

CONCRETE HOMES

July/August 2003

The New American Home – A Concrete Showcase



The New American Home '04 features high performance exterior ICF walls, concrete masonry cladding, precast structural decking, and decorative concrete flooring.

PCA is partnering with the National Council of the Housing Industry (NCHI), Supplier 100 to the National Association of Home Builders (NAHB), to build The New American Home '04. The New American Home® (TNAH) serves as the official showcase home at the annual International Builders' Show, projected to attract over 90,000 NAHB members in 2004. NCHI cosponsors construction, featuring products, technologies, and design ideas, with *BUILDER* magazine

The New American Home has consistently attracted large NAHB convention crowds eager to pick up ideas they can replicate in their own markets. In addition, the national, regional, and local media carry reports of the house for months following its launch at the show. TNAH is more than an exhibition of current ideas; it is a preview of what's to come in our industry.

PCA's participation in the TNAH project is the result of long term efforts to cultivate a stronger relationship among NAHB, NCHI, and PCA. Such partnerships provide an opportunity to represent the growing trend of concrete homebuilding to a combined member population of builders, subcontractors, and suppliers some 230,000 strong.

Merlin Contracting is the home's design, construction, and marketing team. With years

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of experience satisfying high-end clients and a keen understanding of the Las Vegas market, they were a good match for TNAH, which is situated on an in-fill waterfront lot in the Lake Sahara subdivision of SummerSet, a western suburb of Las Vegas. The home is a loft style design, with large interior open spaces and contemporary lines.

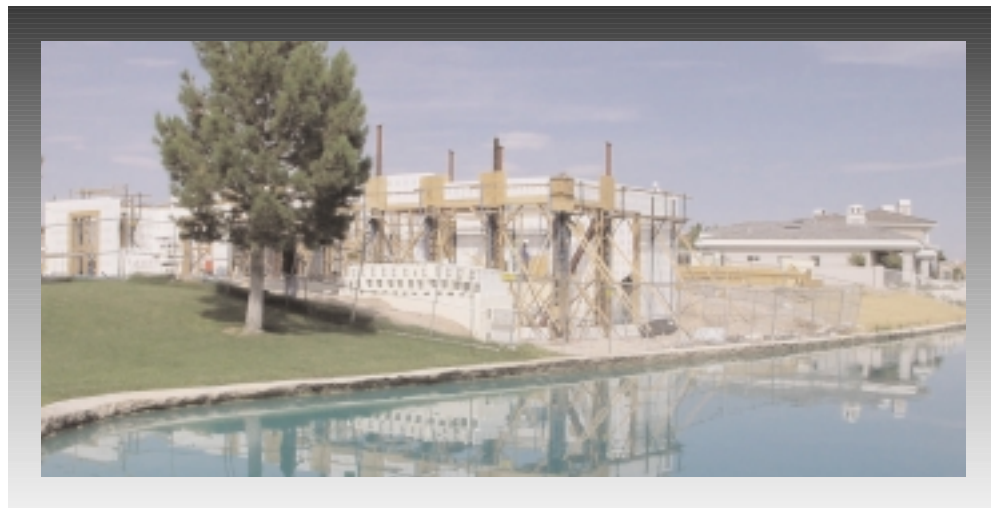
As in previous years, the home is a showcase for emerging design trends, products, and applications, featuring high performance exterior insulating concrete form walls, concrete masonry cladding, precast structural decking, and decorative concrete flooring. Of particular note is the basement, a new option in the Las Vegas housing market.

Arxx Building Systems (www.arxxbuild.com) is providing ICF materials for the basement and two stories of above-grade walls, along with customer support and installation training to the builder. Having never worked with ICFs, Merlin Contracting superintendent Dave Beck reports that the walls are being erected ahead of schedule.

Oldcastle's Superlite Block group (www.apgblock.com) of Phoenix, with a local office in Las Vegas, provided custom design services,



Ease of construction means ICF walls go up quickly. Merlin Contracting was so impressed, they recently became an Arxx dealer.



The waterfront lot in the Lake Sahara subdivision provides a showcase setting for The New American Home '04.

manufacturing of concrete masonry units for cladding to meet stringent architectural specifications, and labor.

The New American Home '04 will feature decorative concrete flooring in both the main entry of the home and its lower level. Davis Colors (www.daviscolors.com) is providing colorant and help in matching the yet unspecified design palette. A local decorative concrete artist/contractor, Cary Grant of Floor Seasons, Inc. (www.floorseasons.com), will provide expertise for decorative concrete floor installation.

Structural engineers recognized that precast floor planks were necessary to carry the loads across the long spans. The first floor structural deck was provided by support from Eagle Pre-Cast of Salt Lake City, the Precast/Prestressed Institute (www.pci.org), and PCA.

A great deal of credit for TNAH '04 goes to Rich Warren, Executive Director of the Southern Nevada Concrete and Aggregates Association (www.lasvegasconcrete.com), for his support and coordination efforts. He also solicited product support from Nevada Ready-Mix (www.nevadareadymix.com) to provide discounted ready mixed concrete (over 300 cubic yards), with PCA offering additional financial support for the concrete. Sam Gallego, Residential Manager for the California Cement Promotion Council, has also provided valuable support.

Keep your eye on the PCA residential Web site, www.concretehomes.com, for news about The New American Home '04.

Neighbor for Neighbor Constructs Millennium Home

In Tulsa, Oklahoma, a community development organization known as Neighbor for Neighbor is constructing a prototype house known as the Millennium Home. The home, designed for low- to moderate-income families, incorporates superior energy efficiency, disaster resistance, and a healthy indoor environment. The 1,260-square-foot home features ICF construction for the exterior walls, an exposed stained and colored decorative concrete slab, a concrete safe room (which also serves as the master bathroom), and a stamped concrete driveway. Incorporating a geothermal heating and cooling unit, the home meets specifications for the American Lung Association's Health House. According to Neighbor for Neighbor volunteer engineer, Don McCarthy, the average heating and cooling costs for the Millennium home will be less than \$10 per month. In addition, using steel studs for the interior walls, combined with the ICF exterior walls, greatly reduces potential for fire damage.

For more information about the Millennium Home, contact Don McCarthy of Neighbor for Neighbor at 918.627.7836 or Dmccar2540@aol.com, or Jim Niehoff at PCA, 847.972.9108 or jniehoff@cement.org.



Trusses are being set on the 1,260-square-foot home being constructed by Oklahoma's largest contractor, Manhattan Construction, with the support of the City of Tulsa, American Lung Association of Oklahoma, American Institute of Architects, and Tulsa Project Impact.

2003 Residential Design Symposium

Concrete & Masonry Homes for the 21st Century

PRESENTED BY: National Concrete Masonry Association • Portland Cement Association

IN COOPERATION WITH: Colorado Brick Council • Colorado Ready-Mixed Concrete Association
Rocky Mountain Concrete Promotion Council • Rocky Mountain Masonry Institute

The National Concrete Masonry Association (NCMA) and PCA, in cooperation with the Colorado Brick Council, Colorado Ready-Mixed Concrete Association, Rocky Mountain Concrete Promotion Council, and the Rocky Mountain Masonry Institute, will sponsor the 2003 Residential Design Symposium – Concrete & Masonry Homes for the 21st Century, September 24–26, 2003, at the Adam's Mark Hotel in Denver, Colorado. Organized to educate design professionals, builders, community leaders, and contractors about the benefits of designing and building with concrete, concrete block, and brick products, this year's Symposium will focus on innovative and cost-effective design ideas with an emphasis on green building and energy efficiency.

For more information and to register call 703.713.1900 or 303.893.3838 or visit www.ncma.org.

Upcoming Events

The Environmental Council of Concrete Organizations is sponsoring sustainability workshops across the U.S. and Canada during August 2003. Internationally renowned speakers are presenting how concrete fits into sustainable construction and city design, and how concrete can be used to gain LEED points. For more detailed information about the workshops, including agendas, please go to the ECCO website, www.ecco.org/RS/Cityltn.html.

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CONCRETE HOMES

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The Portland Cement Association is an organization of cement manufacturers to improve and extend the uses of portland cement and concrete through market development, engineering, research, education, and public affairs work.


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