

# Appendix A:

## METHODOLOGY

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### TERMINOLOGY

**Hybrid Housing.** A residential structure which contains both residential and business spaces and activities; residents of that structure occupy and manage both spaces; and such housing is intentionally designed to incorporate both spaces.

**Home-Based Business.** The U.S. Tax Code has stringent requirements for defining a home-based business for the purposes of tax deductions. IRS Regulation No. 1-18-3-2(b) spells out just how a hobby differs from a business in objective standards. A home business activity must be run with the objective of making a profit and 9 other factors.<sup>1</sup> While this report did not use all of these factors, it used some of the IRS determinations in assessing whether or not a space can be deemed a deductible business space. (It is important to recognize that the potential for allowing such deductions may direct the design of a hybrid house.)

- *exclusive use:* resident must use a specific part of the home only for the purpose of carrying on one's trade or business.
- *regular use:* resident uses the exclusive business part of the home on a continuing basis. The occasional or incidental business use of a part of the home does not meet the regular use test even if that part of the home is used for no other purpose.
- *principal place of business:* factors considered in determining whether the home is the principal place of business (compared with other business places) include: the total time one regularly spends doing work there; the facilities one has to work there; and the relative amount of income one gets from doing business at home.
- *place to meet patients, clients or customers*
- *separate structure:* a separate free-standing structure that is next to the home (e.g. studio, garage, barn) is considered deductible if used exclusively and regularly for business. It does not have to be the principal place of business or the place where one meets patients, clients or customers.
- *trade or business use:* to deduct expense for the business use of the home, the use must be connected with a trade or business.

- *exceptions to exclusive use test*: there are two exceptions to the exclusive use test: the use of part of the home for the storage of inventory, and the use of part of the home as a day-care facility.

**Workspace.** The area encompassing the equipment, furnishings, material and circulation space used for business purposes. Terms used in this report — office, studio, shop — indicate specialized derivatives of workspaces.

This project was not intended to complete a census of hybrid houses. Rather, part of the study's intention was to conduct a thorough, documented search of a variety of types of hybrid houses in different parts of the country. We used a number of different strategies to locate these cases: magazine search, reference indices, newspaper search, book search, placement of advertisements, professional organizations and professional contacts. The procedures are documented below.

**LOCATING EXAMPLES OF  
HYBRID HOUSING**

**Magazine Search.** We examined each article in several architectural, building trade and home-oriented magazines, looking for examples of hybrid houses. Two investigators (the principal investigator and a graduate research assistant) looked at floor plans, photographs, diagrams and text of each article to determine whether or not there was indication of an office, studio, or other workspace. Once a workspace, studio or office was located<sup>2</sup>, we searched through the remaining text to determine whether or not the workspace was for a home-based business. In cases in which there was a question of the type of work done in the home (i.e. whether or not the workspace was for a home-based business), we phoned either the residential owner or architect to ask about the type of use of the space (see next section for further details on phone "follow-up calls").

The following magazines were examined:

<i>Magazine</i>	<i>Years of Issues Examined</i>
<i>Architectural Record</i>	1984-1989
<i>Architectural Record Houses</i>	1984-1989
<i>Architecture</i>	1984-1989
<i>Practical Homeowner/New Shelter/Rodale's Practical Homeowner</i>	1984-1989
<i>Progressive Architecture</i>	1984-Oct. 1989
<i>Sunset</i>	1986-1989

**Reference Indices.** The following reference indices were examined:

<i>Index</i>	<i>Volume Years Examined</i>
<i>Avery Index</i>	1985, 1986, 1987
<i>Business Periodicals Index</i>	1985, 1986, 1987, 1988, 1989
<i>Social Science Index</i>	1985, 1986, 1987, 1988, 1989
<i>Art Index</i>	1985, 1986, 1987, 1988, 1989

*Architectural Index*  
*Architecture Periodicals Index*

1985, 1986, 1987  
1985, 1986, 1988, 1989

In the preceding indices (except for the *Business Periodicals Index*), we used the following keywords to locate references, after which we examined the articles cited under these keywords in the same manner mentioned in "Magazine Search."

**Keywords**

Architecture: Home Office  
Architecture: Office  
Architecture: Studio  
Artisan  
Cottage Industries  
Home Labor  
Home Office  
Telecommunications

For the *Business Periodicals Index*, the following keywords were used:

**Keywords**

Home  
Insurance  
Mixed-use Development  
Retail  
Zoning

**Newspaper Search.** Using the *National Newspaper Index*, we searched through five national newspapers (*Christian Science Monitor*, *Los Angeles Times*, *New York Times*, *Wall Street Journal*, *Washington Post*) of listings in 1986, 1987, 1988 and 1989, using the following keywords to locate stories which might mention hybrid housing examples:

**Keywords:**

Cottage Industries  
Home Labor  
Home Offices

## Home-based Business Telecommuting

**Books.** There are many books on residential architecture. We chose to search the following books because of their focus on innovative housing, housing trends among popular housing, affordable housing, and innovative office designs. Again, once we found a project that had a workspace, we further examined the text to see if the house was intentionally designed to have that workspace for a home-based business. If it was unclear, we phoned the owner, architect, or resident to determine if this was an intentionally designed hybrid house.

- Allen, G. & Reiselback, A. 1986. *Emerging Voices: A New Generation of Architects in America*. Princeton, NJ: Princeton Architectural Press and Architectural League of New York.
- Dickinson, D. 1986. *The Small House An Artful Guide to Affordable Residential Design*. New York: McGraw-Hill.
- Fromm, D. n.d. *Collaborative Communities*. Unpublished document.
- Hewes, J.J. 1981. *Workstead*. New York: Dolphin-Doubleday.
- Holl, S. 1989. *Anchoring*. New Brunswick, NJ: Princeton University Press.
- Johnson, E. 1986. *Charles Moore: Buildings and Projects, 1949-1986*. New York: Rizzoli.
- Klein, J.G. 1982. *The Office Book: Ideas and Designs for Contemporary Work Spaces*. New York: Facts on File.
- Langdon, P. 1987. *American Houses*. New York: Stewart, Tabori and Chang.
- Lipske, M. 1988. *Artists' Housing: Creating Live/Work Space that Lasts*. New York: Publishing Center for Cultural Resources.
- Museum of Contemporary Art, Los Angeles. 1989. *Blueprints for Modern Living: History and Legacy of the Case Study Houses*. Cambridge, MA: MIT Press.
- Prowler, D. 1985. *Modest Mansions: Design Ideas for Luxurious Living in Less Space*. New York: Rodale Press.
- Street-Porter, T. 1986. *Freestyle: The New Architecture and Interior Designs from Los Angeles*. New York: Stewart, Tabori and Chang.
- Willis, C. & Genevro, R. (Eds.) 1989. *Vacant Lots*. Princeton, NJ: Princeton Architectural Press and Architectural League of New York.

**Placement of Advertisements.** Six newsletters — *Cottage Connection: Newsletter of National Association of Cottage Industry*, *Design Line: The Official Publication of the American Institute of Building Design*, *Homeworking Mothers' Newsletter*, *Trasnet (Transnational Network for Appropriate/Alternative Technologies)*, *Telecommuting Review* — carried the following notice in at least one of their 1989 or 1990 issues:

### WANTED: HYBRID HOUSES

Before the turn of the century, the 'house over the shop,' the artisan cottage, the workshop home were common structures throughout the country. With this decade's upsurge in home-based businesses, will these hybrid houses — part residence, part office, store, or other workspace — appear once more in our cities and towns? I believe they will. As part of a study funded by the National Science Foundation, I am locating and cataloging examples of such homes which were *intentionally designed or renovated to include both residential and commercial/retail spaces in a residential structures, and in which the residents occupy and manage both spaces.* If you know of examples of such houses, either single-family houses or multi-unit structures, please contact me: Sherry Ahrentzen, Department of Architecture, University of Wisconsin-Milwaukee, WI 53201. Telephone: 414/229-4014. Fax: 414/229-6976.

There were a few responses to these notices. After ascertaining that the project was an intentionally-designed hybrid house, I asked the callers to send plans and other information on their homes.

**Professional Organizations.** I phoned or wrote the following agencies, described the project to them, and asked them if they knew of any such housing or of developers or builders who might be familiar with such housing. I followed up on leads as mentioned above on "Placement of Advertisements."

#### *Telecommuting and Homebased Business Organizations*

Association of Electronic Cottagers  
Contact: Lis and David Fleming  
P.O. Box 1738  
Davis, CA 95617-1738  
916/756-6430

American Federation of Small Business  
407 S. Dearborn Street  
Chicago, IL 60604  
312/427-0207

*Telecommuting and Homebased Business Organizations,  
continued*

Paul and Sara Edwards  
c/o Home Office Computing  
730 Broadway  
New York, NY 10003

National Association for Cottage Industry  
Contact: Coralee Kern  
P.O. Box 14460  
Chicago, IL 60614

Gil Gordon Associates  
Contact: Gil Gordon, President  
10 Donner Court  
Monmouth Junction, NJ 08852  
201/329-2266

National Association of Home Based Businesses  
P.O. Box 362  
Owings Mills, MD  
301/363-3698

National Association of Home Business Owners  
P.O. Box 423  
East Meadow, NY 11554  
516/997-7394

National Small Business United  
1155 15th Street, N.W. #710  
Washington, D.C. 20005  
202/293-0883

*Planning Organizations*

American Planning Association  
Contact: Tracey Burrows, Ruth Eckdish Knack  
312/944-9100

Urban Land Institute Research Center  
400 Prince George Blvd.  
Upper Marlboro, MD 20772-8731  
301/249-4000

Urban Land Institute  
1090 Vermont Avenue, N.W. #300  
Washington, D.C. 20005  
202/289-8500

***Housing and Real Estate Organizations***

American Institute of Architects  
Housing Committee  
Library  
1735 New York Avenue  
Washington, D.C. 20006  
202/626-7429

American Institute of Building Design  
Contact: Bill Hefner, President  
1412 19th Street  
Sacramento, CA 94814  
916/447-2422

ArtHouse  
Contact: Jennifer Spangler  
1095 Market Street, #820  
San Francisco, CA 94103  
415/431-0556

Ecumenical Housing  
1510 Fifth Avenue  
San Rafael, CA  
415/453-4887

Innovative Housing  
325 Doherty Drive  
Larkspur, CA 94939  
415/924-6400

National Association of Home Builders  
Contact: Campbell Reed; Librarian  
15th & M Streets, N.W.  
Washington, D.C. 20005  
202/822-0556

National Association of Realtors  
Contact: John Krukass  
430 N. Michigan  
Chicago, IL 60611  
312/329-8292

***Retail and Small Business Organizations***

National Retail Merchants Association  
100 W. 31st St.  
New York, NY 10001  
212/244-8780

Small Business Administration  
Contact: Margarete Hickey, Librarian  
1441 L St., N.W.  
Washington, D.C. 20416  
202/653-6914

*Retail and Small Business Organizations,  
continued*

Small Business Administration  
Contact: Art Greve  
Federal Building  
517 E. Wisconsin Ave., Room 246  
Milwaukee, CA  
414/291-3941

U.S. Chamber of Commerce  
Small Business Department  
202/463-5503

*Architects and Researchers of Hybrid Houses, Alternative Housing & Home-based Work*

Anderson, James  
Housing Research Center  
University of Illinois  
1204 W. Nevada  
Urbana, IL 61801  
217/333-7330

Christensen, Kathleen  
Environmental Psychology Program  
City University of New York  
33 W. 42nd Street  
New York, NY 10036  
212/790-4212

Crantz, Galen  
Department of Architecture  
University of California, Berkeley  
Berkeley, CA 94720  
415/642-4942

Durkin, Michael  
Department of Architecture  
University of Southern California  
Los Angeles, CA  
818/704-1493

Elton, Martin C.J.  
Director, Center for Telecommunications and Informa-  
tion Studies  
Columbia University  
809 Uris Hall  
New York, NY 10027  
212/854-4222

Fromm, Doritt  
c/o Innovative Housing  
325 Doherty Drive  
Larkspur, CA 94939  
415/924-6400



*Architects and Researchers of Hybrid Houses, Alternative Housing & Home-based Work,  
continued*

Gottlieb, Nina  
Environmental Psychology Program  
City University of New York  
33 W. 42nd Street  
New York, NY 10036

Gurstein, Penny  
Department of Architecture  
University of California, Berkeley  
Berkeley, CA 94720  
415/642-3032

Gutman, Robert  
School of Architecture  
Princeton University  
Princeton, NJ 08544

Leavitt, Jacqueline  
Graduate School of Architecture and Urban Planning  
UCLA  
Los Angeles, CA 90024  
213/825-4380

Leenhouts, Lillian, FAIA  
3332 N. Dousman  
Milwaukee, WI 53212  
414/964-1204

Marcus, Clare Cooper  
Department of Landscape Architecture  
University of California, Berkeley  
Berkeley, CA 94720  
415/642-4022

Nilles, Jack  
Center for Futures Research  
Graduate School of Business Administration  
University of Southern California  
Los Angeles, CA 90089-1421  
213/742-5229

Rabinowitz, Harvey  
Department of Architecture  
University of Wisconsin-Milwaukee  
Milwaukee, WI 53201  
414/229-4014

Ritzdorf, Marsha  
PPPM  
Hendrick Halls  
University of Oregon  
Eugene, OR 97403

Sherman, Harvey  
Homebase: Architecture and Development for Commu-  
nities of Homebased Work  
89 N. Mackubin Street  
St. Paul, MN 55102  
612/292-1189

***Magazine Editors & Information Clearinghouses***

Crosby, Bill  
*Sunset Magazine*  
80 Willow Road  
Menlo Park, CA 94025  
415/324-5741

Forbes, Christine  
Entrepreneur's Guide to Homebased Business  
Entrepreneur Inc.  
2392 Morse Ave.  
Irvine, CA 92714

Livability Clearinghouse  
1429 21st St., N.W.  
Washington, D.C. 20036  
202/887-5990

*Professional Builder* home plan books  
1-800/323-7379

Tomlinson, Terrell  
*Times Pickaneuen*  
504/486-5273

Williams, Steve  
*Home Office Computing*  
740 Broadway, 12th Floor  
New York, NY 10003

Whenever there was a question whether or not a workspace was intentionally incorporated in the design for home-based work — as defined at the beginning of this appendix — either the principal investigator or a graduate research assistant phoned the architect or residential owner to ask about this.

We also made phone calls to several architects to get plans of these homes.

The plan typology was inductively and deductively derived. Several typologies of popular and vernacular houses were studied (as mentioned in Chapter Five) and lists of these various types were recorded (e.g. shotgun house, dogtrot). However, because the emphasis in this report was on the relationship of the workspace to other rooms and circulation patterns, new types were also developed, derived from the cases in the sample, and based on the location and relationship of business and residential spaces, and the general circulation pattern within the house. We refer to this as a "relational plan" typology, which established plan types according to the orientation, visual exposure and accessibility, and functional distance of the workspace to the residential areas of the home.

**FOLLOW-UP CALLS**

**DEVELOPMENT OF  
TYPOLOGY**

After developing a list of over 20 types and their defining parameters, two investigators independently classified each sample house by type. In cases of disagreements, a third researcher also classified the home, and discussion ensued among the researchers until consensus was reached. Through this process, types were refined, eliminated, and developed until 16 types were established with 2 additional categories (Dual Offices, Office Atelier).

This typology is not intended to be exhaustive but represents an initial attempt to develop a classification scheme based on these 100 sample dwellings.

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<sup>1</sup> See Battersby, 1990

<sup>2</sup> Those houses whose plans indicated simply a “study” space were not examined further or included in this report.