IBS Education

Timeless to Trendy: What's Next in Curb Appeal & Elevations

Part One
- Curb Appeal Basics

Park Two
- Timeless styles & colors with a regional focus

Part Three
- Transitional Styles

Part Four
- What’s Next?

NAHB Disclosure

The material in this education session has not been reviewed, approved, or endorsed by the National Association of Home Builders (NAHB). The topics discussed and the materials provided herein are for informational purposes only, are not intended to be an exhaustive presentation of information on a particular subject, and should not be treated as such. The speaker or speakers are not acting on behalf of or at the direction of NAHB.

NAHB specifically disclaims any liability, loss or risk, personal or otherwise, which may be incurred as a consequence, directly or indirectly, in the use or application of any of the materials presented in this or any other education session presented as part of the International Builders Show®.

Meet Your Speakers

Deryl Patterson
Housing Design Matters, Inc
housingdesignmatters.com
Email: dpatterson@housingdesignmatters.com

John Guilliams
KGA Studio Architects, PC
kgarch.com
Email: jguilliams@kgarch.com

Rick Overby
Stella Color+Design
stellacolordesign.com
Email: ro@stellacolordesign.com

Continuing Education Credit

Each IBS education session provides 0.5-3 hours of continuing education credit toward NAHB professional designations. NKBA and AIA members may also earn continuing education credits by attending IBS education. Please refer to each session’s listing in the show guide, website or app to determine the organization providing CE credits and the number of hours you will receive. Directions for reporting your hours can be found in the IBS Show Guide.
Style Based Elevations

- Pick a style, any style
- Go beyond elevation A, B & C

Style Based Elevations

- Develop actual style driven streetscapes

Style Based Elevations

- Traditional
- Craftsman
- French Country-Stucco

Style Based Elevations

- Traditional
- Craftsman
- French Country-Stucco & Stone

Style Based Elevations

- Mid-Century
- Contemporary
- Transitional

Streetscape vs. Pricing Options

- Think beyond three price points
- Start with a “KIT of PARTS” that are priced similarly
- Think about getting BANG for $$$
- Place the expensive materials and details where they will be experienced
- Don’t “CHOCOLATE DIP” the masonry

Streetscape vs. Pricing Options

- KIT of PARTS
Streetscape vs. Pricing Options

KIT of PARTS
1. Material
2. Standard roof pitches
3. Rakes
4. Eaves
5. Window trim
6. Window grid pattern
7. Column detail
8. Gable end detail
9. Gable end detail
10. Corbel trim
11. Material transition details
12. Brackets or corbels
13. Entry door specification
14. Garage door specifications
15. Light fixture specification

Put your $$$ where your mouth is, (or your front door.)

Styles are Regional – more than 3 styles in your region

Same house – multiple styles and materials

Airbnb & VRBO expose consumers to different architectural vocabularies.
TV’s influence with House Hunters International & the Property Brothers
Availability of materials & modern construction methods create new opportunities.
Be VERY careful! Local influences, codes, availability of trades, & market acceptance
- Roof pitch in high wind zones vs. snow loads
- Stucco on frame in the Carolinas
- Brick & stone in Texas

Are styles regional?
Avoid the “Blender”

- Authenticity
- Authentic application of materials
- Authentic mix of materials
- Don’t be a spaghetti western set
- What not to do

DISCLAIMER: we have all done something that we should not have done

Avoid the “Blender”

- Arbitrary use of materials
- Stone & shake

Avoid the “Blender”

- What style is this?
- Crazy mix of materials

Avoid the “Blender”

Think Three Dimensional

- Everybody loves a spaghetti western, but nobody deserves to live in one.
- Wrap materials to inside corner

Common Elevation Miscues

- Shutters as “trim”
- Wood trim over brick
- Floating “Stone”
Common Elevation Miscues
- Mis-matched door & window heads
- Dormer size and details

Prefered Elevation Details
- Anchored Stone
- Proportional Dormers
- Right Sized Shutters

Common Elevation Miscues
- Big forehead garage – plan for lower garage floor

Common Elevation Miscues
- The modern shed roof look

Common Elevation Miscues
- Creates the modern big forehead – think 3 dimensional
House Forward, Garage Back

- Snout garage vs. garage back – which one is more welcoming?

Snout Garage vs Non Snout Garage

- More exterior walls: non-snout has 240 sq. ft. less of exterior wall
- Non-snout yields a bigger backyard – which buyers will pay for

*240 sq. ft. x $6 for brick = $1,440

Style Based Color Selections

Modern Farmhouse: Custom
- Black windows
- Metal accent roofing
- Monochromatic

Style Based Color Selections

Modern Farmhouse: Production
- White windows
- Composite roofing
- Monochromatic
Style Based Color Selections
Farmhouses don’t have to be all white!

Color Selection Diagrams
The Importance of Intentional Application Strategies

Color Selection Diagrams

Color Selection Diagrams
Color Selection Diagrams
One scheme four ways

Color Selection Diagrams
One scheme four ways

Color Selection Diagrams
One scheme four ways

Color Selection Diagrams
One scheme four ways

Color Placement

What NOT to do!

Color Placement
Hello Soffits
IBS Education | Color Placement

- Soffits

49

IBS Education | Color Placement

- Columns & Beams

50

IBS Education | Color Placement

- East Coast French Country
  - Stucco, stone & painted brick
  - Painted brick as alternative to stucco
  - Steep roof pitch

51

IBS Education | Timeless to Trendy: What's Next in Curb Appeal

- Part Two
  - Timeless Styles & Colors with a Regional Focus

52

IBS Education | Timeless Styles with a Regional Focus

- East Coast French Country
  - Stucco, stone & painted brick
  - Painted brick as alternative to stucco
  - Steep roof pitch

53

IBS Education | Timeless Styles with a Regional Focus

- Mountain French Country
  - Stucco & stone
  - Heavy timber posts
  - Add a rustic flavor
  - Steep roof pitch

54
Timeless Styles with a Regional Focus

- East Coast Shingle
  - Painted shake shingles
  - Plank shutters

Timeless Styles with a Regional Focus

- Mountain Shingle
  - Stone foundation
  - Stained shakes
  - White trim

Timeless Styles with a Regional Focus

- Florida Spanish Eclectic
  - Stucco
  - Arched windows
  - Corbeled frieze

Timeless Styles with a Regional Focus

- Mountain Traditional
  - Brick & stained shakes
  - Simple railing
  - Simple window grids

The Power of Natural Light and Geographical Context

Color Variation by Region

The Power of Natural Light and Geographical Context
Color Variation by Region

Western Region

Color Variation by Region

Western Region

Color Variation by Region

Mountain

Color Variation by Region

Mid West

Color Variation by Region

East Coast

Timeless to Trendy: What's Next in Curb Appeal

Part Three

- Transitional Styles
Transitional Styles

- **Farmhouse**
  - Roots in Folk Victorian
  - Made popular by HGTV

- **Coastal**
  - Roots from Rosemary Beach
  - All siding style
  - Tower element

- **Moderated Modern**
  - Modern elements
  - Pitched roof

- **Rustic Farmhouse**
  - Stained wood siding
  - Cut stone
  - Not just at the base
  - Metal roof

- **Rustic Mining**
  - Mix of materials
  - Additive composition

- **Mountain Prairie**
  - Hip roof with deep overhang
  - Large scale stone contrast light stucco
Timeless to Trendy: What's Next in Curb Appeal
Part Four
• What's next in Styles & Colors?
• Modern Styles originate in Multi-family

What's Next? Multi-family leads the way
• Urban Infill

Modern townhomes in Florida

What's Next? Multi-family leads the way
• Modern Custom
  • Soaring roof forms
  • Trapezoid windows
  • Metal handrail

What's Next
• Modern Production Homes
  • Moderated Modern
  • Creating Modern is Challenging
    • Unlike timeless style, there is no pattern book
    • Modern is more than just a mono pitched roof
    • Still must include the basics
      • Good massing
      • Balance
      • Proportions
    • Select materials in your budget
    • Honesty of materiality is cornerstone of modern

Modern Production Single Family
Moderated Modern  Modern Prairie  Urban Chic
Creating Modern

- Honesty of materiality is cornerstone of modern
- Wood siding & its color variation
- Corrugated metal panel
- Creating balance without symmetry
- Vertical panel balances the gable
- Red door draws the eye to the entry
- Design reinforced with the steps

Modern Production

- Simple forms
- Modern details
- Wrapped entry porch
- Deeply set windows
- Contrasting materials
  - Stucco & siding
  - Wood timbers & metal bracing

What's Next…

Color/Material by Volume

Building Community with Color
Great curb appeal is the result of collaboration, not coincidence
• Starts with a vision for the community
• Select styles that work together to enhance that vision
• Consider price point and regionality
• Respect authenticity
• Reinforce the style with color selections
• Follow through with discipline of application
• Modern still requires balance & good composition
Future Concepts

Questions

??????

Speaker Contact Information

Deryl Patterson
Housing Design Matters, Inc
dpatterson@housingdesignmatters.com
Jacksonville, Florida

John Guilliams
KGA Studio Architects, PC
jgulliams@kgarch.com
Louisville, Colorado

Rick Overby
Stella Color+Design
ro@stellacolordesign.com
Englewood, Colorado