

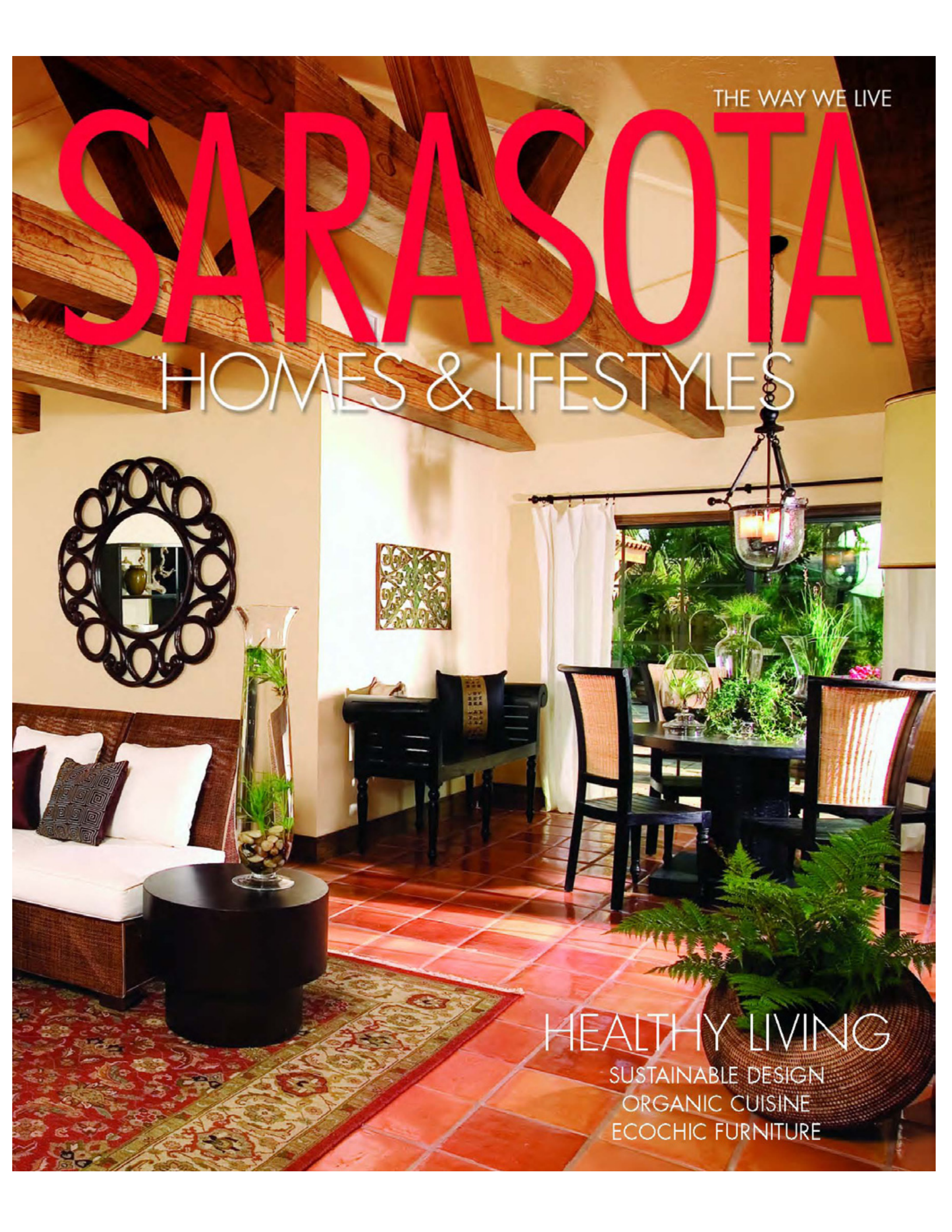
THE WAY WE LIVE

SARASOTA

HOMES & LIFESTYLES

HEALTHY LIVING

SUSTAINABLE DESIGN
ORGANIC CUISINE
ECOCHIC FURNITURE



THE GOLDENROD PROJECT

Florida's first certified "green" remodel is a prototype for sustainable design.





Mexican Saltillo tile floors and a beamed ceiling give the spacious great room its rustic charm. Sectional from Uptown/Downtown; bench and chairs from East Indies Home; mirror, dining table and lamp from Box Furniture Boutique.

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When business partners Grant Castilow and Steve Ellis began to remodel the house on Goldenrod Street, they did not anticipate the attention the project would bring. Nor did they realize their newly formed company, MyGreenBuildings, would set a benchmark for “green” remodeling. And not just in Sarasota—in the entire state.

But that’s what can happen when two like-minded visionaries collaborate on a new business venture, particularly when environmental issues are at the forefront of people’s minds, and the residential construction market is pressed to appeal to budget-conscious buyers seeking homes that will have lower operating and maintenance costs.

Their focus: to rebuild existing homes in accordance with established Florida Green Building Standards, concentrating on infill sites bearing homes with smaller footprints. By selecting projects in neighborhoods with existing infrastructure, the opportunity for conservation is even greater.

“There’s a terrific inventory of postwar houses made out of block wall that are getting scraped,” says Steve Ellis, cofounder of MyGreenBuildings. “We give people an alternative to scraping the entire structure.” In other words, they won’t be building any McMansions. “Our goal is to give clients what they want without visibly changing the neighborhood.”

Ellis, who built a multi-million-dollar business helping companies reduce, reuse and recycle, teamed up with Castilow, an experienced general contractor and designer/builder/remodeler, to tackle their first joint rebuild in December 2006. Over the next few months, they converted the 1100-square-foot two-bedroom, one-bath house into a three-bedroom, three-bath beauty with an additional 1000 square feet. But you’d never know it from the street—and that’s the way the neighbors like it.