

REVOLUTIONARY *or* EVOLUTIONARY  
LESSONS *from* KATRINA

---

AMERICAN INSTITUTE *of* ARCHITECTS  
*New Orleans*  
*11 May 11*

STEPHEN A. MOUZON, AIA CNU LEED  
THE NEW URBAN GUILD  
*Miami Beach, Florida, USA*

























RoE  
#MS 39028  
636 North Beach









CRUISER



$$250 \times 1000 = 250,000$$

- ★ GETTING *a* FOOTHOLD *on the* LAND AGAIN
- ★ FEMA HOUSING *with* DIGNITY

# FOUNDATION PRINCIPLES *of* KATRINA COTTAGES

- ★ DELIVERABLE *by* ALL MAJOR METHODS
- ★ APPROPRIATE *to* REGION
- ★ EXCELLENT DESIGN

# MANUFACTURED HOUSES



# MANUFACTURED HOUSES



# PANELIZED HOUSES



# PLAN BOOK & PATTERN BOOK HOUSES



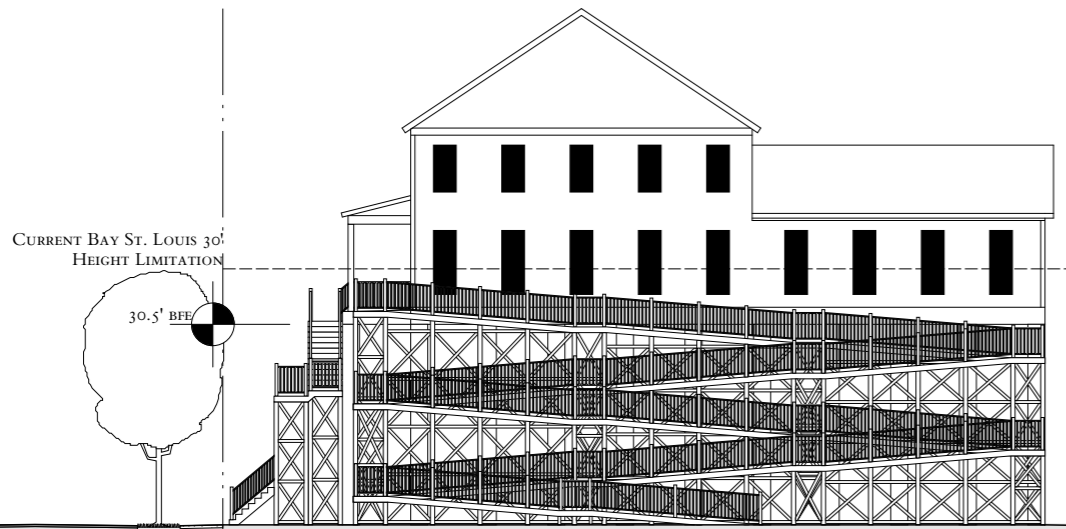
## Make The Coastal Economy Stronger Than Ever

- Account for terms with individual personalities
  - Some anchored with custom, military gov't contracting or shipbuilding
  - Some with recreation, arts or water sports
- But diversity of needs
  - Heritage tourism and conventions
  - Attraction to retirees
  - Manufacturing located carefully
- Economic Center of Gravity
  - "Main Street" have turned - traffic is on steroids
  - Housing and retail may reduce work time necessarily due to Katrina
  - Gov't candidates need to demonstrate

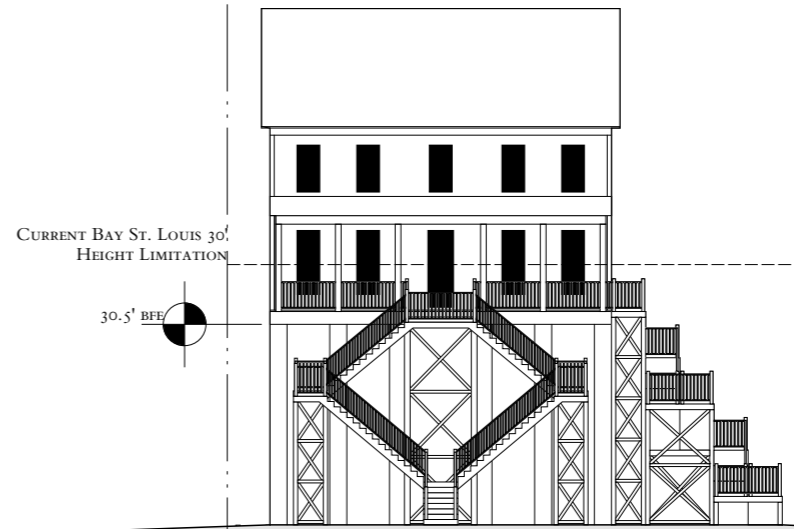


## Make The Coastal Economy Stronger Than Ever

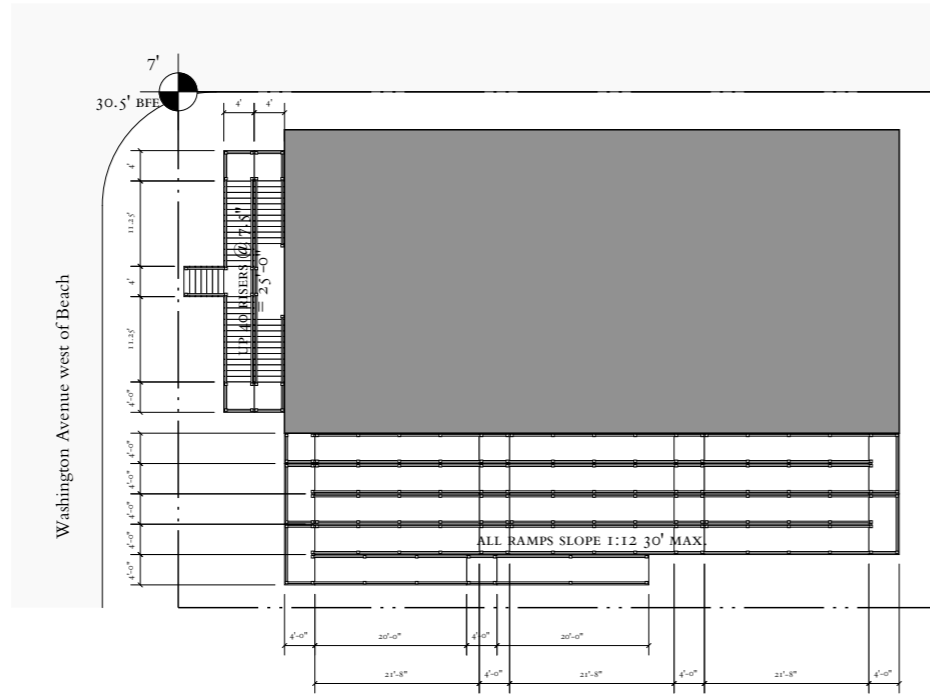
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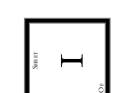
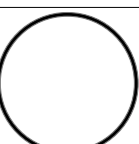
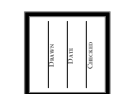
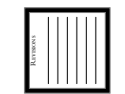
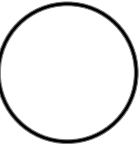
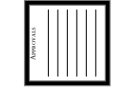
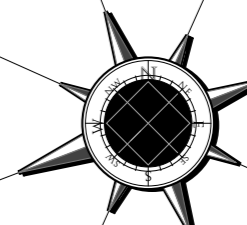
West Elevation



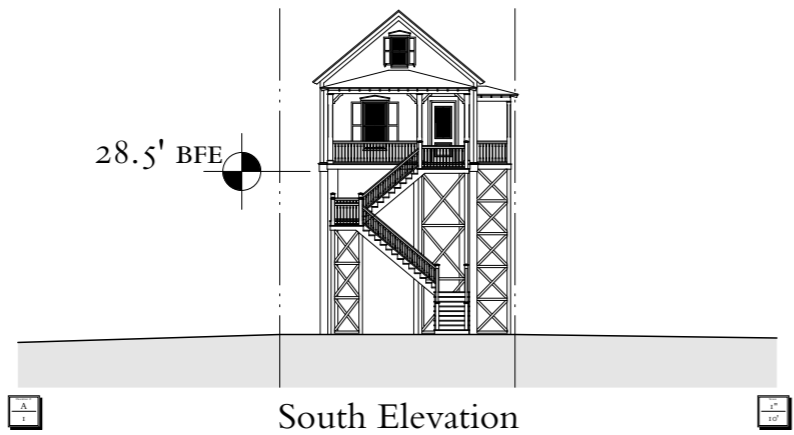
North Elevation



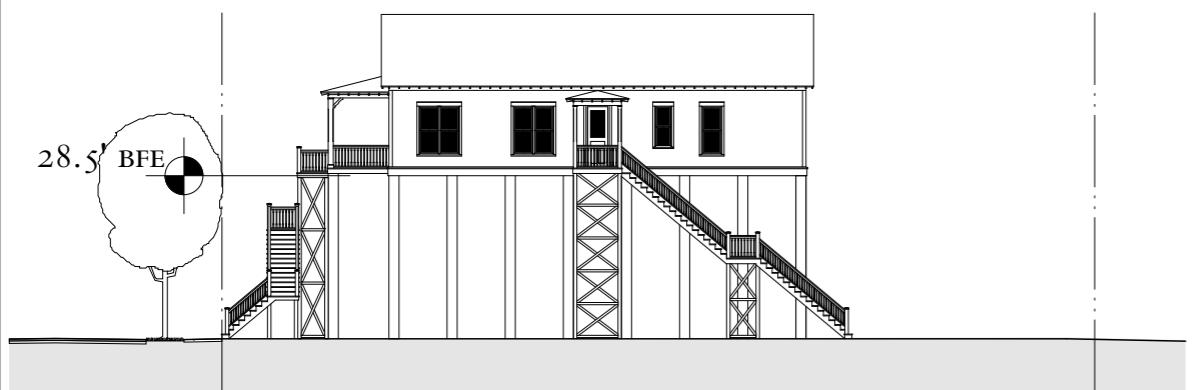
Site Plan



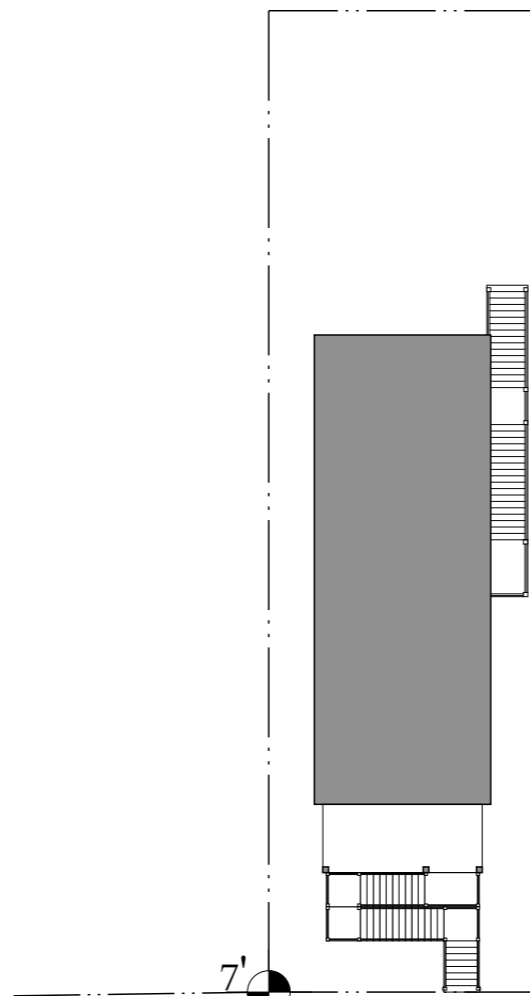
WASHINGTON & BEACH BOULEVARD  
 BAY ST. LOUIS FEMA IMPLICATIONS  
 SUSAN M. HENDERSON, AIA  
 1031 LOS PADRES PLACE SE, ALBUQUERQUE, NEW MEXICO 87123 505-332-9361



South Elevation

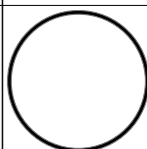
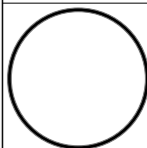
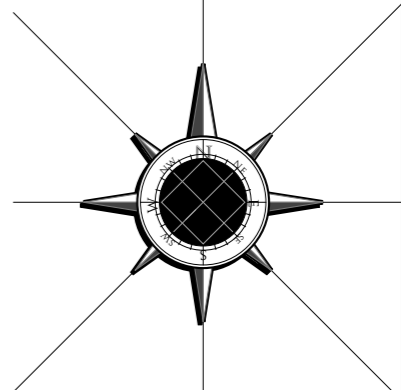


East Elevation



Howard

Site Plan



284 HOWARD  
 EAST BILOXI FEMIA IMPLICATIONS  
 SIDEHALL DESIGNED BY ERIC MOSER  
 SUSAN M. HENDERSON, AIA  
 1031 LOS PADRES PLACE SE, ALBUQUERQUE, NEW MEXICO 87123, 505-332-9361



Affordable Housing  
Place or Topic

TIMING

- Immediate
- Medium Term
- Long Term

IMPLEMENTATION THROUGH

- Design
- Policy
- Management

Immediate Housing Technology

Drawing Title

18 Oct 05

Date

R. John Anderson

Name of Contact for Additional Information

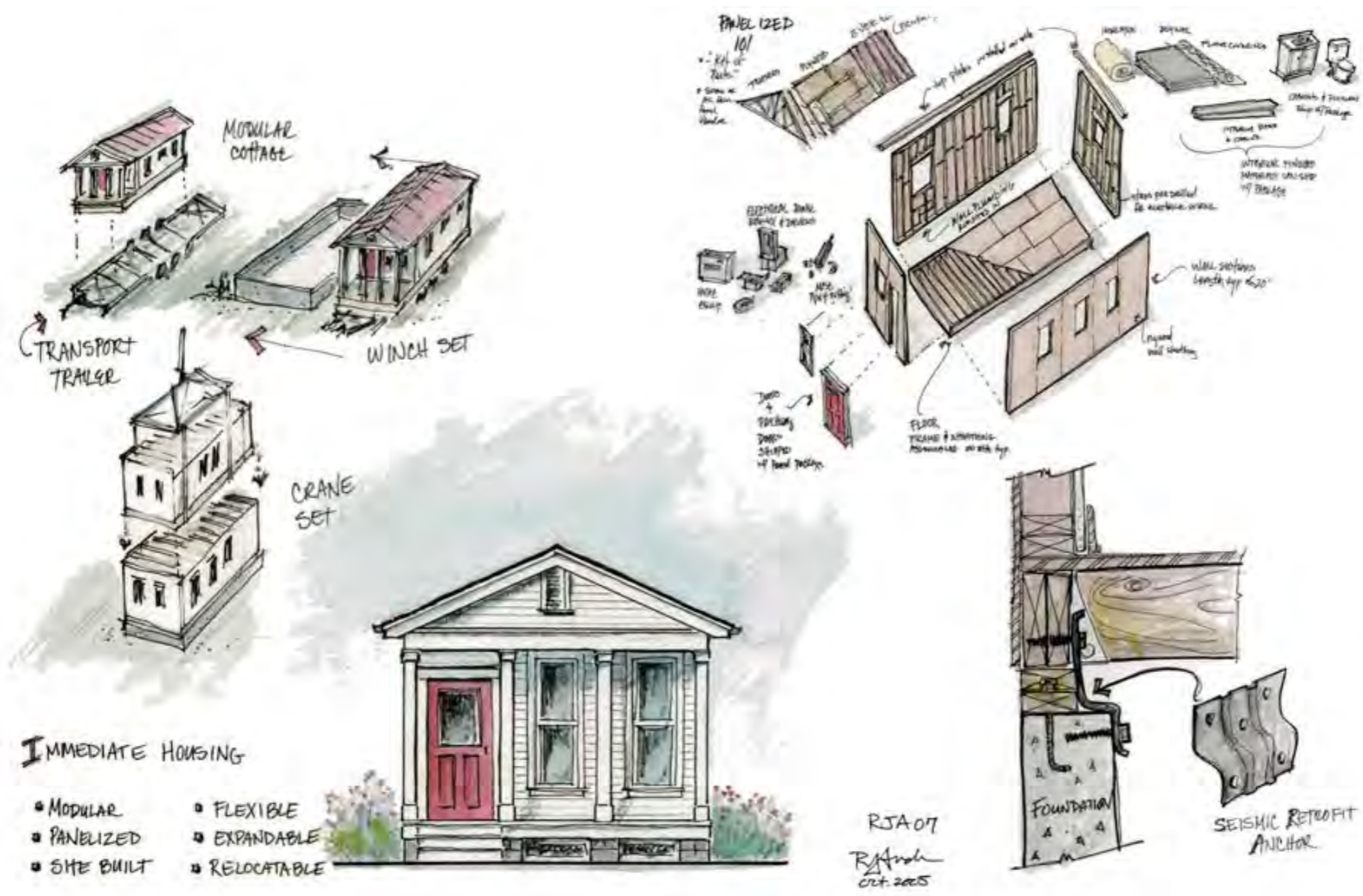
janderson@newurbanbuilders.com

E-mail address

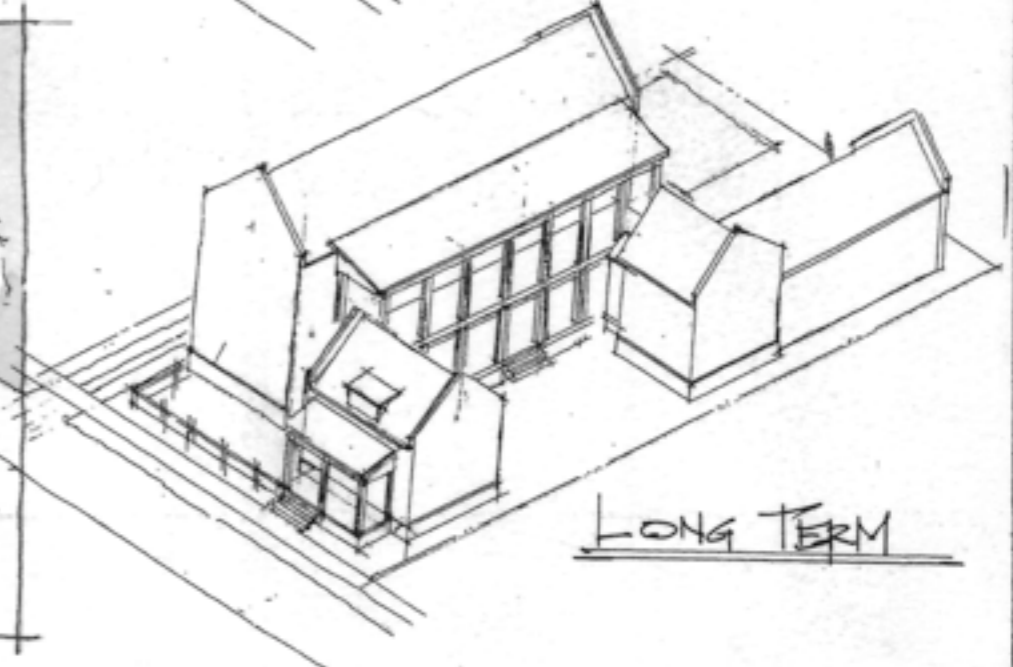
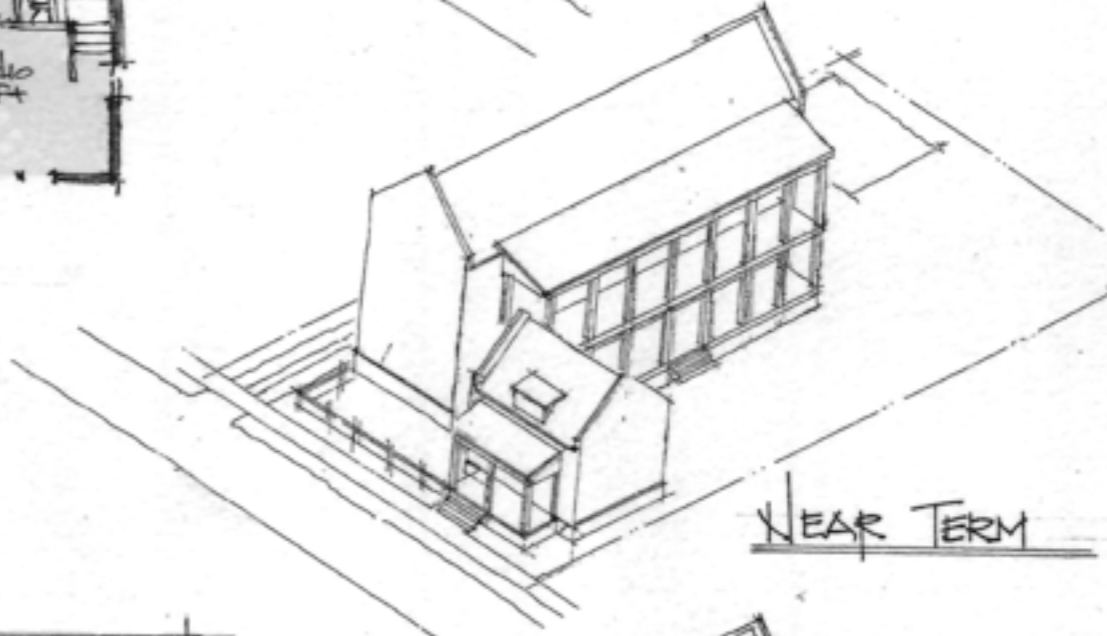
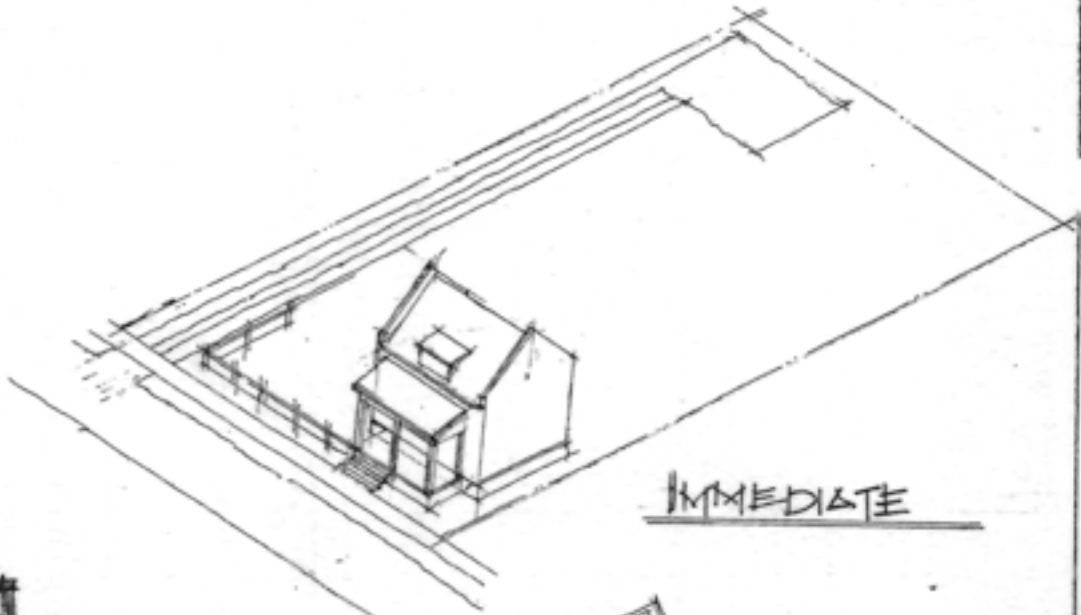
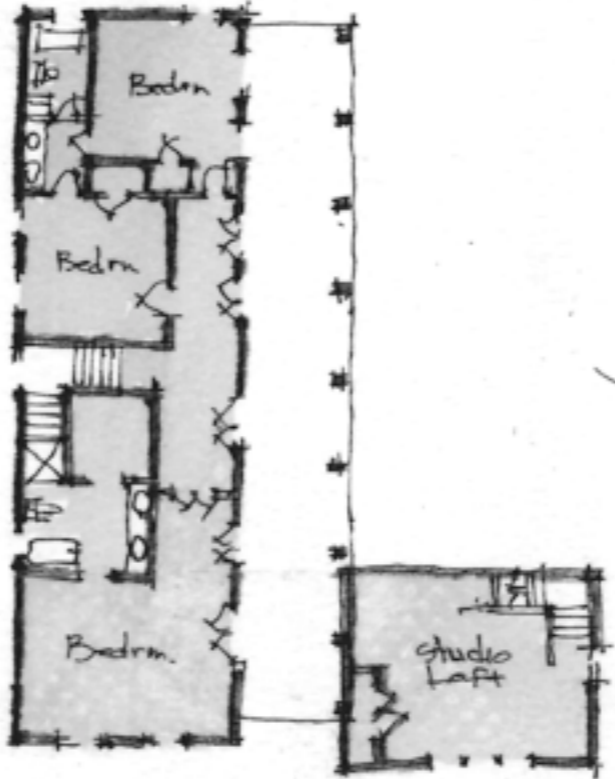
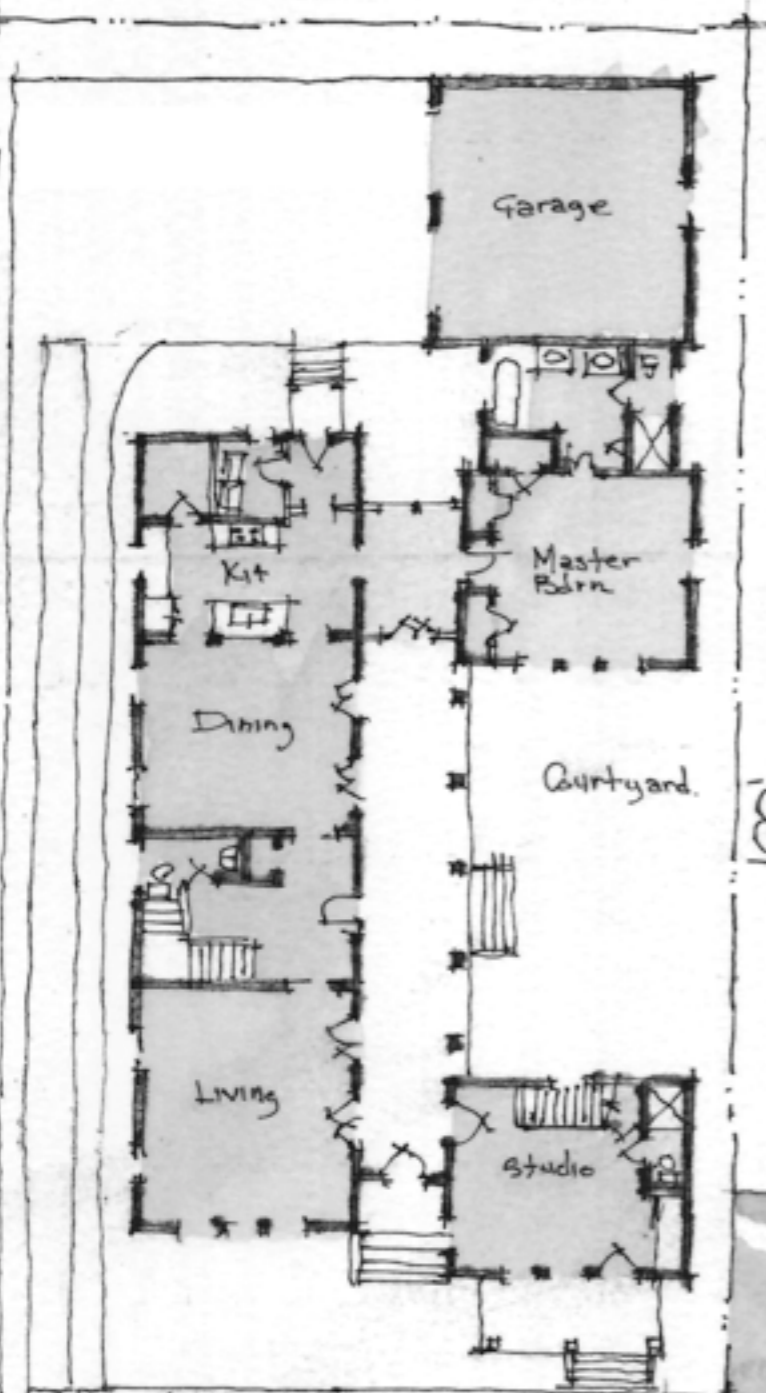
HOUSING TYPE:

- Temporary
- Mobile
- Modular
- Panelized
- Stock Plan
- Custom
- Commercial

NARRATIVE: This illustrates the schematics and technology of modular and panelized construction. These technologies are critical to speedy, affordable housing.



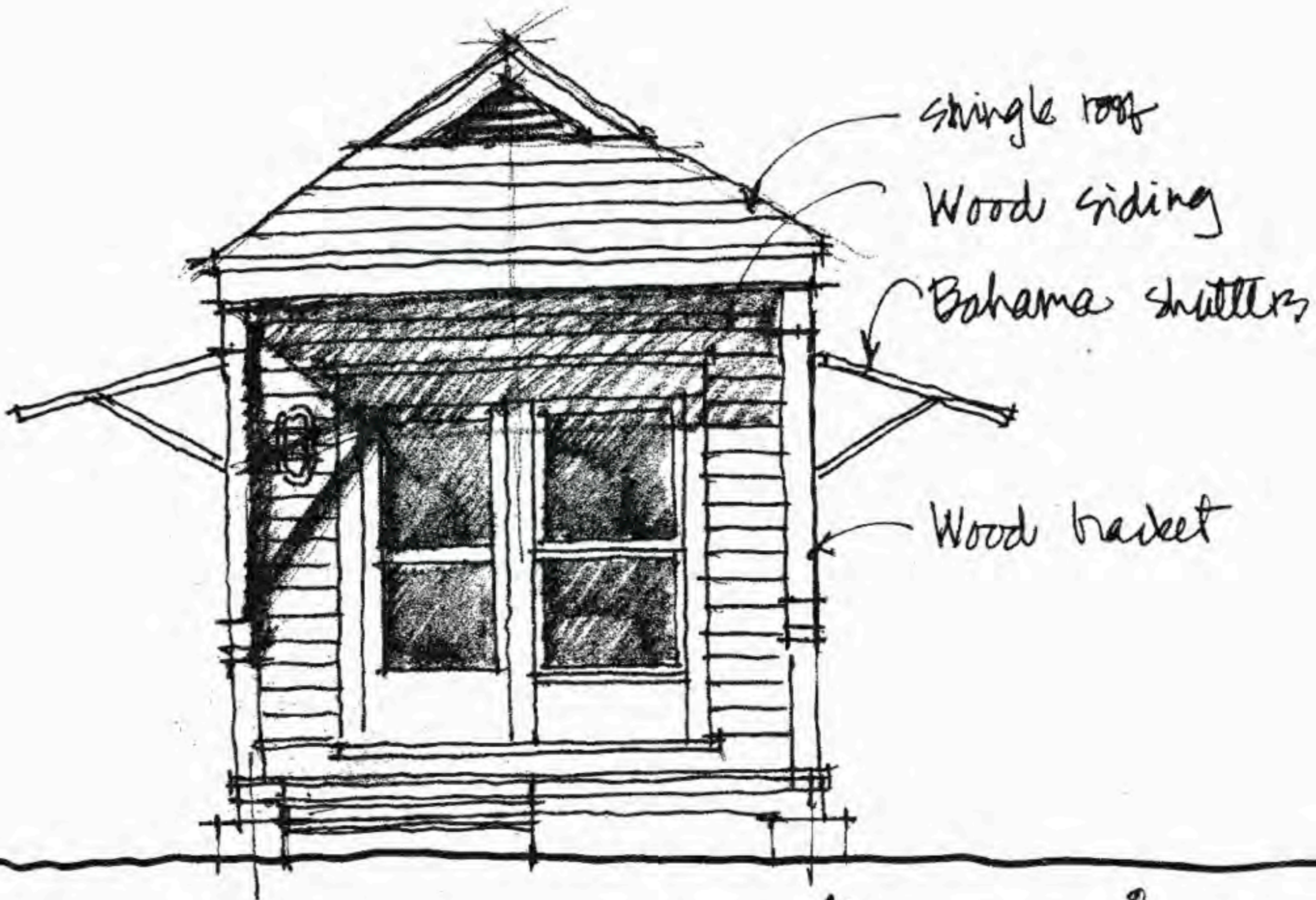
60'



1st FLOOR PLAN  
1/16" = 1'-0"

SIDEWALK ELEVATION





shingle roof

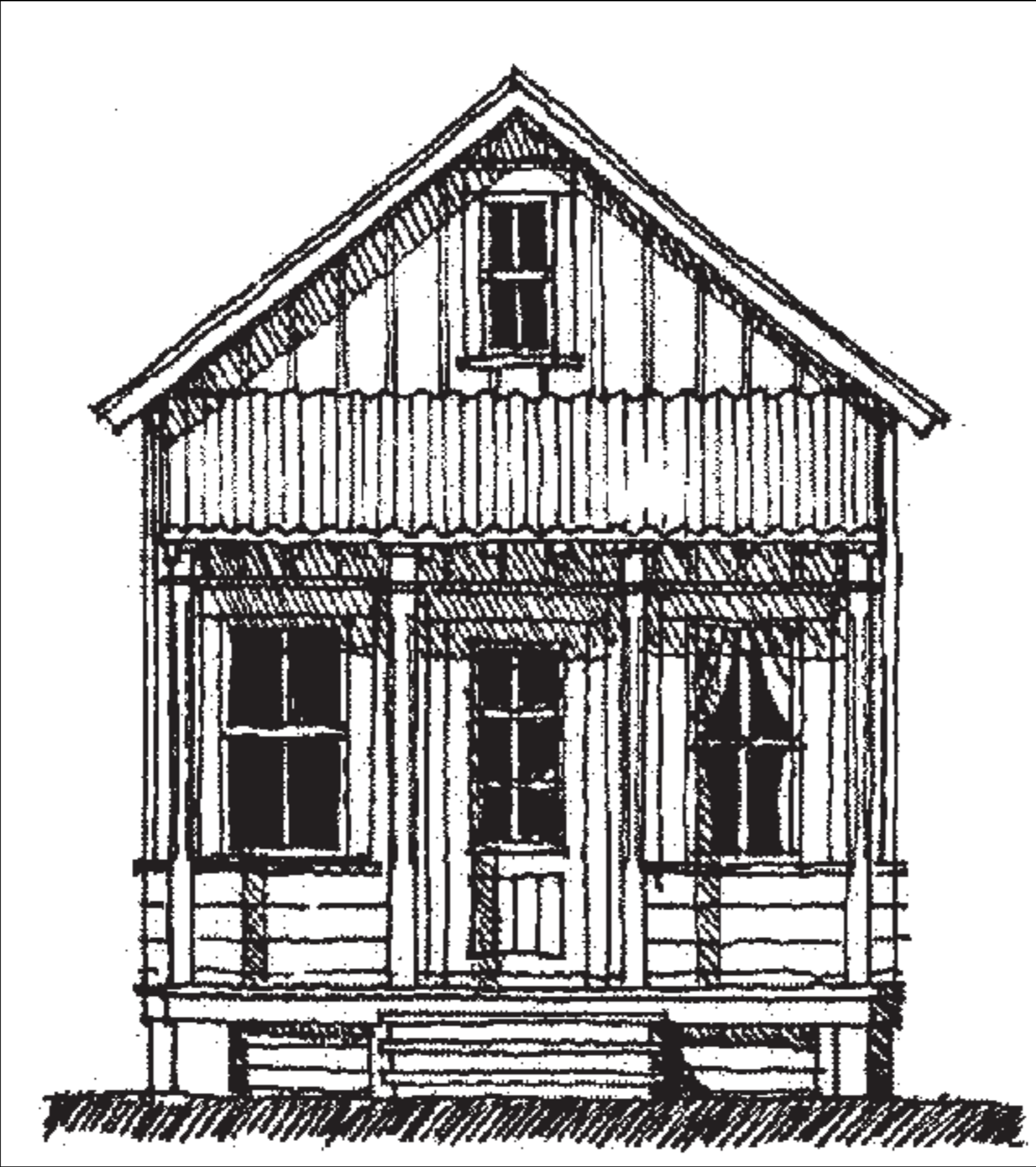
Wood siding

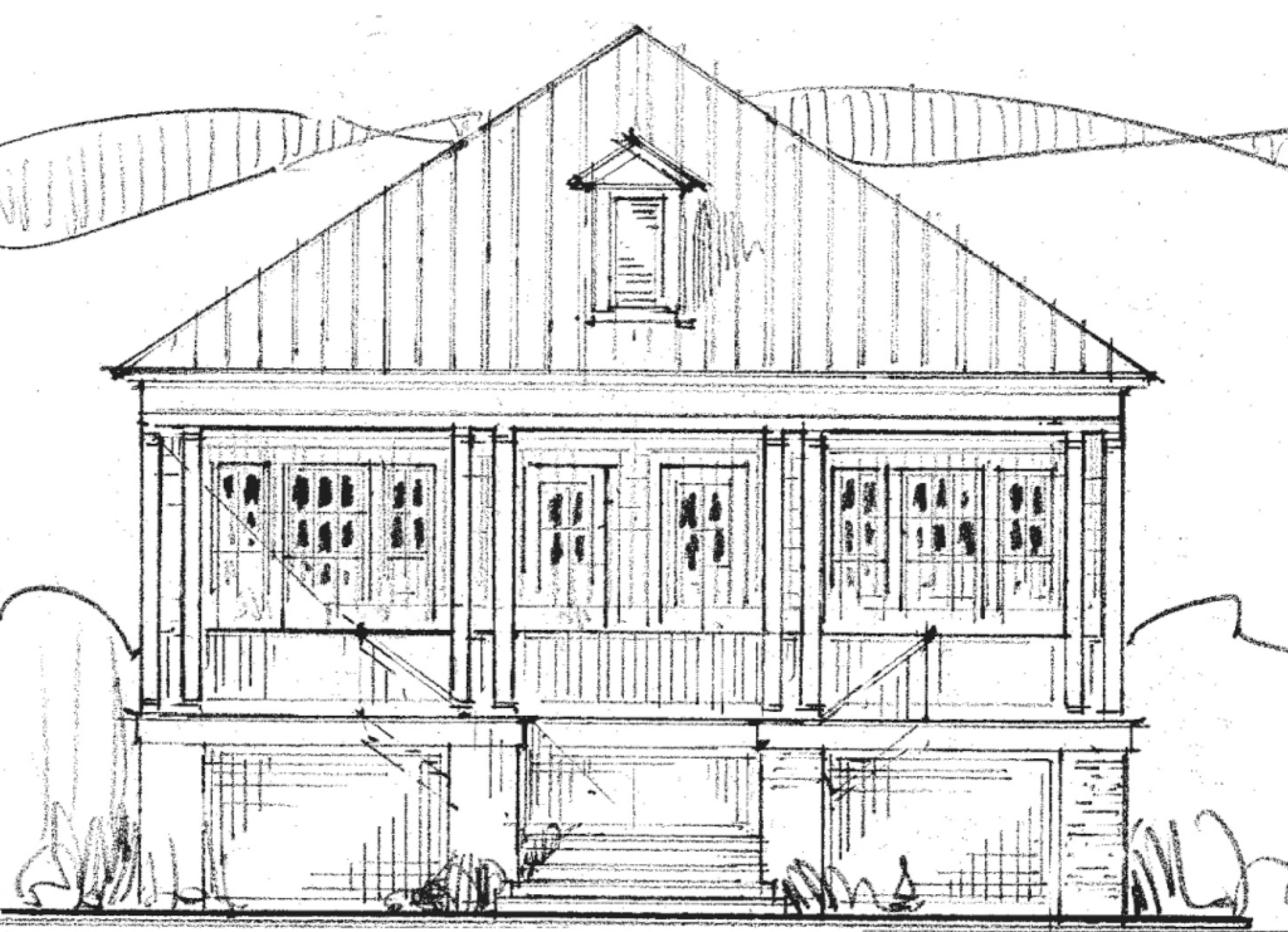
Bahama shutters

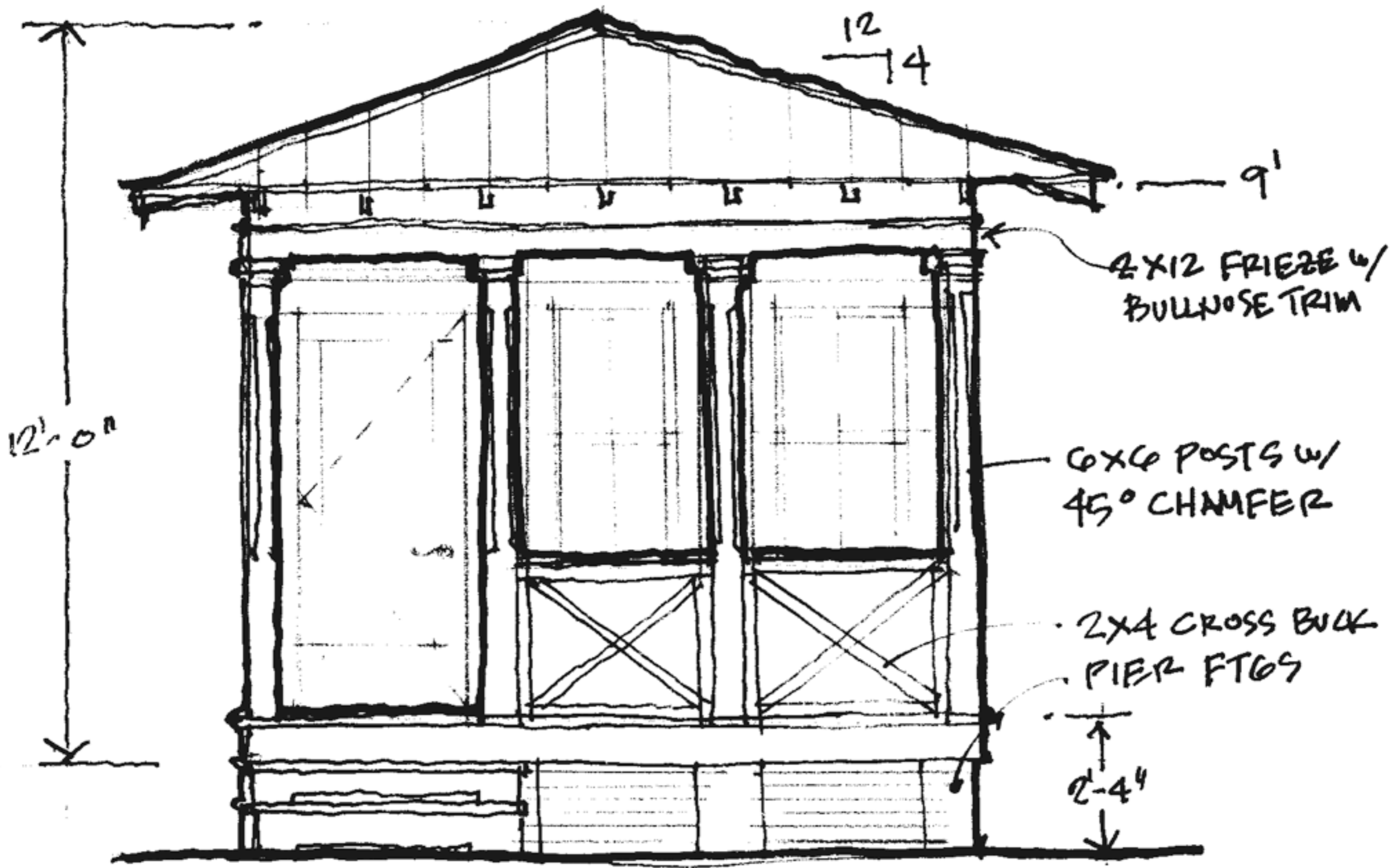
Wood bracket

FRONT ELEV.







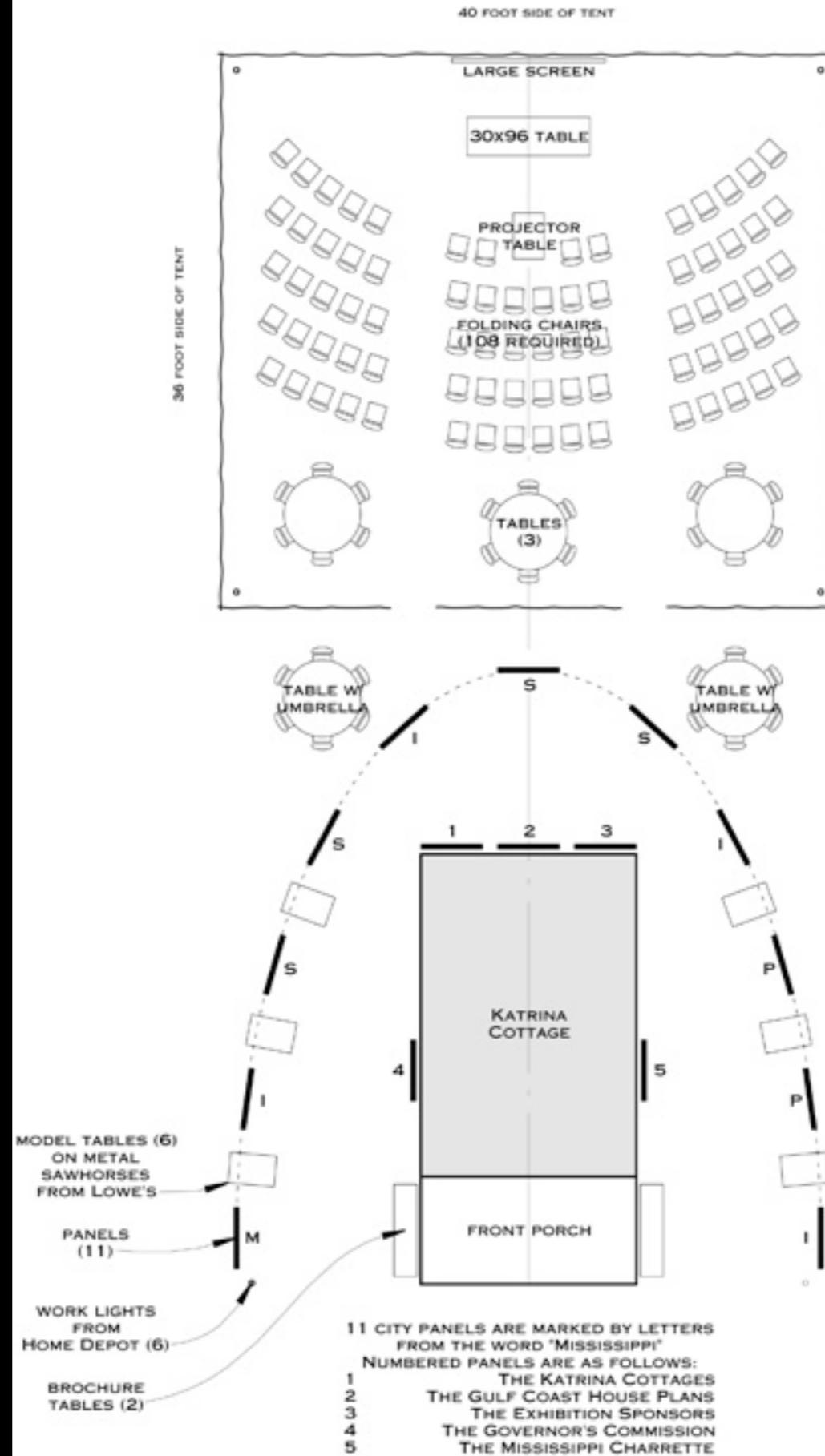




COUNT 2005



# INTERNATIONAL BUILDERS SHOW EXHIBIT LAYOUT



MODELS TO BE PROVIDED BY THE UNIVERSITY OF MIAMI.  
KATRINA COTTAGE ONE TO BE PROVIDED BY MICHAEL BARRANCO.  
PANELS TO BE PROVIDED BY VIKING RANGE.



DOWNTOWN WASH HURT  
OF THE BUSINESSES ARE  
OPEN AGAIN EON

DAMAGE REPORT: B OF ALL  
COMMERCIAL RESIDENT  
WERE DAMAGE

2000 MEDIAN RENT: 22,147  
2000 MEDIAN HOME VALUE: \$453  
2000 MEDIAN HOUSEHOLD INCOME: \$40,000

DAMAGE REPORT: THE BILOXI SUM  
REPORTS THAT BILOXI LOST 20% OF  
TO HURRICANE K

2000 POPULATION: 7,608  
2000 TOTAL HOUSING UNITS: 3,069  
2000 MEDIAN RENT: \$541  
2000 MEDIAN HOME VALUE: \$68,800  
2000 MEDIAN HOUSEHOLD INCOME: \$40,000

DAMAGE REPORT: BERVILLE IS LOCATED ON  
B BAY.





**P**  
**I**  
**S**  
**I**  
**P**  
**P**  
**I**

**GULFPORT**  
Map of Gulfport area with descriptive text.

**NOYO**  
Map of Noyo area with descriptive text.

**YAVILLE**  
Map of Yaville area with descriptive text.

**OCCASIONS**  
Map of Occasions area with descriptive text.

**YTTER**  
Map of Ytter area with descriptive text.

**16 POINT**  
Map of 16 Point area with descriptive text.

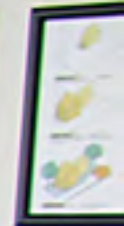
**PARADISE**  
Map of Paradise area with descriptive text.

SIDING - SOFFIT

CEILING - TRUSS









STATE

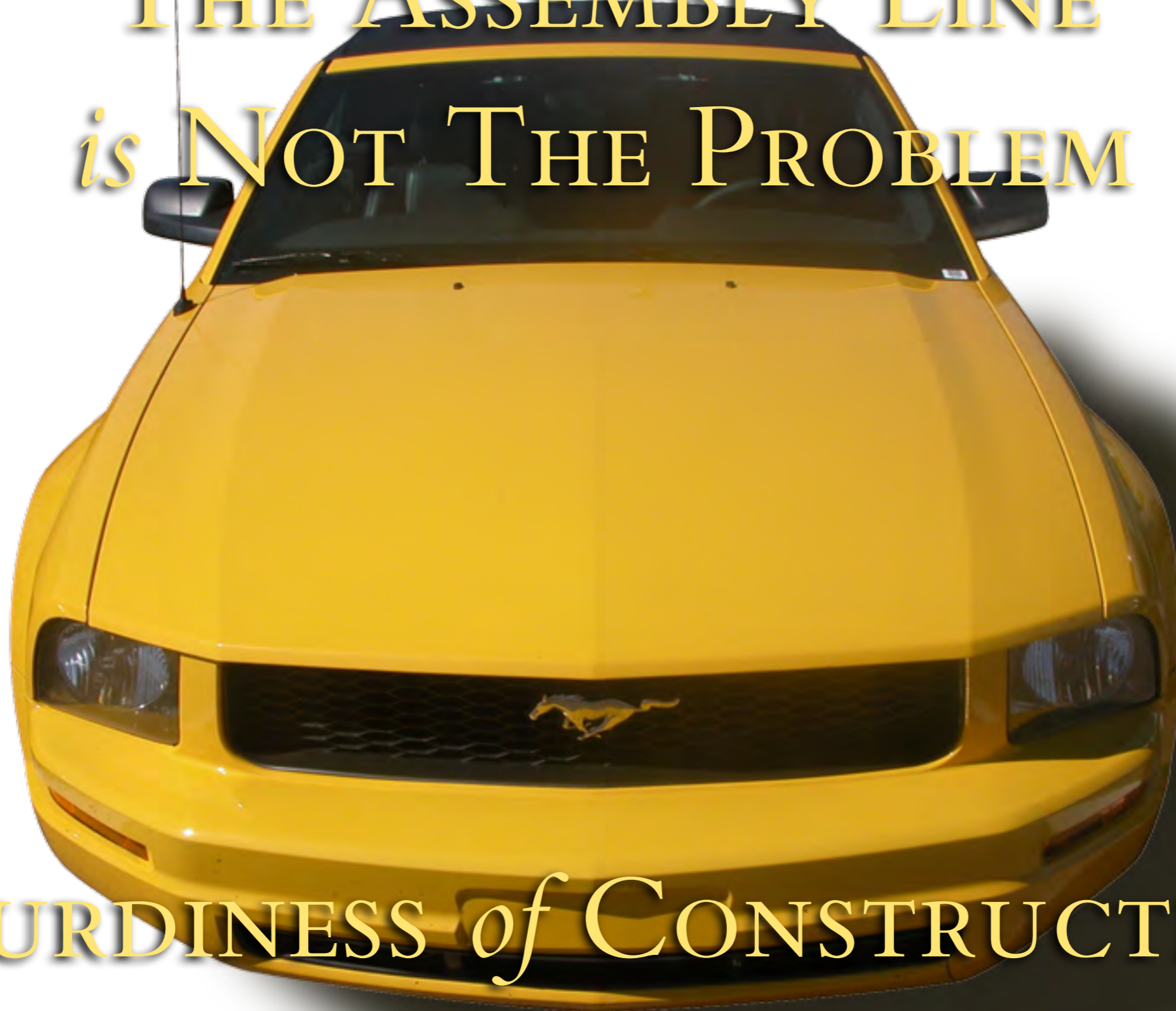


NEUTRAL  
LIVE

DISCO  
LEGEND



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. Manufac-

ured 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?

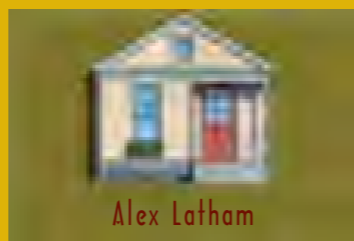
The problem isn't the manufacturing process. Assembly lines are used to create the world's best automobiles, computers, and airplanes. Factories make precisely what the designers tell them to, so the fact that most people still reject manufactured housing tells us that the problem is a design problem.

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.



Alex Latham

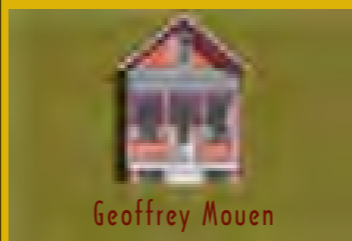
Look through Southern Living back issues, for example, and you're sure to find names like Bill Allison, Eric Moser and Gary Justiss.



Lew Oliver

Haven't heard of Marianne Cusato? You will soon.

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.



Geoffrey Mouen

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 check-books 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.

### [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.

### [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.

### [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★



WALTON  
WOODSONG

5022

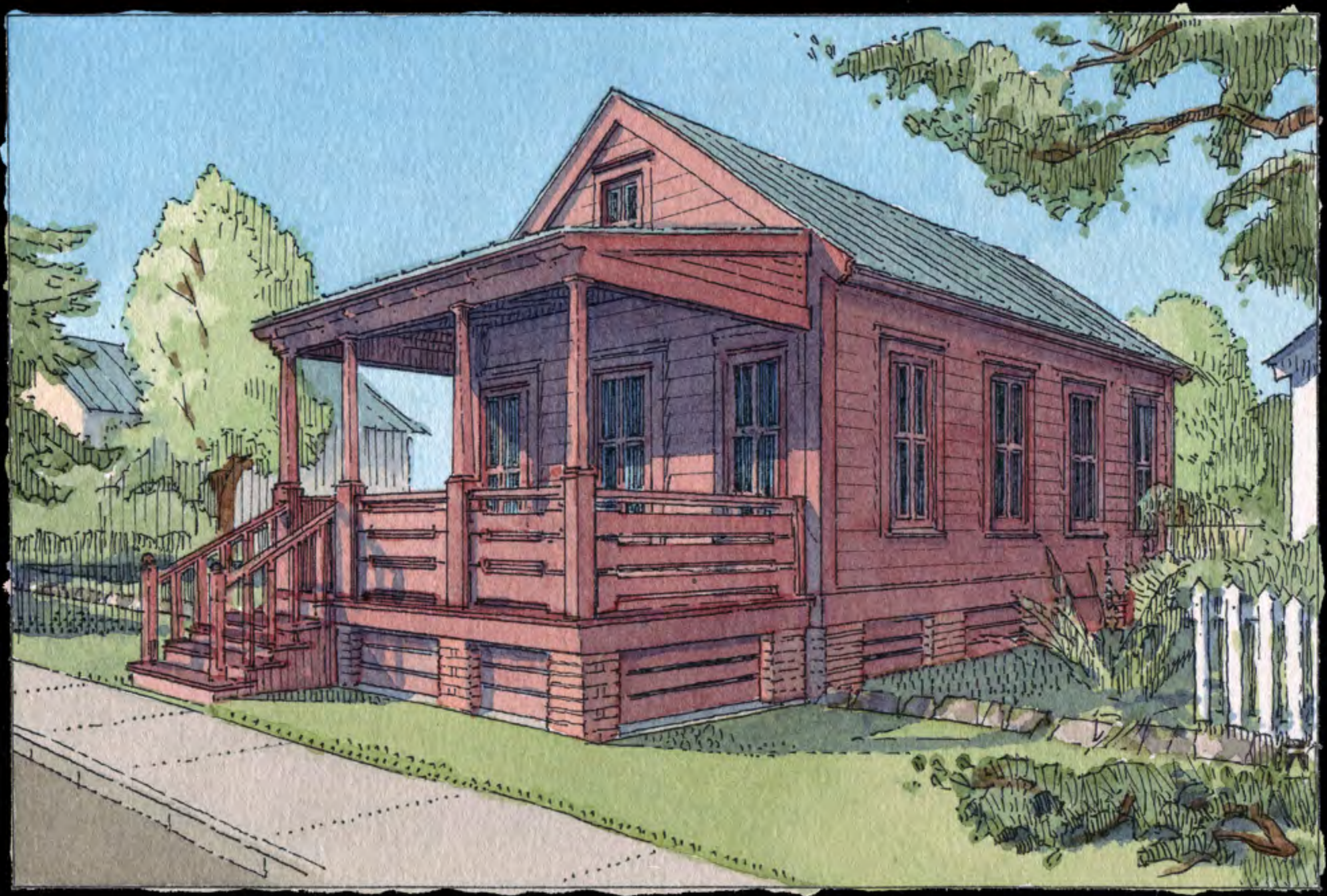
# PANELIZED HOUSING

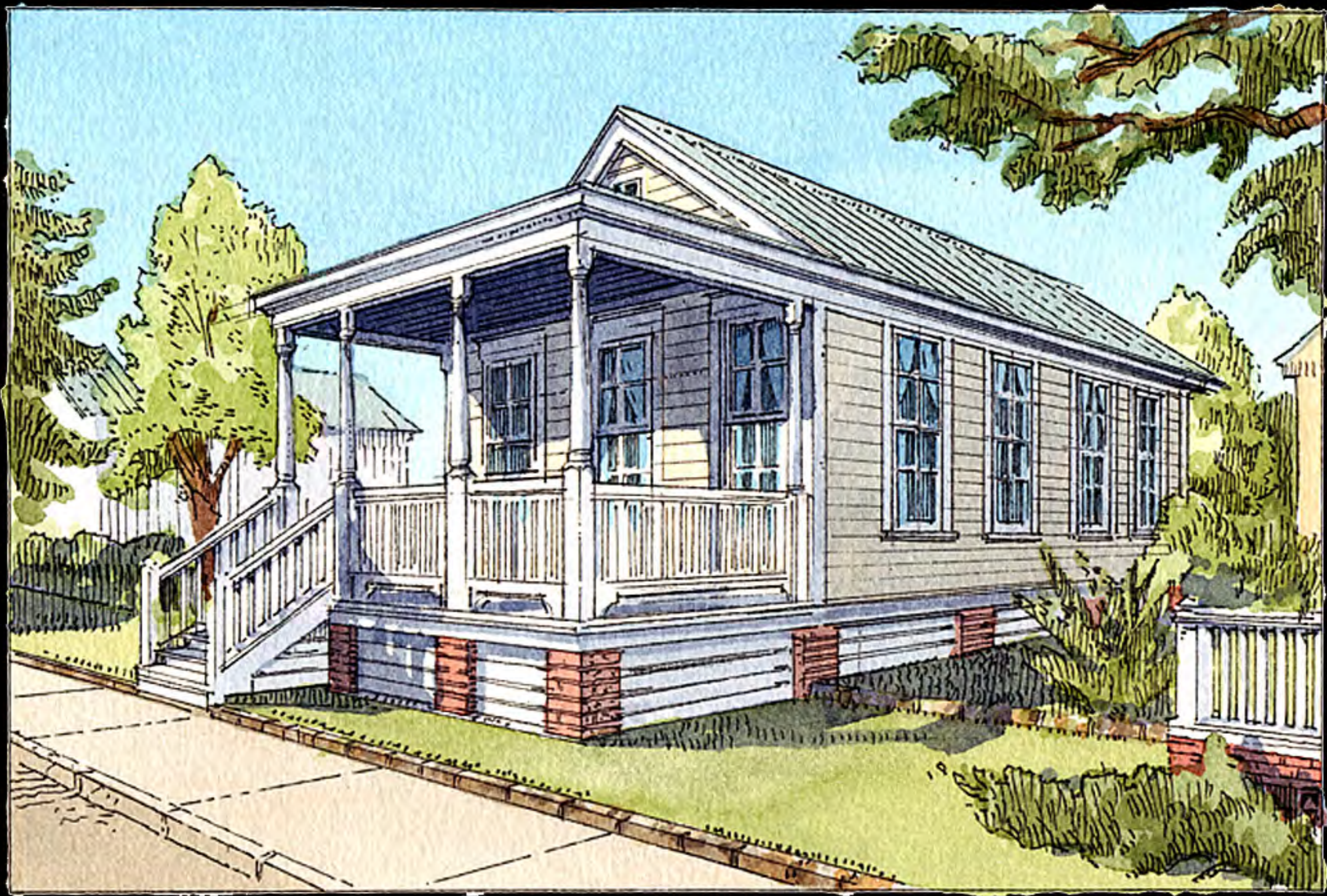


A REGIONALLY ADAPTABLE MANUFACTURED HOUSING SYSTEM  
© 2006 • CENTER FOR APPLIED TRANSECT STUDIES  
[www.transect.org](http://www.transect.org)













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Tel: 303.755.1234  
Fax: 303.755.1235  
www.housingintl.com

# COTTAGE SQUARE



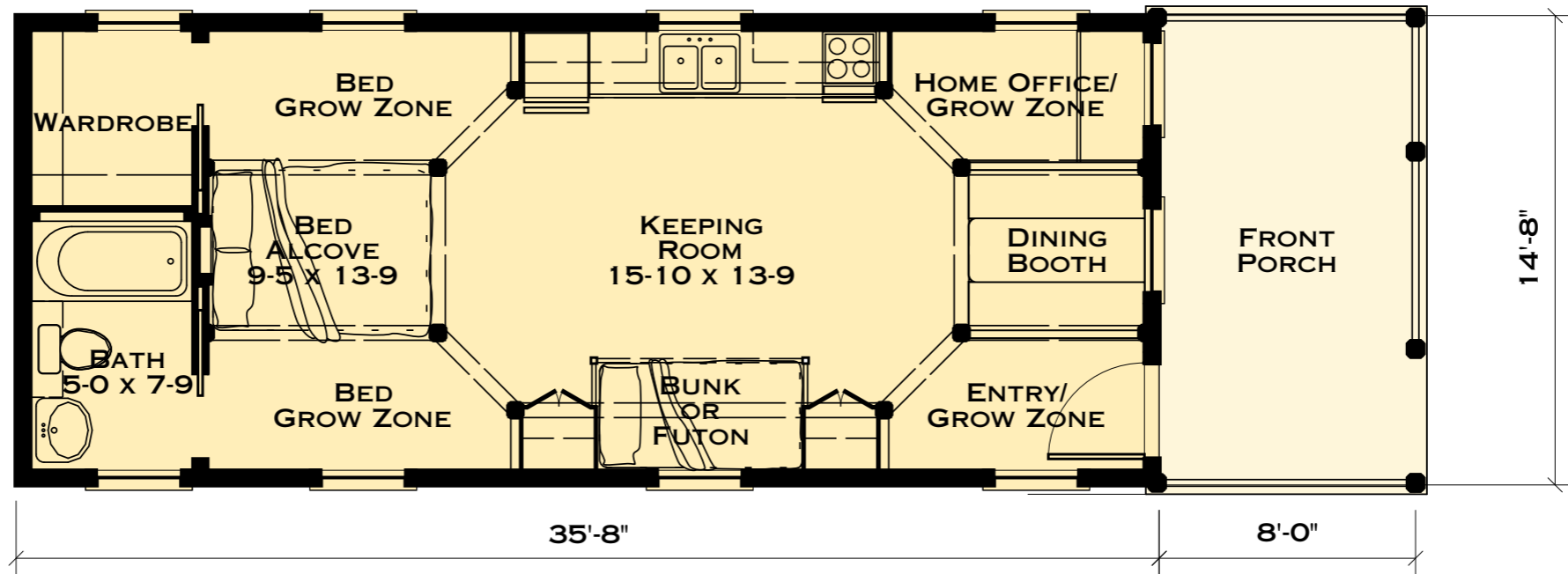


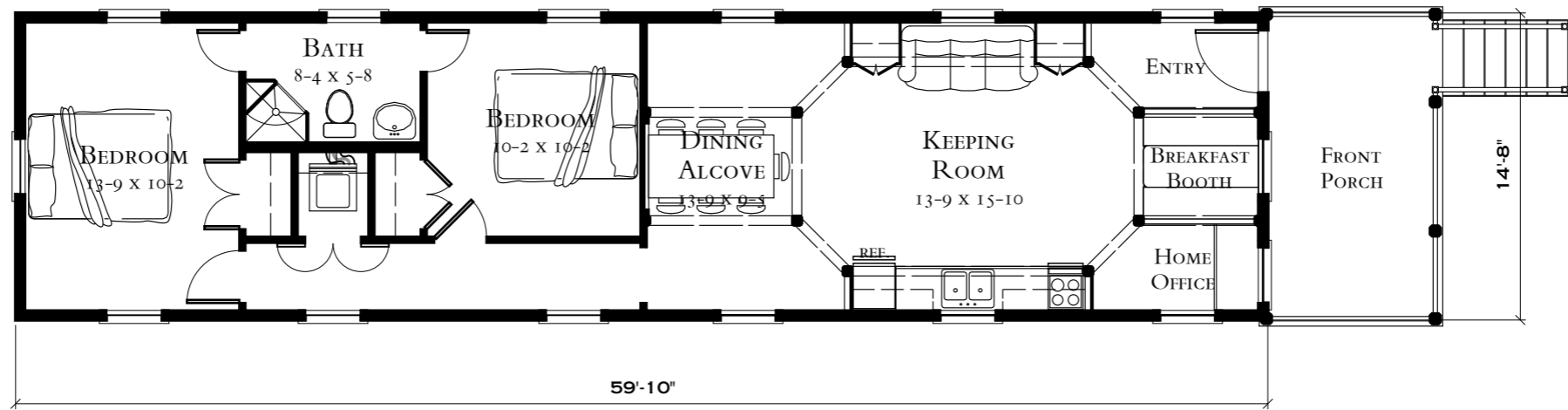
RECOVER REBUILD RENEW

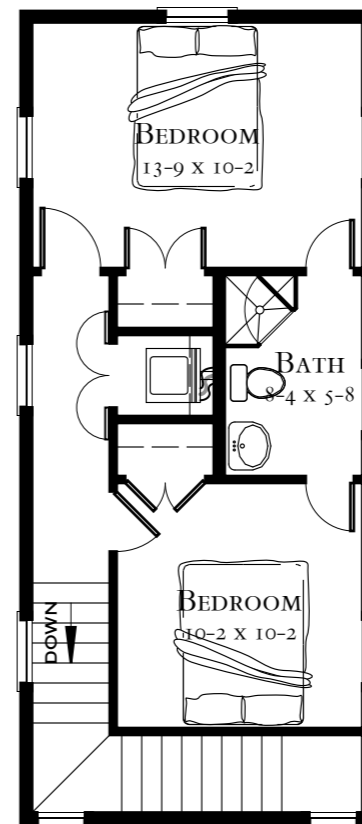
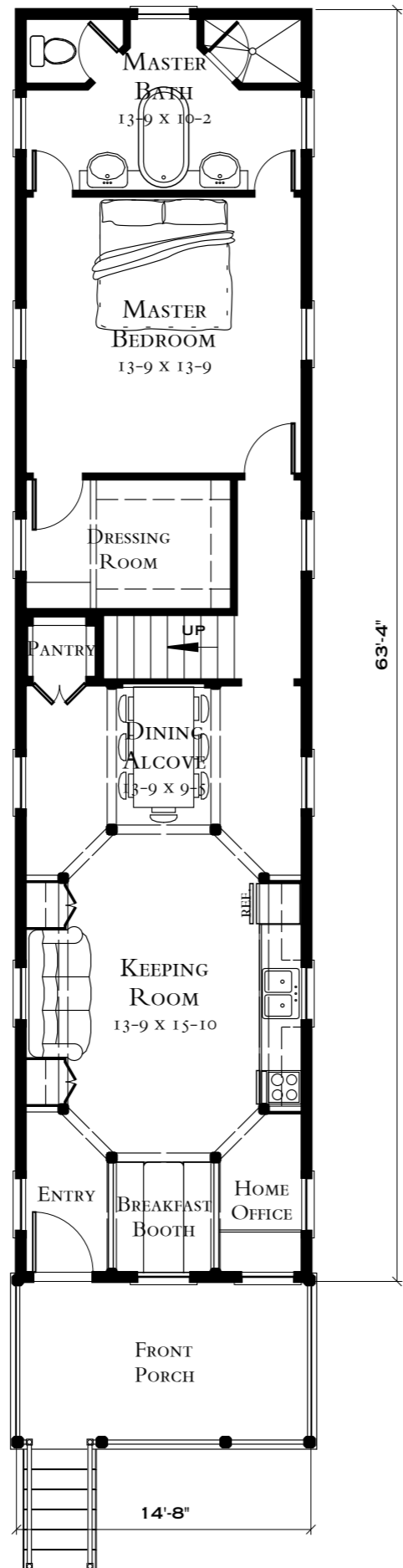
**KATRINA**

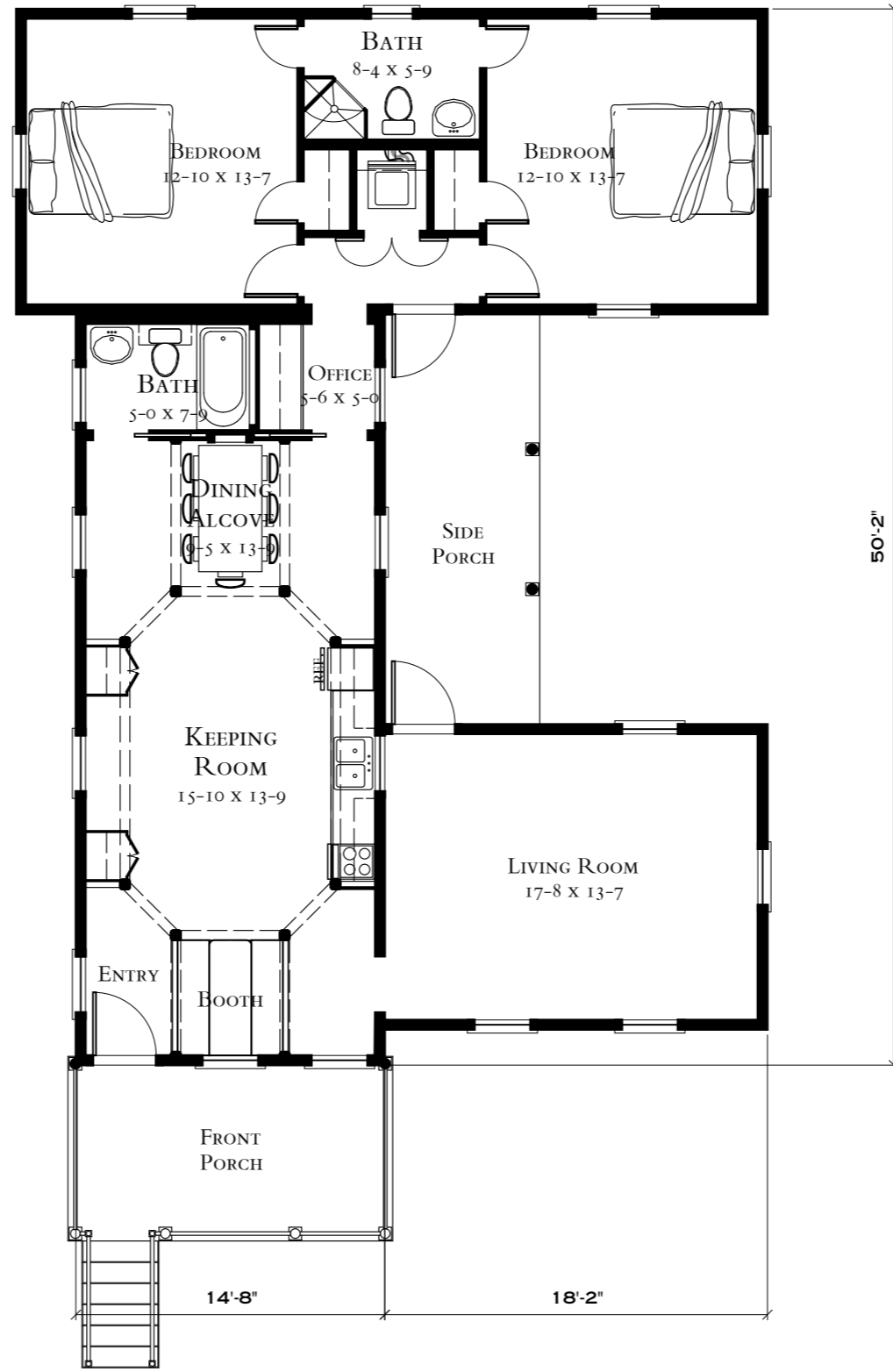
★ COTTAGE ★

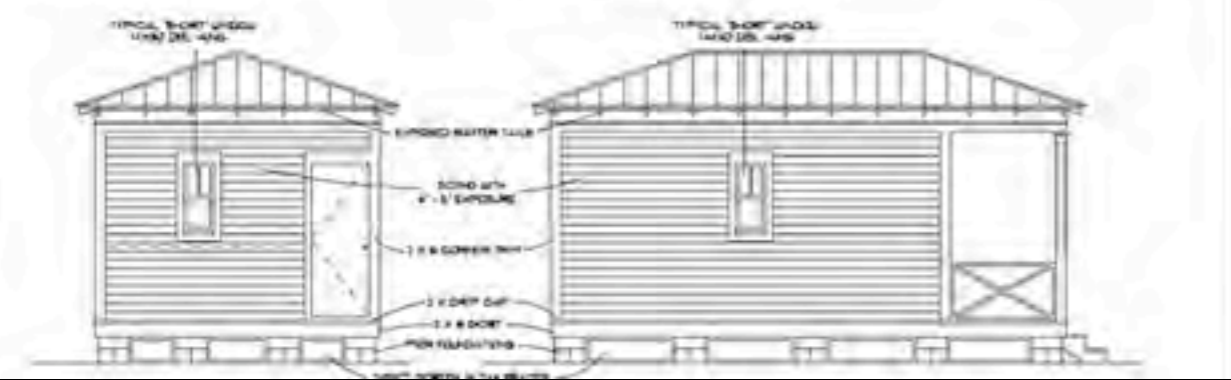
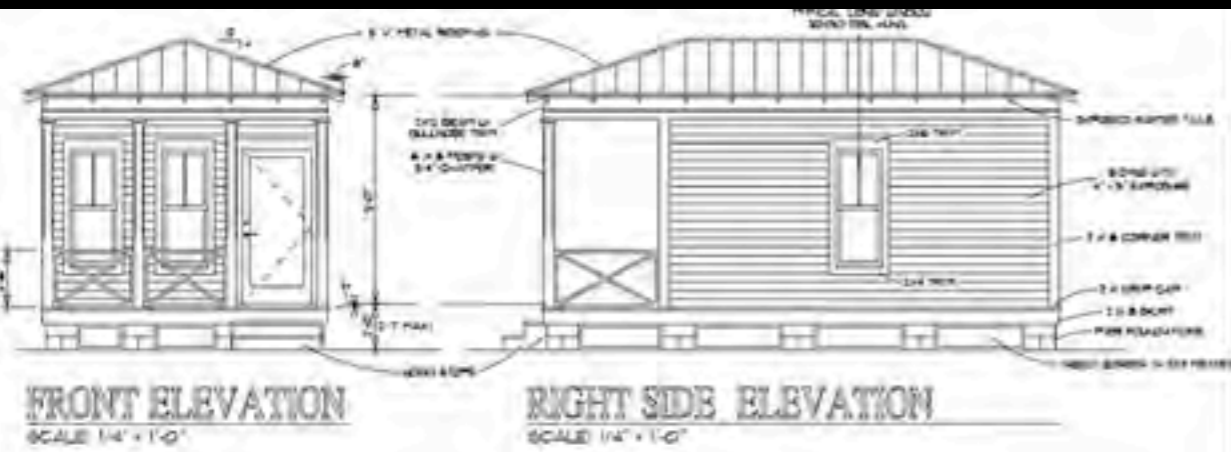
SMARTER SAFER STRONGER















**DICK MOORE**  
HOUSING



# ORIGINAL ASSUMPTIONS: HEALING *vs.* TRASHING









GENETIC MATERIAL *of* GENIUS  
BREEDING *with* MERE MORTALS



A large, leafy tree stands on a grassy hillside. The sun is bright in the sky behind the tree, creating a silhouette effect. The overall scene is hazy and atmospheric.

*the*

**Original**

**G R E E N**

# THE ORIGINAL GREEN



# THE ORIGINAL GREEN

PLACES



# THE ORIGINAL GREEN

**P L A C E S**

**B U I L D I N G S**



# THE ORIGINAL GREEN

**NOURISHABLE**

**PLACES**

**BUILDINGS**



A street scene in a village with stone buildings, parked cars, and a person walking a dog. The scene is set in a narrow street with traditional stone buildings on either side. A person is walking a dog on the right side of the street. There are several cars parked along the side of the road. The overall atmosphere is peaceful and scenic.

# THE ORIGINAL GREEN

**NOURISHABLE**

**ACCESSIBLE**

**PLACES**

**BUILDINGS**

A street scene in a village with stone buildings, parked cars, and a person walking a dog. The scene is set in a narrow street with traditional stone buildings on either side. A person is walking a dog on the right side of the street. There are several cars parked along the side of the road. The overall atmosphere is peaceful and scenic.

# THE ORIGINAL GREEN

**S NOURISHABLE**

**E ACCESSIBLE**

**A SERVICEABLE**

**P L A C E**

**B U I L D I N G S**

A street scene in a village with stone buildings, parked cars, and a person walking a dog. The scene is set in a narrow street with traditional stone buildings on either side. A person is walking a dog on the right side of the street. There are several cars parked along the side of the road. The overall atmosphere is peaceful and scenic.

# THE ORIGINAL GREEN

**S NOURISHABLE**

**E ACCESSIBLE**

**A SERVICEABLE**

**L SECURABLE**

**P**

**BUILDINGS**

A street scene in a village with stone buildings, parked cars, and a person walking a dog. The scene is overlaid with a dark, semi-transparent layer. The text is in a bold, yellow, sans-serif font.

THE ORIGINAL GREEN

**S** NOURISHABLE L O V A B L E **S**

**E** ACCESSIBLE **E**

**A** SERVICEABLE **A**

**L** SECURABLE **L**

**P** **B**

A street scene with stone buildings, parked cars, and a person walking a dog. The scene is slightly dimmed to make the text stand out.

THE ORIGINAL GREEN

**S** NOURISHABLE L O V A B L E **S**

**E** ACCESSIBLE D U R A B L E **G**

**A** SERVICEABLE **N**

**L** SECURABLE **I**

**P** **B**



THE ORIGINAL GREEN

**S** NOURISHABLE L O V A B L E **S**

**E** ACCESSIBLE D U R A B L E **E**

**A** SERVICEABLE F L E X I B L E **A**

**L** SECURABLE **L**

**P** **P**

A street scene with historic stone buildings, parked cars, and a person walking. The scene is dimly lit, suggesting dusk or dawn. The buildings are multi-story with windows and balconies. A sign for 'ANTHONY'S HOUSE BED & BREAKFAST' is visible on one of the buildings. A person is walking on the sidewalk in the distance. The overall atmosphere is quiet and traditional.

THE ORIGINAL GREEN

**S** NOURISHABLE L O V A B L E **S**

**E** ACCESSIBLE D U R A B L E **G**

**A** SERVICEABLE F L E X I B L E **N**

**L** SECURABLE F R U G A L **I**

**R** **B**

# THE ORIGINAL GREEN

**S  
E  
C  
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R  
E**

**NOURISHABLE LOVABLE**

ORGANIC  
FARMING

NU:  
CODES

LIVING  
TRADITIONS

**ACCESSIBLE DURABLE**

NU:  
COMPACT & WALKABLE

LIVING  
TRADITIONS

**SERVICEABLE FLEXIBLE**

NU:  
DIVERSE

LIVING  
TRADITIONS

**SECURABLE FRUGAL**

NU:  
IDENTITY

LIVING  
TRADITIONS

GIZMO  
GREEN

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An aerial photograph of a hillside town. The foreground is dominated by terraced vineyards with stone walls. The middle ground shows a cluster of buildings, including a prominent large stone tower with a central archway. The background shows more buildings scattered across the hillside. The text "NOURISHABLE PLACES" is overlaid in a yellow, serif font across the upper middle part of the image.

# NOURISHABLE PLACES

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

# ACCESSIBLE PLACES

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

# SERVICEABLE PLACES

FIRST ST.  
EST. 1985  
CAFÉ

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

# SECURABLE PLACES



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

A photograph of a brick building with green shutters and a window, with a vine-covered trellis overhead. The scene is bright and sunny, with a cobblestone path in the foreground and a small potted tree near the entrance.

# LOVABLE BUILDINGS

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

# DOWN THE UNLOVABLE CARBON STAIR-STEPS



A photograph of a stone building facade. The central feature is a window with a decorative stone surround and a small, gabled roof structure above it. To the left, a wooden door is partially visible with a hanging basket of pink flowers. To the right, a dark wooden door is partially visible with a small, rounded tree in a dark red planter. The text "DURABLE BUILDINGS" is overlaid in yellow at the top. At the bottom, the website "www.originalgreen.org" is displayed in yellow.

# DURABLE BUILDINGS

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

# FLEXIBLE BUILDINGS

**BANANA REPUBLIC**



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

# FRUGAL BUILDINGS

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

PUTTING BUILDINGS

BACK TO WORK

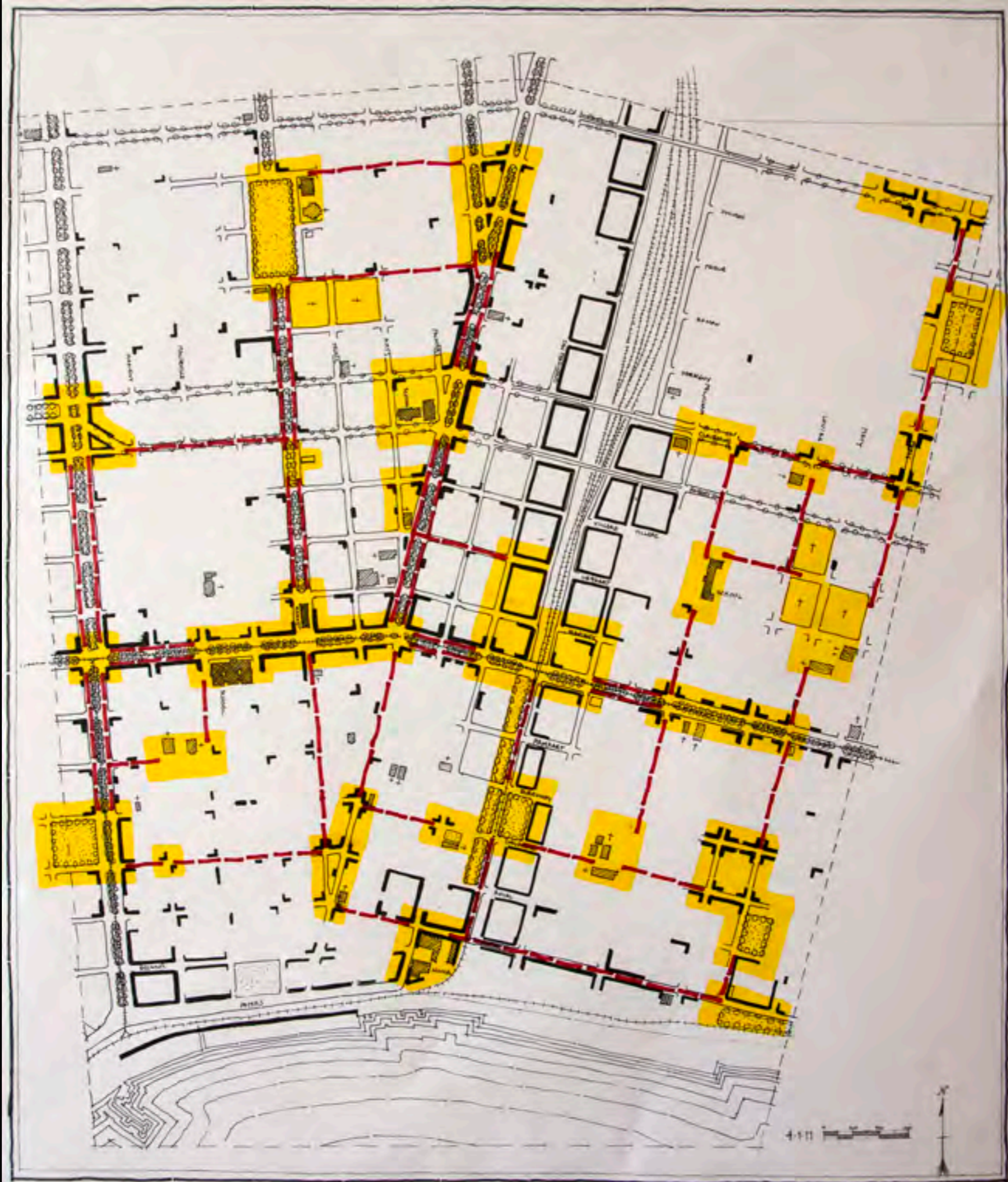


[www.originalgreen.org](http://www.originalgreen.org)

# LIVING TRADITION

- ★ NOT ABOUT STYLE *or* FASHION
- ★ REGIONAL CONDITIONS, CLIMATE, & CULTURE
- ★ CALIBRATES OVER TIME *to* GREATEST SUSTAINABILITY
- ★ WHAT WORKS BEST

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





6,295 Mi. **KAOHSIUNG**

TIMBUKTU 6,726 Mi.

3,063 Mi. **CORINTO**

**MECCA** 7,691 Mi. 2,540 Mi.

82 Mi. **PACIFIC OCEAN**  
5,282 Mi. **ULSAN**

**CASABLANCA** 5,843 Mi.  
**TIMES SQUARE** 2,443 Mi.

245 Mi. **CRATER LK.**

**LEHMAN** 4,614 Mi.

5,510 Mi. **GRT. WALL of CHINA**

**MT. HOOD** 70 Mi.

1.2 Mi. **WASHINGTON PARK**

102 Mi. **REMOTE, OR.**

**ASHKELON** 6,930 Mi.

**TRI-MET INFO**

**PORTLANDIA** 5 Blks.  
**SOL. RIV GORGE** 10 Mi.

8,003 Mi. **KANGAROOS**

**WATERFRONT** 7 Blks.

10,115 Mi. **MUTARE**

**INDEPENDENCE** 14,971 Mi.  
**TIPPERARY** A LONG WAY

**WALDEN POND** 2,530 Mi.

