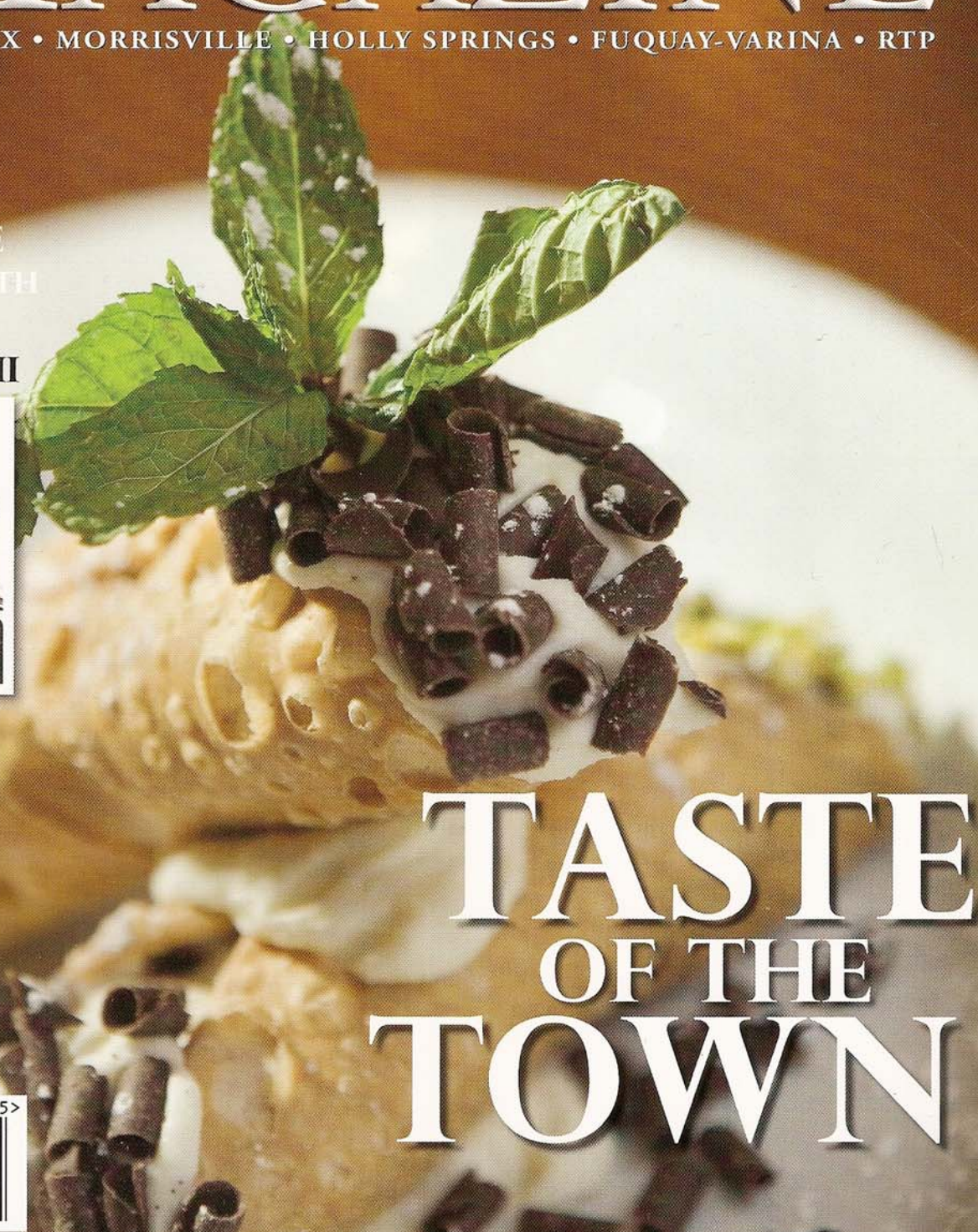


\$4.95
May/June 2008

CARY MAGAZINE

CARY • APEX • MORRISVILLE • HOLLY SPRINGS • FUQUAY-VARINA • RTP

EXCLUSIVE
INTERVIEW WITH
KRISTI
YAMAGUCHI

A large, close-up photograph of a dessert, likely ice cream or a milkshake, topped with chocolate shavings and fresh mint leaves. The background is a warm, golden-brown color.

TASTE
OF THE
TOWN



going GREEN

New Trends in Home Design

WRITTEN BY JENNIFER BUEHRLE WILLIAMS

WHEN JONATHAN PHILIPS and his wife moved into their 1,350-square-foot ranch home they planned on being there six months. Six years and four children later, they were bursting at the seams as they awaited completion of their dream home on a cul-de-sac in a quiet Triangle neighborhood.

Now the family of six has plenty of room to spread out in a 4,000-plus-square-foot, five-bedroom traditional brick colonial. It is not only their dream home, but one of the greenest, if not *the* greenest home in the country.

The Philipses' home is also known as the Mainstream GreenHome by Cherokee. The Raleigh-based real estate private equity firm (and Philips' employer) teamed up with more than 100 organizations to create a sustainable home in a traditional neighborhood that was not only environmentally friendly but beautiful, convenient and comfortable.

"Green is not something to dream about for the future. It can be done today and it doesn't require sacrifices in lifestyle," testified Philips.

From the cork kitchen floor to the IceStone countertops (colored concrete and recycled glass); from the LED lights (more than any other house in the country) to the automatic window shades that track the position of the sun and the need for artificial light; from the traditional-looking roof that provides solar energy to the water filtering system that uses rainwater for toilet flushing and clothes washing;

nearly everything in the home is environmentally friendly. Even the carpets and furniture are completely recyclable, although you wouldn't know it by looking at them.

Not everyone has the budget to build what is essentially a green "living laboratory," but Philips maintains there are simple things that can be incorporated into any home design that will allow for more efficient, yet fine, living. For instance, although his house is about 4,000 square feet, he says it lives like about 6,500 square feet. He attributes that to exceptional design work.

"We have a lot of pocket doors. It opens up the feel of the home," explained Philips.

An abundance of natural light, 10-foot ceilings with decorative tiles and inlaid leaded glass transoms provide a grandiose entrance to the home without a large foyer.

"When you walk into the house, people get that "wow" moment, but you can do it without having that three-story foyer that is large, vacuous and serves no purpose," said Philips.

Jessica Dauray, owner of Elements of Style Interiors, works with clients from New York City to North Carolina on designing and decorating their homes. She has seen these same trends becoming more commonplace in homes that are not necessarily identified as eco-friendly but share many of the same traits.

continued on page 38

"GREEN is not something to dream about for the future. It can be done today and it doesn't require sacrifices in LIFESTYLE."

Jonathan Philips

continued from page 36

"Once it was bigger, better, more; now it's about streamlining and simplicity," said Dauray. "The trend for big and open is there, but the two-story room isn't there. The trend in new construction is to go with 10-foot ceilings and use the space more."

In an effort to achieve a tranquil and peaceful feeling, Dauray sees more homeowners turning their homes into functional pieces of art. They might choose stainless steel or mosaic glass tile backsplashes or concrete countertops and river rock shower floors.

"Using texture to create more organic and interesting spaces but also having a glamorous upscale look as well" is becoming a popular design tactic, explained Dauray.

A few years ago, bamboo floors, a rapidly renewable resource, were chosen only by extremely selective and environmentally conscious consumers, but Dauray just completed a large upscale home in Asheboro that has bamboo floors throughout and commented that such choices are becoming more commonplace.

"It is stunning! What is nice about bamboo is that it can take on any color. It stains beautifully and is very easy to maintain," said Dauray.

Using Water Sense

Of course, you can't talk about building a home these days, at least not in North Carolina, without considering water conservation. Our water-starved region is learning quickly that rain barrels alone aren't going to save your lawn or reduce your water consumption significantly.

Local companies, builders and developers know this too and are making water-conserving solutions more acces-

sible than ever. K&B Direct, LLC is a Raleigh-based supply company that is rolling out a line of water-conserving appliances for the bathroom, including a dual-flush toilet, low-flow massage showerhead and faucet end trims, which allow water flow from the faucet to switch from 0.5 gallons per minute to 2 gallons per minute at the touch of a finger, depending on the user's need.

The dual-flush toilet looks like a standard toilet but offers two flushing options. For liquids, 0.8 gallons of water are used to flush, and for solids, the standard 1.6 gallons are used. According to the EPA, the average family of four uses about 400 gallons of water a day, and toilet flushes, the worst offenders in water usage, account for more than a quarter of a home's total water use.

"Everybody is embracing this technology," said Brenda Compton, a partner in K&B Direct, LLC. "Builders and developers are jumping on the bandwagon because it gives them an edge and opportunity in the green market."

Boylan Development, a Raleigh-based real estate development and construction company, is already making plans to install the dual-flush toilets in most of its new projects, which include Main Street Square in Holly Springs, a mixed-use development similar to Southern Village in Chapel Hill.

GREEN NUMBERS

Green building in the residential sector is forecast to grow from a \$7.4 billion industry in 2005 to a \$38 billion market in 2010.

Source: Research by McGraw-Hill, NAHB and LEED

continued on page 40



give your home a WATER AUDIT

One way to be conservation-minded is to analyze your water usage at home, said Bill Drummond, of Benjamin Franklin Plumbing. For \$49, his company will develop a water-conserving plan for homeowners and recommend water-saving appliances.

biggest water wasters:

- Toilets
- Showerheads
- Getting hot water to faucet

For more information, contact Drummond at (919) 688-1340.

continued from page 38

"I think the dual flush is a very unobtrusive way to conserve water without affecting the consumer's experience or way of life. It's a cost savings to them, and it makes us more attractive in the marketplace," said Reid Bryant, an associate with Boylan Development. "Plus, it's just kind of the right thing to do."

These features are already becoming standard in commercial buildings, and industry insiders predict they will overtake the residential sector in the next five years as well.

"So many will be doing it, there will be a stigma against your company if you don't do it," said Kevin Cochran, a development manager at Boylan.

Bottom line, according to Compton: "The trend isn't coming; it's here. Are you going to be the person ahead of the curve, at the curve or behind the curve?"

For more information, visit www.MainstreamGreenHome.com, www.elementsofstyleinteriors.com and www.kbdirectllc.com.

{ Elements of Style Interiors

1 The sharp, clean lines of the custom bookshelf wall give the room architectural interest, yet it is practical and functional with adjustable black accent shelves.

2 Using layers of color within a cream palette with accents of black throughout the two rooms is a classic and timeless look.

3 The rich patina and sheen quality in the leather chair creates visual appeal when paired with the velvet down sofa. Avoid disposable furniture that doesn't sustain years of use.

4 The doors on the custom-built buffet and credenza mimic the cross pattern of the dining room table's legs, tying the room together with casual continuity.

5 The metallic paint on the tray ceiling adds a subtle warm glow.

6 Soft lighting is provided by a chandelier with flameless candle lights and down lights that can be dimmed for different levels of ambiance.