GREEN PIECE

The Business of Going Green

HGTV and the Sarasota Architect

by Jennifer Lugo

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For the second year in a row, HGTV – the home and garden network – is giving away a "green" home. Last year's giveaway had a local twist when a Bradenton woman won the South Carolina home. And this year there's another local slant: The 2009 home is in Florida, in the Port St. Lucie community of Tradition. And, it was

designed by the Sarasota sustainable architecture team at Carlson Studio Architecture.

The cable network



will give away the home after an online entry period that ends June 5. The 2008 Green Home Giveaway in

South Carolina drew 20-million entries at hgtv.com.

The \$750,000, 2,430-square-foot Florida home features three bedrooms, a sitting room, three baths and a two-car garage pre-loaded with a 2009 GMC Sierra Hybrid. Its green design features, says Grace Carlson of Carlson Studio, include photovoltaic solar panels to generate energy for the home, a solar water heater and high-efficiency insulated wall and roof systems. It also uses recycled materials like glass tiles and countertops, and there's a vegetable garden in the backyard and rainwater collection barrels.

In April, Carlson says the U.S. Green Building Council (USGBC) awarded its highest green rating for the home — Leed Platinum — making it only the fourth home in Florida to achieve the designation. If you haven't already heard the buzz words, LEED stands for "Leadership in Energy and Environmental Design," and is a rating system developed by USGBC to certify how "green" a home or building is.

Carlson Studio already earned LEED certification for its Twin Lakes Park office complex in Sarasota and for its own headquarters downtown. The firm's owner, Michael Carlson, recently started a Gulf Coast chapter of the USGBC.



