

FLORIDA GREEN BUILDING

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PROJECT SPOTLIGHT

TV's Giveaway Makes Green a Household Word

Millions enter to win the green home built by Core Communities and HGTV in Port St. Lucie

LA CASA VERDE

The Spanish-style home became one of only a handful of properties in Florida to earn U.S. Green Building Council LEED Platinum Certification.

More than 17 million entries were received for HGTV's \$750,000 Green Home Giveaway package, which included a fully-furnished green home and a 2009 GMC Sierra Hybrid. But it was Kari Coffey, a 37-year-old laboratory assistant from Saginaw, Mich., who won the prize on June 28.

HGTV worked with developer Core Communities to build the 2009 Green Home in the master-planned community of Tradition in Port St. Lucie, Fla. Together they developed a contemporary, Spanish-style home that became one of only a handful of properties in Florida to earn U.S. Green Building Council (USGBC) LEED Platinum certification, along with the Indoor airPLUS label from the U.S. Environmental Protection Agency.

Green hallmarks of the home include minimum site disturbance, permeable pavement, drought-resistant landscaping, and insulation with R values three to four times that of a normal home. When available, local materials were used in construction, and recycling reduced construction waste by nearly 75 percent.

The home also featured Energy-Star-rated appliances, quartz countertops with recycled material, furniture constructed with sustainable materials and eco-friendly fabrics, and floors made

with 50-percent-recycled content. In addition, a hydroponic and organic garden uses a solar-powered pump with water collected in rain barrels for irrigation. Atop the roof is a sundeck area with a flower and herb garden and solar panels that can provide up to 40 percent of the home's energy needs. Tubular skylights reduce the need for household lighting on a sunny day.

But it isn't just the home that is green. Tradition is a master-planned community based on the concept of smart growth. As defined by the Urban Land Institute, smart growth "does not seek to stop or limit growth, but rather to accommodate it in a way that enhances the economy, protects the environment, and preserves or improves a community's quality of life."

Tradition is pedestrian-friendly, possessing seven distinctive villages located a short walk or bike ride from the town square, grocery store, and national-brand retail center. It has a large network of open green space, more than 500 acres of lakes, and its employment corridors are expected to create more than 30,000 jobs.

Tradition welcomed visitors to explore the energy-efficient home and learn more about green living. The more than 4,000 people who toured the home not only saw first-hand the latest elements of green design, but also generated more than \$30,000 in proceeds for Big Brothers Big Sisters of St. Lucie County.

"Tradition was the perfect community for our second annual HGTV Green Home Giveaway," said Jim Samples, president of HGTV. "We wanted a community in a desirable location that showcases how you can live responsibly without compromising design aesthetics or modern amenities. The response to this year's giveaway indicates that we were successful." 🌍