

A F F O R D A B L E H O U S I N G

ISSUES

SHIMBERG CENTER FOR AFFORDABLE HOUSING

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21st Century Housing Symposium

As we approach the 21st Century, we need to look ahead at the materials and technology that will have an impact on the housing industry. Important issues including affordability, energy efficiency, structural strength, and sustainability will gain even greater importance. The 21st Century Housing Symposium was organized in conjunction with the 21st Annual Southeast Builders Conference (SEBC) and will address these issues.

Presented below is a description of the sequence of speakers and topics. A registration form also is included. For additional information about the symposium and the SEBC, visit the web site of the Florida Home Builders Association at <http://www.fhba.org>.



"BUILD YOUR FUTURE"

Housing Market

The first two speakers at the symposium will examine the future of the housing market in Florida and the southeast. Household formations, a baby-boom cohort, immigration, and an aging population will have a significant impact on the quantity, design, size, and price of the products produced by the housing industry.

Alternative Building Systems

In the past several years, a series of alternatives to wood framing and concrete masonry construction have made inroads as alternative choices for constructing homes. Their increase in market share has been made possible primarily because of their claim of superior energy efficiency or disaster resistance. The first speaker in this series of presentations will address some of the most significant barriers facing the introduction of a different building system in the United States. These barriers exist even though some of the alternative systems have been used successfully elsewhere in the world for fifty or more years.

After reviewing the major barriers, a series of experts, each representing a different building system, will discuss the changes that their respective systems will undergo as we enter the 21st Century. The alternative systems represented will be steel, concrete, insulating concrete forms, and structural insulated panels. Leaders from the wood-framed and concrete-masonry-unit construction sectors will also discuss the advances that can be expected in their building system.

The industry liaison in the Partnership for Advancing Technology in Housing will describe PATH, its mission, and its methods for accomplishing its mission.

U.S. Department of HUD

At the luncheon the audience will hear the Department of Housing and Urban Development's Assistant Secretary for Policy Development and Research discuss the challenges facing HUD in the 21st Century. What policy changes may be expected that will have a direct impact on the housing industry in Florida, the southeast, and the nation?

Gatekeepers

As technology moves ahead faster than our industry moves, everyone needs a "gatekeeper." A gatekeeper is the individual or organization that somehow keeps up-to-date on technological advances and becomes aware of potential problems before others. In the home building industry the primary gatekeeper organization is generally recognized as the Maryland-based NAHB Research



Center, the research subsidiary of the National Association of Home Builders. Two speakers from the NAHB Research Center will address, first, some of the exciting new technology that has or is being developed for the home building industry. The second speaker will describe the Homebase Hotline that has been established for anyone in the industry to call for help or to report a problem. This hotline service can be a major factor in identifying patterns or trends in the use of a product or wide spread symptoms of an impending problem.

One of the major challenges facing the entire construction industry, particularly homebuilding, is the shortage of skilled craftsmen. A builder that has become deeply involved in characterizing the problem and working to develop solutions will discuss the future of the labor issue.

Even with the inroads made by the alternatives to wood-framed construction, wood will continue to be consumed by the home building industry. The products we see in the 21st Century, however, will be quite different from the lumber of the past. A leader in wood product research and development will discuss

some of the more significant products being developed and that will likely enter the market in the coming years.

The question of “what will it be like to build homes under an International Construction Code (ICC)?” will be addressed by a representative from the National Conference of States on Building Codes and Standards (NCSBCS). NCSBCS plays an active role in monitoring the development of the ICC and will be able to discuss the current status and future direction of this effort.

Governor Bush

Florida’s Governor Jeb Bush recognizes the importance of the home building industry in Florida. He will welcome the symposium participants at the evening banquet and emphasize the industry’s importance in his growing state.

Communications Technology

A representative of Lucent Technologies will present the closing presentation at the evening banquet. As we enter the 21st Century, the electronic industry’s fast paced developments will have a major impact on the size, design, and location of housing; it will have a direct impact on the delivery of services; and it will significantly alter the need for and amount of mobility in our population. The home building industry and all of the industries that comprise the cast of players that delivers housing need to be aware of the current and future developments in electronic data communication.

Time and Place

The Shimberg Center for Affordable Housing conceived the notion of bringing together experts in a variety of housing-related areas to discuss their perception of what the 21st Century may bring. Their presentations, however, would be most effective if the audience is drawn from all sectors of the housing delivery system. Contact with the Florida Home Builders Association led to the decision to hold the symposium on the day before (July 22) the 21st Annual Southeast Builders Conference (SEBC) began. This decision also established the location as the Orange County Convention Center on International Drive in Orlando, Florida.

Sponsors

The Shimberg Center and the Florida Home Builders Association functioned as partners in organizing the program. The Shimberg Center also approached the National Housing Endowment, philanthropic arm of the National Association of Home Builders, and requested their financial support for the production of a summary of the presentations made at the symposium. The Rinker Eminent Scholar Fund administered by the M. E. Rinker, Sr. School of Building Construction, established by the Rinker Foundation, provided financial support for the staff time and the food service.

Having assembled this support for the symposium, the Shimberg Center requested and received financial support from the federal initiative called the Partnership for Advancing Technology in Housing (PATH). PATH is a multi-agency/private industry partnership coordinated by the U.S. Department of Housing and Urban Development.

Orange County Convention Center



Mark Your Calendars

The **21st Century Housing Symposium** will take place at the Orange County Convention Center in Orlando, Florida, on **22 July 1999** beginning at 8:00 am. A registration for the Symposium is enclosed with this newsletter. Questions regarding registration should be directed to the Florida Home Builders Association. Questions regarding the program should be directed to Robert C. Stroh at the Shimberg Center.

Affordable Housing ISSUES is prepared bi-monthly by the Shimberg Center for Affordable Housing for the purpose of discussing contemporary issues facing affordable housing providers. Reproduction of this newsletter is both permitted and encouraged. Comments or questions regarding the content are welcome and should be addressed to Robert C. Stroh, Director.

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