



## Fact Sheet: The 412

**OVERVIEW:** The 412 concept home originated from insights from the America at Home Study, the only longitudinal study of consumer behavior, values and attitudes about home and community, which included nearly 10,000 responses nationwide during early, peak, and post-pandemic times.

The purpose and focus of The 412 is livability and buildability. The home's design will specifically address consumer insights from the study data and be built in an offsite factory using a modern method of construction called volumetric modular construction and assembled on-site on an infill lot in Pittsburgh, PA.

**THE HOME:** A paired townhome consisting of two 2,024-square-foot residences, each with three bedrooms, 3.5 bathrooms, a loft, an office, one-car garage, and multiple outdoor living spaces including an entry porch, covered patio, and oversized roof deck, and more.

The for-sale three-story home will be tailored to meet the needs of a younger baby boomer couple. Identified by Kantar's MindBase™ segmentation as "Full Throttles," these types of buyers are active adventure seekers looking forward to the future, with continued focus on their wellbeing.

Incorporating thoughtful design and a holistic approach to wellness, The 412 will support a better healthier life for these buyers, who are primarily motivated to invest in wellness and sustainability features that improve their health.

**SUSTAINABILITY & RESILIENCY GOALS:** The 412 has three sustainability and resilience goals all that will be achieved while maintaining a focus on market rate attainability where housing affordability, energy, and maintenance costs are continually growing challenges:

1. Reduce carbon emissions by 70% vs. typical new home construction - by selecting alternative raw materials and products with lower environmental impacts, by constructing the home in a factory setting, and building to the Department of Energy's Net Zero Energy Ready Home Program
2. Generate 90% less waste than in typical new home construction
3. Build a higher-performance home that results in a healthier indoor environment

**THE LOCATION:** Pittsburgh, PA



## THE TEAM:

- EcoCraft Homes (builder)
- Structural Modular Innovations, LLC (SMI) (factory)
- DAHLIN | Architecture | Planning | Interiors (architect, America at Home Study founder)
- Housing Innovation Alliance (developer)
- tst ink LLC (America at Home Study founder)
- Strategic Solutions Alliance (America at Home Study founder)

## SPOKESPEOPLE:

- Eric Newhouse, vice president of innovation, Structural Modular Innovations and liaison to EcoCraft Homes
- Ryan Bish, chief manufacturing officer and GM, Structural Modular Innovations
- Ryan White, director of design, DAHLIN | Architecture | Planning | Interiors
- Nancy Keenan, president, DAHLIN | Architecture | Planning | Interiors
- Teri Slavik-Tsuyuki, principal and founder, tst ink LLC
- Dennis Steigerwalt, president, Housing Innovation Alliance

## BEHIND

**THE NAME:** The 412 will find its home in an evolving neighborhood in the City of Pittsburgh. 412 is the area code for Pittsburgh, and it's also an identity – a beacon for the creative and selfless spirit of the city, one largely forged by hand. The 412 was designed from the inside out to bring to life spaces that support how people want to live today while focusing on supporting their holistic wellness, and using modern methods of construction for a healthier, more sustainable home.

The hope is that it becomes a beacon and inspires other designers and builders 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.

## DESIGN FEATURES & SUPPORTING

### STUDY DATA:

#### Arrival

The first impression is key for a buyer group where 94% describe “home” as “a safe place,” which is demonstrated immediately in the design of this home’s entry. The standard width of a factory built home turned this challenge into an opportunity both functionally and esthetically. The private entry is elevated above the one-car garage, creating a front porch and entry vestibule that allows guests to be greeted and hang up their coat prior to being invited into the home. The elevated front porch also creates a pleasant exterior aesthetic.



### **The Heart of the Home**

The volume space created by an open ceiling on a portion of the main level allows plenty of natural light into the family room. This creates a more spacious feel for the area in the home that 48% of the targeted buyer group identifies as the most important space in their home. This is a comfortable space where they gather with friends, listen to music, watch movies, or just relax.

### **The Hub of the Home**

The kitchen's island is sized in this home to be functional enough to both prepare and serve dinner. This space is situated in the home to allow site lines and social interaction with the family room while also allowing indoor/outdoor livability to the private rear patio.

### **Precious Personal Space**

More than just a place to sleep, the primary bedroom is a precious personal space for focused work or relaxed alone time. This space is situated at the rear of the home with volume space allowing plenty of the natural light that is so important for emotional wellness – cited by 89% of study respondents as being very important – while taking advantage of the views toward the Allegheny River. The primary bathroom is sized to have a spa-like feel – a clear preference for this buyer group versus others in the study – with a shower large enough to sit for a rejuvenating steam.

### **Square Footage Where It Counts**

The secondary spaces are designed so hosting visitors doesn't interrupt daily life. Each of the guest bedrooms are designed with their own ensuite bathrooms and located where this homeowner can provide an adult child home from college or a guest a space that offers privacy. Storage is also thoughtfully designed into this home, taking advantage of any available space, and ensuring no dead corners.

### **Home Offices Can Scale and Flex**

The upper floor of this home creates a space that blurs the edges between work and play. The flex space has plenty of room for multiple activities from exercising, lounging, and watching a movie or an area for arts and crafts. The home office is tucked away from the rest of the space to create a quiet place for work while allowing plenty of natural light into the space. The roof deck is an outdoor space that was intentionally designed as a place that is both a private and a social destination with ample room for a rooftop garden to grow fresh vegetables and herbs.

### **MILESTONES:**

- October 6-31, 2022: America at Home Study Wave 3 (3,000 surveyed)
- 2024: Manufacturing anticipated to start on The 412
- 2024: Anticipated completion and grand opening of The 412



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**MEDIA ASSETS:** [Link to downloadable media assets](#)  
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