Revolutionary or Evolutionary
Lessons from Katrina

American Institute of Architects
New Orleans
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250 \times 1000 = 250,000

⋆ Getting a Foothold on the Land Again
⋆ FEMA Housing with Dignity
Development Principles of Katrina Cottages

- Deliverable by All Major Methods
- Appropriate to Region
- Excellent Design
Manufactured Houses
IMMEDIATE HOUSING:
- Modular
- Panelized
- Site BUILT
- FLEXIBLE
- EXPANDABLE
- RELOCATABLE

NARRATIVE: This illustrates the schematics and technology of modular and panelized construction. These technologies are critical to speedy, affordable housing.
Shingle roof
Wood siding
Bahama shutters
Wood bracket

FRONT ELEV.
12'-0"

12'-1-1/4"

8"x12" FRIEZE w/ BULLNOSE TRIM

6x6 POSTS w/ 45° CHAMFER

2"x4 CROSS BUCK PIER FT GS

2'-4-9"
The Assembly Line is Not The Problem

Sturdiness of Construction Isn’t, Either
Manufactured Architecture

*Is the house so good that people across the market regularly choose it over the best site-built homes designed by notable architects?
The Manufacturing Process

So what is Manufactured Architecture?
Manufactured Architecture is a design standard built around this simple test: Is the design so good that people across the market regularly choose it over the best stick-built homes designed by notable architects when budget is not an issue?

Obviously, that doesn’t happen now… or if it does, it’s so rare that the event should be published in trade journals. Many question whether such a standard is even possible. We think it’s actually fairly simple, but only if we are willing to do a few things in strikingly different ways from how they’re currently done.

The manufactured housing industry has made huge construction quality strides in recent years. Manufactured homes are structurally stronger than many site-built homes, and their interiors are indistinguishable from those in custom-built homes. Yet, manufactured homes are still coded out of many cities and towns across America. Why?

The problem isn’t the manufacturing process. Assembly lines are used to create the world’s best automobiles, computers, and airplanes. Factories make precisely what the designers tell them to, so the fact that most people still reject manufactured housing tells us that the problem is a design problem.

So that’s where we start: with the designers. Manufacturing and selling highly-sought-after designer homes begins by hiring the best designers.

The Design Process

The three dozen or so designs the Guild is making available come both from well-known names and also from new talent you’ll soon know.

The Katrina Cottage at the Builders’ Show in Orlando left no doubt about the fact that design matters. But what sort of design? It was actually a very simple cottage, with exposed rafter tails and simple vernacular details.

These designers understand the difference between loading up on expensive details and doing simpler work that resonates so deeply with people that they pull out their checkbooks on the spot. Once, this was common knowledge. Today, it takes some very special designers to pull it off.

The Details

So how do we actually make it work? It’s a simple four-step process.

[Connection]

The first step is to connect the manufacturer with the designer. Once connected, the manufacturer selects from among the available designs and the designer turns over the design drawings.

[Prototype]

Next, the manufacturer builds one prototype unit and flies the designer to their factory to review the prototype. Corrections are made on the spot. This process usually takes one day, but might take two. When complete, the designer photographs the unit and sends the photos, the corrected shop drawings and the original design drawings to the Guild.

[Shop Drawings]

The manufacturer then prepares their normal shop drawings, but instead of going directly into production, they submit them to the designer for review. Expect several corrections on the first unit or two because it takes time for the people in the drafting room to adjust their thinking.

[Certification]

Once all documentation has been received, the Guild places the unit on the Roster of Approved Units and notifies the manufacturer that the unit has received the New Urban Guild Seal of Approval.
DESIGN STANDARDS
for
NEW URBAN GUILD FOUNDATION KATRINA COTTAGES

THE NEW URBAN GUILD FOUNDATION
MIAMI
2006
Gulf Coast
Emergency House Plans
The First Book
of
Katrina Cottages
Stephen A. Mouzon
Published By The
New Urban Guild Foundation
• Miami Beach •
PANELIZED HOUSING

A REGIONALLY ADAPTABLE MANUFACTURED HOUSING SYSTEM
© 2006 • CENTER FOR APPLIED TRANSECT STUDIES
www.transect.org
Keeping Room 13'9 x 15'10
Dining Alcove 13'9 x 9'5
Bedroom 13'9 x 10'2
Bedroom 10'2 x 10'2
Bath 8'4 x 5'8
Front Porch 14'-8"
Entry
Breakfast Booth
Home Office
59'-10"
Master Bath 13-9 x 10-2
Master Bedroom 13-9 x 13-9
Dressing Room
Entry
Breakfast Booth
Home Office
Keeping Room 13-9 x 15-10
Porch
14'-8"

Bedroom 11-9 x 10-2
Bath 4 x 5-1
Bedroom 10-2 x 10-2
Dining Alcove 13-9 x 9-5

Dimensions:
63'-4" up
21'-6" down
Original Assumptions: Healing vs. Trashing
Genetic Material of Genius
Breeding with Mere Mortals
the Original GREEN
The Original Green
The Original Green

PLACES
PLACES

BUILDINGS

The Original Green

NOURISHABLE
The Original Green

PLACES

NOURISHABLE

BUILDINGS

ACCESSIBLE
The Original Green

Places

Nourishable

Buildings

Accessible

Serviceable

Securable
The Original Green

PLACES

nourishable

accessible

serviceable

SECURABLE

BUILDINGS

LOVABLE
The Original Green

PLACES

NOURISHABLE

BUILDINGS

ACCESSIBLE

LOVABLE

DURABLE

SERVICEABLE

SECURABLE
PLACES

SECURABLE

SERVICEABLE

FLEXIBLE

ACCESSIBLE

DURABLE

NOURISHABLE

LOVABLE

BUILDINGS

THE ORIGINAL GREEN
The Original Green

PLACES

- Nourishable
  - Organic Farming
- Accessible
  - Compact & Walkable
- Serviceable
  - Diverse
- Securable
  - Identity

BUILDINGS

- Loveable
  - Living
  - Traditions
- Durable
  - Living
  - Traditions
- Flexible
  - Living
  - Traditions
- Serviceable
  - Gizmo
  - Green

- Frugal
NOURISHABLE PLACES

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