

A photograph of three men standing in front of a rustic wooden structure, possibly a pier or a large building under construction. The man on the left is wearing a dark brown blazer over a maroon shirt and a patterned tie, paired with light-colored trousers. The man in the middle is wearing a blue button-down shirt and light-colored trousers. The man on the right is wearing a light-colored button-down shirt and dark trousers. They are all looking towards the camera with serious expressions. The background shows wooden beams and a bright light source, creating a warm, golden-hour atmosphere.

residential architect

A HANLEY-WOOD PUBLICATION / JANUARY / FEBRUARY 2001

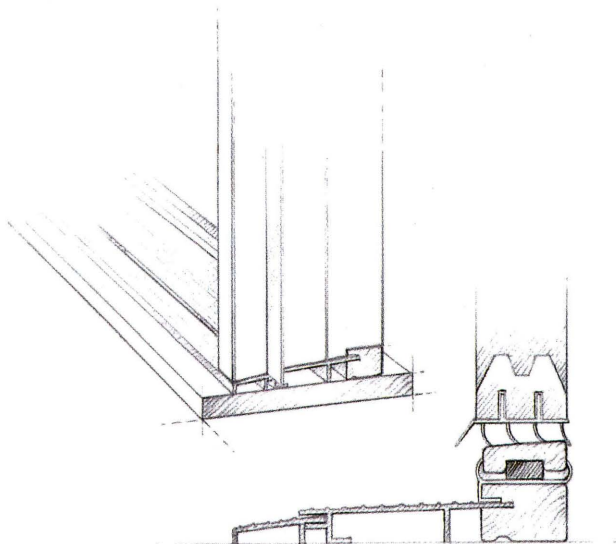
masters *of the* suburbs

the architects of orange county, calif.,
invented and reinvented
the merchant-built house.

new urbanism / taking stock / revolutionary fervor
keeping trim / top-flight stairs / torti's back talk

www.residentialarchitect.com





EACH PELLA ENTRY DOOR SYSTEM FEATURES THE INNOVATIVE JAMB-ON-SILL, WHICH PLACES OUR DOORS ON A MOISTURE-RESISTANT SILL, SO WATER CAN'T WICK INTO THE JAMB AND CAUSE WATER DAMAGE. SEE YOUR LOCAL PELLA RETAILER FOR MORE INFORMATION OR VISIT PELLA.COM

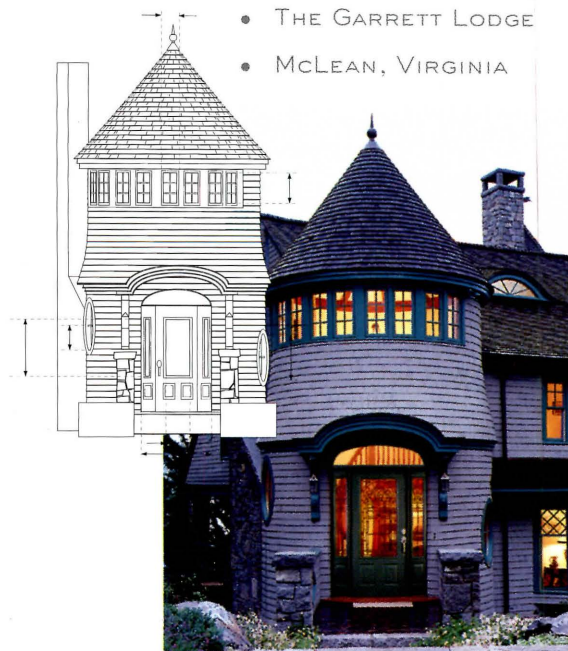
PELLA'S NEWEST AMAZING INNOVATION?
A SILL THAT IMPROVES YOUR REPUTATION.



VIEWED TO BE THE BEST.®

- 1-800-54-PELLA
- WWW.PELLA.COM

- THE GARRETT LODGE
- MCLEAN, VIRGINIA



Create an
American
classic.



Introducing color-rich vinyl siding with fade protection.

So original.

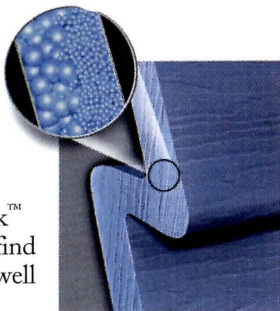
Problem: Put rich colors on vinyl, and it's likely to fade.

Solution: Fuse a fade-resistant acrylic capstock with a durable vinyl substrate.

How it works: The vinyl provides a flexible substrate, while acrylic blocks the ultra-violet rays that cause weathering and fading.

The result: Superior fade resistance over ordinary vinyl sidings on the market.

We call it ChromaLock™ technology. And you'll find it in the Norman Rockwell Siding Collection.



Our process fuses the molecular structures of acrylic and vinyl to make an inseparable bond, protecting the rich Rockwell Collection colors from weathering and fading, year after year, decade after decade.

So timeless.

We're so confident in the product and process, that we back it with one of the best warranties in the business.

Our ColorGuard™ Lifetime Limited Warranty* includes 25-year fade resistance protection.



To learn more, call our LP vinyl representative at 1-800-648-6893 for details. Or visit www.normanrockwellsiding.com.

Circle no. 351

So colorful.

We've developed a whole palette of deep, rich colors. Like Forest. Mahogany. And Barn Red. All inspired by America's most-loved artist, Norman Rockwell.

Each has been refined by experts in exterior color application to assure optimum visual appeal and lasting style.

After only a few months you can easily see the damage the sun does to average vinyl siding. It's easy to see the difference ChromaLock technology makes.

Color Performance Comparison

Ordinary Vinyl Siding	Rockwell Siding
12 Months	12 Months
24 Months	24 Months

And, oh so right.

- A choice of four different profiles.
- Manufactured to a premium thickness of .044" for impact resistance and strength.
- A full 5/8" profile provides dramatic shadow lines.
- Double-thick .088" Cyclone System™ nail hem offers extra strength and wind-load resistance up to 160 mph.
- The low-angle, square edge also provides additional rigidity and an extra measure of authenticity.
- Deep grains and elegant shadow lines provide low-gloss cedar texture for a truly authentic appearance without the maintenance.
- The rich color is consistent through the acrylic and the vinyl, so scratches just don't show.

Norman Rockwell

S I D I N G C O L L E C T I O N

COLORGUARD™ VINYL SIDING

*See warranty for complete details.
Licensed by The Norman Rockwell Estate Licensing Co.,
Niles, Illinois 60714
LP is a trademark of Louisiana-Pacific Corporation.
© 2000 Louisiana-Pacific Corporation. All rights reserved.
Specifications subject to change without notice. Printed in USA.



ADDITIONAL LIVING SPACE IN NEW HOMES

As the leading provider of Guaranteed Dry Basements, Koch Waterproofing Solutions offers homeowners the opportunity to add living space to their new homes. Whether it's space for a home office, entertainment room, or storing valuable keepsakes, TUFF-N-DRI® and WATCHDOG WATERPROOFING® products provide guaranteed options for new construction residential foundation treatment. **Circle no. 213**



THE #1 CHOICE OF HOMEBUILDERS

Builders prefer TUFF-N-DRI® by a factor of 4 to 1 according to a recent survey. TUFF-N-DRI carries a 15-year transferable performance warranty against basement leaks, and features a unique waterproofing system designed to ensure a dry, conditioned and livable basement space. An elastic membrane spans settling cracks, while rigid foundation board protects the membrane, channels water to the drainage system and insulates basement walls. Visit www.TUFF-N-DRI.com for more information. **Circle no. 391**



DRAIN AWAY WATER, NOT TIME

Now, you can get an effective foundation drainage system installed at the same time as your basement waterproofing system. DrainStar™ stripdrain product (DrainStar) is designed for use with TUFF-N-DRI® and WATCHDOG WATERPROOFING® products. DrainStar features a rigid polymer core of engineered cones that collect and move water to designated drainage exits. This core is surrounded by a non-woven geotextile fabric to strain out backfill soils and other particles. DrainStar can replace traditional drain tile and gravel systems. **Circle no. 392**



WATCHDOG WATERPROOFING®

WATCHDOG WATERPROOFING® provides a superior alternative to dampproofing. WATCHDOG features a spray-applied polymer-enhanced asphalt waterproofing membrane. This membrane provides flexibility and elasticity that help bridge natural settling foundation cracks, even at low temperatures. WATCHDOG WATERPROOFING is backed by a 5-year transferable performance warranty. Visit www.WATCHDOGWATERPROOFING.com for more information. **Circle no. 393**



WATCHDOG + Armor™

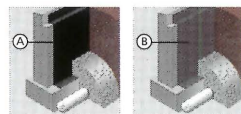
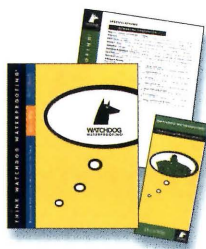
WATCHDOG + Armor™ features a specially-formulated gray membrane that combines water resistance, flexibility and higher tensile strength for extra protection against backfill damage. WATCHDOG + Armor is expertly spray-applied for seamless water protection, and is backed by a 10-year transferable performance warranty. **Circle no. 394**

Think this is the potential for basement profitability?



Think Again. When a basement is Guaranteed Dry, its reliably usable space is a feature homeowners are willing to pay more for. And that can mean big profits for you. Think WATCHDOG WATERPROOFING® products from Koch Waterproofing Solutions. Unlike brittle dampproofing, WATCHDOG WATERPROOFING has a flexible membrane that's spray-applied to seamlessly bridge foundation settling cracks.

WATCHDOG + Armor™ features a special formulation that combines flexibility and impressive tensile strength for protection against backfill damage and leaks. Even its distinctive color shows that this is no ordinary water protection product. Each WATCHDOG product also includes a strong, transferable warranty.* So increase your profit potential. Call 800-DRY-BSMT today for details on WATCHDOG WATERPROOFING products. Or visit www.WATCHDOGWATERPROOFING.com.



A) **WATCHDOG WATERPROOFING** features a polymer-enhanced membrane that spans foundation settling cracks and seals out water penetration.

B) **WATCHDOG + Armor** blends tensile strength and flexibility to make it the market's best membrane-only waterproofing product.



See us at The International Builders' Show, Booth #6545 **Dry is Why.**

*Terms vary by product. See actual warranty for details. © 2001, Koch Materials Company. WATCHDOG WATERPROOFING® and WATCHDOG + Armor™ are trademarks of Koch Materials Company.

contents



Production architects Mark Scheurer, Walt Richardson, and Robert Hidey turned the house upside down. Cover and photo above by Mark Robert Halper.

from the editor... page 13

letters... page 16

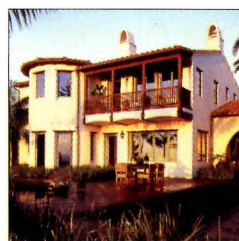
home front... page 20

Viva la resolution! / Pfun with pfaucetry /
Wood works at the National Building Museum /
Books: Gorlin and Berkus / House + House + island



practice... page 32

Playing the stock-plans market may be the next best thing to cloning yourself.

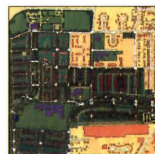


cover story:

masters of the suburbs... page 46

A group of pioneering architects transformed Orange County, Calif., into a laboratory for the American house.

by S. Claire Conroy



the great divide... page 64

Twenty years later, the battle rages on between allies and enemies of New Urbanism.

by Meghan Drueding

off the shelf... page 78

Top-flight staircases offer a step up on the competition.

dr. spec... page 82

With talented carpenters in short supply, manufactured millwork can keep your projects fit and trim.

hands on... page 88

Rakish roof-edge treatments top three very different houses in Maine.

ra / q + a... page 104

Getting personal with Silver Spring, Md., architect John Torti.

Restoration/Renovation Show

January 15–17, Washington Hilton & Towers, Washington, DC

This annual trade show attracts over 275 manufacturers from across the country exhibiting products that highlight advances in the ever-growing field of restoration and renovation. Focus on building exteriors, interiors, landscapes, streetscapes and gardens. Also, there are over 75 conference sessions and workshops about the latest methods and materials for restoration/renovation projects. For more information call 800-982-6247 or log on to www.restorationandrenovation.com.

Design With Memory

Fifth International Design Resource Awards

Annual design contest competition encourages the use of post-consumer recycled, reprocessed and sustainably harvested materials for use in new product and building designs. Registration and submission deadline is February 1. For contest rules visit www.designresource.org.



Whirlpool
CORPORATION

KitchenAid®
HOME APPLIANCES

PROUDLY PRESENTS

**Industry Calendar
of
Events**

January/February 2001

Surfaces Show

January 30–February 1, Sands Expo & Congress Center, Las Vegas, NV

The annual Surfaces Show draws over 850 manufacturers of counter tops, flooring and related products. New Comprehensive Education Program with six seminar tracks to build your business and improve your bottom line. Call 800-547-3477 for more information or log on to www.SurfacesExpo.com.



**A WORK OF ART.
COMPLETE WITH A
STAINLESS STEEL FRAME.**



® and /TM trademark of KitchenAid, U.S.A. © 2000. All rights reserved.

NAHB International Builders' Show

February 9–12, Georgia World Congress Center,
Atlanta, GA

The annual Builders' Show moves to Atlanta after a lengthy, successful stint in Texas. This show attracts building products, design and materials *manufacturers from around the world*. Events include the Hearthstone Dinner, Home Plans Design Dinner, and Live/Work Exhibit. Whirlpool Corporation is a proud sponsor of Live/Work. Appliances for all three Live/Work homes in Atlanta were donated by Whirlpool. Come see the the latest and greatest in appliance technologies at the **Whirlpool Exhibit, Booth # 4614**.



Call

1-800-253-1301

Visit

www.insideadvantage.net

Circle

Reader Service #612

FREE



Whirlpool
CORPORATION

KitchenAid®
HOME APPLIANCES

SPECS!

College Of Fellows Creates Latrobe Fellowship

Applications are due March 1

The Latrobe Fellow will award a stipend of \$50,000 for research, findings and recommendations documented in publications, exhibitions or educational programming that inform, educate and provide new insights for the architectural profession.

Grassroots 2001: Planning Underway

February 14–17

The Grassroots Annual Leadership and Legislative Conference will take place February 14–17, at the J.W. Marriott Hotel, Washington, DC.



Introducing the new Dishwasher Series from KitchenAid.

Totally redesigned, it's flexible enough to accommodate everything from delicate stemware to large cookware. The innovative wash system is quiet yet powerful. With door panels that can be easily customized and new split controls, this dishwasher is an efficient and beautiful way to leave a lasting impression. To learn more about the Dishwasher Series, and to view the entire KitchenAid® line, visit www.KitchenAid.com, or call 1.800.422.1230.



FOR THE WAY IT'S MADE.®

Fantech Vent Light

New From
Fantech

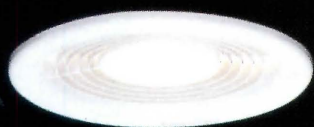
A Beautiful Solution to Your Shower and Bathroom Ventilation Problems

Fantech once again redefines the vent light. UL and cUL approved for use in wet locations, our halogen light will brighten even the gloomiest shower enclosures. Combined with a Fantech Fan you are assured of quiet, efficient ventilation from your ventilation solutions company. For more information call us at:

800-747-1762

or fax us at:
800-487-9915

or visit our website at:
fantech-us.com



Fantech

Circle no. 343

residential architect®

A HANLEY-WOOD PUBLICATION / JANUARY - FEBRUARY 2001

S. Claire Conroy / Editor / 202.736.3312 / cconroy@hanley-wood.com

Judy H. Neighbor / Art Director / 202.736.3331 / jneighbor@hanley-wood.com

Amy Doherty / Managing Editor / 202.736.3442 / adoherty@hanley-wood.com

Meghan Drueding / Senior Editor / 202.736.3344 / mdruedin@hanley-wood.com

Nigel F. Maynard / Associate Editor / 202.736.3438 / nmaynard@hanley-wood.com

Shelley Hutchins / Assistant Editor / 202.736.3407 / shutchins@hanley-wood.com

Kristina K. Goings / Graphic Designer

Catherine Underwood / Production Director

Johanna Daproza / Production Manager

Dana Stone / Ad Traffic Manager

Eric Franzen / Digital Ad Manager

George Brown / Digital Imaging Manager

Betty Kerwin / Digital Imaging Coordinator

Sheila Felthuis / Circulation Manager

Lucy Hansen / Marketing Director

Tim Ahlering / Publisher

Peter M. Goldstone / President / Magazine Division

Paul Kitzke / Vice President / Corporate Editorial Director

Joanne Harap / Vice President / Production

Maxx MacConnachie / Vice President / Circulation

Ann Seltz / Vice President / Marketing

John Dovi / Vice President / Finance

Scott Hall / Vice President / Information Technology

Contributors

Susan Bradford Barror / Vernon Mays / James Schwartz / Rick Vitullo / Cheryl Weber



Published by Hanley-Wood, LLC

Publisher of BUILDER, BUILDING PRODUCTS, CUSTOM HOME, HANLEY-WOOD'S TOOLS OF THE TRADE, PROSALES, REMODELING, OLD-HOUSE JOURNAL, THE JOURNAL OF LIGHT CONSTRUCTION, and *residential architect*

Michael M. Wood / Chief Executive Officer

Frank Anton / President

John M. Brannigan / Executive Vice President

James D. Zielinski / Chief Financial Officer

Editorial and Advertising Offices:

One Thomas Circle, N.W., Suite 600

Washington, DC 20005

Phone 202.452.0800 / Fax 202.785.1974

Volume 5, number 1. *residential architect* (ISSN 1093-359X) is published ten times a year in 2001 by Hanley-Wood, LLC, One Thomas Circle, N.W., Suite 600, Washington, DC 20005. Copyright 2001 by Hanley-Wood, LLC. Opinions expressed are those of the authors or persons quoted and not necessarily those of Hanley-Wood. Reproductions in whole or in part prohibited without prior written authorization. *residential architect* is sent free of charge to qualified readers involved in the residential home design market. The publisher reserves the right to determine qualification criteria. Out-of-field subscription rates are: U.S., \$39.95; U.S. students \$19.99; Canada and all other countries, \$U.S. \$49.95; airmail is additional. Single-copy price is \$10.00. For subscription information write to: *residential architect*, P.O. Box 3241, Northbrook, IL 60065-3241. **Subscriber customer service:** 888.269.8410 / **Fax:** 847.291.4816. **Reprints:** 877.734.6650. Periodicals postage paid at Washington, DC, and at additional mailing offices. Postmaster: Send address changes to: *residential architect*, P.O. Box 3241, Northbrook, IL 60065-3241. This issue mailed in regional editions.

residential architect will occasionally write about companies in which its parent organization, Hanley-Wood, LLC, has an investment interest. When it does, the magazine will fully disclose that relationship.

Privacy of mailing list: We rent our subscriber list to reputable companies. If you do not wish to receive promotional material from other companies, please call us, toll-free, at 888.269.8410.





*Quality windows, doors and skylights
make everyone more*
COMFORTABLE.

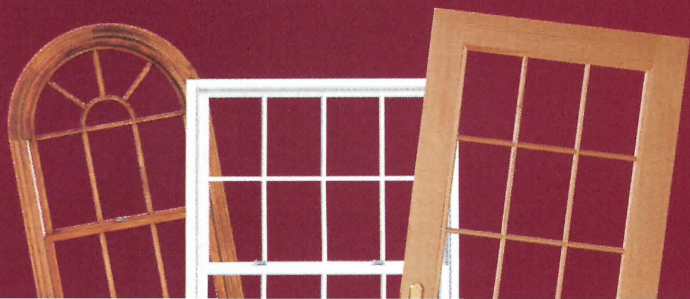
We know the cost of building materials adds up fast. It's tempting to scrimp. But, when you do the math, window and door callbacks are among the most costly to your profitability and your reputation. The WDMA logo is one sign of performance and energy efficiency — a definite plus to your bottom line.

WINDOWS AND DOORS MATTER.

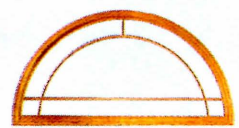
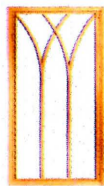
Ask your suppliers if they're members of the WDMA. For more information about WDMA windows, doors and skylights call **800-223-2301** or visit our

Web site at **www.wdma.com**.

Circle no. 298



Always sign your work.



It's your legacy. Define it with boundless colors, shapes and styles. Let us help you transform light into emotion. Shadow into



Weather Shield
Windows & Doors

Filter into inspiration. Our windows and doors. Your mark. Call 1-800-477-6808 x2465 or visit us at weathershield.com See the light.™

Circle no. 25



Show them your miters. Tease them with the fixtures. Finish them off in the kitchen.

Today's home buyers want great kitchens. Places to live that are functional. Breathtaking. Personal. Of course, they don't want to pay custom prices for them. Which is where we come in. We can help you create custom spaces within reasonable budgets. We offer an almost infinite number of accessories, door styles, molding options, finishes and glazes. Find out how easy it is to create kitchens that sell homes. Call 440-632-5333 and ask for Customer Relations.

Circle no. 353

What direction will you go?

Kraft
Cabinetry



rancho finito

as the irvine company begins to run out of buildable land,
orange county architects scramble to widen their playing field.

by s. claire conroy

For 40 years now, Orange County, Calif., has been plowing down greenfields and putting up red tile roofs (see story, page 46). But the end is in sight. Large tracks of buildable land grow scarcer and scarcer, especially on the famous Irvine Ranch. Estimates vary, but most experts think only 20 years of development on smaller and smaller parcels remain. So, what will all the production housing architects planted in Orange County do next?

Veterans like Walt Richardson plan to ride the last wave and leave the calmer waters to successors. But newer players like Mark Scheurer and Bob Hidey, who are just hitting their stride, are thinking long and hard about the future. And they're even more concerned about the contribution they're making in the present. "Orange County has always built outward. It is officially at its boundaries. The next 20 years will be infill," Scheurer says. "And that means we'll have context and history to deal with. You can't fail and drive over the next hill and try again."

small world after all

And that is a sea change. When Orange County entered its wild growth period in the early '60s, architects had no context to follow. Virtually nothing covered the land but orange groves, avocados, some ranch buildings, and a Spanish mission here and there.

Well, that's not entirely true. About nine miles up the brand-new road from Irvine, Calif., was Disneyland. The cartoon kingdom opened in 1955, just five years before William Pereira drew the master plan for the Irvine Ranch. And the man who implemented the plan for The Irvine Company, Ray Watson, went on to become president of Walt Disney.

So Disney was Irvine's strongest context, and it accounts, in part, for the area's squeaky clean, surreal quality. There's an eerie Stepford feeling to both places. Both worlds are organized in "themed" villages, and that tight, unified control over planning shows self-consciously in every building and hedgerow.

The Irvine Company's enduring sovereignty over so much Orange County land has at different times encouraged and stifled creativity. Says architect and land



Photo: Katherine Lambert

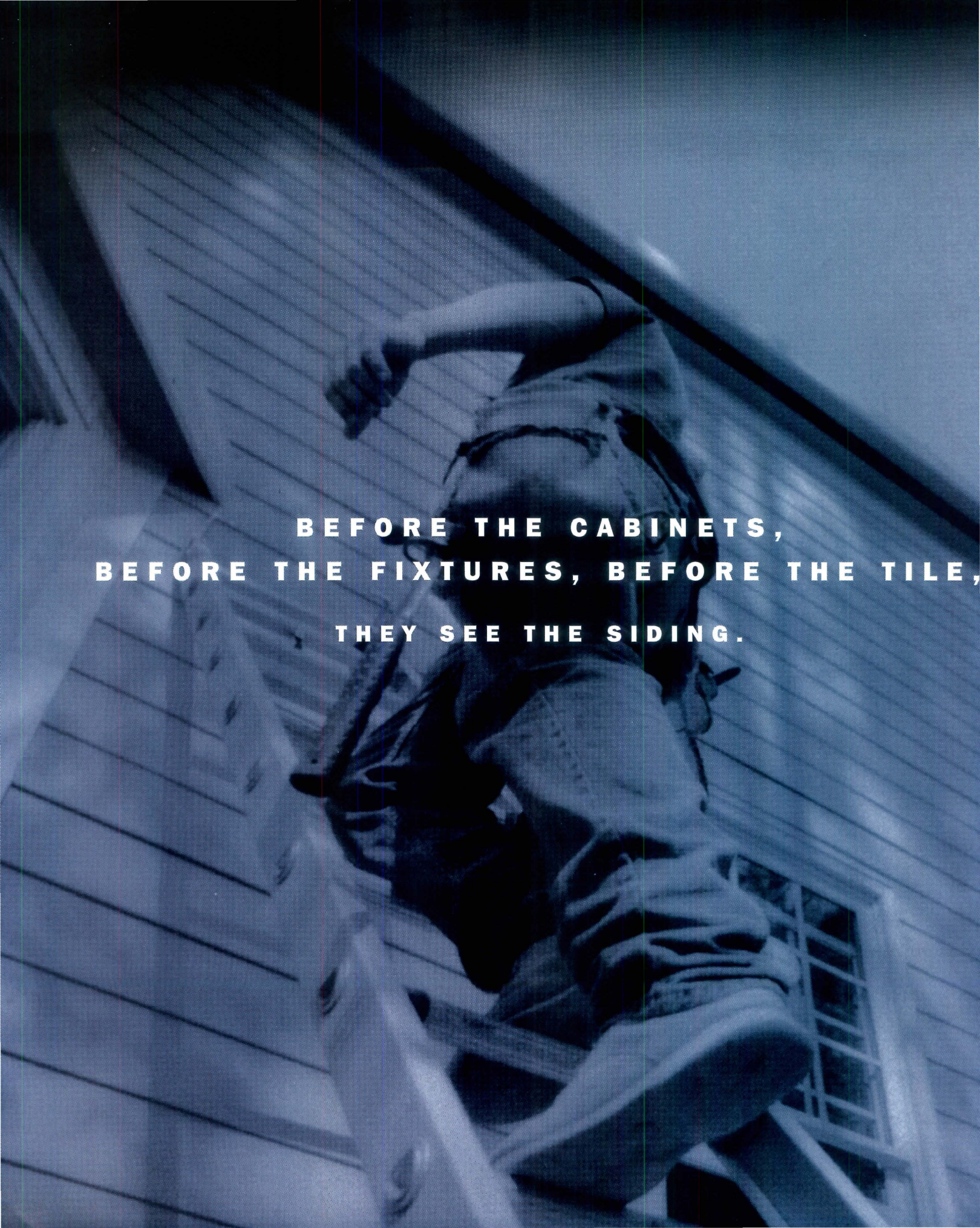
planner Will Haynes, of Hezmalhalch Architects, "Orange County was like the Renaissance. It had the intensity of demand for housing, the talent to do it, and the patrons—the large-scale developers—to pay for it."

club medici

The Irvine Company was a formidable dynasty, and it's left a huge fabric for architects to respond to. So most Orange County architects are sharpening their already razor-edged high-density skills, preparing for the special demands of infill. They're also learning to split microscopically fine hairs among Mediterranean, Spanish, and Italian architecture—The Irvine Company's sanctioned styles for the last 20 years.

Furthermore, the canny ones are quietly diversifying their portfolios (adding multifamily, light commercial, land planning work) and their territories (designing in Northern California, the Sunbelt, the Pacific Rim). Most are doing all of this without staffing up to their pre-recession numbers, finding peace of mind in staying lean and mean. "Being busy as an architect doesn't mean you get rich," says Mark Scheurer. "You just get to be picky." **ra**

Questions or comments? Call me: 202.736.3312; write me: S. Claire Conroy, *residential architect*, One Thomas Circle, N.W., Suite 600, Washington, D.C. 20005; or e-mail me: cconroy@hanley-wood.com.

A low-angle, blue-tinted photograph of a construction worker on a ladder against a house with horizontal siding. The worker is wearing a hard hat, safety glasses, and a tool belt, and is holding a tool. The text is overlaid in the center of the image.

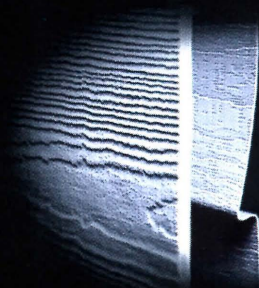
**BEFORE THE CABINETS,
BEFORE THE FIXTURES, BEFORE THE TILE,
THEY SEE THE SIDING.**

If first impressions mean anything, then James Hardie siding says a lot. Over five times thicker than vinyl, Hardiplank® conveys a feeling of quality homebuyers will carry inside the home.

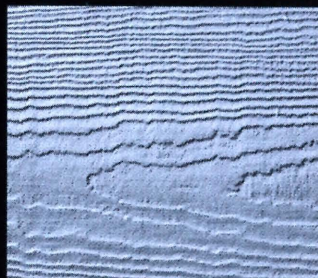
Hardiplank is hard to tell from real wood. And unlike vinyl, it offers rich character, distinct shadow lines and a beautiful wood grain. All with low maintenance.

It withstands hurricane-force winds, flying debris, even fire. With a guarantee not to rot, crack or delaminate for 50 years.

And only Hardiplank can make a home feel safe and secure. The two things a recent survey showed homeowners wanted most in a home. Why not give it to them?



In addition to being thick, James Hardie siding is versatile. It comes in a variety of styles and profiles, so you can achieve any architectural look you desire.



A recent survey revealed that James Hardie was the fastest growing brand of siding in America. One reason over two million people have already made it part of their home.

Give us a call at 1-888-JHARDIE or visit www.jameshardie.com.



**James Hardie®
Siding Products**

© 2000 James Hardie Building Products, Inc.

Circle no. 278

letters

keep those cards, letters, and e-mails coming, folks.

on the contrary

Contrary to the views expressed by Amy Haight (Letters, October 2000, page 12), I have always believed an architect's responsibility is to give the client the best design possible within such project limitations as budget and context. Part of that process often includes exposing the clients to options and approaches they may not have thought of before engaging the services

of an architect. An architect is supposed to bring a client experience and expertise, based on design principles learned during education and honed during subsequent experience.

I do not believe an architect serves any client (or the profession) well by merely serving as a pencil in giving the clients "exactly what they want," especially if what the client wants harms the environment (visually or otherwise). A

builder can do that ... why should an architect, too?

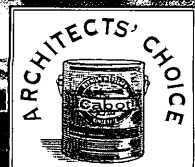
I sense from her letter that Ms. Haight's "posh" custom home designs are likely derivative designs, and I take no exception to her right to take that approach in her work. However, it is disingenuous of her to expect a national publication such as *residential architect*, which promotes original, quality design, to also promote her derivative, "posh" designs.

Ms. Haight may do better to try other publications that do feature such work.

Lynn A. Myers
Jacobs Facilities
Arlington, Va.

good taste

I had not heard of *residential architect* magazine until the last day of the Congress for the New Urbanism conference in Portland, Ore., last June. The task force on design discussed



VOTED #1 BRAND SPECIFIED

RESIDENTIAL ARCHITECT MAGAZINE
SURVEY 2000
STAIN & VARNISH CATEGORY

whether there was a need for the CNU to sponsor a publication of appropriate New Urbanist residential buildings; the consensus was that *residential architect* already filled the bill.

I thumbed through an issue recently and found the designs refreshing—and a stark contrast to the “expensive bad taste” cataloged in alternative publications.

*Al Burns, AICP
Bureau of Planning
Portland, Ore.*

all aboard

I was interested in your article “Winning by the Rules” (July/August, page

28) and wanted to share with you my own experiences as a member of an architectural review board.

I, along with a number of other residents, helped draw up a comprehensive master plan for my local community shortly after it incorporated 10 years ago.

About three years ago, the community appointed an architectural review board to review new projects being proposed for our city of 40,000-plus. The group consists of four architects, a landscape architect, a graphic designer, and a banker. This has proved to be a good mix, bringing a broad perspec-

tive to our considerations of proposed work.

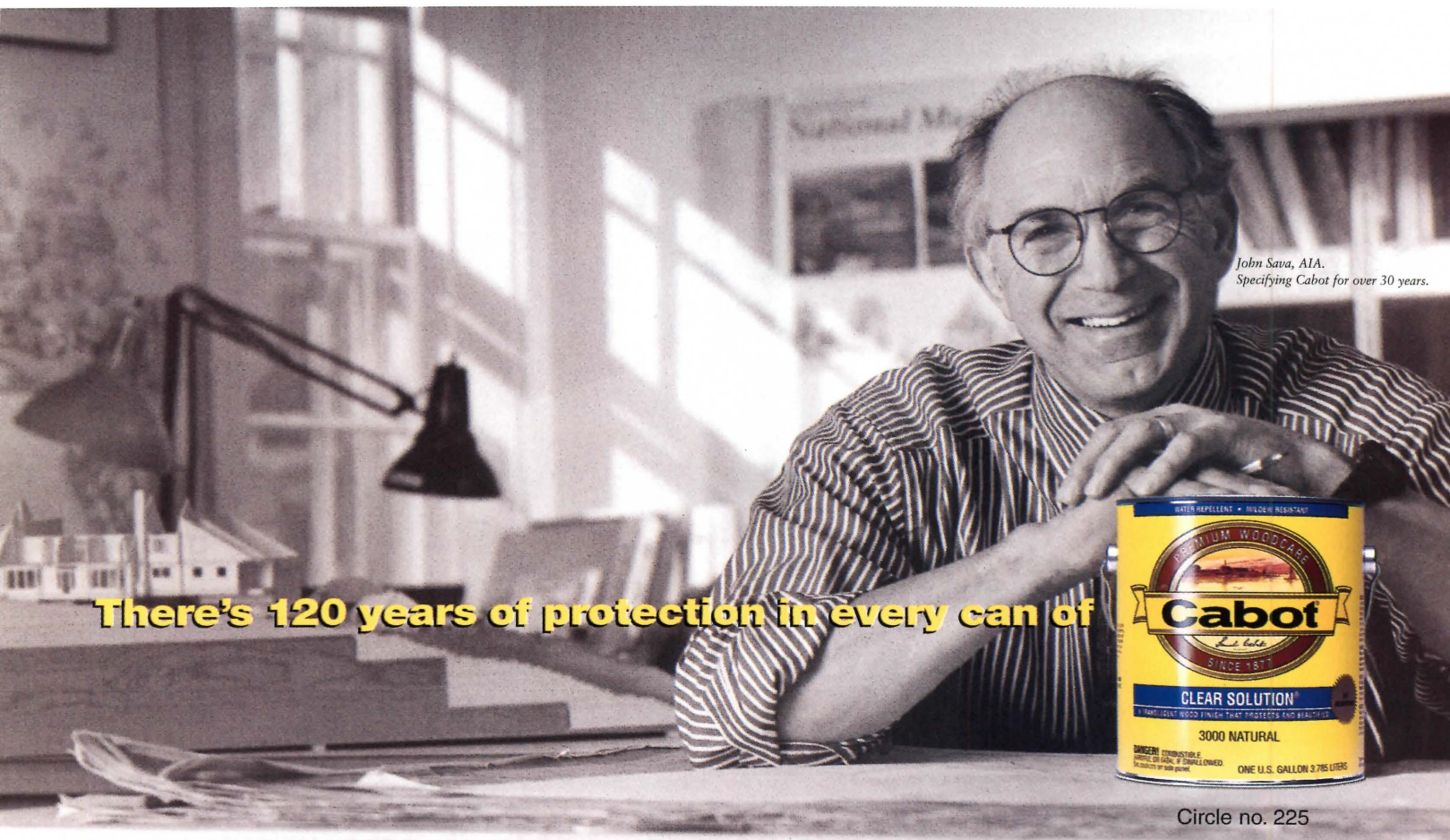
One of our first priorities was to draw up written architectural guidelines, defining what we, as a group, felt were good practices to follow in developing new designs for the community. We also addressed poor design practices that we wanted to discourage. The group spent hours discussing these guidelines and we feel they are helpful to all community members, both citizens and developers.

We meet twice a month, in public sessions, to review current proposals

and discuss each submission. We architects in the group have experience working with other design review groups in other communities and I think we are sensitive to the importance of being positive and helpful.

Other architects and developers have told us off the record that they appreciate our help in encouraging good design. Many are genuinely interested in improving the quality of work being done and are willing to do better, if they know what is recommended.

*David L. Whitfield, AIA
Chesterfield, Mo.*

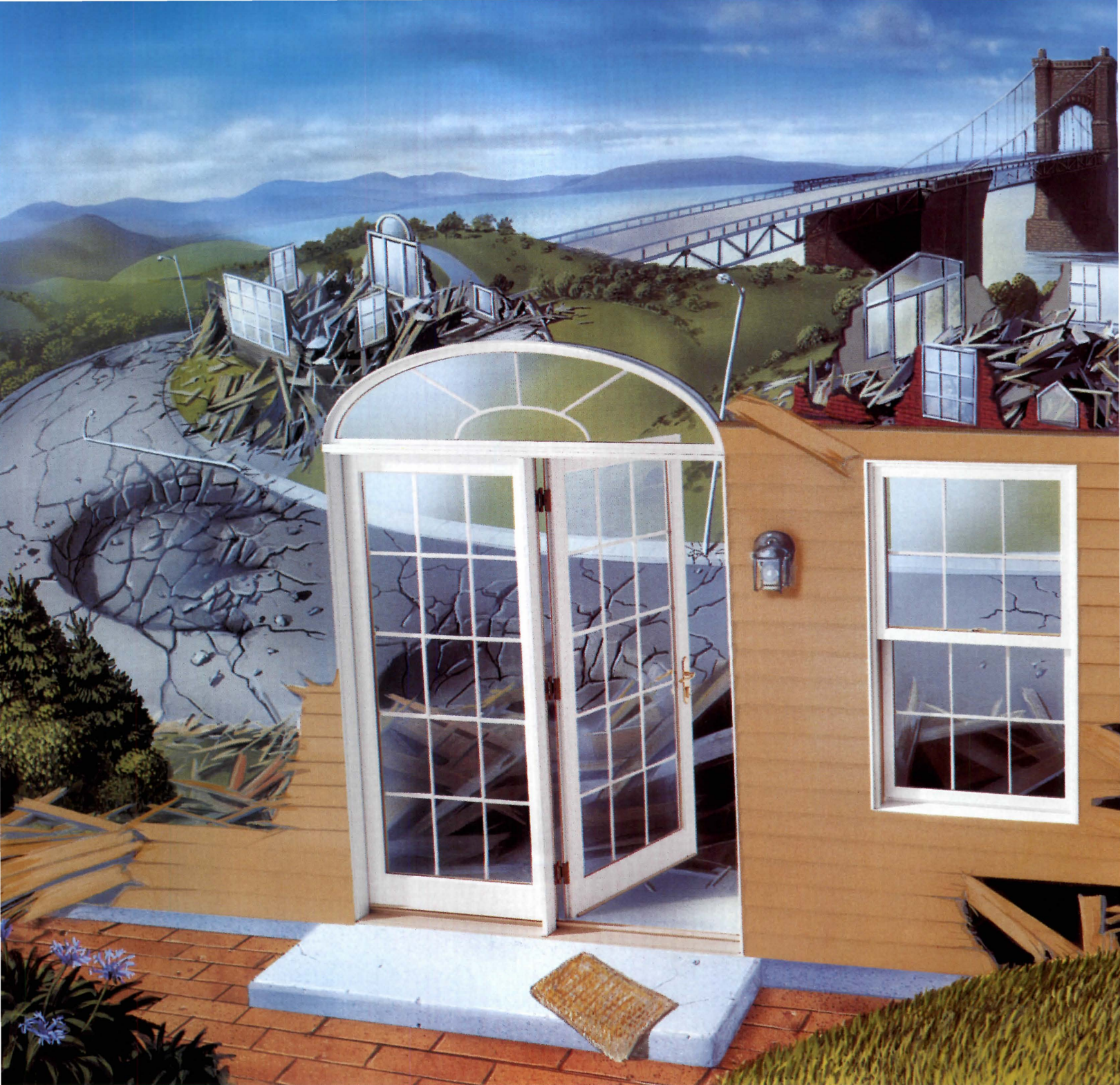


John Sava, AIA.
Specifying Cabot for over 30 years.

There's 120 years of protection in every can of

Cabot
PREMIUM WOODCARE
CLEAR SOLUTION®
3000 NATURAL
ONE U.S. GALLON 3.785 LITERS

Circle no. 225



They survive a pounding from the elements, too. The forces of nature can be beastly. But with exteriors made from Ultrex®, Integrity

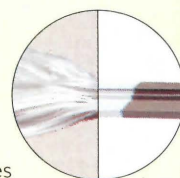


windows and doors withstand them all. Look closer and you'll see why. Made from pultruded fiberglass, the Ultrex clad is virtually

indestructible and more durable than vinyl. This helps our

or warping and hold up to continual attacks by the elements.

protect you from costly call backs. Then, Ultrex's insulating properties




windows and doors stay square, resist bending

All of which prevent job-site hassles and

are among the highest in the industry. A fac



which qualifies Integrity products for the *Energy Star* rating. But let's not forget appearances. Our windows and doors show off the beauty of wood interiors, which you can stain  or paint. And Ultrex's finish is paintable to match exterior colors, too. Basically, Ultrex takes the fear out of buying windows and doors. So you'll find what you need within

our Integrity line of products. And hopefully, before nature rears that ugly head again. Discover what we're made of,

call 1-800-267-6941. In Canada, 1-800-263-6161. www.integritywindows.com. **Built to perform.**

Integrity
From Marvin
Windows and Doors

Circle no. 311

0950101C

home front

tips and trends from the world of residential design

viva la resolution!

We know: New Year's resolutions too often translate into broken promises, making them easy targets for cynicism. Yet they also force us to ponder what's truly important, what's working and what is not. In that spirit, we polled a collection of architects around the country, asking them to identify their priorities for their practices in the year 2001.—*cheryl weber*

stephen muse, faia

muse architects, washington, d.c.

Our resolution is to stay the course, making sure we don't get seduced by the good economy. It's very tempting for firms to fall into the trap of growing too fast, taking on too much work, or the wrong kind of work. We will continue to pay close attention to what we do.

barry berkus, aia

berkus design studio, santa barbara, calif.

My wish is that I might find the light at the end of the tunnel. I want to be able to realize thoughts I've had for years about what the next generation may need in terms of place and community. I want to explore new methods of powering communities, such as the use of hydrogen fuel cells, and new ways of gathering people together in urban environments. Being part of the evolution is what gets me up in the morning.

natalye appel, aia

natalye appel architects, houston

I'm trying to delegate management responsibilities and devote more of my time to design and the things that I find most fun.

edward binkley, aia

bsb design studio, orlando, fla.

I want to learn more about green building technology and be able to offer it to my clients. That includes such practices as using formaldehyde- and lead-free materials and optimizing framing, wall, and roof insulation to provide a healthier environment for the inhabitants.

duo dickinson

duo dickinson architect, madison, conn.

I resolve to never say the word "schedule" again. The building boom,

margaret mccurry, faia

tigerman mccurry architects, chicago

My priority is getting control of my life back. Whatever is a convenience for us—cell phones, faxes—has also caused the world to speed up so that we can accomplish more. But there's less downtime. I'm going to limit my clients and be more focused.





Leo Espinosa

gary parsons

gary earl parsons, architect, berkeley, calif.

I resolve to forsake multi-tasking for mindful and focused consideration, and the deep enjoyment that flows from it.

elizabeth moule

moule & polyzoides architects and urbanists, pasadena, calif.

As a board member of the Congress for the New Urbanism, I want to work more closely with women's and children's advocacy groups to get them involved as coalition members in the fight against suburban sprawl.

robert m. gurney, aia

robert m. gurney, architect, alexandria, va.

My resolution is to renovate our house this year. When we bought it 2½ years ago, we ripped out the kitchen with the intention of redoing it before we moved in. We're still using a temporary oven up on bricks. My plan is to gut the entire house and add an addition.

pfun with pfaucetry

These aren't your grandmother's faucets, but they could become your children's. The ultramodern spigots claimed top honors in Price Pfister's Pfaucet of the Pfuture design contest.

To mark its 90th anniversary, the Pacoima, Calif.-based manufacturer invited industrial design students from the Art Center College of Design in Pasadena, Calif., and Parson's School of Design in New York City to submit cutting-edge designs. The three winners, chosen from 30 entrants, received \$10,000, \$5,000, and \$2,500 awards—money that will be split between the students and their schools.

Aside from funky styling, the faucets are dripping with practicality. Silas Beebe, architecture school graduate and Art Center junior, gave his "Water Go" spout an indented loop that holds a bar of soap or a washcloth (above, center). Parsons' Hlynur Vagn Atlason, also a junior, designed "Arch" so that wet hands operating the faucet stay over the lav bowl, reducing messy dribbles (top). And "Chameleon," by Shane Koo, an Art Center senior, features a special film on the spout's end that changes color in response to the water's temperature (bottom).

So what are the chances you'll spec these someday? According to Walter Strater, Price Pfister's vice president of engineering and advance development, "The basic concepts could survive. But all the details? Probably not."—*nigel f. maynard*



ever-engorging regulation, and builder diffidence preempt accuracy.

hugh newell jacobson, faia

hugh newell jacobson, architect, washington, d.c.

I promise never to design a project that must be approved by an architectural review board, if that board does not include an architect.

jeff riley, aia

centerbrook architects, essex, conn.

I hope to achieve more simplicity and serenity in my work.





It's in a class by itself.

The Marvin Ultimate Double Hung.

It's not the double hung refined, it's the double hung reinvented. In fact, over 100 significant design improvements were made. The most amazing being its unique sash tracking and locking system which makes it easier to operate than any other double hung window ever. 127 different standard sizes are available. Plus endless custom sizes and lite pattern options. And now, it's offered in all-wood as well as clad. So you and your clients can further express your individuality. The Marvin Ultimate Double Hungs. Can't you just see them in your plans?



Exercise your options with the beautiful new all-wood Ultimate Double Hung.

Or choose the clad Ultimate if low maintenance is a priority.



MARVIN 
Windows and Doors

Made for you.

Circle no. 99

For a free product brochure, call 1-800-236-9690.

In Canada, 1-800-263-6161 www.marvin.com

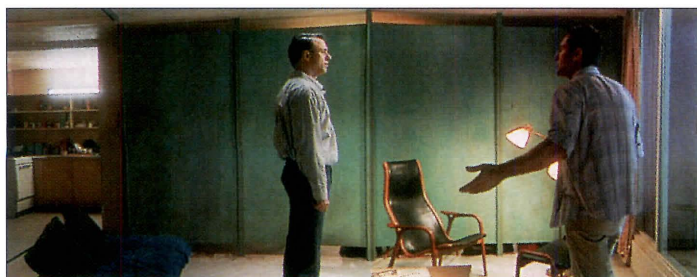
0950101A

calendar

stan douglas

museum of contemporary art, los angeles
through april 1

Vancouver-based artist Stan Douglas explores questions of identity in the modern world. This survey of his work features film and video installations as well as photographs. Shown below: a still from *Win, Place or Show* (1998), inspired by the artist's research into urban development in the 1950s and '60s. For additional information, call MOCA at 213.626.6222.



wood: an american tradition

national building museum
through april 22



Timothy Hursley

Its strength, beauty, workability, and availability have made wood the quintessential American building material for almost 400 years. This exhibit examines the four major wood-building traditions: log construction, timber framing, balloon framing, and platform framing. Left: Fay Jones used balloon-framing techniques in his design for Thorncrown Chapel (1980), in Eureka Springs, Ark. Call 202.272.2448 for museum hours.

international ces conference

las vegas
january 6-9

Expected to be the largest Consumer Electronics Show ever, this technology trade event will feature more than 1.1 million square feet of exhibits from 1,500 international companies. Keynote speakers include Intel president Craig Barrett and Microsoft chairman Bill Gates. Visit www.cesweb.org for registration information.

nahb international builders' show

georgia world congress center, atlanta
february 9-12



One of the biggest conventions in the world, the annual International Builders' Show features more than 1,000 manufacturers and attracts more than 72,000 industry professionals from 120 countries. An educational conference boasting some 80-plus seminars accompanies the show. To register, visit www.nahbexpos.com.

world of concrete

las vegas convention center
february 27-march 2



Hanley-Wood Exhibitions presents this international exposition and conference for architects, contractors, developers, manufacturers, government officials, distributors, and engineers. In addition to nearly 700,000 square feet of exhibits, more than 80 seminars will be offered on everything from concrete basics to specialized techniques. Call 800.837.0870 or visit www.worldofconcrete.com for more information.

29th international conference on making cities livable

savannah, ga.
march 4-8

Attend sessions on community development, New Urbanism, sustainability, rediscovery of public space, redesigning suburbia and edge cities, and urban design for children's well-being. Join with city officials, planners, developers, community leaders, behavioral scientists, artists, and other architects to exchange ideas and expertise pertaining to livability issues. For further details, call 831.626.9080 or visit www.livablecities.org.

continuing exhibits

Blow-Up: Shaped Air in Design, Architecture,

Fashion, and Art, through February 4, Vitra Design Museum Berlin, Berlin, 212.539.1900;

Masterpieces from the Vitra Design Museum, through February 4, Cooper-Hewitt National Design Museum, New York, 212.849.8400;

Flight Patterns, through February 11, Museum of Contemporary Art, Los Angeles, 213.626.6222;

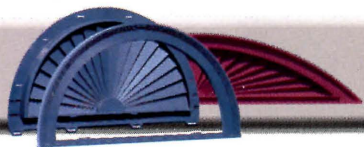
The Opulent Eye of Alexander Girard, through March 18, Cooper-Hewitt National Design Museum, New York, 212.849.8400; **The Architecture of R.M. Schindler**, through June 3, Museum of Contemporary Art, Los Angeles, 213.626.6222.



Chair (1967) by Nguyen Manh Khanh, from Blow-Up, an exhibition at Berlin's Vitra Design Museum.

W 've got your solution!

MA Architectural Trim Options from Mid-America designed to make your houses stand out from all the rest



Sunburst For windows, gables and doors

- **Half Round and Elliptical** Sunbursts with classic fanfold design add interest to windows, gables and doors.
- **Patented Lock-On Trim Ring** conceals fasteners and eliminates face nailing and caulking for a fast and perfect installation.
- **Available in 40 molded-through stock colors** and over 150 additional colors.
- **Maintenance-free U.V. stabilized polypropylene copolymer** with molded-through color. **40 year** transferable warranty. *No paint to ever scratch, flake or fade!*



Window Headers All New!



- **Installs with a snap** on any exterior surface.
- **Available in 5 standard lengths.** Easily custom sized using optional Keystones to accommodate windows up to 140".
- **Available in all 17 Mid-America shutter colors**, plus 5 additional molded-through stock colors. Over 150 additional colors also available.
- **Maintenance-free U.V. stabilized polypropylene copolymer** with molded-through color. **40 year** transferable warranty. *No paint to ever scratch, flake or fade!*



**Mid-America
Building Products**

A DIVISION OF TAPCO INTERNATIONAL

Plymouth, Michigan USA • Telephone: (800) 218-8430
Web site: www.tapcoint.com • E-Mail: marketing@tapcoint.com

gorlin on town houses; berkus on berkus

The *New American Town House* is a handsome assemblage of urban residences selected by New York architect Alexander Gorlin. An acclaimed designer of town houses himself, Gorlin brings a skilled eye to his task. The 20 buildings he presents—by 20 different firms in nine cities—are consistently clean, elegant, and contemporary, as is the design of the book by publisher Rizzoli.

Gorlin opens with a history of the town-house form, which he traces to ancient Rome. This well-researched section is one of the book's strengths. Photographic documentation throughout the book is superb as well. Individual project narratives are a bit too brief, and should have been supplemented by descriptive captions.

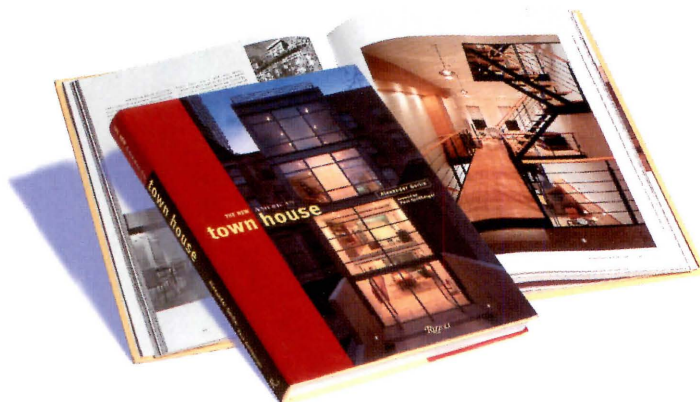
The New Town House. Alexander Gorlin. 220 pp. Illustrated. New York: Rizzoli. 1999. \$60 (hardcover).

For an equally handsome and more thought-provoking read, turn to *Architecture, Art, Parallels, Connections*, by California architect Barry Berkus. This

is an intensely personal book, and is best read by devotees of Berkus' muscular and frequently over-bold aesthetic. It is essentially 195 pages of Berkus on Berkus, in which he analyzes the spectrum of influences that have shaped his architecture and planning work. So you will see page upon page of Berkus buildings, interspersed with Berkus-drawn sketches and images of the places, art, and photographic pieces from which he has drawn his "parallels and connections."

Architecture, Art, Parallels, Connections contains no outside voices at all: no preface by an architectural eminence, no enthusiastic jacket quotes. But Berkus is a good writer, and the book makes for an intriguing read if you consider his point about the uncanny parallels that exist between architecture and art through the ages.—susan bradford barror

Architecture, Art, Parallels, Connections. Barry A. Berkus. 208 pp. Illustrated. New York: Watson/Guptill Publications. 2000. \$40 (hardcover).



Photos: Charlie Brown

super site

Shopping for building products on the Internet is about to get a whole lot easier for architects and other building professionals. Ebuild, a subsidiary of Hanley-Wood, LLC, publisher of *residential architect* and other building-trade magazines, is launching a new Web site (www.ebuild.com) this February that will feature a comprehensive, interactive guide to thousands of building products from hundreds of manufacturers. This one-stop-shopping site aims to provide building professionals with all the information—updated continually—they need to research, compare, and specify residential building products. In addition, ebuild.com will offer product reviews and news about trends and technology. Watch for the site's debut at the International Builders' Show, February 9–12 in Atlanta.





MILLENNIUM™ SIDING OR EQUAL?

YOU MUST BE JOKING.



Millennium siding has no equal. We're not kidding. Specify *Wolverine Millennium siding with the patented SmartWall™ System that incorporates the NailTight™ Flexible Hem and PermaFlex™ Suspension Cables*. These allow the panel to adjust as homes expand and contract with changes in seasons and temperatures. Or specify *the only siding with the "Blow-Off Warranty."* Either way, there is no equal. We call this concept SpecLock.™

Specify Millennium. You'll get beauty, performance and durability. It won't rip off the wall. And no one can rip off your specs. Learn more at www.siding.com, www.sweets.com or www.arcata.com. For a free sample and a copy of the warranty, call the Wolverine Architect Hot Line, 888-838-8100.

Wolverine®
SIDING SYSTEMS
Great looks that last.™



on the boards / house + house + island

Steven and Cathi House, House + House Architects, San Francisco, are hoping Parrot Tree Plantation will become one of Honduras' newest hot spots. They've teamed up with developer John Edwards to master-plan the 300-acre resort community on Roatan Island, just off the country's north coast. The resort is divided into about 250 private homes, 50 luxury condos, a 150-room hotel, a yacht club, and a marina, plus an arboretum and nature preserves.

“Steven and I spent a couple years documenting the Mediterranean architecture of little waterfront villages,” Cathi House says. “This plantation is built in the historic tradition of a very dense, rich environment of terraces and twisting walkways through natural areas.” The architectural guidelines include elements such as stucco, red tile roofs, columns, and stonework. During the past seven years, the couple has designed all the community’s public structures, which are still under construction, and many of its private homes. “The property owners are allowed to use whatever architect they choose,” House notes.

Some of the private homes are being used as rentals, though a lot of people are retiring there from Canada, Texas, and

California, the architect says. “The spectacular coral reef makes it a popular place for divers.”—*cheryl weber*



Steven House



Shawn Brown



Courtesy House + House

Before they began developing Parrot Tree Plantation, Cathi and Steven House rebuilt a portion of the corral reef and restored the silted-up mango groves. Their design for the wharf area features a series of buildings along a promenade, with shops on the bottom and condos above. Their design for the home at left, just steps from the beach, incorporates two open-air terraces.

Kolbe & Kolbe

Windows & Doors

A
Difference
that Lasts

Kolbe & Kolbe once again
sets the standard by introducing
the new HLS 9000 stainless steel

multipoint locking system. Designed for

swinging doors, the

stainless steel multipoint

locking system boasts increased

durability while providing

maximum resistance to

corrosion. A difference that lasts year after year.

For more information on Kolbe & Kolbe

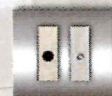
windows and doors visit our website at

www.kolbe-kolbe.com or call

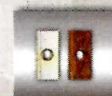
1-800-955-8177.



3000 hrs. Salt Spray Test
Stainless Steel
before & after



500 hrs. Salt Spray Test
Yellow Zinc Dichromate
before & after



See the Difference Quality Makes

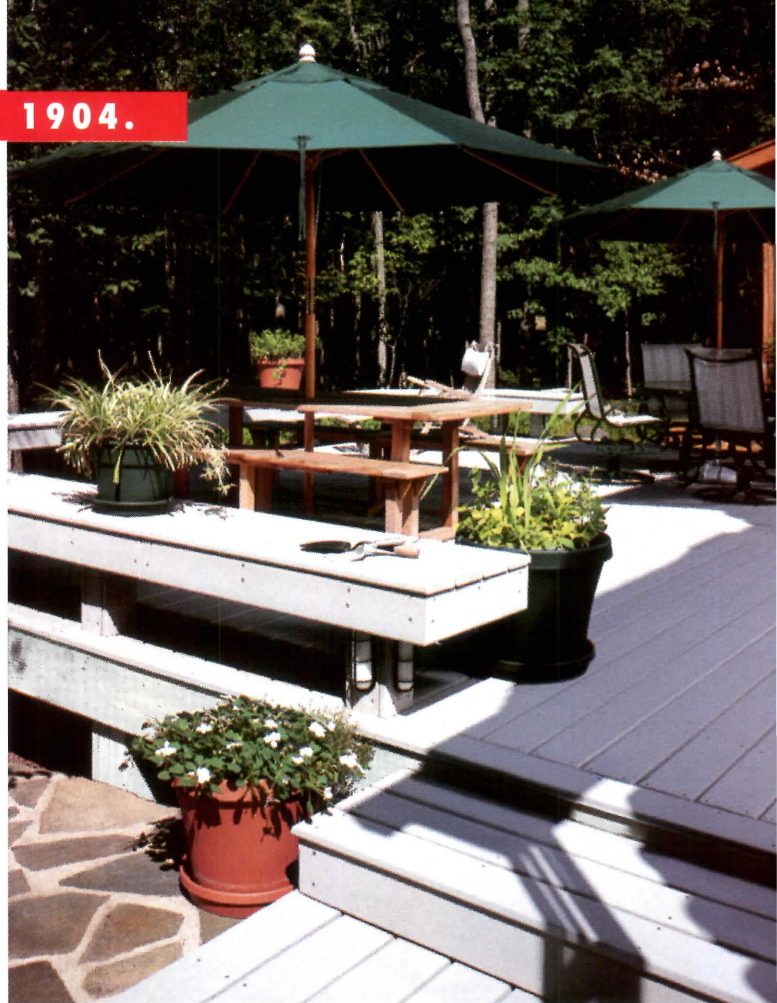
Kolbe & Kolbe Millwork Co., Inc.

Circle no. 277

HLS 9000 supplied by:



CERTAINTEED. LEADING IN VALUE SINCE 1904.



Boardwalk™

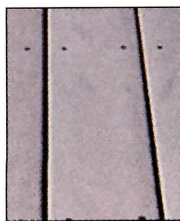
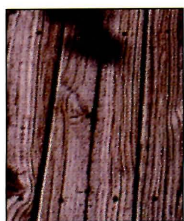
COMPOSITE DECKING AND RAILING

Seen on beautiful decks everywhere.



Introducing Boardwalk — the ultimate decking lumber from the #1 recognized brand, CertainTeed. Exceptional performance makes Boardwalk the better choice for decks, railings, pool surrounds, walkways and more.

Better looks. Boardwalk is made with CertainTeed's exclusive PVC-based EcoTech™ material. So, Boardwalk has better workability and dimensional stability compared to wood or polyethylene-based decking products. And Boardwalk contains recycled natural fibers, which is better for the environment.



Better performance. Boardwalk won't shrink, mushroom, warp, splinter or crack like wood and some other decking lumber. It offers better fastener retention and cuts just like wood for quick, easy installation.



Best rated. Boardwalk is the only composite decking product with a Class I (A) fire rating. No other composite decking product meets this stringent specification.

Outstanding versatility, unsurpassed workability and virtually no maintenance — that's the beauty of Boardwalk, the ultimate decking lumber. For a free brochure and contractor guide, call 800-233-8990 or visit our website at www.certainteed.com.

CertainTeed 

Quality made certain. Satisfaction guaranteed.™

Circle no. 321

playing the stock-plans market

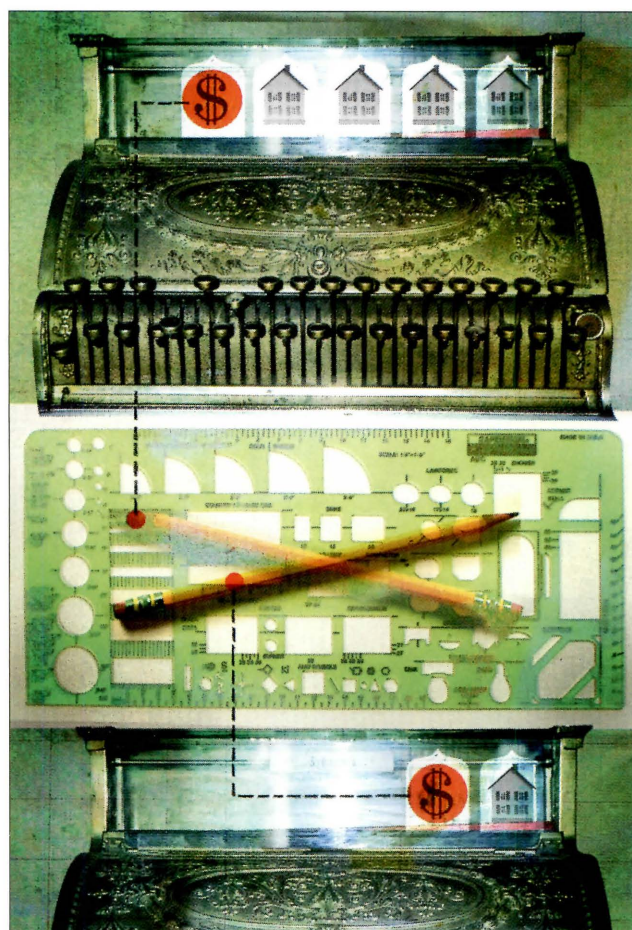
one-of-a-kind doesn't necessarily beat a full portfolio of houses.

by cheryl weber

Residential architects spend many months designing a house for a one-of-a-kind client. A stack of sketches later, the building's forms are perfected, the floor plan flows, the design intent is clearly expressed. Then the house is built, and the plans are put away in the drawer. One more project for the portfolio, one more eager client checked off the waiting list. In this fast-paced economy, wouldn't it be nice if you could clone yourself?

The next best thing to cloning yourself, of course, is to clone your plans, tweaking the design to make it appealing to a variety of clients and sites. Architects are doing it a number of ways: by designing an "idea house" for a consumer magazine that offers the blueprints for purchase, by selling their plans through a self-published book or on the company Web site, or through the stock-plans market.

Admittedly, the notion of selling a house plan makes many architects queasy. It goes against the grain of how they view themselves—as professionals devoted to a select audience of design-savvy elite. Purists argue that selling plans cheapens



Stuart Bradford

what they do because their services are inextricably linked to a specific client and site. "It's a risky business with architects to even broach the subject," says architect Sarah Susanka, author of *The Not So Big House* books. "We do have to relinquish a fair amount of control, and that is hard for architects." Others, though, embrace the concept as an opportunity to diversify their business and to take good design mainstream. Susanka's advice?

Those who feel squeamish about the idea should simply stay away from it.

who's buying?

Yet one has to ask: Who is this consumer market, spurning production builders and custom architects in search of its own version of Shangri-La? A decade ago, when Cincinnati architect John Senhauser, FAIA, dabbled in the stock-plans market, he encountered a professional's worst fear—the do-it-

yourself. "I would get calls from people saying, 'Well, I finished the foundation and was thinking of making this breakfast room smaller. What could I do?' They thought they could just buy the plans and build it themselves."

DIYers may still represent a portion of consumers who purchase plans. But Dorothy Jordan of Home-Styles.com, a large stock-plan broker in St. Paul, Minn., says her company also serves the in-between market—people who can't afford to hire an architect at 12 percent of the construction cost, but still want a custom home.

"I think the home-plans market is expanding because consumers in general are becoming more savvy and bolder about asking for what they want," she says. "Rather than going to an established development and choosing an existing home, they want to participate in the design development and construction of their home."

Robert Knight, AIA, of Blue Hill, Maine, has come to the same conclusion. Four years ago, a house he designed was published in a national magazine. As

continued on page 36

PINNACLE

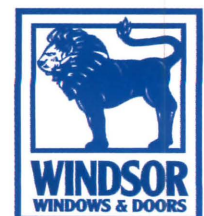
WHEN WE CREATED OUR NEW PINNACLE CLAD CASEMENT, WE HAD LOFTY GOALS. BUT WE DIDN'T REACH THEM—WE EXCEEDED THEM. PINNACLE HAS PEAK PERFORMANCE RATINGS, A DURABLE DENT-RESISTANT SASH AND FRAME, AND IS EASY TO OPERATE. HELP YOUR CUSTOMERS STEP UP TO THE BEAUTY OF WINDSOR'S TOP-OF-THE-LINE PINNACLE CLAD CASEMENT.

*Available in
five standard
colors and cus-
tom colors.*



**WE WERE
GOING
FOR A
PERFECT 10
AND HIT 11.**

- C50 Performance Rating
- Extruded Sash and Frame
- Reglazeable Sash
- Sequential, Single Lever Locking System
- Concealed Grid Fastening System
- Adjustable Hinge System



WINDSOR'S PINNACLE CLAD CASEMENT

WIN/WIN ... ANY WAY YOU LOOK AT IT.

WWW.WINDSORWINDOWS.COM

800-887-0111

Circle no. 27

THERE WAS A TIME
WHEN YOU COULD *Only* BUILD IT IN YOUR HEAD.



Freedom to create what you once only dreamed possible. Trex® Easy Care Decking®. No sealing. No splinters. No limits. V



©1999 Trex Company, Inc. All rights reserved. TREX, the TREX logo, EASY CARE DECKING and THE DECK OF A LIFETIME are either federally registered trademarks, trademarks or trade dress of Trex Company, Inc. Winchester, Virginia.

www.trex.com or call 1-800-BUY-TREX ext. 667 for your Trex® Specifier's Kit.



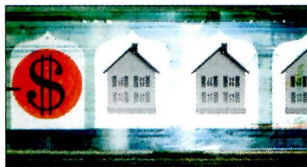
Trex
The DECK of a Lifetime.®

Circle no. 33

requests for the plans poured in, he told people the blueprints weren't for sale, that they should hire a local architect to design a house that's right for them. "After 200 calls, I finally realized people who buy plans are a subset of the population of people who hire architects," Knight says. "A lot of people want a better house, but think you have to be wealthy to hire an architect."

self-publishing

With some hesitancy, Susanka has stepped into that great, untapped gap. "There's something terribly amiss in the suburbs," she says. "And we're the people who can come up with better solutions. But we have to make sure the quality of the information we include with the plans is very high. I'm convinced that if we offer a refined product, it will absolutely increase the amount of people who realize they



"i finally realized people who buy plans are a subset of the population of people who hire architects."

—robert knight, aia

the not-so-fine print: protecting your plans against lawsuits and theft

If you do sell your plans, be sure to word the agreements clearly, advises architect Gary Wagner, Danze and Davis Architects. "We make statements both on our Web site and in a letter that goes out with the plans that buyers must have them reviewed by someone in their local area familiar with building codes," he says. Simple language stating that no warranties convey, and that structural information is for reference only, will suffice. In addition to noting it on the blueprints and order forms, Donald

Gardner Architects also makes that point verbally with the client—whether it's a builder, developer, or consumer.

By copyrighting all your work, you also insure your blueprints cannot legally be modified and resold, or built more than once by a contractor. Language to that effect should accompany the plans. And for a little extra insurance, Wagner says it doesn't hurt to have a network of other architects familiar with your work who can spot copyright violations.

want a custom design."

That belief is what prompted her to make available plans for the houses featured in her newest book, *Creating the Not So Big House*. They include more information than what the supermarket plan-books offer, she says, such as photos or 3-D images that show what the interiors look and feel like. And just as all good design tells a story, each package conveys the house's ideas—say, a passive-solar house designed to face south on a sloping lot. The literature also stresses the importance of hiring a local architect to make the necessary modifications for regional codes, the site, and the clients' needs.

As an outgrowth of *Creating the Not So Big House*, Susanka is also developing a Web site (www.entsobighouse.com) with links to others who want to get their plans into the marketplace. "I'm try-

ing to develop a market for plans such as the *Life* magazine Dream Houses," Susanka says, "in which each design is highly detailed." She views herself as a middleman of sorts, able to deliver inquiring consumers to the appropriate architects.

After Knight's epiphany, he put together a book of 13 houses he'd built for clients. The architect, who specializes in small homes for rural New England, chose designs that could work on a variety of sites. By advertising the \$15 book in *Fine Homebuilding*, in *Down East* magazine, and on his Web site, each year he sells about 1,200 copies of the book, and 30 sets of drawings at \$400 apiece. And, as a goodwill gesture, 10 percent of the sale price goes back the original client.

Getting the clients' blessing, of course, is both a legal and ethical obligation. Before pursuing the

book venture, Knight called his former clients to see how they felt about offering the plans to the public. "Most were quite enthusiastic," he says, "a surprise to me." Susanka also stresses that even though most architects retain the rights to their work, the clients' wishes must be honored. "I talk about the issue fairly early on in the design process," she says. "It's amazing to me how many people are just fine with it."

Knight discourages the kind of calls Senhauser encountered by charging \$125 an hour to give design advice over the phone—with a two-hour minimum. "We encourage people to hire a local architect who knows codes," he says. "Their money is better spent locally." And, like other architects, at first Knight wrestled with the issue of selling a product rather than a service. "My initial concern

continued on page 38

Shown: Silverado Weather Edge LedgeStone. In background: Lake Tahoe River Rock



Even on the most beautiful of homes in the most beautiful of settings, Cultured Stone® enhances. It looks and feels exactly like natural stone, yet a wall of it costs far less. For a catalog of more than 160 colors, textures and trim products plus information about StoneCAD®, the CD-ROM design tool, visit www.culturedstone.com or call 800-644-4487.

© 2000 CULTURED STONE—A DIVISION OF OWENS CORNING MADE IN U.S.A.

CULTURED STONE®

was that I was shooting myself in the foot by offering something somebody else might make \$30,000 on," he says. "But it's led to a lot of custom design work. People read the book and like my philosophy. Then they come back and say, 'I really like the book but I want my own house.'"

dream teams

When New York architect Dennis Wedlick, AIA, designed the 1995 *Life* magazine Dream House, he, too, saw it as a chance to broaden his name recognition and introduce innovative design ideas to the marketplace. Nevertheless, parting with the blueprints made him

nervous. "Selling plans confuses what we deliver and reduces architecture to a few good ideas about how to arrange rooms," Wedlick says. "But plans can be good for a reference tool. Many great designs can be presented to the public, like the historic houses of Frank Lloyd Wright."

Two years later, in fact, *Life* asked Taliesin Architects, Scottsdale, Ariz., to design a house that followed Wright's principles of organic architecture. For a firm focusing solely on custom design, "this was an opportunity to stretch out beyond that," says Taliesin architect John Rattenbury. Like Wedlick, Rattenbury

accepted the project not for the royalties but as a way to stimulate the public's thinking about architecture.

Yet he worked hard to adapt the plans to a range of real-life clients and sites. Establishing a minimum lot size of 65 by 120 feet, Rattenbury designed for privacy from the street and from neighbors on both sides, opening the house to a rear yard. Creating plans for both a side- and front-opening garage ensured the house could be turned sideways on the lot. It could also be cut apart in the middle and 5 to 15 feet added without having to be redesigned. The architect went so far as to

design five roof systems appropriate to different climates. Thanks to the rigorous planning, "well over 600 sets of plans sold," Rattenbury says. "People have built it all over the country."

From a cost/profit perspective, it's hard to track how designing and selling plans for an idea house pays off, notes David Giulietti, AIA, Portland, Ore., whose "21st-century lodge" was published by *Sunset* last fall. "We look at it as a marketing tool," he says. "But so many house plans are not designed by architects, and so many builders are using plans that are years

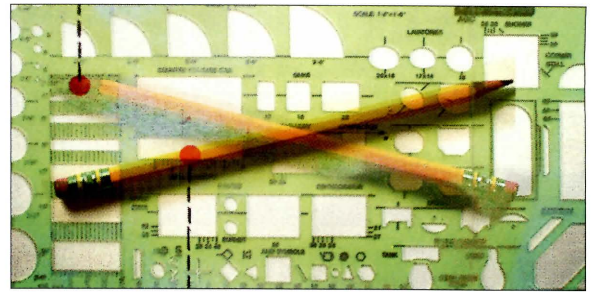


**SIMPLICITY OF FORM.
PURITY OF LINE.**

**ALL WRAPPED IN
STAINLESS STEEL.**

“so many house plans are not designed by architects, and so many builders are using plans that are years old. I don’t mind getting something fresh into the marketplace.”

—david giulietti, aia



old. I don’t mind getting something fresh into the marketplace.”

the stock market

The idea houses commissioned by consumer magazines, which pay architects’ design fees up front, result in more or less instant gratification. Conversely, playing the stock market takes working capital and a long-term commitment. “It looks so easy, and yet it’s not,” says Mark Englund, who

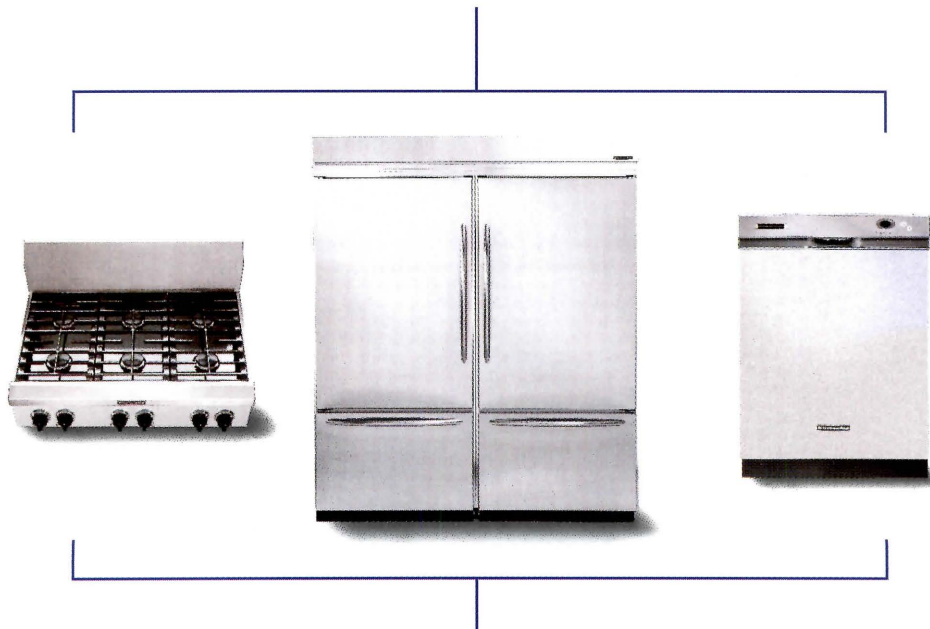
heads up designer relations for HomeStyles.com. He notes that architects are fronting real dollars for design, renderings, and working drawings that may not be recouped for a year or more—if at all. “It can take three to 12 months for the plan to appear to the public, and sometimes another year before it has sold enough times to pay back the expense, let alone start a profit,” Englund says. Most stock houses

like to see a portfolio of 50 plans at the outset, and look for at least 10 new plans a year. Of HomeStyles.com’s 125 contributing designers and architects, its top 10 firms deal exclusively in plan sales.

Donald A. Gardner Architects, Greenville, S.C., comes close to being a dedicated plan-book company. Eighty-five percent of its annual revenues come from the sale of house plans, marketed to consumers,

builders, and developers through all the major fulfillment houses (see sidebar, page 42) and its own publishing arm. Don Gardner, AIA, says the company’s custom architecture cross-pollinates the stock-plans side. The firm also keeps an eye on market trends around the country by regularly calling both consumers and builders who’ve ordered plans to find out what changes they’ve made.

continued next page



Introducing the Architect™ Series from KitchenAid.

A complete line of innovative built-in appliances each designed with a full wrap of shining stainless steel. KitchenAid offers professional-quality appliances and a wide variety of design options to leave a beautiful, lasting impression. To learn more about the Architect™ Series, and to view the entire KitchenAid® line, visit our web site at www.KitchenAid.com, or call 1.800.422.1230.



FOR THE WAY IT'S MADE.®

Circle No. 361

esign Lasting Rewards

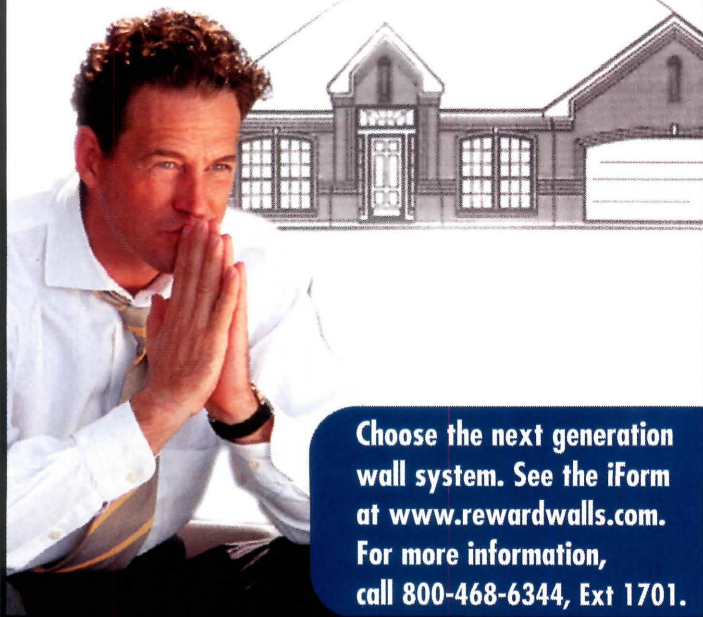
Introducing



Now, there's a new exterior wall system to meet your complex

design demands. It's *iForm*, the most innovative insulating concrete form (ICF) from the proven industry leader, Reward Wall Systems. Make it part of your plans.

- Universal, reversible ICF allows for broader and more unique construction applications.
- Symmetrical and versatile design provides creative freedom for upscale homes.
- Insulated concrete wall system yields superior sound and temperature control.
- Easy and quick installation guarantees high-quality walls and more satisfied customers.
- Backed by legendary Reward's on-site training and unlimited support.



Choose the next generation wall system. See the iForm at www.rewardwalls.com. For more information, call 800-468-6344, Ext 1701.



In some cases, with the client's permission, Gardner Architects will modify a custom plan for the stock market. "We adjust the plan so it will sell better—such as changing the walk-out basement to a bonus room," Gardner says. "We also scale it back in detail but try to stay true to the original program of the plan. The masses would be consumed with that level of detail and probably would not be able to build it."

Site-specific structural information must also be removed—for example, substituting a stick-framed roof with a truss system "engineered to local conditions." "We try to design for middle America in terms of live and dead loads," Englund says. "A house built to California's seismic codes would be overdesigned for the rest of the country."

According to John Shaheen, AIA, director of the architecture department at Home Planners in Tucson, Ariz., (owned by *residential architect's* publisher, Hanley-Wood) a house's square footage determines the cost of the blueprints. Packages start at \$400 for a 1,500-square-foot home and peak at around \$1,000 for a house over 9,000 square feet. The architects' cut varies from 20 to 40 percent. "We look for a variety of architects to fill certain niches, such as vacation or seaside homes," Shaheen says. "The drawings have to include a foundation plan, floor plans, four ele-

vations—one fully detailed—two or three cross sections through the house, connection details, and a nicely rendered elevation or perspective for publishing."

Like Home Planners, HomeStyles.com looks for design diversity and high-quality drawings. Although there is money to be made on all kinds of houses, "there's a definite normal curve to the sales success of plans," Englund says. "The mean size is a 2,400-square-foot home—too much bigger or smaller goes away from the bulk of the plan marketplace." And a traditionally styled house would be "dead center" among the bestsellers.

Within traditional design, Looney Ricks Kiss Architects, Memphis, Tenn., zeroes in on a market segment not widely served by the stock industry—single-family homes with alley access in high-density neighborhoods. "We have a little over 100 plans in the market, and less than a dozen are designed specifically for home-plan sales," says LRK's Dawn Henley. Most of the plans come from the firm's work with production builders and developers of TND communities such as Celebration. "The niche for plans in traditional neighborhood design prompted us to get into it more than anything else," she says.

Although the greatest portion of its sales and fulfillment are handled through stock houses, the

continued on page 42

Fashion begins at home

ARMANDO TESTA



Ceramic Tiles of Italy

For more information, please contact:

Italian Trade Commission - Ceramic Tile Department 499 Park Avenue - New York, NY 10022 - tel. 212 9801500 - fax 212 7581050 - www.italytile.com - newyork@newyork.ice.it - www.ceramictiles.it
Ceramic Tiles of Italy, promoted by Assopiastrelle (Association of Italian Ceramic Tile and Refractory Manufacturers), is a registered trademark of Edi.Cer S.p.a., the organizer of CERSAIE, the world's largest International Exhibition of Ceramics for the Building Industry and Bathroom Furnishings-Bologna, Italy, October 2-7, 2001. www.cersaie.it

Circle no. 294

firm does offer a small selection of house plans on its Web site. "We're developing a database to put all our plans on the Web and will do our own fulfillment, unless the volume gets out of hand," Henley says.

Most firms, including Danze and Davis Architects, Austin, Tex., use their own Web sites to supplement the stock houses. "The Web is a fairly small segment of our market now, but it's expanding rapidly," says partner Gary Wagner, AIA. HomeStyles.com's Kirk Bruce notes that whereas more than 10,000 plans are available on its Web site, paper still does a

better job. "Even though consumers can narrow their choices with a site search, people still seem to prefer paging through theme books," he says.

Good architecture may be not only about designing a perfect house, but about helping a lot of different people to have great houses.

"Plan sales is just an additional service we can offer to introduce a better house into the market," Henley says. "Good design shouldn't be unaffordable." **ra**

Cheryl Weber is a freelance writer in Severna Park, Md.

to market

Looking for a venue for putting your best-laid plans on the market? Here are some options to explore.

Better Home and Gardens Special Interest Publications

1716 Locust Street, Des Moines, Iowa 50309
515.284.2584; www.bhg.com

Home Planners, LLC (a division of Hanley-Wood)

3275 W. Ina Road, Suite 110, Tucson, Ariz. 85741
520.297.6219; www.homeplanners.com

HomeStyles.com

213 East Fourth St., St. Paul, Minn. 55101
651.602.5000; www.homestyles.com

Garlinghouse

282 Main Street Extension, Middletown, Conn. 06457
860.343.5970; www.garlinghouse.com

www.entsobighouse.com

Architect Sarah Susanka's Web site—a companion to her second book—includes links to architects who offer detailed blueprints for modest-size houses.

HB&G will keep you out of the woods. Until you're ready to go.



HB&G **PERMAPORCH SYSTEMS** MEAN QUALITY WITHOUT CALLBACKS.



HB&G **PERMAPORCH SYSTEMS** are a builder's dream. They install fast and they're made to last. No surprises, no problems, no callbacks. • They come with everything you need. Hardware. Easy-to-follow instructions. Great warranty. All you bring to the job is your tool box. • Plus, with HB&G synthetic columns, railings and posts, you get low-maintenance, all-weather products that emulate the beauty of wood but have superior strength and durability. • Quality **PERMAPORCH SYSTEMS** from HB&G. We'll keep you out of the woods with your customers. And get you into the woods fast for your favorite pastime.



hbgcolumns.com • 800-264-4HBG • 334/566-5000

PERMAPORCH SYSTEMS

FROM



THE INNOVATORS



The worst thing for

50 million American allergy and asthma*

sufferers may be the air
inside
their own homes.



Beam Central Vacuum
Systems help improve indoor
air quality by 52%**



CENTRAL VACUUM
BEAM
SYSTEMS

Clean house. Clean air.™

The Environmental Protection Agency reports that indoor air quality is five times worse than outdoor, at the same time the incidence of allergy and asthma cases are increasing at epidemic proportions. Beam® Central Vacuum Systems improve indoor air quality by carrying allergens, dust, dust mites and dirt out of the home. A Beam central vacuum is an important part of building the healthy homes more Americans are demanding.

*American Academy of Allergy, Asthma & Immunology
**EPA study shows frequent vacuuming and deep-cleaning
improves indoor air quality by as much as 52%.

1-800-369-2326 www.beamvac.com

Circle no. 267

CERTAINTEED. LEADING IN VALUE SINCE 1904.



WeatherBoards™

F I B E R C E M E N T S I D I N G

The best-performing FiberCement siding on the market.

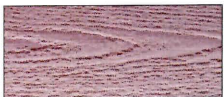


Welcome to WeatherBoards FiberCement Siding — the best-performing FiberCement siding on the market today from the #1 recognized brand, CertainTeed. Compared to other wood and FiberCement sidings, WeatherBoards FiberCement siding from CertainTeed is the performance leader — on the job, on the wall and over time.

On the job, FiberTect™-sealed WeatherBoards siding is protected against moisture approximately 85% better than other, competitive priming systems.



On the wall, WeatherBoards siding has a natural wood appearance, thanks



Ours



A Competitor

to CertainTeed's exclusive DuraPress® process which gives the panel the most authentic and consistent grain.

And over time, WeatherBoards siding offers the security of a Class I (A) fire rating, plus the longest warranty duration on the finish in the business and CertainTeed's exclusive SureStart™ warranty protection.

So if you want the best-performing siding for your homes, choose WeatherBoards FiberCement Siding. For a free brochure and contractor's guide, call 800-233-8990.

masters



The beach boys. See page 58 for the complete cast of characters.

Photo by Mark Robert Halper

of the suburbs

a group of pioneering architects transformed orange county, calif.,
into a laboratory for the american house.

by s. claire conroy

research contributed by nigel f. maynard



let's face it:

Despite all the buzz about New Urbanism and back-to-the-city movements, most Americans still prefer to live in a clean, safe suburb. What's more, they're even happier if their house is located inside a guarded gate and on the biggest wedge of a cul-de-sac. With clear, defensible boundaries, limited access, and a good view of approaching enemies, these gated "communities" are not unlike our ancestors' favorite real estate—the cave.

That doesn't sound very progressive, does it? Perhaps that's why architects, trained to think visionary thoughts and to design on the cutting edge, have largely ignored merchant housing. Sprinkled across the country are a few courageous souls who've dared the disdain of their peers by designing houses for the masses. But most production builders churn and recycle their plans in-house, without benefit of the talent and expertise of licensed architects. One place is different: Orange County, California.

Hugging the Pacific Ocean between Los Angeles and San Diego counties, California's third largest county is predominantly wealthy, white, and Republican. Before 1950, it consisted primarily of agricultural land, remnants of huge Spanish land-grant ranches. After the widening and building of several major highways between Los Angeles and San Diego and the founding of the University of California, Irvine, Orange County's building boom began. However, unlike building booms elsewhere in the country, this one was conceived and implemented by architects. Think Reston, Va.; Columbia, Md.; or Greenbelt, Md., but on a much larger scale.

The convergence of greenfields

and greenbacks drew newly minted architects from San Francisco, Los Angeles, and San Diego, eager to put their pencils to this vast sheet of blank paper. Many of those original pioneering architects, like Walt Richardson, Art Danielian, and Aram Bassenian, and members of the latest generation, like Mark Scheurer, Bob Hidey, and Bill Hezmalhalch, still live and work in Orange County, while also practicing their trade beyond county lines. They and their peers give the area the single highest concentration of expert production architects in the country and make it ground zero for innovations in merchant housing. Orange County architects are the masters of the suburbs, constantly honing and improving what Americans call home. And, with the current economic boom, they're having the time of their lives.

simply irvine

So why didn't Orange County end up paved in Levittowns like other post-War boom regions? The most important reason is the county's largest landholder, The Irvine Company. A family-held company until the late '70s, its principals decided to develop their land themselves, instead of selling it off piecemeal to builders. And even more crucial, they did so according to an architect-designed master plan.

Acquired during the last half of the 19th century by San Francisco merchant James Irvine, the Irvine Ranch topped out at around 120,000 acres and stretched from the Pacific Ocean to the Santa Ana river. Today, the company controls about a fifth of Orange County, including nine miles of oceanfront and 22 miles of inland property.

During the post-War expansion years, this land was like gold. But

its canny owners understood the far greater value of keeping control and making that gold work for them. In a bold strategic move, they lured the University of California, which was shopping for a new location in the late '50s, with the offer of 1,000 acres for \$1 and a new, master-planned city. In 1960, they hired architect William Pereira (who went on to design the Transamerica Pyramid in San Francisco) to plan the build-out of the entire ranch, including the university campus, the city of Irvine, several business centers, and more than 25,000 acres of residential property.

village people

Pereira's plan called for a series of 16 residential villages, each with its own clear boundaries and entrance, a school, a park, a church or synagogue, and a shopping center. To implement this vision, the company brought in a 34-year-old architect named Ray Watson.

The University of California, Berkeley-trained architect, steeped in Eichler houses and Case Study innovations, was excited at the prospect of building communities—of making places. "This family-owned company was the best-known agricultural company in the state and they owned land three times the size of San Francisco," Watson recalls. "I saw that, with all the development from L.A., things were going to change."

With open land and no architectural heritage to consider, the Irvine Ranch was the kind of blank slate every architect dreams of. "In L.A., we had fabric to deal with," says Barry Berkus, AIA, who designed houses at Turtle Rock, one of the earliest Irvine villages. "But Orange County was not inhibited by tradition. It was a new place. We invented

“there’s no
question that
housing here
leads the world.
we are the
detroit of the
housing industry.”
—aram bassenian, aia



David Ross



Courtesy RNM Architects/Planners

From the outset, Orange County's housing offset high density with artful landscaping. In 1970, Walt Richardson teamed with landscape architect Don Brinkerhoff to design The Arbor Apartments in Fullerton, Calif. (left and above). Even at 25 d.u. an acre, there were no stacked flats and each apartment had its own garage or carport.

Windward, Aram Bassenian's high-end project with builder Richmond American, recently opened in Orange County's most sought-after development, Crystal Cove (below left). Bassenian's firm also does high-density work like 1993's Cantada, with builder California Pacific Homes (below).



Photos, above and above left: Eric Figge Productions



“suburbia is not
all bad. in the
past, it’s just
compounded its
shortcomings
through numbers.”

—will haynes

MVEP has carved out a niche
in high-density work. An early
example is 1978’s Mountain
Gate, an 8- to 9-d.u. town-
house complex designed for
builder Barclay Hollander. But
the firm’s wildly popular small-
lot, detached houses, Balboa
at One Ford Road, broadened
their portfolio (below right).

Don Jacobs’ firm, JBZ, has
diversified into assisted-living
facilities, with Crown Cove on a
beautiful site overlooking the
Pacific Ocean (above). But its
bread and butter is still small-
lot, single-family detached
projects like Cricket Club at
Oak Creek, which it designed
in Irvine for John Laing
Homes (right).



Photos, above and above left: Eric Figge Productions



Photos, above and left: Courtesy MVEP

things there that became common across the country: volume houses, zero-lot line, kitchen/family rooms at the back of the house. Orange County was an incubator for those ideas.”

law of the land

Were it not for Ray Watson, The Irvine Company might have simply developed its “villages” with the usual builder boxes. But as the company’s manager of planning and later its president, he laid down the law: “Since we owned prime land wanted by the builder, the first thing I said was, nothing can be built on our land without a design by a licensed architect.”

Of course, he encountered resistance. With so much buyer demand, builders knew they could sell their houses without expensive design services eating into their profits. And they also worried that architects, untrained in penny-wise “value engineering,” would design houses too costly for them to build.

Watson was sensitive to their concerns. “I don’t want to be remembered for the beautiful development that went bankrupt,” he says, “or the ugly successful community.” So he recruited architects he thought would understand the exigencies of merchant housing: commercial architects. “I wanted to bring in architects who were concerned with a house costing 10 cents more to build.

“I founded this company with some young Turks, among them Walt Richardson—I went to school with Walt—and Kermit Dorius,” he says. “Walt helped design our first village, East Bluff.”

Dorius sold his firm, now called JBZ Architecture + Planning, to the next generation, but Richardson is still active with his 30-person, Newport Beach-based firm, RNM Architects/Planners. Known as the “dean of Orange County architects,” Richardson, FAIA, refined his community planning skills by designing military housing after graduating from Berkeley in 1950. “I was in Long Beach working for Hugh Gibbs, whose firm was one of the first to really integrate design and land planning,” he says. “But builders and architects started making pilgrimages to Orange County. We were in orange groves, but it all began to develop.”

Many successful Orange County architects claim to have attended “grad school at RNM,” where the special strength was and is in land planning. “We invented Z-lots in this country,” says Richardson. “It was something I picked up in France 25 years ago.” And his firm mastered high-density cluster housing, which it used to great success on many Irvine projects, including Pelican Point.

tyranny of the middle

Watson recruited architects from Northern California and elsewhere to design both housing and commercial buildings on The Irvine Company’s holdings. Some came for just a project or two, others came for a lifetime. The bountiful work triggered a gold rush of would-be housing architects, who were thrilled to set up shop in an area with beautiful geography and perfect weather.

Art Danielian, FAIA, arrived in the mid-60s. “This is a place where everyone would like to live,” he says. “Walt Richardson, Kermit Dorius, and I had the first three major offices. We were on the ground floor, looking at the vast property of an owner who really cared. They set a high tone for quality of life. And project by project, the villages got better.”

Danielian’s 45-person firm, Danielian Associates, based in Irvine, concentrates on the tricky middle range of production housing, much of it high density. “The least expensive house is a no-brainer,” he explains, “and the most expensive house is easier, too, because there are no rules. But the middle range puts the greatest pressure on architects, because you have to engineer every dollar to make sure the builder can make money.”

The middle range was Orange County’s bread and butter in the first decades of its development. The aerospace industry and the university brought in predominantly white-collar, move-up buyers. “Builders in the ’60s were not just building first-time houses,” Watson explains. “People were upgrading and design became more important. As our work became more successful—meaning builders began to make a profit—merchant-built housing became better here than in other places. The success of it here became the role model to follow.”

High-density land planning was key to making those middle-range houses affordable to the home buyer and profitable for the builder. Solving

“[in orange county] you have problems of land costs and a need for higher densities causing opportunity for great solutions.”—*don jacobs, aia*

the density issue led to many innovative lot configurations and, consequently, fresh ideas about floor planning. Don Jacobs, AIA, who bought out Dorius' firm, thinks these are among Orange County's most important contributions to production design. "In other areas of the country, land planning and architecture are separate," he says. "But here, you have problems of land costs and a need for higher densities causing opportunity for great solutions.



Smith Photo. Ladera Ranch, Rancho Mission Viejo, LLC, managing partner, DMB, Ladera LLC

Known for entry-level and midrange housing, Bill Hezmalhalch is branching out into land planning. His firm consulted on the plan for Ladera Ranch and designed The Oak Knoll Club at Ladera.

Architects are stepping in with some pretty creative land-planning concepts and floor plans."

In addition to zero-lot line and Z-lot houses, Orange County architects were among the first to pack houses in clusters. Mitigating the smaller lots were borrowed views from landscaped parks, man-made lakes, golf courses, and the Pacific Ocean. With all the architecture firms focusing on the equation, densities of single-family-detached dwelling units climbed higher and higher. Like the 4-minute mile, everyone raced to break the record: 4 to 5 d.u. an acre, 8 to 9, 14 to 16, and, yes, even 18.

"Some of the too-dense projects are depressing. They're a sea of concrete. They're no more dense than

where I live on Balboa Island, but there we have the amenity of the ocean as our yard," says Richardson. "You can do nice things up to 9 or 10 units an acre. The trick is privacy."

"We've done 18, but we don't like the way they live," says Danielian. "I think we're making a mistake by pushing the single-family detached limit. But with land costs so high now, even those densities don't work for affordable housing."

condo attitudes

For-sale multifamily and single-family-attached projects are often a better way to do high density and they were a staple of The Irvine Company's early attempts at market segmentation. But lawsuits for faulty construction brought by homeowners' associations in the '80s scared nearly every housing professional out of this specialty and into super-density detached. The financial picture finally looks attractive enough to encourage builders and architects to try these projects again. But, aimed at the high-end-single or childless-couple market, these pricey units could hardly be called affordable housing.

Older and wiser, architects taking on this work again are doing so with great caution. Aram Bassenian, AIA, who started his firm, now Bassenian Lagoni Architects, Newport Beach, in the early '70s, established a separate business division to handle multifamily. Like several other architects with larger firms, he has an MBA on his 90-person staff to vet contracts.

One firm that's specialized in high-density attached and detached work since its start in the early '70s is McLarand Vasquez Emsiek & Partners, Irvine. The 104-person firm balances its portfolio with 40 percent commercial work—everything but

"penitentiaries and hospitals," says Rick Emsiek, AIA. The commercial projects and multifamily-rental work kept the firm going during the litigation years.

diversify, diversify

Although many firms have specialties, there's so much design work in California right now that everyone is doing a bit of everything. For instance, MVEP broke free of their multifamily typecasting with the much-lauded project One Ford Road.

The 110-acre community ("subdivision" is a dirty word in Orange County) in Newport Beach has a wide variety of "product type," says Emsiek. But what got people's attention when it opened in 1994 was a series of smallish alley-loaded houses, wrapped in recognizable, mostly New England architectural styles. With no attached garage and starter-home square footages of 2,500 to 3,000, the houses still managed to sell like hotcakes for close to \$1 million apiece. "In retrospect, we wished we had done more alley-loaded product at One Ford Road," says Emsiek. "All the stars were aligned for this project: the opportunity, the vision of the client, the land. It was a think tank for us."

Those stars are aligning more often these days, and Orange County architects keep pinching themselves, hoping the real estate boom isn't merely a short-lived burst. Some have just staffed up after the recession caused cutbacks in the early '90s; some vow never to get as big as they were in the '80s again. After all, the county declared bankruptcy only six years ago.

"I keep looking over my shoulder, but I don't see an end in sight," says Bill Hezmalhalch, AIA, of Irvine-based William Hezmalhalch Archi-

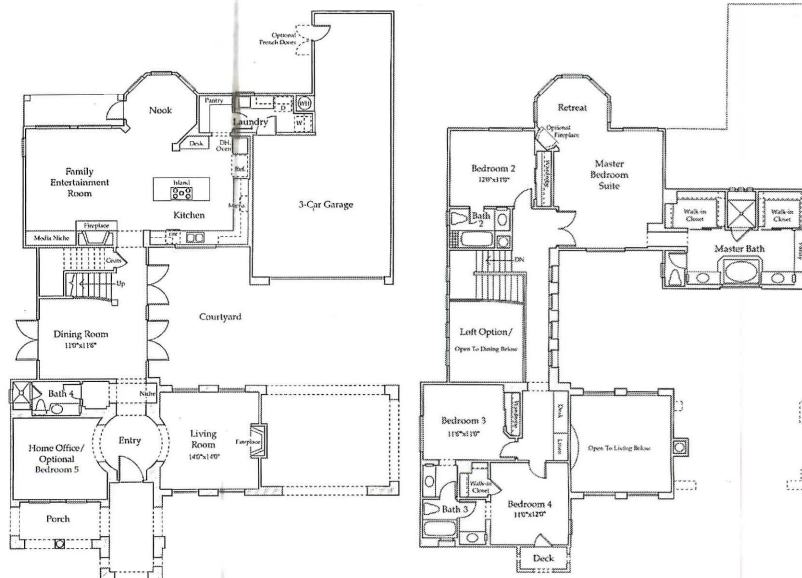
“when i started,
i never thought
we’d see
\$1 million.
now it’s
\$3 to \$4 million.
it’s just
staggering.”

—robert hidey



Eric Figue Productions

Bidding wars for Robert Hidey's latest project, Watermark at Crystal Cove, have topped \$4 million (top). Hidey's breakthrough plans for Mahogany established his reputation as the premier architect of high-end production homes (above).



Courtesy Robert Hidey Architects

“i give bob hidey a lot of credit. he broke the mold. there was a ready market
for a different kind of house.”—walt richardson, faia



“if architects
only put on the
wall what they
think the builder
wants to see,
they haven’t
done their job.”

—mark scheurer, aia

Courtyards are back in a big way, especially in small-lot, high-end production projects, where they provide private outdoor space. Mark Scheurer’s design for Strada tops a courtyard wall with an extra room (above). Scheurer’s Trovare set new standards for builder profits in Orange County’s multifamily market (far right). Castaways’ popularity among wealthy buyers launched Scheurer’s career in luxury production design (right).



Photos, above and top: Eric Figge Productions



Courtesy Scheurer Architects

fects. After working for Art Danielian, Hezmalhalch started his own firm with a couple of partners in 1980. Now busting out of his current office space with a staff of 90, he's got more on the boards than he can handle. Like Danielian, his niche is high-density move-up housing and lower-end econo-box work. But the high times have brought in more land-planning jobs, an opportunity he's very excited about.

"We're going back and looking at neighborhoods from the '20s, '30s, '40s—even '50s—to see what made them work. They had a variety of housing styles; they were pedestrian friendly," he explains. "We're trying to design something authentic that hangs together." He tried out a few of his ideas in his master plan and design guidelines for Ladera Ranch, a 4,000-acre development on the former Mission Viejo Ranch in south Orange County.

Squirring all that wide-open land into a framework was a daunting task. But Hezmalhalch and his principal in charge of community design and land planning, Will Haynes, had a successful template right in front of them: the Irvine Ranch's village concept. Armed with lessons learned there, they and the project's team of consultants launched the plan to build out Ladera Ranch's 8,100 homes in five villages. "Suburbia is not all bad," says Haynes. "In the past, it's just compounded its shortcomings through numbers. But that's what we do well—figure out what to use and what to dismiss." On the strength of Ladera, the firm has a

number of other full-scale communities in the pipeline.

Others, like JBZ, Newport Beach, are expanding their repertoire to adult care and senior housing. "A lot of builders are looking into new divisions that cater to the active senior market," says Jacobs. And almost all of the established firms, including JBZ, have projects under way overseas, particularly among Pacific Rim countries with emerging middle classes. "We've been hired to do projects in South Korea, the Philippines, and now Turkey," he says. "It's much more difficult to deal internationally with housing than it is to deal locally. But they come over here and they see what we've done; they recognize its quality and they want it."

Difficulty notwithstanding, overseas jobs helped keep many Orange County firms afloat during the recession. They prevented Aram Bassenian from having to lay off much staff, and he still finds the work gratifying. "There's no question that housing here leads the world. We are the Detroit of the housing industry," he says. "Our plans are better, space relates to furniture better, function is better, and the introduction of light is more sophisticated."

out of the box

Orange County architects are certainly masters of the move-up house—or, to continue the automobile metaphor, they make a great Ford Taurus. They'd proven themselves indispensable to builders in land and floor planning, but until recently they had yet to demonstrate their designs

could "add value" to a project.

Of course, curb appeal has always been important, but the conventional wisdom was that design came along for the ride while square footage really sold the house. Hence, the proliferation in the '80s of big, boxy houses atop three-car garages. "In the big box, space is the amenity," says Hezmalhalch. "We designed them at \$29 a foot." But the price everyone paid was monotony.

"As a design industry, we were in a trap," Bassenian explains. "We had cracked the plan: a two-story house, three-car garage in front, living room in front, family room in back, downstairs bedroom, upstairs master with secondary bedrooms. Without realizing it, we were all doing alternatives to that plan. There was nothing wrong with that plan—it worked. But then the massing on the outside became the same as well and the three-car garage became the dominant element. Every community suffered from sameness. And you really can't expect the buyer to move up to the same house."

Nearly everyone agrees it was Bob Hidey and his 38-person firm, Robert Hidey Architects, Newport Beach, who busted the box. With a project called Mahogany, he shifted the paradigm. Backed by entrepreneurial builder Taylor Woodrow, he spent a little extra money to move the garage off the front elevation and behind a motor court. He also bucked the prevailing "big bang theory" by deemphasizing the front stair and entry hall, and tinkering with sight lines to build drama and interest. Those

"there are architects who think every day about how to save a dollar. our firm thinks about how to spend a dollar to make two dollars."—*mark scheurer, aia*

moves, combined with an extensive list of high-end options and flexible floor plans, caught everyone's attention—especially the buyers'. The houses, which opened in 1995 at \$450,000, sold out at \$1 million.

"Mahogany got a lot of attention from builders, because it was done very well and sold very well," says Eric Zuziak, AIA, of JBZ. "Flipping the garage around was something a lot of architects were trying to get builders to do. We were all drawing houses like that."

Perhaps, but Hidey got it done. His diverse professional background, which included both the practicalities of commercial work and the indulgences of high-end custom, seems to have prepared him perfectly for the niche he helped create: the high-end production house. Admittedly, it's a boutique niche, but one that's thriving in Orange County right now. His latest project, Watermark, in Crystal Cove, The Irvine Company's stunning hillside site overlooking the Pacific Ocean, has prompted bidding wars among buyers. Prices are at \$3.5 million and still climbing. "When I started, I never thought we'd see \$1 million. Now, it's \$3 to \$4 million," he says. "It's just staggering."

"I give Bob Hidey a lot of credit," says Richardson. "He broke the mold. There was a ready market for a different kind of house."

higher and higher

Yes, California's economy is booming and home buyers with real estate equity and stock market liquidity are moving up and into the stratosphere. And they don't seem to have the patience to build a custom home. They want to see and touch before they buy. They prefer to write a check and turn the key.

"California is white-hot. The market has returned in a big way," says Bassenian. "We're at a unique position historically: We're at ground zero of the high-tech economy; add to that the connection with the Pacific Rim, the entertainment industry based here, and the general stability of the American political system. It's fueling a demand for unique, expensive homes."

Another emerging star of the high-end niche is Mark Scheurer, AIA, of Newport Beach-based Scheurer Architects. Like Hidey, his projects are also skyrocketing in price between opening and build-out. A veteran of Dorius' firm, he's run his own shop since 1991. His fame came quickly with two multifamily developments, *Trovare* and *Altezza*, and the high-end single-family projects *Castaways* and, most recently, *Strada*. Patterned after Italian hill towns, sister projects *Trovare* and *Altezza* in Newport Beach sold out at close to three times their starting price. "My client, Taylor Woodrow, told me *Trovare* was the most profitable project they'd ever done," says Scheurer. "Then *Altezza* was even more profitable."

Rob Elliott, head of The Irvine Company's urban planning and design department, cites Mahogany, *Altezza*, and *Trovare* as among the best of what Orange County has to offer these days. "Scheurer and Hidey are really great designers," he says. "They've raised the bar for everyone."

Most important, they proved to builders that good design can make money. Encouraging builders to take creative risks is tough, Scheurer says, but it's incumbent upon architects to do so. "I have no sympathy for architects who say bad work is not their fault," he says. "Every project begins with a builder deciding how far he

wants to go. If architects only put on the wall what they think the builder wants to see, they haven't done their job."

Maybe it's just the difference between old math and new math. "There are architects who think every day about how to save a dollar," Scheurer explains. "Our firm thinks about how to spend a dollar to make two dollars."

art and science

Fortunately, there are buyers right now willing to spend those two dollars. For architects interested in exploring new territory in production design, these are exciting and challenging times. Indeed, there's increasing pressure to do better and more creative work. And everyone's approaching the challenge a little differently.

Hidey, for instance, is looking to older California towns, like Santa Barbara and Capistrano, for design inspiration. Another firm, Irvine-based KTG Group, which does a variety of multifamily and single-family work in Orange County and the Sunbelt states, prefers a more systematic methodology. Says partner John Tully, "When we design a project, we think about marketing that house to a particular buyer. We put you in one of 26 categories. If we know where you are in your life cycle—whether you're married or not, how old your kids are—we can tell what kind of car you drive, where you shop, and what kind of floor plan you like. Designing housing is not different from what retailing is doing or automobile manufacturers are doing. In Southern California, people move every three to five years. It's fashion driven. You move every time your life cycle changes."

Hezmalthalch disagrees: "We're

“we’d like to
do modern.
but people
don’t understand
modern.”

—*theron pate, aia*



Lance Gordon



Production housing has come a long way in its use of natural light and, on higher-end projects, in detailing with natural materials, like the iron accents in DHP’s Emerson—The Promise (above and left).

For its award-winning Newport Bluffs Apartments at Bonita Village, KTG Y placed tower elements throughout to break up building massing and chose economical C-shaped buildings best suited to mid-density projects.



Robb Miller

“designing housing is not different from what retailing is doing or automobile manufacturers are doing ... it’s fashion driven.”—*john tully*

shifting from a market-driven to an architecture-driven business.” And Scheurer claims he “throws all the marketing research in the trash.”

Whatever the approach, it’s relatively easy to do good work now. The real test, says Zuziak, is to keep the standards high when the economy starts to sink. “Right now it’s very competitive in terms of creative design, which is great for buyers. And builders are much more apt to embrace creativity. In periods of contraction and recession, though, it’s the opposite. Builders back down and build the typical box so they can get the price way back down,” he says. “If you took those award-winning projects and laid them over a time line, you’d see that they happened during times of economic expansion.”

the spanish inhibition

Much credit for Orange County’s achievements goes to The Irvine Company. Guided by its master plan and continuing stewardship, Orange County architects have done a great

deal to improve the suburbs. With innovative floor plans, their houses “live” better than ever, and extensive options bring buyers even closer to a custom-designed home.

For all that progress, though, there remains a pervasive monotony in the architecture of Orange County. And the credit for that may also belong to The Irvine Company.

Don Bren, who bought the company from the Irvine family in 1977, loves Spanish architecture. And every house built on Irvine’s extensive holdings must pass through his planning and design department. Hence, most of what’s filled the villages since Bren came to town is a variation on Spanish, Italian, Mediterranean. The sameness makes even the much-dated architecture from the late ’60s and early ’70s in Orange County feel like a relief. At least architects were freer to experiment a little back then.

Most architects still working and looking for work in Orange County insist there’s plenty of variety in Mediterranean. And Bren is lighten-

ing up a little on some restrictions, allowing some forays into other architectural styles. But, says Elliott, “Bren won’t let us do a design unless it has a precedent.”

So, while you may see cutting-edge design inside Orange County houses, you won’t see it on the elevations anytime soon. The inhibition is daunting, especially to the newer firms eager to make their mark, like Dawson Hannouche Pate of Newport Beach. Says Theron Pate, AIA, “We’re still waiting for the opportunity to do a contemporary subdivision. We’d like to do Modern, but people don’t understand Modern.”

Sad, but largely true. Bren, who’s inhabited *Forbes* magazine’s list of the 400 richest people in America since 1982, obviously hasn’t gone broke underestimating the public’s capacity to embrace new architectural styles.

But thanks to some masterful Orange County architects, traditional architectural styles have never looked better. In their hands, the suburbs are alive and thriving. **ra**



Mark Robert Halper

The beach boys: Orange County architects Robert Hidey (1); Danielian Associates design coordinator Michael Boyd (2) and Art Danielian (3); Rick Emsiek (4) of MVEP; Brian Dawson (5), Theron Pate (6), and Samir Hannouche (7) of Dawson Hannouche Pate; Walt Richardson (8); Stan Braden (9), John Tully (10), and Manny Gonzalez (11) of KTGy; Mark Scheurer (12); Carl Lagoni (13) and Aram Bassenian (14) of Bassenian Lagoni; Bill Hezmalhalch (15); Cachi Martinez (16) and Eric Zuziak (17) of JBZ.



**Milgard
WoodClad™ Windows —
enduring beauty under
the ugliest of conditions.**

- WoodClad Windows from Milgard feature select vertical-grain Douglas fir on the interior, offering a warmth and beauty you just can't find with an ordinary pine window.
- Durable pultruded fiberglass on the exterior of our WoodClad windows provides a maintenance-free barrier to just about any weather extreme.
- Nearly limitless design possibilities abound, with simulated divided lites, beautiful hardware options and four exterior color choices — White, Sand, Bronze and Hunter Green.
- To ensure our Woodclad products will stand up to anything Mother Nature can throw their way, Milgard's rigid testing program includes soaking, baking, freezing, and boiling.



Clearly the best.™

Circle no. 92

the *great*



divia e

twenty years later,
the battle rages
on between allies
and enemies of
new urbanism.

by meghan drueding



Illustration: Douglas B. Jones

everyone seems to have an opinion about New Urbanism, the town planning movement that got its start in the early 1980s.

“you don’t have
to have a cutesy
building to have a
five-minute walk.”

“people get

david baker, faia

hung up on the

issue of style.

that’s not what

the new urbanism

is about.”

alexander gorlin, aia

Jane Jacobs, author of the 1961 urban planning classic *The Death and Life of Great American Cities*, dubs it “a very positive thing.” *Metropolis* magazine columnist Michael Sorkin has called it “disquieting” and “scary.” *New York Times* architecture critic Herbert Muschamp identified it in 1996 as “the most important phenomenon to emerge in American architecture in the post-Cold War era.”

Love it or hate it, no one can deny that New Urbanism has gotten a dialogue going more effectively than any architecture or planning movement since 1930s Modernism. And since it’s still a relatively new practice with few built projects, that dialogue has been its biggest contribution to date.

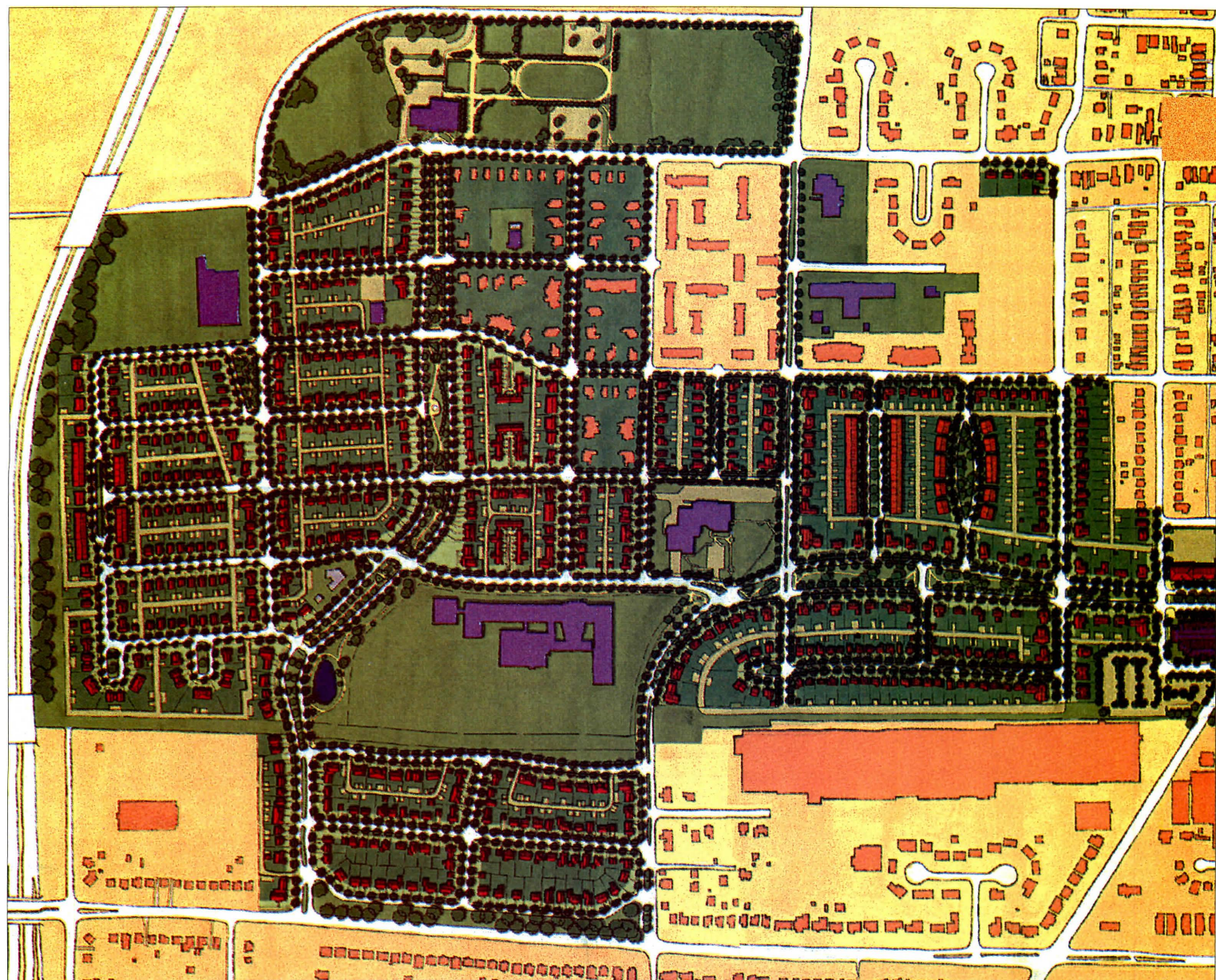
in a nutshell

New Urbanism evolved from several architects’ simultaneous explorations into long-abandoned patterns of residential development in urban, suburban, and rural areas. The best known of this group, Miami-based Andres Duany, FAIA, and Elizabeth Plater-Zyberk, FAIA, began developing their ideas during the planning phase of Seaside, the now-famous town on the Florida panhandle that just celebrated its 20th anniversary. Also during the 1980s and early ’90s, their Berkeley, Calif., counterpart Peter Calthorpe was busy investigating the idea of transit-oriented development as a way of reducing traffic congestion and pollution problems. San Francisco’s Daniel Solomon, FAIA, as well as Elizabeth Moule and Stefanos Polyzoides of Pasadena, Calif., occupied themselves with infill and downtown revitalization projects, emphasizing the integration of

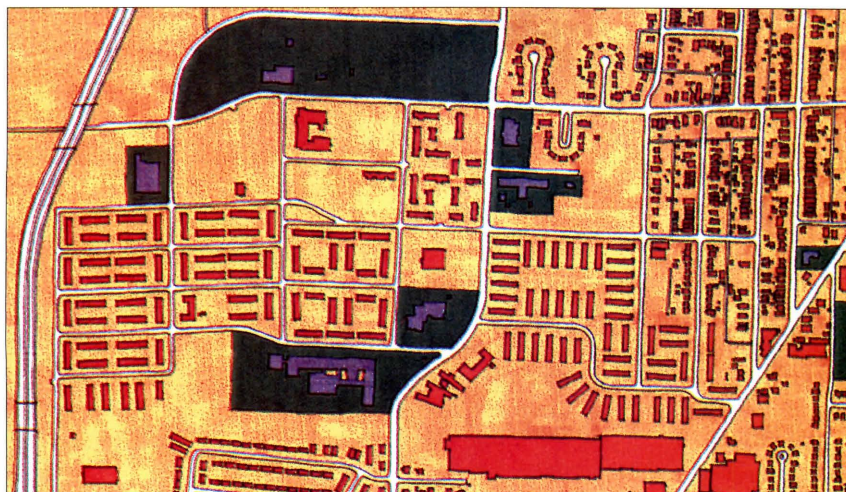
regional character into new communities. For inspiration, all six of these designers looked to historic models, from great cities like New York and San Francisco to 1920s commuter towns to traditional New England villages.

Together they decided that the best way to design or redesign any community—a new town or an infill project—was to make it less auto-dependent. Hence, they promoted walkable access from residential areas to retail, office, and civic buildings. They also agreed on the importance of having a mix of housing types in a community and access to public transportation when possible. A respect for local building traditions, climate, and topography only made sense, they reasoned, and by building housing units at a higher density than was the custom in post-World War II subdivisions they could both conserve land and create an interesting streetscape. They thought housing should reflect a respect for vernacular styles, with more experimental architecture saved for civic buildings and public gathering spaces. Small parks within neighborhoods, the preservation of historic buildings, and environmentally friendly heating and cooling methods were also part of their vision. After much deliberation, the six architects collectively settled on the name “New Urbanism” to describe the use of these principles in town, city, and regional planning.

In 1993 Duany, Plater-Zyberk, Calthorpe, Solomon, Moule, and Polyzoides invited nearly 200 like-minded designers, community activists, and political leaders to a meeting of the minds they called the Con-



Courtesy Urban Design Associates



Courtesy Urban Design Associates

Urban Design Associates of Pittsburgh worked with HUD's HOPE VI program to turn Louisville, Ky's low-income Park DuValle area (left) into a mixed-use, mixed-income New Urbanist neighborhood (above).

the *great* divide

"I'm afraid that
a new, unholy
alliance between
new urbanists and
developers might
be forming."

"i find most

joel garreau

of the criticisms

to be pretty

shallow."

william rees morrish, aia

gress for the New Urbanism (CNU). They established a nonprofit organization of the same name to handle the growing number of inquiries about New Urbanism. Three years later, they wrote down their ideas in a document signed by 266 architects, planners, developers, academics, and government officials. They called it the "Charter of the New Urbanism."

While the CNU's founders and their followers continued designing and planning New Urbanist communities (among them Seaside; Kentlands in Gaithersburg, Md.; Disney's Celebration near Orlando, Fla.; and Laguna West in Sacramento, Calif.), other design professionals and critics were formulating arguments against them. The two most commonly voiced of these criticisms were a rejection of the nostalgia that many identified with New Urbanism, and a skepticism about its purported environmental benefits. And so the situation we have today—passionate New Urbanists vs. equally gung-ho opponents, with interested observers falling somewhere in between—was born.

out with the old?

The anti-nostalgia argument is perhaps the oldest and most obvious criticism of New Urbanism. It stems partially from the fact that New Urbanist communities usually have pattern books or guidelines that dictate design elements like setbacks, building materials, and window heights. Though many conventional developments also have design regulations, those in Neo-Traditional communities—as New Urbanist projects are often called—tend to be more stringent.

Due to New Urbanists' belief in incorporating vernacular styles, the guidelines in most of the Neo-Traditional developments built so far have required items that are regionally popular, such as front porches in the Southeastern part of the country. Because these elements often echo the characteristics of older houses in the area, they can make New Urbanist communities look old-fashioned. So New Urbanism has gained a reputation for being an anti-

Modern movement, though its charter says nothing about excluding Modernism.

"I find the New Urbanists' emphasis on nostalgia to be disturbing," says David Baker, FAIA, a San Francisco architect known for his Modernist-influenced multi-family work. Although some of his projects contain such New Urbanist-like elements as a pedestrian-oriented site plan and a mix of unit types, he resists the New Urbanist label because he associates it with a certain retro style. "Traditional style isn't necessary for the things that make New Urbanism work," he says. "You don't have to have a cutesy building to have a five-minute walk."

Others in the anti-nostalgia camp suggest that New Urbanists simply aren't thinking about the way people live today. Take rear alleys, a major design element in many TNDs (traditional neighborhood developments, another name for greenfield and suburban New Urbanist projects). "In olden times, rear alleys were used as service areas—you'd have your coal delivered to the back of your house, for example," says production-housing guru Barry Berkus, AIA. "There's no need for them now."

Peter Kavaluzzi, AIA, of Ehrenkrantz Eckstut & Kuhn Architects, a New York City firm known for its successful mixed-use and historic preservation work, concurs. "New Urbanists tend to try and re-create a moment in time," he says. "It's not a bad thing, and a lot of people like it. But it's not really moving forward."

Then there are those who aren't necessarily opposed to using pre-World War II towns and vibrant city neighborhoods as reference points, but find the hyperbole surrounding New Urbanism's "rediscovery" of them to be misleading. "It's important to remember that the New Urbanists didn't invent walkable, mixed-use downtowns," says New York City architect Deborah Berke, AIA, who spent two years designing houses at Seaside and has since distanced herself from New Urbanism.

"I'm an 'old urbanist,'" says Alexander Garvin, a professor at the Yale School of Architecture and a member of New York

City's planning commission, who thinks that the movement has been extremely valuable in the suburbs. "I was interested in urbanism before there was a 'New Urbanism.'"

beyond seaside

The New Urbanists make a multipronged response to these charges. First of all, they point out, people think entirely too much about Seaside and its pastel Victorian cottages when they think about New Urbanism. "I find most of the criticisms to be pretty shallow," says William Rees Morrish, AIA, head of the Center for the American Landscape, an urban design research center at the University of Minnesota, and a member of CNU's board of directors. "People tend to focus too much on Seaside and not enough on the other exciting things New Urbanists are doing."

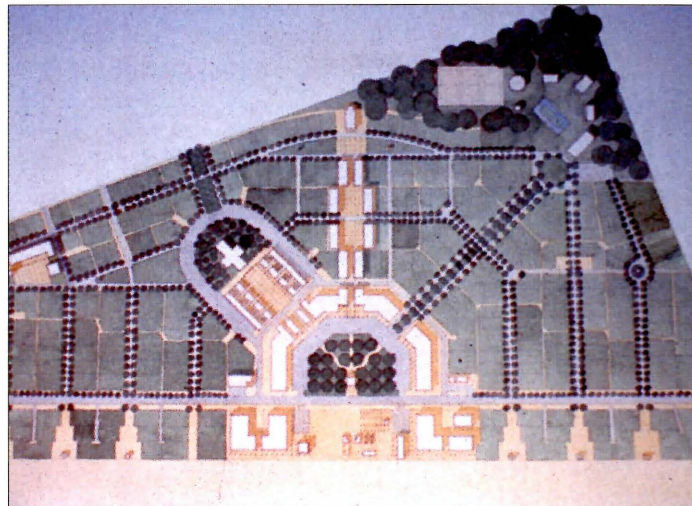
Seaside may have been the sinisterly perfect setting for the 1998 movie "The Truman Show," the New Urbanists argue, but what many viewers failed to realize was that some of the less gingerbread-y houses in the community were given false, more traditional facades for the movie.

Celebration has probably received the most press coverage of any Neo-Traditional community other than Seaside, and it bears partial responsibility for many of the mistaken impressions people have of New Urbanism. It resembles a conventional development in that its guidelines specify house styles like French, Mediterranean, and Classical, rather than leaving it up to architects to reinterpret local characteristics. "When Celebration says, 'This house has to be Victorian, this one has to be Colonial,' that's when people get hung up on the issue of style," says architect Alexander Gorlin, AIA, of New York City, a CNU member who's designed both Modern and Traditional town houses in Seaside. "For me, that's not at all what the New Urbanism is about."

As a rule, the New Urbanists are exceptionally media-savvy. Recognizing the damage the impression that they're "against" Modernism might do to their movement, many of them have started to stress the inaccuracy of this notion. Stephanie Bothwell,



Disney/Michael McCann



Courtesy Duany Plater-Zyberk

The original New Urbanist town of Seaside, Fla., planned by Duany Plater-Zyberk and developed by Robert Davis, continues to evolve. A new chapel is slated for completion in May, and retail buildings designed by noted planner Leon Krier broke ground last fall.

Robert A.M. Stern Architects and Cooper, Robertson & Partners devised the master plan for Disney's popular, controversial Celebration, outside Orlando, Fla.

the *great* divide

“new urbanists
try to re-create
a moment in time ...
that’s not really
moving forward.”
“there’s no
reason why
modern
buildings can’t
be included in
new urbanism.”
peter kavaluzzi, aia
elizabeth moule

director of the AIA’s Center for Livable Communities, which promotes discussion about smart-growth issues, thinks there’s a place for even the most avant-garde architecture in the New Urbanist fabric. “Of course there’s room for a Frank Gehry building in New Urbanism,” she says. “It’s just backed by an urban fabric that’s not so singular.”

Elizabeth Moule and Stefanos Polyzoides’ firm, Moule & Polyzoides Architects and Urbanists, has designed a master plan and three-quarters of the buildings for Civano, a sustainable community in Tucson, Ariz. “The houses at Civano are spare and elemental,” says Moule of the flat-roofed, adobe-and-straw-bale structures. “And our plan for the Beverly Hills Town Center is very Modern. There’s no reason why Modern buildings can’t be included in New Urbanism.”

Duany, who recently founded a school in Miami to teach Traditional architecture, has been one of the most vehement defenders of a Traditional vocabulary for New Urbanist work. But even he is not an absolutist; his firm, Duany Plater-Zyberk & Co., is currently planning Aqua, a Modernist community in Miami. Aqua will feature town houses and mid-rise apartment buildings by contemporary designers like Gorlin, Walter Chatham, FAIA, Alison Spear, AIA, and Hariri & Hariri. Both Civano and Aqua use regional architecture to inform their designs—Civano’s homes borrow from ancient Indian building traditions, and Aqua’s will take their inspiration from Miami’s Art Deco district.

The New Urbanists haven’t been as quick to address the broader accusation that they’re rehashing the past. That’s not for lack of ammunition, though. Calthorpe, DPZ, and others have turned their attention to gray-field redevelopment, most notably in the case of defunct shopping malls. Calthorpe, for one, recently recycled a failing mall in Mountain View, Calif., into a mixed-use, transit-oriented development called The Crossings. And the live/work housing designed by DPZ for BUILDER magazine (see its January issue) responds to one of

the biggest lifestyle trends of the new millennium: working at home. The three live/work units feature rooms whose functions and size can change according to the occupants’ needs. Neither adaptive re-use nor live/work are revived traditions of yesteryear; they’re new solutions to present-day situations.

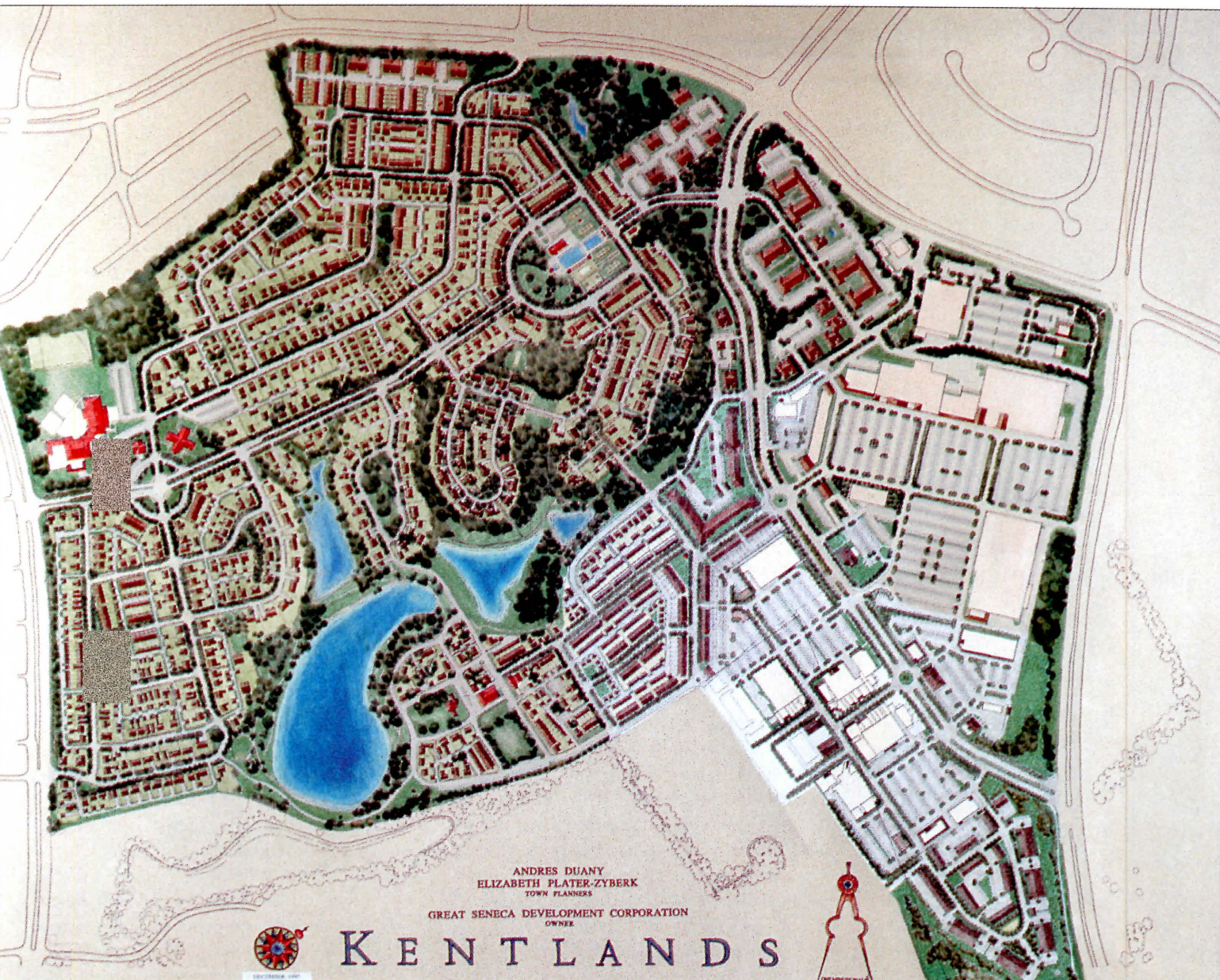
Berke’s and Garvin’s frustration with the term “New Urbanism” is understandable. The name implies that the New Urbanists have come up with a completely original philosophy about design, when really, by their own admission, they’ve taken old ideas and adjusted them to modern lifestyles. The CNU addresses this issue in a recently released collection of essays, *The Charter of the New Urbanism*, which includes a piece called “What’s New About the New Urbanism?” by Jonathan Barnett, FAIA. Barnett is a CNU board member and professor of city and regional planning at the University of Pennsylvania. He writes that New Urbanists are unique because they’ve articulated holistic solutions to linked problems like urban sprawl, environmental degradation, and the decline of inner cities. Unlike so many organizations that represent one profession and attack single problems, he says, the CNU’s members come from a variety of disciplines and attempt to address issues generally rather than specifically.

green dream

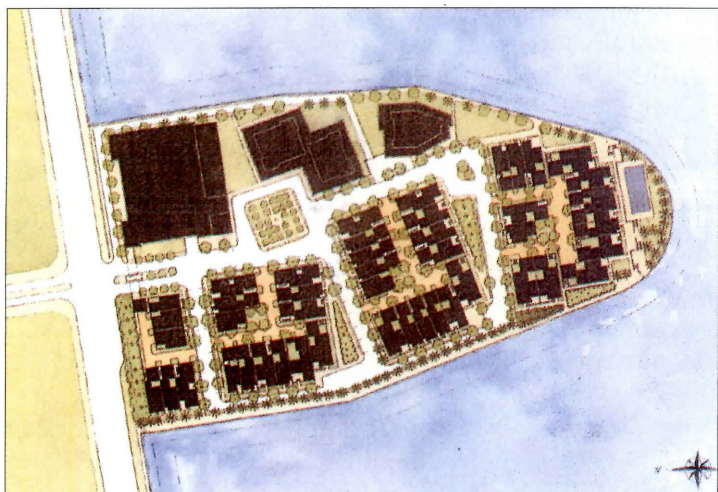
Like the anti-nostalgia critics, those who challenge New Urbanism on environmental grounds present a variety of arguments.

Many, for example, doubt that pedestrian-friendly Neo-Traditional neighborhoods really produce less air pollution than auto-oriented developments. About two-thirds of Neo-Traditional neighborhoods are built in suburban or rural areas, and some of these (again, Celebration and Seaside are two oft-cited examples) are not connected to major public transportation lines. If traveling to and from the community requires an automobile, detractors wonder, how does that contribute to an overall reduction in driving?

Last year, at an AIA Convention panel called “Urban Thinking for the 21st Centu-



Courtesy Duany Plater-Zyberk



Courtesy Duany Plater-Zyberk

Aqua, a town-house and apartment community planned by Duany Plater-Zyberk, occupies the former site of an old hospital on Allison Island, in Miami Beach, Fla. It will contain Modernist architecture laid out along a Traditional grid.

Like many New Urbanist towns, Kentlands has seen a dramatic rise in property values since opening in the early 1990s. Located in Gaithersburg, Md., a suburb of Washington, D.C., it was master planned by Duany Plater-Zyberk.

the *great* divide

“it’s not as
simple as the new
urbanists say.
stop-and-start
driving uses more
gas than highway
driving does.”

“the benefits

denise scott brown

of public

transportation

and mixed-used

neighborhoods

outweigh any

pollution created

by short car trips.”

deron lovaas

ry,” architect Denise Scott Brown, co-author of the landmark 1977 book *Learning from Las Vegas*, expressed reservations about the environmental benefits of having schools, grocery stores, and other necessities within a short drive. “It’s not as simple as the New Urbanists say,” she cautioned. “The short trips and stop-and-start driving that people often do in such communities use more gas than highway driving does.”

For other detractors, the increased density that comes with New Urbanism is its most questionable aspect. They worry that builders and developers, dollar signs flashing in their eyes at the prospect of more units to sell per acre, are jumping on the New Urbanist bandwagon without intending to carry out all of the charter’s principles. “I am totally in sympathy with the New Urbanists,” says *Washington Post* reporter Joel Garreau, who wrote *Edge City*, a 1991 look at the self-sufficient metropolises springing up on urban fringes across the country. “But I’m afraid that a new, unholy alliance between them and developers might be forming, in which the developers pay lip service to New Urbanism.” Garreau and others fear that density for density’s sake will only lead to more traffic congestion, pollution, and excessive land consumption—the very things that New Urbanists are trying to avoid.

A final environmentally based argument against New Urbanism: Since many of its projects are located on greenfields, it still doesn’t do enough to address the problem of vanishing farmland. “A few critics claim that what we do is just better-looking sprawl,” says Jeff Speck, AIA. Speck is director of town planning at DPZ and co-author, with Duany and Plater-Zyberk, of last year’s *Suburban Nation*, which presented New Urbanism as a solution to urban sprawl.

strategic alliances

The CNU’s rapport with several prominent environmental and smart-growth groups lends extra heft to its defenses. Sierra Club spokesperson Deron Lovaas says his organization fully supports New Urbanism, and offers a rebuttal to Scott Brown’s doubts.

“The argument about stop-and-start driving is like Ronald Reagan’s old argument that trees pollute,” he says. “There’s a tiny grain of truth in it, but the fact is that public transportation, pedestrian options, and mixed-use neighborhoods produce environmental benefits that far outweigh any pollution created by short car trips.”

Rocky Mountain Institute, a nonprofit environmental resource center based in Snowmass, Colo., also has a strong relationship with the CNU. The founder of the Institute’s Green Development Services consulting unit, William Browning, has developed sustainability guidelines for such New Urbanist communities as Civano, Haymount in Caroline County, Va., and Coffee Creek in Chesterton, Ind. Even when these types of guidelines aren’t part of the project, though, he still feels that New Urbanism is inherently “green.” “The ability to mix uses and create a pedestrian environment means fewer cars on the roads,” he says. “Also, in New Urbanism, buildings are set up to evolve over time. They can be adaptively re-used easily, unlike those in a standard subdivision.”

Garreau’s density argument is becoming more and more important as larger builders like Pulte Homes and Centex Homes dip their toes into the waters of New Urbanism. (Both companies are either planning or have already built creditable TNDs.) However, no one is more aware of the perils of confusing just plain high density with New Urbanism than the New Urbanists themselves. It’s true that some developers, encouraged by the rapid sales pace at many New Urbanist communities, have slapped TND labels on projects that contain only a smattering of New Urbanist principles. This problem infiltrates every market. Not every “New York-style” bagel is what it purports to be, but that doesn’t mean the makers of the real thing should stop. The watered-down versions of New Urbanist communities weren’t planned by New Urbanists. Or, if they were, their planners’ visions were compromised in the project’s execution.

“The ones that have been done poorly have been done by inexperienced developers



Courtesy Calthorpe Associates

Planner Calthorpe Associates transformed a strip mall into The Crossings Transit-Oriented Neighborhood, a mixed-use, pedestrian-friendly community in Mountain View, Calif. The project sits next to a stop on the Cal Train public transit system.

and in the wrong locations,” says Joe Duckworth, a partner at Arcadia Land Co., a respected developer that has several New Urbanist projects in the pipeline. “You have to have the right mix of residential and retail—not just another subdivision with a few new ideas.”

As for the charge that TNDs still consume open space, the movement’s proponents take a realistic point of view. “If we could stop all suburban growth tomorrow, we probably would,” Speck says. “But we must acknowledge that it is happening. The people who want it will continue to buy it. Those who don’t want it have no choice but to buy in old neighborhoods, and we’re trying to give them another alternative.”

In addition, at least one-third of the work that New Urbanists are doing takes place in cities, according to the CNU. Whether it’s due to lack of interest in the press or insufficient promotion by architects and developers, these projects receive less media coverage than the New Urbanists’ greenfield projects do. Among the most successful examples of New Urbanism are such city revitalization projects as Riverside in Atlanta, Belmont Dairy in Portland, Ore., and Diggs Town Public Housing Transformation in Norfolk, Va. Diggs Town was built in conjunction with the Department of Housing and Urban Development’s

HOPE VI program, which applies New Urbanist design principles to failed public housing projects.

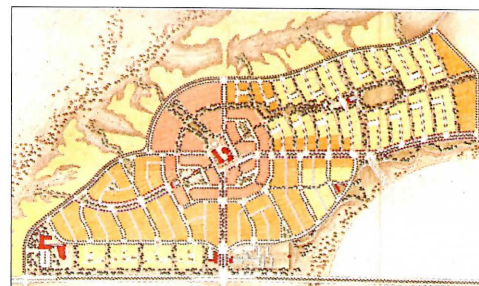
a modest proposal

The list of criticisms goes on and on. New Urbanists have been accused of naive idealism, social engineering, gentrifying city neighborhoods to the detriment of poor residents, and unjustly vilifying sprawl.

Yet even their harshest critics will admit that they’ve had an enormous impact on the way people think about development. The challenges for New Urbanists in the years ahead will only multiply as they tackle more ambitious projects, but the hardest task of all may come from within: “We’ve got to keep questioning ourselves,”

Bothwell says.

Here’s hoping that these talented designers and thinkers don’t slow down in their quest to find ways to improve the built landscape in America. And here’s hoping their equally capable critics continue to appraise the validity of their ideas. A time for judging whether or not New Urbanism has succeeded will come, years or decades down the road. But now is the time for both backers and doubters to try to shape New Urbanism into as viable a model for development as it can possibly be. Only then will its limits be known. *ra*



Courtesy Moule & Polyzoides

Xeriscaping and water harvesting help reduce water use at Civano, a 1,100-acre community in the Sonoran Desert. Moule & Polyzoides Architects and Urbanists drew up the project’s master plan.

CERTAINTEED. LEADING IN VALUE SINCE 1904.

3 NEW
COLORS

Cedar Impressions
Perfection Shingles

3 NEW
COLORS

Cedar Impressions
Half-Round Shingles

Cedar Impressions

Introducing Hand-Split Shakes and Narrow Sawn Shingles. From CertainTeed. Now there are two new ways to offer homeowners the beauty, durability, and quality of Cedar Impressions siding.

Like our popular Perfection and Half-Round shingles, these two new designs are molded from real hand-selected cedar. They're made with our new patented TrueTexture™ extrusion process. And they have all the character of wood — without the maintenance required of wood.



A Quality Brand of CertainTeed Corporation

© 2001 CertainTeed Corporation

**NEW
STYLE**

**Cedar Impressions
Hand-Split Shakes**

**NEW
STYLE**

**Cedar Impressions
Narrow Sawn Shingles**

It's just got rougher. And smoother.

...and because they're part of CertainTeed's coordinated Siding Collection™, Cedar Impressions shingles can be mixed and matched with other styles and our wide range of decorative trim to help you create unique homes.

Backed by the industry leader. With the security of CertainTeed's limited lifetime warranty. And the power of our industry-leading sales support program. Find out more today.

Call 1-800-233-8990.
www.cedarimpressions.com

Visit us
at IBS, Booth
#4240



The two new designs are available in our most popular Cedar Impressions colors — light maple, country suede, colonial white, sterling gray, desert tan, and natural clay.

Certa Teed
Quality made certain. Satisfaction guaranteed.

No Ordinary Home No Ordinary Garage Door

Let Designer Doors enhance the beauty and character of your distinctive home. Select from our wide gallery of handcrafted sectional overhead doors or a one-of-a-kind design specified by you and our design staff.

Call **800-241-0525** for our product catalogue or visit us on the web.



www.designerdoorm.com

The finest garage doors for the finest homes™

Circle No. 74

Your Feature In residential architect

The Ultimate Opportunity

Your company is featured in **residential architect**. Share this honor with your clients and associates through professional custom reprints—marketing materials that are as unique as your designs.

- Include with marketing materials, proposals, and plans
- Display in your office
- Distribute at trade shows and events
- Create a direct mail piece
- Reinforce your professional standing with clients

To order reprints of your company's feature from this issue call **(877) 734-6650**

Minimum order 500 reprints

architect

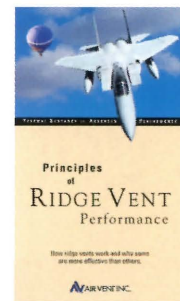
Why let customers get wind of the wrong ridge vents?



Use Air Vent for proven performance.

Some ridge vents can actually suck hot air, rain and snow into the attic—leading to heat and moisture damage—exactly the opposite of what they're supposed to do!

Not so with ShingleVent® II from Air Vent. It provides exceptional performance when it comes to airflow, heat reduction and weather protection. Don't take a chance with the ridge vent you use. Choose ShingleVent II from Air Vent.



AIR VENT INC.
www.airvent.com

Learn why some ridge vents are much more effective than others.

Call 1-800-AIR-VENT (247-8368) for your FREE video and product literature.

A Quality Brand of CertainTeed Corporation

Circle No. 481



The brand most people warm up to.



*T*here's a reason more of your customers choose Heat-N-Glo than any other brand of gas fireplace. It's easy. They're simply the best. Sure, our energy-efficient direct vent fireplaces protect air quality and offer directional heating. But it's the realistic quality of our logs, the color of our flames and the steady warmth of our fire that makes us the industry's most requested brand. Millions of smiles have been lighting up rooms across the country for a quarter of a century—thanks to our Heat-N-Glo fireplaces.

For **FREE** information
call today! 1-888-427-3973
or visit fireplaces.com

HEAT-N-GLO
No one builds a better fire

A division of Hearth Technologies, Inc.

off the shelf top flight

get a step up on the competition
with these high-flying staircases.

tread lightly

Funky strips of lighting incorporated into the design of the Helixstair lend the steel spiral unit definition and flair. Three different models offer a variety of lighting effects; the low-voltage lights contained in the center column of the stair shown—Model FL—illuminate tube-shaped lenses beneath the dimpled treads. The units come in diameters from 3 feet 6 inches to 8 feet. Boston Design Corp., 800.225.5584.



a good turn

Thanks to a 6-foot 8-inch diameter, this wooden spiral works well in small spaces. The red-oak unit shown includes the company's standard railing and balusters. Other wood species and railing options are also available. York Spiral Stair, 800.996.5558; www.yorkspiralstair.com.

open case

The Knock modular open stair offers numerous design possibilities for small and large environments, including straight and U- and L-shaped units. The structures are made of an iron-like metal and feature a telescoping system for rise and adjustment. Available with beech steps, metal balusters, and a wood or polypropylene handrail. Rintal International, 312.409.7432; www.rintal.com.



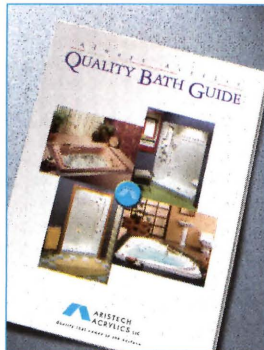
—katy tomasulo



About As Close As It Gets To “Kid” Proof

— *The Dependable, Durable Acrylic Bath.*

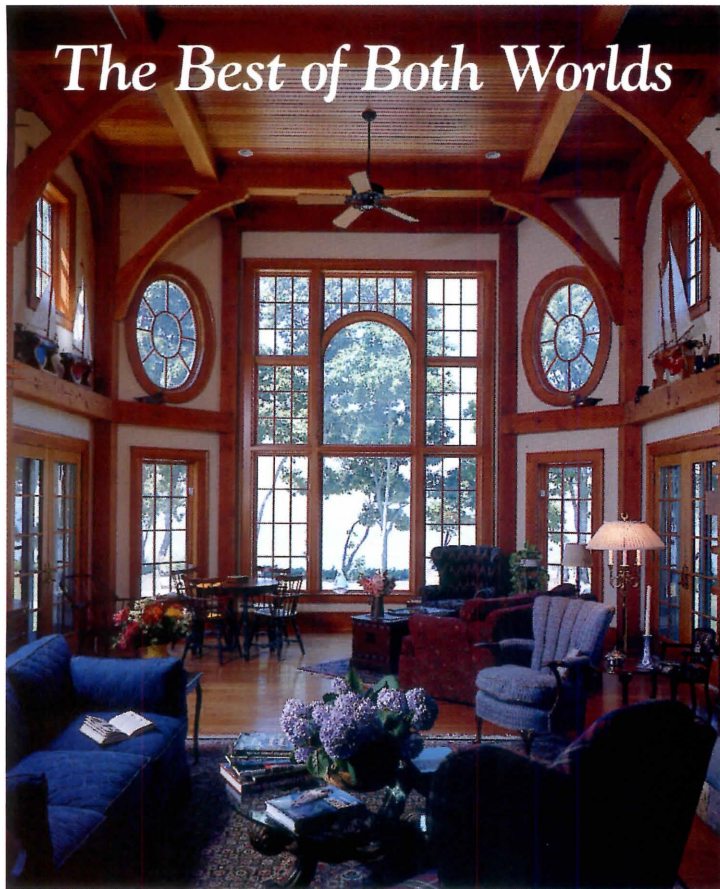
The bathtubs you install face some pretty “radical” challenges on occasion. While other tub materials may quickly show chips and scratches, the color goes all the way through acrylic. So most scratches can be simply buffed out. That means you can count on acrylic to do wonders for customer satisfaction and your reputation. To learn more, get your free Acrylic Consumer Guide by calling: **1-800-485-1124**.



**ARISTECH
ACRYLICS LLC**

Quality that comes to the surface.

The Best of Both Worlds



A Process Made Easier...

DESIGN FLEXIBILITY

For thirty years, we have been facilitating timber frame projects for hundreds of architects. An important part of our success is allowing the architectural plan to dictate the frame design.

... A Home Made Better.

QUALITY CRAFTSMANSHIP

While structural integrity is imperative, functionalism must be married to form. Our experienced designers and craftsmen ensure that each timber in the frame performs its job both structurally and aesthetically.

Working with architects to design and craft the most beautiful timber frame homes imaginable.

Vermont Timber Frames, Inc.

7 Pearl Street, Cambridge, NY 12816

PH: 518-677-8860

FAX: 518-677-3626

Website: www.vtf.com

Email: jimgibbons@vtf.com



UK

Circle No. 492

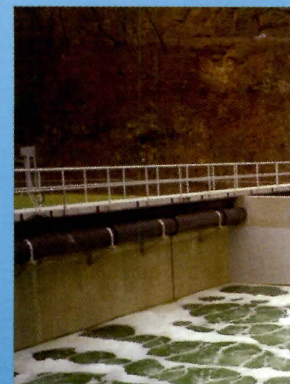
ADVANCED TECHNOLOGY FOR FOUNDATION WATERPROOFING

NEW! STRETCH WATERPROOFING COATING

• Poly-Wall Stretch is a cold applied, elastomeric membrane consisting of a solvent based liquid material that dries to a tough, elastomeric coating designed to provide a barrier to water passage and bridge small shrinkage cracks up to 1/16".

• Poly-Wall Stretch waterproofing coating is designed for use on concrete and concrete masonry.

• Poly-Wall Stretch can be applied to subterranean concrete, concrete block, and wood structures to prevent the passage of water.



THE ORIGINAL PATENTED GRAY COATING



- Providing the best waterproof concrete coating on the market today
- Great looking gray coating
- Can be cold applied down to -10° degrees F
- Apply to both inside and outside of foundations
- Locks on for lasting protection
- Dries quickly
- Optional upgrade to Crack Guard 2500 System



Call for more information: 1-800-846-3020
or visit our website: www.poly-wall.com

Circle No.316

With our extensive range of sizes,
we can fit your budget
as neatly as your plans.

www.glulambeams.org

ALL THE DESIGN/BUILD SUPPORT YOU NEED

Circle No. 390



NEW! FOLD-A-VENT[™] by COR-VENT[™]

20' continuous ridge vent.

- Power nailable – installs fast and easy
- Goes down flat & smooth – no waves or dents like the “rolled” or “snake” vents
- Clog free design – no filters or mats to restrict air flow
- Low profile (5/8") – 13.5 sq. in. of vent per lineal foot
- Available in 11", 8 1/2" & 7" widths
- Perfect for hip roof installations
- Works on 3/12 – 16/12 roof pitches



COR-A-VENT, INC.

P.O. Box 428 • Mishawaka, IN 46546-0428
Phone: (800) 837-8368 • Fax: (800) 645-6162
E-mail: ad@cor-a-vent.com
Website: www.cor-a-vent.com
Booth #5748 NAHB Show

FAX by phone, VENT-FAX[™]
Instructions, technical specs.,
drawings and other information
about COR-A-VENT is available
by calling our (800) 595-6158
phone line.

COR-A-VENT products meet or exceed all nationally recognized
building codes for ventilation. Covered under patents #5,054,254,
#5,439,417, #5,542,882, additional patents pending.
© 2000 COR-A-VENT, Inc. Made in the U.S.A.



POWER
NAILABLE

TAMLYN / FIBER CEMENT SYSTEM SOLUTIONS



Using Popular Fiber Cement ?

Just as crews wouldn't think of installing vinyl siding without accessories that make the finished job look better, don't forget Tamlyn patented PVC Accessories for fiber cement, perfect complementary products that make homes more appealing and reduce maintenance. Specified by numerous top Architects, Builders and Remodelers.

LAPSTART[™] STARTER STRIP

Lapstart[™] Starter Strip sets the bottom course right while providing needed impact support.



SNAPVENT[®]

PANELSTART[™] STARTER STRIP

Panelstart[™] Starter Strip helps install vertical siding panels correctly to validate warranty.



EZVENT[®]

Proper attic ventilation, composed of intake and exhaust vents, is an integral part of an energy-efficient home. Snapvent[®] or EZvent[®] continuous soffit vents are the best looking, most framer-friendly and effective vents available. Provide 9 sq.in./foot intake air flow needed to balance with ridge vents and comply with 2000 International Building Code (50% intake / 50% exhaust) and validate shingle warranty ventilation requirements. Unique double leg channels hide raw/rough edges of soffit material for clean look and help prevent vent from being pulled up into subfascia (allowing possible rodent or other pest penetration into attic) as happens with old-style hat-shaped vents. Vent all sides of the house. Also vent garages to make more comfortable and safer. Use Tamlyn vinyl H Mold at seams.

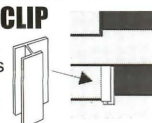
PERMACORNER[®] INSIDE CORNER



Resembles a wood corner piece without the maintenance headaches.

H MOLD/PLANKSEAM[™] LAP SIDING CLIP

H Mold covers seams of vents and siding, replaces caulk which often disappears within a year.



WEST USA
888-416-9676
dallas@tamlyn.com

EAST USA
800-334-1676
houston@tamlyn.com

Visit our website at
www.tamlyn.com

To Receive a free video and sample ring, please provide your street address.

Circle No. 260

Circle No. 382

run of the millwork

with talented carpenters in short supply,
manufactured millwork may help keep your project fit and trim.

by nigel f. maynard

The Egyptians knew the power of decorative molding. So did the Greeks and the Romans. They understood that a deftly placed stucco medallion or an artfully carved cornice could do wonders for a room's style.

High-end production housing pros also know this. Without calling attention to a room, molding finishes off the space and makes it more appealing. It's often the reason people say a room feels great but can't explain why, says architect Mark Jones, senior associate at Memphis, Tenn.-based Looney Ricks Kiss.

Looking for the perfect molding, however, is like looking for a black cat in a dark room. The list is long and varied—from soft and hard woods, composites, metal and metal-clad to marble, vinyl, and engineered wood. All of these materials have benefits, but some may not fit a builder's budget. It's up to you to make the right choice.

wood works

Pine and poplar are the old standbys, and the most commonly used materials in production houses, says



Photos courtesy Sierra Pine

Thomas French, of Thomas French Architects in McLean, Va. "Even in high-end production houses, the material doesn't often change." At a cost of about \$2 a linear foot, the woods are ideal for the builder's bottom line.

Drawbacks? Though wood accepts paint well, it can split or warp, depending on the application. One solution might be Wood Plus, a solid-wood product coated with a latex bonding. Wood Plus is the anti-

wood, says Joey Shimm, marketing director of Wood Ridge, N.J.-based Architectural Products by Outwater, the distributor of the product. "It is rock-hard, so it is durable. And it can be painted, faux finished, or glazed." The product installs like wood and can be painted without priming. The price ranges from 33 cents to \$4.28 per linear foot.

Real wood is architect Jim Bodoia's preferred
continued on page 84



MDF moldings—such as these from Sierra Pine—are made from wood and resins, so they offer the look of wood at a lower price point and will not split, warp, or crack.

THE WRAP THAT WON'T RIP.

Wind. Sun. Construction rigors. Nothing stands up to them better than Typar® HouseWrap.

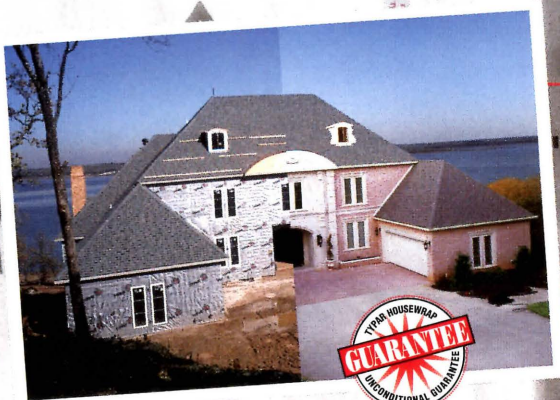
Its unsurpassed strength means it won't rip, tear or degrade. When used with Typar Construction Tape, Typar HouseWrap stops airflow through construction gaps, cracks and holes. And only Typar HouseWrap is unconditionally guaranteed for better air hold-out as well as UV stability, tear resistance and moisture vapor transmission.

So install the wrap that won't let you down—during and after installation.

Insist on Typar HouseWrap.



THE BETTER BALANCED HOUSEWRAP.



For your free copy of the Typar specifications guide and installation CD, call 1.800.321.6271.

Or visit www.reemay.com
or email housewrap@reemay.com.

TYPAR®

REEMAY
70 ONE Midway Blvd.
ONE Midway, TN 37168

REEMAY
70 ONE Midway Blvd.
ONE Midway, TN 37168

WHEN WAS THE LAST TIME
YOU SHOWED HOME BUYERS
THE REAL INSIDE OF THE HOUSE?

TYPAR®

spec. But if he needs an even lower price point, he chooses medium-density fiberboard. "The profile isn't as sharp as wood or other types of materials, but the cost is low and it keeps the budget down," says the principal of Mithun Architects in Seattle.

Made from recycled wood fibers and resins, MDF molding costs about \$1 per linear foot. Aside from MDF's bargain price, manufacturers say it offers more benefits than wood because it will not split, warp, or shrink. "Whatever looks you can achieve with pine, you can achieve with MDF—and for less," says Timm Locke, marketing representative for Roseville, Calif.-based Sierra Pine. The company's line of molding is factory-primed and will accept most brands of commercial paint. If you're looking for patterned MDF, White River Hardwoods & Woodworks in Fayetteville, Ark., markets eight embossed profiles at a slightly higher cost than regular MDF.

Over the past four years, New England Classic in Portland, Maine, has generated buzz with decorative panel products made from engineered wood laminated to premium wood veneers. An alternative to custom wood products, the panels are available factory finished in oak, maple, and cherry. They can also come painted or in paint-grade.



Photos courtesy Style-Mark

The panels are much less expensive than custom wood panels and therefore are suited to budget-conscious or volume construction, says CEO John S. Crowley. For example, a 9-foot by 12-foot room in the company's paint-grade raised-panel system runs about \$950; a custom wood product would cost about 50 percent more, says Crowley, a former architect who developed the products. The panels are designed with labor-friendly standard parts and interlocking systems, he adds.

one word: plastics

Some architects aren't sticklers for natural materials, particularly if they're just going to be painted. For them, plastic (or polymer) is the way to go. "We rarely spec wood," says Don Jacobs, AIA, of JBZ Architecture + Planning in Newport Beach, Calif. "We

get into alternative materials, like foam-based products. The products are stable, and, once painted, you cannot tell the difference from wood."

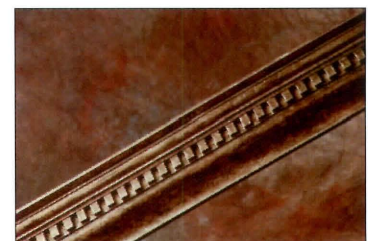
Composites are gaining converts for other reasons, too, says French, including their consistent patterns, sharp details, and easy installation. Many of these materials have higher upfront costs than wood, but they save on the back end. "Labor is hard to come by these days, and a skilled carpenter is even harder," French explains. "The time saved on installation is more significant than the cost of the products."

Polyurethane is a lightweight product that has about the same density as white pine. Long prized as an exterior spec for its weather resistance, it also wins praise for its availability in large-sized profiles for interior applications. It's

continued on page 86

"we rarely spec wood. we get into alternative materials ... once painted, you cannot tell the difference from wood."

—don jacobs, aia



Sharp lines make Style-Mark's lightweight polyurethane molding an excellent choice for large crown moldings. The product comes in white, but it can be faux finished in various ways.

Build Your Reputation on a WELL-CONNECTED House™!

CONTINUOUS LOAD TRANSFER PATH.

In new construction or older retrofits, Strong-Tie® connectors help provide the continuous load transfer path of a well-connected house.

GREATER DURABILITY.

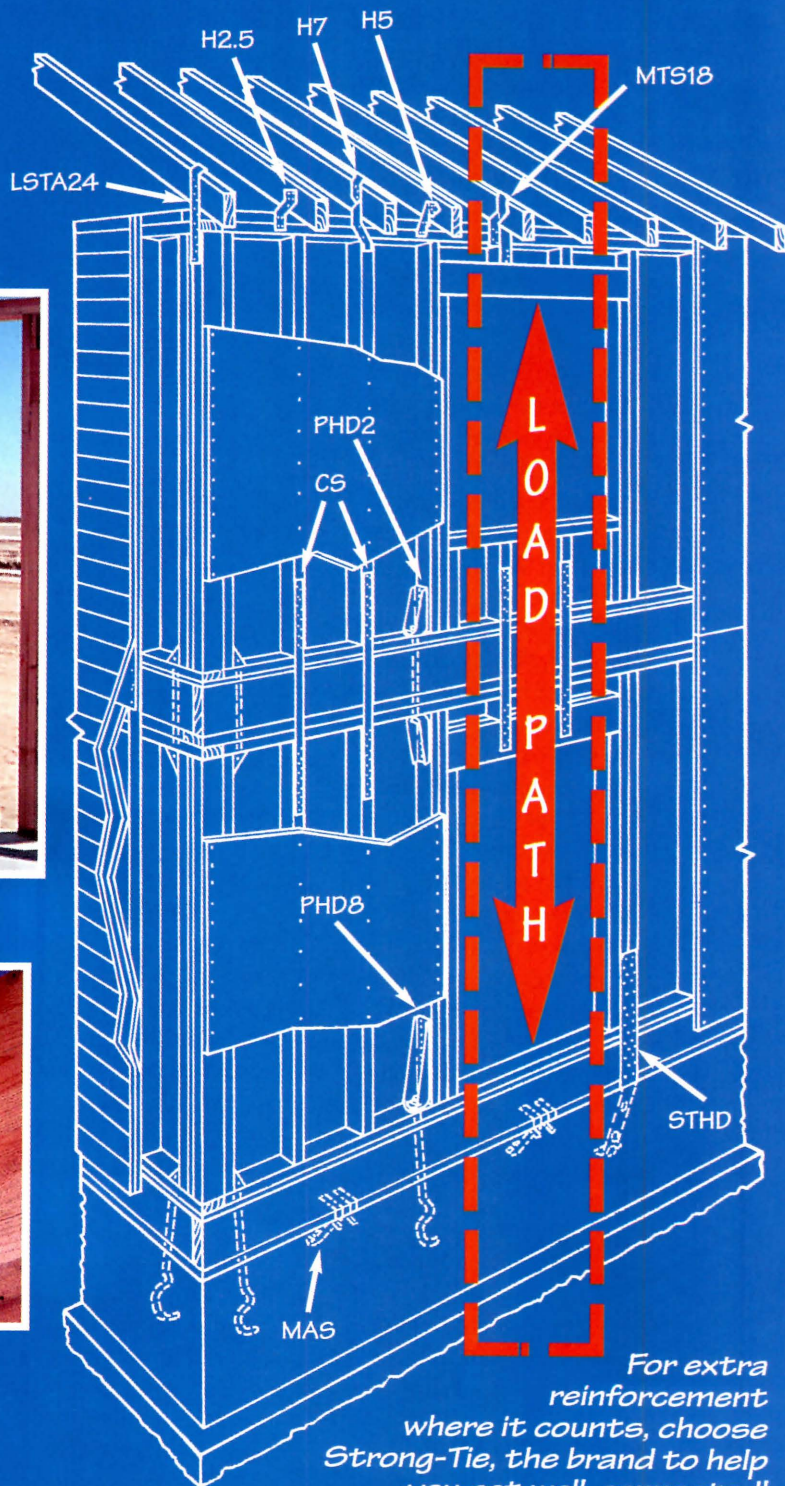
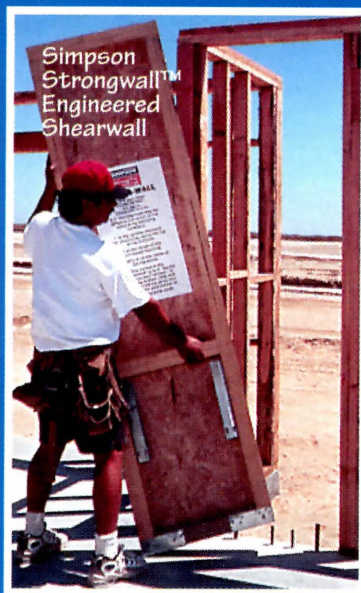
Solid connections at and roof rafters, mean greater durability to help withstand imposed loads at critical building junctures throughout the structure.

LOW INSTALLED COST.

Engineered for quick and easy installation, Strong-Tie connectors save costs in time, labor and materials. For retrofit, remodeling or new construction, they're the first choice for professionals.

CODE RECOGNIZED.

Strong-Tie has more code-recognized connectors than any of its competitors. Since 1956, we've set the quality standard in the timber connector industry— and have earned the reputation of having no equal!



For extra reinforcement where it counts, choose Strong-Tie, the brand to help you get well-connected!

SIMPSON

Strong-Tie®
CONNECTORS

SIMPSON STRONG-TIE® CO., INC.

≠ The World's "No Equal" Structural Connector Company

National Toll Free: **800-999-5099** Web Site: **www.strongtie.com**

California ■ Connecticut ■ Florida ■ Illinois ■ Ohio ■ Texas ■ Washington ■ British Columbia ■ Ontario

Circle no. 26

ISO 9001
REGISTERED



often considered the best economical choice for big, beefy crown moldings.

"We cast the product in molds so we can get intricate patterns on pieces measuring 14 inches," says Steve Roth, marketing director of Style-Mark in Archbold, Ohio. The product works well for stacked-look applications, adds Roth, and has sharper shadow lines than wood or other composites. Style-Mark's products come in white and accept lacquers and most paints. They can be faux finished in the field and installed with adhesives and finish nails.

But polyurethane isn't perfect. For one, it's pricey. "We are not the least expensive product you're going to find out there," Roth admits, referring to the \$4 to \$27 per-linear-foot price. Moreover, faux finishing will add to the tab. Where the product saves money is on labor. An average finish carpenter can install about 100 linear feet in a day, Roth says. Another disadvantage is the material's softness: It isn't dent-resistant. "You would not want to install it where people can touch it," says Jacobs. Consequently, Style-Mark is not recommended for chair rails or baseboards.

Extruded polystyrene may work well for those applications, and one choice is Perimeters by Los Angeles-based Hunter Douglas. Perimeters is lightweight but impact resistant, and there-



Courtesy Hunter Douglas

fore ideal for dent-prone areas, says company general manager Kim Kiner.

"Because the product is hard, you can nail closer to the edge," she says. "And it does not need adhesives for installation." The standard product comes in white, but many profiles are available in faux finishes like "crème crackle," burnished, gold, and silvered gold. Custom finishes are available in a minimum quantity of 5,000 linear feet.

Again, the up-front cost is high. The company says a 4½-inch gold rope piece measuring 9½ feet costs about \$113, compared with about \$92 for a similar style in wood. But it comes

finished, so installation and touch-up bring the cost to only \$134, compared with \$211 for wood.

go crazy, within reason

In a large, multiroom house, molding options are nearly limitless, says Angela Kostelecky, project architect with Devereaux & Associates in McLean, Va., who rarely specs the same design twice. You can use various types of materials and styles in a single project, as long as you consider the merits and drawbacks of each product.

Molding is as much about defining a sense of scale in a room as it is about imple-

"labor is hard to come by these days. time saved on installation is more significant than the cost of the products."

—thomas french



Courtesy New England Classic

Lightweight but impact resistant, Hunter Douglas' Perimeters extruded polystyrene molding (left) suits high-traffic areas. The labor-friendly components of New England Classic's decorative panels (above) allow for a traditional look at a much lower cost than wood.

menting an architectural style. Still, you can have too much of a good thing. Knowing when to show restraint is a sound economic and aesthetic move for budget-conscious projects. Says Jones, "You can scale back on the molding upstairs and put that money into products that homeowners can touch and feel—like countertops or appliances."

You and your clients should weigh those kinds of decisions carefully. Strategically and artfully applied, decorative molding enhances the overall comfort and pleasure a home gives its owners—perhaps more so than any other design flourish you could provide. **ra**

Put some **virtuosity** back into your designs.

Give your architectural designs the visual impact they need with ArchiCAD.



Virtual building modeled and rendered in ArchiCAD by Mr. Peter Bach and Mr. Peter Hadadi.

It's a paintbrush on a blank canvas. A sharp chisel ready to cut stone. It's ArchiCAD software. The ultimate architect's tool. ArchiCAD's easy-to-use interface allows architects and designers to create, rather than draw, to build rather than draft. It offers cutting edge presentation features, automatic documentation, intelligent objects, and is fully compatible with AutoCAD. Graphisoft has been developing design solutions around the building simulation philosophy for 18 years.

We invite you to look at the standard in automated building simulation and documentation. It comes with a 30-day guarantee, and getting our CAD productivity kit on how to move from any software to ArchiCAD is as easy as calling **888.314.5042**. Or visit our website at www.worksthewayyoudo.com.

Here's what architects had to say about our software:

"Traditionally, you don't know if a project is a success until you walk in the building after the painters have left. ArchiCAD allows the client to look behind the curtain; they don't have to read the architect's mind."

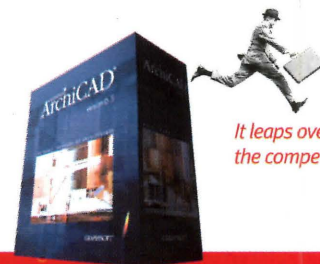
MICHAEL HRICAK, AIA, PARTNER,
ROCKEFELLER/HRICAK ARCHITECTS

"My customers have become accustomed to asking 'Can I see what this would look like?' They know I can make the change and show them the results right then, or e-mail it to them later."

MIKE OSTERMANN, OWNER,
OSTERMANN HOME DESIGN AND MILESTONE STUDIO

"ArchiCAD has given us a tremendous amount of power, and it has a short learning curve."

MALCOLM DEIGHTON, CO-OWNER,
DEIGHTON GIBBS ARCHITECTS



*It leaps over
the competition.*

GRAPHISOFT
ArchiCAD®

Circle no. 263

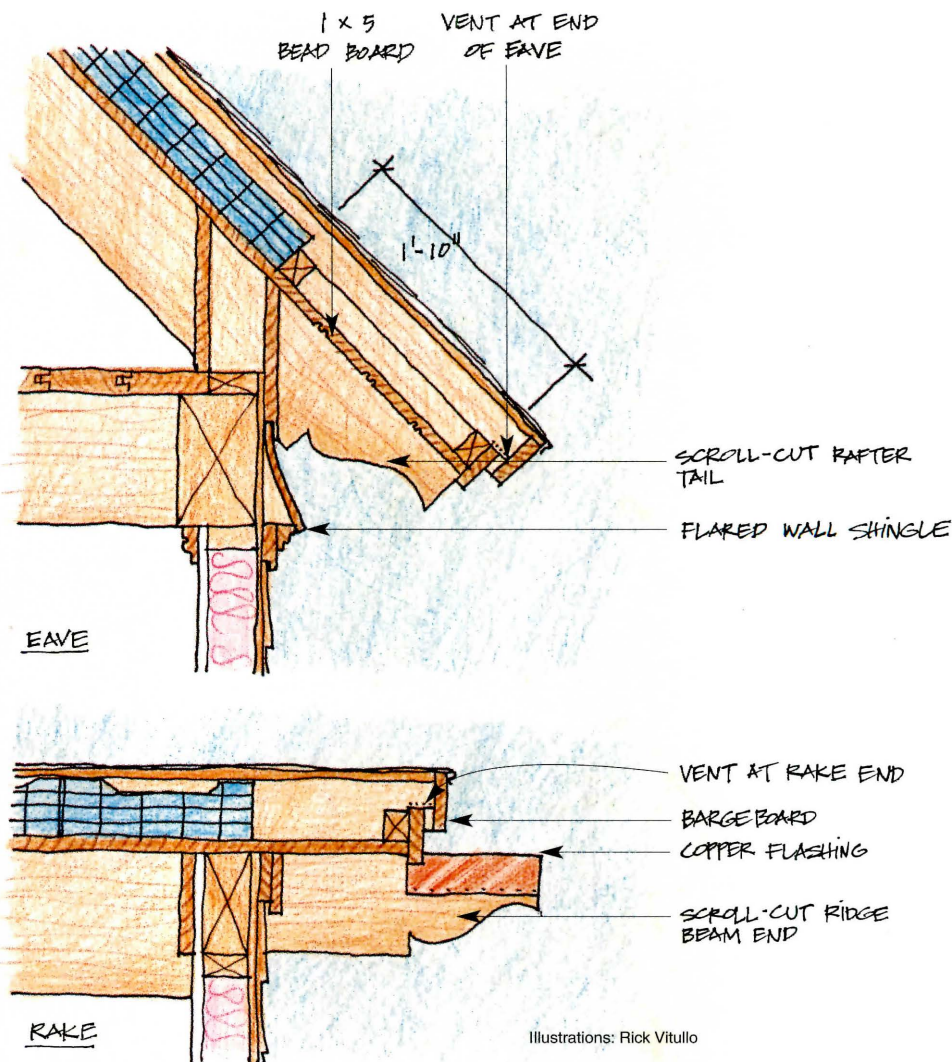
hands on on edge

a maine architect tops three very different houses with rakish roof-edge treatments.

by rick vitullo, aia

When an architectural design has integrity, every detail relates to the whole. And the proportion, scale, and craftsmanship of those details reflect the larger design's myriad influences: site, climate, and the architect's and clients' personalities and aesthetics. The eave and rake details shown on these pages come from three custom houses on Casco Bay, Maine, designed by James Herrick. For each project, the Brunswick, Maine, architect used intricate roof-edge treatments to help define and resolve the house's overall design. *ra*

Rick Vitullo, AIA, is founder and principal of Vitullo Architecture Studio, Washington, D.C.



Illustrations: Rick Vitullo

cottage

For a one-bedroom cottage hideaway, Herrick detailed the 20-inch fully exposed rafter tails with a scroll-cut motif and square-cut ends that run perpendicular to the roof slope. He used the same scroll-cut design at the ends of the ridge beam—which extends past the barge-board—and capped its exposed top edge with copper flashing. A flared wall-shingle detail just below the rafter tails continues the motif. Functionally, these lighthearted ornamental exterior details divert water from the house; aesthetically, their proportions complement the house's scale and add a whimsical touch to its design.

continued on page 90

You Only Get One Chance to Make a First Impression



© 2001 EAGLE Window & Door, Inc.

*A*t first glance, windows and doors may seem a bit incidental, but with EAGLE®, home designs come alive with awe-inspiring splendor.

EAGLE® offers a complete line of aluminum-clad wood and all-wood windows and doors

with unparalleled flexibility in sizes, shapes and colors that are second to none!

Whether you're building or remodeling, choose windows and doors that will serve as symbols of excellence for your entire home.

Make a Great First Impression—Choose Eagle® Windows & Doors

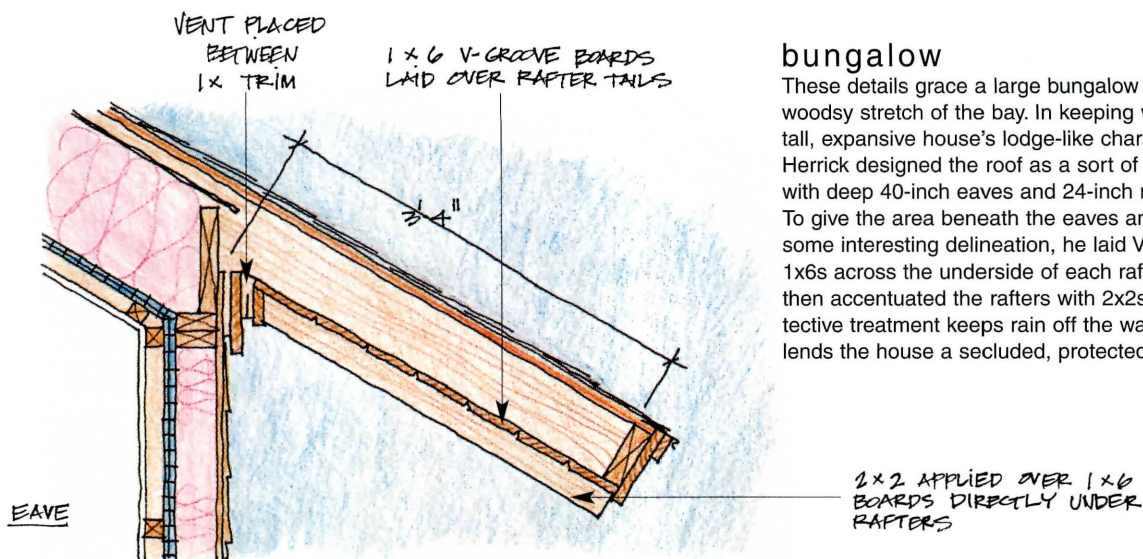
EAGLE® Window & Door ... Giving Vision to Great Ideas™

For a free brochure or to locate a dealer near you:

Call (800) 453-3633 • Visit our website at www.eaglewindow.com

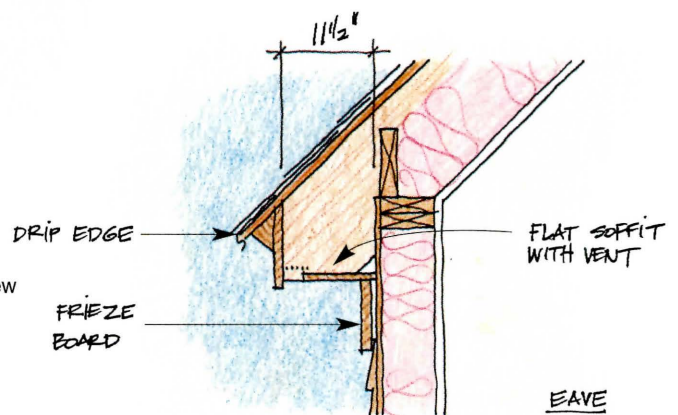
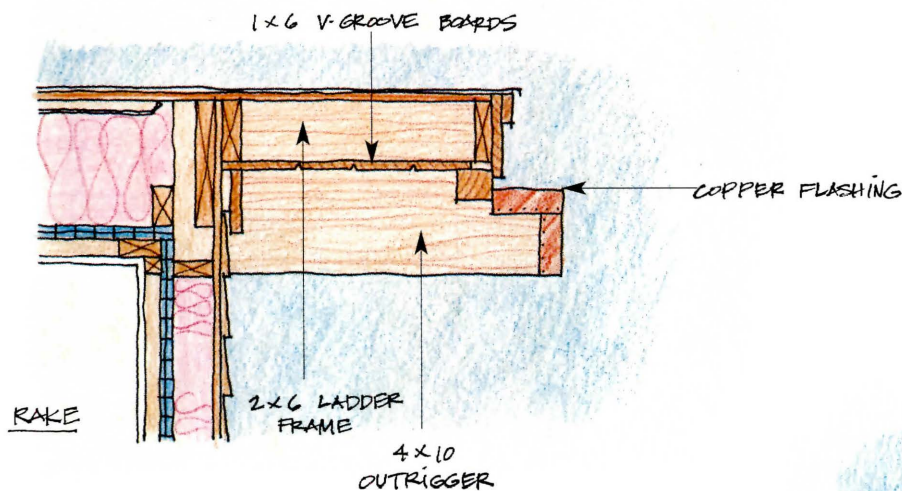
Circle no. 71





bungalow

These details grace a large bungalow on a wild, woodsy stretch of the bay. In keeping with the tall, expansive house's lodge-like character, Herrick designed the roof as a sort of canopy, with deep 40-inch eaves and 24-inch rakes. To give the area beneath the eaves and rakes some interesting delineation, he laid V-grooved 1x6s across the underside of each rafter tail, then accentuated the rafters with 2x2s. The protective treatment keeps rain off the walls and lends the house a secluded, protected feeling.

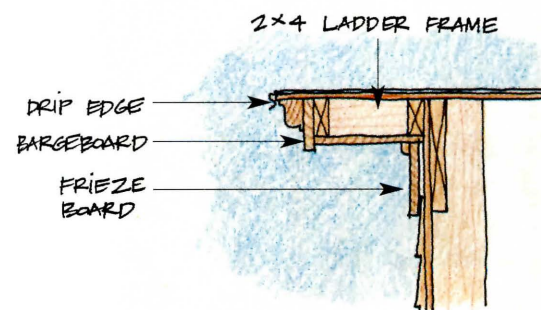


farmhouse

This project, a very traditional New England house surrounded by farmland, required classic detailing. The building's flat, soffitted eaves project 12 inches from the wall, over a frieze board. To connect the rake and the eave in the traditional manner, Herrick used Greek returns. These are 3-foot extensions of the soffit that wrap around the corner of the house at the rakes beneath a small hip roof. To meet modern building standards, Herrick detailed the roof edges with a metal drip and added ventilation at the eaves.

got an idea?

Share clever design and construction details with your peers. Submit sketches, construction drawings, and descriptions to: Hands On, *residential architect*, One Thomas Circle, N.W., Suite 600, Washington, D.C. 20005.



RAKE



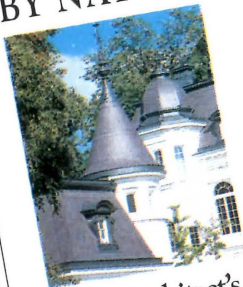
**TO ILLUSTRATE THAT WE OFFER AN
EXTENSIVE LINE OF FIREPLACES, WE
NEVER FOR A MOMENT CONSIDERED
CRAMMING THEM ALL INTO ONE AD.**

Good taste forbids us. When builders told us they wanted upgradable fireplaces flexible enough to suit any floor plan, we listened. Then, we re-thought our entire product line. Much more than just a specialty supplier, Martin Fireplaces now offers builders and building product distributors the competitively priced "core" products they asked for. The kind of safe, reliable and beautiful designs that help sell homes. Direct vent, b-vent, vent free, or woodburning—call 1.866.244.0744 for the one (of many) that's right for you. Or visit us at www.martinfireplace.com.



TO AN ARCHITECT, IT'S REQUIRED READING.

Slate PERFECT BY NATURE



An Architect's
Guide to working
with Slate

North Country Slate

Natural North Country slate roofing. Durable, timeless, from the finest quarries in the world.

But getting it is only one part of the equation.

The application, the design, the installation are also critical.

At North Country Slate, we wrote the book on what to consider when you're considering slate.

Including the opportunities and the potential pitfalls. It will help ensure that the builder and the owner appreciate at the end of the day, what you conceived in the beginning.

Call for our free Guide today.

It's just one of the ways we're helping to bring your vision to life.



North Country Slate®

Tel: (416)724-4666; Toll-Free: 1-800-975-2835; www.ncslate.com



RES

Circle No. 295

Fast Accurate and Easy to Use Architectural Design Software

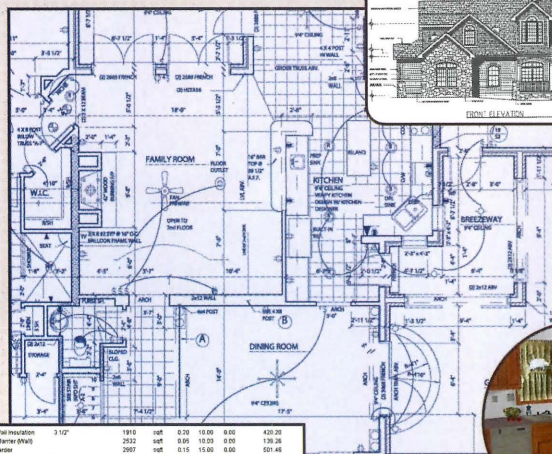


SOFTPLAN
ARCHITECTURAL DESIGN SOFTWARE

VERSION 11 NOW AVAILABLE!

call 1-800-248-0164 or

visit www.softplan.com for a
FREE Demonstration Package



**WORKING
DRAWINGS**



**3D
RENDERING**

1/2" Wall Insulation	1910	sqft	0.38	10.00	0.00	430.20
Vapor Barrier (VAB)	2522	sqft	0.05	10.00	0.00	136.26
Insulation	2887	sqft	0.15	15.00	0.00	520.45
Slab Insulation	1080	sqft	0.85	10.00	0.00	591.12
Roofing						2552.02
EXTERIOR FINISH						
Siding	2321	sqft	1.85	15.00	0.00	5264.84
Shingle Siding	282	sqft	1.95	15.00	0.00	567.54
Siding Shingles	317	sqft	0.16	15.00	0.00	53.33
Siding - Moulding	225	sqft	0.16	15.00	0.00	29.90
Siding - Corner	81	sqft	0.18	10.00	0.00	16.04
Outside Siding Corner	137	sqft	1.00	15.00	0.00	145.95
Inside Siding Corner	55	sqft	1.00	15.00	0.00	60.00
Door Trim	40	sqft	1.30	5.00	0.00	59.40
Window Trim	308	sqft	1.20	5.00	0.00	369.56
Baseboard						6543.95
INTERIOR FINISH						
Door Casings	640	sqft	0.50	5.00	0.00	236.00
Window Casings	296	sqft	0.50	5.00	0.00	108.15
Baseboard	653	sqft	0.75	5.00	0.00	515.60
Crown Moulding	819	sqft	2.00	5.00	0.00	1717.80
Chair Rail	658	sqft	0.75	5.00	0.00	1215.91
Door	8609	sqft	0.18	10.00	0.00	1327.99
Ceiling Board	2082	sqft	0.24	10.00	0.00	544.37
Ceiling Compound	413	sqft	0.20	5.00	0.00	66.73
Ceiling Tiles	2	sqft	42.80	5.00	0.00	80.00
Ceiling Board	17	sqft	0.90	5.00	0.00	80.27
Door	540	sqft	0.18	5.00	0.00	180.15
Door (Arch)	18	sqft	0.60	15.00	0.00	436.81
Paint Ceiling	7	sqft	22.95	15.00	0.00	184.75
Door Jambs & Stop	4	sqft	40.00	5.00	0.00	160.00
Door Jambs & Stop	1	sqft	40.00	5.00	0.00	43.00
Door Jambs & Stop	3	sqft	40.00	5.00	0.00	120.00

**MATERIAL LIST &
COST ESTIMATION**

Circle No. 79

architect's showcase



CERTAINTEED BOARDWALK

Boardwalk, the ultimate decking lumber from CertainTeed. Exceptional performance makes Boardwalk the better choice for decks, railings, pool surrounds, walkways and more.

Boardwalk won't shrink, mushroom, warp, crack or fade significantly. It's easy to maintain with no painting, staining or sealants.

Class I (A) Fire Rating.

Learn more at www.certainteed.com.

Circle No. 401

CHADSWORTH'S 1.800.COLUMNS®

www.columns.com



WOOD • POLYSTONE™ • FIBERGLASS

Idea Book \$20 soft cover, \$30 hard cover. Includes Columns Product Portfolio.

Columns Product Portfolio \$5. Free flier.

800.486.2118

277 North Front Street • Historic Wilmington, NC 28401 • Telefax 910.763.3191 • Atlanta • London
Circle No. 402

Elevators...

*A
Standard
Feature
for the
Future*



Residential Elevators

Quick Installation Time
Minimal Space Requirements
For New Construction
or Remodeling Projects.

Call our Sales Department
for details.

1-800-962-3626
215-703-0358

CEMCO LIFT
ELEVATOR SYSTEMS



Circle No. 403

Columns and Balustrades

- Fiberglass Columns
- Marble/Resin Columns
- Wood Columns
- Synthetic Stone Balustrades & Columns
- Cast Stone Balustrades, Columns & Architectural Details
- Polyurethane Balustrades & Mouldings

*Details
make the
Difference*

Call 800.963.3060

Fax 770.962.6988

www.meltonclassics.com



**Melton
Classics**
1114000000000000

fine architectural millwork products

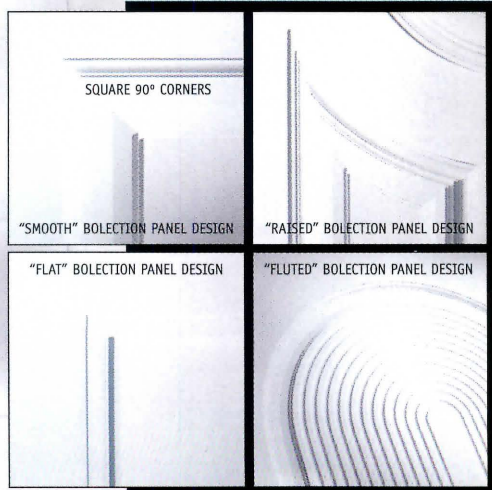
Circle No. 404

architect's showcase

Infinite Design Flexibility • Fire Rated Doors • Solid 1-Piece Construction

Custom Dimensions • Radius and Arch Tops • Environmentally Responsible

DETAILS MATTER



Circle No. 405

BOLECTION™ DOOR P.O. Box 21786 • Greensboro, NC 27420

t 336-851-5208 • f 888-511-5209 • www.bolectiondoor.com

Superior Acoustic Properties • Quick Delivery • Smooth, Paintable Surface

ENHANCE YOUR HOME...

Custom
RAIL
by **CDM**



ENGINEERED TO BE THE
MOST ADVANCED,
MAINTENANCE-FREE
PVC PORCH RAIL SYSTEM
AVAILABLE TODAY

CUSTOM RAIL Features
Add Beauty and Value to
Every Home They Touch!

- Impervious to Insects.
- Working with Custom Rail is Easy!
No Special Tools for Assembly.
- Superior Weatherability. Unaffected by Extreme Temperatures.
- Traditional Styling without the Problems of Wood.
- Designed to Excel.
- The Highest Quality.
- 10 Year Limited Warranty.
- Exceed Boca UBC & SBC requirements

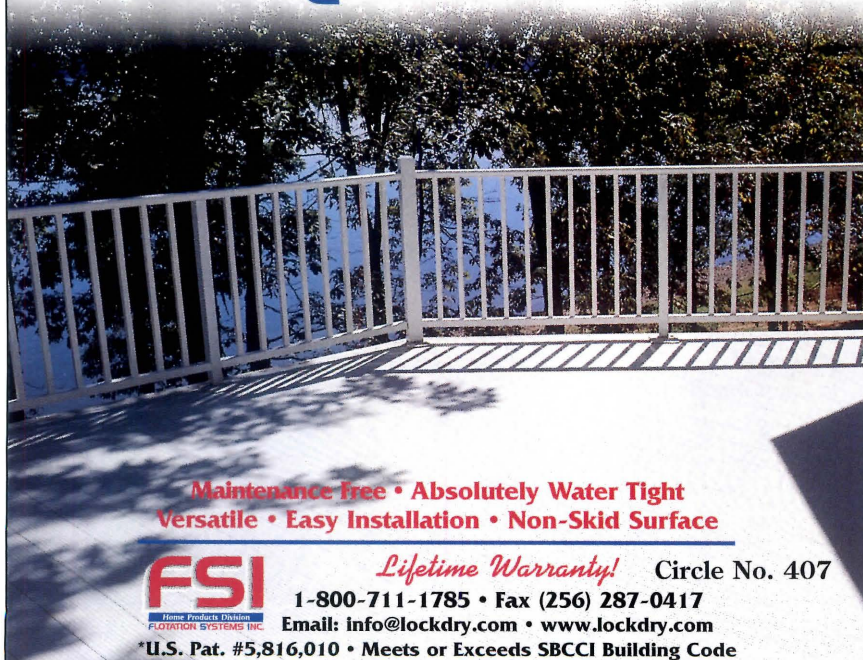
CUSTOM DECORATIVE MOULDINGS
P.O. Box F • Greenwood, DE 19950

TOLL FREE: 1-800-543-0553 • PHONE: 1-302-349-4937

FAX: 1-302-349-4816 • www.cdm.nanticoke.com/

Circle No. 406

LOCK DRY™ Aluminum Decking



Maintenance free • Absolutely Water Tight
Versatile • Easy Installation • Non-Skid Surface

FSI
Home Products Division
FLOATION SYSTEMS INC.

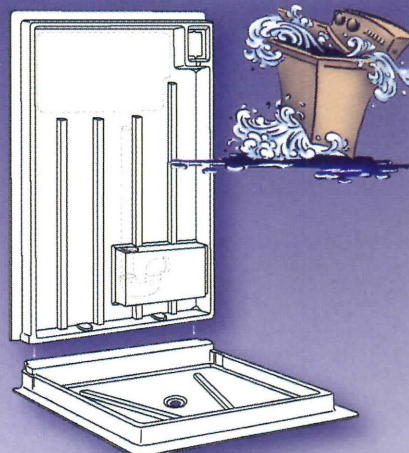
Lifetime Warranty! Circle No. 407

1-800-711-1785 • Fax (256) 287-0417

Email: info@lockdry.com • www.lockdry.com

*U.S. Pat. #5,816,010 • Meets or Exceeds SBCCI Building Code

FLOODSAVER



Finally,
low-cost
protection against
washing machine
leaks and floods!

Designer inspired
• new construction
• older homes
• apartments
• condominiums

AMI, inc.
P.O. Box 1782
Stanwood, WA 98292

PHONE
(360) 629-9269

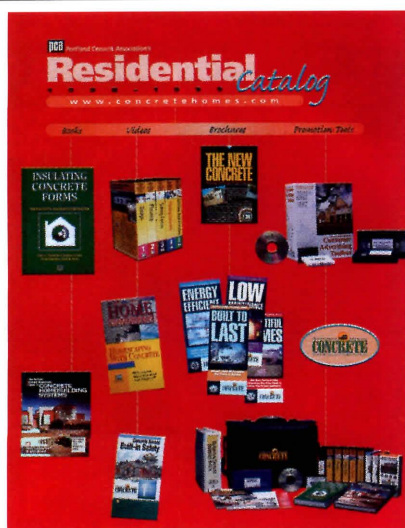
FAX
(360) 629-2838

ORDER
1-800-929-9269

WEB
www.floodsaver.com

Circle No. 408

architect's showcase



CONCRETE ANSWERS FOR RESIDENTIAL CONSTRUCTION

Learn more about Concrete Homebuilding. Circle our Inquiry Number for a free copy of our Residential Catalog, or check out our Hotline or Web Site. Find valuable resources on residential concrete construction, technical information, training books and videos, and promotional tools.

888/333-4840 www.concretehomes.com

Portland Cement Association

Circle No. 409



MASTER CATALOG CD-ROM

Soon to be "Your new definitive must have reference source," ARCHITECTURAL PRODUCTS BY OUTWATER has just released its Master Catalog on CD-ROM. Featuring a fully searchable database of more than 35,000 newly introduced and regularly stocked standard and innovative architectural building component products, the CD-ROM not only furnishes end users and specifiers with complete schematics, information, pricing and photos or drawings to aid in application and purchasing decisions, it also provides a direct link to the OUTWATER web site (www.outwater.com) for the most current, up to date product information available.



ARCHITECTURAL PRODUCTS BY OUTWATER

Call 1-800-835-4400 • Fax 1-800-835-4403

www.outwater.com

Circle No. 410



Finlandia Sauna packages are a cut above the rest with highest quality materials and old country craftsmanship. That's why more builders come back to Finlandia again... and again... for easy and trouble free installation of any standard or custom size.

Finlandia Sauna Products, Inc.

14010-B SW 72nd Ave.

Portland, OR 97224

800-354-3342 or Fax 503-684-1120

www.finlandiasauna.com

finlandiasauna@worldnet.att.net

Circle No. 411



Only one company builds
extraordinary stairways with
unmatched architectural
standards, exquisite beauty
and endless possibilities.

Visit our Web site for
inspiration and information.

www.arcways.com

(Or phone 800 558-5096)

Visit Arcways at NAHB in Atlanta
BOOTH #7384 • Circle No. 412

A World of Endless Possibilities

architect's showcase



**#1
Hottest Product
of the Year.**

Source: Qualified-Remodeler Top 100 November 2000 Issue



Deco~~rators~~[™]
ALUMINUM BALUSTERS

www.deckorators.com

1-888-662-3325

Circle No. 413



YORK SPIRAL STAIRS

We are proud to introduce you to our line of York Spiral Stairs. We believe our stairs are the finest products on the market today. Our unequaled experience in design and construction has created a stair system which is beautiful today and engineered to be durable for years to come.

Call (800) 996-5558.

www.durathermwindow.com

Circle No. 415

**Drywallers!
FEAR NO CURVES!**

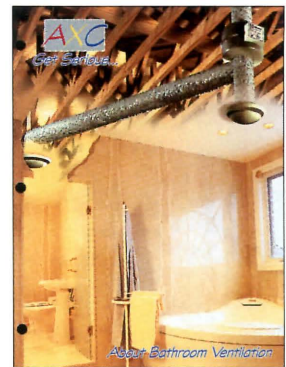


TRIM-TEX^{INC.}
800-874-2333 www.trim-tex.com



The NEW 350 Cobra Bull
With Patented Notchless Design
Add new dimensions to drywall applications, economically, easily and beautifully. Call for more info on our .350 Radius Bullnose products.

Circle No. 414



Continental Fan Manufacturing introduces the all new inclusive remote Bathroom Exhaust Kits. Providing the quietest and strongest method of bathroom ventilation, these kits utilize the popular AXC-Series duct fans in a convenient, easy-to-install kit. There are two versions of these kits: the RG (regular) and DX (deluxe). The Regular Kit is complete with all necessary pieces to install a single venting AXC100A, 100B or 150A fan (approx. 100-250 cfm). The Deluxe kits provide the same for two venting points – for the AXC150A and 200A fans (approx. 250-350 cfm). All kits are remotely mounted allowing for the quietest, strongest ventilation possible. For more information, or a free catalog, contact:

Continental Fan Manufacturing Inc.
2296 Kenmore Ave. Buffalo, N.Y. 14207
Tel: 1-800-779-4021 • Fax: 1-800-779-4022
Circle No. 416

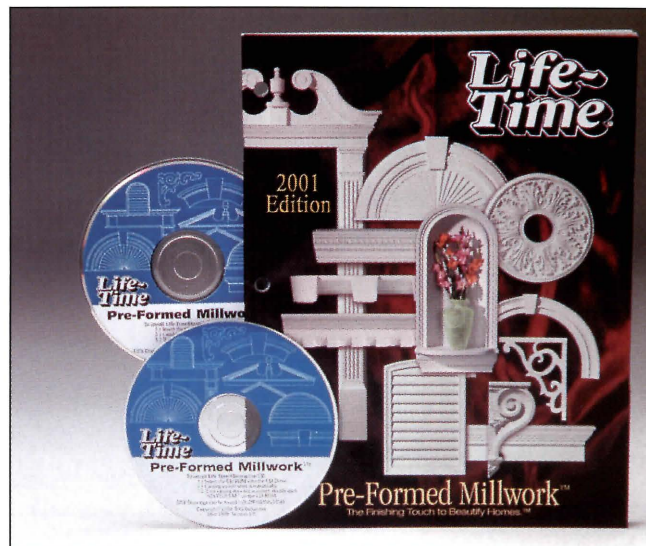
architect's showcase



DIRECT TO BUILDERS

\$5497 (14 RISE FREESTANDING 42",
5015 & 6010; + FRT)
COMPLETE

Improve marketability & increase profits.
Request our free 100 design planning guide to
overlay your current plans with our Sonata
standard curved staircases. Services available
include CADD design drawings, pre-fit
handrail & job-site delivery. www.mrstair.com
(800) 236-1736
Staircase & Millwork
Circle No. 417



FREE LIFE-TIME® PRE-FORMED MILLWORK CD ROM

New Life-Time® interactive CD lets you browse through our 2001 four-color catalog.
View, print and import detailed drawings with current list pricing for budgeting your
projects. It's everything you'll need to select, visualize and specify Life-Time® Pre-
Formed Millwork. FREE catalog features over 2800 Architectural Millwork items that
won't warp, rot or decay.

FAX US AT 1-800-229-2887 for FREE 2001 Catalog & CD ROM.

Circle No. 438



CERTAINTEED WEATHERBOARDS

WeatherBoards FiberCement Siding is
the best-performing FiberCement siding
on the market. DuraPress® System
creates the best-looking wood grains.
FiberTect™-sealed WeatherBoards is
protected against moisture approxi-
mately 85% better than competitive
products. Class A Fire Rating and best
finish warranty in the business. 800-
233-8990 or visit
www.certaainteed.com. Ask about our
Prefinish Program.

Circle No. 419

The Vacuum for 2000 and Beyond™



Cubby Vac

www.vacsamerica.com

- Our website video shows the ease of installation
- Hose system reach of 45 feet - up to a 2000 sq. ft. home

Vacs America, Inc.

(800) 266-1526

Email: vacs@vacsamerica.com

Circle No. 420



architect's showcase



BUILDING? REMODELING?

If so, consider planning for the future by installing a Waupaca Elevator that is designed to fit your decor. A Waupaca Elevator means comfort, convenience, mobility, and safety. DON'T BE CAUGHT UNABLE TO REMAIN IN YOUR HOME IN CASE OF ACCIDENT, ILLNESS AND/OR AGE. Our custom capabilities assure there is an elevator to fit your needs. For further information contact:



Waupaca Elevator Co.
1050 So. Grider St.
Appleton, Wisconsin 54914

Tel: 1-800-238-8739 • Fax: 1-920-991-9087

Circle No. 421



WALNUT, CHERRY, MAHOGANY, OAK, ETC.
**MANTELS, MOLDINGS &
CARVINGS**

We specialize in custom sizes
Browse our FULL CATALOG on the web
www.apaneling.com

ARCHITECTURAL PANELING, INC. 979 Third Avenue,
New York, NY 1002 (212) 371-9632
Fax: (212) 759-0276
60 page print catalog available \$10.00



Circle No. 422

Elegant Residential Elevators

Call Our
Architectural Line
1-800-968-5438

- Easy and quiet operation
- Smooth ride
- Custom sizes
- Designed to enhance any décor
- Handcrafted wood interior walls
- Winding drum or roped hydraulic drive

**National
Wheel-O-Vator**

Web Site: www.wheelovator.com
Email: resarch@wheelovator.com 509 W. Front St. Roanoke, IL 61561-0348

Circle No. 423

architect's showcase



Boen

It's amazing the difference a Boen Hardwood floor can make in almost any room. It can be installed in a day. That's the Boen difference.

For more information write:
Boen Hardwood Flooring
350 Hollie Drive
Bowles Industrial Park
Martinsville, VA 24112
www.boen.com

Circle No. 424

RAIS®

ART  OF FIRE

FOR INFORMATION:

RAIS & WITTUS INC.
23 HACK GREEN ROAD
POUND RIDGE, NY 10576

PHONE: 914-764-5679
FAX: 914-764-0029
www.raiswittus.com



Circle No. 425



European Style and Technology

EUROTEC's custom made, solid wood, Tilt & Turn Windows, Lift & Slide Doors and Folding Doors are the most energy efficient on the market today. Any size or shape window and doors to fit oversize openings. 502-637-6855

Circle No. 426

NAHB
BOOTH #B413

ROYAL CORINTHIAN™



ROYAL CORINTHIAN INC.
PREMIUM SYNTHETIC COLUMNS AND BALUSTRADE SYSTEMS

Jobsite delivery. • Durable and long-lasting for both interior and exterior applications.
• Wide variety of sizes, styles, and finishes. • Custom orders
Patent pending balustrade system, which was designed by engineers, is easy to install.

CALL **888-265-8661**

www.royalcorinthian.com FAX: (630) 876-3098 Circle No. 427

architect's showcase

Exterior Foam Mouldings

- Strong, flexible pre-coated moulding
- Easy to install
- Available in over 80 designs: columns, quoins, cornices, flat bands, arches, ellipses and more
- 8' lengths are ready to attach and finish

1-800-238-2541

See us at Booth #
1307 at NAHB
Circle No. 428

Before




After




CANAMOULD
A Division of MAX Products
www.canamould.com

Without Equal



Clay roofing tile superbly and firmly bonds any dwelling to its environment. Visit our international showcase; browse the patterns and colors that will impart this natural ambiance to your residence.

 *from the Company You Know ...*

www.thetileman.com

1.888.263.0077 • 520 Vaiden Road, Louisburg NC 27549 • Circle No. 429



EverNew

**Easy Care
Outdoor Living**

beautifully crafted
for a lifetime of
low-maintenance
enjoyment

To locate the dealer nearest
you, call **800-233-8990**,
or visit **www.certainteed.com**
Circle No. 430

CertainTeed
OUTDOOR LIVING PRODUCTS

fence deck railing shade garden

architect's showcase

Western Red Cedar Finish Lumber

*Excellent for Vacation Homes
and Resort Communities*



Best Grades of

- Exterior Siding
- Interior T&G Panelings
- Decking
- Shakes/Shingles
- Timbers and Beams
- All Sizes of Sauna Kits

Ask about our full line of **Yellow Cedar**

Decking, Panelings, Timbers

Also

- #1 Douglas Fir Timbers
- Pine or Hardwood Floorings
- Redwood T&G
- Custom Milling Available



Fax: (509) 997-2040

Worldwide Delivery To Your Door

Check our website for Free Gift Offer

bearcreeklumber.com

Circle No. 418



**Fire Protection Never Looked So Good...
or cost so little.**

Introducing The Celeste Flush Residential Fire Sprinkler
- when aesthetics **AND** economy count.

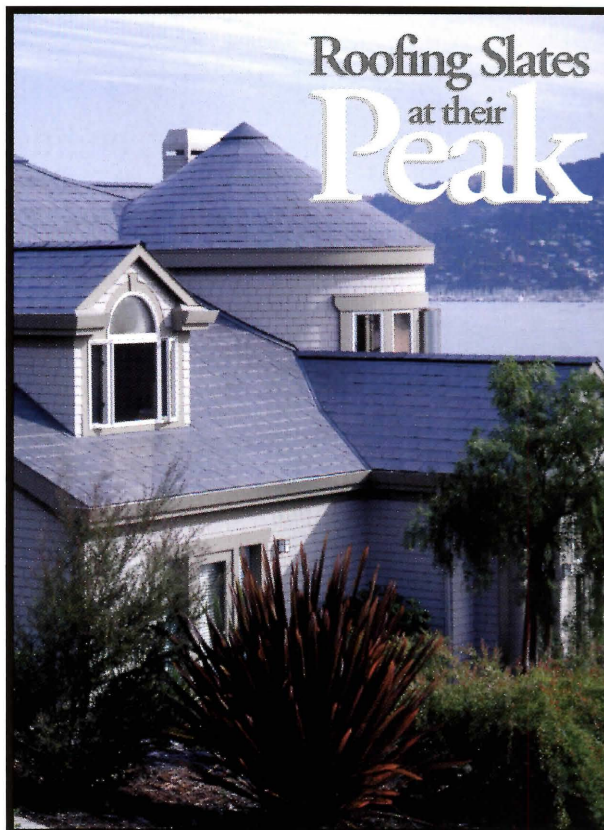
Call today for your **FREE** guide to residential sprinkler systems
or for the location of the Star distributor nearest you.
1-800-558-5236 or e-mail: starsprk@execpc.com

tyco

Flow
Control

**Star
Sprinkler**

Circle No. 432



Architects and designers drawn to the elegance of natural slate roofing have an affordable, attractive alternative with Eternit.

Eternit fiber cement slates offer authentic colors & textures with various sizes and shapes for your custom designs. No other roofing material combines ease of installation, permanence, affordability, and natural splendor.

Achieve new heights and peak performance with Eternit Slates.

Eternit

Berks Corporate Center,
Reading, PA 19605
USA (800) 233-3155
Tel (610) 926-0100
Fax (610) 926 9232
Email: RonHruz@EternitUSA.com
Web: www.EternitUSA.com
Circle No. 433

architect's showcase/computer shop/cad

StairWorld

StairWorld Inc.
Custom Railings

Curved Staircases
Spiral Staircases
Columns
Exterior Railings
Ornamental Railings
Stair parts
Railing components

www.stairworld.com
1 800 337 7711

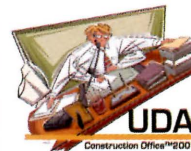
Circle No. 434



PUTNUM ROLLING LADDER

Since 1905 Putnam Rolling Ladder Company has been manufacturing custom-made rolling ladders. Each ladder is custom made to your specifications. The No. 1 rolling ladder comes in several hard woods: oak, ash, birch, maple, cherry, honduras mahogany, walnut and teak. Sixteen different stains are available. Hardware comes brass-plated, chrome-plated or in black. Putnam—Since 1905. (212) 226-5147 • Fax (212) 941-1836 32 Howard Street, NYC, NY 10013 www.putnamrollingladder.com • Circle No. 431

New for 2001!



Avoid Hazards!
Poor Contracts are
Costing you Money and
We Can Prove It!

Construction Office™ 2001

With UDA's newly expanded library of modifiable construction contracts and forms, CSI specifications, Quicken™ Tools and effective spreadsheet estimating templates you will:

- Quickly print out **professional, complete contracts**, saving you thousands of dollars and countless hours!
- Reduce misunderstandings with **detailed specs**, fully defining the scope of your agreements!
- Produce **accurate estimates** suitable for Preliminary Budgeting, Project Quotes or Construction Loans!

Choose from our complete line of Construction Office™ 2001 Versions:

Builder
Remodeler
Light Commercial
Design-Build
Architect
Professional
Developer
and California Versions



\$159.95 - \$519.95

Now Available, Download Direct Online!

Call 1-800-700-8321 or visit our website at www.constructioncontracts.com for more information or to request a free brochure.

Free Limited Time Offer! Purchase or upgrade to any Professional or Developer Version before December 31 and receive a FREE copy of UDA Marketing Tools. (a \$119.95 value)

Build Sales. Build Efficiently. Build Your Business!

Circle No. 435

For information on how to be a part of the next
Residential Architect
Computer Shop/CAD section, please contact
Matt Granger at 406-677-3996

3,000 Details
for the AEC industry

High quality construction details in .DWG, .DXF, .PDF, and hard copy formats covering all the disciplines:

- civil
- landscape
- architectural
- structural
- mechanical
- plumbing
- electrical
- ADA

Many products feature our acclaimed "NO LEARNING CURVE" software.

CALL NOW!
(800) 959-DRAW
(3729)
www.details-details.com

Visit our web site for product samples, free demos, and the latest information on products and pricing

Circle No. 436

VectorWorks ARCHITECT
Delivers the promise of Architectural CAD

- Easily integrate 2D plans, 3D models, reports, and schedules
- Track a project's information throughout the design process
- Built in Issue Manager, Redline Suite, Notes Managers
- FREE Tech Support & a 90-Day Money Back Guarantee
- 1000's of New Intelligent Object/Symbols

Save \$150—purchase VectorWorks ARCHITECT direct for \$1140. Add rendering for only \$255.
* Existing VectorWorks users call for pricing.

1-888-646-4223
www.vectorworksarchitect.com

Circle No. 437

NEMETSCHEK
NORTH AMERICA

ad index

advertiser	page	circle	phone no.	fax	web site/e-mail
Air Vent, Inc., A CertainTeed Co.	76	481	800-AIR-VENT		www.airvent.com
American Plywood Association	81	390			www.gluambeams.org
Aristech Acrylics	79	69	800-485-1124		www.aristechacrylics.com
Beam Industries	43	267	800-369-2326	www.beamvac.com	
Cabot	16-17	225	800-US-STAIN		www.cabotstain.com
Ceramic Tile of Italy	41	294	212-980-1500	212-785-1050	www.italtrade.com
CertainTeed - Boardwalk	30-31	321	800-233-8990	610-341-7940	www.certainteed.com
CertainTeed - Building Solutions	C3	281	800-233-8990	610-341-7940	www.certainteed.com
CertainTeed - FiberCement	44-45	320	800-233-8990	610-341-7940	www.certainteed.com
CertainTeed - Siding	74-75	313	800-233-8990	610-341-7940	www.certainteed.com
Cor-A-Vent Inc.	81	260	800-837-8368	219-258-6162	www.cor-a-vent.com
Cultured Stone (a div. of Owens Corning)	37	21	800-664-4487	707-255-5572	www.culturedstone.com
Designer Door	76	74	800-241-0525		www.designerdoors.com
Eagle Window & Doors	89	71	800-453-3633		www.eaglewindow.com
Fantech	8	343	800-747-1762	800-747-9915	www.fantech-us.com
Graphisoft	87	263	800-344-3468		www.graphisoft.com
Heat-N-Glo	77	261	888-427-3973	612-985-6001	www.heatnglo.com
Henderson Black & Green Inc.	42	231	800-264-4HBG	334-566-4629	www.hbgcolumns.com
James Hardie Building Products	14-15	278	888-J-HARDIE	949-367-0185	www.jameshardie.com
KitchenAid, USA	38-39	361	800-422-1230		www.KitchenAid.com
Koch Materials	4	201,213,391-394	201,213,391-394	800-DRY-BSMT	www.TUFF-N-DRI.com
Kolbe & Kolbe Millwork Co., Inc.	29	277	800-955-8177	715-845-8270	www.kolbe-kolbe.com
Kraftmaid	12	353	440-632-5333		www.kraftmaid.com
Louisiana Pacific Corp.	2-3	351	800-299-0028		www.lpcorp.com
Martin Industries	91	279	866-244-0744		www.martinfireplace.com
Marvin Windows and Doors	22-23	99	800-236-9690		www.marvin.com
Marvin Windows and Doors	18-19	311	800-236-9690		www.marvin.com
Mid-America Building Products Corp.	25	303	800-218-8430		www.tapoint.com
Milgard Manufacturing	62-63	92	800-MILGARD		www.milgard.com
North Country Slate	92	295	800-975-2835	416-281-8842	www.ncslate.com
Pella Corporation	C2-1	19	800-54-PELLA	515-628-6457	www.PELLA.com
Protective Coating	80	316	800-846-3020		www.poly-wall.com
R.H. Tamlyn & Sons Inc.	81	382	800-334-1676		www.tamlyn.com
Reemay, Inc.	83	388	800-321-6271		www.reemay.com
Reward Wall System	40	341	800-468-6344		www.rewardwalls.com
Simonton Windows	60-61	319	800-SIMONTON		www.simonton.com
Simpson Strong-Tie Co., Inc.	85	26	800-999-5099	925-847-0694	www.strongtie.com
Softplan Systems	92	79	800-248-0164	615-370-1204	www.softplan.com
Sony Corporation.	59	302	877-879-SONY		www.sony.com/directbiz-pnt
Sub-Zero Freezer Co.	C4	266	800-444-7820	608-270-3339	www.subzero.com
Therma Tru Doors	24a-f	15	800-THERMA-TRU	419-891-7411	www.thermatru.com
Trex Decks	34-35	33	800-BUY-TREX x.63		www.trex.com
Vermont Timber Frames	80	492	518-677-8860	518-677-3626	www.vtf.com
Weather Shield Mfg. Inc.	10-11	25	800-477-6808	414-289-0417	www.weathershield.com
Window and Door Mfg. Assoc.	9	298	800-223-2301	847-299-1286	www.wdma.com
Whirlpool Corporation	6-7	360	800-253-3977	616-923-3785	www.whirlpool.com
Windsor Window Company	33	27	800-887-0111		www.windsorwindows.com
Wolverine Siding Systems	27	28	888-838-8100	610-341-7538	www.siding.com

* Issue mailed in regional editions.

Volume 4, number 9, *residential architect* (ISSN 1093-359X) is published ten times a year in 2000 by Hanley-Wood, LLC, One Thomas Circle, N.W., Suite 600, Washington, DC 20005. Copyright 2000 by Hanley-Wood, LLC. Opinions expressed are those of the authors or persons quoted and not necessarily those of Hanley-Wood, LLC. Reproductions in whole or in part prohibited without prior written authorization. *residential architect* is sent free of charge to qualified readers involved in the residential home design market. The publisher reserves the right to determine qualification criteria. Out-of-field subscription rates are: U.S., \$39.95; U.S. students \$19.99; Canada and all other countries, \$U.S. \$49.95; airmail is additional. Single copy price is \$10.00. For subscription information write to: *residential architect*, P.O. Box 3241, Northbrook, IL 60065-3241. Subscriber customer service: 888.269.8410 / Fax: 847.291.4816. Periodicals postage paid at Washington, DC, and at additional mailing offices. Postmaster: Send address changes to: *residential architect*, P.O. Box 3241, Northbrook, IL 60065-3241. This issue mailed in regional editions.

john torti

Why did you decide to become an architect?
I'm the son of a carpenter who was the son of a blacksmith—making things was part of my growing up in New York City.

What is your favorite book?
I've been trying to get through de Tocqueville's *Democracy in America*. As I get older I've become more patriotic. Working overseas has given me a deeper appreciation of how great this country is—our mail system, our telephones. Really!

Where are you from?
I was born and raised in the Bronx in the 1940s and '50s. The North Bronx was and still is a quintessential New Urbanist neighborhood: great streets, parks, mixed use, housing of all different types—everything within walking distance. Pete Mirando's deli, Sam Weiss' candy store.

What is your favorite building in Washington?
The Jefferson Memorial is not only my favorite building in D.C., it's also the best building in the city.

What would you be, if you had to be something other than an architect?
A builder—I like that sense of leaving something behind after you're gone.

What is your hobby?
This is going to sound really corny, but ... spending time with my kids. They're young adults now, and I try to stay connected with them. I also love watercolor painting and sailing.

What is your greatest vice?
Eating.

What is your favorite city to visit?
Internationally, Rome. In the United States, Charleston.

Of the projects you've worked on, what are your favorites?
Bahcesehir, a new town in Turkey, near Istanbul; and a master plan for the next 100 years of the National Cathedral in Washington.

What's the best career decision you've ever made?
Switching from engineering to architecture in college. Also, committing my firm 100 percent to the New Urbanism. That took our firm and skyrocketed it. **ra**

John Torti, AIA, is managing principal of Torti Gallas and Partners/CHK in Silver Spring, Md. The firm won a 2000 AIA Honor Award for its plan for Bahcesehir in Istanbul, Turkey.

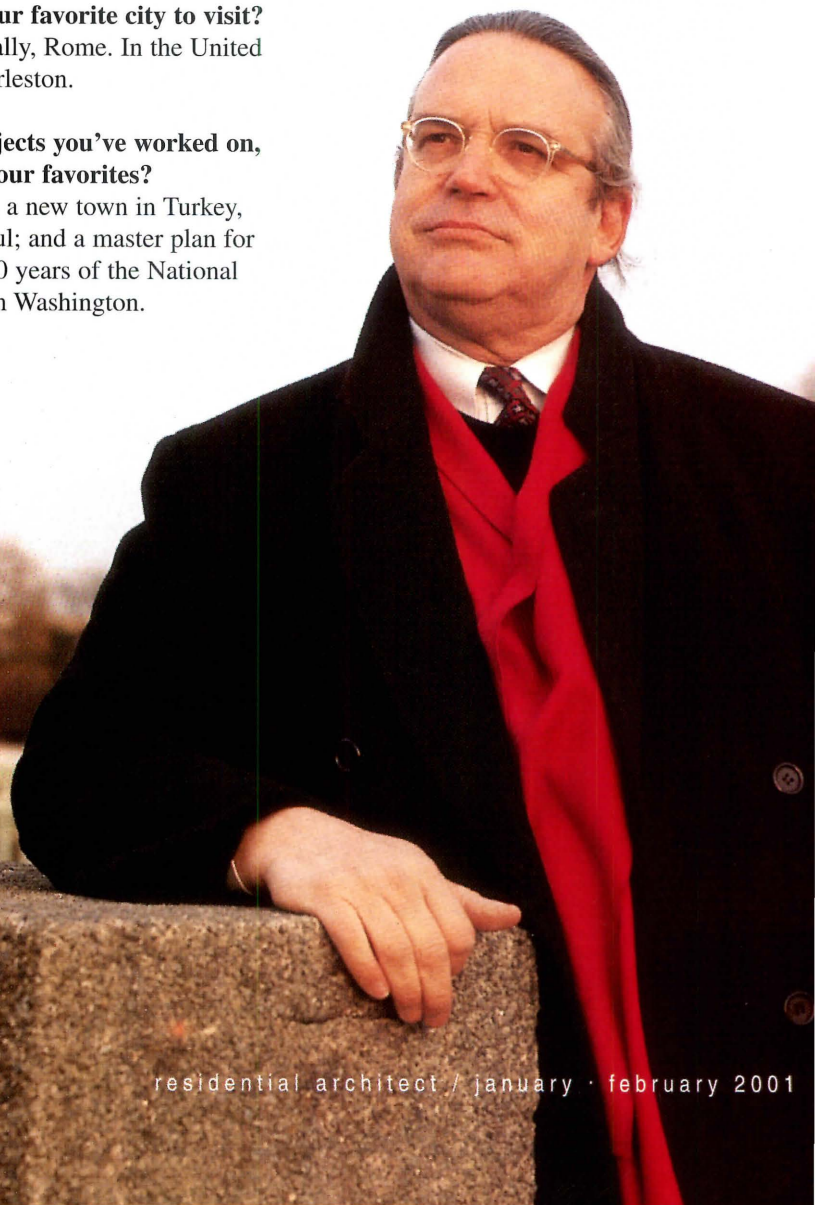


Photo: Tom Wolff