

SEPTEMBER 2018

COASTAL LIVING[®]

Beach House Style Guide

50 MUST-HAVES FOR COASTAL ESCAPES

COASTAL LIVING

Lowcountry Classic

OUR 2018
IDEA HOUSE IN
BEAUFORT,
SOUTH CAROLINA

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CAROLINA COTTAGE

White lap siding, a gabled metal roof, and a street-facing porch are all hallmarks of traditional Lowcountry cottages. The French doors and double-hung windows are by Marvin, the porch decking and railings are by AZEK, and the siding and trim are by James Hardie. The pavers are by Belgard. The lighting is by Carolina Lanterns; the furniture is by Lloyd Flanders.

Cool, colorful, and brimming with design inspiration: this year's **IDEA HOUSE** sits along the romantic, oak-canopied banks of **HABERSHAM, SOUTH CAROLINA**, where interior designer **JENNY KEENAN** and architectural designer **ERIC MOSER** put a spirited spin on centuries-old traditions



THERE'S WISDOM IN THE WALLS and woodwork of old cottages, says architectural designer Eric Moser. "I tend to think that the simpler a structure is, the more beautiful."

So it's little wonder that Moser drew inspiration for this year's Idea House from the modest, historic cottages that have dotted the marshy South Carolina coast for centuries. "Even though our lives are much different now, these older design principles—ideas like using front and rear porches to help cool a house naturally and leaving bare the raw beauty of natural wood—remain at the core of how we design today," he says.

But old doesn't have to mean old-school. Both Moser and interior designer Jenny Keenan had plenty of modern updates in mind. For instance, at 2,915 square feet, the marshfront cottage in the community of Habersham (about eight miles west of downtown Beaufort) is larger than the original bungalows. To give the vernacular style more breathing room, Moser designed the home as two small cottages with a sunny connecting hall. On the inside, Keenan took a vibrant approach to color and art. "I wanted to show how you can take a traditional cottage and really energize it for today, but still keep it warm and familiar," she says.

And behind every design decision were the views. The home's narrow lot slopes down to the banks of the marsh and overlooks the Broad River in the distance. "More than half of Beaufort County is marsh and estuaries," says builder Allen

JENNY LOVES
artwork as
a color map

"Choose a handful of dynamic colors, and then use a great piece of art, or series of pieces, to pull them all together."



Patterson, who grew up along the same shoreline. "That's what is so special here. The tide going in and out, the changing colors, the unique ecosystem—we wanted to incorporate these elements as much as we could."

Here, more on how the talented team modernized this classic cottage while maintaining a deep connection to its architectural roots and watery setting.

COME VISIT!

Doors are open 10 a.m. to 5 p.m.
Thursday–Sunday through
October 28. Entrance is \$15, and
a portion of the proceeds
benefits Boys & Girls Clubs of
Northern Beaufort County.
coastalliving.com/ideahouse

The upholstered seating is by Lee Industries, and the carved wood side chair is from Fritz Porter. The walnut console and concrete-and-wood coffee table are by Bradley; the grasscloth wallcovering is from twenty2. The chandelier, sconces, and lamp are by Circa Lighting. The windows and sliding French doors are by Marvin.



MEET THE DESIGNER

Jenny Keenan

"I love mixing colors," says the Charleston-based interior designer. "And I don't worry too much about whether it's beach-appropriate. Every color works at the beach, even black—it's the tones and materials you pair it with that determine how it feels." Keenan opened her firm nearly 15 years ago, and has since designed interiors from Sullivan's Island to Manhattan, including The Spectator Hotel in downtown Charleston.

LIVING ROOM

Venture out of neutral territory.

Don't shy away from doing a stronger color in an earthy coastal environment, advises Keenan. "The contrast often works like a frame for the view, bringing it into sharper focus." Here, she covered the living and dining room walls in a peacock sisal grasscloth, and even painted the molding the same shade. A bright, semigloss white ceiling and a varied collection of natural woods and woven textures keep the rich hue from leaning moody or dark. And a vibrant abstract by Sally King Benedict (*Lighthouse Face*, 2018) layers in a youthful mix of pinks, aqua, and yellow.

BACK KITCHEN

Turn dish duty into a plum assignment.

A sunny, scaled-down workspace off the kitchen houses a second sink, double oven, and loads of storage. “The back kitchen is designed to be incredibly hardworking,” says Moser. “After a big dinner or party, you can move the dishes in here, close the door, and finish off the evening, and nobody feels like they need to help clean up.” But charming “extras” like ceiling-height windows overlooking romantic oaks and a spirited tile backsplash make it a nice place to work at the end of the night. Pro tip: Choosing glazed terra-cotta tiles (as opposed to natural) make walls like this one feel more modern than rustic.

JENNY LOVES open shelving

“I have open shelving at home and I find it so practical. The key is using it for things you grab every day.”

JENNY LOVES small spaces

“They are like little laboratories for pattern and color, not to mention ideal spots for bigger-ticket tiles and wallpapers.”



The saffron tiles (and the diamond-patterned arrangement in the kitchen, below) are by Tabarka Studio through Tile & Stone Design Studio. The Stella shade fabric is from Tulu, and the pantry wallpaper is by Studio Four NYC. The glasses and accessories are from Celadon and Indigo Market. The window is by Marvin.

The leather-back chairs are from Lee Industries, and the glazed backsplash tiles are by clé. The cabinetry in both the kitchen and back kitchen are by Hostetler Custom Cabinetry. The flooring is American white oak by Authentic Reclaimed. The ceramic dishes are by MMclay.

KITCHEN

Slim down weighty cookspaces.

“I’m seeing homeowners leaning away from kitchens that are heavy with upper cabinetry and appliances, and rethinking what sits at eye level,” says Keenan. Here, it’s a pair of light tile arrangements and shiplap paneling. The square-cut backsplash tiles reflect natural light, the graphic aqua tile helps conceal the hood, and horizontal paneling turns the fridge into a smart architectural element. And because the sink and primary prep area are in the marble-and-white-oak island, “hosts don’t have to turn their backs on guests while readying dinner,” Moser notes.

DINING ROOM

Weave in the classics.

The dining area is tucked into a nook in the great room. "It's open and has amazing views, but it still feels cozy," says Keenan. Her starting point was a faded black ticking stripe, which she used on the pair of host chairs. "It's a classic pattern that feels slightly worn-in," adds the designer. "Together with the cypress paneling, it brings character and age to the room." A portrait by fine-art photographer Anne Menke and a midcentury-inspired brass chandelier pop in a youthful edge.



The walnut table with inlaid brass is by Wade Furniture Co. through Fritz Porter. The drapery fabric is by St. Frank. The host chairs are by Lee Industries, and the side chairs are by Serena & Lily. The chandelier is by Circa Lighting. The windows are by Marvin.

The artwork is from online gallery Artist Collective. The daybed and barrel chairs are by Lee Industries, and the windows are by Marvin. The floor lamp and hall pendant are by Circa Lighting. The jute rug is by Serena & Lily.

JENNY LOVES
a vibrant gallery wall

"Start with your favorite piece and build around it. Look for common colors and spread them out evenly on the wall."



MASTER SITTING ROOM

Turn a passage-way into a cozy hangout.

The sunlit sitting room is part of a 30-foot corridor connecting the main cottage to the master. Moser paneled the space in local pecky cypress, which is indigenous to the swamps of South Carolina, "as a way of turning a transition area into something that feels a bit more special, like an escape," he explains. Keenan boosted this idea by creating a gallery wall with original works by East Coast artists and furnishing the space with a luxe linen daybed so it can be used as extra sleeping quarters or a five-star nap room.

POWDER ROOM

Freshen up a local favorite.

The powder room's black-and-white palmetto-print wallpaper is an updated salute to an iconic symbol of the Lowcountry landscape. "The pattern has a familiar sense of belonging, but the monochromatic color scheme feels new and unexpected," says Keenan. For a textural contrast to the graphic print, she added a baroque mirror crafted of sea snail shells and other spire-shaped ocean treasures.

The mirror is by Made Goods, and the artwork is by Ron Royals. The wallpaper is by Clay McLaurin Studio. The sconce is by Circa Lighting.





MASTER BATH

Embrace the simplicity of black and white.

In the master bath, “we wanted to keep the vibe as serene as possible, as if you were walking into a spa,” says Keenan, noting that black and white is a classic, no-frills palette that works well with nature. Here, a black soaking tub, a vine-patterned Roman shade, and white marble floor tiles convey effortless beauty, especially bathed in light from a pair of windows and a nearby sun tunnel skylight.

MASTER BEDROOM

Play up your star assets.

“The master bedroom is the closest room in the house to the water, so we really wanted to connect it with the setting, particularly the beautiful shades of green outside the windows,” says Keenan. She framed the doors in sage ikat draperies and the windows in emerald hand-painted Roman shades. Exposed rafters elevate the ceiling an extra foot and give the space with the most direct relationship to the marsh “a greater sense of airiness and depth,” adds Moser. “Tongue-and-groove pine walls and ceilings, as opposed to drywall, can expand and contract as they get wet and dry. The more they move, the better they look.”

The upholstered bed and settee are by Lee Industries. The tiered globe chandelier and table lamps are by Circa Lighting. The doors and windows in both the bedroom and master bath (left) are by Marvin. The drapery fabric is by Rebecca Atwood, and the shade fabric is by Porter Teleo through Travis & Company. The malachite nightstands are by Bradley. The porch and rail are by AZEK. In the master bath, the tub and fixtures are by Cregger Company, and the floor and wall tiles are from Palmetto Tile Distributors. The shade fabric is by Zak+Fox. The artwork is by Cindy DeAntonio through Artist Collective.





MEET THE ARCHITECTURAL DESIGNER
Eric Moser

"I like to create as many opportunities as possible for homeowners to turn off the AC, open up their houses, and enjoy the outdoors," says the Habersham-based residential designer. "The beauty of our natural environment is why we live here, so I want to design a home that always reminds its owners of what's around them." Moser is the town urbanist for Habersham and, in addition to designing homes all over the United States and the Caribbean Rim, he specializes in New Urbanism neighborhood planning.



The chandelier and floor lamp are by Circa Lighting. The pair of skylights and blue shades are by Velux, and the double-hung windows are by Marvin. The sofa and chair are by Lee Industries. The pillows are by Kate Loudoun Shand, and the shade fabric is by Carolina Irving Textiles. The rug is by Holland & Sherry. The artwork is from Keenan's personal collection.



UPSTAIRS LOUNGE

Mellow out with pop art.

"Sometimes all you need to set the mood for a room is a great piece of artwork," says Keenan of the Roy Lichtenstein poster she hung in the lounge between the bedrooms. "This piece took the room a little retro—it's lighthearted and graphic and fun." A rose sofa upholstered in a performance fabric keeps it kid-friendly without disturbing the groovy vibe. (Hello, pencil reed cocktail table and leggy chandelier.)



GUEST BEDROOM

Go a little boho.

“There’s a muted, almost dusky romance to the marsh—the colors change so often, from day to day and season to season, and we wanted to reflect that in our color scheme,” says Keenan, who painted the walls soft purple and hung a vintage Suzani as textural art. The rattan bed and whitewashed-oak-and-shagreen desk harmonize with the tree canopy outside the windows.

GUEST BATH

Beach up bolder patterns.

Watercolor-style prints tone down graphic geometrics, making them a fitting backdrop for beach house baths. Keenan layered an intricate shell mirror over this steel-blue wallpaper, strengthening the room’s connection to the coast.



The bed is by Serena & Lily, and the coverlet is by Sferra. The mattresses throughout are by Real Simple. The lighting in the bedroom and bath (left) is by Circa Lighting. The diamond-patterned rug is by Holland & Sherry. The windows are by Marvin. The desk chair is by Lee Industries. In the bath, the vanity is by Hostetler Custom Cabinetry. The wallpaper is by Studio Four NYC. The fixtures are from Cregger Company. The mirror (and the desk in the bedroom) are by Made Goods.

The wallpaper, window shade, and lamp shade fabric are by Lulie Wallace. The artwork is by Alexis Walter. The bed and upholstered chair (below) are by Lee Industries. The lighting is by Circa Lighting. The night-stands and desk (below) are by Made Goods.



GIRLS BEDROOM

Rock some new-school florals.

In the bedroom at the top of the stairs, Keenan paired wildflower wallpaper by noted floral painter Lulie Wallace, who got her start in Charleston, with pieces that have a little more age: woven sweetgrass purses, a candlewicked coverlet, and Turkish oushak rugs. "It's reflective of how the Lowcountry itself has so much beautiful history, but is a very modern, dynamic place," she says.

STUDY NOOK

Throw a few curves.

In addition to wallpaper, Keenan chose furniture with wave-like contours to help soften the room's angular dimensions. For instance, a waterfall desk covered in faux raffia rounds out the nook under the window, and a sinuous painted chest tempers a narrow eave.

The rugs are from Eliko Rugs, and the chest of drawers is by Chaddock. The pom pom coverlet is by Chelsea Textiles. The windows are by Marvin. Accessories are by GDC Home and Celadon.



COURTYARD

Create a smooth transition.

Because the home is elevated nine feet off the ground on the water-facing side to meet flood codes, Moser created a raised courtyard for a gradual connection between house and lot. "The idea is to make the transition between indoors and out as natural as possible," he says, noting that the outdoor room is a full six feet below the house, but still high enough that you see over any cars in the driveway and out to the marsh.

Key Coastal Materials

General contractor Allen Patterson shares his musts for building in the Lowcountry

MARSH-FRIENDLY PAVERS

Permeable concrete pavers in the courtyard and driveway ensure stormwater is absorbed into the ground and doesn't run into the marsh. "These wetlands are full of so much marine life—shrimp, crab, red-fish, just to name a few—and we have to prevent freshwater and dirt from disrupting that ecosystem. It's the heart of why we live here, so we do everything we can to protect it."

A HEAT-REFLECTIVE ROOF

The metal roof recalls the sheet metal or slate roofs used in 19th-century cottages, and is also useful in reflecting heat—a key energy saver during hot summers. "Plus, it's designed to be very resistant to wind in hurricanes."

WEATHERPROOF SIDING, DECKING, AND TRIM

Cement-board siding and capped polymer porch boards look like wood, but are completely resistant to mold, mildew, and other moisture damage. "Synthetic wood materials have come a long way—now, even in this harsh, humid climate, they're bulletproof. They stay in great condition."

ENERGY-EFFICIENT WINDOWS

"These windows are framed in synthetic wood, which doesn't require annual maintenance the way traditional wood cladding did," notes Patterson. Plus, he adds, the UV-protected, Argon-filled glass improves energy efficiency by decreasing the amount of solar heat and air that gets through. And overhead, solar-powered skylights send in sunlight and filter in fresh air. "The more air and light you can get without using energy, the better."

The pavers and walls are by Belgard. The teak cocktail table, woven seating, and cabana-striped cushions are by Lloyd Flanders. The skylights are by Velux. The lighting is by Carolina Lanterns. The siding and trim are by James Hardie. The porch is by AZEK. Various plantings are from the Southern Living Plant Collection.

MEET THE BUILDER *Allen Patterson*

"Build a house that requires as little maintenance as possible," advises Patterson, who grew up constructing homes along the South Carolina coast with his father, who learned from his father. "The products out there today are so good, they really allow you to enjoy what you've built." The third-generation builder has been recognized by Southern Living and Houzz for his work, which ranges in scale from custom luxury homes to affordable housing in downtown Beaufort.




SCREENED PORCH

Live larger outdoors.

Moser designed the porch as an extension of the living room, with a similar scale and built-in climate control. (Prevailing winds from the southwest ensure there's always a breeze, and a fireplace warms up the space in the chillier winter months.) "The idea is to remove any barriers from spending time outdoors," says Moser. Just as important, he adds, is that porches double your entertaining space without supersizing indoor rooms.



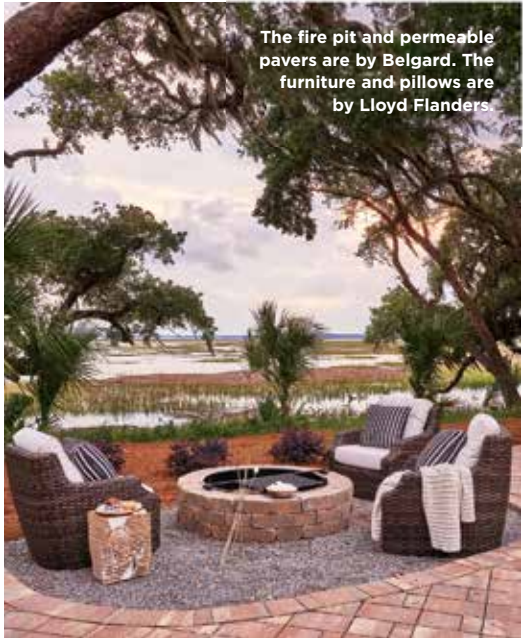


The porch and beadboard ceiling are by AZEK. The siding and trim are by James Hardie. The woven seating and teak coffee table are by Lloyd Flanders. The angular turquoise lanterns are from Carolina Lanterns, and the planters are by Huckleberry Home. The screening system is by Screen Tight. The fireplace tiles are by Riad Tile.



MEET THE LANDSCAPE ARCHITECT **J. Michael Brock**

"Mixing shade-tolerant flowers with plants primed for full sun exposure gives you a nice color play in a setting with so much filtered sunlight," says Brock. He chose the plantings for the courtyard and hardscape borders by playing off the hues of the natural landscape. Licensed by the American Society of Landscape Architects, he opened his Port Royal-based firm, M. Brock Designs LLC, in 2011, where he specializes in residential and commercial planning throughout South Carolina.



The fire pit and permeable pavers are by Belgard. The furniture and pillows are by Lloyd Flanders.

FIRE PIT

Carve out a prime spot for cocktail hour.

One of the team's challenges in sketching out the design of the house on such a narrow lot was keeping the water side from being blocked by a garage. So they deepened the slope toward the water and tucked the garage beneath the master suite, freeing up the space along water's edge for toasting the tidal river as the sun goes down.

Smaller House, Bigger Win

How building less than 3,000 square feet can improve your quality of life

STRONGER INDOOR/ OUTDOOR CONNECTION

The allure of the outdoors is why we live at the coast, and smaller houses offer more access. Not only is it easier to incorporate views from nearly every window, but a modest footprint allows for more room on the lot for outdoor spaces like porches, decks, and even covered living and dining areas.

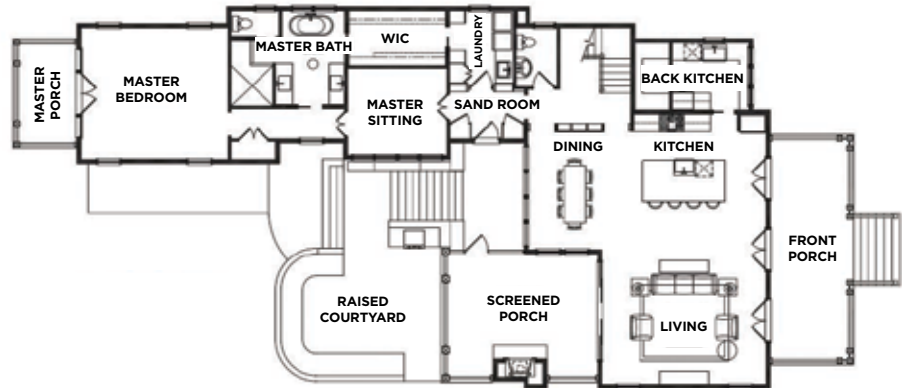
BETTER BOTTOM LINE

“Every room should pay for itself in everyday use,” says Patterson. “You want to channel your resources—design, furnishings, maintenance—into the spaces that you will spend time in often, rather than deplete them on ones you won’t.”

MORE NATURAL VENTILATION

Houses that are a single room deep are easier to cool. Front and rear porches create shade for the interior rooms, and breezes can easily pass through the house.

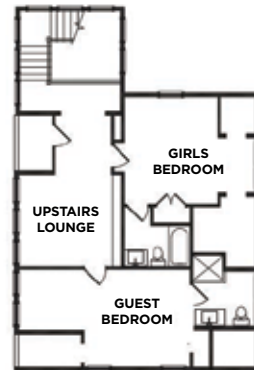
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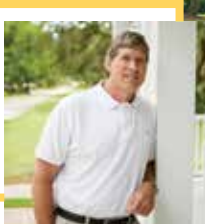
SECOND FLOOR

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A COASTAL LIVING COMMUNITY



MEET THE DEVELOPER
Bob Turner

HABERSHAM

A vibrant marshfront community with Main Street spirit

A three-mile greenway extending along the water sets a scenic tone for this 20-year-old neighborhood. “The idea that drove the entire design of this community was walkability—being out of doors and enjoying the environment,” says Habersham president Bob Turner. He drew inspiration for the community from historic towns, along with New Urbanism communities he designed in the early 1990s. These focused on building neighborhoods around a core town center that’s within walking distance of homes ranging from petite cottages to marshfront manses. Over the past two decades, Habersham has grown to include more than 500 houses and roughly 1,500 full-time residents, a town center with a post office, cafés, fitness studios, a dentist’s office, and even a fall festival that draws people from all over the Southeast. And Turner has a new district in the works: a collection of boutique businesses such as breweries and jewelers. “These are natural fits for the neighborhood, which is continuing to grow,” he says.