



THE AMERICAN INSTITUTE
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Custom Residential Architects Network

CRAN CHRONICLE



Letter from the CRAN President

Welcome to CRAN and our inaugural quarterly the *Chronicle*! Our Communications Committee has been hard at work assembling the first in what we hope becomes an effective means of communicating issues related to what the CRAN Knowledge Community Advisory Group is doing, what those of you who are AIA members are doing and to serve as a platform for sharing thoughts and ideas from a broader audience. [Read More](#)

Project Profiles

Rauh House Restoration

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Architect: Architects Plus

The Rauh House, built in 1938 by prominent Cincinnati insurance agent Frederick Rauh, is one of the first International Style modernist homes in the Cincinnati area. The restored house will be listed on the National Register of Historic Places. [View the Gallery](#)

The Reserve at Lake Keowee



Architect: LS3P | Neal Prince Studio

The program for this home developed out of the client's desire to entertain and accommodate their expanding family on multiple scales. The primary objective was to embrace the 300 degree view of the lake and surrounding mountains. [View the Gallery](#)

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Features

Creative Energy



By Christian F. Mergner - What do restful sleep, a happy romantic life, serious legal problems, and custom residential architecture all have to do with Chinese metaphysics? Custom residential architects have an opportunity to make a difference in people's lives with both subtle and dramatic design choices. [Read More](#)

Do the Work Quicker and Better

by Rena M. Klein, FAIA - Architectural practice can be described as an endless and simultaneous cycle of "get the work, do the work, get the work, do the work, etc." However, managing the processes of how these tasks are accomplished is also a significant part of the effort, even for a solo-practitioner. This requires tracking of financial results to be sure, but it also includes awareness of work process effectiveness, staff (and personal) satisfaction, and the ongoing need to learn in order to stay relevant in the marketplace. [Read More](#)



► *The following articles are submissions from our emerging professional members.*

Full Circle, Full Speed Ahead



By Kyu Young Kim, Assoc. AIA - I am a 28-year-old architectural intern/designer at a small, mostly residential architecture office in Palo Alto, California. My background as a young designer is uniquely diverse. After having grown up in Palo Alto and graduating from Cal Poly San Luis Obispo, I took it upon myself to learn more about my ethnic and cultural background in Seoul, Korea, by working under Korean



Architect, Byoungsoo Cho, AIA. [Read More](#)

Great Recession Survival Tactics for Generation Y Architects: Become the BIM Manager

By Jared Banks, AIA - At my interview for the job in the summer of 2007, I chatted with my future bosses about how the residential market was softening. Needless to say, my entire time with SALA Architects was during the Great Recession. The traditional paths for a bright-eyed go-getter were virtually non-existent; both design opportunities and client interactions were meager and sparse. As such I had to find other ways to provide value to the firm and help grow my career. [Read More](#)



First Week of the Real World 101



By Thomas Murphy - Congratulations! You've graduated. You survived the long nights, caffeine overdoses, brutal criticism, and guilt-filled socializing before a deadline. You've networked your way into an internship and start on Monday. Your parents are so proud. You, on the other hand, have worked yourself into an empty stomach. Your mind races; will your co-workers like you? What if they ask you to lead a project and you can't make decisions? What if they shove you in a closet and make you draw bathroom elevations all day without breaks **for the rest of your life?**

[Read More](#)

Working in a Studio Environment

By Aaron Bowman, AIA - I am a licensed architect in the Neal Prince Studio (NPS), the residential studio of LS3P Associates, Ltd. Shortly after joining LS3P in July of 2012, I moved to the Neal Prince Studio to focus on custom residential and affordable housing projects. Though LS3P is a large, multi-state firm, the Neal Prince Studio offers a collaborative, small-firm environment in a specialized area of practice. [Read More](#)



Form Follows Function, Job Follows Education



By Julius Richardson, Assoc. AIA - As a recently graduated Intern Architect I count myself as being extremely fortunate. Not only was I able to find a job upon graduating, I landed an intern position with a niche firm for which I was well suited. My educational credentials include two Master's degrees; the first of which is a *Masters of Science in Historic Preservation* and the second is my *Masters of Architecture*. I understood that being so specialized could potentially make my initial job-hunt difficult, but I knew precisely the type of architecture I was passionate about and wanted to practice. [Read More](#)

In the News

Nooks and CRANnies: Local Chapter News

Charleston CRAN



By Bill Huey, Past President - Most of our activities focus on the local level. We believe that by addressing local issues, we represent the profession in a positive light to our community. We are proud to be one of the most active CRAN Chapters in the country, and would be glad to reach out to any groups who may be interested in getting started to tell our story. We are also fortunate to have Chris Rose, a CRAN Steering Committee member, in our chapter. [Read More](#)

Baton Rouge CRAN



By Kevin Harris, FAIA - Mark Montgomery, AIA; Tommy Cockfield, AIA; Kevin Harris, FAIA; and Chris Remson, AIA gather at the January 2013 Custom Residential Architect Network meeting. Client education was the topic of the day. Each firm shared their best practices in conveying design and construction knowledge. The peer-to-peer environment creates a mastermind where each participant has something to offer, fostering mutual respect and trust among its members. [View the Gallery](#)

Orlando CRAN

By the AIA Orlando CRAN Committee - If you are interested in joining this committee, attending a meeting, or learning more, contact Brian Lucas at brian@blocarch.com. The next meeting of Orlando

CRAN will be Tuesday, February 12, at 11:45 a.m. at the Central Florida's Builders Exchange. CRAN meets monthly on the 2nd Tuesday of every month. Meetings begin at 11:45 a.m. Meeting locations, effective March 2013, to be determined. [Recent Newsletter \(PDF\)](#)

A Toolkit to Get You Organized Locally!

CRAN offers local chapters wanting to start a residential committee the tools to help establish a committee and a network of successful local groups from which to draw ideas and inspiration. [Download the Toolkit \(PDF\)](#)

CRAN in the News

► *The following articles feature interviews and/or quotes from AIA CRAN members in national media.*

Is a design-build firm right for you?

By Christopher Solomon of MSN Real Estate - So you're considering remodeling that tired basement — or even building your dream home. You may have heard the buzz about the "design-build" approach. What is design-build? Is it right for you and your remodel? And what are the pros and cons of this approach, compared with a more "traditional" method? [Read More](#)

Video: Architect Goes Out On His Own

By ForResidentialPros.com - Architect Goes Out On His Own; Frank Bain, AIA, launches new firm as the housing market picks up momentum. [Watch the Video](#)

United States of Style

By Matthew Strozier | Wall Street Journal - Americans are on the hunt for new homes—on the Internet, at least. Google's real-estate search volume was up 65% year-over-year in November, perhaps another

sign of life in housing market. What are house hunters looking for? Google analyzed searches for eight house types for The Wall Street Journal, ranking the top states where people were searching property terms such as "Colonial," "Ranch" or "Craftsman." [Read More](#)

Value of Residential Architecture Video Series

residential architect magazine introduces a new video series that explores the importance of residential design and the value architects bring to the housing industry. Throughout the year, we'll talk with residential architects passionate about their profession, among them Will Bruder, AIA, Marlon Blackwell, FAIA, Ted Flato, FAIA, Elizabeth Gray, FAIA, and Alan Organschi, Dan Shipley, FAIA, Vincent Petrarca and Katherine Hogan, Assoc. AIA, and John Carney, FAIA. Please join us for the entire series and find out how the spaces we occupy in our everyday lives shape us as human beings and as a society. [Watch the Videos](#)

Resources

KnowledgeNet Discussion Forum Roundup

by Brenda Nelson, Assoc. AIA - The forum page at www.aia.org/CRAN continues to be an active and engaging way for CRAN members to interact. Over the past few months, several topics have generated multiple responses. This section offers a highlight of those discussions for members who don't always have time to join in on the discussions. [Read More](#)

Free Webinar: The Future of Specifications

February 19 | 1-2pm ET | 10-11am PT | **Earn 1.0 LUs**

Project contract documents contain drawings and specifications. Yet the active industry discussion is about BIM (drawings) and almost no discussion about specifications. Surely there have been technology advances for specification authoring and linking to BIMs. Well-coordinated drawings and specifications reduce project risks. Is it possible to author specifications in parallel with design activities, providing critical data to designers to make well-informed decisions? This presentation is for all project participants

responsible for authoring and coordinating project specifications.

This presentation is a part of the ongoing AIA Technology in Architectural Practice webinar series.

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Tools for Clients: How Design Works + You and Your Architect

Architecture is about people: how buildings can enhance people's lives. The process of design is also about people: clients and architects working together to realize the full potential of every project.

The following resources are to help you and your clients throughout the design process. From selecting an architect, to establishing a legal contract, these free tools can help make each stage a little easier.

[Read More](#)

Special Thanks to Our Generous Sponsor:



Did you know anyone can join AIA Custom Residential Architects Network for FREE? Sign-up on [AIA KnowledgeNet](#) and start a discussion in the [AIA CRAN Discussion Forum](#).



The American Institute of Architects
1735 New York Avenue, NW
Washington, DC 20006

AIA Knowledge Communities 

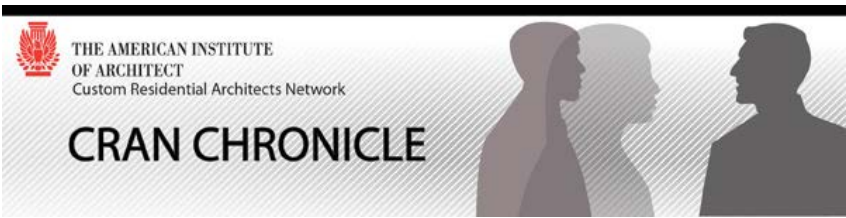
The logo for AIA Knowledge Communities, featuring the text "AIA Knowledge Communities" in a serif font, followed by a graphic of three stylized human figures standing side-by-side.

This message was intended for: %%emailaddr%%

The AIA strives to provide information that is most relevant to you. To update your contact information or add an AIA Knowledge Community, update your [AIA.org Account](#).



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CRAN Chronicle: January 2013 - Letter from the President

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President's Message

Welcome to CRAN and our inaugural quarterly the 'Chronicle'! Our Communications Committee has been hard at work assembling the first in what we hope becomes an effective means of communicating issues related to what the CRAN Knowledge Community Advisory Group is doing, what those of you who are AIA members are doing and to serve as a platform for sharing thoughts and ideas from a broader audience.

For those of you who may be unfamiliar with CRAN allow me to provide a short introduction. We are you! Our AG consists of 15 practitioners, many having little to no previous participation in the AIA, or special training for Committee or administrative duties, who have volunteered their time to try and make something of value for residential architects while working through the AIA. What brought us together was a passion in that effort. Our objectives are to - support, advocate and educate - those engaged in the profession of single family residential architecture. I have been honored to be involved with a group of such committed people and have learned much from working together with them. We invite you to join us.

I will enumerate some of the initiatives we have planned for this year. Unfortunately, due to constraints of space in this publication, I can't share much about our history and efforts from the past, like our 5 annual Symposiums, 4 annual Convention Sessions and participation at Reinventions conferences, but I will move on to this year's activities.

Here is a partial list of what we have planned for this year:


- AIA Convention Denver June 20-22: CRAN sponsors 2 Pre-Convention Workshops, 4 General Sessions, 1 CRAN Forum and a joint reception with SPP and Housing KC's.
- CRAN Symposium, Elevating the Art of Residential Design & Practice, location Santa Fe, New Mexico, August 22-25.
- Support and provide content for CRAN homepage and KnowledgeNet.
- Publish 4 quarterly newsletters.
- Pursue acquisition of Sponsors for our events and programs.
- Plan a Peer to Peer network, modeled after the Builders 20 Program, intended to bring together Architects from outside their markets to share best practices with each other in an extended and detailed manner.
- Develop AIA Docs to evolve a "Residential" AIA Owner/Architect Agreement to better address residential projects. AIA Docs changes occur on a 5 year cycle, we are in year 3.
- Develop a CRAN Yearbook to highlight residential work from around the country inclusive of the wide range of projects that represent the breadth of styles and types that we encounter in the real world.

- Develop an 'Architect's plaque' program for residential projects.
- Develop our Advocacy efforts by building relationships with Houzz and other Allied organizations, CEDIA, HAHB, NARI, ASID, etc.
- Assist local AIA Components in building new CRAN Committees.

We encourage you to start a local CRAN Committee. Thank you and we look forward to having a productive year.

John J. Isch AIA, 2013 AIA-CRAN President
RWA Architects, Inc.
2771 Observatory Avenue
Cincinnati, Ohio 45208
<http://www.rwaarchitects.com>

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Rauh House Restoration



Posted By: [Jeffrey Jakucyk](#) January 17, 2013 1:54 pm
Posted In: [Custom Residential Architects Network](#)

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Description

The Rauh House, built in 1938 by prominent Cincinnati insurance agent Frederick Rauh, is one of the first International Style modernist homes in the Cincinnati area. It is the crowning residential achievement of Cincinnati architect John Becker, a local pioneer in modern architecture. The house, which features a long balcony and shaded terrace, tubular steel railings, large windows with minimized corners, and whitewashed cinder block walls, sits on nearly nine acres of gently rolling, wooded land at the western edge of the Village of Woodlawn.

In 2005, the house was sold to a developer who planned to demolish it and subdivide the property. A new cul-de-sac and retention ponds were built, destroying much of the existing landscaping, and the house was stripped and left exposed to the elements. Frederick Rauh's daughter, who grew up in the house, bought it after the development failed. With the help of ArchitectsPlus and the Cincinnati Preservation Association, the house and grounds have been restored to their original state, but with modern mechanical systems and insulation, and custom steel windows to match the originals. The restored house will be listed on the National Register of Historic Places and is going to be featured in "Preserving Modern Architecture in the Mid-West," a Spring 2013 conference organized by the Cincinnati Preservation Association.

Project Details

Renovation: Yes
Date Renovated: 12/01/2012
Building Type: Residential
Address: 10068 Leacrest Rd.
City: Woodlawn
State: Ohio
Zip: 45215
Country: USA
Foundation: Poured-in-place concrete
Superstructure / Framing System: Cinder Block & Steel Bar Joists w/ Gypsum Planks
Exterior Enclosure: Cinder Block
Roof Shape: Flat roofs
Roof Material: Membrane
Walls: Wood Studs & 3-Coat Plaster on Metal Lath
Square Footage: 8564
Number of Rooms: 19
Mechanical: Ground-Source Heat Pump w/ Fan-Coils
Site Area(Acres): 9
NotableFeatures: Stone Grill Porch, Wildflower Walk, A.D. Taylor Landscape.
Green or Sustainable Features:
Ground-source heat pump and spray foam insulation.

Project Team

Architect:
Architects Plus, 10816 Millington Ct. Suite 100, Cincinnati, OH 45242, 513-984-1070,
<http://www.architectsplus.com>
Andrew Schaub, AIA – President, LEED AP, aschaub@architectsplus.com
Rick Koehler – Chief Strategic Officer, rkoehler@architectsplus.com
Jeffrey Jakucyk – Project Designer, jjakucyk@architectsplus.com

Client:
Cincinnati Preservation Association, 342 W. Fourth St., Cincinnati, OH 45202, 513-721-4506,
<http://www.cincinnatiapreservation.org>
Paul Muller – Director, director@cincinnatiapreservation.org

Contractor:
Crapsey & Gilles Contractors, 8887 Glendale-Milford Rd., Loveland, OH 45140, 513-891-6333,
<http://www.crapseyandgilles.com>
Rob Crapsey, rcrapsey@crapseyandgilles.com

Landscape Architect:
Meisner + Associates, Cincinnati, OH, 513-321-2796, <http://www.meisnerandassociates.com>
Gary Meisner, FASLA – Partner, meisnerandassociates@fuse.net
Fred Lutt, ASLA/AICP – Landscape Architect, fred.lutt@meisnerandassociates.com



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Top Ridge Drive | The Reserve at Lake Keowee



Posted By: [Aaron Bowman](#) January 17, 2013 1:32 pm
Posted In: [Custom Residential Architects Network](#)

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Description

Project Name & Location:
Top Ridge Drive | The Reserve at Lake Keowee
Sunset, South Carolina

Type:
Custom Residential (New Construction)

Completed:
May, 2009

Architect:
LS3P | Neal Prince Studio
110 West North Street, Suite 300
Greenville, SC 209601
www.nealprincestudio.com

Contact:
Matt Tindall, AIA, NCARB, Green Associate
864.272.1214
matttindall@ls3p.com

AIA Component:
AIA South Carolina
Greenville Section - CRAN Greenville
<http://www.aia Greenville.org/cran/>

Contractor:
Sexton Griffith Custom Builders
123 Kiowa Lane
Piedmont, SC 29673

Interior Designer:
Cynthia Masters
Panageries
929 Rutherford Road
Greenville Sc 29609

Recognition:
Residential Design & Build Magazine (Design Excellence Award, Custom Home)
Residential Design & Build Magazine (Design Excellence Award, Niche Space)

Project Notes:

The home is located on a broad peninsula at Lake Keowee, SC that provides a breathtaking panoramic view of the lake and mountains beyond. Comprised of 9,895 square feet of conditioned space over three floors, the house offers ample indoor and outdoor areas for memorable family gatherings. Five bedroom suites, a game room, media room, observatory, and open great room and kitchen accommodate events of all sizes. A comfortable covered terrace, screened porch, and landscaped great lawn encourage outdoor living. Cedar wood shingle and natural stone provide a simple, natural material palette that plants the house firmly to the site.

Architect’s Commentary


The program for this home developed out of the client’s desire to entertain and accommodate their expanding family on multiple scales. The primary objective was to embrace the 300 degree view of the lake and surrounding mountains. The house would need to wrap around the peninsula in order to accommodate the sizeable program, fit within mandated setbacks, and frame the multiple views of the landscape.

The existing site features helped to establish an order for the home. Large open gathering spaces are located on the main floor towards the South where there is considerable outdoor space for overflow. A natural berm on the north end of the peninsula conceals muted spaces like the media room and single garage that require minimal to zero glazing. The home's anchor, the observatory tower, was strategically positioned to take full advantage of the spectacular views of the Blue Ridge Mountains to the Northwest. Housed in the tower, in addition to the third floor observatory, is the game room and master bedroom. The concept of wrapping the house around the peninsula is reinforced by the tower, which acts as a hinge in the body of the house.

Generous terraces, decks, and purposefully designed glazing frame panoramic views of the landscape, with views of the water captured from every window. Additional outdoor elements, including stone retaining walls, a waterfall, spa, great lawn, and covered grill area provide for outdoor living and encourage a harmony with the natural surroundings. Indigenous materials and vernacular details reinforce the home's relationship to the site, resulting in a home at peace with the landscape.



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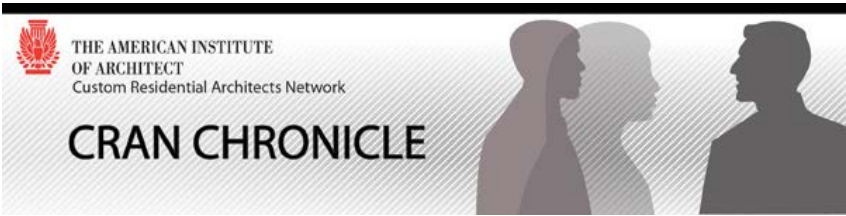
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Creative Energy – Part 1
By Christian F. Mergner

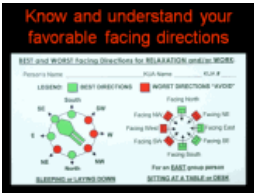


What do restful sleep, a happy romantic life, serious legal problems, and custom residential architecture all have to do with Chinese metaphysics? I'll address those questions in a four-part article. In Part 1, I will begin by talking about restful sleep. In Part 2, I will talk about basic applications in custom residential architecture and planning. In Part 3, I will review and discuss basic concepts and principles of traditional Chinese metaphysics. In Part 4, I will conclude with real world examples used in custom residential architecture, planning and professional practice.



Restful sleep is essential to good health, happiness and romantic life. About 1/3 of our life is spent sleeping. Our bodies need 7 to 9 hours of sleep a day to rest, rebuild and rejuvenate. In our digital age, we manage a lot of stress, chaos and distractions. Restful sleep reduces stress and fatigue, promoting a balanced, happy and healthy lifestyle.

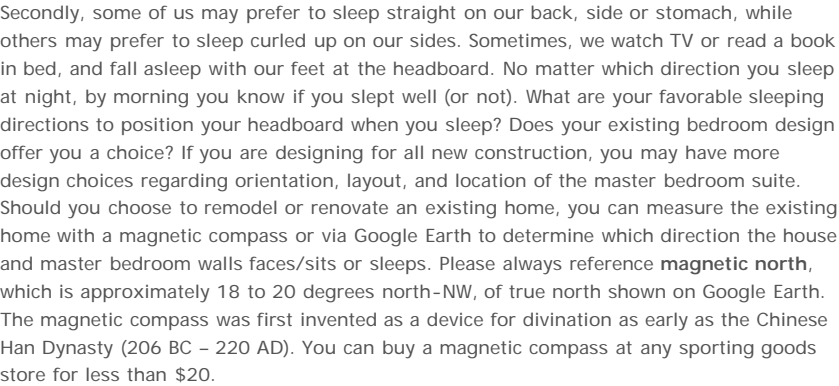
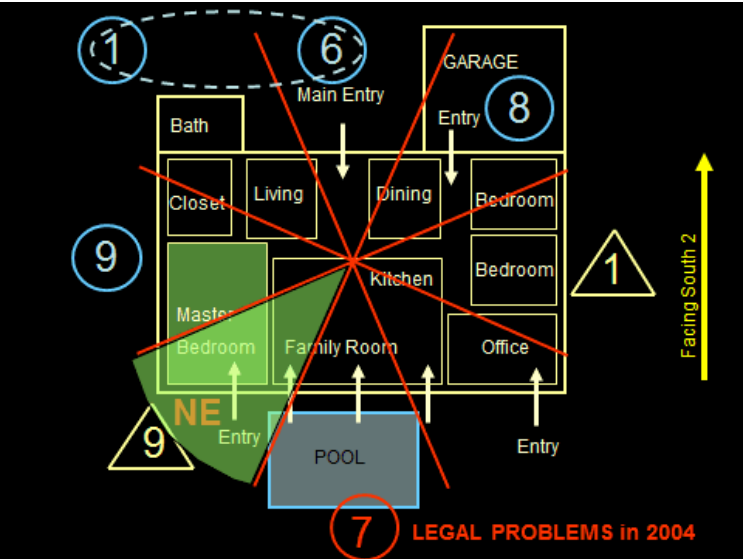
The master bedroom is one of the most influential spaces in your home. How many readers have heard the phrase: *'Happy wife, happy life'*? It's true! How do we design restful sleep for you, your spouse, or your clients? One way to achieve that is to sleep facing one of your favorable directions. There are (8) eight cardinal directions [N, NE, E, SE, S, SW, W, NW], and we each have a combination of (4) four favorable directions to choose from when designing a place to face/sit or sleep. In fact, each person fits into one of two groups. **EAST Group** favors a combination directions facing: E, SE, S and N. **WEST Group** favors a combination of directions facing: W, NW, SW and NE. What are your favorable directions? Are you East or West Group? As a planning tool you can create a matrix for each person in your house. For more info, please Google: *What is my KUA number*.



Best Direction:	1	2	3	4	5	6	7	8	9
Best Direction:	SW	NE	SE	N	W	NW	SW	E	SE
Health:	E	SW	N	SE	SW	NW	SW	SE	SE
Relationships:	S	NW	SE	E	SW	NE	W	N	W
Wealth:	N	SW	E	SE	NW	W	NE	S	SE
Work:	SW	E	SW	NW	SE	N	E	NE	NE
Love/Trust:	NW	SW	NW	SW	E	S	N	W	W
Disaster:	NW	S	NE	W	N	SE	E	SW	SW
Total Love:	SW	N	W	NE	S	E	SE	NW	NW

Knowing a person's KUA number is essential. For example, in professional practice we wish to align one of our four favorable directions with the direction of the back of the headboard in the bedroom. For clarification, when we lay down to rest, or go to sleep, we determine our facing direction by the top of our head down to our torso. Pretend your body is a giant compass needle from head to stomach. Likewise, when you stand or sit we

Example of an existing [non-restful] East facing headboard location vs. proposed [active] sitting direction.





Example of an existing reading area sitting northeast vs. proposed [restful] headboard location facing northeast.

Finally, what may be good for one person may not be good for the other person. How do we design a headboard location for a couple who are east and west groups? For example: south facing is east group, and southwest facing is west group. These directions are adjacent to one another. Therefore, if the headboard faces south, this would be ideal for an east group person. A person who prefers to sleep fairly straight would be facing south when they sleep. A person who prefers to sleep curled up on their left side is effectively facing southwest (e.g. west group). Whereas, a person that prefers to sleep curled up on their right side is effectively facing southeast (e.g. east group). Our bodies know what feels best (or not). We generally compensate to find our best sleeping directions, based on what's available. How restfully do you sleep? Do you toss and turn? In which direction do you sleep at home or when traveling? Other key factors may include a person's KUA number in relationship to the Feng Shui of the bedroom. Is Feng Shui in the bedroom active or restful? Who is the primary breadwinner? Does either person have trouble sleeping at night? Does a person prefer to sleep straight or curled-up? Does a person wish to be closer to (or farther from) the bathroom or bedroom door? Where are your head and feet in relationship to the bedroom door? Are there any mirrors in the bedroom, which are visible from the bed? All these key factors may come into play when determining how best to lay out your master bedroom, which I will be discussing in a later part. Designing and planning around our favorable directions is a perfect place to start.

Wishing you great health, happiness and prosperity!

About the Author: Christian Mergner is a Project Manager at the University of South Carolina Facilities Design & Construction Department. He holds a Bachelor of Architecture from The Catholic University of America in Washington D.C. His interests include cycling, cooking and traditional Chinese metaphysics.

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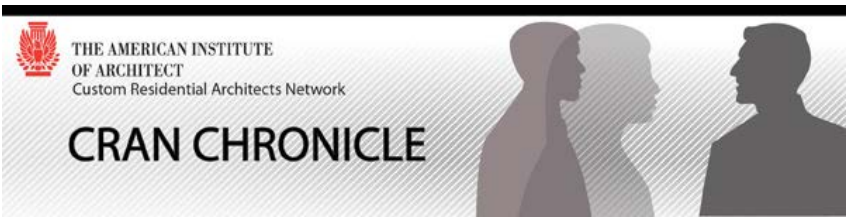
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Do the Work Quicker and Better
by *Rena M. Klein, FAIA*



Architectural practice can be described as an endless and simultaneous cycle of “get the work, do the work, get the work, do the work, etc.” However, managing the processes of how these tasks are accomplished is also a significant part of the effort, even for a solo-practitioner.

This requires tracking of financial results to be sure, but it also includes awareness of work process effectiveness, staff (and personal) satisfaction, and the ongoing need to learn in order to stay relevant in the marketplace.

While much is said of strategic planning as a tool for success in design firms, critical thinking about *how the work gets done* is sometimes left out of the considerations. Understanding both the tasks and the relationship building necessary to deliver projects effectively is the key to productivity and resulting firm profitability.

As the construction industry enters the recovery stage of the business cycle, firm owners have the opportunity to re-craft how things are done. This does not necessarily mean purchasing and going through a process of learning and integrating the newest technology platform. Although deciding to upgrade technology may be the result of careful thinking about work processes, it is not likely to be a quick fix to the problems of ineffective project execution. In fact, integrating new technology, without careful thinking about work processes, may actually make things worse.

Routinize the Routine

When office technology was first introduced in the mid-20th Century (think electric typewriters and copy machines), social scientists began to think about which types of office work were appropriate to automation. This gave birth to a discipline known as socio-technical design – how to best leverage the social and technological tools available to get office work done better and more quickly. They discovered that there are four different types of work, and that matching the work processes to the type of work being done can strongly influence its effectiveness.

These four types of work, routine, engineering, craft, and non-routine, exist in all architectural practices and are described in the graphic shown below (Figure 1).

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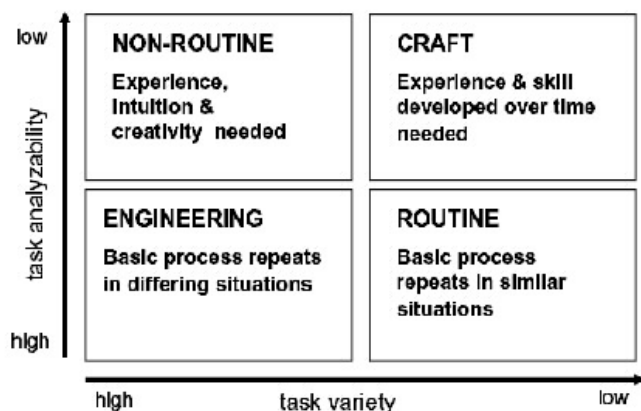


Figure 1: Types of Work

The vertical scale measures a quality of work known as *analyzability*, which means the ease by which a work task can be described with simple directions – a memo or list of sequential steps. Highly analyzable tasks are easy to describe, while low analyzability means that the task is not so easily understood and may not involve a linear progression. The horizontal scale measures *variety*, which means the level of sameness encountered each time a task is undertaken.

Routine tasks or processes, shown in the lower left-hand quadrant, such as recording reimbursable expenses, are the same every time and are highly analyzable. Engineering tasks have high variety, such as the different loading or support conditions when sizing a beam, but are basically understandable through a step-by-step procedure that can often be prescriptive.

Craft is the opposite of engineering – low variety and low analyzability. Craft processes, such as doing a watercolor rendering, cannot be described as a simple linear progression and take practice, with skill developing over time. Yet each time craft-based work is undertaken, the process is virtually the same, making it low-variety. By contrast, non-routine work, such as design, invention, problem solving, and even some aspects of proposal writing, is always changing, often complex, and demands experience, intuition, creativity, and even, sometimes, inspiration.

Identifying and routinizing routine work can help avoid wasted time and unnecessary “reinventing the wheel.” Developing standard processes that handle routine tasks in routine ways will always create more time for the non-routine work and craft (architects often delegate the “engineering” type tasks). But remember, for non-routine work, “reinventing the wheel” might be fine and is often required in complex and innovative design projects. The critical issue is to differentiate between different types of work and apply the appropriate processes to each.

As they begin to take on the new opportunities that the recovery may offer, small firm leaders would be wise to take the time to design the processes involved in producing the work. Make a list of the routine work needed for the delivery of every project, such as code review, and for business development processes, like tracking leads. Create a work flowchart that shows the steps needed to accomplish each of these routine tasks. Then create reusable templates, repeatable systems, and reliable checklists that help maintain accuracy and completeness every time the process is done. Think about what technological tools might aid in the quick and correct accomplishment of routine work –these will likely pay for themselves quickly over time. Even solo-practitioners can benefit from this approach by introducing efficiency to the customized ways they may accomplish their work.

Along with routinizing the routine, doing the work better and quicker requires reflective leadership, continuous learning, and an enthusiastic and motivated staff. Stay tuned to coming issues of the *CRAN Chronicle* for insight on these topics.

Rena M. Klein, FAIA is the author of *The Architect's Guide to Small Firm Management* (Wiley, 2010), and is the executive editor of AIA's *The Architect's Handbook of Professional Practice*, 15th edition (Wiley, 2013). With 20 years of experience as the owner of a small architecture firm, and 10 years as a consultant and educator, Rena


specialized in helping owners of small design firms, offering services including management coaching, business planning, and retreat facilitation. For more information please see <http://rmklein.com/>

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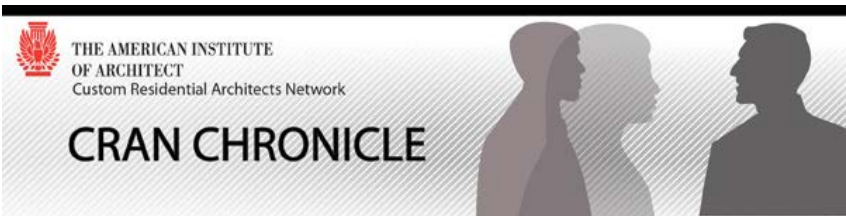
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“Full Circle, Full Speed Ahead”
By *Kyu Young Kim, Assoc. AIA*



I am a 28-year-old architectural intern/designer at a small, mostly residential architecture office in Palo Alto, California. My background as a young designer is uniquely diverse. After having grown up in Palo Alto and graduating from Cal Poly San Luis Obispo, I took it upon myself to learn more about my ethnic and cultural background in Seoul, Korea, by working under Korean Architect, Byoungsoo Cho, AIA.

After two amazing years of being able to work on a wide range of projects located across Asia, I followed my girlfriend at the time (now my wife) to Paris, France, and was connected with KILO Architectures. After we got married, my wife was offered an internship at the United Nations office for UNICEF and I successfully found an internship opportunity working on a Park Avenue penthouse apartment for a big name New Yorker.

After all of these experiences, I cannot think of a better place to be working than where I am currently. My current office, ACS Architects, is actually where I got my start into architecture as a summer intern while I was still in high school. As I look back on my short career thus far, I see how all of my experiences have really prepared me to be able to contribute in the way that I currently am. I have a hand in all parts of business and projects as an associate. As a designer, I contribute to projects through computer aided modeling and drafting, and am able to work on projects from start to finish. Currently, our office is working on two residential remodel / additions and closing in on a winery project seeing as we're not too far from the Santa Cruz Mountains and Napa Valley. As a business associate, I am actively marketing our company and going after new projects. I was recently chasing a small Silicon Valley start-up office remodel but it looks like they've chosen an interior designer to lead their project.

I am extremely thankful for being appreciated and respected to the point where I feel like I have ownership of the work we produce, and very much look forward to pushing full speed ahead with my career.

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Current Project Mockup courtesy of Mr. Kyu Young Kim

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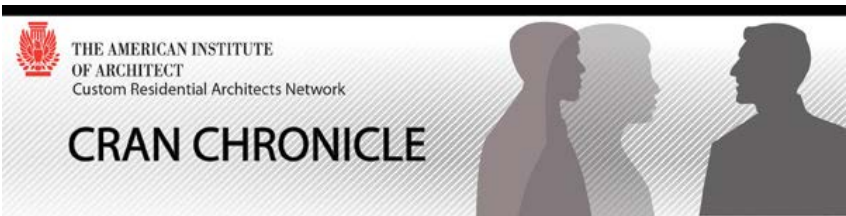
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Great Recession Survival Tactics for Generation Y Architects: Become the BIM Manager
by *Jared Banks, AIA* | *Shoegnome, LLC* | www.shoegnome.com



For four and a half years, I worked for a prominent residential firm in Minneapolis, MN. During my tenure, I went from an intern with 40 hours of IDP remaining to a licensed architect. At my interview for the job in the summer of 2007, I chatted with my future bosses about how the residential market was softening. Needless to say, my entire time with SALA Architects was during the Great Recession. The traditional paths for a bright-eyed go-getter were virtually non-existent; both design opportunities and client interactions were meager and sparse.

As such I had to find other ways to provide value to the firm and help grow my career. With previous BIM experience (I had been using ArchiCAD for two years prior to joining the firm) and having spent a few short years learning production at larger commercial firms (I did my Rice University Preceptorship at Gensler in Houston), I had a skill set that was unique to the firm.

The need for someone at SALA Architects interested in furthering the use of technology and modern methods was great. We had a mixed and tenuous relationship with everything digital--which I've learned is fairly typical for residential firms. In addition to my role as an intern and then architect, I quickly became the BIM manager for the firm. It was a nebulous role that I was in charge of defining and executing. I introduced everyone to the concepts of BIM, trained co-workers on ArchiCAD, developed and maintained our office standards, supported production teams, and advised on production in general. I had the opportunity to sit in on firm leadership discussions, consult on technology, and work closely with our IT manager. While these opportunities did pigeon-hole me to some extent (I struggled with being seen mainly as a production and tech guy rather than a well-rounded architect and designer), they also provided access to aspects of firm management and leadership I wouldn't have otherwise seen. More importantly, because of my role and how it differed from my perception of what I thought my career would look like, I became much more self-aware about my direction within the profession. This has led me to seek out other leadership and career development opportunities outside a typical firm structure.

The role as BIM manager led to quite a few interesting opportunities--from speaking and outside consulting to being seen as a leader within the firm. I found that once people were accustomed to asking me for help about production, BIM, and technology, they were more likely to respect my opinions and thoughts on other topics. For example, that authority put me in a position to spearhead and run our social media campaign.

Finally, to the chagrin of the firm (and this is fodder for an essay unto itself), the experiences of finding my place within the firm during the Great Recession fortified me to strike out on my own in early 2012 and further develop my skills and talents in the larger architectural community.

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Jensen Residence - Jared Banks, AIA and Tim Fuller, AIA while at SALA Architects, Inc.

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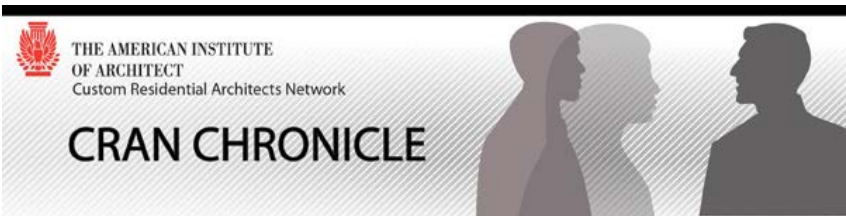
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First Week of the Real World 101

by Thomas Murphy



Congratulations! You've graduated. You survived the long nights, caffeine overdoses, brutal criticism, and guilt-filled socializing before a deadline. You've networked your way into an internship and start on Monday. Your parents are so proud. You, on the other hand, have worked yourself into an empty stomach. Your mind races; will your co-workers like you? What if they ask you to lead a project and you can't make decisions? What if they shove you in a closet and make you draw bathroom elevations all day without breaks for the rest of your life?

Don't worry, there's only a slight chance of one of those situations happening.

All kidding aside, starting a new job is tough. Starting an architecture internship isn't much different. There are plenty of manufactured stresses your brain creates on its own because, let's face it, humans are worriers. Your brain is punishing you for all the procrastination you did in studio. Here's the good news: chances are the first couple of days will be written off. You're going to spend some time getting oriented; learning where the supplies are, how to answer the phone, and where the bathroom is. You're going to be given a combination of mundane tasks (like filling out a lot of paperwork) and simple architecture tasks (like drawing a plan from field measurements.) You'll be part of a team with plenty of fail-safes built in so you don't screw up royally. Take them seriously. The tasks given identify your baseline knowledge. Your employer wants to know how fast you work, how you problem-solve, and where your talents lie. They're not testing you to find out if you're a fit employee; you already passed that test when they decided to hire you. They're trying to find out where your training begins. They may be disappointed with your capabilities, but architecture students learn to adapt quickly. Whatever your baseline, you'll progress quickly into a lean mean architecture machine. But you'll only get there if you ask questions, sketch and speak clearly, and by helping other team members in any way possible. Being a team player is the best way to contribute to a project.

Your last big project in school was probably a fifty-million dollar mixed-use development with innovative structure, skin, and programming. Walking through into your new internship with an ego the size of a starchitect will get your butt tossed out the door faster than any mistake made trying to calculate the profile of a raking cyma for a traditional colonial architrave. Sorry, but your professors played a cruel joke on you. They led you to believe you would be designing skyscrapers sitting next to Renzo Piano. Unless you're his child, you probably won't be. Don't be discouraged. Architecture is fun. Your co-workers will be genuine. You'll use state of the art modeling programs. You will still draw. You'll get to argue your case for design ideas and witness the magic of your imagination manifesting itself into physical form. Always remember: you are more prepared than you realize.




Sketch courtesy of Thomas Murphy.

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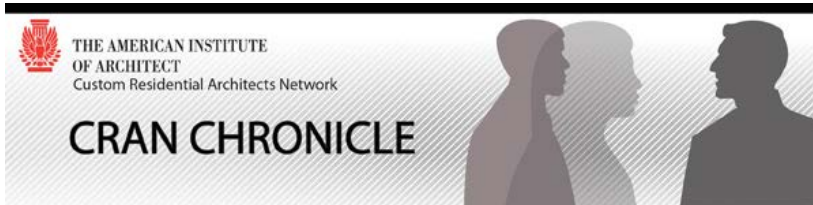
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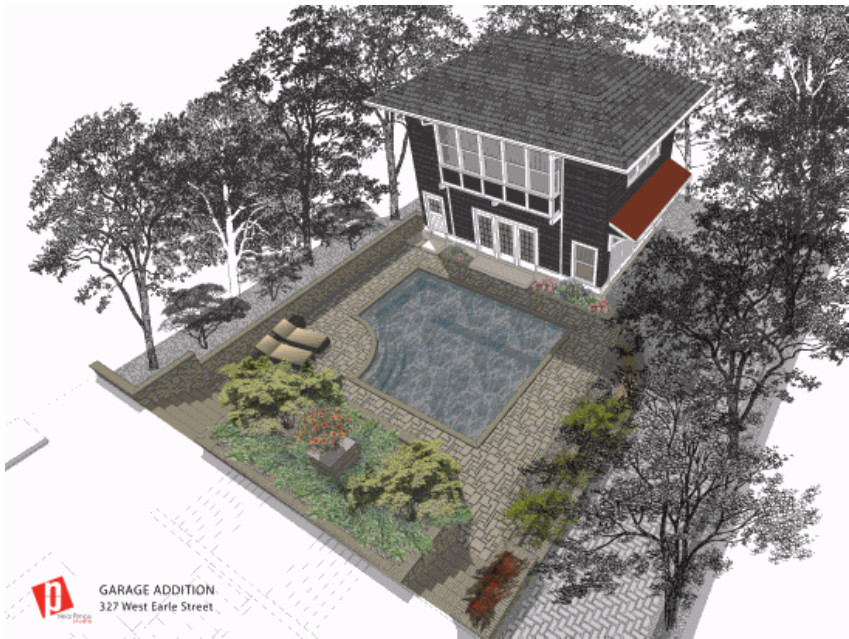
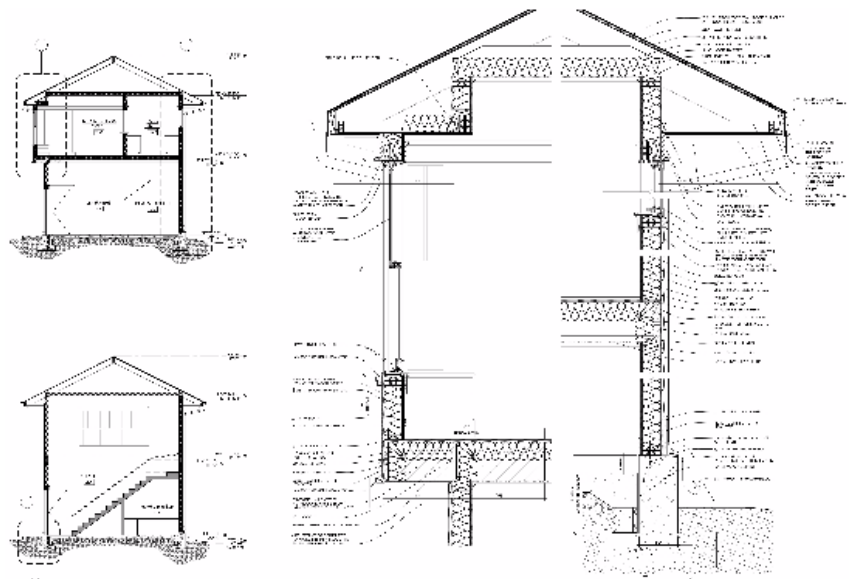
By *Aaron Bowman, AIA, NCARB, LEED AP*



I am a licensed architect in the Neal Prince Studio (NPS), the residential studio of LS3P Associates, Ltd. Shortly after joining LS3P in July of 2012, I moved to the Neal Prince Studio to focus on custom residential and affordable housing projects. Though LS3P is a large, multi-state firm, the Neal Prince Studio offers a collaborative, small-firm environment in a specialized area of practice.

I have been licensed a little over a year, and NPS provides the mentoring and training to help me continue in my personal and professional development. We have experience levels ranging from students right out of school to senior interns, YAF members, and "seasoned" veterans. The small studio environment allows for a lot of opportunity on a variety of project types and tasks, ranging from concept development to construction administration. At this stage in my career, I am able to manage small projects mostly independently, but I know that I have a team of people within my studio and the resources of my firm supporting me. I really enjoy the initial design stages of site analysis and concept development. This is often the most challenging and laborious stage of the process, but in my experience it can also be the most rewarding. It's a great feeling when clients begin to understand how design can improve their lives and how they live day-to-day.






All images and sketches *courtesy of Aaron Bowman, AIA*

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Form Follows Function, Job Follows Education

by *Julius Richardson, Assoc. AIA*



As a recently graduated Intern Architect I count myself as being extremely fortunate. Not only was I able to find a job upon graduating, I landed an intern position with a niche firm for which I was well suited. My educational credentials include two Master's degrees; the first of which is a *Masters of Science in Historic Preservation* and the second is my *Masters of Architecture*. I understood that being so specialized could potentially make my initial job-hunt difficult, but I knew precisely the type of architecture I was passionate about and wanted to practice.

This narrow focus led me to apply for a position with Kevin Harris Architect, L.L.C. out of Baton Rouge, LA. This firm was far away from my home in the Carolinas, but after my first phone interview I knew it was the right place for me. The interview started with some standardized, generic questions but quickly moved into a lively discussion on our thoughts about architecture and specifically custom residential architecture. I spoke openly and honestly about my views and how I perceive residential design. My study and knowledge of historic architecture, specifically vernacular, has provided great insight and strongly influenced my concept of architecture. To me architecture is not only about what it represents, but whom it represents. Many historic houses of the same period look similar to one another in form and style, but upon closer investigation one can find many idiosyncrasies in the details and plans. I have deduced that the form and style speaks of the culture and region, while the plan and details tell of the inhabitants.

This outlook on design and architecture was right in line with the Kevin Harris design process, which strives to create a culture-base design that fits the individual character and needs of the client. All the designs start with the client and tailoring the plan and layout to their lifestyle. While the plan is being developed historical precedents that represent the region and culture are mined for their insight into the region's building traditions. The result is a unique home for a family that is appropriate for its site and context.

It can sometimes be difficult as a new intern working in a firm. Architecture schools skip or gloss over many of the technical skills needed for working in a firm. These skills will be developed and honed as you practice architecture. As an intern it is important to apply the skills and knowledge you have acquired in school. An intern can offer a fresh perspective on design ideas and concepts that can really enhance the overall design. I am fortunate enough to work in a small firm where my education serves me very well. I am able to utilize skills I have learned from both of my degrees and have a positive impact on the design process. As I see it the most important thing an intern can do is bring their creativeness that was cultivated in school and apply it to come up with design solutions. In design, and especially custom residential design, clients have conflicting programmatic wants and needs. Being able to help provide creative solutions is often times a more valuable skill for an intern to have than program efficiency and quick production time.



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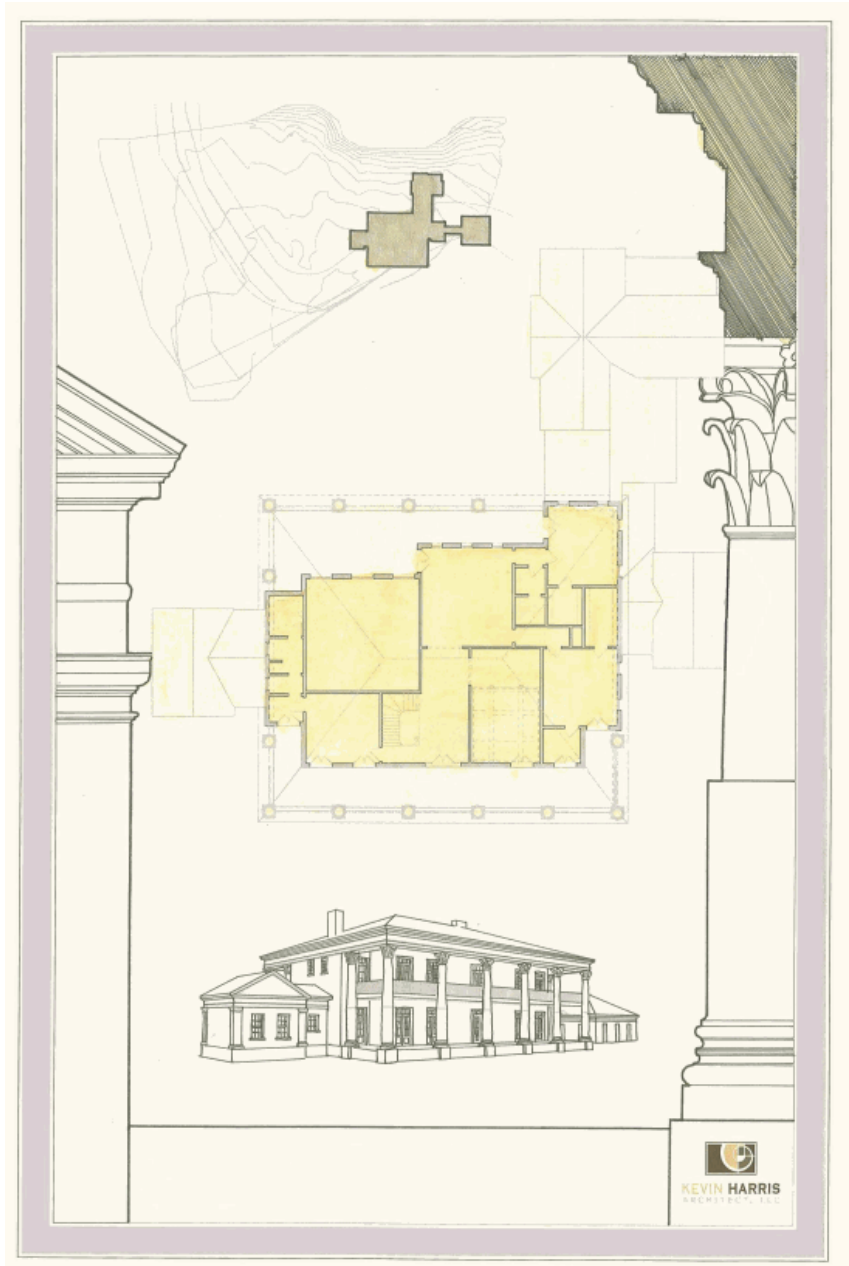
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Charleston CRAN - AIA Chapter Update
By Bill Huey, Past President

Most of our activities focus on the local level. We believe that by addressing local issues, we represent the profession in a positive light to our community. We are proud to be one of the most active CRAN Chapters in the country, and would be glad to reach out to any groups who may be interested in getting started to tell our story. We are also fortunate to have Chris Rose, a CRAN Steering Committee member, in our chapter.

Recent activities include:

- Charleston CRAN partnered with Charleston Trident Habitat for Humanity in a design charrette, see www.crancharleston.org/storage/post-images/CRAN_Charrette.pdf
- Our Chapter made two charitable contributions at the end of 2012. One went to East Cooper Habitat for Humanity in the amount of \$1,000 to replace tools stolen from one of their job sites. The other was a \$1,000 contribution to the Charleston Region American Red Cross Heroes for Fire Victims Campaign to aid a local family displaced by a house fire. This was our second such contribution; we also made a donation in 2011.
- We compiled a list of local individual interns available to work as independent contractors. The idea with this list is to provide income and IDP hours for our next generation of local architects, and to foster the future community of professionals.
- We had one of several social and networking events with the Charleston Trident Homebuilders Association, pulling the design and construction communities together in support of each other.
- Most of our activities are summarized on our website, www.crancharleston.org



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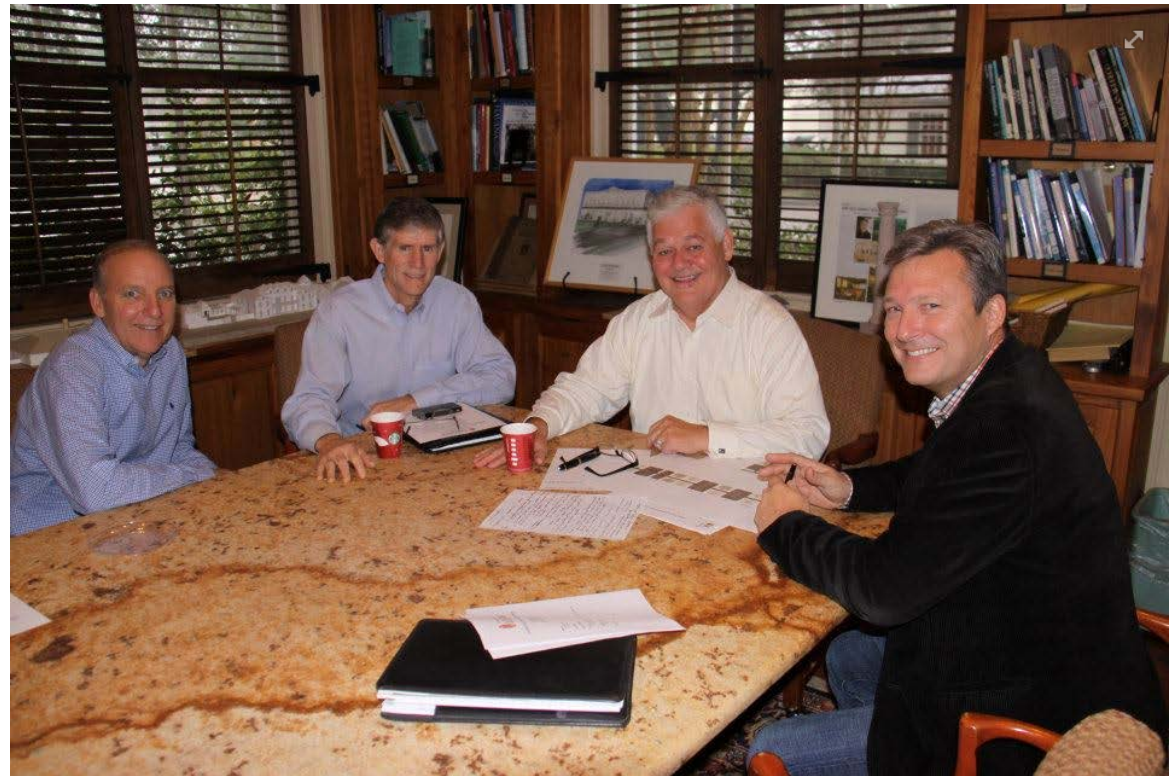
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Kevin Harris Architect LLC

Client education was the topic of the day at the 01/13/13 AIA BR CRAN meeting.
— with Mark Montgomery, Kevin Harris and Chris Remson at CRAN Clubhouse.

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Kevin Harris Architect LLC
Client education was the topic of this month's discussion. Each firm shared their best practices in conveying design and construction knowledge. — with [Mark Montgomery](#), [Tom Field](#), [Kevin Harris](#) and [Chris Remson](#) at CRAN Clubhouse.

 Jody Doucet, Ken Thevenet and 2 others like this.

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Kevin Harris Architect LLC at CRAN Clubhouse.

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Kevin Harris Architect LLC

AIA BR CRAN exists to share knowledge and residential architecture best practices in a peer-to-peer environment. The peer-to-peer environment creates a mastermind where each participant has something to offer, fostering mutual respect and trust among its members. — with [Mark Montgomery](#), Tommy Cockfield, [Kevin Harris](#) and [Chris Remson](#) at CRAN Clubhouse.

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January 2013

MISSION STATEMENT

To **SUPPORT** architects whose practice is custom residential work by providing a forum for an exchange of ideas and resources, to **ADVOCATE** for the residential practitioner through increased media exposure, **and** to **EDUCATE** by providing continuing educational opportunities for its members, the general public, and allied team members in all aspects of residential architecture.

"The true sign of intelligence is not knowledge, but imagination." – Albert Einstein

THE NEXT MEETING – JANUARY 8, 2013 – TUESDAY

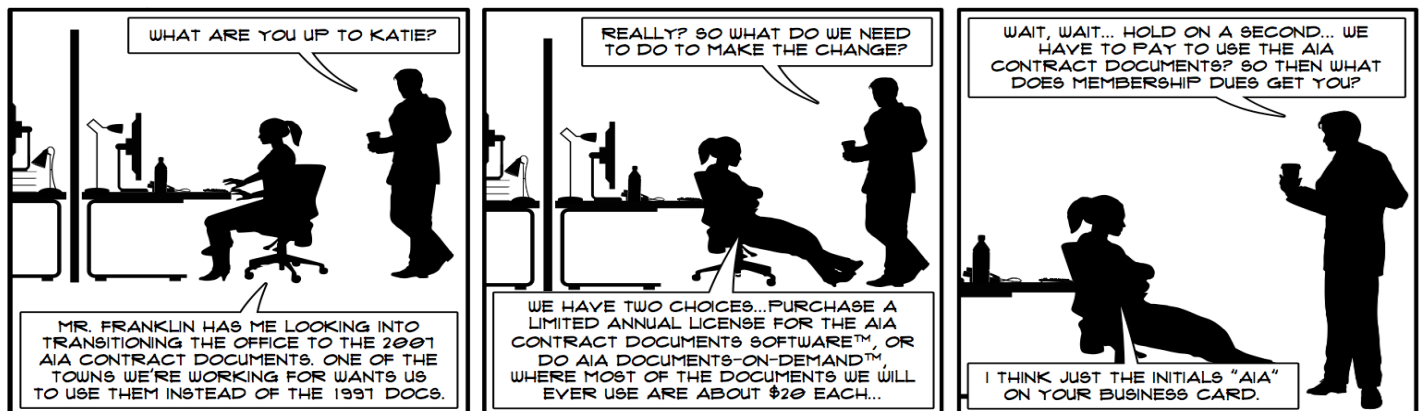
Brown Bag (Bring Your Lunch)

Topic: *Using the Internet for Business Marketing & CRAN Orlando FY13 Strategic Planning*

Speaker: *John Henry/Membership*

Location: **CFBE, 340 N Wymore Rd, Winter Park**

Time: 11:45AM Credit: 1 AIA HSW CEU **RSVP:** Jan 4th to Mary Alice at m.alice.tucker@gmail.com



EDITORIAL

WHAT HAPPENED TO THE MASTER BUILDER?

Sheldon Wolfe, RA, FCSI, CCS, CCCA, CSC

It's time architects accepted reality: They no longer are master builders, and haven't been for a long time. It's nothing to get excited about and there is no reason to maintain the fiction that architects are what they were in the good old days. In fact, there is good reason to admit the truth and move on.

Building materials, fabrication and construction, and the tools of our profession have all evolved, yet we continue to create and use construction documents the same way we have for nearly two hundred years, simply because that's the way we have always done it. And, even though architects do less now than they did back then, we maintain the fiction that architects are "master builders".

"Heretic!" "Blasphemer!" "How dare you!" "Vile person!"

Good design should be more than an attractive building. As architects will tell you, good design is based on understanding the client's activities and the spaces those activities require, of special relationships and perception, and familiarity with a multitude of building materials and products. It is all of those things, but even that is not enough. Good design must keep weather out, control light, heat and humidity; it has to consider the

maintainability of the products used, and the accessibility to maintain the building's systems. The selection of the optimum MEP and structural systems as well as permit fees, utility cost or taxes all have to be considered. It's the TOTAL project. One of the big changes we have seen in the last decade has been a move away from the familiar design-bid-build delivery system, to design-build, different forms of construction management, and other delivery systems that de-emphasize the role of the architect. Many owners have embraced design-build. The attraction is obvious - "Why go through all the trouble of dealing with both an architect and a contractor, when I can hire a single entity that is responsible for everything?" The only reason to employ a design professional, an architect, is because states require their certification. Even without that requirement, any contractor interested in self-preservation would still employ engineers to make sure their buildings wouldn't fall down, but what's left that requires an architect? Aesthetics? Exit code requirements?

What is the architect's role, other than selecting a few finishes and creating impressive "pictures" to show how the building is going to look? The real design work may be done by someone who knows nothing about architecture, engineering, or construction.

Most states require an Architect's certification of construction documents. It typically consists of the architect assuring to a statement that says, "I hereby certify that this plan, specification, or report was prepared by me or under my direct supervision..." or something to that effect. Question: When the architect is not in charge of the design process, when the contractor drives the decisions, isn't the architect's certification of the construction documents no more than "plan stamping"?

Link to the entire article on Mr. Wolfe's blog: <http://swconstructivethoughts.blogspot.com/>

INTERESTING STUFF

ARE PEER REVIEWS EFFECTIVE? – David Stutzman, CSI, CCS, writes: "The project was a new single family residence. The architect wrote the specifications as notes to be placed on the drawings. The architect asked for help. Before issuing the documents for bidding, he wanted the specifications reviewed. The specifications were little more than 7 pages long. They were organized by CSI Division numbers. The division topics were arranged in order by MasterFormat. So, all was good. Right? Well by the time I finished, there were total of 54 comments on the specifications, nearly 8 comments per page." [Read this blog.](#)

Reprint from 12/04/12 CSI Weekly

LIGHTS ON FOR CLEAN AIR: StoClimasan Color – actively improving the indoor climate.

StoClimasan Color is an active paint. This means that it sets to work for you in your home: StoClimasan Color employs visible light to degrade pollutants, odors, etc. which accumulate in the home.

StoClimasan Color's air-purifying effect is based on the natural principle of photosynthesis in green plants. Photosynthesis serves to produce oxygen and glucose, using chlorophyll as a catalyst.

Sto's new innovation also employs a catalyst. Under the effects of light – be it daylight or artificial interior lighting – the catalyst is activated, organic substances are continuously degraded and the pollution in the air is reduced. The result is a verifiable marked improvement in the quality of room air.

This paint is thus a particular boon at heavily frequented locations, such as medical practices, restaurants, hotels, clinics, etc.

Contact Clark Larson, CSI, at 407-620-4965 or at

clarklarson@earthlink.net, for more information about StoClimasan Color

FISCAL CLIFF FEARS DAMAGE CONSTRUCTION JOBS, CONSUMER SENTIMENT – National payrolls, however, held hopeful signs for housing.

By Claire Easley, a senior editor at *Builder*

The home building industry was served mixed economic signals today in a series of reports that held a combination of hopeful and dismal signs.

November's jobs report, released today by the Bureau of Labor Statistics, surpassed economists' expectations with a 146,000 rise in payrolls, and a drop in unemployment to 7.7%. The report was particularly bright for 25- to 34-year-olds, which as Trulia economist Jed Kolko pointed out, are of "prime age for housing demand." Among that age group, 75.2% held jobs in November, and the unemployment rates were 7.9%, the lowest seen in nearly four years.

Job growth also was promising in what Trulia considers "clobbered metros," defined as the areas that experienced the steepest home price declines during the bust and have the highest current vacancy rates. In those areas, job growth picked up to an annualized rate of 0.9% through October, though still stood behind the national average of 1.4% for the period.

However, the good news in employment did not extend to the construction industry, where employment fell by 20,000 jobs in November, and the industry's unemployment rate grew to 12.2%. Residential building contractors lost 6,800 workers during the month, while residential specialty contractors gained 3,200 new workers. Residential contractor jobs contracted by 3,600.

According to a [survey](#) by the Associated General Contractors of America, a significant portion of the blame rested on the threat of the country going over the fiscal cliff in January. Of the 551 construction firms surveyed, 67% said they were postponing hiring for fear of what going over the fiscal cliff might mean for their businesses, 65% reported delaying or cancelling capital expenditures and 32% reported having already laid off workers.

Fiscal cliff fears also were evident in the mid-December Reuters/University of Michigan Consumer Sentiment index, released today. The index fell by 8.2 points to reach the lowest reading since last year. "Slowly, but surely, consumers are starting to become more aware of the so called 'fiscal cliff' and its implications," wrote Leslie Levesque, senior economist at IHS Global Insight. "It was a matter of time before the thought of higher taxes crept into consumers' outlook. This alters perceptions of future financial situations, job prospects, and the health of the economic recovery."

However, those fears mainly focused on the future. The current conditions index held nearly steady with only a 0.8% drop to a reading of 89.9, while the outlook index fell 13 points to a reading of 64.6.

Whether those fears will be realized has yet to be seen.

Reprint from 12/07/2012 *Builder*

HOUSING PERMITS HIT FOUR-YEAR HIGH IN NOVEMBER – Starts, however, did poorly, led by a significant drop in single-family.

By Claire Easley, a senior editor at *Builder*

Permits for new homes climbed 3.6% in November compared to the previous month to hit an annual rate of 899,000 units—the highest level the industry has seen since July 2008, according to data from the Census Bureau. Year-over-year, permits were up 26.8%.

The rise was driven by the multifamily sector, which saw permits jump 10.6% to a rate of 334,000 units annually. Single-family permits were down 0.2% to an annual rate of 565,000.

Housing starts fared worse with single-family again bearing the brunt of the bad news. Overall, starts were down 3.0% to a rate of 861,000. Single-family fell 4.1% and multifamily was down 1.0%.

"Housing permits matter more in this report than housing starts because they are better measured, less affected by weather, and subject to smaller revisions," wrote Patrick Newport, U.S. economist at IHS Global Insight, in a release discussing the numbers. "According to the permits numbers, the housing recovery remains on track, with the multifamily segment, whose share has increased from less than 20% in mid-2009 to 37% today, gaining speed. The single-family segment is improving, but at a snail's pace nationally and in nearly all 50 states."

Newport attributed the slow single-family recovery to lack of demand, pointing to new-home sales data that showed sales only slowly picking up in recent months. He also noted the NAHB/Wells Fargo Housing Market Index, which hit a six-year high this month but saw its component measuring current traffic of prospective buyers lag far behind expectations for sales in coming months.

Reprint from 12/19/2012 *Builder*

EVENTS

JANUARY 7, 2012 – MONDAY

Lunch Seminar

Topic: *Mistakes and Misconceptions About Air Barriers*

Speakers: Tiffany Coppock, Hendry Co.

Location: **HBA Building, Maitland**

Time: 11:30AM Credit: 1 AIA LU (HSW/SD)

Cost: **See Reg'n**

Register now! >

JANUARY 7, 2012 – MONDAY

WEBINAR

Topic: *Designing Residential Ventilation for Indoor Air Quality & Thermal Comfort*

Time: 12:00 PM – 1:00 PM EST Cost: **FREE**

Register now

Credit: 1 HSW/SD CEH.

JANUARY 10, 2012 – THURSDAY

Lunch 'n Learn

Topic: ***Design of Buildings Using ICF (Insulated Concrete Forms)***

Speakers: McLaren Engineering Group

Location: **CFBE, 340 N Wymore Rd, Winter Park**

Time: 11:30AM

Credit: 1 AIA LU

Cost: **FREE**

RSVP: rsvp@aiaorlando.com

JANUARY 17, 2013 – MONDAY

Celebration

Topic: ***AIA 100th Anniversary Grand Finale Reception***

Time: 6:00 – 8:00 pm

Location: **Museum of Science & History, Jacksonville**

Fee: **\$10/ticket**

View Event Agenda; Register

FEBRUARY 7, 2013 – THURSDAY

Educational Seminars & Exhibit

Title: ***5th Annual Landreth Lighting Exhibition and Seminars***

Time: 8:30 am – 5 pm

Location: **Downtown Orlando DoubleTree**, 60 South Ivanhoe Blvd., Orlando

Credits: HSW, SD, & FBPE

Cost: **FREE**

RSVP: **Seminar space is limited** so **sign up today**.

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Starting a Local CRAN Committee



Posted By: [Mark Demerly](#) August 11, 2010 3:50 pm
Posted In: [Custom Residential Architects Network](#)

Tags/Keywords:
Publications : [Best Practices](#), [Guides](#) Knowledge Communities (cross tag) : [Custom Residential Architects Network](#), [Housing Knowledge Community](#)

Average Rating

[2 people](#) recommend this.

Recommend

Statistics

0 Favorited
387 Views
2 Files
0 Shares
243 Downloads

Description

This is a toolkit to help you get organized in starting and sustaining a CRAN committee at your local or state AIA Chapter.



File(s)

- [AIA CRAN Group Toolkit.pdf](#) 1.43MB
- [AIA CRAN Group Toolkit Page 01.jpg](#) 1.23MB

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Related Entries and Links

No Related Resource entered.



THE AMERICAN INSTITUTE OF ARCHITECTS

Custom Residential Architects Network



STARTING A LOCAL CRAN GROUP

A Toolkit to Get You Organized

CRAN has created a unique Toolkit to help you develop a local AIA CRAN group. CRAN members are establishing regional and individual city components across the country, as CRAN expands membership and provides a platform to fulfill its mission of supporting, advocating and educating its members.

SUPPORT:

CRAN supports all architects whose practices focus on custom residential work. We address the unique issues related to custom residential practice. We provide a forum for an exchange of ideas and resources that affect the residential practitioner.

ADVOCATE:

CRAN is finding new avenues to advocate for the residential practitioner through increased media exposure, publication of position papers, and by working closely with AIA, CEDIA, NARI and NAHB. We have established relationships with media outlets such as Hanley Wood and web-based platforms such as Houzz. We also have solid relationships with industry leaders who sponsor our events.

EDUCATE: CRAN hosts many programs and events on both the local and national levels. We support vital ongoing discussions and provide resources at AIA.org/CRAN. CRAN provides continuing educational opportunities for its members, the general public and our allied team members for all aspects of residential architecture.



Table of Contents

- Introduction
- How to Start and Sustain a Successful Local CRAN Group
- Frequently Asked Questions
- CRAN Tools

Introduction

If you practice residential architecture for individual homeowners - whether you work on bathroom or kitchen remodeling projects, additions to existing residences, or ground-up new homes - you are doing “custom” work and are part of CRAN.

Inclusivity is key to CRAN and its future growth. We are a style- neutral group that recognizes members who are engaged in all types of residential architecture design idioms and practice models.

Creating and being involved in a local CRAN chapter is one of the best ways to tap into what CRAN has to offer and to build momentum for the AIA’s most active and fastest-growing Knowledge Community. Local chapter meetings can be as simple as several members getting together, in round-table fashion, to discuss issues that concern the residential architect, from marketing and management to detailing and spec writing. As the chapter evolves, activities may include homes tours, public outreach and education, academic and professional advocacy, and continuing education seminars.

We created this guide to assist members in creating local CRAN Groups.





How to Start and Sustain a Successful Local CRAN Group

Step 1 Commit to organizing an initial meeting.

A successful local CRAN group typically begins with one interested individual taking ownership of the idea. While the ways to begin any endeavor are numerous, experience shows that two actions produce the best results:

1) Planning regularly scheduled meetings and 2) Broadly and consistently publicizing meeting time and location.

Step 2 Select a chairperson or co-chairs.

The local CRAN chair or co-chair is the **central point of the network** connecting residential practitioners nationwide. They organize chapter meetings to provide collegial support and knowledge-sharing for residential practitioners. The initial chair may serve temporarily until another member is appointed.

Step 3 Contact the leadership of your state and local AIA components.

These components are **vital resources** for obtaining a current list of members and for help in publicizing meetings. State and local leadership may also include individuals who want to take a role in organizing a local CRAN group. They may also be able to provide funding, meeting rooms, or assist you in securing sponsorships.

Step 4 Form an interest group.

Assemble a core group of members who can give the process a good start. **The core group is a source for ideas and resources** for your local CRAN group and provides great motivation to move forward.

Step 5 Plan the initial (organizational) meeting.

Using your core group as a sounding board, pick a date, time, and place for the first meeting. **The two most popular times are during an extended lunch and right after work.** Common meeting places are the local AIA office (if available), a member architect's office, or a conveniently located library or coffee shop.

Step 6 Publicize the initial meeting.

Announce the meeting at a state or local AIA chapter meeting, in the state or local AIA chapter newsletter and through e-mail notifications to local AIA members. **Include useful documents such as "CRAN...a Short History" and "Who is CRAN?" (in the Toolkit).** Consider making phone calls to potential attendees. Send weekly reminder notices, with a final notice distributed the day before the meeting.

Step 7 Host the initial meeting.

Just as every building needs a plan, **every meeting needs an agenda.** Regardless of how simple it may be, an agenda lets attendees know that the group is organized, has a purpose and objective, and it keeps everyone focused. A sample agenda for the first meeting is included in the Toolkit.

Discuss who will act as chair/co-chair, and how long the term should be; however, these positions may be loosely defined until the group gets better established.

A chair/co-chairs selected from the core planning group typically conducts the initial meeting. After welcoming the attendees and introducing themselves, ask attendees to introduce themselves while passing around a sign-in sheet.

State the group's purpose. This can often be summed up in one or two sentences, such as "This CRAN group addresses the unique issues related to custom residential practice. As a forum, it provides for the exchange of ideas and resources that affect residential practice." Incorporate this statement into a formal group mission statement. The "CRAN...a Short History" and "Who is CRAN?" documents can facilitate this presentation. Also, state what you

Using nametags is a good way to foster communication.

A sign-in sheet is a great way to obtain member information.



perceive to be the goals and outcomes of the meetings, and ask the attendees about their interests and expectations. This may actually occur at several meetings as new members join and enthusiasm builds.

Some Suggested Meeting Topics

Educating clients and the larger community about the benefits of using an architect

Public and Professional promotion and advocacy of residential architecture

Academic advocacy and awareness of residential architecture

Public outreach programs, speaker bureaus, public events, home shows and tours

Governmental code requirements, regulations, zoning and design reviews

Professional liability insurance and alternatives

Contracts, documents and support materials targeted for the residential practitioner

Design-build as an alternative

Office management models and profitability

Custom residential awards programs

Continuing education programs

Next, develop meeting norms. Discuss the frequency, format, date, time, and location of future meetings. Additional norms may relate to participation (e.g., AIA members are free, but other pay a small fee to attend), leadership, confidentiality, and the inclusion of allied professionals. Still others may address amenities, like the provision of snacks and drinks.

It is critical at this first meeting to have a brainstorming session on the topics group members want to discuss. The list may be extensive enough to require that some time be spent prioritizing it.

The group can decide if the topics are for discussion only – pulling expertise from its members – or if it wants to solicit an outside expert to present and discuss the issue. Consider developing an outline schedule for the entire year. If enough members attend the initial meeting, consider delegating organization of future meetings between them.

Before the meeting ends, recap the norms and set the schedule and topics for the next few meetings. This will help members save the dates, and a published schedule is a great public relations tool!

Step 8 Present the results of the initial meeting.

Soon after the initial meeting, send minutes to the attendees as well as to people who were invited but unable to attend, and to others who might be interested.

Also send the minutes to your state and local AIA components and ask them to include this information in their newsletters, meeting announcements and on their websites. Be sure to include the local CRAN mission statement so state and local members understand the group's objectives.

Step 9 Affiliate your group with AIA National CRAN.

After your organizational meeting, affiliate your group with the AIA National CRAN by calling AIA Member Services at 800-242-3837. Individual group members may designate CRAN as one of their Knowledge Communities by calling the same number. Affiliating with AIA National CRAN provides resources, learning opportunities, and the ability to participate in the CRAN forum on a national level

Step 10 Keep it going!

Once you get the ball rolling, momentum and interest will keep it moving, but energy and focus are still key. Delegating duties and sharing responsibilities help to increase leadership capacity, organizational learning, camaraderie, and the chances for success. Keep the core group members involved throughout the year, and plan an annual or bi-annual organizational retreat or meeting that allows the leadership to analyze, brainstorm and establish long range goals for the group.

Record the “who, what, when, where, how, and why” of your group so as new leaders take the helm, a history is in place of where the group has been, how it got there, and where it's headed.



Frequently Asked Questions

Q. What are AIA Knowledge Communities?

A. Knowledge Communities are groups of people who share a common interest in a given area and who collaborate to deepen their understanding of that area through ongoing learning and knowledge-sharing.

Q. What is the CRAN Knowledge Community and what does it do?

A. The CRAN Knowledge Community develops knowledge and information to benefit architects who are engaged in, or who are interested in learning more about, custom residential practice. CRAN presents information and facilitates the exchange of knowledge and expertise to promote the professional development of its members via discussion forums (www.cran.groupsite.com), national symposia and conventions, publications, and local activities.

Q. Can I be an individual member of the CRAN Knowledge Community?

A. As a member of the AIA, you are entitled to become a member of any Knowledge Community at no extra charge (learn about AIA Knowledge Communities at www.aia.org). Simply send an e-mail to Membership Services at memberservices@aia.org stating you would like your AIA membership to include membership in CRAN.

Q. Why should I join the CRAN Knowledge Community?

A. CRAN offers a unique opportunity to improve your own practice while contributing to a knowledge base for custom residential practices in general. Registering with the AIA as a member of CRAN ensures that you'll receive all the mailings and notices sent only to members, like announcements and invitations for exclusive CRAN events, including CRAN meetings at the AIA National Conference.

Q. What is a local CRAN Group?

A. A local CRAN Group is a dynamic, interactive group that facilitates knowledge sharing between custom residential practitioners in its geographic area.

Q. Why host a local CRAN Group?

A. Hosting a local CRAN group facilitates dialogue between custom residential practitioners, improving the quality of custom residential architecture. The local group can serve to educate its members, the general public and other constituencies about the value of custom residential architecture.

Q. How often should the local CRAN Group meet?

A. Monthly meetings are recommended, but a group may elect to meet more or less often, depending on the interest and availability of its members.

Q. How will local CRAN Group expenses be managed and paid?

A. Each local group is responsible for managing its own expenses. Expenses may be covered by the local or state component, group members, vendor sponsorships, or a combination of these.

Q. Our local component has a committee that functions with a similar purpose and format, but under a different name. Can our group affiliate?

A. Absolutely. The overarching goal is to create a knowledge network for AIA members with custom residential practices.



Q. Why should we affiliate our local group with the AIA National CRAN?

A. By affiliating and communicating with CRAN, you have a direct line to the AIA, helping it work toward better serving its members' needs. CRAN does not dictate content to local groups. Think of CRAN as a peer-to-peer network. Each local group maintains its own integrity and the much-needed freedom to respond to the ideas and issues of its membership. By linking to the AIA National Knowledge CRAN, you share your voice with groups across the country.

Q. What resources are available to a local CRAN Group?

A. Resources include the AIA CRAN Web (www.aia.org/cran), the CRAN discussion group www.cran.groupsite.com, CRAN online journals, other Knowledge Communities' online journals, and other local allied professional groups.

Q. How can local CRAN group members participate with the CRAN National Community?

A. Individuals can author articles and practice tips for the CRAN Website or the CRAN discussion group or suggest topics. They can also submit comments to CRAN National committee members, attend CRAN events at the AIA National Convention, attend National CRAN symposia, volunteer to serve on a CRAN committee, or as a member of the national committee.

Q. What if I have questions about CRAN or about starting a local CRAN Group?

A. Contact AIA National CRAN at www.aia.org/cran or by calling Member Services at 800-242-3837.



CRAN Organizational Meeting – Sample Agenda

[date, time, place]

Call to order and welcome with introductions while passing around sign-in sheet.

- Sign-in sheet with phone numbers, e-mail addresses and sample questions.
- Suggested sample questions: “Why did you decide to attend this meeting?”; “What kind of content/ support for residential architects would you like to see CRAN provide?” “What do you hope to get out of this group?”
- Nametags (optional)

Discussion of meeting norms:

- Frequency; Date, Time and Locations of Regular Meetings
- Format
- Confidentiality
- Host/coordinator
- Cost and refreshments (optional)
- Participation and Volunteers

Brainstorm future topics

Schedule recap, appoint volunteers for the next few meetings

Adjournment

CRAN Meeting – Sample Agenda

[date, time, place]

Call to order/welcome [3 minutes]

- Sign-in sheet with phone numbers and e-mail addresses ; consider Nametags
- Sign-in on AIA Continuing Education Form B (if applicable)
Note: If the program is qualified for continuing education credits, AIA Form A should be completed before the meeting and submitted to the local or state component at least two weeks before the event.

Introductions/ice breaker [5–10 minutes]

Knowledge Community sponsor promotion [3 minutes]

Round table on selected topic [30 minutes or more]

“What do you need?” [10 minutes or more, plus time remaining after topic]

Announcements/reminder of next meeting and topic [2 minutes]

Adjournment



CRAN Talking Points – *Suggestions*

- Educating clients and the larger community about the benefits of using an architect
- Public and Professional promotion and advocacy of residential architecture
- Academic advocacy and awareness of residential architecture
- Public outreach programs, speaker bureaus, public events, home shows and tours
- Governmental code requirements, regulations, zoning and design reviews
- Affordable professional liability insurance and alternatives
- Contracts, documents, and support materials targeted for the residential practitioner
- Design-build as an alternative
- Office management models and profitability
- Custom residential awards programs
- Continuing education programs

CRAN Annual Report and Planning Questions – *Suggestions*

1. List (or attach) the calendar of activities for the upcoming year:

<u>Date</u>	<u>Activity Planned</u>
-------------	-------------------------
2. What were the best round-table programs/discussions held in the past?
3. What are the top issues, topics, and concerns for your committee or round table?
4. What areas would your CRAN like to see addressed during an AIA convention, grassroots, local or national symposiums or other workshop?
5. What articles or practice tips were submitted to CRAN by your members during the past year(s)?



Who is CRAN?

Who is CRAN?

If you practice residential architecture for individual homeowners - whether you work on bathroom or kitchen remodeling projects, additions to existing residences, or ground-up new homes - you are doing “custom” work and are part of CRAN.

Inclusivity is key to CRAN and its future growth. We are a style- neutral group that recognizes members who are engaged in all types of residential architecture design idioms and practice models.

What does CRAN do?

SUPPORT:

CRAN supports all architects whose practices focus on custom residential work. We address the unique issues related to custom residential practice. We provide a forum for an exchange of ideas and resources that affect the residential practitioner.

ADVOCATE:

CRAN is finding new avenues to advocate for the residential practitioner through increased media exposure, publication of position papers, and by working closely with AIA, CEDIA, NARI and NAHB. We have established relationships with media outlets such as Hanley Wood and web-based platforms such as Houzz. We also have solid relationships with industry leaders who sponsor our events.

EDUCATE: CRAN hosts many programs and events on both the local and national levels. We support vital ongoing discussions and provide resources at AIA.org/CRAN. CRAN provides continuing educational opportunities for its members, the general public and our allied team members for all aspects of residential architecture.

How can I join CRAN?

Join the CRAN Knowledge Community by updating your AIA.org Account.

Once you join the CRAN Knowledge Community, you can log in to find the latest discussion postings, announcements and upcoming events as well as get access to the current member list.

We look forward to having you join our community, listening to how we can support your individual residential practice and most importantly, engaging with you in robust dialogue to promote and strengthen our chosen architectural path.



CRAN...A Short History

Over the past 5 years, a small group of residential architects has worked to build the [AIA Custom Residential Architects Network](#) (CRAN), which began as a subgroup of the [AIA Residential Knowledge Community](#). CRAN's primary focus is to make the AIA relevant to residential architects by providing information, course content, and leadership to our members. In a very short time we have become one of the most active, vibrant, and relevant groups within the AIA Knowledge Communities. But that was just the beginning...

CRAN is a New and Rapidly-Growing AIA Knowledge Community

CRAN has recently become an independent AIA Knowledge Community (KC). This is ground-breaking because it is the first time a group of architects approached the AIA requesting to form a KC. Our KC status is the culmination of years of work and will allow us to unite and represent all residential architects within the AIA. Further, it opens the door for more residential architects to join the AIA. Given the number of non-AIA residential architects, the potential for inclusion is monumental! In fact, during a meeting of all KCs in New Orleans, our growth was heralded as a role model for other KCs to build upon.

CRAN Contributions and Events

CRAN was responsible for five courses about residential architecture at the AIA 2011 National convention in New Orleans. CRAN also contributed to several courses developed by the AIA Small Project Practitioners KC. Our steering committee has organized several national events for residential practitioners over the last four years, including symposiums in Minneapolis, Chicago, Austin and Indianapolis. In addition, we have participated in Hanley Wood's annual Reinvention conference. We are currently working on plans for our next annual symposium, which will take place September 6-9 in Newport, RI. This event will include several house tours and features Allan Shope, AIA, as keynote speaker.



National CRAN Contact Information

Website: www.aia.org/cran

2012 Chair:	Mark Demerly, AIA	mark@demerlyarchitets.com
2012 Vice Chair:	John Isch, AIA	jisch@rwaarchitects.com
2012 Past Chair:	Luis Jauregui, AIA	luis@jaureguiarchitect.com
2012 Committee Members:	David Andreozzi, AIA	dsra@andreozi.com
	Frank Bain	fhbain@gmail.com
	Mary Cerrone, AIA	mc@marycerrone.com
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	James Walbridge, AIA	jwalbridge@tektionarchitecture.com
	Dawn Zuber, AIA	dzuber@studiozarch.com

Local CRAN and Residential Committee Information

AIA Austin	CRAN Committee www.aiaaustin.org
AIA Buffalo	Residential Committee aibuffalowny.org/Education/Residential_Committee/index.php
AIA Charleston	CRAN Charleston www.crancharleston.org
AIA Chicago	Residential Design Committee www.aiachicago.org
AIA Cincinnati	CORA Committee www.aiacincinnati.org
AIA Houston	Residential Committee www.aiahouston.org/residential/
AIA Indianapolis	CRAN Committee www.aiaindiana.org
AIA Minnesota	Residential Architects Committee www.aia-mn.org
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Custom Residential Architects Network

Toolkit

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www.aiany.org/committees/Housing/

AIA Pittsburgh CRAN Committee
www.aiapgh.org

AIA San Mateo County CRAN Committee
www.aiasmc.org

AIA Seattle CRAN Committee
www.aiaseattle.org/committee-custom-residential-architects-network

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Is a design-build firm right for you?

Weigh the pros and cons of a 'one-stop shop' before hiring one for your remodel.

By Christopher Solomon of MSN Real Estate

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© Robert Daly/Getty Images

So you're considering remodeling that tired basement — or even building your dream home. You may have heard the buzz about the "design-build" approach.

What is design-build? Is it right for you and your remodel? And what are the pros and cons of this approach, compared with a more "traditional" method?

We've got the answers to help you sort it all out and decide how to proceed to make your home — and building process — the best it

can be. (Bing: [Find a design-build firm in your area](#))

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What is design-build, anyway?

"Basically, design-build is a one-stop shopping option for homeowners. They can get their design and their construction done by one company," says Denny Connor, president of [CRD Design Build](#), a Seattle-based design-build firm.

- [What's the best rate you can get on a home-equity loan?](#)

A design-build firm may employ a full-time designer or an architect, in addition to a production manager, carpenters and other workers.

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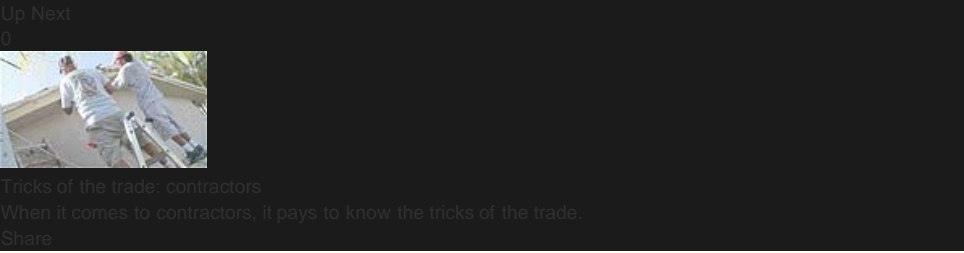
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When it comes to contractors, it pays to know the tricks of the trade.

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This contrasts with the more traditional "design-bid-build" approach, in which you hire an independent architect to design a home or a remodel, contractors bid to build it and the company you choose ultimately builds the project.

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Design-build isn't new. The concept of a "master builder" who designs a structure and then oversees its construction is an idea at least as old as the ancient Greeks and the Egyptians who crafted the [pyramids](#), architects say. And it's alive and well today in other nations.

But after drifting away from the concept, there's "absolutely a very, very strong movement" back to the idea in this country, says Luis Jauregui, who owns [Jauregui Architecture Interiors Construction](#) with his wife, Susan, and designs and builds new homes in Texas.

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"We're in an economy where every dollar that's invested must be invested at the highest, highest value in terms of efficiency," says Barbara Jackson, a professor of construction management at California Polytechnic State University and the author of ["Design-Build Essentials."](#) among other books. "The linear [design-bid-build] approach to design and construction is too inefficient, it's too

wasteful, and it's too slow."

But is design-build always the best choice? Let's walk through a hypothetical remodel to see how the process works and where the pros and cons pop up.

- On our blog, 'Listed': [420-square-foot apartment has 7 rooms](#)

Step 1: Getting to know you

Let's say you want to remodel your aged kitchen. You find a design-build firm that comes highly recommended by friends. Your first step simply may be a \$500 to \$1,500 feasibility study, says Victoria Downing, co-author of ["Mastering the Business of Design Build Remodeling"](#) and president of [Remodelers Advantage](#), which consults with remodelers to help improve their business.

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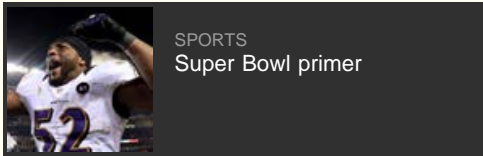
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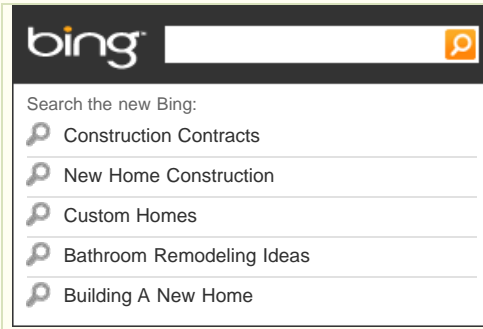
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"The goal of that is to understand enough of the client's project to do a rough budget" and make sure it matches the client's budget, Downing says.

This is also the point for you, the homeowner, to get to know the firm and decide if you feel comfortable with the team and the approach.

"One of the benefits of design-build is that it's a phased process," she says. "There are many points of the homeowner to say, 'Go' or 'No go.'"

This differs from the traditional approach, in which you might initially meet and vet an architect, then talk about what you want, Downing says. But "there's no feasibility study," she says. And homeowners may never meet the contractors before it's time to choose one, so they often rely on the architect's recommendation.

Step 2: Design

The second step is developing a plan. Through conversations with a designer, you'll start to shape what your kitchen will look like — which can take several weeks or more, as you go back and forth. It also requires more investment.

- [Need ideas? Check out the Design Center](#)

This is where design-build can really start to shine. In this integrated process, the people who understand the costs of construction and materials — and who are in the same office — work with the designer as the vision evolves to gauge how the costs and other factors might change. For example, what if you decide to swap out cheaper laminate countertops for quartz?

"Then the next time you meet, the remodeler will say, 'We can do that, but it will increase the cost by \$10,000,'" Downing says.

- **MSN Glo:** [Home decor with a sense of humor](#)

During the design process, "We'll estimate a project two or three times, depending on the size of the project," Connor says. He and a colleague have carpentry backgrounds, and they use those skills to gauge feasibility and costs. "We're more or less vetting the constructability of the design periodically as it goes through the process."

Because the firm is pricing as it goes, there often are fewer surprises, and "the pricing can be very, very accurate," Downing says.

This all may seem like common sense, you say. So what's the big deal?

Here's the difference, proponents say: In the design-bid-build approach, an architect consults with the client and then frequently works in isolation to draw up a plan. The result is often a nice design.

"(But) architects aren't always thinking about the cost — they're thinking about what it looks like," Jackson says. If the result is over budget, redesign may be necessary — at the owner's expense, says Jackson, who has built homes using both traditional and design-build approaches.

Sometimes, the result is that the design doesn't get built at all, she says. "I call it 'design-bid-bust-build,'" Jackson says.

 | [Read: How to talk to your architect](#)

Bringing the builders into the design process early can help save money in other ways.

"Here's a classic," Jackson says. "Plywood comes in 4-by-8(-foot) sheets. So why would you design something that's 33 feet, 2.5 inches? It's not a factor of four. Guess what? I just threw away 70% or 80% of a piece of plywood. That's something that a contractor sees in an instant" when looking at a design, she says.

With design-build, she says, "We're trying to get the design right the first time, so we don't have to correct it during construction."

Many people like this coordination, which they think makes the process run more smoothly. "When you work with a design-build company, the entire team is on the same phone call. The key word is 'unified,'" Jauregui says.

Continued: Step 3: Build it
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rkdzns Sun 7:59 AM



I have designed for both scenarios - and either can be successful given the right team and the relationship with the client.

One big issue that has been overlooked is that as a Design Professional, if I design for a client, my contract is for that client. Likewise, if I design for a builder, the contract is with them. Depending on who the design contract is with is where my loyalty must often reside.

In these contracts is a copyright statement of who has the right to use those documents. This means that if it is a D/B and the relationship between the contractor and the customer falls apart and they go their separate ways, so do the designs. The customer typically has

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Lexapro Sat 4:31 PM

D-B allows the contractor team to have the money and if they save, they get that savings,



this tends to allow for cheaper materials. It is used where you want a spec building fast. CM is the most expensive, because the CM gets fee, but it is also the fastest. It allows for fast tracking, but the owner pays, this is CM for fee. D-B-Build is the slowest. For decent size valued projects hire a CM for fee to work with you through the process. Takes longer, but you get what you want and you do retain control of the pricing. They build, when you have bids. And the CM is the construction expert. Make no changes, changes will kill you on pricing, there is no competitive bidding at that point. Tell your wife to stay the hell away until it is complete.

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Someone (Hope2RetireSomeday)

Sat 4:25 PM



Any method can be presented as a superior methodology than another by tweeking the facts in favor of one over the other. Both Deign-Bid-Build and/or Design-Build are viable, however, selecting one over the other does not in itself guarantee success or the best project. An article favoring Design-Bid-Build could be authored showing the potetnial benefits over Design-Build.

All comparisons must be made on an equal playing field, otherwise, you end up comparing apples to oranges as the old saying goes.

A failed Design-Bid-Build could be the fault of Owner, Architect, or Contractor. A failed

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spendthrift2010

Sat 12:35 PM



1. If you were not the original builder of the house, have the demo done first on a separate contract, then get a bid to complete the work.

I worked in the commercial remodel industry for years. There are too many things hidden behind walls that cause change orders. Change Orders are what drives up the costs of any project.

2. Stay with the original concept of the project. Scope creep is another CO magnet.

0 0 | Replies (0)

Sensible31648

Sat 5:59 AM



Many people are talented enough to design their own remodel...not to mention the fact that some "designers" won't listen carefully to the consumer, and their needs. Many remodeling projects don't add any value to the home for reselling, and other homeowners want their home to reflect their tastes no matter what a designer might offer to them. I wouldn't spend 40 or 50k to remodel anything...not worth it to me.

3 0 | Replies (0)

Peter Alexander



Sat 4:24 AM



Romans and Egyptians as examples of historic precedence and reference was a gift...they FAILED. Hiring true design professionals first, holding them to a budget established at start and thinking of improving your life or investments as an art not just a tool, improves present as well as future. "Design-Build" is a sell out, especially by those who claim to be" design professionals". Makes good business sense for the "builders"...only. Design bid and listen to contractor suggestions in the process is the right way. Low bid is

not always best way. One way as the only way is almost never the best way.
Norman Newton's "Design On The Land" explains it best

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z51pete

Sat 3:38 AM



36 years in the business. I am amazed at the owners that make major investments in building without any knowledge of the construction business and trust their construction teams. Not a fan of Design/Build in general since it can make cost comparisons nearly impossible, can't compare apples and oranges. Construction management can be the same. After competitive bidding, CMs shop their numbers to lower "their" costs, putting monetary pressure on subs with no cost savings to owners. It is essential that front end documentation be extremely detailed and anticipatory of the usual problems of the industry, ie."value engineering with cost savings shared between contractor and owner". If you are making a multimillion dollar investment, it is essential that you hire an experienced and trusted construction expert, separate from the construction team, to oversee front end

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 1  1 | Replies (0)

DesignGuy2174

Nov 24, 2012 9:01AM



Design-Build is not always a bad way to go. The best way to approach it is to select an architect and builder separately, but to do it at the beginning of the project with a contract that has them work together. In essence, the owner is creating a project team that has internal checks and balances. As far as competitive bidding, there are methods to guarantee this through the way a contract with the contractor is written. I have approached many projects in this manner, and an owner gets the best of both worlds going this route. I have also worked on numerous projects, from residential to multi-million dollar sports complexes that have used this method that have been very successful. As far as the arguments put forth in this article for Design-Build, most of them are fallacies. Any architect worth a damn will assess a project's feasibility upfront. Any architect worth a damn will create an estimate

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 5  1 | Replies (0)

I design

Nov 15, 2012 9:08AM



Speaking as someone in design end of the construction industry: design/build is a terrible idea. The quality of details, materials, components, etc. they are able to get away with using (because there isn't an architect to keep them "on the straight and narrow") is frequently sub-standard (at best). What they produce is almost always the cheapest and simplest way to produce the square footage possible (i.e. buildings which are worth more as raw materials than as actual buildings), while having all the b.s. flourishes (granite counter tops, stainless steel appliances, etc.) enabling them to charge slightly less than a traditional contractor & architect would.

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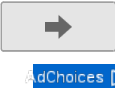


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United States of Style

A study of online searches shows a taste for ranch in Iowa; Colonial reigns in Virginia

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By [MATTHEW STROZIER](#)

Americans are on the hunt for new homes—on the Internet, at least.

Google's [GOOG +2.59%](#) real-estate search volume was up 65% year-over-year in November, perhaps another sign of life in housing market. What are house hunters looking for? Google analyzed searches for eight house types for The Wall Street Journal, ranking the top states where people were searching property terms such as "Colonial," "Ranch" or "Craftsman."

The results, which tracked searches from November 2011 to November 2012, showed that many people keep to traditional regional preferences: the Craftsman is popular in the Northwest; Tudors have appeal in New York. But a few surprises emerged: Connecticut beat out states like Colorado in searches for ski houses, and "penthouse" got more searches in Florida than New York. Here's a breakdown of what feels most like home in different parts of the country.



Enlarge Image

Colonial

Most searched in: Virginia

On the market: Virginia has 25,348 Colonial homes on the market; median price, \$344,450

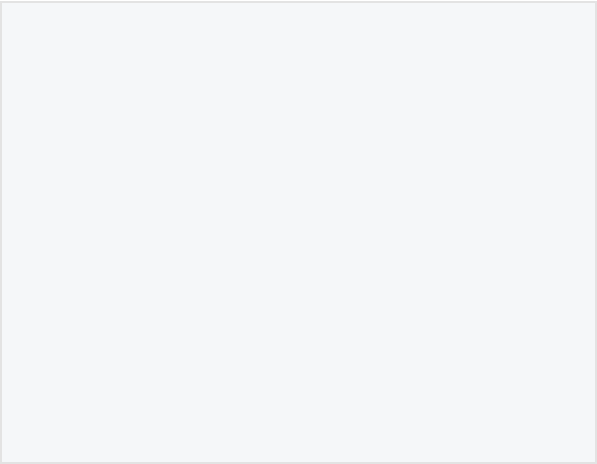
"Colonial" encapsulates a broad array

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builder, offers this four-bedroom, 2 ½-bath Colonial model, priced in the mid \$500,000s.

being in New England to look in the South, but it usually means a home with a fairly steeply pitched roof and a symmetrical design, says Richard Guy Wilson, professor of architectural history at the University of Virginia's School of Architecture. The term initially described 18th-century American houses and later evolved into a style known as Colonial Revival, heavily used in new construction from the 1950s to the 1970s.

These days in Virginia, "Colonial" often means one thing for buyers—a three-level home, says Nicholas Pasquini Jr., a broker and chief financial officer for Century 21 Redwood Realty. Buying a Colonial helps with resale values, he adds, since



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"the bulk of the market is looking for a Colonial-style home." And brokers feel comfortable adding "Colonial" to for-sale listings since they know it will appeal to a wide swath of the market, he says.



CRAFTSMAN: A 1,540-square-foot Craftsman listed for \$429,000 in Seattle.

A craftsman typically has broad roof overhangs, large gables, an asymmetrical design, a porch and an exterior of wood, brick or stone, says John DeForest, principal of Seattle-based DeForest Architects. "They are kind of beloved but they do have some weaknesses," says Mr. DeForest, who has handled lots of remodels of Craftsman homes. Kitchens can seem closed off, without easy access to the backyard and other living space, and their modest size makes them frequent candidates for expansion. But their efficient layout and quality materials give them enduring appeal, particularly in the Northwest, says Mr. DeForest.



COTTAGE: A three-bedroom cottage in Tigard, Ore., listed for \$279,000.

Buyers looking for a modest Craftsman sometimes start with a search for "cottage," architects and brokers say, which helps explain the popularity of the search term in the Northwest. Cottage homes are often raised off the ground a few feet, have a neat look and feature a porch on the side. But for house hunters, the term often describes a lifestyle more than a specific architectural style: It's often used in searches for a second home. Among the house types analyzed, "cottage" listings in Oregon had the lowest median for square feet, at 1,270, according to [Trulia](#) TRLA -1.10%.



TUDOR: Tudors are popular in Indiana as well as New York; this four-bedroom in Hammond, Ind., is on the market for \$298,000.

Tudor homes are generally recognized by their steeply pitched roofs, brick veneer with stucco, wood detailing, leaded windows and arched entry. Tudor-Revival homes, popularized in the early 20th century and evoking English manors, suggested success to earlier generations, says Mark Demerly, an architect and owner of Indianapolis-based Demerly Architects. (Indiana was

Craftsman

Most searched in: Washington

On the market: There are 330 Craftsman homes on the market in Washington state, according to Realtor.com; the median price is \$325,000, according to Trulia

A craftsman typically has broad roof overhangs, large gables, an asymmetrical design, a porch and an

Cottage

Most searched in: Oregon

On the market: 668 cottages in Oregon; median price, \$202,500

Buyers looking for a modest Craftsman sometimes start with a search for "cottage," architects and brokers say, which helps explain the popularity of the search term in the Northwest. Cottage homes are often raised off the

Tudor

Most searched in: New York

On the market: 1,307 Tudors in New York; median price, \$525,000

Tudor homes are generally recognized by their steeply pitched roofs, brick veneer with stucco, wood detailing, leaded windows and arched entry. Tudor-Revival homes, popularized in the early 20th century and evoking

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second on the list of states for "Tudor home" searches.) "People wanted a home that looked established." But the plaster can be a maintenance headache in certain climates like Indianapolis, Mr. Demerly says, and the style has faded for new construction. Requests for Tudor style "hardly ever come up for new homes," he says.



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Vermont Country Properties Sotheby's International Realty
SKI HOUSE: Vermont brokers say many of their ski-house clients come from Connecticut; this home in Mount Snow, Vt., is listed for \$5 million.

Killington, Vt., said contemporary-style ski homes are popular these days: "If they own a Colonial down in Connecticut, they won't come up here and buy a Colonial home."



[Enlarge Image](#)
Niels Johansen
PENTHOUSE: This penthouse in Miami Beach, Fla., is listed for \$18.5 million.

any," says Andrew Dolkart, professor of historic preservation at Columbia University's Graduate School of Architecture, Planning and Preservation. Although traditionally the top floor, the "penthouse" level sometimes extends down a floor or two these days, brokers say.



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VHT Studios
RANCH: Kansas was the No. 3 state for ranch searches.; this three-bedroom ranch in Prairie Village, Kan., is listed for \$479,000.

drawn from the earlier Spanish or Mexican haciendas.

It took hold after World War II and became emblematic of suburban living. "The ranch has always been the most in demand," says broker Diane Poore, of EllisPoore Real Estate Group in Creston, Iowa. Buyers, sometimes retiring farmers,

Ski House

Most searched in: Connecticut

On the market: Median price for a ski house in nearby Vermont, \$335,000

Though Connecticut is not known as a ski state, there are lots of ski spots nearby, including in Vermont, where brokers say many of their clients come from Connecticut. Walter Findeisen, owner of ERA Mountain Real Estate in

Penthouse

Most searched in: Florida

On the market: 433 penthouses in Florida; median price, \$622,500

Florida might seem like an unlikely place to search for penthouses, but the rise in high-rise living helps explain all those searches. "Now there are penthouses all over Florida, whereas 40 years ago there wouldn't have been

Ranch

Most searched in: Iowa

On the market: 5,563 ranch homes in Iowa, including working ranches; median price, \$169,975

Evoking the real or imagined American ranch, these homes typically have a single story, or story and a half. The popular form of the ranch dates to the early 1900s in Southern California and

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like the ease of living on a single floor with an open floor plan, even if the long roofs might mean higher maintenance costs, she adds.



Enlarge Image

Marilynn Kay

FARM HOUSE: This farm house in Canton, N.C., listed for \$1.2 million, includes 17 acres of pasture and woods.

Farm House

Most searched in: North Carolina

On the market: 330 in North Carolina; median price, \$225,000

Whether on a working farm or not, these homes tend to have a wood exterior, two stories and a traditional layout with formal rooms downstairs and bedrooms upstairs. People can be particular about farm houses, says

Elizabeth Anderson, a broker with Coldwell Banker Howard Perry & Walston in North Carolina. They want them renovated, but not too renovated, with a good amount of acreage but shopping and services relatively close.

Write to Matthew Strozier at matthew.strozier@wsj.com

A version of this article appeared December 21, 2012, on page M3 in the U.S. edition of The Wall Street Journal, with the headline: United States of Style.

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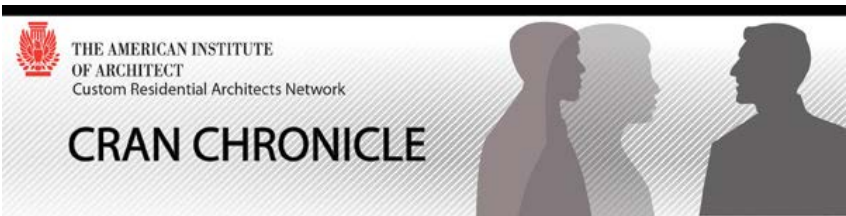
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CRAN Forum Highlights
by Brenda Nelson, Assoc. AIA

The forum page at www.aia.org/CRAN continues to be an active and engaging way for CRAN members to interact. Over the past few months, several topics have generated multiple responses. This section offers a highlight of those discussions for members who don't always have time to join in on the discussions.

For this inaugural issue of the CRAN Chronicle, it's exciting to find that one forum topic has turned into an AIA initiative. David Andreozzi reported the results via the forum found at this link <http://network.aia.org/cran/discussions/viewthread?GroupId=1771&MID=10771>. The proposal is to create a living database of architect-designed buildings. This database would give owners the ability to see and track changes to their building over the years. See the link for additional information and how your online discussions helped generate this new proposal.

Some of the hottest topics on the boards in recent months include those which are related to the NAHB. They have identified key items to help their projects become more profitable and members on the CRAN forums have noted how architects are the key to helping that organization. See more on that topic here: <http://network.aia.org/cran/discussions/viewthread?GroupId=1771&MID=10545>.

There was also an active thread about the NAHB and a proposed designer certification program they want to offer. This topic generated several responses and can be found here: <http://network.aia.org/cran/discussions/viewthread?GroupId=1771&MID=9950>.

The forum page is also a great way to discuss the technical aspects architects must face. Check out a brown water issue in Mike Mense's post found here: <http://network.aia.org/cran/resources/viewdocument?DocumentKey=f55f2f7a-1751-4a67-9d43-0d8005da6a22&MessageKey=7b153305-3cad-45d3-bca2-9103684090d8>. And help out fellow architect Donald Duffy with some advice on exterior finishes here: <http://network.aia.org/cran/discussions/viewthread?GroupId=1771&MID=10785>.

Join in on the discussion forums on the CRAN Knowledge Network by heading to the discussion page found here: <http://network.aia.org/cran/DigestViewer/?ListKey=bfe7f385-c61b-4901-9354-7defff64b9a8>.

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