Moving Toward Zero Energy Homes

Zero Energy Community Harvests Solar Power

In August 2003, Clarum Homes opened the doors at Vista Montaña, California’s largest Zero Energy Home community, with homes designed to use almost zero net electricity over the course of a year. Built on a former apple orchard, all homes in the development will harvest the sun to generate electricity.

When completed in 2005, the community will consist of 257 solar-powered, single-family homes and townhomes and a 14-acre park and elementary school. At Vista Montaña, 25% of the homes will be priced below market as affordable homes, qualifying for special HUD mortgages.

Traditionally, Watsonville has been an agricultural town but is now making a gradual shift to becoming a suburb of Santa Cruz. The Vista Montaña subdivision targets first-time and move-up buyers who are priced out of Santa Cruz neighborhoods, but have the “earth-friendly” mindset typical of those residents.

While the environmental aspects of the community are attractive to many, some buyers are initially unaware of the standard solar and energy-efficient features of the homes. They are, however, very enthusiastic once they learn about the added benefits. Standard home plans feature three, four, or five bedrooms, 10 different floor plans, and two-car garages.

Clarum has a reputation as a pioneer in the Bay Area home-building industry. Clarum began its green building program in 1999, with energy efficiency features and sustainable building materials as standard equipment.

Clarum’s participation in the U.S. Department of Energy’s Zero Energy Homes (ZEH) initiative built on the company’s previous experience with renewable energy. Working with energy consultant ConSol and the National Renewable Energy Laboratory, Clarum was able to reduce the energy consumption of the Vista Montaña homes by more than 50%.

“We have shifted our entire company mission and business plan to building nothing other than Zero Energy Homes from this point forward.”

– John Suppes, vice president, Clarum Homes
Clarum’s Enviro-Home™ combines energy efficiency, renewable energy, and sustainable building materials.

This community is proof of Clarum’s commitment to build attractive, affordable, green homes using energy-efficient designs and renewable energy systems. The Vista Montaña houses have been so popular that the builder plans to continue building ZEHs. Clarum has received significant recognition from the community and the press for its efforts in green building, and the company attributes this success to its decision to participate in the Zero Energy Homes initiative.

Clarum built every home in the community to be an Enviro-Home™. Clarum’s Enviro-Home™ is its brand name for a home that combines state-of-the-art energy efficiency and renewable energy with environmentally sustainable materials.

Sustainable features include engineered lumber, recycled decking material, and water saving plumbing and landscaping. Buyers can choose to pay extra for sustainable, green building materials such as recycled-content carpet, bamboo flooring, cork flooring, and low-VOC paint.

Through its use of renewable energy and energy efficiency features, the Enviro-Home™ earned additional recognition by receiving the Environmental Protection Agency’s ENERGY STAR® home rating, ConSol’s ComfortWiseSM designation, and the Building Industry Institute’s California Green Builder Certification. The project was also supported by the city of Watsonville and the California Energy Commission.