

Innovation Building Group Best Practices for Modern Methods of Construction



4. The Problem with Treating Every Housing Project Like a Prototype

One of the largest barriers to productivity in the housing sector is the industry's tendency to treat each project as a largely unique prototype, even when many of the underlying delivery systems remain substantially similar across projects.

Site conditions, municipal requirements, and architectural responses will always vary. However, many core project systems — including enclosure assemblies, coordination strategies, mechanical approaches, and manufacturing methods — are repeatedly redesigned despite already having proven operational performance. This creates significant inefficiencies across the delivery process.

Repeated system reinvention increases:

- consultant coordination time,
- procurement uncertainty,
- detailing inconsistencies,
- trade learning curves,
- and field coordination risk.

In many cases, the industry has normalized relearning the same lessons on successive projects.

Over the last decade, projects such as Orion, Radius, OSO, and the Alders demonstrated that some of the largest gains in housing delivery come not from constant reinvention, but from continuous refinement of proven systems under real operating conditions.

Each completed project generates operational intelligence related to:

- sequencing efficiency,
- constructability,
- maintenance exposure,
- coordination conflicts,
- occupant performance, and
- long-term durability.

When these lessons are systematically retained and integrated into future projects, performance improvements compound over time.

At IBG, this process evolved into a continuously refined systems library informed by:

- post-occupancy review,
- operational monitoring,
- field coordination feedback,
- manufacturing integration, and
- long-term building performance.

As systems mature through repeated implementation, projects benefit from:

- improved constructability,
- fewer coordination conflicts,
- faster approvals,
- more predictable costing,
- reduced field error rates, and
- lower operational risk.

Importantly, repeatable systems do not require architectural uniformity. Building form, site planning, housing typologies, and community integration can remain highly responsive to local conditions. What becomes standardized are the underlying technical and delivery systems that support project execution. This includes:

- assembly logic,
- coordination methodologies,
- performance strategies,
- sequencing approaches, and
- procurement integration.

In many respects, improving housing productivity depends less on isolated technological breakthroughs and more on the industry's ability to retain, refine, and repeatedly apply proven delivery intelligence across projects.