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on the economy

By Michele Lerner

Construction of townhouses is up, offering more options for first-time buyers

As demand for housing continues to outpace supply, particularly in the entry-level category, pressure has increased on builders to bump up the pace of construction. But for builders, the ongoing high cost of land, materials and labor cuts into profitability, which in turn makes building larger and costlier homes more enticing.

One answer to affordability issues, particularly for first-time buyers, is a townhouse.

The good news, according to the National Association of Home Builders (NAHB), is that townhouse construction



is increasing and is anticipated to grow more in the coming years. From the third quarter of 2017 to the third quarter of 2018, townhouse construction starts totaled 123,000, which is 24 percent higher than the previous four quarters.

The market share of new townhouses is now 1.8 percent of all single-family house starts, the highest share since the recession. The peak market share over the past two decades was during the first quarter of 2008, when 14.6 percent of all single-family house starts were townhouses.

(Article continued on page 14)

In This Issue ...

**New Building Code &
Training Opportunities**

**Election Recap & OHBA's
Take on Those Votes**

**Financial Forecast - Meeting
Details & Sponsor
Opportunities**

**Interior Design Trends 2019,
Townhouse Construction
Performance & More!**



Kenneth Cleveland	1,067.5*
Calvin Smith, Life Dir.	594.5
John Sumodi	237.5
Andy Leach	128.5
Bob Knight	94.5
Russ Sturgess	29
Mark Zollinger	29
Doug Leohr	28
Ed Belair	7
Greg Thomas	5.5
Mike Hudak	4
Dave LeHotan	4
Todd Scott	4
Ted Curran	3
Rex Gasser	2
Jeremy Krahe	2
Chris Chatterelli	1
Sean Smith	1
Ray DiYanni	.5

Above list has been updated via the most current NAHB Spike Club Roster Report

*Current Life Spike status



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2019 Dates To Remember

January 23, 2019

MCHBA Annual Financial Forecast - Held from Noon to 1:30 at Williams on the Lake with 3 outstanding financial speakers. Builders FREE but must RSVP to attend.

February 19-21, 2019

NAHB IBS - Held in Las Vegas. More info for members online at nahb.com

May 4-19, 2019

Spring Parade of Homes - Tentative dates - watch your email for more info.

From the Executive Director

Members and Friends:

First - I would like to wish all of our members and their families a wonderful and safe Christmas Holiday Season. It's been a busy few years, but it's important to take time to enjoy what we work so hard to achieve.

I also want to encourage all of our members, builders and associates alike, to attend our upcoming Financial Forecast. Details can be found on page 12. Builders are able to attend this event FREE OF CHARGE, but must RSVP to do so.

I would also encourage our associate members to help with this event by sponsoring. Information can be found on page 11. Let Cathy Brown at the HBA know and she'll take care of everything.

Our industry continues to enjoy a robust economy and strong consumer interest in the local housing market but come to our Financial Forecast and see what 2019 holds for the construction industry, nationally and locally.

Respectfully:

Dave LeHotan
Volunteer Executive Director



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**We wish you a Merry Christmas,
We wish you a Merry Christmas,
We wish you a Merry Christmas,
And a Happy New Year!!!**



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LOTS & ACREAGE

BATH TOWNSHIP – Revere Schools

Lot 45 Ira Rd: Build your dream home. Large 2.28 acre heavily wooded lot w/matured trees. Located near the Cuyahoga Valley National Park. Reverse LSD. **\$125,000. Gary Stouffer 330-835-4900.**

681 Trellis Green: Private lot in Arbour Green development w/lots of road frontage & possible walk-out basement. **\$113,999. Gary Stouffer 330-835-4900.**

BRECKSVILLE

7273 Canyon Point Circle: Build your dream home on this 1.26 acre lot. 164x386 surrounded by lush & beautiful Cuyahoga Valley National Park. **\$218,800. Gary Stouffer 330-835-4900, Gina Luisi 330-814-4747.**

BROADVIEW HEIGHTS

V/L E Royalton Rd: 3 parcels totaling 3.12 acres. Commercial. **\$420,000. Erin Glasgow 216-299-9968, Gary Stouffer 330-835-4900.**

COPLEY

209 V/L Rothrock Rd: Approx. 1.43 acre commercial lot near Montrose shopping. Flat land. Minimal trees & a driveway. **\$190,000. Gary Stouffer 330-835-4900.**

4520 V/L Medina Rd: 2.21 acre commercial lot across from Akron General Wellness Center. Water & sewer available. **\$300,000. Gary Stouffer 330-835-4900.**

HINCKLEY

The Trails at Redwood Falls: Located where the old Skyland Golf Course once stood. Conservation development will have 97 parcels, walking trails, club house & 5 lakes. City water & sewer. **Robin Pickett 330-322-3181.**

The Hollow at Willow Lakes: 47-acre new development with city water. Over 20 2-acre homesites. Call today to build your dream home with Legacy-Carrington Builders. **Robin Pickett 330-322-3181.**

LIVERPOOL TOWNSHIP

The Estates at Rim Rock: Spectacular 2-3 acre homesites on secluded cul-de-sac streets in peaceful country setting. Only 3 lots left. **Robin Pickett 330-322-3181.**

MEDINA

V/L Allard Rd: This approx. 31.9-acre property has beautiful wooded scenery and is tucked away from it all, but still conveniently located in close proximity to highways, local restaurants & shopping. **\$299,850. Gina Luisi 330-814-4747, Gary Stouffer 330-835-4900.**

NORTON

V/L Knecht Ave & Carl St: Nearly 1 acre, level corner lot adjacent to Loyal Oak Park yet private with mature trees. Requires well & septic, with gas & electric available on Carl St. Home can face Carl St. or Knecht. Bring your own builder. **\$37,500. Ryan Shaffer 330-329-6904.**

V/L S Hametown Rd: Nearly 19 acres in Norton. Possible walkout basement. Back 6 acres are fully wooded with great privacy. **\$250,000. Gary Stouffer 330-835-4900, Matt Stouffer 330-814-4616.**

RAVENNA

V/L Emerald Pkwy: Approx. 120 wooded fairly flat acres in City of Ravenna zoned R-4. Original approved plan was for 300-400 units w/large pond/wetland area in middle of property. **\$875,000. Gary Stouffer 330-835-4900.**

RICHFIELD – Revere Schools

Lot 33-A Briarwood Rd: Approx. 1.36 acre corner lot across from National Park. Wooded, fairly flat w/slight rise from street. Well & septic needed. Per County Health Dept., lot is only approved for 2-bedroom home. **\$59,995. Gary Stouffer 330-835-4900.**

Glencairn Forest: Lots ranging from **\$75,000 to \$255,000.** Breathtaking views. Scenic waterfalls, babbling brooks, lakes, stunning homes. Water/sewer, tennis courts,

playground. Easy access to 77 & 271. **Laura Horning Duryea 330-606-7131, Gary Stouffer 330-835-4900.**

V/L Brecksville Rd: 3.36 acres w/water & sewer available. Limited industrial/office. **\$230,160. Gary Stouffer 330-835-4900, Linda Manfull 330-283-0851.**

SHARON TWP – Highland Schools

1508 Medina Rd.: 3.25 acres. Commercial land. Zoned C2. **\$262,500. Robin Pickett 330-322-3181, Gary Stouffer 330-835-4900.**

Bonnie Glen - Beautiful lots ranging from 2 to 4 acres with ravines, woods & open landscape. Spectacular development to bring your own builder & build your dream home. **Robin Pickett 330-322-3181, Gary Stouffer 330-835-4900.**

Hidden Lakes of Sharon - 6 beautiful lots ranging from 2 acres to 4 acres with woods, ponds, & cul-de-sacs. Highland LSD & conveniently located to major highways & Montrose shopping. Lots starting in **\$130s. Robin Pickett 330-322-3181, Gary Stouffer 330-835-4900.**

UNIONTOWN

3663 S. Arlington Rd: Over 4 acres of commercial land with 194' frontage on S. Arlington Rd. & Fortuna Dr. Zoned B-3. Utilities at street. Convenient to I-77 & shopping/retail. **\$450,000. Gary Stouffer 330-835-4900, Matt Stouffer 330-814-4616.**

WADSWORTH

V/L 497 College St: Buildable corner city lot. C-3 zoning. Water & sewer available. Can be combined with flex building next door. Great traffic & visibility. **\$55,000. Bill 330-990-0256, Gary Stouffer 330-835-4900.**

V/L Sharbrook South Rd: 3 lots available in Highland SD. 2+ acres, 5+ acres & 7+ acres. Available separately or as one 14+ acres to create your private hideaway. **Gary Stouffer 330-835-4900, Matt Stouffer 330-814-4616.**

599 Brentwood Way S/L 17: Highland LSD. 2.84 acres on cul-de-sac, well, septic. **\$179,000. Gary Stouffer 330-835-4900.**



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Next Training: Thursday, January 10, 2019

Contact Josh Piepenburg, Panasonic IAQ Specialist at Josh.Piepenburg@us.panasonic.com to confirm time and location of this training. This is not a product demonstration. Here's what the training will do:

- Establish the necessity for good ventilation – What's at Risk?
- Describe details of the Ohio ventilation code
- Review the difference in Whole-House and Spot ventilation requirements
- Outline three different ventilation strategies for meeting code
- Explain proper equipment sizing for a residential ventilation systems
- Detail the fundamentals of proper installation, to ensure IAQ success

Or you can schedule your own ventilation training today! Contact:

Josh Piepenburg - Panasonic North Central IAQ Specialist

josh.piepenburg@us.panasonic.com

Work Cell: 920-740-8712

Member News

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ELECTION RECAP

By way of a brief recap, here are our thoughts:

Statewide

Again, a sweep of the administrative and executive offices by the republicans, Mike DeWine, John Husted, Frank Larose, Keith Faber and Robert Sprague won the night. All are former state legislators who OHBA has good working relationships.

On the Judicial side, democrats won both open seats on the Ohio Supreme Court. Republicans still control 7-2.

Ohio Senate

While one seat still may be subject to a recount, the republicans have increased their majority by one. The numbers are a whopping 25-8.

Ohio House

While a few house seats may be subject to recount, the republican majority has shrunk from 66-33 to 62-37. Despite holding on to the majority, we still may see a nasty battle to determine who the next speaker of the house will be.

OHBA will continue to hold a strong position with both chambers.

US Congress

Republicans continue to hold 12 of the 16 seats assigned to Ohio. However, democrats will now control the US House. Thus, the 4 democrats will likely be in key positions for the next two years. I am sure NAHB would like to know if any members have a good working relationship with Reps Fudge (Cleveland), Kaptur (Toledo), Ryan

(Youngstown) and Beatty (Columbus).

US Senate

Current Senator Brown was reelected. Senator Portman is mid term and returns to the Senate next year.

These election results and many other important items will be discussed at the next OHBA meeting.



EXECUTIVE VICE PRESIDENT'S COLUMN

By Vincent J. Squillace, CAE
Executive Vice President

All Those Votes Count

First, Merry Christmas, Happy New Year and my best to you all for a happy holiday.

If you follow politics in the news you keep reading about close races still being decided though election day was a month ago. It seems a large number of races for a variety of offices all across the nation were close. In Ohio, we had a number of razor thin margin outcomes as well. In fact, two races, one in the House and the other in the Senate saw the eventual winner declared weeks after the election results were in. This is the result of provisional ballots that are counted after the regular votes are tabulated. Provisionals have to be verified before included in the final vote.

One or two races may still be subject to a free recount as a result of the narrow margin of victory.

All elections reveal something about the electorate. While the republican party swept most statewide races, they lost two Supreme Court seats. No good explanation exists. The House republicans lost six seats and picked up a seat held by a democrat. And in a surprise a well-funded and established representative lost her bid for a Senate seat to a candidate with a criminal record whose own party did not back and she hardly campaigned.

This says a lot about people who win elections.

In any event, the closeness of the races certainly suggests all should exercise their right to vote; your vote just may make a difference. The bizarre Senate race outcome certainly suggests voters should be informed as to just who they are voting for.



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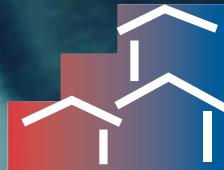
It's also a perfect opportunity to network with fellow members and to meet and greet builder members as well. So get involved and be a sponsor!

Get Involved ...



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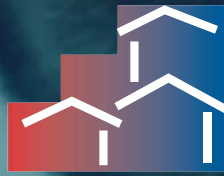
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FINANCIAL FORECAST

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Forecast Speakers:

Bob Giacomo, Westfield Bank

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(includes lunch provided by Williams on the Lake)

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RSVP / register **no later than January 11th** and don't miss this important event to help you plan for 2019 and beyond. We look forward to seeing you there!

It's not easy being one of our speakers at the Annual Financial Forecast, however, we are very lucky to have an excellent core of financial experts that can, in fact, help with planning for 2019 and beyond. It's crucial for the success of your business to find out the anticipated economic climate for 2019, how it relates to the local construction industry, and how you can capitalize on that information to grow your business.

Remember, **failing to plan is planning to fail** so plan for success by attending the 2019 Financial Forecast and be prepared to take advantage with the foresight you receive from this important meeting.



"OF COURSE I REMEMBER YOU. YOU'RE PARKER, THE BEST MAN FROM THE FINANCIAL FORECAST DEPARTMENT. WHY DO YOU ASK?"

Interior Design Trends You'll See In 2019

Trend forecaster Victoria Redshaw reveals the top interior design trends for 2019.

Staying abreast of the latest trends can be both tiring and confusing in the fast-paced world of design, where what's cool one day can suddenly become passé when a magazine or influencer decides it is done.

The Decor + Design Show in Melbourne, where trend forecasters present the next big interior trends, innovative furniture and home decor items and emerging designers, always deliver when it comes to discovering the latest trends and home décor designs, before they become mainstream.

Here Victoria Redshaw, a Futurist at trend forecasting agency Scarlet Opus who spoke at this year's Decor + Design, presents the interior trends we can expect to see more of in 2019.



Kitchen design trends

Many people are now pursuing healthier lifestyles and they care deeply about the source, preparation and sustainability of the food they eat. However, designers and end consumers are beginning to explore the same standards of wellness via actual kitchen design. The evolving concept of 'The Wellness Kitchen' is slowly transforming kitchen design to include:

- Recycled, sustainable and ultra-hygienic materials.
- Designs and layouts that foster social interactions and nourish family relationships.
- Greater transparency that makes chilled food and other provisions more visible and easier to access – acting as a gentle visual reminder to include healthy ingredients in meals and helping us all to build a habit of awareness (because 'out of sight is out of mind').
- An abundance of living produce that is actually grown in the kitchen

in small scale indoor urban farming units, turning kitchens into a vibrant ecosystem.

The first step towards establishing 'The Wellness Kitchen' is to focus on simplicity. Simplicity has a therapeutic effect because it results in an ordered, organized, uncluttered and tranquil environment and that is in itself soothing for the eyes and brain. It leans towards a minimalist style that is pared back, however it is not austere. Instead it looks and feels relaxed, light and airy. Ways to fulfil this include the use of:

- Warmer, mid-tone woods that bring visual warmth.
- Soothing pastels and neutrals such as Stonewashed Blues, muted Sage Green and Rose-Beige, Oatmeal, early morning Mist Greys and, most importantly, shades of Apricot. Apricot and Peach shades will be key colors in 2019.
- Chalky, smooth, matte finishes that are visually soft.

Bathroom design trends

When it comes to bathroom design trends, the bathroom has evolved to become a place of relaxation; a space devoted to personal wellbeing rather than purely a practical space. It is a sanctuary from the stresses of modern life and even an escape from the stresses within our own homes. Privacy, time and quiet are the new valued luxuries and therefore the desire to create a calming environment in bathrooms, strengthens in 2019. Interestingly the emerging style takes many of its aesthetic cues living rooms, which results in the inclusion of:

(2019 Interior Design Trends – Continued on next page)

The NAHB says that townhouse construction is likely to expand more because they appeal to first-time buyers and because the demand for walkable neighborhoods is growing. In addition, townhouses require less land than single-family houses.

Newly built townhouses, unlike those from earlier decades, typically have an open floor plan on the main level and a master suite with a private full bathroom. High-end townhouses sometimes have roof decks and elevators. ■

(2019 Interior Design Trends –
Continued from previous page 13)



- Small soft seating pieces that are upholstered.
- Clusters of feature pendent lighting with dimmer controls.
- Soft accessories, such as cushions.

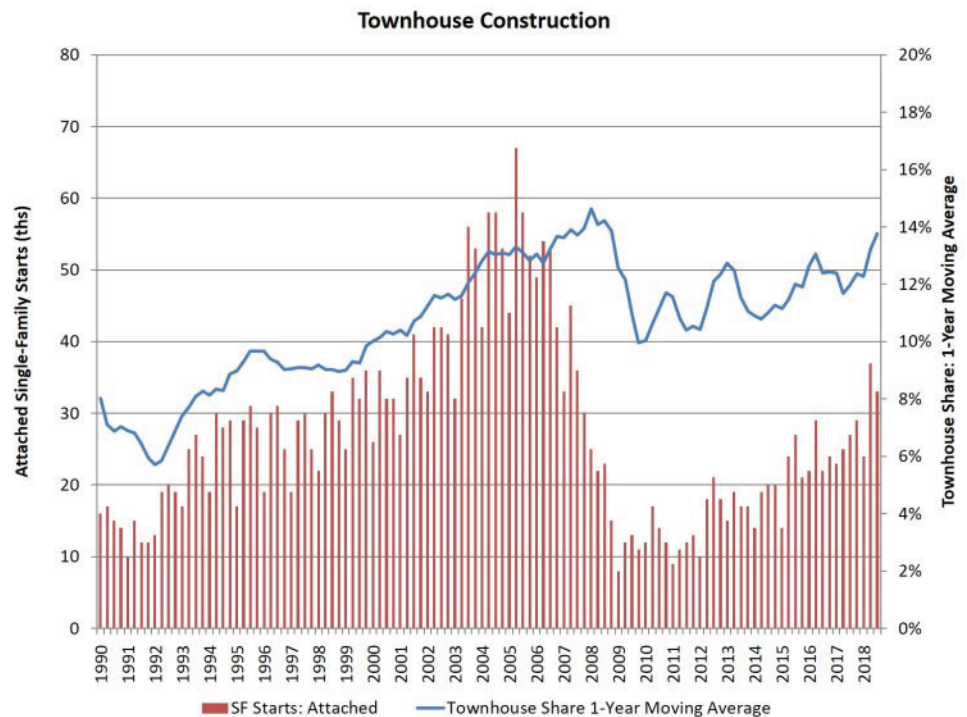
All of these elements make the bathroom another room in the home in which we can comfortably spend time relaxing and recharging. ■

Townhouse Construction Continues Strong Performance

By Robert Dietz, NAHB News Digest

According to NAHB analysis of the most recent Census data of Starts and Completions by Purpose and Design, townhouse construction posted continued to outperform other building sectors during the third quarter of 2018. Townhouse construction is set for further expansion given the demographics of renters entering the for-sale market, as well as ongoing land constraints and the growth of demand for walkable neighborhoods.

Over the last four quarters (ending with the third quarter of 2018), townhouse starts totaled 123,000, 24% higher than the prior four quarters. Townhouses, or single-family attached housing, accounted for 33,000 starts during the third quarter of 2018 (compared to 27,000 in the second quarter of 2017). Using a one-year moving average, the market share of new townhouses stands at 13.8% of all single-family starts, a post-recession high.



The peak market share of the last two decades for townhouse construction was set during the first quarter of 2008, when the percentage reached 14.6% of total single-family construction. This high point was set after a fairly consistent increase in the share beginning in the early 1990s.

The share for townhouse construction is expected to increase in coming years – with occasional ups and downs. The long-run prospects for townhouse construction are positive given large numbers of homebuyers looking for medium density residential neighborhoods, such as urban villages that offer walkable environments and other amenities. ■



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