Lot-by-lot, How to Build Communities Your Buyers Will Love
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Digital Evaluation

As a reminder, please take the time to complete an evaluation for this session.

New this year, evaluations are being done digitally.

In your inbox, you should have already received an email asking you to share your feedback about this session.

Simply click on the link and complete the evaluation on your phone or tablet - it will take less than one minute.

And as a thanks, IBS is offering a number of prizes for doing so. There are more than 75 daily and grand prizes being given away.

Your feedback is critical, so we hope you'll take the time to complete the evaluation.
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Lot-by-lot, How to Build Communities Your Buyers Will Love

Learning Objectives

- **Know your buyer** - Discover the importance of and learn to identify buyer profiles for your community.
- **Building Community** - How you can enhance and contribute to an existing community, even on a single lot.
- **Doing Simple Well** - Which components are most valuable in a streetscape and amenities and which can be left behind.
- **Placemaking** - Learn how to incorporate your buyer’s priorities in amenity design—from walking trails and coffee shops to a lively restaurant scene.
Community Character

Know the Life Stages of Your Buyer
Community Character

The Lexicon Webster Dictionary defines Character as “a distinctive trait, quality or attribute”
“Each and every place has some measure of unique expression or quality”
“A pleasing degree of consistency in urban design and architecture strikes a balance between repetition and monotony”
Community Character – “The BIG Idea”

Sense of place
Capturing an Iconic View
**Telling a Story**

**North Lawn Landscape**
- 6'x6' street
- 2.5' mon. sound walls per street
- Low plant cutting across parking bay at street
- Strip parking bay dot down to street
- Colored dots on street parking bays
- Parking bay dots 2.5' sound walls
- Matching ornamental tree "orchard" at each side of street and slope as shown
- Accent ponderosa pines along drive by front and play lawn
- Bird box cleaning near at slope of lawn
- Event and play lawn
- Mass planting of ornamental grasses, "orchard" and other shrub masses at toe of slopes and terraces for erosion resistance

**Garden**
- Sawn concrete pavers
- 1.5m CMU corbeling wall
- Steel paneling
- Steel and glass roof
Community Character – “The BIG Idea”
Community Design – Site Analysis

Careful site analysis is key to successful community design.

**Slope:** Map ridgelines and steep slopes for preservation open spaces within the community.

**Drainage:** Identify drainage patterns and opportunities for water quality and storm water management improvement.

**Floodplain and Wetlands:** Identify and assess floodplain and wetlands and opportunities for low impact crossings of roads and utilities.

**Wildlife Corridors:** Identify opportunities to preserve wildlife habitat and connectivity across the site.

**View Sheds:**
- Approaching the site
- Internal to the site
- From the Site

**History and Culture**
- Cultural and existing patterns of use
- History of the site and greater community
Preserve Major Drainageways
Identify environmentally sensitive areas
Locate open space to benefit both residents of the proposed development and adjoining development and public spaces and accessible to the greater public.
Neighborhood parks are imbedded into the neighborhood for increased community engagement, parks are not treated as left over space.
Reflect the Historic and Cultural Qualities of the Site
“TRANSPARENCY” Preserve views from within the Neighborhood
Simplify the Landscape
Preserve Existing Trees and Vegetation
Plant Trees
Plant Trees
Community Design

- 10 homebuilders
- 52 models
- 156 different elevations

Build Diversity into the Plan

HOME BUILDER LEGEND

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Designing A Community
Designing a Community
Master Plan

Site Plan

The master plan for the Breeches at Allenberry is composed of multiple clusters of homes that follow the contours of the land. This method of arranging the housing allows for preservation of areas of undeveloped green space for recreation.

The green space contains a meandering trail that circulates through the community, providing for beautiful walks and providing pedestrian access to the Allenberry Resort wellness center and golf course. The trail area to the south provides a buffer to neighboring communities.
Designing a Community

Architecture and nature in harmony...each home has a generous lot and beautiful natural views of the surrounding landscapes. Walking trails run through the development, from residents' homes to the resort and wellness center.
Designing a Community

Section 3 - Architectural Standards

3.1 Interiors

The interiors are a combination of traditional and contemporary, with large kitchens and family rooms. Porches invite the outside in, providing space for entertaining and hanging out with family.
Create Compact, Neighborhood ‘Villages’
Create Compact, Neighborhood ‘Villages’
Create Compact, Neighborhood ‘Villages’
Create Pocket Parks
Preserve Existing Trees and Native Landscape
The Home

Make The Front Yard a Usable Space
‘Walk-to’ Destinations

IBS Education
Traditional Neighborhood Amenities
The Home
Infill Homes
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