: APS, Inc.
Central vacuum: Beam

+ Kitchen:

Cabinets: Wood-Mode, J. Tribble
Sinks: Bates and Bates
Faucets: Rubinet
Range: Wolf
Exhaust hood: Best by Broan
Ovens: Wolf
Appliance drawers: Wolf,
Fisher & Paykel
Refrigerators/freezer: Sub-Zero
Dishwashers: Fisher & Paykel,
Asko
Microwave oven: Sharp,
GE Monogram
Coffee system: Miele

+ Bath:

Cabinets: Wood-Mode
Tubs: Aquatic
Showers: Grohe, Jado
Toilets: Toto
Faucets: THG Paris
Sinks: Bates and Bates, Porcher
Washer/dryer: Whirlpool

+ Technology:

Home control system: AMX
Lighting control: Lutron
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+ Outdoor living:

Fireplaces: Isokem
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it is topped by an enclosed, gallery-style hallway that leads to separate guest quarters, complete with a playroom, over the garage.

DETAILS, DETAILS

Inside and out, the home showcases an extraordinary level of detail. The exterior stone veneer, for example, was hand-chipped on-site — masons were on-site six or seven months out of the 16 months of construction, according to Barry Griffith, one of Sexton-Griffith's two owners. The parking area's cobbles were similarly hand-cut and set around blue-stone slabs placed to look as though they'd rested in the same spot for millennia. And, where others might have turned to a manufactured product for retaining walls, Tindall turned, yet again, to the region's characteristic Doggett Mountain stone.

"Matt wasn't going to put anything manufactured in that house except for the PVC piping," Griffith says.

While existing lot conditions played their role in the home's siting, the overarching goal in the plan was to maximize the view. In addition to the expanse of Lake Keowee, there was also the opportunity to catch glimpses of the Blue Ridge Mountains, which tower above the lake's surrounding

trees. Tindall met this challenge with a third floor anchored to the lower two levels by means of a turret-shaped tower.

"That became the hinge point of the home," he says of the turret. At its top, he located an observatory that provides wonderful opportunities for small-group entertaining. But a third floor also added complications — chief among them, providing a means to get there. A single grand staircase rising up three levels would have fostered that "big hotel" feeling the clients had rejected, plus its positioning would have made difficult the goal to enable water views from every room.

↓ Anchoring the third floor to the lower two levels created a turret-shaped tower. This maximizes views to Lake Keowee and the Blue Ridge Mountains.





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"That might have been one of the most complex set of negotiations we had," Tindall says. The solution involves multiple staircases, including front and back stairwells connecting the first and second floor, with a third set of stairs leading up to the observatory. An elevator also serves all three levels.

The front staircase illustrates the attention that was paid to details throughout the house — along with Tindall's hands-on involvement. The staircase is lined with coffered paneling in a pattern of Tindall's design. But you won't find the detailing on any of the drawings — Tindall drew it onto the bare wall, providing carpenters with a shape-to-fit template right at the site.



↑ Neal-Prince Architects is proud of the fact that originally the homeowners wanted a second home, but it soon became their primary home when the house was complete.

Similar care was spent on the kitchen, which could possibly support a medium-sized restaurant. It has all the amenities, including two refrigerators, three sinks and a signature steel stove hood finished in copper. But to add a bit of country — or make what could seem oversized and commercial more comfortable and homelike — the kitchen's dominating features are a custom designed and built bar and center island, created by a firm specializing in period reproduction furniture.

"For all purposes, they're furniture pieces," Tindall says. "They have the feel of big pieces of furniture, leaning more to casual elegance."

PLANNING FOR SUCCESS

For Griffith and his partner, Kevin Sexton, the sheer scale of the project was a learning experience. The 20-year-old partnership has handled its share of custom homes, along with some commercial efforts, but this job was among the most demanding in the firm's two decades.

"There may be some that have been bigger, but certainly none more complicated," says Sexton, whose partner ticks off the challenges of scheduling both trade and craft

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Brindisi & Yaroschak Custom Builders, Inc.
Architect: Bartels Pagliaro Architects
Photo: Olson Photographic

For more info circle #11



↑ Paying close attention to detail, Neal-Prince Architects looked to real, local stone. This Doggett Mountain stone was used throughout the home.

work, when everything from shingling to paneling features custom details.

"It's not that there's anything here we haven't done before," Griffith says. "But this is the most we've had in one project."

The partners agree that their long-standing relationship with Neal-Prince Architects was a boon to the project, along with a commitment among all involved to design/build principles. Because of their involvement from the beginning of design, the contractors were aware of the architects' design intent, and the architects and clients had realistic pricing from the start.

"The customers like the fact that we didn't try to talk them out of some of the details on the plans," Griffith says. The pricing input continued throughout design and construction — an especially important factor in the project's success, the partners say, because numerous changes and upgrades made the final cost a moving target.

While public accolades — such as *RD+B's* 2010 Design Excellence Award — certainly help make all the work worthwhile, Griffith gets greater satisfaction from a life-choice the completion of this planned weekend home prompted the owners to make.

"After they finished the house," he says with a smile in his voice, "they liked it so much, they made it their primary home instead of their secondary home." ■

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Multipurpose posh

Ten years later, great effort is made to match this pool house's style, color and material to that of the main home

By Stuart Hanson

It took nearly 11 years, but builder David Habib finally received the phone call he always knew would come. Habib, president of Frontier Homes and Development and a 23-year veteran of building luxury homes throughout the greater St. Petersburg, Fla.-area, constructed the main residence for a local automotive industry businessman, and now he was asked to build the adjoining pool house.

"It was really only a matter of time until the pool house was to be built as the finishing touch on the property," Habib says. "I remembered how the homeowner appreciated an attention to detail, so we were just flattered at being asked back to do the pool house construction, too."

The property plan originally was designed to someday feature the adjacent pool house structure as the backyard focal point from the main house. So, in April 2010, a beautiful yet

→ The far end of the pool is tapered giving the backyard an elongated appearance of an estate/compound-sized property.



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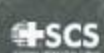
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multipurpose pool house became reality and adheres to the owner's following requirements:

- Upstairs guest suite suitable for visitors and/or potential long-term living space for usage by owner's elderly parents;
- "Safe house" construction exceeding current hurricane-resistant standards;
- Stylish garage that could double as a game room;
- Luxury downstairs kitchen and bathroom area for entertaining and parties;
- Exacting overall design to architecturally mimic the main house.

With 912 sq. ft. of upstairs living space and 1,478 sq. ft. overall, the requirements seemingly don't leave much room for error — or great design.

DESIGN AND PERSPECTIVE

The main house has timeless, classic architecture for the area. Labeled as "stylized neo-classical" and around 3,500 sq. ft., every effort was taken to transfer that exacting the pool house design, down to the smallest detail.

"The homeowner wanted the pool house to stylistically look like it had been built with the main house — not as an add-on — so the entire context needed to be correct," says designer D. Allan Vallario, president, Davis Design Architects, St. Petersburg, Fla. "We actually designed the pool house to be the featured focal point of the backyard from the main

↓ The dual-purpose garage and/or game room is nicely appointed for the discerning Italian sports car lover.



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+ Project Stats

Location: St. Petersburg, Fla.
Size: 1,478 sq. ft. total;
912 livable
Cost: \$313,640 (materials/labor included; excluding land)

+ Designer

Davis Design Architects
St. Petersburg, Fla.

+ Builder

Frontier Homes & Development
Seminole, Fla.
FrontierHomesFL.com

+ Exterior

Roofing: MonierLifetile
Doors: PlastPro
Garage doors: Wayne-Dalton
Windows: Hurd
Insulation: Owens Corning
HVAC: American Standard

+ Interior

Elevator: Sunrise

+ Outdoor Living

Grill: Twin Eagles
Refrigerator: Frigidaire

+ Kitchen

Sinks: Franke
Faucets: Danze
Range: Frigidaire
Ovens: Frigidaire
Refrigerators/Freezers: Frigidaire
Dishwashers: Frigidaire
Microwave oven: Frigidaire
Generator: Kohler

+ Bath

Faucets: Danze
Sinks: Franke



Note the rotated sections of the main residence as seen from this photo through the pool house gourmet kitchen.

residence from the very beginning, and now the homeowner wanted to insert an elevator into the design — which posed unique design challenges for a structure that's so compact."

So, the entire pool house structure was revolved on its axis by 45 degrees. This rotational shift upheld the architectural consistency the homeowner wanted, as it sleekly meshed with the main residence that also features a rotated main sitting room flanked on either side by a breakfast nook and bedroom spaces. Furthermore, the twisted effect offers a unique yet timeless look for the pool house.

"Rotating the structure slyly conceals the two side pavilions, while offering an element of

"THE subtle uplighting of the side pavilion elements offers a floating-like appearance and perspective that really draws in the eye."

individuality to the pool house," Vallario adds. "And the subtle uplighting of the side pavilion elements offers a floating-like appearance and perspective that really draws in the eye."

Perspective was paramount to the design, all the way down to the elongated pool design. During initial construction, the pool actually

was tapered to force the appropriate pool house perspective. "The pool guy kept asking me if the tapered end was a design error, but it was intended all along," Vallario says with a grin. "Now that the pool house is completed, it gives the backyard the much longer and elongated appearance of an estate or compound, really."

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FORM MEETS FUNCTION

In addition to sleek design, the owner required it exceed the functionality of a normal pool house. For one, it needed to be safe. Since St. Petersburg is located in hurricane country, he wanted it to be the family “safe house” during storms. And while the main residence was designed under the hurricane code at the time of construction, the owner wanted the pool house to exceed the current code — which added challenges to both the design and construction process.

On the structural side, two-story concrete walls were poured and reinforced with steel rebar. While this technique can be costly, it offers the highest safety rating. Additionally, doors and windows needed to be impact- and category-four hurricane-resistant while maintaining the overall architectural consistency. This can be a challenge when trying to match 10-year-old products some of which were manufactured by companies now out of business. So, doors and door hardware were custom-made, and roof tiling was painstakingly custom-colored to remain consistent across the property.



↑ The upstairs kitchen features sleek, timeless lines in natural wood and stone materials to mimic the styling of the main residence.

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Functionality also was important on the interior. Most notably was the addition of the elevator which can accommodate a wheelchair should the owner's elderly parents want to live in the two-story structure some day. This alteration proved somewhat problematic as space was limited and the exterior design needed to imitate the main residence. Ultimately, the elevator was concealed when the entire structure was rotated.

IN THE DETAILS

Both the builder and architect worked closely together with the owner throughout the entire process to ensure details were correct from start to finish. This close communication uncovered numerous details requiring attention, including the final position of the pool house. "We actually had to lay the house out twice so things were symmetric and properly aligned with the main home," Habib adds. "Additional tweaks were minor after that, like having the garage door tracks powder-coated to match the room's color scheme, or ensuring the impact-resistant window style was consistent with that of the main house."



↑ The upstairs suite is well appointed for the weekend guest, or longer-term visitor should the owner's elderly parents decide to move in.

From the overarching design down to the small details of identical crown moulding or cabinet hardware, everything in the pool house is consistent with the main house. "Clients with exacting standards can be challenging,

but that definitely wasn't the case here," Habib says. "Everything counts and he likes things to be exact, but still allowed the creative process to flow — and it shows in the finished product." ■

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Fire sprinklers: Codes, costs and construction issues

What does the International Code Council's new residential fire sprinkler requirement mean for the future of home building, and how can home builders benefit from it?

By Erik Hoffer

Years ago, residential fire sprinklers were not even a thought in most home builders' minds. But now, more than 40 years after the first residential fire sprinkler ordinances were passed in San Clemente and Corte Madera, Calif., fire sprinklers are gaining ground in municipalities and developments across the country.

Having long been known as a state with progressive legislation, California remains the leader in residential fire sprinkler protection with nearly 150 local jurisdictions that have ordinances. In addition, California was one of the first states to pass the 2009 International Residential Code, which includes fire sprinklers. Other states include Maryland, Pennsylvania and South Carolina.



↑ Home builders Bill and Janet Hall, Pleasant View, Tenn., originally thought fire sprinklers were too expensive for the types of homes they build. But they found that sprinklers actually added more value to the homes and helped the client's insurance prices.

In a recent effort to increase home fire safety, the International Code Council adopted home fire sprinkler requirements for its 2009 and 2012 versions of the International Residential Code. The 2009 IRC will require new one- and two-family homes and townhomes be equipped with fire sprinklers beginning Jan. 1, 2011.

According to Maria Figueroa, regional manager for the National Fire Protection Association's Fire Prevention Field Office, the 2009 IRC should not come as too much of a surprise to anyone as it is not the first national model code to require fire sprinklers in new home construction. "NFPA 101 Life Safety Code, NFPA 1 Uniform Fire Code, and NFPA 5000 Building Construction and Safety Code have required fire sprinklers since the 2006 editions," Figueroa says. "All national codes now contain the requirement."

The IRC will affect only those state and local jurisdictions that have chosen to adopt the 2009 version. Many local jurisdictions are currently enforcing versions of the IRC that are four to five years old, and they may vote to update codes every few years.

"Although a residential fire sprinkler ordinance might not immediately occur locally, the 'gold standard' has been set and it's time for the home building industry to accept home fire sprinkler technology and embrace the code for the life safety, property conservation and environmental benefits it provides," Figueroa says.

Researching how fire sprinklers can have a positive impact on their business models home



↑ One of two installation options, stand-alone fire sprinkler systems are connected separately to incoming water supply and operate independently from domestic water lines.

builders can begin to structure their businesses accordingly and form partnerships with licensed fire sprinkler contractors.

COST ASSESSMENT

Cost is almost always a concern with fire sprinklers. Home builders Bill and Janet Hall, Pleasant View, Tenn., were no different than most, thinking fire sprinklers were too expensive of an option in the homes they build. This changed when they were first required to install fire sprinklers in an entire development.

“At first we were concerned about the added costs and what they would look like,” Bill Hall says. “But once the development was complete, the fire sprinkler systems increased the values of the homes and our buyers’ insurance rates were lower. The sprinklers are concealed, so you don’t really notice them.

In “Home Fire Sprinkler Cost Assessment,” a 2008 report from the Fire Protection Research Foundation, which is an affiliate of NFPA, the cost of installing fire sprinkler systems to the home builder averaged only \$1.61 per “sprinklered” square foot. The figure includes all costs associated with the sprinkler system including the design, installation and other costs such as permits, additional equipment, increased tap and water meter fees — to the extent that they apply.

“Home builders can use this study to evaluate costs in their geographical area to obtain competitive quotes from home fire sprinkler contractors,” suggests NFPA’s Figueroa.

Another NFPA report from 2009, “The Comparative Analysis of Housing Cost and Supply Impacts of Sprinkler Ordinances at the Community Level,” reveals no impact to housing supply or costs in communities with fire sprinkler mandates such as the 2009 IRC.

“This report will help allay an ongoing fear of home builders that they will lose their competitive edge if their communities require homes fire sprinklers, and a neighboring community does not,” Figueroa says. “NFPA will continue to identify real or perceived impacts on the home building industry and will work to try to minimize them.”

The cost of installing fire sprinklers in homes is best compared with the costs of other add-ons home builders feature such as granite countertops, cabinet upgrades or hardwood floors, which often are fairly equal. When put in terms of having the choice to either make cosmetic upgrades or installing a life-safety fire sprinkler system, more homeowners are choosing fire sprinklers each year. In fact, in a 2005 Harris Interactive Survey conducted by the Home Fire Sprinkler Coalition, 69 percent

of homeowners believed fire sprinklers would add more value to their homes.

One reason residential fire sprinkler systems have become so cost-effective is because they are installed using plastic pipe or tubing — either CPVC (chloro-polyvinyl chloride) or PEX (cross-linked polyethylene), depending on the design.

DESIGN AND INSTALLATION

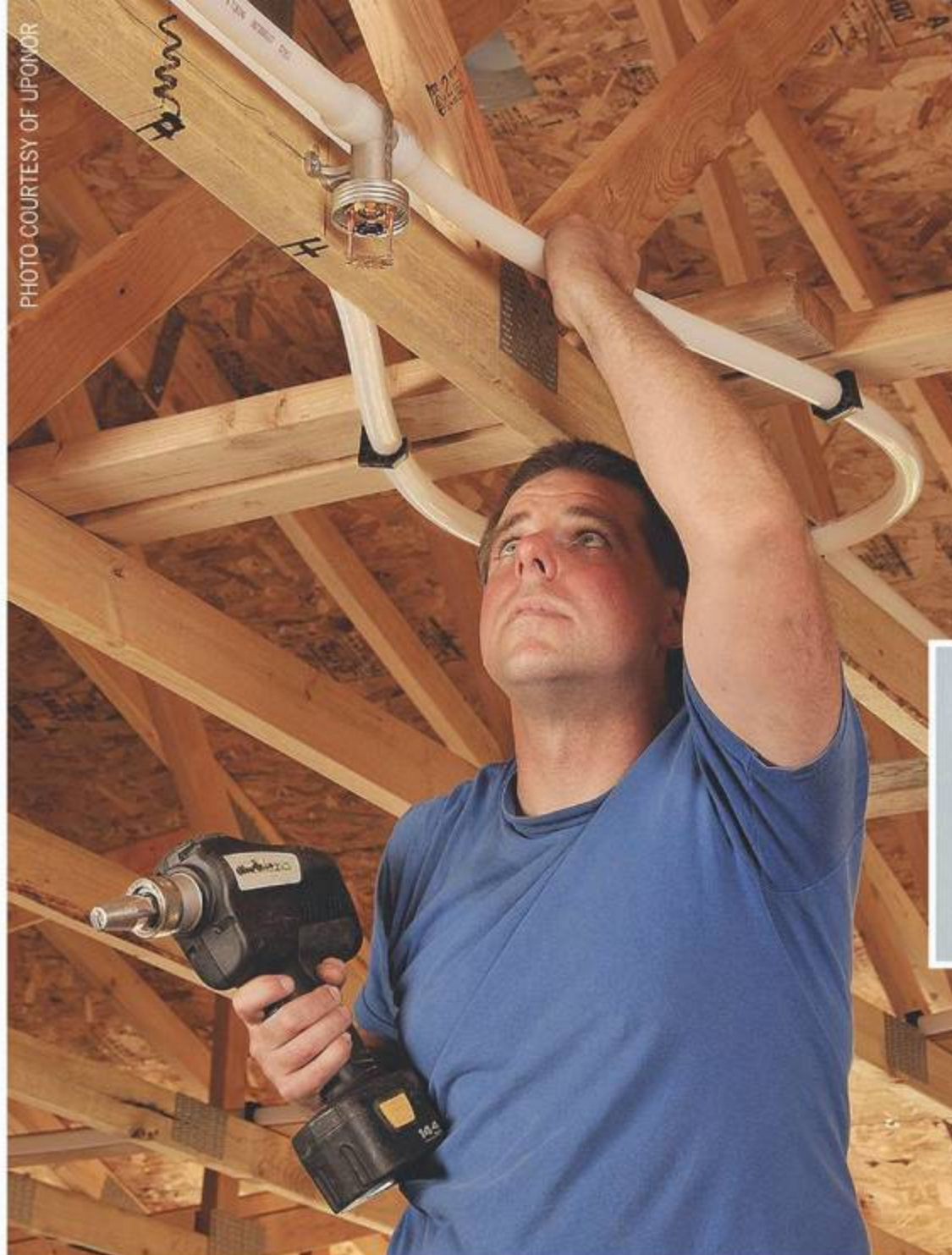
Residential fire sprinkler systems can either be connected to a home’s main plumbing or as a separate system off a home’s water supply. They are simple systems and are significantly different than complex commercial systems.

A multipurpose fire sprinkler system connects the fire sprinklers to the same domestic water lines as other plumbing fixtures and fittings in a home, such as faucets, showers and toilets. Whenever the water is running in a home, it also flows through the fire sprinkler system, held back by each sprinkler head.

In a stand-alone fire sprinkler system, the fire sprinklers are connected separately to the incoming water supply and operate independently from the domestic water lines. A flow alarm can be installed on the outside of a home that alerts neighbors with a siren and strobe light when a fire sprinkler has activated.

← A multipurpose fire sprinkler system is another installation option. This type of installation connects the fire sprinklers to the same domestic water lines as other plumbing fixtures and fittings.

↓ Fire sprinkler systems can be concealed from view and blend nicely with the design of a home.



Typically, a home fire sprinkler system installation occurs after the HVAC, plumbing and electrical are in place. Fire sprinklers can be installed while other contractors are working, having no significant impact on the design and construction process. However, it is important that the system is installed according to the national standard NFPA 13D to ensure code compliance and effective and efficient operation.

Both the multipurpose and stand-alone fire sprinkler systems protect homeowners equally well, and each have their own cost-saving benefits; best of all, in return for installing either fire sprinkler system in homes, many jurisdictions often offer money-saving trade-ups to the home builder or developer.

When constructing a home or multiple homes in a development with fire sprinklers, home builders can often negotiate with local officials for significant cost-saving incentives. Since the homes are better protected from fire, local jurisdictions can reduce their normal requirements.

With a single home, fire sprinklers may allow for it to be spaced further from the fire hydrant. In the case of a fully “sprinklered” subdivision, fewer fire hydrants may be needed, street widths may be reduced, and homes may be placed closer together so more homes can be built. ■

ERIK HOFFER works for Peg Paul & Associates and writes for clients that include the Home Fire Sprinkler Coalition and the Northern Illinois Fire Sprinkler Advisory Board.

Expansion of spray polyurethane foam

Interest in energy efficiency propels insulation in a different direction

By Harry Spaulding

According to a 2008 study conducted by The Freedonia Group, the U.S. construction-insulation-materials market is expected to exceed \$11 billion in 2012. Fiberglass controls approximately 85 percent of the U.S. home insulation market, cellulose is 10 percent, and spray polyurethane foam, or SPF, is a little less than 5 percent — \$200 million.

According to the Fairfax, Va.-based Spray Polyurethane Foam Alliance, SPF has one of the highest insulating R-values — up to 6.0 per 1-in. thickness — of the available insulation products on the market. SPF insulation also provides an air barrier, which protects homes from moisture, pollutants and pests. These factors combined with sustainability aspects and safety features deliver an impressive future for the SPF insulation industry.

WHAT IS IT?

SPF insulation is a two-component system, consisting of an A side and a B side. The A side is a petroleum-based polymeric isocyanate. The B side is a blend of polyols (the building blocks of foam), blowing agents, flame retardants, surfactants and catalysts. The two sides together create the foam. In a residential application, the product can be used in walls, floors, unvented and vented attics, basements and ceilings.

“Portable and disposable SPF systems require no outside source of power to use them,” explains Mark Wojtiuk, general manager, RHH Foam Systems Inc., New Berlin, Wis. “They are designed such that the chemical reaction between the two components causes them to expand and create the final SPF product.”

“Spray foam is sprayed in as a liquid that quickly expands multiple times in size to fill cracks and gaps,” says Jennifer Wilson, brand manager for BioBased Technologies, Fayetteville, Ark. “This seals the structure, and a sealed thermal envelope allows building occupants to efficiently and effectively condition the air inside a home.”

← Owens Corning’s EnergyComplete system with Flexible Seal Technology is a synthetic, latex-based foam. It can reduce air filtration up to 70 percent, and can be used with Pink Fiberglass for a total home insulation and air sealing solution.





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Low density, open-cell SPF weighs between 0.4 to 0.6 lbs per cu. ft., typically uses water as a blowing agent and has an R-value around 3.5 per in. Medium density, closed-cell SPF usually weighs between 1.5 to 2 lbs. per cu. ft., uses a high R-value blowing agent and has an R-value of around 6.0 per in. High-density SPF weighs

cell spray foam controls moisture well enough to satisfy current International Code Council [Washington, D.C.] requirements without an added interior vapor retarder in most applications," says Tom Sojak, vice president of sales, Gaco Western's WallFoam division, Seattle. "It also offers significant structural value."

pletely closed and expansion occurs as air fills the open space. The advantages of closed-cell foam include its strength, higher R-value, and strong resistance to air and water vapor. On the other hand, open-cell foam is not as dense so it requires less material and therefore is less expensive.

All SPF's significantly reduce sound transmission by sealing cracks and gaps, thereby preventing sound to travel through the walls, floors and ceilings. Since high-density, closed-cell SPF rigidly adheres to both the exterior sheathing and the studs, it can also deaden the sound caused by vibrations and strong winds.

DESPITE SPF's benefits, some homeowners run into sticker shock when they initially compare SPF to more traditional insulation systems, which can cost three to four times less.

HOMEOWNER INTEREST

SPF addresses consumers' top-of-mind issues, including home comfort and energy efficiency. The effective air seal created by SPF reduces energy loss and moisture penetration, as well as limits entrance of outdoor allergens and pollutants that can affect the comfort of a home.

"The growing trends in the marketplace around more energy-efficient and greener buildings have created an emphasis on controlling the air leakage of buildings, in addition to ensuring a well-insulated building enclosure,"

2 lbs. per cu. ft. with R-values ranging from 5.5 to 6.5 per in. and also uses a high R-value blowing agent.

In addition, spray foam's seamless barrier inhibits growth of mold and bacteria. "Closed-

Due to its inherent strength, closed-cell SPF will structurally reinforce the insulated area. It contains tiny cells that are packed tightly together and are filled with a gas that makes the foam expand. In open-cell SPF, the cells are not com-

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says Chad Fenbert, account business development manager for Owens Corning, Toledo, Ohio. "Homeowners and builders are much more educated about the importance of comfort. It's not just turning the thermometer up or down; rather, they want to focus on controlling potential leaks from the start."

"Spray foam insulation has experienced continued growth in the market, even in a down economy, because of interest in green building and energy efficiency," Wilson adds. "We've seen interest in the product for retrofits and new construction. It is an efficient product that will pay off for building owners and for the environment in the long run because of the amount of energy it saves."

Despite SPF's benefits, some homeowners run into sticker shock when they initially compare SPF to more traditional insulation systems, which can cost three to four times less. Homeowners can receive as much as a 50 percent savings in their heating and cooling costs when they use spray foam with other responsible building practices, such as thermally efficient doors and windows, good air sealing and right-sized HVAC equipment.



↑ BioBased Technologies offers its 501w, water-blown, open-cell, 5-lb. foam that expands to 100 times its size. It has an R-value of 13 at 3½ in. and is ICC and Class I fire rated.

"The highest and quickest return for spray foam is in [extreme] cold and hot climates," Sojak notes. "The product will still provide a return on investment in more mild, temperate climates but within a slower time frame."

To minimize upfront costs, hybrid insulation systems that incorporate SPF and fiberglass insulation have become an emerging trend. "Although a whole-house application of spray foam can bring the highest R-value, it can

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be too costly for some homeowners and/or construction projects,” says Lionel Rossignol, product manager, CertaSpray by CertainTeed, Valley Forge, Pa. “Hybrid systems offer some of the best value propositions available for home insulation by combining the air-sealing characteristics of foam insulation with the time-proven performance and lower cost of fiberglass insulation.”

CONSIDERATIONS

Several SPF products have been made more sustainable by adding bio-content to replace the petroleum-based products used on the B side. Some manufacturers have replaced chemical blowing agents with water and others seek third-party certifications for indoor air quality, such as Atlanta-based GreenGuard and San Francisco-based Collaborative for High Performance Schools. All SPF products contribute to LEED and NAHB Green points.

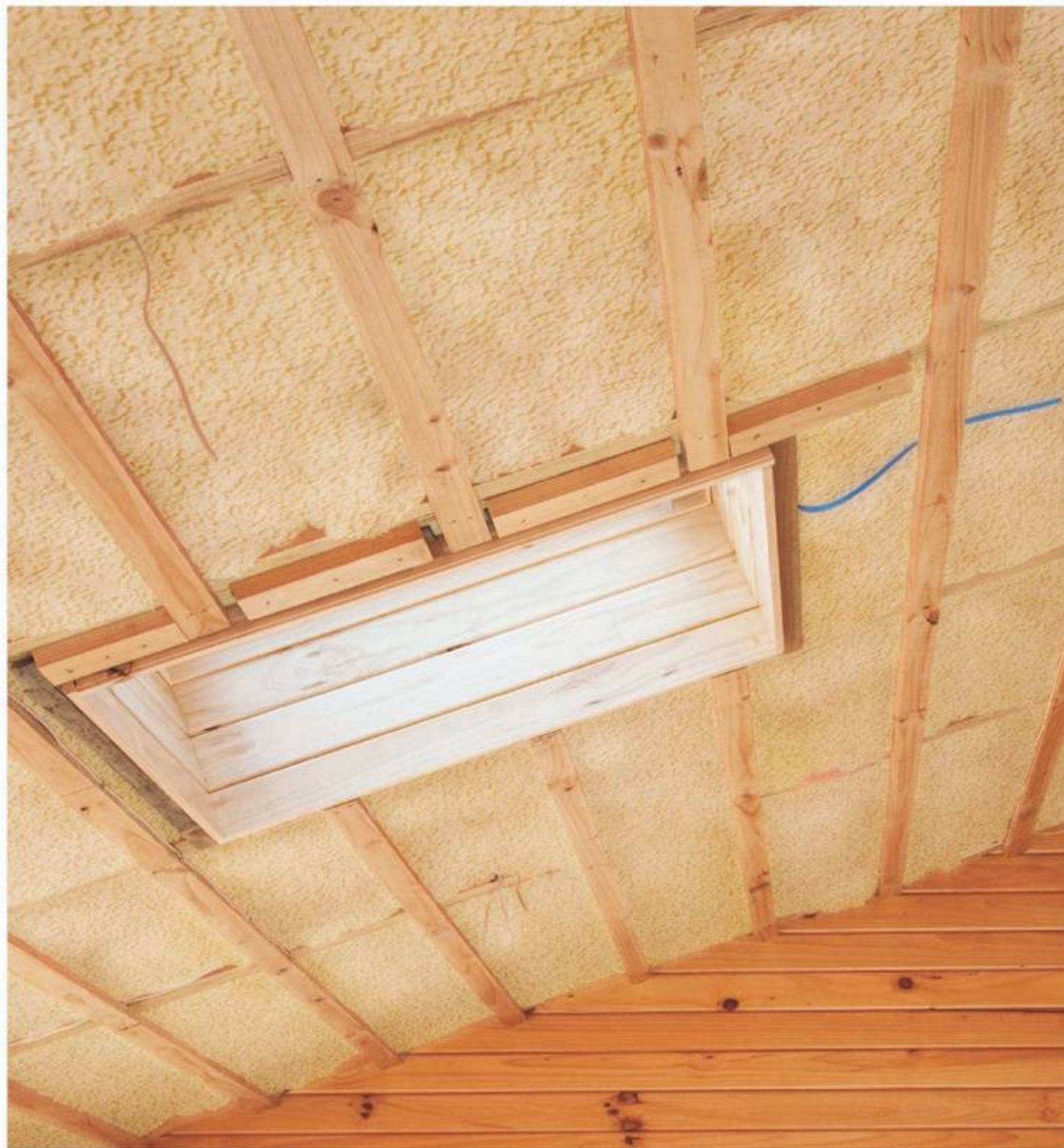
Because SPF insulation provides a tighter building envelope, builders, contractors and



↑ Versi-Foam System 100 from RHH Foam Systems is an open-cell, low-density product. It features ¾ lb. per cu. ft.

architects must design and construct buildings where SPF is installed. This allows for plenty of air exchanges to minimize the moisture build-up within the building.

In recent years, rumors have spread about SPF's combustibility. Many manufacturers offer Class I fire ratings, according to ASTM E84, “Standard Test Method for Surface Burning Characteristics of Building Materials.” Additionally, products that pass ICC-ES AC377 Appendix X do not require an igni-



↑ Gaco Western's WallFoam183M meets ICC-ES flammability test criteria for attics and crawl spaces. It contains polyols derived from naturally renewable oils, post-consumer recycled plastics and pre-consumer recycled materials.

tion barrier or intumescent coating when used in unoccupied attics and crawl spaces.

SPF's chemicals can be temperature sensitive so its chemical temperature should be between 60 and 80 degrees. If the chemical is too warm or cold, the system will not create the best foam product.

Check with the product's manufacturer for safety procedures, application methods, product information, codes and compliance. “With any foam, safety and awareness are paramount,” Sojak explains. “Contractors should ensure they are always using a professional installer and that proper personal-protective equipment is in place.”

It is important that contractors are fully trained on proper installation practices and safety procedures. Material safety and technical data sheets should be available at every jobsite.

CONTINUED GROWTH

SPF products are gaining in market share in both residential and commercial construction and it looks like this trend will continue, according to manufacturers. “As codes change, air-barrier codes will dictate the use of air barriers within residential construction,” Sojak predicts. “We're already seeing this with codes for 2011. With future code changes, it seems that spray foam will become the product of choice.” ■

ARTICLE RESOURCES

- + BioBased Technologies: CIRCLE 65
- + Gaco Western: CIRCLE 66
- + Owens Corning: CIRCLE 67
- + RHH Foam Systems: CIRCLE 68

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Comfort Foam from **BASF** is closed cell, seamless, self-adhering and comprised of monolithic construction. It is part of the company's Residential Foam Toolkit.

+ FOR MORE INFO CIRCLE #69

lcynene's ShelterShield is approved as an ignition barrier. Its low density meets AC 377 requirements for fire safety, and it is water-based, non-carcinogenic, and VOC and formaldehyde free. + FOR MORE INFO CIRCLE #70



CertaSpray from **CertainTeed** is available as open or closed cell. It is ICC-ES approved and ideal for wall cavities, attics and floors. + FOR MORE INFO CIRCLE #71



JM Corbond III from **Johns Manville** features 5,000 to 5,200 board ft. of coverage per set. The Spider Custom Insulation System can be applied over this product in exposed attics. + FOR MORE INFO CIRCLE #72



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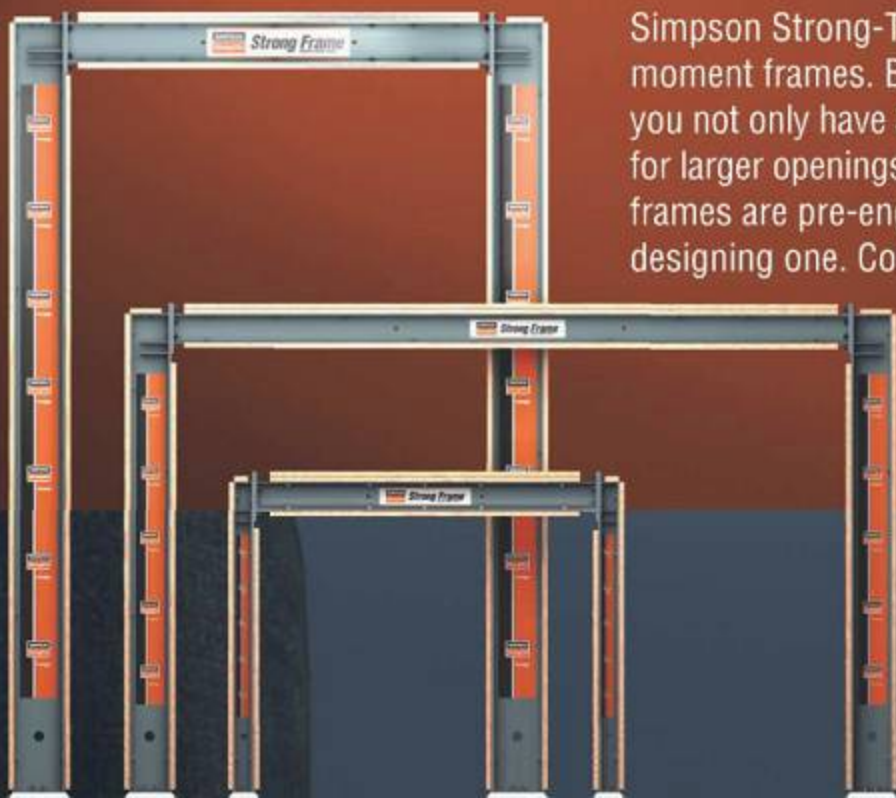
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Countertop layout, design

The kitchen's work space depends on client preferences, room layout

By Les Petrie, CMKBD

Clients do not consider their new countertops as merely mundane working surfaces, but rather as a design statement — an integral part of the aesthetic and a reflection of themselves. How we determine which surface material to use and how to effectively configure the layout will determine the success or failure of our projects.

Client preferences and room configuration will determine the best layout for the space. In a perfect world, the designers may be able to configure an "L" with an island and "U"-shaped



kitchen for the same space. Both layouts accomplish the client's goals without compromise. The choice is now up to the clients and the way they want to work and move through their new space.

When faced with the request for an island, peninsula or any particular countertop configuration, basic dimensions and functions should be agreed upon by the clients and designer. Will the desired configuration fit the allotted space? Will the island or peninsula house a cooktop, sink, dishwasher, wall oven or microwave? Will the island or peninsula have seating and will it

be lower or higher than standard counter height? Does the client desire a prep or hospitality sink? If a cooking surface is included, will it be drafted up or down? All of these questions need answers.

When these questions are answered, you are ready to plan the proper landing areas for appliances, seating or the other functions. All islands and peninsulas should perform at least two vital functions. At a minimum they should provide additional prep space and direct traffic away from the main work triangle.

The NKBA Kitchen Planning Guidelines recommend specific clearances for countertop spacing and landing areas as well as walkway clearances:

- The guideline for wall oven, refrigerator and microwave landing space is a countertop a minimum of 15 in. wide by 16 in. deep immediately adjacent to or within 48 in. directly across from it on an island or other work surface.
- The primary sink should have landing space of at least 24 in. on one side and 18 in. on the other side, again, with a minimum of 16-in. of depth.
- A cooking surface should have at least 12 in. on one side and 15 in. on the other, also 16 in. deep.
- If the cooking surface is on an island or peninsula, a minimum of 9 in. behind the cooking surface is recommended for safety.

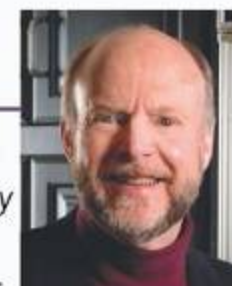
Oftentimes, landing space and preparation space is combined, such as between a sink and refrigerator or sink and range. To accommodate this combined space, NKBA suggests adding the maximum space recommended of the two areas plus 12 in. as the minimum. For example, a sink with a recommended minimum of 18 in. on one side and 24 in. on the other sharing the space with a refrigerator with a recommendation of 15 in. on the latch side would require 36

in. of space to meet the recommendation. These are clearly spelled out in the NKBA Kitchen & Bathroom Planning Guidelines booklet, available to all NKBA members and associates.

Spacing requirements between an inside countertop corner and a sink edge as well as the spacing between a corner dishwasher and sink front provide access to cabinetry and prevent interference of open appliance doors and aid traffic flow.

When placing an island, the recommended minimum work aisles should be a minimum of 42 in. wide for a kitchen designed for one cook and 48 in. wide for a two-cook kitchen. This space should be measured between countertop fronts or the face of opposing tall cabinets. This takes the countertop overhang into effect. Measuring from cabinet face to cabinet face would reduce that space by as much as 3 in.

A critical countertop spacing location falls between a wall or other fixed surface and a seated eating area. This could be an eating area on an island or a peninsula. If this is a passageway the minimum recommended space for an ambulatory person is 44 in. and for a wheelchair is 60 in. If this space is to provide counter access only, a minimum of 36 in. is recommended for traffic to edge past. ■



LES PETRIE, CMKBD, purchased Mother Hubbard's Custom Cabinetry in Mechanicsburg, Pa., in 1986. After earning CKD and CBD credentials, Petrie was one of the NKBA's first 50 CMKBDs. Petrie has held nearly every officer position at both the chapter and national level of the NKBA, including as national president in 2003. Petrie continues to practice as an independent design consultant on the Outer Banks of North Carolina and is an instructor of NKBA courses throughout North America.



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ThinkGlass offers glass kitchen countertops, backsplashes and raised bars. Its exclusive technology can make unique kitchen countertops in thicknesses of 1½ in. or more. These countertops come with a smooth, glossy finish and a choice of embedded textures that can be infused with color.

+ **FOR MORE INFO CIRCLE #23**



Cambria's Quarry Collection offers a variety of warm, rich tones that are designed to showcase the variation of natural quartz stone. The collection contains 28 colors, including Williston, which is shown here. + **FOR MORE INFO CIRCLE #24**



Staron Surfaces announces the addition of seven colors to its Radianz collection of quartz surface options. The quartz collection now offers a total of 30 high-gloss color options, including its newest colors: Antigua beach, Albion amber, Bristol beige, Toluca sand, Allegheny amber, Ural gray and Rangoon black. It is nonporous, which prohibits its bacteria, mold, mildew and moisture from penetrating. + **FOR MORE INFO CIRCLE #25**



LG Hausys Surfaces launches the eco-friendly Hi-Macs Marmo as part of the Prestige Collection that blends natural stone design with next-generation solid surface. It is a nonporous, easy-to-maintain solid surface that has the contemporary look of natural stone in a thermoformable, easy-to-fabricate, seamless surface.

+ **FOR MORE INFO CIRCLE #26**



Designed to complement traditional, crossover and rustic decors, wood countertops from **J. Aaron** can be used as bar tops, chopping blocks, vanity tops or traditional kitchen counters. Made from top-grade hardwoods, these counters are tough enough to take daily beatings and come in thickness from 1¼ to 5½ in.

+ **FOR MORE INFO CIRCLE #27**

ADDITIONAL RESOURCES

- + Avonite Surfaces: CIRCLE #51
- + Caesarstone: CIRCLE #52
- + Consentino: CIRCLE #53
- + Dupont Corian: CIRCLE #54
- + Eos Solid Surface: CIRCLE #55
- + Gemstone: CIRCLE #56
- + Gerrity Stone: CIRCLE #57
- + The Grothouse Lumber Company: CIRCLE #58
- + Vetrazzo: CIRCLE #59
- + Wilsonart: CIRCLE #60

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Azek Building Products' Redland Rose from the Deck Arbor Collection, has warm reddish hues resembling redwood but without the maintenance or installation hassles. It features a subtle wood grain and pattern with the durability, and stain and scratch resistance customers expect.

+ FOR MORE INFO CIRCLE #29



EverNew PT Wood Composite Decking has a wood-plastic composite core from CertainTeed designed for strength, durability and rigidity. The PermaTech surface provides stain, fade and mold resistance. Virtually maintenance-free, it won't rot or decay and is impervious to wood-boring insects. The product line offers a deep color palette with reversible boards in four distinct, complementary grain patterns: rosewood tropics, ipe tropics, bronze and slate.

+ FOR MORE INFO CIRCLE #31



TimberTech's XLM line now includes RusticBark. Its rich brown appearance with reddish undertones and subtle black variations produces a stain-washed appearance for an understated tropical hardwood look. Designed as a hardwood option in the company's ultra-low-maintenance category, it offers contrast to the Desert Bronze product.

+ FOR MORE INFO CIRCLE #30

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For more info circle #28



Fiberon offers new tropical hardwood colors ipe and rosewood for Horizon composite decking. The company united the stain-, fade-, mold- and scratch-resistant attributes of its Horizon composite decking, made possible through its PermaTech surface technology, with a multichromatic tropical hardwood look.

+ FOR MORE INFO CIRCLE #32



NyloDeck from **Nyloboard** is a composite deck board manufactured from 100 percent recycled carpet fibers and VOC-free resin. Lighter weight and easier to handle than wood-based and other composite decking products, it is moisture-, mold- and termite-proof.

+ FOR MORE INFO CIRCLE #33



Trex expands its portfolio of outdoor living products with the new Transcend decking and railing system. Engineered with an exclusive low-sheen, high-traffic formulation, the decking combines a finish that resists stains, scratches and mold with a natural-looking, high-definition wood grain pattern in rich, deep colors. It won't rot, warp, crack or splinter — and upkeep is hassle-free.

+ FOR MORE INFO CIRCLE #34



A.E.R.T. introduces its MoistureShield Vantage Collection, an environmentally friendly wood-plastic composite decking. The decking, which contains a minimum of 90 percent recycled content, is available in eight colors and two profiles. + FOR MORE INFO CIRCLE #35



GAF Decking Systems' DuraLife Siesta (formerly CorrectDeck CX) is an ultra-low-maintenance premium decking that features a unique co-extruded surface that protects against wine, oils, leaves, ketchup, barbecue sauce, dirty paws and muddy toes. It also resists mold, mildew and color fading, and is available in a wide range of earth-tone colors.

+ FOR MORE INFO CIRCLE #36

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For more info circle #20



Dacor introduces its Integrated 24-in. dishwasher. It features a clean, modern finish and hidden ergonomical controls. Its style gives users the ability to seamlessly match kitchen cabinetry. + **FOR MORE INFO CIRCLE #38**



Fulgor Milano offers its Italian-designed cooktops and wall ovens for the American market. The cooktops and ovens are designed around Italy's tradition of family cooking. + **FOR MORE INFO CIRCLE #39**



Miele offers its new Lumen ventilation hood. The 35.4-in. hood offers a multicolored LED light band that's integrated into the edge of the canopy. White, green, red and blue are standard preset colors. + **FOR MORE INFO CIRCLE #40**

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For more info circle #37



Jenn-Air introduces its gas and electric free-standing ranges equipped with a 7-in. full-color LCD. The display technology allows the user to touch anywhere on the display to find information relative to the dish being prepared.
+ FOR MORE INFO CIRCLE #41



Fisher & Paykel offers its 36-in. wide modular appliances which were designed at one level for ergonomics. It provides the flexibility to arrange drawers and cupboards depending on homeowner preference.
+ FOR MORE INFO CIRCLE #42



The new 30-in. wide **Viking** Range Designer Series gas range features a clean, modern interpretation of the company's product line. Features of this new range include: a continuous-grate cooking surface, extensive combination of single U-shaped bake burner and infrared boil burner, all with electric spark ignition. + FOR MORE INFO CIRCLE #43



The new **Thermador** steam and convection oven combines three distinct cooking solutions: steam, true convection and combination. It also includes 40 automatic food programs, nine advanced cooking modes and a series of advanced features.
+ FOR MORE INFO CIRCLE #44

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With these and so many other award-winning Harman products, working with a Harman home theater professional before construction begins creates a far more satisfying result for the homeowner.

Plan an acoustical utopia

Architects know that each room in a home must adhere to the principle of form follows function. That's especially true with a home theater. Therefore, partnering with a Harman home theater professional leads to creating a theater room that blends perfectly with the overall sophistication of the entire home's design.

By doing so, the completed home theater will be a showcase room where the homeowner can revel in the form of their new space, and delight in its function.

Build the ideal theater

The builder can ensure the home theater is completed as desired. Wiring, cabinetry, carpeting and essential construction elements install easier to serve the needs of the system components, such as high-performance speakers mounted unobtrusively and

exemplary amplifiers and disc players placed where they can be easily accessed.

Once completed, every sound, every image, is more natural and realistic, allowing the homeowner to feel the unsurpassed clarity, power and calibration from every seat in the room.

Design an exceptional experience

Interior designers will also be able to increase their client satisfaction by considering the design of the home theater from the outset. From the seating, to the colors, to the lighting, the designer can bring out the best of the room's aesthetics in order to fully complement the extraordinary sonic purity of Harman home theater systems.

The best seat in the house

A lot of planning goes into each home before construction starts in order to make it the best. Why not turn to Harman to plan the best home theater as well?

For the nearest Harman home theater specialist, visit HarmanHomeTheater.com.



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For more info circle #74

A new level of indoor comfort.

The Samsung Vivace brings style, sophistication and elegance into the interior of the newly remodeled home or office. From the carbon fiber look face plate to the wide range of functional features, Vivace offers the answer to a wide variety of applications.

Vivace is a unique product that is much more than a hyper efficient air conditioner and heat pump. Like all Samsung split system heat pumps; the Vivace starts off with a powerful DC Inverter compressor. The inverter compressor gains its efficiency by only operating at sufficient levels to maintain a set temperature, matching the speed that it runs to the immediate demands of the interior unit. Compared to previous non-inverter units this can result in up to a 50% savings

in electrical power consumption, more consistent room temperatures and a very quiet system.

Indoor air quality is a primary goal of the Vivace series of air conditioners/heat pumps. The six stage air purification system begins with a silver coated filter. This filter serves to trap and remove dust particles. Next, the evaporator fins are coated with a silver nano finish to insure the effective removal of excess moisture, a leading cause of the growth of mildew in air conditioners. Also included is a carbon deodorizing filter and a catechin filter which helps control the growth of bacteria.

The fan itself is part of the clean air process; it is manufactured using an anti-bacterial formula, helping to suppress the odors associated with bacte-

rial growth.

Finally the most innovative aspect of Vivace's clean air program is the MPI system (Micro Plasma Ionizer). Samsung's Micro Plasma Ion device generates active hydrogen atoms together with oxygen ions in your room. This is an innovative invention that bonds the active hydrogen atoms and oxygen ions with proteins (H3) on the surface of harmful particles such as viruses, bacteria, molds and allergens. As a result, the harmful particles decompose into the condensate water and

are then flushed out leaving the air in the room both clean and conditioned.

Another outstanding feature of the Vivace series is the Good Sleep Mode; this programmable function allows for additional cooling as one is falling asleep. During the deep sleep period, the temperature is either raised slightly (in heating mode) or lowered slightly (in cooling mode). During the wake up period, the temperature is intermittently variable, allowing one to wake up refreshed. As compared to a traditional air conditioning unit, the good sleep mode offers not just a great night's sleep, but also additional energy savings of up to 30%.

The Samsung Vivace lineup consists of three single zone units: 12,000 Btu/h, 18,000 Btu/h and 24,000 Btu/h. SEER ratings range from 15.5 in the 24,000 Btu/h model to 19 in the 12,000 Btu/h model.

Vivace's are a great product for any application where clean, conditioned air is a priority. Residential application examples include master bedrooms, sunrooms, home theaters, game rooms and home gyms. In commercial situations they have been successfully used in classrooms, churches, restaurants, conference rooms and extended stay facilities.

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Vivace: Multi-Functional Minisplit Air Conditioning System



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Expanded Vivace Series Product Line

The Vivace Samsung (Quietside Corporation) is proud to introduce their expanded Vivace Series product line to the North American market. Complementing the successful 12000 Btu/h version are an 18000 and 24000 Btu/h model. The Vivace is known for combining stunning, high tech looks with world class efficiency and industry leading air purification. California 888-699-6067 Texas 562-587-7829 Pennsylvania 866-243-6498 sales@quietside.com • www.quietside.com



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Small wonder

When the judges for *Residential Design + Build's* 2010 Design Excellence Awards couldn't stop talking about Phantom Screens' Executive Series of motorized retractable screens, it was time to learn more about this product. Intrigued by our judges' interest in the product, *RD+B* contacted Phantom Screens for a complete explanation.

This new, smaller motorized screen solution offers all of the benefits and features of the original Executive Screen with the convenience, versatility and aesthetics of a smaller footprint. With a housing size of only 4 in., the screen will fit a wider array of openings and architectural designs than the larger original Executive.

"The new Small Executive is designed to create a smaller footprint for smaller applications within the 10 ft. by 8 ft. range or less. The larger housing sizes have not been discontinued; these are still used for the larger applications [up to 25 ft. wide by 16 ft. high]," says Brent Foster, technical product manager, Phantom Screens.

"The reduced footprint makes it easier to blend the screens into the décor of exterior or interior spaces, such as picture windows where the screens are used as solar shades. The screen can also accommodate smaller cavities in the case of recessed applications, which allows clients to hide the components out of sight in ceiling cavities and column channels," he says.

In applications where only a surface mount is possible, the screen comes with a variety of finish options and can be color-matched to blend with unique finishes and even wood grain. As with the larger system, the new screen can handle outdoor applications and larger openings.

In addition, the screens are designed to help clients maximize energy savings, reducing the amount of air-conditioning needed to cool the building. The system can be programmed to come down and retract with sun and wind sensors, and can be connected to building automation systems to have the screens come down at a specific time of day when extra shade or insect protection is needed, Foster explains.

For more information, circle 45 or visit phantomscreens.com. — Rob Heselbarth ■



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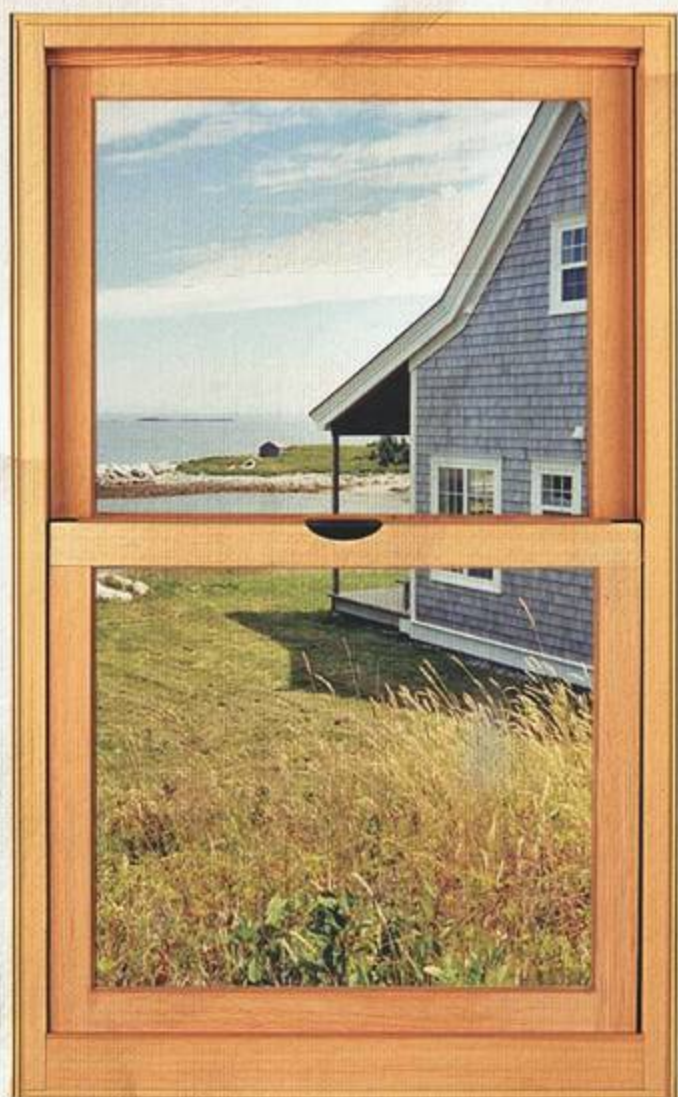
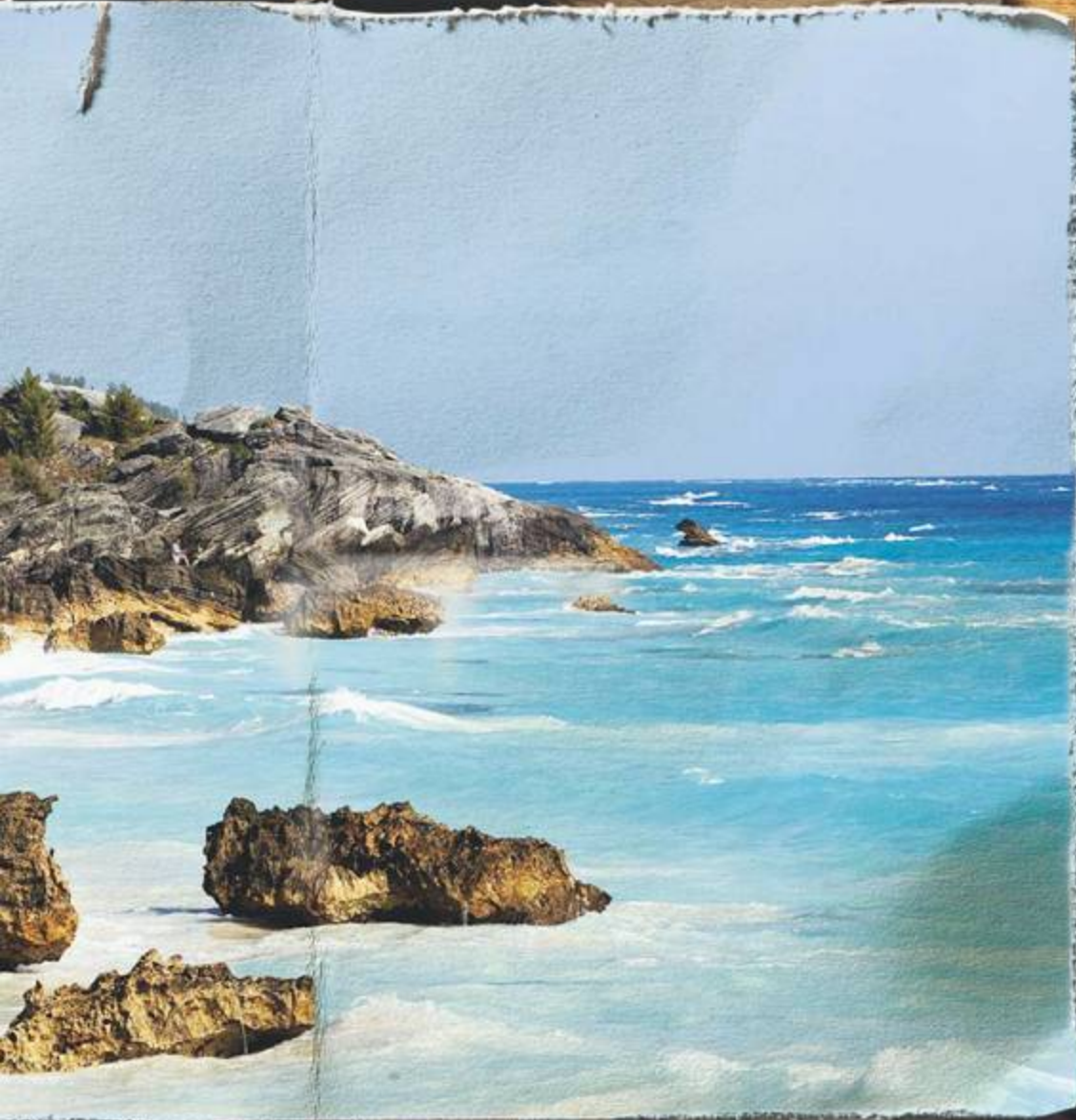
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