

# Fall 2013 HomeLifeStyle

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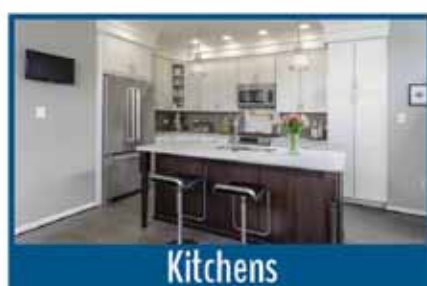
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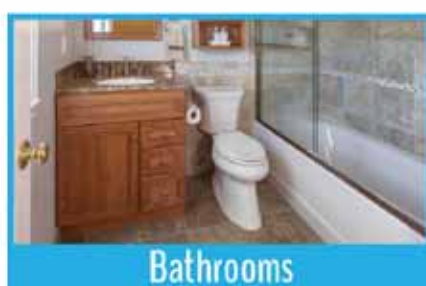
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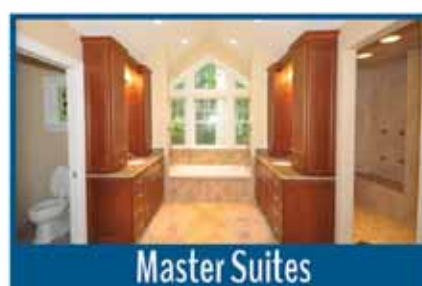
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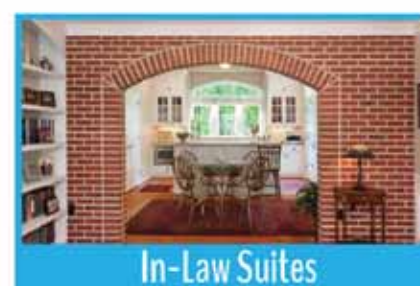
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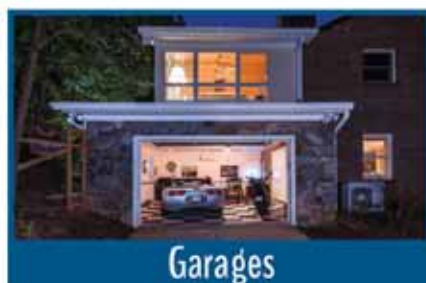
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## NVAR Summit at GMU's Mason Inn

Complex shortage of homes for sale likely to persist.

BY TIM PETERSON  
THE CONNECTION

**N**ationally syndicated columnist and moderator Kenneth R. Harney introduced the expert panel for the Northern Virginia Association of Realtors (NVAR) 17th annual Economic Summit Thursday morning, Sept. 5.

Dr. David Crowe, chief economist and senior vice president of the National Association of Home Builders, joined economic experts David E. Versel, a senior research associate at the George Mason University Center for Regional Analysis, and Dr. Lawrence Yun, senior economist for the National Association of Realtors. The panel addressed a full house — representing the nearly 10,000 realtor and “affiliate business members” that comprise the NVAR — on issues they believe best explain the current housing market and outlook, for both northern Virginia and the United States as a whole.

Though none could offer any “silver bullet” solutions to address all their concerns for housing, all agreed that growth in the market within a genuinely rebounding economy is sustainable, if only at a slower rate than the last year.

**HARNEY, WHOSE COLUMN** “The Nation’s Housing” appears in The Washington Post and in syndication, opened the program on a positive note, praising the “fortunate” market of the last year. And the increased sales, listings and home prices, he said, are demonstrative of a second, more generally sustainable phase of economic rebound that should give buyers and sellers alike hope.

But Harney was also quick to follow with qualifications and caveats to the optimism. “It may vary where you are,” he said, “but as far as I can tell, the entry-level buyer is still missing in action. They’re out there, but



Members of the Northern Virginia Realtors Association filled the conference hall at the Mason Inn on the campus of George Mason University for the 17th Annual NVAR Economic Summit.

they face hurdles. Student debt load is a big issue. And the job market is a huge constraint for the first-time buyer.”

**VERSEL WAS THE FIRST PANELIST** to speak, giving more detail regarding past, present and future economic forces in the DC metropolitan area as they relate to housing. A major concern for Northern Virginia is the decline in federal jobs and federal procurement. His data show a continuation of the trends, with one example being a \$14 billion decrease in spending from 2010 to 2017.

“There’s no question the primary economic driver of this region has always been Uncle Sam,” Versel said. “That said, we’re not Detroit. We haven’t been a one-horse town for the last 30 to 40 years. For example, Fairfax County has attracted Volkswagen North American Headquarters. We have that base of brainpower, and hopefully that’s leading into a new generation of economic growth.”

Versel sees a steady increase in building permits as a positive marker. Between 2012 and 2017, he forecasts 55,000 new jobs

being created in the housing industry, which should come as a package with increased construction and greater inventory.

Lack of inventory, Versel explained, is a key impediment to the more rapid strengthening of the market. Families or individuals looking to trade up have fewer options to do so, and first-time or entry-level buyers have fewer options to become involved at all. Versel attributes this mainly to the vast amount of homeowners in northern Virginia between the ages of 45 and 64.

“Nearly half of all homeowners in this region are in the Baby Boomer demographic,” he said. “Let that wash over you for a second.” Versel cited data from the 2010 Census.

“That’s in no small part why inventory remains a problem,” Versel continued. “They don’t want to retire, they don’t plan to retire. Some of it is financial and some of it is lifestyle: ‘I’m not old, I’m never going to get old, and I’m living here forever.’ They’re probably going to stay in these places for another 20 to 30 years. For younger people who want to buy houses in

those areas, unless you have new construction, there just isn’t any inventory to purchase.”

**CROWE ECHOED HARNEY’S** call out of the missing entry-level buyers, citing national survey data from University of Michigan studies, among others. “No matter what market you’re in, the larger picture does matter. The government is going to react to what the rest of the economy’s going to do.”

Crowe said lifestyle choices — children of Baby Boomers moving in with their parents and deferring marriage, childbirth, etc. — and economic insecurity had and continue to have profound influence on household creation.

“We’re in store for enormous pent up demand,” said Crowe. “When people don’t know what their future’s going to be,” they’re less likely to move out of their parents’ basements, get divorced, have more children, etc. “That’s why we had such a surplus of houses. We didn’t build too many houses — people stopped moving out. That’s coming back again.”

During the last housing peak, Crowe said household creation at the national level was 1.4 million annually. In the slump, that figure dipped to half a million. According to Crowe, it should be at about 1.2 million.

With the slow but now steady growth of the national housing market — contributing a three percent out of a more ideal six percent to GDP — Crowe is optimistic more and more of this pent of demand will emerge as entry-level sales. But there are still potential lags: availability of credit can be limiting and discouraging, the cost of building materials is increasing.

**YUN ALSO STRESSED** the importance of job creation in helping prop up the missing entry-level segment. He specifically referenced students who, whether they “over-borrowed” or not, collectively feel the weight of loan debut. “What will most help them pay off debt or buy a home,” he said, “is really jobs. If they have jobs, student

SEE NVAR, PAGE 7

### Northern Virginia Designers Awarded Rooms in Showhouse Event

Northern Virginia/metro area interior designers Kelley Proxmire of Kelley Interior Design and Wayne Breeden of E. Wayne Breeden Design are among 17 designers awarded rooms at the benefit Winchester Showhouse & Gardens, open to the public through Sept. 29.

The Showhouse features an 18th century home in the Shenandoah Valley, Long Green, known for its historic and architectural prominence and beautiful vistas.

Landscaping, shopping, artwork and designer sales complement the event, which benefits Blue Ridge Hospice, a not-for-profit hospice organization serving the Piedmont and Shenandoah Valley.

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Long Green, an 18th century home in the Shenandoah Valley, is made over to benefit Blue Ridge Hospice.

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# HomeLifeStyle

## Top-to-Bottom Makeover Embraces Longterm Horizons

The Hollis family wanted a house that would work better today — and long into the future.

By JOHN BYRD

Sometimes it's not limited square footage that makes a house feel inadequate — it's how that square footage is configured.

Take, for example, the circa 1970s Vienna split-level Andre and Katy Hollis purchased in 2005. With more than 3,200 square feet of living space that included four bedrooms, three bathrooms and a large family room, most would consider the house sufficient — even enviable — as the primary home for a family of four.

True, the previous owners had been empty-nesters, which partly explained why there was a soaking tub instead of a shower in an upstairs bathroom allocated to two pre-teen boys.

Still, the structure's two-level main block seemed to have capacity to spare. There was a guest room; a full bathroom on the first floor; a home office.

In fact, it was the lack of need for changes that had prompted the Hollis' to buy the house in the first place.

But while recuperating from an accident a few years ago, Katy Hollis began to reassess. "I decided that I really like our neighborhood and that we could stay in the house indefinitely. But I also saw that I had been ignoring a lot of things that didn't work for us. And the shortcomings were even more obvious when I looked ahead."

All of this sounded familiar to Mindy Mitchell, the Certified Aging-In-Place Specialist at Sun Design Remodeling Katy Hollis called in to talk over some ideas.

"In the last two decades, designers have learned a lot about how to customize a traditional production house floorplan for longterm use," Mitchell said. "Size is less important than how rooms are purposed and configured. The goal is to create a plan that will logically support priorities."

As discussions with Mitchell evolved, Katy Hollis unveiled her larger agenda. To make the house more functional for both current and foreseeable needs, the home-

owner envisioned a series of focused revisions: a spacious first floor bedroom; a gourmet kitchen; television-viewing that's not in the midst of other entertainment zones; a guest suite with dedicated bath; an indoor-outdoor segue to the beautifully wooded backyard.

The new plan had to serve a variety of concurrent scenarios. There should be beautifully articulated front-facing rooms that would support the occasional dinner party. They needed a family gathering area for daily meals and everyday interaction. The new kitchen should be equipped with a gas range, a wine refrigerator and generous food preparation surfaces.

"I found it reassuring to talk about the house as a place we might occupy 30 years from now," Katy Hollis said. "I thought that we probably had the necessary square footage to make the changes I had in mind, but there were many space planning considerations we needed to work out carefully."

Certainly, the current plan was problematic.

The entryway foyer was flanked by an L-shaped galley kitchen to the left and a family room four steps down on the right.

One could proceed to the back of the house from the galley kitchen to a rear dining room, or from the parallel foyer directly to

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a small sitting room adjacent to the dining room.

The arrangement often led to bottlenecks. At parties, guests would circulate back to the family room after dinner creating traffic jams in the foyer.

Moreover, a promising view of the pretty backyard was hampered by undersized windows — which made the back of the house too dark.

**SUCH PROBLEMS** were equally apparent upstairs. The front-facing master bedroom suite was large enough — but the master bathroom could only be accessed through a closet/changing area, and the plan lacked a walk-in closet and privacy. Adding to the inconvenience, the only shower available for second floor guest room was one flight down, on the

ating the TV in the newly remodeled basement allowed us to fully convert the family room into a more formal living room and eliminate the marginally useful sitting room.

Freeing-up the 17-foot-by-8-foot sitting area in the back of the house, Mitchell and team next shifted the dining room to the front (across the foyer from the new living room), allocating 170 square feet in the rear for a gourmet kitchen and family dining area.

A course of large back windows now dramatically improves natural light availability and visual continuum.

**THE CENTERPIECE** of the new kitchen is an L-shaped food preparation and dining counter. The custom built-in provides seating for four, easy access to the butler's



Following an accident, the Hollis family decided to reconfigure their Vienna home for both improved day-to-to functioning, and long-term use. From left: Alex, Max, Katy and Andre in the newly remodeled family room.



Moving TV-viewing from the living room to an upgraded lower level has made the first floor far more functional while adding an element of privacy to the new master suite.

first floor.

"Our challenge was comprehensively re-imaging how space could be allocated while staying inside the envelope of the house," Mitchell said.

Interestingly, a decision to move TV-watching away from the front-facing family room set the reconfiguration process in motion.

"We saw the rooms in the front of the house as a suite that would better serve all formal entertainment needs," Mitchell said. "Situ-

pantry en route to the new dining room, and a critical leg in a work triangle that facilitates essential cooking and clean up tasks.

"It's much easier to both cook and tend to guests," Katy Hollis said. "The dining room, foyer and new living room are well-unified aesthetically; guests don't even need to see the kitchen."



BEFORE: Living Room



PHOTOS BY BRYAN BURRIS

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BEFORE: Kitchen

The former galley kitchen offered few supports for inspired food preparation.

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# Home LifeStyle

## Like Magic

New plan in built-out 1940s colonial gains vital square footage as young family looks ahead.

BY JOHN BYRD

In the end, a skillful spatial reconfiguration is like a deft magician's trick — you've seen it with your own eyes, but you still can't figure out how they did it.

"Really, I don't know how this plan created so much more usable space," Alexandria resident Alice Goulet said, discussing a recent reconfiguration to several rooms in the family's 1,800-square-foot center-hall Colonial.

"All the changes stayed within the house itself, yet there's much more capacity and openness."

Sarah Wolf, the designer at Foster Remodeling Solutions hired by Alice and Paul Goulet to find an alternate floorplan solution, is pleased with the outcome, too, but she's seen this before. She said that owners often think the only way to gain useable square footage is to build an addition.

"The real challenge to converting less into more," Wolf said, "is knowing where existing space is being wasted."

But to start at the beginning: the Goulets purchased this brick-clad circa 1940s three-bedroom house 10 years ago when Alice Goulet was expecting the couple's first child.



**The master bath is articulated in Tuscan accents: natural clay tile combined with maple cabinet facings brushed in black stain; a tile wainscoting unifies the entire room including a spacious soaking tub.**

As the family grew (there are now two girls and a boy — all under age 10), so, too, did the need to plan ahead. Starting in 2007, in fact, the Goulets hired Foster Remodeling on two occasions: first to finish the basement and enclose a porch; the sec-

ond time to design an eat-in kitchen.

One fact emerging in the earlier remodelings, however, seemed daunting relative to the future. Under city code, the Goulets learned, the amount of new construction that could be added to the exterior had already been maxed-out.

"That meant we were looking for more usable space inside the existing structure," Wolf explains. "And this is the real frontier in older close-in homes; it's interior space planning that has really revolutionized the way traditional homes are now being used."

Itemized as a "wish list," the Goulet's goals seemed simple enough. Alice Goulet wanted a soaking tub, and an upstairs location for the washer/dryer. Paul Goulet envisioned a large walk-in shower. Both sought more closet space and "elbow room" in the master suite — plus, a larger bathroom for the kids, a new place for the linen closet...

**AND, STILL,** there was this lingering question of: what next? Where could more space be found if needed?

"Initially, I found it hard to see how we were going to gain any usable space," Alice Goulet said. "The master suite was pretty built-out."

Specifically, previous owners had constructed a rear elevation two-level wing with the master bedroom on top accessible through a small bedroom in the main house. The suite itself was configured as an L-shaped sleeping area wrapping a shelled-in enclosure that included a wardrobe closet, a linen closet and a master bath.

"The adjacent room in the main house had become a sort of foyer and dressing area for the master suite," Alice Goulet said. "Since the walk-in-closet was immediately inside the bedroom door, the entrance to the bedroom often got pretty cluttered."

All that changed when Wolf went to work.

Exploring several budget variations, Wolf presented two plans: one that retained the

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existing space configuration as-is; a second option that "wipes the slate clean" — eliminating the "L" and reapportioning the suite into two parts: a rectangular sleeping area on the wing's eastern side; a walk-in closet and master bath positioned side-by-side on the room's western wall.

"We saw immediately how well the second plan worked," Alice Goulet said. "It makes the bedroom much more functional, and private."

While relocating a small linen closet was the only functional en suite deletion, Wolf's master bathroom layout finds the vital square footage needed for both a soaking tub and a walk-in shower.

The part of the floor previously occupied by the old bath now becomes a 36-square-foot walk-in closet complete with tray ceilings. The plan also reassigns the former suite foyer as the footprint for a new children's bathroom — which is now twice the size of its predecessor.

The real boon to Wolf's solution, though, is how well the new space works.

"The bedroom feels much larger," Alice Goulet said. "The narrow dressing zone has been eliminated. The whole room is open and airy."

Alice Goulet credits Wolf, too, with interior design that really differentiates the master suite's featured assets.

Choosing lighter reflective colors for wall surfaces, the new scheme draws out the brighter natural ambiance of a room that features east-facing French doors, a second window and a skylight.

A new teakwood custom-designed bed and headboard provides a suitably geometrical focal point to a room that is otherwise tranquilly elemental.

By contrast, the master bath is articulated in warm earthy Tuscan accents: natural clay tile combined with maple cabinet facings brushed in black stain; a tile wainscoting that unifies the entire room including a spacious soaking tub.

Alice Goulet said that most of the space planning and finishwork decisions were made at Foster Remodeling's showroom in Lorton.

"The showroom helped to made the process orderly," she said. "So many options inspire creativity."

Thinking ahead, the Goulets had the design team create stair access to a third floor attic, which they plan to eventually build-out as either their son's bedroom or a children's playroom.

"What we really appreciate about the incremental approach we've pursued with Foster is that it allows us to think everything through carefully," Alice Goulet said. "That really matters when you have a growing family."

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## Sun Design Named One of U.S.'s Fastest Growing Private Companies

Sun Design Remodeling Specialists, Inc., of Fairfax, was named by Inc. Magazine as one of America's fastest-growing private companies. This is the fourth time the magazine has included Sun Design on its annual Inc.5000 list.

Sun Design was one of the Virginia companies to be included on the list this year.

Companies are chosen for the list based on their growth rate for the previous three years; Sun Design's revenue was up 9 percent over that period. A statement released by the magazine said, "The elite group you've now joined has, over the years, included companies such as Microsoft, Timberland, Vizio, Intuit, Jamba Juice, Oracle, and Zappos.com." The awards will be formally presented at The 32nd Annual Inc. 5000 Conference and Awards Ceremony, Oct. 10-12, 2013 at the Gaylord National.

Bob Gallagher, president of Sun Design, said, "Being recognized by Inc. Magazine for this national award four times is a great testimony to the success of our company, the creativity and drive of our entire team and our reputation as a company that clients love to work with. We're very pleased to be included among such great companies."

Sun Design, celebrating its 25th year, has been the recipient of dozens of industry awards. Each year, Sun Design shows off its work during a series of home tours and other special events. Visit [www.sundesigninc.com](http://www.sundesigninc.com) or call 703-425-5588. Sun Design is located at 5795 B Burke Centre Parkway, in Burke.

## NVAR

FROM PAGE 3

loans are not a problem. It's about job creation. We are creating jobs, but at a slow pace. This is hindering young people in the country."

But like all the panelists, Yun's presentation was peppered with plusses and minuses. A positive for employment seekers, as well as their potential employers, is the concept of "clustering," according to Yun. Clustering takes place when a sizable number of skilled workers congregate in a certain area and that attracts employers, which attracts more skilled workers.

Yun applauded the multi-skilled workforce in and around DC as "a clustering effect beginning to grow." He believes more businesses will be drawn to the workforce, independent of government, which could in turn help create more jobs in the region.

Finally, noting the rising population of renters, Yun implored the audience (to pass along to their clients) to be wary of inflation over the next year. "We may actually get a 6 percent mortgage next rate next year, if inflation rate pops out. It's something to watch carefully."

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# Home LifeStyle Condo Renovations

As sales of condominiums grow, so does demand for luxury renovations.

**M**ore people are moving from leafy, sprawling suburbs to more urban areas, neighborhoods both in the city and in Northern Virginia that offer close proximity to restaurants, jobs, cultural activities and Metro.

Sales of condominiums in Northern Virginia are up, with growth in sales of condos outpacing both single-family homes and townhouses in the past year, according to the Northern Virginia Association of Realtors.

Both “echo boomers” (30-and-under) and retiring baby boomers want smaller homes near public transportation, shopping and workplaces, driving up the demand for condominiums, Lisa Sturtevant, deputy director of GMU’s Center for Regional Analysis reported to NVAR in March.

With the growth in demand for condominiums comes growth in demand for condominium renovations.

One local company BOWA, a residential remodel and construction firm based in McLean, is responding to that trend by bringing on a new project leader, Mark Miller, with expertise in condo remodeling and commercial construction. Miller and BOWA say they are responding to the demand to push the boundaries of luxury condo transformation.



Mark Miller

JOE PARISI PHOTOGRAPHY

Most upscale condominium buyers will select a location where they want to live first, and then search for a condo to buy, said Miller, who is an Arlington resident, often in older buildings.

“Condos come in all different sizes and flavors,” Miller said. “Years ago people didn’t even think of renovating a condo.”

People moving from larger suburban homes often are not satisfied with the smaller room sizes, utilitarian kitchens and cramped bathrooms that are typical of many condominiums.

“But now we can change the footprint from smaller rooms to open layouts,” Miller said, creating room for luxurious kitchens open to spacious entertaining areas, luxurious bathrooms, audio/visual spaces and even outdoor spaces.

When renovating a condominium, Miller says they see some very demanding cooks. “They want high-end appliances. ... What clients want for their finishes is high end residential.”

“Ten years ago, it was not even possible to produce that environment in a condo.”

Some clients are renovating even in brand new buildings. “People will buy two units and combine them. Sometimes they are looking for different space than the [condo developers] are willing to do,” Miller said.

**RENOVATING CONDOMINIUMS** is fundamentally different than renovating a single-family home, and it requires very different expertise, even if the desired outcome inside might look similar.



This remodeled Chevy Chase condominium kitchen included a sleek kitchen with ample storage.



This BOWA-remodeled master bath illustrates the recent trend for all-white bathrooms.



This renovated kitchen gained storage and space saving features.

## More

Contact BOWA’s McLean office at 703-734-9050 or see [www.bowa.com](http://www.bowa.com) for more information.

“It’s a completely different animal,” Miller said. The permitting and approval process is far more stringent, requiring commercial standards in many cases.

“The normal renovation process is completely different in a condominium building. The structural systems are different,” Miller said. “The stakes are so much higher.”

In a condominium renovation, you might have 10 very close neighbors who are concerned about noise. Just the installation of a dryer vent is likely to require a permit. Delivery of building materials and taking care of debris are more complex. Tapping into the heating and hot water systems in a condominium building requires different expertise than most single-family home builders have.

Miller recommends that anyone planning to buy a condo to renovate consult an experienced condo remodeler before they buy.

An experienced company can help guide the design with a realistic sense of what they actually can do and what sort of budget the project would require, can help with the permitting process.

“By understanding what’s possible, we can come in very early, so if someone is contemplating a purchase, we can evaluate ‘is this one remodeling friendly?’ By getting on board early with a customer we can avoid some of the pitfalls,” Miller said. “We can offer some design ideas for some things they haven’t even thought of.”

Renovating a condo is completely different, but it doesn’t have to be bad, he said. You can create “brand new luxurious space out of something that wasn’t that way before.”



This renovation features custom woodwork and built-ins to maximize space.

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