

Builder

AMERICA AT HOME STUDY TEAM UNVEILS TWO NEW CONCEPT HOMES

Both homes will be built off-site and showcase how factory-built housing solutions can achieve healthier, more resilient, attainable homes.

By [Symone Strong](#)

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Courtesy DAHLIN

The America at Home Study founders—Teri Slavik-Tsuyuki of [tst ink](#), Nancy Keenan of [DAHLIN Architecture | Planning | Interiors](#), and Belinda Sward of [Strategic Solutions Alliance](#)—announced the launch of two new concept homes at the recent Housing Innovation Summit in [Denver](#).

Designed to address consumer insights from wave three of the study, the two homes—a for-rent townhome and accessory dwelling unit (ADU) called The Picket Fence and a for-sale paired townhome called The 412—will be built in an off-site factory using volumetric modular construction and assembled at two nearby infill sites in Pittsburgh.

“Studying and reflecting on the consumer data collected since the America at Home Study’s inception in 2020, we have a clear view of the behavior and lifestyle trends that emerged, escalated, and endured,” says Slavik-Tsuyuki. “It has led to the creation of two new concept homes that will address these lasting changes and spark important dialogue about adopting more progressive home design and construction practices. The Picket Fence and The 412 will focus on the livability and buildability of attainable market rate for-rent and for-sale homes.”



Courtesy DAHLIN

The 412

In addition to the founding members, the collaborative effort also includes builder partner EcoCraft Homes, manufacturing partner Structural Modular Innovations, and development partner Housing Innovation Alliance.

Together, the team aims to deliver two home concepts later this year and early next year that align with the study’s latest finding, which states [wellness is now a top design driver](#) and key purchase motivator.

“These concept homes will bring attention to the scalable benefits of using modern methods of construction to create livable, healthy, and sustainable homes,” says Dennis Steigerwalt, president of the Housing Innovation Alliance. “By demonstrating the benefits of volumetric modular construction—just one of numerous methods in the larger building technology-solutions mix designed to bring more precision and consistency—we aim to inspire more builders and developers to consider alternative construction processes that optimize resources to address the design and build aspects of the current housing shortage and create a more environmentally responsible, energy-efficient, and attainable housing market.”

The Picket Fence will be a three-story, 2,007-square-foot townhome and a 660-square-foot ADU, anticipated to open in October. The ground floor is a full studio home with an entry porch, while the main home above includes three bedrooms, two-and-a-half bathrooms, a flex space, an entry porch, and a covered deck.

Anticipated to open in April 2024, The 412 is a paired townhome consisting of two 2,024-square-foot residences. Each for-sale three-story home will include three bedrooms, three-and-a-half bathrooms, a loft, an office, a one-bay garage, and multiple outdoor living spaces including an entry porch, a covered patio, and an oversized roof deck.



Courtesy DAHLIN

The Picket Fence

The concept home team is also pursuing three tangible goals with important ESG considerations. The first goal is to reduce the carbon footprint of the homes by 70%. The second goal is to reduce construction waste by at least 90%. And the third goal is to build higher-performance homes with healthier indoor environments and energy resilience in the face of a major weather event.

“With optimized design, we’re prioritizing material choices that are both planet- and people-friendly, while also profitable for the industry,” says Eric Newhouse, vice president of innovation at Structural Modular Innovations and factory liaison to EcoCraft Homes. “Sustainability and profitability are not mutually exclusive, and we’re confident these homes will be a resilient business case for all aspects of the industry, including financing, trades, builders, and manufacturers.

ABOUT THE AUTHOR



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Symone is an associate editor for Zonda's *BUILDER* and *Multifamily Executive* magazines.

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