More Dynamic Downtowns

HOW URBAN INFILL AND ZERO LOT LINE CONSTRUCTION ARE REVITALIZING CITY CORES

INSIDE THIS ISSUE

Remodeling with Siding
To cover or not to cover

THE IPD APPROACH TO BUILDING
LOOKING BEYOND COMPS
The continental United States has nearly 2 billion acres of land. However, many designers and builders are finding a lack of usable, available land as a challenge. What gives? Living “hot zones” are surging—or resurging—and today’s residents are causing the industry to rethink how to maximize usable space for the masses. In this issue, you will find several articles highlighting how homebuyers, building owners and renters are looking outside the property walls when obtaining property.

In markets nationwide, crowds are flocking to cities to take advantage of what seems like every square inch of usable space. So designers and developers are getting creative with their responses to the infill movement. What began as resurgence some 20 years ago among the artistic crowds in places like Seattle and Washington, D.C., has now trickled across the country. Read our cover story, “Making Downtowns More Dynamic,” and check out our list highlighting how homebuyers, building owners and renters are looking outside the property walls when obtaining property.

In markets nationwide, crowds are flocking to cities to take advantage of what seems like every square inch of usable space. So designers and developers are getting creative with their responses to the infill movement. What began as resurgence some 20 years ago among the artistic crowds in places like Seattle and Washington, D.C., has now trickled across the country. Read our cover story, “Making Downtowns More Dynamic,” and check out our list highlighting how homebuyers, building owners and renters are looking outside the property walls when obtaining property.

More so than lot sizes and square footage, today’s buyers are swayed by other factors. In “Looking Beyond Comps” (page 14), we ask three industry experts to weigh in on what influences the homebuyer’s decision outside of traditional housing comparables. One universal theme: location, location, location.

Designers and builders can better meet these infill needs by strategically selecting the products they use in their builds. For example, coupled products (more info in the CONSTRUCT Show wrap-up on page 05) help the industry meet needs with multiple solutions in one. To read a case study about a coupled product in action, see page 07. Here, we cover Poole & Poole Architecture, who turned to LP® FlameBlock® Fire-Rated OSB Sheathing for both structural performance and fire code compliance for a recent infill project in Charlotte, North Carolina.

Continue reading for more articles covering hot topics and trends affecting the design and building industry. We hope you enjoy this issue of Engineered Wood magazine, and we’d love to hear your ideas for future content. Send us your feedback and suggestions via email at editor@engineeredwoodonline.com. We look forward to hearing from you!

KRISTIN HAMPEL
MANAGING EDITOR
CONTENTS

ON THE COVER

PG 09
Dealer Spotlight

PG 04
Cluster Housing: Higher Density with a Spacious Feel

PG 05
CONSTRUCT Show Highlights Industry Integration

PG 06
It’s No Crime To Have a Cover-Up

PG 03
Case Study

PG 07
IPD: Collaborative Approach to Building

PG 17
SUSTAINABLE FORESTRY INITIATIVE

PG 18
LOOKING BEYOND COMPS

PG 14
Looking Beyond Comps

PG 02
TRENDS & TECHNOLOGY

PG 08
BUILDER NEWS & TRENDS

PG 16
MARKETING TIPS
Strategies to Improve Networking

PG 20
INSTALLATION TIPS
LP® TechShield® Radiant Barrier Sheathing

PG 21
INTERNATIONAL FOCUS
Auckland, New Zealand
GoFigure Estimating App

LP® SmartSide® Trim & Siding offers qualified contractors in the LP® BuildSmart™ Preferred Contractor Program free access to the GoFigure™ app for iPad. This app reduces the amount of time it takes to estimate an average siding project from 1.5 hours to 20–30 minutes. A contractor simply has to take a photo of a client’s house from any angle, trace the area that needs to be measured on the screen, and then the app generates the measurements for siding products. Since the LP SmartSide product catalog is on the GoFigure app, it’s easy for contractors to plug in LP siding products and set their own pricing.

+ GoFigureApp.net

SunTegra™ Solar Shingles

Instead of mounting solar panels on a bulky rack system on your roof, SunTegra Solar Shingles allow consumers to have the choice of integrating solar panels within their roof. They have a direct-to-roof installation method eliminating the need for racks. Per SunTegra, these solar panels are more aesthetically pleasing, protect your home, produce clean energy, and provide roof and energy bill savings.

+ SunTegraSolar.com

UC Berkeley Development Calculator

In response to the lack of housing in the Bay Area of California, the Terner Center for Housing Innovation at the University of California, Berkeley created a tool that includes a number of online calculators to determine the most effective combinations of policies that can increase homebuilding. The purpose of the online platform is to estimate the probability of a project moving forward. It takes into account the local land-use policies and economic conditions, construction costs, rents, and desired return on investment. Additionally, the Terner Center’s Policy Gauge looks at a jurisdiction’s housing development potential.

+ TernerCenter2.Berkeley.edu/proforma

DeWalt 12V Cross Line Red and Green Lasers

DeWalt® recently added a new line of lasers to its 12V MAX cordless platform that all come in red beam and green beam versions. The green beam has been proven to be four times easier to see, but has always been too expensive due to the intricate diodes that projected them. A technical breakthrough with the green beam allows the laser to be more efficient and affordable. The lasers project a horizontal or vertical line either independently or together so they intersect. Both lasers are mounted onto L-shaped brackets that give them the freedom to rotate 360 degrees on their vertical axes. The lasers are also dust proof and cannot be damaged by rain, according to the manufacturer.

+ Dewalt.com

* This information and the websites identified above are provided solely as a convenience to the reader. They are not intended to state or imply that the editors of Engineered Wood or LP Building Products sponsor, recommend, endorse or are affiliated or associated with the companies or products listed.
Grasmick Lumber

Founded in 1951, the Louis J. Grasmick Lumber Company has supplied lumber across the Eastern Seaboard of the United States for over a half-century. Located in Baltimore, Grasmick Lumber sells a vast inventory of products. This includes many engineered wood products from LP Building Products, such as LP® FlameBlock® Fire-Rated OSB Sheathing and LP® SolidStart® LSL and LVL.

Being near many port cities, Grasmick Lumber has a history rich in maritime services. Originally, the company focused on the development of business within the local maritime community, servicing various shipping lines, agents, freight forwarders, and ship ceiling and stevedoring firms.

Today, the company’s prospects are virtually limitless. They have developed what they believe to be the most flexible, service-oriented building supply company within the region. They offer industrial grade cut-to-size hardwood and softwood products, and their services include heat treating, pallet manufacturing and precision end trimming. For multifamily builds, they offer guaranteed pricing on specific quantities of material for extended periods of time. They are also an FSC® Certified Wood Distributor.

Throughout the years Grasmick Lumber has supplied products for many historical sites, such as the Statue of Liberty, the Pentagon, the Washington Monument and the Freedom Tower at the former World Trade Center ground zero site. The State of Maryland Office of Development recently issued Grasmick Lumber a citation in honor of being in business for 65 years.

Grasmick Lumber believes in the concept of “partnering,” and they consider their alliances with both suppliers and customers a vital component to success.

Vice President of Sales Dee Dee Lancelotta has worked closely with LP throughout the years. “They are a great supplier with great products,” says Lancelotta. “Our contact is a very knowledgeable and hands-on type of guy.”

With regard to the products, she says she’s noticed a trend in multifamily podium builds being built on smaller lots. “We’re selling a lot of LP FlameBlock for these types of buildings.”

In spring of 2016, Grasmick Lumber founder Louis J. Grasmick passed away at the age of 91. The philanthropist and former professional baseball player was a treasure to the greater Baltimore community. His son, Grant Grasmick, serves as the president of Grasmick Lumber, carrying on the tradition of quality service and customer commitment that his father put in place many years ago. And with the recent addition of Joshua Grasmick, the family's third generation is also making its mark.

+ www.GrasmickLumber.com
Cluster Housing: Higher Density with a Spacious Feel

Cluster housing has long been an attractive solution for cities with little available land for infill projects. Although the first cluster communities were built in Middle Atlantic locations like Radburn, New Jersey and Reston, Virginia, they’ve become a popular option in recent years in land-constrained Western states.

An early and vocal proponent of cluster housing was author William Whyte, who coined the term “groupthink” in his 1956 bestseller *The Organization Man*. That book sold two million copies in an era when many Americans felt that corporations and the urban environment were becoming dehumanizing. At one point, Whyte hired a crew of videographers to document the habits of urban dwellers. That effort came to be known as the “Street Life Project” and led to Whyte’s classic book on infill called *City: Rediscovering The Center*.

As the popularity of townhomes waned in California in the 1990s, architects began designing cluster housing communities consisting of detached single-family homes where residents shared garage space in an “auto court.” This offered more room for gardens and swimming pools in the community—and achieved townhome-like density of 12 to 14 dwelling units per acre (du/ac). Density in these communities is determined primarily by local fire codes and whether fire hoses will reach far enough.

Cluster communities with auto courts are pedestrian-friendly because they require fewer access roads for cars, and storm water management is easier because there are fewer impervious surfaces made of asphalt and concrete.

Since land is at a premium in cluster communities, many of them are adding square footage the only place they can—up. In California, many cluster communities now offer three-story homes that provide an additional bonus room and extra space for “boomerang” children or aging parents.

Cluster housing is now catching on in places where it’s still a novel concept, including Florida and Georgia. It’s a solution that gives Millennials and multigenerational families an attractive alternative to the shared walls of townhome living.

Photo: A cluster housing community designed by Robert Hidey Architects in California. Photo by Toby Ponnay.
CONSTRUCT SHOW HIGHLIGHTS INDUSTRY INTEGRATION

As the industry continues to evolve—whether through new technologies, new practices and processes, or new innovations—integration is at the forefront of a majority of the changes. As designers are challenged to think more creatively, builders are working smarter and manufacturers are striving to create more innovative products that help cut back on time and costs. LP’s Growth & Innovation team helps to identify and respond to the design and building trends that are reshaping the industry.

The CONSTRUCT Show took place in Austin, Texas, in September 2016 in conjunction with the CSI Annual Convention. The show highlighted building trends from architect, specifier and manufacturer points of view. In contrast to previous years, general contractor and installer attendee numbers increased, thus speaking to the importance of proper alignment and information flow between the architect, specifier, manufacturer, builder and installer during construction.

HERE’S A SAMPLING OF SOME OF THE MAJOR TAKEAWAYS THAT LP NOTED FROM THE 2016 CONSTRUCT SHOW:

FIRE RESISTANCE

Fire-resistant building technology has improved throughout the years, and the market is looking for cost-effective solutions to assist with meeting energy and fire codes while still adhering to building science best practices.

With this major focus on fire-resistant products that will help designers and builders meet—or exceed—code, LP® FlameBlock® Fire-Rated OSB Sheathing presents a huge opportunity for LP, given that it is an ICC-certified component of fire-rated wall assemblies and roof-deck applications while carrying an Exposure 1 classification for jobsite weather resistance.

LP FlameBlock sheathing gives designers, specifiers and builders the confidence that they can meet a number of codes by utilizing a durable, long-lasting product that delivers more design freedom along with potential labor, time and material savings.

COUPLED PRODUCTS

As products continue to evolve and processes are streamlined, many users are seeking multifunction products rather than single-function ones. Coupled products provide more solutions in one, making them more cost-effective than singular products because they reduce trades to mitigate the labor shortage. Plus, a movement toward system warranties helps reduce risk for architects. In the case of LP Building Products, LP FlameBlock sheathing is a product that couples structural and fire-rated assembly options to provide extended benefits across a single product.

INTEGRATED DESIGN PROCESS

Integrated Design Process, or IDP, is becoming much more mainstream. Numerous breakout sessions and speakers focused on ways to enhance collaboration amongst the key stakeholders and to share best practices on ways to maximize efficiency through all phases of design, fabrication and construction.

OPPORTUNITIES FOR LP

CONSTRUCT combines educational opportunities with practical, real-world product and service solutions in the institutional, industrial and commercial building industry, per their website. For example, both LP® SmartSide® Trim & Siding and LP® FlameBlock® Fire-Rated OSB Sheathing are competitive products in light commercial builds. As LP continues to refine and build out its product offerings, its prevalence in the light commercial sector continues to increase.

We proudly supported the 2016 show, and we look forward to the 2017 show. CONSTRUCT aligns with LP’s Growth & Innovation agenda by focusing on the multi-family/light commercial segment with our LP SmartSide Trim & Siding and LP FlameBlock Fire-Rated OSB Sheathing. As the organization continues to develop and commercialize products to service this segment, we look forward to featuring those at this show. •
Contractors and remodelers occasionally have customers who refuse to pay for the cost of tearing off existing siding before applying the new. A complete tear-off can take a full day and requires using house-wrap.

In general, the preferred method is not to apply LP® SmartSide® engineered wood siding over existing siding. It can, however, be installed directly over existing wood or wood composite siding in some cases. But, there are still situations where it’s not advisable, including:

- Existing siding has a wavy or bubbly look
- Studs are uneven
- Obvious signs of rot

One reason why remodelers recommend a total tear-off is that another layer of siding adds about an inch to the home’s exterior. If corner trim and window trim are currently flush, they will be slightly recessed after a cover-up. This can lead to moisture absorption and shorten the lifespan of the newly installed siding. But some homeowners are content with this imperfection if it lowers their siding installation cost. Keep in mind, the issues behind existing siding are often the reason for a re-siding. Those issues cannot be discovered and addressed until original siding is removed.

For customers who insist on a cover-up, first consult LP Technical Note #020 entitled “LP® SmartSide® Siding Over Pre-Existing Wood or Wood Composite Siding.” This resource provides the following tips for doing the job right:

- Install a new water-resistive barrier between the old and new siding
- Use longer nails so that the fastener still gets 1\(\frac{1}{2}\) inches of penetration into wall sheathing and studs

According to LP’s CW Macomber, any cover-up job should be immediately halted if the existing siding shows even a hint of decay or waviness.

The ideal situation, of course, is for homeowners to agree to tear off existing siding before installing LP SmartSide siding. But when customers veto a tear-off, it’s okay to proceed with a siding-over-siding solution—as long as you pay close attention to Technical Note 020.
Labor and Cost Savings

MULTIFAMILY APPLICATION OF LP® FLAMEBLOCK® FIRE-RATED OSB SHEATHING FOR LABOR-SAVING SOLUTION

LOCATION: CHARLOTTE, NC

PROJECT SUMMARY

Poole & Poole Architecture LLC (2PA) is an award-winning full-service architecture firm with locations in Richmond, Virginia and Nashville, Tennessee. 2PA recently built a 250-unit multifamily structure called The Gibson in Charlotte, North Carolina. The Gibson, which was developed by Pollack Shores Real Estate Group, is located in an eclectic Charlotte neighborhood called Plaza Midwood. The structure’s exterior wall assemblies were built with LP® FlameBlock® Fire-Rated OSB Sheathing, an ICC-certified component of fire-rated wall assemblies.

PROJECT OBJECTIVES

2PA needed a product that would provide ease of installation and labor-saving components, while meeting fire code requirements for exterior load-bearing walls.

SOLUTION

LP FlameBlock Fire-Rated OSB Sheathing was used on the exterior wall assemblies, providing a cost-efficient and labor-saving solution for meeting multifamily building code. In the UL349 assembly (a two-hour exterior wall, fire rated from the inside), LP FlameBlock sheathing eliminated the need for an extra layer of gypsum, speeding up construction time and reducing material and labor costs.

OUTCOME

The multifamily apartment complex is equipped with an onsite fitness center, cabana-style pool and residential lounge. The Gibson offers both one- and two-bedroom spacious floor plans.

According to 2PA project manager David Kelley, the biggest advantage of working with LP FlameBlock sheathing was that it only required the single layer versus the two layers of gypsum. “I have recommended FlameBlock in the past and will continue to do so,” said Kelley.

“I WOULD VENTURE TO SAY THAT THE BIGGEST ADVANTAGE OF LP FLAMEBLOCK SHEATHING IS THE SINGLE LAYER.”

Read the full case study at lpcorp.com/resources/casestudies/ and visit Poole & Poole Architecture LLC at 2pa.net.
LP Building Products has been awarded the prestigious “Partners of Choice” Award from David Weekley Homes, the nation’s largest privately held homebuilder, for the third year in a row. LP was awarded this distinction along with 10 other suppliers who received an “A” ranking in quality or service.

The evaluation process, which uses the National Trading Partner Survey, collects feedback from approximately 1,000 team members from David Weekley Homes at all levels of the organization. A thorough assessment is developed that allows the quality and service performance of suppliers from diverse industries to be rated and compared. The supplier feedback process serves as a useful tool for companies like LP to gauge strengths and identify areas that need improvement in service and quality.

No Room To Expand Wide? Go Vertical!

In some cities building codes have made it difficult to expand horizontally, so homeowners have no choice but to build vertically. According to the Wall Street Journal, a popular trend architects are practicing is placing spaces above garages. These garage apartments are usually around 400 square feet and can cost $75,000–$200,000 depending on the garage and level of finishes. The luxury level of garage apartments varies but they generally contain all living amenities, including a fully equipped bathroom, bedroom space, kitchen and office/work space. Since garage apartments contain all the living necessities, they can be enjoyed (or maybe utilized) by a wide variety of people. Homeowners use their garage apartments for guests, relatives, renters, boomerang adult kids, caretakers, nannies, in-laws and aging parents. Sometimes, people building new homes decide to start with the garage apartment and live in it while they are building the rest of the main house.

Five Non-Building Trends Affecting the Building Industry

PCBC keynote speaker John Ellis shared his predictions for the five technologies that will greatly affect the future of building. Interestingly enough, these five technologies are not directly related to building. However, builders may want to follow them closely.

- 3D Printers: These are expected to be in every home in the future, meaning every house will need to have rooms built specifically to accommodate the printers.
- Wireless Power: When electronics no longer have cables and cords, homes won’t need outlets anymore.
- Nanoparticle Paint: Benefits of the paint include creating self-cleaning surfaces, dynamic color-changing surfaces, and a resistance to mold and mildew.
- Drones: Another futuristic household item will be drones. Most households will soon use drones to run errands and make life easier. These drones will need a pad for take-off and landing.
- Autonomous Cars: When autonomous cars start permeating the market, people will look at them more as a utility instead of a personal thing to own so homes won’t need driveways or garages.

We are curious to see how Ellis’ predictions play out in the future and help shape the building industry. Head to our Facebook page (Facebook.com/LPBuildingProducts) and share your predictions as well.
MAKING DOWNTOWNS MORE DYNAMIC

HOW URBAN INFILL AND ZERO LOT LINE CONSTRUCTION ARE REVITALIZING CITY CORES
illow recently reported that since 2000 the average new home in America has gotten 24 percent larger while lot sizes have shrunk 10 percent. This phenomenon has resulted in a big demand for zero lot line (Z-lot) construction, where home interiors come very close to the property line and neighboring structure.

There are basically two types of Z-lot homes: urban infill projects and suburban Z-lot construction. The latter is less common because suburban residents have historically wanted more elbow room. But, the new Center Pointe Vistoso community in Tucson, Arizona is a good example of a suburban Z-lot project designed to attract retirees who don’t want the hassle of caring for a big yard.

A primary driver behind Z-lot construction is urban infill in cities of all sizes. It’s something that the New Urbanism movement has been promoting for decades (see page 11). The desire for homes close to the city core began more than 20 years ago, when artists and trendy restaurants began re-emerging in places like Seattle and Washington, D.C. Now, it’s a nationwide trend. According to the EPA’s latest estimate, infill projects account for 21 percent of all new construction nationwide and 32 percent in the Northeast.

“As both Millennials and seniors now want walkable urban neighborhoods,” says Darin Dinsmore, president of San Francisco–based Crowdbrite Solutions, an organization that helps metro councils and developers in more than 200 cities create affordable, context-appropriate infill communities. “The key to revitalizing these neighborhoods is to have more narrow-lot development and things like cottage courts, bungalow courts, duplexes, and townhomes.”

Compared to “greenfield” developments in the suburbs (which have fewer zoning restrictions), infill construction requires the close cooperation of metro planners, architects, and builders. Although there are national building codes like the IRC, cities have the right to amend them. One of the most far-reaching amendments is the small lot ordinance passed in Los Angeles in 2005.

The new Prism project in Los Angeles is a group of 15 single-family homes that are only eight inches apart. “L.A.’s small lot ordinance allows a multifamily-zoned parcel to be carved into smaller, fee simple pieces than with traditional zoning,” says Prism architect Alan Scales, a principal at KTGY Architecture. “Fee simple ownership means that the resident owns both the house and the land it occupies.

“Prior to the small lot ordinance, the smallest fee simple lot allowed in L.A. was 5,000 square feet in an R-1 single-family zone—a typical 50’ x 100’ lot,” adds Scales. “That’s common in your traditional suburban neighborhood, but not very appealing to buyers who don’t want the maintenance associated with that type of home and large yard. Before the small lot ordinance your only other option was a condo, which often comes with high Home Owners Association (HOA) fees, structured parking and corridor living.”

From a zoning perspective, the city of Los Angeles allows a zero setback between homes within a small lot subdivision. “The Prism community has three-story wood-framed homes, which typically require an eight-inch airspace to allow for movement during a seismic event,” says Scales.

KTGY is now working on more than 30 Prism-style projects throughout the Los Angeles area. “We’re also seeing many more opportunities for this type of zoning in other jurisdictions,” says Scales. “Costa Mesa and San Diego already have small lot ordinances on the books, and we’ve proposed them in other jurisdictions like Downey, South El Monte and Whittier.”

INFLIl HAS ITS CHALLENGES

“There are definitely obstacles to overcome in planning infill projects,” says John Brittle, Jr., founder of Infill Nashville, a group that acquires properties tailor-made for infill projects in Middle Tennessee. “Some neighborhood associations really oppose Z-lot development because they don’t like homes encroaching on their property lines. In Nashville, the planning council can take up to six months to approve a project, unless it’s designated as a special plan.”

Architects must also adapt their designs to the realities of infill living. “There’s a lot of urban noise in many infill locations, so I usually specify double-glazed windows and high Sound Transmission Class (STC) exterior wall assemblies to reduce interior noise,” says Jamie Pfeffer, president of Pfeffer Torode Architecture in Nashville. His firm recently began construction on a project called Baxter Station at Curdwood, an infill community with cottages ranging from 600 to 900 square feet.

“In infill and Z-lot design, inches matter,” adds Pfeffer. “That’s why you seldom see brick walls on these homes, because brick adds eight inches of width.”
The 10 Principles of New Urbanism

**WALKABILITY**
Most things within a 10-minute walk of home and work. Pedestrian-friendly street design. Hidden parking lots.

**CONNECTIVITY**
Interconnected street grid disperses traffic and eases walking. A hierarchy of narrow streets, boulevards and alleys. High-quality pedestrian network.

**MIXED-USE AND DIVERSITY**
A mix of shops, offices, apartments and homes. Diversity of people (ages, income levels, cultures and races).

**TRADITIONAL NEIGHBORHOOD STRUCTURE**
Discernible center and edge of neighborhood; public space at center. Contains a range of uses and densities within 10-minute walk.

**MIXED HOUSING**
A range of types, sizes and prices in closer proximity.

**INCREASED DENSITY**
More buildings, residences, shops and services closer together for ease of walking and to enable a more efficient use of services and resources.

**SMART TRANSPORTATION**
Pedestrian-friendly design that encourages a greater use of bicycles and walking as daily transportation.

**SUSTAINABILITY**
Minimal environmental impact on development. Energy efficiency and more local production; more walking, less driving.

**QUALITY OF LIFE**
Taken together, these principles add up to high quality of life and create places that enrich and inspire the human spirit.

**QUALITY ARCHITECTURE AND URBAN DESIGN**
Emphasis on beauty, aesthetics, human comfort and creating a sense of place.

Source: NewUrbanism.org
The urban infill trend crosses the pond, as evidenced by this blend of modern terraced housing with traditional-style neighbors from ODOS architects.
SMART STRATEGIES FOR INFILL

“On my last visit to Nashville, it was obvious that the city is doing infill right,” says Crowdbrite’s Darin Dinsmore. “For example, the Germantown district has real vibrancy. You see people out on the street, spending money in the local restaurants and shops. It’s got the right mix of unit types instead of just tall apartment towers.”

Crowdbrite releases an annual ranking of the Best Cities for Infill (see sidebar), and there are some surprising names on this year’s list:

**Detroit** – In recent years, the Motor City has become synonymous with urban blight. “But Detroit’s new mayor Mike Duggan has been working hard on improving needed infrastructure, removing derelict buildings and leveraging the best assets in each neighborhood,” says Dinsmore.

**Truckee, California** – Infill planning isn’t just for mega-cities. Truckee, California (population 16,000) is about 30 miles west of Reno, Nevada. “Small communities have the same edge area as large cities do,” says Dinsmore. “In Truckee, they were getting a lot of golf course community proposals on the edge of town, but there were many barriers to building downtown. For starters, they had to rewrite the zoning law to make mixed-use development legal downtown. We helped them put together a public/private partnership to revitalize the inner core.”

Dinsmore’s organization has a free service called Infill SCORE (infillscore.com), where communities can get a baseline assessment of their current infill plans. “Then city planners and developers can use some of our free tools to prioritize what they want to do next to make their communities more infill-friendly,” says Dinsmore. “Infill isn’t just a job for developers or city planners. It requires the involvement of all community members in order to create effective public/private partnerships. The purpose of our organization is to help all the stakeholders find a shared vision and to remove obstacles that are in their way.”

---

**THE INFILL HONOR ROLL**

Here are the cities that Infill SCORE most recently recognized as the best examples of infill development done right:

**TOP LARGE CITIES**
(250,000+ population)

- San Antonio, TX
- Austin, TX
- Omaha, NE
- Honolulu, HI
- Lincoln, NE
- Detroit, MI

**TOP MEDIUM-SIZE CITIES**
(100,000 to 250,000 population)

- Spokane, WA
- Barrie, ONT Canada
- Aurora, CO
- Berkeley, CA
- Mesquite, TX

**TOP SMALL CITIES**
(25,000 to 100,000 population)

- Redondo Beach, CA
- Woodstock, GA
- Salisbury, MD
- Bozeman, MT
- Helena, MT

**TOP SMALL TOWNS**
(less than 25,000 population)

- Truckee, CA*
- Topsham, ME
- Durango, CO
- Abilene, KS
- Sapulpa, OK

*Photo by Bill Stevenson Photography
There aren’t many financial commitments in life that are as large and daunting as the home purchase. Most people spend months looking at options and mulling over pros and cons of one house versus the next. Looking at housing comparables is a common way for buyers and sellers, real estate agents, and appraisers to gauge a home’s value. When assessing housing comparables or “comps,” buyers are looking at nearby homes of similar size and condition.

But in today’s marketplace, savvy buyers are looking at more than just the surrounding home prices. Factors like neighborhood amenities, growth trajectory of the neighborhood, incoming businesses, and school zones can sway a buyer’s purchase.

We talked to a few experts to find out what factors are influencing home prices and buyers’ decisions outside of traditional “comps.”
DENISE CRESWELL
President, Greater Nashville Association of Realtors (GNAR)

ON THE DESIRE FOR COMMUNITY AND ACCESSIBILITY VS. PRICE PER SQUARE FOOTAGE:

“Home buying habits vary by generation. Millennials tend to place more value on homes near the city ‘hot spots,’ restaurants and transit. Older generations, particularly empty nesters, are apt to pay more for homes that are closer to their children or grandchildren. A young parent may pay more than the neighborhood comps in order to get into a good school district. Buyers will have different real estate priorities based on their phase of life. They will assess unique purchasing factors beyond traditional comps.”

RICHARD EXTON
Principal Appraiser, Manier and Exton Real Estate Appraisers

ON RELYING ON COMPS IN DIFFERENT NEIGHBORHOODS:

“It’s wise to trust traditional comps in neighborhoods with a fairly consistent product, where one builder has developed similar homes with similar floor plans. In older neighborhoods where housing styles and sizes vary, it can get tricky, especially if the neighborhood is rapidly evolving. I’d caution people not to rely too heavily on quick and easy price per square footage mathematics.”

SHANE STRATTON
Owner, Urban Properties Nashville

ON THE DESIRE FOR COMMUNITY AND ACCESSIBILITY VS. PRICE PER SQUARE FOOTAGE:

“These days, we’re seeing that people want to live in a neighborhood that offers a sense of community. Beyond the surrounding home prices, many buyers are more willing to invest in the pockets of the neighborhood that have a developed sense of community. Especially in areas of urban infill, buyers are also placing more significance on accessibility to shopping, restaurants and entertainment. In regards to square footage of one home versus the next, the open floor plan is still in high demand.”

When looking at housing comps, it’s also important to remember that not all houses are built the same. While a home may have the same square footage and condition as another, the products you can’t see play an important role in the lasting quality and overall worth. Value-added products such as LP® TopNotch® 450 Sub-Flooring and LP® TechShield® Radiant Barrier Sheathing can increase a home’s worth because they offer long-term benefits to the homeowner. LP TechShield sheathing can reduce an attic’s temperature by up to 30°F and potentially decrease monthly cooling costs. LP TopNotch 450 is engineered to provide maximum strength and stiffness, reducing floor warps and squeakiness.

While comps will always be an important benchmark to consider, there are many other factors that will also influence a buyer to pay more or less for a home.”
IN EVERY ISSUE

MARKETING TIPS

FOR BUILDING PROFESSIONALS

SOCIAL MEDIA STRATEGIES TO IMPROVE NETWORKING

Shaking hands, exchanging pleasantries and sharing business cards are by no means obsolete. However, more and more, design and construction professionals are turning to social media for digital networking. Using social media effectively to network is a skill that can reap rewards—if done correctly. Mollie Elkman is president of GroupTwo Advertising in Philadelphia, which bills itself as the “agency for homebuilders.” In that role, she helps builders craft winning social media strategies and avoid common mistakes. Here are her thoughts on how builders can use social media more effectively:

**ENGINEERED WOOD:** What are some mistakes that builders make when doing social media?

**MOLLIE ELKMAN:** “It’s a big mistake to have a non-marketing person post content. Social media is often your opportunity to make a first impression on prospective buyers. Why would you let an intern or family member on break from college control such an important interaction that represents you and your company? Great social media strategy is not just about the frequency of your posts, but the quality of the content you’re sharing and whether or not it resonates with the consumer. The smartest thing builders can do is keep messaging consistent throughout their website, print ads, social media and overall marketing.”

**EW:** How can builders use social media to deepen relationships with architects and developers?

**ME:** “Although most social media platforms are a more natural fit for business-to-consumer interactions, LinkedIn is a great tool for builders to communicate with other businesses and cultivate relationships with architects and developers through various industry-specific groups and networks in a non-consumer-facing space.”

**EW:** How savvy are builders about web and social media analytics?

**ME:** “A lot of builders are aware that they need to look at their web/social analytics but have a hard time prioritizing this kind of data analysis. Without measuring this valuable information, it’s impossible to make the most of your marketing. It is our passion to understand the ways in which consumers are engaging and interacting with the content. When we share key insights with builders, they are able to make important business decisions in real-time.”

**FIVE TIPS FOR MORE EFFECTIVE SOCIAL MEDIA**

1. **EW:** Make sure that your social media links are posted prominently on your website.

2. **ME:** Engage the local community. “The LP social media posts that get the highest response are the ones that have a local focus, like community events and mill safety milestones,” says Rachel Smith, LP Marketing Communications Manager.

3. **EW:** Use video whenever possible. Syndacast predicts that by next year 74% of all web traffic will be video.

4. **ME:** Don’t be intimidated by social media analytics. Facebook, Twitter, LinkedIn, Google Plus and other popular platforms offer their own easy-to-use analytics tools for measuring click-through rates, conversion-to-sales and much more. This helps you understand how your efforts are working and where you can make improvements.

5. **EW:** Don’t rule out paid promos. There are times when it can be helpful to sponsor posts on the newsfeeds that reach architects, developers and potential homebuyers.

Get social with LP Building Products! Visit us at

- [LP Building Products](https://www.lpbuildingproducts.com)
- [@LPCorp](https://twitter.com/LPCorp)
- [Louisiana-Pacific Corporation](https://www.louisianapacific.com)
IPD: Collaborative Approach to Building

The construction industry still relies heavily on the design-bid-build delivery method. The property owner first hires an architect to produce design plans and specifications. The owner then asks for bids from general contractors, who get estimates from subcontractors and suppliers to complete those bids.

Layne Thompson, vice president of Idaho-based Magleby Construction Sun Valley LLC, believes that the design-bid-build model creates silos and wastes both time and money. In his view, it’s smarter to use a new model called Integrated Project Delivery (IPD). An IPD project can be set up using a limited liability corporation (LLC) that brings all stakeholders together upfront to collectively determine project goals, costs and compensation.

LLCs provide the limited liability protection of a corporation plus the tax benefits of a partnership. Participants waive the right to sue each other, and project terms are spelled out in great detail in an operating agreement. To use an example from another industry, most Hollywood movies are produced by LLCs rather than big studios because LLCs are very flexible and encourage collaboration.

“The IPD process can work for any type of residential or commercial project if the owner, architect and builder trust one another and are humble enough to admit that they can learn a lot from every participant,” says Thompson. “But if you get an owner who treats the architect and builder like vendors, it’s not going to work.”

Thompson believes that every IPD should begin with a charrette, a forum where all the key participants (including subcontractors and suppliers) get to discuss project goals, concerns and ways to improve quality. “The charrette gives every participant a sense of ownership and pride in the project right from the start,” says Thompson. “You know the charrette is successful if you see an electrician dropping by the electrical engineer’s office to recommend an improvement or idea. The charrette should produce a draft Scope of Work (SOW) for every single discipline, including suppliers and subcontractors. You want the SOW to be revised and updated throughout the charrette to reflect the new ideas that people bring. We can then use the revised SOW to help set the budget.”

Thompson is using the IPD delivery method to build the Thunder Spring Residences townhomes and single-family residences in Sun Valley, Idaho. “That project isn’t complete yet, but I’m confident we’ll see greater savings than would have been possible with the design-bid-build approach,” he says. “You need forward-looking participants to make an IPD work,” says Thompson. “But I think it’s the best delivery method for producing shared incentives and savings.”

■

ENGINEERED WOOD 17
Wood is an increasingly popular choice for construction because of its aesthetic qualities and numerous environmental benefits, including renewability and a lower carbon footprint than other materials. But many of these positive attributes of wood construction depend on whether the forest resource is responsibly managed and, specifically, under a certification program.

Forests certified to the Sustainable Forestry Initiative® (SFI) Forest Management Standard are found in 42 states and provinces in the United States and Canada. Incorporating forest products from these certified forests in your supply chain adds tremendous value in three important ways: it opens a pathway to Leadership in Energy and Environmental Design (LEED) credits, it offers international recognition from a variety of global sustainability organizations, and it gives you the potential to quantify the positive conservation impact of choosing sustainable forest products.

**A LEED PATHWAY**

The U.S. Green Building Council issued a LEED alternative compliance path (ACP) that recognizes wood and paper from the SFI Program as part of an integrated approach to encouraging environmentally responsible forest management and eliminating illegal wood from the building material’s supply chain. The ACP applies to all LEED v4 rating systems, including Homes v4 and to LEED 2009 rating systems.

LEED has seven impact goals: reversing climate change, enhancing human health, protecting water resources and biodiversity, promoting sustainable material resources, building a greener economy, enhancing social equity, and enhancing community quality of life. The SFI Standards and supporting programs are tightly aligned with these LEED core criteria. The SFI 2015–2019 Standards, launched in January 2015, include enhanced measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. In the social sphere, SFI’s work with rural and underserved communities, youth, and indigenous peoples promotes grassroots engagement on environmental issues and helps improve our shared quality of life.

**INTERNATIONAL RECOGNITION**

The SFI 2015–2019 Forest Management Standard meets the rigorous third-party assessment of the Programme for the Endorsement of Forest Certification (PEFC). PEFC is an umbrella organization that endorses national forest certification systems developed collaboratively by diverse stakeholders, tailored to local priorities and conditions.
This continued PEFC endorsement also increases SFI’s international recognition through products certified to SFI Standards, which are sold in more than 120 countries around the world. In addition, SFI’s global recognition is augmented through recognition by other sustainability groups, including the international green building standard BREEAM, World Business Council for Sustainable Development, The Sustainability Consortium and GreenBlue.

QUANTIFYING CONSERVATION IMPACT

The SFI Conservation Impact Project focuses on developing metrics for climate change mitigation, water quality and biodiversity in order to encourage forest health, conservation and sound management. Quantifying these environmental benefits will also enable the SFI community to understand and promote the conservation values associated with sustainably managed forests and the products produced from them.

The Conservation Impact Project will ultimately facilitate continual improvement in forest management practices, help ensure that these forests contribute meaningfully to conservation goals, and help build confidence in the users of sustainably sourced forest products about their connection to conservation outcomes.

A GROWING SUPPLY CHAIN SOLUTION

The story of SFI is one of unparalleled growth in forest certification. SFI is the world’s largest certification standard, and it continues to grow. While SFI develops and oversees standards for forest management and the forest products supply chain, it also delivers value through the supply chain by being more than a set of standards. SFI is a community that stands for future forests. SFI works at the intersection of thriving forests, sustainable communities and responsible procurement.

SFI* is an independent, nonprofit organization dedicated to promoting sustainable forestry and the links between sustainable forests and communities. Forests certified to the SFI Forest Management Standard cover more than 113 million hectares. Millions more hectares benefit from the SFI Fiber Sourcing Standard. Learn more at sfiprogram.org.

— JASON METNICK

SENIOR VICE PRESIDENT OF CUSTOMER AFFAIRS, SFI INC.
Help Keep Your Home Cool with LP® TechShield® Radiant Barrier Sheathing

LP® TechShield® Radiant Barrier Sheathing installs just like regular roof sheathing, so there are no additional labor costs. But unlike conventional sheathing, LP TechShield sheathing features a thin, durable layer of aluminum laminated to our OSB roof sheathing. This creates a highly effective radiant barrier. Because it helps block radiant heat from entering the attic, LP TechShield sheathing can reduce monthly cooling costs.

Installation Checklist

BEFORE YOU BEGIN

• Store LP TechShield panels in a clean, dry area. Do not store in direct contact with the ground. Protect from moisture prior to and during installation. Outside storage, if necessary, requires panels to be covered with plastic sheets or tarps with the sides loosely covered to provide adequate air ventilation.
• Wear skid-resistant shoes when installing LP TechShield sheathing.

INSTALLATION BASICS

• Place the skid-resistant side up and the foil side down. The APA trademark stamp should be facing down.
• Install with the long dimension or strength axis of the panel across supports and with the panel continuous over two or more spans.

SPACING

• Provide 1/8” minimum space at panel ends and edges. Use a spacer tool (i.e. 10d box nail) to assure accurate and consistent spacing.

PANEL END JOINTS/EDGE CLIPS

• Panel end joints should occur over framing. Stagger end joints in each succeeding row.
• Provide additional panel stiffness by installing panel edge clips mid-span on all unsupported edges.

PROTECTION PRIOR TO ROOFING

• Cover LP TechShield sheathing with roofing felt or shingle underlayment for protection against excessive moisture prior to installing shingles. If any edge swelling occurs prior to roof underlayment installation, all raised joints should be sanded flat.

BEFORE INSTALLING SHINGLES

• Allow sheathing to adjust to humidity and moisture conditions before shingle installation.
• Remove wrinkles and flatten surface of shingle underlayment before installing shingles. High-performance shingle underlayment is recommended for better results.
• Heavier weight and/or textured shingles are recommended.

Remember to check with your local building department before deciding on an installation method.
The Hobsonville Point community is about 18 kilometres west of Auckland, and its slogan is “moments away, a world apart.” The community is just a short drive from the white sand beaches of Mairangi Bay. In building the homes for Hobsonville Point, Whittle Builders wanted to use the highest quality products to meet the demands of this upscale community.

Company Director Aaron Whittle had high praise for the consistency and installation ease of LP SolidStart I-Joists. “The main things I like about the LP SolidStart I-Joists are that they install fast, are light to lift, and are consistently straight,” he said. “They’re twice as fast to install as other timber products and provide better overall finish. They’re easy products to use and offer fast fit times. In my opinion, not using LP SolidStart I-Joists would be a step backward.”

Bevan Snookes, Technical and Marketing Manager at New Zealand Wood, provided the product to Aaron Whittle and his team. “LP’s SolidStart I-Joists are the perfect fit for any construction job as they provide a solid, strong base to all projects they are installed on,” said Snookes. “LP SolidStart I-Joists have a proven track record for strength and dimensional accuracy. Their lightweight and simple installation provides builders with a faster install, easier access for penetrations and fewer callbacks. New Zealand Wood Products is proud to be a distributor of LP SolidStart products.”

Hobsonville Point at a Glance

- A master planned community using government-provided land
- Previously a military air base
- Dwellings range from apartments to terraces to homes
- Most home prices fall between $550,000 and $1.5 million, but 20% of residences are in the “Axis Series” reserved for people earning an average Auckland wage
- Emphasis on sustainability at home and in the neighborhood
- Neighborhood schools, shops and restaurants, arts and entertainment, and residences designed to support a full office in-house create a well-rounded environment

hobsonvillepoint.co.nz
LP Building Products Launches

**LP® SolidStart™ Design Software**

LP® SolidStart™ Design is feature-packed design software to help you specify the right products for floor, roof and wall applications—intuitively, quickly and effectively.

**With LP SolidStart Design, you can be productive right away:**

**Start with a single click:** Change the depth or length of a member. Add or change bearings. Add or change holes in joists or beams.

**See all inputs on one screen:** No switching between tabs.

**Specify Engineered Wood Products from your inventory list.**

**Define a design for each application:** Floor joists, drop beams, columns, and more.

**Save your frequently used designs as defaults:** The next time you start, everything is set for designing new members. Spacing, spans, bearings, and even holes and notches can be saved.

Start using LP SolidStart Design for free today at LPCorp.com under the Products tab.