

PHNX
DEVELOPMENT

The PHNX Portfolio Homes Collection

A message from **Our Founder**

As I was founding PHNX, I had been serving as a state-certified crisis intervention specialist and trauma-informed care practitioner, working with survivors of violent crime. That experience taught me something architecture school doesn't: the environment people return to is not separate from their recovery. It is part of it.

In 2018, I answered the call to help after the Tubbs Fire – working with five families, seeing them through their design and rebuild process. What I saw was not just physical destruction, but trauma compounding over time through delays, disappearing contractors, and systems that treated survivors as transactions. People did not need sympathy; they needed a partner who understood both the emotional reality of starting over and the technical complexity of rebuilding.

PHNX Development was built to be that partner.

What makes PHNX different is not just what we build, but how we think. Great architecture requires a deep understanding of materials: how they look, how they perform, how they age, and what they cost over time. Most design firms do their work on paper, and leave construction as an afterthought. Not PHNX. Our patent-pending PHNX Longspan™ Structural System – the innovation that enables us to build a home without wood – comes from fully integrating

design and construction from the start. By understanding the full potential of steel, ICF, and noncombustible systems, we achieve Type I noncombustible construction at cost parity with wood framing. Not by cutting corners, but by using materials exactly as they are meant to perform.

The homes in this portfolio are fully site-built. They are designed to adapt to your lot, your family, and your life without the limitations of modular construction. The PHNX Longspan™ Structural System provides the framework, and your true Forever Home is the result.

The PHNX Portfolio of Homes – The Esther, The Harriet, The Reilly, and The Greta – are born from the PHNX commitment to innovation and quality. Each is named for a notable mid-century woman who was Southern California pioneer in her own right.

This catalog is for anyone rebuilding after loss, and for those shaping what comes next. Resilience is not a luxury upgrade. It's what we were built to do.

Welcome to PHNX.



Laurie C. Fisher
CA Licensed Architect #C-30685
Founder & CEO, PHNX Development



“I became an architect because buildings are so critical to how we live. The art of architecture is an elegant balance of beauty and practice.

If a building is beautiful but not functional, resilient, sustainable, maintainable, buildable, affordable, and durable, then it is not architecture.”

“We only design what we build, and build what we design; our standards are never compromised, from the first drawing to the day you move in.”



Who We Are

PHNX Development is a vertically integrated design-build firm based in San Diego, California. We design, engineer, and build noncombustible, net-zero custom homes — and we do it as a single, coordinated team from the first conversation to the day you move in.

We are architects, builders, designers, and communicators who chose to work together because we believe the traditional gap between design and construction is where most of the problems live. Closing that gap isn't just our business model. It's our founding principle.



Laurie C. Fisher

**Founder and CEO,
CA Licensed Architect**

25+ years of architectural experience, plus a decade working with survivors of violent crime. Laurie brings both technical depth and real human understanding to every project. She is the inventor of the PHNX Longspan™ Structural System.



Sarah Rodgers

Chief Operating Officer

Leads operations and strategic communications. Sarah ensures the client experience is as considered as the architecture, and that the people who need PHNX can find us.



André-Noël Chiara

**Director of
Construction Services**

Brings decades of hands-on building experience and field knowledge. André ensures what's designed on paper works in reality, bridging the gap between drawings and construction.



Kendra Kettelhut

Senior Home Designer

Leads the design experience for clients from early selections through final finishes. Kendra brings clarity, patience, and precision to complex, high-stakes projects.

Trauma-Informed Design

At PHNX, trauma-informed practice isn't just a buzz word. It's a methodology that not only shapes how we communicate, but how we structure our process, and how we design.

Trauma-informed care is a framework developed in clinical settings that recognizes how traumatic experience shapes the way people perceive safety, make decisions, and engage with the world around them. It means understanding that survivors rebuilding after a disaster are facing challenges that traditional clients do not. Designing and building your own home requires making many important decisions; our trauma-informed design/build process helps survivors navigate those decisions with more confidence and clarity.

In our design

A home built with the PHNX Longspan™ Structural System isn't just noncombustible; it helps restore a sense of agency and permanence. A PHNX Home feels solid in a way that matters, especially to someone who has experienced fire loss. The spacious, light-filled spaces and vaulted ceilings aren't just a design choice; they are a natural expression of our structural system, creating environments that support recovery and wellbeing.

In our process

We practice complete transparency — about what we know, and about what we don't yet know. With our curated fixtures and finishes selection system, guided by your designer, we can narrow the field and simplify decision-making without limiting the outcome. We work extensively in 3D, so you know exactly what your home will look like before anything is built. You're never handed a blank page, and you're never pressured beyond the pace your schedule requires.



A Note on Pricing & Availability

The homes in this catalog represent PHNX's current portfolio of pre-designed, site-built residences. Each home is fully customizable within its structural framework, and final pricing reflects your specific property, configuration, and finish selections.

We made a deliberate choice not to publish cost figures here. Construction pricing moves. Labor markets shift, materials fluctuate, and a number printed in a catalog can mislead as easily as it informs. Current base pricing for each home is always available at phnxdevelopment.com, where we keep it accurate and up to date.

On what you're actually paying for:

PHNX homes are priced at parity with comparable quality wood-frame construction. The noncombustible structure itself is not what drives the cost. Every PHNX Home is built to a higher specification than typical "contractor grade" construction. Net-zero energy systems, dual-pane tempered noncombustible windows, and custom kitchen packages are standard - because we don't believe in building a home that needs to be corrected later. We are not more expensive than traditional construction. We are more expensive than cheap construction - and we make no apology for that.



PHNX Benefits

Nothing Else Compares

Every feature in a PHNX home is there because it belongs — not as an upgrade, not as an add-on, but as part of a coherent architectural approach to what a home should be. We design for elegance in the truest sense: solutions that solve multiple problems at once, where structure, performance, and beauty inform and enhance each other.

FEATURE	PHNX	Everyone Else
Wood-free, Type I noncombustible construction	✓	✗
Pre-qualified for insurance coverage at a discount	✓	✗
Multi-zoned HVAC & whole house ventilation	✓	✗
Dual-pane tempered windows/noncombustible exterior frame	✓	✗
No pests, no rot, low maintenance	✓	✗
Fully customizable floor plans	✓	✗
Award-winning architecture & design	✓	✗
True Forever Home — lasts generations, not decades	✓	✗



Through our exclusive alliance with Mercury Insurance, PHNX Homeowners can access pre-qualified home coverage — even in high fire risk areas. We're the first residential homebuilder in the nation to make this possible.

PHNX Benefits

The Bones

The Esther, The Harriet, and The Reilly are all designed on the same skeletal framework — conceived specifically around the patent-pending PHNX Longspan™ Structural System to provide maximum flexibility.

Same bones. Different homes.

Traditional construction is inherently limiting — the structure and the floor plan are interdependent, which means changing one requires changing the other. The PHNX Longspan™ Structural System breaks that relationship. Because the structure is so clean and so simple — long clear spans with no interior load-bearing walls — the floor plan is free to adapt without structural consequence.

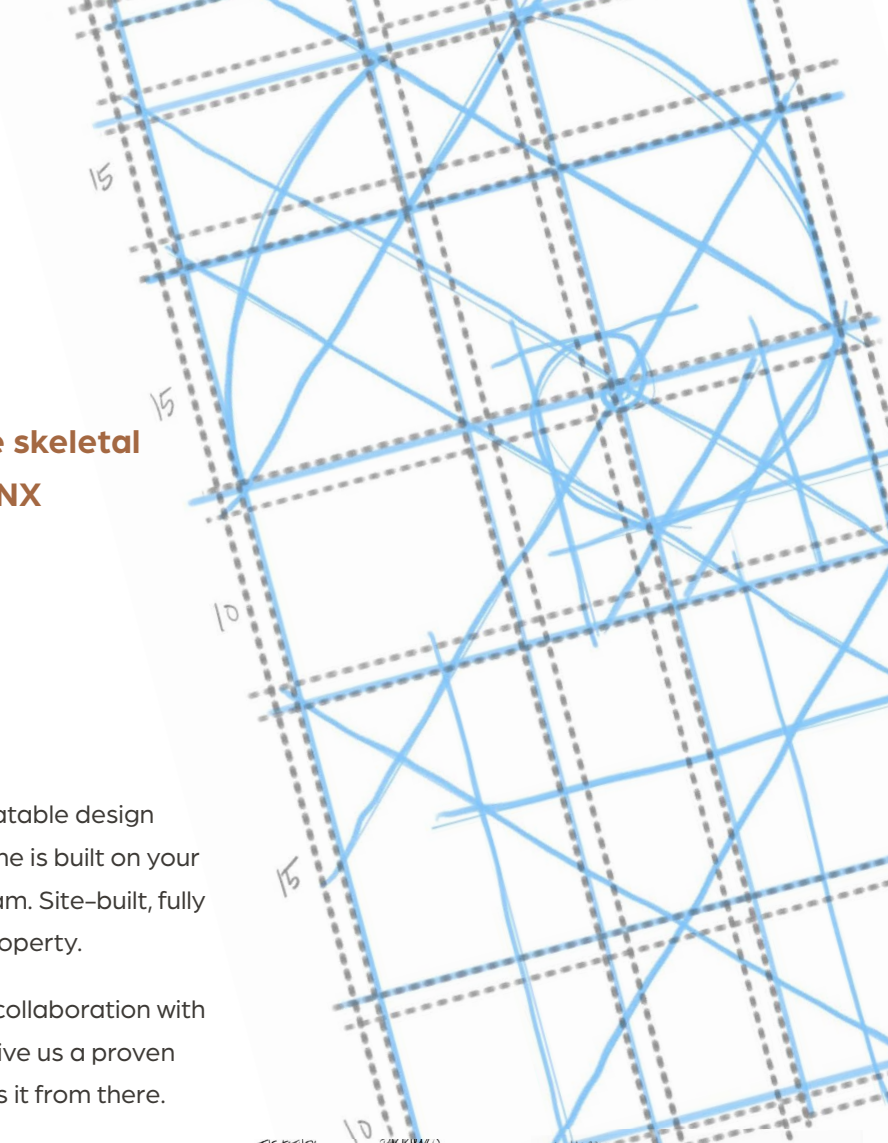
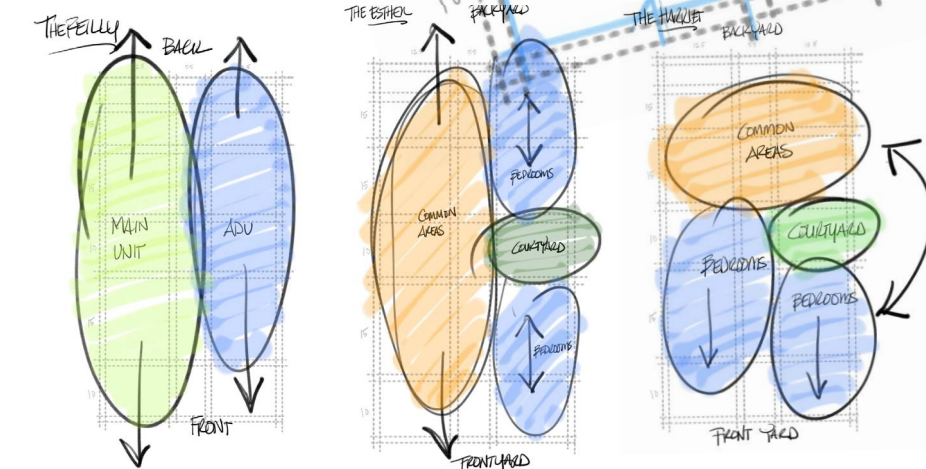
That's what makes true customization possible within a pre-designed PHNX home. Most pre-designed plans offered by other builders are fixed; what's offered as "personalization" is really just a choice of finishes. A PHNX catalog home is genuinely different — bedrooms move, common areas flip, the atrium appears or disappears — because the structure allows it. Same bones. A home that is actually, meaningfully yours.

The design is modular.

The construction is not.

The bones give us a flexible, repeatable design framework — but every PHNX home is built on your lot, from the ground up, by our team. Site-built, fully permitted, and tailored to your property.

Every PHNX home is designed in collaboration with your PHNX designer. The bones give us a proven starting point. Your designer takes it from there.



The Esther

2-4 Beds
2-2.5 Baths
1,460 - 1,890 SF



The Esther is a side-by-side plan — common areas running front to back, with living spaces that open to both street and garden. Vaulted ceilings, wide spans, and generous glazing are a natural expression of the PHNX Longspan™ Structural System; not upgrades, but outcomes of how the home is built.

At its smallest, The Esther is a considered, efficient two-bedroom home. At its largest, it becomes a four-bedroom family residence — all within essentially the same footprint. The difference lives in the bones.



*This home is named for Esther McCoy — the author of **Five California Architects**, the 1960 definitive canon of mid-century California houses that changed how Americans thought about light, space, and the relationship between indoors and out. Because the homes we build should know their own history.*

The Esther

The Esther is a side-by-side single-family home — light-filled, open from front to back, and fully customizable from 2 to 4 bedrooms.

 2-4 Beds

 2-2.5 Baths

 1,460 - 1,890 SF

LAYOUT

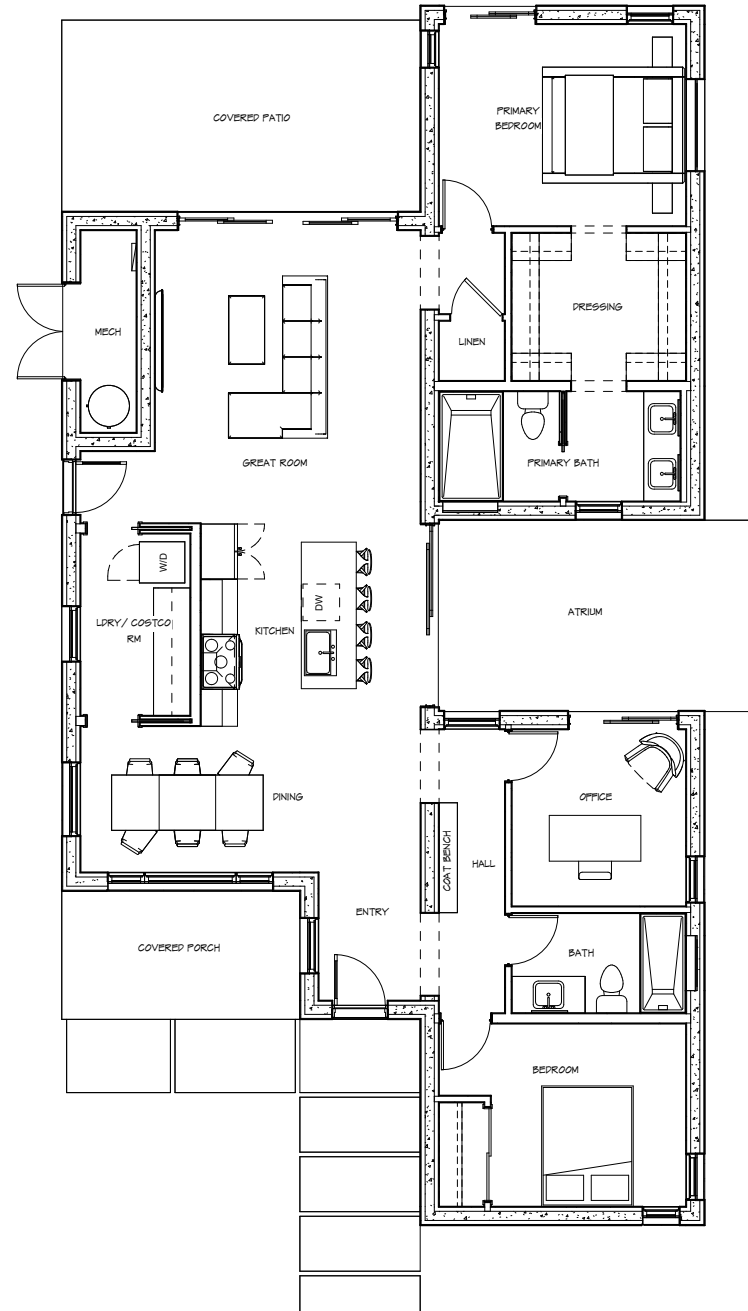
Vaulted ceilings and open living spaces run the full depth of the home. Whether you're relaxing or entertaining, the transition from inside to outside is effortless.

INDOOR-OUTDOOR LIVING

Optional private atrium creates a protected space for light, air, and gathering.

ORIENTATION

Plans can be mirrored to suit your site, views, and sun.



The Harriet



2-4 Beds



2-2.5 Baths



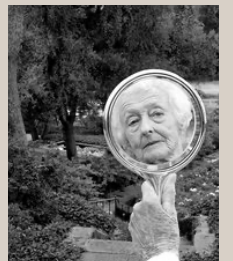
1,460 - 1,890 SF

Garden Plan

Sidewalk Plan

The Harriet is a flippable plan: great room and kitchen forward, bedrooms back; or bedrooms forward, great room and garden back. The orientation responds to your lot, your street, and the way you want to live. Same bones, different conversation.

Designed for every stage of life, The Harriet carries an optional fully accessible configuration: wide doorways, zero-threshold entries, and an age-in-place bathroom. Features that are built in from the start, without compromise on proportion, light, or finish.



This home is named for Harriet Doerr – the Pasadena writer who went back to Stanford at the age of 65 and published her debut novel at the age of 74. That book, about starting over, won the American Book Award. Because rebuilding after loss deserves a home that works for every stage of what comes next.

The Harriet

The Harriet is a flippable single-family home: available in two orientations, with an optional fully accessible configuration for every stage of life.

-  2-4 Beds
-  2-2.5 Baths
-  1,460 - 1,890 SF

LAYOUT

The Harriet orients around how you want to live — toward the garden, or toward the neighborhood. Either way, the home works beautifully from every angle.

ACCESSIBILITY

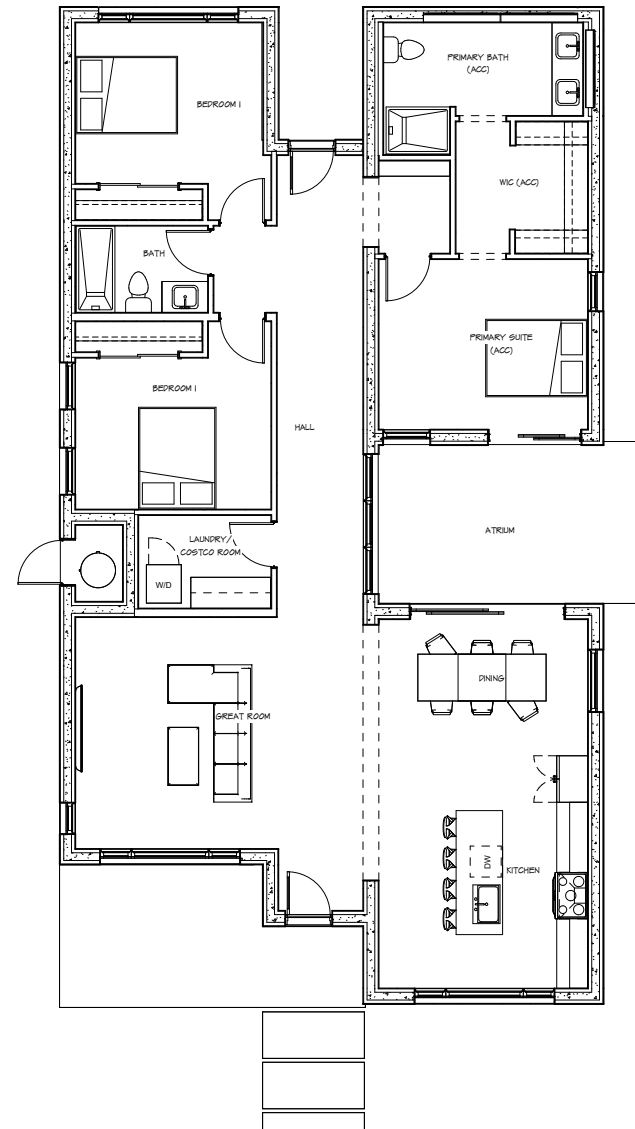
Optional fully accessible configuration, designed for age-in-place comfort

INDOOR-OUTDOOR LIVING

Optional atrium for light, air, and connection to the outdoors.

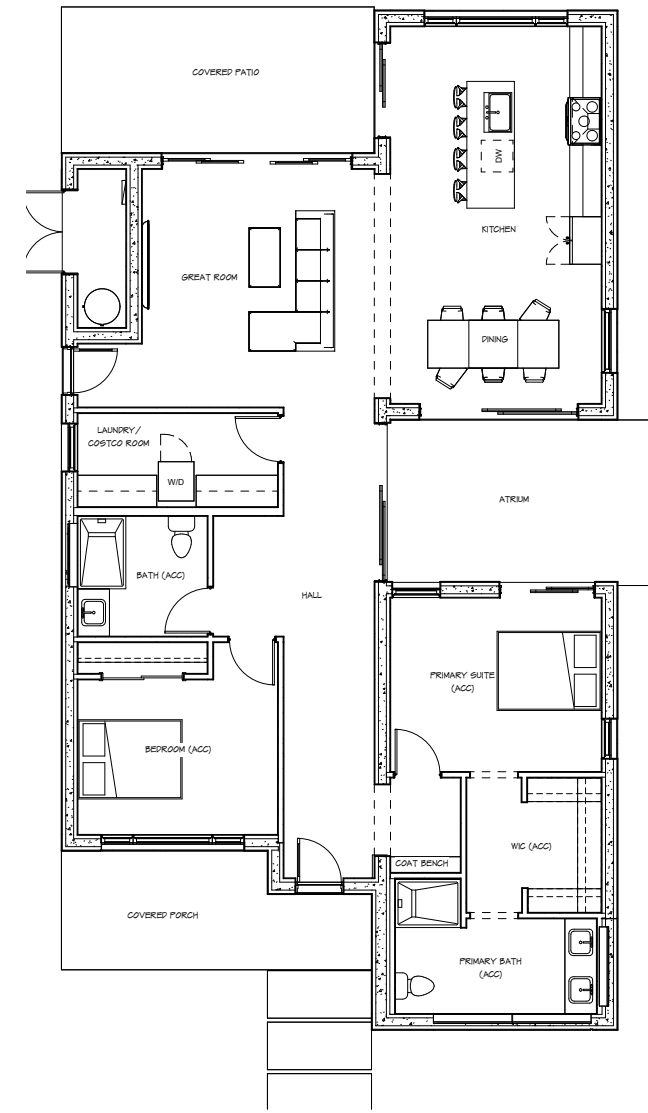
ORIENTATION

Plans can be mirrored to suit your site, views, and sun.



SIDEWALK PLAN

Great room at the front of the home, bedrooms sheltered in the back. More privacy, more connection to the street and neighborhood.



GARDEN PLAN

Great room and living spaces open to the backyard. Ideal if you have outdoor space you want to live in.

Sidewalk Plan



Garden Plan





The Reilly

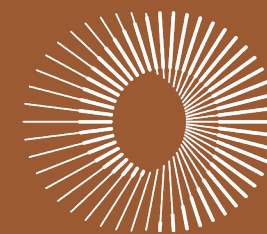
Two homes.
One structure.
Built together from the start.



The Reilly is a side-by-side duplex, featuring a three-bedroom family home and a fully independent one-bedroom residence, designed together from the same structural framework and built as one. Live in one, rent the other. House two generations under one roof. Build as an investment. The Reilly makes all of it possible.

The left unit is a full two-story home: open living, dining, and kitchen on the ground floor with all three bedrooms above. The right unit is a one-bedroom, one-bath residence with its own entrance, its own address, and an optional fully accessible configuration designed for every stage of life.

Both units share the PHNX Longspan™ Structural System, the same noncombustible Type I construction, and the same California modernist aesthetic.



The Reilly was born from a conversation with a PHNX family member who had a simple idea: offer a duplex. We listened.

The Reilly

The Reilly is a side-by-side duplex — a three-bedroom family home and a fully independent one-bedroom residence.

MAIN UNIT

3 Beds

2.5 Baths

1,460 SF

LAYOUT

Open floor plan, beds on second floor

ORIENTATION

Plans can be mirrored to suit your site, views, and sun.

ADU

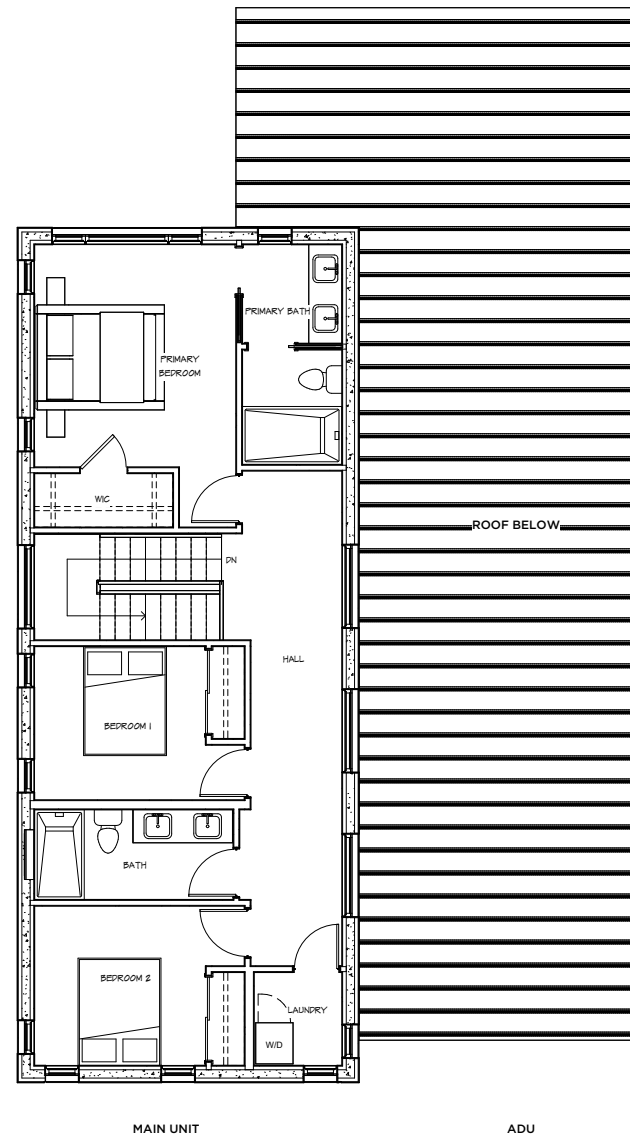
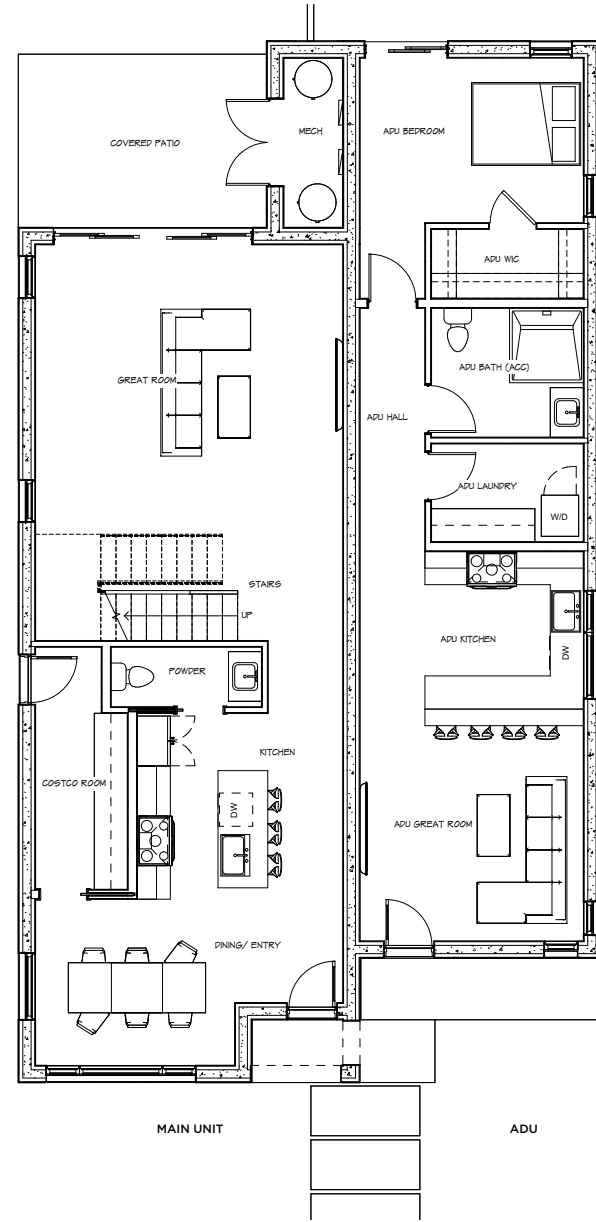
1 Bed

1 Bath

1,890 SF

LAYOUT

Single story, private entrance, separate address, optional fully accessible configuration





The Greta

1 Bed
1 Bath
770 SF



The Greta is the PHNX ADU; a fully independent residence designed and built to the same standard as every PHNX home. Wood-free, Type I noncombustible construction, net-zero energy, no interior load bearing walls, all in our elegant trademark California modern style.

A generous great room and kitchen open to the exterior, with a well-proportioned bedroom, full bath, walk-in closet, and in-unit laundry. Entry location is flexible, and the plan is available in all orientations to respond to your site.


The Greta is designed to stand alone as a backyard residence, or alongside The Esther, The Harriet, or The Reilly as part of a complete property strategy.



This home is named for Greta Magnusson Grossman — the Swedish-born architect who became, in the 1940s and 50s, the only woman in Los Angeles to run an independent architectural practice. She believed no architect should be allowed to design a kitchen without first running a household. Because the best things often come in the most considered packages.

The Greta

A complete, fully independent ADU, built to the same standard as every PHNX home.

 1 Bed

 1 Bath

 770 SF

LAYOUT

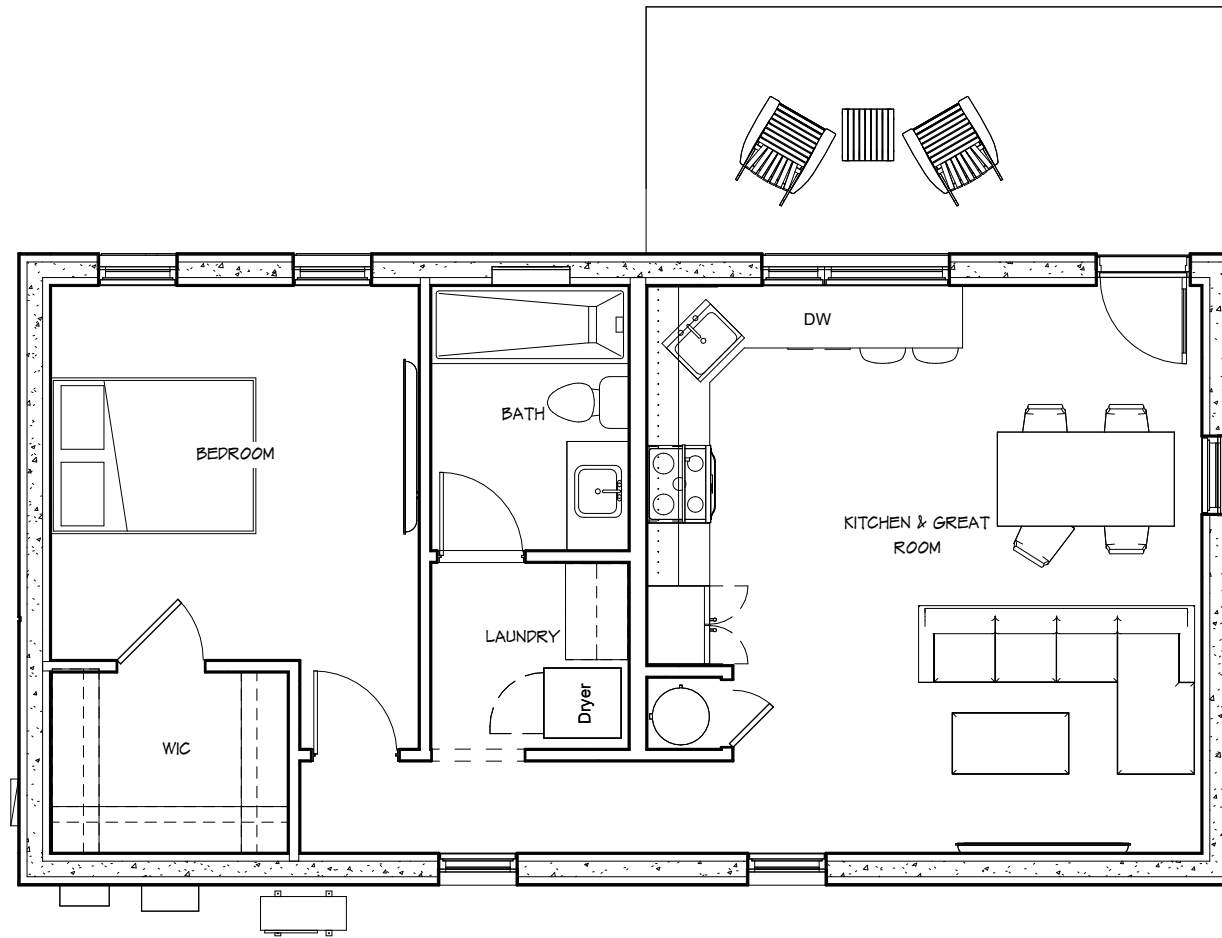
Flexible entry location, walk-in closet, in-unit laundry.

CONSTRUCTION

Type I noncombustible construction
Site-built

ENERGY

Net-zero energy
All-electric
Grid-independent



ORIENTATION

Homes can face any direction, so you can choose the light and views that work best for you.



SW



SE



NW

 [View 360 Tour](#)



VisionBuilder™

The system is ours. The home is yours.

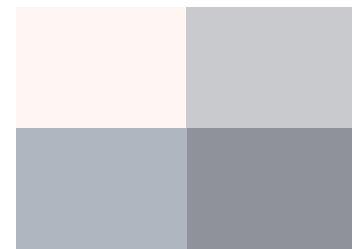
Choosing the finishes for your home shouldn't feel like a pop quiz. The PHNX VisionBuilder™ is our proprietary design selection system — built by our team, used by every PHNX client, and designed to make the process intuitive, collaborative, and genuinely enjoyable.

It starts with five color palettes — Moody Dark, Coastal Light, Cool Neutrals, Warm Neutrals, and Earthy Desert — and six design styles, each coordinated across flooring, cabinetry, countertops, accent tile, and hardware.

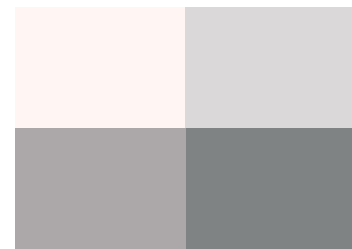
Your PHNX designer guides you through the process in a series of focused sessions — never overwhelming, always building. You can start with a color palette or a design style, whichever feels most natural — and from there, the combinations are virtually endless. Flooring, cabinetry,

countertops, tile, and hardware all follow the thread you've established, with your designer helping you navigate the options and stay true to your vision. The result isn't a collection of individual choices. It's a home with a point of view.

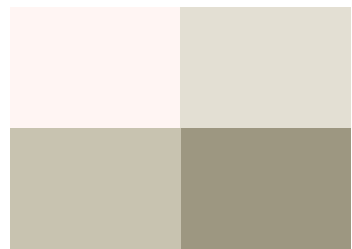
Every option is pre-vetted for quality and compatibility. There are no mediocre choices and no exorbitant mark-ups. You explore, your PHNX designer guides, and together you build a palette that is entirely your own.



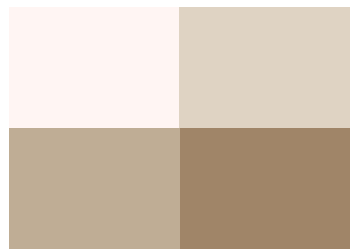
Moody Dark



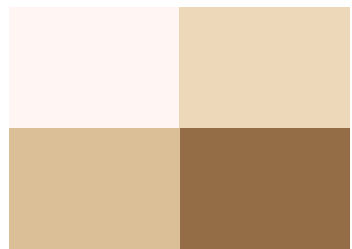
Coastal Light



Cool Neutrals



Warm Neutrals



Earthy Desert

PHNX Homes feature paint by  **SHERWIN-WILLIAMS.**

Clean + Minimal



Refined, restrained, intentional. Edited, quiet luxury.

Transitional



Timeless, balanced, classic-modern. Safe, but elevated.

Mid-Century Modern



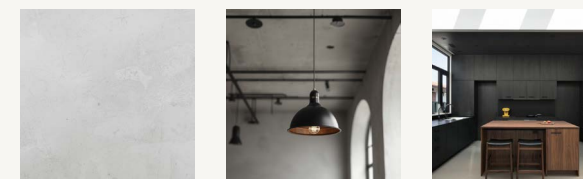
Iconic, warm wood, graphic. Design-forward retro.

Modern Calm



Soft, layered, serene. Cozy minimalism at its best.

Subtle Industrial



Textured, edgy-soft, high contrast. Industrial, but livable.

California Contemporary



Airy, organic, indoor-outdoor. California lifestyle, distilled.

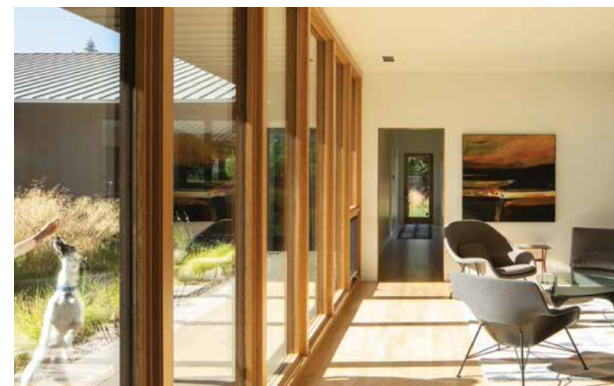
Network of Trusted Partners



SpaceTheory (Kitchens)

For years, Henrybuilt set the standard for what a kitchen could be—custom cabinetry of exceptional quality, designed with a level of rigor most of the industry overlooks. It was also, frankly, out of reach for most clients.

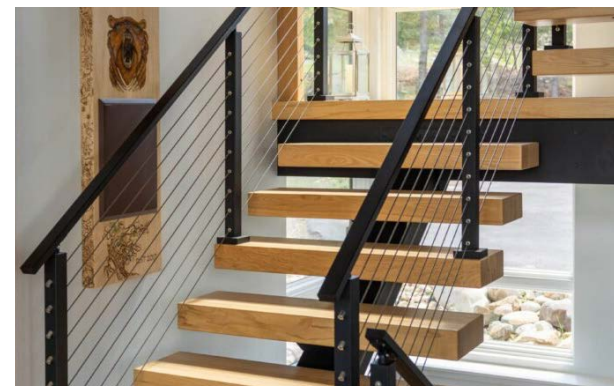
In 2025, they introduced SpaceTheory—a more systematized version at a more accessible price point, without losing what makes it exceptional: clean lines, precise joinery, honest materials, and a design philosophy that treats the kitchen as the heart of the home.



Sierra Pacific Windows

There are window brands we know from their mass-market advertising. Sierra Pacific is one we know from 20 years of specifying, installing, and standing behind their product in the field.

Sierra Pacific's aluminum-clad windows and doors bring a heavier gauge aluminum exterior and a more durable coating than most of the competition — which is exactly what noncombustible construction demands. Their frames don't burn. Their finish doesn't fail. And their thermal performance supports the net-zero energy standard that every PHNX home is built to.



Viewrail

We discovered Viewrail at the very beginning of PHNX — and they've been in every multi-story home we've built since. Their system comes with the design and engineering already done — tested, certified, and refined across thousands of installations.

Viewrail's floating stair systems, cable, rod, and optional glass railings are minimalist, precise, and unmistakably modern. They also supply all of our deck railings, in fully customizable configurations and finishes, so the design language carries seamlessly from inside to out.



Fox Blocks

Our founder has been specifying and building with Fox Blocks ICF since 2011—before PHNX was founded. They're the only ICF manufacturer with the testing required for our Type I noncombustible construction.

Their ties, the heaviest component, are made from 100% recycled content—a standard we're proud to meet.



All Weather Insulated Panels

AWIP makes the insulated roof panels used in the PHNX Longspan™ system. Together, by eliminating extra steps for sheathing, insulation, roofing and inspections, we reduce roof framing and install time by 80 percent. AWIP panels provide R-30+ insulation and meet noncombustible standards—with a 20-year finish warranty.



Snyder-Diamond

Our relationship with the professionals at Snyder-Diamond spans fifteen years. They are our source for plumbing fixtures and appliances, with PHNX packages aligned to our standards across budgets. When you visit with your designer, you start from a curated selection—and customize from there.



Badass Energy

Net-zero is not optional at PHNX. Badass Energy shares our ethos: embrace technology, stay ahead of a fast-moving industry, and never treat the energy system as an afterthought. They ensure that every PHNX home is fully grid-independent at move-in and always updatable as technology evolves.

Every product and partner in the PHNX network was chosen for the same reason: because we've used them, tested them, and staked our reputation on them. These are not vendor relationships. They are working partnerships built over years of shared standards.

Sustainability

Wood is often seen as sustainable—a renewable resource and carbon sink. But that benefit is temporary. Fire can release its carbon in hours, while rot, moisture, and lower-quality lumber release it over time. Eventually, the carbon returns to the atmosphere, the home is lost, and the cycle starts again.

Concrete and steel don't work that way. The carbon embedded in a PHNX home stays there — permanently. No fire releases it. No rot degrades it. No replacement cycle resets the clock. Build it once, and the embodied carbon story is done.

Resistance
Safety now

Resilience
Safety forever

There's an important distinction between fire resistance and resilience. Fire resistance is about surviving the next fire. Resilience is about not contributing to the conditions that cause the next fire — and the one after that. A home that resists fire but feeds the climate cycle that makes fires more frequent and more severe hasn't solved the problem. It's just delayed it. True resilience has to address both ends of the equation: how the home performs in a fire, and what it contributes to the world between fires.

This is also why LEED isn't the right measure for a PHNX home. LEED was written for the industry as it has always existed — frozen in time alongside it. It rewards doing the conventional thing incrementally better. It has no framework for what PHNX builds, and no pathway for what PHNX solves.

PHNX was founded on a belief that sustainability and good architecture are inseparable — that a truly elegant solution addresses both without treating either as an afterthought. Because of how PHNX homes are built, they naturally meet or exceed the California Green Building Standards Code (CalGreen) Tier 2 — the most rigorous green building code in the country — with very little additional effort. We get you at least 80 percent of the way there as standard. How far you want to go beyond that is up to you.

“Twenty-five years ago I stopped asking clients whether they wanted their project to be green. Good architecture just is.”



Laurie C. Fisher

Architect, Founder & CEO, PHNX
Development

Standard Sustainability Features: Every PHNX Home

ENERGY

- **Net-zero energy design:** photovoltaic array sized to offset 100% of projected consumption
- **Grid-independent capable**
- **ICF walls at R-30:** rigid exterior insulation, extremely difficult to achieve in wood-frame construction
- **AWIP insulated roof panels:** R-30+ continuous above-deck insulation
- **All ductwork and mechanical equipment in conditioned space**
- **Mini-split HVAC:** multi-zoned, high-efficiency heat pump
- **Energy Recovery Ventilation:** whole-house air exchange without energy loss
- **LED lighting throughout**
- **EV charging infrastructure**

MATERIALS & STRUCTURE

- **Type I noncombustible construction:** no wood framing
- **Fox Blocks ICF:** 48% post-industrial recycled content by weight
- **AWIP insulated roof panels:** pre-manufactured, minimal on-site waste
- **No exterior paint or stain:** manufacturer-applied integral color coatings, 20-year+ warranties
- **No soft or porous interior finishes that trap pollutants**
- **Pest-resistant structure:** no wood means no termites, no fumigation, ever

INDOOR ENVIRONMENT

- **Energy Recovery Ventilation:** continuous fresh air exchange
- **No combustion appliances:** cleaner indoor air quality
- **Dual-pane tempered windows:** superior thermal performance
- **Multi-zoned HVAC:** precise temperature control by zone

DURABILITY

- **Noncombustible structure:** no rot, no decay, no warp, no degradation pathway
- **Manufacturer-applied exterior coatings:** non-porous, low-maintenance, 20-year+ warranties
- **Sierra Pacific windows:** heavy gauge aluminum, superior coating durability

Optional Sustainability Features

WATER

- Demand hot water recirculation
- Future graywater irrigation piping
- Additional low-flow fixture upgrades beyond California code

SITE

- All site-specific sustainability measures—drainage, grading, permeable paving, and native landscaping—are tailored to your lot and goals with your PHNX designer.

How Do I Start?

Every PHNX home begins with a conversation. Not a sales pitch, not a form to fill out — a real conversation about your property, your timeline, your budget, and what you need your home to do.

If you've lost a home to fire, we understand that this conversation may be one of dozens you're navigating right now, alongside insurance claims, debris removal, and decisions that feel impossibly large. We've been here before. We'll meet you where you are.

If you're a developer, investor, or community builder looking at what PHNX can do at scale — for infill lots, fire rebuild communities, or mixed-use residential — that conversation looks different, and we're equally ready for it.

If you have a specific vision that goes beyond our portfolio homes, PHNX also offers full custom design-build services. Every custom PHNX home is built on the same structural system, to the same standard, with the same team. The portfolio is where we start. It's not where we have to stop.

If you're simply ready to build the last home you'll ever have to rebuild, we're here for that too.

Your home. Built to last generations.



Initial Consultation

A free conversation with a member of the PHNX team. We'll talk about your site, your goals, and whether a PHNX home is the right fit. No obligation, no pressure.



Site Review

We evaluate your lot — orientation, setbacks, lot size, and any site-specific constraints — and confirm which PHNX Portfolio home or custom design best fits your property.



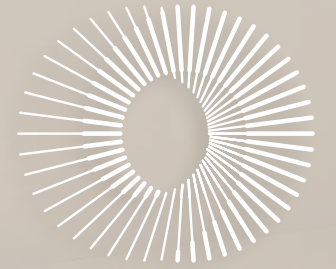
Design & Selection

You work with your PHNX designer to personalize your home through the VisionBuilder process — finishes, configurations, and all the details that make it yours.



Permitting & Construction

We handle it. From permit submittal to final inspection, PHNX manages the full process — with complete transparency at every step.



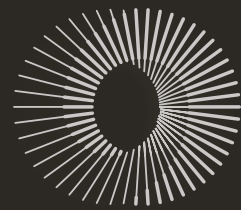
Ready to start?

Visit our website to schedule a consultation. We're easy to reach, and we don't do hard sells.

phnxdevelopment.com

info@phnxdevelopment.com

619.450.6237



PHNX
DEVELOPMENT