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2026 AIA Fellowship

Candidate Jennifer C. Kretschmer
Organization J Kretschmer Architect
Location Los Gatos, California
Chapter AIA California Council; AIA Santa Clara Valley

Category of Nomination

Object 2 (Practice Management, Technical Advancement) > Practice (Management)

Summary Statement

Jennifer Kretschmer's innovative virtual practice model and promotion of equitable, accommodating ways to work set new industry standards; her AIA leadership significantly elevated the profession and her ADU advocacy delivered solutions to the housing crisis.

Education

California Polytechnic State University San Luis Obispo, 1989-1995, B.Arch

Licensed in:

California

Employment

J Kretschmer Architect, Principal Architect, Founder, 2003-present
Edwin Bruce Associates, 1998-2002
Arthur Craig Steinman & Associates, Architects, 1995-1998



October 1, 2025

Sanford Garner, FAIA
Chair, 2026 Jury of Fellows
The American Institute of Architects

RE: Jennifer Kretschmer, AIA – Fellowship Nomination, Object 2 – Practice, Technical Advancement

Dear Chair Garner and Members of the 2026 Jury of Fellows,

Jennifer Kretschmer, AIA is an exceptional candidate for fellowship in the AIA. When faced with the dual challenges of a flagging economy and growing family, rather than close her practice, she reinvented it. Over the course of several years, she developed a robust strategy for a fully virtual practice at a time when the concept was rarely considered, and the nascent support technology was just beginning to appear. She developed management best practices, human resource protocols, communication methods, and workplace tools, successfully growing her practice and team along the way.

Jennifer emerged as a national expert in the quickly evolving world of virtual practice. She generously shared her lessons learned with other practitioners locally, regionally, and nationally with the goal of making the practice of architecture more equitable and inclusive for thousands of professionals across the country.

The focus on equity, fairness, and solutions-based approaches that defines Jennifer's practice is also evident in her extensive work on innovative solutions to the growing need for fair and accessible housing. Her state and regional advocacy for more affordable and sustainable housing policy is backed by engaged policy development efforts and extensive speaking engagements on the topic. She has also implemented real-world measures to realize the goals she supports. She was the first architect to have pre-approved ADU plans officially accepted in the City of San Jose, making access to ADU solutions both considerably quicker and more affordable for homeowners. She has since had her plans pre-approved in 23 jurisdictions across the state with an additional seven pending planning review.

Beginning during her time as a student at Cal Poly San Luis Obispo, and continuing for over 30 years since, Jennifer has been an engaged and active leader in the AIA. I have known Jennifer in this capacity for over 15 years. During that time, she has worn many hats and made countless contributions to the Institute at every level, supporting the professionals it serves through her leadership and willingness to share her special expertise. This was especially evident in the way she helped lead AIA Silicon Valley, other components, and numerous struggling practitioners through the transition to virtual operations that was necessitated by the pandemic.

For these reasons and more, I am very pleased to recommend Jennifer Kretschmer to you for Fellowship in the AIA. She is truly an accomplished and worthy candidate. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'S. Refvem'.

Sharon Refvem, FAIA, LEED Fellow
Associate Principal
HPS Architects
Architecture | Interiors | Planning

Section 1 Summary of Achievements

Jennifer Kretschmer's innovative virtual practice model and promotion of equitable, accommodating ways to work set new industry standards; her AIA leadership significantly elevated the profession and her ADU advocacy delivered solutions to the housing crisis.

I. A PIONEER IN VIRTUAL PRACTICE

Jennifer Kretschmer built a virtual practice long before it was conventional, demonstrating a new way to work and inspiring firms and AIA components nationwide. Her innovations led to improved accessibility, inclusivity, and work-life balance for the profession, impacting thousands of architects and administrative staff. Jennifer's journey began in 2008, when tools such as the iPhone, social media, productivity, and the cloud were just emerging. She transformed her brick-and-mortar office into a home-based practice, using resources available at the time. As technology improved over the next 10 years, her practice grew and she achieved her goal of gaining the flexibility to work with anyone, anytime, anywhere.

By 2018, she had become a nationally recognized thought leader in virtual practice and new workplace standards, sharing her expertise with AIA and other organizations through speaking engagements, podcasts, articles, webinars, and online support groups. She emphasizes the importance of firm HR policies that establish accessible, equitable, and inclusive remote work strategies. She leads virtual spaces with the AIA and other organizations where architects and others share ideas, resources, and best practices. When the pandemic hit in 2020, Jennifer taught firm leaders and AIA components how to operate in a remote setting through talks at the Custom Residential Architects Network (CRAN), AIA Trust, and the Practice Management Knowledge

Community (PMKC), and at numerous local components. As a result of her encouragement, many AIA members and components pivoted successfully to productive online connections, bringing new accessibility standards to countless workers who were struggling to meet the demand of in-office careers.

II. HOUSING INNOVATION & ADVOCACY

Through her innovative practice, Jennifer has advocated groundbreaking solutions to the national housing crisis, especially Accessory Dwelling Units (ADUs) for urban homeowners. Her ADU designs offer efficient, customizable, and affordable options emphasizing sustainability, including zero-net-energy and LEED certified designs in keeping with the AIA 2030 Commitment for climate action. Over the past 13 years she has become a recognized expert on ADUs, advocating for their use on the local, state, and national levels and sharing her knowledge widely. She lobbied local municipalities to allow ADUs as a flexible option for homeowners to expand property use, provide affordable living options, and reduce urban sprawl, and became the first architect to join an ADU pre-approval program in San Jose, CA. On the state level she has been instrumental in promoting laws to advance ADUs, as well as energy efficiency and net-zero design, and advocating through industry seeking engagements and AIA California panel discussions, courses, podcasts, and articles. Nationally, she moderated a "How to ADU" Facebook discussion

group which grew from 3,000 to 135,000 members, and she promotes ADU design as a solution to affordable housing through the PMKC and CRAN networks via discussion groups, panel discussions, and articles.

III. A CHAMPION OF THE AIA

In her many local, state, and national leadership roles over 30+ years, Jennifer has worked to build effective programs, establish knowledge-sharing communities, develop advocacy strategies, and raise non-dues revenue. Beginning as an AIAS student leader at Cal Poly, she successfully rebuilt the chapter after it was plundered by a previous officer. After serving as an exemplary AIA Silicon Valley (AIASVC) Associate Director in 2000-2001, she was named national AIA's inaugural Associate Member of the Year. As a current leader of national AIA's PMKC, she focuses on strengthening educational programs and online communities. At the AIA California, she is a key component of statewide governmental relations and shepherds a successful ADU online technical resource community. She has held numerous AIASVC leadership positions, from programs committee chair, where she enhanced participation exponentially, to president, where she hired a new executive director, helped the chapter transition to online operations, planned conferences such as WLS, reorganized AIASVC's signature Home Tours to become the chapter's most profitable event, and led efforts to help members move to remote practice during the pandemic.



PRACTICE EXPERIENCE

J Kretschmer Architect

Principal Architect

Founder, 2003-present

Edwin Bruce Associates

1998-2002

Arthur Craig Steinman & Associates

1995-1998

LICENSES

California-c-29615

EDUCATION

California Polytechnic State University

San Luis Obispo

B.Arch 1995

PROFESSIONAL AFFILIATIONS

- AIA
- NCARB
- LEED Green Associate

SERVICE POSITIONS

National AIA

- Practice Management Knowledge Committee (PMKC) Advisory Group, 2021-2025
 - *Chair, 2024*
- Custom Residential Architects Network (CRAN) member, 2018-present
- National Associate AIA Member of the Year 2002

AIA California

- Housing Committee, 2024-present
- ADU Technical Network, 2019-present
- Practice Management Committee / Education Committee, 2021-2024
- Board of Directors, 2020-2021
- Student Director, 1993-1994

AIA Silicon Valley

- Custom Residential Architects Network (CRAN), 2016-2019, 2023-2025
 - *Founding Chair*
 - *AIASV Distinguished Service Award*

- Past President, 2022
- President, 2021
- Vice President, 2020
- Board of Directors, 2019-2024
- Associates Director, 2000-2001
- ARE Study Group, Founder, 2001
- Programs Committee Co-Chair, 2000-2005
 - *AIASV President's Award*

AIAS Cal Poly SLO Chapter

- President, 1992-1993
- Treasurer, 1991-1992

OTHER VOLUNTEER POSITIONS

- Art Docents of Los Gatos
 - *Vice President 2024-present*
 - *Board of Directors, 2024-present*
 - *Volunteer Art Teacher, 2009-present*
- Los Gatos Union School District:
 - *Bond Oversight Committee, 2012-2013*
- Santa Clara Valley Watercolor Society
 - *Exhibits Committee 2011-2014*
 - *Co-Chair, 2012-2013*
 - *Board of Directors, 2011*
- Co-owner, Gallery Saratoga, 2011-2014

Section 2.1 Significant Work

I. A PIONEER IN REMOTE PRACTICE, 2008-PRESENT

Jennifer Kretschmer created one of the country's first virtual architectural practices in 2008, long before remote work became commonplace, setting a powerful example that would benefit many in the profession. To put this accomplishment in perspective, 2008 was the year when Apple created the App Store, Microsoft Office went online, and the Chrome browser was launched. The previous year saw the advent of the iPhone, Facebook, and Twitter and the emergence of cloud-based storage. The idea of communicating and working completely online at that time was unprecedented and, frankly, daunting for many firm owners. Not only was she a pioneer in the field, but she shared what she learned, inspiring thousands to follow suit, making architectural practice more adaptable, equitable, and inclusive.

Still relatively new to firm management (her practice opened in 2003), in 2008 the national recession hit full stride. Jennifer studied successful practice models, took management courses, prepared a business plan, and moved her practice into her home. Over the next 10 years, she honed best practices and online communication allowing her practice to flourish, and achieving the flexibility to work with anyone, anytime, anywhere. Her achievements were notable in many respects:

Advanced Technology to Support Practice

After establishing her firm's practice standards, Jennifer selected tools enabling her to provide effective communication, project management, and design in a remote setting – long before this

technology was standard for the profession. As new tools became available, she:

- Converted the firm's print office manual and CAD standards to online versions.
- Began using online systems to give remote workers access to assignments, project files, and standard templates.
- Became an early adopter of systems like Podio, providing public assessments of their applicability in architectural practice and helping others determine what would work for their practice.
- Used 3D modeling tools and virtual reality or augmented reality platforms that allowed her to collaborate on designs and review plans remotely.

“Starting a small business on my own has not been easy. J. Kretschmer has provided a wonderful blueprint for modeling how to run a small architecture practice. Her success and professionalism have aided many (including myself) in their stretch to begin the running their own small business.”

Jacob Flitton, AIA

Owner/Principal Architect, Haven Architecture

Developed Innovative Communication Expertise

In the early days of her virtual practice, she communicated verbally through telephone calls and in-person meetings. As video-based communication tools became available, she experimented with many, enabling advanced connections with workers and clients.

- She became an early expert on video communication systems such as Zoom, Face-time, Google Meet, and MS Teams, well before they were common in the industry.
- Ultimately, she adopted Zoom as the standard for video communication.
- She incorporated instant communication apps such as Slack to connect with workers and clients.

Set an Example as a Successful Practice

Within 10 years, Jennifer had significantly increased her firm's project workload, staffing, and revenue, and she began sharing her experience with a wider audience. Her decision to set up a virtual practice was a triumph both from a professional and personal perspective. Over a period of 10 years,

- The number of remote workers grew to eight.
- The number of annual projects tripled and annual gross revenue quadrupled.
- A flexible work location allowed her to be present and engaged with her young children.
- The time saved allowed her to participate in professional and community volunteer efforts.
- Remote workers of all genders were able to maintain caregiving roles and pursue other goals, including teaching architecture.

Sharing Knowledge: Influencing the Profession

By 2018, Jennifer knew the successful transformation of her practice could be an example for others, so she began to share her experience on a national level. She was quickly recognized for being ahead of the curve, becoming a sought-after thought leader:

Section 2.1 Significant Work *(continued)*

“Jennifer’s technical expertise was essential in helping the chapter get through the pandemic.”

*Kent Mather, FAIA Emeritus,
Retired AIASVC Executive Director*



- **National Podcasts.** She was featured in national podcasts via EntreArchitect, where she discussed her unique practice model and taught listeners how to set up their own virtual office or thrive as a worker in a virtual office, focusing on the importance of accessibility and flexibility.

Topics included:

- *Parental Leave in the Architectural Profession*
- *How to Thrive with a Virtual Office*
- *How to Hire a 100% Remote Team for Your Architectural Practice*
- *The Virtual Office for Architects (EA webinar)*

- **Professional Support Groups.** In 2018 she was invited to facilitate the EntreArchitect Mastermind group, an online forum for practitioners to discuss business models and best practices, and jointly working on challenges, which she continues even now. As moderator, she initiates discussions or work plans and keeps discussions on topic.
- **National AIA Conference.** In 2019, she led a session at the AIA Conference in Las Vegas, entitled, “The Virtual Office for the Small Practice/Custom Residential Architect,” to an audience of 300+ members. During the presentation, she demonstrated remote communication via Zoom by including a remote worker on screen, and discussed how they collaborate online. The response was overwhelmingly positive and created a groundswell of interest in remote practice. Many participants asked for more information, and many remarked on the revelatory aspect of this new way to practice: it was innovative, practical, and responsive to work/life balance.
- **Knowledge Communities and AIA Components.** As a result of her AIA Conference presentation, Jennifer was invited to share her work with the Custom Residential Architects Network (CRAN), AIA Trust, and the Practice Management Knowledge Community (PMKC), and she received invitations to present at several AIA components across the country.
- **AIAU Educational Session.** In 2019, Jennifer gave a presentation at the AIA CRAN Symposium in Scottsdale, AZ, which was recorded for national AIA’s online educational platform and remained a popular program for five years.

Adapting to the Pandemic

When the nation was advised to “shelter in place” due to COVID, Jennifer was prepared. Her remote practice was flourishing, she was serving as AIA Silicon Valley Chapter’s vice president, and she was already nationally recognized for being ahead of the curve. Suddenly, there was a far greater need for online technology in practice and communication, and a tremendous demand for her expertise. While most firms were scrambling to adapt to remote practice, Jennifer stepped up to demonstrate how it was done – on a local and national basis. In addition to helping architects set up remote practice, her template also applied to AIA components and how they could stay relevant and active on a remote basis. Examples of her outreach included:

- **AIA National.** In 2020, she was invited to present two sessions at the AIA Conference, including a follow up session on selecting and hiring remote workers and a workshop (with Peter Macrae) on setting up a firm to run an effective remote practice. Although these sessions were cancelled, she shared with knowledge groups like PMKC and CRAN.
- **AIA Silicon Valley.** Jennifer taught her local chapter Board and staff learn how to use Zoom to maintain the component’s productivity and connection to the membership. She then presented workshops on remote practice at three town halls in March and April. As a result, the chapter was one of the first to use virtual meetings, events, and educational opportunities, benefitting the membership greatly and setting an example for other components nationally.

Section 2.1 Significant Work *(continued)*

- **AIA Components.** She gave presentations on navigating architectural practice in the Covid-19 environment at local chapters (e.g., AIA New Orleans, AIA Redwood Empire, AIA Louisiana, AIA Minnesota.)
- **National Podcasts.** She was interviewed by Evelyn Lee, FAIA on J’nen Chastain’s “Practice Disrupted” podcast, and featured on Inside the Apple Studio podcast with Neal Pann.
- **Coursework / Consulting.** As a result of her growing prominence, Jennifer was invited to launch an online course and consulting business with Leah Alissa Bayer for Evelyn Lee’s Practice of Architecture Community. The course teaches firms how to launch remote, hybrid, and virtual practices, and the consulting business gave more direct hands-on instruction. The webinar launched in 2022 and continued through 2024, but is currently on hold while Lee serves as a national AIA leader.
- **Practice Management Knowledge Committee.** As a PMKC leader, Jennifer delivers coursework and articles on practice management with an emphasis on virtual practice and inclusivity. Her recent article for the PMKC focused on best practices for remote workers, including onboarding, daily communication, effective mentorship, tools for at-home work, continuing education, and leveraging technology in the work environment.

Advocating for Inclusivity and Equity in the Workplace

A common thread throughout Jennifer’s outreach is maintaining a humane perspective. Her articles, blogs, webinars, and speaking engagements not only inform the architectural community of the challenges that come with

virtual practice, but also encourage the profession to evolve in ways that accommodate the changing needs of workers and clients. Through her advocacy, she has influenced the future of architecture in a way that prioritizes flexibility, equity, inclusivity so architectural professionals of all abilities can thrive without being impeded by physical barriers, the limitations of commuting, or family needs such as parenting or caregiving. (see Exhibit 3.1)

II. A LEADER IN HOUSING INNOVATION & ADVOCACY

Promotion of Efficient, Affordable Housing

As a San Francisco Bay Area architect, Jennifer Kretschmer has long been dedicated to finding answers to the growing housing crisis. In the past 15 years, she has become an innovator and thought leader for alternative housing options, such as Accessory Dwelling Units (ADUs), exploring creative, affordable, and sustainable solutions. Her efficient, customizable ADUs emphasize energy-efficient, zero-net-energy designs, reflecting her deep commitment to sustainability. Her advocacy has led to its use on the local level, resulting in access to affordable living spaces for thousands of residents across the country. Jennifer views ADUs as a democratic solution to the housing crisis that allows homeowners to add a dwelling to their property without requiring a zoning change – thus reducing bureaucracy and streamlining processes – a way to increase housing without urban sprawl. Clients report many reasons for adding ADUs to their property: providing multi-generational and/or caregiving space, adding a rental unit to augment income, or working around municipal limits to property floor area, among others.



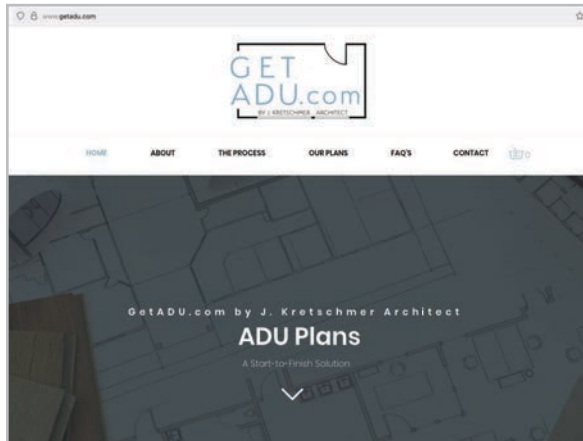
“We have worked with Jennifer on several projects over the years and have always appreciated her expertise and team-minded spirit. She shows concern for the client’s best interest, takes time to research ADU regulations in detail, and educates the client before the architect work begins.”

*Greg May, General Contractor/Owner
May Construction Inc.*

Advocacy: ADUs as a Solution to the Housing Crisis

Jennifer’s ADU advocacy has expanded from local to state to national over 20+ years, resulting in wider acceptance and streamlined permitting from local municipalities and much more information for architects and homeowners. Her advocacy efforts included:

Section 2.1 Significant Work *(continued)*



- **Promoting Local ADU Ordinances.** Beginning early in her practice, Jennifer promoted local ADU use by speaking at public hearings to advocate for rules allowing ADUs as a flexible solution for homeowners. Ordinances were quite limited regarding dwellings on single-family residential properties, and zoning rules were different for each municipality.
- **Growing Local ADU Acceptance.** In part because of her advocacy, cities such as San Jose began implementing “Granny Unit” permit programs as a way to meet state-mandated quotas for new housing, increase affordable housing availability, streamline the permit process, and take advantage of urban infill spaces.
- **National “How to ADU” Discussion Group.** Jennifer moderated a Facebook group called “How to ADU” for four years, which expanded from 3,000 to more than 135,000 members. Discussions included every aspect of the ADU world, from financing, zoning issues, construction costs, building codes, and more.

- **Speaking Engagements.** Jennifer speaks at a variety of public events, such as the Bay Area Building Science group about the benefits of ADUs and sustainable design.
- **Online Education.** Jennifer provides ADU and ZNCD coursework through AIACA online educational platforms. Courses include:
 - *Climate Action Standard for ZNCD All-Electric ADUs and Residential Projects*
 - *Standard of Care: A Decade of Passive House Projects in California*

“Jennifer is my mentor & go-to for all my business and professional questions. I’ve spoken to several of the contractors that built her designs, and they all rave about the high quality drawings she and her team put together to make the builds go faster.”

*Megan Blaine, Principal Architect
Blaine Architects*

- **AIACA Board Panel Discussion.** She was invited to join a panel discussion at an AIACA Board Meeting entitled “Housing Delivery in California” with municipal staff and architects who advocated for ADUs as a solution to the housing crisis in California. Jennifer focused on her ADU design experience and advocacy in preapproved ADU programs in Santa Clara County, Alameda County, Napa/Sonoma County and the San Gabriel Valley Community of Governments.

- **AIACA Legislative Advocacy.** As a member of AIACA’s legislative advocacy program, she has promoted state laws to advance ADU use, as well as energy efficiency and net zero design. She also joined the AIA California Housing Steering Committee, where she contributes her expertise.

Ahead of the Curve: ADU Pre-Approval Program

In 2020, when the City of San Jose announced an ADU design pre-approval program, Jennifer jumped on board and became the first architect approved. By adapting designs of completed ADU dwellings to make them workable in any orientation (such as T24 energy compliance in any cardinal orientation) and sizes that could fit small spaces on a single-family lot, they became the foundation for more research and wider implementation.

- **A Fruitful Partnership.** With this initial municipal pre-approval, she created a website (getADU.com) to focus on the ready-to-build and pre-approved ADU practice. This served as semi-passive income as the ADU “plans” could be obtained without an extensive custom design phase for



Meet the Architect Home Tours 2023

Section 2.1 Significant Work (continued)

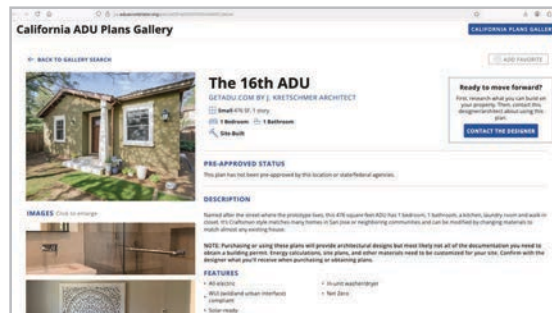
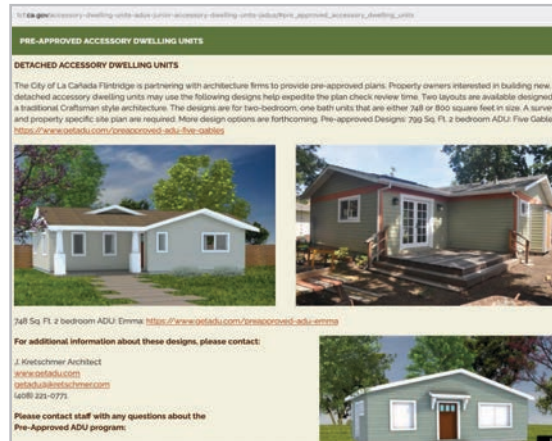
the homeowner, but still provide standard architectural services including those offered during construction. The partnership between Jennifer and the City made a tremendous impact for both: her firm is featured on the City website, while the City receives her valuable feedback on the program's implementation.

- **Homeowner Benefits.** As a pre-approved architect, she helps homeowners achieve their dreams of building an ADU more efficiently while still ensuring architectural services are used. Benefits include:

- The public sees the value of having an architect on their construction project.
- The streamlined program offers clients an enhanced timeline: One client received a permit within two weeks of hiring Jennifer, after a City plan review meeting of only one hour.
- Another client, faced with the aftermath of a terrible family tragedy, used the expedited process to quickly move her surviving mother into an ADU on her own property.

- **Expanding to Other Communities.** As one of the state's first pre-approval programs, San Jose serves as a model for housing advocates and other municipalities across the state who also want to create similar programs.

- She began working with the San Gabriel Valley Community of Governments (SGVCOG) in 2023 to share “real world” experiences in the implementation of San Jose’s program, so that they can launch in their communities by 2025.
- She worked with the “Napa/Sonoma ADU Incubator” to provide an 800-sf ADU that



could be preapproved in multiple municipalities in the Napa and Sonoma County region. The ADU is named “Five Gables” and was originally built in Redwood City, completed in 2018. This ADU model is most recently under construction in Morgan Hill and resulted in expedited delivery of construction documents and permits for the property owner.

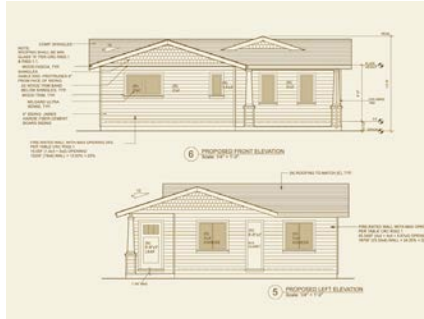
Other Notable Contributions to Housing Design

- **“Ask an Architect” Column.** Between 2006-2008, Jennifer wrote the “Ask an Expert” column for the *San Jose Mercury News*, speaking directly to local homeowners about what an architect does and giving advice regarding remodeling or new home projects. Examples of articles include:

- “Years of Work, Study Go Into Becoming an Architect”
- “Need Space? Here’s how to decide when to add a second story”
- “Stock homes may need adjusting”

- **Shipping Container Housing, 2005-2007** Another housing type explored by Jennifer is the design of homes using shipping containers. After learning about the waste and lifecycle of shipping containers, Jennifer began to consider the use of shipping containers for homes from an environmental perspective. She was selected for a project in Healdsburg to use shipping containers as a prefab methodology. While the project was never built, she gained recognition for the novel approach and was featured in numerous online forums and news outlets, such as CNBC and SFGate.

Section 2.1 Significant Work *(continued)*



Five Gables ADU, Morgan Hill

To move from Central California and be close to their aging parent, the client chose to add an ADU on their parent's property. A modification was made to add an extra room to the pre-set plan to accommodate their needs. Even with modifications to add an additional room to the Five Gables ADU design, the client was still able to expedite the permitting. Through its traditional design and materials, the ADU integrates well within the neighborhood. This ADU meets EU1 of the 2030 Commitment, is all-electric, LEED certified level, and includes a water submeter to gauge water use.

Location: Morgan Hill, CA
Completion Date: 2025
Role: Principal Architect



Emma ADU

The first of Jennifer's prototypes, this project was a collaboration with a building partner who was getting started in the ADU business. Built on property owned by the general contractor, the home serves as an innovative model for potential clients, local residents, municipal staff, and others. Proving that a simple design and thoughtful process can lead to an attractive, enjoyable ADU, the project demonstrates sustainable features such as energy efficiency and low water use.

Location: San Jose, CA
Completion Date: 2025
Role: Principal Architect



Santa Clara ADU

Parents of an adult, non-verbal, autistic son wanted to provide him with his own space while keeping him close. The 500-sf ADU is attached to the primary residence and includes an extra sleeping area, should a caregiver stay with the son. The clients had a small budget and were open to using lower cost alternatives for finishes. They are delighted with the outcome, and neighbors have commented that the ADU aligns so well with the existing home, they didn't realize it was a separate dwelling. The project includes all-electric, heat pump HVAC / water heater, and energy efficient windows.

Location: Santa Clara, CA
Completion Date: 2025
Role: Principal Architect



Napa ADU

A client chose one of Jennifer's pre-approved ADU designs from the City of San Jose but wanted to use it on their property in Napa. The design was a good fit for the neighborhood context and this multifamily property. The 476-sf, one-bedroom, one-bathroom project includes all-electric ADU, net zero electricity with PV array, low water use fixtures to meet the 2030 Commitment. The ADU expanded Jennifer's practice into a new region and propelled her forward in achieving pre-approval status in municipalities in the north San Francisco Bay Area.

Location: Napa, CA
Completion Date: 2024
Role: Principal Architect

Section 2.1 Significant Work *(continued)*



Meadowlands ADU

Built for an elderly family member, this 892-sf, one-bedroom, one-bathroom ADU was designed to be ready for when the family member becomes less mobile. Accessibility features include a five-foot turning radius in the bathroom, grab-bars in the toilet and shower areas (before this was required by building codes), lower kitchen counters, large door openings, and a low entry to the patio. The all-electric ADU includes a 2 kWdc PV array to offset all-electrical use and low-flow water fixtures. EUI designed to meet 2030 Commitment.

Location: San Jose, CA
Completion Date: 2024
Role: Principal Architect



Garcia ADU

The homeowner had an unexpected urgent need to build a one-bedroom, one-bathroom ADU on her property so her mother could live independently but nearby. She selected one of Jennifer's pre-approved ADUs with the City of San Jose and within a very few weeks permits were in place and a GC was hired. Although it had been built before, the ADU seamlessly aligned with the family's existing residence. The ADU is all-electric and net zero electricity through PV use with mechanical systems using heat pumps for energy efficiency and low energy demand, exceeding California's T24 Energy Requirements and 2030 Commitment. *(Exhibit 3.8)*

Location: San Jose, CA
Completion Date: 2023
Role: Principal Architect



Andrea Drive ADU

With high ceilings to create a more spacious feel, this 476-sf, one-bedroom / one-bathroom ADU was selected through the pre-approved ADU program in San Jose. The all-electric ADU includes a heat pump water heater, heat pump HVAC, ERV for improved energy efficiency, meeting the 2030 Commitment baseline Energy Use Intensity (EUI). The owner has opened the ADU for tours to allow potential ADU owners to see the space and learn about the expedited process for pre-approved ADU work.

Location: San Jose, CA
Completion Date: 2023
Role: Principal Architect



Loft Haus ADU

While planning a client's major home remodel, Jennifer designed an ADU for them to live in during construction and to rent later for additional income. The one-bedroom, one-bathroom ADU on a well-traveled residential corner is only 380 square feet with a loft over the bathroom for extra storage. The project was included as part of the 2023 AIASVC Home Tours with more than 200 visitors throughout the day. The unit includes energy efficient windows, a 120v washer/dryer combo unit, and low-flow water fixtures.

Location: San Jose, CA
Completion Date: 2022
Role: Principal Architect

Section 2.1 Significant Work *(continued)*



Five Gables ADU, Redwood City

This ADU was designed as a home for the clients' aging parents/in-laws. The ADU emulated the historic style and roof forms found in the neighborhood. The 800-sf, all-electric dwelling includes two bedrooms and one bathroom, with netzero electricity through PV use, and LEED minimum certification meeting the 2030 EUI baseline. The Five Gables ADU design is now pre-approved in 17 jurisdictions including Alameda County, Napa County, Sonoma County and in plan review for five jurisdictions in the San Gabriel Valley Community of Governments (SGVCOG). This home is shared on the inspiration page at the Plus1House.org website titled "Garden Home."

Location: Redwood City, CA
Completion Date: 2020
Role: Principal Architect



San Benito ADU

A family wanted to expand their existing home to add multi-generational living. They began by adding a pool cabana to an existing garage with a full bathroom and a kitchen that was not allowed by zoning to have a cooktop. Later, when garage conversions were allowed to become ADUs if the covered parking was replaced, Jennifer designed a garage conversion that included a porte cochere for parking, creating a fully functioning 799-sf ADU with an energy efficient HVAC and PV array to offset energy use.

Location: Los Gatos, CA
Completion Date: 2020
Role: Principal Architect



Kretschmer ADU

Proving her commitment to small living spaces and ADUs, Jennifer converted a portion of her garage into a studio that would give her the flexibility to house her aging parents, if needed, and provide a home office to run her practice. By being her own client, she learned how to face the owner decision-making process and manage a construction team. The ADU is an all-electric structure with energy efficient heat pump HVAC and energy efficient lighting.

Location: Los Gatos, CA
Completion Date: 2015
Role: Principal Architect



Kennedy ADU

The project that started Jennifer's ADU journey: the owner dreamed of converting space from their extra-large garage into a guest house for out-of-town visitors. The garage was already close to an existing swimming pool, so the space could also be used as a cabana. Every corner of space was utilized. During this project, Jennifer began to notice the unrealized potential in her own community, which had a very low floor-area ratio that intentionally prevented density.

Location: Los Gatos, CA
Completion Date: 2012
Role: Principal Architect

Section 2.1 Significant Work *(continued)*

III. A CHAMPION OF THE AIA

Jennifer's relationship with the AIA Silicon Valley began in 1993 when she was awarded a student scholarship. Members welcomed her and gave her the encouragement and financial help she needed to continue with her architectural education. When she graduated and returned to the Bay Area, she joined the chapter and got involved with the chapter's Programs Committee. Since that time, she has excelled as a leader at the local, state, and national levels, serving in a variety of roles and demonstrating the value of collaboration, effective strategic planning, and public awareness.

AIA National

Positions Held:

- Practice Management Knowledge Committee
- Advisory Group (PMKC)
 - Advisory Group Leadership, 2021-present
 - Chair, 2024

Awards:

- Inaugural National Associate AIA Member of the Year, 2002

Highlights: PMKC, 2021-present

Jennifer has contributed her leadership, expertise, and organizational skills in a variety of ways: she is developing educational content through AIAU, helped organize speaker luncheons at national conferences, and wrote and curated articles for the PM Digest and discussion forum, which are followed by more than 15,000 members. When she first became involved, many firms were

beginning to work remotely and struggling, so her expertise was indispensable and impacted thousands of practitioners. Details follow.

Delivering Content and Facilitating Discussion Board Topics

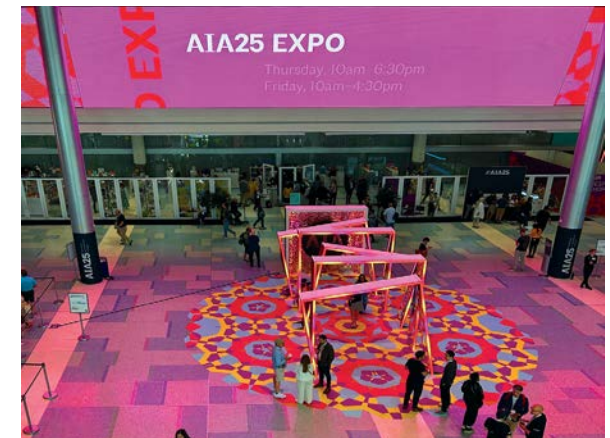
- Jennifer's article, "Cultural Change: Life First, then Architecture," was first published on the PMKC blog in May 2022, then reprinted with updates in November 2024 due to strong response to the article and follow-up online discussions.
- Another article, "Virtual onboarding: best practices for virtual work environments and remote staff," was published in the *PM Digest* in April 2025, then published again on the PMKC blog.
- Since Jennifer joined the PMKC, many discussion board topics have been related to virtual practice, and she has answered many questions from firm owners regarding the creation of remote work programs.
- Because PMKC topics overlap the topics of other Knowledge Communities, her articles and discussion board topics were frequently populated to other KC group's discussion boards, impacting an even wider audience. For example, "Looking for Examples of Firm Operation Manuals" was also featured in discussion forums for PMKC and Small Project Exchange.
- As a discussion board leader, she periodically initiates conversations of interest to members. By far the most popular discussion threads are about remote work.

Topics include:

- How "Happy" is your staff? Firm culture and the "Happiness Quotient"
- Are billings really declining?
- Looking for examples of firm operation manuals
- Other income strategies when projects are put on hold or canceled
- Has the "great resignation" disrupted your firm? Are you part of the "great resignation"?
- Hybrid practice policies

"Through the PMKC, Jennifer shared her innovative approaches to practice management with other small firm architects across the nation."

*Scott Knudson, AIA
Knu Design, LLC*



Section 2.1 Significant Work *(continued)*

National AIA Conference Luncheons

Jennifer planned national conference speaker luncheons, including A'22 Conference in Chicago, A'23 Conference in San Francisco, and A'25 Conference in Boston. She assisted with the selection of the speaker for the A'24 Conference in Washington DC.

AIA California

Positions Held:

- Housing Advocacy Sub-Committee, 2024-present
- Housing Steering Committee, 2023-present
- Education Committee, 2021-present
- ADU Technical Network, 2019 to present
- Practice Management Committee, 2021-2024
- Board of Directors, 2020-2021
- Chapter Director Liaison, 2019 and 2024
- Student Director, 1993-1994

Highlights:

Practice Management Committee (PMC), 2021-2024

- **Alignment and Advocacy.** Jennifer led the alignment of National AIA PMKC goals with AIACA, leading to updates for CalGreen materials and the Firm Technology Toolkit, and identified issues with independent contractors and the push to get licensed architects exempt from AB5, legislation that provided stricter rules on the ability of businesses to classify workers as independent contractors.

- **Zero Net Carbon Design Educational Requirements.** To advance the design of sustainable projects, Jennifer and the PMC advocated for the AIACA to align with the California Architects Board (CAB) to increase continuing education requirements for architects licensed in California to include five units of Zero Net Carbon Design (ZNCD) at each renewal. Once that decision was made, AIACA provided free courses for the first few years of the new requirement, and the PMC led the effort to develop the coursework. Jennifer organized and moderated educational content, such as the webinar, "Standard of Care: A Decade of Passive House Projects in California," in September 2023.

Housing Steering Committee, 2023-present

- **Legislative Advocacy.** Jennifer reviews proposed legislation related to housing to determine appropriate AIACA legislative strategies, identify advocacy partners, and create alliances that support AIACA legislative action.
- **Educational Content.** She helped create webinars (California Accessory Dwelling Units: 2023 Plus/Delta Perspectives) and participated in a Board of Directors panel discussion about housing and the use of ADUs to fill in housing gaps in single family neighborhoods.
- **Developing Practice Tools.** Jennifer's current focus is permit-streamlining through architect self-certification and private plan review certification and creating a standardized ADU electrical load sheet for free use for architects in California.

ADU Technical Network, 2019-present

In 2019 Jennifer was invited to join the AIACA's ADU Technical Network, designed to help architects and building officials navigate ADU laws and codes.

- Her contributions were quickly recognized, and she was subsequently invited to join the Practice Management and Housing Steering committees.
- Jennifer has contributed substantially to the Network's priorities, including creating discussions and dialogues on ADU issues so that architects across the state can communicate with one another and advocate in specific municipalities to increase ADU housing.
- She facilitates conversations on topics such as zoning and municipal code interpretations, building codes, building science, as well as general comradery and positive support.

AIACA Student Director, 1993-1994

After serving as president of the Cal Poly AIAS chapter, Jennifer was elected to serve as AIACA Student Director. During her term, she:

- Participated in legislative events, policy discussions, and became exposed to the strength and purpose of the AIA.
- Advocated for California to improve how interns were trained after graduation, since California did not participate in IDP at that time.
- Participated in an AIAS leadership forum in Washington, DC, where she worked with other student leaders to improve the professional path to licensure.

Section 2.1 Significant Work *(continued)*

AIA Silicon Valley

Positions Held:

- Home Tours Co-Chair, 2022-present
- Past President, 2022
- President, 2021
- Vice President, 2020
- Board of Directors, 2019-2024
- Custom Residential Architects Network (CRAN), 2016-2019, 2023-2025 – Founding Chair
- ARE Study Group, Founder, 2001
- Programs Committee Co-Chair, 2000-2005
- Associates Director, 2000-2001

Highlights:

AIASVC Custom Residential Architects Network (CRAN)

Founding Chair, 2016-2019, 2022-present
Awards: AIASVC Distinguished Service Award, 2016, 2018, 2022, 2023

After national AIA formed the CRAN Knowledge Community, Jennifer founded the chapter's CRAN, and within a year had cultivated a dedicated group of designers, architects, and general contractors who met monthly to discuss residential issues, codes, and practice management. The network soon expanded to include sub-consultants and other residential design, engineering, and construction partners.

The CRAN's main event, the chapter homes tour, earns the chapter more than \$30K in net revenue,

by far the largest fundraiser of the year. She suggested selecting a larger variety of homes to increase public awareness on the advantages of hiring an architect. Prior to that, the selected homes were financially and stylistically out of reach for most homeowners. She is currently working on an initiative to form a permit streamlining group.

AIASVC Leadership, 2020-2022

During Jennifer's three-year stint as chapter Vice President, President, and Past President through the pivotal pandemic years of 2020-2022, she made significant contributions to the chapter, including:

- Interviewing candidates and hiring a new executive director.
- Helping create virtual/online chapter programs, including webinars and one-on-one counseling to help firms pivot to remote working.
- Helping the chapter move to an all-remote work environment and renegotiate their lease.
- Finding a sub-lease for the remainder of the office lease.
- Reinstating the Home Tours, including a virtual tour, significantly increasing non-dues revenue for the chapter (see next).
- To elevate morale during "sheltering in place," she created a program called, "Those who Inspire Us" featured during chapter meetings, presented by mostly Associate AIA members.

Examples include:

- *"Those Who Inspire Us: Paul Revere Williams," by Jennifer Kretschmer, AIA, Feb 24, 2021*
- *"Those Who Inspire Us: Ed Mazaria, FAIA," by Jamie Jang, Assoc. AIA, April 28, 2021*
- *"Those Who Inspire Us: Nader Ardalan &*

Leleh Bakhtiar," by Mani Farhadi, Assoc. AIA, March 17, 2021

- *"Those Who Inspire Us: David Adjaye," by Madhubala Ayyamperumal, Assoc. AIA, Sept 15, 2021*

Home Tours, Co-chair, 2022-present

A one-day event that showcases the work of licensed architects and home designs to the general public, the Home Tours is the chapter's only public event each year. When the 2020 Home Tours was cancelled due to the pandemic and the committee chair left, Jennifer moved the event under the purview of CRAN, volunteered to lead the event, and worked with staff and volunteers to get the Home Tours back on track for 2021. The following year she officially became co-chair of the committee. With her leadership and fundraising plus a stellar team of volunteers, the Home Tours became the most profitable and successful AIASVC event.



AIA 75th Anniversary Logo, designed by Jennifer Kretschmer

Section 2.1 Significant Work *(continued)*

AIASVC 75th Anniversary Planning Committee, Chair, 2024-present

Jennifer was on the Board and planning committee when the chapter's 50th anniversary celebrations were planned, and she spurred the chapter to create an enjoyable and meaningful event for the upcoming 75th anniversary on December 5, 2025. The event will include a formal dinner and presentation of the chapter's history, a celebration of members who have made significant contributions, and recognition of Fellows.

Programs Committee, Co-Chair, 2000-2005

Jennifer strengthened the chapter's programs and increased participation significantly (average monthly attendance went from 40 to 150) by planning tours of completed projects and those under construction, still a highlight of chapter meetings to this day. In recognition of her leadership, she was awarded the chapter's President's Award.

Associate Director, 2000-2001

Jennifer led several key initiatives that improved the chapter's educational offerings, communications, and administration. In recognition of her outstanding leadership, she was awarded the AIASVC President's Award in 2001 and the AIA's inaugural Associate Member of the Year in 2002. Highlights include:

- **Advocating for IDP / AXP Program.** Fought to bring the IDP (Intern Development Program) to California, leading to the creation of the AXP program in California.
- **Founding ARE Study Group.** The chapter had only a few resources and no study group, so she solicited firms for donations (books, flashcards, and a laptop) and launched the chapter's

first ARE study group, along with an ARE study center at the chapter office.

- **Launching Chapter Website.** Jennifer created the chapter's first website, in 2000, helping keep members informed of chapter activities.
- **Assisting with 50th Anniversary Planning.** She provided administrative support to the chapter president and staff to ensure volunteer leaders were accountable and event planning ran smoothly.

AIA Students (AIAS) Cal Poly SLO Chapter Leadership

Positions Held:

- President, 1992-1993
- Treasurer, 1991-1992

At the end of her term as Treasurer, Jennifer rebuilt the AIA Students chapter at Cal Poly SLO after she discovered the President had taken all the funds and jeopardized the chapter's charter. This was her first experience with leadership and would become her defining characteristic: she took the reins, rallied others to participate, and built a better organization. The department head (Paul Neel, FAIA) supported the chapter's efforts to rebuild and funded travel to two AIAS national forums. Meanwhile, Jennifer created new programs, fundraising efforts, and events and increased membership from single digits to more than 100 students. Her leadership was recognized by the school with the Steven H. Sullivan Memorial Award Scholarship in 1993.

Other Achievements

- Art Docents of Los Gatos, 2009-present
– *Vice President, 2025*

- *Board of Directors, Vice President, 2024-2026*
- *Volunteer Art Teacher, 2009-present*
- Honorable Mention, San Luis Obispo Museum of Art (SLOMA), "Going Mobile," 2014
- Los Gatos Union School District: Bond Oversight Committee, 2012-2013
- Santa Clara Valley Watercolor Society
– *Exhibits Committee, 2011-2014*
– *Co-Chair, 2012-2013*
– *Board of Directors, 2011*
- Co-owner, Gallery Saratoga, 2011-2014
- Honorable Mention, The Art of Flowers: Naples Museum of Art, "Blossom 2," 2011
- Competitive Adult Level Figure Skater, 2000-2003
- Competitive Roller Skater, 1998-2001 (4th place, national level, 2000)
- Roller Skating Coach, 1992-1995
- Competitive Ice Skater, Figure Skating, 1977-1987

"Jennifer's unwavering leadership enhanced the value of the profession for our members."

Lee Salin, FAIA

AIASVC Chapter Member, Past President



Art docents of Los Gatos, 2025

Section 2.2 Significant Awards, Honors & Recognition

AIA RECOGNITION

- 2024** – AIASVC Distinguished Service Award
for service on the Board of Directors and Home Tours
- 2023** – AIASVC Distinguished Service Award for service on CRAN
the Board of Directors, Home Tours
- 2022** – AIASVC Distinguished Service Award
*for service as CRAN, Chapter Past President
the Board of Directors, Home Tours Chair*
- 2022** – AIASVC Presidential Recognition
for service as chapter president
- 2021** – AIACA John S. Bolls Fellowship Award
for service on the AIACA Board of Directors
- 2018** – AIASVC Distinguished Service Award
for service on CRAN, the Board of Directors, Home Tours
- 2016** – AIASVC Distinguished Service Award
for founding AIASVC's CRAN network
- 2005** – AIASVC Certificate of Appreciation
for service as Co-Chair, Programs Committee
- 2002** – AIA National Associate Member of the Year
(first year this was awarded)
- 2001** – AIASVC Certificate of Appreciation
for service on the Programs Committee
- 2001** – AIASVC President's Award
for creating the chapter Associates program

- 2000** – AIASVC Certificate of Appreciation
for outstanding contributions to the Chapter
- 2000** – AIASVC Certificate of Appreciation
for BOD and 50th anniversary event planning
- 1999** – AIASVC Certificate of Appreciation
for founding the AIASVC ARE Study Group
- 1994** – AIA/AAF Scholarship
- 1994** – AIACA Certificate of Appreciation
for service as Student Director
- 1993** – AIACA Certificate of Appreciation
for service as Student Director
- 1993** – AIASVC Scholarship
AIA/AAF Scholarship
Steven H. Sullivan Memorial Award Scholarship, Cal Poly SLO

OTHER AWARDS:

- 2004** – Petchitecture Design Award (with Lillian Chung)
- 2011** – Naples Museum of Art, Honorable Mention
“Blossom 2, The Art of Flowers”
- 2014** – San Luis Obispo Museum of Art, Honorable Mention
“Going Mobile”
- 1984** – Ice Skating Institute US Team Championships, Dallas, Texas, 1984
Rising Stars Precision Team, 2nd Place
Interpretive Solo Freestyle 5, 3rd Place
Freestyle Level 5, 4th Place

Section 2.3 Significant Publications

PODCASTS

“Inside the Apple Studio: Jennifer Kretschmer”

Jennifer shares her story of working in the Mac computer lab at Cal Poly, SLO and how that led to her starting her own virtual office that practices remote working strategies.

June 21, 2021

“Sunshine Island Hero of the Month: Jennifer Kretschmer”

The Architect Marketing Institute, Success Stories by Annette Mashi

November 2, 2020

“How to Thrive with a Virtual Office”

EntreArchitect Podcast #268

Discussion with Mark LePage

2019, Audience: 11,883

“How to Hire a 100% Remote Team for Your Architecture Firm”

EntreArchitect Podcast #272

Discussion with Mark LePage

2019, Audience: 10,664

“Parental Leave in the Architecture Profession”

EntreArchitect Podcast #247

Roundtable moderated by Mark LePage

2018, Audience: 10,505

BLOGS

“What Remote Working for Architects Looks Like”

Sorry, I was on Mute, by Preethi Jathanna

Best Remote Architecture Firm

January 20, 2023

“Running a Virtual Architecture Practice with Jennifer Kretschmer”

Architect, Interview by Sean Joiner

May 17, 2020

“I Never Met a Woman Architect Before”

Interview by Michele Grace Hottel

CRAN Symposium

Nov. 24, 2019

J KRETSCHMER BLOG

“Reimagining Your Life and Our World: What Net Zero Means for California Homes”

J Kretschmer Blog

May 8, 2021

“I Designed and Got My ADU Built. Let Me Help You To Do The Same”

April 10, 2021

“What will the Design & Construction of Homes Look Like Post Pandemic?”

March 13, 2021

“Design is More Than a Floor Plan”

December 5, 2020

“Give Your Pre-1979 Home a Gift This Year”

December 4, 2020

“Resources. Launching Your Virtual Architecture Practice”

April 17, 2020

“Office and Financial Software. Launching Your Virtual Architecture Practice”

April 16, 2020

“Task Management Systems. Launching Your Virtual Architecture Practice”

April 15, 2020

“Communication with Remote Workers. Launching Your Virtual Architecture Practice”

April 13, 2020

“Architectural Graphics Software. Launching Your Virtual Architecture Practice”

April 10, 2020

“Making it Work-The Technology. Launching Your Virtual Architecture Practice”

April 09, 2020

“The Traits of Successful Remote Workers”

April 8, 2020

“Can Any Firm Do This? Launching Your Virtual Architecture Practice”

April 4, 2020

“How to Manage Remote Staff. Launching Your Virtual Architecture Practice”

April 3, 2020

“What is Remote Working? Launching Your Virtual Architecture Practice”

April 2, 2020

“Launching A Virtual Architecture Practice: My Story and What’s a Virtual Firm?”

April 1, 2020

“What Does Zero Net Energy Mean to California Homeowners?”

February 9, 2020

“Zero Net Energy Custom Home Projects”

November 11, 2019

“Prevention to Save Homes From Wildfires”

August 28, 2018

“Property Taxes and Construction”

August 14, 2018

“New Year’s Resolution — Reducing Your Carbon Footprint”

January 1, 2017

Section 2.3 Significant Publications (continued)

“20 Years of Making Gingerbread Houses”

December 11, 2016

“City Codes and Guest Houses”

November 9, 2016

“Approval Process with a Planning Commission or Design Review Committee”

December 19, 2019

“Buying a ‘Fixer-Upper’ Can Get You the Home You Envision”

May 9, 2016

“How to Decide When to Add a Second Story”

May 9, 2016

“An Architect’s New Studio”

Pt. 1, Aug. 15 – Pt. 2, Sept. 5 – Pt. 3, Dec. 14, 2015

“Casa Batllo: Passive Cooling and Glowing Light”

July 25, 2015

“Rejection Can Be A Creative Catalyst”

December 26, 2014

“When is it Worth It to Build A Finished Basement?”

December 26, 2014

BOOK CHAPTERS

“The Sole Practitioner Architect: A Guide for the Solopreneur”

by Edward J Shannon, AIA

SPA Case Study 5 – Conductor of the Virtual Office, Jennifer Kretschmer, AIA
pages 124-131

FEATURES ABOUT SHIPPING CONTAINERS

“Architecture Technology, Home from Shipping Containers”

CNBC NEWS, Interview

June 23, 2006

“Innovative architects turn used shipping containers into homes”

SFGATE, Interview

June 16, 2006

“ASK AN ARCHITECT” COLUMN

San Jose Mercury News, by Jennifer Kretschmer
313,000 readers

“A step-by-step guide to design, build a new home”

February 23, 2008

“Building a new basement is costly, but may be worth it”

December 29, 2007

“Years of work, study go into becoming an architect”

November 3, 2007

“The home addition dilemma: Go up or out?”

October 13, 2007

“Fixer-uppers are fine if you shop carefully”

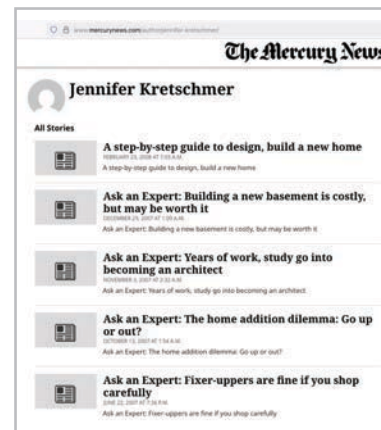
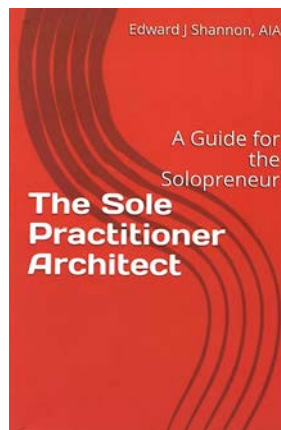
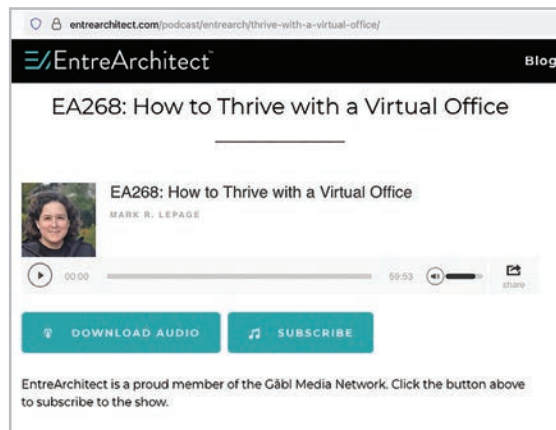
June 22, 2007

“Stock home plans may need adjusting”

February 16, 2007

“Need space? Here’s how to decide when to add a second story”

December 16, 2006



Section 2.4 Significant Presentations and Speaking Engagements

SPEAKING ENGAGEMENTS

2023

- **“Meet the Architects of the Home Tours”**
AIA Silicon Valley Chapter, presentation
Mountain View, CA, May 17
- **“California Accessory Dwelling Units: 2023 Plus/Delta Perspectives”**
AIACA panel discussion
Panelists: Jennifer Kretschmer, AIA, HCD Specialist; Nick Brown, CEA, Mehgie Tabar, AICP Senate Housing Committee, Denise Pinkston, Christopher Olvera
Moderator: Ellen Bildsten
Online, April 6
- **“Housing Delivery in California”**
AIACA Board of Directors meeting panel discussion
Sacramento, CA, March 24

- **“CRAN: Changes in the Code for Residential Projects”**
AIASVC CRAN meeting, Earth Bound Homes
Santa Clara, CA, January 12

2022

- **“ADUs: A Climate Action Standard”**
AIACA Panel Discussion
Panelists: Kanika Sharma, LFA, LEED AP BD+C, Charles Ely, FAIA, Brian Selby, PE, Richard Young;
Moderator: Jennifer Kretschmer, AIA
Online, April 6

2021

- **“Those Who Inspire Us: Paul Revere Williams”**
by Jennifer Kretschmer, AIA
AIASVC chapter meeting, part of the

“Those Who Inspire Us” series initiated by Jennifer during Covid “shelter in place”
Online, Feb 24

- **“Adapting Post-Covid: ADU Regulations and Processes”**
ADU Summit 2021 live presentation
Online, January 16

2020

- **“Networking Breakfast with Women in Architecture”**
A’20 MN The Minnesota Conference on Architecture, panelist
Virtual, October 20
- **“Launching A Virtual Practice for the Small Practice/Custom Residential Architect”**
AIA Louisiana 2020 Conference on Architecture
Speaker
Virtual, September 24



Launching A Virtual Architecture Practice

Webinar: Thursday, September 24, 2020 @ 11AM-12PM Central

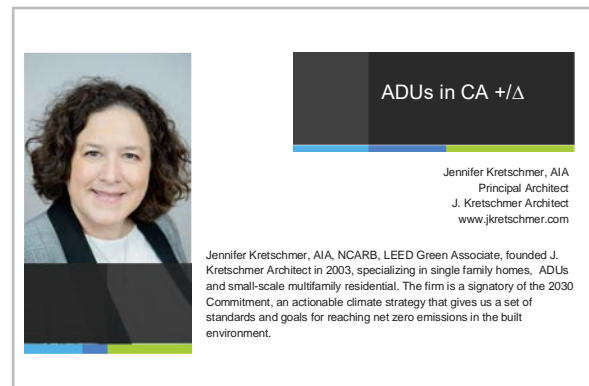
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J. Kretschmer, AIA
@jkretschmeria



Section 2.4 Significant Presentations and Speaking Engagements *(continued)*

- **“Returning to Work, a Panel Discussion”**
AIASVC Chapter Meeting, panelist
Online, June 1
- **“Returning to Work, a Panel Discussion”**
AIASVC Chapter Meeting, panelist, live / recorded chapter meeting
Online, June 17
- **A’20 Conference on Architecture**
Los Angeles, Speaking Engagements
(cancelled due to Covid)
 - *“Hire and Manage a Remote Team for Your Virtual Office,” speaker, scheduled May 16*
 - *“Launch Your Virtual Architecture Practice” Peter Macrae and Jennifer Kretschmer, co-presenters, scheduled May 13*
- **“Navigating an Architectural Practice in the COVID-19 Environment”**
AIA Redwood Empire, speaker
Online, April 29
- **AIASVC Town Hall Part 3**, Online live, April 22
- **AIASVC Town Hall Part 2**, Online live, April 08
- **AIASVC Town Hall Part 1**, Online live, March 2



2019

- **“The Virtual Practice for Architects”**
EntreArchitect Expert Session live presentation
Online, December 4
- **“CRAN: Tips and Tricks on Successful ADU Planning”**
AIA Silicon Valley presentation with Linder Jones, AIA and Judith Wasserman, AIA
Mountain View, CA, October 3
- **“Virtual Office for the Custom Residential Architect”**
National AIA CRAN Symposium
Presentation also recorded as an AIAU educational program
Scottsdale, AZ, September 13
- **“Virtual Office for the Small Firm/Custom Residential Architect”**
National AIA Conference, presentation
Las Vegas, NV, June 6
- **“Virtual Office for the Custom Residential Architect”**
AIASVC CRAN, presentation
Mountain View, CA, April 4




2017

- **“The Secret Sketchers”**
AIA San Francisco “Architecture in the City”
Week SF MOMA, presentation
San Francisco, CA, September 7

Educational Programs / Courses

- **“Standard of Care: A Decade of Passive House projects in California”**
Recorded webinar AIACA
Included in the new Zero Net Carbon Design continuing education units required for California architects, online webinar offered through AEC Knowledge.net
Recorded September 27, 2023
- **“The Fundamentals of Running a Virtual Practice”**
Practice of Architecture, online educational course with Leah Alissa Bayer
2022
- **“Virtual Office for the Small Practice/Custom Residential Architect”**
AIAU Course, 2020



Section 3.0 Exhibit List



Exhibit 3.1
 Remote Practice –
 Technical Innovations



Exhibit 3.2
 Remote Practice –
 Education & Advocacy

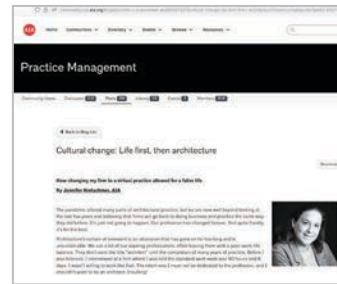


Exhibit 3.3
 National AIA Practice
 Management Leadership



Exhibit 3.4
 Creating Solutions to
 the Housing Crisis:
 ADU Advocacy



Exhibit 3.5
 Preapproved ADU Designs



Exhibit 3.6
 Creating Connections,
 Advocacy, and Leading
 the AIA



Exhibit 3.7
 Reimagined Ranch



Exhibit 3.8
 Garcia Residence ADU



Exhibit 3.9
 Transformation of
 Obsolete Home



Exhibit 3.10
 Revitalized St. Helena

Exhibit 3.1 Remote Practice – Technical Innovations

SYNOPSIS

Jennifer serves as a national model for her pioneering efforts to create a virtual practice. She converted her physical office to a home-based remote setting during an era of tremendous technological growth in Silicon Valley, with the advent of social media, Apple's iPhone, the Chrome browser, production tools, and cloud-based storage. Long before these tools became standard, in the next 10 years she honed her practice's administration, communication, and project management using all new technology, testing products as they were developed. In the process, her firm flourished and she began to serve as a resource for others who followed (see Exhibit 3.2), impacting thousands of firms and employees across the country.

From 2008-2018, she established her young firm's practice standards and converted all aspects of her firm to online tools and workplace strategies, including:

- **Practice tools:** Adobe Acrobat, Google Sites (office manual, CAD standards)
- **Project tools:** Podio, Sharefile, Slack, and RightSignature (access to assignments, project files, templates)
- **Communication tools:** Zoom, Facetime, Google Meet, MS Teams (video conferencing, chat apps)

PROJECT ASPECTS & IMPACT

By 2018, Jennifer had significantly increased her firm's project workload, staffing, and revenue, and she began sharing her experience with a wider audience. Her practice had a tremendous impact on the profession from a variety of viewpoints:

Design Firm

J Kretschmer Architect

Dates

2008-present

Role of Nominee

Firm Principal, Advocate, Educator

Declaration of Responsibility

I have personal knowledge that the nominee is largely responsible for this exhibit.

Peter S. Macrae, AIA

Principal

Macrae ARCHitecture, LLC



Exhibit 3.1 Remote Practice – Technical Innovations (continued)

- **Agent for Change:** Her innovative example set new standards for the profession and deeply impacted the practice of architecture. While technological tools and practices she demonstrated became accessible to a wider audience, the majority of firm owners were reluctant to work virtually. It wasn't until Covid forced the profession to stay at home that owners began to accept online practice as a viable option. It was a vast change and Jennifer demonstrated how it could be done (see Exhibit 3.2 for details).
- **Equity & Well-Being:** Jennifer focuses on the human impact of virtual practice: how the use of new technology can provide more equitable, inclusive, and flexible work environments, such as:
 - **Accessibility.** She emphasizes flexibility, especially for individuals with mobility challenges, to highlight inclusive practices in virtual environments. She advocates for those with sensory impairments or other disabilities, with features like captioning, screen reader compatibility, and intuitive navigation. She pushes architectural firms and software developers to offer accessibility tools, such as CAD programs with virtual collaboration platforms to ensure no one is left behind in a rapidly changing digital landscape.
 - **Healthy Work Environments.** The importance of creating healthy, sustainable work environments. Acknowledging the potential for burnout due to long hours or the lack of clear boundaries between personal and professional life, she encourages flexible work schedules, providing mental health support, and emphasizing work-life balance to increase productivity and employee well-being.

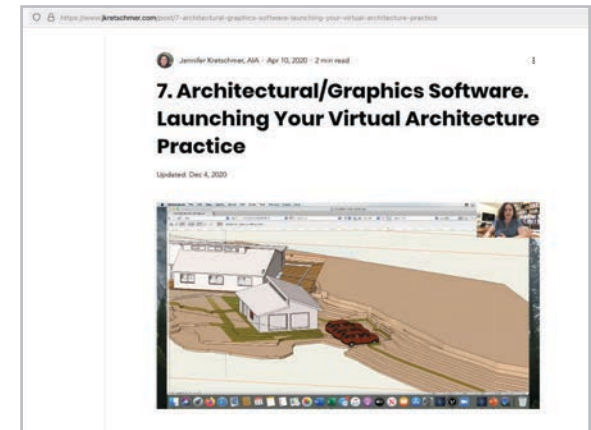
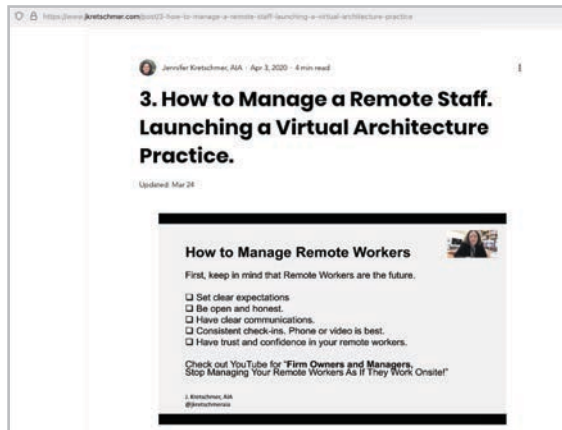
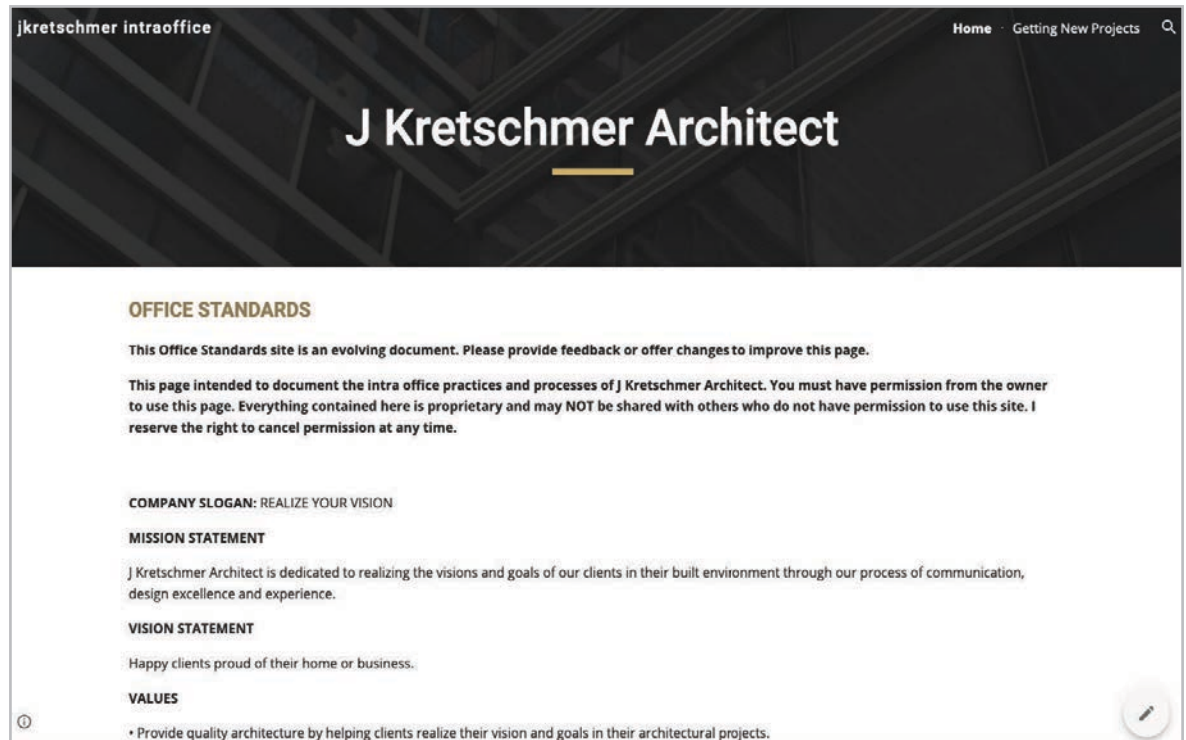
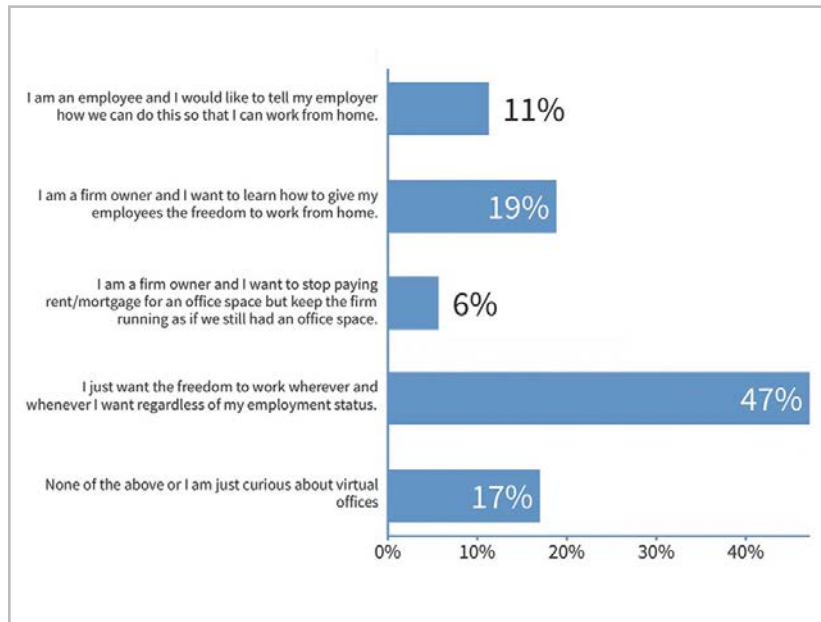


Exhibit 3.1 Remote Practice – Technical Innovations *(continued)*

- **Virtual Education.** As virtual workshops, courses, and seminars become more prevalent, she recommends integrating accessibility and inclusivity into curricula, including topics such as universal design, accessibility in architecture, and remote collaboration.
- **Healthy Work Culture.** She encourages firms to embrace a more flexible, human-centered HR approach to work culture by developing HR policies that accommodate remote work, such as guidelines for communication, collaboration, and productivity to ensure a supportive environment and high quality.



Live polling during A'19 Conference on Architecture, Las Vegas speaker session

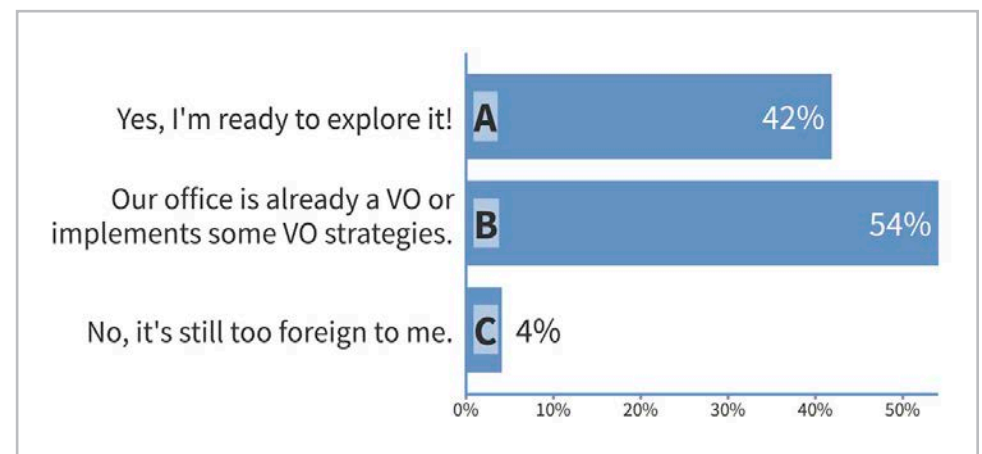
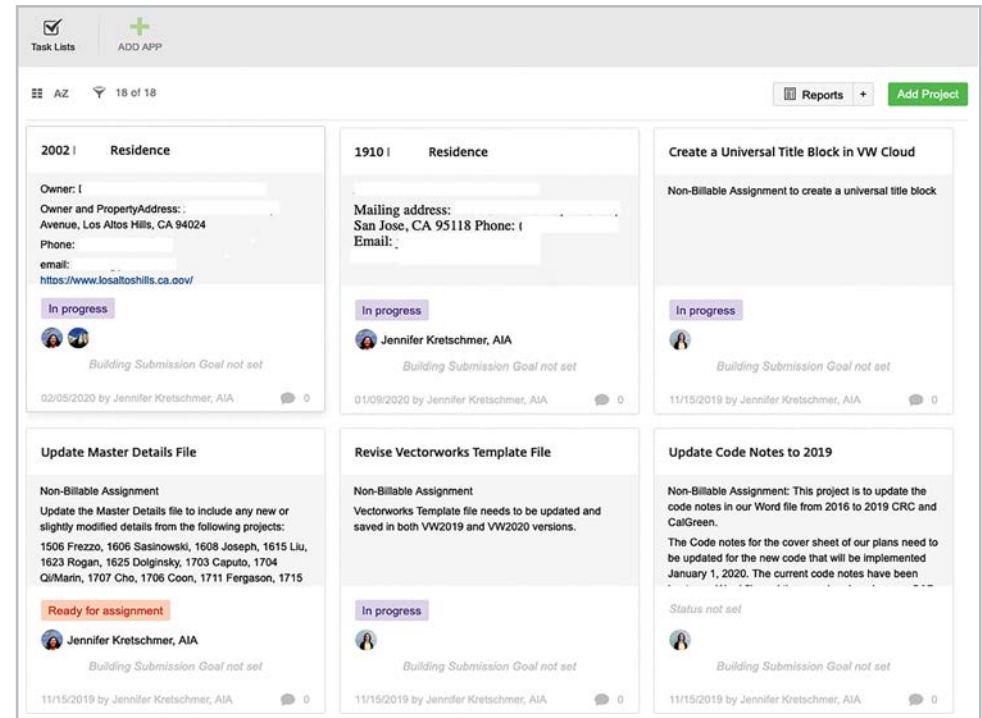


Exhibit 3.2 Remote Practice – Education and Advocacy

SYNOPSIS

Jennifer began sharing her trailblazing experience with virtual practice with a national audience beginning in 2018, and soon became a respected thought-leader and resource for the profession.

Early Outreach

Her 2018-2019 outreach efforts included:

- Podcasts, including four educational programs via *EntreArchitect*
- Professional support groups (e.g., moderator for *EntreArchitect's* Mastermind forum)
- National AIA speaking engagements (e.g., “The Virtual Office for the Small Practice/Custom Residential Architect” with 300+ audience members)
- Knowledge Community presentations (e.g., CRAN, PMKC)
- AIA component speaking engagements
- AIAU Coursework on Virtual Practice was available for five years

Pandemic Education & Advocacy

During Covid, demand for Jennifer’s expertise grew exponentially, and she demonstrated how to set up remote practice to thousands of practitioners through speaking engagements and workshops across the country, while also advocating for equitable and inclusive workplaces. Her educational efforts and advocacy included:

- National AIA presentations for Knowledge Groups and AIA conferences
- AIA Silicon Valley Chapter: while serving as vice president, she helped the chapter move online and gave demonstrations during three town hall meetings

Design Firm

J Kretschmer Architect

Dates

2018-present

Role of Nominee

Firm Principal, Advocate, Educator

Declaration of Responsibility

I have personal knowledge that the nominee is largely responsible for this exhibit.

*Mark R. LePage, AIA, NCARB
President and CEO
Gabl Technologies, Inc.
Founder, EntreArchitect*

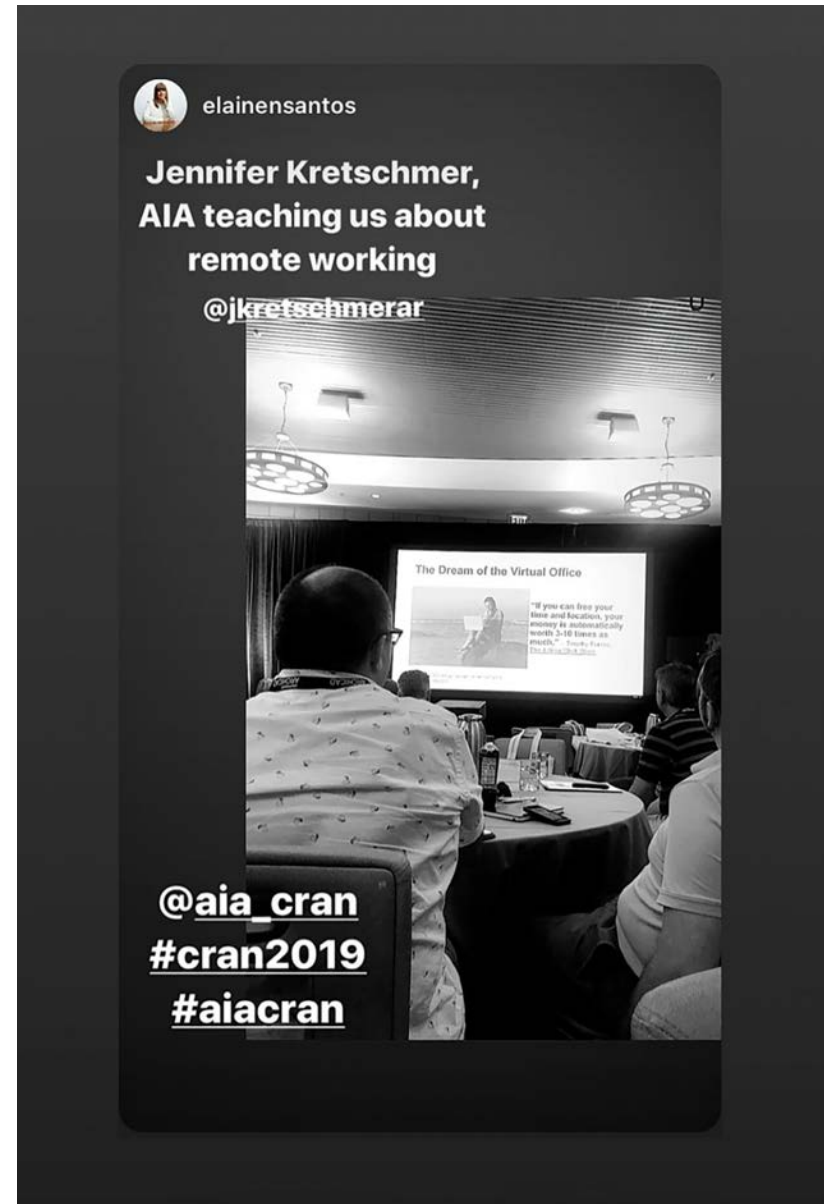
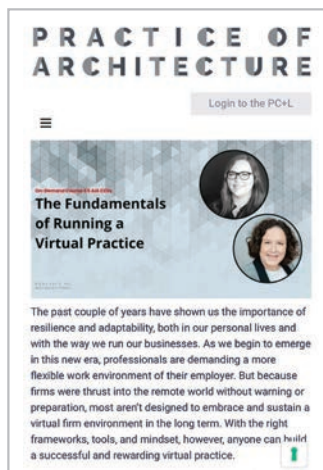


Exhibit 3.2 Remote Practice – Education and Advocacy (continued)

- National Podcasts (e.g., “Practice Disrupted” and “Inside the Apple Studio”)
- Coursework: launched an online course with Leah Alissa Bayer for Evelyn Lee’s Practice of Architecture Community
- PMKC coursework, articles, discussion forms (see Exhibit 3.3)
- AIA component speaking engagements (AIA Minnesota, AIA Louisiana, AIA Redwood Empire)

PROJECT ASPECTS & IMPACT:

As a result of Jennifer’s educational and advocacy efforts, architects across the country learned to adapt to the new realm of online practice. She demonstrated new technology, shared her practice tools and resources in presentations, articles, and podcasts, and gave practitioners the courage to pivot to online practice. By moderating national discussion forums, she had direct contact with innumerable architects, shared her knowledge widely, and created communities of interested professionals. Her emphasis on human resource protections and policies helped firms establish new work policies and helped workers create healthy work-life balance and provided accessibility to many who had previously been challenged by workplace policies. For example, parents with small children found new freedom in flexible hours, and caregivers were able to balance priorities in new ways. Individuals with disabilities were able to contribute more from a remote setting.

The AIA Silicon Valley chapter was one of the first to use virtual meetings, events, and educational opportunities, benefitting the membership greatly and setting an example for other components nationally. Other components followed their lead, keeping the AIA operational during the crisis and, more importantly, relevant to a growing online community.



Exhibit 3.3 National AIA Practice Management Leadership

SYNOPSIS

In multiple roles, Jennifer has been an influential leader of the PMKC in the past five years. Her contributions include the following:

Prepared Knowledge Community Content

- Wrote articles for the PMKC blog, such as “Cultural Change: Life First, then Architecture,” published on the PMKC blog and reprinted later with updates
- Wrote articles for the *PM Digest*, such as “Virtual onboarding: best practices for virtual work environments and remote staff.”
- Serves as discussion board moderator, where she provides her expertise to members on topics relating to virtual practice, ADU design, and others. Discussion board topics she has initiated include:
 - How “Happy” is your staff? Firm culture and the “Happiness Quotient”
 - Are billings really declining?
 - Looking for examples of firm operation manuals
 - Other income strategies when projects are put on hold or canceled
 - Has the “great resignation” disrupted your firm? Are you part of the “great resignation”?
 - Hybrid practice policies

Organized National AIA Conference Presentations

In her role as Advisory Group Leader and Chair, Jennifer co-planned three national AIA conference speaker luncheons, including:

- A’22 Conference in Chicago, “New value propositions for practice: models and strategies for innovation,” speaker Phillip Bernstein, FAIA

Design Firm

J Kretschmer Architect

Dates

2021-present

Role of Nominee

Leader, Moderator, Writer, Consultant

Declaration of Responsibility

I have personal knowledge that the nominee is largely responsible for this exhibit.

*Rebecca W.E. Edmunds,
AIA, MFA,
President, r4 llc
2025 Chair, AIA PMKC*

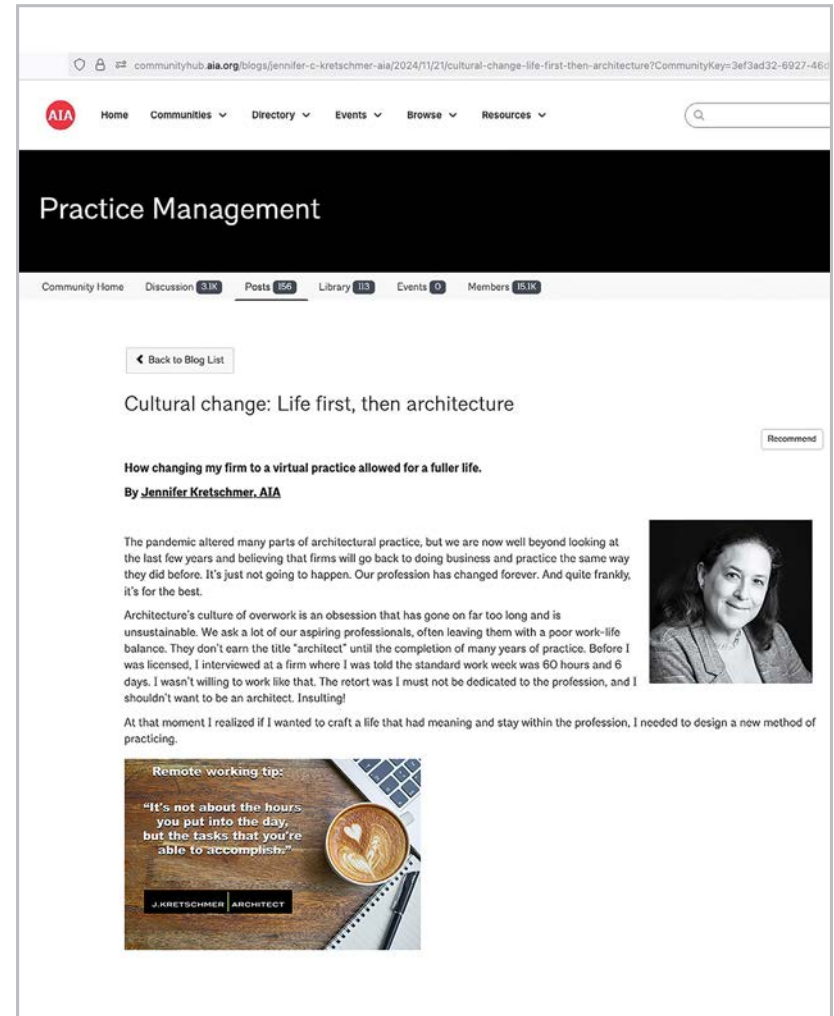
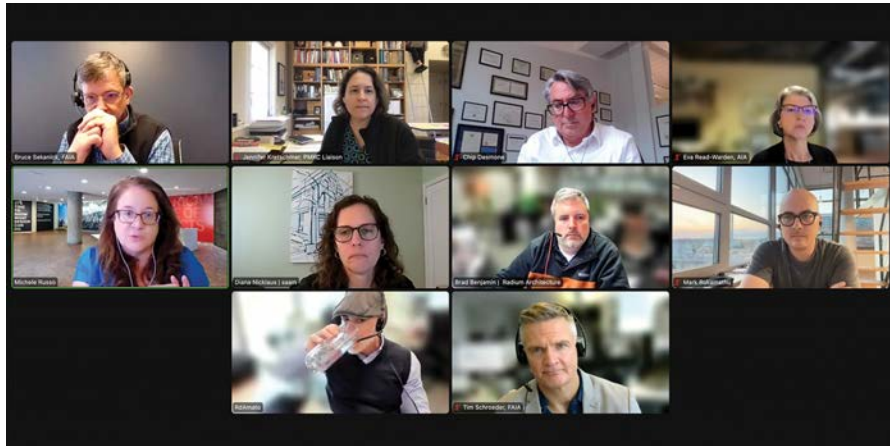


Exhibit 3.3 National AIA Practice Management Leadership (continued)

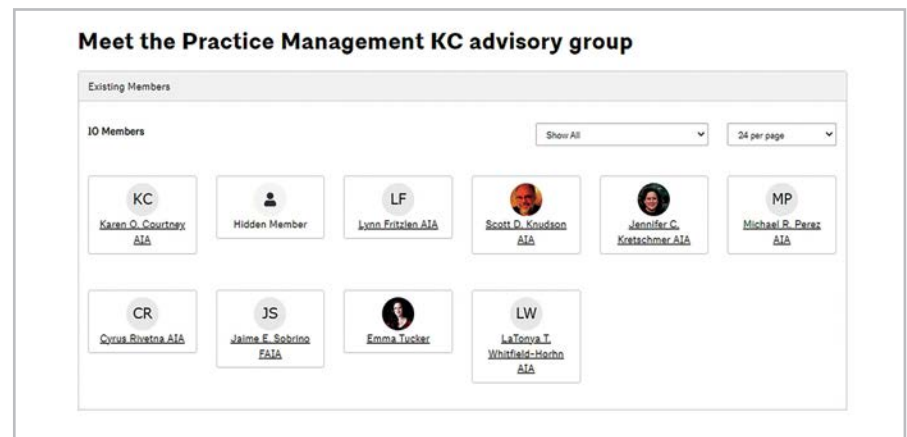
- A'23 Conference in San Francisco, how to your existing practice into a sustainable business, with speakers Ricardo Álvarez-Díaz, FAIA and Cristina Villalón, AD&V
- A'25 Conference in Boston, "Future flexible practice: how architecture stays ahead," speaker Patrick Fejér, B+H

PROJECT ASPECTS & IMPACT

Jennifer's leadership and productive educational contributions have been instrumental in assisting many of the 15,000 PMKC members as they adapted to remote practice during Covid and learn more about evolving innovative practice tools. Through Jennifer's writing, discussion boards, and organization of speaker presentations, the focus on the human aspects of practice has resulted in greater awareness and acceptance of virtual practice and remote work, and sparked conversations about the importance of equity, well-being, and accessibility in today's practice.



Board of the Knowledge Community (BoKnoCo) meeting



Members of the PMKC Advisory Group, 2023

Exhibit 3.4 Creating Solutions to the Housing Crisis: ADU Advocacy (continued)

- Statewide Legislative Advocacy. As a member of the AIACA's governmental relations advocacy program and Housing Committee, she reviews legislation that impacts housing and ADUs, as well as energy efficiency and net zero design.

PROJECT ASPECTS & IMPACT

One innovative aspect of Jennifer's work with ADUs was her acceptance into San Jose's ADU design pre-approval program in 2020, followed by a concerted advocacy effort on her part to convince other cities to follow suit.

- By adapting designs of completed ADU dwellings to make them workable in any orientation and sizes that could fit small spaces on a single-family lot, they became the foundation for more research and wider implementation.
- Once San Jose's program was established, she began working with the San Gabriel Valley Community of Governments (SGVCOG) to share her experiences and advocate for similar programs, impacting thousands of homeowners who would not otherwise have been able to afford the designs and making a critical difference in the availability of housing in California.
- She collaborated with the "Napa/Sonoma ADU Incubator," resulting in pre-approval programs in Sonoma County, Sonoma City, Napa City, American Canyon, Calistoga, Sebastopol, Cloverdale, St. Helena, Napa County, Windsor, Petaluma, Yountville, Rohnert Park, and Santa Rosa. Today, 23 jurisdictions are using pre-approved ADU designs, with more in development.
- She also strongly advocates for sustainable designs, resulting in energy-efficient dwellings that exceed state requirements.



Housing Delivery 2023 AIACA



AIACA Board of Directors Speaking Event, 2023

AIA California

ADUs: A Climate Action Standard

A Webinar for Design Professionals

DATE/TIME
Wednesday, April 6th
12:00 pm – 1:30 pm

ZOOM LINK
<https://us06web.zoom.us/join/zoom-link>

PANELISTS

- Kanika Sharma, LFA, LEED AP BD+C
- Charles Ely, FAIA
- Brian Selby, PE
- Richard Young

MODERATOR
Jennifer Kretschmer, AIA

Accessory Dwelling Units (ADUs) increase supply and diversity of housing stock, add value to existing homes, support infill development, and can provide options for multi-generational and non-traditional families. Good ADU design and construction can also help California to meet goals for greenhouse gas reduction while increasing comfort and reducing energy costs for occupants.

Architects need to integrate climate-responsive design solutions and technologies into their ADU designs. Thirty percent of the ADU's in the USA are in California, presenting an opportunity for national leadership on this issue for AIA CA and its members.

- What ADU housing typologies support zero carbon design and operation? How can energy performance metrics best be applied to improve ADU design?
- What design components and building details make an ADU sustainable, resilient, affordable, and accessible?
- How does energy efficient ADU design differ from that for larger residential buildings?
- What HVAC, water heating, and kitchen equipment options are available and best suited to zero-carbon ADU design?

This program presents strategies architect can use to create highly efficient, comfortable, and resilient designs for ADU's while cost-effectively meeting the needs of clients and local communities. Presenters will also touch upon zoning restrictions and fire protection, CalGreen requirements, accessibility, and the economic and social realities of ADU design and construction.

Exhibit 3.5 Preapproved ADU Designs

SYNOPSIS

Jennifer Kretchmer is dedicated to finding solutions to the growing housing crisis through her design of creative, affordable, and sustainable Accessory Dwelling Units (ADUs). Her efficient, customizable dwellings feature energy-efficient, zero-net-energy designs, reflecting her deep commitment to sustainability. Her advocacy has led to its use on the local level, resulting in access to affordable living spaces for thousands of residents across the country. (See Exhibit 3.4)

Jennifer views ADUs as a democratic solution to the housing crisis that reduces “red tape” and provides more affordable options for people who otherwise would not be able to hire an architect. From an environmental standpoint, ADUs are also a way to increase housing without urban sprawl.

Today, three of her original designs have been pre-approved in 23 jurisdictions in California, with applications pending in additional municipalities. Her designs have been built multiple times in the Bay Area, and she is expanding services to other areas in the state. (Note: she also works with other clients on original designs.)

PROJECT ASPECTS & IMPACT

With her deep commitment to sustainability and flexibility, Jennifer’s designs feature many aspects of the AIA’s Framework for Design Excellence as well as state recommended guidelines for sustainability. Design and construction documents can be modified if requested by owner or necessitated for site specific constraints.

Design Firm

J Kretschmer Architect

Completion Date

2020 (and beyond)

Location

Multiple

Role

Principal Architect, AOR

Declaration of Responsibility

I have personal knowledge that the nominee is largely responsible for this exhibit.

*María Arteaga-Carrasco
Analyst II (ADU Ally)
City of San Jose*



Exhibit 3.5 Preapproved ADU Designs (continued)

Aspects of the AIA's Framework for Design Excellence include:

• Design for Water:

- Low-flow water fixtures such as water closets less than 1.28 gallons per flush, shower heads at less than 1.8 GPM at 80 psi, lavatories at less than 1.2 GPM, and kitchen faucets at less than 1.8 GPM.
- Water sub-metering at the water supply point of entry for the ADU to monitor water use separately from the primary residence.

• Design for Economy:

- Simple forms and common roof slopes.
- Containing plumbing waste and supply in same runs or close proximity.
- Location-specific, readily available materials.
- Construction industry standards for detailing / less confusion for sub-contractors.
- Providing housing for family who may not have the financial ability to live in other housing (senior living, supportive housing, and market-rate housing).

• Design for Equity & Well-Being:

- Including ADA standards even when not initially needed or required so users can age in place or tenants with mobility constraints will not be discriminated against.
- Creating multigenerational households for immigrants to align with their culture.
- Providing proximity to disabled family members who may need additional assistance, or where safety is a priority.
- All-electric ADUs which remove gas pollutants from the home and community air.

• Design for Energy:

- All-electric ADUs with PV so that electricity generation is equal to use; zero net electricity.
- Energy efficient heat pump HVAC and water heating.
- Higher insulation envelope to prevent heat gain/loss so that less energy is needed for heating and cooling.
- EUI below baseline performance through software metrics and certification.



Nearly one-third of American households are cost-burdened, meaning they spend more than 30 percent of their income on housing, according to the US Census Bureau. Escalating rent and home prices, interest rates, and construction costs have left many behind. While prices continue to rise, income has not kept up, making homeownership difficult for millions. The current housing shortage is estimated to be between four and seven million dwellings.



Exhibit 3.6 Creating Connections, Promoting Advocacy, and Leading the AIA

SYNOPSIS:

In addition to her leadership of national AIA's Practice Management group (see Exhibit 3.3), Jennifer's state and local leadership has significantly advanced the AIA. Her ability to collaborate, inspire, create consensus, and lead through crisis serves as a powerful model for others.

Advocate for Better Housing

In addition to her local advocacy of ADUs, Jennifer has brought the housing crisis issue to the regional level through the following efforts:

- Reviewing the state's 1,000+ active potential bills, particularly those relating to housing and practice, to determine whether AIACA will support or opposition.
- Creating webinars (California Accessory Dwelling Units: 2023 Plus/Delta Perspectives) and participating in a Board of Directors panel discussion about housing and ADUs.
- Working with AIACA's energy consultant to create a template for calculating the size of an electric meter or submeter, panel schedule, and electric hook up location for ADUs. This template will be offered free by AIACA when ready to launch to the public.
- Advocating for a change to the California Residential Code to include up to four dwelling units instead of a maximum of two. In August of this year, Jennifer was appointed to a task group that will be making recommendations to the International Residential Code (IRC) in advance of advocating for a change to California's code.

Design Firm

J Kretschmer Architect

Dates

1993-present

Role of Nominee

AIA leader

Declaration of Responsibility

I have personal knowledge that the nominee is largely responsible for this exhibit.

*Stephanie Silkwood, AIA,
NCARB, LEED AP BD+C,
WELL AP
Principal
RMW Architecture Interiors*

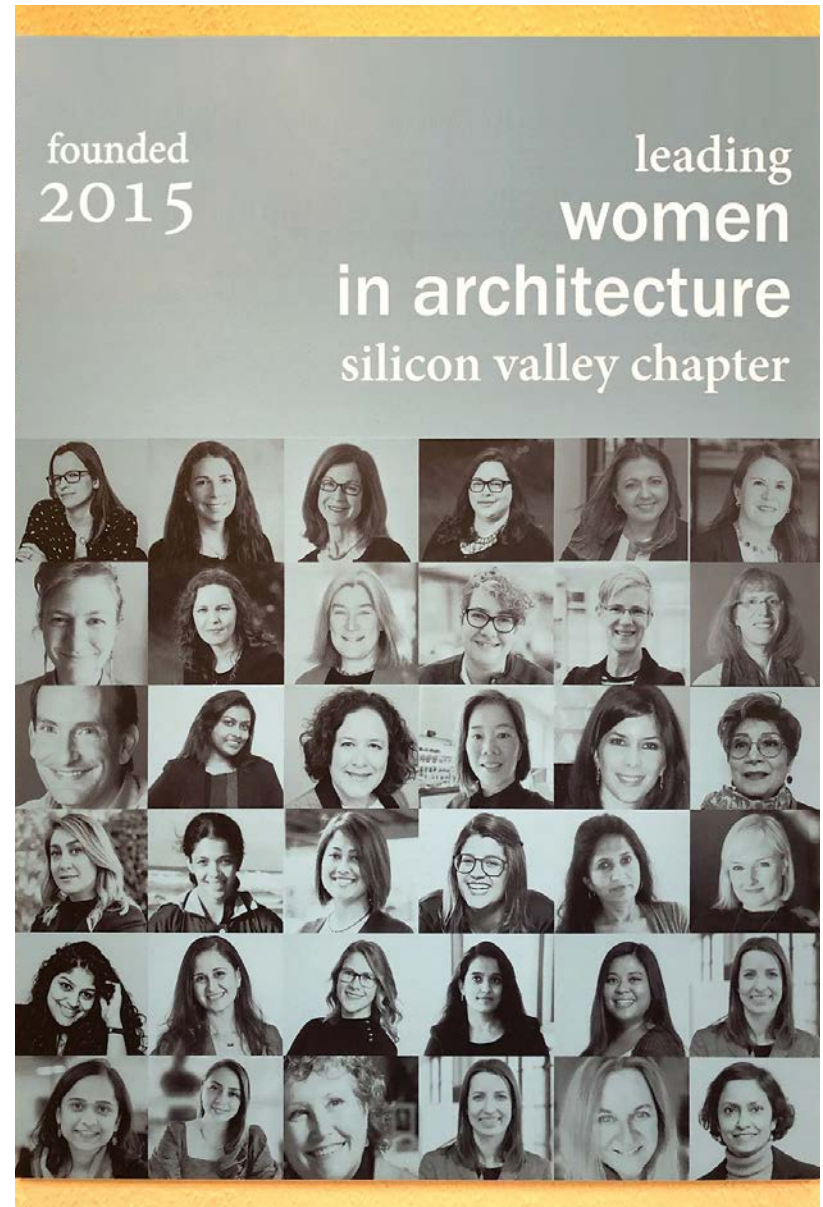


Exhibit 3.6 Creating Connections, Promoting Advocacy, and Leading the AIA (continued)

Aligning Professional Communities with National AIA

Jennifer aligned her state and local chapters with national AIA's knowledge committees, such as Practice Management and CRAN, creating professional communities to share knowledge and provide support. Examples include:

- Leading the alignment of the PMKC at AIA California, resulting in updates to the AIACA CalGreen standard template and the Firm Technology Toolkit.
- She also identified issues with independent contractors and helped with the push to get licensed architects exempt from AB5, legislation that provided stricter rules on the ability of businesses to classify workers as independent contractors.
- To advance the use of sustainable practice, she advocated for the State Board of Architects to increase continuing education requirements for Zero Net Carbon Design (ZNCD) coursework; she also advocated for the AIACA to provide the coursework for free (for a limited time) and later designed and gave webinars to support the requirements.
- As a member of AIACA's ADU Technical Network, she leads discussions on topics such as zoning and municipal code interpretations, building codes, building science.
- She has created articles, blog content, web-based courses, presentations, and other materials for state and local knowledge committees.

Led the Chapter through a Crisis

Jennifer led the AIA Silicon Valley through the difficult years of the pandemic (2020-2022), while serving as vice president, president, and past president (see Exhibit 3.2). She was the right leader at the right time, providing a steady hand, experience with remote practice and communication, and a positive attitude that lifted the chapter through a dark period.

Leadership Positions Held: AIA California

- Housing Steering Committee 2023-present
 - Working group on CRC and IRC to include up to 4-units
 - Housing Advocacy Sub-Committee 2024-present
- Home Tours, 2021-present
- ADU Technical Network 2019-present
- Practice Management Committee 2021-2024
- Education Committee 2021-present
- Board of Directors 2020-2021
- Chapter Director Liaison 2019, 2024
- Student Director 1993-1994

AIA Silicon Valley

- President 2021
- Vice President 2020
- ARE Study Group, Founder 2001
- Programs Committee Co-Chair 2000-2005
- Associates Director, 2000-2001
- Board of Directors 2019-2024
- Custom Residential Architects Network (CRAN), Founding Chair 2016-2019, 2023-2025



Nashville Parthenon



Secret Sketchers, MOMA Architecture Week, 2017

Exhibit 3.6 Creating Connections, Promoting Advocacy, and Leading the AIA (continued)

- She led the chapter's transition to an online organization, including educational programs and chapter meetings and events, keeping the membership connected during a very difficult period.
- The chapter's executive director departed in early 2020, so she (and other leaders) interviewed and hired a new ED; during this time, she took on greater admin duties than was typical for leaders of staffed chapters.
- She helped the chapter depart from its physical office and find a tenant to sublease, renegotiating the lease and ultimately moving the organization's staff to remote work.
- She collaborated with AIA to host the national Women's Leadership Summit in 2022, and volunteered at the event.

Enhanced Programs

Jennifer built successful public and member programs at her local chapter, including the Home Tours, which became the chapter's premiere fundraising event of the year. The program significantly enhanced the public's awareness of architectural design. She also invigorated the chapter's monthly programs, such as building project tours, increasing average attendance from 40 to 150 and creating a closer community for the membership.

Associate Director Accolades

As the chapter's Associate Director in 2000-2001, Jennifer led a number of improvements to the Associates program, including new educational programs, better communication, and an improved administration. In recognition of her achievements, she was awarded national AIA's Associate Member of the Year.



2022 WLS (Women's Leadership Summit)

Exhibit 3.7 Reimagined Ranch

SYNOPSIS

The engagement of an active couple with separate hobbies and interests leads to an eclectic merger of lifestyles in the remodel of an existing Ranch style home in San Jose. Jennifer's design strategy was to find cohesion in their hobbies and desires. I blended the use of color and multiple materials to create vibrancy and flexible use for spaces in the event that hobbies or activities changed over time. Another feature was a wooden soaking bathtub and a sauna added to the primary bathroom. The home also included the addition of an ADU, where the homeowners resided while the primary residence was under construction. The ADU is now used as rental housing.

PROJECT ASPECTS

The renovation of this home improved energy efficiency, achieved by adding new windows, exterior finishes, insulation, vapor barrier, PV and solar reflective roofing, as well as through mechanical means through improved ventilation and HVAC system. The wood burning fireplace was removed to decrease air pollutants and a decorative feature that burns denatured alcohol for a flame replaced the fireplace. LED lighting and water-saving plumbing fixtures also improved efficiency.

- Selected for 2023 AIA Silicon Valley Home Tours

Design Firm

J Kretschmer Architect

Completion Date

2022

Location

San Jose, CA

Role

Principal Architect, AOR

Declaration of Responsibility

I have personal knowledge that Jennifer Kretschmer was the Architect of Record for this project.

*David Edwards, PhD
LEED-AP, CGBP, GPR,
HERS, CHPT, LFA
President,
Earth Bound Homes, Inc.*



Exhibit 3.8 Garcia ADU

SYNOPSIS

A homeowner needed an ADU built quickly as her father died unexpectedly, and she wanted to provide a home for her mother that would allow her to live independently, but closer. The client selected one of Jennifer's pre-approved ADU designs through the City of San Jose, and within a few weeks permits were in place and a contractor was found. The design selected was a one-bedroom, one-bathroom home that was refined to fit seamlessly with the family's existing residence. The mother has been delighted with the ADU and has opened the home to other potential ADU clients.

PROJECT ASPECTS

Due to the nature of the family's crisis, the project required an expedited timeline as well as economic affordability. Jennifer achieved both with a high-quality ADU design and the flexibility of San Jose's pre-approved ADU program. She also assisted the homeowner with hiring a qualified GC with ADU experience. Meeting California's 2030 Commitment as well as AIA's design excellence criteria, the ADU is all-electric and net zero electricity through PV use. Mechanical systems use heat pumps for energy efficiency and low energy demand.

Design Firm
J Kretschmer Architect

Completion Date
2023

Location
San Jose, CA

Role
Principal Architect, AOR

Delaration of Responsibility
I have personal knowledge that Jennifer Kretschmer was the Architect of Record for this project.

Tiffany Garcia
Property Owner/Client



Exhibit 3.9 Transformation of Obsolete Home

SYNOPSIS

Clients come to Jennifer with a list of desired spaces and functions because their current home doesn't meet those needs. In this project, she took the client's list of needs and examined the existing functionality of the home with an eye to transform not only the appearance, but also the circulation, room functions, curb appeal, and egress. The home had been remodeled before, but not in a cohesive manner, and was missing important elements of building code compliance. The largest demolition occurred by removing the original garage and then adding habitable space to that area, while adding a new attached garage elsewhere on the property. Most of the original home's footprint was maintained, but a new front porch and kitchen extension wraps around the original façade and gives the home a completely new appearance.

PROJECT ASPECTS & IMPACT

Jennifer's specialty is the transformation of existing housing into new places that are refreshed, improved, and more energy efficient – without excessive demolition and materials sent to the landfill. To achieve this, she sets a baseline threshold below 50% demolition, keeps existing foundation concrete, and then surgically designs a home that meets the client's needs, including updated municipal zoning, improved energy efficiency, reduction of pollutants (by removing gas appliances and wood burning fireplaces), reduction of water usage, and greater resiliency against fire. While accomplishing all of the above, she still creates a home that brings joy and usefulness to her clients.

Design Firm

J Kretschmer Architect

Completion Date

2019

Location

San Jose, CA

Role

Principal Architect, AOR

Declaration of Responsibility

I have personal knowledge that Jennifer Kretschmer was the Architect of Record for this project.

Ilin Shieh, AIA

*Consulting Architect for
J Kretschmer Architect*

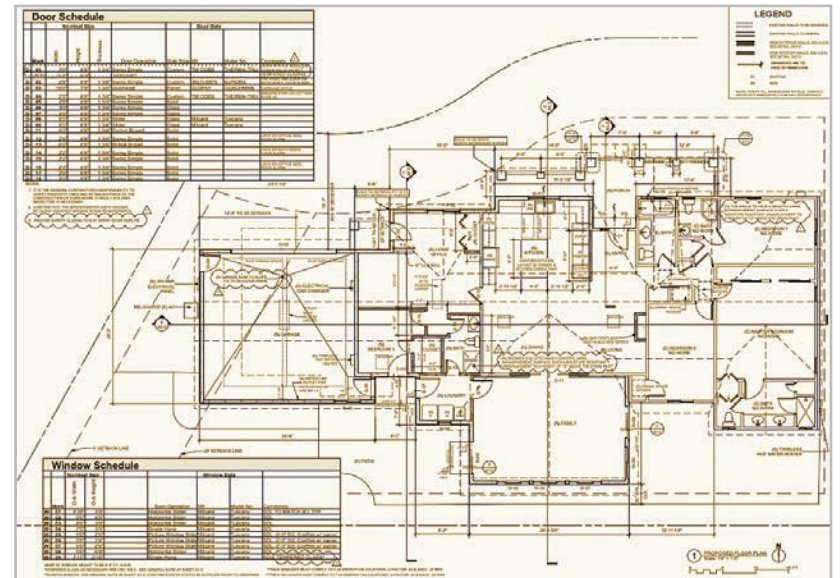


Exhibit 3.10 Revitalized St. Helena

SYNOPSIS

The owners wanted this Napa Valley Wine Country home to function as a retreat for family and friends. The original historic farmhouse was in poor condition and needed structural and visual improvements. Priorities included preserving the home's original style and its role in the neighborhood context, across the street from farmland/vineyard. Previous haphazard remodeling left the second-floor rooms with cramped, mazelike pathways and low ceilings. The ground floor also suffered from cramped spaces and the kitchen was uninviting. Jennifer's design created a home that felt cohesive, inviting, and open with lovely natural light.

PROJECT ASPECTS

The historic farmhouse's structural updates, energy efficiency improvements, and new alignment with contemporary living were all accomplished in this revitalization. The floor area was widened sparingly to improve circulation and create additional bedrooms. One bedroom on the ground level was evaluated along with the connected bathroom for aging-in-place. The design allowed the room to function as a guest room or as a future primary bedroom for the homeowner. The home's farmhouse style was maintained so that the appearance aligned with its historic nature.

Design Firm

J Kretschmer Architect

Completion Date

2022

Location

St. Helena, CA

Role

Principal Architect, AOR

Declaration of Responsibility

I have personal knowledge that Jennifer Kretschmer was the Architect of Record for this project.

*Eleanor & Bob Tullis
Property Owner/Client*

