



2019 FALL STUDY TOUR
DAY 3 | Saturday, October 26

ARCHITECT as Designer-Developer-Builder

City-making, one infill project at-a-time

The most widely accepted business model for an Architect's Practice is to provide professional services in exchange of a fee; however...

Over the last 15 years, San Diego has become a hub for the alternative Architect-Developer-Builder practice. This movement has been championed by Woodbury School of Architecture MSArch RED Faculty and Alumni. Collectively, this select band of architectural entrepreneurs have designed a multitude of innovative housing models and developed sensible and profitable infill projects throughout the region. Students in this most unique, studio-centered Real Estate Development Program learn to identify opportunities, quantify scale and costs, qualify financial viability, and most importantly, monetize their sweat equity.

expression that affirm and sustain the vision of Chicano Park.

Hector M. Perez – Moderator

Associate Professor III at Woodbury University's School of Architecture, San Diego Campus

PANELISTS

Kate Meairs, The RED Office

Ojay Pagano, OP-AD

Jeff Svitak, JSI

Hector M. Perez Born in 1960 in Guadalajara, Mexico, and educated in the United States & Italy
B.Arch. California Polytechnic State University, San Luis Obispo
Advance Design Studies, CSU, Florence, Italy
Master of Science in Architecture Studies (SMARCHS), Massachusetts Institute of Technology, MIT

Hector M Perez is currently Associate Professor III at **Woodbury University School of Architecture** in San Diego and over the last 25 years has had a small unorthodox design studio in La Jolla, CA with projects that fluctuate between Art, Artifacts, Architecture and Academia. Alternating between solo and collaborative efforts, his projects include: **in(fo)SITES** -Information Centers for In-SITE 2001 in Tijuana & San Diego / **Lifeguard Stations** - in La Jolla Shores & Cove / **FrameWorks** - a public art-fence commissioned by San Diego Museum of Art / **South Oxnard Community Library** - a 20,000 sf library / **LA ESQUINA** – a 4000 sf mixed-use project designed and developed by Perez in Barrio Logan.

Hector has lectured throughout Latin America and taught design studios & workshops at *Southern California Institute of Architecture (SCI-Arc)*, *Woodbury University School of Architecture*, *California Polytechnic State University, San Luis Obispo (CPSLO)*, *NewSchool of Architecture & Design (NSA+D)*, *Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM)*, and many others Universities throughout Mexico.

In January of 2015, Hector co-founded **The RED Office** – a *Design-driven Real Estate Development Office* - with partners Ted Smith & Kate Meairs. **The RED Office** is currently working on various ‘all inclusive’ (*Design-Develop-Build*) urban-infill mix-use projects in some of San Diego’s oldest neighborhoods.



La Jolla Shores Lifeguard Station, AIA SD, Merit Award + La Esquina Mix, SD Arch Foundation, Orchid Award

WEBSITES:

<http://www.hectormperez.com/>

<http://www.theredoffice.com>

Kathryn (Kate) Meairs is Managing Principal at *The RED Office* in San Diego and has over 20 years of experience working on multi-family and mixed-use urban projects. Throughout her career, Kate has worked solo and collaboratively and her extensive experience with large scale developments adds depth to the RED Office arsenal of talents. Over the course of her career Kate has tackled a wide range of projects in terms of scale, mixes and budget (from luxury to market-rate and affordable) and from single-family residences to large master planned development projects and high-rises. Kate Meairs is a licensed architect and holds a Master of Science in Real Estate Development from Woodbury University School of Architecture as well as extended studies in Construction Development Management. She has led multiple design and production teams and has successfully delivered over 3,000 total living units.



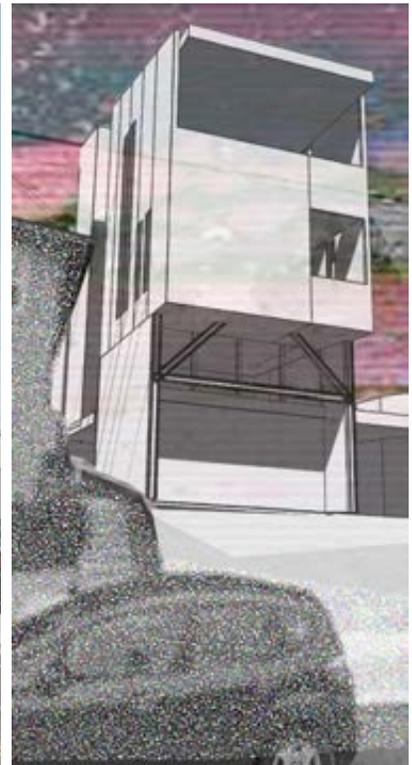
Profile:

Born in 1976, Price Utah. Ojay Moved to San Diego in late 2000. Since, he has accumulated eighteen years of professional design-related experience with various firm types from small to big corporate. With this architecture and design build experience he eventually became Licensed as an Architect & General Contractor. Ojay has worked and collaborated with premier local architects/designers including Ted Smith, Jim Brown/Jim Gates of PUBLIC Architects, and Jules Wilson to name a few. Prior to architecture, Ojay fell into real estate with out much thought and begin slowly building equity. Soon after receiving his Bachelor of Architecture Degree at Woodbury University in 2004, he put his skills and equity to the test by building his first housing project in North Park. He went on to get his Masters in Real Estate Development from Woodbury University in 2014 and since completed/started several more small scale developments including Barrio Barns 2016, and Casa Reynardo 2019

When Ojay isn't working in the studio or on site, he enjoys teaching as an adjunct instructor. He has Ten years of teaching experience including Interior Design at the Art Institute of California San Diego, Professional Practice at Woodbury University and most recently as a design studio instructor at Newschool of Architecture + Design.



Barrio Barns



Casa Reynardo

Development Projects:

- **2019: "Casa Reynardo" Mission Hills SD, CA.** Architect, Owner and Builder. Five units with Micro Lofts & Studios
- **2016: "Barrio Barns" Logan Heights SD, CA.** Architect, Owner and Builder. Two phase project with six flexible living units.
- **2012: "Dewey Tri-Plex" Logan Heights SD, CA.** Architect, Owner and Builder. Interior renovation of three units built in the 1920's.
- **2007: "Big White Box" North Park SD, CA.** Architect, Owner and Builder. four communal units addition to existing craftsman home

JEFF SVITAK INC. _ BIO

Jeff Svitak Inc. is an all-inclusive studio focusing primarily on architectural design, while simultaneously integrating both real estate development and construction management into its practice. The studio prides itself on creating unique and inspired human environments that engage with the senses of the user. While each project has its own individual inspiration and concept, Svitak believes heavily in the role of spatial organization and its influence on human emotions. By intimately studying this relationship, Jeff Svitak Inc. looks to enhance the emotional quality of its building's inhabitants; thoughtfully integrating aspects of privacy and intimacy within the interior environment, connecting exterior living spaces, and inviting an overall sense of community through crafted and welcoming public and circulatory spaces.

In its 6 years of existence Jeff Svitak Inc. has successfully designed, developed, and constructed an 18-unit multi-family building in Little Italy, San Diego, a custom home and studio in North Park, San Diego, and a 15-unit mixed use building also in North Park. By controlling the development of each of its project, Svitak has been able to experiment and push the emphasis on the architectural design.

In addition to the developments, the studio has completed full design work for several other mixed-use and multi-family buildings, custom homes, and cultural spaces; and is actively pursuing new client-based projects both locally and abroad.