



FLORIDA BUILDER
FUELS CUSTOM HOME
WITH PROPANE

PROPANE
EXCEPTIONAL ENERGY®

AN EXCEPTIONAL BUILDER Case Study



TRADEWINDS HOME

SIZE: 7,300 square feet (conditioned space); 2,000 square feet covered and open outdoor living areas

BUILDER: Charles Clayton Construction, Winter Park, Florida

ARCHITECT: Geoffrey Mouen Architects, Celebration, Florida

INTERIOR DESIGNER: Brown & Deddens Design Studio, Orlando, Florida

DEVELOPER: New Broad Street Companies, Orlando, Florida

PROPANE INSTALLER AND SERVICE PROVIDER: Heritage Propane, Orlando, Florida

WEB SITE: twshowhome.com

LONG BEFORE they break ground, exceptional builders make sure they know one thing very well: their potential buyers. Those building in the highest end of the housing spectrum, far past the million-dollar threshold, are especially attuned to what affluent buyers want and value in a new, custom home. They set the trends for the rest of the market.

The bottom line for these discriminating buyers is convenience. They expect everything — and that everything will be easy, comfortable, and efficient to support the lifestyle they've earned. They want restaurant-style cooking appliances, ample room for entertaining, indoor and outdoor fireplaces, hot water on demand, and dramatic architectural elements. And, increasingly, they expect those conveniences to leave a smaller carbon footprint on the environment.

For these reasons, builders of custom homes leave nothing to chance, because doing so isn't worth the risk. Or the carrying costs.

AN EXCEPTIONAL HOME.

When builder Charlie Clayton and architect Geoffrey Mouen first envisioned Tradewinds, a 7,300-square-foot custom property located in the exclusive Baldwin Park neighborhood in Orlando, FL, they knew the eventual buyer would expect everything. So they collaborated to create a house where the eventual owners would find no faults or missing pieces — aesthetically or functionally.

Since the neighborhood was off the city's municipal gas main, Clayton chose propane to deliver the convenience and luxury his buyers demand. "It wasn't even a question," Clayton says. "These buyers will accept



Geoffrey Mouen



Charlie Clayton



Barbara Koenig

nothing less than the flame of a gas cooktop or the realism of a gas fireplace, so propane was our first and only choice." Since market research showed that Tradewinds would most likely be purchased by a second-home buyer from a large northern city, the choice of propane was even easier. "Northern buyers won't purchase a house without gas-fired appliances, especially at this price," says Barbara Koenig, senior vice president of New Broad Street Companies, the developer of the Baldwin Park neighborhood. "They want the performance that propane delivers, from the instant flame for cooking to hot water on demand in the shower."

Propane wasn't the choice just for Tradewinds. A mix of Baldwin Park's housing types, styles, and price points — ranging from rental apartments to custom luxury homes — rely on propane to deliver efficient, clean-burning energy for supplemental heating and appliances.

And what if Clayton had gone electric for these applications? Says Koenig: "With all the other things he put into this house to make it convenient and comfortable, a potential buyer would ask, 'What were you thinking?'"

INSTALLING PROPANE. With experience providing propane for cooking appliances, hot water, and multiple fireplaces in other custom homes, Charles Clayton Construction collaborated with its propane subcontractor to bury a 1,000-gallon tank and run the requisite gas piping to serve Tradewinds.

Set within code-mandated setbacks from the property line and house footprint, the underground tank is within 100 feet of the driveway, enabling the service company to easily check and refill it through a flush-mounted irrigation box and cover within the landscape. The tank itself is leased, placing the responsibility of regular service and maintenance on the propane provider — not the homeowner.

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Today's lifestyles demand **EXCEPTIONAL ENERGY.**

Want to learn more? Go to buildwithpropane.com.



Tradewinds features several propane-fueled products and systems that enhance the home's comfort, efficiency, and convenience, including:

DIRECT VENT FIREPLACES from Lennox Hearth Products, located in the family room, in the master bedroom, and on an outdoor lakeside porch.

A 48-INCH GRILL AND ROTISSERIE from KitchenAid on the lakeside porch.

A RESTAURANT-STYLE COOKTOP and two extra-capacity wall ovens from KitchenAid in the home's main kitchen.

SIX TANKLESS WATER HEATERS by Rinnai, centrally located in an indoor mechanical room, which provide hot water on demand to the home's main and two secondary kitchens, laundry room, five full bathrooms, and powder room.

CUSTOM-FABRICATED PROPANE FIRE BOWLS flanking the fountain that streams down the side of the house and into the pool within the home's central atrium.

Become an exceptional builder. Provide the convenience and comfort your customers demand. Propane delivers reliable performance, instant response, and efficient operation. For these reasons, you can't afford not to install propane in your next custom home.

- ➔ For more information and to find a propane specialist in your area, visit buildwithpropane.com.
- ➔ To learn about installing propane in your next project, take a continuing education course at ces.pratt.edu.



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