

# Membership Committee

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## Meet the Members

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MAGAZINE  
A PUBLICATION OF THE HOME BUILDERS ASSOCIATION OF WEST FLORIDA

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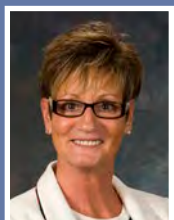
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Next Issue:  
**May 2020**

Edit: April 3, 2020  
Space: April 17, 2020  
Materials: April 23, 2020

Magazine Design & Layout by  
warren wight - graphic designer  
[www.warrenworld.com](http://www.warrenworld.com)

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Cornerstone, the monthly publication of the Home Builders Association of West Florida serving Escambia and Santa Rosa Counties, is published monthly, twelve (12x) per year. Send address changes to HBA of West Florida, 4400 Bayou Boulevard, Suite 45, Pensacola, Florida 32503-1910. Cornerstone is published in the interests of all segments of the home building industry and is distributed to its members and others associated with the HBA of West Florida. HBA of West Florida and Richard K. Nicholson Pub., Inc. does not accept responsibility for, or endorse any statement or claims made by advertisers or authors of any articles. Every effort has been made to assure accuracy of information, but authenticity cannot be guaranteed. No part of this publication may be reproduced without the written consent of Home Builders Association of West Florida. Copyright ©, 4400 Bayou Boulevard, Suite 45, Pensacola, Florida 32503-1910, 850.476.0318. Advertisers and advertorials in Cornerstone do not constitute an offer for sale in states where prohibited by law.

# Building Homes, Advocating, Changing Lives

Every month, Home Builders Association of West Florida members receive a renewal invoice. This is a voluntary organization and we exist only because businesses see the value of being a part of an organization that works on behalf of our industry. Our HBA works hard to defeat excessive regulations and to protect all businesses in the home building industry. Our advocacy efforts include educating policymakers and elected officials, building successful coalitions, and mobilizing our grassroots on a range of issues. Here's a brief look at your Three Memberships in One with the HBA, Florida Home Builders Association and National Association of Home Builders, and what these organizations are doing with your dues dollars.



**HOME BUILDERS ASSOCIATION OF WEST FLORIDA RECENT ISSUES**

**Impact Fees**

Continuing to fight \$5,000 Impact Fees in Santa Rosa County and future impact fees.

**Land Development Code**

Working the process to repeal and replace the Santa Rosa County Land Development Code to make sure that HBA members have a clear understanding of the rules and regulations.

**Tree Ordinances**

Staying abreast of Tree Ordinance re-writes in the City of Pensacola, Escambia and Santa Rosa Counties and making sure our voice is heard.

**Workforce Development**

Helping with Workforce Development by creating a Tradesman Education Committee that will ensure a skilled and capable workforce that is adequate to meet our local housing demand. Despite competitive pay, the home building industry continues to experience labor shortages, which impacts housing affordability. Availability and cost of workers is the most significant challenge builders and subcontractors.



BLAIN FLYNN

*“Yes, Your Membership Matters ... thank you for continuing to be a part of a great organization.”*



continues on page 06

# Building Homes, Advocating, Changing Lives

from page 05



## FLORIDA HOME BUILDERS ASSOCIATION 2020 LEGISLATIVE ISSUES

### Impact Fees: House Bill 637 / Senate Bill 1066

Defines infrastructure to ensure impact fees are directed to true capital projects. Ensures the calculation of the impact fee is based on the most recent and localized data collected within the last 36-months. Ensures that impact fee increases do not apply to pending permit applications submitted before the effective date of the increase.

### Building Design: HB 459 / SB 954

Prohibits local governments from adopting design and aesthetic ordinances for single and two-family dwellings. Prohibits local governments from bypassing the Florida Building Code's local amendment process.

### Rights of Nature: HBA 1199 / SB 1382

Prohibits local governments from recognizing and granting legal rights to the natural environment (like ferns, plants, animals, trees, lakes, water bodies).

### Construction Defects HBA 1381 / SB 948

Defines material violation. Requires that those who take a cause of action cite the specific building code that was alleged to have been violated. Requires that the claim state and specific location of the alleged defect. Provides that a claimant doesn't allow a contractor/home builder an opportunity to inspect the defect in the current statutory timeframe, the claim for damages is rejected.

### Deregulation of Professionals

FHBA urges the legislature to ensure individuals engaged in construction understand Florida's Building Code and that the legislation doesn't foster unlicensed activity or threaten the health, safety and welfare of Floridians.

## NATIONAL ASSOCIATION OF HOME BUILDERS TOP PRIORITIES

### Housing Affordability

A limited supply of land, a shortage of skilled labor and increasing material costs are all contributing to higher prices and rents. The result? Americans are struggling to afford one of the most basic human needs — shelter. The only way to solve this crisis is to build more homes. Addressing the housing affordability crisis and supporting new residential construction will make our communities stronger, more inclusive and more economically competitive, while boosting local tax bases.

### Material Costs

The rising cost of building materials is harming housing affordability as the trade war on softwood lumber, steel, aluminum and other imported materials and equipment exacerbates price volatility and drives up housing costs.

The administration has imposed tariffs on these key building materials and on a wide variety of other goods used by the home building industry in an effort to resolve trade conflicts. However, tariffs are essentially taxes paid by American businesses and families, not foreign countries.

### Housing Finance Reform is Long Overdue

A vibrant housing market is a cornerstone of a strong U.S. economy. However, more than a decade after the Great Recession pushed the economy to the brink of disaster, the nation's housing market continues to perform far below its potential. The unsettled housing finance system contributes greatly to the problem. Uncertainty about the system stymies investment, slows the housing market and presents downside risks to the broader economy.

### Building Codes

Virtually all residential construction must adhere to comprehensive building codes and standards governed by local and state laws. Because of the cost and complexity of developing and maintaining such codes, state and local governments typically adopt nationally recognized model codes, often amending them to reflect local construction practices, climate and geography. Most U.S. communities adopt the International Code Council's I-Codes for this purpose. The I-Codes address all aspects of single- and two-family as well as multifamily construction, including structural elements and the electrical, plumbing, heating, ventilation and air conditioning systems, and energy conservation requirements.

*Yes, Your Membership Matters ... thank you for continuing to be a part of a great organization.*



# Reducing Theft on the Jobsite from Day 1

**Once considered an amenity upgrade, integrated security systems have increasingly become an industry standard for new homes.**

Not only are they a key feature for the home owners once they move in, but also for the home builders to help secure the jobsite during construction.

Michael Cogbill of the Florida-based tech company ETC Simplify has been installing surveillance and security systems in homes for decades. More often in recent years, he's one of the first trades on-site, especially when the work involved is a large, custom build.

"We'll frequently go on a brand-new jobsite and set up a couple of temporary cameras on poles," Cogbill said. "Beyond the security aspect, they can be a perk for home owners who like having the option to watch construction as it's happening. And contractors have told us they love it because when they can't be on-site, they can still check to see which of their guys is on the job at any given time."

But arguably the biggest value in the temporary system Cogbill describes — which may or may not use the same hardware in the final application for home security — is as a theft deterrent, helping establish a more secure jobsite from the very start of a project.

"Years ago, we started getting a lot of requests from insurance companies that would tell us theft on these jobs was rising and they were having to pay for it," Cogbill said. "So they asked for various ways they could get notifications and video analytics through our systems."

Those video analytics refer to technology algorithms that can differentiate between a person moving through the jobsite during downtime as opposed to wildlife, blowing debris or other inanimate items. Once human-like motions are detected, the surveillance footage is reviewed at a monitoring station, and if validated, the suspicious activity is reported immediately to the builder or designated point of contact.

"We've gotten really good at answering the question 'What was that?' without having to manually monitor the feeds 24/7," Cogbill said.

NAHB members interested in learning more about technology solutions within the home building industry can log in on nahb.org to access the BizTools resource library.

This guest post was provided by Ed Wenck, content director for CEDIA, the industry association representing those professionals who manufacture, design and integrate goods and services for the connected home.

Courtesy NAHBnow.com



PARADE OF HOMES  
Due to concerns with the coronavirus COVID-19  
June 6 - 14, 2020

Central Site:  
Infill Housing in East Pensacola Heights

The Parade of Homes is being postponed.

New dates will be announced at a later time.



If you do business with previous members, please give them a call and reinforce the value of membership as well as the importance of

Members Doing Business with Members.



# Membership Committee

## Meet the Members

The Membership Committee handles membership development and retention for the Home Builders Association. Led by Membership Chair Suzanne Pollard Spann, of Gulf Coast Insurance, the Membership Committee sets association policy and makes recommendations to the Board of Directors with regard to membership activities. Members also serve as Ambassadors at Membership Mixers, Golf Tournaments and other HBA events. If you would like to be a part of the Membership Committee, contact Vicki Pelletier at 850-476-0318. More Membership Committee members will be featured in the May Cornerstone.

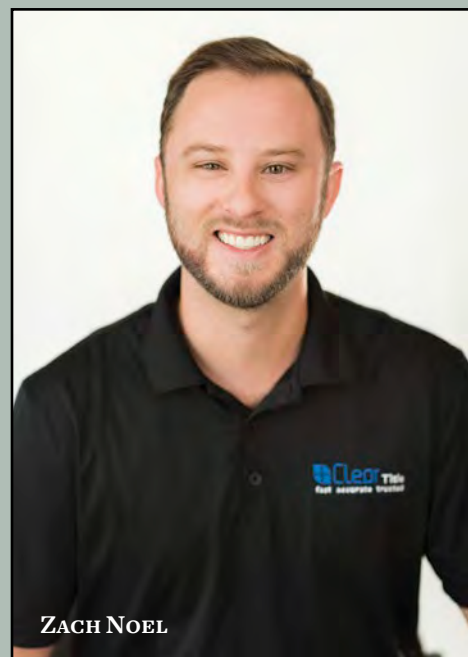


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ZACH NOEL



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Personally, I come from a family of builders and HBA members. One uncle is the former NAHB President, another uncle is a former President of the HBA of West Florida, my grandfather was an architect, my father was a superintendent, and my step-father has been assisting builders of HBA West Florida with legal matters for over two decades. HBA has been a part of my family history as long as I can remember. Now, I have been granted the incredible opportunity to be a part of the organization that has provided so much for my family over the years. My hope is to continue the legacy of this organization for families, like mine, that have been involved in this organization for generations to come. I enjoy beach volleyball, boating, cook-outs, fishing, watching Auburn Tigers and New Orleans Saints football.



DREW HARDGRAVE

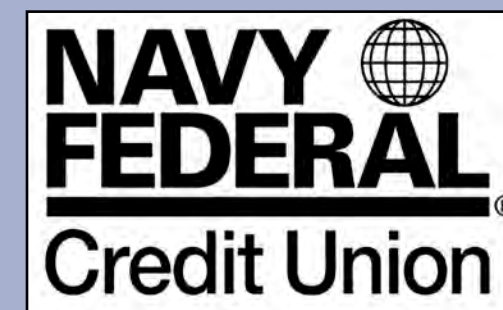


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Hiles-McLeod Insurance is locally owned and operated since 1964. We have delivered quality insurance solutions to Business owners and individuals in the Greater Pensacola area with a focus on Business and Homeowners Insurance. Being a member of the Home Builders Association of West Florida is important to Drew as an insurance agent because he writes insurance for many other HBA Members and changes in the industry affect their insurance cost. Drew started a business investing in Real Estate in May of 2019. Most of his free time is spent at one of his investment properties or with his now 2-year-old son.



JOSHUA SIMPSON



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I’m a Loan Officer for Navy Federal Credit Union. I originate and pre-qualify loans. I will guide a buyer through the mortgage process. It’s important to me to have good relationships with local businesses, always looking to generate more business for the future. My spare time includes fitness, grilling, fishing and spending time with friends and family.



BRITTANY MOULTON



**PENSACOLA NEWS JOURNAL - BRITTANY MOULTON - REAL ESTATE ACCOUNT EXECUTIVE**  
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Real Estate Account Executive – Here to help you reach clients in all advertising platforms. Print | digital marketing and a partner in the local community. Brittany’s goal is to help clients achieve all their advertising goals and more. Her passion is all things Real Estate. It’s important to Brittany to be a member of the HBA to partner with the industry top leaders in Northwest Florida. To be a part of a group that continues to protect, develop and grow our housing market daily. When not working, Brittany enjoys spending time with her two beautiful girls and husband. Brittany said, “I love the beautiful beaches, being a leader in my church and working out.”

# Health Officials Sound Alarm on Suicides in Construction

Public health experts are becoming increasingly concerned at the high level of suicides among workers in the construction industry, a representative of the CDC's National Institute for Occupational Safety and Health (NIOSH) recently told home builders.

At the 2020 International Builders' Show, Scott Earnest, acting director of NIOSH Office of Construction Safety and Health, spoke to the NAHB Construction Safety and Health Committee about the nationwide trend of rising suicide rates and rising rates among construction workers.

A 2015 study showed that the profession with the highest rate of suicides was Construction and Extraction at 52.1 suicides per 100,000 people. Installation, Maintenance, and Repair was in third place at 39.7 per 100,000.

Earnest said that the cause of suicide is multifactorial and identifying the specific role that occupational factors might play in suicide risk is complicated. But he noted that because many people spend a significant portion of their waking hours at work, the jobsite should have more resources for suicide prevention and mental health services.

NAHB has joined the Construction Industry Alliance for Suicide Prevention (CIASP) in an effort to raise awareness of the prevalence of suicide in the construction industry. Use the Needs Analysis & Integration Checklist to evaluate your company's preparedness for addressing mental health and suicide in the workplace, and be sure to review the 10 questions and 10 action steps companies can use to save lives.

The CIASP seeks to address suicide prevention as a health and safety priority by creating safe cultures, providing training to identify and help those at risk, raising awareness about the suicide crisis in construction, normalizing conversations around suicide and mental health, and ultimately decreasing the risks associated with suicide in construction.

For now, Earnest noted, more research needs to be conducted to see if there is a link between the work done on construction sites and rising prevalence of suicide.

If you or someone you know is considering suicide, find a local crisis hotline and other valuable resources at [suicidepreventionlifeline.org](http://suicidepreventionlifeline.org), funded by the federal Substance Abuse and Mental Health Services Administration.

NAHB is focused on the health and safety of workers in the home building industry and dedicates considerable resources to providing timely and accurate guidance. For more information about jobsite safety, contact Rob Matuga.

Courtesy NAHBnow.com



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## A HOUSEFUL OF SAVINGS



### HBA of West Florida and FHBA worked to save builders and remodelers **over \$7,000\*** in the 6th Edition Florida Building Code

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|--|--|---|
| <p> <b>1. Guard Measurement = \$1,500</b><br/>Reduces horizontal distance from 36 to 24 inches</p>            | <p> <b>4. Stucco = \$1,100</b><br/>Reduced time between coats and curing from seven days per ASTM 926</p>                   | <p> <b>7. Custom Doors = \$500</b><br/>Provides criteria for custom one-of-a-kind doors (FBC-B &amp; R)</p>                            |
| <p> <b>2. Fire Separation = \$2,500</b><br/>Reverts to three feet and adds options to fire rating soffits</p> | <p> <b>5. Air Leakage = \$175</b><br/>Provides option for testing in multi-family as single and modified 5 ACH to 7 ACH</p> | <p> <b>8. Shower Liner = \$75</b><br/>Reinstates exception to shower liner on SOG (FBC-R &amp; P)</p>                                  |
| <p> <b>3. Duct Penetration Garage = \$300</b><br/>Retained provisions allowing use of duct board</p>          | <p> <b>6. Mechanical Ventilation = \$75</b><br/>Reduced from 5 ACH to less than 3 ACH</p>                                   | <p> <b>9. Door Swing = \$750</b><br/>Revisions permitting doors to outswing over egress, two risers, and an exception for landings</p> |

FHBA also stopped issues from passing, which resulted in additional builder savings:  
Flood Provisions = \$10,000, Irrigation = \$1,000, and Water Saving Fixtures = \$250.

\*Approximate cost savings per house/lot impacted.

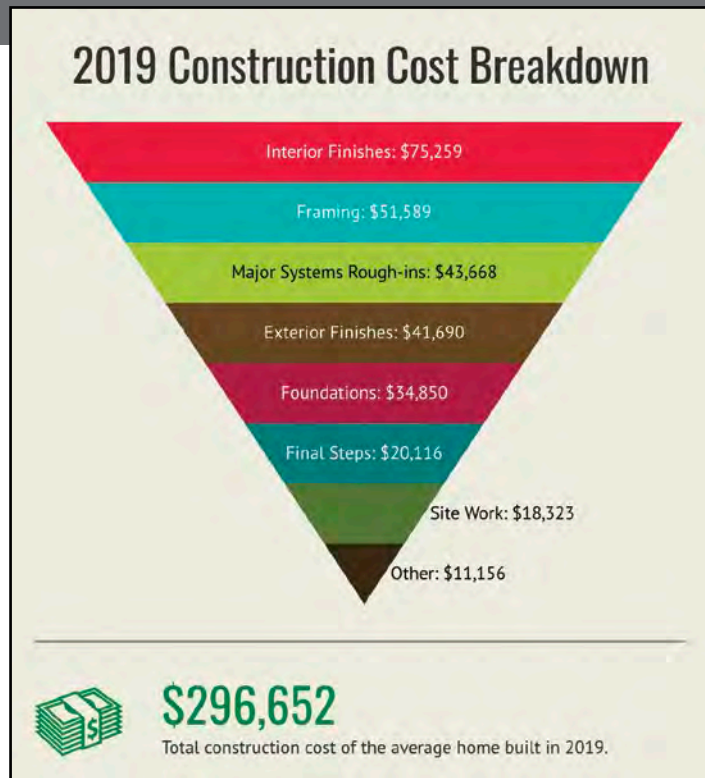
To learn more on how we saved you money and how we continue to work hard on the 7th Edition of the Florida Building Code, go to [www.WestFloridaBuilders.com](http://www.WestFloridaBuilders.com) or [www.fhba.com](http://www.fhba.com) or call 850.476.0318.

# MORE THAN 60% OF A HOME'S SALES PRICE GOES TO CONSTRUCTION COSTS

NAHB's latest Cost of Construction Survey reveals that 61.1% of the average home sales price consisted of construction costs in 2019, up from 55.6% in 2017 but similar to the 2013 and 2015 breakdowns of 61.7% and 61.8%, respectively.

The finished lot cost was the second largest cost at 18.5% of the sales price, down from 21.5% in 2017.

Survey respondents broke down construction costs into eight major construction stages. Interior finishes, at 25.4%,



accounted for the largest share of construction costs, followed by framing (17.4%), major system rough-ins (14.7%), exterior finishes (14.1%), foundations (11.8%), final steps (6.8%), site work (6.2%), and other costs (3.8%).

These total construction costs accounted for \$296,652 of the average home sales price of \$485,128. It should be noted that these survey results are national averages, and the survey sample is not large enough for a geographical breakdown.

However, the construction cost percentages in the survey serve as a useful yardstick as these component shares are relatively comparable for other average home prices. For example, the sales price of a \$300,000 home would likely factor in construction costs of around \$180,000, or 60%.

NAHB economist Carmel Ford provides more analysis in this Eye on Housing blog post and the infographic above includes more details on the construction cost breakdown.

Courtesy NAHBnow.com

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**These Changing Times**

In this present economy and with budgets being scrutinized, businesses are carefully "watching the bottom line". The key to success is to cut through the "noise", become very innovative, providing awareness, recognition, by branding the name of your company, with the main goal always to increase profits! Your

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# PARADE OF HOMES

Due to concerns with the corona-virus COVID-19  
June 6 - 14, 2020  
The Parade of Homes is being postponed.  
New dates will be announced at a later time.

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PARADE OF HOMES  
HOME BUILDERS ASSOCIATION OF WEST FLORIDA

# HBA MEMBERSHIP MIXER



Thanks to Ferguson Enterprises for its hospitality for the HBA's March Membership Meeting. Complete with a great food truck, attendees were treated to fantastic food, drink and door prizes. From left, Showroom Coordinator Jenise Roth, Showroom Consultant Jessica Stewart, Showroom Manager Janna Boyd, Showroom Consultant Kiel Kafka, Branch Manager and Chris Richardson.



HBA 2nd Vice President Alex Niedermayer of Underwood Andersson & Associates with Jesse LaCoste of LaCoste General Contractors.



HBA Membership Chair Suzanne Pollard Spann of Gulf Coast Insurance takes a "Selfie" with HBA Board Member Paul Stanley of The First and HBA Past President Alton Lister of Lister Builders at the Membership Mixer.

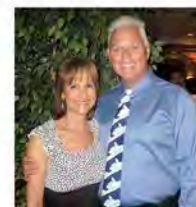
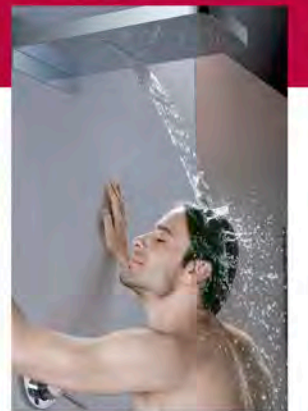


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# How Increasing 5G Infrastructure May Impact Local Land Use

**4G has dominated the mobile technology market for several years. But 5G (fifth generation wireless) is the next step in the tech evolution, and its rollout across the nation by major carriers could potentially impact many areas of the construction industry.**

“5G brings three new aspects to the table: bigger channels (to speed up data), lower latency (to be more responsive), and the ability to connect a lot more devices at once (for sensors and smart devices),” according to Sascha Segan of PCMag.

Based on speeds and range, 5G offers three bandwidths: low-band, mid-band and high-band. The differences in these products, what they provide and where they are located may impact land use.

4G cell towers typically range from 50-200 feet in height and are often located in industrial or commercial areas. Their coverage range allows towers to be spaced miles apart. 5G, on the other hand — particularly the mid- and high-band cells — incorporates “small cells” that are smaller in size and must be installed closer together to support their high-power but short range. This will create a network of small cell sites with antennas as close as few hundred feet apart, potentially in residential areas.

5G small cells typically resemble small utility boxes and attach to poles shorter than those used for 4G. Along with the performance benefits of 5G — including higher data rates, lower latency and increased capacity — 5G has the potential to improve connectivity to education and rural Internet access. 5G may also

improve efficiency for increasingly digital industries, such as green energy production.

In 2018, the U.S. Federal Communications Commission (FCC) issued an order that aims to accelerate deployment of 5G mainly by limiting state and local governments’ powers to regulate their installation.



The order changes the status quo by limiting local government authority to regulate new wireless infrastructure. For the first time, localities can pass 5G wireless siting ordinances only if they are:

- Reasonable
- No more burdensome than those applied to other types of infrastructure
- Objective and published in advance

The order restricts communities that may wish to use minimum spacing requirements, aesthetic guidelines and/or underground requirements for 5G. It also caps the amount cities can charge for installation and implements a “shot clock,” where jurisdictions must respond to a provider’s application to install a cell site within a 60- or 90-day period based on the type of installation.

Local wireless ordinances often go hand in hand with common community concerns regarding neighborhood character and property values. Concerns on the aesthetics, and even some questions on the unknown health effects, of 5G wireless towers have already prompted residents to form action groups.

The fact that some 5G towers or cells must be placed within relatively short distances of each other creates concern based on the uncertainty of what that will look like for residential areas. In urban areas, it is easy to imagine new infrastructure hidden on top of buildings or on already existing street poles. These cells become less concealable in a neighborhood where the only available public right-of-way is the strip of grass between the sidewalk and the curb.

Some have speculated that 5G will potentially close the technology access gap in rural areas. Yet, because of its densely spaced nature, 5G is most effective in densely populated areas where towers can be easily installed near or on existing infrastructure. Smaller cells could hypothetically be placed in rural neighborhoods, but a cell may only cover about 0.03 square miles each.

To help members stay informed with the latest land use issues and solutions, NAHB offers a variety of land use resources in the Land Use 101 Toolkit. It features a variety of credentialed reports and presentations that can be used in local community conversations on land use and development.

For more examples of how communities are responding to 5G ordinances, read the original post on BestinAmericanLiving.com. For more information land use issues, contact program manager Nicholas Julian.

Courtesy NAHBnow.com

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# NAHB PROVIDES ANALYSIS ON NEW EPA WATER RULE

The Environmental Protection Agency (EPA) and U.S. Army Corps of Engineers (Corps) announced a new “waters of the United States” (WOTUS) regulation on Jan. 23, at the International Builders’ Show in Las Vegas.

The new regulation, the Navigable Waters Protection Rule (NWPR), redefines the federal definition of WOTUS under the Clean Water Act (CWA).

The NWPR addresses many of the concerns NAHB had with prior rules, including uncertainty over where federal jurisdiction begins and ends. Improvements compared to the prior rule include:

- **Eliminates “significant nexus” test:** The onerous significant nexus test is no longer relevant due to the NWPR’s focus on features that maintain a surface connection to traditional navigable waters.
- **Encompasses fewer adjacent wetlands:** Because the NWPR only asserts federal authority over wetlands



that have a surface connection to other jurisdictional waters in a typical year, it does not encompass the “neighboring” and “similarly situated” waters covered by the 2015 rule.

- **Excludes ephemeral waters:** The NWPR does not extend federal jurisdiction to waters that form only in response to rainfall. The 2015 rule included many ephemeral features.
- **Narrows federal jurisdiction over tributaries:** Because the NWPR requires tributaries to maintain intermittent or perennial flow, it does not depend on physical observations of “bed and banks and an ordinary high-water mark” that could form during ephemeral flow and last long after that flow ceased. Such physical features established jurisdiction under the 2015 rule.

• **Excludes more ditches:** The NWPR excludes all ditches unless they satisfy the conditions of a traditional navigable water or tributary. In comparison, the 2015 rule regulated all ditches unless they met narrow exemptions.

In general, compared to prior rules, the NWPR subjects less area to federal oversight, eliminates ambiguous tests and provides landowners with greater certainty, and focuses on conditions that are more easily observable, making it easier to implement in the field.

To help builders and developers better navigate these changes, NAHB has issued a full analysis of the NWPR.

For more information, visit [nahb.org](http://nahb.org) or contact Evan Branosky at 800-368-5242 x8662.

*Courtesy NAHBnow.com*



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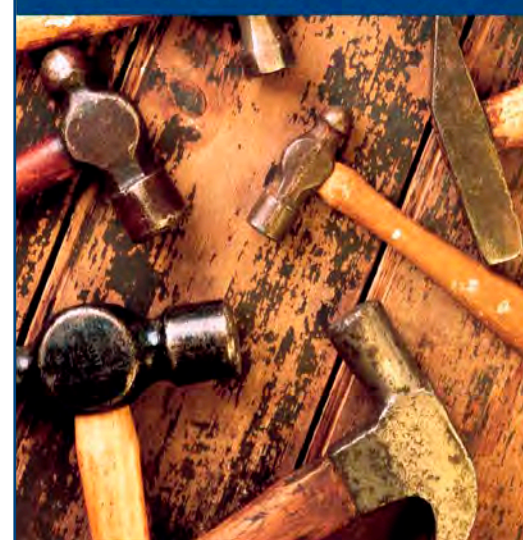
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