

WINTER  
2018

BEST IN AMERICAN

REDEFINING  
HOME AND  
COMMUNITY

# DESIGN INFLUENCERS

2017 Home of the Year

A GREENER FUTURE

SPRAWL REPAIR

THE BEAUTY  
OF CRAFTSMAN

Published by

**NAHB**  
National Association  
of Home Builders

[www.nahb.org](http://www.nahb.org)



## ON THE COVER:

The 2017 Home of the Year features indoor and outdoor gathering spaces that flow seamlessly from one to the other.



Published by



**EDITOR-IN-CHIEF**  
Debbie Bassert

**ASSISTANT EDITOR**  
Claire Worshtil

**ASSOCIATE EDITOR**  
Alexandra Isham

**CONTENT EDITORS**  
Jacyn Toole  
Paul Emrath

**CONTENT COORDINATOR**  
Linda Wade

**REPRINTS AND BUDGETING**  
Debra Lesesne

**SPONSORSHIP/AD SALES**  
Don Berey

**MANAGING EDITOR**  
Pat Curry

**GRAPHIC DESIGN**  
LTD Creative

Copyright © 2018, the National Association of Home Builders of the United States, 1201 15th Street, NW, Washington, DC 20005. All rights reserved. No part of this publication may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying and recording, or by any information storage and retrieval system without permission in writing from the editor. The opinions expressed in articles in Best In American Living™ are the opinions of the authors and do not necessarily reflect the policies of the National Association of Home Builders.

ISSN (2325-9302)

Visit [www.bestinamericanliving.com/blog](http://www.bestinamericanliving.com/blog) for even more news and resources on home and community—including cutting-edge designs, visually rich details from award-winning projects, hottest trends—and more.

## CONTENTS



### 3 THE DRAWING BOARD

#### Game Changer

Energy-efficient VFR technology makes HVAC cool—even in Texas.

Jamie Hawkes



### 7 GOING GREEN

#### A Greener Future

2017 Solar Decathlon teams expand the boundaries of sustainable housing design.

Megan Alise Carroll



### 10 MARKETPLACE

#### Refresh

Help your clients navigate the choices for a kitchen or bath update.

Michelle Tascione



### 13 PORTFOLIO

#### Connection

The 2017 Home of the Year was designed as a retreat for family reunions.

Craig McMahon, AIA



### 16 PROOFS AND TRUTHS

#### The Psychology of Design

Builders and designers must embrace the subconscious, the part of the brain where more than 70 percent of decisions are made.

Kay Green

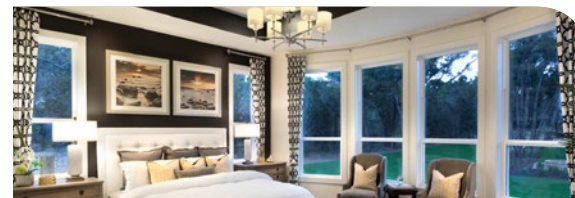


### 20 POLICY WATCH

#### Sprawl Repair

One of the most important projects of the century is to transform underutilized, disconnected suburban assets into livable, walkable communities.

Galina Tachieva



### 25 TOOLS & TECHNIQUES

#### Designing for Dollars

Yes, you can create memorable models and specs on a budget.

Tess Wittler



### 29 IT'S ALL IN THE DETAILS

#### The Beauty of Craftsman

Honor this classic style by mastering the details.

Jeffrey Givens



# GAME CHANGER

By Jamie Hawkes

## Energy-efficient VRF technology makes HVAC cool—even in Texas

HVAC systems aren't typically on a renter's list of desired amenities when looking for a new apartment home. Dallas-based Bright Realty has changed that, however, at its award-winning Discovery at The Realm luxury multifamily development. Bright Realty, along with its design partners on the project, pushed the envelope on how variable refrigerant flow (VRF) technology can be applied in a multifamily setting for results that are groundbreaking in the industry.

The outcome is a VRF system that eliminates unsightly condensing "farms" outside of units and unattractive air handlers inside. Run on a centralized system that is more compact, more attractive, less noisy, and more efficient, the system provides residents at Discovery with comfort in their apartment homes and a monthly electric bill that is stunningly low, especially during long, hot Texas summers.

Discovery at The Realm is a luxury 423-unit apartment development within a master-planned community in the north Dallas suburbs. Its residents enjoy high-end amenities, including a pedestrian promenade and lake with gravel trails, a fully staffed clubhouse that serves beer and wine, garage

Innovative HVAC design helped Dallas-based Bright Realty eliminate unsightly condensers at this luxury apartment complex. The use of compact VRF technology increased the area that could be landscaped by 20-30 percent.

PHOTOGRAPHY BY  
DENISE RETALLACK



PHOTOGRAPHY BY DENISE RETALLACK





Residents at Discovery at The Realm enjoy a wide range of high-end amenities, including this clubhouse serving beer and wine. With VRF technology, they also can expect extraordinarily low electric bills.

would need to be placed around the perimeter of the building, resulting in an unusable landscape. VRF allows developers to gain 20-30 percent more space than they normally would by using traditional technologies.

“We also wanted a more efficient system because we believe that residents focus not just on what they pay for rent, but on their total, out-of-pocket occupancy cost.”

The design team accepted the challenge to utilize VRF in a manner that reaped all its benefits [see ‘[Quick Facts About VRF](#)’] while avoiding unsightly wall-mounted air handlers inside the living space, Bright added.

“The ingenuity of the engineering and mechanical application sets the bar for the industry as a whole,” he said. “More importantly, the positive impact on quality of life for residents is immeasurable.”

The additional cost to Bright Realty for VRF was \$3,800 per unit, for a project total of \$1,607,400.

## ISING TO THE CHALLENGE

Originally slated to be equipped with traditional split systems, the developer challenged the team to develop a greenfield solution using VRF technology in a new way, making the system less intrusive and more cost efficient for both residents and the developer, Andres Construction Project Manager Jared Powell said.

“At the time, no one in the market area was using VRF for multifamily,” Powell said. “Through a combination of determination and teamwork, the project resulted in a ground-breaking implementation that is better than both the standard HVAC and the traditional VRF.”

Typically, multifamily developments that use VRF have utilized obtrusive wall-mounted units. Discovery instead engineered the use of traditional ceiling HVAC venting for air



In multifamily projects, VRF technology normally utilizes obtrusive wall-mounted units. At Discovery at The Realm, traditional ceiling HVAC vents were used, making them indistinguishable from units with standard HVAC units. Residents report they are extremely quiet.

PHOTOGRAPHY BY DENISE RETALLACK



parking, an exercise facility that offers group yoga classes, a dog park, and a resort-style, multi-level pool. Discovery’s VRF system adds to that impressive list.

“In the design of Discovery, we were looking to solve the typical HVAC-related challenges facing multifamily,” Bright Realty Chief Executive Officer Chris Bright said. Traditional HVAC requires one condenser per unit, so in the case of a building with 100 units, 100 unsightly, noisy condensers





Placement of the VRF condensing units in the parking garages allowed the developer to retain landscaping of the pool, lake, and green spaces.

delivery to the units. As a result, the apartment units look the same inside as they would with standard HVAC units.

Outside, the immediate visual difference for residents comes in the VRF condensing units, which are located in the parking garages. This allowed the developer to retain the landscaping of the pool, lake, and green spaces, which would otherwise be interrupted by the condensers.

Outdoors, the VRF units also are remarkably quiet, so residents don't have to hear them while enjoying the property's

amenities. Indoors, Discovery's VRF system, manufactured by LG, provides consistent air temperature while being virtually silent and easily programmable, according to residents. It also provides for individual tenant billing, with a monthly spreadsheet that breaks down energy usage by apartment.

"We have essentially taken the HVAC system out of sight and off the minds of residents, which is what we wanted to do," Bright said.

Collaboration was crucial to the success of the project, Bright

## QUICK FACTS ABOUT VRF

- **Variable refrigerant flow** (VRF) zoning is a method of providing precise comfort control to buildings with multiple floors and areas by moving refrigerant through piping to the zone to be cooled or heated. VRF zoning systems are the fastest growing segment of the U.S. HVAC market.
- VRF systems were introduced in Japan **more than 20 years ago**. VRF technology was implemented in European markets in 1987, but the technology has only become popular in the United States over the past five to 10 years.
- VRF HVAC systems use less energy for **several reasons**. The system is designed to provide exactly the amount of cooling needed for the current conditions, which means it runs less frequently and at a lower capacity. The system can also capture heat from the cooling process and reuse it in other areas that may need heating.
- VRF zoning systems can simultaneously **cool some zones while heating others**, regardless of season, outdoor temperatures, or time of day.
- One of the biggest **benefits of a VRF** system is that it tends to break down less frequently. VRF systems have one of the **lowest life cycle costs** of any system on the market, while providing easy design, installation, and maintenance.
- VRF zoning systems can help multifamily buildings achieve **certification from various green-building programs**. The systems are energy efficient and have a system in place to measure energy usage through the controls network.





said. Having the developer, architect, engineer, general contractor, installer, and manufacturer working together produced a positive impact on the environment, on residents, and perhaps, on the multifamily industry as a whole.

As a result of this project’s success, several multifamily VRF projects are now under development in the immediate area, said Rusty Vaughn, vice president of Texas Air Systems, which oversaw installation of the system by City Wide Mechanical. The project is also featured in a video case study produced by LG.

But the most impressive feedback is coming from Discovery residents.

“To have a \$35 bill for your AC, especially in Texas, is amazing,” said resident Kai. “The system is also very self-maintaining. I leave it on ‘auto,’ and based on external temperatures, it regulates itself. It keeps it cool when it needs to be cool and warm when it needs to warm up.”

“It’s the lowest electric bill we have ever had in any apartment,” residents Tony and Angela said. “You can’t beat it.” 🏠

Jamie Hawkes is an account executive with the Margulies Communications Group.



**Housing Preferences of the Boomer Generation: How They Compare to Other Home Buyers**

NAHB Economics & Housing Policy Group

This is one of the latest studies in NAHB’s long history of tracking the evolution of home buyer preferences. The data highlights the housing preferences of Baby Boomers—home size, central-city vs. suburb location, kitchen, bathroom, and community features, among many others.

From BuilderBooks, 2016, 196 pp/Softcover  
**Item** 00309    **ISBN** 978-086718-748-9

**Home Buyer Preferences: Age, Income, and Other Factors**



NAHB Economics & Housing Policy Group

Find out what your customers want, so you can position your company to have the edge over your competitors. *Home Buyer Preferences* focuses on preferences across different income levels and also includes detailed tables that show how other factors, such as age, geographic location, or household composition affect housing preferences.

From BuilderBooks, 2017, 312 pp/Softcover  
**Item** 00308    **ISBN** 978-0-86718-746-5

ADBB1217



BuilderBooks

**Order Today!**

For print books visit  
**BuilderBooks.com** or call **800 223 2665**

For e-books visit  
**ebooks.builderbooks.com**



# A Greener Future

By Megan Alise Carroll

## 2017 Solar Decathlon teams expand the boundaries of sustainable housing design

Striving to create the most innovative, energy-efficient, smart and cost-efficient homes, the Department of Energy (DOE) Solar Decathlon allows colleges and universities around the globe to showcase their capabilities.

NeighborHub from Team Switzerland, this year's winner, is designed with multifunctional spaces that can change with the community. Its flexibility ensures that, over time, the house will meet the needs of the greatest number of occupants while using the least amount of land.



2017 Teams

**Las Vegas:** University of Nevada

**Maryland:** University of Maryland

**Missouri S&T:** Missouri University of Science and Technology

**Netherlands:** HU University of Applied Science Utrecht

**Northwestern:** Northwestern University

**Swiss Team:** Ecole Polytechnique Federal de Lausanne, School of Engineering and Architecture, Geneva University of Art & Design, and University of Fribourg

**Team Alabama:** University of Alabama at Birmingham and Calhoun Community College

**Team Daytona Beach:** Embry-Riddle Aeronautical University and Daytona State College

**UC Berkeley/U of Denver:** University of California and University of Denver

**UC Davis:** University of California, Davis

**Wash U- St. Louis:** Washington University

The goal of the biannual competition, which began in 2002, is to design and build a full-sized, solar-powered home that excels in 10 different areas. The competition categories are:

- Architecture Contest
- Water Contest
- Market Potential Contest
- Health & Comfort Contest
- Engineering Contest
- Appliance Contest
- Communications Contest
- Home Life Contest
- Innovation Contest
- Energy Contest

This amazing learning experience challenges students to bring their concepts to life and learn what does and does not work. It also prepares and provides real-world experience for the next generation of builders and designers. This year, for the first time, teams took home cash prizes ranging from \$100,000 to \$300,000, based on their final scores.

To participate in the competition, each team works to develop a design to submit to the DOE. These applications are evaluated and the top contestants move on to compete. The teams spend the next two years creating and testing

the design of their home. The final design is built and put through a series of tests the final weeks leading up to the Decathlon.

After building their homes at this year's competition site in Denver, Colorado, the teams participated in the 10 competitions Oct. 5-15, to evaluate cost-effective design, innovative balance with market potential, water and energy efficiency, energy production and time-of-use energy, and communications strategies.

Teams earned points through task completion, monitored performance,

and jury evaluation. Task completion shows how the house might perform in day-to-day tasks, such as doing laundry, preparing a meal, or other chores.

The monitored performance points come from the comfort controls within the home, such as humidity and temperature, as well as electricity to the home. Finally, the jury panel of field experts gave points for the more aesthetic portions of the home's design.

People often think that a sustainable home must look modern, but many of these homes were more traditional in

design, with sustainable features that blended in. This year, homes included such features as: an emergency room that can survive tornados, doors that were highly insulated or acted as pressure-balancing devices from room to room, creatively designed furniture to provide multiple functions in a small space, and even food dehydrating trays that utilized the heat of the attic to function.

**A COMMUNITY-FOCUSED HUB**

This year's overall winner, the Swiss Team, came up with a community-focused



The team from Washington University—St. Louis, built CRETE House from precast insulated panels. The design of CRETE house focuses on all aspects of self-sufficiency, including energy, water, and food production, and it demonstrates innovative ways to utilize the home's exterior to grow food sustainably.



2017 Teams

**Las Vegas:** University of Nevada

**Maryland:** University of Maryland

**Missouri S&T:** Missouri University of Science and Technology

**Netherlands:** HU University of Applied Science Utrecht

**Northwestern:** Northwestern University

**Swiss Team:** Ecole Polytechnique Federal de Lausanne, School of Engineering and Architecture, Geneva University of Art & Design, and University of Fribourg

**Team Alabama:** University of Alabama at Birmingham and Calhoun Community College

**Team Daytona Beach:** Embry-Riddle Aeronautical University and Daytona State College

**UC Berkeley/U of Denver:** University of California and University of Denver

**UC Davis:** University of California, Davis

**Wash U- St. Louis:** Washington University

The goal of the biannual competition, which began in 2002, is to design and build a full-sized, solar-powered home that excels in 10 different areas. The competition categories are:

- Architecture Contest
- Water Contest
- Market Potential Contest
- Health & Comfort Contest
- Engineering Contest
- Appliance Contest
- Communications Contest
- Home Life Contest
- Innovation Contest
- Energy Contest

This amazing learning experience challenges students to bring their concepts to life and learn what does and does not work. It also prepares and provides real-world experience for the next generation of builders and designers. This year, for the first time, teams took home cash prizes ranging from \$100,000 to \$300,000, based on their final scores.

To participate in the competition, each team works to develop a design to submit to the DOE. These applications are evaluated and the top contestants move on to compete. The teams spend the next two years creating and testing



The University of Nevada, Las Vegas, created Sinatra Living, an energy-efficient and health-conscious home for active aging citizens. The design creates accessible and comfortable indoor and outdoor spaces that encourage physical activity and socializing.

the design of their home. The final design is built and put through a series of tests the final weeks leading up to the Decathlon.

After building their homes at this year's competition site in Denver, Colorado, the teams participated in the 10 competitions Oct. 5-15, to evaluate cost-effective design, innovative balance with market potential, water and energy efficiency, energy production and time-of-use energy, and communications strategies.

Teams earned points through task completion, monitored performance,

and jury evaluation. Task completion shows how the house might perform in day-to-day tasks, such as doing laundry, preparing a meal, or other chores.

The monitored performance points come from the comfort controls within the home, such as humidity and temperature, as well as electricity to the home. Finally, the jury panel of field experts gave points for the more aesthetic portions of the home's design.

People often think that a sustainable home must look modern, but many of these homes were more traditional in

design, with sustainable features that blended in. This year, homes included such features as: an emergency room that can survive tornados, doors that were highly insulated or acted as pressure-balancing devices from room to room, creatively designed furniture to provide multiple functions in a small space, and even food dehydrating trays that utilized the heat of the attic to function.

**A COMMUNITY-FOCUSED HUB**

This year's overall winner, the Swiss Team, came up with a community-focused



2017 Teams

**Las Vegas:** University of Nevada

**Maryland:** University of Maryland

**Missouri S&T:** Missouri University of Science and Technology

**Netherlands:** HU University of Applied Science Utrecht

**Northwestern:** Northwestern University

**Swiss Team:** Ecole Polytechnique Federal de Lausanne, School of Engineering and Architecture, Geneva University of Art & Design, and University of Fribourg

**Team Alabama:** University of Alabama at Birmingham and Calhoun Community College

**Team Daytona Beach:** Embry-Riddle Aeronautical University and Daytona State College

**UC Berkeley/U of Denver:** University of California and University of Denver

**UC Davis:** University of California, Davis

**Wash U- St. Louis:** Washington University

The goal of the biannual competition, which began in 2002, is to design and build a full-sized, solar-powered home that excels in 10 different areas. The competition categories are:

- Architecture Contest
- Water Contest
- Market Potential Contest
- Health & Comfort Contest
- Engineering Contest
- Appliance Contest
- Communications Contest
- Home Life Contest
- Innovation Contest
- Energy Contest

This amazing learning experience challenges students to bring their concepts to life and learn what does and does not work. It also prepares and provides real-world experience for the next generation of builders and designers. This year, for the first time, teams took home cash prizes ranging from \$100,000 to \$300,000, based on their final scores.

To participate in the competition, each team works to develop a design to submit to the DOE. These applications are evaluated and the top contestants move on to compete. The teams spend the next two years creating and testing



The University of Maryland developed reACT (short for Resilient Adaptive Climate Technology) for a Native American couple. Designed with influences from Nanticoke and Maryland tribal traditions, reACT includes a composting system, hydroponic garden, vegetable garden, and movable “living walls” covered in plants.

the design of their home. The final design is built and put through a series of tests the final weeks leading up to the Decathlon.

After building their homes at this year's competition site in Denver, Colorado, the teams participated in the 10 competitions Oct. 5-15, to evaluate cost-effective design, innovative balance with market potential, water and energy efficiency, energy production and time-of-use energy, and communications strategies.

Teams earned points through task completion, monitored performance,

and jury evaluation. Task completion shows how the house might perform in day-to-day tasks, such as doing laundry, preparing a meal, or other chores.

The monitored performance points come from the comfort controls within the home, such as humidity and temperature, as well as electricity to the home. Finally, the jury panel of field experts gave points for the more aesthetic portions of the home's design.

People often think that a sustainable home must look modern, but many of these homes were more traditional in

design, with sustainable features that blended in. This year, homes included such features as: an emergency room that can survive tornados, doors that were highly insulated or acted as pressure-balancing devices from room to room, creatively designed furniture to provide multiple functions in a small space, and even food dehydrating trays that utilized the heat of the attic to function.

**A COMMUNITY-FOCUSED HUB**

This year's overall winner, the Swiss Team, came up with a community-focused



2017 Teams

**Las Vegas:** University of Nevada

**Maryland:** University of Maryland

**Missouri S&T:** Missouri University of Science and Technology

**Netherlands:** HU University of Applied Science Utrecht

**Northwestern:** Northwestern University

**Swiss Team:** Ecole Polytechnique Federal de Lausanne, School of Engineering and Architecture, Geneva University of Art & Design, and University of Fribourg

**Team Alabama:** University of Alabama at Birmingham and Calhoun Community College

**Team Daytona Beach:** Embry-Riddle Aeronautical University and Daytona State College

**UC Berkeley/U of Denver:** University of California and University of Denver

**UC Davis:** University of California, Davis

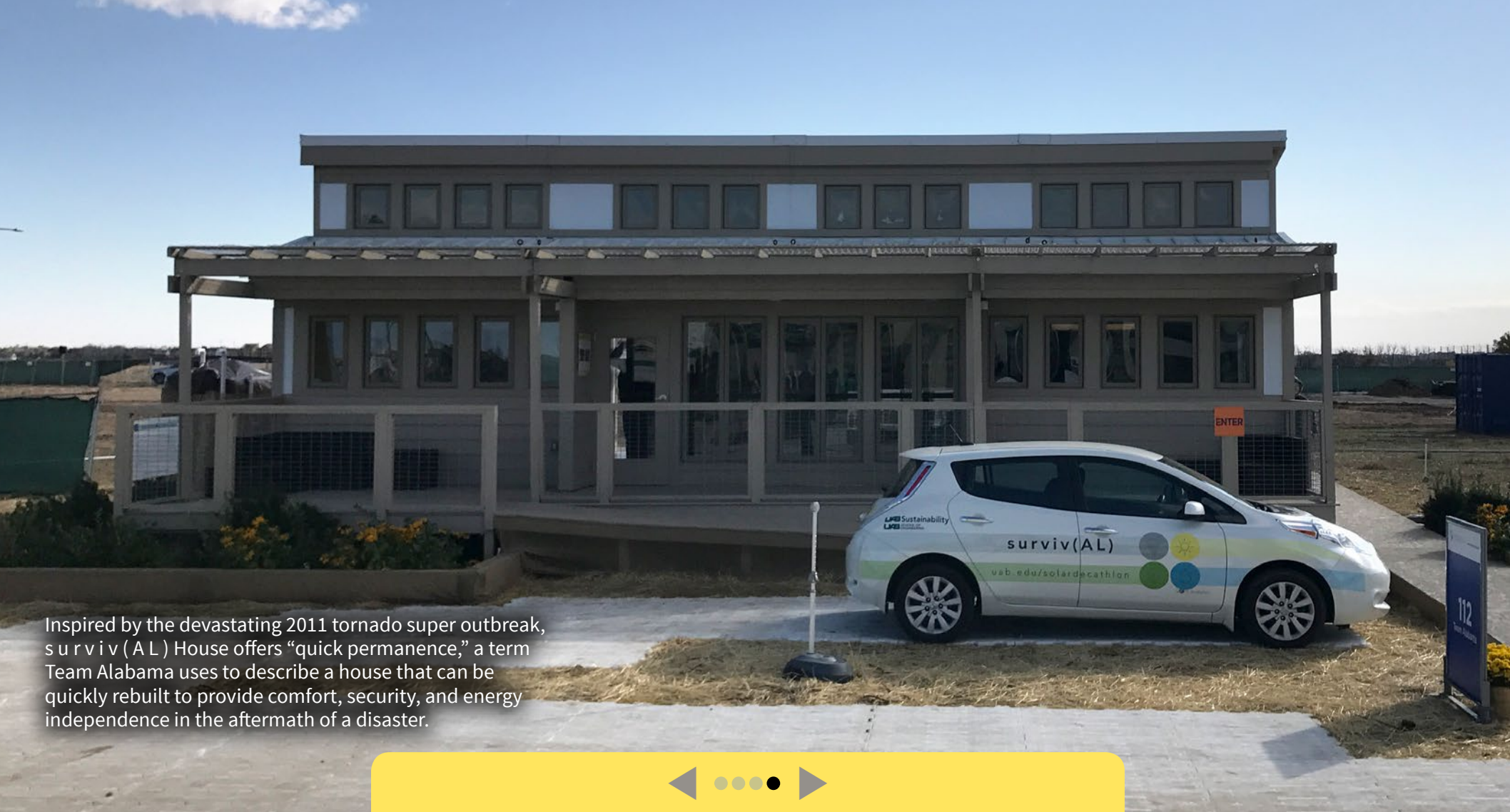
**Wash U- St. Louis:** Washington University

The goal of the biannual competition, which began in 2002, is to design and build a full-sized, solar-powered home that excels in 10 different areas. The competition categories are:

- Architecture Contest
- Water Contest
- Market Potential Contest
- Health & Comfort Contest
- Engineering Contest
- Appliance Contest
- Communications Contest
- Home Life Contest
- Innovation Contest
- Energy Contest

This amazing learning experience challenges students to bring their concepts to life and learn what does and does not work. It also prepares and provides real-world experience for the next generation of builders and designers. This year, for the first time, teams took home cash prizes ranging from \$100,000 to \$300,000, based on their final scores.

To participate in the competition, each team works to develop a design to submit to the DOE. These applications are evaluated and the top contestants move on to compete. The teams spend the next two years creating and testing



the design of their home. The final design is built and put through a series of tests the final weeks leading up to the Decathlon.

After building their homes at this year's competition site in Denver, Colorado, the teams participated in the 10 competitions Oct. 5-15, to evaluate cost-effective design, innovative balance with market potential, water and energy efficiency, energy production and time-of-use energy, and communications strategies.

Teams earned points through task completion, monitored performance,

and jury evaluation. Task completion shows how the house might perform in day-to-day tasks, such as doing laundry, preparing a meal, or other chores.

The monitored performance points come from the comfort controls within the home, such as humidity and temperature, as well as electricity to the home. Finally, the jury panel of field experts gave points for the more aesthetic portions of the home's design.

People often think that a sustainable home must look modern, but many of these homes were more traditional in

design, with sustainable features that blended in. This year, homes included such features as: an emergency room that can survive tornados, doors that were highly insulated or acted as pressure-balancing devices from room to room, creatively designed furniture to provide multiple functions in a small space, and even food dehydrating trays that utilized the heat of the attic to function.

**A COMMUNITY-FOCUSED HUB**

This year's overall winner, the Swiss Team, came up with a community-focused





Above, the Swiss Team's NeighborHub included a sub-floor aquaponics system that supported a living green wall. Top right, visitors learn about sustainable materials used in Enable, the entry from Northwestern University. Right, every aspect of the Sinatra Living home's design and construction is detailed for visitors to the house.



building, looking at the intersection of the need for more shared space and various uses within living space. It was a bit risky to build a space to serve a community rather than a single home, but the Swiss team saw it as the way to innovatively look to the future, earning them the top spot.

The design integrated aquaponics, a green roof, clothes drying lines, composting toilets, and space to work on a bike, as well as other interesting features. Each side of the large glass box-like home opened, allowing for great cross ventilation and comfort.

The People's Choice award, determined by individuals who visited the competition in person or online, went to the Netherlands team. The Student's Choice

award, voted on by the large number of middle school students who attended, was awarded to Northwestern University.

After the competition, some of the houses were purchased by private companies/owners or used for educational purposes on school campuses. Some were even sold as new homes.

These teams pulled out all the stops, sparing no expense, while providing a completely solar-powered product. Be on the lookout; some of these innovations could be the next big thing in high-performance building. 🏡

**Megan Alise Carroll** is Program Manager, Sustainability & Green Building, at the National Association of Home Builders.



# Green Education Online, on Your Time

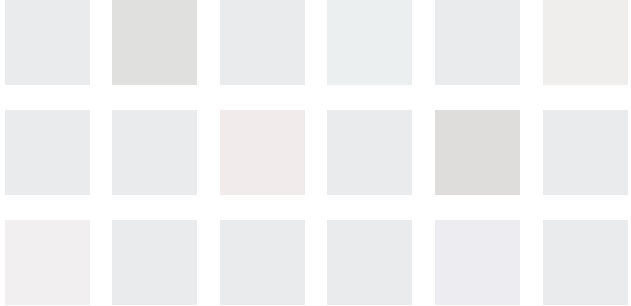
To successfully design, construct and sell homes in the expanding high performance marketplace, you need to understand how to apply green building practices while following an effective project management process.

The NAHB online courses **High Performance Building for Building Professionals** and **Advanced High Performance Building: Project Management** provide the knowledge and tools to create innovative green homes. Take each course in its entirety in a convenient online format, or select individual modules focused on specific high performance topics. These courses are registered with AIA CES for continuing professional education.



Learn more at  
[nabh.org/greenmodules](https://nabh.org/greenmodules)





By Michelle Tascione

# REFRESH

## Help your clients navigate the choices for a kitchen or bath update

Winter is the time of year when most home owners spend more time indoors. Chances are, they are noticing everything they didn't get a chance to accomplish over the summer. This is the perfect time of year to help them plan for an upgrade.

Kitchens and baths frequently get the most attention because they are regularly used by members of the household and guests alike. Kitchens are where they will most likely spend the majority of their time; from a design perspective, you want to make sure their style is reflected in their choices. The best style is influenced by current design trends, married with individual wants and needs.



**Center:** White kitchens are both classic and trending. Not only is it a clean, fresh look; they make the space look and feel open and inviting.

**Above Right:** Bleached woods are another popular design choice for cabinetry. Glass-front doors and open shelves make the space feel larger.

### NEW MATERIALS IN THE KITCHEN

One of the bolder design trends is foregoing wood cabinets in favor of metal ones. This look has been growing in popularity among the younger and

contemporary consumer markets. More traditional clients can ease their way into this trend by mixing materials and metals, both for surfaces and as accents.

Another new trend of designers is embracing the use of color. Two-tone cabinets, bleached woods, and appliances that come in a range of colors can bring life to an otherwise neutral kitchen.

Speaking of color, quartz countertops are becoming more popular due to several key traits, including color options. Quartz comes in an array of eye-catching colors to please even the pickiest client. Quartz also is more



PHOTOS COURTESY OF 84 LUMBER





The use of contrasting colors for the perimeter cabinets and the island continues to be a trend in kitchen design. Dramatic glass tiles and industrial-style pendant lighting add to the kitchen's urban feel.

durable than granite, and since it's nonporous, they won't have to worry about staining it, like marble.

For the bathroom, consider the fixtures you are using. While white is currently the most popular option, brushed brass and gold are growing in popularity, as are designer faucet colors. If that's too bold for your client, suggest simple splashes of color. A bright storage cabinet in the bathroom or a colorful backsplash in the kitchen really pop.

Naturally, a backsplash can have a

significant impact on the overall look of a kitchen or bath. With so many beautiful options available, your client may appreciate your help in determining their desired look. If they aren't into color, suggest using stainless steel or a tinted glass to give the effect of a mirror. This will open up the space, making it seem bigger.

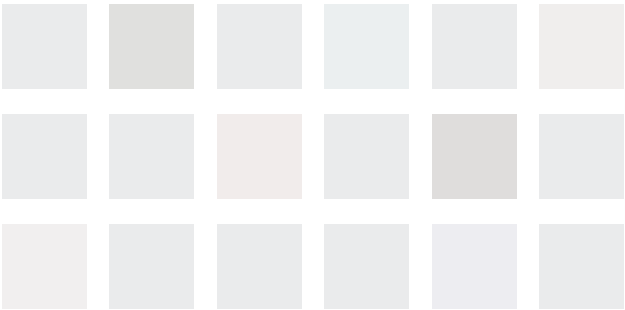
A white color palette, plenty of natural sunlight, and mirrors can enlarge a tight space. Adding a barn door where there was once a traditional door can widen

the opening and create more room. Another creative way to add the illusion of space would be to replace the typical linen closet with glass-front cabinets.

REDUCING CLUTTER

Yet another trend is embracing the inner minimalist. Kitchen islands and countertops can be a magnet for everything and anything that doesn't make it back to its proper place. If this tends to happen in your client's home, suggest adding a command center or a designated storage area for certain items. Ditching door hardware for touch-activated latches on cabinets or installing shelves instead of upper cabinets are other ways of incorporating minimalism into a kitchen or bath design.

Of course, while clients want these spaces to be beautiful, they need to be functional. Having a clear picture of their needs will help narrow down the options to offer. Roll-out and pull-out drawers and under-cabinet LED lighting, along with internet-connected appliances and docking stations, are all popular kitchen features. For the bathroom, consider comfort height toilets and vanities, lighting and music in showers, and radiant floor heating. Easy maintenance



A white-on-white design palette provides a host of opportunities for adding pops of color.





Grey continues to be a strong color preference with new home buyers. Taking the backsplash all the way to the ceiling is a way to add drama without significant expense.

and wiring pathways for future integration are noteworthy options for both kitchen and baths.

84 Lumber Design Studios can play a pivotal role in the design, layout, or upgrade of your clients' homes. Tour our showrooms for inspiration for your next project, or browse our extensive collections of hardware, fixtures, and finishes for the kitchen and bath. 🏠

**Michelle Tascione, CGP**, is environmental strategy manager for 84 Lumber.



You can make a small bathroom look larger with an appropriately sized sink, ample lighting, and a good-sized mirror.

BEST IN AMERICAN LIVING AWARDS

THANK YOU!

Diamond Sponsors

NAPOLEON FISHER & PAYKEL

Sapphire Sponsors

PHANTOM SCREENS

Red Carpet Contributors

Bassenian | Lagoni  
ARCHITECTURE • PLANNING • INTERIORS

MARY D'AMATI  
design group

BSB  
DESIGN

EDF International

DAHLIN

Carolina Spaces

Winberg Blackley  
Collaborative LLP

HOUSING  
MATTERS

VISBEEN  
architects

Supporting Contributors

DTJ Design

Godden | Sudik Architects

KEPHART

Jim Sattler Custom Homes

KGA Studio Architects

A special  
thank you to our  
2017 sponsors  
and BALA  
contributors!

NAHB BEST IN AMERICAN LIVING

Enter today at [bestinamericanliving.com](http://bestinamericanliving.com)

AD4BALA17



# Home of the year

By Craig McMahon, AIA

The main design feature of the house is the all-glass living room, which extends the main courtyard directly to the cantilevered deck.



The site was carefully cleared to preserve its mature oak trees, seen here and through the living room window below.



When architects and builders listen to their clients’ needs and thoughtfully approach a home’s design and connection to its place, stunning things can happen. The clients of this home were looking for a place in the Texas Hill Country to establish a “central retreat” for their extended and far-flung family members. While the clients were relocating from the East Coast, one of the owners had grown up in the Texas Hill Country. The idea of living on a Texas ranch—or as close to it as possible—was the driver for where they wanted to live.



PROJECT TEAM

- ARCHITECT** Craig McMahon Architects
- DESIGN TEAM** Craig McMahon, AIA – Principal  
Billy Johnson, Project Designer  
Itzel Aguirre, Intern Architect/Designer  
Misela Vandewalle, Intern Architect/Designer  
Jody Baker, Project Manager
- CONTRACTOR** Johnny Canavan, Johnny Canavan Custom Homes
- PHOTOGRAPHY** Dror Baldinger and Craig McMahon



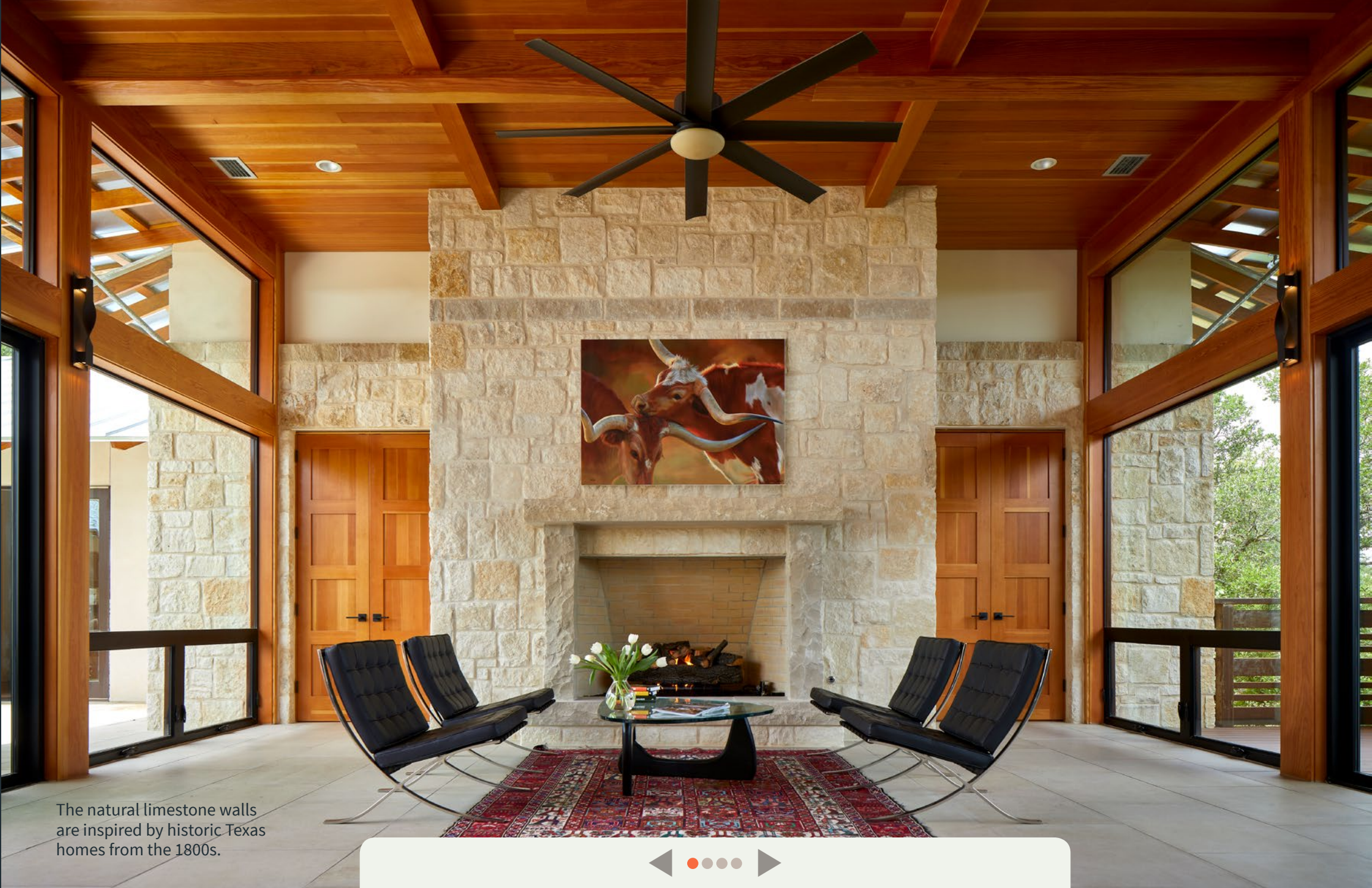
from the judges...

The Best in American Living Awards judges applauded the cohesiveness of the design and its relationship to the site, calling the house “fabulous”.

“It makes total architectural sense,” they wrote. “It’s not forced. It feels like you’re living outside in every space.”

its existing neighbors, the 3,600-square foot, 4-bedroom, 4 ½-bath home is uniquely placed midway up the site, surrounded by large oak trees.

We took full advantage of the site to design a home in two zones, like something one might find in Santa Fe, New Mexico, with the entry to the home from a courtyard rather than a traditional front door. The intimate and uniquely scaled main living courtyard became the focus of the entry sequence, with the owners and visitors driving up to find the



The natural limestone walls are inspired by historic Texas homes from the 1800s.

Still, they didn’t need a large home or a particularly large lot. Rather, they requested a home that would meet their personal needs as well as offer visiting family members their own “zone of living” so that several people could occupy the property and have their own personal space.

They selected a 1.1-acre site in the golf course section of the 8,700-acre Cordillera Ranch community near Boerne, Texas. Bordering the Guadalupe River, Cordillera Ranch is a private, gated subdivision offering a unique connection to Texas experiences, including fly fishing, equestrian, golf, tennis, and

swimming amenities. The gently sloping site rises 25 feet from the street to the back of the property, where it offers views of the golf course. Filled with cedar trees and hidden oaks, we oversaw clearing the property to ensure the larger mature oak trees were kept intact. Smaller than



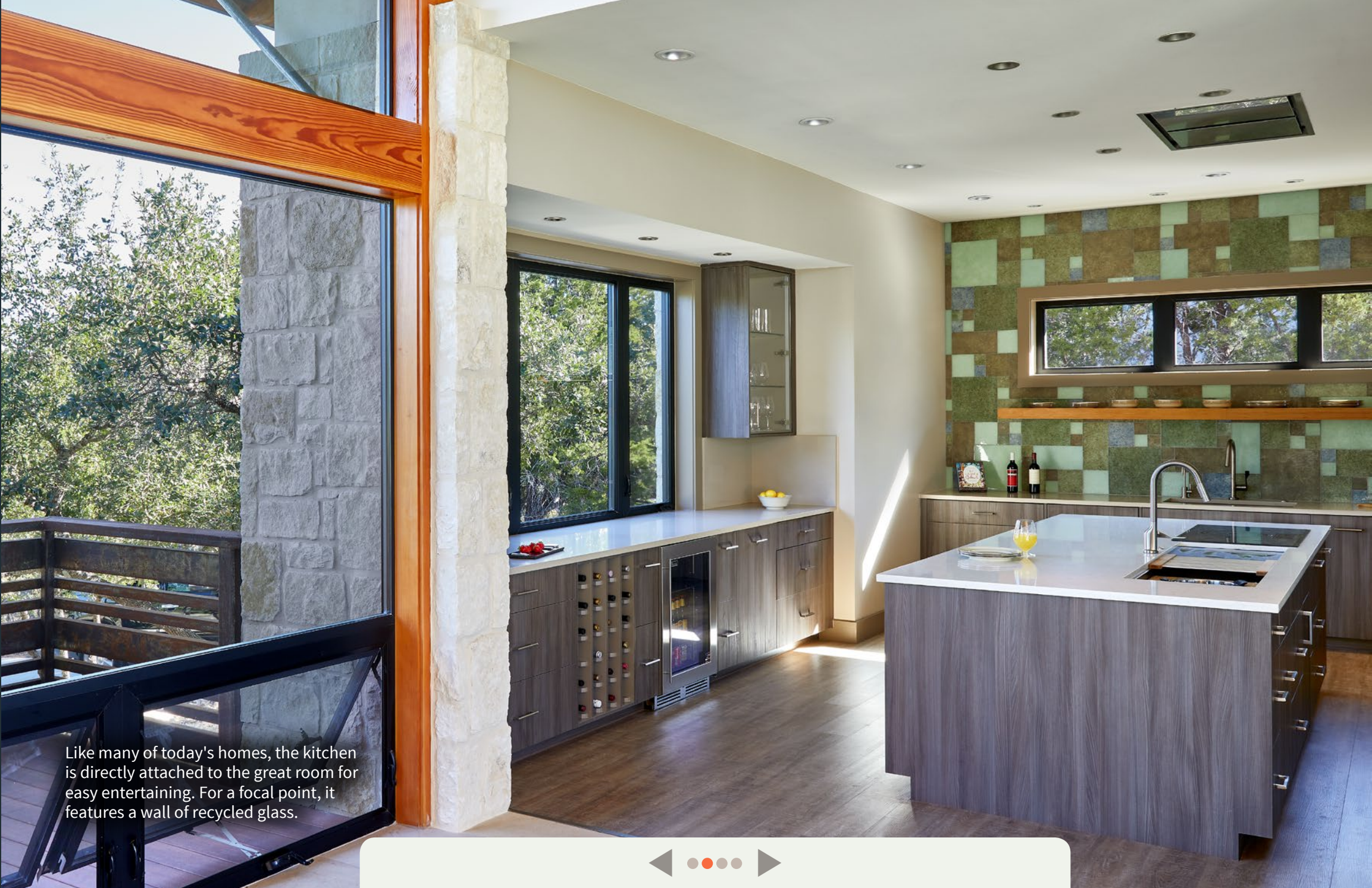
from the judges...

The Best in American Living Awards judges applauded the cohesiveness of the design and its relationship to the site, calling the house “fabulous”.

“It makes total architectural sense,” they wrote. “It’s not forced. It feels like you’re living outside in every space.”

its existing neighbors, the 3,600-square foot, 4-bedroom, 4 ½-bath home is uniquely placed midway up the site, surrounded by large oak trees.

We took full advantage of the site to design a home in two zones, like something one might find in Santa Fe, New Mexico, with the entry to the home from a courtyard rather than a traditional front door. The intimate and uniquely scaled main living courtyard became the focus of the entry sequence, with the owners and visitors driving up to find the



Like many of today's homes, the kitchen is directly attached to the great room for easy entertaining. For a focal point, it features a wall of recycled glass.



Still, they didn’t need a large home or a particularly large lot. Rather, they requested a home that would meet their personal needs as well as offer visiting family members their own “zone of living” so that several people could occupy the property and have their own personal space.

They selected a 1.1-acre site in the golf course section of the 8,700-acre Cordillera Ranch community near Boerne, Texas. Bordering the Guadalupe River, Cordillera Ranch is a private, gated subdivision offering a unique connection to Texas experiences, including fly fishing, equestrian, golf, tennis, and

swimming amenities. The gently sloping site rises 25 feet from the street to the back of the property, where it offers views of the golf course. Filled with cedar trees and hidden oaks, we oversaw clearing the property to ensure the larger mature oak trees were kept intact. Smaller than



from the judges...

The Best in American Living Awards judges applauded the cohesiveness of the design and its relationship to the site, calling the house “fabulous”.

“It makes total architectural sense,” they wrote. “It’s not forced. It feels like you’re living outside in every space.”

The house was designed with both ample gathering spaces for groups and peaceful corners for quiet getaways.

Still, they didn’t need a large home or a particularly large lot. Rather, they requested a home that would meet their personal needs as well as offer visiting family members their own “zone of living” so that several people could occupy the property and have their own personal space.

They selected a 1.1-acre site in the golf course section of the 8,700-acre Cordillera Ranch community near Boerne, Texas. Bordering the Guadalupe River, Cordillera Ranch is a private, gated subdivision offering a unique connection to Texas experiences, including fly fishing, equestrian, golf, tennis, and

swimming amenities.

The gently sloping site rises 25 feet from the street to the back of the property, where it offers views of the golf course. Filled with cedar trees and hidden oaks, we oversaw clearing the property to ensure the larger mature oak trees were kept intact. Smaller than

its existing neighbors, the 3,600-square foot, 4-bedroom, 4 ½-bath home is uniquely placed midway up the site, surrounded by large oak trees.

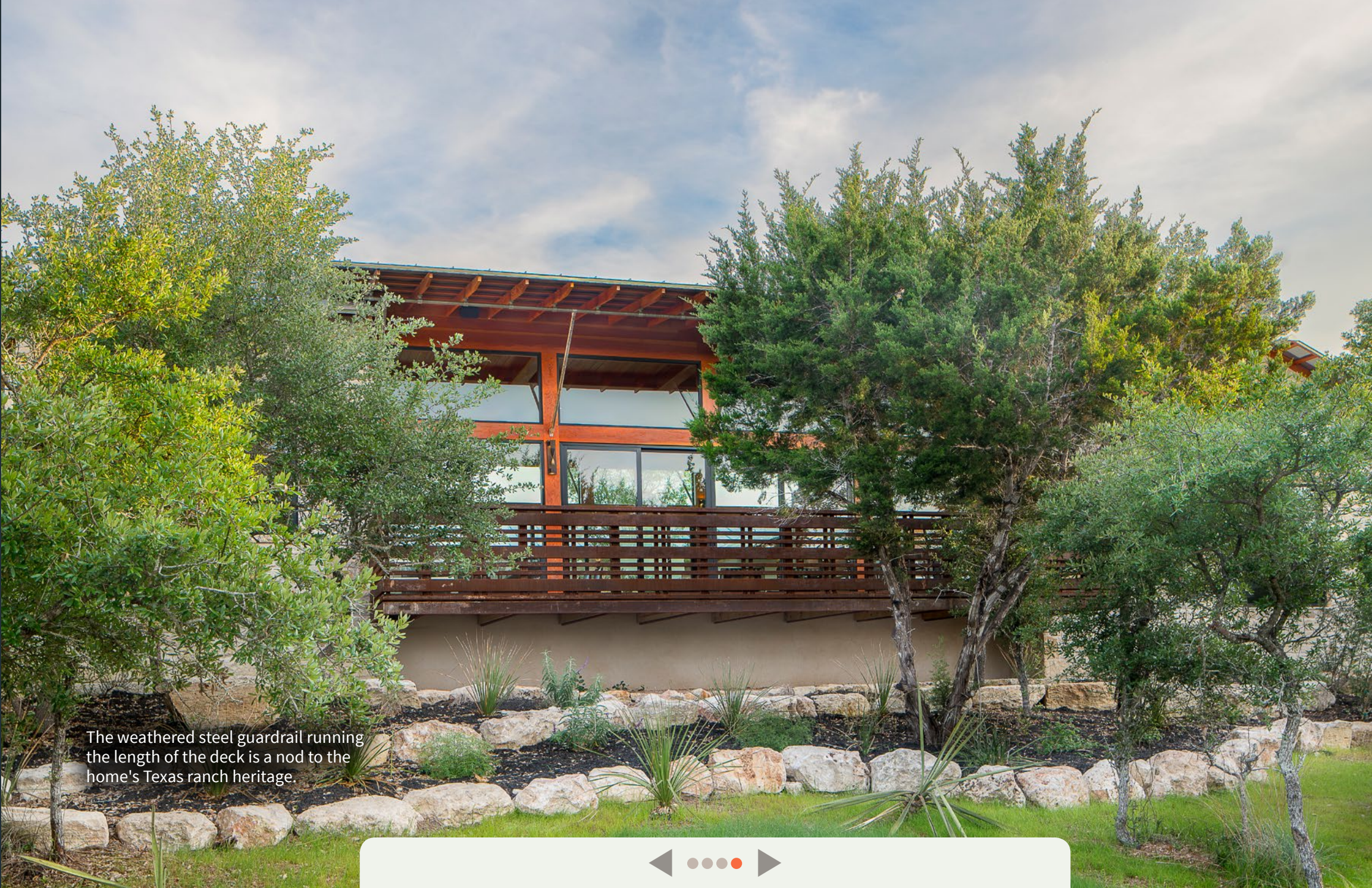
We took full advantage of the site to design a home in two zones, like something one might find in Santa Fe, New Mexico, with the entry to the home from a courtyard rather than a traditional front door. The intimate and uniquely scaled main living courtyard became the focus of the entry sequence, with the owners and visitors driving up to find the



from the judges...

The Best in American Living Awards judges applauded the cohesiveness of the design and its relationship to the site, calling the house “fabulous”.

“It makes total architectural sense,” they wrote. “It’s not forced. It feels like you’re living outside in every space.”



The weathered steel guardrail running the length of the deck is a nod to the home's Texas ranch heritage.



Still, they didn’t need a large home or a particularly large lot. Rather, they requested a home that would meet their personal needs as well as offer visiting family members their own “zone of living” so that several people could occupy the property and have their own personal space.

They selected a 1.1-acre site in the golf course section of the 8,700-acre Cordillera Ranch community near Boerne, Texas. Bordering the Guadalupe River, Cordillera Ranch is a private, gated subdivision offering a unique connection to Texas experiences, including fly fishing, equestrian, golf, tennis, and

swimming amenities.

The gently sloping site rises 25 feet from the street to the back of the property, where it offers views of the golf course. Filled with cedar trees and hidden oaks, we oversaw clearing the property to ensure the larger mature oak trees were kept intact. Smaller than

its existing neighbors, the 3,600-square foot, 4-bedroom, 4 ½-bath home is uniquely placed midway up the site, surrounded by large oak trees.

We took full advantage of the site to design a home in two zones, like something one might find in Santa Fe, New Mexico, with the entry to the home from a courtyard rather than a traditional front door. The intimate and uniquely scaled main living courtyard became the focus of the entry sequence, with the owners and visitors driving up to find the



private sanctuary in the center.

As the owners wanted a level home without stairs for the main living area of the residence, the home was designed as a 2-bedroom, 2.5-bath main home interconnected with a 2-bedroom, 2-bath guest house attached to the garage.

The main design feature of the home is the uniquely placed living room. The all-glass single wide room extends the indoor/outdoor courtyard and continues directly to a cantilevered deck that offers dramatic raised views to the golf course. Drawing on the historical Texas homes of the 1800s, the natural limestone walls blend outside to inside.

A further nod to its Texas heritage is the weathered steel guardrail, allowing for privacy from the interior spaces, but clear views to the golf course. This unique steel detail follows along within the courtyard fencing.

Directly connected to this great room is the kitchen, offering a large island and

plenty of cabinetry with a unique wall of recycled glass tile.

A media/library room separates the living room from master suite, allowing the owners to watch TV or the fire before turning in. Like the living spaces, the master bedroom offers the raised viewing of the golf course through an 8-by-8 main window.

The guest house/cabana is designed to be a stand-alone home of approximately 800 sf, offering two full bedrooms (one designed as a master) and a shared full bath arrangement to give visitors their own place of privacy. The cabana also has a kitchenette, allowing guests to prepare small meals of their own.

Central to the home is a unique “laundry suite” that has a direct view to the courtyard, catching any visitor, and prominently located rather than being tucked away in a back room. This space allows for the families to “meet in the middle” of the home. 🏠

**Craig McMahon, AIA**, is principal of Craig McMahon Architects in San Antonio, Texas.



Rather than a traditional front door, the home features an intimate courtyard entrance that is the focus of the entry sequence.





private sanctuary in the center.

As the owners wanted a level home without stairs for the main living area of the residence, the home was designed as a 2-bedroom, 2.5-bath main home interconnected with a 2-bedroom, 2-bath guest house attached to the garage.

The main design feature of the home is the uniquely placed living room. The all-glass single wide room extends the indoor/outdoor courtyard and continues directly to a cantilevered deck that offers dramatic raised views to the golf course. Drawing on the historical Texas homes of the 1800s, the natural limestone walls blend outside to inside.

A further nod to its Texas heritage is the weathered steel guardrail, allowing for privacy from the interior spaces, but clear views to the golf course. This unique steel detail follows along within the courtyard fencing.

Directly connected to this great room is the kitchen, offering a large island and

plenty of cabinetry with a unique wall of recycled glass tile.

A media/library room separates the living room from master suite, allowing the owners to watch TV or the fire before turning in. Like the living spaces, the master bedroom offers the raised viewing of the golf course through an 8-by-8 main window.

The guest house/cabana is designed to be a stand-alone home of approximately 800 sf, offering two full bedrooms (one designed as a master) and a shared full bath arrangement to give visitors their own place of privacy. The cabana also has a kitchenette, allowing guests to prepare small meals of their own.

Central to the home is a unique “laundry suite” that has a direct view to the courtyard, catching any visitor, and prominently located rather than being tucked away in a back room. This space allows for the families to “meet in the middle” of the home. 🏠

**Craig McMahon, AIA**, is principal of Craig McMahon Architects in San Antonio, Texas.



This bath in the guest house/cabana is designed with plenty of linen storage for visiting family members.





private sanctuary in the center.

As the owners wanted a level home without stairs for the main living area of the residence, the home was designed as a 2-bedroom, 2.5-bath main home interconnected with a 2-bedroom, 2-bath guest house attached to the garage.

The main design feature of the home is the uniquely placed living room. The all-glass single wide room extends the indoor/outdoor courtyard and continues directly to a cantilevered deck that offers dramatic raised views to the golf course. Drawing on the historical Texas homes of the 1800s, the natural limestone walls blend outside to inside.

A further nod to its Texas heritage is the weathered steel guardrail, allowing for privacy from the interior spaces, but clear views to the golf course. This unique steel detail follows along within the courtyard fencing.

Directly connected to this great room is the kitchen, offering a large island and

plenty of cabinetry with a unique wall of recycled glass tile.

A media/library room separates the living room from master suite, allowing the owners to watch TV or the fire before turning in. Like the living spaces, the master bedroom offers the raised viewing of the golf course through an 8-by-8 main window.

The guest house/cabana is designed to be a stand-alone home of approximately 800 sf, offering two full bedrooms (one designed as a master) and a shared full bath arrangement to give visitors their own place of privacy. The cabana also has a kitchenette, allowing guests to prepare small meals of their own.

Central to the home is a unique “laundry suite” that has a direct view to the courtyard, catching any visitor, and prominently located rather than being tucked away in a back room. This space allows for the families to “meet in the middle” of the home. ▲

**Craig McMahon, AIA**, is principal of Craig McMahon Architects in San Antonio, Texas.



This cantilevered deck was required to accommodate the home's placement midway on the sloping site and the family's desire for a level home without stairs for the main living area.





# *The* Psychology *of* Design

By Kay Green

## Embracing the subconscious to meet home buyers' emotional needs

When interior merchandisers discuss design, we talk about how to achieve a specific look. We debate the value of the latest trends and colors and which decorating style we should emulate. Design is creative, to be sure, but it's also based on a tremendous amount of science that focuses on how people interact with and are affected by the spaces around them.

For builders and designers, it is not enough to look at demographics and psychographics. What does science say about how to plan better communities, creative innovative spaces, and design better models?

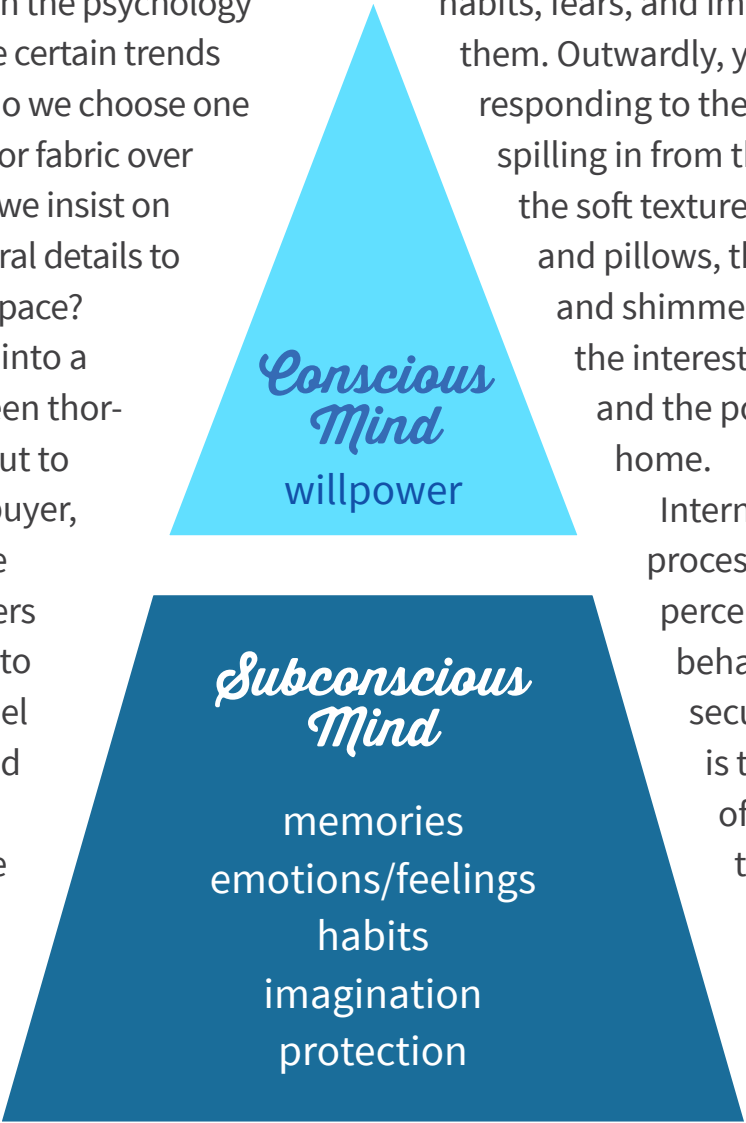


Proofs & Truths

Psychology is the science of behavior and mind, embracing all aspects of conscious and unconscious experience, as well as thought. It is an academic discipline and a social science that seeks to understand individuals and groups by establishing general principles and researching specific cases.

Because more than 70 percent of our decisions are made subconsciously, residential construction professionals have to be involved with the psychology of design. Why are certain trends successful? Why do we choose one piece of furniture or fabric over another? Why do we insist on certain architectural details to help complete a space?

When you walk into a space that has been thoroughly thought out to connect to your buyer, you can sense the harmony. As buyers move from room to room, they can feel the peace, joy, and liveliness of the home and picture their lives there. They may not know why, but they know it



feels good when they are in the space. That is the power of the subconscious.

MEETING THE GREATEST EMOTIONAL NEED

To understand subconscious decisions, we need to start by understanding how people act, think, and feel in natural and built environments.

When touring a model, your buyers are bringing memories, emotions, habits, fears, and imagination with them. Outwardly, your buyers are responding to the warm sunshine spilling in from the large windows, the soft textures of the furniture and pillows, the pops of color and shimmer of metallic from the interesting accent pieces, and the potential of a new home.

Internally, they are processing spatial perception, territorial behavior, density, and security. Protection is the most primal of our emotions. It takes us back to the fight-or-flight response that is part of every human being.

The family room is where you capture life’s important moments in a whole new light.



77% of people surveyed said that they would like to have a fireplace in their family room/living room, according to the Napoleon Hot Spots Research study.

Research shows that Napoleon fireplaces enhance any space, which helps homeowners create a lifetime of memories. If you’d like to learn more about the entire product line and our proprietary research study, visit us at [NapoleonFireplaces.com/Hotspots](http://NapoleonFireplaces.com/Hotspots).







POLLUX PHOTOGRAPHY



## Public Space

Does a window look into a neighbor's private space? We must consider those things when we are designing homes. Safety and protection are the most important and instinctual feelings to consider. Simply put, when people feel safe, they're more likely to buy.

Homes have three categories of space:



## Shared Space

TAYLOR ARCHITECTURAL PHOTOGRAPHY

public, shared, and primary. **Public** space is open to all who enter the home, such as the foyer. It offers little to no individual privacy and none is generally expected. **Shared** space is where family and friends will gather, such as a family room or entertaining space on the patio. These spaces offer a sense of shared intimacy.

Extroverts will generally have more public and shared spaces than introverts. **Primary** spaces are the most intimate within the home: a bedroom, a bathroom, a den. These are places where no one goes without permission and where an individual feels safest. This is also where individuals can truly be themselves.



TAYLOR ARCHITECTURAL PHOTOGRAPHY



Why do we need private space? Humans have a fear of showing too much of themselves. We need a space where we don't feel so vulnerable and can recharge without apprehension. In models, this must be clearly conveyed. If it is not, it may cause a subconscious apprehension.

**CONNECTING THE BODY AND MIND**

As the psychological and physiological are so inextricably entwined, it stands to reason that the design of a home

can significantly affect the emotional well-being of its occupants. Lighting innovation offers an excellent example of this phenomenon.

*Psychology Today* defines circadian rhythm, often referred to as the body clock, as a cycle that “tells our bodies when to sleep, rise, eat—regulating many physiological processes. This internal body clock is affected by environmental cues, like sunlight and temperature.”

Phillips has developed a lighting system,

currently being used in hospitals, that mimics the sun's natural light based on location and the time of day to support healthy sleep, alleviate anxiety, and lift the mood of both patients and staff.

This LED-based lighting system called [HealWell](#), accompanied by [Phillips Color Kinetics](#), is in its third generation and is being launched into a more residential field. The company currently has individual bulbs available to the public, with the hope that the full system will be

available in the foreseeable future.

Today's homes would benefit immensely from a built-in system that helps to mimic the natural cycle of the sun and reinforces a healthy circadian rhythm. Consider the benefits that would be possible by installing lights that replicate natural sunlight, and a sound system that can replicate the sounds of nature's daily cycle: birds chirping in the morning, cicadas buzzing in the evening, and soft waves at night. Imagine if the new wave of communities being built helped to improve the physical and mental health of its residents, all with a simple lighting addition.

Today's buyers are more knowledgeable than ever and demand more from our industry. We must help create the next generation of emotionally innovative spaces that inspire deeper connections with our buyers. By incorporating psychology into architecture and interior design, we will utilize the science of psychology to build better communities and creative innovative spaces that will sell more homes more quickly. ▲

**Kay Green** is president and founder of Kay Green Design in Winter Park, Florida. A nationally recognized authority on design trends, Green serves as an instructor for the National Association of Home Builders Institute of Residential Marketing.





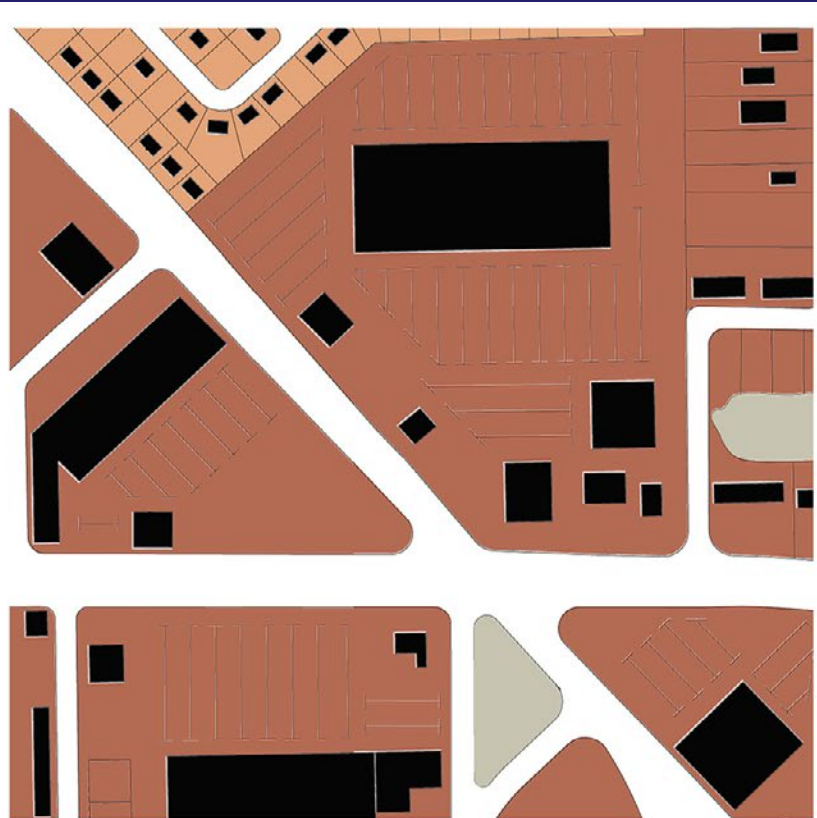
# Sprawl Repair

By Galina Tachieva

The next frontier  
in residential  
innovation

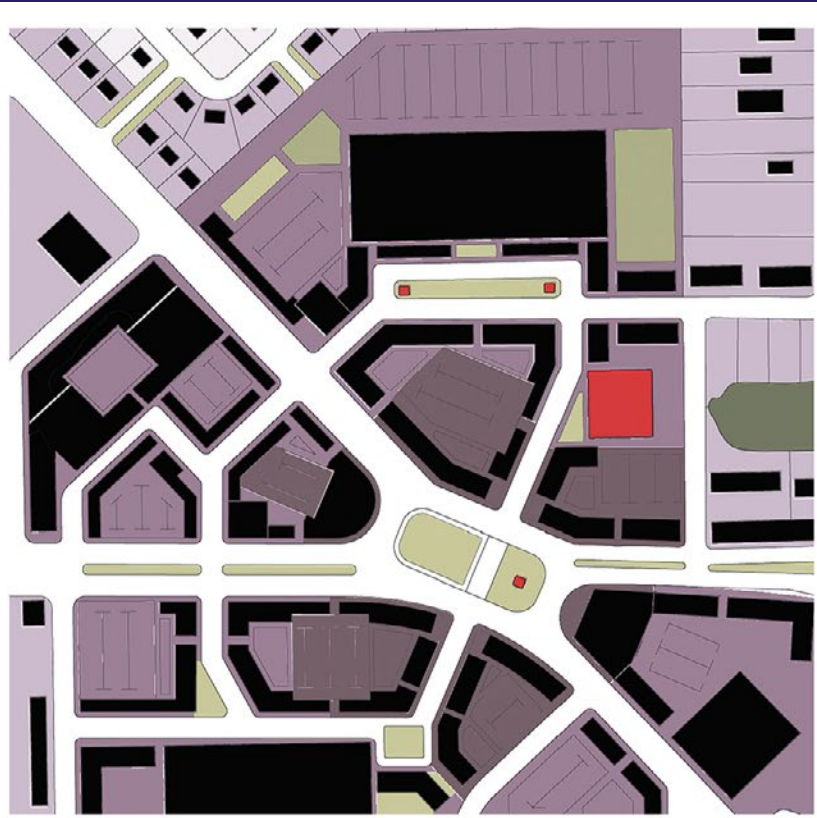
The home building industry can participate in one of the most important projects of the 21st century: building a better suburb through retrofit and repair that transforms underutilized, disconnected suburban assets into livable, walkable communities.

The United States population is projected to increase by [almost 100 million people](#) in the next 40 years. And yet, the [demand for single-family housing](#) is expected to decline as people age and fewer households have children. Cities and inner suburbs will not be able to accommodate everyone, even though many will want the convenience and amenities of an urban lifestyle that serves contemporary social, economic, and environmental needs.



4-69. Conventional single-use zoning

- Open Space
- R1 - Single-family Residential
- C1 - Commercial
- Existing buildings



4-70. Transect-based zoning

- T1 - Natural zone
- T3 - Sub-Urban zone
- T4 - General Urban zone
- T5 - Urban Center zone
- T6 - Urban Core zone
- CB - Civic Building
- CS - Civic Space
- Existing and proposed buildings

**Left:** Conventional single-use shopping center development.  
**Right:** The proposed sprawl repair includes high-density residential, commercial, and civic uses supported by structured parking.



Existing office park with excessive surface parking



## Office Park Repair: Downtown Doral, Miami, Florida

An out-of-date, single-use office park was transformed into a high-density, mixed-use development. At full build-out, it will contain 5,000 residential units in multifamily buildings and townhouses, with 1 million SF of office, 250,000 SF of retail, and civic features, such as a park, an elementary school, a library, and new city hall.

*IMAGES COURTESY OF CODINA PARTNERS*

The following demographic trends confirm this new frontier:

- **Millennials** have surpassed baby boomers as the nation's largest living generation.
- Suburbs that evolve to meet the urban convenience and amenity preferences of millennials are becoming magnets for **companies looking to attract workforce talent**.
- The nation's **elderly population** will grow to 81 million in 2050.
- More than 70 percent of those over 50 plan to **age in place** in their homes or communities, where they may have lived for decades.

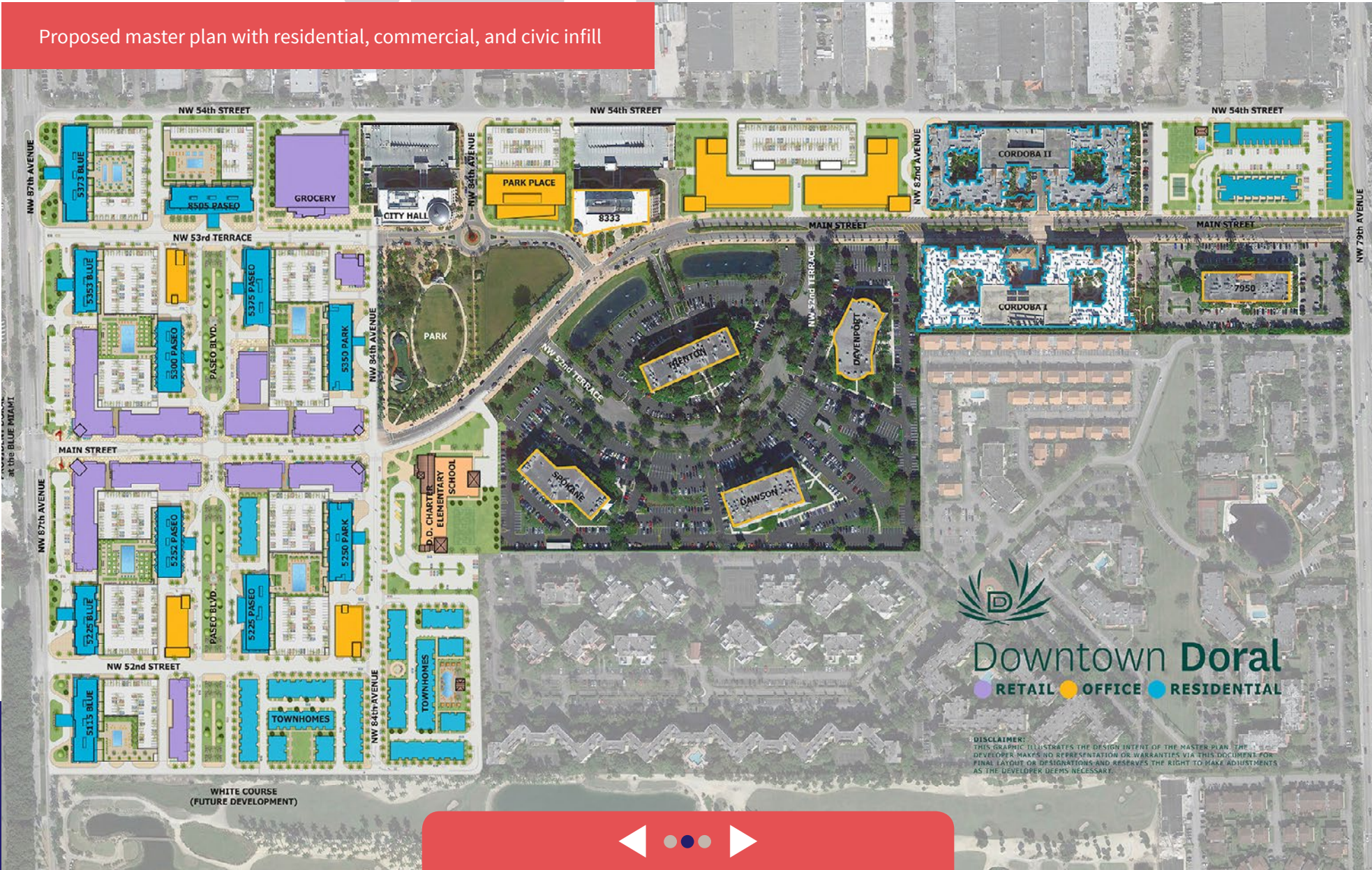
Where will these 100 million people live? The next frontier in residential innovation will be in the suburbs and will capitalize on shifting market trends driven by millennials seeking affordable, dynamic neighborhoods and seniors wishing to live actively and gracefully in their own communities. An urgent rethinking of current growth patterns is necessary to accommodate these needs, while containing and reversing decades of sprawl that promotes car dependency, poor health, and waste of financial and environmental resources.

The aim of sprawl repair is to build communities based on the neighborhood unit, similar to the traditional fabric that was established in towns and cities prior to World War II. By incorporating residential options—including houses, townhouses, apartments, and live-work units—within single-use, auto-centric suburban developments, sprawl repair can rebalance these properties into more complete, robust communities. This can help convert stranded suburban assets into valuable products.

### SHIFTING TRENDS CREATE OPPORTUNITIES

The **current retail climate** is causing former giants, such as Macy's, Sears, and J.C. Penney, to abandon their mall anchor positions and jettison assets. This is due to changes in shopping habits, from increasing e-commerce, an oversupply of retail, and





## Office Park Repair: Downtown Doral, Miami, Florida

The master plan creates a flexible framework for a true “downtown” that is mixed-use, connected, and accommodates peak-hour traffic. It preserves existing infrastructure and introduces pedestrian-scale urban fabric and public spaces. High-density condominium towers rise above retail podiums, which conceal structured parking.

IMAGES COURTESY OF CODINA PARTNERS

The following demographic trends confirm this new frontier:

- **Millennials** have surpassed baby boomers as the nation’s largest living generation.
- Suburbs that evolve to meet the urban convenience and amenity preferences of millennials are becoming magnets for **companies looking to attract workforce talent**.
- The nation’s **elderly population** will grow to 81 million in 2050.
- More than 70 percent of those over 50 plan to **age in place** in their homes or communities, where they may have lived for decades.

Where will these 100 million people live? The next frontier in residential innovation will be in the suburbs and will capitalize on shifting market trends driven by millennials seeking affordable, dynamic neighborhoods and seniors wishing to live actively and gracefully in their own communities. An urgent rethinking of current growth patterns is necessary to accommodate these needs, while containing and reversing decades of sprawl that promotes car dependency, poor health, and waste of financial and environmental resources.

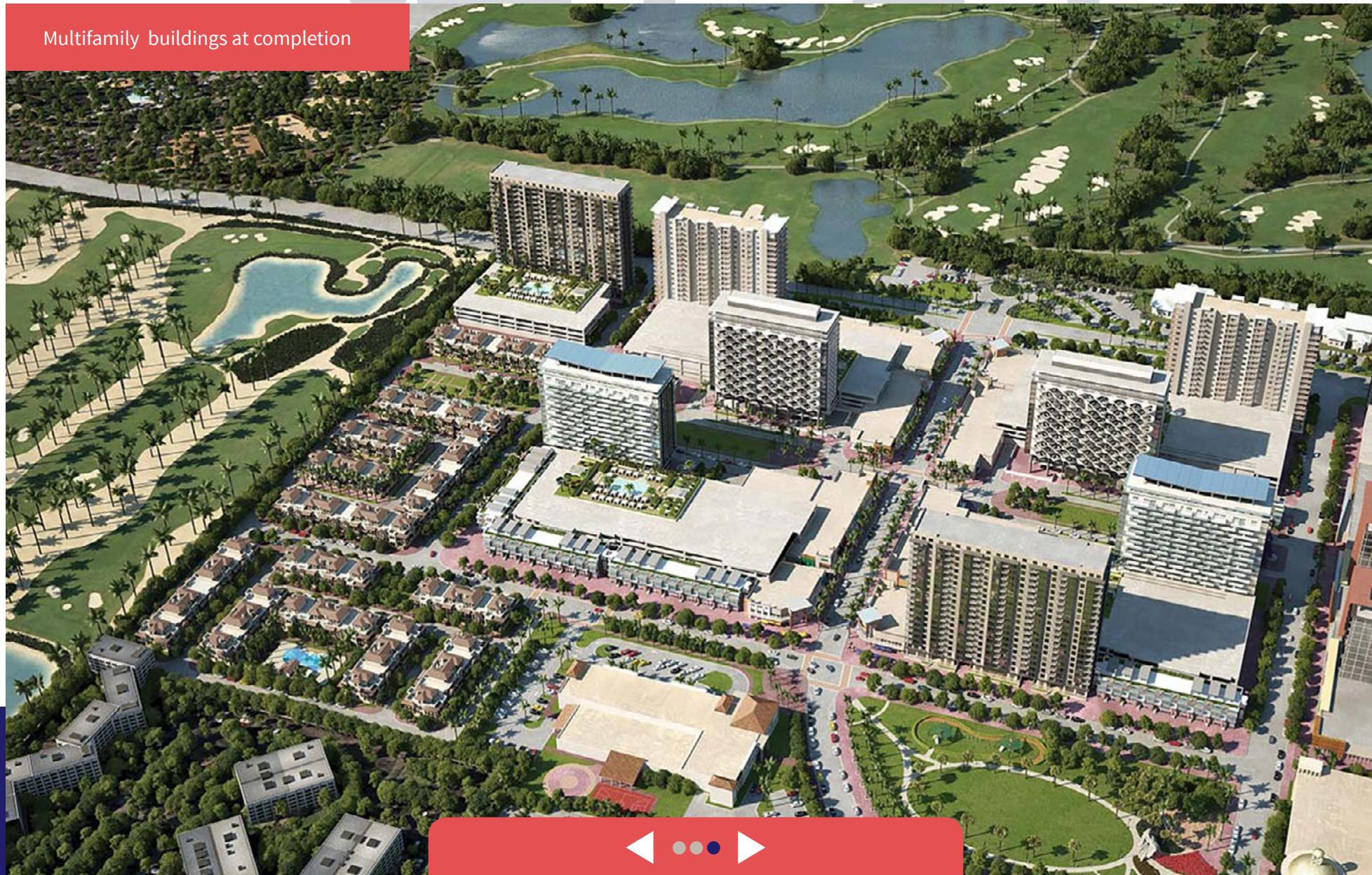
The aim of sprawl repair is to build communities based on the neighborhood unit, similar to the traditional fabric that was established in towns and cities prior to World War II. By incorporating residential options—including houses, townhouses, apartments, and live-work units—within single-use, auto-centric suburban developments, sprawl repair can rebalance these properties into more complete, robust communities. This can help convert stranded suburban assets into valuable products.

### SHIFTING TRENDS CREATE OPPORTUNITIES

The **current retail climate** is causing former giants, such as Macy’s, Sears, and J.C. Penney, to abandon their mall anchor positions and jettison assets. This is due to changes in shopping habits, from increasing e-commerce, an oversupply of retail, and



Multifamily buildings at completion



## Office Park Repair: Downtown Doral, Miami, Florida

In place of previously disparate enclaves of office, warehouse, and residential uses, the young city of Doral, Florida (incorporated in 2003) enjoys a new walkable city center with a balanced mix of uses, adjacent to a world-class golf course. It is viewed as a game changer for the region.

IMAGES COURTESY OF CODINA PARTNERS

The following demographic trends confirm this new frontier:

- **Millennials** have surpassed baby boomers as the nation's largest living generation.
- Suburbs that evolve to meet the urban convenience and amenity preferences of millennials are becoming magnets for **companies looking to attract workforce talent**.
- The nation's **elderly population** will grow to 81 million in 2050.
- More than 70 percent of those over 50 plan to **age in place** in their homes or communities, where they may have lived for decades.

Where will these 100 million people live? The next frontier in residential innovation will be in the suburbs and will capitalize on shifting market trends driven by millennials seeking affordable, dynamic neighborhoods and seniors wishing to live actively and gracefully in their own communities. An urgent rethinking of current growth patterns is necessary to accommodate these needs, while containing and reversing decades of sprawl that promotes car dependency, poor health, and waste of financial and environmental resources.

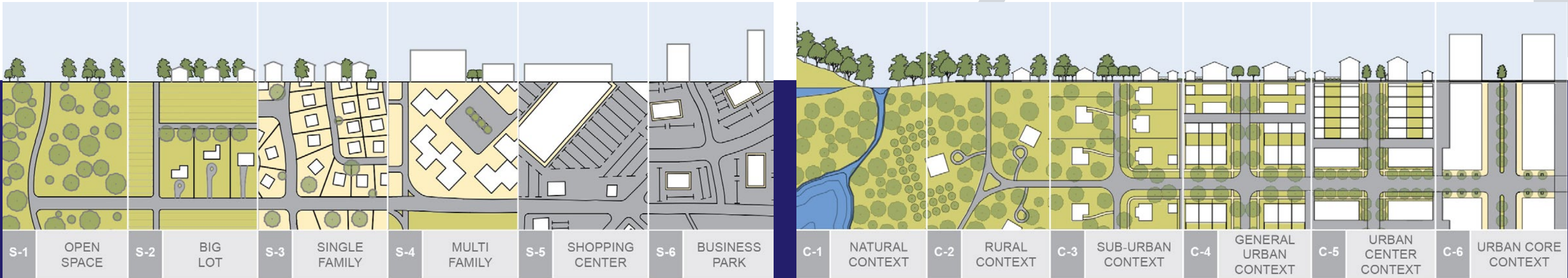
The aim of sprawl repair is to build communities based on the neighborhood unit, similar to the traditional fabric that was established in towns and cities prior to World War II. By incorporating residential options—including houses, townhouses, apartments, and live-work units—within single-use, auto-centric suburban developments, sprawl repair can rebalance these properties into more complete, robust communities. This can help convert stranded suburban assets into valuable products.

### SHIFTING TRENDS CREATE OPPORTUNITIES

The **current retail climate** is causing former giants, such as Macy's, Sears, and J.C. Penney, to abandon their mall anchor positions and jettison assets. This is due to changes in shopping habits, from increasing e-commerce, an oversupply of retail, and



# Transect Development Patterns



Conventional Suburban Development (CSD) along a gradient of single-uses, with increasing pavement and context simplification from Open Space to Shopping Center and Business Park.

Complete Community Urbanism along a gradient of mixed-uses, with increasing complexity and function from T1 Natural to T6 Urban conditions.

a restaurant renaissance driven by social and experiential needs. A domino effect causes smaller retail tenants to fail, resulting in fewer employment opportunities, decreased property values, and vanishing municipal tax revenue. This downward cascade from restrictive, single-use zoning can be slowed, and even reversed, with focused urban design based on a neighborhood model that puts a premium on experiences and services. Effective sprawl repair transforms dead malls, shopping centers, office parks, and underutilized parking lots into town centers, with a variety of housing in walkable, reconnected street networks. Compact, mixed-use development reduces full car dependence, offers live-work-entertainment options, increases tax revenues, improves municipal service efficiency, and creates significant value for the long term. Infill residential development within this context can be tailored to the needs of millennials and seniors, accommodating their demographic growth.

**POLICY AND REGULATORY CHALLENGES MUST BE ADDRESSED** However, such neighborhoods cannot be built within the existing regulatory environment. Sprawl repair requires policy and regulation revisions in the form of zoning adjustment, targeted funding, and incentives equivalent to instruments that have fostered sprawling land use patterns in the United States since the end of World War II. Instead of an instant, total overhaul of communities, incremental and opportunistic improvement is key. Organizations such as [Build A Better Burb](#) offer resources for communities and practitioners. A gradual process of adopting form-based codes has been started by some municipalities and cities. [Form-based codes](#) regulate the form of the built environment, allowing and encouraging good place-making. A model form-based code is the SmartCode, a comprehensive ordinance that enables smart growth community patterns and the transformation of sprawl into walkable urbanism. The code includes a special

sprawl repair sector that is assigned to areas that are currently single use and have disconnected conventional development patterns, but have the potential to be redeveloped into neighborhoods and urban centers. The [Sprawl Repair Module](#) has been created as a special “plug-in” to the SmartCode to activate the technology for repair as a part of the code. The module presents a sequence of techniques for retrofitting the sprawl elements into complete communities. It operates at the scale of the region, community, block, building, and thoroughfare. The SmartCode and the Sprawl Repair Module function according to the rural-to-urban [transect](#), an organizational framework and planning methodology that enables the redevelopment of our sprawling communities into more sustainable patterns. Far from a mandatory tool to be imposed on planners and local governments, a transect is a concept originally used by ecologists to describe distinct natural habitats. As it relates



to the built environment, the transect is a tool used to understand and organize structural elements according to increasing density and complexity, from the countryside to the urban core.

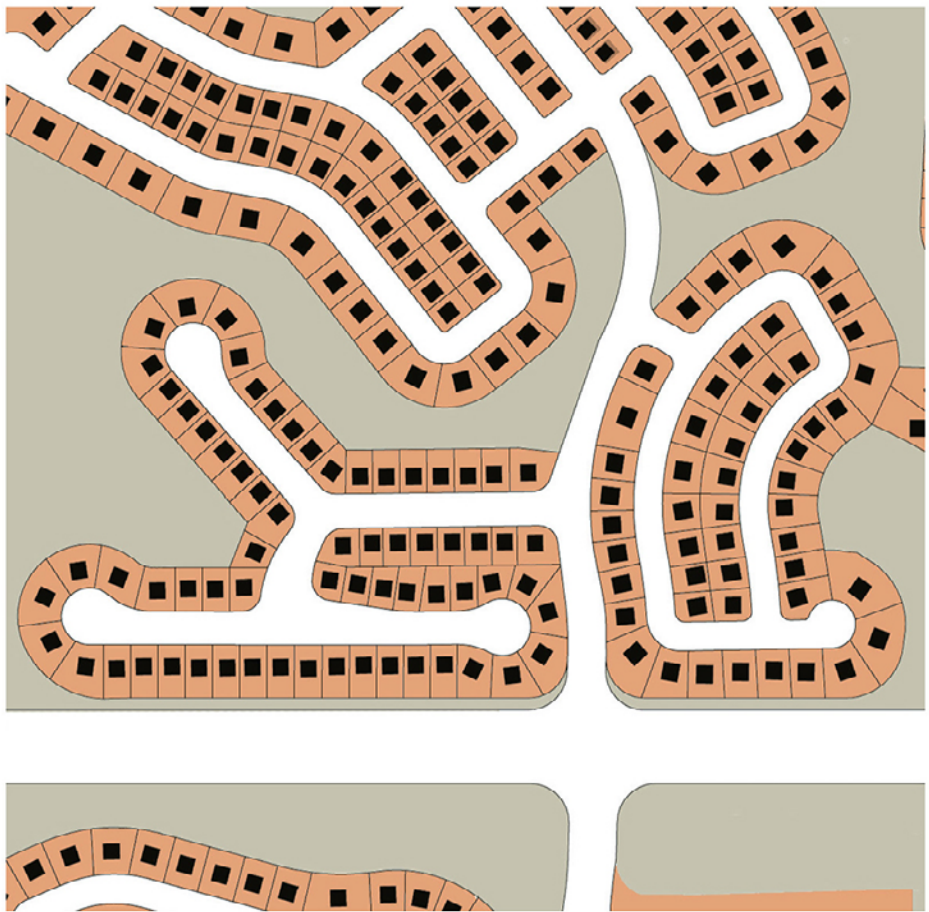
While a total overhaul of current zoning practices is needed for effective intervention at a national scale, immediate action can be taken in smaller, faster steps. The latest generation of form-based zoning involves the so-called [Pink Codes](#). Such codes are being adopted as overlays or modules to minimize red tape. They facilitate creative, smaller-scale development through the following basic steps:

- Collaboration with owners, developers, and local/state governments to create Pink Zone protocols for specific properties.
- The revised code facilitates adaptive reuse of shops or malls, or conversion to residential, workshop, civic, office and dining/entertainment uses that complete the community.
- Building codes may be revised to quickly and cost-effectively accommodate infill uses, including residential.

**BUILDERS ARE CENTRAL TO SPRAWL REPAIR**

Home builders can play an important part in transforming our suburbs, with actions targeted toward establishing urban centers. These include:

- Partnering with mall operators and commercial developers on inserting single- and multi-family housing options on underutilized parking lots to revitalize struggling retail spaces and create additional foot traffic.
- Expanding the affordable housing stock with strategies such as [accessory dwelling units](#); McMansion conversions into multifamily, senior, or student housing; and repurposing of suburban setbacks to make aging in place and workforce housing more viable.



4-27. Conventional single-use zoning

- Open Space
- R1 - Single-family Residential
- Existing buildings

**Left:** Conventional single-use residential development.  
**Right:** The proposed sprawl repair provides maximum flexibility, a mix of uses, and a full range of human environments from rural to urban.

- Amenitizing suburban residential developments with compact, mixed-use modules that can be inserted into one or more lots to offer employment, service, and recreation opportunities and an improved quality of life.



4-28. Transect-based zoning

- T1 - Natural zone
- T3 - Sub-Urban zone
- T4 - General Urban zone
- T5 - Urban Center zone
- CS - Civic Space
- CB- Civic Building
- Existing and proposed buildings

**THE TAKE-AWAY**

Home builders play a key role in delivering desirable, livable products and can remain competitive by leveraging existing infrastructure, location, and market needs to create value out



Policy Watch

of stranded real estate assets. By including housing within auto-centric commercial development, sprawl repair promotes economic diversity and vitality.

Form-based zoning is a necessary tool that the home building industry should know well and take advantage of. It enables options and flexibility to transform single-use parcels into more diverse and resilient urban nodes that accommodate different people, incomes, and ages, and serves the suburban population at large. 🏡

Shopping Mall Repair:  
Downtown Kendall, Miami, Florida

The master plan created a recognizable city center in a suburban, automobile-dominated community, including multifamily and rental units, main street retail, and amenities.



**Top:** Multifamily mixed-use infill development.  
*GOOGLE EARTH*  
**Bottom:** View along new main street.  
*IMAGES BY DPZ*

Galina Tachieva, CNU Fellow AICP APA LEED AP, is managing partner at DPZ CoDesign in Miami, Florida.



SUPERCHARGE  
YOUR SAVINGS

UPG members save big on business services, including Verizon.



Proud Supporter of  
**NAHB** and the  
**International Builders Show**

JOIN NOW FOR **FREE** AT **UPG.ORG**

Offer limited to new and existing members of UPG (UPG membership is free), subject to Verizon approval, and activation of new 1- or 2-year contract with eligible calling plan(s) of \$34.99 or higher and with an activation fee/line of up to \$40.00 and subject to a \$350.00 early termination fee. Offers and coverage vary and are not available everywhere (unlimited plans are not eligible). For additional details, contact your Verizon Wireless Business Specialist or visit [verizon.com](http://verizon.com) ©2017 Verizon Wireless.



# Designing FOR Dollars

By Tess Wittler

**Yes, you can create memorable models and specs on a budget**

Model or inventory homes are a valuable aspect of any builder's business. They drive traffic, showcase your craftsmanship, and are an important element in the buying process. How you create a design that is trend-setting, yet appealing to a wide audience—and doing so on a budget—is always a delicate balancing act.

We spoke to a builder and two interior designers to get their perspectives of how to design homes full of memory points that wow customers, yet stay within budget.

*Spend your budget on areas of the home that are most important to your target buyer.*

*PHOTO: MARY DEWALT DESIGN GROUP*





## Tools & Techniques

Before the plans are put to paper, you need to understand your buyer.

“You need to pay attention to your market,” says Tony Crasi, owner and founder of The Crasi Company in Cuyahoga Falls, Ohio. “That’s a broad statement, but it’s true. You need to know what’s important to your clientele. Then it’s much easier to figure out what type of home to build.”

Crasi explains that no matter your build budget, three elements make up the cost of a home: the lot, the square footage, and the finishes. If you have a limited budget, he offers these tips:

- Keep your site simple.
- Keep the square footage manageable.
- Know where it’s important to splurge to wow your customers.

Mary DeWalt, CMP, MIRM, president of Mary DeWalt Design Group in Austin, Texas, agrees that at any budget, knowing your buyer is a critical component of design. “Everything we do is designed to sell and connect with the consumers’ needs and wants, but you also need to keep in mind what’s affordable and attainable to them.”

### MAKE A SOLID FIRST IMPRESSION

Whether it is a model home in a large community or a spec home, the first impression begins with the architecture.

Crasi notes that a common mistake is not paying attention to exterior proportions, such as skinny columns at the front of the house, dormers that look too small, or shutters that are too narrow to cover the windows.

“When the proportions are off, it throws the style off,” he says. “While the customer may not be able to put their finger on why, the house won’t feel right to them.”

One tip that Crasi offers is choosing a style that matches your budget. For example, if you have a limited budget,

build a simple style, such as a Colonial, instead of a more expensive Tudor style. “When you are talking about expense, it starts with the shape of the building. When you choose a less complex style, you have more money to invest on features and finishes.”

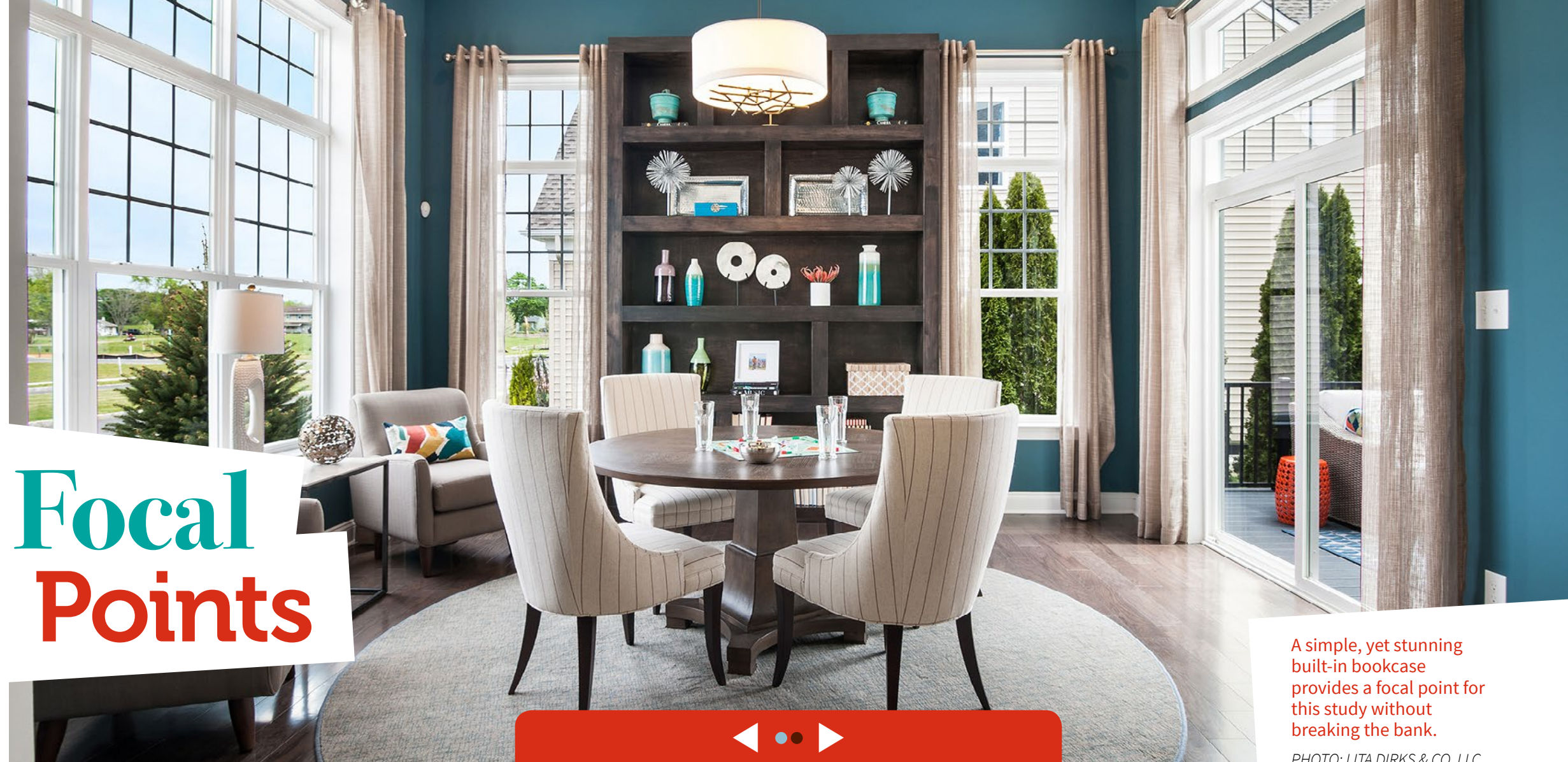
The other aspect of making a good first impression is the entrance sequence, which begins at the front door. Spend a little more money on the door and the hardware so it feels solid and trustworthy.

### CREATE FOCAL POINTS

As soon as buyers walk in the door, the focal points within their sight lines become an extension of the first impression.

“We want the buyer to open the door and go, ‘Oh wow!’ and it doesn’t take a lot of money to do that,” says DeWalt. The first place a potential buyer walks to is often the living room, so this is an important spot in which to splurge.

She adds, “The first thing a builder should do is have a designer review their floor plans so they can place realistic



## Focal Points

A simple, yet stunning built-in bookcase provides a focal point for this study without breaking the bank.

PHOTO: LITA DIRKS & CO. LLC



## Tools & Techniques

Before the plans are put to paper, you need to understand your buyer.

“You need to pay attention to your market,” says Tony Crasi, owner and founder of The Crasi Company in Cuyahoga Falls, Ohio. “That’s a broad statement, but it’s true. You need to know what’s important to your clientele. Then it’s much easier to figure out what type of home to build.”

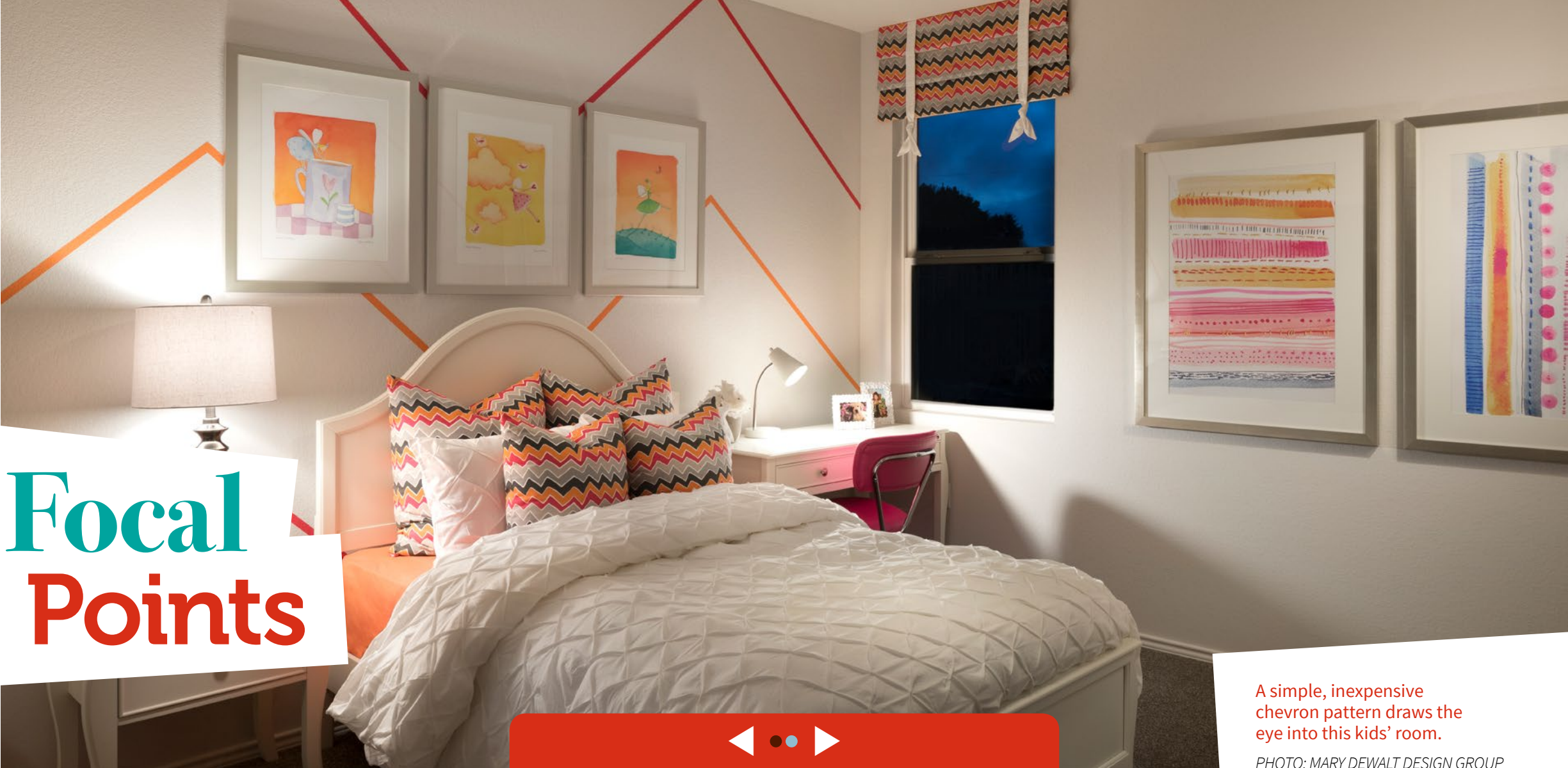
Crasi explains that no matter the build budget, three elements drive the cost of a home: the lot size, the footage, and the finishes. If you have a limited budget, he offers these tips:

- Keep your site simple.
- Keep the square footage manageable.
- Know where it’s important to splurge to wow your customers.

Mary DeWalt, CMP, MIRM, president of Mary DeWalt Design Group in Austin, Texas, agrees that at any budget, knowing your buyer is a critical component of design. “Everything we do is designed to sell and connect with the consumers’ needs and wants, but you also need to keep in mind what’s affordable and attainable to them.”

### MAKE A SOLID FIRST IMPRESSION

Whether it is a model home in a large community or a spec home, the first impression begins with the architecture.



A simple, inexpensive chevron pattern draws the eye into this kids’ room.  
PHOTO: MARY DEWALT DESIGN GROUP

Crasi notes that a common mistake is not paying attention to exterior proportions, such as skinny columns at the front of the house, dormers that look too small, or shutters that are too narrow to cover the windows.

“When the proportions are off, it throws the style off,” he says. “While the customer may not be able to put their finger on why, the house won’t feel right to them.”

One tip that Crasi offers is choosing a style that matches your budget. For example, if you have a limited budget,

build a simple style, such as a Colonial, instead of a more expensive Tudor style. “When you are talking about expense, it starts with the shape of the building. When you choose a less complex style, you have more money to invest on features and finishes.”

The other aspect of making a good first impression is the entrance sequence, which begins at the front door. Spend a little more money on the door and the hardware so it feels solid and trustworthy.

### CREATE FOCAL POINTS

As soon as buyers walk in the door, the focal points within their sight lines become an extension of the first impression.

“We want the buyer to open the door and go, ‘Oh wow!’ and it doesn’t take a lot of money to do that,” says DeWalt. The first place a potential buyer walks to is often the living room, so this is an important spot in which to splurge.

She adds, “The first thing a builder should do is have a designer review their floor plans so they can place realistic





### DEMONSTRATE LIVABILITY AND SCALE

The way you furnish your home also goes back to knowing your buyer.

“You want to demonstrate a realistic lifestyle of the way they want to live, only prettier,” DeWalt says. “They want to be able

“When the proportions are off, it throws the style off. While the customer may not be able to put their finger on why, the house won’t feel right to them.”

to visualize themselves sitting on the sofa, putting their feet up, and having a place to put their glass of wine while watching television. That feels right to them.”

Both DeWalt and Dirks recommend using one larger piece instead of several smaller pieces. It’s the new trend, and larger accessories can be found at a reasonable cost both in stores and online.

“One mistake often made in design is overdoing it by trying to make every single item special,” Dirks says. “If you make everything special, then you lose your focal point that creates the real ‘wow’ within your space.”

Another way to demonstrate livability on a budget is knowing where the eyes go first. “Don’t worry so much about the dining room table itself,” Dirks advises. “Instead, pay attention to what the eye can see—the top of the dining room table, the light fixture hanging over it, the

One dramatic piece of art sets off this room—and does it affordably.

PHOTO: LITA DIRKS & CO. LLC

# Livability AND Scale

furniture sizes [within the plans] before they even start. If the furniture doesn’t fit, they need to redraw the plan.”

“The view you see first is your money view and where you want to make sure you invest some money,” says Lita Dirks, chief executive officer of Lita Dirks & Co. LLC in Greenwood Village, Colorado. Sometimes it’s a wall, a fireplace, or a view to the outside.

One example is framing out wallpaper to add pizzazz to a great room accent wall. She adds that one mistake is forgetting the “behind-me” view, which is what you see as you exit a room.

Of course, paint is always a cost-effective way to make a statement. “For example, if you have a white headboard in the master bedroom, paint the wall behind the headboard black or navy

blue, both of which are incredibly popular right now,” DeWalt says.

Another tip is to take the standard backsplash tile above the cabinets to the ceiling in the kitchen and the ceiling in the master bath shower and secondary tub areas. “This increases the perceived value of the home without adding a lot to the bottom line.”





# Livability AND Scale

Comfortable furniture placed in front of the television helps the buyer visualize living in the home.

PHOTO: MARY DEWALT DESIGN GROUP

furniture sizes [within the plans] before they even start. If the furniture doesn't fit, they need to redraw the plan."

"The view you see first is your money view and where you want to make sure you invest some money," says Lita Dirks, chief executive officer of Lita Dirks & Co. LLC in Greenwood Village, Colorado. Sometimes it's a wall, a fireplace, or a view to the outside.

One example is framing out [wallpaper to add pizzazz to a great room accent wall](#). She adds that one mistake is forgetting the "behind-me" view, which is what you see as you exit a room.

Of course, paint is always a cost-effective way to make a statement. "For example, if you have a white headboard in the master bedroom, paint the wall behind the headboard black or navy

blue, both of which are incredibly popular right now," DeWalt says.

Another tip is to take the standard backsplash tile above the cabinets to the ceiling in the kitchen and the ceiling in the master bath shower and secondary tub areas. "This increases the perceived value of the home without adding a lot to the bottom line."

### DEMONSTRATE LIVABILITY AND SCALE

The way you furnish your home also goes back to knowing your buyer.

"You want to demonstrate a realistic lifestyle of the way they want to live, only prettier," DeWalt says. "They want to be able

**“When the proportions are off, it throws the style off. While the customer may not be able to put their finger on why, the house won't feel right to them.”**

to visualize themselves sitting on the sofa, putting their feet up, and having a place to put their glass of wine while watching television. That feels right to them."

Both DeWalt and Dirks recommend using one larger piece instead of several smaller pieces. It's the new trend, and larger accessories can be found at a reasonable cost both in stores and online.

"One mistake often made in design is overdoing it by trying to make every single item special," Dirks says. "If you make everything special, then you lose your focal point that creates the real 'wow' within your space."

Another way to demonstrate livability on a budget is knowing where the eyes go first. "Don't worry so much about the dining room table itself," Dirks advises. "Instead, pay attention to what the eye can see—the top of the dining room table, the light fixture hanging over it, the





DOWNLOAD  
THE 2015 NGBS  
FOR **FREE!**

The **ICC/ASHRAE 700-2015 National Green Building Standard™** (NGBS) is the first residential green building standard to undergo the full consensus process and receive approval from the American National Standards Institute (ANSI).

NAHB, International Code Council (ICC), and partner ASHRAE worked together to provide technical guidance for the development of the third edition of the nationally-recognized standard. Access your free e-book copy now to learn the latest on qualifying and certifying your green projects for more customers and a competitive edge.

To access your free  
copy of the NGBS,  
please visit  
**[BuilderBooks.com/NGBS](http://BuilderBooks.com/NGBS)**



BuilderBooks

## Tools & Techniques



Always furnish the master bedroom with a king-size bed and use the wall behind the headboard to create a dramatic focal point.

PHOTO: MARY DEWALT DESIGN GROUP

wall behind the sideboard, and the chairs. That's where I want to put my money."

Other insider tips that DeWalt offers are that the master bedroom should always be furnished with a king-size bed, and the secondary bedrooms with full-size beds and a place in each room to put a dresser. "Twin-size beds make the room look smaller than they are."

One tip from DeWalt: When the budget is low, order everything from one furniture source because the shipping is cheaper.

### DIAL UP THE FINISHES AND UPGRADES

When it comes to finishes, DeWalt recommends that builders set high-level standards so that they don't have to upgrade everything to make it exciting. "If you do upgrade [in your model home]," she notes, "upgrade to a level that is attainable for the consumer."

One of DeWalt's top recommendations for builders is to upgrade the hard surface flooring throughout the main living area and kitchen of their model

homes. This makes the home feel larger. While not standard for most builders, it is a feature that most consumers want, so it's an easy upgrade to sell.

When designing on a budget, keep in mind that the most important areas to splurge are the living room, kitchen, and master suite. To keep on a budget, DeWalt suggests selecting timeless finishes that can be enhanced with paint and bright accessories.

Finally, no matter what your budget, creating memory points in your model homes always goes back to marketing basics. "Lighting, color and accessories come into play," Crasi says, "but it begins by understanding how your customer wants to feel within that space, and *that* begins by knowing your buyer." ▲

**Tess Wittler** is a copywriter and communications consultant for building industry professionals. Her work has been featured in publications such as *Door + Hardware* and *Remodeling Magazine*.





# THE BEAUTY OF CRAFTSMAN



By Jeffrey Givens



PHOTOGRAPHY BY SPACECRAFTING INC.

## Honor this classic style by mastering the details

Few residential architectural styles have stood the test of time as well as Craftsman. Emerging as a trend in home building about a century ago, it remains a popular style today, appealing across generations, demographics, and regions. Why is that? And furthermore, what can designers, builders, and home owners do to ensure they are successful when implementing this style in a new home or remodel?

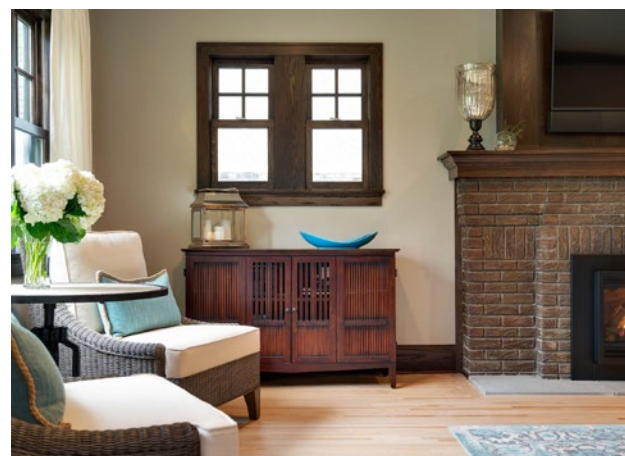
Some of the biggest early proponents of the style—Frank Lloyd Wright, Greene and Greene, and the Stickley brothers, to name a few—are still recognizable names today. They all believed in the inherent beauty of

things that were crafted by hand, usually from wood or other pliable materials.

Their work, and Craftsman architectural work in general, rigorously carries this idea through to the details. This is what sets the Craftsman style apart from others that have not enjoyed the same success and longevity. It's all in the details, and designers and builders need to be well-versed in this style.

Various detail elements, both inside and out, are typical to Craftsman homes and can make or break any attempt at achieving success in this style. Some of the exterior details are columns, brackets and corbels, rafter tails, porch and gable beams, window boxes, and railings. Interior details can be incorporated in fireplaces and mantles, built-in buffets and bookcases, cased openings, staircases and railings, crown molding, and lighting fixtures.

Some or all of these elements may be present in a Craftsman home. If they are not employed properly (for example,



## DESIGN TIPS

Here are some “dos and don’ts” that designers and builders would do well to consider when working on a new home or remodel in the Craftsman style:

« DO

« DON'T

if the scale or placement is off), home owners and visitors will notice, even though they may not be design experts.

Many new home clients like the Craftsman style, and many older Craftsman homes are being bought and remodeled in cities across the country. This trend will likely continue for the foreseeable future, so let's honor this style by paying attention to the details. ■

**Jeffrey Givens** is a home designer and marketing coordinator for Alexander Design Group Inc. in Minneapolis, Minnesota. He has a master's degree in architecture from Iowa State University.





# THE BEAUTY OF CRAFTSMAN

By Jeffrey Givens



PHOTOGRAPHY BY SPACECRAFTING INC.

## Honor this classic style by mastering the details

Few residential architectural styles have stood the test of time as well as Craftsman. Emerging as a trend in home building about a century ago, it remains a popular style today, appealing across generations, demographics, and regions. Why is that? And furthermore, what can designers, builders, and home owners do to ensure they are successful when implementing this style in a new home or remodel?

Some of the biggest early proponents of the style—Frank Lloyd Wright, Greene and Greene, and the Stickley brothers, to name a few—are still recognizable names today. They all believed in the inherent beauty of

things that were crafted by hand, usually from wood or other pliable materials.

Their work, and Craftsman architec-

### DO >>

is what sets it apart from others that have achieved the same success. Pay attention to the details, and details will be well-versed.

Various details, both inside and out, are typical of the style and can make a difference in achieving success. Some of the exterior details include brackets and columns, and gable beams and railings. Interiors often incorporate built-in buffets and openings, staircase, molding, and lighting fixtures.

Some or all of these elements may be present in a Craftsman home. If they are not employed properly (for example,

Ask clients what it is about the Craftsman style in particular that they like. Do they want all the style elements incorporated in their home or are there some elements that they would prefer to leave out?

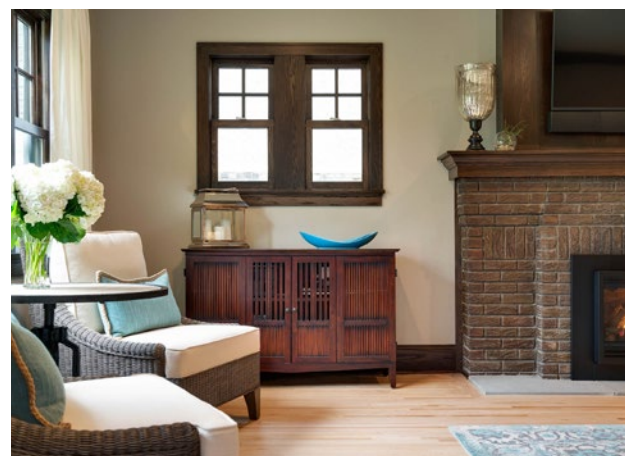
Go over the terminology with the clients early in the process. This will show them you know what you're talking about and will help them understand the nuts and bolts of the style they are trying to achieve.

Show clients photos from past projects when talking through these elements. This encourages thoughtful discussions and will prove to them you can design or build in this style.

Pay close attention to the scale of each piece. For example, brackets should be sized according to their location and the scale of adjacent elements, such as columns on a porch or a gable roof overhang. Too large or too small and people will notice immediately.

Incorporate plenty of natural wood built-in elements inside the home, such as buffets, bookcases, and window seats, which can provide continuity throughout the house.

Try to source as many of these elements as possible from the same craftsman or company to help ensure consistent quality and detailing throughout. Inconsistency will be more obvious than you think.



**Jeffrey Givens** is a home designer and marketing coordinator for Alexander Design Group Inc. in Minneapolis, Minnesota. He has a master's degree in architecture from Iowa State University.





# THE BEAUTY OF CRAFTSMAN

By Jeffrey Givens



PHOTOGRAPHY BY SPACECRAFTING INC.

## Honor this classic style by mastering the details

Few residential architectural styles have stood the test of time as well as Craftsman. Emerging as a trend in home building about a century ago, it remains a popular style today, appealing across generations, demographics, and regions. Why is that? And furthermore, what can designers, builders, and home owners do to ensure they are successful when implementing this style in a new home or remodel?

Some of the biggest early proponents of the style—Frank Lloyd Wright, Greene and Greene, and the Stickley brothers, to name a few—are still recognizable names today. They all believed in the inherent beauty of

things that were crafted by hand, usually from wood or other pliable materials.

Their work, and Craftsman architectural work in general, rigorously carries this idea through to the details. This is what sets the Craftsman style apart from others that have not enjoyed the

## DON'T

to be well-versed

Various details, both inside and out, are typical of the style and can make a difference in achieving success. Details of the exterior include wide eaves, brackets and columns, and gable beams and railings. Interiors often feature built-in buffets, open shelving, staircases, and moldings, and large windows.

Some or all of these details should be present in a Craftsman home. If they are not employed properly (for example,

Choose off-the-shelf items from catalogs or websites if they are not the correct style or scale.

.....

Use materials that look like wood but are not; this is disingenuous to the Craftsman theme. Use clay brick or tile in places wood can't go (such as a fireplace surround). Fake wood products will give home owners and visitors a sense of inauthenticity about the home.

.....

Paint or enamel interior wood pieces. Let the inherent beauty of the wood be present.

Compromise the design integrity of the home to achieve value engineering. For example, if the front facade is designed to have custom tapered wood columns with matching porch beams and brackets, don't make these items smaller or eliminate them to save a few dollars. The home will suffer because of it.

.....

Forget about furniture! A large part of early Craftsman designs included furniture, often designed by the architect himself, that matched the style of the home. Home owners shouldn't mix styles if they can help it. There are many good vintage and new pieces available in the Arts and Crafts and Mission styles that will complement any Craftsman home. Interior designers can help with this process.



## DESIGN TIPS

Here are some "dos and don'ts" that designers and

